

Chapter Ten:

Quality of Life

Chapter Ten: Quality of Life

This chapter sets out additional areas in which transport can impact upon the quality of life of residents across the conurbation, in addition to the transport priorities previously established. It highlights how the Plan complements other initiatives and contributes towards improving the quality of public spaces and streetscapes, addressing community safety issues, developing healthy communities, and the impact of traffic on communities.

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10.1 Quality of Public Spaces and Streetscape

The well-being of people living in the Plan area is a central strand of the Councils' strategic plans. The quality of the environment has a major impact on many aspects of community life. Many environmental measures have a positive social and economic regeneration impact. There is clear evidence that the response of individuals to their environment is closely linked to the quality of their everyday surroundings. It affects the pride that people have in their community and has a major influence on their outlook on the wider world.

The authorities are committed to developing vibrant and attractive public spaces and streets through careful design and maintenance of the urban environment. Making them attractive and easy to walk around increases investment and business prosperity, boosts public health, and adds to the vitality and enjoyment of the city and district centres. 85% of people surveyed felt that the quality of public space has a direct impact on their lives and the way they feel¹.

The key elements that form the focus for the creation of a high quality public realm are:

- a. Integrated town centre planning,
- b. The development of a clear street hierarchy and continuity in provision,
- c. The creation and enhancement of squares as a focus for activity,
- d. Addressing the requirements of historic streets,
- e. Appropriate and considerate provision of signage,
- f. Improving the maintenance of paving and street furniture,
- g. The enhancement of district centres as complementary destinations to the City Centre, and
- h. Working in partnership with local stakeholders, the public and other local authorities.

10.1.1 Greater Nottingham Issues

The historic focus for investment in the public realm in Nottingham has been in the City and district centres. Recent schemes have seen significant investment in new paving on the most important streets and a programme of subway replacements. The closure of the Maid Marian Way / Friar Lane pedestrian subway and its replacement with new surface pedestrian crossings re-established a historic link and also provided considerable benefits to the public realm including wider footways and greater legibility.

To support and guide the investment in the public realm within the City Centre, a 'Streetscape Initiative' was launched in July 2002 leading to the publication of a 'Streetscape Design Manual' in September 2004 that by the end of 2006 will have influenced schemes totalling almost £17m.

¹ The Value of Public Space; Cabi space

The initiative has been an attempt to reverse the legacy of the ill-conceived design of City Centre streets predominantly in the 1960's, which placed the emphasis on the private car and provided little consideration for pedestrians.

The emphasis on improvements to the public realm and streetscape within the City Centre has resulted in wider economic, social and environmental benefits. As a result the practices established in this process will be extended throughout the conurbation to help stimulate investment within the regeneration areas, and assist in neighbourhood renewal at the local level.

In the wider conurbation, the attractiveness of the district centres plays a vital role in creating sustainable communities and thereby reducing the need to travel. The County Council has invested substantially over recent years in supporting environmental improvement programmes that have benefited the centres of Beeston, West Bridgford, Arnold, and Hucknall.

10.1.2 Key Areas of Intervention

This section sets out how the LTP will address the different aspects of improving public spaces and the streetscape that have been identified in 10.1.

A Clear Street Hierarchy

The creation of a clear hierarchy of streets is an important element in improving the legibility of the urban environment for pedestrians. This is particularly important when concerned with City Centre streets and key gateways from arrival points such as the Station.

A consistent approach to paving, lighting and street furniture provision forms a basis to a hierarchy of streets and helps create a sense of place and confidence for unfamiliar users. It is important that links are connected, comfortable, convenient, convivial and conspicuous². Government guidance promotes the undertaking of route audits on the basis of these qualities as a means of addressing deficiencies in links.

Such routes will ensure people feel safer, and are safer due to the better lighting, clearer sight lines and slower traffic, fulfilling the authorities obligations under section 17 of the Crime and Disorder Act 1998.

Creation and Enhancement of Squares

Properly designed public spaces bring communities together and foster social ties, creating a sense of place for local communities³. Redesigning existing squares and creating new ones generates activity and enliven the pedestrian routes that they punctuate.

The provision of good quality green spaces can also have economic, social and environmental benefits to the community⁴. The redevelopment of the Old Market Square in

² Going to Town: improving town centre access; DTLR, May 2002

³ The Value of Public Space; cabc space

the centre of the City will provide an iconic open space and focal point for the conurbation (see Figure 10.1 below).

