

11 Performance management

11.1 Introduction

11.1.1 In chapter 2 we set out our transport vision; together with a set of aims, objectives and outcomes that have driven the development of our strategies and programmes. In order to judge whether our Local Transport Plan is successful in achieving it's aims we have established a set of performance indicators and targets.

11.1.2 These are things which we will use to measure and report upon the success of our local transport work.

11.1.3 In this section we provide a overview of our full range of LTP indicators. We set out in detail our key outcome indicators for which we have set challenging targets; these indicators and targets will be used to judge and compare our overall performance. We also provide a brief explanation of the other local indicators we will use to monitor and plan our transport activities.

11.2 Overview of indicators

11.2.1 Our LTP indicators are set out below in Table 11.1 . This shows how they relate directly to our LTP objectives and outcomes. We have established at least one indicator to monitor our performance in relation to each outcome. We will use this information to clearly demonstrate our progress towards achieving each aspect of our transport vision.

11.2.2 We have established a hierarchy for our LTP indicators:

Key outcome indicators and intermediate outcome indicators

11.2.3 Where possible we have tried to identify outcome indicators, these are things which directly measure progress towards our LTP outcomes e.g. reductions in road casualties is a direct measure of improved road safety. (Outcome indicators are shown in bold in Table 11.1).

11.2.4 Where a direct measure of our key outcomes is not possible we have established indicators which represent proxies or milestones towards our outcomes e.g. bus user satisfaction provides a proxy measurement for good accessibility.

11.2.5 These key indicators tend to focus on the national shared priority outcomes for transport: accessibility, air quality, congestion and safety. We have identified a few other indicators which will measure progress to key local priorities e.g. environmental quality and climate change within this group of key indicators.

11.2.6 For each of our key indicators we have established challenging but realistic targets, these are set out in section 11.3.

Local outcome/ intermediate outcome indicators

11.2.7 These indicators support our key indicators. They provide an alternative or additional direct or proxy measure of our highest priority LTP outcomes, or a way of measuring progress against local priorities for which a key indicator has not been set.

11.2.8 We have not set targets for these indicators, but we will use them to monitor our performance, and report this in our annual progress reports. This will help us to further



investigate, explain and benchmark measured performance against our key outcome indicators and targets.

11.2.9 These local outcome indicators are further explained in section 11.4.

Output indicators

11.2.10 These indicators measure the delivery of schemes, policies or initiatives that we believe will contribute towards the achievement of outcome or intermediate outcome targets.

11.2.11 We have not generally set targets for these indicators. However, we will monitor our progress against these indicators, report on it in our annual progress reports, and use the information to better manage our ongoing transport activities.

11.2.12 These output indicators are further explained in section 11.4.

11.2.13 We have set a target for one output indicator, this is the 'proportion of schools with a school travel plan'. We have set a target for this indicator because a national target has been set for this work, and the high priority placed on child safety and school travel issues by local communities in Shropshire. Explanation of this target is provided in section 11.3.

Table 11.1 LTP performance management framework

LTP Objectives	Outcomes for Shropshire People	Key outcome ⁽¹⁾ / intermediate outcome indicators	Local outcome/ intermediate outcome indicators	Output indicators
Improving Accessibility				
<p>Improve accessibility in sustainable ways for disadvantaged communities to:</p> <ul style="list-style-type: none"> Jobs and training Healthcare and essential services Leisure and tourism 	<p>People, especially those most in need and those without access to a car, will be able to access a range of key services and opportunities more easily and quickly- enabling them to live their daily lives.</p>	<p>Access to Employment (LTP1a) (SEA)</p> <p>Access to market towns from rural areas (LTP1b) (SEA)</p> <p>Satisfaction with local bus services (BVP1104)</p>	<p>Access to hospitals</p> <p>Access to broad places /customer first points</p> <p>Access to further education</p> <p>Use of education transport services</p> <p>Access to sports facilities</p> <p>Access to countryside indicator</p>	<p>Portions of pedestrian crossings with facilities for disabled people</p> <p>Proportion of bus services using low floor vehicles</p> <p>Proportion of street lights that are defective</p> <p>Take up of Wheels to Work scheme</p>
Protecting and Enhancing the Environment				
<p>Improve air quality particularly in AQMA's</p>	<p>People will be able to breathe clean air, and there will be no areas in Shropshire where air quality does not meet minimum standards.</p>	<p>AQMA Air Quality- Levels of NOx emissions (LTP8a) (SEA)</p> <p>AQMA Air Quality - traffic levels (LTP8b)</p>		
<p>Improve local environmental quality and reduce the impact of traffic</p>	<p>More people will use public transport, helping to reduce traffic levels</p> <p>More people will use Park and Ride services to access town centres</p>	<p>Public transport patronage (BVP1102)</p> <p>Park and Ride patronage (S1)</p>	<p>Rail Patronage</p> <p>Community and voluntary transport patronage</p> <p>Satisfaction with public transport information</p> <p>Perceptions of improvement to public transport services</p>	<p>Number of quality bus routes</p> <p>Proportion of households receiving public transport information</p>

1 shown in bold



LTP Objectives	Outcomes for Shropshire People	Key outcome ⁽¹⁾ / intermediate outcome indicators	Local outcome/ intermediate outcome indicators	Output indicators
	People will enjoy a better quality environment		Condition of SSSI's (SEA) River quality (SEA) Perception of traffic noise as a problem (SEA) Landscape Character Impact (SEA) Tranquillity (SEA)	Number of town centre enhancement/ regeneration schemes (SEA) Use of recycled and secondary aggregate in road maintenance (SEA) Proportion of low light polluting street lights (SEA)
	People in many towns and villages will experience less negative impact from: traffic and heavy good vehicles using inappropriate routes; illegally parked vehicles and speeding traffic.		Use of minor roads by freight traffic (SEA) Traffic /HGV's levels in town centres (SEA)	Number of reduced speed limits in towns and villages Number of illegally parked vehicles served with an enforcement notice
Reduce greenhouse gas emissions from transport	The rate of traffic growth in the County as a whole will be reduced. Combined with greater use of more energy efficient vehicles and renewable fuels this will contribute to reduced greenhouse gas emissions	Area wide road traffic mileage (LTP2) (SEA)	Use of alternative (low carbon) fuels (SEA)	Number of organisations with a travel plan
Supporting a sustainable economy				
Reduce and prevent congestion	People will make fewer car journeys in main urban areas, preventing further traffic growth and congestion	Peak hour traffic in Shrewsbury town centre (LTP6)	People travelling to Shrewsbury town centre and modal split Perceptions of congestion Temporary road closures (BVPI 100)	Number of bus priority measures
Support rural regeneration	Bus passengers will enjoy more reliable services People and businesses will be able to access high quality market towns more easily, helping to support local economies	Bus punctuality (LTP5) Access to Employment (LTP1a) (SEA) Access to market towns from rural areas (LTP1b) (SEA)	Business support- number of businesses supported by improved accessibility of the workforce	Number and designation of parking spaces Number of town centre enhancement/ regeneration schemes

1 shown in bold

LTP Objectives	Outcomes for Shropshire	Key outcome ⁽¹⁾ / intermediate outcome indicators	Local outcome / intermediate outcome indicators	Output indicators
	People will be able to use roads maintained in structurally sound condition	Principal Road condition (BVP223) Non-Principal Classified Road condition (BVP224a) Unclassified Road condition (BVP224b)	Percentage of residents' satisfaction with road conditions in Shropshire	
Safety and Health				
Reduce road accident casualties	Fewer people will be killed or injured in road traffic accidents Fewer people in high risk groups will be involved in road traffic accidents	KSI accident casualties (BVP199(x)) (SEA) Child KSI accident casualties (BVP199(y)) Slight accident casualties (BVP199(z)) Motorcycle casualties (S2) Young driver casualties (S3)	Cyclist casualties Pedestrian casualties	Rectification of dangerous highway defects Skid resistance on principal roads Participation in cycle training Participation in motorcyclist training Participation in pedestrian training Participation in driver awareness training
Reduce fear of crime and accidents when travelling	People will feel safer when they and their families are moving about in their local area	Footway condition. (BVP1187)	Perception of road safety as a local problem (SEA) Perceptions of safety when outside	Number of controlled pedestrian crossings
Increase levels of active travel	Conditions for cycling and walking will be more attractive and more people will make more trips by foot and cycle. More children will walk or cycle to school, and less will travel alone by car.	Cycling Trips (LTP3) Mode share on journey to school (LTP4) (SEA)	Levels of walking into Shrewsbury	Number of quality walking routes Length of rural footways Length of cycle route
				Proportion of schools with school travel plans (S4) Number of schools benefiting from safer routes to school

1 shown in bold



11.3 Key targets

11.3.1 In this section we set out in detail the key indicators for which we have set LTP targets. Table 11.2 provides an overview of our key indicators and the targets set for 2010/11.

Table 11.2 Overview of key indicator targets

Objective	Indicator	Target (2010/11)
Accessibility	LTP1a. Access to Employment (LPSA 9i)	70% of people of working age, and 75% of people in receipt of job seekers allowance able to access a key employment destination within 45 minutes by a public transport service that operates at least hourly on six days per week
	LTP1b. Accessibility to market towns from rural areas. (LPSA 9ii)	69% of rural households, and 72% of rural households without access to a car able to access a town centre by public transport or demand responsive transport that is available on at least two days per week
	BVPI 104 Satisfaction with local bus services (all residents)	60% of all the public satisfied with local bus services
Environment	LTP8a Air Quality within Air Quality Management Areas (pollutant concentrations)	To reduce NO _x concentrations in all AQMAs to below 40 ug/m3
	LTP8b Air quality within Air Quality Management Areas (traffic levels)	i) Shrewsbury Town Centre – 30,610 vehicles (no increase in traffic levels) ii) Heathgates Island – 86,519 vehicles(maximum of 1.5% grow in traffic each year) iii) Bridgnorth Pound Street/ Whitburn Street - 39,523 with 4.0% HGV (no increase in overall traffic and a reduction in HGV levels)
	BVPI 102 Public transport patronage	6,798,000 passengers (5.3% growth in passenger journeys)
	S1 Park and Ride patronage	1,149,811 passengers (10% increase in passenger journeys)
	LTP2 Change in area-wide road traffic mileage	2,237 million vehicle kilometres. (maximum of a 1.5% increase in traffic levels each year)
	Economy	S3 Change in peak traffic flows in Shrewsbury indicator
	LTP5 Bus punctuality	95% of bus services to run no more than 1 minute early and no more than 5 minutes late (increase by 4.3% over 5 years)
	BVPI 223 Principal Road condition	New methodology, no target set
	BVPI224a Non-Principal Classified Road condition	New methodology, no target set

Objective	Indicator	Target (2010/11)
	BVPI224b Unclassified Road condition	18% of roads requiring structural maintenance (decrease from 27.5%)
Safety and Health	BVPI99(x) Total killed and seriously injured casualties	50% reduction (200 or less)
	BVPI99(y) Child killed and seriously injured casualties	60% reduction (16 or less)
	BVPI99(z) Total slight casualties	1060 or less (11.2% reduction)
	S4 Motorcycle casualties	120 or less (no increase)
	Young Driver Accidents	265 or less (27% reduction)
	BVPI 187Footway condition	17.0% of footways requiring structural maintenance (reduce from 23.1%)
	LTP 3 Cycling trips	Increase number of trips by 10% over LTP period
	LTP4 Mode share on journey to school	49.0% of primary pupils to walk or cycle (5% increase) 42.5% of secondary pupils to walk or cycle (5% increase) maximum of 13% of primary pupils to travel alone by car (2.6% decrease) maximum of 4.5% of secondary pupils to travel alone by car (3.6% decrease)
	S4 Proportion of schools with school travel plans	90% of all schools to have a school travel plan

11.3.2 In the sections below we establish for each indicator, or groups of indicators:

- The outcome for Shropshire people it measures
- Indicator definition and the methodology to be used for measuring the indicator
- The baseline position
- The 2010/11 target, and an annual milestone trajectory (shown in graph format)
- Evidence that this target is both ambitious and realistic, given the 'planning guideline' funding levels
- The key actions from local government and partners needed to achieve the target
- The principal risk to the achievement of the target
- How the principal risks will be managed

Establishing our target levels

11.3.3 In setting our target levels we have taken account of:

- Our planned investment and activities over the LTP period
- Our performance over recent years, in light of the investment made and actions taken
- The recent performance of other comparable authorities and their ambitions for the second local transport plan period (making use of benchmarking information made available through the Transport Planning Network)



Accessibility

11.3.4 We have identified three outcome/ intermediate outcome indicators and targets which will give a measure of our performance in improving accessibility.

Accessibility targets

11.3.5 It is mandatory to include a LTP accessibility target. We have chosen to set two accessibility targets. These have been chosen to measure performance against our highest accessibility priorities, as set out in our accessibility strategy:

- access to employment, reflecting the high priority we place on of helping all people in Shropshire into employment opportunities
- access to towns where a range of essential shopping and other services and opportunities are available;

11.3.6 The importance of this outcome for Shropshire is demonstrated by the fact that these indicators have been chosen for inclusion in Shropshire's Local Public Service Agreement.

