

Chapter 2: Vision and Objectives



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This chapter sets out the longer term vision for transport including its relationship with the sustainable development strategy for the Plan area and the key objectives on which the Plan is based.

Contents

2.1 Vision	25
2.1.1 The Vision for Greater Nottingham	25
2.1.2 The Vision for the City	25
2.1.3 The Vision for Nottinghamshire	26
2.2 How will we achieve this Vision?	27
2.2.1 The Transport Element	28
2.2.2 The Development Element	31
2.3 Objectives	38
2.3.1 Objectives Review	38
2.3.2 The Shared Priority for Transport	38
2.3.3 New Plan Objectives	39

Figures

Figure 2.1: Greater Nottingham's Transport Vision	29
Figure 2.2: City Centre Transport and Development Proposals	34
Figure 2.3: Greater Nottingham's Development Vision	37

Tables

Table 2.1: Big Picture Proposals	30
Table 2.2: Plan Objectives	39

2.1 Vision

This section highlights the overall transport and development vision for Greater Nottingham. It sets out a medium to long term perspective of the future direction of the conurbation, providing a context for the five year Plan period. The vision combines both transport and development elements reflecting the authorities' recognition of the importance of a joined-up approach to investment, a theme that is consistent throughout the Plan.

Sitting underneath the vision for the conurbation are key themes for the future development of each authority as set out in their respective Community Strategies, which are also detailed below.

2.1.1 The Vision for Greater Nottingham

The Greater Nottingham Partnership envisage that over the next ten years Nottingham will develop its role as a leading UK City and enhance its international profile. It will create wealth through which local people will benefit and be recognised as a great place to live and work.

It will form a compact, sustainable, well functioning conurbation, clearly planned to make best use of land and development opportunities with an attractive built environment providing an excellent range of places to live, socialise and do business, attained through committed sustainable economic and physical development, and social regeneration.

The economy will encourage enterprise and innovation, benefit from excellent communications and connections, have a first rate Information Communication Technology infrastructure, and be a magnet for creative and enterprising businesses.

2.1.2 The Vision for the City

The vision for the City is contained within the Community Strategy¹ (see section 3.5 and Annex A: Strategic Document Review) and is based around the following five themes:

1. **Choose Nottingham:** to attract ambitious, creative people to live, work and do business in Nottingham and encourage local people to stay, enjoy and contribute to being part of our City.
2. **Respect for Nottingham:** to make Nottingham a safe and clean place to live, work and visit and to build strong, cohesive communities.
3. **Young Nottingham:** to create a safe, supporting and stimulating environment for children and young people to raise their aspirations, be healthy and achieve their ambitions in Nottingham.
4. **Active and healthy Nottingham:** to tackle health inequalities and promote active lifestyles and ensure that Nottingham's people are able to live fulfilling and independent lives.

¹ One Nottingham - One Plan 2006 - 2009; Nottingham City Council March 2006

- 5. Transforming Nottingham's neighbourhoods:** to build sustainable communities with decent homes in a pleasant environment, public services that meet local needs with good facilities close to hand and where local residents are engaged in decisions that effect their Quality of life.

2.1.3 The Vision for Nottinghamshire

The overall vision for the County part of Greater Nottingham is set out in Nottinghamshire's Community Strategy for 2005-2009 'All Together Better'. This landmark strategy was adopted in September 2005 by the Nottinghamshire Partnership, which includes over 70 of the key organisations that have an influence over peoples' lives in the County. This includes the County Council, the Police, District / Borough Councils, Local Strategic Partnerships, the voluntary and community sector, primary care trusts and Nottinghamshire Fire and Rescue.

'All Together Better', in defining its shared vision for the future of Nottinghamshire, sets out five key priorities for action as:

- 1. Safer and stronger:** making Nottinghamshire safer, building a strong sense of community and enriching lives.
- 2. Healthier:** improving health and wellbeing.
- 3. Learning and earning:** helping everyone to reach their potential.
- 4. Cleaner and greener:** protecting and improving the environment.
- 5. Travel and access:** travelling easily and safely and being able to access all the services people need.

Transport has a key and vital role to play in delivering all five priorities in the overall vision set out in the Nottinghamshire Community Strategy. Nonetheless, it is useful in developing transport policy to distil these into a specific transport vision which will underpin the LTP.

The transport vision for Nottinghamshire is to establish sustainable communities by achieving:

- A county that has excellent links with the national and international transport network,
- A first class public transport system that is accessible to all,
- Vibrant towns and villages that are sustainable, safe, accessible and attractive to the local community and business investment,
- Sustainable environmental and land use policies that improve the quality of town centres and encourage cycling and walking, and
- A safe, well maintained and efficiently managed road network that supports community needs and business competitiveness.