Figure 10.1: Old Market Square Proposals



As part of development proposals in the Lace Market, plans are in place to create a new square. This will require the closure and repaving of St Mary’s Gate adjacent to the new Lace Market Square.

The creation of other quality open spaces throughout Greater Nottingham and in particular in areas of regeneration, will influence the success of associated redevelopment proposals, as highlighted in Chapter 9: Regeneration and Neighbourhood Renewal.

Historic Streets

Improving the appearance and pedestrian priority within historic streets attracts more visitors and adds to the overall feel of the City. A poor quality public realm can detract from attractive buildings and a traffic-dominated environment may break historical pedestrian links.

Provision of Signage

New pedestrian signing was introduced within the City Centre in 2002/3. The information contained on the signs was chosen to appeal to not only tourists but residents and regular users of the City Centre by stating information such as directions to bus and tram stops, and the bus station.

Despite this provision, there is a legacy of inappropriate and excessive signage throughout the conurbation, which in some cases impedes pedestrians and detracts from the attractiveness of the public realm. To address this a full-time ‘Clutter Buster’ was appointed in 2003/4, equipped to remove obsolete signing and street furniture. The priority for this

⁴ Does Money Grow on Trees; cable space, 2005

project has been within the City Centre but it is anticipated that the initiative will be rolled out to cover arterial routes and other areas of the conurbation during the course of the Plan.

Maintenance

The maintenance of trees, street furniture, historic paving surfaces and public art is an important element in ensuring the quality of public spaces and streets is preserved. A lack of emphasis on maintenance can result in the accessibility of the public realm being compromised, particularly for people with disabilities.

Details on the maintenance of footways are contained in Chapter 11: Efficient Maintenance, section 11.3.

District Centres

The County Council has long recognised that a continuous programme of investment is needed in many areas of Nottinghamshire to improve the environment. In the district centres around Nottingham it is seen as essential that they are able to complement and compete with the success of the city centre both with the vitality of their economy and with their attractiveness.

Much has been done in the county over the last 30 years through specific 'environmental improvement' capital programmes funded by the Council and through grant aid. These programmes have complemented the measures of the LTP and have added significant value to many transport schemes by extending their scope to include amenity areas and parks, playgrounds, tree and shrub planting and improved seating, lighting and materials.

Partnership Approach

The LTP plays an important role in shaping the environment. The integration of LTP proposals with environmental improvement programmes will add value to both initiatives. In the current Plan, the County Council has developed a very successful model, with the work of the Mobility Management Action Area studies, for establishing the wider needs of a community and the capability to deliver those needs. It is intended that this strategy is developed further in LTP2, and that the current model is used but further enhanced to include information that will become available through the accessibility planning process together with more emphasis on town centre master planning.

In Beeston a very successful partnership approach with the business community and the Borough Council has resulted in the development of a major urban renewal project on Broadgate. This project not only provides improved pedestrian and cycling facilities, but also new amenity areas, better access to the park and use of high quality paving materials.

Building Better Communities

The County Council understands the importance of creating desirable and attractive places to live. It has therefore set up a substantial capital programme (£25m) over the next five years to provide funding for the 'Build Better Communities' (BBC) initiative. The initiative

will concentrate on physical improvements throughout the county, many of them linked to transport proposals. Schemes will be developed from the 'ground up' with community groups being encouraged to suggest projects for their local areas. These will then be taken forward through a cross checking process that looks at the added value and integration that can be achieved if maintenance issues, transport measures, health and education benefits and additional grant funding bids are packaged together.

10.1.3 Actions

The core initiatives to be implemented during the course of LTP2, which will contribute towards improving the quality of public spaces and the streetscape, are discussed below. Table 10.1 sets out the general areas of the LTP programme that also relate to the improvement of the public realm and streetscape, consistent with the scheme assessment matrix in Chapter 12: Implementation Programme.

Primary Pedestrian Routes

The development of a network of Primary Pedestrian Routes (PPRs) will have a significant impact upon the quality of the streetscape and legibility of the City for pedestrians. The pilot routes along Arkwright Street, Beck Street, Canning Circus, Hockley and Station Street will link residents to opportunities within the City Centre and open up areas for investment.

The use of consistent high quality materials, street furniture, signing and street lighting along each of the routes will assist in extending the benefits of investment in the public realm within the City Centre to the surrounding areas. The high quality of the links they will provide will encourage greater footfall and levels of investment within adjacent development areas.