Table 11.3 LTP1a Access to employment

LTP1a Access to Employment (LPSA 9i)	
Outcome	Improved access to work for local people - enabling people to live their daily lives
Definition	<p>Accessibility to work indicator: % of</p> <p>(a) people of working age (16-74), and</p> <p>(b) people in receipt of job seekers allowance</p> <p>who are able to access a key employment destination within 45 minutes by a public transport service that operates at least hourly on 6 days per week</p>
Methodology	<p>Measured using Accession software. Access by bus and rail services meeting criteria, maximum walk distance = 800m</p> <p>Employment destinations defined as Census output areas with 500+ jobs.</p>
Baseline (2005/06)	<p>(a) 68% (b) 73%</p> <p>(2004/5 data not available, however, it is unlikely to be significantly different to the 2005/06 baseline provided)</p>
Target (2010/11)	<p>(a) 70% (+2%) (b) 75% (+2%)</p> <p>(Note: Our LPSA 9 target is to bring this achievement of this LTP target forward to 2008/09)</p>

LTP1a Access to Employment (LPSA 9i)	
Ambition and realism	<p>This target is realistic as it has been set based on a detailed investigation, using Accession Software, of the improvements in accessibility that could be achieved by various public transport improvement options. The target is based on our costed proposals to upgrade key inter urban bus routes within Shropshire.</p> <p>However, the target is ambitious as achievement will be dependant upon introducing and sustaining planned improvements, as well as maintaining the current frequency of other bus services, including a number which currently operate on a commercial basis.</p> <p>Our performance will be reviewed annually to ensure that our target is still stretching. If we receive reward funding and achieve our LPSA9i stretch target for this indicator by 2008/09 we will review our LTP target for future years.</p>
Key actions - local government	<p>The key actions needed to achieve this target are set out in 4. These include:</p> <ul style="list-style-type: none"> • Increasing the frequency of key interurban bus services • Reviewing bus services to ensure routes and timings best meet the needs of employers and workers • Improving the quality and reliability of these and other bus services to ensure that patronage is increased. This will be necessary to sustain both the new services and other existing services <p>Improving information about public transport services, and using travel plans to improve detailed planning and promotion of services</p>
Key actions - local partners	<p>Public transport operators will be key partners. We will seek to work together to enhance commercial services and improve patronage through extension of our existing Bus Quality Partnership to cover further services. Improvements will focus on information, quality, frequency and ensuring services best meet accessibility needs.</p> <p>A number of other partners will also be involved through the Shropshire Accessibility Partnership, and it's Access to Employment sub group. These partners will feed into service reviews and improvements to help to ensure that public transport services are best meeting the accessibility needs of job seekers. They will also help disseminate information about and promote improved services.</p>
Principal risks	<p>Key risks to achievement of the target are:</p> <ol style="list-style-type: none"> 1. Other pressures on revenue budgets meaning that planned revenue investment is not sustained 2. Poor use of improved services resulting in poor value for money so improved services cannot be sustained 3. Existing commercial bus services being reduced or withdrawn
Risk Management	<ol style="list-style-type: none"> 1. Improving access to work and key services has been identified as key corporate priority. Maintaining this commitment will require early achievement of tangible benefits, as well as continued promotion of the contribution good accessibility makes to social welfare



LTP1a Access to Employment (LPSA 9i)	
	<p>and the economy. If revenue budgets are cut then further efficiencies would need to be found in order to sustain investment in our priorities.</p> <ol style="list-style-type: none"> The actions outlined above, including reviews of routes and times, improvements in quality, and information and promotion will be put in place to ensure that investment is used to best effect to improve services in ways which meet accessibility and customer needs. If patronage on new services is poor then detailed research will be undertaken to understand why, and problems raised addressed. We will seek through Bus Quality Partnerships to review and improve commercial services so that they better meet customer and accessibility needs. If commercial service fail we will need to access the cost and accessibility benefit of providing these services on a subsidised basis.

Table 11.4 LTP1b Access to market towns from rural areas

LTP1b Access to market towns from rural areas (LPSA 9ii)	
Outcome	Improved access to services for local people - enabling people to live their daily lives
Definition	<p>Accessibility to town centres indicator: % of</p> <p>(a) rural households, and</p> <p>(b) rural households without access to a car</p> <p>who are able to access a town centre by public transport or demand responsive transport services, that is available on at least 2 days per week</p>
Methodology	<p>Measured using Accession software. Access by bus, rail and demand responsive bus services meeting criteria.</p> <p>Town centres defined as those with over 1,500 population and offering a range of services (see Figure 4.23).</p>
Baseline (2005/06)	<p>(a) 57% (b) 64%</p> <p>(2004/5 data not available, however, it is unlikely to be significantly different to the 2005/06 baseline provided)</p>
Target (2010/11)	<p>(a) 69% (+12%) (b) 72% (+8%)</p> <p>(Note: Our LPSA 9 target is to bring this achievement of this LTP target forward to 2008/09)</p>
Ambition and realism	<p>This target is realistic as it has been set based on a detailed investigation, using Accession Software, of the improvements in accessibility that could be achieved by various public transport and demand responsive bus improvement options. The target is based on our costed proposals to enhance demand responsive bus services within Shropshire.</p>

LTP1b	Access to market towns from rural areas (LPSA 9ii)
	<p>However, the target is ambitious as achievement will depend upon introducing and sustaining planned improvements, as well as maintaining the current frequency of other bus services, including a number which currently operate on a commercial basis.</p> <p>Our performance will be reviewed annually to ensure that our target is still stretching. If we receive reward funding and achieve our LPSA9i stretch target for this indicator by 2008/09 we will review our LTP target for future years.</p>
Key actions - local government	<p>The key actions needed to achieve this target are set out in 4. These include:</p> <ul style="list-style-type: none"> • Increasing the coverage of demand responsive bus services to enhance accessibility and sustainability • Reviewing bus services to ensure routes and timings best meet customer needs • Improving the quality and reliability bus services • Improving information about public transport services • Improving the linkages between conventional and demand responsive public transport.
Key actions - local partners	<p>Public transport and community transport operators will key partners. We will seek to work together to enhance commercial services through extension of our existing Bus Quality Partnership to cover further services. We will continue to support community transport providers and establish service level agreements to ensure service quality is maintained.</p> <p>A number of other partners will also be involved through the Shropshire Accessibility Partnership. These partners will feed into service reviews and improvements to help to ensure that public transport services best meet local accessibility needs. They will also help to disseminate information about and promote improved services.</p>
Principal risks	<p>Key risks to achievement of the target are:</p> <ol style="list-style-type: none"> 1. Other pressures on revenue budgets meaning that planned revenue investment is not sustained 2. Poor use of improved services resulting in poor value for money so improved services cannot be sustained 3. Existing commercial bus services being reduced or withdrawn
Risk management	<p>Measures to manage each of the key risks identified will include:</p> <ol style="list-style-type: none"> 1. Improving access to services has been identified as key corporate priority. Maintaining this commitment will require early achievement of tangible benefits, as well as continued promotion of the contribution good accessibility makes to social welfare and the economy. If revenue budgets are cut then further efficiencies would need to be found in order to sustain investment in our priorities. 2. Careful planning involving extensive community involvement will underpin the design and delivery of our transport improvements, to ensure new services meet accessibility and customer needs. This will minimise the risk of services not being used. Improvements will also be introduced in a phased manner, area by area, so that lessons can be learnt



LTP1b Access to market towns from rural areas (LPSA 9ii)	
	<p>and applied to subsequent phases. If patronage on new services is poor then detailed research will be undertaken to understand why, and problems raised addressed.</p> <p>3. We will seek through Bus Quality Partnerships to review and improve commercial services so that they better meet customer and accessibility needs. If commercial services do fail we will need to assess the costs and accessibility benefit of providing these services on a subsidised basis.</p>

Satisfaction with local bus services

11.3.7 This indicator provides a measurement of people's perception of accessibility by bus.

Table 11.5 Satisfaction with local bus services

BVPI 104 Satisfaction with local bus services (all residents)	
Outcome	Improved access for local people - enabling people to live their daily lives
Definition	% of all the public satisfied with local bus services
Methodology	Triennial survey undertaken by SCC (audit commission methodology)
Baseline (2003/04)	52%
Target (2009/10)	60% in 2009/10 and 56% in 2006/7
Ambition and realism	<p>Through our commitment to provide a quality public transport service we have been able to increase satisfaction in recent years. Despite pressures on revenue budgets and increased expectations it is felt that our 'quality' approach means that it is realistic to improve satisfaction levels.</p> <p>Figure 3.7 showed the improvement made in Shropshire between 2000/01 and 2003/04 against this indicator; however levels of satisfaction are still slightly lower than the national average.</p>
Key actions - local government	<p>The key actions which will affect this indicator are set out in both (accessibility and environment strategies), and include:</p> <ul style="list-style-type: none"> • Improve the quality of bus services e.g. modern low floor buses, real time information, improved stops and shelters, enhanced reliability • Enhance the frequent of core inter-urban services • Introduce more demand responsive services in rural areas, enhancing accessibility, sustainability and efficiency • Improve public transport information
Key actions - local partners	The activities of our partners – public transport operators and community transport operators will be key in the achievement of these targets.

BVPI 104 Satisfaction with local bus services (all residents)	
	We will work with these partners to improve services and service quality through Bus Quality Partnerships for commercial routes and service level agreements for supported services.
Principal risks	<p>Key risks to achievement of the target are:</p> <ol style="list-style-type: none"> 1. Other pressures on revenue budgets meaning that planned revenue investment is not sustained 2. Reduced patronage on services resulting in poor value for money so subsidised services cannot be sustained 3. Existing commercial bus services being reduced or withdrawn 4. The majority of Shropshire residents (who do not regularly use public transport services) not being aware of tangible and real improvements made to public transport services in the County
Risk management	<ol style="list-style-type: none"> 1. Improving access to services has been identified as key corporate priority. Maintaining this commitment will require early achievement of tangible benefits, as well as continued promotion of the contribution good accessibility makes to social welfare and the economy. If revenue budgets are cut then further efficiencies would need to be found in order to sustain investment in our priorities. 2. Our strategies focus upon a range of measures aimed to improve the effectiveness and quality for public transport services in order to improve patronage. Careful planning involving extensive community involvement will underpin the design and delivery of our transport improvements, to ensure new services meet accessibility and customer needs. This will minimise the risk of services not being used. If patronage services falls then detailed research will be undertaken to understand why, and problems raised addressed. 3. We will seek through Bus Quality Partnerships to review and improve commercial services so that they better meet customer and accessibility needs. If commercial services do fail we will need to assess the costs and accessibility benefit of providing these services on a subsidised basis. 4. Improving our public transport information and publicity will be key part of our strategy, to raise awareness of improved services that are available. This will be undertaken through both conventional means and through our smarter choices programme, through travel plans and individualised marketing projects.



Environment

11.3.8 We have identified five key indicators and targets to measure progress against delivering our environmental objectives.

Air quality targets

11.3.9 It is mandatory to establish an air quality target for each air quality management area, except where emissions are related solely to trunk roads.

11.3.10 Shropshire currently has five discreet Air quality Management Areas declared. In two of these areas (A483 (T) near Oswestry and A49 (T) at Bayston Hill), the emissions are related solely to trunk roads. The Highways Agency has responsibility in these areas and we therefore have not set targets.

11.3.11 We have set targets for the three areas affected by emissions on county roads, Shrewsbury town centre, Shrewsbury Heathgates Island and Bridgnorth Pound Street/ Whitburn Street.

11.3.12 In line with DfT guidance we will monitor actual pollutant concentrations only for the baseline and target years (this is set out as indicator LTP8a). A proxy indicator of traffic levels will be used to provide intermediate outcome measurement for intervening years (LTP8b).

