

3 Strategic analysis

3.1 Introduction

3.1.1 In developing our transport strategy, we have examined the transport problems we currently face, and identified the main issues and challenges our transport system will have to cope with in the future. We have done this by analysing available data and by listening to Shropshire residents and stakeholders.

3.1.2 We have analysed:

- the key concerns and aspirations of local people and stakeholders;
- current transport provision and concerns of users and non-users;
- current travel patterns and traffic trends
- accessibility concerns
- demographic changes and development pressures

3.1.3 In each case we have identified the key challenges which our transport strategy must seek to address.

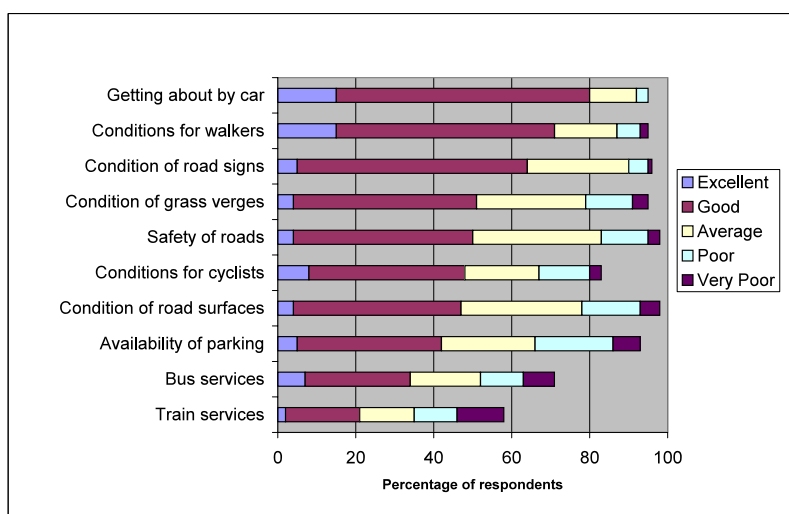
3.2 Key concerns and aspirations of local people and stakeholders

3.2.1 As set out in section 2.7 an extensive consultation process was undertaken to inform the development of the local transport plan. A brief summary of some of the key concerns and aspirations of Shropshire people is provided here. Further results from our consultation have been included throughout this document, including specific views in relation to individual transport modes in section 3.3 . Full details are provided in a separate LTP Consultation Report

Shropshire peoples panel

3.2.2 The Shropshire People's Panel Survey SCC, August 2004 asked respondents how they rated existing transport infrastructure. The results, which are illustrated in Figure 3.1, highlight the main areas of concern to local residents.

Figure 3.1 People's perceptions of transport infrastructure

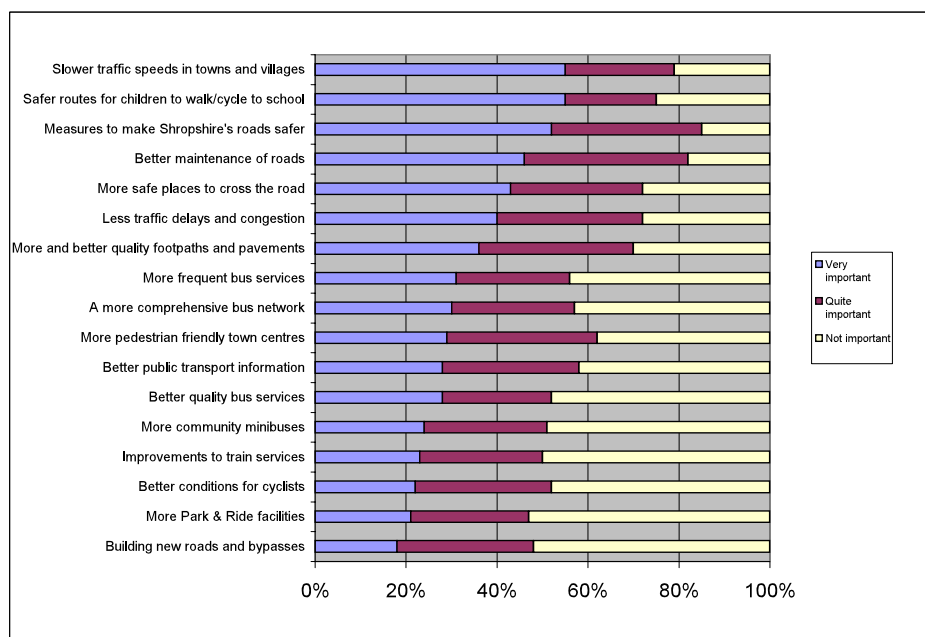




3.2.3 The majority of respondents considered that current conditions for getting about by car (80%) and conditions for walkers (70%) were excellent or good. However only around half of respondents considered that the current safety of roads, condition of roads and conditions for

cyclists were excellent or good. Just over 40% of respondents considered that availability of parking was excellent or good. Public transport is rated most poorly, with a rating of excellent or good from only 35% of respondents for bus services and only 20% for train services.

Figure 3.2 People's opinion of required transport improvements



3.2.4 We also asked people which transport improvements were most important to themselves and their families. The majority of respondents viewed measures to improve safety as the highest priorities, followed by better road maintenance, reduced traffic delays and better provision for pedestrians. The results are shown in Figure 3.2. Measures to improve public transport and cycling were considered to be important by fewer people, presumably because these modes are used by a smaller sector of the population. Building new roads and bypasses obtained least support.

3.2.5 Other aspects of our consultation programme repeatedly highlighted the strong public concerns about danger from traffic, particularly due to high vehicle speeds. However, in other parts of our consultation programme when bus users were questioned aspirations for better public transport services, particularly in rural areas, also came over very strongly.

Let's Talk Shropshire

3.2.6 At the "Lets Talk" public meetings held at 17 locations around the County transport issues featured prominently in many of the discussions. Key transport concerns raised at practically all meetings (in order of frequency) related to:

- **Traffic Speeds** - The problems of fast traffic was the most frequently mentioned issue in villages, around schools, in town centres and residential areas. Specific requests were for lower speed limits and better enforcement of existing limits.
- **HGV's** -The problem of heavy goods vehicles passing through villages and delivery vehicles in town centres was a key concern
- **Parking Management** - Another key concern related to parking, primarily the lack of enforcement of on-street parking, with frequent mention of illegally parked vehicles blocking roads and footways. Calls were made for better parking management plans in some towns and in some areas requests for additional off street parking were made.
- **Bus services** - There were strong calls for better bus services; not usually for participants own use, but for the use of local elderly people or young people to help them get about and prevent social exclusion. Numerous comments were also made about providing smaller buses in rural areas. Comments were also made about the reliability of services.

3.2.7 Other significant issues raised slightly less frequently (still in order of importance) were:

- Reducing traffic in towns, bypasses of various settlements and town centre relief roads
- Pedestrian footway and crossing improvements
- Footway maintenance issues
- Specific improvements for disabled people
- Specific cycle facilities
- Better public transport integration
- Security issues
- Road maintenance issues

LTP questionnaires

3.2.8 A local transport plan summary document were circulated via public buildings, local organisations, parish councils and schools. This included a pre-paid feedback questionnaire on LTP performance and future priorities. Key issues raised in responses included:

3.2.9 **Satisfaction with performance.** Respondents were asked to rate their satisfaction with transport and travel provision, and performance in each area of the 2000 LTP.

- 37% of respondents were very or quite satisfied with overall provision
- The area in which people believed the greatest progress had been made was in road safety.
- Around half the respondents believed that the management of traffic was either quite good or very good.
- The areas respondents viewed the poorest performance was in highway development and maintenance, and widening of travel choices.

3.2.10 **Key priorities for further improvement.** Respondents were asked what they considered to be the priorities for further transport improvements. A wide range of issues were raised. The responses were categorised against the emerging LTP objectives.⁽¹⁾

1. **Accessibility** was seen to be of the highest priority to respondents, with 51% of respondents referring to accessibility issues, the vast majority concerned with the availability of rural bus services.
2. **Safety and Health** issues came second with 38% of respondents making reference to such issues as road safety education, rural speed limits, home zones and off-road cycle routes.

1 % do not round to 100% as some respondents raised several issues in their answers



3. **Environmental** issues were raised by around a third of the respondents and on the whole these related to measures aimed at promoting sustainable transport, reducing reliance and impacts of the private car, and increasing provision of the County's cycle network.
4. **Economic** issues were mentioned least often (around 12%). The main issues relating to the economy revolved around improving infrastructure in towns e.g. highway improvements and measures which would benefit tourism, as well as improved rail services, including links to London.

Young people

3.2.11 A specific consultation exercise was undertaken with around 200 young people attending three schools in Shropshire, one in Shrewsbury and two rural schools in Much Wenlock and Pontesbury. Key findings were:

- Transport options did constrain some aspirations for some young people's participation in certain leisure activities. Those living in isolated rural areas had the greatest transport difficulties.
- Cycling is popular with most young people and many would like to cycle more often. Although most young people who cycle do not consider it to be unsafe, more cycle routes would be appreciated, particularly in rural areas. Enhancing the image of cycles and cycling would also help make cycling more enjoyable.
- Whilst walking is an important mode for young people, in some cases young people would rather cycle or get a lift than walk as it is seen to be easier.
- Young people have mixed perceptions of public transport, with some viewing it as fun and providing a good service whilst other have a rather negative view. The slowness of journeys and poor driver attitude were

reported as the biggest problem in Shrewsbury; whilst punctuality, cost, state of buses and lack of services to meet needs were greater concerns in the more rural areas. Young people generally favour using the bus to get to the town centres of Telford and Shrewsbury for shopping and other leisure activities.

- Young people regularly get lifts and this is often the usual way of travelling for non-school journeys beyond easy walking distance. Whilst some young people indicated preferences from greater freedom to travel by cycle or bus, many appreciated that the car is the most convenient way of getting to places.
- Many young people aspire to the time when they are able to drive and have their own car. However, as pedestrians and cyclists themselves most students agreed that measures should be taken to reduce traffic speeds near schools and colleges, and in areas with housing.



Summary

3.2.12 The key local transport aspirations identified through our extensive consultation programme with the public and stakeholder bodies can be summarised as:

- Lower speed limits in towns and villages, and much better enforcement of existing speed limits.
- Better enforcement of on-street parking restrictions in towns and additional parking facilities in some town centre and residential areas.
- More bus services, particularly for commuting, evenings and weekends, and no further loss of existing rural services.
- Safer routes to school and improved pedestrian safety with slower speeds, more footways and better crossings.
- Less traffic and fewer HGVs in towns and villages.
- Better maintenance of footways and minor roads.
- Better accessibility in rural areas particularly to enable younger people to get to learning, work and leisure opportunities, and older people to reach services and social activities.
- More cycle facilities, particularly for younger people and to support tourism.
- Better integration of bus and rail services.
- Transport infrastructure and service improvements to cater for new employment and housing developments.
- Mobility improvements for disabled people.
- Direct and reliable rail services, particularly to the West Midlands and London.

3.3 Current transport provision and concerns of users and non-users

3.3.1 This section provides an overview of current transport infrastructure, facilities and services including the opinions of stakeholders on the current provision.

Roads in Shropshire

3.3.2 Shropshire County Council is responsible for the maintenance of 1,100 bridges and other highway structures, 440 km of principal roads, 4,600 km of other roads, 1,185 km of footways and cycleways and 15,600 lighting columns. The key trunk and principal roads provide links between the major settlements, mostly in the form of single carriageway roads. The great majority of Shropshire roads have evolved from ancient rights of way and have not been designed or constructed to modern design standards. There is a vast network of country lanes, whilst in towns historic street patterns still predominate.

