



4 Programme delivery (Proforma B)

4.1 Introduction

4.1.1 In this section we report upon the extent to which the strategies and capital programmes we set out in the original LTP have been delivered. In line with DfT guidance we have focused upon reporting activities in relation to three core strategy areas:

- **Public Transport**- including buses, community transport, rail , taxis, interchange and information (see Table 4.1)
- **Road Safety** (see Table 4.2)
- **Sustainability of transport policies**- including air quality, noise, climate change, rural issues and freight (see Table 4.3)

4.1.2 In addition we have selected two further strategies which are of most significant local importance:

- **Travel to School** (see Table 4.4)
- **Cycling** (see Table 4.5)

4.1.3 Issues around school travel were highlighted as being of particular concern in the initial LTP consultation process. Our work in this area has further intensified over the LTP period with additional grant funding provided by the DfES and DfT for school travel plan advisors and school grants, as part of the national Travelling To School initiative.

4.1.4 Cycling is important not only due to its contribution towards our transport objectives, but also due to it's contribution towards delivery of our tourism strategy. It is an area where we have been successful in obtaining significant external funding to deliver improvements to the network over the LTP1 period.

4.1.5 In the following series of tables we provide evidence of expenditure and delivery and identify the benefits and outcomes of the programme delivery. For each strategy element we have made an overall assessment of the extent to which the original LTP strategy has been delivered i.e. 'Strategy broadly implemented as planned', 'some elements of strategy not delivered', 'strategy implementation has exceeded expectations'.

4.1.6 Where delivery has not been achieved as planned we provide explanations of the reasons for divergence. Cross references to the relevant sections of LTP1 are provided for further details of our original plans. Further examples and details of particular schemes and initiatives are provided in chapter 2.

4.2 Public transport

Table 4.1 Implementation of Public Transport Strategy (including buses, community transport, rail, taxis, interchange and information)

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>1. Bus Strategy (Chapter 7 of LTP)</p> <p>a) Achievement of stretching local outcome indicators (see chapter 32 of LTP and proforma A and B of subsequent APRs)</p>	<p>Strategy implementation has resulted in positive outcomes although not all outcome targets were achieved</p> <p>The LTP set a target for growth in patronage on subsidised bus services (5% over 3 years). This target was substantially exceeded within the first two years of the LTP period through service improvements using rural bus grant and rural bus challenge funding, and a further stretched target was set. Over the LTP period there has been a 77% increase in patronage on subsidised bus services to 1.9M passengers.</p> <p>We have also achieved an increase in bus patronage on all services in the county, bus use peaked in 2003/04 following significant bus network improvements, and over the full LTP period patronage grew by 3% (from 6.267 million passenger trips in 2000/01 to 6.425 million in 2005/06) against a backdrop of a 7% decrease (2000/2001 to 2004/05) in bus patronage in England (outside of London) as a whole¹.</p> <p>Bus reliability in Shropshire has been good throughout the LTP period. It was measured at 94% in the first 3 years of the LTP period, reaching the target of at least 95% in 2003/04 and exceeding this target in 2004/05.</p> <p>General satisfaction with local bus services has also increased (BVPI 104), with the % of all respondents satisfied with bus services increasing from 47% in 2000/2001 to 52% in 2003/04. A further survey in 2003/04 identified that 83% of residents thought that public transport had got better or stayed the same over the previous three years.</p>	

1 Transport Statistic Bulletin: Public Transport Statistics Bulletin Great Britain: 2005 Edition

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>b) Delivery of increases in park and ride (see LTP section 7.50 and appendix III.25 of LTP)</p>	<p>Strategy delivered broadly as planned</p> <p>The number of people using the three Park and Ride services in Shrewsbury increased by 6% over the LTP period. This was a significant increase which places us on track to achieve our revised 2010 target, although short of our original target of a 10% increase over the LTP1 period.</p> <p>In line with the original strategy in 2002 we introduced new high quality, lower emission and accessible buses onto the Park and Ride services; and over the LTP period we have introduced real time passenger information, new high quality bus stops and shelters and improved security with CCTV introduced at parking sites.</p> <p>We have maintained a high frequency service at attractive fares compared to town centre parking rates; and have significantly increased the publicity and marketing for the scheme.</p> <p>A new parking site with improved access will be open at Harlescott in October 2006, linked to a new retail development. We have also developed a new Park and Ride scheme for Ludlow which will start running in October 2006.</p>	<p>The LTP1 strategy set out the possibility of expanding the Shrewsbury Park and Ride scheme, by either expanding spaces or the development of a fourth site at Emstrey, dependant upon demand. Demand has not been such to warrant these developments during the LTP period, but they are being considered as future developments. A fourth site is now being considered as part of a wider package of measures, possibility linked to a Shrewsbury Parkway rail station, as part of the Shrewsbury TIF study (see section 6.7.15 of LTP2).</p>
<p>c) Substantial improvements to services and networks across the LTP area (See LTP sections 7.26 – a comprehensive network, 7.32 an inclusive network, 7.40 quality infrastructure, 7.55</p>	<p>Strategy delivered broadly as planned</p> <p>During the LTP period we have invested £3.7 million of LTP capital in significantly improving the quality of bus infrastructure in the County. This included the purchase of 21 new modern super low floor accessible buses, the introduction of a real time passenger information system covering 12 bus routes, assistance for the provision of 169 new bus shelters or stops and 354 upgrades to stops and shelters.</p>	<p>We were unable to achieve our original target to introduce low floor accessible buses on <u>all</u> contracted services by 2010, 5 years prior to the date required under the Disability Discrimination</p>



<p>What was planned to be done? (April 2001 to March 2006)</p> <p><i>better accessibility and mobility and 7.74 new development, and appendix III..26)</i></p>	<p>What has been done? (April 2001 to March 2006)</p>	<p>Explanations for changes to what was planned</p>
<p>Improvements have been made to the frequencies of a number of town and interurban bus routes, and 6 bus quality corridors have been developed, where the introduction of low floor buses and provision of improved waiting shelters and information has been linked to increased frequencies. These have been mainly introduced on commercial services through agreements with operators (see section d below)</p> <p>Subsidised routes have also been improved. For example: the Shrewsbury to Wem and Whitchurch route (service 511) now runs with low floor buses and had improved waiting shelters and real time passenger information, Oswestry and Ludlow town services now run with low floor buses and enhanced frequencies, and the subsidised service 7 to Battlefield Enterprise Park in Shrewsbury has had the frequency increased from one to three buses per hour (for increases in patronage see Figure 2.8).</p> <p>A particular aim of our LTP strategy was to speed up the introduction of low floor accessible buses. During the LTP period the number of contracted bus services using low floor accessible buses has almost doubled from 35 at the beginning of the plan period to 60 at the end of 2005/06. Low floor buses are now in on most of the major contracted services, covering over three-quarters of all passenger journeys on subsidised routes.</p> <p>There have been significant increases in support from SCC funding and Rural Bus Grant for rural bus and community transport services over the LTP period.</p> <p>Level of SCC revenue subsidy for public bus services increased by 44% over the LTP period from £1.2 million in 2001/02 to £1.7 million in 2005/06. This investment, in conjunction to the £6.4 million of support, principally from rural bus grant, over the LTP1 period has enabled us to sustain a comprehensive network despite very rapid rises in bus operating costs.</p>	<p>Act, (this was later stretched to achieving this by 2007).</p> <p>Although low floor buses have now been provided on most subsidised bus services, we have been unable as yet to introduce super low floor buses on those contracts that also incorporate school transport services. This would reduce the number of school children which could be carried, significantly affecting efficiencies achieved in school contracts.</p> <p>We plan to resolve this issue in conjunction with ongoing reviews of school transport during the LTP2 period (see LTP2 section 4.7.30)</p>	

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
d) Evidence of major outputs as a result of partnership with operators, including delivery of quality bus routes (see section 7.58 of LTP1- Effective partnership)	<p>In line with the LTP strategy, and in order to maximise the benefit from our investment we have focused on maintaining and improving inter-urban and town bus services, whilst seeking to provide more flexible, demand responsive, bus services in the more deeply rural areas, including the introduction of the 49 Link and North Shropshire Link services.</p> <p>Delivery of this strategy has resulted in a 3% increase in bus patronage in comparison to the decline experienced in many other areas of the Country outside London.</p> <p>Strategy delivered broadly as planned</p> <p>At the start of the LTP period we had a Bus Quality Partnership (BQP) agreement in place with Arriva and SABC covering one commercial bus route in Shrewsbury town. Over the LTP period this agreement has been extended to incorporate further activities and now covers three service corridors, the 1 & 11 to Monkmoor, 24 to Sundorne and 70 to Oswestry. This agreement will soon be further extended to cover two further corridors within Shrewsbury town (services 25 and 22).</p> <p>A further Bus Quality Partnership agreement was made early in the plan period with four different bus operators and BDC, covering the Bridgnorth district area. This has particularly improved the quality of services within Bridgnorth town and the key interurban route to Shrewsbury.</p> <p>The BQP agreements cover a number of aspects, including provision of modern, super low floor vehicles meeting current emission standards, cleaning of vehicles, provision of quality bus stop and bus shelter infrastructure, and improved information provision. On some routes the agreements also cover provision of real time information and bus priority measures.</p>	



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>Significant improvements in patronage have been seen on services covered by the Bus Quality Partnership agreements, for example on the Bridgnorth town service patronage has increased by over 400%, on the Bridgnorth to Shrewsbury service by over 60% (see Figure 2.8), and on the Shrewsbury to Oswestry service by around 50% (see)</p> <p>During the LTP period we have supported county and district level bus forums, providing opportunities for feedback from operators and bus users, and have held annual Passenger Transport Conferences jointly with Telford and Wrekin Council.</p>	
<p>e) Evidence of integration with traffic management policies to give greater priority for buses (see section 7.63 of <i>LTP1-Integration</i>)</p>	<p>Some elements of the strategy not delivered</p> <p>Shropshire as a whole experiences comparatively little congestion and our bus reliability levels are high (96% in 2005). Implementation of bus priority measures was therefore not a dominant part of our original LTP1 bus strategy.</p> <p>In Shrewsbury town centre, where congestion is worst, the medieval street structure does not allow for road widening to enable bus priority. However, a study identifying a few practical small scale bus priority measures was produced early in the plan period. Due to a combination of factors we have been unable to the 2 planned bus priority schemes during the LTP period.</p> <p>We have ensured that other traffic management measures have supported our public transport policies. For example when undertaking traffic calming works we have been careful to design appropriate measures on bus routes, and clearway markings have been introduced at a number of bus stops.</p>	<p>We have not delivered two planned bus priority schemes due to significant delays at the consultation stage, over concerns from traders regarding loss of on-street parking, and then further delays due to the possibility of the schemes being incorporated into a larger town centre enhancement scheme to be partly funded from developer contributions.</p> <p>Issues are now resolved and the town centre scheme incorporating the bus priority measures is now due to commence in 2006/07.</p>