11.3.13 The ambition and realism, actions and risks for both parts of the target (8a and 8b) are the same.

Table 11.6 Air Quality in AQMA's (pollutant concentrations)

LTP8a Air Quality within Air Quality Management Areas (pollutant concentrations)	
Outcome	People will be able to breathe clean air, and there will be no areas in Shropshire where air quality does not meet minimum standards
Definition	Measured NO ₂ concentrations in AQMAs: <ul style="list-style-type: none"> i) Shrewsbury Town Centre ii) Heathgates Island iii) Bridgnorth Pound Street/ Whitburn Street
Methodology	NO ₂ diffusion tube monitoring results at relevant exposure locations. (Monitored in accordance with the technical guidance issued by Defra, (LAQM. TG(03) and LAQM.TG1(00))
Baseline (2004)	<ul style="list-style-type: none"> i) Shrewsbury Town Centre = up to 46 µg/m³ ii) Heathgates Island = up to 32 µg/m³ iii) Bridgnorth Pound Street/ Whitburn Street = up to 58 µg/m³ More details are provided in Table 5.8

LTP8a Air Quality within Air Quality Management Areas (pollutant concentrations)	
Target (2010)	Levels throughout all areas to be below 40ug
Ambition and realism	<p>We have established our target based on our ambition to ensure that NO₂ are within national and EU limits by 2010.</p> <p>Detailed modelling has been undertaken for the Air Quality Management areas in Shrewsbury, with various scenarios of traffic reduction and changes to bus fleets tested. (see section 5.4).</p> <p>Using the results of this analysis we are confident that we can achieve this target. However, a concerted effort will need to be made to ensure the air quality action plans are implemented and the traffic targets achieved.</p>
Key actions-local government	<p>SCC to work with Shrewsbury and Atcham District Council and Bridgnorth District and Town Councils to implement joint AQMA Action Plans, including:</p> <ul style="list-style-type: none"> • Further development of park and ride services • Investment in diesel-electric park and ride buses • Promotion of cleaner vehicles through travel awareness initiatives • Decriminalise parking enforcement addressing illegal parking causing congestion • Bus priority measures • Measures to encourage modal shift • Traffic management measures to improve traffic flow, including greater use of telematics
Key actions-local partners	Bus and taxi operators will be key partners in delivering AQMA Action Plans through the introduction of modern, lower emission vehicles.
Principal risks and risk management	<ul style="list-style-type: none"> • 1. The principal risk is that traffic and congestion levels will continue to rise in the Air Quality Management Areas. • 2. A further risk is that the predicted decreases in background NO₂ levels do not materialise as improvements in vehicle technology are outweighed by greater use of larger and less fuel efficient vehicles. • 3. A further significant risk is that during the LTP period further AQMA are identified and declared in other areas of the County.
Risk management	<ol style="list-style-type: none"> 1. Our LTP measures have been develop with the aim of encouraging modal shift, particularly for journeys into town centres. We will carefully monitor our progress. Demand management measures, including parking control and pricing, could be used to a greater extent than currently planned to influence traffic levels. 2. To a certain extent this issue will need to be dealt with through national fiscal and legislative measures. However, at a local level we will through our 'smarter choices' programme promote the use of more fuel efficient vehicles and cleaner fuels; including addressing these issues within local government fleets. If necessary the introduction of low emission zones could be considered. 3. Our LTP has a view to restraining traffic growth and and congestion levels across the whole county. We will work with all Shropshire borough and district councils to monitor and assess level of pollutants at other locations where concerns have been raised, and develop specific plans to address other air quality issues should they arise.



Table 11.7 Air Quality in AQMA (traffic levels)

LTP8b Air quality within Air Quality Management Areas (traffic levels)	
Outcome	People will be able to breathe clean air, and there will be no areas in Shropshire where air quality does not meet minimum standards
Definition	Traffic flows at key points in the AQMAs i) Shrewsbury Town Centre ii) Heathgates Island, Shrewsbury iii) Bridgnorth Pound Street/ Whitburn Street
Methodology	12 hour motorised vehicle flows on roads entering the AQMAs (average September weekday) in Shrewsbury. Annual Average daily Traffic on roads entering the AQMA in Bridgnorth. (see map for details of sites)
Baseline (2004/5)	i) Shrewsbury Town Centre – 30,610 vehicles 2004/05 ii) Heathgates Island, Shrewsbury – 79,126 vehicles 2004/05 iii) Bridgnorth Pound St / Salop St / Whitburn St (west) junction – 39,523 vehicles in 2004/05 with 4.7% HGVs
Target (2010/11)	i) Shrewsbury Town Centre – 30,610 vehicles (straight line trajectory from 2004/05) ii) Heathgates Island – 86,519 vehicles (1.5% growth per annum from 2004/05) iii) Bridgnorth Pound Street/ Whitburn Street - 39,523 with 4.0% HGV

Public transport patronage

11.3.14 We will set targets for the use of both conventional and park and ride bus services

11.3.15 Bus patronage levels are a mandatory indicator. The target set out below relates to the number of bus journeys based on the BVPI methodology. However, in light of our accessibility strategy, which is to further integrate demand responsive and community transport with conventional public transport services, we will also carefully monitor patronage on these types of services, and will report the outcomes of the two indicators alongside each other.

Table 11.8 Public transport patronage

BVPI 102 Public transport patronage	
Outcome	More people will use public transport
Definition	Thousands of bus passenger journeys (i.e. boardings) per year in the authority
Methodology	Operator returns to DfT for commercial services and SCC for subsidised services.
Baseline	6.457 million passengers in 2004/5
Target (2010/11)	6.798 million passengers (5.3% growth on baseline) [Milestones - 6.467M (2005/06), 6.564M (2006/07), 6.646M (2007/08), 6.713M (2008/09), 6.763M (2009/10)].
Realism and ambition	<p>The national trend in bus use (outside London) over recent years has been one of declining use. However in Shropshire we achieved a 3.0% overall growth in bus use over the last four years (see Figure 3.3). However, with continuing above inflation costs of providing bus services, and competition from the decreasing real costs of car ownership and use, continuing this trend will be challenging.</p> <p>We do expect a boost in passenger numbers with the introduction of free local bus travel for Senior Citizens in April 2006, and free nationwide travel in spring 2008. However, it is being seen that this new national initiative is likely to result in increases in fares on commercial services, which in turn is likely to result in reduced patronage by other age groups.</p> <p>Also, actual patronage in 2004/5 was significantly lower (4%) than 2003/04.</p> <p>Therefore we consider a target which represent 5.3% growth from the baseline to 2010/11as both realistic and challenging.</p>
Key actions - local government	<p>Key actions have been set out in (accessibility and environment) These include:</p> <ul style="list-style-type: none"> • Continued support for town and interurban bus routes • Enhance the frequent of core inter-urban services • Improvement and extension of park and ride services in the County • Improve the quality of bus services e.g. modern low floor buses, real time information, improved stops and shelters, enhanced reliability • Introduce more demand responsive services in rural areas, enhancing accessibility, sustainability and efficiency • Improve public transport information
Key actions - with local partners	Extension of bus quality partnership with commercial operators to enhance the quality, frequency and reliability of further commercial bus routes.
Principal risks	<p>Key risks to achievement of the target are:</p> <ol style="list-style-type: none"> 1. Other pressures on revenue budgets meaning that planned revenue investment is not sustained 2. Existing commercial bus services being reduced or withdrawn 3. Increased fares on commercial services



BVPI 102 Public transport patronage	
Risk management	<ol style="list-style-type: none"> 1. Improving access to services has been identified as key corporate priority. Maintaining this commitment will require early achievement of tangible benefits, as well as continued promotion of the contribution good accessibility makes to social welfare and the economy. If revenue budgets are cut then further efficiencies would need to be found in order to sustain investment in our priorities.. 2. We will seek through Bus Quality Partnerships to review and improve commercial services so that they better meet customer and accessibility needs. If commercial services do fail we will need to assess the costs and benefit of providing these services on a subsidised basis. 3. We will seek to achieve agreements on commercial fares through bus quality agreements.

Figure 11.1 Bus passenger journeys actual and trajectory

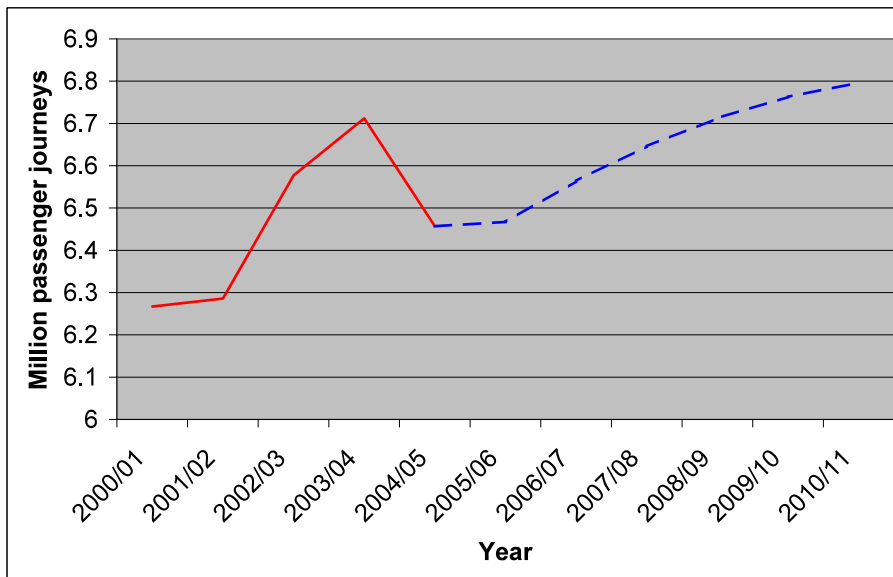
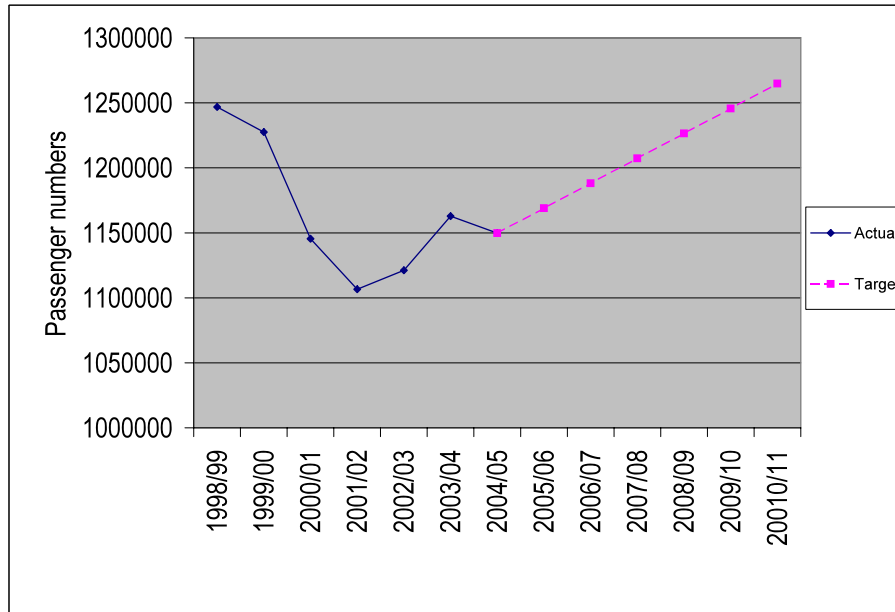


Table 11.9 Park and Ride patronage

S1 Park and Ride patronage	
Outcome	More people will use Park and Ride services to access town centres
Definition	Number of journeys made on Park and Ride services in Shropshire annually
Methodology	Monthly passenger number returns from the bus operators
Baseline (2004/05)	1,149,811
Target (2010/11)	10% increase by 2010/11 (straight line trajectory) [Milestones - 1,168,975 (2005/06), 1,188,138 (2006/07), 1,207,302(2007/08), 1,226,465(2008/09), 1,245,629 (2009/10)].
Realism	<p>This is a challenging target given the drop in patronage in recent years. However, we are working hard to reverse this trend through the LPSA process, and the results are starting to show</p> <p>Due to our planned improvements in Park and Ride vehicles and services in Shrewsbury, and the introduction of schemes in other towns; as well as plans to better manage car parking in Shrewsbury town centre, we believe the target represents a realistic challenge over the LTP2 period</p>
Key actions - local government	<p>The key actions will include:</p> <ul style="list-style-type: none"> Working on an integrated strategy for parking provisions with Shrewsbury and Atcham Borough Council to maximise use of Park and Ride for medium to long stay visits to the town centre. This will include the introduction of Decriminalised Parking Enforcement. Aggressive marketing of Park and Ride in partnership with public and private sector interests in the town centre Improving the quality and image of Park and Ride, including the introduction of diesel-electric buses.
Key actions - local partners	Local park and ride service operators to delivery quality services, to be assured through service level agreements
Principal risks	Maintaining and increasing the financial attractiveness of using Park and Ride compared to car parking in the town centres is a key to achieving growth in patronage.
Risk management	Managing this risk will require a considered and coordinated approach to Shrewsbury's and other towns overall parking strategies, with close co-operation between the County, borough/district and town councils.