The development of this transport vision, and the objectives which follow, has partly been underpinned by analysis of the priorities of local communities, as expressed in local community strategies and 'All Together Better'. These in turn have been based on wide consultation with local communities and stakeholders, as well as specific LTP-related consultation.

However there has also been a significant amount of technical research and modelling that has been used alongside the views of local communities to shape the vision, objectives and delivery

programmes.

Longer Term Vision

As for the wider vision for Nottinghamshire, this transport vision responds to the problems and needs that have been identified and predicted for the future. These have been identified through the various national, regional and local strategies for transport, as well as those that transport impacts upon. The Regional Spatial Strategy, Joint Structure Plan, and developing Local Development Frameworks have played a significant role in developing the vision.

In the longer term it is likely that there will be continued emphasis on ensuring that transport fulfils the accessibility and wider social needs of the local community, and that Nottinghamshire can compete economically with other parts of the UK and beyond. However it is also likely that reducing congestion will grow in importance as traffic levels continue to rise. It is essential however that any change in vision, objectives or strategy is fully evidence based, and there will be close monitoring of key performance indicators over the period of LTP2 to ensure this evidence is available.

The longer-term transport vision for Nottinghamshire is at three spatial levels.

1. Firstly, within **local neighbourhoods**, there will be safe and sustainable access to local facilities and services such as health, schools, colleges and local shops. There will be priority for pedestrians, cyclists and those with mobility difficulties.
2. Secondly, for **movement within our towns and district centres**, there will be safe and sustainable transport options for all. This will require a fully integrated, high quality public transport network and appropriate parking provision for private cars.
3. Thirdly, **to connect our towns, district centres and villages to other parts of the Plan area and beyond** (including regional and national trip generators) there will be safe and sustainable strategic links by road and rail.

2.2 How will we achieve this Vision?

The authorities will deliver the vision with strong leadership and conviction, involving business and community partners, with continued input from public agencies and the voluntary and community sectors at every stage of the process, from strategic decisions to individual scheme developments.

It will be vital to ensure that the opportunities and benefits created are available to everyone. Promoting equal opportunities by tackling social exclusion, including a focus on the needs of the disabled, elderly, and those on low income, is therefore a cornerstone of the integrated transport and development vision and vital to its overall success.

Furthermore, the most effective and sustainable economic and social regeneration of the conurbation and its hinterland will be achieved through an integrated approach between transport and development. These elements are set out individually below:

2.2.1 The Transport Element

An effective transport system is essential to the delivery of the vision. Transport is, and will continue to be at the heart of a successful local economy. The provision of an effective local transport system, which caters for all modes of travel and links to wider national and international networks, is an essential requirement in an increasingly competitive marketplace.

For businesses to compete and grow, people and goods must be able to move around freely. The uncertainty caused by congestion hampers the effectiveness of the whole transport network and reduces the reliability of distribution channels. It is a source of frustration to customers and employees alike.

Tackling congestion and improving accessibility will increase the potential pool of labour and markets that may be exploited. It also increases the ability to access support services such as training and learning facilities.

The ability of local people to succeed and to fulfil their potential is dependent on the opportunities they have to access employment, education and leisure facilities. Equally, achieving a healthy lifestyle requires good access to health services, affordable food, and exercise.

Improving air quality and reducing the number and severity of road accidents also play a major part in achieving safe and healthy communities. More widely, reducing congestion and improving local environmental quality contribute to achieving a prosperous and attractive area where people can enjoy and be proud to live.

The Big Picture

The Big Picture is the medium to long term transport vision for Greater Nottingham. It brings together City and County Council proposals, and those recommended by the Government's Multi-Modal Studies into an integrated transport plan. This includes road improvements, rail, tram and bus infrastructure and service improvements, Park and Ride sites and interchanges, linked directly to the overall development strategy for the Plan area, and strongly supported by the Greater Nottingham Transport Partnership (GNTP).

The Big Picture is reinforced by demand management measures to make the best use of the existing networks, and a smarter travel choices programme supported by the pioneering Big Wheel marketing initiative.

The various transport networks in the Big Picture are carefully planned to link with development proposals in and around the conurbation to allow for growth and for new jobs to be created (see Figure 2.3). Development sites are located close to public transport, either in the City Centre, regeneration areas or in edge-of-town brownfield sites, so that access to new jobs and services is not dependent on car ownership and thus help to reduce social exclusion.

The total cost of all the schemes identified in The Big Picture is significant and funding will be sought through a diverse range of local, regional, national and European sources including from the private sector.

