

Chapter 6: Delivering Accessibility



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This chapter sets out the response to addressing the Government's Accessibility Shared Priority. It highlights the approach that has been taken to Accessibility Planning within the Plan area, the development of a Greater Nottingham Bus Strategy and summarises progress on other relevant policies and strategies.

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6.1 Background

The concept of accessibility planning was introduced in the Social Exclusion Unit's report 'Making the Connections', which sets out the relationship between transport, accessibility and social exclusion. It puts forward a cross Government strategy for improving access to essential public services, notably education, healthcare, food shopping, leisure, culture and tourism, together with improving access to places of employment.

The process of accessibility planning helps to meet national and local objectives including promoting social inclusion, economic regeneration and welfare to work, reducing health inequalities, and improving participation and attendance in education.

These will be achieved by tackling accessibility problems experienced by those in disadvantaged groups and areas, and by focusing on access to opportunities that are likely to have the most impact on life chances. It involves providing services in more accessible locations and at more accessible times, as well as improving the walking, cycling and public transport networks for groups including people with disabilities, women, the young and old, and people on a low income.

The authorities, have a lead role to play in improving accessibility in Greater Nottingham through planning, delivering and managing the local public transport, highway, cycle and footway networks, integrating accessibility objectives within the corporate and local vision for their area, and influencing policy and scheme delivery in non-transport sectors.

6.2 Approach to Accessibility Planning

Accessibility depends on the inter-relationship of three components: key populations/user groups (origins), key services (destinations) and the physical and virtual networks that link these together (e.g. transport and communications). The accessibility planning process described in the DfT's 'Guidance on Accessibility Planning' sets out a new approach to ensure access issues are considered in the development and delivery of essential services, and offers all partners the opportunity to quantify and evidence how accessible key services are to those user groups who are most in need of those services.

Accessibility planning techniques are now starting to be used to identify gaps and opportunities across the wider corporate planning, spatial planning and service delivery agendas. This initial stage of the accessibility planning process for Greater Nottingham has informed the subsequent development of local accessibility action plans. Development and delivery of local accessibility plans will be lead by the appropriate authority in partnership with the relevant organisations.

Accessibility has always been a core element of the authorities' transport strategy, in particular with regard to the development of the City Council's Bus Accessibility Strategy first published in October 2003 and the County Council's role as a pilot for access to work in rural areas:

- As a Beacon Council for Better Access and Mobility in 2002-2003, Nottinghamshire County Council was asked to participate in the DfT's Accessibility Planning pilots, which started in June 2003. The Bassetlaw district of North Nottinghamshire was selected for the rural

access to employment pilot. The pilot trialled the proposed methodology for accessibility planning, leading to refinement of the process and feeding into the guidance issued to authorities on accessibility planning. The pilot provided County Council officers and partners with experience of the accessibility planning methodology, which has been useful in wider work in building partnerships in the development of the Greater Nottingham Framework Accessibility Strategy, and

- The Accessibility Strategy also draws on a detailed study of accessibility across the City conducted for the 'Accessibility Planning for Bus Travel' initiative. This work is being taken forward through the Bus Strategy 2006/7-2010/11.

The LTP2, the Accessibility Strategy and the Greater Nottingham Bus Strategy will therefore continue to build on this approach.

6.2.1 The Accessibility Vision

The overall vision for the emerging Greater Nottingham Accessibility Strategy is to integrate the delivery and development of high quality core services and transport networks to create a sustainable, accessible and healthy living environment.

This will be achieved by:

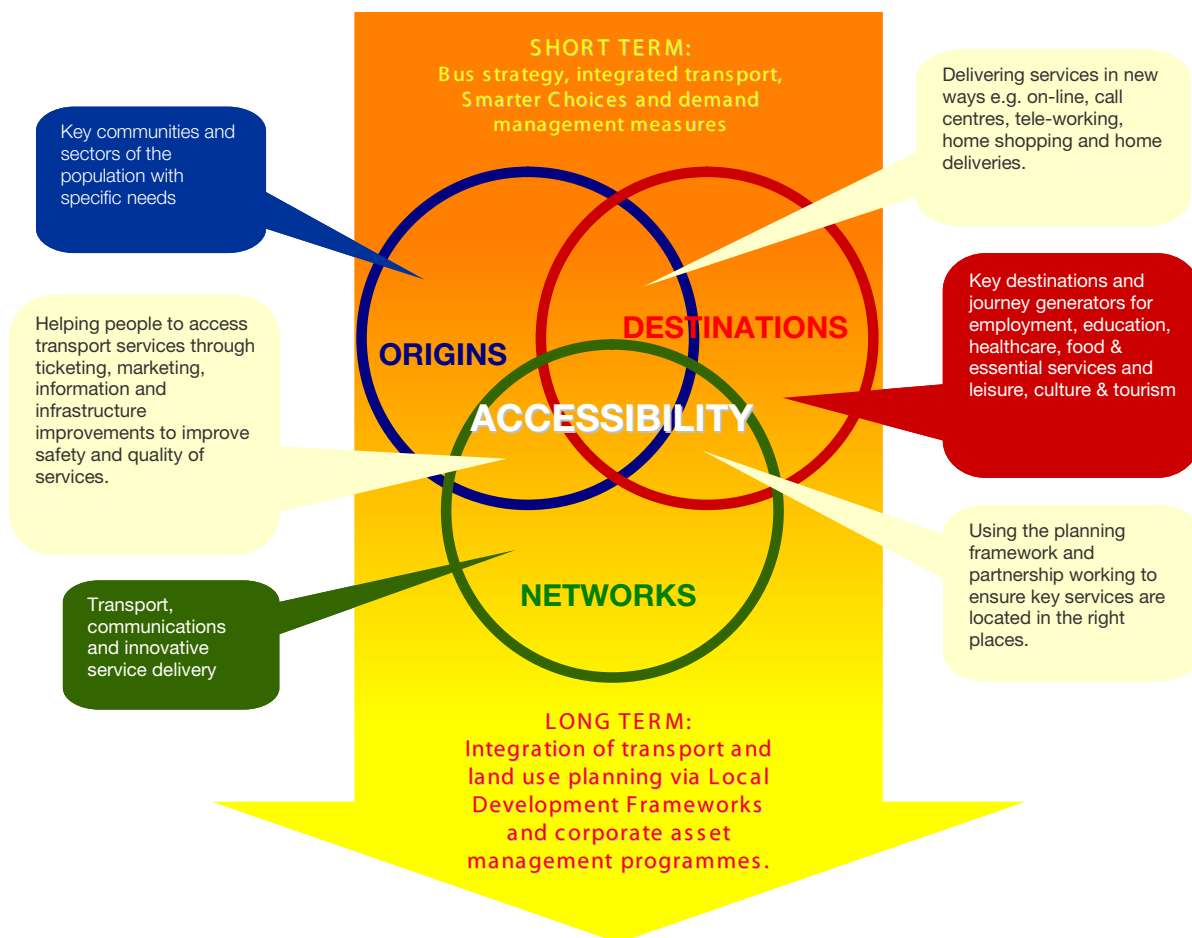
- Partnership working to ensure strategies and programmes are working together to offer the most effective services, in the right places, to those that need them most,
- Sustaining a vibrant economy to ensure communities in Greater Nottingham have the maximum opportunities to live rich and fulfilling lives, and
- Creating sustainable communities where a full range of high quality key services are readily available to all.

The City and County Councils as transport authorities have a lead role to play in this by:

- Offering high quality, safe and accessible transport choices for all, and
- Ensuring long-term integration of transport and land-use planning.

The vision and how the different aspects of accessibility interrelate to deliver this is summarised in Figure 6.1.