Further details of the Primary Pedestrian Routes initiative are contained in section 5.3.5 of Chapter 5: Tackling Congestion and section 9.4.6 of Chapter 9: Regeneration and Neighbourhood Renewal.

Improvements within Regeneration Areas

This will be one of a number of public realm enhancements within the regeneration areas which will create an environment for investment and place the needs of pedestrians at the heart of new development opportunities.

Inner Ring Road Enhancement

The inner ring road surrounding the City Centre has been humanised during the course of LTP1 with the replacement of the subways on Maid Marian Way with surface level crossings, and the commencement of the 'Turning Point' works (see section 12.7.1). To finalise these pedestrian enhancements, there is a need to address the traffic dominance of Canal Street between Station Street and London Road.

The LTP will seek to maximise the opportunity to increase the priority for pedestrians and link improvements to the potential redevelopment of the Broadmarsh Shopping Centre.

District Centre Improvements

The County Council will work with the District Council Planning Authorities and relevant local partnerships to create agreed shared visions for the development of District Centres. These 'integrated' master plans will seek to promote economic vitality, social inclusion and environmental sustainability. An integral element of these plans will be to encourage, and where appropriate invest in, the development of safe, high quality and attractive environments in the town centres. This approach will feed in to the Local Development Framework and the creation of Area Action Plans.

During the plan period, the County Council intends to develop and support master plans for the district centres of:

- Beeston - A centre that is likely to see major private and public sector redevelopment in the town centre,
- Hucknall - The completion of the NET Line One tram route, linking the City with Hucknall, together with the opportunity to provide traffic relief to the town centre with the Hucknall Inner Relief Road, makes the establishment of a master plan for Hucknall a priority, and
- Other District Centres – All Major District Centres will be reviewed to identify if integrated transport and environmental enhancement measures can be introduced to support local master planning work.

10.2 Community Safety, Personal Security and Crime

The creation of safer and stronger communities is an integral element of the vision for Greater Nottingham and Strategic Plans with transport playing an important role in tackling crime and improving personal security. Section 17 of the Crime and Disorder Act 1998 created a duty on local authorities to take account of community safety in all areas of their work and this is reflected in the LTP. It incorporates crimes committed by motorists, by individuals on public transport and in terms of creating a feeling of safety and security in the public realm.

In summary the areas of community safety, personal security and crime the LTP deals with are:

- a. Addressing crime and fear of crime on public transport, in waiting for public transport and when walking to public transport provision,
- b. Creating a safe environment to reduce crime and the fear of crime, and
- c. Offences committed by motorists (dealt with in sections on decriminalised parking and moving traffic enforcement in Chapter 5: Congestion)

10.2.1 Greater Nottingham Issues

This section sets out how the areas through which transport can address community safety, personal security and crime are relevant at the local level, together with providing evidence and background to support LTP interventions.

Fear of Crime on Public Transport

Crime and fear of crime on public transport is a major constraint in encouraging people to use more sustainable modes of transport. It is envisaged that effectively introducing measures to enhance personal security would result in a 12% increase in journeys⁵.

In addressing this problem it is essential that all elements of the public transport journey be tackled, notably the walk to a bus stop, the wait at the bus stop, the bus journey itself and after disembarking the bus.

A study of safety on public transport in 2003 highlighted significant variances in perceived safety connected to particular bus routes, the time of day and the age of respondents⁶. On some bus routes over 20% of respondents perceived safety to be poor or very poor, while on others it was 5% or less. There were also wide disparities in terms of waiting at the stops and the walk to the stops. Waiting at the bus stop was identified as the aspect of the journey when respondents felt the most insecure in terms of their perceived safety.

A Safe Environment

The creation of poor quality public spaces and traffic-dominated environments can result in people feeling unsafe and isolated as a result of insensitive investment in transport initiatives and poor urban design. A lack of lighting, restricted sightlines and illegible street patterns can make people feel disorientated and intimidated in their environment.

Housing estates and road layouts developed in the 1960's are a particular cause for concern in this respect with areas such as the Meadows and St Anns being uninviting to pedestrians due to the unclear road hierarchy, street pattern and use of subways.

A programme of subway replacement has been undertaken in recent years and has proved to be extremely popular with users⁷ and has been conducive to reducing the fear of crime amongst pedestrians.

