East Riding of Yorkshire Council

Local Transport Plan

Strategy

2015 - 2029

“Keeping East Riding moving”
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Foreword

This Local Transport Plan has been developed to help deliver the Council’s vision for a safe, integrated, reliable and resilient transport network across the East Riding, which can be used and enjoyed by all. It contains a long-term 14 year transport strategy and a shorter-term three year implementation plan, which contains a prioritised list of schemes to deliver the vision within the strategy.

Travel and transport are essential to almost every aspect of our daily lives. Very little happens without us needing to walk or cycle, or use a car, bus, train, plane or lorry. Transport connects people to work, education, healthcare, shops and other services and facilities, and transport is therefore fundamental to boosting economic prosperity and supporting local economic growth. Maintaining and improving our transport network can also have corresponding benefits in terms of reducing carbon emissions, encouraging residents to adopt healthy lifestyles, improving road safety and increasing accessibility to key services.

The Council has an excellent track record in working with the private sector to secure external funding for transport infrastructure projects across the East Riding. This is particularly important, given the reduced levels of funding the Council now receives for transport and highways schemes. The Transport Policy Team has secured over £80 million for much needed larger transport schemes in the East Riding over the last five years through successful bids.

Many people have been inspired to get back on their bikes following the Grand Depart of the Tour de France which took place in Yorkshire in July 2014. British success in the 2012 Olympics and Paralympics has helped increase the number of people who are cycling regularly. This Local Transport Plan includes our first dedicated cycling strategy to support more people to cycle, whether as part of their daily commute or for leisure. Through the cycling strategy and our 14 individual transport strategies we will implement schemes to encourage more people to cycle or walk for short local trips as a cheaper, healthier and environmentally sustainable alternative to travelling by car.

A number of significant challenges face the East Riding in the years ahead. We must support the sustainable growth and competitiveness of our local economy and maintain the high quality of life enjoyed by current and future residents while responding to challenges including an ageing population, areas of significant rurality and pockets of deprivation. For businesses and communities to prosper and flourish, a well-connected transport network with reliable journey times is essential. Working with our public and private sector partners we will continue to identify and deliver schemes to reduce congestion and delays on our road network and improve facilities for those travelling using public transport. We will also continue to support community transport schemes which can provide a lifeline for those unable to access conventional transport.

This new Local Transport Plan is an opportunity for the Council to build on our successes and overcome the transport challenges across the East Riding. I firmly believe that this Local Transport Plan provides the foundation for ensuring that all our residents, visitors and businesses have a choice of safe, affordable and convenient transport options that get them where they need to be both now and in the future.

Councillor Stephen Parnaby, OBE
Leader, East Riding of Yorkshire Council
Section A
INTRODUCTION, CONTEXT AND OBJECTIVES
1 Introduction

1.1 Local Transport Plans

1.1.1. The Transport Act 2000, as amended by the Local Transport Act 2008, introduced a statutory requirement for local transport authorities to produce Local Transport Plans. East Riding of Yorkshire Council has produced three previous Local Transport Plans. This Local Transport Plan (LTP) has been written in accordance with the Department for Transport’s statutory guidance published in July 2009.

1.1.2. The LTP has been developed after extensive consultation and in partnership with key local stakeholders. This has helped shape the Plan and has provided local stakeholders with a genuine opportunity to influence the development and delivery of the LTP.

1.2 Previous Local Transport Plans

Second Local Transport Plan

1.2.1. The Council’s second Local Transport Plan (LTP2) covered the period from 2006 to 2011, and was one of only three in the Yorkshire and Humber area and 21 across the country to be classified as ‘excellent’. The ‘excellent’ classification means that a very high standard of transport planning has been evidenced, and this reflects the importance that the Council places on our LTP and the effort that is put in to developing a high quality plan.

1.2.2. In their assessment of LTP2, Government Office for Yorkshire and the Humber commented:

“East Riding of Yorkshire Council's Second Local Transport Plan is a very well written document that is easy to understand. The second LTP reaches the usual high standards that have been a hallmark of the Authority through the whole local transport plan process.”

1.2.3. The Department for Transport (DfT) awarded the Council an additional £1.243 million towards the delivery of integrated transport projects as a result of LTP2 being assessed as excellent.

Third Local Transport Plan

1.2.4. The Council’s third Local Transport Plan (LTP3) was adopted in April 2011 and covered the period between 2011 and 2026. In the DfT’s guidance on the preparation of LTP3s, local authorities were advised that the DfT will no longer formally assess LTPs, impose mandatory targets or require submission of formal monitoring reports. This places responsibility on individual authorities to consider how to use the LTP framework in the way which works best for them. In line with the government’s localism agenda, authorities are accountable to their communities rather than to the DfT for both the quality of the transport strategies prepared and for ensuring effective delivery.

1.2.5. The Council’s LTP3 was the first Plan to include a long term Strategy and a separate, shorter term Implementation Plan. One of the most significant developments for LTP3 was the preparation of individual transport strategies for the East Riding’s 14 main settlements, as identified in the emerging Local Plan. These were developed to ensure that local residents and stakeholders could take ownership of the development and implementation of specific transport schemes in their area.
1.2.6. The preparation of individual transport strategies is a unique approach to transport planning that has been pioneered by the Council. The authority won the prestigious ‘Transport District/Unitary of the Year’ award at the 2012 National Transport Awards, with the judges praising our “innovative approach to transport planning and in particular for providing bespoke transport strategies for each of the 14 main population centres.”

1.2.7. Schemes and initiatives delivered through LTP3 have been extremely successful in delivering a number of significant improvements across the East Riding. Particular achievements are highlighted below.

- Reduced the number of people killed or seriously injured on our roads by 26% between the 2004-08 average and the 2011-13 average.
- Reduced the number of children killed or seriously injured on our roads by 42% between the 2004-08 average and the 2011-13 average.
- Increased bus passenger journeys by 11% between 2007/08 and 2013/14.
- Increased the punctuality of bus services from 76.5% in 2007/08 to 83.5% in 2013/14.
- Increased the number of people making trips using community transport from 69,173 in 2007/08 to 137,211 in 2011/12.

1.3 The Preparation and Structure of the LTP

1.3.1. The DfT’s guidance on LTPs no longer contains an obligation for local authorities to refresh or replace their Plans at set intervals. It is the responsibility of local authorities to decide when is the most appropriate time to prepare a new LTP.

1.3.2. Significant changes took place over the life of LTP3 in terms of the introduction of new national funding streams for transport projects and the devolution of some decision making responsibilities away from central government. East Riding of Yorkshire Council has therefore taken the decision to refresh LTP3 and to prepare a revised Strategy and Implementation Plan which will be formally adopted on 1st April 2015. This new Plan will be known simply as the Local Transport Plan.

1.3.3. The LTP comprises a long-term Strategy, with an accompanying shorter-term Implementation Plan to deliver the recommendations made within the Strategy. This LTP aims to build on the progress made through the successful delivery of our previous Plans and we are committed to maintaining an excellent level of transport planning throughout the development and delivery of the LTP.

Strategy

1.3.4. The Council has prepared a long-term Strategy for the LTP (2015-2029) to tie in with the timeframe of the Council’s emerging Local Plan. The LTP Strategy sets out a comprehensive framework within which the Council and its partners can plan transport improvements in the East Riding over the next 14 years. The purpose of this Strategy is to ensure a coherent and forward thinking approach to tackling transport issues in the wider context across the East Riding.

1.3.5. The Strategy anticipates and manages future demands on the East Riding’s transport network. It also considers and incorporates a number of policy, planning and funding changes that have taken place at a national, sub-national and local level. The LTP Strategy is made up of three sections, which are summarised as follows:
Section A: Introduction, Context and Objectives

- Sets out the strategic policy context for the LTP at a national, sub-national and local level.
- Identifies the key delivery partners and stakeholders who were consulted to ensure the successful preparation and delivery of the LTP.
- Clarifies the six strategic LTP objectives that form the foundation of the LTP and represent the Council’s aspirations for transport between 2015 and 2029.

Section B: Challenges and Priorities

- Includes a comprehensive and robust evidence base considering the specific challenges that relate to each of the six LTP objectives over the 14 year strategy period.
- Summarises our main transport strengths and our key problems and challenges.
- Highlights which priorities should be addressed within the timescale of the Plan to achieve the strategic LTP objectives.

Section C: Strategies

- Summarises the specific LTP strategies that have been prepared to address the challenges set out in Section B and contribute towards the delivery of the strategic LTP objectives identified in Section A.

Implementation Plan

1.3.6. The LTP Implementation Plan is a shorter-term document, which comprises a three-year prioritised programme of integrated transport schemes to be delivered between 2015/16 and 2017/18. The Council will develop subsequent three year Implementation Plans during the life of the LTP, which will take full account of emerging national, sub-national and local policy changes and priorities. For ease of updating and to differentiate between the LTP Strategy, the Implementation Plan is set out in a separate document.

1.3.7. In establishing the three year delivery programme, a large number of potential schemes have been generated and costed under each of the specific LTP strategies identified in Section C of this Plan. Utilising a comprehensive appraisal framework each scheme has been assessed in terms of the benefits it offers and affordability, resulting in a final value for money score for each scheme (see the Implementation Plan for more details).

1.3.8. The value for money scores were used to rank the schemes and produce a prioritised work programme for the three year Implementation Plan period. This ensures that LTP funding is utilised in the most cost effective and efficient manner to deliver a programme of schemes which best contribute towards achieving the LTP objectives while delivering maximum value for money. Ensuring that schemes offer high value for money is particularly important given the current economic recession and the reductions in the level of transport funding available to local authorities. The appraisal framework also considers the strategic deliverability and risk of each scheme to ensure the preparation of a realistic and deliverable programme.

1.3.9. The LTP Implementation Plan also outlines improved project management and risk management procedures and develops a monitoring framework that will be used to evaluate the success of the LTP.
1.3.10. In accordance with European Directive 2001/42/EC, known as the Strategic Environmental Assessment (SEA) Directive, the LTP must be subject to a formal environmental assessment. The SEA examines the policies and schemes within the LTP with a view to removing, reducing or offsetting any potential negative environmental effects.

1.3.11. The methodology for the SEA involves collecting baseline data across a variety of environmental and socio-economic parameters in order to identify areas of sensitivity. These conditions have then been applied to the various strategies and schemes within the LTP to assess the degree to which these are likely to result in a positive or negative effect on the environment. Mitigation is suggested where a negative effect is anticipated. Consultation with stakeholders and the public is undertaken at various stages in the SEA process.

1.3.12. Consideration of human health is a legal requirement in an SEA. A Health Impact Assessment (HIA) therefore forms an integral part of the SEA for the LTP. The HIA considers the full range of potential health impacts as a result of the strategies and schemes included in the LTP, and assesses the significance of these locally in relation to the health of the population.

1.3.13. A full SEA and accompanying documents were prepared for LTP3. After in-depth discussions with the SEA statutory consultees the decision was made to adopt a ‘light touch’ approach for this LTP, updating the previous SEA, HIA and Habitat Regulations Assessment. The full SEA and supporting documents are available on request.

Equality Analysis

1.3.14. The Equality Act (2010) sets out a general equality duty which applies to all public authorities, including the Council. The Council has specific legal duties which it has to meet to ensure that it is complying with the general equality duty. One of the specific duties is to publish information to ensure that any decisions we make comply with equality legislation.

1.3.15. Completing an Equality Analysis (EA) helps us meet this duty, and an EA has duly been completed for the LTP. An EA assesses how proposed policies and subsequent schemes may affect different groups of people, and how these impacts can be reduced.

1.3.16. The Council has a robust internal system for carrying out EAs, which has been fully adhered to in the preparation of the EA for the LTP. The Council’s Transport Policy Team started preparing an EA for the LTP at an early stage to ensure it would influence the development of the Strategy and subsequent individual schemes.

1.4 The East Riding of Yorkshire

1.4.1. The East Riding of Yorkshire is located in the north of England approximately 200 miles from both Edinburgh and London. The authority area stretches along the east coast from Flamborough Head in the north to Spurn Point in the south, and across to Stamford Bridge, near York, and beyond Goole in the west. The East Riding has a population of 334,179 and is the seventh largest local authority in England in terms of area at 240,768 hectares or 930 square miles. The Authority is made up of 26 wards and 171 parishes, encompassing a wide range of settlement types and land uses.

1.4.2. The largest town in the East Riding is Bridlington with a population of 35,400. Other major settlements include Beverley (approximately 30,800 residents), Goole (19,500) and Driffield (13,100). Over 55,500 people live in the settlements of Anlaby, Cottingham, Hessle, Kirk Ella and Willerby (collectively termed the Major Haltemprice Settlements) immediately west of Hull.
1.4.3. Traditionally the East Riding has been associated with agriculture and around 90% of the land is still in some form of agricultural use today. Over 79% of the area is designated as rural and there are some areas of significant remoteness. The East Riding is predominantly flat and low lying, containing a number of rivers that feed into the Humber Estuary. Heavy rainfall caused significant flooding in some areas of the East Riding in 2007 and the area experienced unusually severe winters in 2009 and 2010.

1.4.4. The Hull and Humber Ports, including the port at Goole in the East Riding, are critical to the competitiveness of the area and local and national policy emphasises the need for expansion and development at these facilities. There is a strong interdependent relationship with neighbouring local authorities, particularly Hull City Council. Other neighbouring local authorities are the district councils of Scarborough, Ryedale and Selby, North Yorkshire County Council, Doncaster Metropolitan Borough Council, and the unitary authorities of York, North Lincolnshire and North East Lincolnshire.

1.4.5. Employment in the East Riding is mainly in the public sector, agriculture and fishing, although many residents also work in low paid low skilled seasonal jobs in the tourism sector. The unemployment rate in the East Riding is below the national average but, as with the rest of the UK, the area has been affected by the economic recession. Growth has slowed and declined in some cases and funding for new ventures has been reduced. Rather than rapid expansion, the emphasis has shifted to maintaining the East Riding of Yorkshire’s current market position. This will have a corresponding effect on the LTP, where maintenance and asset management will play a larger role than in previous Plans.

1.4.6. There are pockets of deprivation and decline within the East Riding, particularly in some wards in Bridlington, Goole and South East Holderness. However, there are also areas of considerable affluence where residents have a particularly high quality of life. Addressing this varied economic demographic is an important consideration for the LTP.

1.5 The Local Transport Network

1.5.1. Figure 1.1 shows the East Riding of Yorkshire’s road and rail network. There are 20 railway stations and two dedicated bus stations within the East Riding. The Council has the responsibility for the maintenance of 180 miles of ‘A’ classified roads, 206 miles of ‘B’ roads, 570 miles of ‘C’ roads, 1,098 miles of unclassified roads, over 1,170 miles of footways and a bridge stock of around 500 structures.

1.5.2. The Highways Agency (to be renamed Highways England from spring 2015) is responsible for managing the national Strategic Road Network. In the East Riding, this comprises the M62/A63, the M18 and a section of the A1033. The M62/A63 in particular carries a high volume of HGVs which use the route to access the ports at Goole and Hull, and this link is crucial to the economic competitiveness of the area. Other major road links managed by the Council include the A164 (Beverley to Humber Bridge), the A1079 (Hull to York), the A614 (Goole to Bridlington) and the A165 (Hull to Bridlington).

1.5.3. The East Riding is served by three main rail links: the line from Hull to Leeds, Manchester and Liverpool, the Hull to Doncaster line (via Goole and Brough) and the Hull to Scarborough line (via Beverley, Driffield and Bridlington). These connect the main settlements in the East Riding with other centres in the Yorkshire and Humber area and the rest of the country. Northern Rail and First TransPennine Express currently operate the majority of passenger services in and out of the East Riding with additional services operated by Hull Trains and East Coast (services run by the latter will be taken over by Inter City Railways from March 2015).
1.5.4. The distribution and frequency of bus services varies considerably between the urban and rural areas of the East Riding. In the larger towns buses often run relatively frequently while in more rural areas services may only run once or twice per day and some settlements are not on the bus network at all. Bus provision also fluctuates between weekdays, evenings and weekends. The majority of bus services in the area are run by East Yorkshire Motor Services (EYMS) with additional services operated by Stagecoach, Arriva, First buses and other smaller bus companies.

1.5.5. A number of demand responsive community transport schemes are also in operation in the East Riding. These schemes provide a form of public transport for settlements not served by a commercial bus service while catering for the needs of vulnerable people or groups who are not able to access mainstream services.

1.5.6. The East Riding is popular with both leisure and utility cyclists and several national cycle routes pass through the authority area. These include sections of the National Cycle Network and the eastern start/finish points of the Trans Pennine Trail and the Way of the Roses cycle route. These national routes complement the numerous high quality on and off road cycle links implemented through the LTP process.

1.5.7. There are several navigable waterways within the East Riding. A number of these are popular with boaters (particularly the River Hull and Driffield Navigation), and some are key freight transport routes (the River Ouse and Aire and Calder Navigation).

Figure 1.1 East Riding of Yorkshire’s Road and Rail Network
2 Successful Transport Bids

2.1 Introduction

2.1.1 The role of a LTP is to develop a number of small scale transport improvements for the local area. However, there are insufficient funds available through the LTP to pay for major transport schemes such as new roads or large scale packages of improvements. There are a number of different ways in which local transport authorities can bid for funding for these larger schemes. Some of these funding streams are administered nationally by the DfT including the Local Sustainable Transport Fund, the Local Pinch Point Fund, and major transport scheme funding (pre-2012). Other sources of funding, including major transport scheme funding (from 2012), are now managed by sub-national bodies such as Local Enterprise Partnerships (LEPs).

2.1.2 The Council’s Transport Policy Team has taken the opportunity to submit bids to these other funding streams over the life of LTP2 and LTP3. Further details on these transport bids and the schemes that were funded through this process are set out in table 2.1 and figure 2.1, and in the remainder of this chapter.

2.1.3 The Transport Policy Team has worked in partnership with the officers responsible for developing the Local Plan to produce an Infrastructure Study setting out where improvements to the transport network will be required in order to accommodate future development and an increasing local population. The Council will continue to work with developers and pursue external funding opportunities to ensure the necessary improvements to the transport network are carried out in a timely manner.

Table 2.1: Successful transport scheme bids

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<td>2</td>
<td>A164 Corridor Improvements</td>
<td>£10 million</td>
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<td>3</td>
<td>A1035 Tickton to White Cross Cycle Route</td>
<td>£0.6 million</td>
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<tr>
<td>4</td>
<td>A614/Glews Garage Roundabout</td>
<td>£1.5 million</td>
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<td>5</td>
<td>Link Road to Pocklington Industrial Estate</td>
<td>£0.3 million</td>
</tr>
<tr>
<td>6</td>
<td>A1079/Holme Road Roundabout</td>
<td>£1.5 million</td>
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<td>7</td>
<td>Beverley Integrated Transport Plan</td>
<td>£22 million</td>
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<td>8</td>
<td>‘Get Moving Goole’ LSTF Project</td>
<td>£1.8 million</td>
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<td>9</td>
<td>Newland Bridge</td>
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<td>11</td>
<td>A1079 Corridor Improvements</td>
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2.2 Major Transport Schemes

Bridlington Integrated Transport Plan (Phase 1)

2.2.1. As part of the preparation of LTP2 the Council’s Transport Policy Team worked closely with colleagues in Bridlington Renaissance who were developing a regeneration plan for the town. During the Bridlington Regeneration public consultation, transport improvements, including issues with seasonal surge and parking provision, were identified as one of the highest priorities. To address these issues the Transport Policy Team submitted a £6.6 million bid for the Bridlington Integrated Transport Plan (phase 1) to the DfT.

2.2.2. The Bridlington Integrated Transport Plan (phase 1) included the following elements:

- A new bus based Park and Ride at South Cliff;
- A roundabout at the A165/South Shore junction;
- A new access road from the A165 to South Cliff;
- A roundabout at the A614 Bridlington Bay Road/Carnaby junction;
- Traffic signals at the A165 Kingsgate/Bessingby Road junction; and
- New variable message signs showing the number of parking spaces available in the town.
2.2.3. The bid was successful and the project received major transport scheme funding from the DfT and was completed in 2010 (see figure 2.2). The various elements of the project have been successful in reducing the effect of the seasonal surge of traffic which previously resulted in significant congestion and parking issues in the town centre.

Figure 2.2: Junction improvements implemented through the Bridlington Integrated Transport Plan (phase 1)

- New roundabout on the A614 at Carnaby – before and after
- New roundabout on the A165 at South Shore – before and after
- Kingsgate / Bessingby Road junction improvements – before and after
2.2.4. The A164 forms part of the East Riding’s Strategic Highway Network and carries up to 30,000 vehicles a day. The road serves as a gateway from the Humber to the Major Haltemprice Settlements and Beverley, and on to other destinations such as Driffield. Traffic volumes and limited capacity at the roundabouts along the A164 between the Humber Bridge and Beverley resulted in significant levels of congestion and delay, causing unreliable journey times and driver frustration.

2.2.5. To address these issues the Transport Policy Team submitted a £10 million bid for the A164 Humber Bridge to Beverley Route Improvement Scheme to the DfT. The major transport scheme involved capacity improvements to Willerby roundabout, the Sports Centre roundabout, Castle Hill roundabout and Skidby roundabout and a 0.9 mile section of dualling between Willerby and Castle Hill roundabouts. The scheme also included the construction of a new footway/cycleway along the route and road safety improvements.

2.2.6. The bid was successful and the A164 major transport scheme received funding from the DfT in 2011. The scheme was completed in May 2013 and was officially opened by Patrick McLoughlin, the Secretary of State for Transport (see figure 2.3).

Figure 2.3: The opening of the A164 major transport scheme
Beverley Integrated Transport Plan

2.2.7. The popularity of Beverley as a place to live, work and visit continues to grow. It has a thriving town centre which is a popular destination for shoppers and tourists but these visitors mix with commuters and through traffic as they enter and leave the town. The nature of the road network in Beverley, with narrow medieval streets and a one-way system, also presents problems for traffic movement. This leads to traffic congestion in the town centre and on the main roads into Beverley including the A164 and the A1174, particularly at peak times.

2.2.8. To address these issues the Transport Policy Team submitted a £21.5 million major transport scheme funding bid to the DfT for the Beverley Integrated Transport Plan (BITP) in 2011. The BITP consists of a 1.6 mile southern relief road for Beverley linking the A164 in the west to the A1174 in the east, a shared use footway/cycleway along the length of the southern relief road, improvements at Grovehill roundabout and Swinemoor Lane roundabout and other associated highway improvement works (see figure 2.4). This will reduce through traffic in the town centre, particularly around the historic Beverley Minster. The major transport scheme funding bid was successful and the scheme was completed in early 2015.