Figure 6.1: Greater Nottingham Accessibility Strategy Vision



The vision explains how the authorities aim to improve accessibility by improving the interface between key communities (origins), key location and services (destinations) and transport and communication networks by:

- Making access to transport services easier through ticketing, marketing, travel information and infrastructure improvements to improve safety, quality of services and perceptions of public transport,
- Reducing the need for people to travel by supporting the delivery of services in new ways through the Smarter Choices programme: e.g. on-line, call centres, tele-working, home-working and home deliveries, and
- Using the planning process, partnership working and accessibility mapping to ensure key services are located in the right places and with the right facilities to support the development of school and workplace travel plans.

The Greater Nottingham Accessibility Strategy sets out five strategic objectives to achieve this vision:

- **Objective 1:** Employment: Improve access to employment for the most disadvantaged

communities (identified as the lowest 10% of wards defined by the Index of Multiple Deprivation).

- **Objective 2:** Health: Reduce the health inequalities gap by improving access to healthcare provided by core health services (hospitals, NHS Direct, GP services).
- **Objective 3:** Education: Improve access to education and training opportunities from early years through primary, and secondary education and on to further education in response to Education White Paper and the Extended Schools agenda.
- **Objective 4:** Food and essential services: Ensure access to a range of essential services including a choice of healthy affordable food outlets by maintaining the viability of local and district centres.
- **Objective 5:** Leisure, culture and tourism: Ensure access to a range of leisure, culture and tourism opportunities for residents and visitors through marketing and information opportunities and local infrastructure improvements.

6.2.2 The Accessibility Planning Process

Close co-operation between many different sectors is essential to the delivery of a meaningful accessibility strategy because accessibility is as much about the appropriate location, design and delivery of services as the availability of transport options.

The authorities are developing the accessibility strategy for Greater Nottingham in conjunction with partner organisations that have an understanding of the barriers to accessing key services, both in terms of policy development and delivery. Those organisations with responsibilities for planning, locating, delivering and managing key public services, have played, and will continue to play a particularly important role.

The GNP has endorsed the accessibility planning process and a wide range of external partners have also been individually engaged at the local, county wide and regional level to ensure the wider policy context and local objectives are fully reflected. Furthermore the Accessibility Strategy has been produced in close collaboration with other internal departments to ensure that future investments and changes in service delivery are taken into consideration.

Stage 1: Building the Accessibility Planning Partnership

To launch the accessibility planning process the authorities held an initial partnership building event in September 2004. The event was designed to facilitate partnership working arrangements, generate discussion of accessibility issues, promote understanding of the new approach, and for lead agencies to network. The event brought together over 70 delegates from employment, health, education, leisure and food and essential services sectors as a wider reference group. Following the launch event a core steering group was established.

Stage 2: Informing the Strategic Accessibility Assessment

At the launch event delegates split into five themed workshops to begin to identify existing data sources to inform assessment of need. This work was taken a stage further through series of more detailed themed workshops from March through to June 2005 to develop the strategic accessibility assessment. These workshops involved senior staff from the key organisations

for health, education, employment, local food, leisure, culture and tourism, and people with disabilities, to assist in setting priorities. Each workshop identified key concerns for each partner and tried to reach consensus on the main concerns for access to key services and destinations. Questionnaires were also sent out prior to each meeting to engage those not able to attend in person.

In order to concentrate on accessibility issues that can be tackled, workshop participants were asked that the priorities identified should be within the power of those present to address, achievable within the LTP2 lifespan and not depend on actions of those not present.

A second wider reference group event was held in May 2005 to update partners on progress, to consider and endorse the accessibility priorities identified in the themed workshops and to identify further actions.

Where existing partnerships already existed their networks and meeting schedules were utilised as far as possible. These included the Nottingham Health Action Group, the Food Initiatives Group, Chief Leisure Officers Group and the Disabilities Advisory Group.

The individual organisations that took part in each of the workshops is set out in Table 6.1.

Table 6.1: Organisations Represented at Themed Workshops

Workshop	Organisations Present
Employment	Nottinghamshire County Council, Nottingham Chamber of Commerce and Industry, Jobcentre Plus, One City Partnership Nottingham, Greater Nottingham Partnership, New Deal, Nottingham City Council, Broxtowe DC.
Education	Nottinghamshire Learning and Skills Council, Nottingham City LEA (Education Transport Team, Student Support Team, School Organisation Team), Connexions Nottinghamshire, Nottinghamshire LEA, JMP Consulting.
Health	Nottingham City Primary Care Trust, Nottingham City Council, Gedling Health Trust, Health In Your Environment (HIYE), Nottinghamshire County Council, Trent Strategic Health Authority.
Food and Essential Services	Food Initiatives Group comprising Newark and Sherwood DC, Nottingham City Council, Nottinghamshire County Council, 5-A-Day project, Nottingham City Primary Care Trust.
Leisure, Culture and Tourism	Ashfield DC, Broxtowe DC, Gedling DC, Nottingham City Council, Nottinghamshire County Council, Nottinghamshire Rural Community Council, Newark and Sherwood DC.
Disabilities Advisory Group	Federation of Deaf People, NSLIS, Nottinghamshire County Council, NPASS, Nottinghamshire Disabled People's Movement, Nottingham City Council, Retinitis Pigmentosa Society, Welfare to Work for Disabled People, Connexions Nottinghamshire, DART.

The workshop outputs have been used to generate '**themed problem statements**', some strategic, some more specific depending on the current understanding of the issues identified. These problem statements will be used to improve the understanding of the priorities identified in partners' strategies and will be evidenced by subsequent mapping work. The problem statements are only an initial attempt to encapsulate the key issues under the priority themes.

The key partners who attended the themed workshops have been invited to endorse their involvement in ongoing partnership working over the LTP2 period with a '**statement of support**'. These show evidence of partnership working and outline the scope of involvement and its purpose (i.e. the problems the partnership are intending to solve).

Stage 3: Securing Partners' Commitment

The DfT advised, via the 'Within Reach' programme, that local authorities should formalise working arrangements and expectations with partners by having supporting partner statements. These statements serve two purposes; to provide evidence of partnership working and an outline of the scope of involvement and its purpose and to assure buy-in, detailing the level of involvement.

Whilst the accessibility planning process is at the strategic stage of building partnerships and establishing shared priorities, the authorities strongly felt that it would be detrimental to the positive partnership work that had been developed by that time to force partners into the second requirement at too early a stage. Therefore the key partners who attended the themed workshops were invited to endorse their involvement in ongoing partnership working over the Plan period with a general statement of support to meet the first of DfT's requirements. Wherever partners' objectives closely aligned or there was an appropriate existing partnership in place these were developed as joint statements of support.

Stage 4: Developing Local Accessibility Action Plans

The strategic objectives for the accessibility strategy were endorsed at a meeting of partners in February 2006. At this event the priority action areas were presented to the wider reference group for comments and input via a series of workshops.

Meetings with local partnership groups and individual partners including the LSPs, Nottingham Health Action Team, representatives of the hospital trusts and the Primary Care Trusts, the Learning and Skills Council, individual further education colleges, and Nottingham City Local Education Authority have been ongoing since July and will continue as necessary over the Plan period to develop and deliver a series of Local Accessibility Action Plans.

To meet Within Reach's second recommendation for securing partners' support by specifying measures, actions, funding and responsibilities, the authorities developed a pro-forma to capture all the information required to effectively deliver a Local Accessibility Action Plan.

The Action Plan sets out priority groups/communities targeted, a summary of the evidence base and key indicators for both transport and other aspects with baseline data and targets, details measures and actions required including timescales, lead, and funding sources, and identifies key risks to delivery of the action plan.