3.3.3 As shown in Figure 3.1 conditions for travel by car in Shropshire are considered to be relatively good. However key concerns of stakeholders in relation to travel by road in Shropshire include:

- the poor structural condition of many secondary and minor roads in the county;
- congestion within some town centres and at trunk road junctions;
- delays on main roads due to difficulties overtaking slow vehicles on single carriageways.

3.3.4 A best value review of Shropshire's highway maintenance service during 2004/05 concluded that:

- The condition of principal roads appears satisfactory, but the condition of non-principal roads is a major concern



being in the lowest quartile for condition nationally and regionally.

- Shropshire spends comparatively less on highway maintenance than other counties and this has continued over many years. Additional funding is essential to maintain the highway system adequately and deal with the backlog of maintenance.
- The condition of footways is also of great concern.
- Good progress has been made with assessing bridges against the 40 tonne limit. Budgets for completing inspections are inadequate. Bridges though are generally in good condition.
- The County Council has inadequate funding for street lighting with the lowest budget per head of population.
- A Community Network of A, B, C roads and a few important unclassified roads should be given priority with the remainder of the network kept in a safe condition.
- Consideration should be given to financing a significant capital programme to tackle the backlog of maintenance, particularly on non principal roads and footways.

3.3.5 The main highway maintenance concerns of the stakeholders consulted in the best value review were:

- Carriageway edge deterioration on rural roads
- Intrusive signing, and poor sign cleaning
- Poor highway drainage, hedge and verge maintenance
- Damage to footways, particularly from parked vehicles
- Poor response by street lighting contractors
- Works by statutory undertakers and their coordination and control



HGV traffic

3.3.6 Most roads in Shropshire are available to HGVs, although a few restrictions are placed on their movements due to height, width and weight limitations, or for environmental reasons. However, many country lanes and town streets are not well suited to regular use by large vehicles. The impact of heavy goods vehicles passing through towns and villages is a key concern of many residents due to noise, vibration, dust, fumes and the fear of collisions.

Parking

3.3.7 Control and availability of car parking is a key concern of Shropshire residents whose main concerns are:

- Limited availability of parking spaces in older residential areas
- Lack of management of on-street parking in and around town centres, creating safety, congestion and access problems
- Lack of convenient parking for shoppers in some town centres
- Insufficient parking at railway stations
- Lack of parking in rural areas for those accessing the countryside

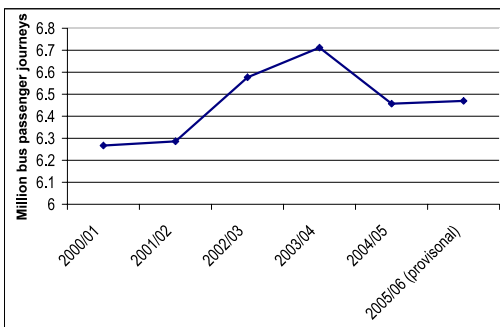
Bus services

3.3.8 For a rural county, Shropshire has a fairly extensive bus network. Most local bus services in Shropshire rely on financial support from the County Council - only a small number of services run on a commercial basis, with most of these being within the town of Shrewsbury.

3.3.9 Population sparsity and long distances make it more expensive to provide public transport in rural areas than in towns. High levels of car ownership in rural areas also reduce demand for public transport. These two factors combined mean that it is difficult to provide bus services that are both economical and convenient.

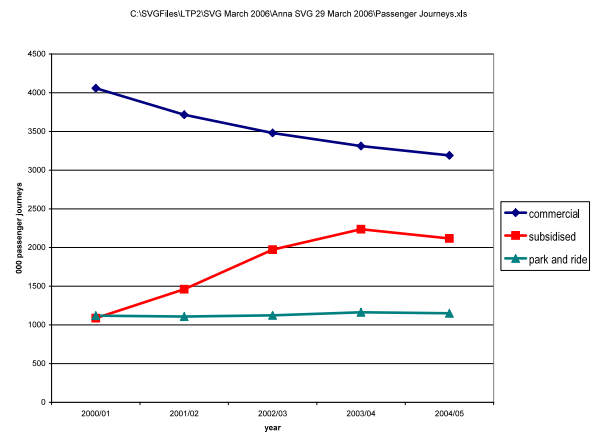
3.3.10 The County Council currently spends around £3M per year supporting public transport services including approximately £1M of Rural Bus Grant which in recent years has enabled more rural bus service aspirations to be met, with improved market town services, improved inter-urban services, better links to rail stations and more Sunday services on strategic routes. This has resulted in a significant increase in bus use.

Figure 3.3 Bus use in Shropshire 2000-2005



3.3.11 Figure 3.3 shows the trend in bus use in Shropshire in recent years, Figure 3.4 demonstrates that this has been a result of increased patronage on subsidised services, reflecting increased investments from SCC revenue and grant funding sources.

Figure 3.4 Commercial and subsidised bus use in Shropshire 2000-2004



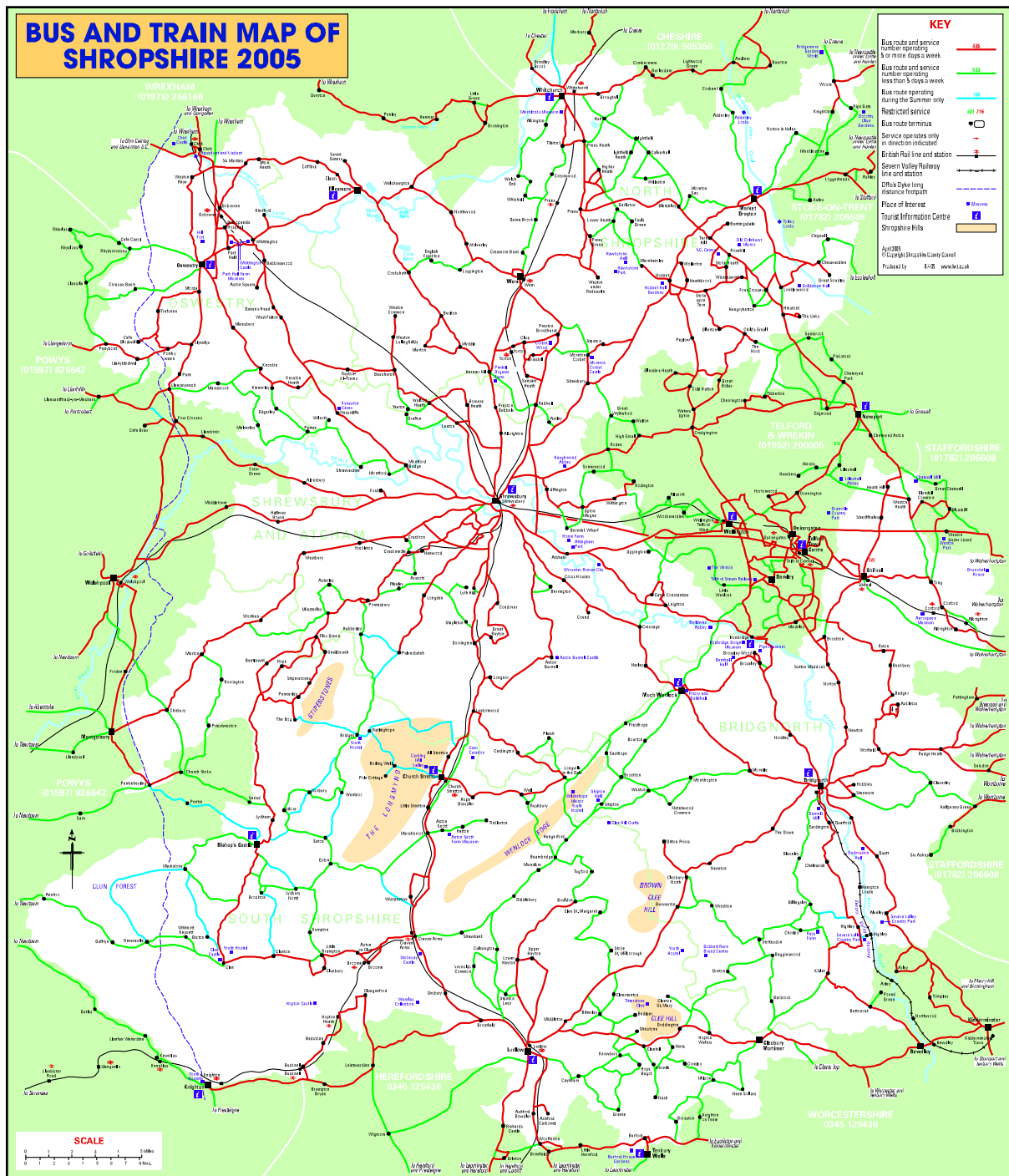
3.3.12 However, above-inflation bus cost increases experienced in recent years have also placed increased pressure on bus subsidy budgets. It has been necessary to review rural bus services and remove the most poorly used services with unacceptably high costs per passenger, and look for alternative ways in which to provide essential accessibility.

3.3.13 Shropshire's current bus services can be divided into three types

- Local town services** - The larger market towns have local town services which generally run at 30 minute frequencies. Many Shrewsbury services are more frequent. Only Shrewsbury has evening and Sunday bus services



Figure 3.5 Shropshire bus routes



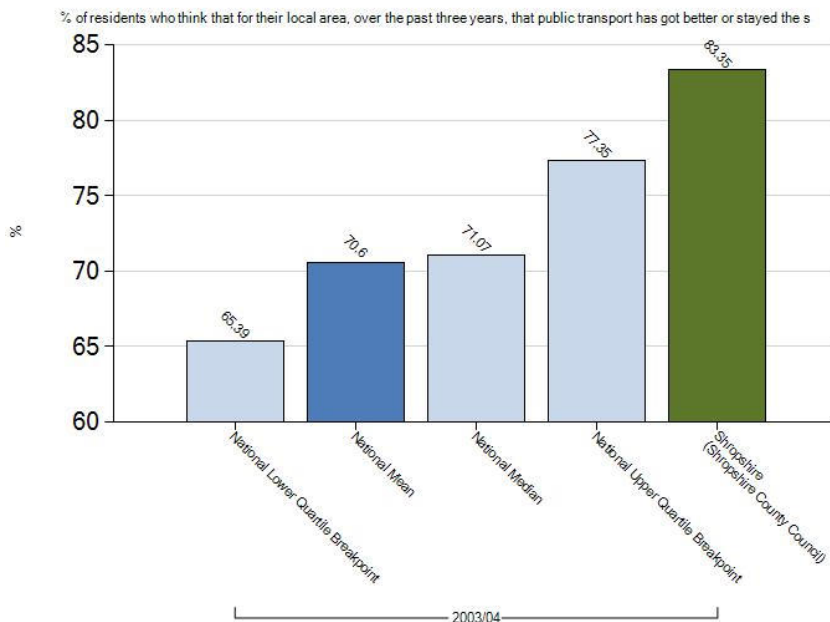
- **Inter-urban services** - These link the larger market towns to Shrewsbury, provide links between larger market towns and offer links to other large nearby centres including Telford, Chester, Kidderminster and Wolverhampton. These services generally have an hourly or two-hourly frequency. There are two-hourly Sunday services on some routes.
- **Rural services** - Many villages and hamlets not on inter-urban routes have only school services and "market day" services on one or two days per week. Increasingly it is being seen that in the most sparse rural areas more flexible arrangements such as demand responsive bus services can be more effective, offering greater choice and flexibility for users. Such schemes are outlined under community transport.

