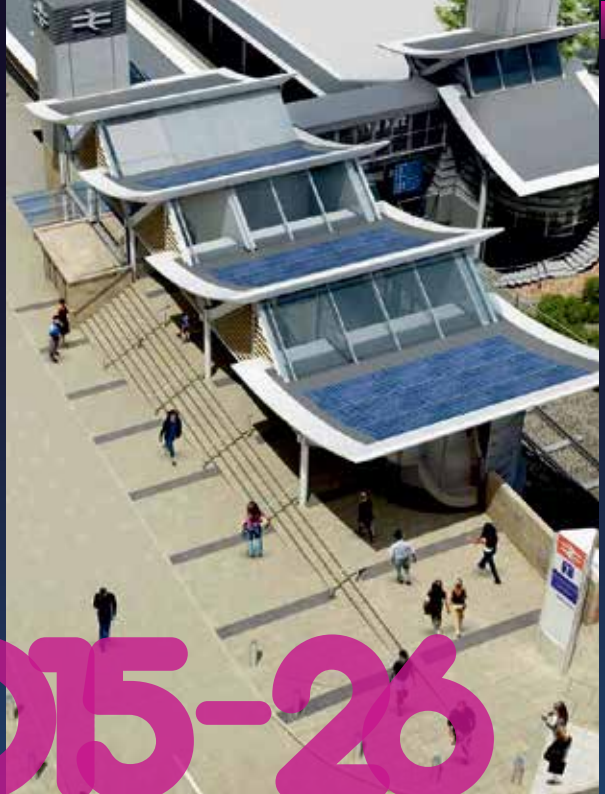
Welcome to our interactive pdf version of the Rotherham Transport Strategy

Please use the buttons on the right to navigate the document chapters and the page numbers on the left for content of chosen chapter.

Underlined text signifies a link to further information within this pdf or an external link to a recomended website.



2015-26

Rotherham Metropolitan Borough Council

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FOREWORD

I am pleased to publish the Rotherham Transport Strategy for the period 2015-2026.Although it is being introduced during a time of unprecedented change and austerity in which transport budgets have been reduced, **we must still address two fundamental challenges:**

- To support economic recovery in the Borough and;
- To adapt to and reduce the transport systems impact on safety, health and climate change to help safeguard its benefits for future generations.

This Strategy explains how we will build on our strong transport policy direction set out internationally, nationally and locally in the Sheffield City Region Transport Strategy (2011-2026) and the South Yorkshire Local Transport Plan (2011-2016). It features our proposals to continue to improve our road network in Rotherham and to support sustainable and affordable transport modes through continuing to improve public transport and promoting more walking and cycling.

> ***"Growing our economy and linking people to jobs and training will be a priority"***

Fairness, safety and sustainability will be embedded in the transport projects we deliver. The purpose of investing in transport and the economy is not just about benefiting one group at the expense of another but to create the personal, social and cultural well-being of all.

We recognise that fuel and other costs are now rising faster than incomes and for some people car travel is simply becoming too expensive. We are also concerned about the rising levels of ill-health associated with sedentary lifestyles and obesity. Active transport is proven to help reduce this growing problem. We therefore want to promote alternatives to car travel that will sit alongside traditional road schemes and local projects to ensure everyone has the potential to benefit from economic recovery and future growth in a healthy, sustainable manner. We will also continue to work with local communities to deliver small scale improvements in local streets and areas to transform and drastically improve peoples´ life chances, safety and well-being.

The Council will strive to continue to be a leader in local transport delivery and is committed to delivering a transport system that meets our challenges, works for all of our travelling public and businesses, helps to support growth and is environmentally fit for the future.

Christine Lelliott
Advisory Cabinet Member

Rotherham Metropolitan Borough Council

EXECUTIVE SUMMARY

The Purpose of this strategy is to provide an overview of how the challenges faced in planning transport to meet Rotherham's objectives will be overcome. By addressing these challenges in terms of a number of themes, the desired outcomes can be achieved. Project proposals must be in line with the strategic objectives if the desired outcomes are to be realised.

Individual projects need to be measured against the strategy to confirm that they comply with the various tiers of national, regional, and local plans and strategies that have been adopted. This strategy draws together in one place all of the relevant information and provides the background to support decision making regarding transport projects.

The interactive nature of the strategy allows reference to particular sections or themes and for pages to be referenced in other documents.

The realisation of this vision will be achieved by means of a variety of projects linked to the themes set out in Part C. A comprehensive list of projects can be found in Part D, Section 12.

Vision

By 2026 Rotherham will:

- Enjoy sustainable growth – new development will be based on compact mixed use centres focussed on high-quality public transport.
- Be a connected place – people and places are connected by an integrated, safe and efficient transport network.
- Make sustainable travel choices – walking, cycling and public transport are a normal part of daily travel

The strategy proposes a vision for transportation in Rotherham

Rotherham Metropolitan Borough Council

EXECUTIVE SUMMARY

The objectives are as follows:

Integrated transport and land use

To support well designed new development that reduces the need to travel and is accessible to everyone by frequent public transport, walking and cycling.

Public transport (bus, tram & train)

To improve the public transport network so it provides an alternative to the private car.

Active transport network

To make the transport network safe and attractive for walking and cycling.

Travel behaviour change

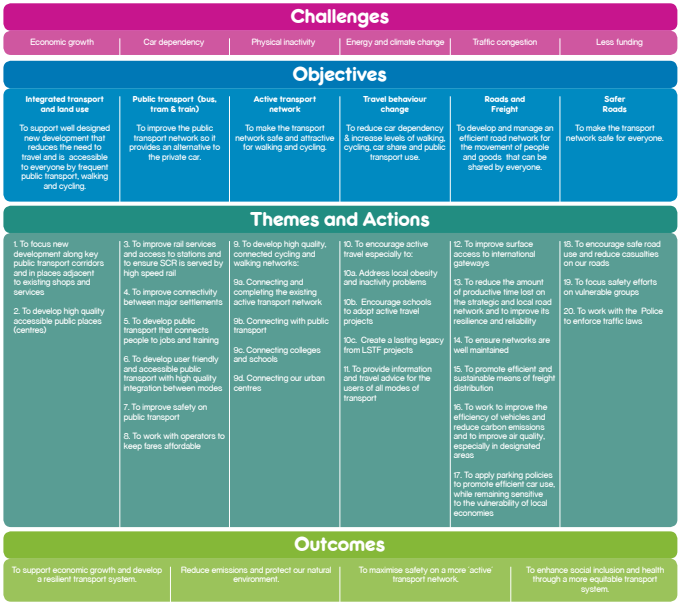
To reduce car dependency & increase levels of walking, cycling, car share and public transport use.

Roads and Freight

To develop and manage an efficient road network for the movement of people and goods that can be shared by everyone.

Safer Roads

To make the transport network safe for everyone.



Our overall transport strategy

Rotherham Metropolitan Borough Council

PART A

Setting the scene

1. Introduction

About the Borough

The metropolitan borough of Rotherham occupies an area of 28,653 hectares, one of four metropolitan areas within South Yorkshire, bounded by Sheffield to the west, Barnsley to the north, Doncaster to the east and North East Derbyshire and Bassetlaw (Nottinghamshire) in the south.

Rotherham developed from a small market town into a major industrial centre based on coal and steel. The population of the present Borough grew from 17,000 in 1801 to 120,000 in 1901 and is now in excess of a quarter of a million. Most of the traditional industries of the 19th and 20th centuries no longer exist and many old industrial areas have seen large scale regeneration such as at Manvers in the Dearne Valley, although there is still a steelworks at Aldwarke.

The M1 motorway runs along much of the borough's western edge and the M18 bisects the borough to the southeast of Rotherham town centre. There are five airports within a 50 mile radius, including "Robin Hood" airport near Doncaster. Local rail connections to the national rail network at Sheffield and Doncaster are good, however direct services to other major rail destinations are lacking. The Borough also benefits from canal connections to the Humber Ports via the Sheffield and South Yorkshire navigation.

Transport and accessibility are the glue that binds the Borough together. As the Borough grows it is essential to connect people with jobs, services, friends and families but the demand for travel needs to be balanced with a need to manage traffic congestion and to reduce the negative effects of vehicle use and emissions.

Purpose of this strategy

The purpose of this strategy is to establish our transport policy and to provide a blueprint for the Borough's transport network over the next 12 years, with a particular focus on our immediate priorities to stimulate the local economy to create jobs and to tackle transport affordability.

Rotherham Metropolitan Borough Council

Planning context

In the last decade there have been major changes to the Borough and surrounding region both physically and administratively. This change spurred on the need to re-examine transport and to develop a plan that meets the way people and goods will move about the Borough.

Some of the key changes include:

- The introduction of a Growth Plan and the Local Plan Core Strategy which proposes an additional 14,000 new homes in the Borough by 2028 along with 10,000 new jobs over 10 years meaning more land is needed for employment uses.
- The progression of major housing and industrial development areas at Waverley and Bassingthorpe Farm.
- The Rotherham Community Strategy which focuses on economic growth, health, protecting vulnerable people and local issues.
- The introduction of the Sheffield City Region (SCR) Transport Strategy (2011-26) and the formation of the SCR Combined Authority to oversee economic development, regeneration and Transport.
- The Department of Transport's announcement of a 10 year allocation of major scheme funding for the Sheffield City Region and the subsequent forming of the SCR Local Transport Body to determine where and by whom the allocation is spent within the City Region.
- The announcement of the Sheffield to Rotherham Tram Train trial and the development of Bus Rapid Transit schemes.
- Other issues linked to transport and travel such as high fuel prices, increasing obesity levels, sedentary lifestyles and social exclusion which have a direct impact on the mobility and quality of life of our local population.

How the Rotherham Transport Strategy fits into the planning framework is shown in Fig. 1.

How transportation has fed into the development of the growth plan for City Region and Rotherhams growth plan

Fig 1: Where the Transport Strategy fits into the Planning Framework

Rotherham Metropolitan Borough Council

Local Plan Core Strategy

The Core Strategy identifies the towns and settlements where land for new houses, industry/business, retail, leisure and community facilities is needed and how this can be done sustainably up to 2028. It sets out local policies to make this happen including local transport policies **(See: Fig 2)**.

In effect, the Core Strategy sets out what development is needed, how much is required, where it should go and when it should happen. It concentrates new development along public transport corridors and proposes walking and cycling links to connect developments together. Some new roads are included but only where they are needed to open up land for development.

Locations for new housing and industrial developments are spread across the Borough with most being modest extensions to urban areas that already have similar land uses. However, there are two large urban extensions proposed at Waverley (with 3900 homes/38ha of employment land) and at Bassingthorpe Farm (with 2400 homes and 11 Ha of employment land)

Policy CS14
Accessible Places and Managing Demand for Travel

The Council will work with partners and stakeholders to focus transport investment on making places more accessible and on changing travel behaviour. Accessibility will be promoted through the proximity of people to employment, leisure, retail, health and public services by:

A. Locating new development in highly accessible locations such as town and district centres or on key bus corridors which are well served by a variety of modes of travel (but principally by public transport) and through supporting high density development near to public transport interchanges or near to relevant frequent public transport links.

B. Enabling walking and cycling to be used for shorter trips and for links to public transport interchanges.

C. Reducing car parking provision in town centre and other accessible sites if public transport and other sustainable modes can accommodate travel but not to an extent where the town centre is unattractive when compared to out of town shopping centres.

D. Set thresholds where existing and future employers and institutions will need to adopt Travel Plans or Area Travel Plans as part of a programme of sustainable transport promotion.

E. The use of maximum parking standards for non-residential developments aimed at reducing the number of car trips to and from them.

F. Adopting car parking policies for vehicles and bicycles in accordance to national guidelines that support and complement public transport and the introduction of sustainable travel modes.

G. The use of Transport Assessments for appropriate sized developments, taking into account current national guidance on the thresholds for the type of development(s) proposed.

H. The safeguarding of suitable land for the provision of transport infrastructure.

I. Prohibiting development where this is prejudicial to projects outlined in the Local Transport Plan or for any other transport proposals. Land to be safeguarded will be contained in specific transport proposals, the Sites and Policies document or other Local Development Plan Documents as appropriate.

J. Implementing the Public Rights of Way Improvement Plan and maximising the use of the Public Rights Of Way network and other routes such as canal towpaths and disused railway lines for local transport connections on foot and by bicycle.

K. Not allowing new development in Air Quality Management Areas unless traffic and air quality impacts are appropriately mitigated.

L. Promoting Park and Ride where other sustainable travel choices cannot deliver similar benefits.

M. Maintaining and improving School Travel Plans to manage demand for travel to and from schools and colleges.

Policy CS15
Key Routes and the Strategic Road Network

The Key Route and Motorway network will provide efficient access between the main Rotherham Urban Area, Principal Settlements and the regional and national road network. This will be achieved by:

A. Concentrating through traffic on Motorways and 'A' Roads with best use being made of the existing road capacity to enable this.
B. Improving specific Key Routes to manage congestion including traffic management measures, bus priority and facilities for cyclists and pedestrians.
C. Integrating Park and Ride projects into bus priority schemes where they create a demonstrable reduction in vehicle mileage and are proven to be self-financing.
D. Concentrating road based freight onto those key routes where it would not have an unacceptable impact on local communities.

Investment in key routes will be complemented by improved links for public transport, walking and cycling into the communities they serve. Where a key route passes through a community or acts as the main transport link between communities, it will be modified to reflect the needs of local people with priority given to accommodating vulnerable road users.

Policy CS16 New Roads

There will be no significant increase in the physical capacity of the highway network. Proposed new roads likely to be delivered within the plan period are:

1. A57 Todwick to M1
2. Sheffield/Rotherham Bus Rapid Transit (Northern Route)
3. Waverley Link Road
4. J33 M1 Improvement
5. M1 J32 – 35 Managed Motorways.

Policy CS17 Passenger Rail Connections

The Council will support development of the rail network, including High Speed 2, and will safeguard land for local rail projects including:

A. Rotherham mainline rail capacity improvements – principally the doubling of Holmes Chord on the Sheffield Main Line near Tinsley.
B. Increases in train frequency and rolling stock capacity.
C. Examination of new stations and park and ride facilities where appropriate.
D. Improvements to existing stations and park and ride facilities
E. The Sheffield – Rotherham Tram Train trial route.
F. Land within and adjacent to existing and historical rail alignments for rail, cycleway and/or walking route development.
G. The route of the High Speed 2 rail line.

Policy CS18 Freight

The Council will promote improvements to the freight network accruing from strategic road and rail improvements especially for links to the Humber Ports and the north via the M1/M62 Managed Motorways proposals.

The transfer of freight from road to canal will be encouraged and the potential of the Sheffield and South Yorkshire Navigation and rail network will be maximised by safeguarding sites with potential canal wharfage and rail sidings. The impact of the movement of road based freight will be minimised through the concentration of freight onto key routes.

Figure 2 Core strategy policies from the Rotherham Local Plan.

Rotherham Metropolitan Borough Council

Our transport infrastructure proposals take the impact of all these large and small developments into account.

The policies contained in the Local Plan were subject to consultation and scrutiny at a hearing in public during October and November 2013. That hearing considered the policies to be fit for purpose and they form the backbone of our objectives in this strategy.

Rotherham Community Strategy and the Health and Wellbeing Strategy.

The Community Strategy is an overarching document for the Borough reflecting the shared interests, aspirations of all major local agencies working to improve Rotherham. It sits alongside other high level strategies including the Health and Wellbeing Strategy. It has 3 main priorities to:

- Help local people and businesses benefit from a growing economy.
- Ensure the best start in life for children and families.
- Support those that are vulnerable in our communities.

The Community Strategy also adopts these principles (amongst others) and it obliges the Council to:

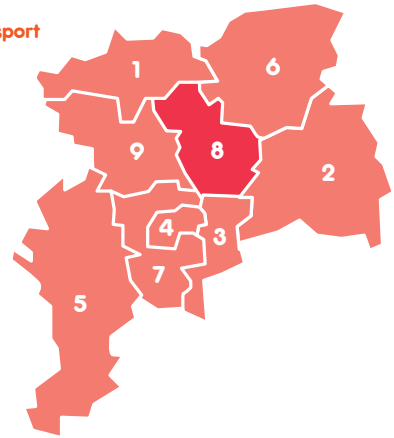
- Deploy our resources where they are most needed to help reduce inequalities.
- Only focus on areas where we can make a difference to local people and make sure we work with communities to seek solutions.
- Focus on prevention and early intervention.
- Help people to help themselves.

Our Transport Strategy meets these priorities and principles.

The Sheffield City Region Transport Strategy (2011-26)

The SCR Transport Strategy sets out the strategic transport policies for the whole region **(See Fig 3)**.

It is complemented by an implementation plan and The Third South Yorkshire Local Transport Plan which sets out how the strategic transport policies will be delivered.



Barnsley **1**
Bassetlaw **2**
Bolsover **3**
Chesterfield **4**
Derbyshire Dales **5**
Doncaster **6**
North East Derbyshire **7**
Rotherham **8**
Sheffield **9**

Figure 3

Rotherham Metropolitan Borough Council

The City Region Transport Strategy sets out 4 key goals that apply to all our transport activities **(see Fig.4).**

In support of the SCR goals there are 26 strategic transport policies which will inexorably drive our local transport decisions **(See fig 5).**

The nine local authorities that make up the Sheffield City Region (SCR) have a long history of collaboration at a scale that reflects the natural economic geography of the region. Most recently, this collaboration has taken the form of the Sheffield City Region Local Enterprise Partnership (SCR LEP) and SCR Leaders Group.

Following a comprehensive "Governance Review" – SCR Leaders agreed to establishing a SCR Combined Authority (referred to as the SCR Authority). The term "Combined Authority" means the bringing together of two statutory bodies – the Integrated Transport Authority (ITA) and an Economic Prosperity Board (EPB) in order to align political decision making around strategic Economic Development and Transport.

On 23 January 2013, the Department for Transport announced a ten-year allocation of major scheme transport funding for Sheffield City Region. This funding is to be spent on major infrastructure projects and will form part of the Sheffield City Region Investment Fund (SCRIF). SCRIF is a framework of funding streams to deliver essential strategic infrastructure to increase economic growth and jobs in the Sheffield City Region.

To satisfy the Department for Transport that Sheffield City Region is able to allocate and spend the funding appropriately, Sheffield City Region has established a body to make key decisions regarding this funding and to oversee investments. This body is known as the Sheffield City Region Local Transport Body (SCR LTB). Many of the projects in this strategy are influenced by the SCR LTB.