As the accessibility priorities are developed into Local Accessibility Action Plans, the individual partners involved in delivery will be asked to sign the action plan pro forma.

Stage 5: Delivery of Local Action Plans

The Supporting Partner Statements and the corresponding Local Accessibility Action Plans, where these have been developed, are set out in the Local Accessibility Action Plan document, part of the Accessibility Strategy, which accompanies this Plan.

It has been possible to make early progress on a number of Local Accessibility Action Plans, in particular:

- **Access to employment:** In the short term the authorities will continue to develop the workplace travel plan programme with major employers and at business and industrial parks as by promoting transport choice for journeys to work helps to make key employment sites more accessible for those without a car. However the authorities are aware that there are many other barriers in terms of access to employment and solutions will need to consider recruitment policies, skills and training, transport costs and information. The authorities met with Job Centre Plus to discuss opportunities for joint working over the Plan period and further actions are under development following this meeting.
- **Access to education:** The Learning and Skills Council commissioned consultants to prepare a study of access to post-16 education in Nottingham and Nottinghamshire. To take this work forwards the authorities, in partnership with the Nottinghamshire Post-16 Partnership and the Learning and Skills Council set up a workshop for further education establishments in December 2005. The workshop discussed the role of travel plans to provide a framework for improving access to further education and considered feasibility of various public transport solutions including information provision. The outcomes of this workshop have been used to develop an action plan to address the issues highlighted in the study.
- **Access to health:** The authorities have a long history of working in partnership with the health sector on transport issues including the Transport and Health Initiatives Group, the development of travel plans for the two hospital sites and more recently the Primary Care Trust sites, and the establishment of the successful MediLink bus services. There are a number of significant new developments taking place in Greater Nottingham over the next Plan period as part of the LIFT programme. The accessibility planning process provides an ideal framework to consolidate and build on this work and two Local Accessibility Action Plans for access to hospital and access to Primary Care Trust services have been developed. In the earlier part of the Plan period the focus will be on staff travel and public transport improvements. These action plans will be developed to look at patient travel and access needs particularly in the light of the forthcoming hospital trust merger, the Primary Care Trust reorganisation and the second phase of the LIFT programme.
- **Access to food and essential services:** In the short term this work will focus on improving access to local and district centres by extending the Local Link bus services in the urban area. The Local Accessibility Transport Study (LATS) approach will be used to develop accessibility improvements to local centres in the County area. Methods of assessing local access to healthy food are being piloted in the Ashfield area and the authorities will discuss with the Food Initiatives Group and other partners how this work could be rolled out to other areas over the Plan period.

6.3 Related Strategies and Policies

This section draws together the key elements of the strategies which will deliver improved accessibility within the Plan area.

6.3.1 Bus Strategy

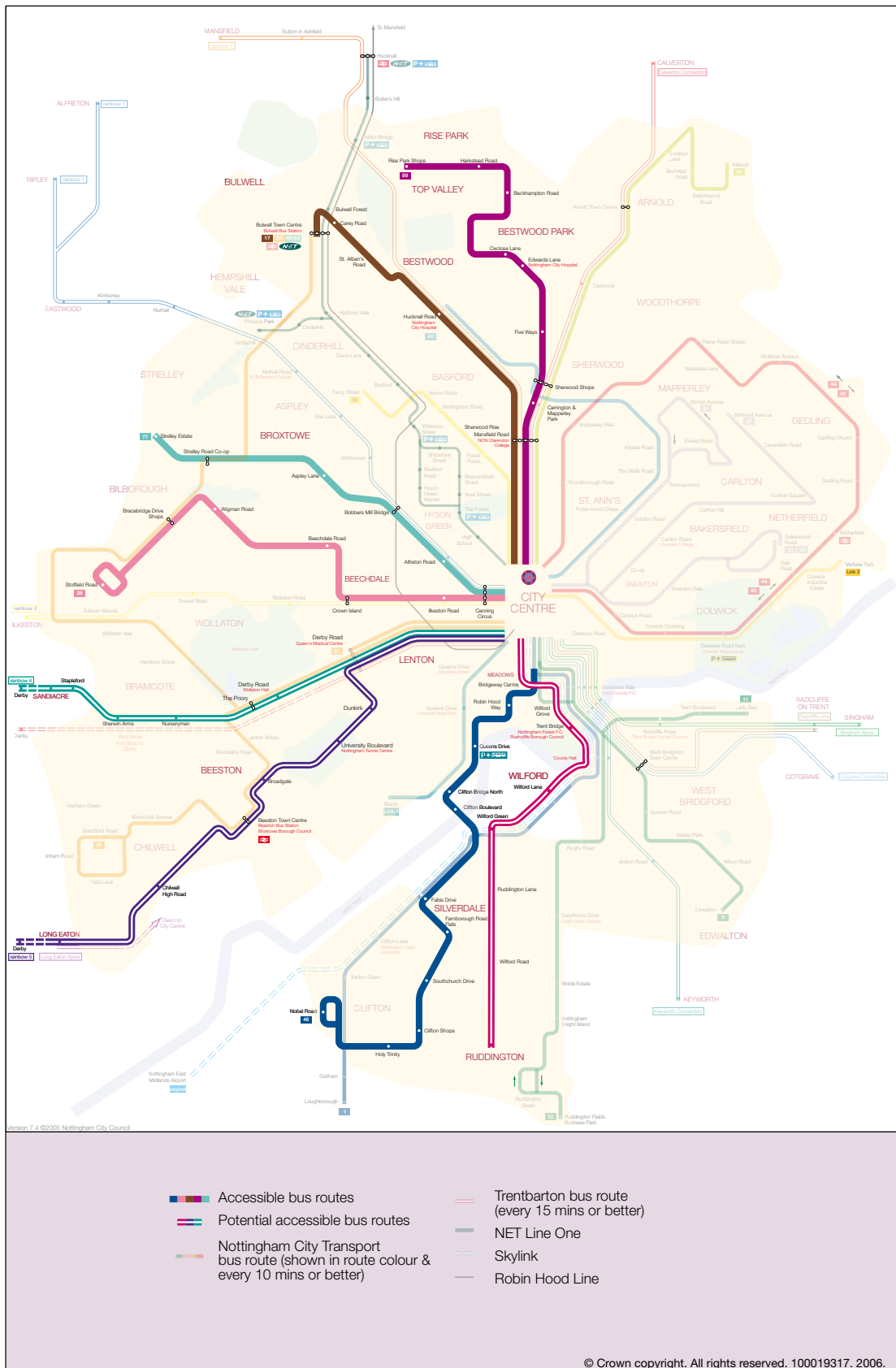
A joint Bus Strategy setting out how the authorities intend to improve bus services within Greater Nottingham has been prepared alongside this Plan. Given the characteristics of the relevant authority areas, the City element focuses upon improving the provision of urban services within the conurbation, with the County element having more of a focus on the need to improve the accessibility of the outlying parts of the Plan area.

Consideration is given to the impact of other modes of transport particularly relating to the integration of buses with the tram, rail and Park and Ride. They have also been developed in line with prevailing public transport legislation and guidelines on accessibility and planning and other relevant national guidance papers.

Background

Greater Nottingham has managed to retain a comprehensive public transport network that is largely operated on a commercial basis. It is composed mainly of bus services with the tram making a large impact on the north western corridor, whilst the conurbation is relatively poorly served by local rail services. Bus fleet investment is amongst the best in the country with the average age of buses in service being below five years, with over 80% 'easy access' buses. Figure 6.2 maps the accessible bus routes in Greater Nottingham.