3.3.14 Figure 3.5 provides an overview of conventional bus services in Shropshire.

3.3.15 Capital investment in recent years has enhanced the quality of many bus services in Shropshire. Quality Bus Partnerships have been agreed with the main bus operator Arriva in order to achieve improvements to commercial services. New low-floor buses have been purchased, providing a modern, accessible fleet better suited to the size of the roads travelled. New bus shelters and roadside information have been provided and a real time passenger information system has been introduced which now covers all bus routes in Shrewsbury and some inter-urban routes.

Use and opinions

Figure 3.6 Percentage of residents who think that for their local area, over the past three years, public transport has got better or stayed the same





3.3.16 There are currently around 6.8 million journeys on public bus services each year in Shropshire. In addition, 43% of secondary school pupils and 8% of primary pupils travel to school by bus. 3% of work journeys in Shropshire are made by bus, rising to 5% of journeys to work in Shrewsbury.

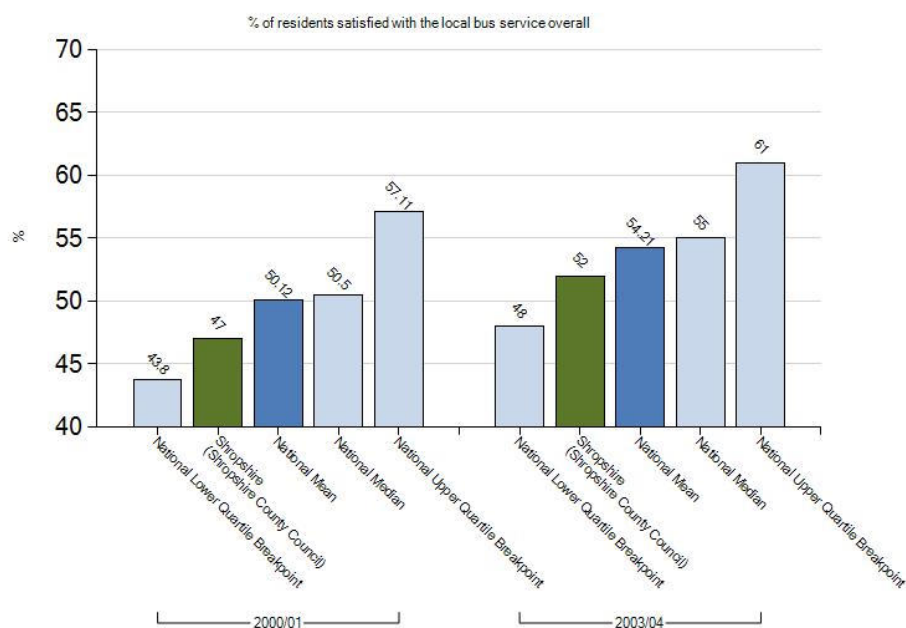
3.3.17 Recent improvements to bus services are reflected in passenger opinions. A survey in 2003/04⁽²⁾ identified that 83% of residents thought that public transport had got better or stayed the same in the last three years. This is very high by national standards, see Figure 3.6.

3.3.18 In the same year 78% of actual bus users stated they were satisfied with local bus services (SCC Triennial Best Value Survey). In

a local survey⁽³⁾ when respondents were asked to identify the ways they thought their neighbourhoods had got better and worse, 4% of respondents identified that bus services had got better, compared to 1% saying bus services had got worse. LTP consultation also identified that disabled groups and mothers with young children have particularly welcomed recent increases in numbers of low floor buses.

3.3.19 However, non-users are generally less satisfied with public transport provision. The satisfaction of all residents with local bus services was 52% in 2003/4. Although this increased from 49% in 2002/1, it is still fairly low by national standards (see Figure 3.7).

Figure 3.7 Percentage of residents satisfied with the local bus service overall



2 Best Value General Survey
 3 Shropshire People's Panel, August 04

3.3.20 Public aspirations for improvements to bus services in Shropshire include:

- Wider coverage of the bus network (including taking account of new developments).
- More bus services, particularly more early and late services to suit shift work, and evening and Sunday services.
- More frequent bus services.
- More accessible bus services.
- More community transport, demand responsive or taxi-bus services.
- Better quality public transport.
- Better public transport information.
- Better integration (particularly between bus and rail).
- Cheaper prices and better concessionary fares.

Voluntary and community transport

3.3.21 In a rural county like Shropshire, conventional bus services cannot always cater for all people's travel needs. In response to accessibility problems a range of community and voluntary transport schemes and initiatives have been developed over recent years; many obtain some or all of their financial support from the County Council. Schemes include:

- **Shropshire Community Cars and Voluntary Cars** - Volunteer drivers take passengers in their own car. The Community Car Scheme is available to anyone looking to make essential journeys (GP and hospital appointments, visiting friends and relatives in hospital and shopping/ outings etc). Users pay 52% of the mileage cost. The Voluntary Car scheme is available only for SCC Education/ Social Services client journeys and mileage costs are fully subsidised. There are currently 12,300 Community Car and 49,000 Voluntary Car trips per year.

- **Dial a ride/ community bus services** - There are 13 community based bus schemes in Shropshire operating demand responsive services for defined areas. They are generally available to people unable to use, or without a conventional bus service. There are a number of models of operation and funding. These services cater for in excess of 25,000 trips per year
- **Shropshire Shuttles** - This is a seasonal leisure and tourism service serving visitors and local residents, catering for around 5,200 passenger journeys per year.
- **Wheels to Work** - This scheme is currently available to 16-25 year olds living in isolated areas to help them access training, job search and work opportunities. Clients can be assisted by a bicycle or moped loan, subsidised driving lessons, or small grants to help them run existing transport. The scheme supports around 75 people each year.

Use and opinions

3.3.22 These schemes have been particularly effective at improving accessibility to key services and providing essential social interaction opportunities for people with disabilities and older people. However there are a number of limitations to their current remit and threats to the continuation of these services, including:

- Many community transport schemes have not yet been able to secure long term funding and a sustainable financial footing.
- There is high reliance on volunteer drivers. This limits times of operation, and recruitment difficulties are often experienced.
- Operating licences restrict certain activities which could help improve accessibility, particularly for work journeys.
- Schemes are often tailored to the need of older and disabled passengers and are not



viewed as an option for other disadvantaged groups, particularly younger people.

3.3.23 Many of these schemes have been developed over recent years with the assistance of the three Shropshire Rural Transport Partnerships (RTPs). The seed funding received from the Countryside Agency to support the RTPs and a number of these community transport schemes is now ending and there is a need to look at ways of securing on-going mainstream support for successful schemes.

3.3.24 LTP consultation responses highlighted support for existing community transport services, particularly amongst older people and disabled respondents. However community transport schemes other than Wheels to Work are generally not yet seen as meeting the needs of younger people and workers in rural areas.

Taxi and private hire vehicles

3.3.25 Taxis and private hire vehicles (PHVs) play an important role in enhancing accessibility. They are particularly important for enabling people without access to a car to get to places not served by public transport. However, high costs can prevent these vehicles being an option for many on lower incomes, particularly for regular journeys.

3.3.26 Taxis and PHV are widely used to transport small numbers of entitled school pupils and social services clients where they prove more economical than deploying a bus. Taxis are also important for disabled people, younger people and for providing evening transport. However, there is a general shortage of taxis in Shropshire and the availability of taxis can be particularly poor in rural areas.

3.3.27 In Shropshire the control and licensing of taxis and PHVs is the responsibility of the five district councils. None of the licensing authorities restrict the number of taxi or PHV licenses issued. Vehicles are inspected for comfort and

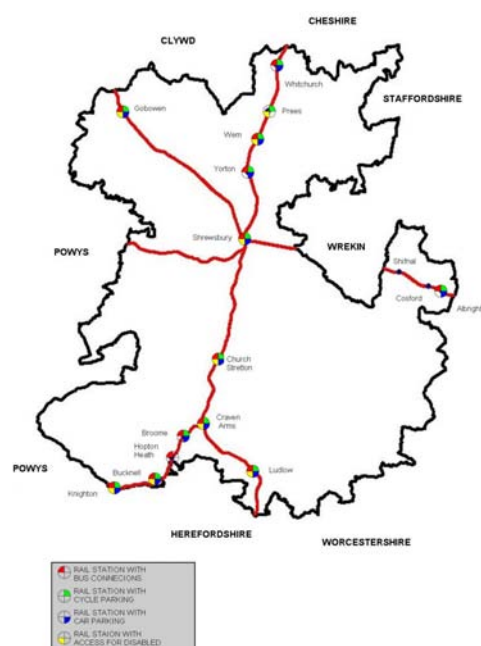
safety compliance. Shrewsbury and Atcham Borough Council require all new taxis to have wheelchair access and require all new drivers to undergo a driver assessment.

Coach travel

3.3.28 Coaches provide affordable longer distance travel options and are particularly important for people without access to a car. There are three scheduled long distance coach services in Shropshire; the 420 from London and Birmingham linking through central Shropshire to Wrexham and Aberystwyth. The X1 and X3 services link Oswestry district to mid-Wales and the North West.

Rail travel

Figure 3.8 Shropshire rail infrastructure



3.3.29 Shrewsbury is a key railway network hub, with lines from Aberystwyth, Chester, Crewe, Wolverhampton, Cardiff and Swansea converging in the town. There are a total of 16 stations in the County. The current rail

infrastructure is shown in Figure 3.8. Rail is a feasible option for some journeys within Shropshire, as well as for longer distance journeys.

3.3.30 The most frequently mentioned rail related issues to arise from the LTP consultation were the need for better integration between rail and bus services, better services to London and Birmingham, better car parking facilities and more attractive and secure rail stations.

Walking

Urban areas

3.3.31 Shropshire's urban areas have fairly comprehensive networks of pedestrian facilities, including footways, footpaths and road crossings. However, there is generally scope for improving the quality and safety of walking routes, for example by providing more road crossings, improving lighting and security, catering for disabled people and creating or enhancing "short cuts" that reduce journey distances.

3.3.32 Recent enhancement work in many of the larger towns in Shropshire has significantly improved the town centre environment for pedestrians, providing wider footways, better quality paving and street furniture, more dropped kerbs and crossing points, and reducing traffic speeds. In Oswestry an extensive pedestrian priority area has been created including full and part-time pedestrianisation.

3.3.33 Pedestrian environments have also been improved around a number of schools and have benefited from traffic calming, parking restrictions and new crossings. Home zones have also been introduced in residential areas in Wem, Ludlow and Shrewsbury. Whilst these schemes have been popular with some residents, the advantages over more traditional traffic calming schemes do not appear to justify the additional cost of home zones.

3.3.34 A number of new signalised pedestrian crossings have been installed in response to community requests to reduce severance; and all signalised crossings in the County have been brought up to an accessible standard. Consultation showed that this improvement has been welcomed by disabled people.

Rural areas

3.3.35 Most rural roads and lanes in Shropshire do not have segregated pedestrian facilities. With increasing levels of traffic in rural areas and higher traffic speeds there is high demand for the provision of new segregated footways, and reduction of traffic speeds in areas with pedestrian activity. In rural communities situated on main roads local accessibility by foot, particularly for vulnerable users, can also be hampered by the lack of safe road crossings.