The proposals central to delivering the Big Picture are set out in Table 2.1 below. Elements of the vision are set out fully in Chapter 12: Implementation Programme. Figure 2.1 provides the context for the transport vision within the conurbation.

Figure 2.1: Greater Nottingham's Transport Vision

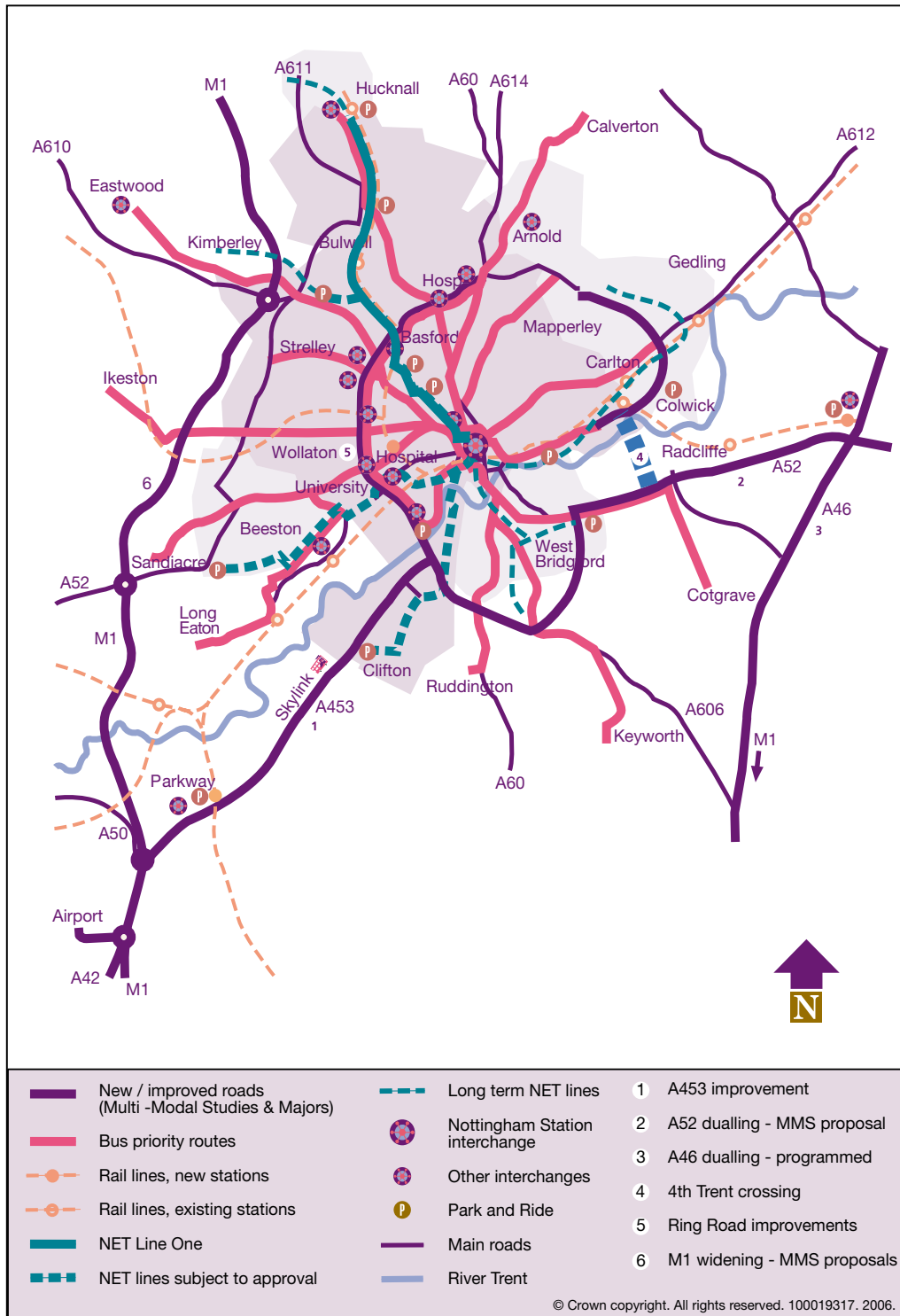


Table 2.1: Big Picture Proposals

Vision	Proposals
Develop key strategic transport links	<ul style="list-style-type: none"> • NET Phase 2 with Park and Ride sites serving M1 junctions 24 & 25 • A453 improvement (M1 junction 24 to Nottingham Ring Road) • Nottingham Station Masterplan major improvements to capacity and interchange • Improved rail services to London, Birmingham, Sheffield and Leeds and other Core Cities • Improved junctions 24, 25 and 26 of the M1 • A46 improvement (Newark to Widmerpool) • A52 dualling east to A46 • Additional Trent crossing at Radcliffe-on-Trent • Robin Hood line extended to Bingham including new Parkway type station at A52/A46 intersection • Further development of express bus service to Nottingham East Midlands Airport • Development of East Midlands Parkway
Develop a new framework for buses (set out more fully in the separately available Bus Strategy)	<ul style="list-style-type: none"> • Local targets and accountability • Local authority bus lane enforcement • Partnership to ensure integration of services, ticketing and information with consideration of intervention mechanisms such as Statutory Bus Quality Partnerships or Contracts • Development of Link bus network including high frequency Ring Road service • Better quality interchanges between high frequency services • Partnership to deliver high quality services, including those in rural areas
High quality City Centre	<ul style="list-style-type: none"> • Civilised Inner Ring Road creating a safe, high quality pedestrian environment • Complete bus priority by linking radial bus lanes through the City Centre • Easy interchange between bus, NET and rail • Manage car parking to support commercial success of City Centre without increasing congestion • Develop network of primary pedestrian routes through areas of regeneration
High quality district and local centres	<ul style="list-style-type: none"> • Improve pedestrian environment and general accessibility • Provide high quality interchange and public transport hubs
Reduce impact of traffic and improve the environment in residential areas	<ul style="list-style-type: none"> • Extensive programme to address poor condition of footways, lighting and residential roads • Integrated programme of safety and environmental improvements • Develop high quality walking and cycling routes to the City Centre and district centres

Vision	Proposals
Promote social inclusion	<ul style="list-style-type: none"> • Extend successful demand responsive bus services linking to district centres and hospitals • Target 'TravelSmart' type initiatives in deprived areas • Plan facilities and jobs in local neighbourhoods • Ensure minimum accessibility standards are met and maintained • Target road safety measures in areas of high disadvantage
Provide high quality public transport to employment areas outside the City Centre	<ul style="list-style-type: none"> • More new Park and Ride style shuttles • New high frequency Ring Road service linking radial high frequency routes to major employment sites, hospitals and universities with high quality interchange facilities