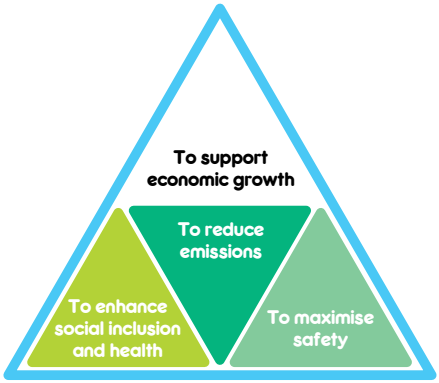


Figure 4: The SCR goals

Rotherham Metropolitan Borough Council

To support economic growth	
To improve surface access to international gateways.	
To improve the reliability and resilience of the national road network using a range of management measures.	
To promote efficient and sustainable means of freight distribution, while growing SCR's logistics sector.	
To improve rail services and access to stations, focusing on interventions that can be delivered in the short term.	
To ensure SCR is served by high speed rail.	
To improve connectivity between major settlements.	
To deliver interventions required for development and regeneration.	
To develop high-quality public places.	
To focus new development along key public transport corridors and in places adjacent to existing shops and services.	
To apply parking policies to promote efficient car use, while remaining sensitive to the vulnerability of urban economics.	
To develop public transport that connects people to jobs and training in both urban and rural areas.	
To reduce the amount of productive time lost on the strategic road network and improve its resilience and reliability.	
To ensure our networks are well-maintained.	

To enhance social inclusion and health	
To develop user-friendly public transport, covering all parts of SCR, with high quality of integration between different modes.	
To ensure public transport is accessible to all.	
To work with operators to keep fares affordable, especially for travellers in need.	
To provide efficient and sustainable access to our green and recreational spaces, so that they can be enjoyed by all residents and attract tourism.	

To reduce emissions	
To work to improve the efficiency of all vehicles and reduce their cardon emissions.	
To encourage active travel and develop high-quality cycling and walking networks.	
To provide information and travel advice for the users of all modes of transport, so that they can make informed travel choices.	
To support the generation of energy from renewable sources, and use energy in a responsible way.	
To improve air quality, especially in designated AQMA areas.	

To maximise safety	
To encourage safer road use and reduce casualties on our roads.	
To work with the police to enforce traffic laws.	
To focus safety efforts on vulnerable groups.	
To improve safety and the perception of safety on public transport.	

Squeezing more from our existing assets

Esuring our growth is sustainable

Giving people choice

Ecouraging a cultural change

Figure 5: SCR Transport Policies

Rotherham Metropolitan Borough Council

2. Transport challenges

Economic growth

In 2013, the Borough's population was estimated at 258,700 – the third largest in the Sheffield City Region.

Our Local Plan Core Strategy includes a housing target of 850 new homes a year (over 950pa to account for previous years' under-provision) resulting in 14,371 new homes to be built over the 15 year plan period from 2013 to 2028. It also identifies around 230 hectares of employment land for new economic development with up to an additional 5 hectares of land to accommodate new office floor space.

As a result of our housing and economic growth plans we estimate that the population will grow to around 271,000 by 2026. The future population and economic growth will create transport growth which needs to be identified and mitigated by planning new or improved transport.

Traffic congestion

At present traffic congestion is a problem in Rotherham for relatively short periods at peak travel times when the roads are busiest. As our economic growth plans take effect, our roads are predicted to become much more congested. Forecasts by our Strategic Transport Model indicate that 73,000 additional trips will be made on our road network (based on a 2007 baseline). General traffic and bus trips will both increase by around 10%. Without interventions, these new trips will lead to more congestion, longer delays and traffic queues. **(See fig. 6)**. There is little scope for large scale expansion of road capacity in urban areas without there being a serious impact on the places we live and work in.

It is inevitable that we will have to adopt a transport system where people who don't need to travel by car are able to use excellent alternatives instead (bus, train, walk, cycle). Road space will need to be managed for people who do need to drive such as freight carriers, public services, trades-people and people with disabilities.

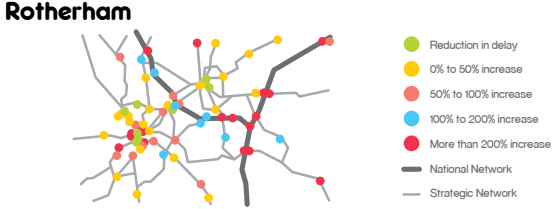


Fig.6: Change in delay due to highway congestion without interventions (2007-2026)

Rotherham Metropolitan Borough Council

Car dependency

Managing car travel has been the main focus of transport policy for the last few decades but there has been limited success because economic factors have driven car use upwards. Consequently, more capacity has been (and will be) squeezed out of the road network to accommodate more traffic but this is a finite process. If growth continues, more people will be sitting in the same traffic queues.

We have reached a point where little more can be done to accommodate much more traffic without seriously disadvantaging one road user over another: for example, taking time away from people wishing to walk across a road in favour of more 'green time' for vehicles travelling along it.

An economic link to travel will remain but it will be a more complex one. Cars will be seen by many as the best choice for travel but for others, this will not be the case. For example, one in four households do not have access to a car for reasons including cost, disability and choice. They have to rely on public transport, walking and cycling or alternatively a lift from friends, family or community organisations. The reliance on such 'networks', which are often limited, can lead to social exclusion.

It is also likely that economic factors may further curtail car use (and increase exclusion) especially for people on lower incomes because of:

- Rising fuel costs **(see fig.7).**
- Affordability for younger people (e.g. high insurance costs).
- Moves towards cleaner and ultimately more expensive vehicles.
- Conscience – people are beginning to look for cleaner and more environmentally friendly modes of travel

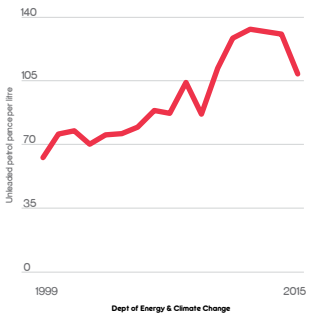


Fig.7: Average UK fuel price per litre of unleaded

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Travel data from the 2011 census indicates that of the people that do travel to work, cars are the main travel mode. In fact, around 81% use their cars **(see fig: 8).** This is despite the fact that just over 60% of travel to work trips in Rotherham are short (i.e. they start and finish within the Borough) and could easily be made by public transport, cycling or, for very short trips, on foot.

Clearly there are two challenges here. Firstly, to ensure shorter trips to existing and new jobs within the Borough are made efficiently and with the least impact on the transport system (perhaps by bus, train, bicycle or on foot); and secondly, to create an attractive alternative to cars for longer cross boundary travel to work trips and especially those to Sheffield (perhaps by rail, tram or bus)

Transport provision and the location of services can reinforce social exclusion. When done badly, they prevent people from accessing key local services or activities, such as jobs, learning, healthcare, food shopping or leisure. The average distance to work for people on low incomes is three miles compared with eight for the general population. Increasing the mobility of low income workers will allow them to seek employment beyond their current horizons. Cars are not the answer for this group as motoring costs account for 24% of the weekly expenditure of households in the lowest income quintile who have cars. Public transport might not currently provide a total solution either. Not only do buses not always go where people want to be, travel costs are now surprisingly high. Typical examples (as of Sept 2014) are:

- South Yorkshire Annual Travelmaster Direct - £1115.50
- First Monthly - £74.70 / month
- Student bus ticket – around £15.00 week

Lower cost solutions are necessary to remove barriers for low income groups to enable them to access jobs, education and training. Cut price travel passes, bicycle hire or motor scooter hire and community transport are further explored in this strategy.

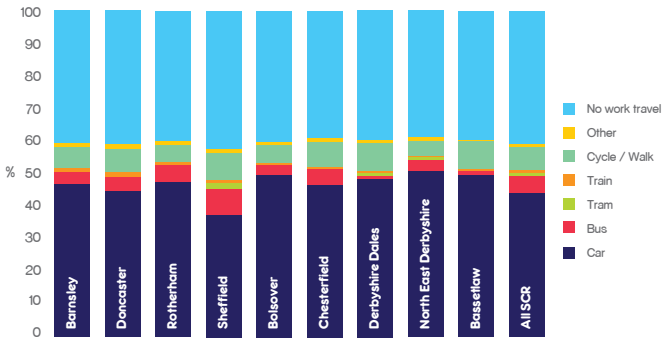

Fig 8: Travel to work by mode across SCR

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Physical Inactivity and Health

Poor health, obesity, congestion, accessibility and the environment are all significant challenges for national and local government. Almost 28% of Rotherham adults and 22% Rotherham children (based on year 6 children) are classed as obese. Only 10.4% of adults are physically active. Inactivity is a major cause of obesity. A selective set of health indicators are shown in fig. 9.

At a time when public finances are coming under increased pressure, we cannot ignore the potential of low-cost, sustainable transport measures like walking and cycling to contribute to tackling these challenges.

Energy, Pollution & Climate Change

Climate change is potentially the most serious environmental threat we face on a national scale. The Climate Change Act has set a target to reduce UK greenhouse gas emissions by at least 80% by 2050. With 21% of domestic greenhouse gas emissions coming from transport, (of which 58% come from the private car), road transport has a major contribution to make. Any increases in congestion and the 'stop start' traffic that it brings will have a negative effect on greenhouse gas targets.

Road traffic is also the major source of polluting emissions that give rise to poor air quality in parts of Rotherham. These areas have been designated as Air Quality Management Areas and an action plan has been formulated to address the issues which are almost entirely transport related. There is mounting evidence (SCC Low Emission Zone Study 2013) that government policies encouraging the adoption of diesel cars (to reduce the greenhouse gas CO_2) have led to an increase in the emission of nitrogen oxides which cause local pollution.

They are so harmful to health that they have been estimated to be responsible for over 130 premature deaths each year in Rotherham (significantly more than are killed in road accidents. These invisible gases have been linked with respiratory and heart problems by the World Health Organisation.

In the medium to long term a change to alternative road fuels, such as natural and bio-gas, electricity and hydrogen are the answer.

Indicator	Local no/year	Rotherham	England Average	England Worst	England Best
Deprivation	84567	33.4	19.8	83	0
Long Term Unemployment	1332	8.2	5.7	18.8	0.9
Obese Children Y6	637	21.6	19	26.5	9.8
Obese Adults	n/a	27.6	24.2	30.7	13.9
Physically Active Adults	n/a	10.4	11.2	5.7	18.2
People Diagnosed Diabetic	12262	6	5.5	8.1	3.3
Early Death from Heart Disease or Stroke	232	78.1*	67.3	123.2	35.5
Road Injuries and Deaths	83	32.7*	44.3	128.8	14.1

● = Worse than England average ● = Same as England average ● = Better than England average

Percentages except * which donates per 100,000 population

Figure 9: Selected health indicators, Rotherham compared with the averages for England

Rotherham Metropolitan Borough Council

Funding

The Council's ability to deliver the infrastructure required to manage its transport networks efficiently to cater for traffic growth, including that which is projected to arise from development growth associated with the Local Plan, is ultimately dependant on the funding that is available. Transport and Highway improvements are usually delivered using a range of public and private funds, which include:

Core Local Transport Plan (LTP) grant funding

Over the last decade Local Transport and Highway Authorities have received capital grant funding from the Department for Transport to deliver the aims and objectives that are set out in Local Transport Plans. This grant funding is allocated within 4 yearly Local Transport Plan funding periods.

Local Transport Plan 3 Integrated Transport Block

Integrated Transport funding was affected significantly when the Coalition Government commenced the process of deficit reduction and from 2011/12 onwards capital funding was reduced nationally by 50%. Nevertheless, the remaining annual grant is used within Rotherham to implement Road Safety, Traffic Management, Pedestrian and Cyclist accessibility, and public transport improvements to address the aims of the Sheffield City Region Transport Strategy. A further cut of 40% is planned by government from financial year 2015/16. This will be transferred into the pool of funds that comprise the Local Growth Fund.

LTP Maintenance Block

This is an annual grant allocated to local highway authorities through the SYITA and is used to undertake planned maintenance of our highways assets, including carriageways, footways, street lighting and highway structures.

Department for Transport (DfT) Competitive Funds

Government have acknowledged the role that transport plays in growing the economy and in facilitating development and over the last 3-4 years the DfT have created competitive funds which local authorities and regions can competitively bid to for additional funding to deliver key transport and highway improvements. These have included the Local 'Pinch Point' fund, Local Sustainable Transport Fund (LSTF) and Cycle City Ambition Grant. The DfT criteria for many of these funds require that a promoting authority must provide a 'local contribution' to be successful, and a benchmark contribution of 30% is commonly quoted.

DfT Local Major Transport Schemes

This fund was used by the DfT to promote the implementation of more significant schemes over £5m. This was a competitive fund on a national basis. Schemes seeking funding needed to set out a significant 'business case' for the funding in line with DfT guidance.

DfT Local Sustainable Transport Fund (LSTF)

The LSTF is a competitive fund created by the DfT to deliver a programme of targeted transport projects that are focussed on growing the economy in a sustainable way. Similar to the major scheme process there was a defined bid process based on a detailed business case. In early 2012 South Yorkshire partners submitted our bid to the DfT and in summer 2012 they received confirmation that they had received the full c£30m that had been bid for. This funding comprises of capital funding for infrastructure projects and revenue funding for training and promotion projects. The funding is awarded across the financial years until March 2015 with a further £5 million awarded to South Yorkshire for the period 2015-16.

Developer S106/S278 contributions / CIL

As part of Rotherham's proposed CIL (Community Infrastructure Levy) schedule, highways infrastructure mitigation (identified through the traffic modelling and forecasting exercise) has been included. CIL may be used to fund the implementation of schemes directly subject to the size of the project or it may, more likely, be used as a match fund towards the overall budgets required to deliver schemes which draw on a range of funding sources. As mentioned above, CIL funding will certainly be used as 'Local Contributions' within external funding bids to maximise the value of the fund.

Developer S106 contributions will also continue to be sought towards improvements that are

Rotherham Metropolitan Borough Council

directly attributed to specific development impact as determined through individual Transport Assessments and not included within the CIL Regs 123 schedule (to avoid double funding). Developers will continue to be required to enter into S278 agreements where their development requires alterations to the highway network to facilitate issues such as new junctions for access this is also subject to the works not being included on the Regs 123 schedule).

Future Highways and Transportation Funding Allocations

Recent announcements from Government indicate that Local Transport Plan funding for both Integrated Transport and Maintenance will continue into the next four year spending review period beyond March 2015. At present the flexibility on the use of this funding, including ring fencing of budgets, is not yet determined.

In addition, further changes to the way in which funding will be allocated have also been announced. From March2015 various funds will be allocated through a Local Growth Plan process, which is predominantly Transport based but will also include some Economic Regeneration funding and also skills funding. The Local Growth Plan will cover Local Economic Partnership (LEP) areas, which for Rotherham is the Sheffield City Region (SCR), and it will set out the growth aspirations of an area and how they intend to use the available funds to stimulate economic growth. The transport funds included are: all Local Major scheme funding (the decision to devolve this fund had been announced in Summer 2012); approximately 40% of LTP IT funding will be included, as will a further capital funding grant for LSTF.

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3. Strategy development

Strategy development and consultation

Our Borough Transport Strategy is inexorably linked to other local and regional transport and planning strategies (See Fig 1) and much of our future transport thinking and decision making and many of our larger ´strategic´ projects will be driven by hierarchical administrative bodies. However, Rotherham has always been fully represented at every administrative level (and always will be) so local input is assured.

There has been significant public consultation on transport issues during the development of the SCR Transport Strategy and our Local Plan Core Strategy. Alongside the SCR, LEP and LTB a whole range of bodies in SCR is continuously engaged in transport issues, including the district councils, community representatives, the general public, local services and businesses, rail and bus operators and more.

We are aware of consultation overload and we don't intend asking for opinions about things that have already been agreed or won't change. This document is effectively a distillation of our previous work and rather than offering something new, it makes sense of our hierarchical administration and translates it into a local context. Our main theme is about action and delivery of transport projects in Rotherham.
We have taken information from literally hundreds of documents and thousands of pages of text, condensed and edited it to what is directly relevant to people living and working in Rotherham. As a result, our approach to better transport is based on prioritising people rather than simply looking at cars. Although cars will remain as an important way of travelling, the growth pressures we face mean we need to strike a much better balance and get the right mix of public transport, walking, cycling and car use.

For all forms of transport, we want to set out what will happen, when it will happen, where it will happen and most importantly, why it will happen.

To do this, we have set out:

- A vision for transport in Rotherham
- Our objectives – what sort of transport will achieve the vision.
- Themes and projects – what will actually happen ´on the ground´.
- Outcomes – what we expect our strategy to change for the better.

The strategy also includes some case studies to show what has been done already and what positive effects can be gained from different types of transport project.

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PART B

Vision and overall strategy

4. Transport vision and strategy

Transport vision

In the previous chapters we have set out why we need a transport system that contributes to economic growth, gives equal access to jobs, education and services for everyone and protects the environment. We have also set out the policies that will shape transport in the future. By summarising what these policies mean, we have created an uncomplicated transport vision for the Borough **(See table 1)**.

Achieving this vision will help towards achieving our own and our City Region partners' broader outcomes.

Vision

By 2026 Rotherham will:

- Enjoy sustainable growth – new development will be based on compact mixed use centres focussed on high-quality public transport.
- Be a connected place – people and places are connected by an integrated, safe and efficient transport network.
- Make sustainable travel choices – walking, cycling and public transport are a normal part of daily travel

Table 1

Rotherham Metropolitan Borough Council

Overall strategy

Up to this point, we have looked at transport challenges in Rotherham and examined the over-arching plans and strategies that will help determine our own objectives, themes and outcomes as we plan for transport in Rotherham.

As with much of this strategy, previous work, plans, strategies and consultations have already provided us with a very solid framework. We have further distilled and sieved this evidence base to develop uncomplicated objectives, themes and projects that will help deliver the outcomes above **(Fig 10)**.