Figure 6.2: Accessible Bus Routes



The commercial bus network operates on a mainline high frequency basis, using the City Centre as a 'hub' with less frequent services filling some other gaps in the system. Whilst this is an efficient, sustainable approach there are key growth areas outside the City Centre where it is considered that pump priming revenue support is required to stimulate service improvements in line with this growth. Contracted services have expanded significantly in the last five years, backed by external partnership contributions and further expansion of the Link bus network is anticipated over the next five-years.

Outside of the Greater Nottingham built-up urban area and the main interurban routes linking major settlements, the majority of services are provided by the County's supported bus network and marketed under the 'Countybus' logo. Frequencies are generally hourly on weekdays, and two hourly on weekday evenings and Sundays. The County's budget for supporting socially necessary bus services has come under increasing pressure in recent years due to the withdrawals of marginal commercial services by bus operators.

To try and prioritise all existing and future funding commitments in the revenue budget for tendered bus services, the County has introduced a Performance Management Framework which ranks all local bus service contracts and non-statutory school contracts according to a number of factors. Future initiatives arising out of the Accessibility Planning process will be evaluated and compared against existing funding commitments using this framework.

The Strategy

The bus strategy is closely aligned with delivery of the Tackling Congestion, Regeneration and Neighbourhood Renewal and Delivering Accessibility objectives. The strategy also aims to develop and maintain a public transport system that is high quality, comprehensive, integrated, safe, accessible, reliable and speedy.

Fundamental to this vision becoming reality is continuing to develop the highly productive working arrangements with key partners including local operators, through the Greater Nottingham Bus Quality Partnership, with local businesses and interest groups through the GNTP, and employers, colleges, universities and the City's two main hospitals through the Commuter Planners' network.

This vision will be realised by delivering more bus priority measures, additional 'Link' services to key employment sites, hospitals, universities and by extending local feeder services. The quality, safety and accessibility of the waiting environment will continue to be improved. The authorities will also extend provision of co-ordinated printed, electronic and Real Time information, and will aim to develop discounted fares schemes and multi-operator ticketing.

Measures to improve the perceived safety of travelling by public transport will be adopted and a specific focus placed on developing the transport needs of the disabled and ethnic minorities, to ensure equal access to the public transport network.

In recognition of the ambitious nature of some of the proposed developments and constraints placed on these developments by legislation, operator aversion to risk or organisational structures, the authorities will seek to gain enhanced powers in order to trial innovative developments and solutions to long-standing problems, such as the Punctuality Improvement Plans.

Value for Money

Delivery of projects and actions detailed in this Plan will to a certain extent be governed by the availability of capital and revenue funding. Internal funding streams are increasingly under pressure with the need to make efficiency savings. In light of this the authorities will put greater emphasis on accessing funding from other sources. In particular the practice of developing partnership arrangements that recognise the benefit of non-monetary contributions to resource projects will be pursued.

Targets

The strategy has a range of specific targets against which progress will be measured. There are key mandatory targets relating to passenger growth, satisfaction, accessibility, punctuality and congestion. In addition a host of specific local targets have been set across the range of areas of activity and full details are included in Chapter 13: Targets and Indicators.

The following table sets out key bus strategy interventions which will contribute most to improving accessibility within the Plan area.

Table 6.2: Bus Strategy Accessibility Related Interventions

Bus Strategy Topic	Intervention
Reliability and Speed	Bus Lane Implementation Punctuality Improvement Plans Bus Lane Enforcement
Network Development	Link Bus Programme Tendered Services (Urban and Rural) Night Time Services
Organisational Changes	Improved Partnership Arrangements
Fares and Ticketing	Free Concessionary Fares Schemes Investigate New Concessions, e.g. young people, unemployed Integrated Ticketing, e.g. Kangaroo development
Waiting Facilities	Improved Lighting, CCTV and Information Interchange Improvements
Information	Printed Information Action Plan Electronic Information Action Plan Big Wheel Promotional Campaign

6.3.2 Taxis and Private Hire Vehicles Policy

Taxis and Private Hire Vehicles (PHVs) play an important role in the overall provision of transport services, particularly for those without access to a car and people with disabilities. They help fill gaps in public transport provision and may form part of more sustainable longer distance multi-modal trips. The distinction between taxis and PHVs is that taxis can work from a rank, be hailed in the street or undertake pre-booked work. PHVs must be pre-booked.

Licensing

The number of Hackney licences is limited by the City and district councils although consultants have been commissioned to identify any potential unmet demand within the City and as such a need to increase the number of licences available. PHVs licences are not subject to such restrictions.

Within the City, applicants for a licence are required to undertake a knowledge test and a driving assessment. Both of these requirements are being reviewed, in conjunction with trade representatives to assess how they can be improved.

All licensed vehicles up to three years of age are issued with an annual licence and are mechanically inspected each year. Vehicles over three years of age are issued with a six month licence and are mechanically inspected at least twice a year. Initial applications for PHV licences must be for vehicles less than three years old. Vehicles between three and five years old will only be accepted if the vehicle is in exceptional condition. There is a maximum age limit of ten years for private hire vehicles and 12 years for Hackney carriages. After this time they will no longer be licensed. All Hackney carriages must be wheelchair accessible.

Mystery shopper exercises are undertaken to ensure that all Council requirements are met in relation to driver and vehicle standards.

Outside of the City area licensing is the responsibility of the relevant district/borough Councils. Within each of these areas differing licensing regulations apply.

Taxi Services Policy

The City Council is reviewing the implications of allowing the use of bus lanes by taxis and PHVs within its boundary.

Within the City Centre, taxis and PHVs are exempt from the majority of general traffic vehicle access restrictions that apply and are permitted access 24 hours a day.

Access arrangements to Nottingham Station are under review and will be subject to change associated with the Nottingham Station Masterplan proposals.

The provision of taxi ranks in terms of numbers and location are the subject of regular review including assessment of the impacts and demands of major new development.

During the Plan period measures to better integrate taxis and PHV services with public

transport services such as with NET, rail services, SkyLink bus service and with coach services will be further investigated including discounted fare promotions and combined ticketing.

6.3.3 Voluntary and Community Transport

The support and development of community transport is an important way for the authorities to cater for the transport needs of those who are unable to use conventional services. In Greater Nottingham this exclusion tends to be predominantly as a result of a disability.

Community transport services including Dial-a-Ride and voluntary car schemes are supported within Greater Nottingham. Demand far exceeds the supply of services currently available and it is recognised this is a cause of frustration for many users.

As the provision of services is closely linked with both health and social care this is an area that will be further developed through the Accessibility Strategy.

6.3.4 Encouraging Walking

Walking is the second most common form of travel in Greater Nottingham. A third of all journeys in the conurbation are undertaken entirely on foot with considerable potential for this to increase due to 45% of journeys being less than two miles in length .

There are strong links between improving conditions for pedestrians and accessibility, health, road safety and community safety issues. 39% of residents have highlighted that better facilities for pedestrians should be a high priority .

The historic focus for investment for pedestrians has been the City and town centres. The revised approach takes a more area-based approach and looks at widening the benefits to incorporate improvements within surrounding regeneration areas, and across the Plan area as a whole.

The strategy will set out actions that will be undertaken within the areas of policy development, infrastructural works, safety, and awareness measures. There will be particular emphasis on highlighting the health benefits of walking.

The maintenance of the public realm is another important element in increasing levels of walking. Poorly maintained pavements create particular difficulties for the elderly, people with prams and others whose mobility may be impaired. Uncoordinated paving can reduce the legibility of a City, and cluttered streets with litter, vandalised street furniture and poor quality street lighting all contribute towards a fear of crime that discourages pedestrian activity (see Chapter 10: Quality of Life)

6.3.5 Encouraging Cycling

Cycling is one of the most accessible forms of transport particularly for those without access to a car, for young people and those on low incomes. The National Cycling Strategy (NCS) and emerging Strategic Action Plan being developed by the new NCS body 'Cycling England' recognises cycling is not just a transport issue and that it needs joined up thinking, with for example, health and education and thus also an important aspect of the accessibility planning process, and this approach will be taken forward in this Plan.

