

APPENDIX A

Barnsley Transport Strategy

2014 – 2033

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1. Executive Summary

Our vision

Barnsley council is working towards a brighter future, a better Barnsley. We will drive change and improvements to achieve the following positive outcomes:

- A brighter future where people achieve their potential;
- A better Barnsley where our residents think and feel we are making a difference together;
- Working together with our partners and communities.

Our three corporate priorities to help us reach our vision are:

- Growing the economy;
- Improving people's potential and achievement;
- Changing the relationship between the council and the community.

We aim to make the borough a thriving and unique place to live, work, visit and trade; providing imaginative public spaces, arts, culture and urban living.

Achieving our transport vision

Our four key transport priorities set how we will achieve our vision to promote economic growth and improve the quality of life of Barnsley's residents:

1. Promote Economic Growth and Strategic Connections;
2. Promote Inclusion, Accessibility, and Better Quality of Life;
3. Promote High Quality Natural Environment, Local Air Quality and Climate Change;
4. Promote Safety, Security and Health.

Barnsley's new local plan supports our four priorities. It sets out the council's strategic vision and priorities for housing, employment and commercial development, including transport infrastructure and protection of our local environment.

To make improvements effectively in relation to our economic priorities we must ensure progress on other issues such as:

- Health
- Education and skills
- Cohesion and community safety
- Child poverty
- Quality of life and the well-being of Barnsley's people.

Only if this is done will the full potential of Barnsley's economic growth be realised, making the borough a better place to live.

2. Why do we need a Transport Strategy?

This document identifies and prioritises transport interventions associated with sustainable development to meet aspirations as set out in the Local Plan, the Jobs and Business Plan, the Housing Strategy, Economic Strategy and the draft Energy Strategy.

Many of the local accessibility and highway interventions will be delivered by the Council, but we will also work with many organisations at a local, regional and national level to deliver this strategy. These will encompass other local authorities, local community groups, transport operators, health agencies, the South Yorkshire Passenger Transport Executive, Local Enterprise Partnership, Sheffield City Region, Leeds City Region, Highways England, Network Rail and Government Departments.

It is our priority for transport investment to support economic growth and to achieve a safe, sustainable community. The Council will utilise funding from a variety of sources which are needed to realise our ambitions, with these supported by robust modelling and evidence base.

With recovery from the financial crisis now underway there is an emphasis from national government for a need to rebalance the national economy and shift the concentration of economic activity away from the South East of England and to other areas of the UK. Investment in logistics and transport infrastructure is a key tool to deliver this economic growth and as such the delivery of this Transport Strategy will be informed by external studies such as *One North: A Proposition for an Interconnected North, Rebalancing Britain: HS2, and also the Vision for Transport Planning 2035*.

Complementing the Sheffield City Region Spatial Transport Strategy, the vision for Barnsley is that by 2033, Barnsley will have a transport network which is High Speed rail ready and which provides the connectivity to drive economic growth and reduce carbon emissions, and more active travel.

By 2033 Barnsley will have:

- Enhanced connectivity to the international airports and ports serving the city regions;
- Improved connections between Barnsley, the city regions and other economic centres especially Leeds, Manchester and London;
- A transport system that will meet the needs of businesses to access markets and their supply chains;
- Well connected employment, recreation, social and housing locations;
- Connections to High Speed rail and the regional transport hubs;
- Targeted improvements that enable our road network to perform in the most effective way.

Barnsley has been very successful in expanding its public transport offer to make it more reliable and frequent. Bus and rail services have improved, the road network has been expanded to relieve congestion, whole communities which were previously inaccessible have been opened up to reduce social exclusion and road accidents resulting in death and serious injury are at historic lows. Over the last 20 years Barnsley has made considerable progress in recovering from structural economic changes and going forward, the next 20 years will see further considerable change, with Barnsley having a high skill, high wage economy with a first rate transport system. To provide an indication of where we are heading, the brief section below underlines our current achievements and challenges:

Key Achievements

- Significant economic expansion and jobs growth over the last 30 years, overcoming the closure of the coal mining industry;
- Growing and successful logistics industry with Barnsley Council owning the intellectual property rights to the Eco Star Fleet Recognition Scheme;
- Excellent proximity to the major cities, Leeds, Sheffield and Manchester;
- An impressive active travel network consisting of walking and cycling routes and encompassing the Trans-Pennine trail. Barnsley is at the centre of this trail which stretches across the entire North of England and which is hugely popular with recreational users;
- Improving public transport provision;
- Large scale investment in the road network, with bypasses added at Dodworth and Cudworth;
- Considerable improvements to the quality of the roads in the last 10 years;
- Limited congestion on our road network;
- State of the art traffic management systems;
- Low accident and death rate on our roads.

Key Challenges

- High levels of ill health and obesity compared with the England average. With only half of our adult population physically active, and only 11% using outdoor space for health/exercise reasons;
- Poor connectivity between the principal towns;
- Poor public transport journey times to major connections compared with the private motor car;
- Low, but rising car ownership;
- Many of our key employment sites and future locations for growth are not served by a viable transport network;
- Many of our existing and proposed employment and housing sites do not have sufficient road capacity to accommodate growth without experiencing severe congestion;

- There are 7 Air Quality Management Areas (AQMA's) in Barnsley, where air quality does not meet nationally recognised standards, with 5% of our mortality attributable to air pollution;
- Poor electric vehicle infrastructure, limiting electric vehicle take-up;
- Poor Trans-Pennine links to the Greater Manchester City Region;
- Poor links to the international gateways, such as Doncaster and Manchester airports.