Figure 11.2 Park and ride patronage: actual and target trajectory



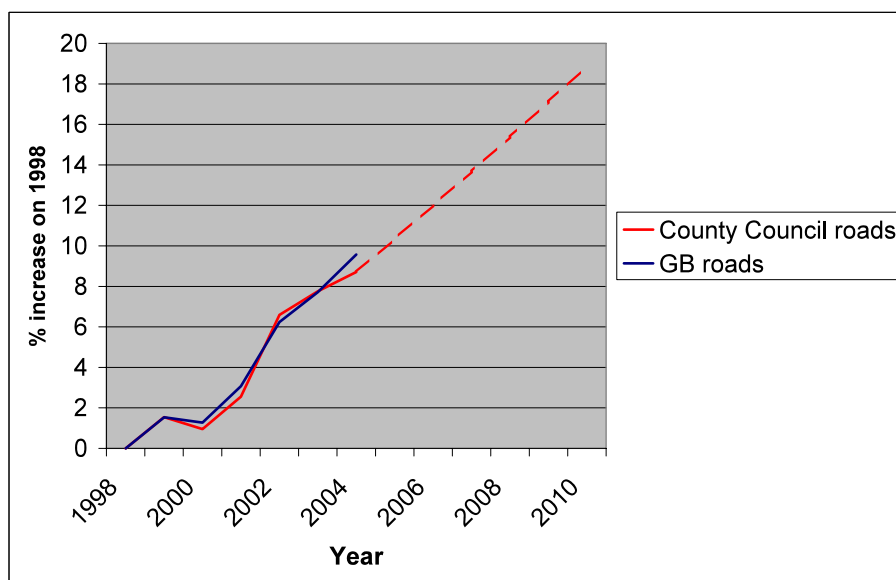
Traffic growth and greenhouse gas emissions

Table 11.10 Road traffic mileage indicator

LTP2 Change in area-wide road traffic mileage	
Outcome	The rate of traffic growth in the county as a whole will be reduced. This will contribute to reduced greenhouse gas emissions
Definition	Vehicle kilometres on County Council managed roads in Shropshire.
Methodology	Annual survey undertaken by DfT
Baseline (2004 calendar year)	2,046 million vehicle kilometres. (207.2 billion vehicle kilometres on all roads in Great Britain.)
Target (2010 calendar year)	2,237 million vehicle kilometres in 2010. (Representing a 1.5% increase year on year from 2004)
Realism and ambition	In recent years traffic growth on Shropshire County Council managed roads has tracked just below national growth. (Figure 11.3 shows traffic growth for Shropshire and Great Britain as a percentage increase on 1998 levels and the target trajectory for growth on Shropshire roads.) Given the rural nature of Shropshire and limited congestion it would have been reasonable to expect Shropshire growth to exceed the national average. Year on year growth from 1998 to 2004 in Shropshire averaged 1.5% and maintaining this level of growth to 2010 will be challenging. The importance we place on environmental quality means that we must try to keep growth rates as low as possible. This target will be reviewed in light of actual growth at the national level.
Key actions - local authority	The key actions for reducing the rate of traffic growth across Shropshire include:

LTP2 Change in area-wide road traffic mileage	
	<ul style="list-style-type: none"> Improved passenger transport provision, including improvements on main inter urban corridors Enhanced facilities for walking and cycling Smarter choices programme - including travel awareness and travel plan promotion. Further reductions in single child car journeys to school through the promotion of School Travel Plans and the introduction of Safer Routes to School schemes. The application of sustainable development principles by the local planning authorities with a particular focus on locating development in order to reduce the demand for travel.
Key actions - local partners	Increased availability of local and mobile services, and increased use of technology to reduce the need to travel.
Principal risks	<ol style="list-style-type: none"> Changes in the economy of Shropshire are likely to influence traffic growth rates Increases in levels of through traffic, outside of SCC control could influence the outcome
Risk Management	<ol style="list-style-type: none"> Increased emphasis on the use of technology, through our accessibility strategy and smarter choices work will help to break the link between economic growth and traffic growth Action on reducing traffic levels will be co-coordinated with neighbouring authorities and the Highways Agency

Figure 11.3 Traffic growth on all roads in Shropshire and Great Britain





Economy

11.3.16 We have identified seven outcome indicators to monitor progress against delivering our economic objectives.

Congestion in Shrewsbury

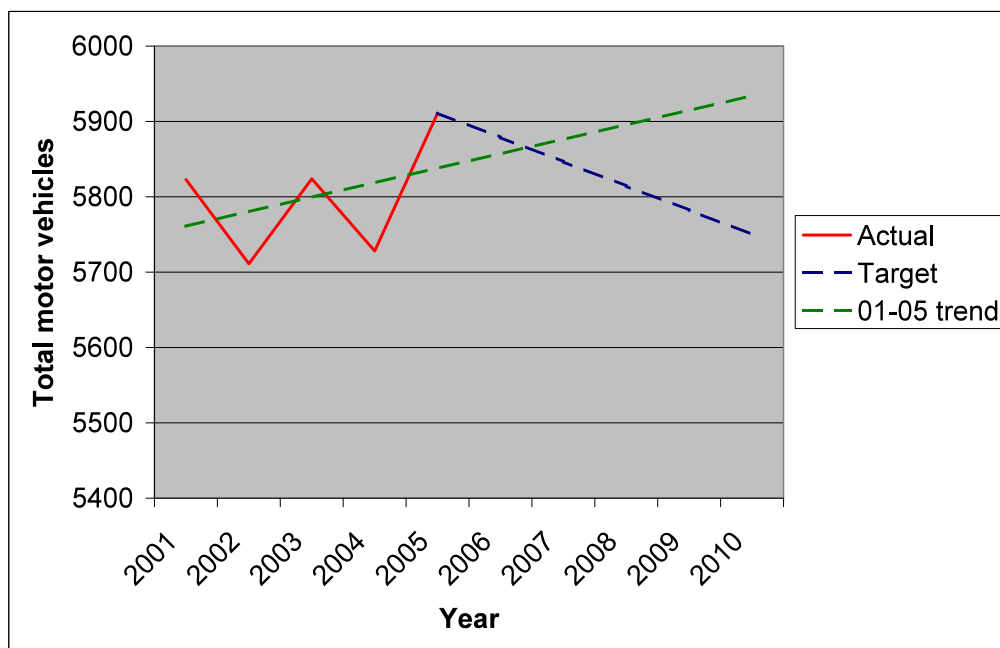
11.3.17 Although it is not mandatory for Shropshire, we have included a proxy indicator for measuring congestion in Shrewsbury. We have included this target due the importance of addressing congestion concerns in Shrewsbury town centre and the importance we have placed on this both in our LTP and through our Transport Innovation Fund Study.

Table 11.11 Change in peak traffic flows in Shrewsbury indicator

LTP6 Change in peak traffic flows in Shrewsbury indicator	
Outcome	People will make fewer car journeys in main urban areas, preventing further traffic growth and congestion
Definition	Change in number of motor vehicles crossing the river loop cordon in Shrewsbury town centre between 0800 and 0900 hours in an average September weekday.
Methodology	Annual manual classified counts undertaken by Shropshire County Council.
Baseline (2005 calendar year)	5,911 in 2005.
Target (2010 calendar year)	5,750 in 2010.
Realism and ambition	The 2010 target represents a modest 3% reduction on the 2005 level. However this does represent a down turn in the current trend which is shown in Figure 11.4 together with the target trajectory. We believe that this target is both realistic and ambitious given the funding available through the LTP. Clearly if we are in the position to implement a Transport Innovation Fund Package (with or without the Shrewsbury North West Relief Road) we will be in a position to consider a much more challenging target.
Key actions - local government	<p>The reductions in traffic levels in the peak hours will be achieved through a number of initiatives including:</p> <ul style="list-style-type: none"> • Promotion of sustainable travel to school through School Travel Plan and Safer Routes to Schools initiatives. • Increasing Park and Ride patronage through promotion and ensuring Park and Ride charges remain attractive relative to town car parking charges. (Shrewsbury and Atcham Borough Council are a key local government partner with their involvement in the Park & Ride service and their responsibility for car parking in the town.) • Continue to promote and improve the quality of regular bus services in the town. • Provide improvements to the pedestrian environment and improve facilities for pedestrians and cyclists.
Key actions - local partners	Businesses and individuals can play a significant role in reducing car trips in the peak hour through the adoption and implementation of Workplace Travel Plans.

LTP6 Change in peak traffic flows in Shrewsbury indicator	
Principal risks	National economic factors will play a significant role in the level of traffic growth over the next 5 years. The levels of traffic in the town centre can be influence by very localised planning decisions
Risk management	In addition to local action, national intervention is needed to achieve this target with particular focus on sustainable travel promotion and this can build on the recent increased profile given to global warming. The traffic levels are carefully monitored across the town centre and this will need to include an assessment of the impacts (both negative and positive) that land use decisions will have on peak hour traffic levels.

Figure 11.4 Shrewsbury am peak hour traffic flows crossing the river loop cordon



Bus punctuality

11.3.18 It is mandatory to set a target for improving bus punctuality across the authority area. Congestion is a key cause of poor bus punctuality. Improvement in bus punctuality will reflect our progress on tackling congestion, as well as achieving bus priority measures.



Table 11.12 Bus punctuality

LTP5 Bus punctuality	
Outcome	Bus passengers will enjoy more reliable services
Definition	% of bus services that arrive not more than 1 minute early and not more than 5 minutes late.
Methodology	Data from real time information system. Data for all services on 19 bus routes for one month (over 20,000 observations), combination of timing and non timing points
Baseline (2005/06)	90.7% of buses "on time"
Target (2010/11)	95% by 2010/11, straight line trajectory of 1% per year
Ambition and Realism	Bus punctuality in Shropshire is already fairly good in comparison with other areas of the Country. The majority cause of delay to bus services in traffic congestion in Shrewsbury. Our LTP aim is to restrain traffic levels to existing levels in Shrewsbury and to implement measures to address bus congestion. We therefore can expect to further increase bus punctuality in the county. However, there is always likely to be some unexpected causes of delay to buses, so a higher target that 95% is not considered realistic.
Key actions - local government	<p>We will be seeking to put in measures through our improve Bus Punctuality Improvement Partnership with Arriva. We will continually review our progress and identify the specific routes and locations where delay is occurring local government.</p> <p>Actions will include implementation of bus priority projects- including a review of signal controlled junctions, and improved enforcement of illegal parking and loading following implementation of DPE</p>
Key actions - local partners	<p>The action of local bus operators are key to the achievement of this target. Therefore we will establish an agreement with the main operator Arriva, to investigate and tackle causes of delay in partnership.</p> <p>Decriminalised parking enforcement will be in partnership with Shrewsbury and Atcham Borough Council.</p>
Principal risks	<ol style="list-style-type: none"> 1. Bus punctuality is affected most by overall traffic levels / congestion and illegal parking and loading activities. 2. Local conditions and concerns of traders and motorists may make the introduction of bus priority difficult
Risk management	<ol style="list-style-type: none"> 1. Measures are being put in place as part of the LTP to restrain traffic levels in the town centre of Shrewsbury and to reduce illegal parking and loading through decriminalised parking enforcement in partnership with Shrewsbury and Atcham Borough Council. 2. We will undertake consultation and public relations management to improve support for proposals from local people

Support rural regeneration

11.3.19 Progress against our accessibility targets (outlined above) will provide a good indication of the support that transport improvements are giving to the rural economy.

Asset Management

11.3.20 Progress against mandatory condition outcome indicators for highway maintenance will also demonstrate how successful we are at applying best value maintenance practices and how well maintained our highways are; something which also make an important contribution to achieving our safety and economy priorities.

Table 11.13 Principal road condition

BVPI 223 Principal road condition	
Outcome	People will be able to use roads maintained in a structurally sound condition
Target definition	% of principal roads requiring structural maintenance.
Methodology	Machine based surveys (SCANNER)
Baseline	40.7% in 2004/5
Target	40.7% in 2005/6.
Realism and ambition	This indicator is based on a new type of survey first undertaken in 2004/05. However, a new methodology for calculating the result from this survey has been introduced for 2005/06 so the results will not be comparable with 2004/05. Without a 2005/06 baseline measurement and/or any trend data for the new survey and methodology it is not practical to set a target for this indicator. (The target for 2005/06 was set, in line with DfT advice, at 40.7% - equal to the result for 2004/05.)
Key actions - local authority	A programme of structural maintenance of principal roads will be prioritised through condition survey results and the application of best value maintenance solutions
Key actions - local partners	Partnering agreements with our design consultant and contractor will improve the efficiency and effectiveness of our maintenance activities.
Principal risks	The new assessment method may fail to correctly identify where maintenance is needed and the level of intervention that is required. Construction cost may continue to rise at a higher rate than general inflation. Adverse weather conditions could accelerate condition deterioration.
Risk management	Through the asset management process SCC will be improving the standards of maintenance assessment and, building on the benefits of UKPMS. The application of our best value action plan will help to improve the efficiency of our maintenance programme and counteract cost increases. Regular inspection regimes will minimise the impact that accelerated condition deterioration will have on target delivery.



Table 11.14 Non-principal classified road condition

BVPI224a Non-principal classified road condition	
Outcome	People will be able to use roads maintained in a structurally sound condition
Target definition	% of roads requiring structural maintenance.
Methodology	Machine based surveys (SCANNER)
Baseline	A new survey was introduced in 2005/6 to replace that used for BVPI97a, the results are not available so no baseline data exists.
Target	Without a baseline measurement and/or any trend data from the new survey it is not practical to set a target for this indicator.
Realism and ambition	Will be determined once a target has been set.
Key actions - local authority	A programme of structural maintenance of non-principal classified roads will be prioritised through condition survey results and the application of best value maintenance solutions. In order to reflect their relative importance B roads will be monitored separately from C roads and work will be targeted to keep the B roads in the top quartile.
Key actions - local partners	Partnering agreements with our design consultant and contractor will improve the efficiency and effectiveness of our maintenance activities.
Principal risks	The new assessment method may fail to correctly identify where maintenance is needed and the level of intervention that is required. Construction cost may continue to rise at a higher rate than general inflation. Adverse weather conditions could accelerate condition deterioration.
Risk management	Through the asset management process SCC will be improving the standards of maintenance assessment and, building on the benefits of UKPMS. The application of our best value action plan will help to improve the efficiency of our maintenance programme and counteract cost increases. Regular inspection regimes will minimise the impact that accelerated condition deterioration will have on target delivery.