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>f) Development of strategy for Voluntary and community transport, and integration with conventional bus services (see <i>chapter 8 of LTP</i>)</p>	<p>Strategy delivery has exceeded expectations</p> <p>A key part of our LTP strategy was to support the further development of community and voluntary transport services in areas of the county where there was limited provision, and to further integrate these services with conventional bus and rail services.</p> <p>Rural transport partnerships</p> <p>This work was significantly aided through the three rural transport partnerships developed in Bridgnorth, North Shropshire and South Shropshire districts, which were partly supported by SCC; and the appointment of a specific rural transport officer at SCC.</p> <p>Community and demand responsive bus schemes</p> <p>We have achieved our targets for expansion of demand responsive bus schemes. At the start of the LTP period there were 4 such schemes in operation covering limited areas of the county, at the end of the plan period there was 13 schemes covering the majority of the county, most operating with some support from the County Council. 11 of these are operated on through community or voluntary organisations, and 2 were larger schemes procured by the County council to cover areas to replace conventional bus services with more flexible and cost effective transport provision. This has significantly increased levels of accessibility in rural areas of the County, and provided essential, affordable transport for those people unable to use conventional buses. Patronage has grown by around 50% over the LTP1 period with 53,000 passenger journeys in 2005/06.</p> <p>Community cars</p> <p>In addition to the significant expansion of community bus schemes we have also achieved our targets for expansion of our car based schemes. These provide a further means of affordable travel for passengers unable to use bus services. We</p>	



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>2) Delivery of passenger rail strategy, and delivery of substantially improved integration</p>	<p>have seen a 9% growth in the use of our community car scheme from 13,885 journeys in 2000/01 to 15,091 in 2005/06. We exceeded our local target set for increasing the number of voluntary drivers over the last three years of the plan period by 10%. A 33% increase was achieved with 368 drivers at the end of 2005/06. (This target replaced the target for number of parishes covered as this was not the most useful indicator)</p> <p>In 2006 we will be merging this scheme with the Voluntary Car Scheme, which provides a service for health and social services related journeys. This will result in a simpler scheme for users, more effective use of drivers and efficiency savings. The combined scheme will provide for over 45,000 journeys per year.</p> <p>Wheels to Work</p> <p>We have continued to support the innovative Wheels to Work scheme which helps young people in rural areas access training and employment opportunities. The scheme has assisted 963 young people over the LTP period.</p> <p>Integrated procurement</p> <p>Since the beginning of the LTP period SCC has procured the provision of public, voluntary, education and social services transport services through an integrated transport unit. This has led to better utilisation of vehicles, and cost savings across these responsibilities.</p>	
<p>2) Delivery of passenger rail strategy, and delivery of substantially improved integration</p>	<p>Strategy delivered broadly as planned</p> <p>There has been a 13% increase in rail patronage over the LTP period, with the number of passengers from Shropshire stations increasing from 2.0M in 2000/01 to 2.3M in 2005/06.</p>	<p>We achieved our targets for provision of information at rail stations and in major settlements; however we did not quite achieve the</p>

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>Building on the countywide station audit undertaken in 1999/2000 we have worked in partnership over the LTP period to deliver a wide range of station infrastructure improvements, particularly to address the key areas for improvement highlighted in LTP1 of:</p> <ul style="list-style-type: none"> ● information provision ● car parking facilities ● interchange facilities ● cycle parking provision ● disabled access <p>To achieve this we have worked in close co-operation with the train operating companies (TOC), rail infrastructure authorities, neighbouring local authorities and community groups.</p> <p>We have also financially supported the work of three Community Rail Partnerships and campaigned for rail service improvements, particularly for the introduction of a London service.</p> <p>Information provision</p> <p>Information provision has been significantly improved with provision of integrated rail, bus and local information boards at all 16 stations, and in the 8 major settlements. We worked in partnership with the TOC to provide a new real time passenger information system at Shrewsbury station, and also helped to upgrade and extend the system of customer help points at stations throughout the county. We has also provided new visitor information boards at stations on the Heart of Wales Line as part of a tourism marketing promotion co-ordinated through the line partnership.</p> <p>Car parking and interchange facilities</p>	<p>target set for providing cycle parking facilities at every station in Shropshire.</p> <p>At one small station there was no suitable site and at two others we are awaiting approval from the TOC. These final elements should be delivered in 2006/07.</p>



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>We assisted in a major refurbishment of Gobowen station, including extending the car parking facilities, providing CCTV, and installing a new waiting room and passenger toilets. At Ludlow we contributed to the provision of a new booking office funded through rail passenger partnership grant, (<i>passenger growth at this station has been 36% over the LTP period</i>). We have assisted with car park refurbishments at Whitchurch (<i>passenger growth 21%</i>), Shrewsbury (<i>passenger growth 12%</i>) and Craven Arms (<i>passenger growth 43%</i>), and the improvement of bus interchange facilities at Ludlow, Whitchurch, Wem and Craven Arms, including provision of RTPI at Wem and Whitchurch.</p> <p>Cycle parking provision</p> <p>We have delivered our planned programme of cycle parking improvements, increasing the number of stations with passenger cycle parking facilities from 4 to 13 over the LTP period.</p> <p>Disabled access</p> <p>We also contributed significantly to provision of a disabled access ramp at Knighton station (<i>5 year passenger growth 25%</i>).</p> <p>Community Rail partnership and service improvements</p> <p>We have supported the work of the three Community Rail Partnerships in undertaking publicity, marketing and campaigning work, including support for innovative marketing events such as the "Soup and Stroll" and "Real Ale Trail " promotions on the Heart of Wales Line.</p> <p>During the LTP period an improved hourly train service has been achieved on the Shrewsbury to Chester line, and the Chester Line Community Rail Partnership recently achieved a national award for station adoption.</p>	

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>3) Delivery of taxi and private hire vehicles strategy and substantial innovative use of taxi's and integration of polices. (see <i>LTP chapter 13</i>)</p>	<p>Strategy delivered broadly as planned</p> <p>In line with our LTP strategy we have made appropriate provision of taxi ranks in own town centre improvement schemes</p> <p>We have worked with the Safer Shropshire Partnership to improve the provision of taxi ranks in areas around nightspots to assist the rapid and effective dispersal of users at closing times.</p> <p>Through the use of taxi and PHVs for school and social care contacts we have supported the sustainability of taxi operators in the county, and encouraged the increased modernisation and improved accessibility of vehicles.</p>	<p>The introduction of taxibuses was a possible scheme identified in the original LTP.</p> <p>A pilot scheme was trialled in Ellesmere in 2003/04, utilising Countryside Agency funding, however it was not well used and was withdrawn.</p> <p>Emphasis has instead been placed on building upon the more successful community bus and community car schemes.</p>
<p>4) Delivery of public transport interchange strategy, and delivery of substantial outputs and outcomes. (see <i>LTP section 7.47 bus interchange, and section 7.81</i>)</p>	<p>Strategy delivered broadly as planned</p> <p>During the LTP period we have worked in partnership with parish, town and borough councils to make significant improvements to the quality of bus stops and shelters. We have provided a 75% grant to the provision of new shelters, which in many rural areas have been designed to be in keeping with the local community. Cycle parking has been incorporated at rural stops where appropriate. A total of 169 new bus stops or shelters have been introduced and improvements have been made to a further 352 stops. Capital investment by SCC has been in the region of £0.8M.</p> <p>We have significantly improved information through the provision of 164 new information boards and introduction of the real time information system which covers all services in Shrewsbury town and the route to Wem and Whitchurch.</p>	<p>The planned refurbishment of Whitchurch bus station has been delayed due to legal issues regarding commercial access rights.</p> <p>In Shrewsbury the planned refurbishment of the bus station in conjunction with SABC was delayed due to considerations over the relocation of the bus station as part of a major development project.</p>



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>As part of the substantial project, in conjunction with Shrewsbury and Atcham Borough Council, to upgrade bus stops and shelters in the town we undertook a review of bus stop locations to ensure that all households were within 800m of a stop.</p> <p>We have assisted in the refurbishment of bus stations at Oswestry and the bus interchange at Ellesmere, improved security at park and ride interchanges with the provision of CCTV, and improved bus interchange facilities at four rail stations (see section 2 above).</p> <p>We have broadly achieved our planned outputs in relation to improvements to the provision of integrated bus and rail information, ease of access and cycle parking facilities at rail stations throughout the county (see section 2 above).</p> <p>In Whitchurch the new Hatton Way cycle route has provided improved off road cycle access to the rail station.</p>	<p>The outcome was that the bus station will not be relocated, and improvements to disabled access are now identified within the LTP2 programme.</p>
<p>5) Delivery of improvements to Public Transport Information (see LTP section 7.34 quality information)</p>	<p>Strategy delivered broadly as planned</p> <p>In 2003 we developed a detailed public transport information strategy. This set out an ambitious strategy to bring about a step change in the way that public transport information was provided in the County. This strategy has been delivered in partnership with operators and other local authorities.</p> <p>Over last 5 years SCC spent £644,000 revenue on providing public transport information and marketing. Investment significantly increased over the LTP period from £80,000 in 2001/02 to 175,000 in 2005/06, an increase of 119%.</p> <p>We have also invested significant levels of capital in delivery of this strategy, including £1.6M on the introduction of the real time information system.</p> <p>Pre - journey information and publicity</p>	