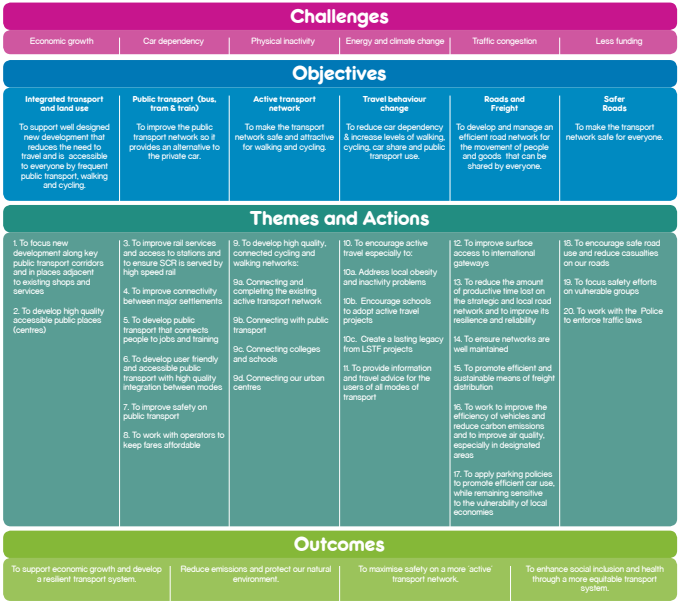

Figure 10, Our overall transport strategy

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PART C

Themes and objectives

5. Integrated transport and land use

Objective
To support well designed new development that reduces the need to travel and is accessible to everyone by frequent public transport, walking and cycling.

Introduction

Land use policy influences the demand for transport, while transport policy often determines the location and distribution of different land uses. An integral approach to transport land use planning is therefore essential for achieving our transport vision.

By shaping the pattern of development and influencing its location, scale design and mix, integrated transport and land use planning can help deliver social, economic and environmental sustainability by:

- Enhancing business and retail activity to support the Borough's economy.
- Reducing the need to travel and the length of journeys.
- Supporting efficient, frequent and reliable public transport.
- Making it easier for people to get to work, shops, entertainment and local services on foot, by bicycle or public transport.
- Reducing the negative effects of transport on communities.
- Providing for the efficient distribution of goods and services to businesses and communities.

Our key aim is to move away from transport planning that is focussed on cars, while sustainable modes such as public transport, cycling and walking are seen as 'back-up' modes for people who do not drive. This approach has led to a preference for developments and suburbs based on car access.

Rotherham Metropolitan Borough Council

The Local Plan Core Strategy puts in place policies to reverse this trend so we can move towards compact, accessible and sustainable developments in the future. This Strategy sets out the transport projects that complement the Core Strategy.

Current Situation – a snapshot of local settlements

Dearne settlements

Lie to the north of the main Rotherham Urban Area bordering Barnsley and Doncaster, and covers the former mining towns of Brampton, Wath, Swinton Town, and Kilnhurst. It is characterised by significant out commuting into Barnsley and Doncaster with a limited number also travelling to West Yorkshire.

This area has in the past been heavily reliant on the coal industry (Manvers) but has seen investment in other industries in recent years, particularly in the new business parks along Manvers Way – e.g. call centres, distribution and light engineering, and is now a significant employment area within the borough.

The Waterfront redevelopment is providing significant mixed use regeneration, delivering new homes, sites for new economic development, local services and leisure facilities. Lying in a flat valley bottom, the area provides good opportunities to connect people and places via walking and cycling.

Rotherham urban

Includes the Town Centre, Eastwood, Upper Haugh, Greasbrough, Kimberworth Park, Masbrough, East Herringthorpe, Parkgate, North Rawmarsh, Thrybergh Park, Brecks, and Moorgate.

The Templeborough corridor provides an important transport and employment corridor between Rotherham town centre and Sheffield. The urban area is closely associated with the town centre and has a predominantly urban landscape. It is characterised by a smaller percentage of out commuting than other parts of the borough (though it does contribute considerably to the large number of commuters to Sheffield).

At the heart of the borough it provides Rotherham's key public transport interchanges with access to the main road network. As well as established residential and employment areas, there are numerous heritage and environmental assets including the river and canal networks. Rotherham town centre is the borough's principal retail and service centre, although it has suffered in recent years from de-population and the loss of many high street stores to new 'out of town' developments at Meadowhall and Parkgate Shopping Park.

Many of the most densely populated deprived areas of the borough lie within the main Rotherham Urban Area. See Fig 11.

Urban fringe

This includes the settlements of Ravenfield, Bramley, Wickersley, and Whiston just to the south-east of the main Rotherham Urban Area. It is characterised by a less close association with the town centre itself and has a mix of commuting to Sheffield and, to a lesser extent, the Doncaster area. It includes generally more affluent areas and very popular residential areas which have grown in recent years with large parts of the area still rural in character. There are limited areas of employment, however the area does include a significant public transport route along the A631.

Rotherham / Sheffield corridor

This includes the settlements of Wentworth, Kimberworth, Templebrough, Waverley, Aston, Rother Valley, and South Rural along the western edge of the borough (along / close to the M1 and Sheffield boundary). There is a mixture of urban and rural areas; settlements in the north and south of the corridor are more rural in nature but settlements just to the west of the main Rotherham Urban Area are more urban in nature, including industrial areas / large employment sites.

All are characterised by extensive commuting into Sheffield (all areas have over 30% of their working age residents travelling across the 'border') with additional numbers also travelling to Nottinghamshire / Derbyshire from settlements in the south of the corridor and to Barnsley / West Yorkshire from settlements in the north of the corridor. Within this

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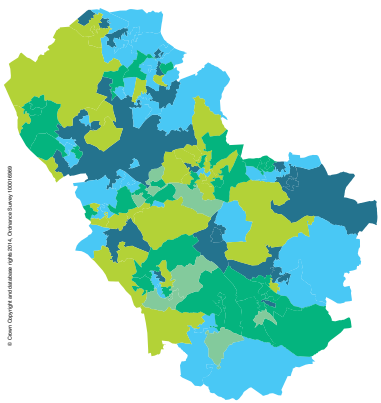
area settlements often have limited association with Rotherham – less than 50% of working age residents in these areas work in the borough. The area does however include major public transport routes, including the "Lincoln" rail line which serves Kiveton Park station. The corridor includes important heritage assets such as Wentworth Woodhouse, Rother Valley Country Park, and the line of the Chesterfield Canal.

Outlying & rural settlements

This includes the settlements of Maltby, Laughton, Thurcroft, Dinnington, and Anston to the south / south-east of the main Rotherham Urban Area. It is predominantly rural in nature but with significant settlements, such as Dinnington, Maltby and Thurcroft. The area is linked to Rotherham centre by quality bus corridors (Maltby and Dinnington / Thurcroft routes). There is a mixture of commuting patterns, but significant numbers commute to Sheffield (given the proximity of M18 and M1 motorways) as well as Nottinghamshire (mainly Bassetlaw) and Derbyshire.

It consists mainly of ex-mining areas with pockets of deprivation remaining in many of these communities. However the area does include several major public transport routes connecting settlements such as Maltby, Thurcroft and Dinnington / Anston with Rotherham town centre and the wider Sheffield city region.

The map shows differences in deprivation levels in this area based on national quintiles (fifths) of the Index of Multiple Deprivation 2010 by Lower Super Output Area. The darkest coloured areas are some of the most deprived areas in England.



This chart shows the percentage of the population in England and this area who live in each of these quintiles.

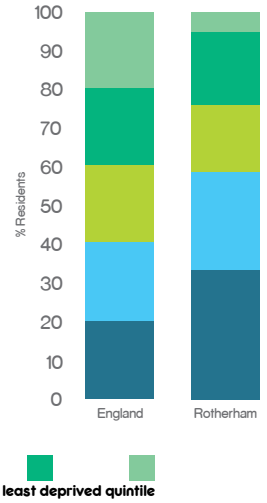


Figure 11, Deprivation: a national view

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Challenges

Rotherham is at the heart of the Sheffield City Region and is highlighted as having the potential to capitalise on its strengths in manufacturing and supply chains and its shared economy with Sheffield. Parts of the borough are clearly more deprived than others and require higher priority for investment to ensure that they share in the benefits of an improving local economy. The quality of life for all residents will need continual improvement and these are the main land use challenges:

- Supporting the regeneration of Rotherham town centre and attracting greater footfall. The town centre is struggling to remain attractive in the face of competition from more out of town employment, education, shopping and leisure centres. Whilst allowing out of town developments is attractive in terms of economic regeneration, it becomes more and more difficult to connect them together with cost effective public transport services. It is also less practical to encourage walking and cycling and car use tends to prevail (for those who have them).
- Reducing deprivation across Rotherham; in particular the need to encourage development, investment and transport connectivity in those areas of greatest deprivation (the highest levels are concentrated in areas close to Rotherham town centre but also in pockets across the borough, such as parts of Maltby, Thurcroft and Dinnington).
- Making sure developments are prioritised in the most accessible and sustainable locations.
- Minimising any increase in traffic associated with new developments and locating them to encourage public transport, walking and cycling use.
- Improving cross border public transport links, particularly between Rotherham and Sheffield to expand opportunities for employment and education.
- Ensuring new development does not contribute to greenhouse gas emissions or other air quality issues.
- Meeting the needs of an ageing population – the number of residents aged over 75 years will increase by around 12,000 people or 61% between 2010 and 2027, reflecting the national trend of an ageing population due to increasing in life expectancy. Those over 85 will increase at an even higher rate, with an additional 5,200 people or an 83% increase. As people get older they become more dependent on all elements of mobility creating a greater reliance on demand responsive transport and access to public transport for social amenities."

Opportunities

Rotherham will accommodate its future population by concentrating new sustainable developments (housing, employment, education, leisure) in existing urban areas. These areas were ranked in terms of their accessibility and location in relation to public transport corridors, cycling and walking routes. This direction provides a significant opportunity to change the travel behaviour of local people from principally relying on cars, to utilising a balanced mix of cars, public and active transport options.

Other opportunities include:

- Using the planning process to require developers to fully promote sustainable travel to and from their developments via Transport Assessments and Travel Plans developed in conjunction with the Council.
- Improving urban design and supporting a dense mix of commercial and residential development along public transport corridors to create fully accessible places where people feel connected to their surroundings.
- Build on the potential for new economic activity created by high frequency transport corridors including road, tram-train, heavy rail and bus.
- Enhancing cycling and walking routes to connect places and people together.
- Encouraging a spread of transport demand across different modes.
- Using the Community Infrastructure Levy to fund highways and transportation projects which enable new developments.

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Themes and Actions

Theme 1: To focus new development along key public transport corridors and in places adjacent to existing shops and services.

The Local Plan Core Strategy states that "By the end of the plan period, the majority of new development will have been located in sustainable urban locations, close to transport interchanges and within transport corridors.

Wherever viable and most sustainable, previously developed land will have been used first. Car dependency and the need to travel will have been reduced by the promotion of higher housing densities and mixed use developments in appropriate locations, better travel planning and public transport improvements".

In Rotherham this means that larger development will be located in pre-determined areas such as Bassingthorpe Farm and Waverley whilst smaller developments will be favoured if they are within existing urban areas and are close to existing public transport corridors.

Theme 2: To develop high quality accessible public places (centres).

Until 2025, around 62% of our future new housing needs and 70% of new employment sites will be provided beyond the main central urban area of Rotherham in principal settlements such as Wath, Waverley, Dinnington, Aston, Aughton, and Maltby. (See Fig. 12) These places will need to be increasingly accessible as more people want to travel to them and within them.

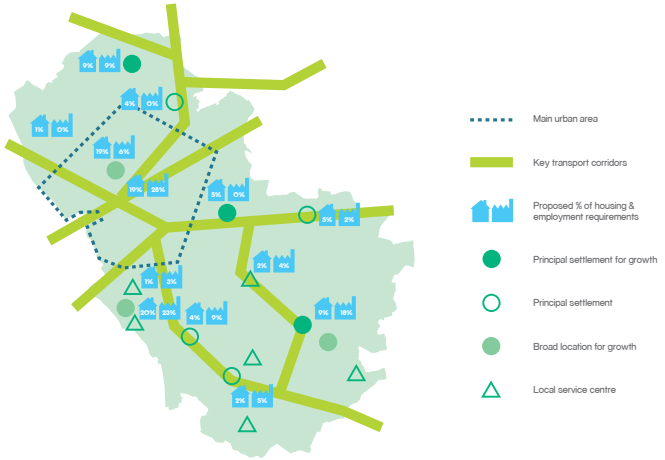

Figure 12 Spatial Development in Rotherham.

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With the exception of essential interventions such as local safety schemes at accident black-spots, the amount of housing and employment growth will broadly determine the level of transport investment in principal settlements. This will be determined via 7 principal settlement transport plans which will be used to guide:

- Public transport improvements and new services.
- Active Transport routes for walking and cycling
- Traffic management and safety schemes
- Parking policy for vehicles and bicycles.
- The amount and sources of investment (private/public/grant) needed to fund improvements.

These plans will be developed with the local communities in and around each principal settlement and will keep local people informed about local transport in their area.

Themes 1 and 2 actions

Integrated Transport and Land Use Actions Summary	Lead	When
To apply the principles of sustainable development and transport as per the Local Plan Core Strategy	RMBC	Ongoing
Ensure that large developments are consistent with the Local Plan, the Rotherham Transport Strategy and any relevant Government Guidelines.	RMBC	Ongoing
Develop Principal Settlement Action Plans to co-ordinate public and private investments in roads, public transport, walking, cycling and parking	RMBC SYPTE	By April 2015

Rotherham Metropolitan Borough Council

6. Public transport (bus, tram and train)

Objective
To improve the public transport network so it provides an alternative to the private car.

Introduction

Improving our public transport network is a key part of our transport strategy to manage growth. A more frequent, reliable and affordable public transport network will serve the Borough by ensuring all our residents and visitors can move around safely and quickly with the least impact on our health and local air quality.

Current Situation

Public transport - rail services

The rail network within Rotherham provides links to the broader network across South Yorkshire and beyond. Currently, it includes local rail services with 4 stations (Rotherham Central, Kiveton Park, Kiveton Bridge and Swinton) serving local connections but also connecting directly with East and West Coast mainline services from Sheffield and Doncaster respectively. Fig 13 shows the local rail network and Fig 14 shows how that fits into the regional network.

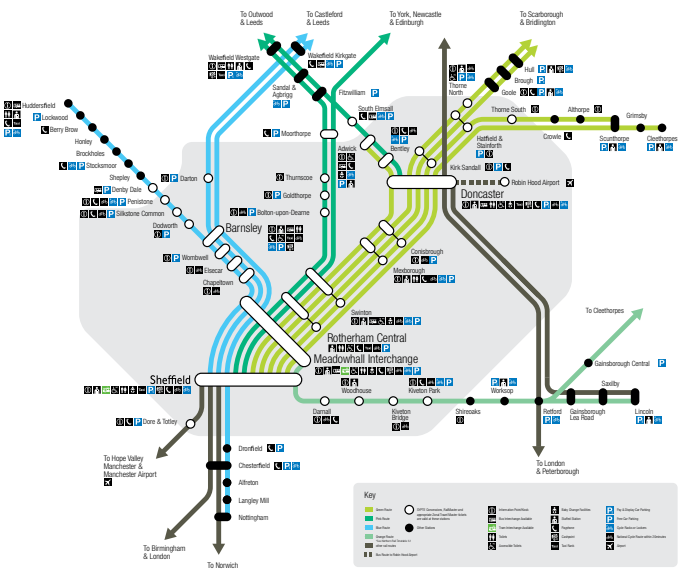

Figure 13 Local Rail network

Rotherham Metropolitan Borough Council

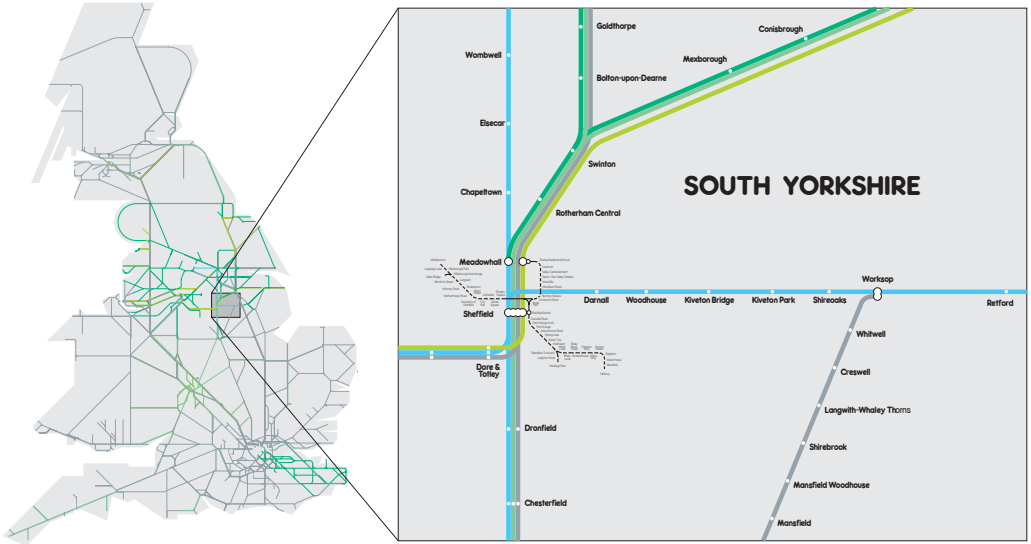

Figure 14 The regional rail network

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Compared with other urban areas of a similar size Rotherham does not have a rail network that is conducive to commuting; many of the outlying settlements are not served by rail at all. Dinnington, Maltby and Wath are all sizeable settlements with no rail connection. Benchmarking of Rotherham against other similar sized towns and cities shows that the frequency of trains and number of destinations served put Rotherham firmly in the bottom 3 of the 16 places considered.

Public Transport – Bus Services

In contrast to the rail network, Rotherham is well served by a network of largely radial bus services, linking all the principal settlements with the town centre as well as linking neighbouring major settlements. This network has recently undergone a major overhaul as part of the Rotherham Bus Partnership **(See Figure 15)**

As would be expected the density of bus services is greatest in the urban areas with fewer serving the small, remote rural settlements. In these areas it is not unusual to have to make one or more changes to reach some destinations. There are 3 bus interchanges in Rotherham at Wath, Dinnington and Rotherham town centre.