Table 11.15 Unclassified road condition

BVPI224b Unclassified road condition	
Outcome	People will be able to use roads maintained in a structurally sound condition
Target definition	% of roads requiring structural maintenance in 2005/6.
Methodology	UKPMS Course Visual Inspection.
Baseline	27.5% in 2004/05.
Target	25.0% in 2005/06, 22.0% in 2006/07, 20% in 2007/08, 18% in 2008/09 and straight line trajectory to 18.0% in 2010/11.
Realism and ambition	An increase in expenditure in recent years has enabled us to improve the condition of our unclassified roads however we believe that improving this indicator beyond 18.0% (from 2008/09 onwards) will not be possible given the current future budget projections.
Key actions - local authority	A programme of structural maintenance of unclassified roads will be prioritised through condition survey results and the application of best value maintenance solutions.
Key actions – local partners	Partnering agreements with our design consultant and contractor will improve the efficiency and effectiveness of our maintenance activities.
Principal risks	The new assessment method may fail to correctly identify where maintenance is needed and the level of intervention that is required. Construction cost may continue to rise at a higher rate than general inflation. Adverse weather conditions could accelerate condition deterioration.
Risk management	Through the asset management process SCC will be improving the standards of maintenance assessment and, building on the benefits of UKPMS. The application of our best value action plan will help to improve the efficiency of our maintenance programme and counteract cost increases. Regular inspection regimes will minimise the impact that accelerated condition deterioration will have on target delivery.



Safety and health

11.3.21 We have identified 8 key indicators which we will use to measure our performance in meeting our aim to create safer roads and healthier more secure communities.

Road accident casualties

11.3.22 Setting targets for all killed and seriously injured casualties, child casualties and slight casualties is mandatory. In addition Shropshire has chosen to set targets for two groups which our analysis identified as being at high risk of being involved in injury accidents; motorcyclists and young drivers.

Table 11.16 KSI accident casualties

BVPI 99(x) Total killed and seriously injured casualties (KSI)	
Outcome	Fewer people will be killed and injured in road traffic accidents
Target definition	Number of people killed or seriously injured per year on all roads in Shropshire.
Methodology	Road accident and casualty records provided by West Mercia Police on a monthly basis.
Baseline(1994-1998 average)	399 no.
Target (2010)	50% reduction (200 no.) [LTP milestones - 257 (2006), 242 (2007), 228 (2008), 214 (2009). LPSA milestones - 222 (2006), 217 (2007), 211 (2008), 206 (2009).]
Realism and ambition	This target represents a stretch of the national target (40% reduction). The results for 2003 to 2005 (average 215) demonstrate a significant reduction compared to the average of the previous 3 years (309). Consequently, maintaining these levels and achieving 200 by 2010 is challenging but realistic. Figure 11.5 shows a significant fluctuation in the results year on year and we do not feel it is realistic to stretch this target further at this stage. For LPSA 2 a more challenging target trajectory has been set which assumes a straight line from the 2005 actual to the 2010 target.
Key actions - local authority	Key actions are set out in our (safety and health strategy). These include: <ul style="list-style-type: none"> • Programme of Local Safety Schemes targeted at sites where accidents occur. • Road Safety education, training and publicity targeted at the most vulnerable groups. • Speed management through village speed limits programme.
Key actions – local partners	Speed enforcement and publicity by West Mercia Police and the Safety Camera Partnership
Principal risks	During the first LTP SCC and its partners have been achieving significant reductions in casualties through engineering, education and enforcement. However, it is not clear whether this rate of reduction can be maintained. It is likely that more resources will be needed to achieve similar levels of reduction as the overall total continues to decline.

BVPI 99(x) Total killed and seriously injured casualties (KSI)	
Risk management	A review of our road safety action plan will be undertaken during 2006/07 to improve our understanding of the most effective measures for casualty reduction. This exercise will cover existing LTP capital programmes of work and our revenue road safety education, training and publicity work. The review will also allow us to determine the most effective way of spending the new Road Safety Fund which will be allocated to local authorities from 2007/08.

Figure 11.5 Total killed and seriously injured on Shropshire roads and target

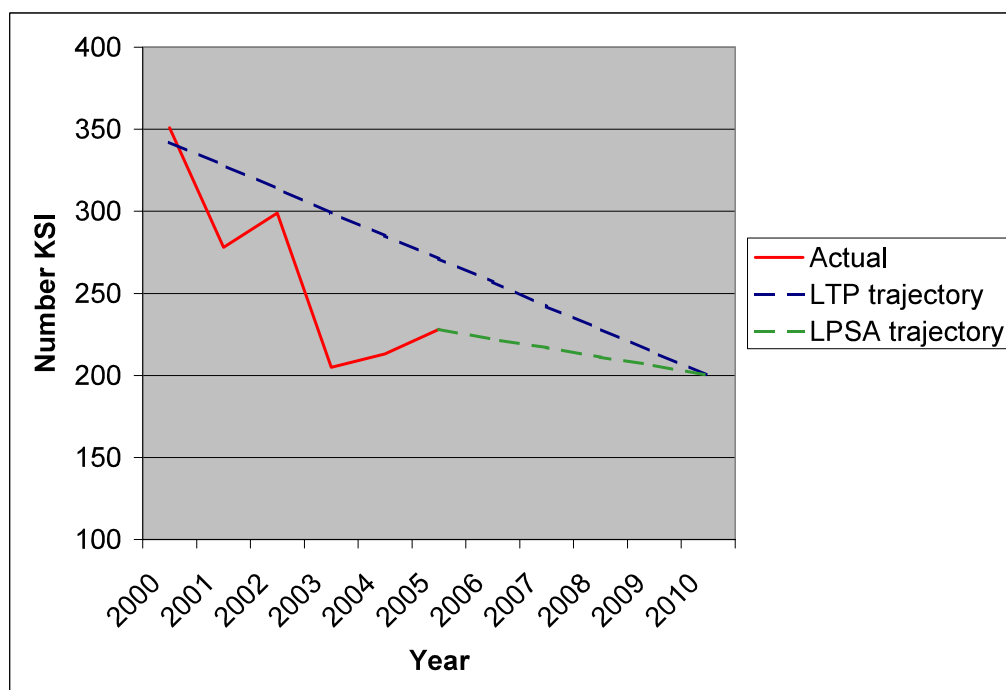


Table 11.17 Child KSI accident casualties

BVPI 99(y) Child killed and seriously injured casualties	
Outcome	The number of children injured in a road traffic accident will be reduced
Target definition	Number of children (0 to 15 yrs) killed or seriously injured per year on all roads in Shropshire.
Methodology	Road accident and casualty records provided by West Mercia Police on a monthly basis.
Baseline (1994-1998 average)	37 no.
Target (2010)	60% reduction by 2010 but to be measured as a 3 year average (2008 to 2010) of 16 no. casualties. (Equivalent to a 33% reduction on the 2001-2004 average.) [Milestones - 21 (2006), 20 (2007), 18 (2008), 16 (2009).]



BVPI 99(y) Child killed and seriously injured casualties	
Realism and ambition	This target stretches the national target (50%) and represents a significant challenge for Shropshire given that the interim target of 24 no. in 2004 was met but not exceeded, the actual numbers involved are very low and as can be seen in Figure 11.6 the results fluctuate significantly year on year.
Key actions - local authority	<p>Key actions are set out in our (safety and health strategy). These include:</p> <ul style="list-style-type: none"> • Road Safety education, training and publicity targeted at children from 0 to 15 years. Including: advice on car seats, seatbelt publicity, school starter packs, pedestrian and cyclist training, road safety curriculum resources and theatre in education. • School Travel Plan promotion and programme of Safer Routes to School schemes. • Interventions to be specifically targets in areas of the County where children are at increased of being injured in road traffic accidents
Key actions - local partners	<ul style="list-style-type: none"> • District level Community Safety Partnerships are supporting a number of road safety initiatives. For example the Bridgnorth Partnership are providing funding to support child cyclist training and road safety theatre in education. • Speed enforcement and publicity by West Mercia Police and the Safety Camera Partnership
Principal risks	The relatively low actual number of child KSI's in Shropshire is likely to be subject to significant fluctuation. For example a single crash involving a school bus could account for a large proportion of the overall total number of KSI's in a given year. Achieving an overall downward trend may not be reflected by the results in a given year. Using a 3 year average is therefore important. Shropshire's transport strategy encourages more cycling and walking, particularly on the journey to school. If these sustainable aspirations are achieved they need to be introduced with associated improvements in road safety to ensure that the higher number of children walking and cycling is not replicated by an equivalent higher number of casualties.
Risk management	A review of our road safety action plan will be undertaken during 2006/07 to improve our understanding of the most effective measures for casualty reduction. This exercise will cover existing LTP capital programmes of work and our revenue road safety education, training and publicity work. The review will also allow us to determine the most effective way of spending the new Road Safety Fund which will be allocated to local authorities from 2007/08.

Figure 11.6 Total under 16s killed or seriously injured on Shropshire roads

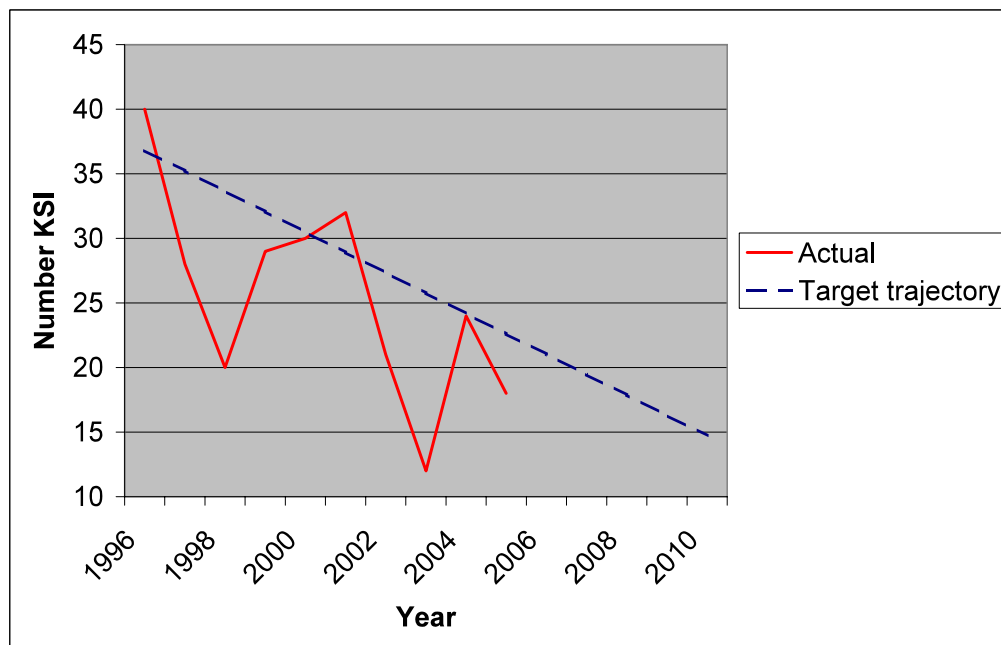


Table 11.18 Slight accident casualties

BVPI 99(z) Total slight casualties	
Outcome	Fewer people will be killed and injured in road traffic accidents
Target definition	Number of slight casualties per year on all roads in Shropshire.
Methodology	Road accident and casualty records provided by West Mercia Police on a monthly basis.
Baseline (1994 - 1998 average)	1194 no.
Target (2010)	1060 no. in 2010 (11.2% reduction). [Milestones - 1078 (2006), 1073 (2007), 1069 (2008), 1064 (2009).]
Realism and ambition	The national target allows increase in line with traffic growth. However we have set an ambitious target to reduce slight casualties despite recent traffic growth levels above the national average and significant reductions in killed and serious casualties. Figure 11.7 shows the linear trend line from 1994 to 2005 however results in recent years suggest that this target is achievable. A straight line trajectory is assumed although results are expected to fluctuate between 2005 and 2010.
Key actions - local authority	Programme of Local Safety Schemes targeted at sites where crashes occur. Road Safety education, training and publicity targeted at the most vulnerable groups. Speed management through village speed limits programme.
Key actions - local partners	Speed enforcement and publicity by West Mercia Police and the Safety Camera Partnership



BVPI 99(z) Total slight casualties	
Principal risks	Overall traffic levels are expected to continue to grow, albeit at a slower rate, during the second LTP period. Casualties are linked to the exposure to risk and more traffic is likely to result in more crashes. Actions need to impact on this potential growth in crashes in order to keep slight casualties at the same level over the Plan period. With a focus on reducing KSI's in Shropshire some actions may result in crashes becoming less severe rather than preventing them altogether. Reductions in KSI's might be replicated by some increase in slight casualties.
Risk management	A review of our road safety action plan will be undertaken during 2006/07 to improve our understanding of the most effective measures for casualty reduction. This exercise will cover existing LTP capital programmes of work and our revenue road safety education, training and publicity work. The review will also allow us to determine the most effective way of spending the new Road Safety Fund which will be allocated to local authorities from 2007/08.