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>We have made significant improvements in the provision of public transport information; this includes the production of co-ordinated sets of timetable leaflets, ranging from simple leaflets covering individual services to publications providing all relevant information for each area of the county. We have also produced a popular tailored rail timetable providing information in an easy to understand format for services centred around the Shrewsbury rail hub.</p> <p>We have improved the distribution of this high quality public transport information. At the beginning of the plan period on a small proportion of households (28%) received an annual delivery of public transport information, by 2002 we had achieved our target of increasing household deliveries of relevant public transport information to 70% of households, and distribution levels have been maintained in subsequent years.</p> <p>We have also undertaken innovative publicity and marketing work including specific marketing in conjunction with Shrewsbury and Atcham Borough council for promotion of Park and Ride.</p> <p>As well as publicly advertising ad-hoc changes to bus routes in between timetable issues we also use a system of local bus contacts to help disseminate this information in their parishes, and to provide user feedback</p> <p><i>In-journey information</i></p> <p>We have worked with operators to improve bus timetable information at stops and bus stations. We have introduced a new system of using bus departure time lists tailored to each bus stop, rather than standard timetables, these are much simpler for customers to understand.</p> <p>We have introduced a new real time bus information system to provide improved passenger information and confidence. In 2004 we achieved our delivery target to introduce the system on all bus services operating in Shrewsbury town, and</p>	



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>have subsequently extended the service to cover further stops and also route between Shrewsbury, Wem and Whitchurch. This is an ambitious step for such a rural authority and it has proved to be very popular with users.</p> <p>We have also made significant improvements to the provision of information at rail stations including provision of integrated bus and rail information boards, (see section 2 above).</p> <p>Performance</p> <p>Delivery of our strategy has clearly had a significant impact as the BVP1103 performance indicator for the percentage of users satisfied with public transport information increased from 39% in 2000/2001 to 66% in 2003/04.</p>	

4.3 Road safety

Table 4.2 Implementation of the Road Safety Strategy

DELIVERY BENCHMARK	What has been done?	Explanations for changes to what was planned
<p>What was planned to be done? (April 2001 to March 2006)</p>	<p>(April 2001 to March 2006)</p>	
<p>1) Progress on local road casualty reduction targets (see chapter 32 of LTP and Proforma A and B of subsequent APRs)</p>	<p>Strategy implementation has resulted outcomes which have exceeded expectations</p> <p>As a result of implementation of our road safety strategy have achieved or are on track to achieve 7 out of 8 of our challenging road casualty reduction targets, a number of which have been stretched during the LTP period.</p> <p>KSIs</p> <p>We have exceeded our stretched target to reduce the number of KSIs on Shropshire Roads by 50% by 2010. Between 1994-98 and 2005 the number of KSI's reduced by 43% to 228, exceeding our stretched target for 2005 of 277, and ensuring we are well on track for achieving the target of no more than 200 in 2010.</p> <p>We have also exceeded our stretched target to reduce the number of child KSIs on Shropshire Roads by 60% by 2010. Between 1994-98 and 2005 the number of child KSI's reduced by 51% to 18, exceeding our stretched target for 2005 of 24, and ensuring we are well on track for achieving the target of no more than 15 in 2010.</p> <p>Slight casualties</p> <p>We have exceeded our target to ensure there is no overall increase in the number of slight road casualties in Shropshire. Between 1998 and 2005 the number of slight casualties reduced by 11% to 1082.</p> <p>Cyclist casualties</p>	<p>We have not achieved our ambitious 37% reduction in all pedestrian casualties target, achieving only a 19% reduction.</p> <p>We are aiming to further improve pedestrian safety through further expansion of our child pedestrian safety training, and increased levels of investment in pedestrian infrastructure during the LTP2 period.</p>



DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>We have achieved both of our targets for reducing cyclist casualties:</p> <ul style="list-style-type: none"> • We set an ambitious target to reduce the total number of pedal cyclist casualties by 37% from 1996 to 2005. We exceeded our target by achieving a reduction of 46%, with 65 casualties in 2005. • We exceeded our original target for reducing cyclist KSIs by 40% from the 94-98 average early in the plan period, and in 2004 set a more challenging target of a further 20% reduction by 2010. Between 94-98 and 2005 we have achieved a reduction of 59% to a 3 year rolling average of 13 KSI casualties, we are therefore exactly on track to achieve our stretched target of no more than 11 by 2010. <p>Pedestrian casualties</p> <p>We have achieved one our two targets for reducing pedestrian casualties:</p> <ul style="list-style-type: none"> • We set an ambitious target to reduce the total number of pedestrian casualties by 37% from 1996 to 2005. We have achieved a reduction of 19%, with a 3 year rolling average of 114 casualties in 2005. • We are well on track to achieve our target for reducing pedestrian KSIs by 40% from the 94-98 average by 2010. Between 94-98 and 2005 we have achieved a reduction of 39% to a 3 year rolling average of 27 KSI casualties, we are therefore well on track to achieve our target of no more than 26 by 2010. <p>Motorcyclist casualties</p> <p>Our original LTP did not set targets for reductions in motorcyclist casualties; however as a result of specific initiatives to tackle the high rate of motorcyclist casualties we have seen significant progress in this area:</p>	

DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<ul style="list-style-type: none"> Between 94-98 and 2005 we achieved a 3.5% reduction in all motorcyclist casualties, to a 3 year rolling average of 116. We also achieved a 23% reduction in motorcyclists KSIs to a 3 year rolling average of 45. This is an excellent achievement in light the increase in motorcyclist use and the national increase in casualties. Analysis in 2004 showed that between 1998 and 2004 there was a 33% growth in use of motorcycles in Shropshire compared to 27% growth in Great Britain, and the reductions in casualties achieved in Shropshire compare to a 16% increase in all motorcyclist casualties and 13% increase in motorcyclist KSI's across Great Britain. 	
2) Impact of five year programme of local safety schemes (See section 18.55 of LTP)	<p>Strategy delivered broadly as planned</p> <p>In the first two years of operation of the West Mercia Speed Camera Partnership a 58% reduction in KSI casualties (people killed or seriously injured) was achieved at enforcement sites compared to three year baseline data. There has been a 6% reduction in average speed and, on average, 35% fewer vehicles exceeded the speed limit at enforcement sites.</p> <p>Over the LTP period we have invested £1.3M in local safety schemes targeted at sites or routes with a demonstrated history of casualty accidents. We have undertaken over 350 separate schemes, many of which have been minor in nature. A detailed analysis of scheme performance has been undertaken for 41 schemes which were of a more substantial scale (over £7,500). The results are shown below. This shows that the 38 schemes at a cost of £1.3M have resulted in average savings of 70 accidents per year.</p>	



DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned																																			
	<table border="1"> <thead> <tr> <th data-bbox="375 1529 608 1693">Financial Year</th> <th data-bbox="375 1328 608 1529">Number of schemes implemented</th> <th data-bbox="375 1193 608 1328">Total costs £000s</th> <th data-bbox="375 958 608 1193">Average annual number of personal injury accidents (three years before)</th> <th data-bbox="375 730 608 958">Average annual number of personal injury accidents saved</th> </tr> </thead> <tbody> <tr> <td data-bbox="608 1529 667 1693">2001/02</td> <td data-bbox="608 1328 667 1529">6</td> <td data-bbox="608 1193 667 1328">149</td> <td data-bbox="608 958 667 1193">105</td> <td data-bbox="608 730 667 958">10</td> </tr> <tr> <td data-bbox="667 1529 726 1693">2002/03</td> <td data-bbox="667 1328 726 1529">10</td> <td data-bbox="667 1193 726 1328">610</td> <td data-bbox="667 958 726 1193">20</td> <td data-bbox="667 730 726 958">8</td> </tr> <tr> <td data-bbox="726 1529 785 1693">2003/04</td> <td data-bbox="726 1328 785 1529">10</td> <td data-bbox="726 1193 785 1328">195</td> <td data-bbox="726 958 785 1193">19</td> <td data-bbox="726 730 785 958">13</td> </tr> <tr> <td data-bbox="785 1529 844 1693">2004/05</td> <td data-bbox="785 1328 844 1529">12</td> <td data-bbox="785 1193 844 1328">411</td> <td data-bbox="785 958 844 1193">47</td> <td data-bbox="785 730 844 958">39</td> </tr> <tr> <td data-bbox="844 1529 903 1693">2005/06</td> <td data-bbox="844 1328 903 1529">3</td> <td data-bbox="844 1193 903 1328">158</td> <td data-bbox="844 958 903 1193">21</td> <td data-bbox="844 730 903 958">n/a</td> </tr> <tr> <td data-bbox="903 1529 986 1693">Total</td> <td data-bbox="903 1328 986 1529">41</td> <td data-bbox="903 1193 986 1328">1,523</td> <td data-bbox="903 958 986 1193"></td> <td data-bbox="903 730 986 958"></td> </tr> </tbody> </table> <p data-bbox="1015 674 1118 1749">Further analysis of the accident reduction impacts of a range of other LTP schemes, including village speed limits, will be undertaken in 2006 to inform our road safety action plan.</p>	Financial Year	Number of schemes implemented	Total costs £000s	Average annual number of personal injury accidents (three years before)	Average annual number of personal injury accidents saved	2001/02	6	149	105	10	2002/03	10	610	20	8	2003/04	10	195	19	13	2004/05	12	411	47	39	2005/06	3	158	21	n/a	Total	41	1,523			
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3) Strong and systematic application of redesign of roads, speed limits and supporting signing and road engineering (See section 18.30, Appendix v and chapter 21 of LTP1)	<p data-bbox="1166 1128 1201 1749">Some elements of the strategy not delivered</p> <p data-bbox="1230 674 1370 1749">Through the LTP period we have used data provided by West Mercia Police to maintain a comprehensive casualty accident database, which we have used to both identify and prioritise schemes within our local safety scheme and traffic management programmes.</p>	Over the LTP period we have been unable to deliver the 150 new village speed limit schemes planned as part of the LTP strategy (see LTP1 Appendix v).																																			

DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>Local Safety schemes have been developed to address problems at sites with the most significant casualty histories. Early in the LTP period the primary focus was on single sites with a cluster of casualty accidents, as we have addressed these sites we have started to identify those routes and areas with higher levels of casualty accidents and to implement route and area treatments.</p> <p>These local safety schemes have included speed reduction, signing and engineering solutions as appropriate and a consistent approach has been applied across the county.</p> <p>In addition we have used accident records as a key factor in prioritising schemes within our traffic management programmes for both urban and rural areas. We have invested £5.2M in traffic management measures over the LTP period and have delivered 7 20mph zones, 177 other traffic calming schemes including a number of new village speed limits, 5 home zones, 8 quite lane schemes, and over 200 other traffic management schemes. We have also installed 46 new signalised crossings and around 150 informal pedestrian crossing facilities.</p>	<p>The LTP set out a strategy of introducing reduced speed limits with minimal levels of signing and lining at gateway points has proved to be very difficult to implement; primarily due to requirements for speed limit areas to be self enforcing. Schemes implemented have therefore required far more infrastructure and a higher cost per scheme than envisaged.</p> <p>Although all areas with a significant casualty history have been treated there is still a high level of public demand for reduced speeds in other settlements. To speed up this process a new village speed limit policy has been developed which will enable speed limits to be introduced with less infrastructure requirements.</p>



DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>4) Resources, delivery and impact of education, training and publicity (ETP) measures (See section 18.35 of LTP)</p>	<p>Strategy implementation has exceeded expectations</p> <p>Over the LTP period we have invested almost £1 million in delivering our road safety ETP strategy.</p> <p>We have continued to undertake a range of traditional ETP activities as outlined in the original strategy, but have been pro-active in ensuring that our resources have been targeted in those areas and at those road user groups where there evidence of high casualty rates. We have also ensured that we have integrated our ETP work with engineering and other measures where appropriate. Some examples are:</p> <ul style="list-style-type: none"> • The Road Safety Section manages the National Driver Improvement Scheme on behalf of the West Mercia Constabulary. The course is designed to address driving problems and reduce the occurrence of collisions amongst drivers that have been identified as being at risk. During 2001/02 397 clients completed the course and 385 clients during 2005/06. • A growth in motorcyclist casualties early in the plan period triggered a co-ordinated campaign to tackle the issue. This included specific publicity campaign targeted at pubs and meeting places of leisure riders from the West Midlands conurbation, and publicity linking to engineering work on specific high accident rate routes such as through the Corvedale. We have also implemented a 'Bikesafe' assessment weekend with our partners the West Mercia Police and a 4 week Commercial Airtime Broadcast Campaign to raise awareness of safer winter motorcycling. • We have linked in with national publicity campaigns where these address local problems, such as the Christmas and summer drink driving campaigns; and have developed local campaigns addressing problems highlighted from local research. Examples are a 4-week bus back advertising and radio campaign – 'Don't Kill the Party Spirit' throughout Shropshire and a 'Three's a Crowd' publicity 	<p>Use of the skid pad has not materialised as planned as the Shropshire Group of Advanced Motorists (SCC) were the booking agent for the group) were required to leave their premises and also such the skid-pan was closed in 2002.</p> <p>The way cycle training was provided differed to the planned method- A paid cycle training scheme was introduced due to a decline in the number of volunteers available to provide cycle training to schools and a demand from schools for cycle training, this was especially apparent in the more remote rural schools. Evidence of best practice from other local authorities was used to inform the way cycle training was provided, such as York for example.</p>

DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>campaign responding to evidence that young drivers were more likely to be involved in accidents if driving with passengers.</p> <ul style="list-style-type: none"> • In relation to schools, we have carried out 111 road safety presentations at 47 primary schools and 135 presentations at 14 secondary schools, 3 colleges and 5 independent schools. • Road Safety Parent Packs are issued to all new reception children each year, all Year 6 children receive a copy of the Highway Code for Young Users (Arrive Alive) and schools and nurseries are written to each year outlining the services that the Road Safety Team offer • All schools and colleges have received resources for teacher delivery (covering all age groups) which has included worksheets, videos, DVDs and play scripts. The resources have been used to contribute towards the implementation of the 'Every Child Matters – Stay Safe' and as part of coordinated series of road safety presentations and classroom work. • Our secondary school education work has been targeted primarily at those schools in areas where accident rates for young people are highest. • Kerbcraft Child Pedestrian training was piloted between May 2003 and March 2006 and was targeted at the more disadvantaged areas of Shrewsbury and Oswestry where rates of pedestrian casualties are higher. 630 children (aged between 5 and 7 years) participated in the scheme with each child receiving at least 12 20-minute sessions of mainly practical roadside training. One school was used in the DfT National Evaluation and the results showed a significant increase in child decision making on how and where to cross the road. • Between 2000 and 2005, 2592 school pupils in Shropshire received cycle training either from the Road Safety Team or from a Volunteer Scheme. Since 2004 a team of professional cycle training instructors have been employed to provide on-road training wherever practical, and in 2005, 559 pupils were trained. 	



DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<ul style="list-style-type: none"> • Specific publicity and training has been linked to School Travel Plan and safer routes to school initiatives such as new toucan crossing facilities, walking buses and cycle route improvements. • 31 Pre-Schools / Nurseries have been visited with presentations given on road safety and boxes of resources have been loaned to 10 to extend road safety themes. Resources have also been issued to Sure Start Nurseries in Shrewsbury and Oswestry during CAPT Child Safety Week. A presentation was given at the Pre-School Playgroups Association Conference in 2005 on the work carried out in pre-schools. • Attendance at three 'Crucial Crew' events since 2005 where approximately 3,000 Year 6 children each year have benefited from a workshop that promotes safer cycling amongst a range of other safety issues. <p>Levels of participation in cycle, pedestrian and driver training has exceeded our expectations, due to decision to place more importance on these areas of work as a result of positive national and local results:</p> <ul style="list-style-type: none"> • 630 pupils have benefited from practical 'Kerbcraft' pedestrian training between 2003 and 2006 (330 during 2005/06). The 'Stepping Out' pedestrian training scheme was implemented in May 2006 and to date (July 2006) 429 Years 3/4 pupils, and 80 Years 5/6 pupils have benefited from the training. • 2592 pupils have undertaken cycle training between 2000 and 2005, with either on or off-road courses. The number of pupils trained has largely risen year on year with 366 pupils trained in 2000 compared to 559 in 2005. • 385 people referred by the Police have undertaken driver improvement training during 2005/06. 	

DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>5) Contribution of partners to strategy delivery (see section 18.39 of LTP)</p>	<p>Strategy delivered broadly as planned</p> <p>A Shropshire Road Safety Panel was established in 2001 to oversee the delivery of our road safety strategy delivery, with representatives from the County Council and design consultants Mouchel Parkman, the West Mercia Constabulary, the Highways Agency and their consultants and the Primary Care Trust.</p> <p>SCC have helped to deliver the West Mercia Safety Camera Partnership since 2003 with West Mercia constabulary and Herefordshire and Worcestershire councils. The results of this partnership are highlighted in section 2 above.</p> <p>The West Mercia police have played a key role in the implementation of the road safety strategy, including through the enforcement of speed limits and other highway laws. As well as high level liaison over strategy issues through the road safety panel there is day to day communication with the police over specific schemes, ensuring that there is agreement on the design of schemes and revisions of speed limits.</p> <p>We have also worked closely with the police in delivering the road safety education, training and publicity programmes, such as through the Driver Improvement courses, and delivery of educational activities such as the annual “Crucial crew” event for year 6 pupils involving the police, fire service and many other partners which emphasises various aspects of safety.</p> <p>We have also worked closely with the crime and disorder partnership. Research for the Safer Shropshire Partnership Strategy in 2004/05 highlighted road safety the single biggest safety concern of local people, and local safety partnerships has part funded local road safety education initiatives, including theatre in education productions.</p>	



4.4 Sustainable transport

Table 4.3 Implementation of Sustainability Strategy (including air quality, noise, climate change, rural issues and freight)

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
1) Airport Surface Access	<p>No strategy planned</p> <p>Shropshire did not set out an airport access strategy due to the nearest civilian airport being some distance from the county.</p> <p>We have, however, put significant energy into lobbying for improved direct rail access between Shrewsbury and Birmingham International, the closest major airport, to increase the proportion of trips made by this sustainable mode.</p>	
2) Co-ordination with air quality action plan and action on noise (see section 25.7 and 25.27 of the LTP)	<p>Strategy implemented broadly as planned</p> <p>Air Quality</p> <p>Early in the Plan period SCC supported the work of district and borough authorities in undertaking detailed air quality review and assessment, through the collection of traffic data.</p> <p>This work resulted in the declaration of 5 small Air Quality Management Areas (AQMA's) towards the latter part of the LTP period, 3 of which were affected by traffic on SCC managed roads; the most significant being Shrewsbury Town Centre.</p> <p>Our package of measures implemented in Shrewsbury over the LTP1 period has resulted in a 2% reduction in traffic entering the river-loop area. During the LTP period, we have also introduced a number of modern, lower emission Park and Ride and bus fleet vehicles which are in operation in Shrewsbury. We have therefore seen a significant reduction in the contribution from road transport to pollution in the town centre, and at Heathgates Island.</p>	<p>The LTP strategy stated that we would investigate the feasibility of using low emission buses on the Shrewsbury Park and Ride services. This has developed into a firm proposal and new diesel – electric vehicles should be introduced by 2007.</p>

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>3) Action on climate change and promotion of travel awareness (See LTP section 25.17 and chapter 24)</p>	<p>Analysis has shown that if we can continue our LTP1 period success in restraining levels of traffic growth we will be able to achieve our air quality targets during the LTP2 period (see LTP2, section 5.4.27)</p> <p>We will also have contributed to improvements in air quality and reductions in noise levels through achievement of our target to restrict traffic growth across the county to just 6.6% growth, within our target of less than 10%.</p> <p>Noise</p> <p>A survey in 2004 showed that 8% of County residents found traffic noise to be a serious problem. We have contributed to reducing noise levels through our highways maintenance programme through the appropriate use of low noise surfacing. Appropriate noise reduction measures were incorporated into the Hodnet bypass scheme.</p> <p>Strategy implemented broadly as planned</p> <p>Traffic Growth</p> <p>Our local transport plan set out three road traffic reduction targets:</p> <ul style="list-style-type: none"> • We achieved our target to constrain traffic growth on interurban roads to less than 10% during the LTP period. Growth at representative monitoring sites was 6.6% between 2000/01 and 2005/06, this compares to national average traffic growth between 2000 and 2005 of 6.9%. • Our package of integrated measures for Shrewsbury meant that we also achieved our target to limit traffic growth at the 12 monitoring sites across Shrewsbury 	
		<p>We did not achieve our ambitious target for reducing traffic in Shrewsbury town centre. In hindsight this target was probably too ambitious for the strategy set.</p> <p>We are now investigating a TIF package to look at ways to achieve more significant levels of traffic</p>