The Barnsley economy is undergoing significant change and will prioritise and allocate resources in areas where it has a comparative advantage, with a shift in focus to Advanced Manufacturing, construction, the visitor economy, logistics and business services. The Council will also support the low carbon and creative digital industries to provide a base to support innovation.

Good transport links will be vital to provide this economic growth. Supporting this is our primary aspiration and we must ensure that economic growth does not exacerbate the growing problems of congestion, and environmental unsustainability. The provision of accessible and frequent public transport has a key role in ensuring inclusion, linking people to jobs, services and leisure opportunities.

At a regional level, Barnsley is well placed to connect people and businesses to new and existing market places via capitalising on its location within Yorkshire with direct rail links to Sheffield, Leeds and Huddersfield and indirect links to Nottinghamshire, Greater Manchester and Derbyshire. Focus during the Local Plan period, will be on north/south connections, in particular developing the economic value of the former Yorkshire Coalfield Corridor. This will be in addition to the opportunities provided by High Speed 2 and the air links from Robin Hood Doncaster Sheffield and Leeds/Bradford airport. The local transport network including access to public transport, walking and cycling routes will also be maintained and further developed. This will be supported and enhanced through travel planning, ticketing initiatives, journey planning, travel information and promotional campaigns.

If we think of the transport system as a toolkit to get the best for Barnsley and help it reach its full potential, then our transport focus will be on the following components:

- Better Connectivity
- Affordable and Inclusive Travel
- A Cleaner Environment
- A Healthier Population

Better Connectivity

- Barnsley has direct rail connections to Leeds, Wakefield, Huddersfield, Sheffield and Nottingham. However, indirect public transport connectivity via Sheffield, Huddersfield and Leeds to London, Birmingham, other Core cities and the regional ports and airports is poor. There is no direct Trans-Pennine rail route to Manchester and indirect links take over an hour despite the relatively short distance to travel, and this is despite the Manchester City region being one of the largest economic centres in the country.
- Existing road links also impact on connectivity. Although similar to rail in terms of good north/south connections via the M1 motorway, Trans-Pennine road links are only available via the M62 and the A628 Woodhead Pass. Both are important strategic arteries but are liable to congestion, slow journey times and unreliability due to weather or accidents.
- Internal connectivity is also an issue. Settlements in Barnsley are dispersed, which during the heyday of coal was not an issue. People lived close to where they worked, coal was moved by train and communities were self-contained, so poor road links and limited transport provision was not an issue.
- Although many of the road links have improved, the public transport network requires further work. There is still a 'hub and spoke' pattern to bus services. Travel to the principal towns from the town centre and vice versa is relatively simple, as opposed to journeys between principal towns or to areas outside the established road network, with slow journey times and infrequent services. External links also tend to originate from Barnsley Interchange and not from the principal towns themselves, necessitating travel to the town centre, with additional longer travel time and inconvenience.
- Many of the travel cards and season tickets available cannot be used across the regions i.e. travel between Leeds and Sheffield via Barnsley requires the purchase of a Travelmaster within South Yorkshire and a Metrocard within West Yorkshire. The cost of travel is therefore relatively expensive in comparison with the private motor vehicle and inconvenient when set against other successful examples such as the London Oyster card which is available across a similar geographical distance.
- There is poor integration between the different transport modes. Although we do have rail based Park and Ride, to a large extent the different transport modes are separate entities with little cross references in relation to timetabling or ticket usage.

The ability to go from one mode of transport to another with relative ease is vital when considering the relative levels of convenience of the private motor vehicle.

- New development often has to retrofit solutions to transport problems not originally anticipated during the planning and design phase. The intention therefore will be to bring transport closer to the initial concept stage when new development is first proposed.

Affordable and Inclusive Travel

- Poverty and social exclusion are also significant issues, and attempts to remedy this require further improvements to our transport system. There are several communities, especially in the Dearne which are relatively isolated and combine urban levels of deprivation with rural levels of isolation. Those living in areas of low employment often find it difficult to access jobs in the growth areas of Barnsley and beyond, by public transport. Also young persons have difficulty accessing learning opportunities, with 6% of 16-24 year olds turning down training or further education because of transport issues. This matters because 26.9% of households in Barnsley have no access to a car or van.
- The concern therefore is that the planned growth in the Local Plan will not benefit a large portion of the population due to barriers accessing jobs, leisure and education facilities. The Dearne Valley Parkway is a prime area for employment growth, but is only accessible by private motor vehicle.
- The bus network in Barnsley operates in a deregulated market and provided on a commercial basis. Not only are many bus services infrequent, but due to the changing nature of work and the rise of shift patterns, many bus services do not cater for those that need them. In addition, due to the commercial nature of the bus market and the Government's austerity programme, there are rising issues of affordability, especially amongst the young. The result is the motor car is the only viable option in many cases.