Figure 11.7 Slight casualties on Shropshire roads

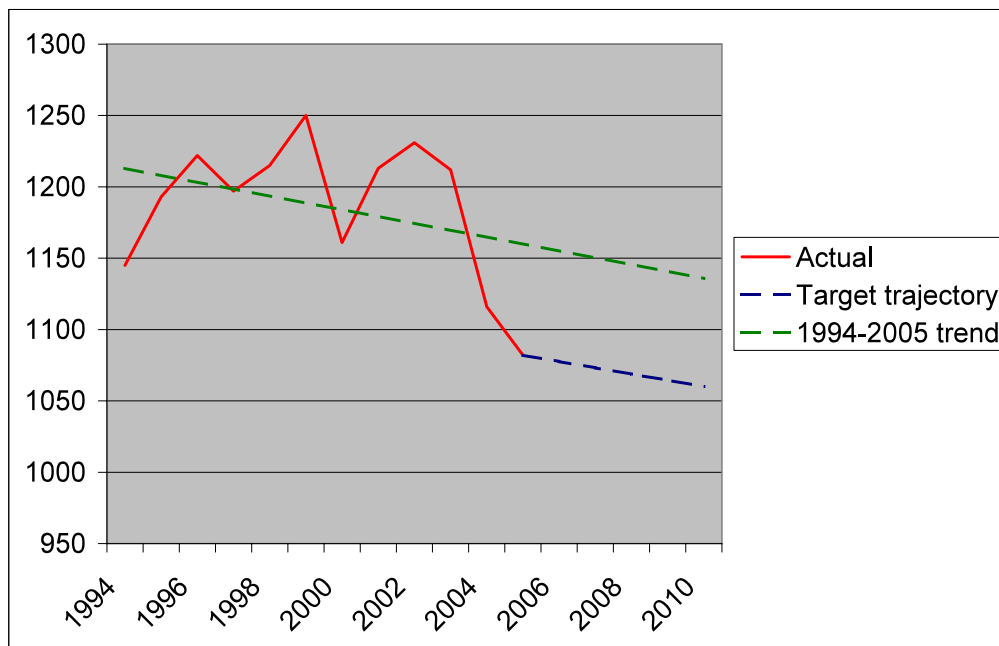


Table 11.19 Motorcycle casualties

S2 Motorcycle casualties.	
Outcome	The risk of accident for high risk groups of road users will be reduced
Target definition	Number of motorcycle casualties in Shropshire.
Methodology	Road accident and casualty records provided by West Mercia Police on a monthly basis.
Baseline (2001 to 2004 average)	120 no.
Target (2010)	120 no. or less (to be measured as a 3 year rolling average 2008 to 2010)
Realism and ambition	Since 1998 motorcycle casualties in Shropshire have remained fairly static while nationally they have increased by some 15%. During the same period motorcycle kilometres has increased by some 30% nationally and slightly higher than this in Shropshire. (Figure 11.8 shows these trends.) Maintaining casualties at the 2001 to 2004 average will be challenging, particularly given increasing usage and national trends. However, through carefully targeted engineering, enforcement and education we believe it is possible to achieve this target. A rolling average is proposed because of the relatively low number of motor cycle casualties.
Key actions – local authority	Targeted engineering solutions and information / warning signs at identified crash sites, promotion of advanced motor cycle training and safety awareness campaigns.
Key actions – local partners	Police – Enforcement of speed limits and promotion and delivery of advanced training / assessment
Principal risks	The recent increases in motor cycle usage could be further accelerated providing increased exposure to rise and potentially an increase in casualties.
Risk management	Motorcycle usage levels will be monitored alongside casualty levels and an increase in action by SCC and the Police may be needed in order to keep the number of casualties at or below the 2000 to 2004 average. The planned review of our Road Safety Action Plan in 2006 will improve the effectiveness of the resources targeted at keep motor cycle casualties low.



Figure 11.8 Motorcycle trends

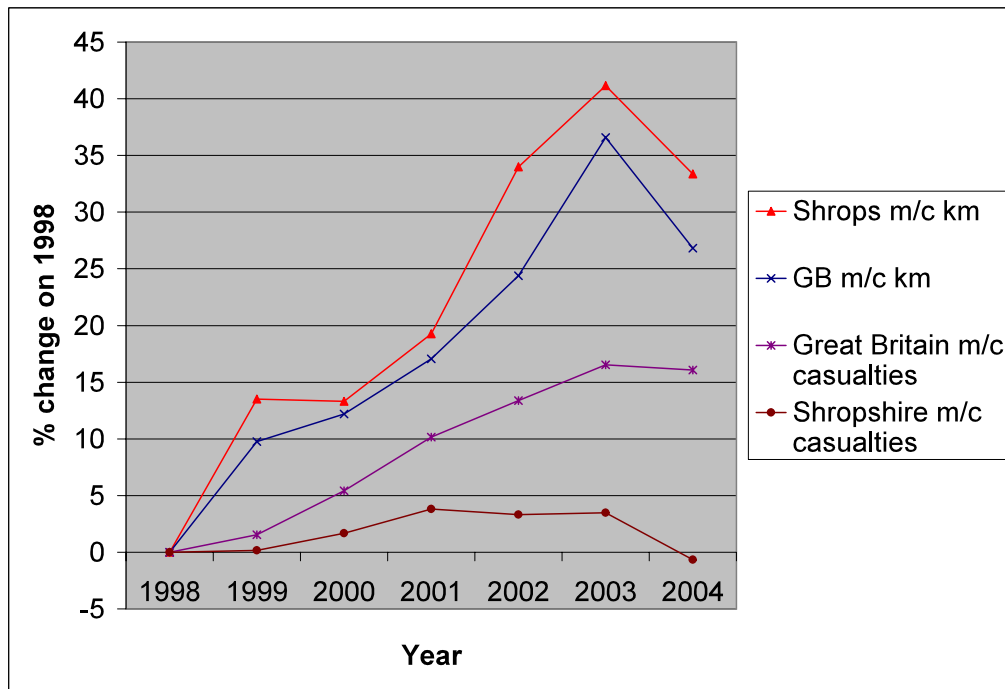


Figure 11.9 Motorcycle casualties

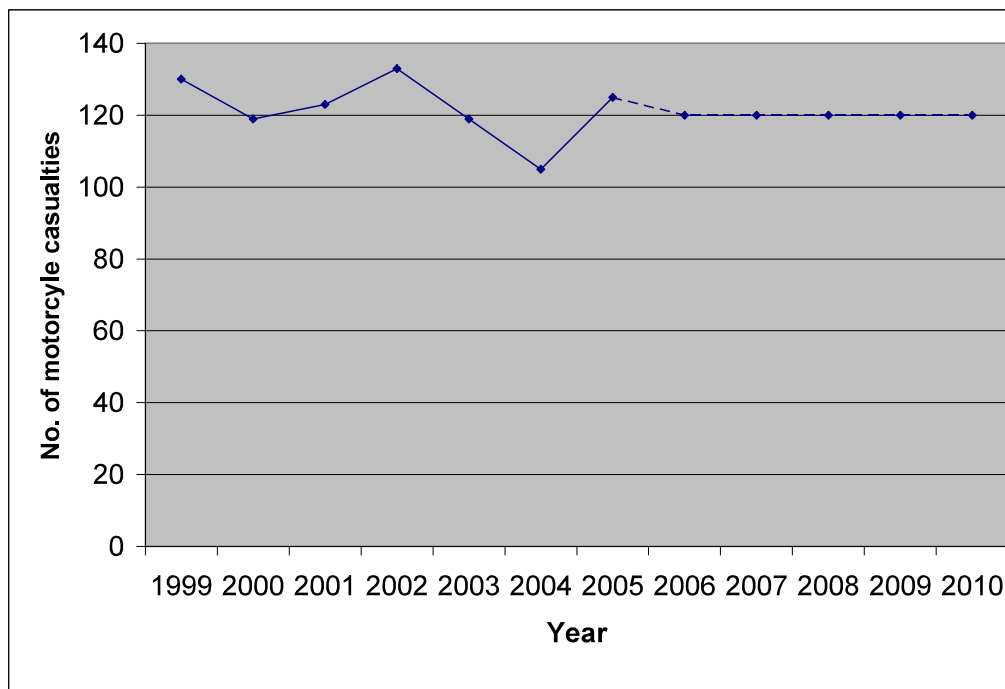
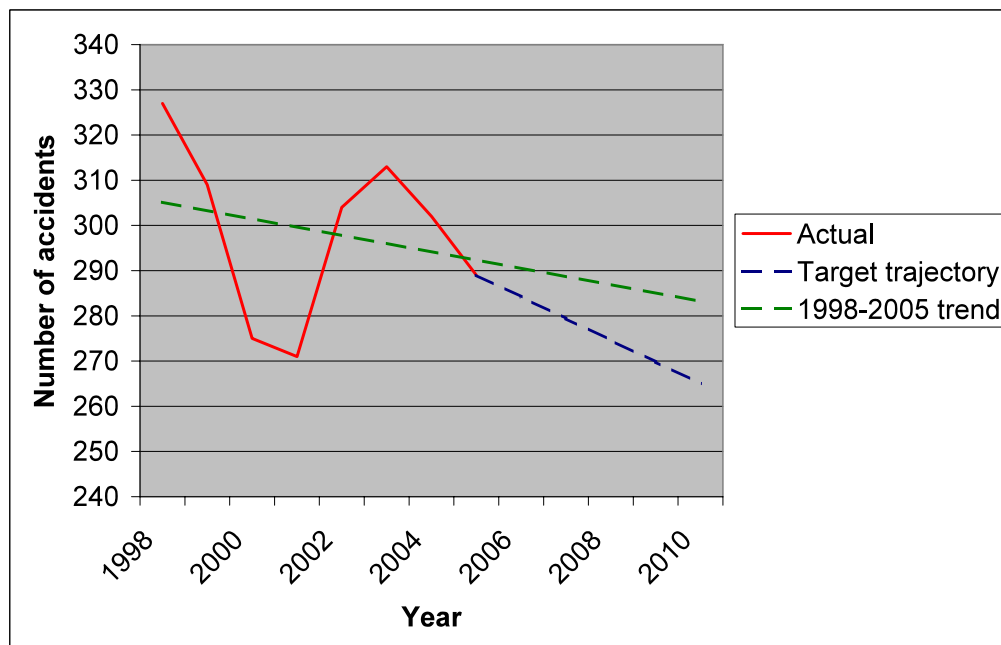


Table 11.20 Young driver accidents

S3 Young Driver Accidents	
Outcome	Fewer people in high risk groups will be killed or injured in road traffic accidents
Target definition	Number of road traffic accidents involving a driver aged 17 to 24.
Baseline (1994 to 1998 average)	362 no.
Target (2010)	265 no. in 2010 (27% reduction) [Milestones - 284 (2006), 279 (2007), 275 (2008), 270 (2009).]
Realism and ambition	<p>Nationally drivers under the age of 25 account for 25% of all driver casualties. (ref. Young and Novice Drivers' Education, Training and Licensing, ROSPA March 2002)</p> <p>An assessment of accidents in Shropshire has shown that drivers aged 17 to 24 are more than twice as likely to be involved in an accident than drivers aged 25 to 75. Young drivers have been the focus of a number of initiatives in recent years and this may account for the down turn in the last two years.</p> <p>Figure 11.10 shows actual number of accidents involving young drivers together with the linear trend line for the last 8 years. The target for 2010 will require a significant improvement in the recent trend but whilst this is very challenging we believe it is realistic.</p>
Key actions – local authority	Education, training and publicity initiatives recently developed by the County Council's Road Safety team will be the focus of action in this area. Initiatives include theatre in education, promotion of Pass Plus and target publicity / awareness campaigns. In addition the road safety team are working closely with school communities to maximise the opportunities to link pre-driver education with the curriculum.
Key actions – local partners	District safety partnerships, the police and other emergency services are working with the County Council to achieve the challenging LAA / LPSA casualty reduction targets. Young drivers is considered to be an important target area and one where significant progress can be made. For example Bridgnorth Safety Partnership are providing funding for road safety theatre in education work in schools.
Principal risks	The key to achieving this target is changing behaviour and attitude and progress will rely very heavily on education, training and publicity. It is not possible to target engineering or enforcement action to a particular age group to the same extent. Whilst the very best techniques will be used to 'get the message across' it is not possible to control the outcome as closely as with engineering and enforcement initiatives.
Risk management	A review of our road safety action plan will be undertaken during 2006/07 to improve our understanding of the most effective measures for casualty reduction. This exercise will include a review of road safety education, training and publicity work to ensure that best use is made of limited revenue funds and will also allow an assessment of the most effective use of the new Road Safety Fund which will be allocated to local authorities from 2007/08.