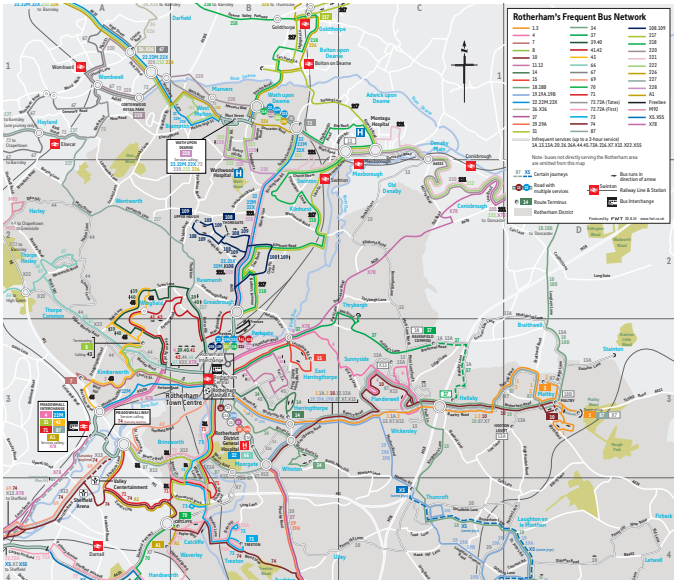

Figure 15: Rotherham's frequent bus network

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As a result of the Rotherham Bus Partnership there are now lower cost tickets available for daily weekly and monthly travel allowing passengers to use any operator´s services in the borough. This has made the network more flexible for the user as there is no longer a major price penalty for using different operators´ services as part of a journey.

Park and Ride

In Rotherham, there are 3 existing rail based sites for park and ride trips (primarily serving Sheffield, Rotherham, West Yorkshire, North Notts and for connecting into the National rail network), at Rotherham Central, Swinton and Kiveton Park.

The South Yorkshire Passenger Transport Executive Park and Ride Study short-listed a local bus based park and ride site at the M18/A630 (Hellaby) and a local bus / tram based site at Parkgate. However, the report concluded that wider economic benefits of bus based Park and Ride expressed in terms of highway decongestion and accident savings were ¨very small¨ and the sites were not progressed towards developing full business cases.

The Sheffield City Region Transport Strategy (2011-26) and associated Public Transport Action Plan (2011-16) states that: ¨Park and Ride (P&R) facilities have an important role in a package of public transport improvements. P&R is an effective solution on corridors with high travel demand, especially for those travelling to SCR's larger urban areas from its suburban or rural parts¨.

On this basis, our local transport policy is to encourage strategic park and ride sites where appropriate and in Rotherham, this will be focussed on Tram Train and Bus Rapid Transit projects that are explained in the Strategy. Park and ride schemes associated with these projects will be more viable than local bus based schemes and will help connect the Borough to national and regional rail services at Sheffield City Centre train station.

Community Transport and Wheels to Work

Rotherham Community Transport provides a range of safe, reliable, flexible accessible transport services for people who have mobility difficulties and for Community Groups using a variety of methods appropriate to passengers´ needs, including its own buses, voluntary car drivers and selected local taxis. Funding and procurement for Rotherham´s CT services are managed centrally by Sheffield Community Transport to allow for economies of scale in administration, purchasing new vehicles, maintaining the fleet and allocating drivers.

The Wheels to Work scheme is administered by SCT and provides scooters and training to people unable to access work, training or education by public transport due to lack of appropriate services, remoteness etc.

Taxi and Private Hire

Private Hire Vehicles must be pre-booked through a licensed operator. Private Hire Vehicles cannot ply for trade at taxi ranks or on the street and are usually booked by telephone or at a booking office. Private Hire Vehicles licensed by the council display a yellow plate on the rear and a smaller internal plate in the front windscreen and may carry up to 8 passengers.

There are two different types of hackney carriage vehicles licensed by Rotherham Borough Council. The most easily recognisable is the ¨London Style¨ or similar looking hackney carriage vehicles which are wheelchair accessible, or the saloon type vehicle. All hackney carriages are white, display a white number plate fixed on the rear of a vehicle and display white door signs with the number of the hackney carriage on them.

Unlike private hire vehicles, hackney carriages can be hailed / flagged down in the street, be found at taxi ranks or called by phone.

Hackney carriage vehicles usually carry between one and five passengers but may carry up to 8, dependent on the type of vehicle used. There are approximately 50 Hackney Carriages licensed by Rotherham Council, however due to proposed licensing changes this number and the number assessed as wheelchair compatible may change.

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Private Hire and Hackney Carriages play an important part in the local transport network. They offer flexible travel options where other modes are not suitable and help to bind together different forms of public transport. They are especially useful at public transport interchanges where travellers use them to complete the first or last legs of their trips. Equally, they provide a service to many people who do not own a car but occasionally need the convenience of one, for example, for shopping trips to local supermarkets.

Achievements

A few of the improvements to public transport in Rotherham include:

The new Rotherham Central Train Station

This £8.5 million scheme has greatly improved the ticketing, waiting and surrounding areas as well as enhancing access for disabled passengers. It was short-listed for a national transport award as Rail Station of the year. The striking architecture forms a fitting gateway to the town.

Other Interchanges

High quality bus interchanges have been built at Dinnington and Swinton as well as in central Rotherham. These have real time information displays, comfortable waiting areas and staff to provide cleaning and security.

Rotherham Bus Partnership

Launched in July 2014, this partnership between the Council, SYPTE and local bus operators has addressed many of the problems with the local network as well as interoperability of tickets and journey cost. Information improvements and "legibility" of the network have been a prime focus, with a view to making the overall offer more attractive and arresting the decline in patronage.

Bus Priority and Congestion Relief

Bus priority has been a theme of successive Local Transport plans and has led to some innovative schemes such as the Bus contra-flow on Corporation Street. Introduction of the contra-flow bus lane provided a more direct route through the town centre for a number of bus services. It also allowed the introduction of more convenient outbound bus stops serving the town centre. Reduced journey times were achieved on some services. On others, the reduction in journey time was used to improve reliability.

Junction improvement and traffic flow management schemes have been introduced on some of the more congested routes (A630, A618, A633) to make journey times more reliable.

Free Bee Bus

This is a free bus service linking Parkgate Shopping and Rotherham Town Centre. It is funded by the landowner at Parkgate, British Land. This well-used service links the retail offer of the town with the retail park and to some extent reunites the two which had become distinct and separate despite their proximity.

Challenges

Limited Rail Services

The rail network in Rotherham has long been in adequate insofar as:

- No mainline services stop at any Rotherham station. Deficiencies on the approaches to Rotherham Central place constraints on capacity.
- Train frequencies are lower than most comparably sized towns and cities, as well as being poorly distributed through the hour.
- There is limited platform length at Rotherham Central which dictates the length of trains that can stop there.
- Trains are often over-crowded at peak times.
- Connectivity between public transport and walking and cycling routes is poor.

Declining Bus Patronage

Although the Rotherham Bus Partnership is expected to address this problem, bus patronage has declined markedly over the last few years (see fig 16).

Rotherham Metropolitan Borough Council

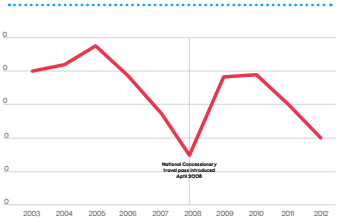

Fig.16: Bus patronage in Rotherham (indexed to 2003)

Inflated fares (compared to Sheffield), lack of flexibility, operator competition not co-operation, and a tendency to prefer to operate commercial services on the most profitable routes has led to the decline. All of these have been addressed by the Rotherham Bus Partnership. There other factors too such as increased home-working (leading to a reduced demand for travel), rising car ownership (although this is still below the national average) and more recently, the economic recession.

Inadequate Public Transport Network

Declining public transport patronage is indicative of a system that is not meeting the needs of travellers. Although there are some good bus priority measures in Rotherham, there are many places where buses sit in the same traffic queues as general traffic, for example, on the A633. Not only does this give the bus a distinct journey time disadvantage compared to most other modes, it also affects reliability and timetabling.

Opportunities

As our population grows, greater use of public transport is promoted within the LSTF Core Strategy to ensure trips are made sustainably and the impact of growth is minimised. The public transport network will need more capacity and it will need to respond quickly to changes in the places where people live and work.

Essentially it needs to become:

- More simple to use;
- More frequent between our major settlements;
- Better connected with major settlements within the Borough boundary and with places beyond it;
- Safe and attractive;
- Integrated with other modes

Themes and Actions

Theme 3: To improve rail services and access to stations and to ensure SCR is served by high speed rail

Expansion of the heavy rail network is unlikely to occur, other than the HS2 which is currently expected to have a station at Meadowhall.

Recent studies indicate that greater connectivity is unlikely to be achieved from Rotherham Central due to the high cost of track improvements and the limited benefits they would confer. A better solution is likely to be an additional new station on the mainline to take advantage of the services that currently travel on the rail network through Rotherham without stopping. A potential new station is likely to provide good value for money and a considerable uplift to the Borough's economy increasing GDP by providing high quality direct links to 6 of the UK's top 10 cities that are attractive to businesses and inward investors. Rotherham Central would still provide an important role in supporting the growing market for local travel and retaining capacity for tram-train services, which are proposed to start operating in early 2017.
The benefits of electrification of the Midland Mainline and connections to the East Coast Mainline would be significant, both in terms of capacity enhancement and the speed of connections. Electrification would also be a driver for the provision of new rolling stock.

Theme 4: To improve connectivity between major settlements

Around 33,000 people travel between Rotherham and Sheffield each working day making this by far our largest travel to work movement. Therefore, our priority will be to improve public transport links between Rotherham and Sheffield. The heavy rail passenger network is unlikely to change significantly so instead, we will promote Tram Trains and Bus Rapid Transit projects.

Rotherham Metropolitan Borough Council

The success of trams running on heavy rail track on the continent has inspired the government to initiate a trial in the UK. The trial will be a link between the Sheffield Supertram Network at Meadowhall South and Parkgate in Rotherham (via Rotherham Central) using the existing heavy rail tracks.

Although this is called a trial, it is likely to be made permanent and should form the basis for further routes in the future. It is important from this point of view that existing heavy rail alignments in the

Borough are not built over (as was the case in the Dearne Valley) because these routes can be used to reduce the cost of implementing future schemes. The route of the tram-train is shown in fig 17.

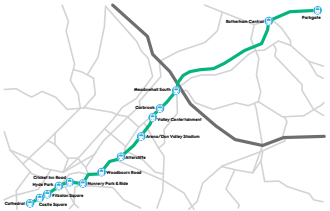

Fig.17: Proposed TramTrain route

The Department for Transport has also funded the implementation of a bus rapid transit (BRT) route linking the centres of Rotherham and Sheffield. The BRT will operate with priority at junctions and utilise the new Tinsley Link Road to cross the railway, canal and avoid the M1 Junction 34S. It will operate with specially designed, high quality vehicles, and is intended to improve journey reliability between Rotherham and Sheffield centres. This further acknowledges the fact that there is a considerable volume of cross-boundary commuter traffic in both directions. The route of BRT is shown in fig 18

Fig.18: BRT North route

Theme 5: To develop public transport that connects people to jobs and training

The Local Plan sets out requirements for both the location of new development and provision of public transport services. Part of the Local Plan process will be the adoption of guidance for developers that will set out how they should consider transport accessibility. This guidance will provide best practice standards for the production of transport assessments/statements and travel plans. These look at a development from the point of view of the traffic that it generates and how people might get to the site.

If the development is large enough the plan might require the developer to fund public transport improvements, whereas smaller developments could be expected to show how they intent to encourage the uptake of sustainable transport more generally. Where public transport infrastructure exists, (e.g. bus shelters), improvements may be required through the planning process. New developments will be expected to provide connectivity to existing bus and active travel networks, for instance by providing convenient pedestrian access to bus stops. Location of developments along major public transport corridors will be preferred to those which are more remote.

Some 30,000 employees now benefit from the existence of a travel plan at their workplace. (See fig 19. overleaf)

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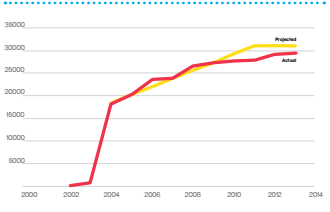

Figure 19. Employees covered by a travel plan in Rotherham

Theme 6: Developing user friendly and accessible public transport with high quality integration between modes (including walking and cycling)

The active travel network provides complementary support for the public transport network. Many bus, tram and train trips start and finish on foot or bicycle and many more could be transferred if facilities beyond the active transport network were improved and better connected. So, more attention will be paid to helping people change from one mode to another. For example by providing secure cycle parking or dedicated bike schemes, changing areas, luggage storage, as well as better routes to stops and stations.

Much of this work is the responsibility of the South Yorkshire Passenger Transport Executive who manage and maintain most public transport interchange points (including bus stops). We will work closely with them to encourage better integration of their services with the active travel network.

Theme 7 and 8: To improve safety on public transport and to work with operators to keep fares affordable

Rotherham's SCR Transport Committee members, officers from Rotherham Borough Council, South Yorkshire Passenger Transport Executive (SYPTE) and representatives of the bus operators, have developed a Bus Partnership for Rotherham. It comprises Rotherham Borough Council (RMBC), First Group, Stagecoach, TM Travel, Powells Bus and South Yorkshire Passenger Transport Executive (SYPTE), who are working together to develop better bus services in Rotherham.

Public Transport Actions Summary	Lead	When
To apply the principles of sustainable development and promote public transport trips as per the Local Plan Core Strategy	RMBC	Ongoing
Ensure large developments are consistent with the Local Plan, the Rotherham Transport Strategy and relevant Government Policy.	RMBC, SYPTE	Ongoing
To integrate public transport into Principal Settlement Action Plans to co-ordinate public and private investments	RMBC, SYPTE	By April 2015
To progress, implement and promote the Tram Train Trial between Rotherham and Sheffield	RMBC, SYPTE Stagecoach	Jan 2016
Safeguard the alignment of heavy rail routes in the Borough pending the outcome of the Tram Train trial.	RMBC, SYPTE NetworkRail	Ongoing
To progress implement and promote the Bus Rapid Transit Project between Rotherham and Sheffield	RMBC, SYPTE Bus operator	April 2015
To create a Bus Partnership between RMBC, SYPTE and local bus operators	RMBC, SYPTE Bus operator	July 2014 Ongoing
To support the active transport actions and improves access to public transport services by sustainable modes.	RMBC, SYPTE	Ongoing
To lobby for the electrification of lines linking with the ECML and Midland Mainline.	RMBC, SYPTE NetworkRail	Ongoing

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The Partnership's goals are for bus travel to become people's preferred choice of transport and maximise the positive effect of the bus on the environment.

To achieve this, the Partnership aims to offer high quality, reliable, convenient and accessible services with value for money fares.
The Partnership developed proposals for a new network of services, which were introduced in July 2014.

Public Transport Projects

Tram Train

This will be a nationally significant trial because whilst Tram-Train technology has been used on the Continent successfully for a number of years, a light rail vehicle has never operated on the heavy rail network within the UK. The trial will therefore be monitored closely by the Department for Transport, as it will by other metropolitan areas such as Manchester that are keen to introduce their own Tram-Train operations. In particular it is the interoperability issues that are key not just the technological, as Stagecoach, the current tram operator, will be operating on the heavy rail network and will have different Network Rail standards and requirements to meet from their current practice. The scheme will see Tram-Train vehicles operate from the Cathedral tram stop in Sheffield calling at all existing stops to the Meadowhall South tram stop where they will then switch onto the existing heavy rail network passing under the M1 Tinsley Viaduct and call at Rotherham Central Station and then onto a spur off of the heavy rail network to a terminus at Parkgate Retail World.

Services will operate between Rotherham and Sheffield (and vice-versa) every 20 minutes. Whilst train journey times to Sheffield will continue to be quicker (under 10minutes at present), these only call at Meadowhall and do not serve other intermediate destinations in the Lower Don Valley.

Furthermore train frequencies are currently restricted through Rotherham Central due to the section of single track known as Holmes Chord. This means that whilst there are 3 trains an hour to Sheffield from Rotherham these are all bunched together in a 25minute period, whereas the Tram-Train will operate on a much more even frequency without affecting the current train service provision.

Implementation of the infrastructure required is due to commence in the second half of 2016 and the first Tram-Train services are planned to operate from January 2017. It should be noted that whilst the DfT do still refer to this project as a trial, this is due to the learning that they expect to gain from this project. Tram-Train is seen as a clear way of driving down the cost of operating rail services and locally partners are confident that this scheme will be in operation beyond the 2 years which the DfT will be monitoring and reviewing the project.

Bus Rapid Transit

This new £30m project to improve bus services between Rotherham and Sheffield will see new Euro VI compliant buses travelling along a fixed route and only stop at a limited number of places. Part of the journey will be run on dedicated bus lanes, with a new road link being built under the M1 motorway at Tinsley. The service is expected to be operating by 2016, with further routes planned.

The first service, known as the Northern Route, will pass the Meadowhall shopping centre and Sheffield's Hallam University. The service will be an important part of the economic regeneration of the area, providing people better access to employment and opening up the employment sites in the Don Valley and also helping people get to those between the two urban centres.

Bus Partnership

Rotherham's SCR Transport Committee members, officers from Rotherham Borough Council, South Yorkshire Passenger Transport Executive (SYPTE) and representatives of the bus operators, have developed a Bus Partnership for Rotherham.

The Partnership comprises Rotherham Borough Council (RMBC), First Group, Stagecoach, TM Travel, Powells Bus and South Yorkshire Passenger Transport Executive (SYPTE), who are working together to develop better bus services in

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Rotherham. The Partnership's goals are for bus travel to become people's preferred choice of transport and maximise the positive effect of the bus on the environment. To achieve this, the Partnership aims to offer high quality, reliable, convenient and accessible services with value for money fares. The Partnership has developed proposals for a new network of services, which were introduced in July 2014. The partnership will lead to a better, more accessible bus service that better serves the needs of the borough.

Settlement Transport Plans

The Local Plan Core Strategy proposes major changes to many local settlements with sizeable expansions of housing, retail, employment areas. Some are in completely new urban extensions such as at Bassingthorpe Farm whilst others are formed from a collection of individual sites spread around an existing settlement. It is important to calculate transport needs for each settlement so that new infrastructure can be agreed, planned, funded and built as and when it is needed. Each major settlement will have its own Transport Plan which will show, in detail, how transport will evolve in that area.

7. Active transport network

Objective

To make the transport network safe for walking and cycling.

Introduction

In most parts, the Borough is an attractive place for cycling and walking. There are flat valley bottoms such as those in the Dearne and Don Valleys and many km of dedicated routes. There are hills, and we fully recognise that.

