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.

The strategy proposes a vision for transportation in Rotherham.
**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.

**Themes and Actions**

1. To focus new development along key public transport corridors and places adjacent to existing shops and services
2. To develop high quality accessible public places (centres)
3. To improve rail services and access to stations and to ensure SCR is served by high speed rail
4. To improve connectivity between major settlements
5. To develop public transport that connects people to jobs and training
6. To develop user friendly and accessible public transport with high quality integrated barrier-free models
7. To improve safety on public transport
8. To work with operators to keep fares affordable
9. To develop high quality connected cycling and walking networks:
   a. Connecting and completing the existing active transport network
   b. Connecting with public transport
   c. Connecting colleges and schools
   d. Connecting our urban centres
10. To encourage active travel especially to:
   a. Address local obesity and inactivity problems
   b. Encourage schools to adopt active travel projects
   c. Create a lasting legacy from LSTF projects
11. To provide information and travel advice for the users of all modes of transport
12. To improve surface access to international gateways
13. To reduce the amount of productive time lost on the strategic and local road network and to improve its resilience and reliability
14. To ensure networks are well maintained
15. To promote efficient and sustainable means of freight distribution
16. To work to improve the efficiency of vehicles and road and freight emissions and to improve air quality, especially in designated areas
17. To apply parking policies to promote efficient car use, while remaining sensitive to the vulnerability of local economies
18. To encourage safe road use and reduce casualties on our roads
19. To focus safety efforts on vulnerable groups
20. To work with the Police to enforce traffic laws

**Outcomes**

- To support economic growth and develop a resilient transport system
- Reduce emissions and protect our natural environment
- To maximise safety on a more active transport network
- To enhance social inclusion and health through a more equitable transport system

**Challenges**

- Economic growth
- Car dependency
- Physical inactivity
- Energy and climate change
- Traffic congestion
- Less funding

**Part C**

Themes and objectives

**Part D**

Funding and implementation