Figure 11.10 Young driver accidents



Footway condition

11.3.23 The condition of footways is one factor which influences people's perception of safety when walking, particularly older people who may fear trips and falls. This mandatory indicator will be used as a core indicator to assess our progress in addressing fear of crime and accidents.

Table 11.21 Footway condition

BVPI 187 Footway condition	
Outcome	People will feel safer when they and their families are moving about in their local area
Target definition	% of footways requiring structural maintenance
Methodology	UKPMS Detailed Visual Survey
Baseline	23.1% in 2004/5
Target	23.0% in 2005/06, 19.0% in 2006/07, 17.0% in 2007/08 and straight line trajectory to 17.0% in 2010/11.
Realism and ambition	Following a big percentage reduction in 2004/05, over the previous year, a target close to the baseline figure was set for 2005/06. The target of 19.0% for 2006/07 represents a realist level of further improvement. The target of 17.0% for 2007/08 and beyond represents a reasonable level of condition given projected budgets and priorities.
Key actions - local authority	A programme of structural maintenance of footways will be prioritised following inspection of footway condition.

BVPI 187 Footway condition	
Key actions - local partners	Partnering agreements with our design consultant and contractor will improve the efficiency and effectiveness of our maintenance activities.
Principal risks	Because of the impact of undergrowth in particular footways can deteriorate very quickly.
Risk management	Regular inspections will be undertaken in order to ensure timely intervention works are undertaken.

Cycling

11.3.24 The number of cycle trips will be used as one of our core indicators to assess our progress in increasing levels of active travel

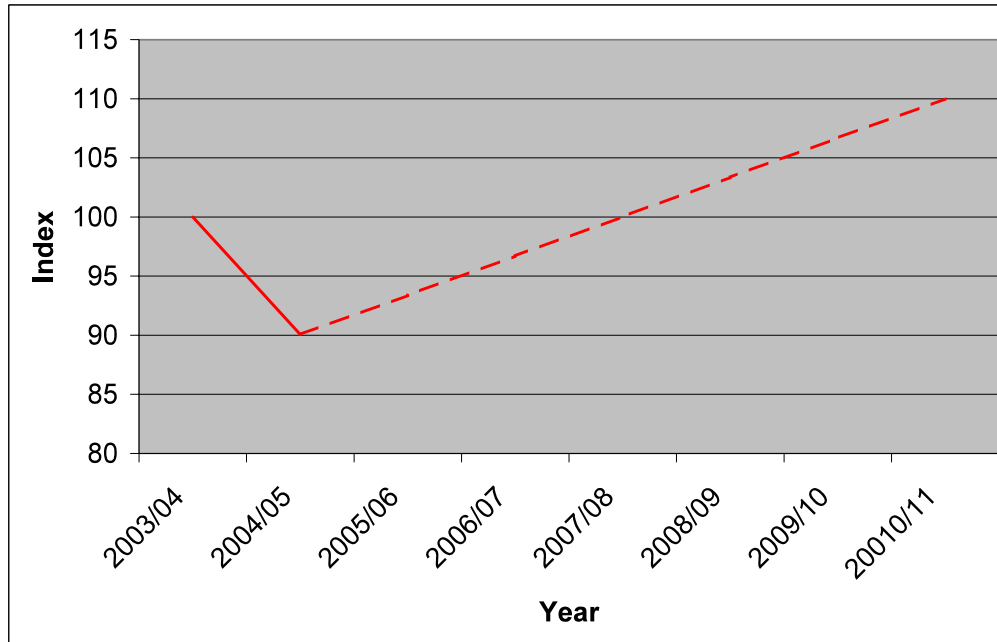
Table 11.22 Cycling trips

LTP3 Cycling trips	
Outcome	More people will make more trips by cycle
Target definition	Number of cyclists at count sites
Methodology	Manual counts (12 hour flow) one day a year in neutral months at 20 representative sites across Shropshire.
Baseline (2003/04)	3525 cycles (Index 100)
Target (2010/11)	Increase by 10% by 2010/11 (Index 110) [Index milestones - 93 (2005/06), 97 (2006/07), 100 (2007/08), 103 (2008/09), 107 (2009/2010).] See Figure 11.11.
Realism and ambition	In Shrewsbury we have achieved an increase of 7.5% from 2000/1 to 2004/5. (See Figure 11.11 .) This level of growth is higher than the national average. This indicator will include sites in other market towns where we are now starting to see the development of a basic cycle network. 10% growth across Shropshire is therefore a challenging but realistic target given recent performance in Shrewsbury.
Key actions - local government	Key actions are set out in detail in section (safety and health) , and include: <ul style="list-style-type: none"> • Implementation of capital programme introducing new on road and off road cycleways, crossing and route signing. • Cycle training and promotion of cycling through general cycling advice leaflets and route maps. • Smarter choices programme including travel plans and individualised marketing encouraging behavioural change.
Key actions - local partners	A number of local organisations and voluntary groups are involved in a range of activities to encourage and promote cycling. Activities range from organisation of 'bike week' promotional activities and research of routes for local cycle maps, to investigating and raising funds for development of new off road cycle tracks. <p>Local organisations have an important role in the promotion of cycling to work and school through their travel plan activities, including the provision of appropriate parking and changing facilities</p>



LTP3 Cycling trips	
	<p>We will work very closely with the PCT in the promotion of cycling and the associated health benefits</p> <p>Partnership working is facilitation and encouraged through the well attended quarterly Shropshire Cycle Forum</p>
Principal risks	<ol style="list-style-type: none"> 1. A key risk to evidencing the target increase in cycling is the current measurement methodology. This involves manual counts on single days. Cycle numbers are relatively low and subject to considerable variation due to factors such as weather conditions. There is a significant risk in obtaining a reliable measure for this indicator. 2. Cycle use may not increase due to increased ownership and reducing relative cost of use of private cars, and increasing concerns over safety and security.
Risk management	<ol style="list-style-type: none"> 1. We have recently installed 18 permanent cycle counters at locations across the County. We will have our first full year of data from these counters in 2006/07. We will use this data, combined with additional manual counts, to provide a much more statistically reliable, measurement of cycle use. We therefore propose to establish a new baseline for our cycle indicator in 2006/07. (Although we can also continue to report on the 2003/04 baseline using the methodology set out here) 2. Our cycle programme aims to increase safety and perceptions of safety of cycling, and aims to provide convenient routes which can often provide cyclists with a time advantage of using a car for shorter journeys. We will also focus considerable efforts on the promotion of cycling, including promotion of the health benefits. We will monitor the indicator carefully. If it appears that we are not on track to achieve our targets we will increase our efforts, particularly through our cost effective promotional and training work .

Figure 11.11 Cycle trips actual and trajectory



School travel

11.3.25 The measurement of modal split on the journey to school will not be mandatory until 2007/8 when a new national monitoring system will be put in place. However, since 2000 Shropshire has had a robust system of monitoring modal choice on the school journey. We have established a target based on our local indicator methodology. We intend to continue to monitor school travel in this way throughout the LTP period alongside the national method.

11.3.26 To support our modal split target we have also established a core target for the proportion of Shropshire schools with a school travel plan. A core target has been established to reflect the national target and the importance of this area of work in Shropshire.



Table 11.23 Mode share on journey to school

LTP4 Mode share on journey to school	
Outcome	More children will walk or cycle to school, and less will travel alone by car
Target definition	% of primary and secondary pupils walking and cycling to school % of primary school and secondary school pupils travelling alone to school by car
Methodology	Annual questionnaire survey sent to all schools in the autumn term.
Baseline	46.6% primary walking and cycling in 2005/06 40.5% secondary walking and cycling in 2005/06 17.6% primary travelling alone by car in 2005/06 7.0% secondary travelling alone by car in 2005/06
Target	49.0% primary walking and cycling in 2010/11(5% increase) 42.5% secondary walking and cycling in 2010/11(5% increase) 13% primary travelling alone by car in 2010/11 (2.6% decrease) 4.5% secondary travelling alone by car in 2010/11(3.6% decrease)
Realism and ambition	The baseline and trajectory information for Primary Schools is shown in Figure 11.12 and for Secondary Schools in Figure 11.13 Initial progress in this area of work has been encouraging but it is felt that these represent the easy gains and that further progress will be more difficult to achieve and this is reflected in the overall target and trajectories.
Key actions - local government	School Travel Plan co-ordinators continue to promote the benefits of STP's. Safer Routes to School programme of capital works targeted at schools with the largest potential for increasing the numbers of cyclist and pedestrian journeys to school.
Key actions- local partners	Local schools and school communities are key partners in the development and implementation of travel plans, and safer route to school initiatives. The police will also be involved in the development of local schemes
Principal risks	Factors such as parental choice, the centralisation of school services and the extension of the school day will make the achievement of these targets more difficult.
Risk Management	We will continue to develop a whole authority approach to service delivery and increasing standards across all schools will help to reduce these impacts