The development of a local Cycling Strategy is being informed by The English Regions Cycling Development Team (ERCDDT) assessment and consultation with users through the Cycle Forum, through the local cycle group 'Pedals' and responses to the LTP consultations.

The key areas which will be addressed in the strategy will include the provision of more on-road cycle lanes (as opposed to shared footways) to encourage more commuter cycling, upgrading sub-standard sections and completing missing links of the existing cycle network, better focused maintenance, improving the quality and further extending the off-road network to attract new cyclists and provide sustainable access for new development proposals, and developing on-road cycling training for adults and school children.

The Cycling Strategy will build on the progress made over the past five years and is based on the 10 criteria used by the ERCDDT in their assessment of local authorities. The criteria which will contribute to improving accessibility by bicycle include – council commitment, infrastructure, cycle training, marketing and promoting cycling, planning and cycling.

Both authorities are committed to encouraging cycling and promote cycle use through their own staff travel plans, 'It's Your Choice' and 'STEPS'. The authorities will continue to improve work site provision for cyclists such as secure cycle storage, changing and shower facilities and access to pool bikes, and set these as an example of best practice to other organisations. Other measures include interest free bike loans and free cycle training through the RideWise initiative. Work will continue through the Commuter Planners Club on the development of Travel Plans with other employers to ensure a wider provision of facilities and benefits for cycle commuters.

There is an extensive network of main radial, orbital, quiet roads and traffic free cycle routes in place across the conurbation. Existing routes will be reviewed and upgraded where necessary and new routes will be developed to improve accessibility to the City and district centres, major employment sites, schools and colleges, health facilities and tourism and leisure attractions (see Figure 6.3).

The authorities will continue to incorporate cycle measures within other transport schemes to ensure best value and that as comprehensive cycle network as possible is developed.

Both authorities provide cycle training for Year Six school children which will continue to be developed, particularly on-road cycle training. This training provides access to cycling at an early age which it is hoped will continue into secondary school and into adult life. Adult cycle

training is provided through the RideWise initiative. This training provides many adults who have not ridden a bicycle since childhood with the confidence to cycle safely in today's traffic conditions.

A cycle marketing strategy has been developed by the GNTP. This focuses on overcoming the psychological barriers associated with cycling including safety together with promoting the positive aspects of cycling of a more active and healthy lifestyle. A cycle marketing campaign is to be carried out during the Plan period and will take the form of postcards, leaflets and posters distributed throughout the Plan area. The authorities will continue to support annual events such as National Bike Week, the Guided Cycle Rides Programme, and the Great Nottinghamshire Bike Ride.

The Local Plans protect an extensive network of cycle routes from future development and also set minimum cycle parking standards for new developments. In addition developer contributions will be sought where possible through planning agreements, to ensure linkages between new developments and the existing cycle network and to assist in increasing their accessibility by non-car modes.

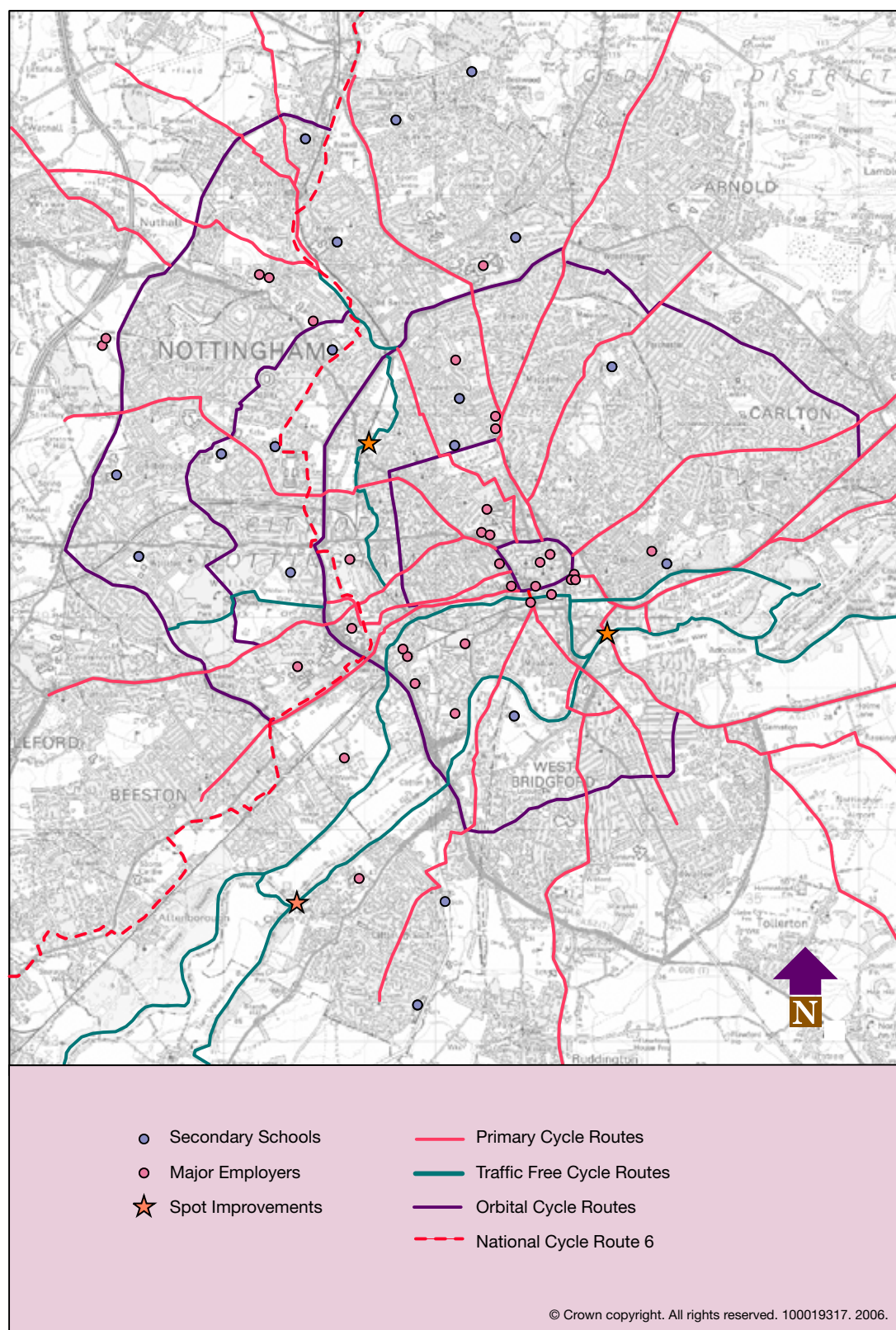
6.3.6 Rights of Way Improvement Plans

The Countryside and Rights of Way Act 2000 requires all highway authorities to prepare and publish a Rights of Way Improvement Plan (ROWIP) by November 2007. Progress reports on these plans for the City and County Council areas are contained in Annex B. These contain details of the progress made in producing the plans, and the objectives and proposals of the ROWIP in terms of how they may contribute to wider transport objectives.