They can present a barrier to cycling and whilst we can't flatten the hills, we can look at ways of making it easier to get up them.

By encouraging and enabling more people to cycle and walk more often and more safely, we will create a more efficient highway network that works for our economy, reduces carbon emissions and improves the health, well-being and confidence of individuals. Cycling's role in connecting people, especially people who do not have a car to jobs and education is very important and forms an essential part of our transport strategy.

The recent growth in cycling throughout the sub-region is as noticeable as it is welcome. In fact, since 2003/04 the number of cyclists across South Yorkshire has risen by 43%. In Rotherham the number has more than doubled **(see Fig. 20)** and is predicted to grow even faster as the initiatives set out in this document are rolled out.

The National Institute for Healthcare and Excellence (NICE) has issued several key pieces of advice and most notably PH41 in November 2012: Local Measures to Promote Walking or Cycling as forms of travel or recreation. This advice note outlines the benefits of waking and cycling for individuals and for society as whole.

Current Situation

Cycling

In April 2011, the four South Yorkshire Councils and the Passenger Transport Executive adopted the South Yorkshire Cycling Action Plan. This document describes four actions intended to continue the already impressive growth in cycling:

- Increasing cycling to school
- Increasing cycling to work
- Integrating cycling with public transport
- Complementary initiatives (electric and pedal bike hire, improved parking, community led schemes)

As of April 2015 the Action Plan is undergoing review and improvement.

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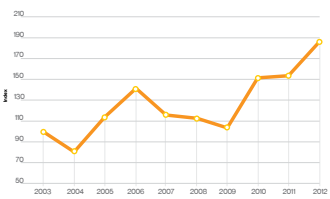

Fig 20. Cycle Traffic Growth

Walking

For most people, nearly all short trips can be made on foot on the public rights of way, footpath and footway network. Even where a different mode is used (car, bus, bike etc.) the walking network provides the essential routes needed at the start and end of almost every journey. It is an immensely important part of the transport network.

Achievements

Over the last 10 years there have been some significant improvements made to the active transport network. A few are listed below:

- Major improvement of the Sheffield to Rotherham Canal Towpath walking and cycling route (See case study).
- The construction of the Dinnington to Thurcroft walking and cycling route.
- Many kilometres of cycle paths, cycle lanes, footways and footpaths
- An extensive secure cycle parking programme (e.g. 25 secure lockers outside Rotherham College).
- Grants to encourage businesses to build secure cycle parking for staff. (e.g. 80 spaces at Capita, Manvers)
- Opening the High Street pedestrian zone to cyclists to create a new, safe and attractive cross town route (autumn 2014).

Challenges

Safety

Our road safety data shows that incidents involving pedestrians and cyclists have followed a downward trend over the last 15 years. However, in the last few years, our cycling incident data suggests that we may be experiencing a reversal of that trend. As more and more people begin to cycle there are proportionately more incidents. See fig 21.

	2008	2009	2010	2011	2012	2013	2014
Pedestrian KSI	30	20	18	24	20	36	20
Pedestrian Slight	98	82	76	89	79	66	61
Cyclist KSI	5	5	0	8	10	10	7
Cyclist Slight	42	34	39	35	26	34	42
Motorbike KSI	13	20	4	13	18	24	26
Motorbike Slight	58	52	42	43	39	54	26
Car KSI	44	38	34	37	35	37	36
Car Slight	786	771	682	721	565	562	562
Other KSI	1	10	3	3	3	6	4
Other Slight	103	107	8	67	57	47	39
Overall KSI	97	93	59	85	86	113	93
Overall Slight	1087	1046	920	955	766	793	730

Fig 21 Casualty breakdown by road user (2008-12)

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To encourage people to walk and cycle we must develop safer on and off road routes and more shared spaces where vehicle speeds are reduced and hence the severity of injury should a collision occur. It is worth noting that NICE guidance suggests the health benefits of cycling for an individual far outweigh the small injury risks. Nevertheless, any risk of injury needs to be designed out of the transport system and it is our aim to create the safest possible cycling and walking network.

Connectivity

The development of the active travel network has traditionally been driven by funding opportunities or ad-hoc projects associated with new roads or new land developments rather than a coherent network plan. This means that there are many excellent individual routes but they are not necessarily joined up to form a network. We need to join up routes wherever we can.

Quite often, route connectivity is 'broken' because of a physical obstruction. In Rotherham, there are many river, canal, railway and major road crossings that create pinch points for cyclists and pedestrians (and cars, buses and freight) but improving them usually means widening a bridge or an overpass and this is always very costly. We may not be able to address these straight away but, we will plan to improve the active travel network at pinch points should an opportunity to fund improvements come along in the future.

Lack of facilities

Active travel networks are all too often planned around roads and adjacent cycle routes but there are other parts of the active travel network 'infrastructure' that are often lacking but can relatively easily be improved to encourage active travel. For example:

- More secure bike parking
- Showers, changing rooms and clothing lockers in workplaces and public buildings
- Support – such as quick repair centres, 'get me home' schemes for urgent travel needs

These facilities are a joint responsibility between the Council, employers and retailers.

Diverse cycling needs

There are a wide variety of user groups that we need to cater for, including:

- Recreational bike riders – sport/touring/leisure
- Experienced and confident riders
- Inexperienced and cautious riders
- Beginners

Diverse pedestrian needs

- Regular day to day walkers who walk for most trips
- People who walk at trip starts and trip ends (bus users, car drivers etc.)
- Younger people
- People with disabilities

Funding

Currently, most new walking and cycling routes are created via the planning process in or around new developments such as new housing estates or new employment zones. New walking and cycling projects delivered outside the planning process are quite rare and tend to be funded via grants such as the Local Sustainable Transport Fund or other sources.

To achieve our vision, of a well-connected sustainable travel network, the way we fund cycling and walking routes (and the importance we give them) will be more consistent. We will also ask Central Government to consider making funding such as LSTF and similar grants more permanent so that we can plan and fund a cycling and walking network.

Opportunities

Environmental benefits

Increasing the number of active transport trips in the Borough will result in substantial environmental benefits, such as:

- Reduced air pollution and greenhouse gas emissions – active transport uses no fossil fuels.
- Reduced need for new roads or road widening, which can have a pronounced effect on local communities and, in the context of South Yorkshire and the SCRIF, may not be justifiable or affordable.
- Reduced road noise levels which can improve local amenity.

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Public transport benefits

Walking is an element of most public transport trips. By promoting active transport options, the Council is simultaneously supporting public transport as an alternative to using cars. Improving accessibility for active transport users (footpaths, cycle routes, bike parking and storage) will enable residents to more easily change their travel behaviour. Increased public transport patronage, in turn, will raise standards of public transport over time, with improved coverage, service levels and frequency. It will also help manage growing traffic congestion.

Health benefits

Walking and cycling are practical and inexpensive modes of transport and ideal forms of moderate exercise and, when conditions are right, neither are beyond the capabilities of most people. Using the Rotherham Council Travel Plan as an example, it shows that a large proportion of people live within 5 km of their workplace meaning there is significant potential to increase the number of people cycling to work. See Fig 22.

Nearly 28% of adults in Rotherham are considered to be obese – double the number in the best performing areas in England. When combined with health and transport promotion (see section 9), active travel networks can encourage people to be more physically active and hence reduce obesity.

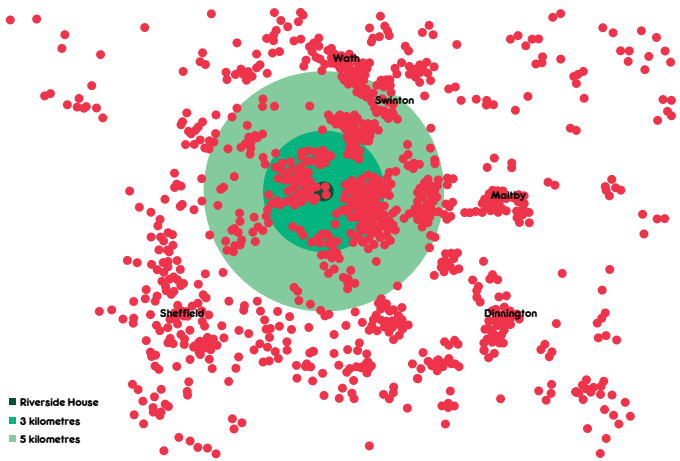

Fig 22 RMBC Riverside House Travel to Work Data

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Almost three-quarters of primary school students and half of all secondary school students live within 3 kilometres of their nearest school. Encouraging active travel will help to tackle rising rates of childhood obesity.

Economic benefits

For many people, car travel is becoming too expensive as fuel and insurance prices increase (see fig 7 - UK petrol pump prices) and public transport costs have risen above well above annual inflation. There is no point building roads to open up development sites if the workforce can't afford to use them. Cost effective alternatives are very important if the local workforce is to remain mobile and available for work.

Active travel saves people money which is redirected back into the local economy; on average people travelling actively spend more money on the high street than those in cars. Both economic theory and empirical evidence indicates that excessive car dependency reduces economic development. Policies that encourage more efficient transportation and land use patterns can provide significant economic benefits. Recent research shows a negative correlation between mobility and productivity, which is in part explained by the fact that transport system changes intended to increase vehicle traffic speeds often reduce overall accessibility thereby reducing the efficiency of other modes and stimulating more dispersed development. Increased car travel increases the portion of household budgets devoted to cars and fuel, expenditures that generate low regional employment and business activity.

Case Study – Rotherham to Sheffield Canal Cycle Route

The canal towpath for cyclists between Rotherham town centre and Sheffield city centre is very popular but was in poor condition with little or no hard surface and during wet weather the path can became very muddy, often with large areas of standing water, making it impassable to many.

Using £350K from the Local Sustainable Transport Fund the 13 km route now has a 3.0 - 4.0m wide bound, waterproof surface constructed between Rotherham town centre and Tinsley. Links onto the canal towpath from Templeborough, Masbrough and Kimberworth have also been improved along with signing and amenities along its length. The route now provides sustainable access to employment and training in the Lower Don Valley, Sheffield and Rotherham. The route also forms part of the Sustrans National Cycle Network and Trans Pennine Trail. It connects to Barnsley in the north and Rother Valley in the South. Sheffield City Council is also improving sections of the route to create a high quality link into the City Centre.

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Themes and actions

Theme 9: Developing high quality cycling and walking networks

Cycling and walking networks must be connected, safe comfortable to use and direct. They should form links between residential areas, schools, workplaces, public transport interchanges, shops and other places where people want to go regularly. This blueprint for a cycling and walking network has been repeated in many documents including:

- South Yorkshire Local Transport Plans (various)
- The Rotherham Cycling Strategy
- The South Yorkshire Cycling Action Plan 2011
- Various local, regional and national advice and guidance publications

The blueprint has been partly achieved but, as highlighted previously, there are some critical gaps in the network that need to be connected together.

We therefore propose four areas to focus on:

Theme 9a Connect and complete

The Local Sustainable Transport Fund bidding process identified two priority corridors for developing our active transport networks. The priority corridors extended to the west from central Rotherham towards Sheffield and to the north towards Wath, Swinton and Manvers. They were given priority based on rates of unemployment, low car ownership, social deprivation and how an active 'sustainable' transport network could help local employers get people into local jobs.

Much work has already been done in these corridors and initial outcomes are very promising but more needs to be done. We will focus on connecting and completing the active travel networks within about

5 km of our main centres within the LSTF corridors to maximise returns on the investment that has already been made.

We will also develop a Borough wide active travel network improvement plan to bring together projects that connect people and places. Although immediate funding is likely to be limited and many identified improvements won't be implemented immediately, the plan will be used to justify projects and bid for funding via any future grants or competitive funds.

Theme 9a: Connecting public transport

Improving connections to and from public transport interchanges and key bus stops within LSTF corridors will be a priority to maximise investment already made in and around them. Other connections to interchanges at Swinton, Dinnington and Kiveton Bridge / Park will also be examined to better connect them with their surroundings.

Connections to individual bus stops will also be improved where we can make a tangible difference that encourages more use of local bus services.

Theme 9c: Connecting colleges and schools

In 2014, Rotherham has around 60 schools engaged in Bikeability cycle training (1300 pupils per annum) and 20 in the Sustrans Bike It Project. Others have built cycle parking or participate in Walk to School or other Council led safety and sustainability initiatives.

In recognition of their achievements, priority will be given to schools that participate in active travel projects and new routes will be developed with them and implemented via the active travel network improvement plan.

Theme 9d: Connecting our centres

The Active Travel Network improvement plan will identify projects to improve links between main centres such as Rotherham Town Centre and places further afield to create a cycle super-highway network. This network will follow main routes and be direct and fast.

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Active Transport Network Actions Summary	Lead	When
Connect and complete the active walking and cycling networks within 3km of centres in LSTF corridors	RMBC	Ongoing
Develop an active travel network improvement plan	RMBC	2015 - 2016
Improve connections to and from public transport interchanges and key bus stops within LSTF corridors	RMBC, SYPTE	2014 - 2016
Examine connections to interchanges at Dinnington and Kiveton Bridge / Park to better connect them with active travel users	RMBC, SYPTE	2014 - 2016
Identify links between main centres to develop a direct and fast strategic active travel network	RMBC	2014 - 2017
Work with schools, Sustrans Bike It and Bikeability to develop and implement active travel routes within their catchment areas	RMBC	2014 - 2026
Introduce more secure cycle parking in or near public transport interchanges	RMBC, SYPTE	2014 - 2018

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8. Travel behaviour change

Objective
To reduce car dependency & increase levels of walking, cycling, car share and public transport use.

Introduction

Travel data from the 2011 census indicates that of the people that do travel to work in Rotherham, cars are the main travel mode. In fact, around 81% use their cars.

This is despite the fact that just over 60% of travel to work trips in Rotherham are short (i.e. they start and finish within the Borough) and could easily be made by public transport, cycling or, for very short trips, on foot.

Getting the right mix of modes of transport for local trips matters! Walking or cycling can be a quicker and lower cost alternative to the car or public transport for many short trips, and are often the easiest ways for most of us to get more physically active. More walking or cycling for short journeys has benefits for individuals in terms of their health – they are more likely to achieve a healthy weight and to have better mental well-being.

Active Travel Network Projects

Cross town centre cycle route - Creating a two way cycle route across the heart of the town centre from Clifton to Westgate via a contra-flow cycle route on High Street.

Linking existing shared use routes - Joining the existing shared use route on East Bawtry Road with Canklow Road, including a contra-flow cycle lane along the East Bawtry Road service road. Creating a link between Parkgate and the town centre via Rawmarsh Road

Cycle Route Audit - All cycle routes will be audited and any gaps identified and filled

Quiet road / off road routes - Whiston and the town centre including direction signing for cyclists.

Common Lane / Fairfield Park - Upgrading, resurfacing and lighting this path to link Doncaster Road, Wath to Manvers Way, providing better access to employment sites and bus stops on both roads. This will also encourage more cycling and walking in the area by allowing pedestrians and cyclists to avoid a considerable detour. (This project was completed in early 2015 and is currently being evaluated).

Cycle Hubs - A LSTF demonstration project to address all of the barriers that stop people cycling. Mobile Hubs will be opened in the Dearne and Don valleys in 2015/16 and will provide free bike hire (pedal and pedalec), training, repairs, Dr Bike events, get me home services, employer based Cycle to Work challenges and advice. These services will be based in a central hub but will also be mobile to deliver services anywhere in target areas.

Signposting the Town Centre for walking - As the redevelopment of the town centre progresses, the directional signs for pedestrians have become outdated often pointing to buildings that no longer exist. This project is replacing existing "finger post" signs and posts with updated destinations, leading to a more legible pedestrian environment. This project is supported by a new Town Centre map (done in a 3D style) to enhance pedestrian legibility.

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There are benefits for communities too with safer and more pleasant streets, better air quality and lower carbon emissions, and reduced congestion. Nationally, there is potential to make billions of pounds of savings to the economy through more active travel: other countries like the Netherlands have achieved this and we should do the same.

Perhaps most worryingly, obesity and physical inactivity rates in this country are too high - and with the issues of climate change, congestion and environmental damage in the mix, it is clear that we need make changes now. That is why we need to get more people walking and cycling more often and more safely - so that they can live healthier and happier lives.

Current Situation

Our behaviour change programme is well established and is designed to encourage local people to make active travel part of their daily routine. It offers 'whole life' support from the very young at primary schools through to working age people and onwards towards older people.

Case Study – School Travel

Issues about school travel were raised in the mid-1980s, generated by concerns about accident risk to children and loss of children's independent mobility. A successful project to address these issues in the Danish city of Odense led on to UK work on 'safe routes to schools' projects in the mid-1990s. In 1998, work on school travel became a mainstream part of UK transport policy. The concept of a 'school travel plan' became the focus, incorporating health and modal shift objectives as well as safety goals, and focusing on work within schools as well as infrastructure improvements.

In September 2003, a major new initiative on school travel was launched jointly by the UK Departments for Transport and Education. It was accompanied by new legislation, and aimed for all schools to introduce a travel plan before the end of the decade. The goal was to nurture a cycling and walking culture in young people who will then see these modes as a mainstream option for travelling in later life.

Our behaviour change and safety program in schools includes:

- Walking school buses
- Pedestrian skills training
- Road safety education and training
- Crucial crew personal safety issues
- Public transport safety and behaviour training
- Bikeability skills training sessions
- Bike IT – cycling awareness raising

Currently the program is very successful. 62% of children walk or cycle to primary schools compared to the national average of 48%. In secondary schools, 57% walk or cycle compared to the national average of only 38%.

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The programme is funded via the Local Sustainable Transport fund and the Local Transport Plan and is divided into 4 target areas:

- Schools
- Workplaces (employers and employees)
- Jobseekers
- Community

The programme either encourages people to make voluntary changes to the way they travel or gives a sustainable travel option to people who need low cost transport to find (or stay in) work.

