

## 9 INTEGRATING TRANSPORT

### Introduction

- 9.1 The development of an integrated transport system, on many levels, is a central theme of the Government's 1998 Transport White Paper. The integration of transport modes to provide the seamless journey is vital to the success of a transport system that does not rely on the private car. The attractiveness of public transport is enhanced by the ability to connect easily to the next section of a journey. York already has a record of success in integration, particularly with Park & Ride. There are also many other opportunities for interchange between modes in York, as can be witnessed at York Rail Station, where large numbers of cycles and cars are parked each day by people continuing their journey by train.
- 9.2 Local transport policies have been integrated with land use policies in York since 1992. The current green belt review influences and is influenced by transport issues. The planning of development to reduce the demand for travel, and where alternatives to road transport are readily available is vital to the development of a sustainable York.
- 9.3 Information and awareness on the availability of travel choices is vital. This chapter demonstrates the value of good information and raising awareness in the promotion of alternatives to the car, through a public transport information strategy, a TravelWise campaign and through the development of travel plans with employers and schools.

### Public Transport Interchange

*The Council will seek to work in partnership with local operators to:*

- *enhance facilities at established City Centre public transport interchanges;*
- *create additional interchange points to serve significant new developments in the City Centre;*
- *develop out-of-town centres and Park & Ride sites as public transport interchange points; and*
- *promote ease of interchange through seamless ticketing.*

- 9.4 The layout of York City Centre is such that no single location gives both direct interchange with rail services and convenient access to shops and tourist attractions. It is therefore intended to provide high quality interchange facilities at the locations in Table 9.1 within the City Centre and to promote low cost, frequent bus connections between each.

**Table 9.1: City centre interchange facilities**

CITY CENTRE INTERCHANGE	MODES
York Rail Station	Local Bus/Rail Cycle/Rail Taxi/Rail Walk/Local Bus Local Bus/Local Bus
Piccadilly/ Merchantgate	Walk/Local Bus Local Bus/Local Bus
Rougier Street	National Coach/ Local Bus National Coach/ Taxi Walk/Local Bus Local Bus/Local Bus
Stonebow	Walk/Local Bus Local Bus/Local Bus
Exhibition Square/ Theatre Royal	Walk/Local Bus Local Bus/Local Bus

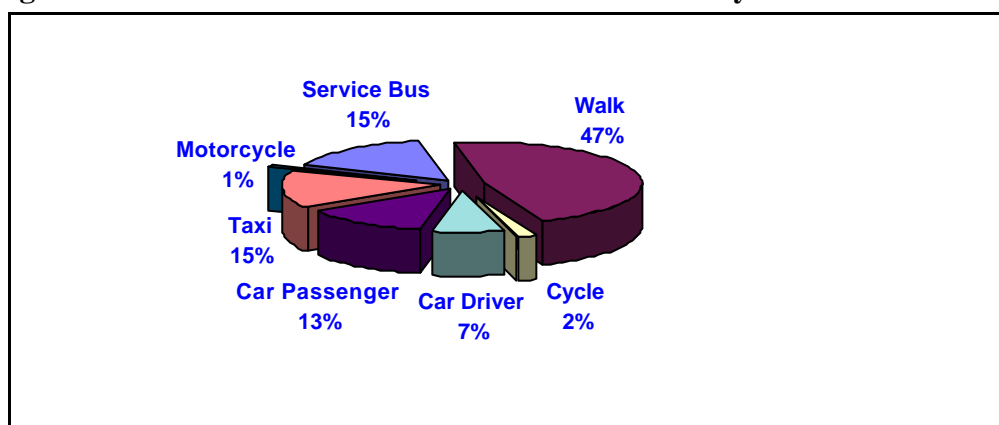
- 9.5 The most important point of public transport interchange is at York Rail Station where a taxi rank, nine bus stops and covered cycle parking enable passengers to move between modes of transport. In 1999, the bus stops received improved information and signage with the provision of a bus service display in a prominent position within the station concourse. Traffic congestion occurs in this busy area. Consequently, it is proposed in year 1 of the plan to modify the road layout in this area to improve pedestrian safety and accessibility for buses. In the longer term, discussions are being held with the rail industry and developers of nearby sites to further improve interchange facilities both within and adjoining the Rail Station.
- 9.6 Following an audit of City Centre bus facilities, new bus shelters, information displays and signage were installed at all of the listed locations during 1999/2000. Together with the Rail Station, these locations will be the major City Centre bus interchange points within the bus strategy. Discussions have been held with the developers of a proposed shopping centre in Piccadilly (Coppergate II) with a view to incorporating a bus interchange within the scheme which would make this area the focus for bus interchange within the shopping district.
- 9.7 In recent years the out of town shopping centres at Clifton Moor, Monks Cross and Designer Outlet have become strategic points on the bus service network. Improved information provision and facilities are proposed to strengthen their role and to make access by bus to these facilities more attractive. In 1999 the Council established, through the Rural Bus Challenge, rural feeder services into the Park & Ride sites. It is proposed to expand the role of both Park & Ride sites and out of town shopping centres as locations where passengers are able to transfer from low frequency rural/suburban services onto high frequency, limited stop services into the City Centre. Effective interchange is particularly achievable at Park & Ride sites where personal supervision of connections can overcome problems such as delayed arrival of feeder services. Cycle parking at out of town interchanges will also be available.

- 9.8 It is recognised that effective interchange requires seamless ticketing arrangements. In 1999 First Group introduced ticketing products which remove the cost penalties which previously applied when making journeys on more than one bus. They also have an “add on” ticket arrangement with the rail operators where local bus travel is added to the rail ticket. The Council established a smart card scheme for Park & Ride in 1995 which First Group are proposing to extend on a network wide basis from 2001. This will give greater flexibility to ticketing schemes and will ease interchange. The Council will seek to broker agreements within the provisions of the Competition Act to extend the smart card scheme to other operators serving the City.

### Travel to Stations and rail integration with other modes

- 9.9 There is significant scope for integrating bus and rail at existing and proposed railway stations. The mode of travel to and from York Station during summer is shown in Figure 9.1. Most passengers arrive and depart from the station on foot. However, relatively high levels of arrival and departure by bus (15%) and taxi (15%) show the importance of the railway station as an interchange point.