A Cleaner Environment

- The tackling of climate change is the key goal of the development plan, but at a local level the main focus is on the tackling of poor air quality. There are seven air quality management areas in the borough, all declared due to the impact of transport emissions and there is growing concern about the effects of transport emissions and noise has on health.
- Congestion, although only an issue during rush hour, is a growing problem. It is an issue likely to grow due to the dependence on the motor car and the dispersed nature of employment and public services. Currently, nationally over 30% of hospital admissions for children and young people are related to respiratory disease, and there is emerging evidence of the impact of air pollution on health at lower ambient concentrations than previously thought.
- A recent Public Health Outcomes Framework indicator for fine particles suggested that 5% of all-cause adult mortality in Barnsley is attributable to anthropogenic (man-made) particulate air pollution. Corporately there are financial issues involved and fines possibly in future years imposed if the Council does not meet its air quality standards or is not making sufficient attempts within its powers to meet these standards. In the era of squeezed budgets, this will naturally affect other public services the Council wishes to fund.

A Healthier and Safer Population

- In terms of road safety, there have been considerable achievements in recent years, with the number of people killed and seriously injured on our roads declining significantly since the early 1990's. Recently there has been a small increase in road deaths/serious injuries locally, but numbers are still lower than the regional/England average. Perceptions of safety and hazards exaggerate some risks, such as the safety of bus travel, whilst downplaying others, such as driving with poor eyesight. This may hamper efforts to reduce accidents further and the use of public transport as a viable alternative to the motor vehicle.
- Walking and cycling provision such as dedicated cycle lanes, although growing as part of Barnsley's transport infrastructure, still require further expansion. In the town centre possible expansion could possibly occur with the closure of the Jumble Lane crossing and its replacement with a bridge which would allow unrestricted walking and cycling access. This could then combine with the redevelopment of the markets where possible further expansion of walking and cycling routes could occur as well as general improvements to the train station.

- We are also trying to tackle a culture of personal inactivity in Barnsley. Even if significant incentives are offered to people, there is a majority who would still not consider active travel as a viable option. Many places of work and leisure also do not cater for active travel. For example few employers provide their workforce with shower facilities and changing rooms.
- Not only does this hamper efforts to promote active travel, but it also encourages the prevalence and acceptability of obesity. This contributes to poor health and other serious complications such as heart disease and type 2 diabetes. In Barnsley this is a growing and significant problem; 21% of 10-11 year olds and 30% of adults are currently classed as obese. Although, life expectancy is rising in Barnsley it is not at a rate to close the inequalities gap with the rest of the country. In fact the health gap with the rest of England has widened. Since 1995, the average life expectancy gap for men has risen from 1.4 years to 1.5 years against the England average, and for women from 1.7 years to 2 years.

Road Safety

- We have a lower rate of deaths/serious injuries on our roads than the regional and the England average (a rate of 36.7 per 100,000 population). However, the 257 casualties in Barnsley between 2011-2013 still warrant action. More evidence and intelligence at a local level will help identify priorities and solutions. Barnsley benefits from the use of the Lifewise Centre in Rotherham which is a dedicated educational centre to help educate children particularly about issues such as road safety. We already do site/group specific work such as funding 'lollipop patrols' and working with schools to better manage parking. Other area specific traffic calming and speed restriction zones have been put in place for example at Shaw Lane and Carlton Road.

Physical Activity and Air Quality

- The health of Barnsley's residents does not rank favourably against the regional or national average: 71% of adults and one third of children in Barnsley are overweight or obese. Only 52% of our adults exercise for the recommended 150 minutes per week and only 11% utilise outdoor space for exercise and health reasons. There is an overwhelming need to address these health issues in order that we prevent longer term cardiovascular and respiratory illness and premature deaths, and improve mental health and overall life chances.

- Barnsley's placement in the centre of the Trans Pennine Trail gives us a fantastic recreational facility and we have developed some cycle lanes to facilitate better road cycling. Whilst some of our rural lanes are not wide enough, we have the potential to develop more. The planned town centre developments offer one such opportunity to open up the centre for walkers and cyclists. There is also huge potential to develop more comprehensive walking and cycling routes to link up and promote our cultural heritage, leisure and green spaces assets and facilities.
- Co-ordinating activity between the various teams within and external to the Council that can facilitate active travel will be key to achieving more with less, and currently no 'active travel' group exists. Planning in particular has an important role, for example in suggesting how developments can better link to existing active travel infrastructure at pre-planning application stage, and in using developer contributions to facilitate active travel. However, we need to capitalise on this role, doing more to enforce the provision of active travel plans and influence public transport links so new developments are not car-reliant.
- Whilst the fraction of mortality attributable to particulate air pollution is no worse than the England or regional average at 5%, we still need to take collaborative action to reduce exhaust emissions. Whilst the economic uplift may result in car ownership, we can mitigate against rising vehicle use and emissions through a mix of active travel promotional activity, continued work with the SYPTTE on effective public transport, and infrastructural changes such as amended road layouts to facilitate traffic flow.

3. What to do about it?

Barnsley is going to carry out its ambitious growth plans and it must have a fully functioning and sustainable transport system able to compete with private motor travel. The focus of which must involve a mixture of improvements to the road network, expansion of public transport provision and the continued promotion of active travel whilst tackling the negative externalities associated with transport, including congestion and air pollution.