3.3.36 The ability to meet demand for new rural footways is restricted by the high costs of new infrastructure. However, in recent years new rural footways have been provided at a number of locations. Our Village Speed Limit Programme has also delivered reduced traffic speeds in a number of villages across the County, although there is still considerable demand for more and lower speed limits.

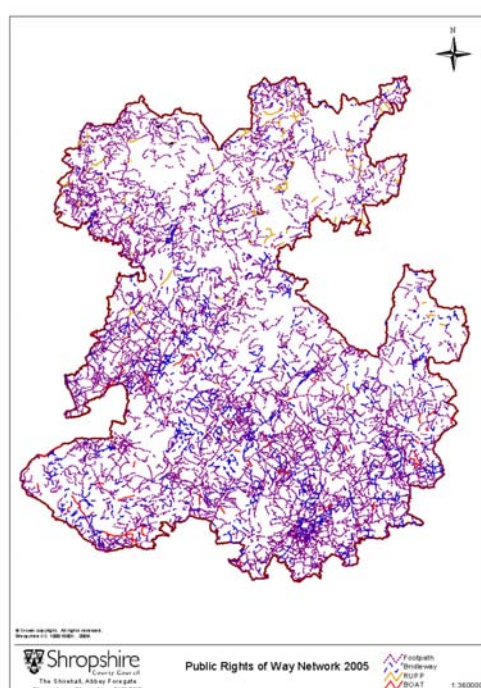
3.3.37 To improve conditions for vulnerable road users using country lanes some pilot "quiet lane" areas have been designated; however further analysis of the benefits of these schemes, and the impacts of their different approaches, is required before further investment in such schemes is made.

3.3.38 Shropshire has a vast network of 3,500 miles of rights of way. Consultation for the Rights of Way Improvement Plan has identified that this is an important resource for local communities as well as being an economic asset attracting rural tourism. There is an opportunity to make greater use of these rights of way to provide non-motorised access to local facilities in urban



areas. It is also important to address safety issues for rights of way users when rights of way cross or adjoin the highway network. There are 2,000 places in Shropshire where Rights of Way cross or adjoin 'A' or 'B' class roads. Figure 3.9 shows designated Rights of Way across the County.

Figure 3.9 Public Rights of Way in Shropshire



Use and opinions

3.3.39 For many short local journeys walking is a practical travel option and levels of walking in Shropshire are relatively high, reflecting the suitability of Shropshire's compact urban areas to journeys by foot. 13% of Shropshire's working residents walked to work in 2001 and 35% of secondary and 43% of primary pupils walk to school. Levels of walking are not surprisingly higher in urban areas than in rural areas, due to shorter journey lengths. Around a quarter of work journeys by residents of Ludlow, Market Drayton, central Oswestry and central Shrewsbury are made by foot.

3.3.40 Specific public aspirations in relation to the pedestrian environment, including issues raised through consultation for the Shropshire accessibility strategy include:

- More footways and quiet lanes in country areas
- More pedestrian crossings
- Slower traffic speeds / less traffic
- Improved street lighting
- Better footway and footpath maintenance
- More pedestrianisation of Shrewsbury town centre
- Improvements to the rights of way network, to increase availability for utility journeys and to attract more tourism
- More flush dropped kerbs, and preventing them from being obstructed
- Keeping pavements clear of obstructions, including parked vehicles, street furniture and cyclists
- More audible signals on signalised crossings
- Better sight lines to help disabled people when crossing roads
- Better roadside signage and crossing where rights of way cross highways
- More 'promoted' walking routes, such as health routes

Cycling

3.3.41 The majority of roads in Shropshire are available to cyclists. However, the speed and level of traffic on some roads can make them unattractive for cycling. Strategic urban and rural cycle route networks are therefore being developed to provide safer, more convenient and attractive routes for cyclists. The networks are complemented with cycle parking at key destinations.

3.3.42 In Shrewsbury, work since 1994 has resulted in a fairly extensive cycle network as shown in Figure 3.10.

Figure 3.10 Shrewsbury cycle routes

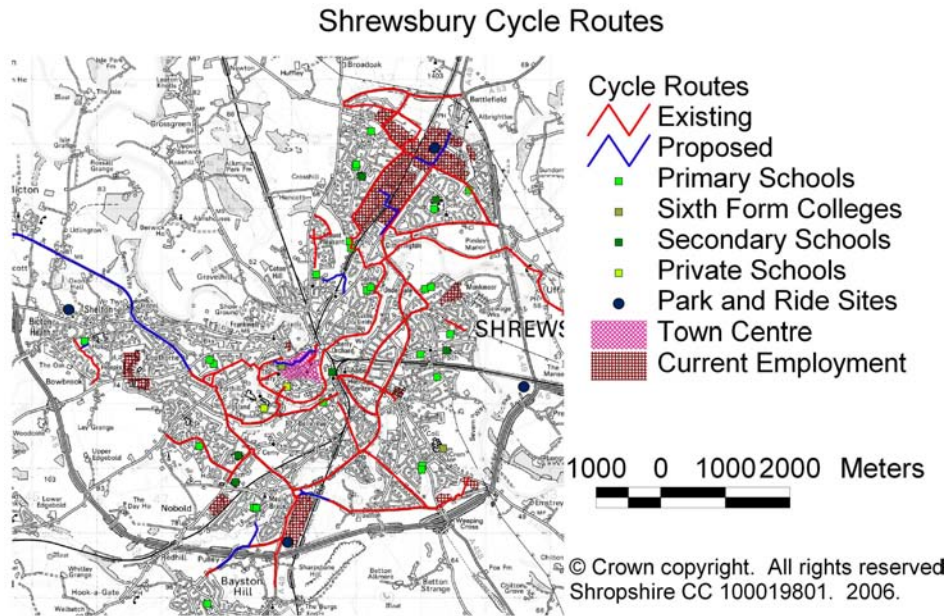
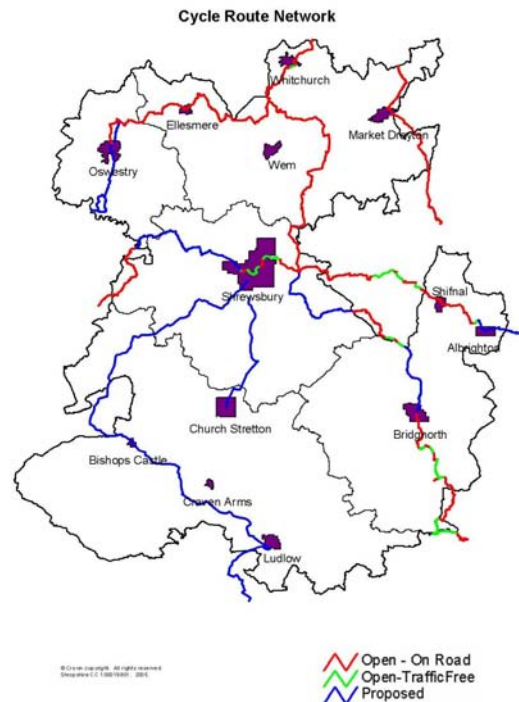


Figure 3.11 Longer distance rural cycle routes in Shropshire

3.3.43 Many of the quieter roads in market towns do not require specific cycle facilities, but the need has been identified for safer design of junctions and one or two strategic cycle routes in each town and improvements around schools. The current cycle facilities in each town are shown on the town plans in Chapter 9.

3.3.44 Cycle use in rural areas is generally low primarily due to the longer journey lengths. The current extent of our rural cycle network is shown in Figure 3.11. Emphasis in recent years has been on the development of the National and Regional Cycle Network Routes which cater mainly for leisure trips.



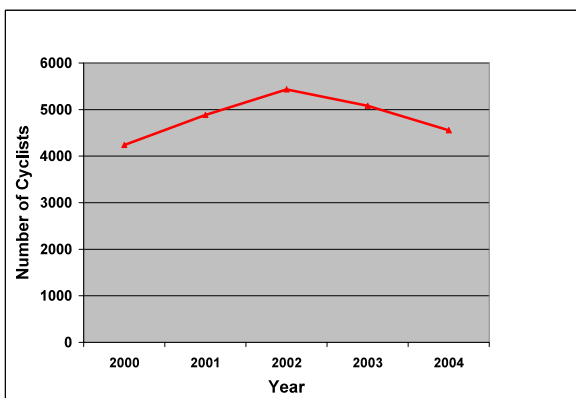


Use and opinions

3.3.45 On average in Shropshire 3% of work journeys are made by cycle, and there are relatively high levels of commuting to work by cycle in Shrewsbury (7%), Wem (7%), Market Drayton (6%) and Oswestry (4%). as well as in Shawbury (12%) and Albrighton (8%) where there are Air Force bases. 3% of Shropshire school pupils, both primary and secondary, travel to school by cycle, rising to 7% of all pupils attending Shrewsbury schools.

3.3.46 Figure 3.12 shows that during the past LTP period we have achieved an overall increase in levels of cycle use, although large increases early in the plan period were followed by decreases in following years. Cycling levels are seen to be very sensitive to weather conditions.

Figure 3.12 Cycling trips



3.3.47 There is also a strong desire by young people to make more trips by bicycle. Consultation has identified the key barriers to accessibility by cycle as:

- Distances
- Fear of accidents
- Fear of cycle theft



Powered two wheelers

3.3.48 Powered two wheelers (PTW) include mopeds, scooters and motorbikes. These modes have many advantages over a car; they are generally cheaper to purchase and run, have lower emissions and take up less road space. Certain PTWs can also be used by young people aged 16 who are unable to drive a car. Their use in the “Wheels to Work” scheme has shown that they can be part of a practical solution to improving rural accessibility. However a key concern and barrier to greater PTW use is the higher risk of road accident casualty for PTW users. There are currently no special routes for powered two wheelers in Shropshire, although motorcycle parking is provided. Less than 1% of journeys to work in the County are currently made by PTWs.

Key challenges - The assessment of current transport provision has identified the need to:

- **maintain an extensive highway network**
- **control essential road freight transport movements**
- **control parking to minimise the adverse impacts in town centre and residential streets**
- **optimise the efficiency of the passenger transport network**
- **establish more sustainable funding mechanisms for community transport**
- **develop community transport to cater for a wider range of groups, including young people and those requiring work access**
- **improve rail and bus integration and parking at rail stations**
- **improve integration of Rights of Way and the highway pedestrian networks**
- **maximise on road cycle provision but recognise the need for off road cycleways**
- **recognise the safety concerns of promoting PTW use**

3.4 Travel patterns and trends

Travel to work

3.4.1 The National Census provides comprehensive data on travel to work. Trends in the work journey are likely to reflect overall travel habits and patterns.

Table 3.1 2001 census data - travel to work

Mode	Shropshire	England & Wales
Public transport	3%	14%
Motor vehicle	66%	63%
Bicycle	3%	3%
On foot	13%	10%
Other	1%	0%
Work at home	13%	9%

3.4.2 The 2001 census travel to work data (see Table 3.1) shows that there is a higher reliance on the private car in Shropshire than nationally. There is much lower use of public transport, but higher levels of walking and home working.

3.4.3 Between 1971 and 2001 the number of car journeys to work rose sharply, partly due to an increase in the number of people employed, but mainly from a transfer to the car from other modes, as can be seen in Figure 3.13.

3.4.4 One of the most significant trends is the increase in the number of Shropshire residents working at home. This has risen from 7,300 in 1981 to 18,082 in 2001, an increase of 148% in 20 years.