**Figure 9.1: Mode of Travel to and from York Railway Station**



- 9.10 The Council has been working in partnership with Great North Eastern Railway, First Group and bus shelter provider JC Decaux to improve interchange facilities between York Station and the bus stop area in front of the Station.

Measures delivered in 1999/2000 at a cost of £72,000 include:

1. A plan on the station concourse showing the layout of the bus station and main destinations served. The casing for this was supplied by GNER.
2. Four large glass fronted shelters with:
  - Shelter security lighting ;
  - Shelter seating ; and
  - Relevant timetable, bus stop and interchange information .

Further measures planned to facilitate interchange include

- Fitting of “journey planner” software to bus information computer terminals at the railway station; and
- Examination of bus service patterns in conjunction with First York to ensure better connections.

9.11 Working closely with First Group (the main bus operator), the Police and a local private company, a comprehensive scheme has been devised to address the various concerns presented by the present arrangements outside York Rail Station, namely:-

- Lack of passenger waiting facilities and information;
- Inadequate space for service buses ;
- Inadequate facilities for pedestrians, including people continuing their journey by bus, who wish to cross the road ; and
- Interference with bus operations by the various Taxi ranks and illegal ranking now present

The scheme is to be implemented in 2000/01.

### **Bus Park And Ride**

9.12 A full description of York’s Park and Ride policies and proposals can be found in Chapter 7.

### **Rail Park And Ride**

9.13 York Central Station has 500 long stay, 70 short stay car parking spaces and 266 cycle parking spaces. GNER manage the car park and charge £4 for a day’s car parking and £16 for 4 to 7 days parking, which is less than that levied by the Council to encourage commuters and tourists to use alternative forms of transport (£6.50 before 10 am, £4.50 after). GNER have indicated that demand for parking is currently higher than available at York Station and that more will be required if rail services through the City are expanded. GNER has recently replaced the cycle parking with cycle friendly Sheffield stands, thereby enhancing facilities, with indications showing that they are well utilised.

9.14 Railtrack’s 2000 Network Management Statement indicates that an option for increasing car capacity through the acquisition of land and the development of surface level or multi-storey car parking exists. Such a scheme is costed at £10m and would take one year to deliver. The importance of providing adequate customer car parking to maintain the status of York Station on the national network is recognised. However, it has been estimated from surveys that there are currently 1.2 million car to rail trips annually to York Station. Any reduction in these trips will assist the Council in meeting its traffic reduction targets. However, the development of further car parking capacity would run contrary to the council’s position on enhancing alternative modes of transport to the car. Although new suburban rail stations will help to reduce this total the Council in partnership with GNER,

Railtrack and the public transport operators will enhance links to the Station for local buses, Park and Ride, taxis, cyclists and pedestrians.

- 9.15 Enhancements to increase Park and Ride use of Poppleton station are to be examined. The proposed new railway stations will offer car parking facilities to “Secure Stations” standard to allow Park and Ride for both local and national rail journeys. Ideally, parking will be free. Design work indicates that at Strensall and Haxby there is enough land to provide for existing and foreseen future car parking demand generated locally. Secure, covered cycle parking facilities will also be provided.

### **Integration with Local Development Plans**

- 9.16 Land use planning has an important role to play in meeting transport objectives at the following three levels:-
- Setting a policy framework to co-ordinate planning and transport;
  - Implementation - shaping and promoting schemes that effect the transport network; and
  - Development Control - applying policies to assess individual planning applications.
- 9.17 Development plans provide policy guidance for land use and planning decisions and are the primary basis for decisions on planning applications. As such, they have a very important role in terms of transport, both in ensuring that new developments are sustainable in transport terms and that existing transport infrastructure and opportunities to bring forward improvements are safeguarded.
- 9.18 The Government published the consultation draft of a revised version of Planning Policy Guidance Note (PPG) 12 which aims to improve arrangements for the delivery of development plans. It sets out how the hierarchy of new transport strategies and plans (Regional Transport Strategy and Local Transport Plans) should be integrated with the hierarchy of development plans (Structure Plans and Local Plans) to ensure that the two aspects of planning are complementary.

### **Local Development Plans**

- 9.19 The framework for land use and transport planning is provided by the development plans prepared under the Town and Country Planning Act 1991. The development for the City of York is comprised of two parts, the North Yorkshire Joint Structure Plan and the City of York Local Plan.
- 9.20 The North Yorkshire County Structure Plan (approved in October 1995) is the strategic planning policy document guiding and controlling development in North Yorkshire and the City of York Council area. From 1st April 1996 this plan became a joint Structure Plan between North Yorkshire County Council, the City of York Council, Yorkshire Dales National Park and North York Moors National Park. The document brings together all the

relevant strategic planning and related transport policies and fulfils the Council’s duty to prepare and publish a Structure Plan.

9.21 The Structure Plan was originally approved in 1980. Although it has been the subject of three partial reviews since then, many transport elements of the Plan have remained unaltered. The new Joint Structure Plan is likely to update these strategic transport policies in light of PPG13 and the recently published Transport White Paper together with Regional Planning Guidance and the Regional Transport Strategy.

9.22 The City of York Local Plan (May 1998) draws together five local plans that were at various stages of preparation at the time of reorganisation. These are:

Southern Ryedale Local Plan	Post Modifications, January 1996
City of York Local Plan	Deposit Draft, September 1995
York Green Belt Local Plan	Post Modifications, September 1995
Selby District Local Plan	Consultation Draft, June 1995
Harrogate District Local Plan	Consultation Draft, January 1995

9.23 Land use planning is an important part of the overall transport policy package and can help in promoting more sustainable travel choices and reducing the need to travel. National guidance, in the form of draft PPG 13 placed greater emphasis on the integration of planning and transport.

9.24 The integration of land use and transport is a vital part of the future development of the city. The land use objectives and policies in the City of York Local Plan and any future development strategy for the city aim to safeguard the character of York and ensure that all new development is located in the most appropriate and accessible locations to reduce dependence on the car.

9.25 In particular, the land use planning priorities include:

- making full and effective use of land within the York urban area by promoting development at locations highly accessible by means other than the private car;
- locating major traffic generators at points close to existing or proposed public transport infrastructure;
- strengthening existing local centres by promoting community, shopping and employment opportunities to protect their viability and vitality; and
- maintaining and improving choice for people to cycle, walk or use public transport rather than drive between home and regular journey destinations.