10.2.2 Areas of Intervention

This section sets out the areas in which steps are being taken to address the key elements of community safety and crime set out in 10.2. It reflects the important issues highlighted by the DfT⁸, and also specific local action areas.

⁵ People's perceptions of personal security and their concerns about crime on public transport; DfT, April 2004

⁶ Travel Centre Survey on Public Transport Safety; Nottingham City Council, October 2003

⁷ Maid Marian Way Before and After Pedestrian Surveys; Nottingham City Council, 2003 / 2005

Fear of Crime on Public Transport

The Respect for Transport initiative was launched in 2004/5 in a partnership between the authorities, NCT, NET and JCDecaux on the basis of reducing the incidents of anti-social behaviour on public transport. The works involve the provision of CCTV on buses, trams and at bus stops. The maintenance of bus stops through the removal of graffiti and repairing damage will also add to creating an overall improvement in the perception of public transport safety, as will improved lighting and increased visibility with removal of obtrusive bushes or trees.

A Safe Environment

A perception survey of pedestrians across the conurbation highlighted that improving safety, cleanliness, policing and lighting were the most popular areas through which to encourage people to walk more.⁹

There are specific community safety issues relating to Rights of Way that are used by criminals to target residential and commercial properties. In these situations, and where the Rights of Way are unimportant to the highway network, action will be taken to close them using the Countryside and Rights of Way Act.

However, because there are very few situations where a closure is acceptable it is necessary to deter crime using other techniques. Improved maintenance and promotion of the routes will be used to make them more attractive to users. In this way it is hoped that the increased surveillance will deter criminal activity.

Physical changes to, and better management of public spaces can also help to address a fear of crime¹⁰. These are set out in section 10.1.2.

10.2.3 Actions

There are a number of core areas of investment within the LTP programme that will contribute towards meeting the various aspects of community safety set out above. These relate to the LTP2 Scheme Assessment matrix in Chapter 12, Table 12.4. The specific actions that will most closely address this area are discussed below. Table 10.1 highlights how the specific scheme programme will address community safety.

CCTV and Lighting

A programme of providing CCTV and lighting at bus stops and stations will be carried out across the Plan area. CCTV and creating a well-lit environment are the most popular forms of reassurance for people waiting for a bus¹¹. At present 58% of stops within the City have

⁸ Full Guidance on Local Transport Plans; DfT, December 2004

⁹ Greater Nottingham Transport Perception Survey; TTR, July 2003

¹⁰ The Value of Public Space; cabc space

¹¹ People's perceptions of personal security and their concerns about crime on public transport; DfT, April 2004

some degree of CCTV coverage or lighting and it is anticipated that this will rise to 70% by 2007.

CCTV and lighting will also be funded through the LTP to reduce the impact of crime on businesses, as part of works identified in the Crime Against Business Strategy for Greater Nottingham. This aims to improve economic sustainability through combating crime and fear of crime, together with enhancing the image and environment of district centres.

Integrated Ticketing and Information

The LTP is to support the expansion of integrated ticketing across Greater Nottingham. Through promotion of the Kangaroo ticket, together with further development of the EasyRider pre-paid ticket, the need for passengers to carry money will be reduced. Passengers will be able to travel without the need to carry money, and so reduce the potential for being subject to anti-social behaviour.

A £3million, five-year scheme was launched in February 2005 to provide electronic public transport timetable information. This includes the provision of information via the Internet with the development of the 'TripTimes' website, www.triptimes.co.uk, via mobile phones, and the installation of kiosks and electronic departure boards at key interchanges. The provision of such accessible and in many cases 'real time' information, will allow the public to have greater confidence and certainty in terms of when their bus or tram is likely to arrive, and reduce the time they are waiting at stops.

10.3 Healthy Communities

Transport provision and health are inextricably linked. It contributes towards developing healthy communities, address health inequalities, and as such can improve both quality of life and life expectancy. Around 3,200 people are killed and 31,000 seriously injured each year on British roads¹² and traffic levels are one of the predominant factors in contributing towards exceedences of national air quality standards. A 2005 study by the European Commission calculated that poor quality air is thought to result in over 32,000 premature deaths in the UK each year alone.

Ensuring people have easy access to health facilities and services can prevent ill health, together with leisure facilities, employment, education and healthy food provision¹³. The Government White Paper, 'Choosing Health: Making Healthy Choices Easier'¹⁴ states that improved access and individual lifestyle choices will result in healthier communities.