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>(outside of the town centre) to 5%. We actually achieved a 2% decrease in traffic between 2001/02 and 2005/06.</p> <ul style="list-style-type: none"> We also set a target to reduce the number of vehicles entering the town centre by 5%. We did not achieve this challenging target, but did achieve a 2% decrease in traffic entering the river loop between 2000/01 and 2005/06. <p>Climate Change</p> <p>As part of our strategy for tackling climate change we have focused on the development of workplace travel plans and undertaking travel awareness work. We exceeded our target for the number of sites with travel plans with a total of 30 employment site travel plans being adopted over the plan period, including 21 for sites within Shrewsbury. Travel plan and travel awareness work has focused on:</p> <ul style="list-style-type: none"> Reducing overall levels of travel, such as through the promotion of home and teleworking practices (as adopted by some SCC departments). Reducing car use and particularly single occupancy car use. Around £40,000 has been allocated to employers through the Travel Plan Grants scheme to improve facilities for sustainable modes e.g. cycle parking, showers and lockers and pool vehicle provision. Car share schemes with the incentive of priority parking for car sharing have been introduced by some employers. Local sustainable transport promotional campaigns and events have been organised and co-ordinated as part of National Bike Week and TravelWise weeks. Encouraging the use of more sustainable vehicles and fuels and more efficient driving practices. For example, the County Council is trialling the use of bio-diesel is for its own fleet and promoting its use across the county. <p>In addition, 110 School Travel Plans have been introduced during the LTP period, this has stopped the rapid growth in car use and helped to encourage further car sharing, so is likely to have resulted in a reduction in CO2 emissions.</p>	<p>reduction in Shrewsbury town centre (see LTP2 section 6.7.15)</p>

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>4) Achievement of targets in relation to rural needs and delivery of substantial rural transport outputs (see chapters 21 and 8 of LTP)</p>	<p>Strategy implemented broadly as planned</p> <p>We have achieved our core accessibility indicator target to maintain the % of rural households with an hourly of better bus service. In 2005/06 32% of rural households had such a service.</p> <p>We have exceeded expectations in relation to our rural transport strategy including: (<i>Our achievements are further detailed in Table 4.1, section 1f</i>).</p> <ul style="list-style-type: none"> • Support for three rural transport partnerships and assistance in development of effective and innovative schemes using Countryside Agency funding. • Achievement of target to increase the provision of demand responsive bus schemes from 4 to 13 over the LTP period. • Achievement of our target to increase the provision, promotion and use of the community car scheme (9% increase in use over the LTP period.) • Continued support for 'Wheels to Work'- helping nearly 1,00 young people over the LTP period get into work or training. • Support for the innovative Shropshire Hills shuttle bus service helping to increase accessibility and reduce environmental impacts in this sensitive AONB. • Effective improvements in quality of bus and rail services in rural areas and improvements in information e.g. Shrewsbury to Oswestry bus quality corridor, information boards, access improvements and cycle parking and rural rail stations. <p>We have invested in significant improvements to footway and cycleway provision in rural areas. We have spent over £1 million on providing new rural footways, such schemes have been prioritised on safety and accessibility criteria.</p>	<p>We did not set a more stretching accessibility target because we believe the measure is not appropriate for a sparse rural county like Shropshire. Our strategy has been to increase provision of flexible demand responsive transport to improve accessibility in rural areas; these improvements are not picked up by this indicator. We have developed more appropriate accessibility indicators and targets using 'Accession' for LTP2.</p> <p>We did not achieve the number of Quiet Lane schemes initially anticipated. We undertook a review of the effectiveness of the early schemes implemented, this did not show significant</p>



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>We have undertaken significant development of cycle routes in rural areas and developed a series of leaflets promoting cycling opportunities as part of our rural tourism strategy. Route development has included the development of the Mercian Way cycle route between Bridgnorth and Bewdley at a cost of £1.35 million, mostly achieved through external funding.</p> <p>In addition, we have also implemented a number of traffic management measures sensitive to the needs of rural areas, including implementation of our village speed limit programme, and the introduction of 8 quiet lanes schemes. We have been careful to ensure traffic management schemes have been both effective and compatible with the local rural environment and character.</p>	<p>reductions in traffic levels or speeds, or significant increases in levels of walking and cycling. Further schemes implemented in the same way could not therefore be justified.</p> <p>Early in the LTP2 period we will undertake further research into the effectiveness and approach to undertaking Quiet Lane schemes in other areas to see if any lessons can be learnt to develop more effective schemes in Shropshire in future years</p>
<p>5) Sustainable distribution and the development of a Freight Transport Strategy (see <i>chapter 22 of LTP</i>)</p>	<p>Some elements of the strategy not delivered</p> <p>No outcome indicators for freight were set as part of our LTP1 strategy.</p> <p>A freight Quality Partnership was established in 2001 and has had annual meetings. The partnership agreed the development of a countywide freight routing strategy and an advisory freight route map. However, this work was delayed due to a wish to link it into the regional freight strategy.</p>	<p>The developments of the strategic lorry route network and advisory freight map commenced in 2004, however it was then put on hold awaiting the development of a new regional freight strategy. Following publication of</p>

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>A total of £525,000 has been invested in a number of local schemes under our freight programme. These have included routing schemes, the introduction of a weight limits and night time lorry bans, improved signing of height and weight restrictions, provision of passing places and junction improvements.</p> <p>Following investigation of the development of a rail freight site in Shrewsbury, it was concluded that it was not cost-effective at this time, and we have supported the development of an inter-modal freight terminal in Telford</p>	<p>early drafts of the regional strategy we have made good progress on our freight map, and this will be completed in 2006.</p> <p>Work on route hierarchies is now being progressed in conjunction with our new Network Manager.</p>



4.5 Travel to school

Table 4.4 Implementation of the School Travel Strategy

DELIVERY BENCHMARK	WHAT HAS BEEN DONE?	Explanations for changes to what was planned
<p>What was planned to be done? (April 2001 to March 2006)</p>	<p>(April 2001 to March 2006)</p>	
<p>1) Overall performance and achievement of outcome targets</p>	<p>Strategy implementation has exceeded expectations in some areas, but not achieved all original ambitious targets</p> <p>School Travel Plan Development</p> <p>110 Shropshire schools have developed School Travel Plans over the LTP period. 66% of all state schools (or 57% of all schools in the county including independent schools) have approved plans. We have significantly exceeded our target of 40% of state schools to have approved plans by 2006, and are well on course to achieve the national target of all schools with travel plans by 2010. This is significantly higher than the national average of 40% and regional average of 44%.</p> <p>Modal Shift</p> <p>Overall during the LTP period our school travel work has resulted in success in restraining the rapid growth in car use on the school journey that had been experienced over previous years. There was only a 1% increase in car use over the 5 years (from 33% to 34%), and encouragingly we have seen a significant growth in cycle use from 2% to 3%.</p> <p>Our LTP set out ambitious targets for modal shift:</p> <p>At primary level there has been a small increase in the number of pupils travelling by car from 43% to 45%, so we have not met our original ambitious target to reduce this to 40%, however there has been a very significant increase in the level of reported car sharing, with the number of pupils travelling alone by car reducing from 28% to</p>	<p>Not all of our original challenging targets for modal shift have been met</p> <p>At primary school level, although there has been a small increase in car use it can be seen that this has been at the expense of bus and taxi use, which has reduced from 12% to 9%. This can be explained by the increasing growth of pre, and after, school provision as well as the trend for parents to choose a school other than their closest school for which they are entitled to statutory transport provision.</p> <p>During the LTP2 period we will be looking at ways to make school transport services more effective,</p>

DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	WHAT HAS BEEN DONE? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>16%, (a 42% reduction) so the actual number of cars on the road will have been reduced, and we have exceed our revised target to reduce the percentage of pupils travelling alone by car by 7%.</p> <p>At secondary there has been no change in modal split of pupils. The number of pupils travelling by car has remained at 19%, so we have not met our very original ambitious target to reduce this to 10%. However, we have again seen a significant increase in levels of reported car sharing, with the number of pupils travelling alone by car reducing from 11% to 6%, (a 45% reduction) so the actual number of cars on the road will have been reduced, and we have achieved our revised target to reduce the percentage of pupils travelling alone by car by 45%.</p> <p>Improving safety</p> <p>Assessment of safety improvements from the largest seven Safer Routes to School and School Safety Zone schemes, for which the total cost was £1.2M, showed the average annual number of personal injury accidents at these sites had reduced from 50 (three years before) to 19 (average annual number after completion), this demonstrates a real contribution to safety improvement.</p>	<p>whilst still being affordable, in light the modern education agenda.</p> <p>Our primary level strategy was mainly focused on encouraging walking and cycling to school. This has been successful with the levels of walking to primary school remaining constant at 44% and levels of cycling doubling from 1.5% to 3%.</p> <p>Levels of walking to secondary school have stayed constant at 37%, cycling has stayed at 4% and bus use at 41%.</p> <p>Although our ambitious targets for reducing car use were not met we believe that maintaining these levels, against national trends for reduction in use of sustainable modes, is a positive achievement.</p>