9.26 The Local Plan has, as its underpinning strategy a policy (SP8) that seeks to promote the reduction of dependence on the car as well as a transportation strategy that:

- implements land use and transportation strategies which facilitates the implementation of the land-use objectives of the Local Plan whilst minimising travel and traffic generation;
- achieves development patterns which give people the choice of using more environmentally friendly means of transport than the car;
- minimises new road construction; and
- reduces pollution, noise and the physical impact of traffic, by restraining the growth in the use of motor vehicles within the Local Plan.

9.27 Table 9.2 sets out the relationship with policies and objectives contained within the Local Plan and the Transport Plan respectively:

**Table 9.2: Local Plan and Local Transport Plan policy and objective relationships**

LOCAL PLAN POLICY (SUMMARISED)			RELATED LTP OBJECTIVES
T1	PEDESTRIANS	Commitment to extension and review of pedestrian priority zones	A, B, C, D
T2	CYCLE/PEDESTRIAN NETWORK	Proposed new cycle network. Safeguarding route for existing and proposed network	A, C, D, F
T3	NEW PEDESTRIAN/ CYCLE BRIDGES	Proposal for 3 new bridges	A, B, D
T4	CYCLE PARKING STANDARDS	Provision of cycle parking in accordance with standards. Requirement for commuted payment to make up shortfall	A, C, D, F
T5	TRAFFIC AND PEDESTRIAN SAFETY	Commitment to improving safety measures	A, B, C, F
T6	PARK AND RIDE	Site requirements for Park and Ride	A, C, D, F, G
T7A	BUS STATIONS	Criteria for search for Bus Station	E, F
T7	PUBLIC TRANSPORT	Promotion of effective public transport services	A, C, E, F
T8	PASSENGER RAIL SERVICES	Promotion of effective rail services	A, C, E, F
T9	RAIL FREIGHT	Promotion of Rail Freight and safeguarding potential shipment facility sites	B, C, D
T10	RIVER TRANSPORT	Criteria for commercial use of the rivers Foss and Ouse	A, B, C
T11	LORRY TRANSHIPMENT FACILITIES	Support criteria for lorry transhipment	B, C, D
T12	COACH AND LORRY PARKING	Protection of off-street coach and Lorry parks	B, C, E
T13	CAR PARKING STANDARDS	Reiteration of Car Parking Standards and commuted payment requirements	A, B, C, D
T14	PUBLIC CAR PARKING	Level of off street public car parking reflective of Council strategies	A, D
T15	PICCADILLY CAR PARK	Allocation of land as car park	
T16	LONG STAY CAR PARKING	Maintain current levels of Long stay car parking Reduction of level of private commuter parking	A, B, C
T17	RESIDENTS' PARKING SCHEMES	Criteria for introduction of residents parking	A, B, C
T18	HIGHWAYS	Criteria for support for increased road capacity	A, B, C, G

T19	HIGHWAY IMPROVEMENT SCHEMES	Safeguarding alignments for schemes on the map	B, G
T20	PLANNING AGREEMENTS	Reiteration of criteria for obligatory entry into section 106 agreement	A, D, E, G

### City of York - A Local Plan Strategy

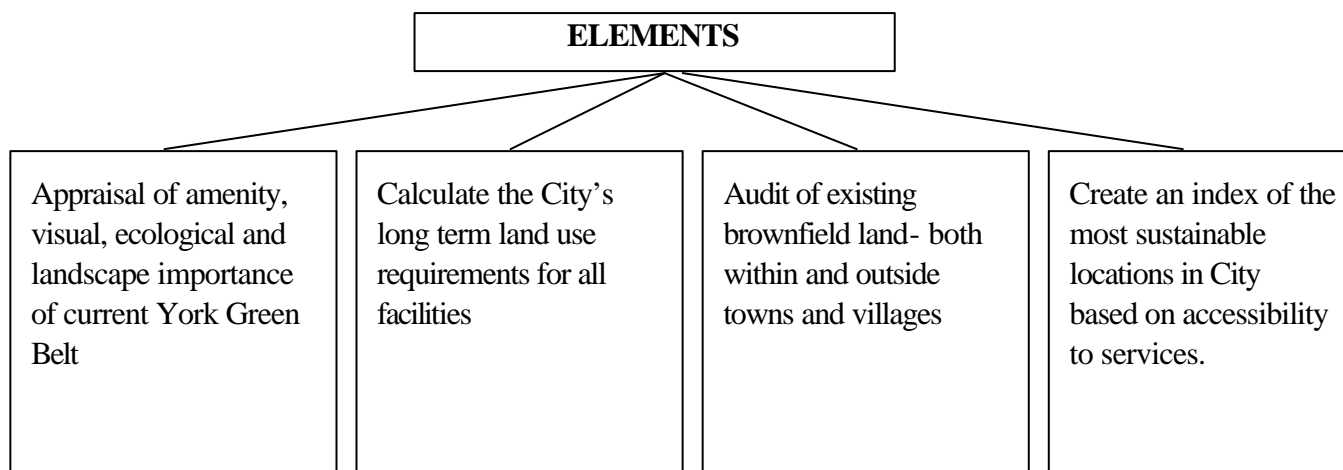
9.28 A sustainable vision for York is vital for the City's future development, recognising that in the coming years it will inevitably grow, develop and change. The vision includes a variety of economic, environmental and social goals. These goals represent the basis of the City of York Local Plan Strategy and include:

- protecting key features of the environment;
- promoting economic growth and new jobs;
- providing for future housing needs;
- enabling access to services and recreation;
- enhancing social prosperity;
- promoting community safety;
- promoting good use of natural resources;
- minimising waste;
- concentrating new development in existing settlements, on previously developed sites;
- minimising the need to travel;
- improving air quality; and
- providing a clear city centre focus.

### Green Belt Review

9.29 As part of the long term Local Plan strategy, the process of formulating a permanent Green Belt boundary for the City of York is currently being undertaken. In order to propose a permanent Green Belt boundary officers are undertaking an extensive information gathering exercise that will focus on four key elements within a Green Belt Review. Two of these elements will assist in formulating a revised Local Plan Transport Strategy. These elements are diagrammatically displayed below, followed by an explanation of the two that relate to the transport strategy.