Reduce car dependency	<ul style="list-style-type: none"> • Business and School Travel Plans • Promotion of high quality public transport alternatives • Maintain 'compact city' through strong planning policies • Ensure parking is kept to the minimum • Integrated package of 'smarter travel choices'

2.2.2 The Development Element

The authorities have a proven track record of successfully integrating transport and land use developments. The new planning system provides an opportunity to build upon this and ensure that linkages between the LTP and local planning are enhanced with continued coherence and synergy. How this will be achieved is set out in Chapter 3: Wider Context, section 3.4. The remainder of this section sets out how the transport vision is consistent with the overall vision for development in Greater Nottingham.

Housing

Over the last 10 years around 60% of dwellings completed in Greater Nottingham were on brownfield land, a figure rising to 88% in the City. This comprised 5,800 dwellings in the City, a high proportion of which were small units at high density in the City Centre, where the population has risen by 40% to nearly 5,000. There has also been a trend of more affluent middle-income groups and families moving to the suburbs particularly from inner City areas in the search of a better quality of life. This has had the effect of causing a population imbalance in some communities and has impacted on education provision.

In the next 15 years some 30,000 dwellings could be completed in Greater Nottingham. The emphasis will be on maintaining a compact, sustainable and balanced community. A compact City will increase the proportion of people with good access to public transport. Only about 15% of dwellings will be built outside the urban area. The majority will be in the City and most will be on brownfield land. Family housing will be encouraged in areas such as the Waterside Regeneration Zone. Student villages will be encouraged in areas such as the Eastside Regeneration Zone.

Implementing the transport vision is a key part of connecting and enhancing urban renaissance. It is part of a long-term approach which includes better quality education, less crime, and a better quality of environment. Expansion of the tram system should open up even more new

opportunities for family orientated developments. Reducing the dominance of the car not only reduces pollution, it improves the quality of life, and will be essential if more households are to be accommodated within the urban area without increasing congestion, on-street car parking, and pollution.

Growth Point

As part of the Government's response to the Barker Review of Housing Supply, the ODPM has invited authorities to express interest in proposals to accelerate growth as part of a new growth-points initiative. It is open to areas that can demonstrate a good case for accelerated, additional economic and housing growth where this can be shown to relieve the pressure on high housing demand and tackle affordability problems.

A growth-point would help Nottingham and the City-Region maintain its position as the region's main economic driver and assist the case for major infrastructure schemes. It links well with the Regional Spatial Strategy and other strategies such as the Regional Economic Strategy and as a result, the two authorities are exploring the benefits of such a designation with the Three-Cities authorities.