The ROWIP will contribute to the authorities accessibility objectives in terms of serving as functional routes for accessing places of employment, education or shops for example but also link with Quality of Life objectives through encouraging exercise, outdoor recreation and enjoyment of the countryside. The wider benefits of Rights of Way include:

- Social inclusion: rights of way are available to use for all; they are free to use and link all members of the community with friends, relatives, services and leisure facilities,
- Land use and planning: rights of way contribute to providing an attractive environment to live and work. Corridors are retained and protected providing a relief from development and reclamation,
- Environment: rights of way enable users to access and understand both the built and natural environment and their culture and heritage. This is particularly relevant when linking urban centres with the peace and tranquility of the countryside,
- Wildlife and Biodiversity: rights of way link users with the natural environment, the rights of way network itself provides a green corridor and refuge for flora and fauna,

Figure 6.3: Strategic Cycle Route Network Proposals



- Education: rights of way provide excellent opportunities for studying both the built and natural environment and are an important part of our history and heritage,
- Sporting activities: opportunities arise from the use of rights of way for a whole range of sporting activities from jogging, access to water based activities, cycling, climbing and horse riding to motor sport. They are also used for other interests such as bird watching, orienteering, photography and dog walking,
- Local economy: visiting the countryside and using rights of way contributes to tourism, and the local and regional economy directly through user spend thus ensuring the viability of local services and employment (particularly in rural areas),
- Health: the use of rights of way through walking, cycling, riding and other physical activities contribute to overall health and well being. The very nature of the countryside enables users to relax, unwind and enjoy fresh air.

As part of the ROWIP the Councils will identify and enhance routes that link to the wider transport network, with emphasis on the development of linear access, such as former railway corridors and riverside paths and towpaths. The following are examples of potential strategic routes that will make a significant contribution to the shared LTP2 and ROWIP objectives:

- Trent Riverside Path,
- Nuthall Railway and links to Derbyshire, and
- Other railway lines as part of the strategic multi-use network.

One of the three key strands within the ROWIP Statutory Guidance is an assessment of the accessibility of local rights of way to blind and partially sighted people and others with mobility impairments. It has been acknowledged that there are accessibility problems in both urban and rural areas, not only for disabled users, but also those with pushchairs and others with limited mobility. Physical restrictions such as stiles and anti-motor vehicle barriers can exclude whole sections of society from utilising certain routes.

Three general principles to be addressed are:

- The physical condition of routes including surface, gradient, camber and barriers,
- Availability of facilities, including accessible public transport, DDA-compliant car parks and toilets, and
- Consistency of information provision. A major deterrent in the use of rights of way is concern about the unexpected. Potential users, particularly those with mobility impairments (who are less likely to explore), need to be informed about the suitability of routes before venturing on to the network.

The emerging ROWIPs will set out a series of policies designed to ensure that access to the network is maintained and, where possible, enhanced, and in the case of the County Plan proposes a mechanism – referred to as the Countryside Accessibility Index – that can be used to identify areas of accessibility deprivation, and which can be linked to quality of life issues such as health and fear of crime.

Emanating from this work is a series of 12 Key Actions, two of which are aimed at improving access for all. Firstly, the pilot plan proposes to identify all key routes linking the urban fringe to countryside sites and provide new or improved easy access routes at these locations.

Secondly, to locate and map the relevant factors associated with poor accessibility and use this data to target resources.

The pilot ROWIP clearly states the importance of the network in promoting social inclusion, pointing out that Rights of Way are available for use by all, free of charge, and have a positive impact on health and wellbeing. Maintaining and improving the network will be valuable in broadening the scope of Accessibility Planning, particularly with regard to access to leisure, culture and tourism opportunities.

6.3.7 People with Disabilities

Incorporating the needs of disabled people is a specific topic area being covered through the accessibility planning process. The authorities are also obliged to meet the obligations of the Disability Discrimination Act. Key areas relate to:

- The pedestrian environment,
- Access to public transport, and
- Reliance on private vehicles and associated need for convenient parking.

6.4 Key Areas of Intervention

This section highlights transport interventions for increasing accessibility within the Plan area which are based around the following key themes which have emerged as priorities through the Accessibility Planning process:

- a. Improving the coverage of transport provision across the Plan area (geographical accessibility),
- b. Tackling physical accessibility,
- c. Increasing the affordability of transport provision,
- d. Improving access to information provision, and
- e. Addressing safety and perceived safety issues which may impede an individual's access to services.

6.4.1 The Coverage of Transport Provision

Deficiencies in transport provision have been identified as a significant barrier to social inclusion and contributing to disadvantage in deprived communities. Ensuring people can access jobs, training opportunities and everyday services are a vital aspect in the successful regeneration of communities. Key actions will include:

Public Transport

- Continuing to support bus operators through the Greater Nottingham Bus Quality Partnership in the provision of commercial services that make up the vast majority of services provided within Greater Nottingham. The authorities will implement further bus

priority measures, quality accessible waiting facilities and information along whole corridors – matched by corresponding operator enhancements in new low floor buses, route management, marketing and customer care to support the development of these services,

- The proposed NET Phase 2 will provide a new high quality service within the Clifton and Beeston/Chilwell corridors. The University and QMC in particular are two of the largest employers and destinations in the conurbation outside the City Centre. Both have severe accessibility problems with limited on site parking. Fast direct links by tram to the Chilwell Park and Ride site, City Centre, Nottingham Station and substantial residential areas will create the opportunity to tailor thousands of journeys to work and potential attendance around the availability of high quality public transport,
- The Ring Road Major scheme supports the introduction of a high frequency orbital bus service along the Ring Road and development of interchange facilities with high frequency radial bus services and with NET Line One at Wilkinson Street and in the future with the proposed NET Line to Beeston via the QMC, that will increase accessibility and reduce the number of journeys which have to pass through the City Centre. The accessibility of the conurbation's two major hospital campuses, two Nottingham University campuses and other major employment sites will be particularly improved,
- The 'Link' network will be extended over the course of LTP2 with the development of 'medi-link', 'uni-link' and 'local-link' services increasing the coverage of public transport provision and providing improved access to education, healthcare and local district centres,
- Subject to prioritisation against other calls on the authorities' budget for supported bus services, routes to outlying areas will continue to be supported and where possible enhanced. The County's Performance Management Framework for local bus service contracts will be used to prioritise all existing and future funding commitments on the revenue budget for tendered services within the County area. Any future initiatives arising out of the Accessibility Planning process will be evaluated and compared against existing funding commitments using this framework to establish a case for funding, and
- Increasing the provision of night buses is also being encouraged.

Non-motorised Modes

- The County Council is undertaking Local Accessibility Transport Studies (LATS) to improve accessibility to local jobs, goods and services in district centres and rural market towns. This involves identifying local need through consultation with stakeholders and the public. Targeted improvements include footway upgrading, cycle lanes and parking facilities, additional pedestrian crossings to reduce the severance impacts of major radial routes into district centres, bus route improvements (including the upgrading of bus stops and provision of timetable information) and interchange improvements or provision in the centres themselves,
- The implementation of the Hucknall Town Centre Improvements major scheme will significantly improve the accessibility of Hucknall town centre,
- Investment in walking, cycling and Rights of Way networks are all central to the LTP investment programme, and
- Other elements of the programme with strong links with increasing network coverage are the regeneration programme, particular in terms of the extensive transport improvements within the proposed Regeneration Zones and the safer routes to schools programme.

Other

- Opportunities will be taken to ensure transport measures are fully tied into major development schemes and public sector investment programmes to ensure network coverage is maximised. This will include securing financial contributions through the Integrated Transport Measures and Developers' Contributions Interim Planning Statement .

6.4.2 Physical Accessibility

Improving the physical accessibility of transport is particularly important within the Plan area given the ageing population and the 13% of Greater Nottingham residents who consider themselves as having a disability that impedes their ability to travel .

It is envisaged that a project to encourage provision of buses with accessible facilities will be initiated through grant aid by the County Council. It is hoped that this will accelerate the achievement of fully DDA compliance for buses in the Plan area.