### Figure 9.2: Key elements of the Green Belt Review



### **Calculate the City's long term land requirements**

- 9.30 The intention of this element is to consider in detail the demographics of the City and the governments projections for changes in population and number of households. Issues such as density of development, open space provision, the requirement of particular facilities (such as the need for Park and Ride sites) and public opinion on these will be considered. Consultation will also take place with as many potential land use interests in the City as is possible within the timescale set by the overall review. This will include the Council's own service providers (such as Transport, Leisure, Education, and Community Services), the City's business community, and other major stakeholders within the city as well as those whose activities may impact on the city.
- 9.31 Of importance in this element is the need to accommodate housing principally within the existing urban area, with increased densities for both housing and other uses at locations which are highly accessible by public transport, cycling and walking.

### **Index of sustainable locations for the City**

- 9.32 Sustainability currently underlines almost all the land use planning objectives of both central government and this Council. The Local Plan's strategic policies aim to locate new development in places where people have a choice of means of access. The Plan's policies also aim to minimise energy use, CO<sub>2</sub>/green house gas production and waste and pollution through re-using previously developed land where possible and reducing the need to travel.
- 9.33 To date these policies have directed new development mainly in and around the York City Centre and within the existing urban area. However, the amount of additional development sites in these locations will be finite and consideration may need to be given to alternative locations depending on the calculations of future land requirements.
- 9.34 The aim of this element of the review is to create an index of sustainability which can be applied to any area of the city. It is likely that this will involve gathering information, for among other things, future transport provision.

### **Timetable**

- 9.35 It is envisaged that the technical work described above will be completed and placed on deposit for formal public consultation around December 2000/January 2001, with a view to re-convening the Public Inquiry around June 2001. This would lead to a Local Plan adoption date of sometime in January/February 2003.
- 9.36 Much of the bidding for the Local Transport Plan that requires the strategic allocation of land has been programmed in to take account of the Green Belt review allowing time for informed decisions to be made.

### **Transport Aspects of the Local Plan**

- 9.37 By fundamentally reviewing the Green Belt, especially with regard to the two objectives highlighted above, it is hoped that informed decisions can be made when considering land requirements for transport projects. Of key importance in this area is the requirement in the Local Transport Plan for at least another three Park and Ride sites within the authority boundary. The draft revision of Planning Policy Guidance note 13 (Transport) states that Park and Ride schemes need to be included in the development plan to allow a proper consideration of planning and transport merits.
- 9.38 Policy guidance goes on to explain that Park and Ride schemes are inappropriate development in the Green Belt and that local authorities should fully explore non-Green Belt alternatives before identifying Green Belt locations for Park and Ride schemes.
- 9.39 The Green Belt review shall seek to focus major generators of travel demand within the urban area and to find areas to accommodate local and day to day facilities in local centres so they are accessible by walking and cycling.
- 9.40 A thorough review of all transport related land use aspects of the Local Plan is also being undertaken with a view to bringing the objectives and policies in line with those contained within the Local Transport Plan.
- 9.41 The possibility of a review of the current parking standards contained within the Local Plan is being considered. This is in order to bring the standards in line with central government guidance contained within Planning Policy Guidance notes 3 (Housing) and 13 (Transport) and Regional Planning Guidance/Regional Transport Strategy and to further integrate the objectives and policies of both the development and transport plans.

### **Yorkshire & Humber Regional Transport Strategy**

- 9.42 The Draft Regional Transport Strategy for Yorkshire and the Humber proposes policies to reduce the demand for travel and to encourage greater use of more sustainable modes of travel. It looks to investment in public transport to provide choice for the reductions in the need for travel and for increased responsibility in the use of the car.

9.43 A list of key implications for the LTP is set out in Table 9.3

**Table 9.3: Implications of RTS for the LTP**

IMPLICATIONS FOR LOCAL AUTHORITIES	CONGRUENCE WITH LTP	TO BE FOUND
Implement locational and land use policies which encourage urban renaissance and discourage dispersion;	✓	This chapter
Develop further Quality Bus Partnerships in conjunction with bus operators;	✓	Policy, Chapter 7
Allocate Roadspace to the most appropriate user in particular circumstances, with the emphasis on pedestrians and cyclists in the central areas, local centres and residential areas;	✓	Hierarchy of Transport Users, Cycle Strategy, Walking Strategy, P T Strategy
Protect disused rail lines and station sites for potential re-opening as rail passenger or freight services, or as busways;	✓	Chapter 7
Liaise with bus and rail operators to develop appropriate park and ride sites;	✓	Policy, Chapter 7
Lead, in rural areas, on the co-ordination of transport services operated by different agencies, such as health authorities, social services and community transport schemes;	✓	Policy, Chapter 11
Lead on the development of travel awareness campaigns to encourage greater social and environmental responsibility in the use of cars, and promote the use of more sustainable modes of transport	✓	Policy, Chapter 9
Lead, in conjunction with bus and rail operators, on the provision of timetables and service information in a variety of media, including via internet and teletext;	✓	Policy, Chapter 9
Ensure that the needs of disabled people are taken into account in the design and implementation of all traffic proposals	✓	Hierarchy of Transport Users, Walking Strategy
Ensure that the new development sites have maximum parking standards and either conform to defined public transport accessibility criteria or draw upon a locally based work-force which can walk or cycle to work	✓	Parking Strategy

#### **Airport Surface Access**

*The Council will aim to ensure that a significant proportion of surface journeys between York and regional airports are made by public transport.*

9.44 Recent changes to the regulatory structure for allocating capacity for international air travel in the UK has resulted in the majority of regional airports now being able to offer a wide range of short and long haul international flights. The introduction of low cost air carriers utilising this capacity has resulted in the rapid growth in air passengers served by regional airports. Therefore air passenger and freight markets are changing. Airport access strategies need to address this change. Main national objectives for regional airports are as follows:

- maximise the contribution that regional airports make to local and regional economies;
- relieve pressure on congested airports in the South East of England;
- reduce the need for long surface journeys (particularly by road) to south east airports.

9.45 The Government's White Paper on the Future of Transport "A New Deal for Transport: Better for Everyone" and subsequent "Guidance on Air Transport Forums and Airport Surface Access Strategies" state that all qualifying airports should prepare an Airport Surface Access Strategy (ASAS) and co-ordinate an Air Transport Forum (ATF) to provide input into this year's full Local Transport Plans. Qualifying airports are those that handle 1,000 or more scheduled and charter passenger air transport movements (PATMs) per year. Although York does not have its own local airport; it is well served by other regional airports. Table 9.4 shows a comparison of PATMs for selected regional airports.