Employment

Since 1995 the number of jobs in Greater Nottingham has grown by 6% to in excess of 288,000. Of these more than 62% are based in the City. The service sector continues to expand, now accounting for more than 80% of jobs. This has offset a 40% decline in manufacturing over the same period.

Around 150 hectares of employment land have been developed in Greater Nottingham. Industrial land to the east of the City has not been taken up because it currently has lesser market appeal partly due its relatively poor accessibility. There have been few out of town office, retail and leisure developments to compete with Nottingham's offer.

In the next 10 to 15 years Greater Nottingham could attract a higher level of investment and achieve a major step change in economic performance. Connections to markets is one of the most important factors differentiating locations for investment.

About 300 hectares of employment land could be developed, creating over 30,000 new jobs. Although much of this is on the edge of the City, 72% is within or adjoining the urban area. Much of this land needs transport improvements to make it sufficiently attractive to business, such as the 60 hectares of available employment land to the east of Nottingham, about half of which is brownfield. This land has the potential to accommodate over 6,000 new jobs.

Many existing industrial estates could be upgraded and better used such as the 150 hectare Colwick Industrial Estate to the east of Nottingham, the second largest industrial area in Greater Nottingham.

People in disadvantaged areas should have better access to employment opportunities as generating employment is not enough to ensure that more jobs are actually available to local people.

Implementing the transport vision will enhance economic competitiveness. Access to the M1 and Nottingham East Midlands Airport will be enhanced by improvements to the A453 and 'Parkway' station with express bus connections. Phase 2 of the NET will connect Line 1 with Clifton, Chilwell via Beeston, and with Park and Ride sites serving junctions 24 and 25 of the M1. NET will help maintain Nottingham as a regional centre, bring economic benefits to the region and attract fresh investment into disadvantaged areas. It links existing employment areas and land for a 6 hectare Science and Technology Park.

Travel to work by rail should increase with the implementation of the Nottingham Station Masterplan providing more attractive travel options for longer distance travellers.

Implementation of more and better travel plans will reduce pressure on land for car parking and allow expansion of employment generating uses. In the longer term a new 4th Trent Crossing would make land to the east of Nottingham more attractive through improved access to the M1 and A1.

City Centre

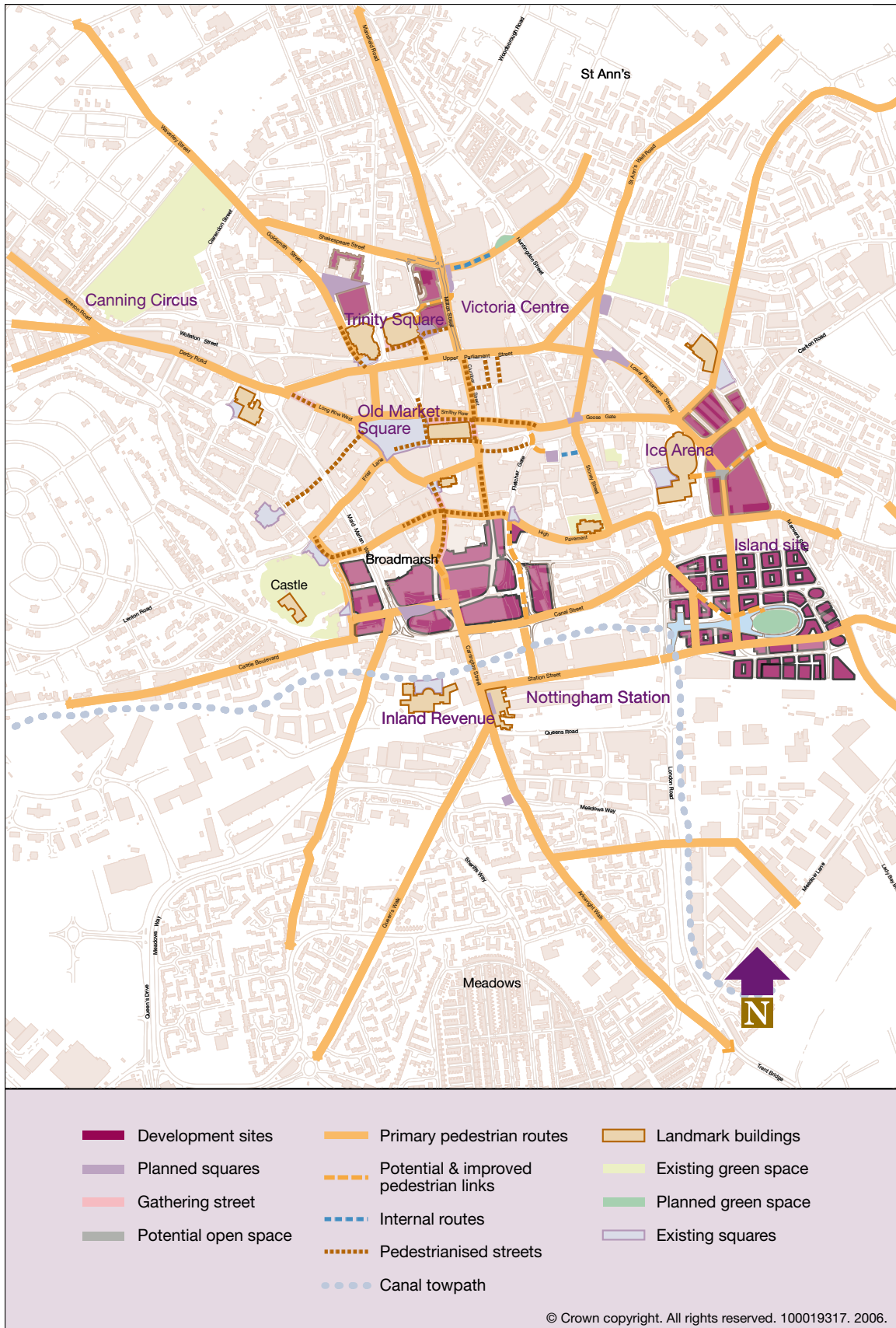
For the last six years the City Centre has consistently ranked amongst the UK's top five retail centres in the country. Over the last ten years retail floorspace has increased by 40% to 287,000sqm. Over the same period the total number of jobs located in the City Centre has increased by 22% to 58,000 making it the 'engine of growth' for the whole conurbation. The majority of the conurbation's top leisure uses are also located in the City Centre.