Figure 3.13 Shropshire travel to work trends

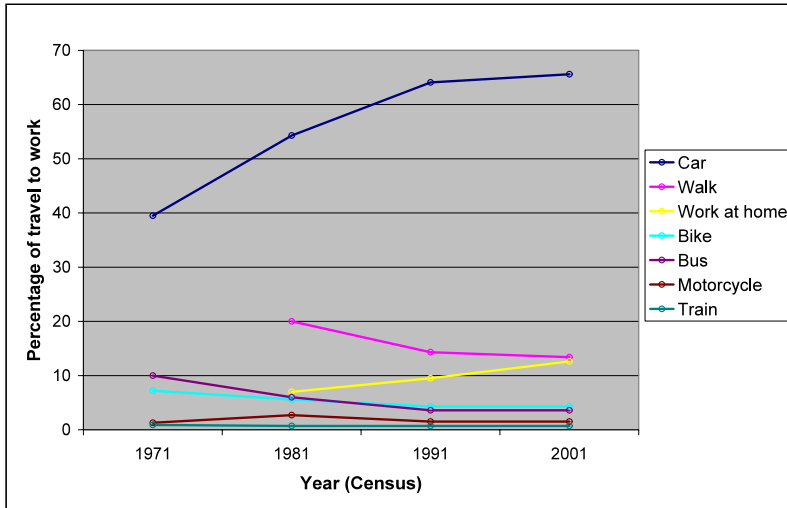
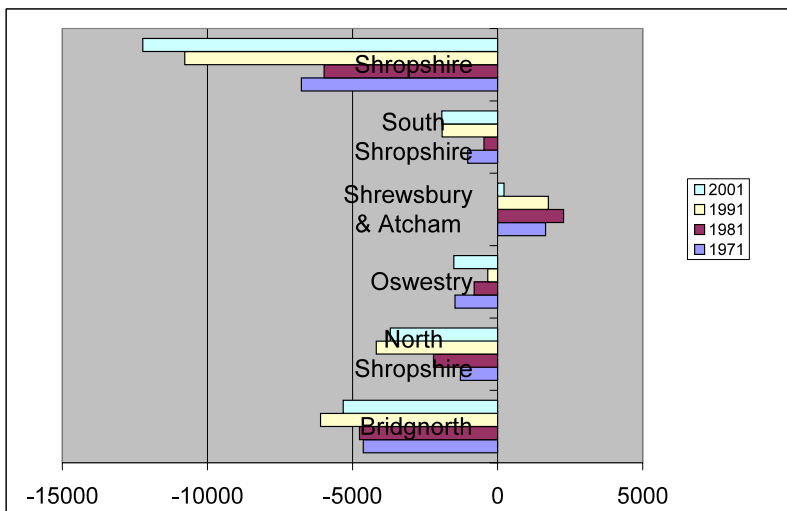


Figure 3.14 Net commuting levels in Shropshire



Travel to work destinations

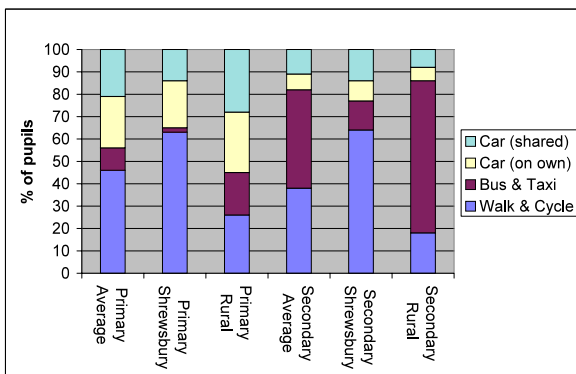
3.4.5 Around 24% of the Shropshire working population travel outside the County to work. On balance Shropshire is a net exporter of workers (approximately 12,000) to other areas. Figure 3.14 shows the levels of net commuting by district and how these levels have changed over time.

3.4.6 The most significant commuting movements are from Shrewsbury and Atcham (4,578) and Bridgnorth District (4,584) to Telford, and from Bridgnorth District to the West Midlands conurbation (4,078). The biggest source of in-commuting to Shropshire is from Telford to Shrewsbury and Atcham (2,592) and Bridgnorth (2,470) and from Wrexham and Powys to Oswestry Borough (2,106).

Travel to school

3.4.7 Shropshire County Council has undertaken a comprehensive survey of school travel patterns each year since 2002. During this period, walking and cycling has increased from 42% to 43%. The figure for Shrewsbury schools is higher with walking and cycling increasing from 60% to 63% over the same period. During this time, car use for the school journey in Shropshire has gone down. Figure 3.15 below shows the modal split from the 2004 school travel survey.

Figure 3.15 Shropshire school travel modal split



School travel patterns

3.4.8 At primary level 46% of pupils walk or cycle, 44% travel by car and 10 % use public transport. Travel patterns vary across the County; for example in Shrewsbury a much higher proportion of pupils travel by foot or cycle (63%). However a significant proportion still travel by car (35%), even though journey distances should be relatively short. At the county's rural schools 53% of pupils travel by car, though 26% are able to walk or cycle.

3.4.9 At secondary level 38% of pupils walk or cycle, 18% travel by car and 44% use public transport. The much higher use of public transport reflects the longer journey distances and entitlement to free school transport. In rural areas 68% of secondary pupils use public

transport and only 14% travel by car. In Shrewsbury 62% of secondary pupils walk or cycle to school, however 23% travel by car.

3.4.10 It is clear that there are high levels of car dependency for travel to rural primary schools. Over half of these car journeys are single child occupancy, and a priority should be placed on encouraging car sharing and park and stride. There are also relatively high levels of car use in the larger urban areas such as Shrewsbury for both primary and secondary school journeys. In these areas the focus should be on encouraging more of these trips to be made by sustainable modes.

School travel plans

3.4.11 Shropshire County Council has been working with schools since 2000 to develop School Travel Plans (STPs). These plans enable schools to look at ways in which they can help to encourage safer and healthier school journeys. At the end of 2004/05 66 schools in Shropshire had developed a school travel plan.



Changing school travel habits

3.4.12 Those schools that have developed STPs have shown good progress in reducing levels of single occupancy car use, and increasing levels of walking and cycling.



Examples of schools where school travel plans and safer routes to school measures have resulted in significant changes in travel behaviour are:

- Woodfield Infants, Shrewsbury: Walking up from 40% in 2000 to 48% in 2004, cycling up from 4% to 7%, car use down from 54% to 44%
- St John the Baptist, Ruyton X1 Towns: Walking up from 25% to 36%, car use down from 73% to 63%. 21 Park and Striders
- The Priory, Shrewsbury: Walking and cycling up from 49% to 65%, car use down from 38% to 26%

Key challenge - To address the trend of more journeys being made by car, and longer journey lengths which are resulting in traffic growth

In response to this challenge, our transport strategy needs to:

- **Work with partners to encourage more facilities to be provided more locally, and for key development to be located where there can be a choice of transport modes**
- **Ensure the availability of alternative modes of travel and make them more attractive in comparison to car travel**
- **Consider ways of restraining traffic growth in areas where further growth would adversely affect communities or the environment**

Traffic trends

3.4.13 Traffic levels in Shropshire have more than doubled in the last 25 years. Traffic growth is a significant public concern and leads to a number of adverse impacts on local environmental quality and amenity.

3.4.14 While actual levels of traffic on Shropshire roads are still generally low compared to many other parts of England, traffic growth since the early 1990s has been more rapid than the national average, as shown in Figure 3.16⁴⁾ This figure shows that while traffic growth in Shropshire slowed significantly during 2000-01 (probably due to the fuel crisis and foot and mouth) rapid growth has resumed in the last couple of years. The chart shows how traffic in Shropshire could grow in the future, if the present trend is continued.

3.4.15 Figure 3.18 shows the average number of vehicles using stretches of principal roads around Shropshire each day. It also shows the average rate of traffic growth at these sites over the last 5 years. The average growth for all principal roads over this period has been 1.6%. It can be seen that at a number of sites recent traffic growth has been much more rapid (highlighted in red), while on some stretches of road levels of traffic are slightly lower than five years ago (highlighted in blue).

3.4.16 On non-principal rural roads (mainly B roads) the rate of recent traffic growth has been slightly higher (about 1.8% per year on average). Recent trends are shown in Figure 3.17, which shows fairly steady growth between 1998 and 2003 apart from in 2000 when average traffic levels fell due to the fuel crisis.

4 SCC data, DFT data and National Road Traffic Forecast (NRTF)

Figure 3.16 Shropshire and National Road Traffic Growth

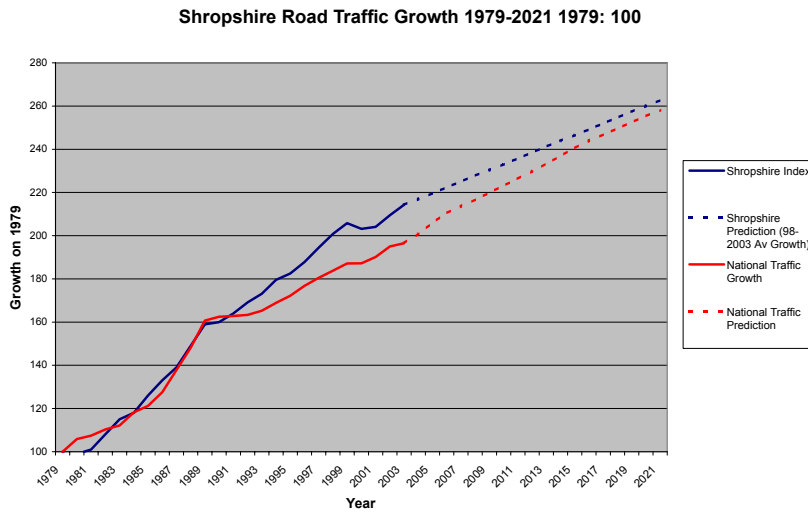
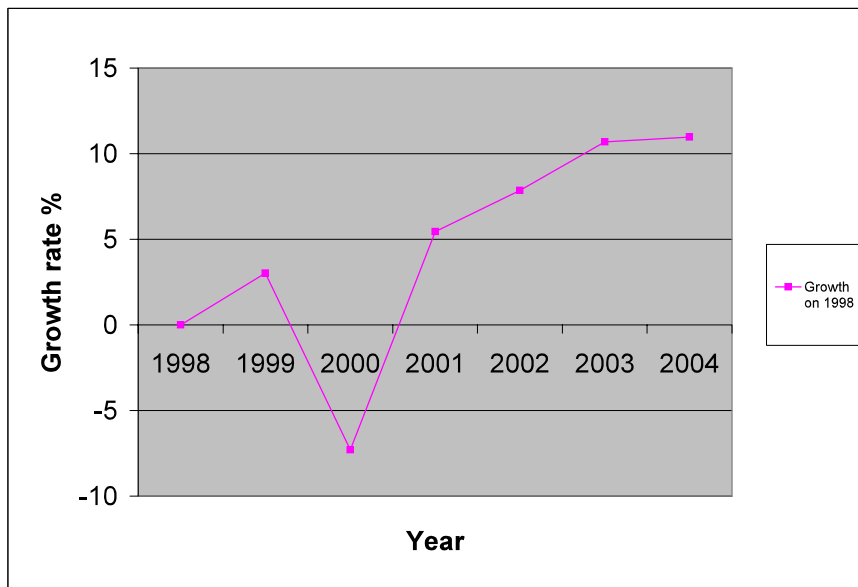


Figure 3.17 Non Primary Road Traffic Growth Since 1998 (all vehicles)

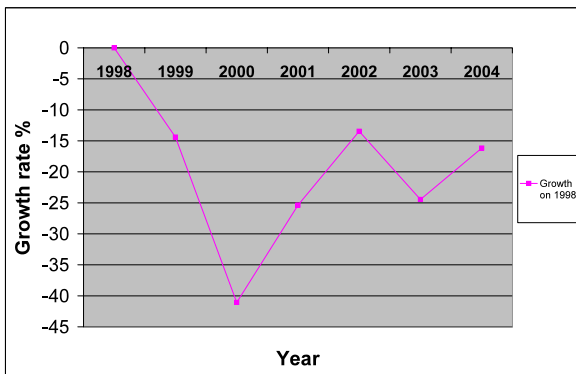


HGV Traffic

3.4.17 Many people perceive high levels of HGV traffic passing through their rural communities, residential areas and town centres as causing a significant loss of local amenity. Whilst access by goods vehicles to rural sites such as quarries and farms, and to town centres is necessary, it is important that such vehicles use the most appropriate routes and do not cause undue nuisance to local communities. The proportion of heavy goods vehicle traffic on our principal roads is shown on Figure 3.19.