Transport cannot be delivered in isolation and many of the interventions envisaged, such as those in relation to connectivity will actually be delivered at a regional and national level. Many that we aspire to will also require external funding where we will have to be proactive making sure our aspirations align with national and regional policy.

Working with our regional partners and stakeholders, we will identify and prioritise interventions associated with sustainable development and transport corridors within Barnsley and externally to:

- Deliver the Barnsley Economic Strategy;
- Implement the Barnsley Local Plan Accessibility Priorities;
- Fully engage the Barnsley economy in the City Region, national and international economies; and
- Deliver the Barnsley related transport, economic growth, social inclusion, health and safety policies and associated investments of the National Planning Policy Framework and the Sheffield/Leeds Regional Sustainable Transport Strategies.

The Transport Strategy is aligned to the Local Plan and shares many of the same goals and aspirations. Therefore the ultimate purpose of this transport strategy is to promote sustainable travel and parking options for residents, visitors, and businesses to employment locations, attractions, interchanges whilst reducing the adverse impact on people and the environment.

Our interventions will reduce the need to travel, but where travel is necessary to make it easier for people to move between home, work, health, community and leisure facilities by walking, cycling or where necessary by using public transport.

Certain journeys will need to be made by road, including movements by freight. The Council must therefore make sure the existing road network is used more efficiently, supporting a good bus network, and allowing cars, public transport and freight to move quickly between their destination, both internally and externally.

Achieving these aims will need us to change our travel behaviour, and by encouraging smarter choices and efficient movement, this strategy will also contribute to improved local prosperity, health, quality of life and a smaller impact on climate change.

Underpinning this document are a number of key opportunities and challenges which will require prioritisation and implementation of transport interventions in the short, medium and long term. These challenges are based on the goals set out in Government Guidance and align with those in the Sheffield City region Transport Strategy and the Leeds City region Transport Vision. These challenges are as follows:

Barnsley's Transport Priorities



Transport Priority 1 – Better Connectivity

1. Promote Economic Growth and Strategic Connections

What is Currently Being Delivered?

- Nationally and regionally many of the proposed schemes are still in the early stages of being delivered. The High Speed 2 draft route and station locations are currently being consulted on, with final confirmation expected sometime in 2016. The first services are expected to run in the early 2030s. In addition, plans to improve the national railway and highway network routes are currently progressing via a series of route studies and partnership working which will take full account of Barnsley's aspirations and opportunities. More details will be available via the Barnsley Rail Strategy. There is also an emerging proposal for a national active travel long distance trail which will follow the broad corridor of High Speed 2, however at the present time there is no definite route identified.
- In 2014 the government set out proposals for High Speed 3, a new rail link between Leeds and Manchester designed to reduce journey times between the two conurbations by 30 mins. In August 2014 an alliance of five city councils - Leeds, Liverpool, Manchester, Newcastle upon Tyne and Sheffield unveiled an initial regional transport plan linking their cities called 'One North'. This included a new 125 miles per hour Trans-Pennine high speed rail link connecting to the northern branches of HS2 at Manchester and Leeds, with a 30 min journey time, together with other regional rail developments, and the bringing forward of the construction of northern part of HS2. This line would be built in conjunction with other road, intermodal port rail freight improvements. This scheme would be expected to cost £10-15billion with completion by 2030.
- The council will continue to support expansion and investment of the national and regional transport infrastructure where Barnsley has a direct and indirect benefit, especially to the air and sea ports. The SCR has secured £18.5m from the Growing Places Fund to improve access to Robin Hood Doncaster Sheffield Airport via the Finningley and Rossington Regeneration Route Scheme (FARRRS). This will see a new link road from Junction 3 of the M18 to serve the south-east of Doncaster.

- At a local level the Council is currently involved in the Sheffield City Region Investment Fund (SCRIF), which has made bids totalling £35 million. This will provide investment to deliver increased road capacity to unlock areas of housing and employment potential as identified in the Local Plan. The 'priority clusters' identified include Hoyland, the Dearne, Barugh Green and the town centre. Examples of proposed works include work on the J36 strategic growth corridor to Goldthorpe along the Dearne Valley Parkway and improvements at J37 to accommodate growth at the Claycliffe Business Park.

What is the City Region Policy?

Funding for High Speed 2 and other national rail improvements will be via HS2 Ltd and Network Rail. Further details of expected rail improvements will be detailed in the Barnsley Rail Strategy.

The main focus at a city region level will be to support business growth by improving inter-urban connectivity by rail link to London, Manchester, Leeds and Nottingham on the Midland Mainline, East Coast Main Line and Trans-Pennine routes.

What are we proposing to do?