Due to the implementation of the City Centre Major Scheme (The Turning Point) and Maid Marian Way improvements, the City Centre is no longer being constrained by the Inner Ring Road which for many years has formed a physical barrier to expansion. By further pushing out through traffic and reducing pedestrian severance, development is being encouraged. On completion, a completely redeveloped Trinity Square area will be linked directly with the remainder of the inner core area, thereby expanding the retail core area.

To the south, the redevelopment of the Broadmarsh Centre will double the size of the existing shopping centre to 120,000sqm. Outline planning permission has been secured which includes a new bus / tram interchange linked directly into the development.

Significant improvements to the public realm are also proposed. A series of public squares, linking a redesigned Old Market Square, the Lace Market and the new public space at the Ice Centre are also to be implemented. A new City Centre Masterplan to establish a clear urban design framework for proposed City Centre development has been published. Figure 2.2 sets out the development proposals within the City Centre.

Figure 2.2: City Centre Transport and Development Proposals



Regeneration Zones

Transport provision is at the centre of regeneration initiatives to be developed across the conurbation over the Plan period. The three main regeneration zones, the Eastside, Southside and Waterside areas, all require investment in their transport infrastructure to reconnect and better integrate them with the rest of the conurbation.

By improving the public transport provision and upgrading cycling and walking links, the LTP will play a key role in opening up these areas to external investment, making them more accessible and attractive locations in which to invest.

The Eastside Regeneration Area covers 56 hectares to the east of the City Centre and is identified as an opportunity to expand the commercial core, while reconnecting Sneinton and St Ann's to the City Centre.

The Southside Regeneration Area is focused around the Station and the development of the area as a transport hub for the City. It also sets out the vision for a Meadows 'Gateway' and the recreation of more direct pedestrian links and simplified road network.

The Waterside Regeneration Area covers around 100 hectares and is bordered by the River Trent to the south and the Nottingham canal to the west. It is an area that is not realising its potential. The straightening of Cattle Market Road through the heart of the area, together with the provision of waterside footways and cycle paths is envisaged to help transform the area and create a sustainable mix of residential, commercial and leisure uses.

Nottingham East Midlands Airport

Nottingham East Midlands Airport (NEMA) is a hub for business growth and economic development. It is currently the second largest freight hub in the country and the Government's White Paper on the Future Development of Air Transport in the UK has identified NEMA for potential future expansion. Details on the impact of the airport on the conurbation and access arrangements can be seen in sections 3.2 and 3.9.5.

District Centres

The Joint Structure Plan makes clear the value of maintaining vibrant district and local centres by improving their attractiveness and accessibility. This includes the major district centres of Arnold, Beeston, Bulwell and Hucknall and other district centres such as Carlton Square, Clifton, Eastwood, Hyson Green, Kimberley, Mapperley Plains, Netherfield, Sherwood, Stapleford and West Bridgford. Doing so ensures jobs are retained locally, particularly within the retail sector, and reduces the need to travel into the City Centre.