**Table 9.4: Passenger air transport movements per annum (scheduled and charter), selected airports, 1999.**

London Airports	905,156
Manchester	168,240
Newcastle	42,150
Leeds/Bradford	26,110
Humberstone	13,275
Teesside	12,741

9.46 Manchester Airport is the UK's third largest airport in terms of passengers carried (over 17 million passengers per annum). In 1998/9 49.3% of overseas visitors to York arrived via this gateway. Therefore effective links between Manchester Airport and York are crucial in the context of supporting the economy and local tourism. It is clear from Table 9.5 that public transport's share of access to Manchester Airport from York is already relatively high, primarily accounted for by rail.

**Table 9.5: Mode of arrival at Manchester Airport by district, percentage, 1998/9**

	York	Harrogate	Leeds
Car drop off	8	21	35
Car (park)	17	51	23
Taxi	16	8	17

Bus	3	3	6
Train	52	13	13
Other	4	4	6

9.47 The Council's policy is to build on this success by ensuring that a high proportion of surface journeys to and from Manchester Airport are made by public transport, in particular rail. The Council actively supports this policy by the following:

- proposals for railway stations at Haxby, Strensall, York District Hospital and Copmanthorpe on the Trans Pennine route improve the accessibility of the rail network thus enabling seamless public transport access to Manchester Airport by rail;
- participation in the Trans Pennine rail group and comprehensive and imaginative responses to periodic SSRA consultations concerning the Franchise renegotiation and the Type and Level of Service; and
- leading a partnership to improve bus/rail interchange facilities at the main railway station.

9.48 Newcastle International Airport (NIA) currently handles close to 3 million passengers a year, at a site approximately eight Km from the centre of Newcastle. Both Newcastle Airport and Teesside Airport are within 90 minutes journey by rail from York with a single interchange to Tyne & Wear Metro and bus respectively.

9.49 In 1998/9 Leeds Bradford Airport carried over 1.4 million passengers, 60% of which on scheduled flights. Since 1996 international travel from Leeds Bradford has more than doubled and it also retains strong domestic connections. However 98% of passengers travel to the Airport by car or taxi because the airport has limited public transport links. It is likely, therefore, that for this airport to be of more relevance to York, progress will need to be made in terms of enhancing direct public transport linkages to this site. Similarly, Humberside Airport, which is one of the UK's fastest growing airports has poor public transport links from York.

9.50 Finningley Airport is planned to occupy the now disused site of RAF Finningley to the south east of Doncaster. It could account for as much as 6 million air passenger movements that are currently made from the region via other airports, three quarters of them involving surface journeys to airports in London, the south east and Manchester. Air traffic forecasts for Finningley are for one million passengers by 2004, rising to 2.3 million by 2014 when it could also carry up to 62,000 tonnes of freight. The airport is well served by the regional and national motorway and is less than 5 kilometres from the East Coast Main Line, which would enable good public transport access to and from York.

### Public Transport Information

*The Council, in partnership with local bus operators, will seek to ensure that customers have access to accurate, accessible public transport information when planning and making local journeys. The Partners will combine traditional methods with new technology and will participate in national information systems*

- 9.51 In 1999, a Public Transport Information Strategy was adopted in partnership with bus operators which aimed to achieve and maintain a baseline provision over the five year term of the plan. Table 9.6 sets out the strategy and progress to date:

**Table 9.6: Public Transport Information Objectives**

<b>CITY OF YORK PTI OBJECTIVES BY DECEMBER 2000</b>	<b>PROGRESS TO DATE</b>
To provide a local telephone information service able to answer enquiries about public transport in the York area as part of the national network of public transport call centres	A telephone enquiry service was established in late 1998. In November 1999 the call centre joined the Yorkshire pilot of the PTI 2000 enquiry service
To publish a printed bus timetable summary (including large print versions for people with visual impairment)	The Council published a "Guide to Bus Services" in April 1999 and June 2000. A special service for people with visual impairment was set up in April 2000
To provide an internet journey planner linked to national databases enabling local and national journeys to be planned;	An internet Journey Planner was launched in July 1999. The York internet data is merged with that of other Yorkshire partners to be available in the YorkshireTravel Net web site
The provision of on-street multi-lingual electronic information terminals at key locations	Teletext style electronic terminals have been in place in the city since 1991 with limited multi lingual capability. Upgrading is planned in late 2000
To provide comprehensive information about specific local services at the point of access to those services (i.e. The bus stop or rail halt), on the bus or train itself and at major interchange points such as York rail station.	New bus/rail interchange information displays were introduced at the main Rail Station in 1999. From April 2000 key City Centre stops have been equipped with new information displays provided by the Council integrating the services of all bus operators.

- 9.52 In April 2000 the "BusInfo" Enquiry Centre was opened in central York. This service is provided jointly by the Council and York Tourism Bureau, providing information about local bus services, as well as tickets for national coach services. The Centre also includes a telephone enquiry service providing a means to respond to the information requests of both local residents and visitors. Information is also provided on other modes, such as cycle hire and routes, taxi services, rail timetable leaflets and local walking routes.
- 9.53 Having established an electronic information system, data is also available to be customised to provide bespoke travel information for employers and other generators of local travel demand. Initial progress on this has been achieved by producing a printed bus timetable for patients visiting York District Hospital. It is intended to extend the availability of the journey

planner to other businesses to enable them to encourage employees to plan journeys to work by bus.

- 9.54 The Council is currently playing an active role in the Local Information Partnership comprising local authorities and bus operators in the Yorkshire and the Humber region. This partnership was the first to pilot the PTI 2000 “Traveline” service with the Call Centre in York forming part of the overall network. The regional partnership is also preparing a web site named YorkshireTravel Net which, from Summer 2000, will enable local and regional internet enquiries. Information services in York will be subject to the performance standards and targets laid down by the PTI 2000 initiative.
- 9.55 Capital funding for the public transport information initiatives was obtained through the PTI 2000 scheme. Revenue funding for the Council’s increased public transport information activities has been achieved from income generated by the concessions to place advertising on bus shelters. We have been able to develop the services in collaboration with bus operators. We have an agreement that, in return for co-ordinating bus stop information on city centre and interchange locations, the respective bus companies will ensure that timetable information is provided at all other bus stops. In the longer term it is envisaged that the co-ordination and provision of information would be undertaken as a joint venture operating within the proposed Quality Partnership.
- 9.56 Over the five year term of the plan it is intended to work towards:-
- ensuring that printed bus information is located at every bus stop, with real time information available on high frequency bus routes; and
  - developing electronic journey planning on an “anywhere-to-anywhere” basis within the City using Geographical Information Systems (GIS) and timetable information at bus stop level. It is intended that this system will be fully integrated with the national PTI system and accessible using internet and mobile communications.