Figure 2.4: Construction on the new Beverley Southern Relief Road, October 2014

2.3 Local Sustainable Transport Fund

2.3.1. The Local Transport White Paper published in January 2011 set out plans to establish a £560 million fund for local authorities outside London to implement transport improvements in their area. The Local Sustainable Transport Fund (LSTF) is for revenue and capital measures that stimulate local economies and reduce carbon emissions.
2.3.2. The Council’s Transport Policy Team submitted a final tranche two LSTF bid in February 2012. The Council’s LSTF bid was based around Goole and was developed to complement the LTP3 Goole Transport Strategy and the Goole Renaissance Plan. The measures set out in the bid address a number of key transport challenges in the Goole area, such as reducing the high number of short car trips by Goole residents to travel to local facilities and ensuring that those households in Goole that do not own a vehicle are still able to access employment and other essential services. It is also important to ensure that the trips generated by the employment and housing growth forecast for Goole can be accommodated without adversely affecting the local transport network.

2.3.3. The Council’s LSTF bid was based around four elements. These are:

- Travel plans for businesses, schools, Goole Hospital, Goole Leisure Centre and Goole Railway Station;
- Improvements to the local cycle network and associated promotional initiatives;
- Expansion of the Wheels to Work Scheme; and
- Marketing and Communication Strategy, including Personalised Travel Planning.

2.3.4. In May 2012 it was announced that the Council’s £1.8 million LSTF bid had been awarded funding from the DfT. Council officers worked closely with our partners and local stakeholders throughout the ‘Get Moving Goole’ project period (2012/13-2014/15) to implement the measures set out within the bid. Schemes and initiatives completed as part of the LSTF project include:

- Significant improvements to the local cycle network, including new off road cycle lanes between Old Goole and Capitol Park, and Goole and Hook;
- Setting up a three year partnership with British Cycling to run 25 free local skyride cycling events each year, led by local residents who have trained as British Cycling ride leaders;
- Development of a leisure cycle map for Goole containing six circular routes catering for all ages and abilities. Over 4,500 copies have so far been distributed to local residents and services;
- Provision of a new morning and evening town centre bus service, which carried over 13,700 passengers during the first two years of operation, complemented by LSTF branded livery;
- New Wheels to Work office with a dedicated coordinator to market the scheme and provide help and support to new and existing clients. Eighteen Goole residents were accepted on the scheme within the first few weeks of operation and the scheme now has a waiting list. Additional mopeds are being provided using LTP funding to meet demand (see figure 2.5);
- Purchasing 15 new mopeds specifically for the Wheels to Work scheme in Goole;
- A real-time bus information screen, new bus stop and a new staff cycle parking compound at Goole Hospital;
- Implementation of sheltered cycle parking, car share parking bays and a new footpath at Goole Leisure Centre;
- Dedicated school travel officer working with each of the seven schools in Goole (six primary schools and the Studio School) to encourage pupils, parents and staff to travel to school using sustainable transport.
Goole Big Bike Ride events held in June 2013 and 2014 where over 250 year 6 primary school pupils cycled to Goole Studio School for a day of cycle related activities and shows;

Additional police enforcement in Goole focussing on particular issues such as cycling without lights at night and drivers using mobile phones or driving without wearing a seatbelt. Over 315 drivers and cyclists were found to be committing an offence between October 2012 and March 2014; and

Personalised Travel Planning with 9,000 households in Goole.

Figure 2.5: Transport Secretary Patrick McLoughlin visits the new Wheels to Work office in Goole in May 2013

2.4 Local Pinch Point Fund

2.4.1. The creation of the £170 million Local Pinch Point Fund was announced as part of the 2012 Autumn Statement to fund schemes that remove bottlenecks on the local highway network which are impeding economic growth. Local Pinch Point funding was awarded through a competitive bidding process and all local authorities outside London were eligible to bid to the fund. The Transport Policy Team submitted two Pinch Point Fund bids in 2013, details of which are set out on the next page.
A1079/Holme Road Roundabout, Market Weighton

2.4.4. Our second bid to the Local Pinch Point Fund was for a new roundabout at the existing staggered crossroad junction between the A1079 and Holme Road at Market Weighton. In December 2013 the DfT announced that the Council had secured funding for the £1.5 million scheme. The A1079 roundabout was one of only 25 schemes to be awarded funding.

A614/Airmyn Road Roundabout, Goole

2.4.2. The first of the Council’s Local Pinch Point Fund bids was for a new roundabout at the existing junction between the A614, Airmyn Road and Glews Garage, west of junction 36 of the M62. In March 2013 it was announced that we had successfully secured Pinch Point funding for the £1.58 million scheme. The A614 roundabout bid was one of only ten out of 170 bids across the country to be fast tracked and awarded funding at this stage.

2.4.3. The scheme will help to unlock a number of development projects that will potentially create over 1,200 new jobs and safeguard over 360 existing local jobs, supporting economic growth and development in the Goole area. The DfT contributed £1 million towards the overall cost of the scheme with the remainder coming from local private sector investors. The scheme was completed in May 2014 (see figure 2.6) and was officially opened by Robert Goodwill, Parliamentary Under Secretary of State for Transport.

Figure 2.6: The new roundabout at Glews Garage, Goole

A1079/Holme Road Roundabout, Market Weighton

2.4.4. Our second bid to the Local Pinch Point Fund was for a new roundabout at the existing staggered crossroad junction between the A1079 and Holme Road at Market Weighton. In December 2013 the DfT announced that the Council had secured funding for the £1.5 million A1079/Holme Road roundabout scheme. The DfT received over 80 bids for this tranche of Pinch Point funding from local authorities across the country, requesting over £170 million funding from a pot of only £49 million. The A1079/Holme Road roundabout was one of only 25 schemes to be awarded funding.
2.4.5. The new A1079 roundabout will unlock a large area of residential development land, allocated in the Council’s draft Local Plan, for over 760 new houses in Market Weighton, as well as reducing queuing and congestion at this busy junction. Delivery of this scheme will also significantly improve road safety at a location where there were 14 casualties between 2007 and 2012 as a result of traffic collisions. The scheme should be completed in early 2015.

2.5 Cycle Safety Fund

2.5.1. The DfT’s £15 million Cycle Safety Fund was developed to tackle accident hotspots across England where cyclists have been killed or seriously injured. The Transport Policy Team submitted a £0.607 million bid to the Fund in November 2012 to construct an off-road cycle lane along the A1035 between Tickton and the White Cross roundabout.

2.5.2. The A1035 carries approximately 17,000 vehicles a day, including 800 HGVs, and is the main route into Beverley from the east, providing access from the towns and villages in northern Holderness. Twelve cyclists were killed or seriously injured between White Cross Roundabout and Dunswell Roundabout between 2006 and 2011.

2.5.3. In April 2013 it was announced that the bid had been successful in securing funding. The bid was one of only four successful applications for the whole of the Yorkshire and Humber region and the third highest in terms of value of the 78 successful bids announced nationwide. The scheme was completed in April 2014 (see figure 2.7) and initial monitoring shows that cycle use along the A1035 has increased by over 350% since the route opened.

2.5.4. The scheme provides a continuous and safe off-road cycle lane between Hull, Dunswell, Woodmansey, Beverley, Tickton and Leven and complements similar cycling infrastructure developments along the A164 and those included in the BITP. The new route also improves safety for cyclists by providing a dedicated facility to segregate cyclists from traffic.

Figure 2.7: The new A1035 cycle route
2.6 Pothole Fund

2.6.1. In the 2014 Budget Statement the government announced the creation of a Pothole Fund that included £168 million for highway authorities in England to help repair damage to the local road network. All local authorities that currently receive funding through the DfT’s Highways Maintenance Capital Block Grant were eligible to apply to the fund.

2.6.2. The Council’s Highways and Transport Policy Teams submitted a bid to the DfT’s Pothole Fund in May 2014. The following month it was announced that we had secured £2.6 million for road maintenance through the Fund. This funding had to be spent in the 2014/15 financial year and was used to repair a significant number of potholes and other road defects across the authority area.

2.6.3. Following the funding announcement the DfT sent every local authority a feedback letter setting out how the bids were scored. This confirmed that the amount of funding awarded to each highway authority was, in part, determined by the final score for each bid with those ranked highest receiving more than those in the lower three bands. Our Pothole Fund bid feedback letter stated that:

- The Council’s bid scored 47 points out of a total of 49 points available.
- Our joint rank was 9 out of 148 authorities being considered.
- We were one of only 15 authorities across the country to be ranked in band one.

2.6.4. The high scores for our bid are partly due to the Council’s high quality Transport Asset Management Plan (included as Appendix B to the LTP) and to the efficiencies that the Council has adopted in order to reduce overall spend while minimising the impact on highway maintenance services.

2.7 Devolution of Major Transport Scheme Funding

2.7.1. In order to secure funding for larger projects local authorities previously had to submit a major transport scheme bid to the DfT. Each bid was assessed and awarded funding if the DfT felt the scheme delivered good value for money and offered substantial benefits in terms of journey time reliability, carbon reduction, supporting economic growth and so on. The Council’s major transport schemes for Bridlington, the A164 and the BITP (details of which are included earlier in this chapter) were funded through this process.

2.7.2. The DfT has now stated that funding for major transport schemes will be devolved to Local Enterprise Partnerships (LEPs) from 2015/16. East Riding of Yorkshire Council is a member of two LEPs – York, North Yorkshire and East Riding LEP, and the Humber LEP which also includes Hull, North Lincolnshire and North East Lincolnshire Councils. The Council was therefore able to submit different major transport scheme bids relevant to each of the LEPs. Details of the scheme bids submitted to the LEPs are set out below.

York, North Yorkshire and East Riding LEP

2.7.3. The Council’s Transport Policy Team has submitted the following transport bids to the York, North Yorkshire and East Riding LEP:

- £1.6 million Newland Bridge maintenance scheme;
- £16.7 million ‘A’ road highway maintenance scheme; and
- £14 million A1079 dualling scheme.

2.7.4. These schemes were appraised by the LEP as Band 1 schemes, which meant they were assessed as having the highest contribution to the SEP’s objectives.
2.7.5. The Council’s £1.6 million bid for the Newland Bridge scheme was successful and will receive funding through the LEP and will be completed in 2015/16. The Council has also received provisional funding for our £16.7 million ‘A’ road maintenance scheme, which will start in 2016/17. The A1079 dualling scheme has been ranked as the LEP’s number one priority scheme for the second round of Local Growth Fund bids. Further details on each of these schemes are set out below.

Newland Bridge Scheme

2.7.6. Newland Bridge carries the A645 link road over the River Aire and links the two key local settlements of Goole and Selby. The bridge also provides a direct route from Goole Docks and the M62 motorway to Drax Power Station and Drax village. Over 8,000 vehicles cross the bridge each day and the route is used by a high proportion of HGVs (12.5% of the total traffic) accessing the power station site, many of which are larger six axle articulated lorries.

2.7.7. Since the bridge was constructed a range of small scale remedial works have been completed to address issues relating to the settlement of the carriageway on the embankment approaches to the bridge, and the restricted movement of the bridge deck. These issues have worsened significantly in recent years and structural repair work must be carried out on Newland Bridge in order for it to remain functional and for the A645 to remain open. The improvement scheme is based on works to limit the settlement of the embankments and prevent further stress to the bridge structure. Work on the Newland Bridge maintenance scheme will start in 2015/16.

2.7.8. The Newland Bridge maintenance scheme is also essential to allow construction work to commence on the White Rose Carbon Capture and Storage (CCS) scheme and to facilitate the completion of the biomass conversion project at Drax Power Station. Both of these projects will provide a new cleaner power source for homes and businesses while creating new jobs for local people.

‘A’ Road Maintenance Scheme

2.7.9. Much of the East Riding’s extensive road network has evolved over a long period of time and was not built to the standards that would be expected of a newly constructed highway. As a consequence, many of our local roads are less resilient to changing environments and circumstances such as severe weather events.

2.7.10. As a rural authority the Council also receives proportionately less funding for road maintenance than our urban counterparts, and funding allocations for maintenance have not kept pace with inflation over the past 10 years. The condition of the Council’s highway assets is continuing to decline under current budget levels, which has resulted in a maintenance backlog where roads are not being maintained to a level appropriate to their classification.

2.7.11. The proposed £16.7 million ‘A’ road maintenance scheme will therefore help to bring the East Riding’s roads up to an acceptable standard, ensure that they are fit for purpose and minimise whole life costs. The funding devolved through the LEP will be used on a variety of maintenance improvements on our ‘A’ road network.

A1079 Dualling Scheme

2.7.12. In October 2014 the Council submitted a £14 million funding bid for improvements along the A1079 corridor, including a one mile stretch of dual carriageway between Barmby Moor and Wilberfoss. It is anticipated that a decision on whether the bid has secured funding will be made in early 2015.
**Humber LEP**

2.7.13. The Transport Policy Team submitted a £7.05 million bid for the Bridlington Integrated Transport Plan (phase 2) scheme. This bid was successful and is included in the Humber LEP’s Prioritised Programme. More details on this scheme are set out below.

**Bridlington Integrated Transport Plan (Phase 2)**

2.7.14. The Bridlington Area Action Plan (AAP) includes proposals for two principal development schemes (Burlington Parade and the new Marina) that will help to regenerate the town centre and inject wealth back into the local economy. A range of highways, parking and related works are required to ensure that the Burlington Parade development is successful commercially and brings the intended benefits to the primary shopping area as a whole, whilst ensuring continued access to the harbour and the Marina development. These works are set out in the Access and Movement Strategy which forms part of the Bridlington AAP.

2.7.15. Bridlington Integrated Transport Plan (phase 2) is therefore based around the delivery of the schemes in the AAP Access and Movement Strategy. These schemes include realigning Beck Hill, a new railway station plaza, widening Hilderthorpe Road and other localised highway and junction improvements. The scheme is due to start on site in 2015/16 with works completed in the 2017/18 financial year.
3 Strategic Policy Context

3.1 Introduction

3.1.1. In developing our strategy for local transport in the East Riding, the Council has sought to join up its transport priorities with the wider national and local agenda. The framework for transport planning and policy has altered significantly in recent years including changes to funding mechanisms and governance structures. This chapter summarises the main policy documents at a national, sub-national and local level which have helped to shape this LTP and reflects on the changes which have taken place since the adoption of LTP3 in 2011.

3.2 National Policy Context

Local Transport Act 2008

3.2.1. The Local Transport Act gained Royal Assent in November 2008. The Act retained the statutory requirement to produce and review LTPs and formalises the requirement for LTPs to contain a Strategy and an Implementation Plan.

3.2.2. The government believes that LTPs remain the best way for authorities to develop transport strategies, identify priorities and make sure that all funding is spent efficiently and effectively. However, in line with the commitment to localism, the Department no longer intervenes in the way local authorities review their progress against LTPs. As part of this, the duty to update the LTP every five years was replaced with a requirement to review and update Plans as local authorities see fit.

3.2.3. In order to fulfil the requirements of the Act, the Council has produced this 14-year LTP Strategy and accompanying three-year Implementation Plan setting out the plans and policies for transport improvements in the East Riding.

Creating Growth, Cutting Carbon

3.2.4. ‘Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen’ is a government White Paper published in January 2011. The paper set out the creation of the £560 million Local Sustainable Transport Fund and also confirmed the DfT’s two key objectives for transport, which are to create economic growth and reduce carbon emissions. In line with much of the government’s recent policy there is an emphasis on giving local authorities more freedom to make decisions at a local level, and the paper stresses the importance of continued partnership working with voluntary and community sectors and local communities.

3.2.5. A key theme of ‘Creating Growth, Cutting Carbon’ is helping people to make transport choices that are good for society as a whole. The biggest opportunities for encouraging sustainable travel lie in short, local journeys. Nationally two thirds of all journeys are less than five miles. A focus of the White Paper...
is therefore to encourage these trips to be cycled, walked or undertaken by public transport. This has been considered throughout the development of the Council’s LTP, particularly through the 14 individual transport strategies for East Riding’s main settlements.

3.2.6. The White Paper acknowledges that public transport, walking or cycling are not viable alternatives to the private car for all journeys, particularly in rural areas such as the East Riding. The government is therefore committed to making car travel greener through encouraging the use of electric and ultra low emission vehicles. To reflect this, the Council has used LTP3 funding to install electric vehicle charging points in some Council owned car parks and support initiatives to encourage sustainable car use such as car sharing and eco-driving training (see figure 3.1).

Figure 3.1: Councillor Chris Matthews, portfolio holder for highways and transport, trying out the new electric vehicle charging points in Bridlington

National Planning Policy Framework

3.2.7. The previous system of planning policy guidance notes and statements has been condensed into a single National Planning Policy Framework document which sets out the government’s planning policies for England and how these are to be applied. At the heart of the Framework is a presumption in favour of sustainable development, which includes managing growth to make full use of existing public transport, walking and cycling facilities. The Framework fully acknowledges the important role that transport policy has to play in facilitating sustainable development and in contributing to wider sustainability and health objectives.
3.2.8. The Framework reiterates the need for all developments that generate a significant number of trips to be supported by a Travel Plan. Council officers review Travel Plans submitted as part of development applications and this often leads to improvements to the sustainable transport network being implemented as part of the development scheme.

3.2.9. The Council’s Transport Policy Team has worked closely with officers responsible for developing the emerging Local Plan to ensure that new development allocations are located at suitable sites, and that any potential detrimental impacts of new development on the efficient operation of our transport network are identified and addressed at an early stage.

**Door to Door Strategy**

3.2.10. The DfT’s ‘Door to Door: A Strategy for Improving Sustainable Transport Integration’ (March 2013) report aims to support and encourage people to make their whole journey using sustainable transport modes. Modal shift away from car use will not only help to reduce carbon emissions but will also help to ease congestion on the roads, supporting economic growth.

3.2.11. The Government acknowledges that in order for this aspiration to be realised it is important to make it easier and more convenient to get from door to door using sustainable transport. Travelling on foot, by bike and using public transport must be integrated, and comparable to the ease of using a car in order for it to be a realistic alternative for travellers. This includes providing safe walking and cycling routes between residential areas, railway and bus stations, and other key trip generators.

3.2.12. The four key areas within the report are:

- Improving the quality and availability of transport information;
- Making smart and integrated ticketing the norm;
- Improving connections at every stage of the journey; and
- Enhancing transport facilities.

3.2.13. The Council has worked hard to integrate these principles into schemes delivered through the LTP process and other funding streams, and will continue to do this as part of this current LTP. For example, through our ‘Get Moving Goole’ LSTF project the Council has worked with EyMS to introduce real time bus information for local passengers. The amount of cycle parking has been increased at rail stations, bus stops and in town centres, and through the Bridlington Integrated Transport Plan (phase 2) scheme a new bus/rail interchange will be constructed in the town.

**Get Britain Cycling**

3.2.14. At the start of 2013 the All Party Parliamentary Cycling Group held an inquiry examining the barriers and opportunities to encourage more people to cycle more often. The results of the inquiry, which included evidence from a wide range of stakeholders, are set out in the ‘Get Britain Cycling’ report. The report includes eighteen specific recommendations under five broad topics, which are:

- **A new priority for investing public funds** including a cycling budget of £10 per person per year increasing to £20 and ensuring government departments dedicate specific funding streams to support cycling.

- **Redesigning our roads, streets and communities** recommending that cyclist’s needs are considered at an early stage of new development schemes and that local authorities should deliver cycle-friendly improvement schemes across their networks.
Safe driving and safe speed limits suggesting that 20mph speed limits in towns and 40mph limits in rural areas are extended, improving HGV design to protect cyclists and strengthening the enforcement of road traffic laws regarding cyclists.

Training and education, providing cycle training to all children and adults and promote cycling as a safe and normal activity to people of all ages and backgrounds.

Political leadership suggesting that the government appoints a national cycling champion, produces a cycling action plan, and sets targets to increase cycle use from less than 2% of journeys in 2011, to 10% of all journeys in 2025, and 25% by 2050.

3.2.15. The Council is committed to encouraging local people to choose to cycle, where possible, and already undertakes a number of the recommendations set out in the Get Britain Cycling report. For example, bikeability cycle training is offered to all primary school pupils in the East Riding and adult cycle training is also available. Through the LTP, funding has been made available for numerous cycle improvement schemes including the introduction of new shared use paths, additional secure cycle parking facilities and the development of new maps and leisure routes.

3.2.16. Through this LTP the Council has further reinforced this commitment by producing a dedicated Cycling Strategy (see Chapter 18), setting out how we will work with national and local stakeholders to encourage more people in the East Riding to cycle more safely, more often.

NICE Guidance on Walking and Cycling

3.2.17. The National Institute for Health and Clinical Excellence (NICE) is a non-departmental public body of the Department of Health providing guidance on a wide range of areas across the health service. In 2012, NICE published guidance entitled ‘Walking and cycling: local measures to promote walking and cycling as forms of travel or recreation’.

3.2.18. This guidance demonstrates the increasing recognition of the important links between transport and health. Encouraging active travel can have significant health benefits including a reduction in the risk of developing coronary heart disease, stroke, cancer; obesity and type 2 diabetes, as well as keeping the muscular-skeletal system healthy and promoting mental wellbeing. The guidance is particularly relevant since East Riding of Yorkshire Council and the local Clinical Commissioning Group took over responsibility for public health as part of NHS reforms in 2013.

3.2.19. This LTP therefore includes a specific objective to ‘support and encourage healthy lifestyles’. As well as funding schemes to encourage active travel the LTP supports initiatives such as community transport which improve access to healthcare sites. Community transport can also provide a valuable link to local shops and social events for those with healthcare or mobility issues.

Other National Policy Documents

3.2.20. Other key guidance documents used to inform the preparation of the LTP include:

Investing in Britain’s Future (2013), the outcome of the spending review including proposals to invest £15.1 billion on Britain’s strategic road network by 2021.

Action for Roads: A Network for the 21st Century (2013), a DfT Command Paper setting out plans to change the way strategic roads are funded and managed, including proposals to transform the Highways Agency into a government-owned company.

Reforming our Railways: Putting the Customer First (2012) aims to make rail travel more affordable and achieve efficiencies from the existing rail network. It also reaffirms plans for the national High Speed 2 scheme and proposes the devolution of some decision making powers to sub-national or local bodies.
Low Carbon Transport: A Greener Future (2009), a DfT White Paper including a carbon reduction strategy for transport highlighting the importance of technological and behaviour changes in reducing transport related CO₂ emissions.

The Climate Change Act (2008), setting out a legally binding target for the UK to cut its greenhouse gas emissions by 80% by 2050.

The Eddington Transport Study (2006), which provides advice to the government on the long-term links between transport and the UK’s economic prosperity.

The Stern Review (2006), examining the policy challenges in managing the transition to a low carbon economy and highlighting the benefits of early action to address climate change.