Figure 11.12 Mode of travel to primary school

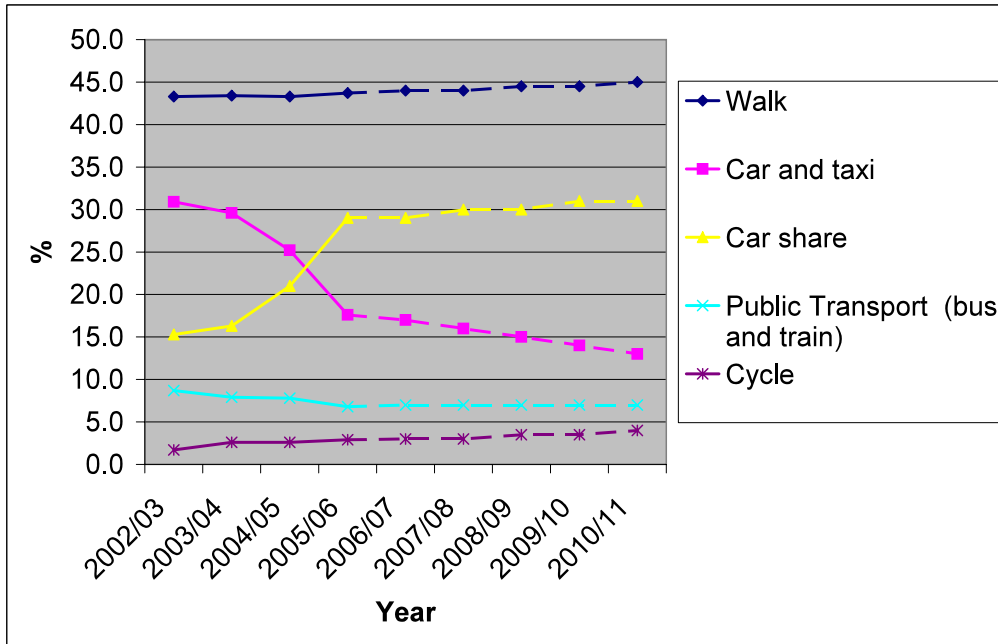


Figure 11.13 Mode of travel to secondary school

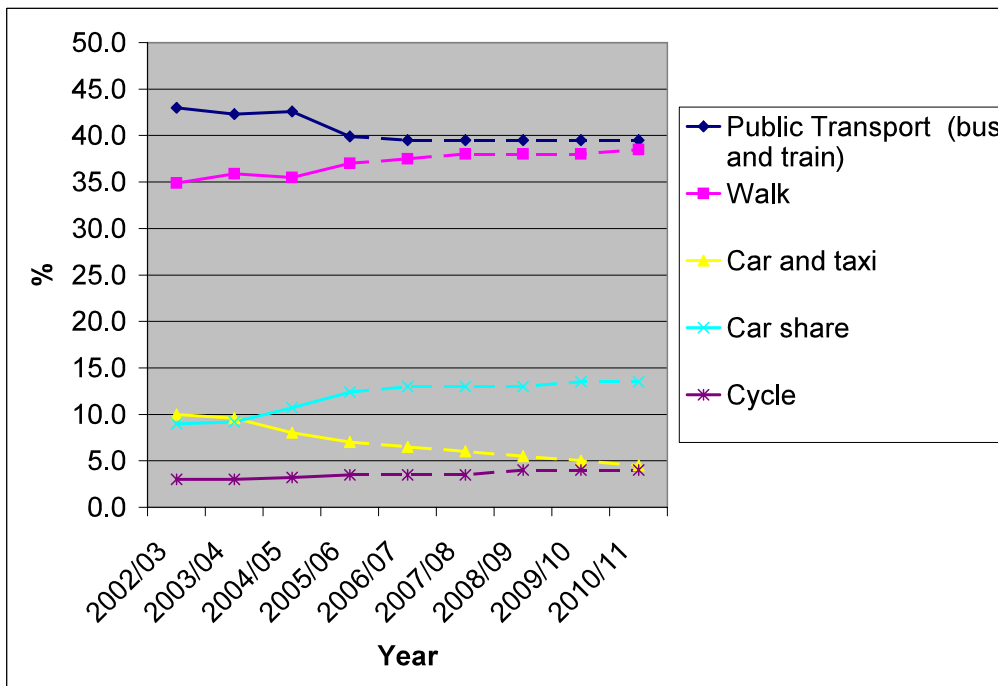
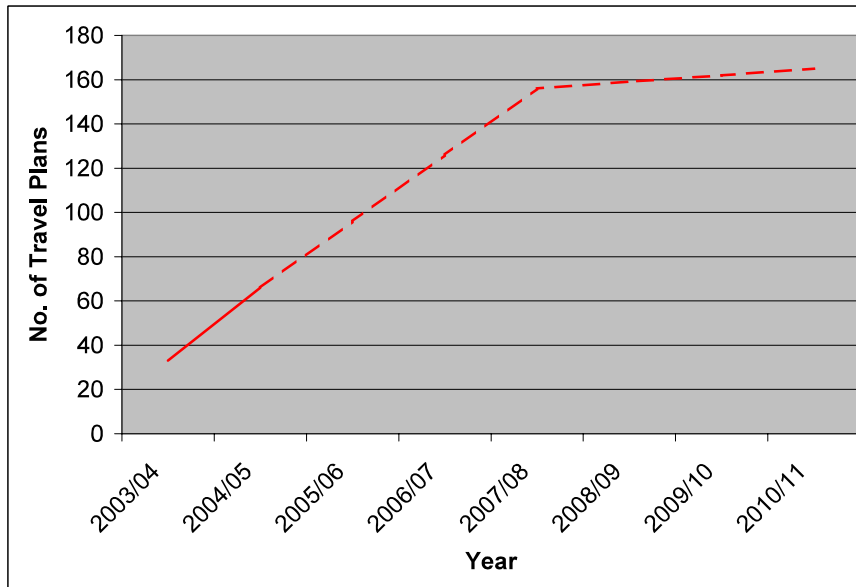




Table 11.24 Proportion of schools with school travel plans

S4 Proportion of schools with school travel plans	
Outcome	More children will walk or cycle to school, and less will travel alone by car
Target definition	% of all schools in Shropshire (including independent schools), out of a total of 184, with adopted travel plans
Baseline	18% (33 no.) in 2003/4
Methodology	Annual questionnaire survey sent to all schools in the autumn term.
Target	90% (165 no.) in 2010/11. Figure 11.14 shows the actual results and trajectory for this target. [Milestones - 96 (2005/06), 126 (2006/07), 156 (2007/08), 159 (2008/09), 162 (2009/2010).]
Realism and ambition	Initial adoption rates are expected to be maintained for the next 2 to 3 years. However, given the rural nature of the county and the high proportion of small schools it is likely to become increasingly difficult to get all of them signed up unless STP's are made mandatory (see graph below for the annual profile (trajectory) of adopted School Travel Plans). In addition we also have 17 (9%) independent schools in Shropshire over which the County Council has no control so we consider that 90% of all schools is a challenging but realistic target.
Key actions - local government	School Travel Plan co-ordinators continue to promote the benefits of STP's.
Key actions -local partners	Local schools and school communities are key partners in the development and implementation of travel plans.
Principal risks	Funding for School Travel Plan Coordinators is not continued from 1 April 2006. Capital Grants for schools adopting TP's are not continued from 1 April 2008.
Risk management	We have provisionally allocated resources through our local transport plan to fund co-ordination work should central funding not be continued.

Figure 11.14 Number of schools in Shropshire with travel plans



Management and review of LTP targets

11.3.27 We will monitor our core LTP indicators closely. We will aim to become aware of any problems with the achievement of our targets as early as possible, with internal reporting of progress on a quarterly basis where possible. We will use this information to review our progress.

11.3.28 If it appears that we are not on track to achieve our annual milestones, or overall targets, we will adjust our forward programmes to increase our efforts in the area where progress is not sufficient in order to get back on track towards our targets.

11.3.29 If our monitoring shows that we are over performing against our annual milestone targets, and look likely to exceed our 2010/11 targets then we will review our target and trajectory, to assess if a more challenging target can be set.

11.3.30 In reviewing our progress against our targets we will continue to have a view to overall national performance and to benchmark ourselves against relevant local authorities.



11.4 Local indicators

Local performance indicators

11.4.1 Table 11.1 set out our full performance management framework. As well as the key indicators for which we have set LTP targets, outlined in the previous section, we have also established a number of other performance indicators which we will monitor. These will help to provide more detail on our performance, and

keep us informed of our progress in delivering key schemes which we believe will influence the achievement of our key outcome targets.

11.4.2 Table 11.25 sets out full definitions of our local performance indicators, the data source, and where available the current baseline position and the desired direction of travel.

11.4.3 Where baseline data is currently reported here it will be reported in the 2006 annual progress report.

Table 11.25 Local performance indicators

Indicator	Definition	Data Source/ Methodology	Baseline	Direction
Accessibility				
Outcome/ intermediate outcome indicators				
Access to hospital	% of households which can access an out patient facility using low floor accessible public transport, or demand responsive services within 30 and 60 minutes	Accession	Measure from 2006	Increase
Access to broad places/customer first points	% of households able to access a customer first point or broad place within 20 minutes by public transport /demand responsive transport, or foot	Accession	Measure from 2006	Increase
Access to further education	% of households who can access a further education establishments within a) daytime b) evening for households without access to a car	Accession	Measure from 2006	Increase
Use of education transport services	% of pupils entitled to free education transport using services	SCC records	Measure from 2006	Monitor
Access to sports facilities	% of the population that resides within 20 minutes travel times (urban area walk, rural areas by car) of a range of 3 different sports facility types of facility type, one has achieved a quality assured standard	Sports partnership data Accession software	Measure from 2006	Increase
Access to countryside target	Tbc in ROWIP	tbc	tbc	Increase
Output indicators				
BVPI 165 Pedestrian crossings with facilities for disabled people	Proportion of pedestrian crossings with facilities for disabled people	SCC data	100% (2004/5)	Maintain
Number of bus services using low floor vehicles	Number of contract services with low floor accessible buses	SCC data	60 in 2004/05	Increase
Take up of wheels to work	No. of clients benefiting from wheels to work service	SCC data	Measure from 2006	Increase
Defective street lights	Proportion of street lights which are defective	SCC data	2% or less	Maintain

Indicator	Definition	Data Source/ Methodology	Baseline	Direction
Environment				
Outcome / intermediate outcome indicators				
Perceptions of public transport improvement	% of residents that think for their local area, over the past three years, that public transport has got better or stayed the same	Best value general survey	83% (2003/04)	At least maintain
Rail patronage	Number of passengers using rail stations in Shropshire	Rail industry data	Measure from 2006	Increase
Community and voluntary transport patronage	Number of passengers on different service types: <ul style="list-style-type: none"> • Demand responsive transport • Community/ dial a ride minibuses • Community /voluntary cars 	SCC and operator data	Measure from 2006	Increase
BVPI 103 Satisfaction with public transport Information	% of residents satisfied with the provision of public transport information	Triennial surveys undertaken by SCC for Audit Commission	49% (2003/04)	Increase (BVPI target 62% 2006/07)
Condition of SSS's	% area of land designated as a SSSI with the local authority area, which is found to be in a favourable condition	English Nature	27%	Increase
River Quality	River quality (chemical and biological) % of river stretches in top two bands (good and very good)	Environment Agency	76% in 2002	Increase
Perception of traffic noise as a problem	Percentage of respondents viewing road traffic noise as a problem	People Panel Survey	26%	Monitor
Landscape Character Assessment	Definition to be confirmed with CA	Tbc	Tbc	tbc
Tranquility	Definition to be confirmed with CA	Tbc	Tbc	tbc
Traffic/HGV levels in town centres	No of vehicles/ HGV's at monitoring points in or near towns centres in Shropshire	SCC data	Measure from 2006	No Increase
Use of minor roads by freight traffic	% of all freight traffic using minor roads	DfT data	Measure from 2006	No increase
Speed limits	Number of reduced speed limits in towns and villages	SCC data	Measure from 2006	Increase
Illegally parked vehicles	Number of illegally parked vehicles	DPE partnership data	Measure from 2006	Monitor
Use of alternative (low carbon) fuels	tbc	tbc	tbc	Increase
Output indicators				
Quality bus routes	Number of bus routes subject to significant quality improvements i.e. real time information, modern low floor buses, quality waiting facilities, improved frequency	SCC data	Measure from 2006	Increase
Receipt of public transport information	Proportion of households receiving relevant public transport information	SCC data	70% 2003/04	Increase



Indicator	Definition	Data Source/ Methodology	Baseline	Direction
Use of recycled and secondary aggregate in road maintenance (<i>SEA indicator</i>)	% of highway works by tonnage undertaken with recycled and secondary material	SCC data	Measure from 2006	Increase
Proportion of low light polluting street lights	% of all street lights which are of a modern type which significantly limits light pollution	SCC data	tbc	Increase
Speed limits	Number of reduced speed limits in towns and villages	SCC Data	Measure from 2006	Increase
Parking enforcement	Number of illegally parked vehicles service with an enforcement notice	DPE partnership data	From implementation of DPE	
Number of organisations with travel plan	Number of employment site in Shropshire with an adopted Travel Plan	SCC data	21 in 2004/05	Increase
Economy				
Outcome/ intermediate outcome indicators				
Travel to Shrewsbury town centre	Total number of people travelling into Shrewsbury town centre and modal split	SCC data – annual manual classified cordon count	61,740 in 2004/05	Maintain or increase overall number
Perceptions of congestion	% of residents who think that for their local area, over the past three years, that the level of traffic congestion has got better or stayed the same	Best Value User Satisfaction Survey	43% in 2003/04	Maintain
Temporary road closures	Total number of days temporary traffic controls (manual or traffic signals) were in place on traffic sensitive roads or the road was closed, due to local authority road works per km of traffic sensitive road. (Excludes traffic controls at road works that were complete in less than one day). Traffic sensitive roads include all primary routes, urban main distributors and selected town centre streets.	Best value SCC data	3.5% in 2004/05	3.0% in subsequent years
Business support	Number of businesses supported through improved accessibility of the workforce	SCC data	Measure from 2006	Increase
Satisfaction with roads	% of residents satisfied with road conditions in Shropshire. (LAA 20)	Best Value User Satisfaction Survey	58% in 2004/05	61% in 2006/07
Output indicators				
Bus priority measures	Number of new bus priority measures implemented	SCC data	Measure from 2006	Monitor
Parking spaces	Number and designation of parking spaces in Shropshire towns	SCC / district / town council dat	Measure from 2006	Monitor
Number of town centre enhancement/ regeneration schemes	Number of major town centre enhancement/ regeneration schemes completed	SCC data	7 schemes 2000 to 2005	Maintain levels of investment
Safety and health				
Outcome / intermediate outcome indicators				

Indicator	Definition	Data Source/ Methodology	Baseline	Direction
Pedal Cyclist Casualties	No. of pedal cyclist injured on Shropshire roads	Police accident data	65 in 2005	Downward trend
Pedestrian Casualties	No. of pedestrians injured on Shropshire roads	Police accident data	123 in 2005	Downward trend
Perception of road safety as a local problem	Percentage of people in Shropshire who think that Road Safety is a fairly or very serious problem in their local neighbourhood	Shropshire Safety partnership Data	28% in 2004	Reduce
Perception of safety when outside	% of residents surveyed who say they feel safe or very safe outside : a) during the day b) after dark	West Mercia Police Authority	a) 98% (2004/05) b) 77% (2004/05)	Increase
Levels of walking in Shrewsbury	No. of pedestrians entering Shrewsbury town centre	SCC data	10,875 in 2004/05	Maintain or increase
Output indicators				
Rectification of dangerous highway defects	Percentage of dangerous defects rectified within 48 hours	SCC data	100% in 2004/05	Maintain
Skid resistance of principal roads	Percentage of main roads with a mean summer SCRIM coefficient at or below investigation levels	SCC UKPM system annual	11% 2004/05	Reduce
Participation of road safety training	Number of people undergoing the following training courses: <ul style="list-style-type: none">● Child cyclist● Motorcyclists● Pedestrian● Driver awareness	SCC records	Measure from 2006	Increase levels of training
Availability of controlled pedestrian crossings	Number of controlled pedestrian crossings (i.e. pelican, puffin, zebra) in the county	SCC records	Measure from 2006	Increase
Number of quality walking routes	Number of new quality walking routes schemes implemented i.e. including road safety, personal security, mobility and environment improvements	SCC records	Measure from 2006	Increase
Length of rural footway	Length of rural footway	SCC records	Measure from 2006	Increase
Length of cycle routes	Length of cycle routes of different types	SCC records	Measure from 2006	Increase
School with safer routes	Number of schools benefiting from safer routes to school schemes	SCC records	Measure from 2006	Increase