Achievements

Rotherham has been very active in the push for behaviour change. Our programme is presented under the LSTF funded www.inmotion.co.uk brand which is used across South Yorkshire to identify and market our behaviour change projects. Some of the key achievements include:

Workplaces

Many employers in the Borough encourage staff to travel actively and sustainably to and from their workplaces. We support them via:

- Try cycling projects – free bike hire for employees, including pedal and electric bikes and free Dr Bike repairs for people who already own a bike, but may need it maintaining.
- Bus boost – offers a free one month bus pass to car driving commuters only. This project is run by SYPTE.
- Electric vehicle leasing – a Countywide offer of reduced electric vehicle leasing and a free charging point aimed at small and medium sized businesses. The offer is very competitive e.g. to lease a Nissan leaf from a dealer for 3 years (max 5000 miles per year without mileage charges) a business would pay pay £200 per month plus £2000 lump sum. Our scheme costs £149 per month with no lump sum and a 10,000 mile annual allowance.
- Cycle parking grants – businesses who take up one or more of our offers qualify for a grant towards providing or improving on-site cycle parking.
- Car Share South Yorkshire – a website dedicated to linking car sharers together. In 4 easy steps, sharers can register, enter their journey, search for other drivers or passengers to share with and make contact.
- Hydrogen Vehicles Project - a partnership with ITM Power means that we can offer hydrogen vehicle leases and fuel at rates that compete with conventional petrol and diesel vehicles.

Jobseekers

It is vital that people seeking work are given every opportunity to travel. In addition to various national bus based incentives, Rotherham offers:

- Wheels to Work scooter hire - was successfully pioneered in Thurcroft, Rotherham in 2003 and then extended across the County via Sheffield Community Transport. Wheels to Work (W2W) loan motor scooters to people who live in Rotherham (and also South Yorkshire) and have difficulties getting to work, training or college due to a lack of suitable transport. A small charge is made (prices start from £40 a month) but this includes all the training and equipment, insurance and maintenance needed to get on the road. Wheels to work is funded via the LTP and LSTF.
- Free electric or pedal bike hire - for shorter journeys, Rotherham also offers free electric or pedal bike hire for people who need to travel to find work, to start new jobs, to people who want to improve their fitness or simply reduce their overall travel to work costs. Free cycle hire is funded via the LSTF.

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Community

- Cycling try out shows – held at local galas and events, these shows give people an opportunity to try out different bikes and learn more about safe riding, training and what is generally on offer to them.
- Virtual Bike – a static bike race competition held in workplaces and at events designed to get people back into a bike saddle in complete safety and comfort.
- Ride It Stride It at Rotherham Show – our annual event at one of the largest free shows in the north of England. The event incorporates stunt riding shows, bike demonstrations, Dr Bike repairs, our virtual bike, bike clubs, bike shops, information and access to training and bike hire.
- Dr Bikes – up to 80 events per year offering free bike repair sessions held in public places and workplaces.
- Adult and family cycle training – basic, intermediate or advanced cycle skill training is available for everyone.

Schools

Bikeability – The DfT provides 100% grant funding to train up to 1300 school children every year to Bikeability level 2 or 3 standards. Bikeability gives children the skills they need to ride bicycles on moderately busy roads. 93% of junior and primary schools in the Borough have benefited from Bikeability training courses.

Bike It – an initiative funded via the LTP/LSTF and delivered by the cycling charity Sustrans. Bike It provides a Bike It Officer to work directly in local schools to promote cycling. Sustrans have over 90 Bike It Officers placed nationally, including officers in Rotherham, Sheffield and Doncaster who are already obtaining excellent results. Bike It is a proven project which aims to change the travel culture of schools, and has a track record of substantially increasing the uptake of cycling in school children. Currently the maximum allocation of 20 Schools participate in Rotherham Bike It.

Parking Grants for Bikeability / Bike It Schools – any school taking up either Bike It promotion or Bikeability training qualifies for a grant (via the LTP programme and subject to availability) to provide covered, secure cycle parking for pupils and staff.

Challenges

National and local government transport decision makers all work directly to affect outcomes, guided by a variety of strategies and policies. Their decisions are increasingly focussing on roads and how they might stimulate economic growth. Whilst growth is very important to many people, meeting transport demand successfully means it cannot possibly be solely car led because around 42% of people do not travel to work by car.

Many other non-transport national, regional and local government departments and agencies also affect transport outcomes in their decisions relating to health, social inclusion, planning, economic development, education and environmental outcomes. Many of these decisions will relate directly to active travel: for example, our programme of cycle hire, Dr Bikes, cycle training and so on.

Case Study – Sustrans Bike It

In less than 2 years, Sustrans Bike It project has seen the total number of pupils cycling to participating schools rise from 3.4% to 12%.

At the most successful Bike It school, cycling to school rose from 0% to 38% of pupils.

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Decisions about the location of a new employment site and how much a developer is required to contribute to active travel projects to mitigate against car use or whether the design and layout of a town centre regeneration scheme encourages active travel, affect the opportunities or attractiveness for active travel as a by-product of those decisions.

Decisions made in the private and third sectors also affect active travel. Private sector bus operators have a major impact on people's travel choices when reviewing networks, whilst decisions made by all employers affect where, when and how people travel.

Opportunities

Driving Cultural Change

Investment via the Local Sustainable Transport Fund, Local Transport Plan and DfT Bikeability Grants and a general public interest in health and wellbeing has enabled active travel projects to become accepted and expected. This is a major step forwards. Awareness and involvement has increased through our workplace programmes and through school projects. Cycling, walking and public transport are now being seen as the norm rather than the exception by businesses, schools and travellers.

Making good use of limited funding

We intend to drive the accepted and expected message home with our partners and press for continuity funding from our Local Transport sources, from the DfT and any other funding body.

Greater emphasis needs to placed on active travel projects because they will increasingly need to compete for funding against road schemes being driven by the Local Economic Partnership and SCR Local Transport Body. Available funding will be modest although it perhaps presents an opportunity for the Council to promote and excel in lower cost active travel and active transport networks. It will therefore also be important to find ways of delivering current projects for less via community and workplace champions, via different Council services, via obligations written into workplace travel plans or by using our private sector partners.

Themes and Actions

Theme 1O: To encourage active travel

Workplace travel challenges will continue until spring 2015 when LSTF funding ends. Employers will be encouraged to adopt stronger travel plans via the planning process. Employers will be required to introduce workplace travel projects via conditions set out in the Travel Plan. As part of our plan to deliver more active travel for less, the Council will not run schemes if there is no funding available but it will make bikes and resources available to employers via the mobile hub concept.

We will continue to provide the cycle parking grant scheme although the amount of funding available may change.

Theme 1Oa: Address local obesity and inactivity problems

We will work with our local authority health partners to promote active travel in local communities and link this work to promote any new local active travel infrastructure projects. We will embed projects within the Borough's Community Strategy and Health and Wellbeing Board. Community champions will be sought to promote active travel and will be able to loan equipment for self-managed community projects such as bike hire and community rides

Theme 1Ob: Encourage schools to adopt active travel projects

Almost three-quarters of primary school students and half of all secondary school students live within 3 kilometres of their nearest school. Encouraging active travel will help to tackle rising rates of childhood obesity.

We will continue to provide Bikeability via the DfT's grant funding. We will continue to monitor and improve delivery with our Bikeability training partners to ensure the grant is fully utilised and up to 1700 pupils per annum are trained.

Bike It will continue until at least Spring 2016. We will seek alternative funding after 2016.

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Theme 10c: Create a lasting legacy from LSTF projects

Employer travel planning projects, community champions and the new infrastructure associated with active transport network projects (See section 8) will help to create a lasting legacy for LSTF projects.

Using LSTF2 funding, we will create a bike loan hub in the north of Rotherham at Wath and in the town centre. The hub will be operated by the private sector but will use resources accrued from LSTF projects. This is likely to be based on a principle of bike retail via local bike shops combined with free hire and/or 'try before you buy'.

Three learning communities (primary schools and their feeder secondary – Winterhill, Clifton and Wingfield) will set up three community based enterprise hubs; Ready Hubs, with inputs from teachers, businesses and community volunteers such as parents and families. The hubs are primarily designed to lead pupils into adulthood by involving them in commerce and innovation. The hubs will be invited to submit and run active travel projects related to LSTF.

Travel Behaviour Change Actions Summary	Lead	When
Workplace Travel projects until 2016 and seek alternative funding thereafter.	RMBC	To 2015 then onwards
Encourage employers to adopt strong travel plans that include workplace travel promotion projects	RMBC	Ongoing
Provide travel promotion resources to employers	RMBC	RMBC
Continue the cycle parking grant scheme according to resources available	RMBC	RMBC
Health partners and Heath and Wellbeing Board to promote active travel projects	RMBC, NHS	Ongoing
Seek community champions and provide resources for community based active travel projects	RMBC	Ongoing
Continue to provide Bikeability Cycle Training and meet the target to train 1700 pupils per annum.	Private Sector, RMBC	Ongoing
Create Bike Loan hubs in the North and centre of the Borough	Private Sector, RMBC	2015 onwards
Develop ready hubs in local schools	RMBC, CYPS	2014 onwards
Continue to support the Car Share South Yorkshire website (hosted by Liftshare)	RMBC, SCC	Ongoing
Continue the Bike It project until 2016 and seek alternative funding thereafter	RMBC	To 2015 then onwards
Update and reprint the Rotherham Cycling Map	RMBC	2016
Regular updates of the mapmovies to keep pace with developments and changes in bus routes etc.	RMBC	Ongoing
Use the Council Website and social media feeds to promote information sources for sustainable transport	RMBC	Ongoing

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Theme 11: To provide information and travel advice for the users of all modes of transport

The car share website South Yorkshire Liftshare will continue, being improved and made mobile-friendly. It will be marketed through the Inmotion website along with existing roadside signs. The marketing will change over time to reflect how projects change.

We will update and re-print the popular Rotherham Cycling Map as and when needed, as well as the innovative map movies that provide local travel information in an engaging format.

Travel Behaviour Change Projects

Bikeability - 8300 school children have received Bikeability training up to March 2015. Subject to the Department for Transport continuing to provide funding we will continue to train at least 1300 children every year.

Bike It – has been very popular with local schools – demand for places has exceeded supply. We will continue Bike It until 2016 and then seek funding from elsewhere to keep the project growing.

School Hubs – we will develop projects with local schools to embed active travel and behaviour change projects within the school curriculum via the ..... (chase up info)

Community hire and mobile information hubs – Our LSTF funded pedal and electric bike hire scheme has been very successful and we intend to develop a legacy for the LSTF funded project. We will use the existing assets (bikes, accessories and so on) to help set up community bike hire schemes in the Borough. The second round of LSTF funding will secure this legacy project and we will also work with the health sector, voluntary sector and our existing private sector partners to bring in their commercial and retail know-how to make the scheme largely self- financing.

Cycle maps – our popular map will be refreshed, updated and reprinted.

Hydrogen Vehicles Project - to offer hydrogen vehicle leases and fuel at rates that compete with conventional petrol and diesel vehicles.

Employer Travel Plans – Where companies are subject to planning conditions or obligations we will require employers to run travel behaviour change projects as part of their Travel Plan with an emphasis on creating an ongoing legacy from existing LSTF projects (Try Cycling, Dr Bikes, bike hire, car share etc.)

All of our projects will be branded and featured on the www.inmotion.co.uk website

Rotherham Metropolitan Borough Council

9. Roads and freight

Objective

To develop and manage a safe and efficient road network for the movement of people and goods that can also be shared safely by everyone.

Introduction

The Borough's roads connect people to places – jobs, education, shopping, recreation and services.

In a successful transport system, the road network needs to be seen as part of the overall transport network. It carries cars and freight but also buses, bicycles and pedestrians. It links people to public transport at bus / tram stops and train / bus stations and we need to maximise its potential to connect people to places in the most sustainable ways.

Current Situation

Rotherham Council is responsible for 1130 km of local road network **(see Figure 23)** and the Department for Transport manages the whole of the 25km length of the M1 and M18 Motorway network.

The Council has a range of powers and duties under which it maintains and improves the road network, and manage s its use and the activities taking place on it. These include the Highways Act 1980 principally covering the structure of the network; the New Roads and Street Works Act 1991 covering utility street works; the Road Traffic Regulation Act 1984 regulating the activities of road users and the Traffic Management Act 2004 which adds a network management duty. This duty requires local traffic authorities to do all that is reasonably practicable to manage the network effectively to keep traffic (including pedestrians and cyclists) moving.

The overall aim is to keep the network working efficiently without unnecessary delay to those travelling on it.

The duty is also qualified in terms of practicability and other responsibilities of the Council. This means that the duty is placed alongside all the other things that the Council has to consider, and it does not take precedence.

So, for example, securing the expeditious movement of vehicles should not be at the expense of an authority's road safety objectives, however, the statutory duty reflects the importance placed on making best use of existing road space for the benefit of all road users.

Category	Hierarchy / General Description	Total Length (km)
2	Strategic Route (principal 'A' roads between primary destinations)	106.6
3a	Main Distributor (major urban network and inter-primary links carrying medium distance traffic)	37.1
3b	Secondary Distributor ('B' & 'C' class roads and unclassified bus routes carrying local traffic with frontage access and frequent junctions)	284.0
4a	Link Road (between the main and secondary distributor network frontage access and frequent junctions)	102.9
4b & 5	Local Access Roads (serving limited numbers of properties carrying only access traffic)	599.5
	TOTAL	1130.1

Fig 23

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Achievements

Over the last 5 years, 3 key town centre road junctions have been signalised and incorporated into Rotherham's growing UTC system.

Funding was secured in 2014 for the Pool Green improvement scheme which will address congestion at the junction of Main Street / Masbrough Street with the A630. Completion is anticipated in summer 2015.

Challenges

Congestion

At present traffic congestion is a problem in Rotherham for relatively short periods at peak travel times when the roads are busiest. As our economic growth plans take effect, our roads are predicted to become much more congested as people use their cars more often and travel further.

Forecasts by our Strategic Transport Model indicate that 73,000 additional trips will be made on our road network (based on a 2007 baseline). General traffic and bus trips will both increase by around 10%. Without interventions, these new trips will lead to more congestion, longer delays and traffic queues but there is little scope for large scale expansion of road link capacity in urban areas without there being a serious impact on the places we live and work in.

Motorways

Our Motorways are some of the busiest in the UK and are essential for carrying traffic through the Borough efficiently and for connecting local people and goods to the national road network. The Motorway also has a negative impact on the Borough. Motorways are noisy, they affect air quality nearby and they create a physical barrier that can only be crossed at bridges and over-passes. Local roads (and communities) also need to be able to cope with high volumes of traffic travelling to and from motorway junctions.

Freight

As the Borough grows, more jobs will be created and more goods will need to move to and from factories and warehouses. In addition, new households will consume more goods and will contribute to the freight task. Freight traffic is being caught up in local road congestion and in Motorway congestion. If it becomes difficult to move goods, our local growth could be affected.

Access to employment sites

Access to new and existing employment sites is essential for economic growth. People need to get to jobs and raw materials and goods need to move around efficiently. Road access for vehicles, buses, bicycles and pedestrians can help achieve this but a new road link is invariably very costly.

There is very strong competition across the City Region for limited funding to build roads so other, more cost effective options, will also need to be considered.

Highway Maintenance

The maintenance of the highway network is important but it is costly. A sample valuation of the highway asset in Rotherham estimated the gross replacement cost to be in excess of £1billion.

The general state of repair has declined in recent years following severe winter weather (snow and ice in 2012/13 and very heavy rain in 2013/14).

The methods by which maintenance and repairs are prioritised are laid out in the Council's Highway Asset Management Plan. These priorities take account of public opinion survey results see Fig. 24.

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Opportunities

Benefits of BRT / Tram Train

The largest single travel to work movement is to Sheffield - our nearest neighbouring City. This generates significant amounts of traffic at key junctions located near to the Sheffield boundary.

Our introduction of a Tram Train and a Bus Rapid Transit system to connect Rotherham and Sheffield will greatly improve how and when people can travel between the two centres. The Tram-Train will expand the direct connections into Sheffield as it will connect with the existing tram network. Its route through the industrial Don Valley will help to enable development and job creation without excessive additional car traffic.

The BRT route includes a link road that will enable traffic (and the BRT busses in particular) to avoid the congested M1 junction 34S. This will give more reliable journey times and promote non-car commuting between the two centres.

Getting more capacity from the existing network

Where public transport improvements cannot meet travel demand entirely or new roads cannot be justified, there is scope to introduce technology to maximise capacity of the of the transport network and minimise delay to all road users.

Rotherham and other South Yorkshire Councils are introducing Intelligent Transport Systems (ITS) to manage and improve traffic flows in urban areas. The term ITS describes the use of the latest technology to maximise the capacity of a transport network and minimise delay to the end user. In a road network this means that data retrieved from various sources can be used to influence traffic signal timings in real-time through automated strategies. ITS has been deployed extensively across the urban centre of Rotherham and further extensions are planned.

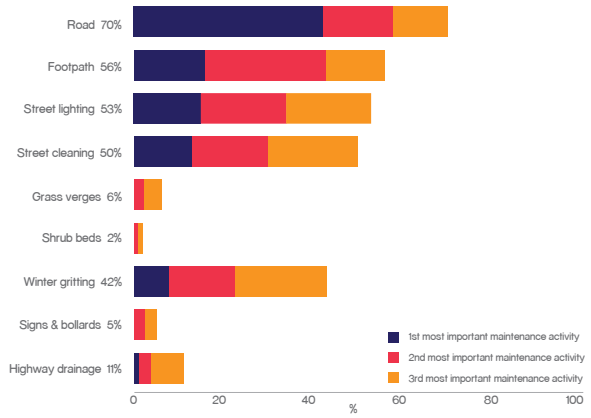

Fig 24, Respondents ranking of the three most important maintenance activities (all respondemts)

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Maximising modal shift

Although many people see their trips by car as essential, expanding road capacity is expensive and can create other problems such as urban blight, noise and air pollution and severance of communities. There is often another way to make a trip and this message will become more commonly understood if the active travel and travel behaviour change projects outlined previously in this strategy are implemented alongside road network improvements.

There will be some need to provide new roads and road capacity but greater emphasis will be given to the potential for shifting travel demand from car to bus, train, tram, bike or walking before we determine how much new road capacity is needed.

Themes and Actions

Theme 14: To improve surface access to international gateways

The M1 motorway between junctions 30 and 35 has long been a bottleneck for traffic movements through the Borough. Traffic volumes are predicted to increase and without intervention, this will make the situation unmanageable.

The Highways Agency will introduce a Managed Motorway to create more capacity on the worst affected parts of the M1. The motorway will benefit from 4 traffic lanes and the capacity of those lanes will be maximised. Improvements to Motorway bottlenecks will improve access to Doncaster Robin Hood via the M1/M18 and Manchester Airport and the Humber Ports via the M1/M62.

Theme 15 and 16: To improve the safety, reliability and resilience of the local road network

Intelligent Traffic Systems will be extended – especially in the most congested areas in and around Rotherham town centre. Individual traffic hotspots will be improved with priority given to resolving delays on the public transport (bus) network.