3.3 Sub-National Policy Context

3.3.1. On 6th July 2010 it was formally announced by the Secretary of State that all Regional Spatial Strategies (including Regional Transport Strategies) would be revoked with immediate effect. The abolition of Regional Strategies means that Local Plans now form the basis for local planning decisions, providing local authorities with more power to control development in their area.

Local Enterprise Partnerships and Growth Deals

3.3.2. In 2010 the government announced the creation of Local Enterprise Partnerships (LEPs) which bring together local authorities and businesses on a voluntary basis to help determine local economic priorities and lead economic growth and job creation. LEPs carry out some of the functions previously carried out by the Regional Development Agencies which were abolished in March 2012.

3.3.3. There are currently 39 LEPs in operation across England (as at December 2014). East Riding of Yorkshire Council is a member of two LEPs: the York, North Yorkshire and East Riding LEP, and the Humber LEP which includes the four Humber local authorities.

3.3.4. In October 2012 an independent report by Lord Heseltine entitled ‘No Stone Unturned: in pursuit of growth’ was published, setting out recommendations on how to increase growth in the UK. The report contained a number of suggestions on how to maximise the potential of the newly formed LEPs, including proposals to delegate funds from central government to LEPs through the development of a £1.4 billion Local Growth Fund. The report suggested that LEPs should develop their own tailored local economic plans and compete for a share of this single Local Growth Fund pot to support growth in their area over a five-year period.

3.3.5. The Heseltine report was generally well received and in March 2014 every LEP in the country submitted a Strategic Economic Plan (SEP) to the government. Each SEP sets out the area’s priorities and objectives for growth and details how the LEP will focus its activities and resources to deliver these priorities. The SEPs formed the basis for negotiating Growth Deals with central government and were a determinant of the LEP’s allocation of the Local Growth Fund.

Enterprise Zones

3.3.6. Enterprise Zones are specific geographical areas within LEP boundaries. Businesses locating in an Enterprise Zone benefit from a package of measures to make setting up business easier and to encourage inward investment and job creation. Benefits include discounts on business rates, simplified planning, and new opportunities to fund infrastructure and roll out superfast broadband, together with enhanced support to attract inward investment.
3.3.7. In total 24 Enterprise Zones have been allocated in LEP areas across England. At 484 hectares, the Humber Enterprise Zone is the largest in the country and reflects the LEP’s ambition to become a national and international centre for renewable energy. In the East Riding the Enterprise Zone includes sites in Brough, Paull and on Staithes Road near Salt End.

**Local Transport Bodies**

3.3.8. In 2012 the DfT announced its firm intention to devolve funding for local major transport schemes to Local Transport Bodies from 2015. Local Transport Bodies (LTBs) are partnerships of local authorities in England covering similar geographic areas to the LEPs. The primary role of an LTB is to identify, prioritise, manage and oversee the delivery of a programme of transport schemes from 2015/16 up to, as a minimum, 2018/19.

3.3.9. East Riding of Yorkshire Council is a member of the Humber LTB, which includes the same four Humber local authorities as the Humber LEP. The Council also has a non-voting advisory role on the North Yorkshire LTB. An Assurance Framework, setting out the governance and working arrangements of the Humber LTB, was formally signed off by the DfT in 2013.

3.3.10. The DfT has allocated £14.8 million to the Humber LTB for major transport schemes delivered between 2015/16 and 2018/19. The LTB subsequently endorsed a programme of schemes for implementation over this period including the Bridlington Integrated Transport Plan (phase 2).

3.3.11. Although this programme of schemes will still be delivered through the LTB, the LTB funding will be integrated in to the overall Local Growth Fund.

3.4 **Local Policy Context**

**Our East Riding 2006-2016: The East Riding Community Plan**

3.4.1. The East Riding Sustainable Community Plan was published in 2006 by the East Riding Local Strategic Partnership (LSP), which is made up of local public, private, voluntary and community organisations. The document runs between 2006 and 2016 and has been updated several times since its adoption to reflect changes that have affected the statutory framework and national issues such as the economic recession.

3.4.2. The Plan focuses on the delivery of local priorities through partnership working and provides a ‘blueprint’ for how East Riding towns and villages will look at the end of the 10 year plan period. The LSP has developed a number of ambitions which are central to the Council’s Sustainable Community Plan, ensuring that all partners are working together to ensure that the East Riding is a place where:

- Children and young people are happy, healthy, confident, safe and reach their full potential;
- Older people enjoy a healthy, independent lifestyle;
- Communities are healthy, thriving, prosperous and safe;
- Regeneration transforms deprived areas and reduces health and other inequalities; and
- We value and care for the diverse character of the area.

3.4.3. These ambitions have been utilised in the formation of the LTP objectives and prioritisation of subsequent transport schemes. The LTP therefore has an integral role in the delivery of these five ambitions.
The Council's Business Plan sets out the overall strategic and financial framework for the Council's services and explains how we will deliver and resource our corporate priorities. These five corporate priorities reflect the challenges facing the East Riding of Yorkshire, the needs and aspirations of local people, and support the wider ambitions set out in the East Riding Community Plan. The Council’s corporate priorities are:

- **Maximising our potential** – Working with others to support sustainable economic growth and strong communities, ensuring the East Riding is a great place to invest in, live, work and visit.

- **Valuing our environment** – Responding to climate change, developing our infrastructure and safeguarding our heritage.

- **Supporting vulnerable people, reducing inequalities** – Supporting in times of needs, protecting from harm and improving the quality of life.

- **Promoting health, wellbeing and independence** – Helping people to stay healthy, strong and fit for the future.

- **Reducing costs, raising performance** – Developing our workforce and working with partners to provide excellent service, effective governance and value for money.

The LTP objectives have been developed to ensure the LTP has an integral role in the delivery of these corporate priorities.

The Business Plan identifies a number of key actions that will help to address these priorities. A number of these key actions include improving the resilience and reliability of our transport network. For example, under the priority of ‘valuing our environment’, the Business Plan outlines a key action to ‘maintain our highways and transport infrastructure’. This is reflected in the LTP objectives and supporting documents such as our Transport Asset Management Plan.

The East Riding Local Plan is the name for the portfolio of planning documents which together provide the framework for managing development and addressing key planning issues in the East Riding. Once individual documents are adopted they will be used to guide investment decisions and determine planning applications. A number of documents make up the Local Plan, including:

- **Strategy Document** – sets the overall strategic direction for the Local Plan, providing strategic policies to guide decisions on planning applications.

- **Allocations Document** – allocates sites for development (such as housing, retail, or industry) or protection (such as open space or land for transport schemes).

- **Bridlington Town Centre Area Action Plan (AAP)** – provides specific policies to guide development and contribute to the urban renaissance of Bridlington Town Centre.

In addition, a Joint Waste Plan and Joint Minerals Plan are being prepared with Hull City Council. These will set out the policies used to provide for future waste management needs and mineral extraction, and will be used to make decisions on new waste and minerals development in the East Riding.

The Local Plan Strategy and the LTP Strategy have been developed to cover the same time period; in this case, both strategies run between 2015 and 2029. This is beneficial in planning terms because the Local Plan provides the spatial planning framework that guides the preparation and
delivery of the LTP Strategy and Implementation Plan. The LTP also acts as part of the delivery mechanism for the transport policies identified in the Local Plan Strategy.

**East Riding of Yorkshire Economic Development Strategy**

3.4.10. The Economic Development Strategy (2012-2016) sets out the Council’s commitment to support businesses, communities and individuals in the East Riding to improve the productivity of the area, ensure a range of job opportunities are available and reduce economic deprivation in these challenging economic times.

3.4.11. The strategy includes a framework with ten strategic priorities and associated actions which must be addressed if the economic resilience of the East Riding is to continue. The LTP plays a vital role in delivering these priorities, particularly through identifying and implementing schemes which remove barriers and improve accessibility to employment and training. Transport schemes can also improve business productivity by improving connectivity and journey time reliability and reducing congestion and delays.

**East Riding of Yorkshire Council Environmental Policy and Environmental Statement**

3.4.12. The Council’s Environmental Policy commits us to reducing the impact of our operations and service delivery on the natural environment. A key element of the Environmental Policy includes managing the local causes of climate change and reducing the impact of climate change in the future. It is intended that the Environmental Policy objectives will be delivered in the first instance using existing Council policies and strategies and associated action plans, which includes the LTP.

3.4.13. The Council reports against the objectives within the Environmental Policy by publishing an annual Environmental Statement. The 2012/13 Environmental Statement contains a number of environmental policy objectives that are relevant to the LTP, including reducing the environmental impact of staff journeys to, from and at work and encouraging walking, cycling and the provision of efficient, safe and accessible public transport.

**Health and Wellbeing Strategy**

3.4.14. The first Health and Wellbeing Strategy for the East Riding of Yorkshire was introduced in 2013 and provides the foundation for the commissioning of health, care and wellbeing services in the East Riding. The Strategy names the LTP as a key multi-agency strategic plan which addresses the wider determinants of health, and acknowledges the role that the LTP can play in terms of encouraging active travel and improving wellbeing through access to transport and associated services and facilities.

**Other Local Strategies**

3.4.15. To ensure that all relevant local strategies and priorities have been considered, the LTP has also been developed in line with the following documents:

- **East Riding of Yorkshire Council Rights of Way Improvement Plan** (2011) links with the LTP, recognising the important role that Rights of Way play in the East Riding’s integrated transport network and in the delivery of strategic local transport objectives.

- **East Riding of Yorkshire Rural Strategy** (2013-2016) supports local rural communities and businesses and recognises our strong community transport sector but acknowledges that those in the most remote areas, particularly without a car, are at risk of isolation.
4 Consultation and Partnership Working

4.1 Introduction

4.1.1. The Council is fully committed to engaging with local stakeholders and members of the public during the development and delivery of all its strategies and action plans. Effective consultation with key stakeholders throughout the preparation of the LTP has helped the Council to identify improvements to East Riding’s transport infrastructure and services, which are better able to meet local needs and priorities and therefore provide excellent value for money.

4.1.2. Through collaborative working, a wide range of key stakeholders has been given the opportunity to provide their views on a number of different aspects of local transport in their area. This collaborative working has reduced costs and the risk of ‘consultation overload’. Consultation commenced at an early stage in the preparation of the Council’s LTP, in order that the feedback could feed into and influence the objectives and schemes within the Plan.

4.1.3. Throughout the development of the LTP the Council’s Transport Policy Team has provided meaningful feedback, where possible, on every consultation response. All external input has been considered and incorporated into the Plan where appropriate. Each LTP strategy contained in Section C contains further details on the specific consultation undertaken for that strategy. The primary consultation channels are discussed in more detail below.

4.2 Formal Consultation

4.2.1. Although considerable consultation was undertaken during the preparation of the LTP we felt that it was important that local people had the opportunity to review and comment on the strategies and proposals set out in the complete draft Plan before it was formally adopted. This also ensures that we meet our duty to involve local residents in service provision and decision making, as set out in the LTP guidance published by the DfT. The draft LTP was therefore made available for an eight week formal public consultation period between 1 November and 31 December 2014.

4.2.2. This consultation was advertised in the December 2014 edition of ‘Your East Riding’ which is delivered to every household in the authority area (over 144,000 households in total). An article on the consultation was also included in the Council’s staff magazine, and was the subject of an LTP newsletter which was distributed to all local Ward Members, town/parish councils and statutory consultees.

4.2.3. The draft LTP Strategy and Implementation Plan along with an LTP summary and the SEA statement were uploaded to the Council’s website in order that people could view and comment on the draft documents. A short online survey was set up to obtain views on specific elements of the LTP such as the six strategic LTP objectives, the transport challenges for the East Riding and our approach to prioritising schemes.

4.2.4. A postal address, direct telephone number and email address were provided for people who wished to comment through these channels. The draft LTP was also available at the Council’s Customer Service Centres on request, or hard copies could be posted out to individuals. It was felt that providing people with a variety of ways in which they could comment on the document maximised the potential for everyone to be able to review the document in the way that best suited them.
4.2.5. After the formal consultation period closed, all comments received were reviewed and considered for inclusion within the final Plan where relevant. Analysis of consultation responses showed that of those that completed the online survey the majority agreed with the six LTP objectives, the transport challenges identified in section B and our approach set out within the SEA statement.

4.3 Statutory Consultees

4.3.1. The Transport Act 2000, as amended by the Local Transport Act 2008, places a duty on local authorities to contact a number of statutory consultees when formulating new plans and policies. The statutory consultees for the LTP are as follows:

- Bus operators;
- Rail operators;
- Public transport user groups; and
- Highways Agency.

4.3.2. The Council has consulted with each of these groups and, where appropriate, meetings have been held to keep consultees informed of the progress and development of the LTP and any relevant LTP strategies (for example, the LTP bus strategy). This has provided the statutory consultees with the opportunity to ensure that the LTP is in line with their priorities.

4.4 People with Disabilities

4.4.1. Since 2000 local transport legislation has contained an obligation for local transport authorities to have regard to the transport needs of older people and people with mobility difficulties when developing transport plans and policies. The Local Transport Act 2008 adds a new requirement to have regard to the needs of disabled people, both in developing and implementing plans.

4.4.2. Transport Policy officers attended a meeting of the Disability and Advisory and Monitoring Group in November 2014 to discuss the new LTP. The group is made up of representatives from the Council, the local Clinical Commissioning Group and the Humber NHS Foundation Trust as well as local residents with a disability. The role of the group is to act as an advisory body on disability issues and respond to consultation on matters which would impact on people with disabilities. The group provided feedback on the draft LTP and made suggestions for transport improvement schemes which would help those with disabilities access the local transport network.

4.5 Strategic Environmental Assessment, Health Impact Assessment and Habitat Regulations Assessment

4.5.1. The SEA for the LTP has a number of statutory consultation processes associated with its development. The statutory environmental consultees (English Nature, English Heritage and the Environment Agency) were contacted in February 2014 to discuss a process for developing an SEA for this LTP, building on the intensive and in-depth approach adopted for LTP3. A ‘light touch’ approach was agreed with appropriate updating of the previous SEA, Health Impact Assessment and Habitat Regulations Assessment prepared for LTP3.

4.5.2. As the public health function for the area now rests with the Council, consultation on the Health Impact Assessment is essentially internal and has involved discussions with the Public Health Team. Comments have been considered and taken into account in the updating of the SEA documentation.

4.5.3. The updating of the Habitat Regulations Assessment has again considered whether LTP is likely to have a significant effect on European sites in the area, based on discussions with the statutory environmental consultees and relevant Council officers.
4.6 Local Strategic Partnership

4.6.1. Founded in 2001, the East Riding Local Strategic Partnership (LSP) comprises partner organisations from the public, private, voluntary and community sectors. Its key function is to develop and deliver a plan for the ongoing sustainable development of the area and to work together for the benefit of East Riding residents and visitors both now and in the future. The LSP produces the Council’s Sustainable Community Plan, which forms one of our core documents in terms of strategy and policy development.

4.6.2. Transport Policy officers have worked closely with the LSP to ensure that LSP partners have an active role in shaping and informing the LTP. In terms of structure, the LSP is overseen by an LSP board, which also manages five action groups. The LTP and its delivery sits under the Economy and Skills action group, and the group are responsible for monitoring the delivery of the LTP against its six strategic objectives.

4.6.3. The LTP Road Safety Strategy (see Chapter 17) has been prepared with input from the LSP’s Community Safety Partnership action group, which includes Safer Roads East Riding.

4.6.4. Working with our partners through the LSP is critical to ensure that the strategic LTP objectives and subsequent strategies and schemes fully consider and contribute towards the LSP’s ambitions.

4.7 Local Plan

4.7.1. The Transport Policy Team has liaised closely with the Forward Planning Team throughout the development of the LTP. The Forward Planning Team is responsible for the preparation of the emerging Local Plan, which has a robust and comprehensive consultation process to ensure full community ownership of the document.

4.7.2. The Transport Policy Team has sought to maximise the benefit of the extensive consultation undertaken for the emerging Local Plan. For example, the Council’s settlement network, which was developed and consulted upon through the emerging Local Plan, has been utilised in the preparation of our LTP individual transport strategies and the development of subsequent schemes.
5 Strategic Objectives

5.1.1. This Chapter sets out the six overarching strategic objectives that form the foundation of the LTP and represent the Council’s aspirations for transport between 2015 and 2029. The objectives are critical in terms of providing a framework to inform the LTP strategy development and to help in prioritising the potential transport schemes set out within the Plan.

5.1.2. The six strategic objectives for the LTP are as follows:

<table>
<thead>
<tr>
<th>Objective 1</th>
<th>Improve the maintenance and management of the existing transport network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 2</td>
<td>Support sustainable economic growth and regeneration</td>
</tr>
<tr>
<td>Objective 3</td>
<td>Reduce carbon emissions</td>
</tr>
<tr>
<td>Objective 4</td>
<td>Improve road safety</td>
</tr>
<tr>
<td>Objective 5</td>
<td>Support and encourage healthy lifestyles</td>
</tr>
<tr>
<td>Objective 6</td>
<td>Improve access to key services</td>
</tr>
</tbody>
</table>

5.1.3. The wide-ranging nature of these objectives is in keeping with transport’s role as a facilitator in delivering the aims and objectives for many other policy areas.

5.1.4. These objectives have been developed after careful consideration of the priorities set out in the national policy documents summarised in Chapter 3 (Strategic Policy Context). The strategic objectives therefore reflect the two key aspirations for the DfT, which are to stimulate economic growth and reduce carbon emissions.

5.1.5. The key local documents summarised in Chapter 3, in particular the East Riding Community Plan (2006-2016) and the East Riding of Yorkshire Council Business Plan (2011-2015), have also been used to inform the development of the strategic objectives for the LTP.

5.1.6. The East Riding Community Plan contains the LSP’s ambitions for the East Riding, and the East Riding of Yorkshire Council Business Plan sets out how the Council will deliver its five corporate priorities. The LSP’s ambitions and the Council’s corporate priorities, and their linkages to transport, are set out in tables 5.1 and 5.2 respectively.

5.1.7. Delivering the LTP objectives will therefore help to achieve the corporate priorities set out in the Council’s Business Plan and the ambitions of our Community Plan.

5.1.8. Providing a clear link between the strategic LTP objectives and other key local ambitions and priorities will ensure the schemes and initiatives developed and delivered through the LTP will contribute towards the delivery of positive transport and non-transport outcomes. Table 5.3 demonstrates the ‘best fit’ links between the strategic LTP objectives, the Community Plan and the Council’s Business Plan. There remains a significant level of interaction within and between all of these different priorities, and this table is intended to show ‘best fit’ between the various objectives.
<table>
<thead>
<tr>
<th>LSP Ambition</th>
<th>Linkage to Transport</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Children and young people are happy, healthy, confident, safe and reach their full potential</strong></td>
<td>This ambition is based around the premise that children and young people are safe at home, school, when travelling and during their leisure time. This includes issues around school travel and road safety awareness for children and teenagers. The ambition also aims to encourage children, young people and families to adopt healthier lifestyles, including supporting active travel such as walking and cycling.</td>
</tr>
<tr>
<td><strong>Older people enjoy a healthy independent lifestyle</strong></td>
<td>This ambition aims to ensure that older people feel safe within their community and can take an active role in community life while retaining their independence. Older people should be able to choose healthy lifestyles including travelling using active modes where appropriate. Improving accessibility to services, particularly healthcare, is also important and the LTP will support alternative transport options for those who do not have access to a car or for those unable to use conventional public transport.</td>
</tr>
<tr>
<td><strong>Communities are healthy, thriving, prosperous and safe</strong></td>
<td>This ambition will ensure that East Riding market towns continue to be a focal point for their hinterlands, providing a wide range of services and facilities with good transport links to the surrounding areas. There is also consideration of prosperity, health and wellbeing which includes improving road safety and reducing the number of people killed or seriously injured on our transport network, particularly vulnerable road users such as children, walkers and cyclists.</td>
</tr>
<tr>
<td><strong>Regeneration transforms deprived areas and reduces health and other inequalities</strong></td>
<td>The East Riding is a desirable place to live, providing a lifestyle that residents wish to preserve and build upon. This ambition will ensure that this sense of place is retained, and focuses particularly on deprived areas. Future development in the East Riding will be appropriate and sustainable to ensure that what people value most about the area is respected, and new development will be supported by high quality and efficient transport links to support businesses, reduce congestion, improve journey time reliability and increase the economic competitiveness of the area.</td>
</tr>
<tr>
<td><strong>We value and care for the diverse character of the area</strong></td>
<td>It is important to preserve and enhance what is best about the local environment and the diverse character of the area. Whilst market towns will provide a focus for key services, access is the greatest challenge for the most rural communities and community transport services are often vital for rural residents. The impact of climate change and severe weather in the East Riding will be managed, and the Council will support and encourage more trips to be made using low carbon transport modes.</td>
</tr>
</tbody>
</table>
Table 5.2: The Council’s five Corporate Priorities, as set out in the Business Plan

<table>
<thead>
<tr>
<th>Corporate Priority</th>
<th>Linkage to Transport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximising our potential</td>
<td>The economy of the UK and the East Riding has changed dramatically over the past decade as a result of the global recession and resultant job losses, and a shift towards new technologies and e-commerce. The Council will continue to support existing businesses and new investors by ensuring that the transport network in the East Riding is reliable and efficient with minimal congestion and delays. We will also support towns to become attractive business centres and maximise the area’s tourism opportunities through the development and implementation of individual transport strategies for our 14 main settlements.</td>
</tr>
<tr>
<td>Valuing our environment</td>
<td>Well maintained roads and highways are critical for access to employment, education and other services. We are responsible for the maintenance of local highways and we must ensure that we make best use of the money available for maintaining our transport assets. This includes the need to reduce street lighting energy costs, which will also reduce carbon emissions and contribute towards meeting the Council’s overall carbon reduction targets. The Council will also help to reduce transport related carbon emissions by encouraging more people to travel using low carbon modes such as walking or cycling and supporting low carbon travel such as public transport and electric vehicles.</td>
</tr>
<tr>
<td>Supporting vulnerable people, reducing inequalities</td>
<td>Although many people within the East Riding enjoy a high quality of life there are areas where choices and opportunities are limited. This may impact upon an individual’s chances of being healthy and happy. The LTP will aim to develop strategies and deliver schemes to ensure that all residents have access to a range of transport options to access education, training and employment opportunities across the local area.</td>
</tr>
<tr>
<td>Promoting health, wellbeing and independence</td>
<td>The Council has a crucial role to play in maintaining and improving health, care and wellbeing and transport plays an important part in working towards our healthcare aspirations. We work closely with our Public Health partners to implement schemes and initiatives that promote active travel such as walking and cycling to encourage people to adopt healthier lifestyles. Good public transport links and schemes such as community transport, bikeability cycle training and independent travel training will ensure that all those living in the East Riding, particularly children and elderly or disabled residents, maintain their independence and wellbeing.</td>
</tr>
<tr>
<td>Reducing costs, raising performance</td>
<td>The authority must respond to the challenges of fewer resources coupled with higher customer expectations. ‘Striding Ahead’, the Council’s strategy to manage these changes, includes our aspirations to provide excellent services and value for money. This is reflected in all areas of work, including transport, and each potential LTP scheme is assessed to ensure that it provides maximum value for money and deliver significant benefits for local residents.</td>
</tr>
</tbody>
</table>
### Table 5.3: The links between the LTP objectives, the LSP’s Ambitions and the Council’s Corporate Priorities

<table>
<thead>
<tr>
<th>Strategic LTP Objectives</th>
<th>LSP’s Ambitions</th>
<th>Council’s Corporate Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 1 - Improve the maintenance and management of the existing transport network</td>
<td></td>
<td>Reducing costs, raising performance</td>
</tr>
<tr>
<td>Objective 2 - Support sustainable economic growth and regeneration</td>
<td>Regeneration transforms deprived areas and reduces health and other inequalities</td>
<td>Maximising our potential</td>
</tr>
<tr>
<td>Objective 3 - Reduce carbon emissions</td>
<td>We value and care for the diverse character of the area</td>
<td>Valuing our environment</td>
</tr>
<tr>
<td>Objective 4 - Improve road safety</td>
<td>Communities are healthy, thriving, prosperous and safe</td>
<td></td>
</tr>
<tr>
<td>Objective 5 - Support and encourage healthy lifestyles</td>
<td>Older people enjoy a healthy independent lifestyle</td>
<td>Promoting health, wellbeing and independence</td>
</tr>
<tr>
<td>Objective 6 - Improve access to key services</td>
<td>Children and young people have a bright future</td>
<td>Supporting vulnerable people, reducing inequalities</td>
</tr>
</tbody>
</table>
6 Introduction to Problems, Challenges and Priorities

6.1.1. As set out in Chapter 5, six strategic objectives have been developed as a framework for preparing and delivering the LTP. These objectives are as follows:

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Improve the maintenance and management of the existing transport network</td>
</tr>
<tr>
<td>2</td>
<td>Support sustainable economic growth and regeneration</td>
</tr>
<tr>
<td>3</td>
<td>Reduce carbon emissions</td>
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<td>4</td>
<td>Improve road safety</td>
</tr>
<tr>
<td>5</td>
<td>Support and encourage healthy lifestyles</td>
</tr>
<tr>
<td>6</td>
<td>Improve access to key services</td>
</tr>
</tbody>
</table>

6.1.2. This section of the LTP identifies and considers the specific challenges and problems that relate to each of these objectives over the lifespan of the LTP. These challenges must be addressed so that the Council and our partners can successfully achieve the LTP objectives.