3.4.18 There is a common perception that the number of HGV vehicles has increased in recent years. Analysis has shown that there has actually been a reduction in the number of HGV vehicles on most routes in Shropshire. Overall on principal roads there has been a 12% reduction in the number of HGVs since 1998. Figure 3.19 shows that the reduction in numbers of lorries on our non-principal roads (mainly 'B' roads) is even greater at around 16%.

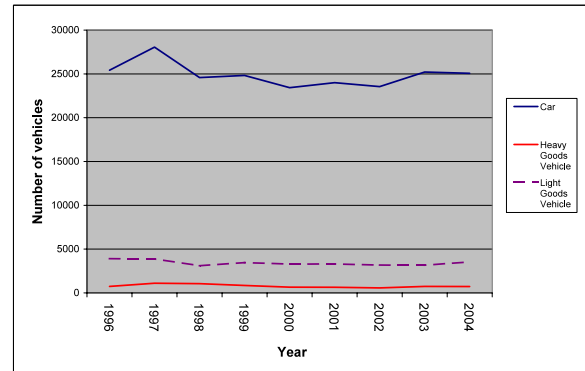
Figure 3.19 Non Primary Road HGV Growth Since 1998



3.4.19 It is likely that this reduction in vehicle numbers has been brought about to some extent by the trend towards use of larger vehicles. So although numbers of vehicles may have reduced, increased average size of goods vehicles may still be causing greater nuisance to local communities.

Traffic in Shrewsbury

Figure 3.20 Motor vehicles entering Shrewsbury town centre (12hr totals) 1996-2004



3.4.20 Figure 3.20 shows the number of vehicles entering Shrewsbury town centre since 1996. Traffic levels fell by 7% between 1993 and 1998 as a result of a number of measures including:

- Reallocation of road space in the High Street
- The rapid expansion of Park and Ride facilities
- Introduction of on-street parking charges, and increases in the cost of on and off street car parking

3.4.21 The effect of these measures was to inoculate Shrewsbury against the pressures of traffic growth which would otherwise have occurred.

3.4.22 Since 2000, traffic volumes have risen again. Car traffic is up 7% from 2000 to 2004, HGV traffic by 11.8% and light goods by 7.8%. During this period there were fewer, and smaller increases in the cost of car parking and a number of demolition sites were redeveloped as temporary car parks. Proposed traffic



management measures to restrict car traffic (except for access) to the High Street were deferred for later consideration.

Traffic in market towns

3.4.23 In most of the larger market towns in Shropshire levels of traffic have fallen slightly since 2000, with particularly significant reductions in the centre of Oswestry as a result of town centre enhancement works which have provided pedestrian priority in key shopping streets. An exception is in Wem where significant increases in traffic levels have been seen.

Traffic in rural areas

3.4.24 Traffic growth is increasing steadily in rural areas, traffic on inter-urban non-primary roads has grown by approximately 10% over the last 6 years. Traffic on primary and trunk roads has increased by 24% and 31% respectively since 1991. Much of this is through traffic. The speed of traffic and the nuisance caused by HGVs are particular concerns of rural residents.

Key challenge: - To manage traffic growth in order to reduce environmental, safety and congestion impacts

In response to this challenge, our transport strategy needs to:

- **Consider ways of restraining traffic growth in areas where further growth would adversely affect communities or the environment**
- **Note the successful ways in which traffic levels have been managed in the past**
- **Ensure that traffic is using the most appropriate routes**
- **Consider improvements to principal routes and junctions where traffic growth is expected to exacerbate congestion or safety problems**

3.5 Accessibility concerns

3.5.1 Through our accessibility assessment work detailed in chapter 4 we have identified the main accessibility problems being experienced in Shropshire. An overview of concerns are outlined here:

3.5.2 In general levels of accessibility are determined by:

- **The location of services and opportunities** - Services and facilities that are available very locally and can be accessed by foot tend to be much more accessible than those which are more distant from communities and need to be accessed using motorised transport
- **The availability of a means of transport** - People who have ready access to a flexible and rapid means of transport such as a private car tend to find it easier to access services and facilities than those people who rely upon public transport
- **Other barriers such as information, cost, levels of personal mobility etc.**

3.5.3 A trend seen over recent decades has been a significant improvement in accessibility for many people due to increased availability of private car based transport. This has improved personal mobility and enabled access to a wider choice of facilities.

3.5.4 However, at the same time there has been a decline in the number of services and opportunities available within walking distance of peoples homes, and a reduction in the provision of public transport services, particularly in rural areas. This change has very much been led by the increases levels of personal car-borne mobility, reducing demand for these local services.

3.5.5 The result of these two trends has been the development of an accessibility gap. While car users have better accessibility, those without access to private transport have fewer opportunities locally and find it much more difficult to travel independently to the places they need to go to.

3.5.6 Problems can be manifested in a number of ways such as:

- Inability to get to a location
- Longer travel times
- Higher costs of travel
- Lack of flexibility in travel times
- Limited choice of accessible destinations
- The need to spend a long time and effort gathering information
- Poorer levels of comfort when travelling

3.5.7 Those who experience the most severe accessibility problems tend to be those who do not have access to a car, due to:

- age (young or old)
- income level
- ability to drive, and/or mobility difficulties
- personal choice.

3.5.8 Accessibility problems are particularly acute in rural areas of Shropshire where distances to services are longer. In many instances rural families find it necessary to run one or more private vehicles in order to access basic services, despite the pressure this puts on disposable income.

3.5.9 Although basic levels of accessibility are generally better in urban areas, accessibility problems are still experienced by people who have physical mobility difficulties, and those without access to a car still often experience longer travel times, higher costs and more limited choice of services than those with a vehicle.



Benchmarking accessibility with other areas

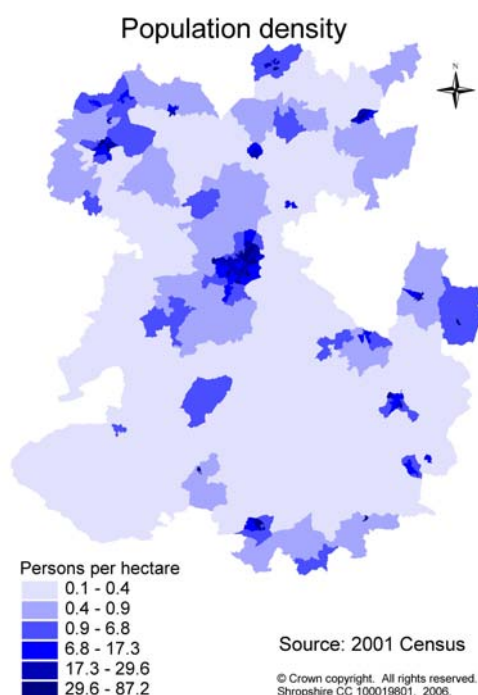
3.5.10 The DfT has undertaken a detailed analysis of accessibility in each local transport authority in England. It has measured the proportion of the population able to access key destinations by public transport within threshold time limits. While Shropshire is not using the actual results of this survey, as it has undertaken

a more accurate local assessment of accessibility which is reported in chapter 4; this national survey is useful in providing a picture of how accessibility in Shropshire compares with other areas. As shown in Table 3.2 accessibility in Shropshire is poor by national standards, with the County ranking within the lowest quartile for all destinations shown, and having the seventh poorest level of access to GP's and shops.

Table 3.2 Comparison of accessibility (by public transport and foot) with other areas of England

Destination		Hospital		GP		Shops	
Maximum time to destination (mins)		30	60	15	30	15	30
% of households within minutes shown of destination -	Shropshire	21	60	65	85	58	80
	National average (mean)	15	56	66	91	65	91
National ranking (out of 119, 1=poorest accessibility)		20	18	16	7	11	7

Figure 3.21 Population density



3.5.11 Shropshire is one of the most sparsely populated areas in England. The average population density is 0.9 people per hectare but as Figure 3.21 shows much of rural Shropshire has a lower density.

Availability of local services and opportunities

3.5.12 The provision of a greater variety of local services can reduce the need to travel, or the need to travel a significant distance, and hence improve accessibility. However, services tend to be cheaper to run in a centralised way, and this has contributed to a decline in local services such as post offices and local shops in recent years.

3.5.13 A key initiative of the Shropshire Partnership has been the development of 'broad places' across Shropshire which are helping to provide local access to a variety of public services, through the internet.

Figure 3.22 Household Car Ownership Levels- UK and Shropshire

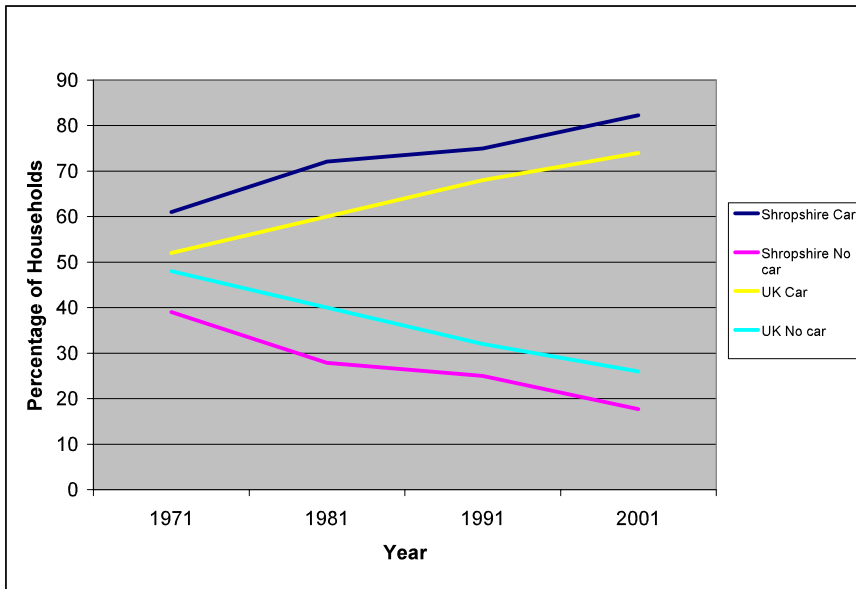
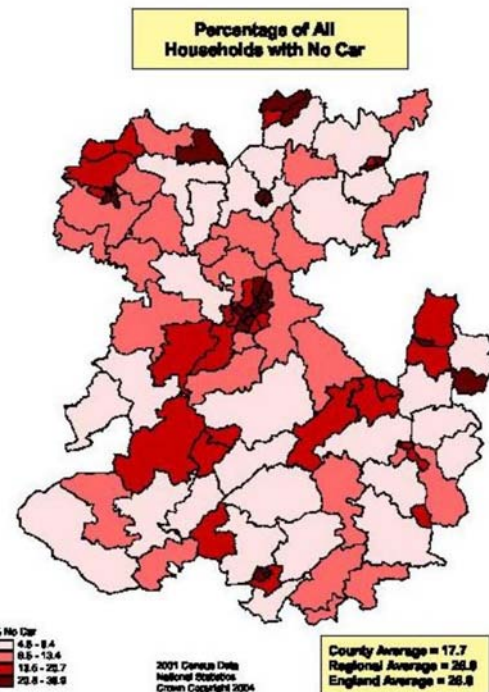


Figure 3.23 Shropshire households with no car

Car ownership

3.5.14 There has been significant growth in car ownership in Shropshire in recent years (see Figure 3.22), and car ownership levels are relatively high, reflecting the County's rural character.