More traffic capacity and new roads will be constructed but only after the benefits from the other themes and actions in this strategy have been maximised.

Theme 17: To ensure networks are well maintained

An annual programme of work is determined by coarse visual inspections (CVI) and various mechanised surveys on carriageways. These produce data that is used within Streetpride's highway management system to identify the most appropriate maintenance treatment, a ranking of priority based on surface condition and an indication of how the available funding can be spent most effectively.

In addition consideration is given to the condition of adjacent footways. Cycle lanes are treated as part of the carriageway and are maintained as such.

Case Study – Intelligent Traffic System - Urban Traffic Management Control (UTC) in Rotherham Town Centre.

Increased traffic flows in Rotherham town centre meant that some junctions in the town became over loaded especially at peak times. In an urban areas, it is difficult (and seldom desirable) to take land to increase the physical capacity of roads and junctions so UTC, a more elegant solution, has been introduced. This includes a suite of measures designed to smooth and improve traffic flow:

Scoot (Split Cycle and Offset Optimisation Technique) allows us to optimise traffic signal timings. This system makes frequent small alterations to traffic signal timings in response to traffic demand.

ANPR (Automatic Number Plate Recognition) to allow us to better understand vehicle movements in the town centre and to improve the network accordingly.

VMS (Variable Message Signing) allows us to notify road users of potential problems in advance so they may plan their journeys differently.

CCTV (Closed Circuit Television) allows us to remotely monitor and manage the road network and to react quickly to incidents.

UTC systems monitoring across Rotherham (and South Yorkshire) via an automated system

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The annual programme of work depends on:

- Identified priorities
- The objectives in the Local Transport Plan
- Co-ordination with other highway improvements and local safety schemes.

Our target is to bring the condition of Rotherham's roads above the national average.

Theme 18: To promote efficient and sustainable means of freight distribution

There are no specific freight transfer facilities in the Borough where freight movements are concentrated. Instead, freight movements spread across the network with main concentrations on Motorways, A roads and in larger employment areas. Main concentrations include large warehousing and logistics sites at Manvers and heavy industry in Templeborough.

Freight issues in Rotherham are planned and managed by the South Yorkshire Freight Action Plan – a document produced by the South Yorkshire Freight Tactical Group. In summary, the Freight Action Plan manages the following:

- Routing
- Facilities (Stop Overs, parking, transfer stations)
- Eco and safe driving
- Information
- Highway standards
- Traffic management
- Canal freight

Theme 19: To work to improve the efficiency of vehicles and reduce carbon emissions and to improve air quality, especially in designated areas.

Intelligent Transport Systems improve traffic flow and therefore reduce emission of pollutants that compromise local air quality and have a significant effect on Health.

The ECO Stars Fleet Recognition Scheme (Efficient and Cleaner Operations) is a free, voluntary scheme designed to provide recognition, guidance and advice to operators of goods vehicles, buses and coaches across South Yorkshire. Each member signing up to the scheme receives tailor-made support to ensure that their fleet is running as efficiently and economically as possible, to help them progress to higher ratings. RMBC has the highest rating of any local authority signed up to the scheme, reflecting the corporate commitment to introduction of efficient low emission vehicles.

Over a number of years the Transportation Unit has worked closely with the council's air quality officer to promote schemes that will reduce emissions from transport sources (these are the major contributor to pollution) particularly in Air Quality Management Areas.

AQMA's are places where people are exposed in their homes or schools to levels of pollutants that are unacceptable and likely to cause ill health (See Figure 25). The council has an Air Quality Management Plan that is regularly revised and sets out the measures that we will pursue to improve levels of pollution.

The adoption of low carbon fuels is a long term project, but the council has been (and will continue to be) at the forefront in adoption of new technologies.

We are actively promoting the installation of an electric charging network with the first Charger istalled at Drummond Street Car Park in December 2014; we are in advanced stages of negotiation for the provision of natural/bio gas refuelling stations and we are embarking on a hydrogen demonstration project to provide a refuelling station (at Waverley AMP) and vehicles to explore the future possibilities of this most sustainable of fuels. The project has attracted significant match funding from our partner ITM Power who are based in Sheffield and bring a global level of expertise.

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Roads and Freight Actions Summary	Lead	When
Implement ITS systems to benefit bus priority	RMBC	Ongoing
Use the Freight Action Plan to inform decisions relating to development and the highway network	RMBC	Ongoing
Work with the council's air quality officer to reduce the impact of vehicle emissions, particularly in AQMAs	RMBC	Ongoing
Implement Hydrogen demonstration project	RMBC, SYLTP Private Sector	2014 - 2018
Utilise SCRIF investment and CIL to provide infrastructure required to accommodate development proposed in the Local Plan	RMBC, SYLTP	Ongoing

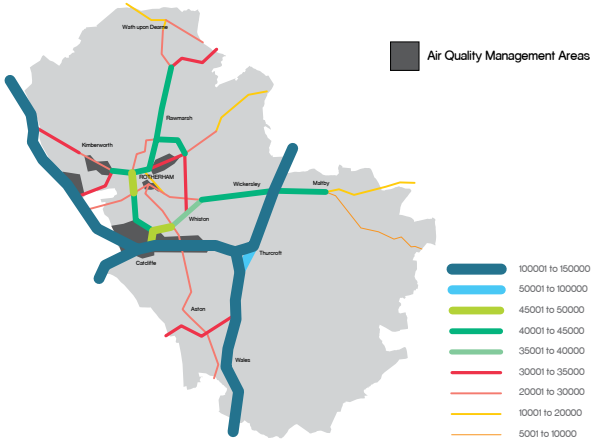

Fig 25, Rotherham air quality management areas with motorway and 'A' classified road Annual Average Daily Traffic (AADT)

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Roads and freight projects

The following projects are divided into three categories: planned SCRIF investments, potential SCRIF investments and schemes identified through the Local Plan and expected to be funded through the Community Infrastructure Levy (CIL).

Planned SCRIF investments:
Lower Don Valley – Waverley: Waverley Link Road – New single carriageway access road between the B6200 Retford Road and the B6060 Highfield Spring to provide additional capacity to cater for the trips generated by the Waverley developments and the Lower Don Valley.

A630 Parkway improvement scheme – Widening of the A630 Parkway on the approach to M1 Junction 33, to cater for the anticipated increase in trips resulting from Waverley, Sheffield Business Park and other Lower Don Valley developments. This scheme also improves reliability for trips to M1 from Sheffield City Centre.

Potential SCRIF investments:
Parkgate Link Road – New access road between Retail World and Aldwarke Road. Opening up access to the land to the rear of Parkgate "Retail World" (relates to 14.1ha, mixed industrial / commercial sites). Also provides significant congestion alleviation on A633.

Schemes identified through Local Plan examination and potentially funded by CIL:

- Signalise A629 Wortley Road/ Oaks Lane Junction (Kimberworth).
- Signalise A629 New Wortley Road/A6109/Fenton Road roundabout (Kimberworth).
- Convert A630/Masbrough Street/Main Street, Pool Green roundabout to signalised crossroads (Masbrough).
- Signalise A630 / A6178 / A6021, Ickles roundabout (Masbrough).
- Signalise A631 Bawtry Road/B6060 Morthern Road Masons Roundabout (Wickersley).
- Additional left turn lane from B6090 Wentworth Road / A633 (Warren Vale).
- Signalise Cumwell Lane/A631 Bawtry Road give way junction (Hellaby).
- Signalise A630 West Bawtry Road/A630 Rotherway roundabout
- Capacity improvements at A57/B6060 crossroads (South Anston).
- B6089 Potter Hill/ Cinder Bridge Road junction with Fenton Road/ Church Street and Cinder Bridge Road (Greasbrough).
- A630 Centenary Way / A629 New Wortley Road / A6123 Greasbrough Street, College Road roundabout capacity improvements (Masbrough).
- A633 Warren Vale/Kilnhurst Road junction capacity improvement.
- A631 East Bawtry Road / B6410 Broom Lane/ Worrygoose Lane, Worrygoose roundabout signalisation (Whiston).

Freight projects with a potential for realisation within the time frame of this strategy include a Canal-Road freight transfer station, however at present this has no detailed plan or funding.

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10. Safer roads

Objective
To make the transport network safe for everyone

Introduction

Almost everyone within Rotherham uses the borough's road and footway network to go about their daily routines and to access essential services whether as drivers, passengers, riders or pedestrians. It is not risk free - 823 people were injured on our roads in 2014. The estimated cost of these accidents is approximately £61 million which includes the cost to the NHS of dealing with injuries sustained, insurance claims, as well as the wider impacts caused by pain, grief and suffering.

This part of our strategy describes casualty trends and sets out how improving the roads, road user skills, and responsibility and awareness will lead to behaviour changes and will help meet our goals to improve safety for everyone who uses Rotherham's roads.

Current Situation

Targets

The Government's road safety strategy, the 'Strategic Framework for Road Safety' published in 2011 sets out the national approach to improving road safety. It does not contain any national targets for reducing the number of people injured in road traffic collisions but it is good practice to have local targets in place to maintain our focus on casualty reduction and to ensure the road safety initiatives we employ are working. With this in mind, these targets have been set locally:

- The total number of deaths and serious injuries – based on a five year average of outputs from 2009 to 2014, year on year, a 4% reduction on the previous 5 year rolling average;
- The total numbers of deaths and serious injuries to children and young people aged 0 to 17 years old - based on a five year average of outputs from 2009 to 2014, year on year, a 5% reduction on the previous 5 year rolling average;
- The total number of slight injuries - based on a five year average of outputs from 2009 to 2014, year on year, a 1% reduction on the previous 5 year rolling average.

To meet these targets, we will focus on engineering, education and enforcement.

Engineering (Local Safety Schemes)

Local Safety Schemes are the main focus of our engineering activities and are targeted at places with a history of treatable collisions where people have been injured. They are a very cost effective way of addressing accidents at a specific location or along a route.

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Other schemes, such as those that improve pedestrian facilities and improve the flow of traffic, are also used to improve road safety even though their primary purpose is not to reduce collisions.

Education

Road safety education, training and publicity (ETP) projects are used to address road safety issues affecting vulnerable road user groups, such as cyclists, pedestrians, motorcyclists and young drivers, by:

- Improving the behaviour of road users, by bettering their knowledge of the causes and consequences of road crashes,
- Improving their skills as road users.
- Fostering positive attitudes towards behaving in a way that reduces the risk of causing or being involved in a road accident.

Enforcement

South Yorkshire Police enforce road traffic law. Priorities are determined by analysing the levels of offending and the number and severity of injuries by route or by area. Enforcement is carried out via:

- The Roads Policing Group
- Safer Neighbourhood teams
- Safety cameras (see below)
- Automatic Number Plate Recognition (ANPR) technology to identify stolen, untaxed, uninsured or other offending vehicles

Enforcement (and the road safety benefits it brings) is generally publicised in order to gain greater public acceptance.

In addition to enforcement activity, the police also operate campaigns targeting various issues including:

- Vehicle defects
- Drink/drug driving
- Speed
- Seatbelt usage
- Dangerous driving

Safety Cameras are used at sites with a history of speed related fatal or serious injuries. The concerns and anxieties of local people are also taken into account with many sites and routes being identified by local area assemblies, community groups, Parish Councils and the public.

South Yorkshire Safer Roads Partnership

The South Yorkshire Safer Roads Partnership (SRP) is a multi-agency partnership which has been formed to co-ordinate efforts to reduce road accident casualties.

A data lead, evidence based approach has been adopted to focus efforts on specific locations, routes, generic collision factors and specific classes of road users.

The Partnership is made up of representatives from:

- Each of the four South Yorkshire districts including elected Members
- South Yorkshire Police
- South Yorkshire Fire and Rescue
- Yorkshire Ambulance Service
- South Yorkshire Safety Camera Partnership
- Highways Agency
- Health service providers

A South Yorkshire Safer Roads and Casualty Reduction Strategy 2011 – 2026 and a road safety education, training and publicity action plan covering all South Yorkshire has been published by the partnership.

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Achievements

Since 1994 the overall number of people injured in collisions on Rotherham's roads has reduced as shown in figure 26 below. A comparison of the figures for 1994 with those for 2013 shows that there has been a 31% reduction in the overall number of people killed and seriously injured (KSI) and 53% in the number of child KSIs. A large part of these reductions are down to the various initiatives listed previously that have been implemented by the Council and its partners during this time, particularly those aimed at children.

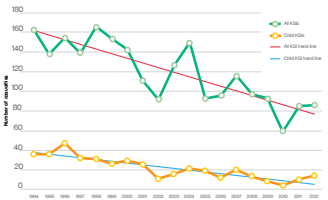

Fig 26 . KSIs in Rotherham

Challenges

Resources

Overall there have been cuts to Council funded road safety initiatives as well as Local Transport Plan funded works, both of which started in 2010.

This reduced our capacity to deliver school based road safety education training and publicity (ETP) activities with just one road safety officer being employed for 2 days a week. This compares with the number recommended by the Local Authorities Association of one road safety officer per 50,000 population, meaning ideally 5 should be employed by the Council. In 2014, most schools received only one visit per year which severely limits the number of safety messages and pedestrian and walking bus training that can be delivered. School visits are prioritised in terms of those that fall within postcodes with the greatest number of casualties.

To make up for this shortfall in staff numbers we now make use of road safety officers employed by the SRP. These concentrate on the county wide road safety education priorities and in terms of schools

Case Study

One of our success stories is the Drive for Life initiative. This is a project that was developed by Rotherham and now delivered across South Yorkshire. It is aimed at drivers in the 17-24 year age group, particularly young men, who are over represented in casualty statistics. The programme is designed to raise awareness of the issues that contribute to collisions, make young people aware of their responsibilities as drivers and change attitudes and behaviour so as to make them safer, more considerate drivers.

Delivered by representatives from the four South Yorkshire Local Authorities, Fire and Rescue and Police, this 2 hour interactive presentation covers issues including drink/drug driving, speed, peer pressure and seat belt usage.

Rotherham project manage the Drive for Life initiative as well as being heavily involved as one of the presenters. The presentation is offered to all colleges and schools with a sixth form in the borough and across South Yorkshire. The presentation is seen by approximately 5000 young drivers throughout South Yorkshire each year. Rotherham have secured funding from the South Yorkshire Road Safety Initiatives Fund and the Local Sustainable Travel Fund to employ a road safety officer for the next 2 years to project manage Drive for Life and present at events.

It is difficult to make a direct link between Drive for Life and changes in the accident rate involving young drivers. However, evaluation shows that among young drivers attending a Drive for Life presentation there is an important effect on risk reduction within the first month of the event. It is intended to carry out further evaluation later this year to see if this effect on risk reduction is maintained over a longer time frame. Feedback collected after events also suggests that Drive for Life is having a positive effect on young driver attitudes to road safety issues.

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there are only a small number in Rotherham that fall within priority postcodes having the greatest number of casualties, where activity will be concentrated. This means that most schools will continue to have at most one visit per year. This may have an effect on meeting collision reduction targets. This arrangement is likely to continue for the foreseeable future.

Cyclists and motorcyclists

Collision data shows that incidents involving cyclists and motorcyclists have followed a downward trend over the last 18 years. However, data from the last two years suggests that we may be experiencing a reversal of the trend.

In terms of cycling, as more and more people begin to take up the activity there are proportionately more incidents. We will continue to work with our SRP partners to implement the recommendations in the South Yorkshire Road Safety Education Plan relating to cyclists and motorcyclists.

Local safety schemes

Due to the nature and location of accident cluster sites Local Safety Schemes are becoming harder to identify. A new approach needs to adopted to scheme identification possibly focusing more on routes and mass action treatments rather than hotspots.

Disadvantaged areas

There is strong evidence that members of poorer communities are more likely to become road accident casualties than their better-off peers.

Previous analysis of accidents in disadvantaged areas in Rotherham showed that there were more road accident casualties per head of population than in the borough as a whole and a higher incidence of accidents involving children. More recent analysis carried out during the production of the South Yorkshire Road Safety Education, Training and Publicity Action Plan confirmed that the postcodes in Rotherham with the most casualties broadly align with disadvantaged areas.

Opportunities

It is recommended that investigations are carried out into the following issues in order to secure further road safety benefits:

- Developing closer links with the Health and Wellbeing Strategy.
- Developing closer links between the safer roads and sustainable travel agendas – reducing private vehicle use will lead to safer roads.
- Integrating the principles of Safer Roads into the Council's Highways Asset Management Plans (HAMP) and better linking maintenance standards with casualties in the South Yorkshire Transport Asset Management Plan.
- Carrying out regular inspections of the highway network to identify defects that are likely to cause particular road safety problems for pedestrians, cyclists and motorcyclists.
- Tackling anti-social driving and riding through close work with South Yorkshire Police Safer Neighbourhood Teams.
- Closer working with the Crime and Disorder Reduction Partnership.
- Embedding Safer Roads in the LSP Community Plan and Children and Young Peoples´ Strategy.

Themes and Actions

Theme 18: To encourage safe road use and reduce casualties on our roads

Local Safety Schemes will be used to tackle locations having a history of treatable collisions where somebody has been injured. We will assess the worst accident locations first when developing programmes for action.

In accordance with the Council's recently produced policy on the use of 20mph speed limits investigations will be carried out into the introduction of such speed limits in suitable areas. 20mph schemes are likely to be particularly appropriate in disadvantaged areas given their generally higher incidence of accidents.

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PART C Themes and objectives

Theme 19: To focus safety efforts on vulnerable groups

The South Yorkshire Safer Roads Education, Training and Publicity Action Plan will be used to address road safety issues involving vulnerable road users. This uses a data-led, evidence based approach to focus efforts on specific classes of road users identified as being at risk. These include:

- Young drivers (17–24)
- Those driving for work
- Motorcyclists
- Cyclists
- Young adult and school age pedestrians

In terms of child pedestrian safety, efforts will be focused on schools in postcodes with the highest casualties.

Theme 20: To work with the Police to enforce traffic law

Priorities for enforcement will be determined by analysing the levels of offending and number and severity of injuries by route and area.

Safety cameras will be deployed in accordance with the South Yorkshire Safety Cameras Site Operations Policy.

