

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

CONTENTS

FOREWORD

Stella Manzie CBE
Managing Director Commissioner

EXECUTIVE SUMMARY

Purpose of the strategy
and overview

PART A

Setting the Scene

PART B

Vision and overall strategy

PART C

Themes and objectives

PART D

Funding and implementation

BIBLIOGRAPHY

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.

Challenges

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

Objectives

Integrated transport and land use	Public transport (bus, tram & train)	Active transport network	Travel behaviour change	Roads and Freight	Safer Roads
To support well designed new development that reduces the need to travel and is accessible to everyone by frequent public transport, walking and cycling.	To improve the public transport network so it provides an alternative to the private car.	To make the transport network safe and attractive for walking and cycling.	To reduce car dependency & increase levels of walking, cycling, car share and public transport use.	To develop and manage an efficient road network for the movement of people and goods that can be shared by everyone.	To make the transport network safe for everyone.

Themes and Actions

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

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.
--	---	--	---

Our overall transport strategy

CONTENTS

FOREWORD

Stella Manzie CBE
Managing Director Commissioner

EXECUTIVE SUMMARY

Purpose of the strategy and overview

PART A

Setting the Scene

PART B

Vision and overall strategy

PART C

Themes and objectives

PART D

Funding and implementation

BIBLIOGRAPHY