DELIVERY BENCHMARK	WHAT HAS BEEN DONE?	Explanations for changes to what was planned
<p data-bbox="225 1776 328 2112">What was planned to be done? (April 2001 to March 2006)</p> <p data-bbox="379 1776 483 2112">2) School travel strategy development and monitoring arrangements</p>	<p data-bbox="225 1384 256 1749">WHAT HAS BEEN DONE? (April 2001 to March 2006)</p> <p data-bbox="379 1016 411 1749">Strategy implementation has exceeded expectations</p> <p data-bbox="443 696 512 1749">The Journey to School Strategy has evolved in line with national initiatives and to encompass more effective methods of working.</p> <p data-bbox="544 674 715 1749">In line with the requirements of the Travelling to School Initiative a detailed School Travel Plan Strategy was developed in 2005. This was assessed as being one of only 41 strategies in category 1 (i.e. it demonstrated that the objectives of the initiative were likely to be met); and was also highlighted as one of 4 national examples of best practice.</p> <p data-bbox="746 674 917 1749">This strategy sets out in detail our activities in helping schools to develop School Travel Plans, and in providing assistance in the delivery of initiatives and ongoing monitoring and reviews of the plan. Each School Travel Plan identifies relevant actions and targets for the individual school. Schools are encouraged to work together in clusters where appropriate.</p> <p data-bbox="949 674 1053 1749">School Travel Plans now form the heart of our Journey to School Strategy, directing specific infrastructure improvements, and informing improvements to other service areas such as road safety education and school transport provision.</p> <p data-bbox="1085 674 1262 1749">We have built on our school survey work first undertaken in 1998 to develop an effective annually monitoring system to obtain countywide information about school travel patterns. All schools have been encouraged to participate in a census survey undertaken in 2000 and annually from 2002, to identify modal split. Response rates have been over 75% each year, rising to 95% in recent years.</p> <p data-bbox="1294 674 1398 1749">We have included the independent school sector in the annual travel surveys as well as in general communications and in marketing regarding our School Travel Plan work.</p>	<p data-bbox="379 304 799 660">Over the LTP period the approach to addressing school transport issues has evolved based on our own experiences and those of other authorities. The elements of the strategy are broadly the same, but there has been a significant shift in emphasis and ownership, and enhanced integration.</p> <p data-bbox="831 304 1398 660">Our original LTP strategy set out a method whereby schools were selected for Safer Routes To School (SRTS) or School Safety Zone (SSZ) infrastructure schemes, and then encouraged to develop a School Travel Plan. Following this strategy we found that infrastructure schemes were not fully "owned" by the school communities, and opportunities for linking in</p>

DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	WHAT HAS BEEN DONE? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>We have been working closely with Children and Young People's Services to ensure the effective introduction of collecting individual pupil travel data via the DfES annual school census mechanism.</p> <p>Shropshire has also benefited from our decision in 2004 to volunteer to second a member of our School Travel Planning team to act as a regional School Travel Plan Advisor on a half time basis. This has enabled us to share our expertise with others in the region and to build locally on our knowledge of best practice.</p>	<p>educational and other school activities were not maximised.</p> <p>From 2001 Shropshire placed a greater emphasis on encouraging schools to develop School Travel Plans (STPs), and we started to use STPs to lead other journey to school work and to inform infrastructure improvements.</p> <p>The introduction of DfT bursaries in 2001 for the employment of staff to promote travel plans aided this process, and work was further boosted from 2004 with the introduction of school grants and school travel advisor funding from DfES/DfT as part of the "Travelling to School Initiative".</p>



DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	WHAT HAS BEEN DONE? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>3) School Travel Plan Development (See 19.35 of LTP)</p>	<p>Strategy implementation has exceeded original expectations</p> <p>We have exceeded our target with the development of 110 School Travel Plans during the LTP period. This is 66% of state schools, significantly exceeding our target of 40% of schools.</p> <p>We have provided a range of support to schools to help then develop, implement, monitor and review their travel plans.</p> <p>To assist schools in developing their travel plans we have:</p> <ul style="list-style-type: none"> • developed a STP template and guidance • assisted schools with presentations to governors, staff, parents • helped with classroom activities • helped undertake school site assessments • analysed school travel survey questionnaires and produced GIS plots of pupils postcodes • helped individual schools or clusters of neighbouring schools to establish a school travel working group. <p>Once schools have developed their plan we have supported schools in the development, delivery and promotion of their School Travel Plan initiatives, for example:</p> <ul style="list-style-type: none"> • We have developed a Shropshire Walking Bus Information Pack, and provided advice, a risk assessment of the route, meetings and training for parent volunteers, organised insurance cover and criminal record checks, provided tabards and incentives for children taking part. A total of 14 new walking bus schemes have been developed. 	<p>The School Travel Plan process has been developed far beyond the expectations of the original strategy. We have placed additional emphasis on this areas of work due to the positive successes demonstrated early in the plan period e.g. Woodfield and St. Georges achieving and 33% reduction in car (see chapter 2).</p> <p>This expansion was also aided by the availability of School Travel Plan advisor bursaries and school grants introduced in 2004/05.</p>

DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	WHAT HAS BEEN DONE? (April 2001 to March 2006)	Explanations for changes to what was planned
	<ul style="list-style-type: none"> We have provided advice to schools interested in school based car sharing schemes including issue of Shropshire Car Share Scheme leaflets, A significant increase in the levels of car sharing on the school run have been seen (see section 1 above). We have assisted 15 schools in setting up 'Park and Stride' schemes through provision of guidance and a sample letter to send to car park owners, and assessed routes for safety. We have encouraged schools to participate in all national Walk to School Week and Bike Weeks and provided resources. A growing number of schools have been taking part. Some 75 schools took part in the May 2004 Walk to School week and 92 participated in May 2005. We have developed a checklist of curriculum links for all schools developing STPs to use in developing their travel plans, and provided relevant resources e.g. GIS catchments maps for use in Geography. Since 2004 we have provided advice and assistance to schools in utilising their School Travel Plan grants, including issuing newsletters and highlighting best practice from other local schools. DfES STP capital grants worth £184,000 were allocated to Shropshire STP schools in 2004, £179,000 in 2005 and £213,000 in 2006. (For details of how this was spent see section 4 below) <p>Once School Travel Plans are established we have provided support and encouragement for school to monitor and review their plans:</p> <ul style="list-style-type: none"> Monitoring of modal shift targets within travel plans has been undertaken through the annual school survey. Our School Travel Advisors (STAs) have also supported schools to review their progress and initiatives through an annual STP meeting. 	



DELIVERY BENCHMARK	WHAT HAS BEEN DONE?	Explanations for changes to what was planned
<p>What was planned to be done? (April 2001 to March 2006)</p>	<ul style="list-style-type: none"> • A Shropshire STP 'award' scheme has been introduced to encourage schools to sustain their travel plan activities and continue to reduce car use. • We have hosted an annual School Travel Plan seminar since 2003, initially to help promote School Travel Plans, and more recently to celebrate and share best practice and provide opportunities for networking for school 'champions' and school STP co-ordinators. 	
<p>4) Progression of School Safety Zones and Safer Routes to School (SRTS) Initiatives <i>(See Sections 19.29 and 19.19 of LTP)</i></p>	<p>Strategy implementation has exceeded original expectations</p> <p>A total of £2.5M of local transport plan funding has been spend of the last five years on the implementation of infrastructure improvement schemes around a total of 65 schools in Shropshire.</p> <p>13 out of the 22 secondary schools have benefited from some improvements as have 52 out of the 145 primary schools.</p> <p>£1.1M has been spent creating School Safety Zones (SSZ) and implementing other traffic management measures to address safety concerns around the entrances to schools. These works have been driven by accident records and requests from school communities.</p> <p>£1.4M has been spent on Safer Routes to School (SRTS) infrastructure schemes addressing concerns of pupils and parents on continuous routes to schools, including improvements for pedestrians, cyclists and public transport users.</p> <p>Schemes around schools have been fully integrated with our wider cycling, pedestrian and traffic management programmes.</p> <p>In total the two LTP funded programmes have resulted in:</p>	<p>As our school travel strategy has evolved the process for identifying and prioritising infrastructure schemes has become increasingly driven from the information presented in the School Travel Plan which identifies pupils and parents concerns and issues. Infrastructure works have become more integrated and co-ordinated with other School Travel Plan initiatives.</p> <p>The availability of School Travel Plan Grants for individual schools developing a travel plan has helped to increase the number of schools that are</p>

DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	WHAT HAS BEEN DONE? (April 2001 to March 2006)	Explanations for changes to what was planned
	<ul style="list-style-type: none"> ● Provision of 15 new formal pedestrian crossings (toucan, pelican, puffin or zebras) ● 14 schools benefiting from cycle parking improvements providing over 400 cycle parking spaces ● 7 schools benefiting from cycle routes improvements. ● 10 schools benefiting from large scale school safety zones and 23 others from other traffic calming measures, speed limit reductions or other traffic management works ● 15 footpaths or footways leading to schools being improved, and 7 schools benefiting from entrance and access improvements. <p>Since 2004 schools with Travel Plans have been eligible for School Travel Grants. By March 2006 £211,000 had been spent by Shropshire schools on implementing a range of sustainable transport and safety improvements including: 15 sets of cycle parking, 15 parent waiting shelters, 12 safety improvements to gates or fencing, 5 improved footpaths, 2 footpath lighting improvements, 1 set of pupils lockers and 1 CCTV scheme.</p>	<p>able to improve sustainable travel infrastructure within their school sites.</p>
5) Integration with school transport policies (See Section 19.11 of LTP)	<p>Strategy implemented broadly as planned</p> <p>8,698 school children in Shropshire were eligible for free or assisted public transport by the end of 2005/06. This is almost wholly provided on contracted services.</p> <p>Throughout the LTP period our Integrated Transport Unit has been undertaking reviews of these contacts to seek ways to both improve the quality of the service provided and improve efficiency. This work has been informed by annual user and driver surveys, and the use of specialist software to review route efficiency. School contracts are coordinated with local bus and social services transport contracts wherever possible.</p>	



DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	WHAT HAS BEEN DONE? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>An increased effort has been made in marketing the availability of any spare spaces on contracted services which are made available to non-entitled pupils. School Travel Plans have proven to be a useful catalyst for increasing the promotion and take-up of this scheme.</p> <p>As a result of issues highlighted through School Travel Plans some schools achieved significant improvements in their school bus services, and public transport has been promoted, for example through customised leaflets and posters.</p> <p>Examples of improvements resulting from School Travel Plans include the introduction of a half price ticket promotion for Park and Ride for Shrewsbury Sixth Form College and Shrewsbury School students, an additional bus at Rushbury School to enable children to leave home later and return earlier, re-routing of buses at Rhyn Park School, a volunteer community minibus service at Newtown, additional cycle parking at The Priory School, Shrewsbury, a parent shelter at Mount Pleasant Infants and a new internal footway at Shifnal primary.</p> <p>All day travel on public bus services for college students in Shrewsbury is now available through adjustments in the use of travel passes. There have also been improvements at Bicton School which have led to two small bus services that will be provided in the next academic year.</p> <p>There have also been moves to better utilise and coordinate community transport in the provision for schools. We are also developing our new Compliance Team, and enhanced monitoring of school transport is now better protecting school pupils in transit and improving the quality and safety aspects of the journey.</p>	

DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	WHAT HAS BEEN DONE? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>6) Integration with road safety initiatives and with TravelWise initiatives (See Sections 19.8 and 19.10 of LTP)</p>	<p>Strategy implementation has exceeded original expectations</p> <p>A total of 111 road safety presentations were given by Road Safety Team at 47 primary schools across the County. In addition, 14 secondary schools, 3 colleges and 5 independent schools received a total of 135 road safety presentations that were tailored to meet specific local needs and issues; the presentations reached approximately 5,000 students ranging from Year 7 (11 years old) to Sixth Form ages.</p> <p>There has been a significant expansion cycle training provision during the plan period.</p> <p>The original plan strategy was to provide off road cycle training through volunteers. However, there were concerns regarding the effectiveness of this training method.</p> <p>Between 2000 and 2005, 2,592 school pupils in Shropshire received cycle training. Since 2004 a team of professional cycle training instructors have been employed to provide on-road training wherever practical, and in 2005, 559 pupils were trained. The scheme now has a sound footing and there is scope for it to be expanded to other age groups. Schools with travel plans are prioritised for cycle training opportunities and where cycle initiatives have been introduced at schools they have been coordinated with the provision of cycle training.</p> <p>Kerbcraft Child Pedestrian training was piloted between May 2003 and March 2006 and was targeted at the more disadvantaged areas of Shrewsbury and Oswestry where rates of pedestrian casualties are higher. 630 children (aged between 5 and 7 years) participated in the scheme with each child receiving at least 12 20-minute sessions of mainly practical roadside training. The results of the DFT National Evaluation showed a significant increase in child decision making on how and where to cross the road had been achieved at the case study school in Shropshire.</p>	<p>A shift in the way cycle training is provided was promoted by evidence of best practice from other Local Authorities, including York.</p> <p>Development of our pedestrian training scheme which was enabled by our success in obtaining 'Kerbcraft' pilot scheme status.</p>



DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	WHAT HAS BEEN DONE? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>There have been strong links between the School Travel Plan, Safer Routes to School and road safety education work. Additional road safety education and materials have been provided and specific road safety education and publicity work has been undertaken where new crossings, cycle routes, walking buses or other facilities have been provided.</p> <p>Approximately 3,000 Year 6 children each year have benefited from a 'Crucial Crew' workshop that promotes safer cycling and safer bus use amongst a range of other safety issues.</p> <p>During the Autumn term in 2005, 20 primary schools received a visit from the Walking Forward Theatre Company for a performance of 'Cat Nine Lives in Deepest Trubble'. Approximately 3000 children, aged between 5 and 11, watched the performance. Towards the end of 2005, 21 secondary schools received at least one Theatre in Education production. This was aimed at either Year 7s (11 year olds) on the subject of safer cycling and safer pedestrians, or Years 11 and 12 (16 and 17 year olds) on the subject of speeding and young driver / passenger issues.</p> <p>Similarly, school travel work has been linked to wider health and environmental education and awareness campaigns. Examples include:</p> <ul style="list-style-type: none"> • We have promoted and provided resources for all schools wishing to take part Walk to School Weeks (in Spring and Autumn) and National Bike Week. • We have introduced a 'Star Striders and Riders' sustainable travel incentive scheme, providing advice, materials and incentives. • We have developed an up-to date road safety and TravelWise resource list for STP schools. 	

DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	WHAT HAS BEEN DONE? (April 2001 to March 2006)	Explanations for changes to what was planned
7) Partnership working in relation to journeys to school, and integration with other policies (See Section 19.39 of LTP)	<p>Strategy implemented broadly as planned</p> <p>We have been proactive in developing good communication to raise the profile of school travel work across the local authority and beyond, and seek opportunities for a joined up approach:</p> <ul style="list-style-type: none"> • A School Travel Working Group is well established to discuss a range of practical school travel projects and issues, with representation from the School Travel Team, Integrated Transport Unit, Road Safety, Traffic Management, Education Access, Mouchel Parkman, and Shropshire County PCT • Close working with public transport officers and operators has resulted in improvements to school bus services • Liaison with planning officers has resulted in a good quality School Travel Plan being developed for the new Bicton School • We have worked effectively in partnership with colleagues in our Education (now Children and Young People) Directorate for example, through close liaison with the LEA's capital strategy and improvements to school facilities, joint working and resource sharing with Curriculum Advisers, notably for Geography/ ESD, PSHE/ Citizenship. • There are strong links with Healthy Schools and Eco schools networks and Safe Schools Scheme. We have attended and run appropriate workshops at relevant conferences, shared resources and undertaken. We have worked closely with voluntary and community groups at a local and national level e.g. cycle clubs, Sustrans rangers helping schools implement their plans. We have also received funding from Sustrans to improve links between 5 schools and the NCN routes in Shropshire. 	



DELIVERY BENCHMARK What was planned to be done? (April 2001 to March 2006)	WHAT HAS BEEN DONE? (April 2001 to March 2006)	Explanations for changes to what was planned
	<ul style="list-style-type: none"> • We have worked closely with the Health Improvement Team at Shropshire County PCT, for example in providing resources and support for walking bus schemes, and providing step counters to schools to help raise awareness of walking benefits. • We are involved in the HEALiSS (Healthy Eating and Active for Life in Shropshire Schools) strategy group involving school meals, school nurses, Shropshire PCT, Children's and Young People's Services, which has undertaken a number of relevant initiatives and policies e.g. Healthy School Partnership, development of the Shropshire Partnership's Obesity strategy and joint marketing opportunities. • HEALiSS members worked together in 2005 to plan and staff a successful healthy eating and active lifestyles stand at the 2 day West Midlands Show A local cycle retailer supported stand, providing a challenge for school children to ride a bike against the clock. 	

4.6 Cycling

Table 4.5 Implementation of Cycling Strategy

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>1) Overall achievement of outcome targets for increasing levels of cycle use and improving safety (see chapter 32 of LTP and proforma A and B of subsequent APRs)</p>	<p>Strategy delivered broadly as planned, although some ambitious outcome targets not met</p> <p>Cycle use</p> <p>Over the LTP period as whole we achieved a 13% increase in the recorded levels of cycling (2000 to 2005) at 20 monitoring sites, although the highest level of cycling was recorded in 2002 at 27% above the baseline, we did not achieve our target of a 28% increase throughout the whole 5 year period.</p> <p>We also achieved an increase in the proportions of children cycling to school. There was an increase from 2%, in 2000, to 3% by 2005 across the County and in Shrewsbury, from 5% in 2000 to 7% by 2005. In Shrewsbury, 5% of primary and 9% of secondary pupils now cycle to school.</p> <p>Cycle safety</p> <p>In spite of increased levels of cycling we have achieved both of our targets for reducing cyclist casualties, therefore demonstrating that the risk to cyclists has been reduced:</p>	<p>Although we have delivered our planned strategy for encouraging cycling the target we set for increased levels of cycle use have not been achieved.</p> <p>Firstly, we believe that achieving a 13% increase in cycling is still a significant achievement in the context of national cycling trends. National data indicates that there has been a decline of 5% in the number of cycle trips and of 8% in miles travelled by cycle between 1998/2000 and 2004⁽²⁾.</p> <p>Secondly, we believe that our target was not met partly due to the limitations of our monitoring methodology and partly due to the target being over ambitious.</p> <p>Cycle use has been monitored through single day manual counts at 20 sites each September, this method has been very susceptible to daily fluctuations in cycle</p>

2 Transport Statistics Great Britain 2005



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<ul style="list-style-type: none"> We set an ambitious target to reduce the total number of pedal cyclist casualties by 37% from 1996 to 2005. We exceeded our target by achieving a reduction of 46%, with 65 casualties in 2005. We exceeded our original target for reducing cyclist KSIs by 40% from the 1994/98 average early in the plan period, and in 2004 set a more challenging target of a further 20% reduction by 2010. Between 1994/98 and 2005 we achieved a reduction of 59% to a 3 year rolling average of 13 KSI casualties, we are therefore exactly on track to achieve our stretched target of no more than 11 by 2010. 	<p>levels due to weather conditions. We have therefore significantly enhanced our monitoring capacity for the LTP2 period. In 2005/06 we installed a set of permanent cycle counters at sites around the county; data from these will be linked to manual counts at other sites to provide much more comprehensive and accurate data on cycle use.</p> <p>In hindsight, our LTP target was over ambitious in light of the level of funding available (through the LTP and other funding sources) to implement our cycle strategy of infrastructure provision and promotion.</p> <p>In order to achieve higher rates of cycle growth evidence in other areas e.g. London, has shown that either much more substantial levels of investment, or additional 'push' elements, such as higher car park charges or road pricing would be needed to compliment the many positive 'pull' factors implemented.</p> <p>In our second Local Transport Plan (LTP2) we have set out plans to look at more traffic constraint policies. This includes the revision of car parking strategies and improvements in car parking management and enforcement (including introduction</p>

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>2) Delivery of significant improvements in provision of safe and convenient routes for cycling and increased priority over other road users. (See section 11.8-11.37 11.13 of LTP)</p>	<p>Strategy delivery has exceeded expectations</p> <p>Over the LTP period we have invested over £2.1M in improving cycle infrastructure. We have also been successful in obtaining and investing a significant amount of capital from other funding sources, including European grants and Sustrans funding.</p> <p>We have produced detailed action plans for improving cycle networks in Shrewsbury, other market town and in rural areas.</p> <p>ERCDT assessment</p> <p>The English Regions Cycling Development Team's assessment of cycling in Shropshire in 2003 awarded the county with an overall score of 26 bells (points) out of a possible 50, with a progress review in 2004 awarding Shropshire with 29 bells.</p> <p>The progress report stated that the council had made good coordinated progress that supported the commitment to increase cycling levels in towns and rural areas. The report highlighted our progress in improvements to infrastructure, linking centres of employment, residential areas and schools, cycle parking at railway stations and cycle training provision. We have largely addressed their recommendations in terms of the continuing development of the cycle training programme (see Table 4.2, section 4), delivery a publicity strategy (see 3 below), further partnership working (see section 5 below) and in developing cycle targets. (see section 1 above).</p>	<p>of decriminalised parking enforcement) and an investigation of road pricing as part of a possible Transport Innovation Fund (TIF) scheme for Shrewsbury.</p>
		<p>Cycle priority</p>