¹² Transport Statistics Bulletin; Road Casualties in Great Britain, DfT, 2004

¹³ Making the Case: improving health through transport; Health Development Agency, 2005.

¹⁴ Choosing Health: making healthy choices easier; Department for Health, 2004

The four key areas through which transport can influence health are:

- a. Improving Road Safety,
- b. Improving Air Quality,
- c. Increasing Accessibility, and
- d. Encouraging more Physical Activity.

10.3.1 Greater Nottingham Issues

There are wide disparities in the health of communities across Greater Nottingham. Life expectancy in prosperous parts of the conurbation such as Wollaton is up to 10 years longer than that of residents in more deprived parts of the City such as St Anns¹⁵. Addressing this inequality in health is an important corporate objective¹⁶ and is reflected in the Local Government Association Shared Priorities and the Regional Public Health Strategy.

Road Safety

The number of KSIs in Greater Nottingham fell by 24% between 1997 and 2003¹⁷ and illustrates good progress against the national target of reducing KSIs by 40% from a 1994/98 base by 2010. However this still equates to 45 deaths and 459 serious injuries a year.

The criteria for implementing road safety schemes in Greater Nottingham reflects the disparities in the location of road traffic accidents. A more detailed analysis of road safety in Greater Nottingham is in Chapter 7: Safer Roads.

Furthermore, the perception of road safety is a contributory factor in deterring more sustainable forms of transport such as cycling despite an excellent cycle safety record. These preconceptions need to be overcome if more people are to get the required level of physical exercise.

Air Quality

Due to the stemming of traffic growth in Greater Nottingham over the course of the first LTP, vehicle emissions have generally been stabilised and on course to reduce. A detailed assessment of air quality in Greater Nottingham is in Chapter 8: Better Air Quality and Environment.

Accessibility

The Greater Nottingham LIFTCo (Local Improvement Finance Trust) was formed in June 2004 and will invest £45 million in redeveloping primary health care, social care and local

¹⁵ Public Health Annual Report 2003; Nottingham City Primary Care Trust

¹⁶ Strategic Plan Refresh 2005-2006; Nottingham City Council

¹⁷ Local Transport Plan for Greater Nottingham: Annual Progress Report 2003/4; Nottingham City Council and Nottinghamshire County Council, July 2004

authority premises. In addition a network of Healthy Living Centres, accessible to the most disadvantaged 20% of the population are in the process of being developed to complement the Government's wider public health policy and social exclusion agenda.

There are a number of other large scale developments planned within the conurbation that will impact upon the ability of many people to access facilities that directly or indirectly impact upon their health including a leisure centre review.

A detailed summary of accessibility issues in Greater Nottingham is contained in Chapter 6: Delivering Accessibility, and in the Framework Accessibility Strategy.

Physical Activity

The Living Health Strategy for Nottingham, produced in partnership with the Nottingham Primary Care Trust (PCT), highlights transport improvements as a key mainstream service to tackle the determinants of health inequalities. The 'Communities for Health' initiative, which focuses on physical activity, also underlines the important link between exercise and health. In 2003, 61,200 adults in Greater Nottingham obtained the required 30 minutes per day moderate physical exercise from walking or cycling, which is only 12.6% of the adult population¹⁸.

In recent years deaths from coronary heart disease have been reducing, mainly because of steadily improving hospital treatment. Even so, there were still over 1,000 deaths in Greater Nottingham in 2003/04, and throughout the UK heart disease is the largest single cause of premature death. Walking and cycling have always been the main way in which most people get their recommended 30 minutes of physical exercise. Given the past decline in walking and cycling, there are growing fears that in coming years this will reverse the trend and cause deaths to start increasing again.

10.3.2 Key Areas of Intervention

This section focuses on the accessibility and physical activity intervention methods as means by which transport provision can help contribute to healthier communities, and the recommendations of the Health Impact Assessment of the first LTP. The key areas of intervention for road safety and air quality are addressed in detail in Chapters 7 and 8 respectively. Accessibility interventions are discussed in more depth in Chapter 6 and the Framework Accessibility Strategy.

Accessibility

To create healthier communities, health services such as doctors' surgeries, dentists and hospitals, together with preventative services that may reduce the cause of ill health in the first instance such as high quality retail provision and leisure centres, need to be accessible by sustainable modes of transport.