The Local Plan sets out the spatial strategy for the sustainable development and use of land within the Borough. The Transport Strategy and the Local Plan therefore will share common policy proposals. The main policy proposals in the Local Plan are set out in Policy T1 – Accessibility Priorities and include:

- Improve sustainable transport and circulation in the Accessibility Improvement Zone (AIZ) area particularly between Principal Towns;
- Implement transport network improvements as supported by evidence from modelling, feasibility studies, consultation, surveys, community engagement etc;
- Facilitate sustainable transport links to and from existing and proposed employment, interchange, community and leisure and tourism facilities in the borough, including provision for car parking and enhancing the non-car role of the A1-M1 link road;
- Promote high quality public transport linking the AIZ to significant places of business, employment and national /international interchanges in the Leeds – Sheffield City region corridor including neighbouring Wakefield, Kirklees, Doncaster, Sheffield and Rotherham;

- Improve direct public transport and freight links to London, Manchester, other Core Cities, national/international interchanges and the Humber Ports;

Other proposals will include:

- Lobbying for improved rail services, electrification, frequency and capacity enhancements, as well as continuing to support development of High Speed Rail;
- Working with our city region partners to lobby to take a greater role in rail franchises affecting the City Region;
- Working with our partners on specific schemes forming part of the Rail Route Utilisation Strategies affecting South Yorkshire, in particular the investigation into extending the platforms at the Barnsley Interchange to give increased capacity through longer rolling stock;
- Establishing direct rail links between Barnsley and Doncaster;
- Implement transport network improvements as supported by evidence from modelling, feasibility studies, consultation surveys and community engagement;
- Implement the Northern Barnsley Connectivity Study;
- Continue to improve existing public transport system and identify gaps when they occur;
- Support neighbouring authorities and joint working and establishing an integrated approach linking our neighbouring authorities through sub-regional and city regional working.

What are our delivery priorities?

South Yorkshire Intelligent Transport Systems (syITS)

The syITS will be increasingly important in making our current infrastructure work as efficiently as possible. Now established across South Yorkshire it aims to improve the reliability and resilience of the road network, find efficient and sustainable means of distribution whilst growing Barnsley's logistics sector and reducing the amount of productive time lost on the strategic road network.

The main benefits will be improvements to traffic flow and management by detecting vehicle movements and making computerised changes to traffic light sequences. It will give

buses priority by monitoring their location against where they should be according to their timetables. It also influences travel behaviour, allowing drivers to make informed choices by providing real time journey information. This can be done through variable message signs or through automatic number plate recognition (ANPR) cameras.

Better Public Transport Connectivity

Good transport links to other core cities, business centres and air/sea ports are vitally important to the economic growth prospects of Barnsley and are particularly important in supporting business to business needs. We will therefore focus on improving rail services, access to stations and connectivity between major settlements, including those interventions which can be delivered in the short term and also ensuring Barnsley is served via high speed rail.

Public Transport Infrastructure to unlock Sustainable Regeneration

It is an important priority in light of the significant growth proposed that all development sites are accessible by all transport modes. This will provide connections for people to jobs and training in both urban and rural Barnsley. New development will be focused along key transport corridors and in places adjacent to existing shops and services.

Selective Investment in the Strategic Network

There will be a need for some selective investment in physical infrastructure which will rationalise road space to the benefit of key users, including freight and business, high occupancy users and buses. This will facilitate more efficient deliveries and servicing of our centres whilst minimising the impact on the local environment. This will involve improving the reliability of the road network using a range of management measures, and finding efficient and sustainable means of distribution whilst growing the logistics industry in Barnsley.

Core Network Management Processes

Barnsley has a close relationship with the other district councils, the Highways Agency and South Yorkshire Police. We will use the highways management legislation to strengthen network management activities. This will be done through the introduction of a 'permit to work' scheme which will allow the Council to better control and coordinate utility company street works with their own to minimise disruption and congestion. This will improve reliability and resilience of the road network, enable an efficient and sustainable means of distribution and reduce the amount of productive time lost on the road network. This will reduce the number of delays on Barnsley's roads and also bring additional unquantified benefits in terms of environmental impacts and reduced costs to businesses.

Transport Priority 2 – Affordable and Inclusive Travel

**2. Promote Inclusion,
Accessibility and a Better
Quality of Life.**

What is currently being delivered?

There has been significant investment in cycling and walking infrastructure with many schools now having direct cycle links to catchment areas. The Trans-Pennine trail has also been heavily promoted and has become an important leisure link for cyclists and walkers. Within schools the Council has been actively promoting Bike-It and Bikeability cycle training initiatives which have given every child a level 2 qualification in cycle safety. The Tour de France legacy also presents an excellent opportunity to further enhance these achievements to increase cycle use and improved cycling infrastructure, especially the town centre links.

The Statutory Quality Partnership Scheme signed in 2010 between the Council, the SYPTTE and bus operators has set minimum standards for bus services in the town centre. This has resulted in significant improvements to services in terms of reliability and has also made all buses low floor to allow wheelchair access. All train stations now also have a car based park and ride and cycle storage facilities.

In spite of the difficult economic challenges concessionary fares have been maintained for the elderly and disabled to keep bus and rail fares as affordable as possible.

What is the City Region Policy?

Guidance at a City Region level recognises the relative nature of existing rail and bus services, the dispersed settlement pattern of development and the dispersed location of employment sites in Barnsley. It also acknowledges the difficulty of operating an efficient and affordable bus service within such difficult geography and the issues these raise in terms of accessibility and frequency.

City Region policy is to develop user friendly public transport covering all parts of Barnsley with high levels of integration between different transport modes. This will enable public transport to become a competitive travel option in relation to the private motor vehicle. There is also a need to ensure public transport is accessible to all, taking special attention to those with particular needs and learning disabilities. Work will also continue with operators to keep fares affordable, especially for the elderly, students and the disabled.