3.5.15 Access to a car is a key factor affecting levels of accessibility. In 2001 only 18% of County households had no access to a car, significantly less than the national average of 27%. Similarly 38% of households have two cars or more, compared to the national average of 30%. There is variation within the county, as shown in Figure 3.23, with rural areas having higher than average levels of car ownership whilst larger urban areas have lower than average levels.





3.5.16 The lowest levels of car ownership tend to be in urban areas. For example in some wards in central Oswestry, north Shrewsbury and Ludlow more than a third of all households do not have access to a car. However in urban areas opportunities to access facilities by foot, cycle and public transport tend to be greater.

3.5.17 Conversely, rural car ownership is generally higher. In many rural wards over half of households have two or more cars and less than 10% have no car. However it is the relatively small number of households in rural areas who do not have access to a car who are likely to have poorest accessibility to goods and services.

3.5.18 Even in households with one or more cars there are often some family members who do not have regular or independent access to the car who can experience accessibility difficulties if local facilities or alternative transport options are not available.

3.5.19 With the relative costs of car ownership continuing to fall it is anticipated that levels of car ownership will continue to rise, with more young people owning a car at an earlier age, and the number of second and third cars in households increasing. This should reduce the total number of people experiencing accessibility difficulties. However, it will not assist those groups who continue to be excluded from private car use; particularly children, some older people (a group predicted to significantly increase in numbers) and people with disabilities that prevent them from driving. If no action is taken these people could find an even greater decline in local services and the alternative transport facilities and services available to them.

3.5.20 In order to prevent increased car ownership leading to a further reduction in accessibility for those dependent upon non-car modes it will be necessary to break the link between car ownership and car use. This will require strong land use planning policies and provision of attractive alternatives to the car.

3.5.21 Making it easier to use alternatives to the car in urban areas will help to limit traffic growth while better rural transport facilities will give more households, particularly those on low incomes, a choice as to whether or not to invest in a car or a second car.

Key challenge: To reduce dependence on the car and improve accessibility for those without access to a car.

In response to this challenge, our transport strategy must:

- **encourage patterns of development and provision of local facilities which will reduce the need to travel; and**
- **make it easier to travel by alternative modes of transport.**

3.6 Demographic changes and development pressures

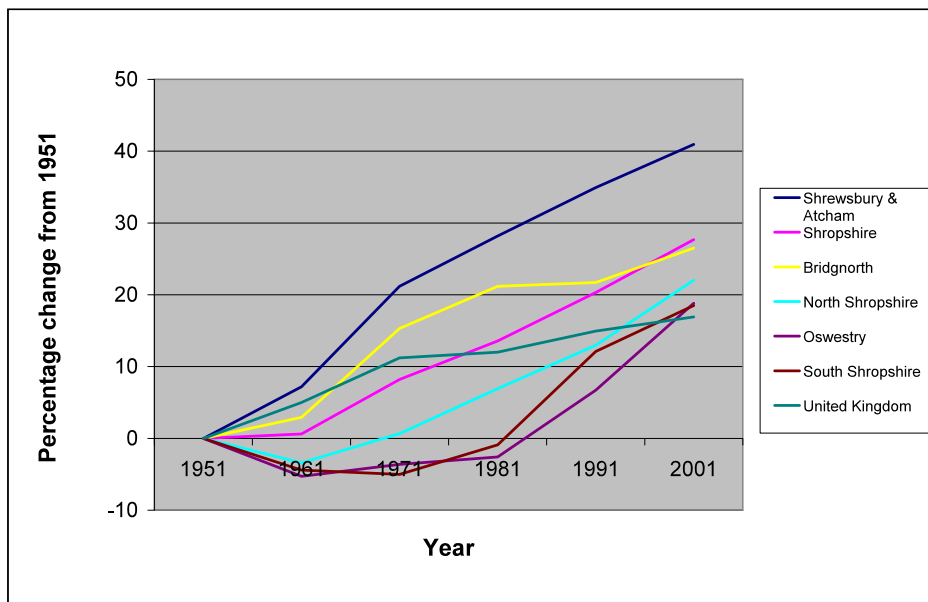
Population growth

3.6.1 With an estimated population of 285,600⁵ Shropshire is the least populated two-tier county in England. However, in recent years the county's population has grown more quickly than the national average. Growth between 1991 and 2001 was 6.1%, compared

to 2.7% nationally. Growth has been fastest in Oswestry Borough (10.8%), with significant growth also seen in North Shropshire District (8.6%) and South Shropshire District (7.6%). During the same period the population of the neighbouring authority, Telford & Wrekin, grew by 11.9% to 158,325.

3.6.2 Figure 3.24 shows population growth for each Shropshire district, and for Telford & Wrekin.

Figure 3.24 Shropshire population change



Population structure

3.6.3 1.2% of the County's population is from non-white ethnic groups, compared to 11% in the West Midlands region and 9% nationally.

3.6.4 Shropshire like many parts of the country has an ageing population, due in part to greater longevity, a falling birthrate and the ageing of the post-war "baby boom" generation.

However, the ageing effect in Shropshire is more pronounced because of the in-migration of older workers and retirees and out-migration of young people seeking higher education and employment opportunities.

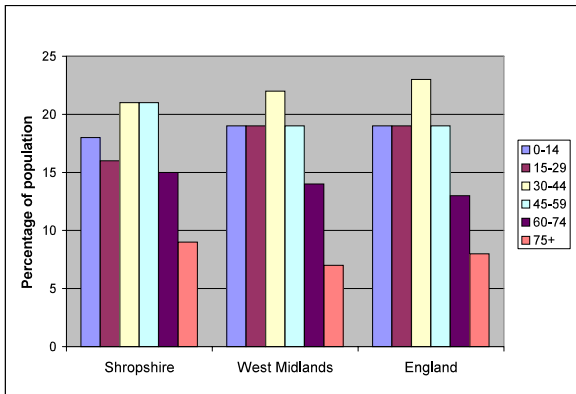
3.6.5 45% of Shropshire residents are aged over 45 compared to 40% nationally. The number of over 45s has increased by 11% since 1991 whilst there are 9% fewer residents aged 20 to 44.⁶

5 Mid year population estimate 2003, Shropshire County Council
 6 2001 and 1991 census results, national statistics, 2003



3.6.6 Figure 3.25 compares the population, by age group, for Shropshire, the West Midlands and the whole of England

Figure 3.25 Population structure



Key Challenge: To meet the needs of an ageing population and to attract and retain more young people

In response to this challenge our transport strategy must:

- **Take into account the growing numbers of older people and the different demands they place on the transport system.**
- **Provide the transport facilities and services that will help enhance opportunities for younger people in Shropshire.**

3.6.7 The proportion of "all pensioner" households in Shropshire increased between 1991 and 2001, and now constitute 26.4% of all households. This is higher than the national average of 23.8%. South Shropshire District has the highest proportion with 30.4%⁽⁷⁾ With 26.6% of Shropshire's population expected to reach retirement age over the next 20 years, there will be more "all pensioner" households in the future. This has huge implications for the provision of transport as well as health, housing, pensions and social services.

3.6.8 In order to redress this population imbalance, and ensure the County's economic vitality, we need to encourage more young people to remain in, or move to, Shropshire.

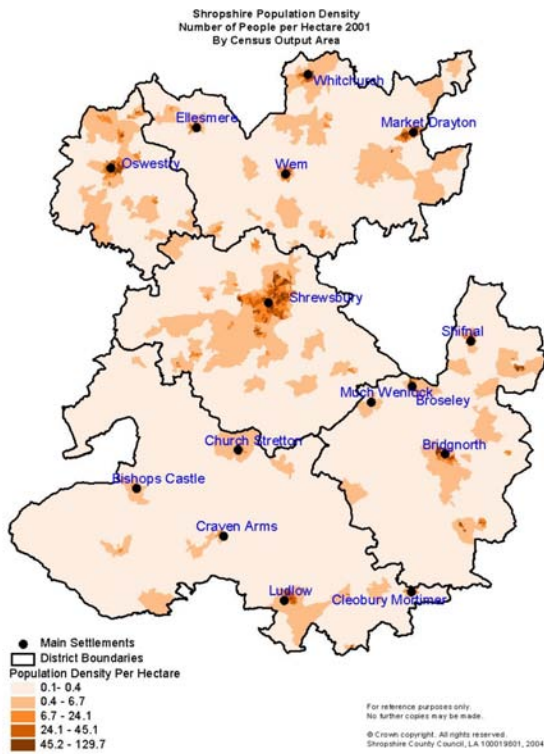
Population sparsity

3.6.9 A further challenge for transport is presented by the sparsity of Shropshire's population. The average population density is 0.9 persons per hectare compared to the English average of 3.8. The population density is highest in Oswestry (1.48) and Shrewsbury and Atcham (1.59) and lowest in South Shropshire (0.40). Figure 3.26 shows the distribution of population across Shropshire.

3.6.10 23% (67,126) of Shropshire residents live in the County town of Shrewsbury. A further 39% live in 23 settlements of over 1,500 people, the largest being Oswestry (16,660), Bridgnorth (11,891), Market Drayton (10,407), Ludlow (9,548) and Whitchurch (8,673). The remaining 38% of the population are distributed widely and sparsely across a large geographical area. 21% of residents live in "super sparse" wards with population densities of less than 0.5 persons per hectare.

7 Office of National Statistics

Figure 3.26 Shropshire population distribution



Key Challenge: To meet the transport needs of a sparsely distributed population at an affordable cost

In response to this challenge our transport strategy must:

- **Find ways of improving the efficiency and effectiveness of providing transport services to sparse rural communities.**



3.6.11 It is very difficult to provide local services in an efficient and effective way to this small and sparsely distributed rural population. The cost of providing public transport services is often very high. Many rural residents rely on private vehicles for access to shops and key services. Those without access to a car can face significant difficulties. Young people, older people who are no longer able to drive and people with disabilities are often isolated in rural areas and excluded from many opportunities. People on low incomes may have no choice but to buy and run a car, or perhaps a second car, and this presents significant financial problems. The combination of rural sparsity and an ageing population means that rural isolation and social exclusion could be even greater problems in the future, unless alternative transport is made available.