6.1.3. The following chapters present a comprehensive and robust evidence base compiled from numerous sources at a national and local level for each of the six LTP objectives. This evidence will enable the Council to assess where our main transport strengths are, where our key problems and challenges exist and which priorities to address within the timescale of the Plan. This evidence base will not only form the foundation for the development of the LTP but will also help inform other local strategies, ensuring that policy formation across all local sectors is based around a common understanding of local transport challenges and issues.

6.1.4. The national strategic policy background for the LTP has already been set out in Chapter 3 (Strategic Policy Context). This will guide the Council in developing and improving its transport network at a local level. The national strategies and policies referred to in Chapter 3 provide guidance to overcome a number of key overarching challenges that affect areas across England and beyond, including the East Riding. However, through these challenges a number of opportunities also exist for the council to contribute towards their mitigation and make a significant difference at a national level.

6.1.5. Regional planning strategies were abolished by the coalition government in July 2010, and planning powers were transferred back to local authorities. This is to give local authorities ownership of local development and to allow councils to deliver schemes and initiatives that provide maximum benefits for local residents and communities. While national issues have been considered in this section, the emphasis is very much on local challenges and the best ways to address these at a local level.

6.2 The Spatial Approach

6.2.1. East Riding of Yorkshire remains one of the largest unitary authorities in England in terms of area and population. It encompasses a wide range of settlements, areas of significant remoteness and a diverse range of social and economic characteristics. This diversity presents a number of challenges to maintain, manage and develop an integrated, safe and efficient transport network.
6.2.2. When setting out the local challenges for the East Riding it is helpful to consider these in the context of the spatial geography of the area. Identifying the main settlements, important transport corridors and areas of future growth and development provides a focus to help the Council to develop a clear set of evidence based priorities.

6.2.3. The Council’s Local Plan Proposed Submission Strategy Document (January 2014) includes a settlement network for the East Riding. The purpose of identifying a settlement network is to ensure that the right level of future development takes place in the right locations. In general, this means focusing the majority of new development into the East Riding’s larger settlements while also considering the needs and roles of more rural areas.

6.2.4. The settlement network identified in the emerging Local Plan has also been used as a framework for the LTP to ensure consistency between local strategies and to make sure that transport schemes implemented through the LTP complement the policies set out in the Local Plan. An in-depth Local Plan consultation process was undertaken with key stakeholders and members of the public to help inform the settlement network.

6.2.5. The settlement network in the Local Plan sets out the areas that will be the focus for future development in the East Riding. These are as follows:

The Major Haltemprice Settlements, comprising:

- Anlaby;
- Cottingham;
- Hessle;
- Kirk Ella; and
- Willerby.

Principal Towns:

- Beverley;
- Bridlington;
- Driffield; and
- Goole.

6.2.6. In addition to the Major Haltemprice Settlements and the four Principal Towns, the Local Plan Draft Strategy identifies seven Towns which form the next tier of the settlement hierarchy in the East Riding. Towns provide the main focal point for development in rural areas and are a mix of market and coastal settlements serving the needs of their own communities and their rural catchments. The Towns in the East Riding are:

- Elloughton/Brough;
- Hedon;
- Hornsea;
- Howden;
- Market Weighton;
- Pocklington; and
- Withernsea.
6.2.7. Over 90% of the East Riding’s population live within five miles of Hull, the Major Haltemprice Settlements, the four Principal Towns or the seven Towns.

6.2.8. A further 13 Rural Service Centres and 25 Primary Villages have been identified in the Local Plan to support the larger settlements in the East Riding.

6.2.9. This defined settlement network will ensure an appropriate distribution of service centres of various scales and functions across the whole of the East Riding. The East Riding’s settlement network can be seen in figure 6.1.

Figure 6.1: East Riding’s Settlement Network

6.2.10. The Local Plan also includes a number of Key Employment Sites along the east-west multi-modal transport corridor which will be the main focus for future employment development. These sites are as follows:

- Hedon Haven;
- Humber Bridgehead (Hessle);
- Melton; and
- Capitol Park (Goole).
7 Objective 1: Improve the Maintenance and Management of the Existing Transport Network

7.1 National Challenges

7.1.1. The government’s 2010 spending review included proposals for substantial funding cuts to local authority budgets in the next spending review period (2011-2015), including reductions in transport funding. Many local authorities that were developing their third Local Transport Plans for adoption in 2011 therefore placed greater emphasis on managing and maintaining the existing transport network in the most efficient manner rather than investing significant sums of money on new infrastructure. This ensures the best and most cost effective use of existing assets, resources, and services.

7.1.2. As well as highways, local authorities usually also have responsibility for a number of other transport assets in their area including footways and cycleways, public rights of way, bridges, signs, street lights and street furniture. Maintaining all of these to an acceptable standard places a significant financial burden on local authorities. The Council therefore has a responsibility to ensure that the maximum benefit and value for money is achieved for each investment in our transport assets, which in turn contributes towards improving the safety and sustainability of East Riding’s communities.

7.1.3. In recent years the UK has experienced a number of severe winters and has seen significant flooding in some areas. This can limit access to the transport network which in turn can restrict the efficiency of the response to such events and can limit public access to critical services. Local authorities must be able to respond quickly to changing weather conditions and unexpected events to ensure that the transport network remains operational and safe for users while minimising disruption.

7.2 Local Challenges

7.2.1. The Council manages an extensive highway network of approximately 2,000 miles (3,300km) of carriageway, which supports 26 million journeys a year, along with over 1,170 miles (1,890km) of footways and approximately 500 bridge structures. The vast majority of the transport network in the East Riding is the responsibility of East Riding of Yorkshire Council as the local highway authority and is the largest, most valuable, and most visible infrastructure asset for which the Council is responsible.

7.2.2. Although the Council will continue to invest in new infrastructure, an efficient transport network depends on effective long term maintenance and management. A transport system that is well maintained and well-run is essential for people and goods to travel quickly, reliably, safely, securely and more affordably, as well as for transport to minimise its environmental impacts.

Maintenance Funding

7.2.3. The Council manages a large and predominantly rural road network. The East Riding has one of the lowest proportions of urban classified road in Yorkshire, with only 1,338km (40%) of the road network in the East Riding classed as urban (with a speed limit of 40mph or less) compared to an average within the Yorkshire and Humber region of 71%.
The two main factors in the determination of local highway authority funding are the total road length and the road length within a built-up area. Revenue funding doubles for an urban road which puts the authority at a significant disadvantage in terms of levels of maintenance funding. This, combined with continuing traffic growth and increasing costs of maintenance treatments and repairs, puts pressure on the authority to maintain our roads to an acceptable standard.

The condition of the Council's highway assets is continuing to decline under current budget levels, and this has been exacerbated by a number of extreme weather events in recent years including heavy snowfall and flooding. This has resulted in a maintenance backlog, where some roads may not be maintained to a level appropriate to their classification. The Council has adopted robust asset management principles to help address these issues; however, a significant and sustained financial investment is required to ensure that the East Riding's roads remain fit for purpose.

In order to manage this funding deficit the Council has prepared two documents to help to manage the transport network, and direct and prioritise the highways maintenance funding that we receive from the government. Further details on these two documents are set out below.

In 2014 the government announced changes to the way in which maintenance funding for local authorities will be calculated. From April 2015 the Council will receive an annual allocation of 'needs-based' maintenance funding which can be used to help maintain all our transport assets including roads, footways, bridges and street lights. However, in addition to this needs-based funding, local authorities also have the opportunity to secure additional funding through two new channels:

- On an 'incentive basis', based on the local authority's record in pursuing efficiencies and use of asset management; and/or
- From a competitive six-year Challenge Fund for major maintenance projects.

The incentive element of local authority maintenance funding will be introduced from 2016/17 and will be based on the completion of a self-assessment questionnaire. Guidance on how local authorities could apply for funding for the first three years of the Challenge Fund period (2015/16 to 2017/18) was released in December 2014. The Council submitted a bid to the Challenge Fund prior to the February 2015 deadline and a decision on whether our bid has been successful is expected to be announced in spring 2015.

**Network Management Plan**

The Council’s Network Management Plan sets out how the Council addresses its network management duty and our approach to managing and maintaining our transport network. The Traffic Management Act (2004) imposed a network management duty on all local highway authorities to manage the expeditious movement of traffic on their road network. This means that the local transport network should operate efficiently without unnecessary delay to those travelling on it. In this case, 'traffic' refers not only to motor vehicles but also to pedestrians, cyclists, or any means of transporting people or goods.

The Traffic Management Act also requires every local authority to appoint a Traffic Manager to assist in meeting the network management duty. In this case, the role of traffic manager is delegated to the Council’s Strategic Transport Planning Manager.
7.2.11. A summary of our Network Management Plan can be found in Chapter 14 of the LTP and the full Plan is included as Appendix A.

**Transport Asset Management Plan**

7.2.12. The Council’s Transport Asset Management Plan (see Chapter 15 and Appendix B) sets out how we will maintain our transport assets over the life of the LTP within the constraints of limited funding. Ensuring the safety, condition, efficiency and appearance of the Council’s transport network and associated assets is important in helping to achieve the LTP objectives and wider national goals.

7.2.13. The Transport Asset Management Plan (TAMP) is essential to determine where funding should be directed to achieve the most sustainable outcomes while providing maximum value for money. Adopting an asset management approach to ensure value for money is recommended in the DfT’s ‘Guidance on Local Transport Plans’, the Audit Commission report entitled ‘Going the Distance’ and by the All Party Parliamentary Group for Highway Maintenance.

**Congestion**

7.2.14. Some of East Riding’s larger towns such as Bridlington and Goole and the A164 and A1079 corridors can experience significant levels of congestion, particularly during peak hours. There are also localised congestion problems outside some schools. Delays and unreliability on our roads have direct costs to people and businesses and, given the current economic climate, it is important that the Council makes every effort to tackle the congestion issues at these locations. The specific challenges and problems for each of these areas and corridors are identified below.

7.2.15. The Highways Agency is responsible for managing the national strategic road network. In the East Riding, this comprises the M62/A63, the M18 and a section of the A1033. Work undertaken by the Highways Agency has identified that the A63 is likely to become more congested in future years, although the majority of the congested section is within Hull City Council’s administrative area. Funding has been awarded to the Highways Agency to develop a scheme to address the congestion and severance caused by the Castle Street section of the A63 in Hull for potential delivery post 2015. The proposed improvements will help to improve accessibility from South Holderness to Hull and the A63/M62 corridor, and the Council is supportive of the A63 Castle Street scheme.

**Beverley**

7.2.16. Beverley remains a popular place to live, work and visit but the historic local road network combined with one-way streets means that congestion in Beverley town centre has been a long-standing issue. This has been addressed through the implementation of the Beverley Integrated Transport Plan (BITP) major transport scheme which included a southern relief road for the town and associated highway improvements (for full details see Chapter 2). The scheme was completed in early 2015 and has successfully removed a significant proportion of through traffic from the town centre.

**Bridlington**

7.2.17. Seasonal congestion in the town centre used to dominate Bridlington’s transport problems. This issue was partially addressed through the Bridlington Integrated Transport Plan (phase 1) major transport scheme which was completed in 2010. The scheme included the provision of a bus based park and ride facility to the south of the town centre at South Cliff car park along with associated highway and junction works to improve traffic flow and reduce congestion in the town centre (for full details see Chapter 2).

7.2.18. The park and ride is well used but is seasonal and tends to cater for day visitors travelling from the south and west. Local residents and visitors travelling from the north often continue to drive from their homes to the town centre. Limited town centre parking provision can result in vehicles circulating to find a suitable parking space, which conflicts with the movement of pedestrians and cyclists. Businesses can be deterred from locating in the town centre area due to congestion and a lack of car parking near to business premises. This affects the economic performance and vitality of the town.
7.2.19. The Bridlington Area Action Plan (AAP) (2011-2021) was formally adopted by the Council in January 2013 and forms part of the emerging Local Plan. The AAP sets out proposals for two principal development schemes for Bridlington: the Burlington Parade development and Bridlington Marina. The AAP contains an Access and Movement Strategy which includes a range of highways, parking and related works that are required to ensure that these two developments are successful while also addressing the existing traffic problems in the town as set out above. The transport schemes in the Access and Movement Strategy are collectively referred to as the Bridlington Integrated Transport Plan (phase 2).

7.2.20. A major transport scheme funding bid for the Bridlington Integrated Transport Plan (phase 2) was submitted to the Humber LTB in 2013. This £7 million bid was successful in securing funding and work on the Bridlington scheme will start on site in 2015/16.

7.2.21. The Council’s Infrastructure Study, which supports the emerging Local Plan, identifies the need for a new link road to be constructed between the A165 Scarborough Road and Bempton Lane in Bridlington in order to support future development. The emerging East Riding Local Plan requires this link road to be provided in conjunction with a major housing allocation in the plan.

Goole

7.2.22. Queuing traffic and congestion in Goole has reduced considerably since the Dutch River Bridge was widened to two-way traffic in February 2006, following the award of £5 million funding from the DfT for a new bridge (see figure 7.1). Previously the narrow carriageway required traffic lights to control traffic flow which resulted in congestion and long delays at peak times. The new design was one of the largest of its kind to be built in the UK in recent years and included the provision of off-road cycle routes and footways for non-motorised traffic to cross the river safely. The new bridge design won the prestigious Regional Project of the Year award from the Institution of Civil Engineers in 2007.

Figure 7.1: The replacement swing bridge over Dutch River, Goole

7.2.23. In May 2012 it was announced that the Transport Policy Team had been successful with a £1.8 million LSTF bid to the DfT (for full details see Chapter 2). The bid was based around Goole and was developed to encourage Goole residents to make short local trips using sustainable modes rather than travelling by single occupancy private car, reducing traffic levels and associated congestion in the town. Initiatives completed through the ‘Get Moving Goole’ LSTF project include significant improvements to the local cycle network, a new wheels to work scheme office, and Personalised Travel Planning with all households in Goole.
7.2.24. The Council’s Transport Policy Team submitted a £1.5 million bid to the DfT’s Local Pinch Point fund in January 2013 for a roundabout at the existing junction between the A614 Rawcliffe Road, Airmyn Road, and the Glews Garage site. The bid was successful and the scheme was completed in May 2014 (see figure 7.2). The new roundabout has addressed the poor road safety record at the junction while reducing queues and delays on Airmyn Road and at the Glews Garage site while opening up significant levels of employment development land and creating jobs for local people.

Figure 7.2: Robert Goodwill, Parliamentary Under Secretary of State for Transport, opens the new A614 roundabout

7.2.25. Completion of the Capitol Park link road from M62 junction 36 to the A161, which has European Regional Development Funding, will also help reduce congestion in Goole. The Local Plan Infrastructure Study identifies that improvements may be required at the M62 junction 36 at Goole to accommodate proposed development allocated in the Local Plan. Any works at this junction are likely to be managed by the Highways Agency.

Stamford Bridge

7.2.26. The A166 between York and Driffield is constructed to single carriageway standard and is around 7.3 metres wide on average. However, the grade II* listed bridge in the centre of Stamford Bridge only allows for single file traffic in each direction, managed by traffic signal control. This forms a sub-standard section of the route which leads to delays and localised congestion at peak times.

7.2.27. A potential scheme to address this involves improvements allowing for two way traffic. Such improvements will shorten journey times along the route and reduce congestion in the vicinity of Stamford Bridge. It will also increase capacity in order to accommodate the increase in traffic flows anticipated as a result of development proposed along the A64/A166 corridors and their relationship to the York outer ring road. The Council recognises the benefit that such a proposal could bring to the area and will work with neighbouring authorities, partners and funding bodies to explore opportunities to promote this course of action.
A164 Corridor

7.2.28. The A164 between the Humber Bridge and Beverley is the East Riding’s most heavily trafficked route. Carrying over 30,000 vehicles a day has created issues with congestion and unreliable journey times, particularly at peak times. To address these issues the £10 million A164 major transport scheme was developed, which involved capacity improvements at four roundabouts along the route, a short section of dualling and a new footway/cycleway (for full details see Chapter 2). The scheme received funding from the DfT and was completed in May 2013.

7.2.29. The A164 scheme complements the signalisation at Jock’s Lodge junction which was completed in 2010. Capacity improvements at Swanland roundabout on the A164 have been included as a potential future scheme in the Council’s Infrastructure Study. These improvements will help to accommodate future development allocated within the emerging Local Plan. Further improvements also may be required at the Humber Bridgehead interchange with the A63 to accommodate proposed emerging Local Plan development.

A1079 Corridor

7.2.30. The A1079 is the primary road link between Hull and York and also connects local settlements including Beverley, Pocklington and Market Weighton. Parts of the A1079 are operating near capacity and there are high levels of HGVs and agricultural vehicles resulting in long and unreliable journey times. Drivers can find it difficult to exit from side roads because there are few gaps in the traffic and limited visibility. Opportunities for overtaking are limited, leading to build-ups of traffic behind slow vehicles. This can cause drivers to take risks by overtaking on single carriageway sections where visibility is reduced, and the route has a poor road safety record.

7.2.31. The Council utilised £1.6 million of LTP2 funding in 2010/11 to construct a roundabout on the A1079 at the junction of Hodsow Lane, Pocklington Industrial Estate and Allerthorpe. The introduction of this roundabout has improved accessibility for residents of local communities who live along the A1079 corridor (particularly commuters from Pocklington), improved road safety and also helped to stimulate economic regeneration.

7.2.32. A new direct link road from the Hodsow Lane roundabout into Pocklington Industrial Estate was completed in 2014. This link provides a safe access point for drivers as an alternative to the existing priority junction on to the A1079 and also improves connectivity between the industrial estate and Pocklington town centre for walkers and cyclists.

7.2.33. A new £1.5 million roundabout was constructed at the junction between the A1079 and Holme Road in Market Weighton in 2014/15 following a successful bid by the Council’s Transport Policy Team to the DfT’s Local Pinch Point Fund (for full details see Chapter 2). The new roundabout has reduced queues and congestion at this busy junction as well as opening up a significant area of land for new housing development.

7.2.34. The Council’s Infrastructure Study, which supports the Local Plan, identifies Dunswell roundabout on the A1079/A1174/A1033 south of Beverley as a potential location where future improvements may be required in order to accommodate increased traffic flows as a result of new development.
7.2.35. Modelling work completed for the Local Plan Infrastructure Study suggests that two further junctions on the A1079 (Shiptonthorpe roundabout and Killingwoldgraves roundabout) may also need to be improved in future to accommodate increasing volumes of traffic.

**School Travel**

7.2.36. Over the past 20 years there have been significant changes in the way that children travel to school. Parents have been given more freedom to choose which school their child attends, which can result in longer journeys between homes and schools. The average length of a trip to school increased from 2.1 miles in 1995/97 to 2.6 miles in 2012.

7.2.37. The National Travel Survey (2012) shows that 47% of trips to and from school by primary school children were made on foot compared to the 1995/97 average of 53%. The proportion of trips by car for these children increased from 38% to 44% over the same period. Travel patterns for secondary school pupils follow a similar trend.

7.2.38. These figures reflect increasing levels of car ownership, and a corresponding decline in the number and length of adult journeys made on foot or by bicycle. Due to the rural nature of the East Riding and the limited transport options in some more remote areas, there are some parents who have no alternative but to drive their children to school. However, many others are choosing to drive for short distances where walking and cycling are realistic alternatives.

7.2.39. Nationally, more than one in ten cars on urban roads between 8am and 9am in term time is on the ‘school run’, peaking at one in five cars at 8.50am. This can contribute towards localised congestion on the streets around school sites and can result in conflict between cars, school buses and pupils arriving on foot or by bike.

7.2.40. The Council’s School Travel Team works with many of the schools in the East Riding to encourage parents, teachers and pupils to travel to school using sustainable transport where possible. More details on school travel are set out under the Council’s Network Management Plan (see Chapter 14 and Appendix A).

**KEY PRIORITIES**

**Objective 1: Improve the Maintenance and Management of the Existing Transport Network**

Significant reductions in maintenance funding combined with an increasing number of severe weather events means that there is increased emphasis on ensuring the best and most cost effective use of existing resources to manage and maintain the transport network.