There is an emphasis at a city region level to provide efficient and sustainable access to green and recreational spaces for both residents and tourists, and in particular to make sure car access to these green spaces are actively managed.

What are we proposing to do?

- Develop a strategic park and ride network;
- Put into action initiatives on key bus routes and hotspots to improve punctuality, reliability, satisfaction and patronage;
- Bring improvements to borough-wide public transport facilities and infrastructure including work at Interchanges, local rail stations, park and ride sites and bus stops;
- Ensure that public transport facilities within Barnsley are well maintained and the barriers for non-use by the public are addressed;
- Enhance the cycle route infrastructure – in particular to areas of high employment density, schools, and public transport stations as focal points of new cycle routes.

What are our delivery priorities?

Public Transport System to Link People to Jobs

A good public transport system is fundamental to people's quality of life and economic wellbeing and a vital link to employment and training opportunities. It must be viable to users by being affordable and providing a reliable, safe and well maintained service that allows good journey times and high levels of punctuality. This will be through improving connectivity between the principal towns, delivering interventions required for development and regeneration, developing public transport that connects people to jobs

and training in both urban and rural areas to developing user-friendly public transport cover all of Barnsley with high quality integration between different modes.

Active Travel

Active travel will be promoted and encouraged through the creation of high quality cycling and walking routes, as well as developing high quality public places, providing efficient, sustainable access to our green spaces and improving air quality in our Air Quality Management Areas (AQMA's). The Council has been very successful in promoting this but it is important that further investment is provided to improve health and address social exclusion by improving physical access to employment and services for people who do not have access to a private motor vehicle.

Marketing, Communications and Travel Planning Support

The Council has already initiated various schemes to enable and encourage those want to travel via active travel and public transport to do so. Transport investment going forward will strengthen and rationalise these transport options, and will be channelled into making sure we develop transport that connects people to jobs and training in both urban and rural areas and which is accessible for all. We will also further encourage active travel and expand high quality cycling and walking networks which provide access to jobs, services and green and recreational spaces. This will be done in conjunction with providing information and travel advice for users of all modes of transport so that they can make informed travel choices.

The added benefit of this will be to bring reliability and reduce congestion on the road network, as active travel is more predicable than car journey times. There will also be reductions in carbon emissions and improved air quality.

Transport Priority 3 – A Cleaner Environment

3. Promote High Quality Natural Environment, Local Air Quality

What is currently being delivered?

The Eco Stars Fleet Recognition Scheme has recently signed up its 100th member and has now expanded nationally with the aim to educate professional drivers of the environmental implications of their driving and to promote best practice within the freight logistics industry.

There is continuing work to improve air quality within Barnsley and in particular within the Air Quality Management Areas. We are continuing to implement the Barnsley Air Quality Action Plan and Emissions Good Practice Guidance which identifies measures to mitigate the impact of poor air quality on the local environment and residents. This is being complemented by the Council continuing to improve the efficiency of the highway network through intelligent transport systems and local road improvements.

All new major development is required to provide a travel plan with the granting of planning permission, which will promote alternatives to car travel and encourage public transport use and active travel. It is important the Council will continue to work with developers and businesses to implement and monitor these travel plans.

What is the City Region Policy?

Climate change and poor air quality will be tackled through the reduction of carbon emissions from vehicles and transport infrastructure. City Region policy will focus on supporting a cultural change where people are happy to travel via public transport and walk and cycle. This will involve tackling the reasons as to why people do not want use public transport and issues over affordability.

The City Region will also focus on reducing the number of AQMA's in Barnsley through the promoting of land use planning which reduces the need to travel and which maximise environmental benefits and minimises environmental harm.

The wiser use of energy and the use of less polluting vehicles will be promoted, with the aim is to make Barnsley less car-dependant and which will involve the provision of better alternatives with taking complementary planning and enforcement steps.

What are we proposing to do?

Continued partnership working with the ECO Stars Fleet Recognition Scheme and the promoting of more efficient vehicle use;

- Investigate initiatives to incorporate micro-generation facilities on road signs to Solar panels covering the roofs of the Barnsley interchange;
- Increase the number of low carbon vehicles at the Council;
- Increase the number of electric vehicle charge points in the borough;
- Carry out transport related schemes as in the Council's Air Quality Action Plan;
- Contribute to the building of the South Yorkshire wide emissions database of traffic information, (including information about vehicle types, traffic levels, emission factors and speeds). This information will be used to make predictions regarding air quality and carbon emissions to assess the likely impact of development;
- Promote the electric bike leasing scheme at Barnsley MBC and encourage widespread adoption in businesses within Barnsley;
- Expansion of Bikeability training in all schools;
- Encourage organisations to adopt facilities for homeworking, teleworking and teleconferencing to minimise unnecessary commuting;
- We will encourage more organisations to introduce flexible working hours, where they don't have them already, so enabling employees to 'time shift' to quieter periods on the network;
- Enable and encourage more people to car-share and to join car clubs to reduce the number of single occupancy journeys;
- Encourage the use of public transport and provide alternative travel options for those without adequate access to public transport.

What are our delivery priorities?

Energy Generation

We will look at proposals to generate energy from our transport infrastructure and in particular support proposals for the generation of energy from renewable sources and the use of energy in a sustainable way.