Safer Roads Actions Summary	Lead	When
Local Safety Schemes will be used to tackle locations having a history of treatable collisions where somebody has been injured.	RMBC	Ongoing
Introduce 20mph speed limits in suitable areas.	RMBC	Ongoing
Ensure the South Yorkshire Road Safety Education Action Plan will be used to address road safety issues involving vulnerable road users.	RMBC, Police	Ongoing
Prioritise enforcement by analysing the levels of offending and number and severity of injuries by route and area	RMBC, Police	Ongoing
Safety cameras will be deployed in accordance with the South Yorkshire Safety Cameras Site Operations Policy.	RMBC, Police	Ongoing
Develop closer links with the Health and Wellbeing strategy, active travel agendas, highways asset management, LSP Community Plan, Children and Young Peoples Strategy and Crime and Reduction Partnership	Various	Ongoing
Carry out regular highway inspections to identify defects that may cause problems for pedestrians, cyclists and motorcyclists.	RMBC	Ongoing
Tackle anti-social driving and riding through work with South Yorkshire Safer Neighbourhood Teams	RMBC, Police	Ongoing

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PART C Themes and objectives

Safer roads projects

Case Study Swinton Older People's Project

Working with Living Streets, a national charity that works to improve conditions for pedestrians, a scheme has recently been implemented in Swinton to improve access for older pedestrians from Highfield Court to local facilities in the district centre.

The scheme has involved providing new pedestrian dropped kerbs at a number of locations and upgrading a pelican crossing to a puffing crossing. The improvements were identified by a group of Highfield Court residents who took part in a community street audit in June 2013 to identify barriers to them engaging in more active travel.

The improvements will give them greater independence, improved health and reduced isolation as well improving their safety when they cross the road. Funding was provided by Living Streets as well as the Council's Local Transport Plan allocation.

Local Safety Schemes at some or all of the following locations will be implemented in the near future:

- Cottage of Content crossroads, Brampton Bierlow
- New Wortley Road / Garden Street junction, Masbrough
- Main Street / Church Street junction, Greasbrough
- Sheffield Road / Old Sheffield Road junction
- Long Road / Hawkhill Lane junction, Brampton-en-le-Morthen
- Doncaster Road / Magna Lane junction, Dalton
- Golden Smithies Lane / Chuch Street junction, Swinton
- Blyth Avenue / Dale Road junction, Rawmarsh
- Wilton Gardens / Kimberworth Road junction, Kimberworth

Schemes are subject to investigation, which will determine if there is a viable and cost-effective solution to the perceived problem.

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PART D

Funding and implementation

11. Funding

Transport Infrastructure Funding

Introduction

The Councils ability to deliver projects is ultimately dependant on the funding that is available. Transport and Highway improvements are usually delivered using a range of public and private funds, which include:

Core Local Transport Plan (LTP) grant funding

Local Transport and Highway Authorities receive capital grant funding from the Department for Transport to deliver the aims and objectives of their Local Transport Plans. This grant funding is allocated within 4 yearly Local Transport Plan funding periods. The Local Transport Plan Period ended in March 2015, future funding for local transport has been allocated for the subsequent 3 years and indicative allocations have been made for the following 3 years.

Local Transport Plan 3 Integrated Transport Block

Integrated Transport funding was affected significantly when the Government commenced the process of deficit reduction in 2010 and within the new LTP3 period which commenced from 2011/12 onwards capital funding was reduced nationally by 50%. Nevertheless, the remaining annual grant is used within Rotherham to implement safer roads, traffic management, active travel network, behaviour change and public transport improvements that address the aims of the Sheffield City Region Transport Strategy and our own Rotherham Transport Strategy.

LTP Maintenance Block

This is an annual grant allocated to local highway authorities through the SYITA and is used to undertake planned maintenance of our highways assets, including carriageways, footways, street lighting and highway structures.

Department for Transport (DfT) Competitive Funds

Government have acknowledged the role that transport plays in growing the economy and in facilitating development and as such over the last 3-4 years the DfT have created competitive funds which

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local authorities and regions can competitively bid into for additional funding to deliver key transport and highway improvements.

These have included the Local Pinch Point' Fund, Local Sustainable Transport Fund (LSTF) and Cycle City Ambition Grant. The DfT criteria for many of these funds require that a promoting authority must provide a 'local contribution' to be successful, and a benchmark contribution of 30% is commonly quoted.

RMBC has recently been very successful in bidding for funding and from the Local Pinch Point fund we have been awarded £3.5m towards a £5m highway junction improvement at Pool Green to create additional highway capacity and maintain reliable journey times on the town centre ring road and £2m towards a £3m critical bridge maintenance project. In both of the pinch point schemes the Council has taken the opportunity to provide a local contribution using a combination of earmarked LTP IT block funds and Council Capital borrowing.

From discussions with the DfT it is anticipated that further competitive funds will be released in the future by the DfT.

DfT Local Major Transport schemes

This fund was used by the DfT to promote the implementation of more significant schemes over £5m. This was a competitive fund on a national basis. Schemes seeking funding needed to set out a significant 'business case' for the funding in line with DfT requirements and had to reach DfT thresholds for value for money. We have successfully received funding to deliver the £12.7m A57 major highway improvement scheme between J31 M1 and Todwick Crossroads.

In addition, Rotherham has now placed a Full Application to the DfT to draw down the funding to implement the DfT supported Bus Rapid Transit (North) scheme (being progressed in partnership with Sheffield City Council and South Yorkshire Passenger Transport Executive (SYTPE). This is one of the major funding sources identified in the Infrastructure Delivery Schedule. The bid to the DfT (£15.9 million) and the European Regional Development Fund (£8.1 million) towards the £28million cost of the Bus Rapid Transit Northern Route (site 2) has already been through the DfT's Major Scheme process and is currently awaiting Full Approval. A final response on this is expected before the end of 2013. The DfT and DCLG have been in extensive, on-going discussions with the Project Team.

DfT Local Sustainable Transport Fund (LSTF)

The LSTF is a competitive fund created by the DfT to deliver a programme of targeted transport projects that are focussed on growing the economy in a sustainable way. Similar to the major scheme process there was a defined bid process based on a detailed business case. In early 2012 South Yorkshire partners submitted our bid to the DfT and in Summer 2012 they received confirmation that they had received the full c£28m that had been bid for. This funding comprises of capital funding for infrastructure projects and revenue funding for training and promotion projects. The funding is awarded across the financial years until March 2015. Specific LSTF schemes include: A633 Dearne Corridor Bus Key Route improvements (£1.1m); Intelligent Traffic Management measures (£160k); Dearne Valley cycle route improvement (£90k); Rotherham Town Centre to Parkgate cycle route improvement (£800k); Lower Don Valley canal towpath cycle improvement (£700k); along with further funding for training and promotional activity to encourage people to cycle, walk and use public transport more often to access jobs and training.

Developer S106/S278 contributions / CIL

The Community Infrastructure Levy is taken from the costs of new developments in the Borough. It is designed to help pay for things required by developments that would otherwise be paid for from the public purse. This includes highways infrastructure mitigation (identified through the traffic modelling and forecasting exercises). A list of projects is presented in section 9 above

Developer S106 contributions will also continue to be sought towards transport improvements that are directly related to specific developments. Developers will also continue to be required to enter into S278 agreements where their development requires alterations to the highway network to facilitate issues

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such as new junctions for access or pedestrian/ cycle facilities.

Future Highways and Transportation funding allocations

Recent announcements from Government indicate that Local Transport Plan funding for both Integrated Transport and Maintenance will continue into the next four year spending review period beyond March 2015. However, whilst broad headline budgets have been outlined there is no detail on the level of allocation that individual authorities may receive. In addition, further changes to the way in which funding will be allocated have also been announced. From March 2015 various funds will be allocated through a Local Growth Plan process, which is predominantly Transport based but will also include some Economic Regeneration funding and also skills funding.

The Local Growth Plan will cover Local Economic Partnership LEP areas, which for Rotherham is the Sheffield City Region (SCR), and it will set out the growth aspirations of an area and how they intend to use the available funds to stimulate economic growth. The transport funds included are: all Local Major scheme funding (the decision to devolve this fund had been announced in Summer 2012); approximately 40% of LTP IT funding will be included, as will a further capital funding grant for LSTF.

Our plan was submitted to Government in January 2014.. Whilst we have received confirmation that Local Major Scheme funding has been devolved to SCR and that we will receive £113m between April 2015 and March 2025 the final level of funding we receive for LTP IT and LSTF will be subject to the outcome of the Local Growth Plan which is competitive in nature. In mid- 2014, the Government announced a further £4.8M of LSTF revenue funding across South Yorkshire for 2015/16 of which Rotherham will directly benefit from around £400,000 and, along with other South Yorkshire Authorities and the PTE, benefit indirectly from the remainder.

Whilst there is clearly uncertainty in the amount of Government funding that will available in the future, not just locally but nationally, transport projects are acknowledged by the Government to support Economic Growth

Other Grant Funding

From time to time funds become available through non-routine sources such as European regional funds or National Lottery funds. Where the funding criteria are suitable we will submit funding bids either alone or with a partner organisation. In some instances an organisation may approach us to be a partner in their bid. Providing there is a good fit with this strategy we will work with any
appropriate organisation.

12. Implementing the strategy – a summary

Vision

Enjoy sustainable growth

New development will be based on compact mixed use centres focussed on high-quality public transport

Make sustainable travel choices

Walking, cycling and public transport are a normal part of daily travel

Be a connected place

People and places are connected by an integrated, safe and efficient transport network

Objectives

Integrated transport and land use

To support well designed new development that reduces the need to travel and is accessible to everyone by frequent public transport, walking and cycling.

Public transport (bus, tram & train)

To improve the public transport network so it provides an alternative to the private car.

Active transport network

To make the transport network safe and attractive for walking and cycling.

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PART D Funding and implementation

Travel behaviour change
To reduce car dependency & increase levels of walking, cycling, car share and public transport use.

Roads and Freight
To develop and manage an efficient road network for the movement of people and goods that can be shared by everyone.

Safer Roads
To make the transport network safe for everyone.

Actions

To support economic growth and develop a resiliant transport system, reduce emissions and protect our natural environment, to maximise safety on a more 'active' transport network and to enhance social inclusion and health through more equitable transport system.

Integrated Transport and Land Use Actions Summary	Lead	When
To apply the principles of sustainable development and transport as per the Local Plan Core Strategy	RMBC	Ongoing
Ensure that large developments are consistent with the Local Plan, the Rotherham Transport Strategy and any relevant Government Guidelines.	RMBC	Ongoing
Develop Principal Settlement Action Plans to co-ordinate public and private investments in roads, public transport, walking, cycling and parking	RMBC, SYPTE	By April 2015

Public Transport Actions Summary	Lead	When
To apply the principles of sustainable development and promote public transport trips as per the Local Plan Core Strategy	RMBC	Ongoing
Ensure that large developments are consistent with the Local Plan, the Rotherham Transport Strategy and any relevant Government Guidelines.	RMBC, SYPTE	Ongoing
To integrate public transport into Principal Settlement Action Plans to co-ordinate public and private investments	RMBC, SYPTE	By April 2015
To progress, implement and promote the Tram Train Trial between Rotherham and Sheffield	RMBC, SYPTE, Stagecoach	Jan 2016
Safeguard the alignment of heavy rail routes in the Borough pending the outcome of the Tram Train trial.	RMBC, SYPTE, Network Rail	Ongoing
To progress implement and promote the Bus Rapid Transit Project between Rotherham and Sheffield	RMBC, SYPTE, Bus operators	April 2015
To create a Bus Partnership between RMBC, SYPTE and local bus operators	RMBC, SYPTE, Bus operators	April 2014
To support the active transport actions and improves access to public transport services by sustainable modes.	RMBC, SYPTE	Ongoing
To lobby for the electrification of lines linking with the ECML and Midland Mainline	RMBC, SYPTE, Network Rail	Ongoing

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PART D Funding and implementation

Active Transport Network Actions Summary	Lead	When
Connect and complete the active walking and cycling networks within 3km of centres in LSTF corridors	RMBC	Ongoing
Develop an active travel network improvement plan	RMBC	2015 - 2016
Improve connections to and from public transport interchanges and key bus stops within LSTF corridors	RMBC, SYPTE	2014 - 2016
Examine connections to interchanges at Dinnington and Kiveton Bridge / Park to better connect them with active travel users	RMBC, SYPTE	2015 - 2016
Identify links between main centres to develop a direct and fast strategic active travel network	RMBC	2014 - 2017
Work with schools, Sustrans Bike It and Bikeability to develop and implement active travel routes within their catchment areas	RMBC	2014 - 2026
Introduce more secure cycle parking in or near public transport interchanges	RMBC, SYPTE	2014 - 2018

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Travel Behaviour Change Actions Summary	Lead	When
Workplace Travel projects until 2016 and seek alternative funding thereafter.	RMBC	To 2015 then onwards
Encourage employers to adopt strong travel plans that include workplace travel promotion projects	RMBC	Ongoing
Provide travel promotion resources to employers	RMBC	RMBC
Continue the cycle parking grant scheme according to resources available	RMBC	RMBC
Health partners and Heath and Wellbeing Board to promote active travel projects	RMBC, NHS	Ongoing
Seek community champions and provide resources for community based active travel projects	RMBC	Ongoing
Continue to provide Bikeability Cycle Training and meet the target to train 1700 pupils per annum.	Private Sector, RMBC	Ongoing
Create Bike Loan hubs in the North and centre of the Borough	Private Sector, RMBC	2015 onwards
Develop ready hubs in local schools	RMBC, CYPS	2014 onwards
Continue to support the Car Share South Yorkshire website (hosted by Liftshare)	RMBC, SCC	Ongoing
Continue the Bike It project until 2016 and seek alternative funding thereafter	RMBC	To 2015 then onwards
Update and reprint the Rotherham Cycling Map	RMBC	2016
Regular updates of the mapmovies to keep pace with developments and changes in bus routes etc.	RMBC	Ongoing
Use the Council Website and social media feeds to promote information sources for sustainable transport	RMBC	Ongoing

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Roads and Freight Actions Summary	Lead	When
Implement ITS systems to benefit bus priority	RMBC	Ongoing
Use the Freight Action Plan to inform decisions relating to development and the highway network	RMBC	Ongoing
Work with the council's air quality officer to reduce the impact of vehicle emissions, particularly in AQMAs	RMBC	Ongoing
Implement Hydrogen demonstration project	RMBC, SYLTP, Private Sector	2014 - 2018

Safer Roads Actions Summary	Lead	When
Local Safety Schemes will be used to tackle locations having a history of treatable collisions where somebody has been injured.	RMBC	Ongoing
Introduce 20mph speed limits in suitable areas.	RMBC	Ongoing
Ensure the South Yorkshire Road Safety Education Action Plan will be used to address road safety issues involving vulnerable road users.	RMBC, Police	Ongoing
Prioritise enforcement by analysing the levels of offending and number and severity of injuries by route and area	RMBC, Police	Ongoing
Safety cameras will be deployed in accordance with the South Yorkshire Safety Cameras Site Operations Policy.	RMBC, Police	Ongoing
Develop closer links with the Health and Wellbeing strategy, active travel agendas, highways asset management, LSP Community Plan, Children and Young Peoples Strategy and Crime and Reduction Partnership	Various	Ongoing
Carry out regular highway inspections to identify defects that may cause problems for pedestrians, cyclists and motorcyclists.	RMBC	Ongoing
Tackle anti-social driving and riding through work with South Yorkshire Safer Neighbourhood Teams	RMBC, Police	Ongoing

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PART E

Performance and Monitoring

The monitoring of performance for this strategy is proposed to be against targets set by external bodies as well as those set internally. The target for new developments to incorporate sustainable transport measures , whether in the form of travel plans or other measures such as provision of discounted public transport tickets will be 100% of new developments complying with Council policy as laid out in the Good Practice Guidance published alongside the Local Plan Sites & Policies document. In the case of public transport there are a number of targets that are set by SYPTE around punctuality, customer satisfaction and patronage.

In addition to town centre cordon counts, data collected by the PTE and the Rotherham bus partnership will be used to measure performance. The active transport network will be measured against targets which are set by the Transportation Unit. These are output related and measure the number of people trained and the number of schemes implemented amongst other things.

These are measured as outcomes by the Travel Behaviour Change monitoring which looks at mode share. This sets a target for year on year increases in cycling, walking and public transport patronage.

Roads and freight targets fall into several categories. Air Quality targets are set by the EU in the form of limit values for pollutants. These are monitored locally and the progress towards the targets are reported to central government.

The targets for road condition and maintenance are set out in the Highways Asset Management Plan and are monitored internally.

Congestion and Delay monitoring and targets are currently under development. This is due to changes at a national level in how data has been collected and delay measured.

Safer roads data is collected locally in the form of Stats 19 reported by the police for injury accidents. This is collated and forwarded to the DfT by the South Yorkshire Safer Roads Partnership. The targets are set for year on year reductions based on a 5 year rolling average.

This method id used to reduce the effect of random variations that may occur year to year.

A report will be made to cabinet member on an annual basis.

PART E Performance and Monitoring

Integrated Transport and Land Use	Public Transport	Active Transport Network	Travel Behaviour Change	Roads & Freight	Safer Roads
New developments designed to maximise sustainable travel, monitored through the planning system	Monitoring carried out by SYPTE on cordon counts and bus partnership	Monitoring done by Transportation	Monitored by SYLTP Rotherham cordon	Monitored by various teams within RMBC	Rotherham Stats 19
		No. Walking schemes	Walking mode share	Congestion	Number of Killed and Seriously Injured (KSI)
		No. Walking schemes	Cycling mode share	Delay	
Number of developments	Satisfaction	No. Dr Bike events	PT mode share	Road condition*	Children and young people KSIs
		No. Bikes fixed		Maintenance*	
Number of sustainable transport conditions	Punctuality	No. Bike hires	Supplementary monitoring carried out in the Dearne and Waverley	Emissions monitoring`	All slight casualties
		Adult Cycle Training No.		Air Quality Action Plan`	
Number of travel plan conditions	Patronage	Children trained to Bikeability level 1/2			
Targets					
All substantial developments maximise sustainable travel % annual	Set by SYPTE	Walking Schemes 16 Cycling Schemes 16 Dr Bike events 70 Bike Hires 300 Adults Trained 300 Children trained 1400	Increased mode share year on year for: Walking Cycling Public Transport	* Set out in HAMP ` Set out in Low Emissions Strategy	All KSIs -4% Children and young people KSIs -5% All slight casualties - 1%
				Congestion and Delay monitoring and targets under development	Reductions year on year in the 5 year rolling average. (SY target)

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