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>Shrewsbury</p> <p>In Shrewsbury we have made significant progress in delivering the planned town cycle network which focuses on improving routes to the town centre, schools and employment locations and schools, including:</p> <ul style="list-style-type: none"> • Completion of the Abbey Foregate cycle lane providing a link to the town centre, Wakeman Secondary School and the Shirehall • Improved links to Meole Brace and Priory Secondary schools. At Priory School there is now cycle parking provision for 140 bicycles and between 2000 and 2005 the proportion of pupils cycling to The Priory School rose from 13% to 17%. • Development of a predominantly off-road cycle route between the town centre, inner suburbs and the developing Shrewsbury Business Park on the edge of the town. • Development of off-road cycle links in the north of Shrewsbury alongside the busy Whitchurch Road, Sundorne Road and Harlescott Lanes- providing links between more disadvantaged areas of Shrewsbury and the rapidly growing retail and industrial areas at Harlescott and Battlefield. • Development of the off-road section of NCN Route 81 between Shrewsbury and Uffington, proving a safe link from disadvantaged areas of northern Shrewsbury to the town centre, the countryside and the new Sports Village development. <p>Market towns</p> <p>We have made some significant improvements in market towns including</p> <ul style="list-style-type: none"> • New cycle route in Market Drayton improving links to the major Tern Valley Business Park. 	

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<ul style="list-style-type: none"> Extension of 0.4km to the Hatton Way route in Whitchurch. The extension has created a 1.6km off-road route providing links between residential areas, the rail station and Sir John Talbot's Secondary School. New cycle path in Wem improving links to the rail station, school and town centre. Provision of a new cycle route to Ludlow Secondary School. <p>Rural areas</p> <p>In rural areas we have made excellent progress in the delivery of the National Cycle Network routes in Shropshire, including:</p> <ul style="list-style-type: none"> Extending the cycle network in Shropshire by a total of 140km, this includes 52km of cycle tracks, 8km of cycle lanes and 80km of advisory routes (e.g. signed sections of National Cycle Route along quiet lanes) Completion of the 32km of the Mercian Way NCN Route 45 between Bewdley and Bridgnorth over the LTP period at a cost of £1.35M, including a flagship off-road section running alongside the Seven Valley Heritage Railway. Early data collection along the new path alongside the Severn Valley Railway suggests that since January 2006, an average of 55 walkers and cyclists have used it per day which extrapolates to over 20,000 users per year. This compares to an original first year estimate of 15,000 rising to 20,000 by 2008. The percentage of cyclists in relation to walkers has risen from 22% in 2005 to 30% in 2006. 	



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>We have continued to look for ways to seek funding to accelerate the rate at which can implement our cycle strategy and in 2005 we made a genuine bid for Shrewsbury to become one of Cycling England's Cycle Demonstration Towns, although were unfortunately unsuccessful.</p>	
<p>3) Significant improvements in the promotion and marketing of cycling and cycle facilities (see section 11.42)</p>	<p>Strategy delivery has exceeded expectations</p> <p>During the LTP period we have developed and started to implement a detailed cycle promotion strategy, fulfilling one of the ERCDT recommendations.</p> <p>This has included the production of 18 new leaflets as part of 4 separate series:</p> <ul style="list-style-type: none"> ● Town cycle maps- the first of which a Shrewsbury Cycle guide was first produced in 2002. ● National Cycle Network routes - 8 separate leaflets now exist for these routes, linking in information about attractions, accommodation and refreshment opportunities ● Short circular routes- this popular series of 8 leaflets of short circular routes from towns around the county have been developed in conjunction with local groups, and provide recreation opportunities to improve the health of local people, and for use by visitors. ● Special publications- A highly acclaimed family cycle guide has been produced providing advice and route ideas and has been copied by other local authorities. 	<p>The need for a more detailed cycle promotional strategy and higher profile for this area of work has been driven by the identification within the new Shropshire Tourism Strategy of the huge potential for Shropshire to increase levels of rural activity based tourism, and evidence of the cost effectiveness of this approach in other areas.</p>

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>We have continued to promote cycling through organising and supporting special events e.g. bike to work breakfasts and cycle rides as part of bike week and travel wise week promotions, innovative displays at local festivals and events and through school and workplace travel plans.</p>	
<p>4) Systematic use of cycle audit and review (See Section 11.38 of LTP)</p>	<p>Strategy implemented broadly as planned</p> <p>As outlined in our LTP we have used our existing cycle audit system to incorporate a consideration for cyclist issues, rather than implement a separate cycle audit policy.</p> <p>In addition, we have continued to operate a practice of the key officer responsible for cycle policy to be consulted on all significant schemes, and a liaison group has operated to ensure all infrastructure maintenance and improvement schemes in Shrewsbury have been coordinated and maximum benefits from different schemes have been obtained.</p> <p>The cycle review process is used to assess existing facilities when planning new cycle route improvements. Volunteers have also been encouraged through the Shropshire Cycle Forum to review existing and new cycle facilities and to feedback comments, a number of minor changes to facilities e.g. new signing and lining, changes in dropped kerb provision, have been made as a result of this practice.</p>	<p>We have significant evidence of our existing practices working satisfactorily and therefore the introduction of a separate formal cycle audit and review system has not been a high priority during the LTP1 period.</p> <p>During the LTP2 period we will trial a vulnerable road user audit system, taking into consideration cyclist, pedestrian, equestrian and disabled peoples' needs to assess if further improvements can be made (Sections 4 and 7 of LTP2).</p>
<p>5) Substantial partnership working health, education, commercial and voluntary bodies (See Section 11.45 of LTP)</p>	<p>Strategy implementation has exceeded expectations</p> <p>Shropshire has a well established cycle forum which celebrated it tenth anniversary in 2006. During the LTP1 period we have achieved our target of this group meeting 4 times per year, and have seen the group</p>	



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
	<p>grow from strength to strength, with average attendances in 2005 of over 30 people. The forum provides an opportunity for voluntary groups, health, education and tourism professionals, commercial concerns and interested individuals to develop ideas and initiatives for improving cycle facilities and promotion. In recent years successful themed discussions have been held on, for example, cycle tourism, cycling to school, cycling and health etc. The group has been influential in steering our promotional strategy and has helped to prioritise and improve the design of cycle infrastructure schemes.</p> <p>The cycle forum provides a forum to facilitate other partnership working, which has included:</p> <ul style="list-style-type: none"> ● Production of the series of town based circular ride leaflets, which local voluntary groups, chambers of trade and parish and district authorities have been involved in developing, funding and distributing. ● Joint working with the health authority to promote cycling e.g. Production of family cycle guide, 'Women on Wheels' cycle ride event linked to Shrewsbury Carnival. ● Joint working with the local tourism agencies and commercial providers e.g. cycle hire, accommodation, to promote and add value to the Mercian Way cycle route in the Severn Valley. ● Providing support for a large number of cycling related activities undertaken by schools as part of their School Travel Plans e.g. Bike Week breakfasts and rides, development of school cycle clubs through parent volunteers to deliver simple cycle training to younger pupils. 	

What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>6) Improvements to integration and interchange with other modes of transport</p> <p>(See Section 11.46 of LTP)</p>	<p>Strategy implemented broadly as planned</p> <p>We have introduced over 180 new cycle parking spaces in Shropshire over the LTP period.</p> <p>We have provided key cycle parking facilities at our railways stations and bus stops / stations, where appropriate, to improve the level of integration and interchange between different modes of transport.</p> <p>We have worked in partnership to deliver a planned programme of cycle parking improvements and have increased the number of stations with passenger cycle facilities from 4 to 13 over the LTP period. The average figures for the number bicycles using the bicycle stands at Shrewsbury stations suggest that between June 2002 and March 2006 there has been a 15% increase in use.</p> <p>The Shropshire Bus-Bike was introduced in 2001 on a bus service between Shrewsbury and Ellesmere. A Rural Bus Challenge grant enabled the conversion of a bus that could allow cyclists to access the rural environment with their bicycles.</p> <p>Cycle parking has also been provided in town centres and at community facilities such as libraries, community centres and shops.</p> <p>Improvements in the provision of cycle parking have also been achieved through employer grant schemes in relation to workplace travel plans, covered cycle parking for example.</p>	



What was planned to be done? (April 2001 to March 2006)	What has been done? (April 2001 to March 2006)	Explanations for changes to what was planned
<p>7) Strong promotion of cycling for travel to work and travel to school (See Sections 11.17, 11.39 and 11.42 of LTP)</p>	<p>Strategy implementation has exceeded expectations</p> <p>As described in the section on school travel, we have supported the development of 110 School Travel Plans during the LTP period and seen an increase in levels of cycling to school from 2% in 2000 to 3% in 2005.</p> <p>A number of schools implementing School Travel Plans have implemented a number of innovative cycle schemes e.g. St. George's and Woodfield Schools trailer bike hire scheme, cycle clubs and cycle parking improvements. A total of 29 schools have benefited from improved cycle parking facilities. Through our cycling and safer routes programmes we have provided significant improvements in cycle routes and cycle parking provision at schools. At schools where cycle improvements have been made we have seen much greater increases in levels of cycling levels.</p> <p>Between 2000 and 2005, 2,592 school pupils in Shropshire received cycle training either from the Road Safety Team or from a Volunteer Scheme. Since 2004 a team of professional cycle training instructors have been employed to provide on-road training wherever practical and, in 2005, 559 pupils were trained.</p> <p>30 workplace travel plans have been adopted over the LTP period and we have helped to fund a number of improvements to cycle facilities through our travel plan grant scheme, including provision of showers, and covered cycle parking at a number of locations. We have also improved cycle routes to a number of key work locations (see chapter 2).</p>	<p>A paid cycle training scheme was introduced due to a decline in the number of volunteers available to provide cycle training to schools. Evidence of best practice from other local authorities was used to inform the way cycle training was provided, such as York for example.</p>