### Travel Awareness

*The Council will seek to raise public awareness of the benefits to be gained from sustainable travel and the problems that are caused by increasing car dependency. The Council aims to change attitudes and behaviour towards car use in favour of more environmentally friendly modes of travel, through an on-going local travel awareness campaign.*

- 9.57 Recognising the importance of changing attitudes and behaviour, the Council joined the TravelWise Campaign in 1997 and appointed a full-time TravelWise Officer in 1998, who is now also secretary of the Regional TravelWise Group for Yorkshire and Humberside.
- 9.58 The travel awareness campaign aims to target all residents and visitors to York, in particular:
- car commuters;
  - employers;

- schools and;
- tourists.

9.59 The travel awareness campaign aims to:

- raise local public awareness of the health, financial, environmental and quality of life benefits from reducing car dependency;
- raise local public awareness of the negative effects of traffic growth;
- build local support for integrated transport improvements, particularly bus priority measures, cycles paths and pedestrian priority measures;
- contribute towards achieving the York's Local Agenda 21 objectives, and the objectives of the North Yorkshire Health Improvement Programme, particularly reducing the incidence of obesity and coronary heart disease.

9.60 The campaign is planned to run for the five years of the LTP and is divided into four distinct stages:

- (i) raising **awareness** of the pollution and congestion costs of car dependency, as well as **awareness** of the benefits of sustainable travel, particularly walking and cycling as an accessible form of physical activity;
- (ii) developing **interest** in alternatives to car travel;
- (iii) generating public **desire** to switch to sustainable modes of transport; and
- (iv) encouraging, rewarding and reinforcing **action** by car drivers to use alternative, more sustainable modes of transport.

9.61 A number of initiatives to communicate the travel awareness message have commenced as part of the campaign, including:

- Minster FM Traffic and Travel Show sponsorship;
- Minster FM radio advertising - Two commercials running thirty six times a week. The first advert, entitled "Freedom of the Road" focused on the problems caused by commuting to work. The second advert, entitled "Why Crawl When You Can Walk?" targeted parents who drive their children to school;
- bus-back advertising on York buses;
- production of two leaflets, circulated within City of York Council public building, libraries, schools, leading employers and 330 Tourist Information Centres (TIC);
- development of 'nomadic' TravelWise display material for circulation in York's libraries, local leisure centres and swimming pools and local major employers including, the University of York, CGU and Card Protection Plan (CPP);
- an exhibition at the World Environment Day (2000) fair in York.
- media coverage of the awareness campaign;

- a healthy transport mobile exhibition unit which visited York's Motor and Leisure Show on 30th and 31st May 1999 and the City Centre during Green Transport Week 1999;
- a commuter challenge which took place on Monday 7th June 1999 during Green Transport Week;
- extensive local press advertising;
- the development of York Walk to School Week in September 1999 incorporating the TravelWise logo on publicity materials which is being organised by the Council's Road Safety Team;
- a transport workshop for primary school children during the launch week of York's LA21 strategy;
- a series of presentations to Neighbourhood Forums and local groups and;
- Bike to Work Day breakfasts and lunch-time barbecues.

9.62 Future planned campaigns include a healthy transport campaign, to be delivered in partnership with the York and Easingwold Primary Care Group. This will be launched in September 2000 to coincide with the "Are You Doing Your Bit?" Roadshow visit to York. The campaign will run until January 2001. In addition the Council will run a campaign in the spring 2001, which will aim to raise awareness of climate change and the contribution made by motor vehicle emissions to global warming.

9.63 The travel awareness campaign is evaluated by street interviews, with a sample size of five hundred local residents. The sample includes all adults from age 16, which enables evaluation of the impact of the travel awareness campaign on future drivers as well as current drivers. The interviews are conducted annually. The first survey, conducted in June 1999, found that 77% of residents supported the aims of the travel awareness campaign. The campaign aims to achieve 50% awareness amongst York's residents during the life of the LTP.

### **Travel Plans**

9.64 The Council has taken an pro-active role in promoting travel plans to the business community as a tool to reduce pollution and congestion. A partnership with the York and North Yorkshire Chamber of Commerce has been forged to build support for reducing road traffic and increasing the development of travel plans throughout the city. This has included jointly hosting a working lunch and seminar on travel plans, held at the National Railway Museum, with speakers from Pfizer, Boots and the York Health Services NHS Trust, which was attended by more than sixty local employers.

9.65 Over the life of the LTP, the York travel plans strategy aims to;

- achieve an aggregate modal split for all travel plans in operation, as follows:

### **Table 9.7: Modal split targets for travel plans**

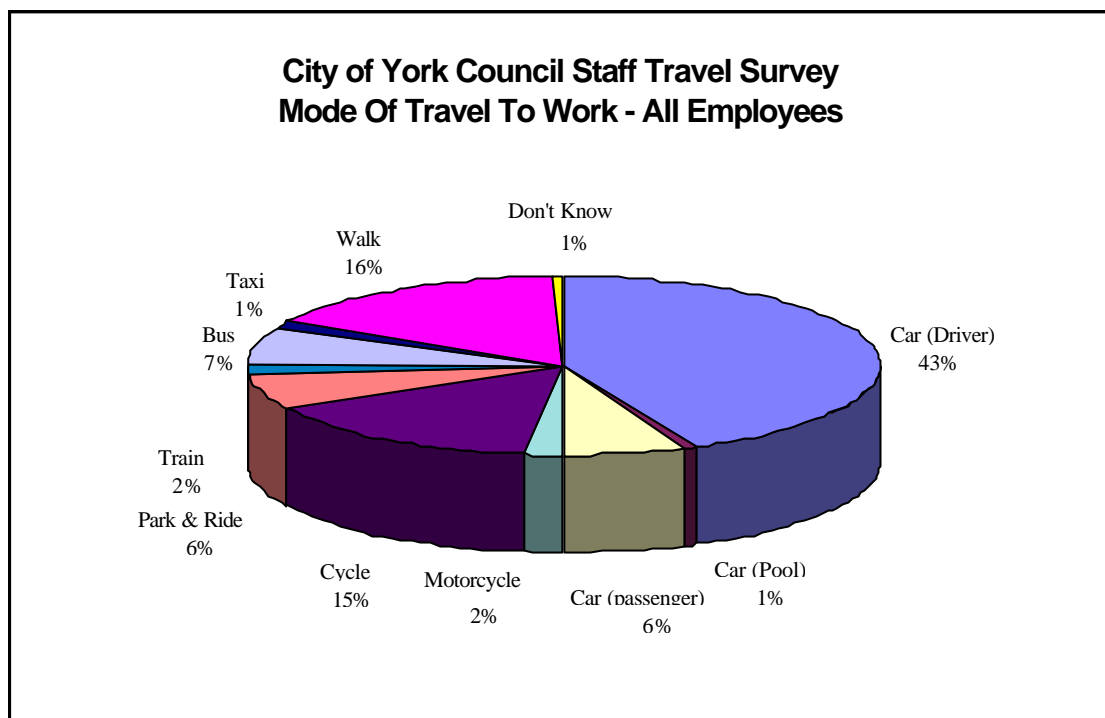
Main Mode	2006 Target if LTP only 90% funded	2006 Target if LTP 100% funded	2006 Target if LTP 140% funded
Car & car pass	49.1%	47.3%	44.3%
Pedal Cycle	20.0%	20.6%	21.7%
Walk	17.0%	17.4%	18.2%
Motor Cycle	3.4%	3.5%	3.8%
Bus	5.9%	6.2%	6.9%
Park & Ride	1.6%	2.0%	2.0%
Train	1.5%	1.5%	1.5%
Taxi	1.5%	1.5%	1.5%
Total	100%	100%	100%

- have in place travel plans for all organisations that employ at least three hundred staff.
- have in place travel plans for at least 35% (31,500 people) of York's economically active population.

9.66 York are a partner in the EU Target Project, which has contributed to resourcing the development of substantial travel plans in the city, now covering over 18000 employees. A significant proportion of York's major employers are currently developing travel plans, including; CGNU, Jarvis Facilities, MAFF, the York Health Services NHS Trust, the University of York and Card Protection Plan. In addition, smaller employers in York, such as Bootham Engineers and the Environment Agency, are also developing travel plans. Asda are also piloting their first store travel plan in York. Both CGNU and the Hospital have introduced workplace parking charges, with the University also to do so in September 2000. Income from the University and Hospital workplace parking charges are used to fund sustainable transport alternatives, including employee bus services.

9.67 City of York Council has decided to lead by example by developing its own travel plan for journeys to work and journeys whilst at work. The travel plan includes the provision of alternative fuel pool cars, running on LPG or electric powered, free Park and Ride passes for employees, a monthly cycle allowance of £6.93, a pool of mountain bicycles and a pilot tele-working project.

**Figure 9.3: City of York Staff Journey to Work Modal Split**



SOURCE: City of York Council Staff Survey, March 1999.

### School Travel Plans

- 9.68 In June 1999 the DETR's School's Transport Advisory Group (STAG) and Transport 2000 published two separate guides to school travel plans. These guides have formed the framework for delivering school travel plans in York. School travel plans will aim to reduce the impact of the school run on traffic congestion, air pollution levels and the health of young people; and also reduce staff commuting to school by car. A working group, with representatives from the Education Directorate, Safe Routes to School Officers, Road Safety Officers, Sustrans, LA21, health promotion specialists and the Police, has been established to develop school travel plans in York.
- 9.69 A city-wide travel survey of primary, secondary and independent schools was conducted in November 1999. The results and walking and cycling targets are as follows:

**Table 9.8: Journey to School Modal Split and Five Year Targets**

Mode	Primary Schools	Secondary Schools	All schools	5 Year Targets
Walk	60.5	46.3	54.6	59.6%
Cycle	2.8	8.6	5.2	7.2%
School bus	1.8	18.1	8.6	8.5%
Other bus	0.6	11.7	5.2	5.2%
Train	0.1	0.2	0.1	0.1%
Car	33.8	15.3	26.1	19.0%
Other	0.4	0.1	0.3	0.2%

9.70 The school travel plan strategy aims to integrate and co-ordinate existing school travel initiatives, including road safety training and safer routes to school projects, as well as develop a comprehensive range of new initiatives including:

- Walking buses
- Safe and secure cycle storage
- Safe and secure lockers for equipment
- Priority measures for buses
- Parking enforcement outside schools
- Classroom based activities that meet Key Stage criteria across a range of subjects
- Promotion of York's LA21 objectives
- Promotion of the Healthy Schools Scheme in York
- Awareness promotional campaigns to build support amongst school students, teachers, parents and governors
- Workplace parking charges or permits

9.71 Several schools are already developing their own travel plans, including Canon Lee School, Joseph Rowntree School and St Peter's independent school. In addition, school employee' travel allowances have been revised with the aim of encouraging sustainable travel, in particular cycling by peripatetic teachers. Priority for the development of a school travel plan will be given to schools with comparatively higher levels of car dependency and a poorer road safety history. In addition, schools that participate in road safety training and other initiatives to encourage safe and sustainable travel will be given priority. Finally weight will be given to schools with problems of social exclusion

### **Safe Routes to School**

***The Council will encourage increased walking and cycling to school.***

9.72 Through its ongoing programme of Safe Routes to School projects the Council is seeking to achieve the following aims:

- To tackle road safety fears around schools, thereby removing a key barrier to increased walking and cycling and contributing to the Council's casualty reduction objectives;
- To reduce the number of parents escorting children to and from school by car, thereby contributing to the Council's traffic reduction targets;
- To encourage pupils to cycle and walk to and from school, and for other trips, thereby improving their fitness and road user skills; and

- To promote general awareness of sustainable transport issues amongst pupils and parents, thereby contributing to the Council's Local Agenda 21 and Travelwise initiatives.