¹⁸ Greater Nottingham Personal Travel Survey 2003; TTR, July 2003

With regard the development of LIFT Centres and Healthy Living Centres, ease of access by the local community is a key consideration. Improvements to pedestrian and cycle facilities will be provided to serve these developments. These works will include the provision of dropped crossings, lighting and cycle storage facilities.

The Nottingham Health Action Team, a sub-group of the GNP, provides a partnership approach between the authorities and business in addressing the health equalities gap. Resulting from this, grants for small-scale infrastructural works will continue to be provided to allow employers to improve provision for employees who walk or cycle to work.

Physical Activity

Investment in transport to contribute towards people undertaking more physical exercise is a two-pronged approach. It is through focusing on both infrastructure and promotional and marketing material that the greatest change in people's behaviour can be achieved¹⁹.

LTP1 began to address the dominance of the car in provision of road space, with greater precedence being given to cyclists and pedestrians, and this is something LTP2 seeks to build upon. The provision of safer walking and cycle routes will create more opportunities for people to exercise with new facilities providing the basis for a more active lifestyle and creation of safer communities.

To complement the development of infrastructure it is envisaged that further promotional events will be held, funded by the LTP. The annual 'Communities for Health' event will continue to focus on physical activity to target the hard to reach communities and cycle training courses based upon the Ridewise initiative will be developed with the co-operation of the Primary Care Trust.

Health Impact Assessment of LTP1

A Health Impact Assessment of LTP1 was undertaken by the Transport Health Initiatives Group, a sub group of the Nottingham Health Action Group. Following this a workshop was held and a report produced, assessing the actions to be taken forward through the LTP process to improve the health of the population²⁰.

The recommendations put forward in the assessment concerned accessibility and public transport, cycling and walking, safer streets and the potential impacts of congestion charging schemes. A number of these will be taken forward and rolled out during the course of LTP2 including the promotion of walking and cycling activity, minimising pollution and improving safety.

¹⁹ Walking and Cycling: an action plan; DfT, June 2004

²⁰ Health Impact Assessment of the Local Transport Plan for Greater Nottingham: follow on report; August 2004, Nottingham City Council, Nottinghamshire County Council, NHS.

10.3.3 Actions

There are a number of core areas of investment within the LTP programme that will contribute towards creating healthier communities. Those that relate to accessibility, road safety and air quality are covered in Chapters 7, 8 and 9 respectively. Those which will encourage physical activity are set out below. Table 10.1 highlights how the specific scheme programme addresses this element of the Quality of Life objective.

Walking and Cycling

The development of walking and cycling networks include traffic free routes attractive for promoting physical activity, which will be developed and improved over the Plan period. Extensive sections of canal towpath have recently been upgraded to form high quality cycle and pedestrian routes and it is envisaged that the links to the wider network will be improved during the course of LTP2.

To support the regeneration areas and encourage further walking and cycling activity adjacent to the River Trent, it is proposed to upgrade the route along the north side of the river to Attenborough Nature Reserve to the west of the City and to Colwick Park to the east as a component of the Trent River Park strategy. A feasibility study is also to be undertaken to develop the River Leen corridor as a cycle and pedestrian route and other leisure cycle routes will also be developed as part of the Public Open Space Strategy.

Workplace Travel Plans

The implementation of Workplace Travel Plans is a key tool in improving the health and well being of the workforce in the conurbation, and the new LTP will seek to build upon the existing schemes in place, which currently cover 50,000 employees. Travel plans help raise awareness of sustainable alternatives to car trips and promote the benefits of walking and cycling to work.

Government guidance on 'Smarter Choices'²¹ cites that not only do travel plans help reduce congestion, but they also contribute cost-effectively to other transport priorities such as reducing pollution and helping to increase levels of physical activity. Further details on Smarter Choices are contained within Chapter 5: Tackling Congestion, section 5.3.6.

To reinforce the links between mobility and health, the authorities will work jointly with the Primary Care Trusts in the development of a network of Healthy Living Centres and LIFT (Local Improvement Finance Trust) Centres across the conurbation. The development of these sites will be granted planning permission subject to travel plans being produced and implemented. The use of statutory planning powers, in accordance with a new guidance document for developers on travel plans, will ensure the wide take up of travel plans over the course of LTP2.