There are also congestion issues in some of our larger settlements, along several key highway corridors and around numerous schools at peak times. Priorities to improve the maintenance and management of the existing transport network through the LTP are therefore:

- To deliver a robust Transport Asset Management Plan and Network Management Plan to manage our network and direct investment to maintain and improve the efficiency and condition of our transport network.

- To continue to explore opportunities to bid for external funds for transport improvement schemes to address pinch points and congestion on the local network.

- To continue the successful delivery of school travel strategies to address congestion outside schools.
Objective 2: Support Sustainable Economic Growth and Regeneration

8.1 National Challenges

8.1.1. In 2008, the global financial crisis plunged the UK into its longest and deepest recession since comparable records began in the 1950s. This resulted in substantial job losses, increased personal debt for individuals, high rates of housing repossession and reduced spending on public services. Businesses have found it difficult to maintain productivity levels and many smaller or more specialised companies have gone into administration.

8.1.2. The policy environment has changed from one that manages economic growth to one that must stimulate recovery, encourage investment and maximise productivity. Transport has an important role to play in this through improving connectivity between businesses and their suppliers, labour pool and potential customers as well as increasing overall operational efficiency. Transport is seen as a vital element in improving industry competitiveness and it is therefore imperative that good transport planning supports the business community in the East Riding.

8.1.3. Congestion on our roads reduces productivity through increased journey times and delays have a direct impact on business efficiency and costs. The Eddington Transport Study (2006), supported by a report to the House of Commons in 2011, concludes that a 5% reduction in travel time for all businesses and freight travel would generate £2.5 billion or 0.2% of GDP.

8.1.4. Stimulating economic growth forms one of the DfT’s two core ambitions and the government has taken steps to ensure that transport improvements directly support existing and proposed development. For example, bids to the DfT’s Local Pinch Point Fund had to demonstrate how new transport infrastructure removed bottlenecks on the local highway network that were impeding economic growth.

8.2 Local Challenges

Future Development

8.2.1. The 2011 Census shows that the East Riding of Yorkshire has 334,179 residents, a rise of 6.4% since 2001. Recent projections estimate that the population could increase by a further 90,000 people by 2033. An increase in population and associated housing and employment development will inevitably result in more people using the local transport network.

8.2.2. The Local Plan Proposed Submission Strategy document (January 2014) sets out the Council’s approach for managing growth and development until 2029. In particular, the Strategy outlines the appropriate scale and type of development for different parts of the East Riding. New housing and employment development and the creation of new job opportunities are important to help stimulate growth and attract investment in the local economy. Transport infrastructure to underpin this new development is crucial to its success, and good transport links can increase the competitiveness of the area and encourage new investment.

8.2.3. There is also considerable potential to encourage more trips using sustainable modes from new developments. Applications for new development must be accompanied by a comprehensive transport statement/assessment and a travel plan where appropriate to ensure that access to the development site by a range of transport modes has been considered.

8.2.4. The Council’s Transport Policy and Forward Planning Teams have worked in partnership to develop a draft supplementary planning document on sustainable transport to implement policy EC4 in the emerging East Riding Local Plan. The Council is now working towards adopting a final version of this document so that it can be fully implemented alongside the Local Plan. The purpose of the document
is to encourage cycling, walking and public transport to and from new developments through the use of travel planning measures and additional transport infrastructure such as secure cycle shelters and new footpaths.

**Housing**

8.2.5. The Local Plan Strategy document establishes an overall housing requirement for the East Riding and sets out how this will be distributed in the context of the settlement network (see Chapter 6). This housing requirement is set out in Policy S5 and is summarised in table 8.1 below.

Table 8.1: Proposed housing development allocation between 2012/13 – 2028/29

<table>
<thead>
<tr>
<th>Area</th>
<th>No. of dwellings (2012-2029)</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Haltemprice Settlements</td>
<td>3,550</td>
<td>14.9</td>
</tr>
<tr>
<td>Principal Towns</td>
<td>10,850</td>
<td>45.6</td>
</tr>
<tr>
<td>Towns</td>
<td>5,341</td>
<td>22.4</td>
</tr>
<tr>
<td>Rural Service Centres and Primary Villages</td>
<td>2,960</td>
<td>12.4</td>
</tr>
<tr>
<td>Villages and the Countryside</td>
<td>1,099</td>
<td>4.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>23,800</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

8.2.6. The majority of residential development will take place in the Major Haltemprice Settlements, the Principal Towns and Towns, with these locations accommodating almost 83% of new houses. These percentages represent a considerable increase in the proportion of development directed towards East Riding’s larger settlements than in the past. However, the Major Haltemprice Settlements and Principal Towns in particular offer the best opportunities to construct new homes alongside existing employment opportunities, services and facilities while providing good links to the existing transport network.

8.2.7. Partnership working between the teams preparing the LTP and the Local Plan will ensure that transport schemes delivered through the LTP will support the recommendations within the Local Plan. The introduction of new homes and the subsequent additional traffic they will generate will create a key challenge for the Council. It is important that schemes delivered through the LTP help to minimise traffic congestion in our urban areas by providing good quality, efficient transport links to improve connectivity and accessibility, and promoting and encouraging more travel by sustainable transport modes such as walking, cycling and public transport.

**Employment**

8.2.8. Creating strong links between homes and businesses is considered to be a key aspect of developing sustainable communities. The allocations set out within the Local Plan must strike a balance between influencing the location of new businesses and investment to maximise opportunities where market demand is high, while also stimulating economic activity in areas in need of regeneration. Achieving this balance has become even more important in light of the recent economic downturn.

8.2.9. The Council has a long-standing commitment to assist all businesses who wish to locate in the East Riding and to support indigenous businesses which have the potential to grow. The Council’s Economic Development Strategy (2012-2016) identifies several key employment clusters and sectors that offer the greatest potential to improve the East Riding’s economic performance. These include renewable energy, tourism, agriculture/food and drink, ports and logistics, and manufacturing and engineering. Each of these sectors has very different requirements in terms of sourcing workers, travel patterns, and access and connectivity into the transport network.

8.2.10. Private sector-led developments such as Capitol Park in Goole, Melton Business Park, and Ozone at Howden are already attracting domestic and foreign investment and ensuring access to these sites through a variety of transport modes is important to promote the sites as sustainable, attractive developments.
8.2.11. The unemployment rate in the East Riding is 6.1%, below the UK average of 7.2% (average between April 2013 and March 2014). Transport can play a key role in improving accessibility for residents looking to re-enter the employment market – for example, two out of five jobseekers identify lack of transport as a barrier to getting a job and two out of three jobseekers do not have access to a vehicle.

8.2.12. The future employment needs of the East Riding will be met through the allocation of at least 235 hectares of employment land on a broad range of sites. These allocated sites are in areas of forecast high demand and development potential, and are distributed as follows:

- 55 hectares for B1 uses (business) – predominantly in the Major Haltemprice Settlements and the Principal Towns, ensuring that, with regards to the Major Haltemprice Settlements and Beverley, such uses are complementary to developments in Hull City Centre;
- 65 hectares for B2 uses (general industry) – spread across a range of sites around the East Riding; and
- 115 hectares for B8 uses (storage and distribution) – primarily at locations along the east-west multi-modal transport corridor as the prime location for storage and distribution uses which generate large freight movements.

8.2.13. In addition, up to 205 hectares of land will be allocated at Hedon Haven to cater for the expansion of the Port of Hull.

8.2.14. While it is important to identify appropriate and sustainable locations for new employment and business developments, it is also vital to consider how existing major employment sites can be better serviced and accessed by sustainable transport modes and how the existing transport network can be modified to ensure maximise efficiency. Transport Policy officers will continue to work with local businesses to provide advice and support on increasing the proportion of trips to their site made using sustainable transport modes.

Supporting Transport Infrastructure

8.2.15. The emerging Local Plan identifies a number of improvements to the transport network that will be required in order to facilitate development allocated within the plan. For example, improvements will be required at the A1033 Saltend roundabout and A1033 Hull Road roundabout at Hedon to accommodate allocated development, particularly for the 205 hectare allocation for expansion of the Port of Hull at Hedon Haven. Traffic calming and minor improvements are also required within parts of Hedon and Preston to accommodate proposed future development.

8.2.16. Hull City Council has developed outline proposals for a new bus based Park and Ride to the east of the city which would help to accommodate the Hedon Haven development while reducing pressure on the surrounding road network.

8.2.17. In addition to improvements on the A1033 the Local Plan proposes the completion of the Brough Relief Road, which is required for development to take place on a major mixed use allocation to the south of the rail line. The Local Plan also sets out proposals for two link roads in Pocklington, the first between the Balk and West Green and the second linking the Balk and Burnby Lane. These will help to accommodate major housing allocations in the plan.

Regeneration and Deprivation

8.2.18. Regeneration aims to enable areas that are lagging behind economically, socially and environmentally to catch up with other more prosperous settlements. Although the East Riding is home to many affluent communities where residents have a high quality of life it also contains some of the most deprived neighbourhoods in England. The Indices of Multiple Deprivation (2010) show that parts of Bridlington South, Bridlington Central and Old Town, Goole South and South East Holderness wards are in the 10% most deprived wards in the country (see figure 8.1).

8.2.19. Deprivation is most commonly associated with poor economic status, ill health and low educational attainment. However, deprivation can also be expressed through lack of access to core facilities and is
8.2.20. While some of East Riding’s towns experience problems of deprivation and decline, each of these areas also has a number of assets that can be built upon to encourage regeneration and prosperity. These are supported by voluntary Renaissance Partnerships which operate in East Riding’s four Principal Towns, the Major Haltemprice Settlements, Hornsea, and Withernsea. The Partnerships bring together volunteers from various sectors to develop Renaissance Plans which set out a long-term vision for each area to support the local economy and address deprivation.

Figure 8.1: Multiple deprivation within the East Riding of Yorkshire

8.2.21. The Council’s Transport Policy Team will continue to work closely with the Renaissance Partnerships across the East Riding during the preparation and delivery of the LTP to help achieve the visions set out in the various Renaissance Plans. This partnership working will utilise local knowledge and wider expertise to help these local objectives to be realised.

KEY PRIORITIES

Objective 2: Support Sustainable Economic Growth and Regeneration

Significant levels of new development are forecast to take place in the East Riding over the next 14 years. There are also pockets of multiple deprivation in Goole, Bridlington and South East Holderness. Priorities to support sustainable economic growth through the LTP are therefore:

- To work with the Council’s Forward Planning Team to ensure that new housing and employment development is accommodated without having an adverse impact on the existing transport network, and that access to new development sites by sustainable transport modes is considered at an early stage.

- To work closely with local Renaissance Partnerships to implement schemes that help to address deprivation and support local growth while meeting the objectives of local Renaissance Plans and the LTP.
9 Objective 3: Reduce Carbon Emissions

9.1 National Challenges

9.1.1. It is now widely acknowledged that climate change is happening on a global scale, and that immediate measures must be implemented in order to prevent further damage and reverse the trend of high greenhouse gas emissions. The Climate Change Act 2008 established the world’s first legally binding climate change target. The Act aims to reduce the UK’s greenhouse gas emissions by at least 80% from the 1990 baseline by 2050. The delivery of the Council’s LTP will contribute towards the achievement of this extremely challenging national target.

9.1.2. Although carbon dioxide (CO₂) emissions from transport reduced slightly between 2011 and 2012, the transport sector still represents around a quarter of the UK’s domestic greenhouse gas emissions. Implementing schemes and initiatives to move towards a low carbon transport system will therefore be a key component in meeting the government’s obligations under carbon budgets. To help to reduce transport related carbon emissions at a national level, the government has set up the green bus fund to provide new low emission buses, electrified significant lengths of the national rail network, and provided grants to individuals and businesses purchasing new low emission vehicles.

9.1.3. The government’s White Paper, ‘Creating Growth, Cutting Carbon’, was published in 2011 and set out plans to meet the DfT’s two key objectives of stimulating economic growth and reducing carbon emissions. The document sets out the importance of taking action at a local level to reduce carbon emissions by encouraging people to make sustainable travel choices, particularly for short distance local trips. This key principle has been incorporated throughout the development of the LTP.

9.2 Local Challenges

9.2.1. Carbon emissions, including those from motorised vehicles, can contribute towards long term climate change, the effects of which could have a significant detrimental impact on the Council’s transport assets. The latest projections of climate change include hotter summer weather which would affect the service life of the asphalts used for most road surfacing treatments. Higher rainfall and severe storm events may put pressure on highway drainage systems, and an increased chance of tidal surges could have a major impact on roads adjacent to the River Humber. These conditions could cause significant damage to transport infrastructure and disruption to users.

9.2.2. The total CO₂ emissions from transport in the East Riding was 2.4 tonnes of CO₂ released per resident compared to 2.0 for the Yorkshire and Humber region and 1.9 nationally (figures from the Department for Energy and Climate Change, 2012). This is partly due to the rural nature of the East Riding and the distance between more remote settlements and local services coupled with higher than average car ownership. Transport therefore has a key role to play in reducing the carbon footprint of the East Riding.

9.2.3. The Council has an environmental policy which sets out our approach to managing climate change and ensures that this is coordinated across the Council. This LTP and future Plan updates will take account of these emerging climate change requirements. Many of the schemes that have been funded through the LTP process have already had a positive impact on reducing carbon emissions. For example, schemes which encourage residents to walk, cycle or use public transport will have a corresponding impact on reducing car use and associated emissions.
**Car Ownership**

9.2.4. The majority of residents in the East Riding have access to one or more vehicles (82.4%), higher than the Yorkshire and Humber and national averages (72.4% and 74.2% respectively). This reflects the rural nature of the East Riding, higher than average household incomes, low unemployment rates and the relatively high number of local residents that commute to neighbouring local authorities and cities such as Hull, York and Leeds.

9.2.5. The percentage of East Riding residents that have access to a car or van has increased over the ten year period between the 2001 and 2011 census, from 79.8% to 82.4%. Although this may not sound like a significant increase, this is equivalent to an additional 13,300 households that now own a vehicle. A continued rise in car ownership may result in a corresponding increase in vehicle related carbon emissions.

9.2.6. Most people are, and will continue to be, dependent on the private car as their main way of travelling around the East Riding. A key challenge for the LTP in terms of reducing carbon emissions is therefore to address the heavy reliance of local residents on car travel and encourage modal shift away from car use towards more sustainable transport options, where possible. This is particularly important for journeys to work as it is these regular trips that contribute heavily towards peak hour congestion.

**Modes of Travel and Distance to Work**

9.2.7. The 2011 Census shows that the majority (67.4%) of East Riding residents in employment drive to work compared to 57% nationally. Perhaps not surprisingly, a high proportion of people who use their car to reach their place of employment are in the more rural wards such as Mid Holderness and Beverley Rural (75.9% and 73.1% respectively).

9.2.8. While more residents choose to walk or cycle to work within East Riding’s larger settlements, the number of people driving from and within these urban areas is also still relatively high. For example, in Willerby and Kirk Ella ward an average of 74.3% of residents drive to work each day. In addition, residents living in larger settlements tend to have the shortest commute – over 30% of those living in Willerby and Kirk Ella drive less than 5km to their place of work.

9.2.9. Using data from the 2001 census (2011 data has yet to be released) a similar trend is apparent in other urban areas within the East Riding. In Bridlington North ward 72% of people travel to work by car, while 44.6% of journeys to work in this ward are under 5km. In Goole North 64.7% use their car to commute and over 39% drive less than 5km. This demographic, who are using their car to travel relatively short distances, are an important target group for modal shift schemes as many of these shorter journeys could easily be made by public transport, walking or cycling. This would have a knock on effect on reducing carbon emissions from high rates of car use. Ensuring that the infrastructure is in place to support this modal shift is crucial in underpinning this challenge.

9.2.10. Some places in the East Riding have lower rates of transport-related CO₂ emissions per person. For example, those living in the Major Haltemprice Settlements benefit from frequent high quality public transport links into Hull and as a result, a relatively high number of Haltemprice residents travel to work by bus or train. For example, 8.5% of residents in Hessle ward travel to work by bus or train compared with 4.3% for East Riding as a whole. Partnership working with Hull City Council and the Highways Agency will be vital to continue to encourage sustainable travel for these short trips in to Hull from the Major Haltemprice Settlements.

9.2.11. Some areas within the East Riding have low rates of commuting by car because residents are choosing to travel to work on foot or by bike. Goole has the highest rates of cycling to work in the East Riding area, with up to 11.4% of residents cycling to work each day compared to an average
of 3% in England. Encouraging people to walk or cycle for shorter distances can contribute towards reducing carbon emissions by removing cars from the road as people change to other transport modes and reducing congestion and emissions from idling vehicles.

9.2.12. In some cases it may be possible to remove the need for business travel by encouraging home working and videoconferencing as an alternative to travelling to the office or to meetings. The Council also supports the use of low carbon technology such as electric and hybrid vehicles and has already installed electric vehicle charging points in car parks in Bridlington and Hessle.

**Employment Destinations**

9.2.13. Census data (2011) shows that approximately 58% of people living in the East Riding also work within the East Riding. Overall, the East Riding is a net exporter of labour and over 24,000 more people leave the East Riding to reach their place of work than come into the authority for employment each day.

9.2.14. Using origin/destination travel data from the 2011 census it is possible to map where local residents commute to each day. Analysis of this data shows the following travel patterns:

- 20% of economically active East Riding residents (33,000 people) work in Hull, primarily living in the Major Haltemprice Settlements, Beverley and Hedon (see figures 9.1, 9.2, and 9.3).
- The proportion of those living and working in the East Riding is highest in Bridlington (figure 9.4) and Driffield (figure 9.5), which may reflect their relative isolation from the motorway network and the lack of ‘economic pull’ from Hull and York.
- Approximately 3.2% or 5,460 East Riding residents work in York and are mainly accommodated within Pocklington, Wilberfoss and Stamford Bridge (figure 9.6).

Figure 9.1: Workplace destination of Major Haltemprice residents (where a thicker line represents a higher number of people travelling that route)
Figure 9.2: Workplace destination of Beverley residents

Figure 9.3: Workplace destination of Hedon residents
Figure 9.4: Workplace destination of Bridlington residents

Figure 9.5: Workplace destination of Driffield residents

Figure 9.6: Workplace destination of Pocklington residents
Freight Transport

9.2.15. The East Riding generates a relatively high proportion of carbon emissions from freight transport. Around 10 million tonnes of freight passes through the Port of Hull each year and a further 3 million tonnes through Goole, resulting in a high volume of road freight travelling along the M62/A63 corridor to access the ports and other large industrial parks located adjacent to the trunk road network such as Melton Business Park and Capitol Park at Goole. Other roads carrying significant volumes of freight traffic include the A1079 (York to Hull) and the A614 (Bridlington to the M62).

9.2.16. Rail freight traffic in the East Riding runs predominantly to and from Hull docks, amounting to nearly 100 trains a week with the potential for further expansion. Collaborative working between East Riding of Yorkshire Council, Hull City Council, the Highways Agency and Network Rail will continue to assess whether higher levels of freight can be transferred from the road network on to rail. However, the rail freight network is limited to some degree by gauge constraints and these will need to be addressed before additional rail freight services can become operational.

9.2.17. Some freight is already transported via the River Ouse and the Aire and Calder Navigation which form sustainable transport alternatives to road based freight movements.

KEY PRIORITIES

Objective 3: Reduce Carbon Emissions

Car ownership in the East Riding is rising and the majority of residents continue to commute to work by car. Priorities for reducing carbon emissions through the LTP are therefore:

- To reduce the high proportion of residents in the East Riding’s larger settlements that are still choosing to drive for short distances to get to work.
- To encourage and support residents to make short local trips on foot, by bike or using public transport where possible and ensuring that high quality infrastructure is in place to support these trips.
10 Objective 4: Improve Road Safety

10.1 National Challenges

10.1.1. Injuries and fatalities caused by road traffic collisions cause considerable suffering and can have life changing consequences. They also have significant detrimental effects on the economy in terms of healthcare costs and lost economic output. The annual economic welfare cost as a result of road accidents in Great Britain is around £15.1 billion while insurance payouts for motoring claims are now over £12 billion each year. The impacts of collisions on congestion and the reliability of the road network also have a substantial associated economic cost. This means that there is a strong personal and economic case for reducing fatalities and injuries on our roads.

10.1.2. In the UK there has been a significant decrease in overall road accident casualty figures over the past decade. However, over 1,713 people were killed on UK roads in 2013. It is vital that all partners continue to work together to reduce overall casualty numbers through national and local programmes of road safety education, training and enforcement.

10.1.3. To ensure that the number of road traffic accidents and associated casualties continues to decrease the DfT published their Strategic Framework for Road Safety in 2011. In line with the localism and decentralisation agenda the government has not set overarching national road safety targets or imposed any restrictions on how local authorities address road safety in their area. However, the government anticipates that local authorities will continue to prioritise road safety and to initiate road safety improvements on their networks.

10.2 Local Challenges

Casualty Reduction and Targets

10.2.1. The Council has made excellent progress in reducing the number of deaths and seriously injured on our roads over the last decade. The two lowest annual killed or seriously injured (KSI) totals ever registered in the East Riding were recorded in 2011 and 2012 at 184 and 185 respectively. The number of fatal injuries as a result of road traffic accidents in the East Riding in 2013 was eight, also the lowest figure ever recorded. To put this in to context, the annual average number of KSI between 1994 and 1998 was 302 and in 2007 there were 267 KSI in the East Riding.

10.2.2. This significant reduction in KSIs is due to considerable local investment in road safety schemes and awareness campaigns, and as a result of partnership working between the Council, Humberside Police, Humberside Fire and Rescue and Safer Roads Humber.

10.2.3. It is vital that we do not become complacent and the Council will continue to invest heavily in road safety to ensure that collision figures continue to reduce. A dedicated Road Safety Strategy setting out the Council’s approach to casualty reduction has been produced as part of the development of this LTP (see Chapter 17).

10.2.4. National targets for reductions in the number of people killed or seriously injured (KSI) on our roads were addressed as part of LTPI and in the comprehensive Road Safety Strategy within LTP2. As set out above the DfT has now removed national road safety targets but the Council has made the decision to continue to work towards casualty reduction targets to ensure that road safety schemes and initiatives remain focussed on key corridors and user groups balanced with providing excellent value for money. We have therefore set a target with our partners to
reduce the number of KSIs recorded each year by one third by 2020, based on the average for 2004-2008 and monitored through a three year rolling average.