9.73 In developing the Safe Routes to School initiative in York a partnership approach is being pursued involving engineers, road safety officers, the police, local schools (teachers, pupils and parents), as well as local residents and businesses. The types of practical measures it can involve are outlined below:

**Table 9.9: Safe Routes to School Measures**

<b><i>Traffic calming schemes:</i></b>	The Council's Speed Management Plan seeks to achieve 20 mph conditions in all 'Residential' streets and where a school is located on a 'Mixed Priority' or 'Traffic' route the plan allows for the targeted use of appropriate traffic calming measures to reduce speeds and improve safety.
<b><i>Pedestrian and cycle facilities:</i></b>	These are introduced to create a network of safe routes to school, and often these can contribute to the development of the Council's Pedestrian and Cycle Route Networks thereby benefiting the wider community.
<b><i>Cycle parking:</i></b>	The lack of adequate secure and sheltered parking has been identified as a major disincentive to cycling to school. This is being addressed in York as a high priority to ensure that should be done as a forerunner to improved cycle provision out on the roads.
<b><i>Traffic management measure &amp; parking controls:</i></b>	These can help to alleviate congestion and safety concerns, particularly around school entrances.
<b><i>Cyclist and pedestrian training:</i></b>	This is carried out by the Council's professional Road Safety Training team to help improve pupils road user skills and encourage usage of new facilities introduced as part of the Safe Routes to School project.
<b><i>Promotion &amp; publicity:</i></b>	Through the media is used to raise awareness and understanding of the Safe Routes to School concept and specific initiatives being carried out as part of it.
<b><i>Links with curriculum:</i></b>	Close liaison takes place with the schools to look at opportunities for introducing proactive policies and carrying out curriculum work which can encourage walking and cycling and promote ownership of the Safe Routes to School project.

- 9.74 York's involvement with Safe Routes to School began in 1995 when the Council was approached by Sustrans to be involved in the national pilot scheme. The Council was very keen to be involved as the aims of this new initiative closely matched much of the work we were already doing but would bring it a fresh focus and direction. Following consultation with head teachers to gauge interest in being involved three schools in York were chosen for the pilot project.
- 9.75 Sustrans then worked with the schools to identify pupils' travel patterns, concerns about safety and other related issues, and possible measures to address these. As part of this work pupils were asked to identify those locations on their journey to school where they perceived there to be safety and accessibility problems. On this basis, physical improvements can generally be targeted where they are most likely to be of benefit to pupils themselves. Responses made by pupils who walked or cycled were as follows:
- Burnholme Community College - 57% of pupils regarded their journey as 'less than safe';
  - Huntington School - 71% of pupils regarded their journey as 'less than safe'; and
  - Sixth Form College - 63% of pupils regarded their journey as 'less than safe'.
- 9.76 Measures implemented so far include the following:
- the creation of 20 mph Zones along the frontages of both Burnholme Community College and Huntington Road;
  - provision of traffic calming, cycle lanes and improved crossing points along pupils' main routes to the three schools/colleges;
  - development of a new cycle/pedestrian path across the playing Fields at Burnholme to link onto the Foss Islands Cycle Path giving many pupils the option of a largely traffic free route to school;
  - provision of improved cycle parking facilities with pupils involved in design work; and
  - comprehensive cycle training.
- 9.77 During this financial year the Council is spending around £100,000 to complete the three pilot projects and begin work on a further four schools. This reflects the high priority that the Council places on this initiative. Over the life of the Plan it is hoped that work will have begun on safe routes for all the secondary schools in the district.
- 9.78 The Council also recognises the importance of looking at primary schools within the overall Safe Routes to School initiative. A significant problem is the level of traffic congestion around the primary schools, which is mainly due to the number of parents using cars to escort children to and from school. Often these journeys are quite short and there is thought to be great potential to get more parents to walk and cycle with their children.
- 9.79 In 1998/99 the Council embarked on an ambitious programme of reviewing traffic arrangements around all 65 of its primary schools. Over the last two years a total of £80,000 has been spent on improvements which have included the introduction of three 20

mph school safety zones. This year a further £80,000 is being spent on implementing seven more zones. In the long term, the Council would like to see 20 mph speed restrictions introduced near all the primary schools backed up where necessary with self enforcing measures.

- 9.80 To complement physical measures to improve safety around schools, the Council is also keen to reduce the main source of danger, which is parents' own cars. To this end, we are investing significant resources in initiatives such as Walk to School Week and awareness campaigns to highlight specific problems to parents around each school.
- 9.81 Pedestrian and cycle training is carried out in all the schools which seeks to give older primary school children the skills they need to be safe and independent road users. The Council currently employs some 45 School Crossing Patrols who play a vital role in the creation of safe routes to many of the primary schools and help to reduce parents fears about allowing children to travel alone to school. In 2000/01 the Council is intending to pilot 'Walking Buses' in York.
- 9.82 The Council recognises that further development of the Safe Routes to School initiative will help satisfy many of the wider objectives within the Local Transport Plan. As well as assisting pupils travelling to and from school, many of the measures and initiatives being implemented also provide benefits for the wider communities who have been closely involved in the development of the projects through extensive publicity and consultation on scheme proposals. By establishing a culture of walking and cycling with young people at an early age it is hoped that there is more chance of them continuing to use these modes in later life, as well as contributing significantly to reducing accidents, traffic congestion, improving health and reducing social exclusion.
- 9.83 A number of initiatives are being pursued to develop an integrated strategy for reducing car use and improving safety on journeys to school. These include:
- a baseline travel survey of all schools throughout the City (see Table 9.8); and
  - integrating the Council's 'home to school' transport policy and the schools admission policy.

### **EU Target Project**

- 9.84 City of York Council, together with other local authorities from this region, and Göteborg and Bremen are working on a thirty-two month pilot project, entitled Target which has a £2.5 million budget divided between seven work packages.
- 9.85 City of York Council is a lead authority responsible for developing the Cycling and Walking Package and is also contributing to the Travel Plans Package. The Council's contribution to the latter complements existing work in this area. The Cycling and Walking Package is facilitating the delivery of the following projects in York;

- a healthy walking and cycling communication campaign, which will be launched in September 2000.
- the development of "Recyclist", a project which trains disaffected young people in the maintenance and repair of bicycles. The Police supply the cycles from their store of unclaimed stolen cycles. The project improves access to education, training and employment and promotes sustainable living (see Chapter 13).
- one-to-one school cycle training for all year seven pupils at York schools, building on existing road safety initiatives and run by the Council's Road Safety Team.