Housing trends

3.6.12 House prices in Shropshire have risen significantly in recent years and are now equal to the national average and 27% higher than the regional average⁽⁸⁾ House prices are highest in South Shropshire and Bridgnorth Districts and lowest in Oswestry and North Shropshire.

3.6.13 Housing demand is being generated both by net migration into the County and by the increasing number of households generated as average household size reduces. Average household size in Shropshire has decreased from 2.75 in 1981 to 2.51 in 1991 and 2.34 in 2001. This is significantly lower than the regional

8 Shropshire Residential Property Sales Monitor, July- September 2004, Shropshire County Council



average of 2.41. Between 1991 and 2001 the Shropshire population grew by 6.1% but the number of households grew by 12.3%.

3.6.14 There is significant pressure to provide additional housing to cater for the demand from new households and migrants, and to enable housing to be affordable. With average wages in the County considerably lower than the national average it can be particularly difficult for local "first time buyers" to afford to stay in the County. This is seen as a key factor in the migration of young people away from Shropshire.

3.6.15 In order to support the Regional Spatial Strategy's aim of creating sustainable communities and preventing further decentralisation it will be necessary for Shropshire to address its local housing development needs without facilitating significant out-migration from the neighbouring more urban areas.

3.6.16 This policy will limit the overall number of new houses developed in the County and direct new housing to be located in areas where it will help create balanced communities and minimise environmental impacts.

3.6.17 Current Regional Planning Guidance⁹ (due for review in 2007) set out an average annual allocation of 1,300 new homes per year to be provided in Shropshire until 2007, and 900 per year between 2007 and 2021. Assuming for the demolition of 30 houses per year this would amount to 14,320 new houses between 2006 and 2021. This is only a small proportion of the nearly a quarter of a million new houses set to be provided in the West Midlands as a whole.¹⁰ and stated planned allocations by individual districts¹¹ are set out in Table 3.3. This table also highlights the significant further

housing growth expected in the neighbouring authority of Telford & Wrekin, which will have implications for transport in Shropshire.

Table 3.3 Shropshire district housing allocations

District	Average annual allocation of new dwellings per year to 2007	Potential annual average allocation of new dwellings (2007-2021)
Bridgnorth District	233	233 (to 2011)
North Shropshire	310	310 (to 2011)
Oswestry	170	120-150
Shrewsbury and Atcham	410	380
South Shropshire	128	128 (to 2011)
Total Shropshire Allocation	1300	900
<i>Borough of Telford & Wrekin</i>	<i>1330</i>	<i>1330 to 2011, then 700</i>

3.6.18 The main focus for growth will be Shrewsbury, which has been established as a sub-regional focus for Development. Current Local Development Framework proposals¹² would see nearly 5,000 new houses in Shrewsbury between 2004 and 2021.

3.6.19 Other strategic growth centres are identified as Oswestry, Market Drayton and Whitchurch. There is expected to be greater restraint on growth in Bridgnorth and South Shropshire Districts, with modest growth required to meet local needs being focused on the market towns of Ludlow, Craven Arms, Bridgnorth and Shifnal. It is envisaged that, outside the key settlements, the countryside will accommodate only minimal growth.

9 West Midland Regional Spatial Strategy, 2004

10 Source West Midlands Regional Spatial Strategy

11 Source- Local Plans and emerging Local Development Framework documents

12 Shrewsbury and Atcham Borough Council, Local Development Framework Core Strategy, Preferred Options, August 2005)

Key challenge: To meet the needs of an increasing population, and minimise adverse impacts in areas of future growth.

In response to this challenge our Transport Strategy must:

- **Accommodate increased levels of housing and people, particularly in Shrewsbury, without an unacceptable increase in traffic and its associated problems.**

3.7 Links between stakeholder aspirations, key challenges and our strategic aims and objectives

3.7.1 3.7.1 shows how the stakeholder aspirations and key challenges identified above relate to the strategic policy context, and how they will be addressed by our strategic aims and objectives for local transport which were set out in Chapter 2.

Table 3.4 Links between national and local aims and challenges and LTP objectives, priorities and targets

National Transport Priorities and Quality of Life Issues	Shropshire Partnership Community Strategy Aims	Key Policy Drivers	Key Challenges	Local Stakeholder Aspirations	Shropshire Local Transport Strategic Aims	Shropshire Local Transport Objectives
Delivering Accessibility	<p>Improving access to services, support, places, transport and facilities across the county</p> <p>Promote equal opportunities for everyone</p> <p>Make the best of cultural and leisure opportunities and value the voluntary sector</p> <p>Every child matters</p> <p>Improve services and opportunities for older people</p>	<p>Provide a comprehensive public transport system that serves the urban areas (<i>Regional Transport Priority</i>)</p> <p>Improve accessibility of market towns and rural areas (<i>Regional Transport Strategy</i>)</p> <p>Ensure all people have good access to health facilities and services (<i>Tackling Health Inequalities</i>)</p> <p>More accessible, affordable and available public transport to jobs and key services (<i>Making the Connections</i>)</p> <p>Address the poor personal mobility of more disadvantaged communities and reduce social exclusion (<i>Sustainable Communities, Tackling Health Inequalities</i>)</p> <p>Improve access to learning and work opportunities (<i>Regional Sustainable Communities Plan and Local Economic Development Plan</i>)</p> <p>Improve connections from rural areas and particularly the RRZ to market towns and growth areas including Shrewsbury, Telford and Telford- Wolverhampton high technology corridor (<i>Regional Economic Strategy</i>)</p> <p>Develop more effective, efficient and customer focused ways of improving access to services and facilities in rural areas, including better co-ordination of existing services (<i>Shropshire Rural Pathfinder</i>)</p> <p>Improve access for tourists e.g. from Shrewsbury to rural areas, around Ludlow and Severn Valley and other market towns and hinterlands (<i>Regional Tourism Strategy</i>)</p> <p>Respond to changing education policies e.g. parental choice, expansion of post 16 learning, extended school day (<i>National Education Policies</i>)</p>	<p>Meet the transport needs of an ageing population and attract more young people</p> <p>Meet the transport needs of a sparsely distributed population at an affordable cost</p> <p>Reduce dependence on the car and improve accessibility for those without access to a car</p>	<p>Better bus services, particularly for commuting, evenings and weekends and better services for rural areas</p> <p>Better accessibility in rural areas particularly to enable younger people to get to learning, work opportunities, and older people to reach services and social activities.</p> <p>Better integration of bus and rail services</p> <p>Mobility improvements for disabled people</p>	<p>Accessibility</p> <p>To improve access to jobs and facilities, in ways which are sustainable particularly for people from disadvantaged groups or areas</p>	<p>Improve accessibility in sustainable ways for disadvantaged communities to:</p> <p>Jobs and training</p> <p>Healthcare and essential services</p> <p>Leisure and tourism</p>



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Better Air Quality	Preserve and enhance Shropshire's natural environment and heritage	Ensure air quality standards are met (<i>National Air Quality Strategy</i>) Promote a change of hearts and minds (<i>towards travel behaviour</i>) of the region's population (<i>Regional Transport Priority</i>) Protect and enhance high quality environmental areas and features including the AONB, bio-diversity, historic landscape and built heritage and distinctive local character (<i>Regional Spatial Strategy</i>) Develop the economy and fulfil tourism potential in an environmentally sensitive way (<i>Rural White Paper. Economic Dev. Plan, Tourism Strategy</i>) Improve the quality of urban areas (<i>Regional Sustainable Communities Plan</i>) Safe and sustainable access to school (<i>Education Policies</i>)	Improve local air quality, particularly in Air Quality Management Areas Address the trend of more journeys being made by car and increasing journey lengths which are resulting in traffic growth Manage traffic growth in order to reduce environmental, safety and congestion impacts Enhance quality of road infrastructure ensuring it is in keeping with urban and rural character Minimise impacts from traffic on our historic townscapes and high quality rural landscapes Engage practices which support biodiversity Seek to reduce noise from road traffic	Less traffic and fewer HGVs in towns and villages Transport infrastructure and service improvements to cater for new employment and housing developments	Environment To protect and improve the built and natural environment and reduce the impact of traffic on local communities	Improve air quality particularly in AQMA's To improve local environmental quality and reduce the impact of traffic
Climate Change and Greenhouse Gases		Reduce greenhouse gas emissions (<i>UK climate change programme</i>)	Reduce green house gas emissions			Reduce greenhouse gas emissions
Tackling Congestion	Build a strong and diverse economy with jobs for a skilled and competitive workforce	Support development of Shrewsbury as a premier cultural and heritage 'city' and sub-regional growth centre (<i>Regional Spatial and Tourism Strategies</i>) Make best use of existing regional transport networks (<i>Regional Transport Priority</i>) Ensure that the West Midlands is a reliable hub to service regional, national and international connections (<i>Regional Transport Priority</i>)	To meet the needs of an increasing population and minimise adverse impacts in areas of growth Address existing congestion in Shrewsbury and prevent congestion occurring in other towns	Better enforcement of on - street parking restrictions in towns, and additional parking facilities in some town centres and residential areas	Economy To support sustainable economic activity and rural regeneration	Reduce and prevent congestion

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Sustainable and Prosperous Communities		Support the regeneration of the RRZ (Regional Spatial Strategy) Develop the role of market towns and improve connections between towns and hinterlands (Regional Sustainable Communities and Spatial Strategies) Improved rail links to London and international airports (Shropshire Economic Development Strategy) Improve access to BIA and NEC (Regional Transport Priority) Utilise A49 & M54/A5 as growth corridors (Shropshire Economic Development Strategy) Utilise benefits from development of Telford as a sub-regional growth centre and Telford - Wolverhampton high technology corridor (Regional Spatial Plan)	Support sustainable economic growth whilst managing the increased demand for movement of people and goods	Direct and reliable rail services to West Midlands and London		Support rural regeneration
Safer Roads	Create active and healthier communities and reduce health inequality	Address the impact of traffic in more disadvantaged areas (Making the Connections) Improve perceptions of community safety through reducing fear of road accidents (Shropshire Crime, Disorder and Substance Abuse Strategy) Reduce road accident casualties and ensure disadvantaged communities are not at higher risk (Health White Paper and Tackling Health Inequalities) Improve safety and security of the transport system (Regional Transport Strategy)	Continue to reduce the number and severity of casualty accidents on Shropshire roads, reduce the disparity in levels of risk for different road users and reduce the fear of road accidents	Lower speed limits in towns and villages, and much better enforcement of existing speed limits Better maintenance of footways and minor roads	Safety & Health To create safer roads and healthier, more secure communities	Reduce road accident casualties
Healthy Communities	Improve health through increasing levels of physical activity e.g. cycling and walking (Health White Paper) Support sustainable tourism (Regional Tourism Strategy)		Encourage and enable people to increase their levels of physical activity and improve their health through everyday transport choices	More cycling facilities particularly for young people and to support tourism		Increase levels of active travel



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Community Safety, Personal Security and Crime	Reduce crime and the perception of crime, anti-social behaviour and substance misuse	Work in partnership to design out crime e.g. street lighting, CCTV, natural surveillance (<i>Shropshire Crime, Disorder and Substance Abuse Strategy</i>) Address vehicle and cycle crime and theft (<i>Shropshire Crime, Disorder and Substance Abuse Strategy</i>)	To provide transport and highway infrastructure which helps to improve perception of security, particularly at night, and reduce incidence of vehicle theft	Safer routes to school and improved pedestrian safety with slower speeds, more footways and better crossings		Reduce the fear of crime and accidents when travelling