Equally however, transport policy is focused on ensuring that when travel from these district centres and other settlements along key radial routes into the City Centre is undertaken, then public transport offers a real and attractive choice. The establishment of NET Line 1 to Hucknall, bus quality partnerships to many of these district centres, development of new bus services connecting them with surrounding residential areas, and the introduction of integrated ticketing, have all been evidence of this commitment.

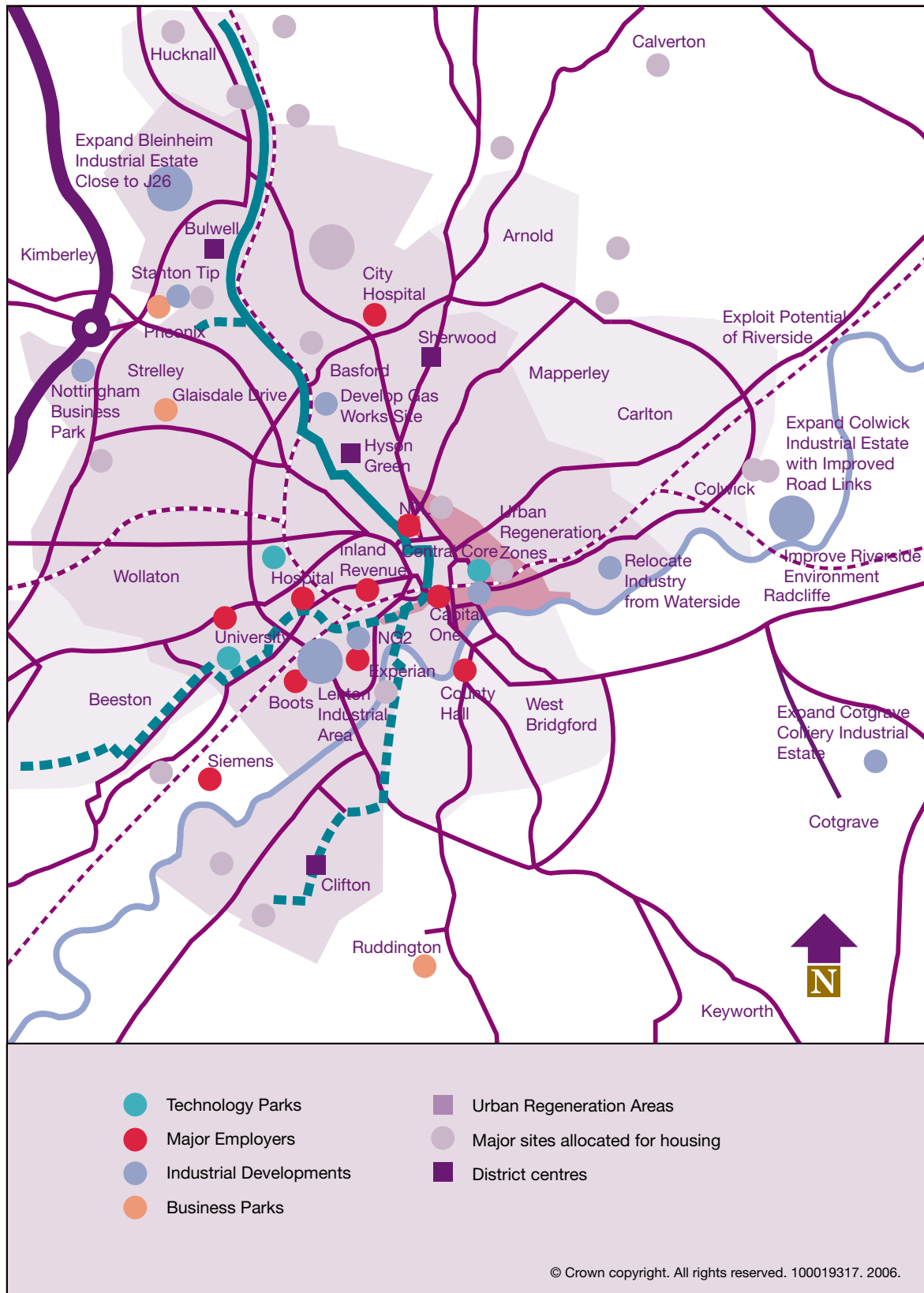
Rural Areas

The rural areas surrounding the conurbation provide an essential component of the character of Greater Nottingham, and its attractiveness as a place to live and work. Joint Structure Plan policy is to maintain the rural character of these areas, and to focus any new development that takes place on existing settlements which are well served by public transport. This ensures that small towns such as Bingham maintain their vibrancy, whilst also enjoying good public transport links into the conurbation. Smaller settlements such as Keyworth, Cotgrave, Radcliffe-on-Trent and Calverton also have high quality bus services which play a major part in ensuring that the social and economic opportunities available within the conurbation are shared more widely. This is particularly important for those areas such as Cotgrave and Calverton which were formerly mining communities.