Road Safety Issues and Target Groups

10.2.5. There are a number of road safety issues specific to the East Riding that require careful consideration and targeted solutions in order to achieve measurable reductions in KSIs. At a national level 60% of fatalities occur on rural roads, with 38% occurring on rural A classified roads with a derestricted speed limit and a further 22% on other rural roads. In contrast, these roads only carry 42% of total traffic flows. This is a particular concern for the East Riding because rural, single carriageway roads with a 60mph speed limit account for approximately 60% (1,230 miles or 1,980km) of our road network. The rurality of the East Riding means that hard engineering options to improve safety on the existing road network are limited. This results in a reliance on the effective delivery of a combination of education, training, publicity and enforcement schemes and initiatives.

10.2.6. Collisions on the East Riding’s rural road network are often concentrated around certain user groups such as young drivers or motorcyclists. For example, motorcyclists (known as Powered Two Wheelers or PTWs) account for a disproportionately large number of casualties in the local area. PTWs represent less than 2% of all motor traffic but are involved in 21% of KSIs in the East Riding and are therefore the most vulnerable road user group.

10.2.7. The number of pedal cycle casualties across the East Riding has increased steadily since 2009. The number of cyclists killed or seriously injured on the East Riding’s roads rose from 10 in 2012 to 24 in 2013, and 108 cycle casualties were recorded in total in 2013. This means that cyclists are also considered a vulnerable group in terms of road safety and casualty levels.

10.2.8. There have been some notable improvements on key strategic routes in the East Riding as a result of road safety and speed reduction schemes implemented through the LTP process. For example, the 2014 European Road Assessment Programme (EuroRAP) report shows that the A1079 between York and Market Weighton is one of the ten most improved routes in the country, and the most improved in Yorkshire and the Humber. This follows the Market Weighton to Hull section of the A1079 being one of the most improved routes in 2010.

10.2.9. However, the EuroRAP risk assessment map shows that the A161 running south from Goole is high risk, and the A166 between Driffield and York and the A1035 between Beverley and Leven is medium risk. The Council will continue to develop and deliver targeted road safety improvements along key local corridors including fixed and mobile safety cameras, additional police enforcement and new or improved signing and lining.

KEY PRIORITIES

Objective 4: Improve Road Safety

The Council has made significant progress in reducing the number of casualties as a result of road traffic collisions but there remains more to be done. Priorities for improving road safety through the LTP are therefore:

- To further reduce the number of people injured in road traffic collisions within the East Riding.
- To focus casualty reduction programmes on high risk road user groups such as PTWs, cyclists and young drivers, and along key corridors and at casualty cluster sites.
Objective 5: Support and Encourage Healthy Lifestyles

11.1 National Challenges

11.1.1. Advances in science and technology mean that people in the UK can now generally expect to live for longer than ever before, and have a wider range of options to address health problems. However, there are still a number of health issues that will present a significant challenge for health services and to wider society in future years.

11.1.2. Firstly, the UK is home to an ageing population which reflects the progress that has been made in reducing mortality but also means an increase in the number of people suffering from chronic age related conditions such as dementia, arthritis and blindness. Transport services and facilities must be able to accommodate older users and those with specific health conditions, particularly as demand for access to healthcare services increases.

11.1.3. Secondly, several major diseases are expected to become more common in all age groups, reflecting changes in people's lifestyles. For example, higher rates of obesity will result in a higher incidence of chronic conditions such as type 2 diabetes. Over 61% of adults in the UK are estimated to be either overweight or obese and this figure has trebled over the last 25 years. The number of overweight and obese children is also rising. The NHS currently spends over £500 million each year on treating obesity, with significant further costs to the economy as a result of lost productivity. Fewer than 40% of adults meet physical activity guidelines and activity rates by this measure generally decline with age.

11.1.4. Forecasts predict that obesity levels will rise to nine in ten adults by 2050 if current trends are not reversed. Inactivity is a driver of adult weight gain, and modern lifestyles have significantly reduced levels of physical activity. Changes such as increasing affluence and higher car ownership, combined with a shift away from local working patterns towards longer distance commuting, have all contributed to diminished levels of fitness.

11.1.5. The National Institute for Health and Clinical Excellence published guidance in 2012 on promoting walking and cycling for transport and leisure purposes. The guidance states that many deaths and illnesses could be avoided by adopting healthier lifestyles and increasing levels of physical activity. Transport can play a significant role in improving health by supporting and encouraging more people to travel using active modes such as walking and cycling, particularly for short local trips.

11.2 Local Challenges

11.2.1. Nationwide NHS reforms came into force in April 2013. The reforms mean that East Riding of Yorkshire Council now has responsibility for public health, which includes developing and delivering services to ensure people stay healthy and avoid becoming ill.

11.2.2. At the same time Clinical Commissioning Groups (CCGs) took responsibility for planning and commissioning hospital and urgent care services, mental health care and community healthcare for the local area. The East Riding of Yorkshire CCG is made up of 38 GP practices in the East Riding and controls almost 70% of the local NHS budget. The CCG wants to promote healthy independent ageing, improve diagnosis and management of dementia and other long-term conditions and increase patient and public involvement in decision-making. The East Riding of Yorkshire CCG covers the majority of the East Riding but some areas are managed by neighbouring CCGs - for example, the Pocklington area is covered by Vale of York CCG.
11.2.3. The most recent public health profile for the East Riding was published in 2014. This concluded that the health of people in the East Riding is mixed compared with the England average. Early deaths from heart disease and strokes, obesity levels in children, smoking rates and levels of physical activity are all better than the England average but there are significant health inequalities within the area. Some of the most deprived wards in the East Riding have associated high levels of poor health – for example, 10% of residents in Bridlington South ward are in bad or very bad health compared to 5.5% nationally.

11.2.4. The policies and schemes included in the LTP can have a significant impact on improving local health levels and contributing towards the Council’s wider aspirations for healthcare. Encouraging and supporting active travel can help to reduce the negative effects of a sedentary lifestyle and can also reduce the likelihood of developing chronic health conditions and associated long-term healthcare costs.

**Obesity and Physical Activity Levels**

11.2.5. The most recent health profile for the East Riding shows that the area has a lower than average number of obese adults (21.1% compared with 23% nationally). However, obesity levels are often considerably higher in deprived areas where people’s health can be undermined by poor lifestyle choices. Obesity rates in the East Riding are predicted to continue to rise in future years in line with national trends.

11.2.6. Evidence indicates that places with highest levels of active travel generally have the lowest obesity rates. This corresponds with the national Active People survey commissioned by Sport England, which showed that 37.5% of East Riding residents take part in moderate exercise at least once a week. This is slightly higher than the England average of 35.2%.

11.2.7. It is important to build on the walking and cycling culture already present in some areas in the East Riding and to promote active travel in areas where walking and cycling rates are less prevalent by ensuring that the sustainable transport network is easy to use and safe for local people. The Council has integrated health into decision making and the LTP will help to support healthy lifestyles by encouraging local residents to walk and cycle, particularly for shorter journeys. This will be achieved though a range of schemes to create a safer environment, particularly for vulnerable road users in urban areas.

**Opportunities for Active Travel**

11.2.8. The rural scenic nature of the East Riding means that the authority is well placed to promote recreational opportunities involving walking or cycling (collectively termed ‘active travel’) within the area. The local walking and cycling networks and the flat, compact nature of the East Riding’s larger towns offer local residents and visitors to the area the option to travel on foot or by bike as a cheaper and quicker alternative to the private car for short local trips or as an enjoyable leisure activity.

11.2.9. The Council has already implemented a number of initiatives to support and encourage more people to use active transport modes more often. These include:

- Development of numerous town centre walking and cycling maps and several leisure cycle maps for settlements including Pocklington, Driffield, Goole, South Holderness and Beverley.
- The Walking the Riding website which contains details of over 300 local walks of varying lengths and difficulties.
- The ‘Walking for Health’ programme run in partnership with the NHS to encourage people to attend a group walk led by a qualified and experienced walk leader.
The Council’s partnership with British Cycling to run a three year programme of skyride local cycling events at locations across the East Riding. The free rides cater for all ages and abilities and are led by trained ride leaders who are on hand to provide advice and support (see figure 11.1).

Figure 11.1: Skyride local cycling event in Beverley

11.2.10. These initiatives complement the numerous infrastructure improvements to the local walking and cycling networks that have been funded through the LTP process. The Council will continue to work with our partners to ensure that health issues and the potential benefits to health are considered as an integral element when planning and prioritising potential new transport schemes.

11.2.11. To continue to support active travel the Council has developed a dedicated Cycling Strategy through this LTP to set out a framework for cycle improvement schemes and promotional initiatives. This Cycling Strategy is included as Chapter 18.

KEY PRIORITIES

Objective 5: Support and Encourage Healthy Lifestyles

Many chronic health conditions could be avoided by adopting healthier lifestyles and increasing physical activity levels. Priorities for supporting healthy lifestyles through the LTP are therefore:

- To encourage more residents to travel using active modes such as walking and cycling, particularly for short local trips.
- To promote and enhance recreational walking and cycling opportunities in the East Riding.
12 Objective 6: Improve Access to Key Services

12.1 National Challenges

12.1.1. Good access to education, employment, health facilities, leisure activities and other services is vital to improving people’s quality of life. However, some people may be unable to access these facilities as easily as others. The following user groups may be particularly at risk:

- People with disabilities, who may find it difficult to access services if the infrastructure has not been constructed or adapted to their needs.
- The elderly, who may find it hard to access transport both in terms of distance to services and boarding facilities. The elderly also tend to have a higher than average requirement for healthcare facilities that may not be located near their homes.
- Those living in remote areas who may find that a lack of public transport services and longer travel distances to employment and other facilities limits their transport options.
- The less financially well off who may find the cost of transport prohibitive, particularly during the current economic recession.

12.1.2. Improving access to services for everyone can be achieved by corresponding improvements to the transport network. Relatively small changes can increase accessibility for a large group of people. In the long term, careful land use planning can ensure that people are located near to the services they need to access and ensure that opportunities are available for all. In the short and medium term, accessibility can be improved through innovative service delivery and good quality transport information provision.

12.2 Local Challenges

Rural Areas and Isolation

12.2.1. East Riding of Yorkshire has a population of 334,179 and is the seventh largest local authority in England in terms of area at 240,768 hectares or 930 square miles. The resulting population density is one of the lowest in the country, ranking 338 out of 348 local authorities at 1.4 people per hectare compared to the national average of 4.1 people per hectare.

12.2.2. Using ‘urban’ and ‘rural’ classifications by output areas, over 70% of the East Riding can officially be designated as ‘rural’ compared with only 27% of England as a whole. The rurality of the East Riding is an asset that is highly valued and prized by residents who appreciate the green open space, pleasant scenery and overall quality of life that rural living provides. However, this dispersed settlement pattern and the remote nature of some parts of the East Riding means that some people find it particularly difficult to access local services, and improving access to education, employment, shopping, social and leisure facilities forms a key challenge for the LTP.

Accessibility Deprivation

12.2.3. A lack of access to core services is a very real form of deprivation experienced by many people in rural areas of the East Riding, particularly for older residents or those with poor mobility. The Indices of Deprivation (2010) includes a measure to assess the physical and financial accessibility of
housing and key local services including the distance to GPs, post offices, local shops and primary schools. Using this indicator the rural areas of the East Riding are ranked very poorly, with 26 Lower Super Output Areas featuring in the 10% most deprived in the country. This can be seen visually in figure 12.1.

Figure 12.1: Areas experiencing barriers to housing and services within the East Riding of Yorkshire

Reduction in Rural Services

12.2.4. Like many other areas in England over the past 20 years, the East Riding is experiencing a continued decline in the number of local service outlets within smaller settlements. Many local shops and garages have closed as online shopping and reducing rural populations in some areas make them less economically viable. This is combined with the growth in large supermarkets that often stock a wide range of goods and are able to undercut local shops substantially in terms of price. This trend towards centralising services also affects access to healthcare. Quality health services are difficult to deliver from rural areas because of the cost of purchasing equipment for multiple locations and providing a higher number of qualified staff.

12.2.5. The reduction in the number of rural services actively promotes travel by private car, going against the aims and objectives of national and local policy. This centralisation also increases the potential for isolation and exclusion for those people who do not have direct access to a vehicle. Although there is an increasing trend for using the internet to purchase goods and for home working, a reliable broadband internet connection is often not available in the more rural parts of the authority area. Older people may also be less confident in using computers and buying items online. This results in a reliance on the private car to reach employment or shopping facilities.
12.2.6. The Council and our partners are working hard to improve broadband coverage and to ensure that all residents are confident in using the internet. For example, the Broadband East Riding project aims to ensure that all households have a reliable broadband connection of at least 2 mbps by December 2015. In addition, the Council runs a wide variety of computer skills courses, including internet training, often held in rural locations.

Public Transport in Rural Areas

12.2.7. The majority of rural settlements do not have a railway station and many are located some distance from the nearest rail line. The number of buses running in rural areas is reducing because such services are often not economically viable for private bus companies to maintain. As a result, the more remote areas of the East Riding often have extremely limited access to conventional public transport services, with buses often running only to selected villages once or twice a day.

12.2.8. Further deterrents to using public transport in rural areas include long journey times, poor connectivity to other bus/rail services and the distance to the local bus stop. For those that do have access to a local bus or rail service the Council provides information on how to apply for various concessionary travel passes, and also offers a discount on the national senior railcard scheme.

12.2.9. While LTP funding cannot directly provide new commercial public transport services, there are schemes that support thriving, vibrant rural communities that are partially funded through the LTP. These include local community transport operators who provide a range of demand responsive services which often address specific transport needs, for example travelling to hospitals or shopping facilities. The Council has developed a Community Transport Strategy to direct funding and service provision in this area, as set out in Chapter 21. The full Community Transport Strategy is included as Appendix C.

12.2.10. The Council also manages a wheels to work moped loan scheme which provides a moped and equipment to residents in rural areas to allow them to access employment, training or education. Applications to the scheme are only accepted if there is no alternative means of travelling to a specific destination. There are currently around 75 bikes out on loan through the scheme and there is often a waiting list to join. LTP funding has been used to purchase additional mopeds, and the Council’s LSTF project has facilitated the opening of a new wheels to work office in Goole to complement the existing office in Bridlington.

Ageing Population

12.2.11. The East Riding is home to a relatively high proportion of older people, with 21% of residents aged 65 or over compared to 16% nationally. Falling mortality rates combined with an increase in the number of younger people moving out of the local area means that the East Riding is home to an ageing population. It is predicted that by 2037, 33% of the total population within the East Riding will be aged 65 or over. Figure 12.2 shows how the future proportion of older residents compares with the Humber and national average.
12.2.12. The distribution of elderly people living across the East Riding is not uniform and there are concentrations of older residents living in coastal areas and in smaller settlements on the fringes of East Riding’s four Principal Towns. For example, over 50% of those living in Sewerby are aged 65 or over. Often these residents have moved into the East Riding after retirement, attracted by the pleasant scenery and the lifestyle.

12.2.13. Older residents can be particularly at risk of experiencing increased levels of isolation and a lack of independence and personal mobility. Many do not have access to a vehicle and limited funds mean that using alternative forms of transport such as taxis may not be realistic. Isolation and exclusion may also be a particular issue for those who do not have family or friends living nearby to help with lifts or picking up goods.

12.2.14. It is therefore important that the Council, in partnership with its stakeholders, facilitates more travel opportunities for older residents to ensure that they can maintain their independence by accessing social events, educational opportunities and key services and facilities. As set out above, such opportunities are currently provided by local community transport operators who provide a fully accessible, flexible door-to-door facility for older users. Funding to support community transport will continue to be provided through the LTP.

Figure 12.2: Population aged 65+ in the East Riding between 2012 and 2022

Access to a Vehicle

12.2.15. Over 25,200 households in the East Riding do not own a car. Low car ownership is particularly prevalent in deprived areas – over 41% of residents in Bridlington South ward and 37% of those in Goole South ward do not have access to a car or van. This could indicate that either the existing public transport provision and the walking/cycling networks in these towns are sufficient to override the need for a car; or that households in these areas are unable to afford to buy a vehicle, or a combination of the two.
A key challenge for the Council and its partners is therefore to consider how to improve access to services for those households that do not have a vehicle. This can be addressed through the provision of a high quality walking and cycling network and community transport schemes for those in more rural areas.

**KEY PRIORITIES**

**Objective 6: Improve Access to Key Services**

The East Riding is a particularly rural authority with areas of significant remoteness. The area also has an ageing population and there are some areas with low levels of car ownership. Priorities for improving access to key services through the LTP are therefore:

- To continue to support schemes which provide alternative transport options for older and disabled residents and those living in rural areas, including community transport and wheels to work.
- To ensure that those residents who do not own a vehicle have access to high quality walking, cycling and public transport networks.
Section C
STRATEGIES
13 Introduction to Strategies

13.1.1. This Section includes a number of strategies to tackle the transport challenges and priorities identified in Section B and to contribute to achieving the six strategic LTP objectives identified in Section A. Table 13.1 demonstrates how each strategy within the LTP will contribute towards the delivery of the LTP objectives.

13.1.2. The Council, in partnership with key stakeholders, has identified a number of potential schemes for delivery through the strategies identified in Table 13.1. In order to decide which schemes should be implemented through the LTP the Council has developed an appraisal framework which considers each scheme in terms of benefits (contribution to achieving the LTP objectives and tackling the key priorities) and affordability.

13.1.3. Appraising each potential scheme using the framework results in a final value for money score for each scheme. These final scores have been used to rank the schemes and produce a prioritised work programme for the three-year LTP Implementation Plan period (2015/16-2017/18). The scheme appraisal framework also evaluates any potential risk or deliverability issues for each scheme to ensure the preparation of a realistic and deliverable programme.

13.1.4. The schemes that will be taken forward for delivery are therefore those that offer the best value for money, the highest contribution to achieving the LTP objectives, and maximum benefit for local residents, visitors and businesses in the East Riding. Ensuring that each scheme offers high value for money is particularly important given the significant reductions in transport funding for local authorities during the LTP period.

13.1.5. Further information about the appraisal process can be found in the LTP Implementation Plan, alongside the final prioritised list of schemes.

Table 13.1: How our LTP Strategies contribute towards meeting the LTP objectives

<table>
<thead>
<tr>
<th>LTP Strategy</th>
<th>LTP Objectives</th>
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<tbody>
<tr>
<td></td>
<td>Objective 1: Improve maintenance and management</td>
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<td>Objective 2: Support sustainable economic growth</td>
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<td>Objective 6: Improve access to key services</td>
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<td>Network Management Plan</td>
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<tr>
<td>Transport Asset Management Plan</td>
<td>✓ ✓ ✓ ✓ ✓ ✓</td>
</tr>
<tr>
<td>Individual Transport Strategies</td>
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<tr>
<td>Rail</td>
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<tr>
<td>Community Transport</td>
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14 Network Management Plan

14.1 Introduction

14.1.1. The government is committed to tackling congestion and disruption on the highway network and introduced the Traffic Management Act in 2004 to give local authorities new powers to keep roads clear and traffic moving. Part 2 of the Act imposes a network management duty on local highway authorities to manage their road networks and provides greater powers to minimise unnecessary disruption caused by poorly planned works, activities and events.

14.1.2. Section 16 (1) of the Traffic Management Act sets out the requirement of the network management duty as follows:

“It is the duty of a local traffic authority to manage their road network with a view to achieving, so far as may be reasonably practicable having regard to their other obligations, policies and objectives, the following objectives:

(a) securing the expeditious movement of traffic on the authority’s road network”

14.1.3. Section 31 of the Traffic Management Act specifically states that the term “traffic” includes pedestrians. The duty therefore requires the Council to consider the movement of all road users including pedestrians and cyclists as well as motorised vehicles, whether engaged in the transport of people or goods.

14.2 Background

14.2.1. The Council takes its network management duty extremely seriously and recognises the opportunities that the duty brings in terms of improved service delivery. Efficient network management can result in reduced congestion which in turn provides benefits in terms of lower carbon emissions, improved journey time reliability and an associated reduction in lost productivity.

14.2.2. DfT guidance on preparing LTPs states that the network management duty needs to be reflected within the Council’s LTP. To address this requirement, comprehensive Network Management Plans setting out our approach to the duty were prepared as part of the Council’s previous LTPs. East Riding of Yorkshire Council’s current Network Management Plan is included as Appendix A to the LTP.

Traffic Manager

14.2.3. As part of highway authorities’ powers under the Traffic Management Act, there is a requirement for every local authority to appoint a Traffic Manager. The role of the Traffic Manager is “to perform such tasks as the authority considers will assist it to perform the network management duty”.

14.2.4. The performance of the duty requires a ‘whole authority’ approach and the Traffic Manager should provide a focal point within the authority, championing the need for the authority to consider

Road maintenance works in the East Riding
the duty in all areas of work. This includes roadworks management, protection of the strategic highway from delays associated with new development, car parking, incident management, public transport provision and information. This responsibility within the Council is delegated to the Strategic Transport Planning Manager.

14.3  Aim

14.3.1. The primary aim of the Network Management Plan is as follows:

The Council will carry out its duties as set out in the Traffic Management Act (2004) to ensure the efficient management of the local highway network by avoiding, reducing or minimising unnecessary congestion or disruption.

14.4  Progress to Date

Congestion Management

14.4.1. Over the LTP3 period the Council’s Transport Policy Team submitted numerous successful funding bids to address pinch points and congestion on the local highway network. Further details on these bids are set out in Chapter 2. These schemes have had a significant impact in terms of reducing delays and improving the efficiency of the road network. However, some of East Riding’s larger towns such as Bridlington and Goole, and the A164 and A1079 corridors still experience occasional congestion, particularly during peak hours. There are also localised congestion problems outside some schools in the East Riding.

14.4.2. The Council will continue to make every effort to tackle congestion issues at these locations. Many schemes implemented through the other strategies within our previous LTP3, such as the 14 individual transport strategies and the bus and rail strategies, have helped to reduce congestion through encouraging more people to travel by means other than the private car. Other initiatives introduced to help to reduce congestion in the East Riding include:

- Working closely with utility companies to programme works for times when traffic flows are low, such as at night, at weekends or during school holidays;
- Quarterly meetings with utility companies and the Highways Agency to co-ordinate future works and reduce potential conflict (for example, major works taking place on parallel routes);
- Aligning Council and private sector works so that multiple works can take place at one site at the same time;
- A dedicated School Travel Team to encourage children and parents to walk, cycle or scoot to school and provide support to schools to help them achieve a Modeshift sustainable travel accreditation;
- Development of a preferred HGV route network which is clearly signed and is included on a freight map of the East Riding;
- Establishing a clear process for managing the movement of abnormal loads through the local area;
- Introduction of variable message signs in key settlements to provide route guidance (in Bridlington and Goole) and parking guidance (Beverley and Bridlington);
- Careful use of Traffic Regulation Orders to manage speed limits, parking and weight limits;
■ Setting up an Events Safety Advisory Group (ESAG) to provide advice and guidance to organisers of local public events, including traffic management, road closures and parking arrangements; and

■ Development of a free liftshare website for anyone travelling to, from or within the East Riding (see www.eastridingcarshare.com) to reduce the number of single occupancy car trips.