Other key actions will include:

Public Transport

- The developing NET tram system will be fully accessible, with 100% low floors, level access from platforms, DDA-compliant features such as wheelchair spaces and audio and visual passenger information as well as conductors providing tickets and help, and
- The physical ability to use a conventional bus depends on the state of the route to the bus, the existence of shelters with seats and the step height onto the bus, the type of bus and the ability to interchange. A continuous programme of work is being undertaken to install dropped kerbs at crossing points near stops, raised kerbs at the bus stops, bus shelters with seats and physical interchange improvements. This is complemented by the major bus companies' substantial investment on low floor buses.

Non-motorised Modes

- The replacement of subways and with direct surface level pedestrian crossings, together with the provision of new dropped crossings and resurfaced streets included in LTP1 delivered schemes has produced a more accessible City Centre for those with limited mobility. The Plan will give priority to further works of this nature on the Primary Pedestrian Route network, and to ensure accessible linkages between public transport interchanges and large trip generators,
- Measures identified within the County Council's LATs will include measures to improve physical accessibility including new crossings, upgraded public transport facilities and other public realm improvements outside the City Centre, and
- Included as a LTP2 target is increasing the proportion of signal crossings with disabled facilities and a corresponding investment programme will be allocated to achieve this.

Shopmobility

- This service provides a free wheelchair loan and motorised scooters for disabled people using the City Centre and Arnold and Beeston town centres, from bases at the main shopping centres. The service is well established and an important element in the ability of many residents to access services.

Disabled Parking

- For many disabled people it is recognised the car remains an essential means of access to facilities and services. The authorities will continue to ensure new developments comply with the requisite Local Plan parking standards for disabled parking and authorities provide a reasonable balance of both long and short stay disabled parking within the local authority controlled on-street and off-street facilities.

6.4.3 Affordability of Transport

The affordability of transport has been identified as an important issue in increasing accessibility and addressing social exclusion. Key actions will include:

Public Transport

- Free concessionary fares schemes that are considerably more generous than the national requirement are in operation throughout the LTP area. Within the City smartcards are being issued to elderly and disabled residents entitling them to free travel within the conurbation. The County Council together with the districts operate a concessionary travel scheme to enable the over 60's and disabled free travel throughout the whole County. The City Council is re-packaging and promoting its scheme to include retail, leisure and other discounts under the 'Citycard' brand. Activity is being focused on low take-up areas including inner-city areas and the Asian community, and
- The authorities are also seeking funding streams and working with the commercial operators to make key sectors of travel more affordable. These include trips involving more than one operator – especially to access employment, health and leisure facilities, part-time working, one-parent families, educational travel (below the statutory distance from home) short distance and group travel.

Non-motorised Modes

- Walking and cycling provide the cheapest means of travel. The authorities will continue to support and implement schemes such as WorkWise which provides access to job interviews by bicycle for unemployed people.

6.4.4 Access to Information

The availability of information particularly regarding public transport provision plays a central role in increasing the ability of the public to access services. The perception of poor service

provision and inaccessible locations are often as a result of a lack of awareness of services in place. Key actions will include:

Public Transport

- Printed information is provided by the operators and the local authorities in the form of timetables, information guides, roadside information and project focused information. Specialised formats are also produced on demand. To ensure the details of services are understandable to the widest possible audience, the information provided is simple, co-ordinated, complimentary and consistent, and
- Investment is also taking place to develop electronic information through the use of the Internet, mobile phones, electronic kiosks and departure boards and real-time information at bus stops. A database of service information has been compiled allowing the public to find the details of their particular service by entering a postcode, bus stop, suburb or even local landmark into the TripTimes website. This data is also used by Traveline and Transport Direct for national trip inquiries, and is a growing area for the access of information. Electronic kiosks are being provided at key interchange and trip generating locations. Electronic departure boards have also been provided at the Victoria and Broadmarsh bus stations, with an on-street display on Beeston Market Hill in the City Centre. These will be rolled out across the City Centre and then at other key interchange locations such as the Queens Medical Centre and City Hospital and then at principal stops on the high frequency network within the City over the next five years.

Non-motorised Modes

- The authorities produce and distribute copies of their respective cycle maps, the Nottingham Cycle Maps (one for the north and one for the south of the conurbation) and the 'Cycling in Nottinghamshire' map to encourage cycling,
- Information on individual cycle, walking and Rights of Way improvements are also produced by area and on a scheme by scheme basis,
- 'Big Wheel' campaigns to increase awareness of walking and cycling opportunities including the 'Easy Strider' map, 'healthier lifecycle' and 'work bicycle' initiatives. The GNTP has commissioned consultants to carry out a cycling marketing strategy focusing on the message of active lifestyles and the health benefits of cycling over the Plan period, and
- The Council's own individual websites and 'Big Wheel' website also contain a continuously expanding range of transport related information available at:

- ➔ www.nottinghamcity.gov.uk
- ➔ www.nottinghamshire.gov.uk
- ➔ www.thebigwheel.org.uk, and
- ➔ www.triptimes.co.uk
- ➔ www.triptimes.co.uk

6.4.5 Safety and Perceived Safety

Safety and perception of a lack of safety can result in a feeling of exclusion and inability to access services. This may be in the form of a perceived or actual threat to personal security, or through road safety. Key actions will include:

Public Transport

- As a result of a growing concern over the perceived safety of using public transport the 'Respect for Transport' initiative was launched in 2004. This initiative involves a partnership between the authorities, Police and bus operators to improve safety on public transport through the provision of CCTV and lighting at bus stops, and CCTV and security patrols on buses. The operators and the authorities are also working with the Police to use CCTV footage to prosecute offenders on and around buses and trams.

Non-motorised Modes

- The authorities road safety programmes include comprehensive packages of measures to improve safety for vulnerable road users. This includes the Safer Travel to Schools programme,
- Child cycle training through schools and adult cycle training through 'Ridewise' is also to be developed over the Plan period. This aims to teach how to ride a bike safely, enjoyably and comfortably in today's traffic conditions,
- Wherever possible subways are being closed, filled and replaced with surface crossings at street level. Opportunities will be taken to continue with this through the Plan period, and
- Aspects of the maintenance programme also improve safety such as footway renewal reducing trip hazards and street lighting schemes improving personal safety.

Further details on safety are set out in Chapter 7: Safer Roads, with further details on Plan measures addressing personal security set out in Chapter 10: Quality of Life.

6.5 Priority Accessibility Action Areas

As a result of the accessibility process undertaken by the authorities and set out in section 6.2, Table 6.3 below illustrates the Priority Accessibility Action Areas within Greater Nottingham.

Table 6.3: Priority Accessibility Action Areas

	Shading indicates Local Accessibility Action Plans will be included in the Accessibility Strategy.
Objective 1: Employment	Improve access to employment for the most disadvantaged communities (identified as the lowest 10% of wards defined by the Index of Multiple Deprivation)
Priority EM1	Continue delivery of workplace travel plan programme (Smarter Choices)
Priority EM2	Improve access to employment for the most disadvantaged communities (identified as the lowest 10% of wards defined by the Index of Multiple Deprivation).
Priority EM3	Inform planning and design of new employment sites as defined in Local Plans.
Objective 2: Health	Reduce the health inequalities gap by improving access to healthcare provided by core health services (hospitals, NHS Direct, GP services and LIFT sites).
Priority H1	Improve access to and between the two hospital sites, QMC and City Hospital in response to the forthcoming hospital merger
Priority H2	Improve access to NHS Direct.
Priority H3	Improve delivery of health services by supporting the development and implementation of the Primary Care Trust travel plans including health centres and LIFT sites.
Priority H4	Improve access to GP services not located within Primary Care Trust managed sites.
Priority H5 and LCT2	Use the Rights of Way Improvement Plans to promote use of local services and locations which support healthy lifestyles eg leisure centres, parks, open spaces.
Objective 3: Education	Improve access to education and training opportunities from early years through primary, and secondary education and on to further education.
Priority ED1	Continue delivery of school travel plan programme in Greater Nottingham including SafeMark and other initiatives to improve safety and security for school journeys.
Priority ED2	Support the development of the Surestart and Children's Centres programmes in Greater Nottingham.
Priority ED3	Support the City's primary schools organisation programme.
Priority ED4	Support new secondary education developments in Greater Nottingham (Building Schools for the Future, Academies proposal, Extended Schools).

