

2. Vision and Objectives

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Summary

- West of England Partnership vision.
- Joint Local Transport Vision – real choice, sustainable, integrated and accessible.
- JLTP aims to tackle congestion and improve road safety, air quality and accessibility.

2.1 Introduction

2.1.1 In identifying our vision and objectives we need to build upon and link to the wide range of national and regional plans and programmes highlighted in Chapter 1 and Table 4.1. But it is vital that, whilst linked to these other plans, the JLTP has its own vision and objectives in order to deliver a focused and successful Plan.



Walking to work

2.2 A Shared Vision for our Area

2.2.1 The JLTP area (West of England sub region) is vibrant: thriving economically, culturally and socially. It is a diverse city region, which values people and communities and promotes a safer environment supporting health, learning and sustainable development. An overall vision for the area has been put forward by the West of England Partnership (go to Box 2A).

2.2.2 The Partnership's vision is consistent with the corporate priorities of the four Councils and is carried forward in the vision for transport put forward in this JLTP. The Vision for the JLTP is a transport system that:

- Strengthens the local economy;
- Supports rising quality of life and social inclusion;
- Improves access and links;
- Ensures that alternatives to the car are a realistic first choice for the majority of trips;
- Offers real choice - affordable, safe, secure, reliable, simple to use and available to all; and
- Meets both rural and urban needs.

BOX 2A

Summary of West of England Vision

- A buoyant economy.
- A rising quality of life for all.
- Easier local, national and international travel.
- Cultural attractions that make the West of England a place of choice.
- Approach to delivery that is energy efficient, protects air quality, minimises waste and protects and enhances the natural and the built environment.
- Makes positive use of the mix of urban and rural areas.

2.3 Delivering the Vision

2.3.1 The West of England Partnership developed the following key delivery priorities in the First Detailed Proposals for the sub-region in September 2005:

- Achieving a transport system that is capable of accommodating the proposed level of growth.
- Reducing dependence on the car, delivering a step-change in public transport provision that is reliable, safe, affordable and accessible.
- Significant development of the heavy rail network including local rail lines, for example Bristol to Portishead and Yate to Weston, with no loss of existing services.

- Strategic rapid transit network delivering an attractive alternative to the private car.
- Selective additional strategic highway capacity, for example to serve business investment and regeneration in South Bristol and Weston-super-Mare and to improve access to the airport.
- Selective additional strategic links to motorways and other trunk route developments.
- Potential demand management proposals (arising from Government policy and examined in the Greater Bristol Strategic Transport Study).

2.3.2 These priorities have since been incorporated into the RSS and are reflected in the regional transport policies (go to Box 1B) and taken forward in policy SR10 which focuses on transport investment in the sub-region.

2.3.3 There is a major role for the JLTP in helping to deliver the Partnership's vision and key priorities. The JLTP embraces short term public transport improvements, which would be accelerated by the two major schemes (go to Box 5D and 5E) being put forward, as well as the 'soft' measures outlined by the Partnership. Best use will be made of the existing road network and through the JLTP we will provide strategic leadership in managing demand.



'ftr' as ambition for future transport



Severn Beach Rail Service

2.3.4 Translating these concepts and policies into action on the ground represents a significant challenge, but we have the ambition to address this. Priority must be given to investing significant resources to eliminate the existing infrastructure deficit. Our area must also deliver tangible improvements designed to cater for further growth in housing and economic development.

2.3.5 The challenge involves securing significantly higher levels of transport investment, particularly for public transport improvements. It is essential to achieve a step change in the provision of public transport services across the area to deliver a reliable, safe, affordable and accessible transport system that protects the environment. Key elements of this programme must include:

- The development of the heavy rail network, ensuring that it adequately serves the commuting requirements of the area. This will include for example in the short term service improvements including the Yate to Weston route, in the medium term infrastructure improvements at both Bristol and Worle Parkway stations and in the longer term the development of local rail lines such as the Portishead to Bristol line.
- Securing a step change in the quality and availability of local public transport through a strategic rapid transit network, capable of delivering an attractive alternative to the private

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BOX 2B

How the JLTP links with the longer term vision

Period	Regional Context	Transport
2006-2011	Transition to New Regional Spatial Strategy	JLTP delivers improvements to shared priorities. Greater Bristol Bus Network Major Scheme implemented. Work commences on delivering Bath Package Major Scheme. Further Major Scheme bids prepared.
2011-2016	Delivery of urban extensions	Second JLTP. Work continues on delivering Bath Package Major Scheme. Work commences on further Major Schemes associated with new urban extensions.
2016-2026	Continued delivery of urban extensions	Third and fourth JLTPs. Additional Major Schemes delivered to support urban extensions.

car. Ultimately we are looking at an LRT network serving the area.

- Securing selective additional highway capacity in certain areas, for example responding to issues of regeneration in South Bristol and Weston-super-Mare and opening up access to the airport.

2.3.6 Improvements of this nature cannot be delivered instantly so we must plan for a staged approach to securing the necessary enhancements. The JLTP represents a first step towards this, putting forward a 5-year integrated transport programme based on the planning guideline for funding (go to Box 2B).

2.3.7 We are seeking, through the submission of two major scheme bids, improvements to the bus network serving Greater Bristol and Bath. The Greater Bristol Bus Network bid was submitted in July 2005 with the Provisional Plan and a bid for the Bath Package in Spring 2006. Subsequent major scheme bids will then be submitted to the Department for Transport building upon this foundation and arising from the outcomes of the Greater Bristol Strategic Transport Study. As described in Chapter 10 these bids will be for major park and

ride improvements, the development of a 'second generation' public transport network and selective highway enhancements.

2.3.8 The JLTP sets out an ambitious vision of transport provision for the area working to address the under-investment of the past and plan for the future to ensure the continued economic and social success of our area. This JLTP meets guidance outlined by both the Department for Transport and the Government Office for the South West, to deliver a necessary series of steps to secure tangible short, medium and long term improvements.



Different transport modes in the Avon Gorge

2.4 Aims and Objectives of the plan

2.4.1 The JLTP focuses on five main aims. These are not only the aims of the four authorities but also the key aims of the Government as set out in the agreed Shared Priorities for transport between central and local government (go to Chapter 1). These are shown in Box 2C.



Poor air quality

Box 2C

JLTP Aims and Objectives

Aim: To tackle congestion

Objectives

- Promote use of alternatives to the private car
- Encourage more sustainable patterns of travel behaviour
- Manage the demand for travel by the private car

Aim: To improve road safety for all road users

Objectives

- Ensure significant reductions in the number of the most serious road casualties
- Achieve improvements for road safety for the most vulnerable sections of the community

Aim: To improve air quality

Objectives

- Improve air quality in the Air Quality Management Areas
- Ensure air quality in all other areas remains better than the national standards

Aim: To improve accessibility

Objectives

- Improve accessibility for all residents to educational services
- Improve accessibility for all residents to health services
- Improve accessibility for all residents to employment

Aim: To improve the quality of life

Objectives

- Ensure quality of life is improved through the other Shared Priority objectives, contributing towards the enhancement of public spaces and of community safety, neighbourhood renewal and regeneration, healthier communities, tackling noise and protecting landscape and biodiversity.
- Achieve balanced and sustainable communities.