**Regional Input to Network Management**

14.4.3. Senior Officers responsible for the Council’s network management duty attend quarterly meetings of both the Yorkshire Highway Authorities and Utilities Committee (YHAUC) and the Yorkshire Traffic Managers Group (YTMG). These meetings allow the constituent authorities and utilities to discuss new developments, share experiences, develop best practice, resolve cross-boundary or regional issues, provide guidance and disseminate government requirements and regulations.

**Monitoring Performance**

14.4.4. To provide a consistent monitoring framework to assess the progress of local authorities in meeting their network management duty, the YTMG developed a self-assessment framework that enables local authorities to review the performance of its network management activities. The framework involves scoring performance against a series of questions, resulting in a comprehensive appraisal that can be used to establish improvements. The Council has adopted this framework as a key means of assessing its own performance.

14.4.5. Work to improve the delivery of our network management duty over the last five years has resulted in a significant improvement in the Council’s YTMG score, as set out in table 14.1 below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Score</th>
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<tbody>
<tr>
<td>Jan 2008</td>
<td>76.6%</td>
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<tr>
<td>May 2008</td>
<td>83.6%</td>
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<tr>
<td>Nov 2013</td>
<td>89.9%</td>
</tr>
</tbody>
</table>

**Consultation**

14.5.1. A major exercise seeking the comments of Ward Members, town and parish councils, the emergency services, bus operators and other key stakeholders was undertaken in autumn 2011. Over 120 responses were received through this consultation process, a far higher number than previous consultations, and 70% indicated that they were satisfied or very satisfied with the management of the network. Further information on public satisfaction with highways and transport is obtained through the results of the National Highways and Transport survey. The results of these surveys allow network improvement schemes and initiatives to be identified and included in the Network Management Improvement Plan (see section 14.6).

14.5.2. The YTMG has a list of recommended network management stakeholders and the Council involves these stakeholders, as appropriate, in our consultation processes for the Network Management Plan. As such, draft copies of the Plan were circulated to the following:
14.6 Plans for the Future

Network Management Improvement Plan

14.6.1. The development of the Network Management Plan and the ongoing consultation with stakeholders and partners has identified a number of actions that should be implemented in order to improve the Council’s network management activities.

14.6.2. These actions form the Network Management Improvement Plan, which will be delivered over the three year LTP Implementation Plan period (2015/16 to 2017/18). The full Network Management Improvement Plan can be found in table 10.1 in the Network Management Plan, which is included as Appendix A.

14.7 Addressing our Transport Priorities and Achieving the LTP Objectives

14.7.1. In Section B of the LTP the Council has identified a number of key transport challenges and priorities which must be addressed in order to achieve the six LTP objectives. Although the Network Management Plan will help to tackle a number of these priorities and subsequently contribute towards the delivery of a number of objectives it will primarily address the priorities set out under objective 1 as follows:

**Objective 1: Improve the Maintenance and Management of the Existing Transport Network**

- To deliver a robust Transport Asset Management Plan and Network Management Plan to manage our network and direct investment to maintain and improve the efficiency and condition of our transport network.
15 Transport Asset Management Plan

15.1 Introduction

15.1.1. East Riding of Yorkshire Council manages an extensive highway network of approximately 2,000 miles (3,300km) of carriageway, which supports 26 million journeys a year. We also maintain a footway/cycleway network of 1,174 miles (1,890km), over 500 bridges, a street lighting stock of over 38,000 columns and over 58,000 traffic signs. The Council’s transport assets serve a diverse ‘customer’ base, covering both rural and urban areas and areas of deprivation and of affluence, some of which border on major conurbations including Hull and York.

15.1.2. The local highway network and other local transport infrastructure assets together represent by far the biggest capital asset that the UK public sector holds. The local transport network provides access to businesses and communities and helps to shape the character and quality of the area, as well as making an important contribution to wider Council priorities including economic activity, regeneration, education, health and community safety.

15.1.3. A transport system that is well maintained and managed is essential for people and goods to travel quickly, reliably, safely, securely and more affordably, as well as for transport to minimise its environmental impacts. The Council has therefore developed a Transport Asset Management Plan (TAMP) to ensure that we can make best use of the available assets within the constraints of available funding.

15.1.4. This asset management approach is in line with guidance from the DfT on Local Transport Plans and advice issued by the Highways Maintenance Efficiency Programme and the Chartered Institute of Public Finance and Accountability (CIPFA). These high level documents recommend an asset management approach for maintaining the transport network in order to provide maximum value for money while delivering efficiency gains and service improvements.

15.2 Background

15.2.1. As well as informing the LTP the TAMP ensures that our asset management policies are up to date at a time when availability of funding and pressure to deliver best value for money has increased. It is anticipated that the Council’s robust approach to transport asset management, as set out in the TAMP, will allow the authority to deliver high value for money with the limited resources available.

15.2.2. The Council’s TAMP has been structured using guidance set out in the recent code of practice issued by the Highways Maintenance Efficiency Programme and advice published by CIPFA. This guidance suggests that a TAMP is set out around seven distinct asset groups, which are as follows:

- Carriageways;
- Footways and cycleways;
- Structures;
- Street lighting;
- Street furniture;
- Traffic management; and
- Highway land.
15.2.3. The TAMP also includes an additional non-highway element based around supporting infrastructure.

15.2.4. The TAMP clearly quantifies and evaluates each of these transport assets in the East Riding and identifies their condition, investment needs, and current and future priorities. This information is then used to develop a coordinated programme of works which aims to establish low whole life costs, reduce reactive maintenance and help to achieve the LTP objectives and the Council’s wider aspirations.

15.3 Aim

15.3.1. The primary aim of the TAMP is as follows:

The Council will work with our partners to implement a systematic approach to the asset management of the Council’s transport network, considering safety, serviceability and sustainability.

15.4 Progress to Date

External Funding

15.4.1. Comparison of regional road lengths shows that the East Riding has the second longest road length in the region, with over 60% of its network being rural. As urban roads receive greater funding, the authority is therefore significantly disadvantaged in its funding compared to the more typical local authority balance of 29% rural: 71% urban. In addition to this, annual uplifts in the highways budget have not kept pace with inflation over the last 10 years and this has resulted in reduced purchasing power. The cost of maintaining roads is now 50% higher than it was a decade ago and traffic is forecast to increase by between 24% and 46% by 2040 (Action for Roads report, DfT), both of which will put additional pressure on the local road network.

15.4.2. There is a risk that this could result in a growing maintenance backlog where roads are not maintained to a level appropriate to their classification. To address this, the authority has worked hard to prioritise investment through our existing budgets and explore ways of bringing in additional road maintenance funding where possible. As part of this process the Council submitted numerous successful funding bids and secured other external funding for maintenance on the road network across the East Riding, including:

- £1.3 million from the DfT’s severe weather recovery fund to help repair roads damaged by the poor weather conditions in winter 2013/14;
- An additional £2.6 million awarded through the DfT’s Pothole Fund for road repairs in 2014/15;
- An additional £921,000 of LTP maintenance funding from the DfT for 2014/15; and
- £16.7 million as a result of our ‘A’ Road maintenance funding bid to the York, North Yorkshire and East Riding LEP, for schemes delivered between 2016/17 and 2020/21.
15.4.3. This funding was and will be used on a wide variety of maintenance schemes to improve carriageway condition, prolong the life of the road and drive down costs of reactive maintenance.

**Minimising Environmental Impact**

15.4.4. The Council will continue to review our management and maintenance policies to ensure that their impact on the environment is minimised. This may include a greater use of techniques such as recycling surface materials, selecting treatments which produce minimal waste, ensuring that new surfaces do not increase run off from rainfall, and changes to gritting regimes.

15.4.5. Officers have already started to implement techniques to reduce the impact of maintenance schemes on the environment. For example, since 2011 we have swept up any loose chippings and stockpiled them for washing, grading and recycling. This process has resulted in savings of approximately £40,000 a year and has reduced fuel use during delivery of chippings, and saves about 2,000 tonnes of virgin aggregate extraction every year.

15.5 **Consultation**

15.5.1. The LTP was subject to a formal eight week consultation in November/December 2014. However, in developing the TAMP, specific discussions were also held with the Council’s Streetscene Services Team and Civil Engineering Services Team.

15.6 **Plans for the Future**

15.6.1. The Highways Asset Management Team prepares an annual programme of maintenance schemes for the local transport network which is approved as part of the Council’s capital programme. In determining the planned maintenance programme, the Council will develop schemes to support accessible, safe and sustainable communities whilst making best use of available resources.

15.6.2. Sites that require maintenance are identified through a number of sources including the results of network condition surveys, engineer’s requests (which include feedback from the public), road safety records and insurance claims. Each site is assessed using weighted criteria for serviceability, safety and sustainability using the guidance set out in ‘Well-maintained highways: Code of Practice for Highway Maintenance Management’. A prioritised list of sites is then evaluated by the Council’s Infrastructure and Facilities Team. It is at this stage that an engineer determines the correct intervention treatment and timescale to resolve the identified issues.

15.6.3. As well as the standard LTP programme of planned maintenance, the Council will oversee additional maintenance schemes to be implemented between 2016/17 and 2020/21 using funding devolved through the York, North Yorkshire and East Riding LEP.

15.7 **Addressing our Transport Priorities and Achieving the LTP Objectives**

15.7.1. In Section B of the LTP the Council has identified a number of key transport challenges and priorities which must be addressed in order to achieve the six LTP objectives. Although the TAMP will help to tackle all of these priorities to some degree, and subsequently contribute towards the delivery of a number of objectives, it will primarily address the priorities set out under objective 1 as follows:

**Objective 1: Improve the Maintenance and Management of the Existing Transport Network**

- To deliver a robust Transport Asset Management Plan and Network Management Plan to manage our network and direct investment to maintain and improve the efficiency and condition of our transport network.
16 Individual Transport Strategies

16.1 Introduction

16.1.1. As part of the development of LTP3, the Transport Policy Team prepared individual transport strategies for each of the 14 main settlements in the East Riding, as identified in the settlement network included in the emerging East Riding Local Plan. These individual transport strategies were well received by local residents and stakeholders and were an effective way of delivering targeted schemes for each area, and so the decision has been made to continue this approach through this LTP.

16.2 Background

16.2.1. The LTP includes 14 individual transport strategies for the East Riding’s main settlements, which are designated through the emerging Local Plan as follows:

- Major Haltemprice Settlements:
  - Anlaby/Willerby/Kirk Ella
  - Cottingham
  - Hessle

- Principal Towns:
  - Beverley
  - Bridlington
  - Driffield
  - Goole

- Towns:
  - Elloughton/Brough
  - Hedon
  - Hornsea
  - Howden
  - Market Weighton
  - Pocklington
  - Withernsea

16.2.2. Over 90% of East Riding’s population live within five miles of one of these 14 settlements. Preparing transport strategies for each of these places is therefore an efficient way of implementing settlement specific transport schemes which provide the maximum benefit for the local community while also representing high value for money.

16.2.3. An example of an individual transport strategy is included in Appendix D. If you would like a copy of any of the individual transport strategies please contact us using the details at the back of this document.
16.3 **Aim**

16.3.1. The primary aim of the individual transport strategies is as follows:

The Council will implement a range of schemes in our 14 main settlements to encourage residents to make more short local trips on foot or by bike rather than travelling by single occupancy private car.

16.4 **Progress to Date**

**National Awards Success**

16.4.1. As set out in Chapter 1, the development of individual transport strategies for our main settlements is a unique approach to transport planning that has been pioneered by the Council’s Transport Policy Team. The authority won the prestigious ‘Transport District/Unitary of the Year’ award at the 2012 National Transport Awards, with the judges praising our “innovative approach to transport planning and in particular for providing bespoke transport strategies for each of the 14 main population centres.”

**Completed Schemes**

16.4.2. Numerous transport schemes to improve facilities for walkers and cyclists were delivered through the previous individual transport strategies which formed part of LTP3. These schemes have enhanced the sustainable transport networks in these locations and have also improved safety for pedestrians and cyclists.

16.4.3. Examples of key schemes delivered through the individual transport strategies between 2011 and 2015 include:

- New zebra crossing facilities on Keldgate and Champney Road in Beverley;
- Installation of on-road cycle lanes on both sides of Fortyfoot in Bridlington;
- New leisure cycle map for Driffield including five circular routes of varying length starting from the town;
- Introduction of a 20mph zone within the Thorntree Lane/Coniston Way area of Goole;
- New off-road cycle facility between Willerby Square and Willerby shopping park, also linking to the new cycle route along the A164;
- New off-road footway/cycle route through the cemetery between Eppleworth Road and Mill Lane in Cottingham;
- Provision of dropped kerbs and tactile paving at the Swanland Road/Barrow Lane staggered crossroads junction in Hessle;
- New covered shelter over the existing cycle parking stands at the Welton Road/Elloughton Road shops in Brough;
- Extended the existing footway on the southern side of Acklam Road westwards to provide a continuous footway between Acklam Road and Thorn Road in Hedon;
- Introduced a 20mph speed limit and school safety zone within the vicinity of Hornsea School and Language College on Eastgate;
Extended the existing Station Road shared use footway/cycleway in Howden in a southerly direction to the junction with Flatgate;

Provided formal surfacing on the footpath between Scotts Croft, Croft Close and Wicstun Way in Market Weighton;

Remarked and upgraded the facilities at the zebra crossing on Yapham Road near the junction with Garths End in Pocklington; and

Transport improvement works along Queen Street in Withernsea as part of a wider refurbishment scheme.

16.5 Consultation

16.5.1. Local stakeholders were consulted at an early stage in the development of each of the individual transport strategies. This ensured that local knowledge and expertise on transport issues in each area was fed into the strategy, and that any schemes included within the strategy were locally acceptable and deliverable. It also allows stakeholders to take ownership of schemes in their area and supports a shift towards increased localism.

16.5.2. Consultation on each individual transport strategy was undertaken in two stages. Firstly, stakeholders were asked to comment on the content of a draft strategy and suggest potential schemes that they would like to be considered for appraisal and prioritisation. Stakeholders included local Ward Members, the relevant town and parish councils and Council officers from the following teams:

- Area engineers;
- Civil engineering services;
- Countryside access;
- Forward planning;
- Renaissance teams; and
- Traffic and parking.

16.5.3. The second stage of the consultation process involved circulating a final version of each individual transport strategy to the stakeholders set out above, including a prioritised list of schemes for implementation between 2015/16 and 2017/18. The final version of each individual transport strategy was then signed off by the relevant town or parish council prior to the formal adoption of the LTP.

16.6 Plans for the Future

16.6.1. The implementation plans for each individual transport strategy include a three year programme of prioritised schemes to support and enhance the development of high quality walking and cycling networks in each settlement.

16.6.2. The Council will continue to work closely with local stakeholders to identify potential future schemes for implementation from 2018 onwards. Transport Policy officers will start work on refreshing the strategies in 2016/17 to ensure that there is a seamless transition between this implementation plan period and the subsequent LTP programme.

16.7 Addressing our Transport Priorities and Achieving the LTP Objectives

16.7.1. In Section B of the LTP the Council has identified a number of key transport challenges and priorities which must be addressed in order to achieve the six LTP objectives. Although the
individual transport strategies will help to tackle a number of these priorities and subsequently contribute towards the delivery of a number of objectives it will primarily address the priorities set out under objectives 2, 3, 5 and 6 as follows:

**Objective 2: Support Sustainable Economic Growth and Regeneration**

- To work with the Council’s Forward Planning Team to ensure that new housing and employment development is accommodated without having an adverse impact on the existing transport network, and that access to new development sites by sustainable transport modes is considered at an early stage.

- To work closely with local Renaissance Partnerships to implement schemes that help to address deprivation and support local growth while meeting the objectives of local Renaissance Plans and the LTP.

**Objective 3: Reduce Carbon Emissions**

- To reduce the high proportion of residents in the East Riding’s larger settlements that are still choosing to drive for short distances to get to work.

- To encourage and support residents to make short local trips on foot, by bike or using public transport where possible and ensuring that high quality infrastructure is in place to support these trips.

**Objective 5: Support and Encourage Healthy Lifestyles**

- To encourage more residents to travel using active modes such as walking and cycling, particularly for short local trips.

- To promote and enhance recreational walking and cycling opportunities in the East Riding.

**Objective 6: Improve Access to Key Services**

- To ensure that those residents who do not own a vehicle have access to high quality walking, cycling and public transport networks.

### 16.8 Individual Transport Strategy Schemes

16.8.1 A number of schemes to improve facilities for pedestrians and cyclists will be funded through the LTP. Further details on individual transport strategy schemes are set out in the three year LTP Implementation Plan (2015/16-2017/18).

16.8.2 As well as funding schemes through the LTP the Council’s Transport Policy Team will continue to explore opportunities for other external sources of funding for schemes where appropriate.
17 Road Safety Strategy

17.1 Introduction

17.1.1. The Council is committed to improving safety on its highway network, and the reduction of trauma and suffering caused by collisions on East Riding’s roads remains a priority during the period of the LTP.

17.2 Background

17.2.1. Successful road safety schemes and initiatives have a number of well documented benefits in terms of reducing the risk of death or injury on our roads. However, investing in road safety can also result in a number of other benefits which are summarised as follows:

- **Cost savings** – road collisions have a serious detrimental impact on the economy, and the healthcare and insurance costs along with lost economic output are significant. Using valuation guidance published by the DfT, the cost of injury collisions in the East Riding is estimated at approximately £86 million each year (2011 prices).

- **A more efficient road network** – serious collisions can cause road closures and disruption to the network, resulting in congestion and delays. These delays also have an economic cost in terms of lost time and productivity.

- **Improved conditions for local businesses** – reducing the number and severity of collisions will improve conditions for local business by reducing costs associated with long and unreliable journey times resulting from road traffic incidents.

- **Improved quality of life** – injuries sustained in road traffic collisions can cause decreased mobility, reduced life expectancy, an ongoing requirement for care and support, and a significant reduction in terms of quality of life. These impacts are particularly hard to quantify.

- **Increased levels of sustainable travel** – reducing the level of actual and perceived risk associated with active travel modes such as walking and cycling may encourage modal shift away from private car use.

- **Reduced carbon emissions** – driving more responsibly results in a less aggressive driving style for most vehicle users, with resultant cost savings from lower fuel consumption and reduced CO₂ emissions.

17.2.2. In May 2011 the DfT published a ‘Strategic Framework for Road Safety’, setting out its approach to reducing death and injury on Britain’s roads. The Framework includes a road safety action plan and a wide range of outcomes against which progress at a national level will be measured. Unlike the previous national road safety strategy the Strategic Framework does not set casualty reduction targets, but instead forecasts that road deaths in Britain will fall to between 1,530 and 1,770 by 2020.

17.2.3. The Council has a statutory duty to improve road safety in the local area, as set out in the 1988 Road Traffic Act, Section 39. Among the duties the Council “…must prepare and carry out a programme of measures designed to promote road safety and may make contributions towards the cost of measures for promoting road safety taken by other authorities or bodies.” The LTP Road Safety Strategy helps the Council to meet this duty.
17.3 Aim

17.3.1. The aim of the LTP Road Safety Strategy is as follows:

The Council will continue to make every effort to improve road safety to make travel safer for all users, and to reduce the number of people injured in collisions on East Riding’s highway network.

17.4 Progress to Date

Reduction in Casualties

17.4.1. Figure 17.1 shows the number of people killed or seriously injured (KSI) and the total number of people injured in traffic collisions in the East Riding and demonstrates how these figures have reduced over the last decade. Performance is monitored using a three year rolling average to remove single year fluctuations influenced by weather conditions or other factors.

Figure 17.1: East Riding of Yorkshire – recent casualty figures

17.4.2. As shown in figure 17.1 there has been a significant reduction in the number and severity of injuries on East Riding’s roads over the last decade. The two lowest annual KSI totals ever registered in the East Riding were recorded in 2011 and 2012 at 184 and 185 respectively. To put this in to context, the annual average number of KSIIs between 1994 and 1998 was 302.

17.4.3. The 2014 EuroRAP report states that the A1079 between York and Market Weighton was one of the ten most improved routes in the country between 2007-09 and 2010-12. This is the only
road in the Yorkshire and Humber region in this most improved list, and follows the Market Weighton to Hull section of the A1079 being included in the list in 2010. The improvements along the A1079 are as a result of a targeted programme of works along the route including improved road markings and signing, drainage improvements, resurfacing, a speed limit review, junction improvements including reconfiguration at the change from single to dual carriageway where right turn movements were problematic, new pedestrian refuges for public transport accessibility, and targeted enforcement and educational campaigns.

**Safer Roads East Riding**

17.4.4. Early in 2008 the Safer Roads East Riding (SRER) partnership was formed to monitor, manage and evaluate casualty reduction activity within the East Riding. The group includes delivery level representatives from the Council, Humberside Police, Safer Roads Humber and Humberside Fire and Rescue.

17.4.5. This partnership, chaired by the Council’s Transport Policy Team, meets every two months to oversee effective delivery of the Council’s LTP Road Safety Strategy and other collaborative projects. SRER has facilitated better coordination between different organisations and more effective deployment of resources and the Council has been able to integrate activity with our partners to reduce costs and increase effectiveness.

17.4.6. The SRER partnership allows the most appropriate response to collision issues to be identified and applied. For example, the contributory causes of collisions on some routes may indicate that traditional road safety engineering is unlikely to be successful but that a combination of enforcement action and publicity is more likely to be effective.

17.4.7. In 2012 the SRER partnership received a Prince Michael Road Safety Award for joint working to reduce the number of motorcycle casualties in the area.

**Safer Roads Humber**

17.4.8. The Council is an active partner in the sub-regional Safer Roads Humber partnership. This brings together partners including local authorities, the police, fire and rescue, the ambulance service and the courts. The partnership manages diversion courses as an alternative to prosecution for motoring offences, the deployment of safety cameras and joint publicity and education activities in the Humber area. Through the partnership, the Council also works across the Yorkshire and the Humber region to achieve economies of scale and a consistent approach to shared road safety and casualty reduction issues.

**Engineering**

17.4.9. The Council completes an annual assessment of all recorded injury collision data to identify ‘clusters’ at particular locations or along routes which may be amenable to treatment through established road safety engineering techniques. This assessment can also identify issues with particular road user groups across the highway network as a whole.