Priority ED5	Support the development of a programme of further education travel plans for colleges and schools in Greater Nottingham as required.
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Objective 4: Food and essential services	Ensure access to a range of essential services including a choice of healthy affordable food outlets by maintaining the viability of local and district centres.
Priority FES1	Support future research into access to healthy affordable food including work with the Food Initiatives Group and Ashfield District Council.
Priority FES2	Continue development of a programme of local link services to connect communities to local shopping facilities including Wollaton Park Estate, Charlbury Road, Bulwell.
Priority FES3	Consider accessibility in assessment and future development of local centres including development of Local Accessibility Transport Studies (LATS).
Priority FES4	Providing input into Beeston Masterplan to integrate tram and bus interchange.

Objective 5: Leisure, culture and tourism	Ensure access to a range of leisure, culture and tourism opportunities for residents and visitors through targeted marketing and information and local infrastructure improvements.
Priority LCT1	Continue development of targeted public transport information and marketing.
Priority LCT2 and H5	Use the Rights of Way Improvement Plans to promote use of local services and locations which support healthy lifestyles eg leisure centres, parks, open spaces
Priority LCT3	Support the delivery of local leisure services in the City including the Leisure Centres Transformation Programme and future delivery of library services.
Priority LCT4	Develop a programme of Smarter Choices interventions including travel plans for key tourist attractions.

Objectives	
1 – 5:	Cross-themed strategies. Area-wide, multi-themed.
Priority A1	Improving access for older and disabled people.
Priority A2	Improving access to council services
Priority A3	Integration of accessibility planning into planning processes.
Priority A4	Improve connections to and across western quadrant of City (Bilborough) including Harvey Hadden Stadium, Hadden schools campus, Nottingham Business Park, Bilborough College and Glaisdale industrial estate

Priority A5	Support development of City Housing Area Investment Plans: North, South and Central areas.
Priority A6	Ensure accessibility is considered in the development of regeneration areas: Eastside, Southside, Waterside

With regard the priority areas for action the accessibility planning process identified, a programme has been established for works to be implemented over the course of the Plan period and this is set out in Table 6.4 below.

Table 6.4: Local Accessibility Action Plan Programme 2006/7 – 2010/11

Key Accessibility Planning Stage:	Local Accessibility Assessment		Develop and Agree Local Action Plan(s)		Implement Local Accessibility Action Plan	
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	Local Accessibility Action Plans for highlighted Priorities included with the Accessibility Strategy.
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Strategic Themed Objective/ Priority Areas		LTP1	LTP2					LTP3
		0	1	2	3	4	5	
		2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	
Objective 1: Improve access to employment for the most disadvantaged communities (identified as the lowest 10% of wards defined by IMD).								
EM1	Continue delivery of workplace travel plan programme (Smarter Choices).							
EM2	Improve access to employment for the most disadvantaged communities.							
EM3	Inform planning and design of new employment sites as defined in Local Plans.							
Objective 2: Reduce the health inequalities gap by improving access to healthcare provided by core health services (hospitals, NHS Direct, GP services).								

Strategic Themed Objective/ Priority Areas		LTP1	LTP2					LTP3
		0	1	2	3	4	5	
		2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	
H1	Improve access to and between the two hospital trusts.							
H2	Improve access to NHS Direct.							
H3	Support the development and implementation of Primary Care Trust travel plans including health centres and LIFT sites.							
H4	Improve access to GP services not located within Primary Care Trust managed sites.							
H5/ LCT2	Use the RoWIP to promote use of local services and locations which support healthy lifestyles.							
Objective 3: Improve access to education and training opportunities from early years through primary, and secondary education and on to further education.								
ED1	Continue delivery of a School Travel Plan programme including initiatives to improve safety and security.							
ED2	Support the development of the Surestart and Children's Centres programmes.							

Strategic Themed Objective/ Priority Areas		LTP1	LTP2					LTP3
		0	1	2	3	4	5	
		2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	
ED3	Support the City's primary schools organisation programme.							
ED4	Support new secondary education developments (Building Schools for the Future, Academies proposal, Extended Schools).							
ED5	Support the development of a programme of further education travel plans for colleges and schools as required.							
Objective 4: Ensure access to a range of essential services including a choice of healthy affordable food outlets by maintaining the viability of local and district centres								
FES1	Support future research into access to healthy affordable food including work with the Food Initiatives Group and Ashfield District Council.							
FES2	Develop a programme of local link services to connect communities to local shopping facilities.							

Strategic Themed Objective/ Priority Areas		LTP1	LTP2					LTP3
		0	1	2	3	4	5	
		2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	
FES3	Consider accessibility in assessment and future development of local centres including LATS.							
FES4	Providing input into Beeston Masterplan to integrate tram and bus interchange.							
Objective 5: Ensure access to a range of leisure, culture and tourism opportunities for residents and visitors through targeted marketing and information and local infrastructure improvements.								
LCT1	Expand public transport information and marketing to key attractions.							
LCT4	Develop a programme of Smarter Choices interventions including travel plans for key tourist attractions.							
LCT3	Support the delivery of City leisure services including: Transformation Programme and library services.							
LCT2/ H5	Use the RoWIP to promote use of local services and locations which support healthy lifestyles.							
Objectives 1 - 5: Cross-themed strategies.								

Strategic Themed Objective/ Priority Areas		LTP1	LTP2					LTP3
		0	1	2	3	4	5	
		2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	
A1	Improving access for older and disabled people.							
A2	Improving access to council services.							
A3	Integrate accessibility planning into the planning process.							
A4	Improve connections to and across western quadrant of City.							
A5	Support development of City Housing Area Investment Plans.							
A6	Accessibility of regeneration areas: Eastside, Waterside and Southside.							

6.6 Contribution of Programmed Measures to Accessibility Priorities

Table 6.5 highlights how the different elements of the scheme programme will address accessibility, as set out in Chapter 12: Implementation Programme.

Table 6.5: Areas of Investment and Links with Delivering Accessibility

	Coverage of Transport Provision	Physical Accessibility	Affordability of Transport	Access to Information	Safety and Perceived Safety
Bus priority schemes:					
Whole route treatments		√			
Eastside Transport Strategy	√	√			√
PT interchanges:					
Upgrading of facilities	√	√			
Bus infrastructure schemes:					
Accessible route corridors		√			
Respect for Transport					√
Bus location and electronic information				√	
Bus purchase	√	√			
Ticketing			√	√	√
Pedestrian and cycling schemes:					
Pedestrian routes	√	√	√	√	√
Shared pedestrian / cycle network	√	√	√	√	√
Cycle network	√	√	√	√	√
Rights of Way	√	√	√	√	
Smarter travel choices:					
Travel plans			√	√	
Other behaviour change measures			√	√	√
Local safety schemes:					
Casualty reduction schemes					√
Safer routes schemes		√			√
Road crossings:					
New crossing facilities		√			√
Access for disabled people		√			√
Other:					
Integrated town centre improvement schemes		√			
Rural schemes	√	√			√
Maintenance:					
Footways		√			√