²¹ Smarter Choices: changing the way we travel; DfT, 2005

Rights of Way (RoW) Improvements

Opportunities arise from the use of RoW for a whole range of sporting activities from walking, jogging, cycling, climbing and horse riding to motor sport. RoW are also used for other interests such as bird watching, orienteering, photography and dog walking, contributing to overall health and well being. One of the three key strands contained within the Rights of Way Improvement Plan Statutory Guidance is an assessment of the opportunities provided by public rights of way for exercise and other forms of outdoor recreation and enjoyment of the countryside. The LTP will contribute towards the enhancement of the RoW network encouraging greater use and leading increased physical activity.

Promotion and Marketing

The authorities will work with the PCT during the Plan period to promote physical activity. Campaigns will build upon heightened awareness created as a result of the success of initiatives such as the Local Exercise Action Pilot, developed to encourage more activity within the over 50's age group.

The strong Big Wheel branding associated with all modes of transport within Greater Nottingham will be utilised to convey the message of the importance of link between the way people travel and health benefits.

10.4 Impact of Traffic on Communities

There are a number of additional areas through which transport impacts upon the Quality of Life of communities, which the LTP will address, notably:

- a. Noise Levels,
- b. Flow of Heavy Goods Vehicles (HGVs) in residential areas, and
- c. Severance of Communities.

10.4.1 Noise

The UK National Noise Attitude Survey 1999/2000 undertaken by BRE for DEFRA surveyed the community response to environmental noise, involving over 5,000 respondents. Of the respondents 84% heard road traffic and 40% were bothered, annoyed or disturbed to some extent. In 2001 the Government published its consultation paper 'Towards a National Ambient Noise Strategy', which recognized a similar developing EU policy and proposing a phased approach to its implementation.

Phase 1 (2002-2005) would aim to establish the ambient noise climate in England, the adverse effects of ambient noise, particularly regarding people's quality of life, and the techniques available to improve the situation where bad or preserve it where good. Phase 2 (2004-2006) would aim to evaluate and prioritise options for action in terms of costs and

benefits. In Phase 3 (2007), the Government would agree the necessary policies to move towards the completion of the National Ambient Noise Strategy.

The authorities will follow the Government’s noise strategy when it has been defined. Where possible, particularly as part of major transport projects ‘quieter’ surfacing materials and techniques are utilised to minimise and reduce noise. Planning policies currently seek to protect occupants of noise sensitive developments from traffic noise by design or insulation to achieve recommended internal noise standards.

10.4.2 Heavy Goods Vehicles

Whenever possible freight traffic is directed to use the strategic and principal road networks. Environmental weight restrictions may be applied to discourage lorries from passing through unsuitable residential areas where alternative routes are available. This will be implemented to complement the Nottingham Direction Signing Strategy, produced in 2004, which more clearly defines the highway network²². Such measures will overall increase the efficiency of freight distribution within Greater Nottingham while also addressing safety issues, improving air quality and reducing noise in populated areas.

10.4.3 Severance

Large volumes of traffic or vehicles moving at high speed can result in severance of communities. Wherever possible crossings at street level will be installed to reduce severance effects and provide safe crossing opportunities. A programme is also in place to replace unattractive subways with surface crossings.

Table 10.1: Areas of Investment and Links with Quality of Life Issues

	Improve Public Space and the Streetscape	Improve Community Safety, Personal Security and Crime	Develop Healthy Communities	Impact of Traffic on Communities
Major Schemes				
Hucknall Inner Relief Road	✓	✓	✓	✓
Integrated Transport Measures				
Respect for Transport		✓		
Public Transport Interchanges	✓	✓		
Ticketing		✓		

²² Nottingham Direction Signing Strategy; Atkins, 2004

	Improve Public Space and the Streetscape	Improve Community Safety, Personal Security and Crime	Develop Healthy Communities	Impact of Traffic on Communities
Primary Pedestrian Routes	✓	✓	✓	
Shared pedestrian/cycle network			✓	
Rights of Way	✓		✓	
Travel Plans			✓	
Other behaviour change measures			✓	
Casualty reduction schemes			✓	
Safer routes network		✓	✓	
Neighbourhood traffic management				✓
New crossing facilities				✓
Access for disabled people		✓	✓	
Regeneration schemes	✓	✓	✓	✓
Integrated Town Centre Improvement Schemes	✓	✓	✓	✓
Maintenance Schemes	✓	✓	✓	✓
✓ - Primary contributor to objective.		✓ - Supports achievement of objective.		