This can include micro-generation of road signs to solar Photo voltaic cell panels on the roof of the transport interchange and where suitable on car park canopies at Barnsley MBC car parks. We will also explore the generation of low carbon forms of energy for direct vehicle use such as biomethane, especially for the Barnsley MBC and Berneslai Homes vehicle fleets. The benefit of this would be to create a clean energy source which would be good value for money as feed in tariffs would allow energy savings to be achieved over the life time of the transport asset.

Motorised and Smarter Travel

The Transport Strategy will initiative a range of schemes which will firstly aim to minimise the need for unnecessary travel, and secondly to ensure that working practices are as flexible as possible in order to make the best use of the road network, and thirdly to make sure motorised travel is, if necessary, as effective and efficient as possible.

Transport must be user friendly transport covering all parts of Barnsley with a high level of integration between different modes. Public transport must be accessible to all and provide efficient and sustainable access to our green and recreational spaces so that they can be enjoyed by all residents and tourists.

Vehicles and Fuels

One of the aims of transport is to reverse the growth of carbon emissions. We will work with our partners, in particular encourage engagement with the Eco Stars Fleet Recognition Scheme to improve the efficiency of all vehicles, reduce their carbon emissions and improve air quality.

Benefits are easily achievable - the promoting of more efficient use of vehicles could be effective in improving fuel efficiency by 5 – 10% when a range of eco-friendly principles are adopted. We are already progressing with this through the Eco Stars Fleet Recognition Scheme, where freight fleets have shown a significant reduction in air pollution emissions.

Evaluation of Emissions, Air Quality and Noise

It is intended that sub-regional air quality monitoring and modelling will be undertaken for the benefit of Barnsley as an assessment tool for actions within this Transport Strategy. This will eventually be extended into a similar assessment of carbon reduction, which will be necessary when investment decisions are undertaken when assessing expected development. We will also examine how our marketing approaches can be rationalised and strengthened to give a more consistent branding and to incorporate other issues such as safer road use and emission reductions.

Air monitoring is currently monitored by mobile roadside stations around Barnsley which feature nitrogen dioxide and PM10 pollutants. This produces information on trends and pollution levels in AQMA's which allow an assessment of mitigation measures and which allow the creation of reports to be sent to DEFRA.

Transport Priority 4 – A Healthier and Safer Population



4. Promote Health and Safety,
Security and Health

What is currently being delivered?

A total of £560 million was originally made available through the Local Sustainable Transport Fund (LSTF) to enable the department to fund a number of high quality bids. Funding was topped up with a further £40 million to £600 million in 2012 to accommodate approval for a greater number of bids. The Department for Transport has awarded Local Sustainable Transport Fund (LSTF) funding to a variety of schemes for 2015 to 2016.

South Yorkshire Integrated Transport Authority has been successful in acquiring funding for the 2015/2016 financial year for the 'In Motion! All together better travel'.

Designed to empower communities to make smart and sustainable travel choices, and help people in the Sheffield City Region access employment and training, whilst also reducing emissions. The benefits for business being increased business productivity, improvements to efficiency and savings in money.

The objectives of Inmotion being:

- Widening access to labour markets
- Increasing business productivity
- Helping businesses become more sustainable.

The Council currently implements the South Yorkshire Road Safety Strategy and will continue to implement road safety schemes as part of the South Yorkshire “Worst First Project”. This is also done in conjunction with ongoing development and delivery of road safety education, training, promotion in schools, local communities and places of work. This is seeing benefits in the form of a reduction of road casualties and accidents and meeting the rising challenges of having an aging population.

The Council will continue to work with the National Health Service to tackle obesity through the implementation of the Healthy Weight Strategy, which aims to increase the amount of walking and cycling within a Transport and Health framework.

What is the City Region Policy?

The City Region policy is to make transport increasingly safe and secure. Specific goals will encourage safer road use and reduce casualties via the continuing of training, education campaign activities and driver/rider behaviour programmes. To work with the Police to enforce the traffic laws and in particular to review the operation and site selection policy of the Safety Camera Partnership (SCP) to consolidate camera deployment and usage.

Speed management will be promoted in residential areas including (where appropriate) the provision of expansion of 20 mph zones, Home Zones and Shared Spaces. Programmes will be continued for children and young people, including education and training, school travel plans, Safer routes to School, walking buses and seat belt safety promotion.

The improvements and perception of safety on public transport will also be made through the expansion of CCTV, improved levels of lighting at stops and stations and exploring ways to increase staff presence. Work will also continue with schools to encourage positive behaviour of younger passengers.

What are we going to do?