For the smaller rural villages outside these settlements, the emphasis is on maintaining accessibility to the conurbation via the supported local bus network, and the County Council has both significantly increased its financial support for such services over the first Plan period, and introduced a performance management framework to ensure that the services meet need in the most efficient and effective way.

Figure 2.3 highlights the areas for development across Greater Nottingham.

Figure 2.3: Greater Nottingham's Development Vision



2.3 Objectives

This section reviews the objectives included in LTP1 and sets out the new and updated objectives on which this new plan is based.

2.3.1 Objectives Review

The first LTP published in July 2000 was based around 12 wide ranging objectives, these were:

- a. To increase sustainable accessibility to the City Centre and district centres in ways which enhance economic activity, encourage development in and reduce social exclusion from these centres,
- b. To reduce traffic growth and to encourage modal change away from the private car particularly for work journeys to the City Centre,
- c. To encourage safe walking and cycling for short journeys including travel to schools, shops and other local facilities,
- d. To improve integration and interchange between modes,
- e. To integrate land-use and transport planning by ensuring all new major development is well connected to the public transport system and accessible by foot / cycle,
- f. To maintain and enhance Greater Nottingham's accessibility to regional, national and international markets, particularly by modes other than the car,
- g. To reduce social exclusion and to improve the accessibility to transport for disadvantaged groups, particularly disabled people,
- h. To relieve communities from the adverse effects of through traffic, particularly heavy goods vehicles,
- i. To maximise the efficiency and maintain the structural integrity of existing transport networks,
- j. To increase transport choice in rural areas,
- k. To improve air quality within the Plan area and to alleviate other transport impacts upon health, and
- l. To improve road safety, particularly for vulnerable road users.

Although these objectives have proven to be sound through the life of the first Plan, it is necessary to review them in the light of a refocusing of Government transport priorities, in particular the requirement for all LTPs to reflect the shared priorities agreed between central and local government.

2.3.2 The Shared Priority for Transport

The Government and the Local Government Association (LGA) agreed, in July 2002, a set of seven shared priorities for local government. These priorities, which include raising the standards across schools, transforming the local environment and meeting local transport needs more effectively, are a focus for the efforts of Government and councils for improving public services.

The transport shared priority covers the four main themes of:

- a. Tackling congestion,
- b. Delivering accessibility,
- c. Safer roads, and
- d. Improving air quality.

2.3.3 New Plan Objectives

Taking into account the Government's transport shared priority themes and through consultation with stakeholders and the public, the following new plan objectives have been derived, as set out in Table 2.2.

Table 2.2: Plan Objectives

Objective	Interpretation
A: Better manage and where possible reduce the problems of congestion	This means maximising the efficiency of existing transport networks, reducing traffic growth and encouraging the use of alternatives to the car particularly for journeys to work, school and higher education. Also helping to maintain a strong economy by improving business competitiveness.
B: Improve accessibility and social inclusion	This means achieving sustainable access to work, learning, healthcare, food shops and other essential services with the greatest focus being given to those most in need. Improving access to leisure and tourism is also of growing local economic importance. It also means planning the location and delivery of services to make best use of existing transport provision.
C: Improve road safety	This means improving road safety, particularly for children, other vulnerable road users and those living in areas of disadvantage.
D: Better air quality and protection of the environment	Central to this objective is improving air quality through reducing vehicle emissions and addressing air pollution hotspots but also reducing global warming and conserving the environment.
E: Support regeneration and neighbourhood renewal	This means supporting development in identified Regeneration Zones, improving the public realm and rejuvenating run-down neighbourhoods.
F: Enhance people's quality of life	This includes relieving communities of the adverse effects of transport such as noise, severance and visual intrusion. It also includes addressing community safety and reducing the threat of crime.
G: More efficient and effective maintenance	This means maintaining existing transport assets in a cost effective and efficient manner.

Consultation undertaken with the public identified congestion, accessibility and maintenance as being of most importance to the Plan area. Businesses and transport operators identified congestion and accessibility as being of most importance particularly in relation to supporting business competitiveness. Interest and pressure groups supported a wider spectrum of priorities but road safety and the environment were generally more highly rated.