- Smarter gathering and analysis of data about road safety hotspots and barriers to active travel. This will involve developing a way of working with Area Councils in order to capture local intelligence on where the issues are, and how to solve them. Also through continued work with businesses on workplace health;
- Work through the Sheffield Combined Authority Safer Road Partnership to address strategic issues impacting on road safety, for example diverting larger vehicles away from some of the rural approaches, and encouraging our major suppliers to use smaller vehicles;
- Undertake work to address more local issues, which is targeted at particular geographic 'hotspots' or to groups with more 'need', e.g. parents and children to decrease car usage for the school run;
- Actively search for new and innovative ways to fund activity, for example opening up discussion on corporate social responsibility options for businesses relating to funding road safety measures; or tapping into external funds to incentivise businesses to promote active travel for their employees;
- Map our leisure, cultural, heritage and green space assets, and planning more comprehensive walking and cycling routes between them, e.g. between Cannon Hall, Elsecar and Worsborough. These should be developed and published on our website to aid our visitor economy as well as achieve better health outcomes;
- Re-establish the Active Travel group, to co-ordinate activity across the Council and partners, including identification of barriers to walking and cycling, e.g. difficult crossings, and roads / pavements for which cycle lanes may be feasible and where better links are required, e.g. to link residents to green spaces, schools and workplaces. This group would include links with Area Councils;
- Strengthen role of planning: identifying where better active travel links are needed at pre planning application stage; more prominent consideration of active travel in allocation of developer contributions; following up with developers to ensure active travel plans are produced for larger sites; and working with SYPTE to influence public transport links, e. g. where bus routes are not considered commercially viable to a proposed housing site, this should form part of the Health Impact Assessment of that planning application;

- Actively co-ordinate activity with internal and external partners: Behaviour change and healthy lifestyle promotion activity in Communities needs co-ordinating with Physical Activity and Air Pollution work in Place, and People will have the links to schools to facilitate educational activity, e.g. where accidents are related to drink driving. Work to tackle Anti-Social behaviour associated with dangerous driving and alcohol consumption is co-ordinated at a strategic level in the Community Safety Partnership;
- Capitalise on events such as Tour de Yorkshire to bring about wider awareness and use of Barnsley's active travel infrastructure,
- Incorporate needs identified through Air Quality Management work into annual programme of works, e.g. better traffic flow through adjusting road layout/signalling;
- Work with behaviour change, communities and physical activity colleagues to determine most effective promotions/campaigns, e.g. piloting car sharing lanes, Health Impact Assessment of introducing bus lanes;
- Improve the Smarter Choices Marketing and Communication offer in Barnsley. This will promote a range of travel behaviour change initiatives and supply of travel planning and smarter choices information across Barnsley;
- Contribute to the City Region Travel Behaviour Change Campaign, which works with other groups to influence more people to travel by safer sustainable travel;
- Contribute to the South Yorkshire Travel Plan Programme, which includes information and incentives to encourage organisations to carry out measures in their travel plans;
- Promote pedestrian and cycling training and road safety education;
- Engage with school travel plans and school gate parking issues;
- Close links with Safe Routes to School and the Sustainable School travel agendas;
- Effective speed management, particularly in residential areas;
- Target schemes at young drivers to reduce potential accidents;

- Carry out regular inspections of the highway network to identify defeats that are likely to cause safety problems to pedestrians, cyclists and all other road users;
- Ensuring high quality lining, signing, lighting and traffic signals.

What are our delivery priorities?

Enforcing Road Traffic Law

This is a key aspect of making our roads safer. Enforcing activity makes a major contribution to maximising safety and in particular encouraging safer road use and reducing casualties on our roads. We will work with the police to enforce traffic laws and focus safety efforts on vulnerable groups.

Designing and Maintaining Safer Roads

Despite our focus on non-physical approaches to safer roads, such as enforcement and education, there will still be a need for a number of targeted physical schemes. The building and maintaining of our roads will contribute to our goal of maximising safety and especially encouraging safer road use and reducing casualties on our roads, ensuring our networks are well maintained and again focusing safety efforts on vulnerable groups. Local safety schemes tend to offer good value for money, with cost benefit ratios nationally reported to average 20:1.

Safer Roads for Children and Young People

We must make sure all our roads are safe for children and young people. This will make a major contribution to our goal of maximising safety by encouraging safer road use and reducing casualties on our roads whilst focusing safety efforts on vulnerable groups.

Whilst the effectiveness of such activities is difficult to quantify, the growing emphasis on educational and training activities has been accompanied by a reduction in casualties amongst children and young people. Value for money of these activities is considered to be very high since, as well as personal issues, saving injury to this particular age group has a high rate of economic return.

4. How will we deliver it?

This document sets out the overarching strategic vision for the Barnsley Transport Strategy to support the delivery of our economic and housing goals and will in due course inform a more detailed Transport Strategy document with clear cut policies and gap analysis.

To achieve our aspirations, the transport priorities identified will be delivered through partnership providing an opportunity to build and strengthen existing partnership working and deliver real improvements at a local level and within the wider context of the Leeds, Sheffield and Manchester City Regions.

Taking account of these factors, we will work with our partner organisations to develop implementation and funding packages. As well as local schemes, these will increasingly have a City Region perspective and will involve the Leeds and Sheffield Combined Authorities and Local Enterprise Partnerships in planning, funding and delivery. This will be complemented at a local level with collaboration with developers and local delivery partners. Developer contributions will contribute to achieving this strategy.

A list of partners will include:

- Sheffield City Region Local Enterprise Partnership (LEP)
- Leeds City Region Local Economic Partnership
- South Yorkshire Passenger Transport Executive (SYPTTE)
- Barnsley and Rotherham Chamber of Commerce
- Bus and train operators
- West Yorkshire Metro (WYPTE)
- Network Rail
- Freight operators
- Highways Agency
- Department for Transport
- Emergency Services
- Adjacent Local Authorities
- Greater Manchester City Region
- Trans-Pennine Trail Team

- Area Councils
- Schools
- Community Safety Partnership