17.4.10. As recommended in national guidance, cluster sites are identified as locations where there have been at least four injury collisions in a three year period or where there have been three injury collisions in a single year. Further analysis looks at data spanning 10 years at each identified site and, where appropriate, recommends potential remedial schemes, providing cost estimates and value for money appraisals. Examples of potential schemes might include the application of traditional engineering solutions such as resurfacing, carriageway marking schemes or the introduction of electronic, vehicle activated signing.
17.4.11. The Council has produced a number of guidance notes to improve road safety in the East Riding. For example, our Rural Road Design Code, developed through LTP3, provides local guidance on signing standards and helps to promote consistency across similar routes. Providing this uniformity for drivers helps their understanding of the road environment and contributes to reducing collisions. The Council’s Passive Safety Procedure helps designers to decide when and where structures should be energy absorbing and designed to collapse or deform if struck by a vehicle.

17.4.12. The Council has also developed a Safety Audit Strategy to ensure that significant projects are independently assessed to ensure, as far as possible, that they are safe in operation. This is important to ensure that safety is ‘built in’ to new infrastructure.

Education, Training and Publicity

17.4.13. The Council’s Road Safety Team, in partnership with Humberside Police and the Fire and Rescue Service, provides regular and structured educational support for schools, colleges and businesses. Council officers work with schools and colleges to provide training and promote safe walking, scooting and cycling. They also lead on a range of publicity and information campaigns which are undertaken throughout the year, providing guidance on subjects such as the correct use of child car seats, drink-drive issues, the need to be aware of other road users and the hazards encountered on rural roads.

17.4.14. In addition to Bikeability cyclist training the Council offers pedestrian safety training and scooter awareness activities to all primary schools and provides resources for parents and teachers. At the transition between primary and secondary school, the Council delivers training to year 6 pupils to consider the change in travel patterns that often takes place when a pupil moves to secondary school, such as the safe use of buses or making longer journeys on foot or by bike.

17.4.15. The Team also delivers the School Crossing Patrol service to assist in safe travel to and from school and works with schools to promote safe, sustainable travel. This takes the form of cycle-friendly and modeshift accreditation schemes. Sustainable travel to schools is discussed further in the Network Management Plan (see Appendix A to the LTP). Encouraging public transport use as an alternative to car travel can also remove vehicles from the road and have a corresponding positive effect on road safety.

Enforcement

17.4.16. National statistics show that most fatalities occur on rural single carriageway roads with a derestricted speed limit (60mph). In England over 40% of total fatalities occur on rural ‘A’ roads and a further 21% on other rural roads. This is a particular concern for the East Riding because rural, single carriageway roads with a 60mph speed limit account for approximately 60% (over 1,230 miles) of our road network, and in accordance with national trends a substantial number of high-speed collisions take place on rural roads in the East Riding. These rural road casualties are often concentrated around certain user groups such as young drivers or motorcyclists.

17.4.17. Often, traditional road safety engineering solutions are ineffective along these routes and appropriate enforcement can be the most effective remedial option, either through fixed and
mobile safety cameras or targeted Police activity. Additional enforcement often works particularly well when delivered with an associated publicity campaign to ensure that the aims of the initiatives are clear and linked to casualty reduction.

17.4.18. With reduced resources available to the Police, the Council has contributed to the cost of this additional enforcement activity through an innovative ‘Enforcement Brief’ process. This allows data led targeting and monitoring of activity to ensure effectiveness and value for money. The process targets routes with specific casualty issues, road user groups who are over-represented in terms of injury numbers and vehicle-specific offences that have a road safety impact. The Enforcement Brief process ensures that limited resources are focused on specific casualty issues and the outcomes are monitored using recorded collision data to ensure value for money.

17.4.19. Effective Police enforcement allows driver behaviour to be monitored and corrected, with the use of awareness courses as an alternative to prosecution meaning that those who have shown poor skills have an opportunity to improve their knowledge and behaviour. Police intervention can also provide a useful way of communicating directly with some groups, such as motorcyclists, to allow for two-way discussions over road safety issues and other concerns.

**Speed Management**

17.4.20. Each year around 100 complaints are received from parish and town councils and members of the public relating to speeding vehicles on the East Riding’s highway network. To maximise the efficient use of resources in addressing these complaints a draft Speed Management procedure has been piloted with Humberside Police. The policy sets out a process for assessing complaints, providing a structured and effective method of appraisal and allocating resources as required by the severity of the problem. This results in a consistent, sensitive and transparent approach to speed related complaints across the East Riding.

17.4.21. The Speed Management procedure forms part of the Council’s wider speed limit policy.

### 17.5 Consultation

17.5.1. The LTP was subject to a formal eight week consultation in November/December 2014. However, in developing the LTP Road Safety Strategy specific discussions were also held with the following parties:

- Council’s Road Safety Team;
- Council’s Traffic and Parking Team;
- Council’s Civil Engineering Services Team;
- Humberside Police;
- Humberside Fire and Rescue;
- Safer Roads East Riding; and
- Safer Roads Humber.
17.6 Plans for the Future

Casualty Reduction

17.6.1. With our partners, the Council remains fully committed to reducing the overall number of people involved in road traffic collisions in the East Riding. Over £2.4 million was allocated through the LTP3 Road Safety Strategy (2011-2015) to reduce the total number of people injured in road traffic collisions in the East Riding, and the LTP will continue to fund a number of targeted engineering, education and enforcement schemes to improve road safety on the local transport network.

17.6.2. Our Road Safety Team monitors the total number of people injured and the number of KSIs each month, with reports taken to the bi-monthly SRER meetings. The number, type and locations of collisions are assessed to identify any common trends, and improvements are implemented where it is felt that these could reduce the risk of any further collisions.

Rural Road Network

17.6.3. The East Riding has an extensive rural road network, much of which is subject to the national speed limit. Analysis has shown that 59% of the total KSIs recorded in the East Riding between 2008 and 2012 occurred on our rural road network with a derestricted speed limit.

17.6.4. The rurality of the East Riding means that engineering options to improve safety along these routes are often limited. To address the challenge of high casualty rates on our derestricted rural road network the Council and our partners will continue to deliver a comprehensive programme of education, training, publicity and enforcement schemes and initiatives through the LTP.

Priority Groups

17.6.5. High risk road users and behaviours in the East Riding have been identified through casualty analysis, and this has resulted in the development of two priority groups where road safety education and interventions will be targeted. Further information on these groups is set out below. As set out in Chapter 18 the overall number of cyclist casualties is also increasing and measures will also be taken to examine and address this trend over the life of the LTP.

Young Drivers

17.6.6. Drivers under the age of 25 are over-represented in collision records, both nationally and locally. Road collisions are the leading cause of death for young adults aged 15-24 in the UK and they account for over a quarter of deaths in the 15-19 age group. This is generally attributed to a combination of inexperience and over-confidence and results in young drivers having a higher casualty rate than other age groups. In the East Riding those aged under 25 account for 10% of the total population, but represented on average 26% of all car driver casualties between 2008 and 2012.

17.6.7. Reducing the number of young adults involved in collisions is a key road safety challenge for the Council. Council officers and our road safety partners will continue to work with children and young adults to promote road safety through educational sessions at schools and colleges. These will be tailored around particular issues of relevance to young drivers where casualty statistics show that these have played a part in causing collisions (for example mobile phone usage, driving at night, driving without a seatbelt or driving while distracted).

Powered Two Wheelers

17.6.8. Powered Two Wheelers (PTWs) account for a disproportionately large number of local road casualties. PTWs represent less than 2% of all recorded traffic but comprise 21% of KSIs in the East Riding.
17.6.9. The Council has introduced road safety measures through previous LTPs to address this issue, focusing on popular routes for PTW users such as the A166 and the B1248. However, following a consistent annual reduction in PTW casualties, the number of injuries for this mode appears to have remained constant in recent years and has ceased falling. Further research is being undertaken to identify and address the reason for this change.

17.6.10. Reducing PTW casualties will continue to be a key challenge for the Council and its partners throughout the LTP period.

Driving for Work

17.6.11. The Health and Safety Executive (HSE) estimate that up to a third of all reported road collisions involve somebody who is at work at the time. Nationally, this may account for over 20 fatalities and 250 serious injuries every week. Levels of risk to individuals who drive as part of their job are relatively high. Many workers are required to cover much greater mileage than they would otherwise drive in a purely private capacity and they are thereby exposed to significant additional risk.

17.6.12. The HSE provide guidance for employers and staff and the Council has introduced a management system which includes regular document checks to ensure eligibility to drive, and a process of monitoring and training where appropriate. In partnership with the Police and Fire and Rescue services, the Council’s Road Safety Team give presentations to the staff of major employers covering the key aspects of driving safely for work. In light of this emerging national trend the Council will continue to monitor casualties within the East Riding to ensure that those driving for work do so safely with minimal risk.

17.7 Addressing our Transport Priorities and Achieving the LTP Objectives

17.7.1. In Section B of the LTP the Council has identified a number of key transport challenges and priorities which must be addressed in order to achieve the six LTP objectives. Although the Road Safety Strategy will help to tackle a number of these priorities and subsequently contribute towards the delivery of a number of objectives it will primarily address the priorities set out under objective 4, as follows:

Objective 4: Improve Road Safety

- To further reduce the number of people injured in road traffic collisions within the East Riding.
- To focus casualty reduction programmes on high risk road user groups such as PTWs, cyclists and young drivers, and along key corridors and at casualty cluster sites.

17.8 Road Safety Schemes

17.8.1. A number of schemes to improve road safety will be funded through the LTP. Further details on Road Safety Strategy schemes are set out in the three year LTP Implementation Plan (2015/16-2017/18).
18 Cycling Strategy

18.1 Introduction

18.1.1. Cycling is widely recognised as a healthy, fun, cheap and environmentally friendly way to travel. People all over the country have been inspired to try cycling after watching Team GB ride to success in the 2012 Olympics and Paralympics and in the 2012 and 2013 Tour de France events and the number of people cycling regularly is steadily increasing. The Grand Depart and stage 2 of the world-renowned Tour de France cycle race took place in Yorkshire in July 2014, which has provided an added boost in terms of encouraging cycling at a local level.

18.2 Background

18.2.1. Encouraging more people to cycle more safely, more often has a number of well documented benefits that not only help to meet local and national transport objectives but also contribute towards many other social, economic and health goals. These benefits include:

- **Improved health levels** – regular physical activity such as cycling can reduce the risk of coronary heart disease, stroke, cancer, obesity and type 2 diabetes, keeping the musculoskeletal system healthy and promoting mental wellbeing. As well as benefits for individuals this also results in savings for the NHS and healthcare providers.

- **Reduced carbon emissions** – in 2012, only 2% of all trips between 2 and 5 miles were made by bike while 79% were made by car, and around a third of harmful transport related carbon emissions are generated by trips under ten miles. Cycling for short distances rather than travelling by car can therefore significantly reduce carbon emissions.

- **High value for money** – the average benefit to cost ratio (BCR) for walking and cycling schemes in the UK is 19:1. The DfT states that a BCR of over 2:1 provides ‘high’ value for money. The BCRs for cycling schemes are generally higher than those for major road building or rail projects and represent excellent value for money for public investment.

- **Cost savings for cyclists** – many cyclists use bikes as a cheaper alternative to making a regular journey by car. Bikes require no tax, MOT or fuel and a good bike can last for decades with regular maintenance.

- **Improved conditions for other road users** – any measure to reduce the use of motorised travel will also lead to a reduction in localised traffic congestion and associated noise levels and air pollution. Journey time reliability for drivers will also improve because there are fewer cars on the road.

- **Supporting the local economy** – cycle tourism in the East Riding helps to support the local economy through visitor spend on food, drink and accommodation.

18.2.2. The Council’s Cycling Strategy will contribute towards realising national priorities, including the ambitions set out in the recent ‘Get Britain Cycling’ report by the all party parliamentary cycling group. These ambitions are to increase the proportion of journeys made by bike nationally from 2% in 2011 to 10% in 2025 and 25% by 2050. One of the key recommendations within the ‘Get Britain Cycling’ report is that “local authorities should seek to deliver cycle-friendly improvements across their existing roads, including small improvements, segregated routes, and road reallocation”.

18.2.3. Improving local cycle networks and encouraging more local residents to cycle more often also forms a key element of the walking and cycling public health guidance issued by the National Institute for Health and Clinical Excellence (NICE) in 2012. The guidance highlights the health
benefits of active travel modes, including cycling, and recommends a higher priority and greater investment for the promotion of active modes of travel.

18.2.4. As part of the preparations for the 2014 Grand Depart for the Tour de France a regional legacy group was set up for Yorkshire and Humber to realise the opportunities presented by the start of ‘Le Tour’. This group, consisting of local authorities and stakeholders, developed a strategy entitled ‘Cycle Yorkshire’ to build on the increased interest, and this was supported by East Riding of Yorkshire Council. This regional strategy has informed the development of this LTP Cycling Strategy, and this Cycling Strategy has subsequently been developed to help contribute towards the objectives of the regional strategy.

18.2.5. The beautiful countryside, gently rolling Yorkshire Wolds and flat agricultural landscape of the East Riding with quiet roads and numerous traffic free routes means that leisure cycling is popular with local residents. There are several well established cycling groups in the East Riding with clubs based in Beverley, Bridlington, Driffield, Cottingham and many other areas. The Council works closely with local cycling groups and with representatives from national cycling organisations such as Sustrans, the Cycle Touring Club (CTC) and British Cycling to develop and encourage cycling in the East Riding.

18.3 Aim

18.3.1. The aim of the LTP Cycling Strategy is as follows:

The Council will work with national and local stakeholders to encourage more people to cycle more safely, more often in the East Riding.

18.4 Progress to Date

National and Longer Distance Cycle Routes

18.4.1. Several long distance and national cycle routes pass through the East Riding, often based on quiet roads or off-road facilities to provide an attractive experience for visiting cycle tourists and local leisure cyclists, and useful links for everyday cyclists in more urban areas. Further information on these routes is as follows:

- Sections of the National Cycle Network (NCN), a 14,000 mile network of routes across Great Britain coordinated by sustainable transport charity Sustrans, run through the East Riding. Local routes include NCN route 1, route 65, route 66, and route 164. Partnership working with Sustrans has helped to enhance the NCN in the area and the work of Sustrans volunteers has assisted the maintenance of these routes.

- The Trans Pennine Trail (TPT) is a 215 mile coast-to-coast leisure route for walkers, cyclists and horse riders starting from Southport in the west and following the Rivers Ouse and Humber before running along the old railway line to Hornsea in the east (also part of the NCN).
The Way of the Roses cycle route is a 170 mile trail between Morecambe and Bridlington. From York the route runs via Stamford Bridge, Pocklington, Hutton Cranswick, Driffield and Nafferton before finishing on Bridlington seafront (also part of the NCN).

The Yorkshire Wolds Cycle Route is a 146 mile circular route in and around the beautiful Yorkshire Wolds, passing through numerous East Riding towns and villages including Beverley, Pocklington, Bridlington and Driffield (also part of the NCN).

The National Byway is a 3,300 mile cycling route around England and parts of Scotland and Wales. The National Byway passes through Bridlington and down the east coast before running through Beverley and across the Humber Bridge. There are also three National Byway ‘loops’ in the East Riding which provide signed leisure rides on quiet roads.

18.4.2. All these routes are clearly signposted and maps of the routes are available from the relevant organisation or online. The Council has worked closely with Sustrans, the national cycling charity, to develop and market many of these routes by contributing to signing and promotional costs and taking part in national initiatives to encourage cycling locally.

Local Cycle Routes

18.4.3. The East Riding is a scenic rural area with numerous quiet roads and off-road tracks which are ideal for cyclists of all abilities. The Council is committed to supporting and encouraging cyclists and over the last decade a substantial amount of LTP funding has been invested in providing additional on and off-road routes for cyclists in the East Riding. These new cycle links are summarised in table 18.1.

Table 18.1: Cycle network improvement schemes completed in the East Riding

<table>
<thead>
<tr>
<th>Settlement</th>
<th>Key Routes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverley</td>
<td>Off-road routes to the surrounding villages of Tickton, Leconfield and Cherry Burton</td>
</tr>
<tr>
<td></td>
<td>A1174 route along Swinemoor Lane and Hull Road via Woodmansey and Dunswell to Hull</td>
</tr>
<tr>
<td></td>
<td>A164 route providing links to Skidby and Haltemprice</td>
</tr>
<tr>
<td></td>
<td>Southern Relief Road route linking the A164 and A1174 routes</td>
</tr>
<tr>
<td></td>
<td>A1035 link between Beverley, Tickton and Leven</td>
</tr>
<tr>
<td></td>
<td>Kitchen Lane/Butt Lane route linking the town centre to residential areas to the south</td>
</tr>
<tr>
<td></td>
<td>Beverley Beck route providing a link to the employment areas east of the town</td>
</tr>
<tr>
<td></td>
<td>Manor Road and Lincoln Way cycle lanes</td>
</tr>
<tr>
<td>Bridlington</td>
<td>Seafront cycle route, a key north-south link through the town</td>
</tr>
<tr>
<td></td>
<td>Carnaby Industrial Area off-road route linking the town with the employment area to the south</td>
</tr>
<tr>
<td></td>
<td>Fortyfoot off-road route connecting the residential areas and schools in north Bridlington to the town</td>
</tr>
<tr>
<td>Settlement</td>
<td>Key Routes</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Driffield</td>
<td>Driffield to Nafferton off-road route</td>
</tr>
<tr>
<td></td>
<td>Kellythorpe off-road route linking the town centre to the employment area to the west</td>
</tr>
<tr>
<td></td>
<td>Cemetery off-road route providing a north-south link in east Driffield</td>
</tr>
<tr>
<td></td>
<td>Bridlington Road cycle lanes connecting schools with the town centre</td>
</tr>
<tr>
<td></td>
<td>Middle Street cycle lanes</td>
</tr>
<tr>
<td>Goole</td>
<td>Rawcliffe Road off-road route connecting the town with employment areas to the west</td>
</tr>
<tr>
<td></td>
<td>Normandy Way/Andersen Road off-road route linking Old Goole with employment areas</td>
</tr>
<tr>
<td></td>
<td>Larsen Way off-road route through the Rawcliffe Road industrial area to Capitol Park</td>
</tr>
<tr>
<td></td>
<td>Goole-Hook off-road route</td>
</tr>
<tr>
<td></td>
<td>Capitol Park routes providing access to employment sites</td>
</tr>
<tr>
<td></td>
<td>Boothferry Road cycle lanes linking schools and the college to the town centre</td>
</tr>
<tr>
<td></td>
<td>Bridge Street cycle lanes connecting Old Goole to the town centre</td>
</tr>
<tr>
<td></td>
<td>Off-road route between Goole and Howden</td>
</tr>
<tr>
<td>Pocklington</td>
<td>Hodsow Lane off-road route linking the industrial area to the town</td>
</tr>
<tr>
<td></td>
<td>Pocklington-Barmby Moor off-road route</td>
</tr>
<tr>
<td></td>
<td>Kilnwick Road off-road route connecting the secondary school with the town</td>
</tr>
<tr>
<td></td>
<td>West Green-Barmby Road off-road link</td>
</tr>
<tr>
<td>Major Haltemprice Settlements</td>
<td>Anlaby Common off-road route linking with the on-road facilities in Hull</td>
</tr>
<tr>
<td></td>
<td>Springfield Way on/off-road route providing part of the link to Hull</td>
</tr>
<tr>
<td></td>
<td>Gorton Road off-road route, a north-south link from Anlaby to Willerby</td>
</tr>
<tr>
<td></td>
<td>Priory Road off-road route connecting Cottingham to west Hull</td>
</tr>
<tr>
<td></td>
<td>Cottingham cycle lanes providing facilities within the village and connections to Hull</td>
</tr>
<tr>
<td></td>
<td>A164 routes providing north-south connections</td>
</tr>
<tr>
<td></td>
<td>First Lane Anlaby route linking Hessle to Anlaby</td>
</tr>
<tr>
<td></td>
<td>Hull Road Hessle off-road route providing a safer alternative to a busy commuter route</td>
</tr>
<tr>
<td></td>
<td>Willerby Square/Retail Park off-road route connecting Willerby with the retail/ employment area</td>
</tr>
<tr>
<td></td>
<td>Kingston Road cycle lanes connecting Willerby to Hull</td>
</tr>
<tr>
<td>Other settlements</td>
<td>Preston-Hedon off-road route</td>
</tr>
<tr>
<td></td>
<td>North Ferriby-Hesse off-road route</td>
</tr>
<tr>
<td></td>
<td>A63/Melton industrial area routes providing access to the developing employment area</td>
</tr>
<tr>
<td></td>
<td>Brough/Welton residential area routes</td>
</tr>
<tr>
<td></td>
<td>Brough station off-road route linking the station to residential areas</td>
</tr>
<tr>
<td></td>
<td>Off-road cycle path between Howden town centre and the train station</td>
</tr>
<tr>
<td></td>
<td>Hornsea Burton Road-Tranmere Park link, also connecting to the TPT</td>
</tr>
</tbody>
</table>
18.4.4. The Council manages four rail trails in the East Riding which can be used by walkers and cyclists, with some sections also open for horse riders. These trails are as follows:

- Hornsea rail trail (10 miles between Hull and Hornsea);
- Howdenshire rail trail (9 miles between Market Weighton and Bubwith);
- Hudson Way rail trail (10 miles between Beverley and Market Weighton); and
- South Holderness rail trail (12 miles between Hull and Patrington).

18.4.5. These routes offer safe traffic free environments and are often used by family groups and inexperienced or less confident cyclists for short linear cycle rides or as part of longer distance routes. Because the rail trails are unsurfaced (with the exception of the Hull to Hornsea link) and can become muddy in wet weather they are generally not suitable for road bikes. The Council’s Countryside Access Team is currently overseeing the preparation of Rail Trail Management Plans for some of these routes.

18.4.6. Advanced stop lines for cyclists have now been introduced at the majority of signal controlled junctions in the East Riding to improve safety for cyclists.

**Cycle Parking and Hire**

18.4.7. Investment through the LTP process has led to a significant improvement in the availability of secure cycle parking across the East Riding, particularly in town centres and close to major attractors such as leisure facilities, major employers, bus stations and public services.

18.4.8. Partnership working with rail operators has resulted in improvements to cycle access at a number of stations in the East Riding and the addition of over 100 new cycle parking spaces across the network and 12 secure ‘cycle lockers’ at Brough railway station.

18.4.9. The Council has worked in partnership with Northern Rail and the DfT to provide ‘Bike and Go’ cycle hire at Beverley railway station, improving multi-modal options for rail users. There are also private cycle hire companies operating in Bridlington and near Pocklington.

**Cycle Maps**

18.4.10. Through LTP3 the Council’s Transport Policy Team developed a number of free leisure cycle maps for the following settlements within the East Riding:

- Pocklington - six cycle routes starting from Pocklington town centre;
- Driffield - five local routes from the town;
- Goole - six routes running from Goole and Howden;
- South Holderness - covering a wider geographic area, including six rides starting from Hedon, Burton Pidsea and Sproatley; and
- Beverley - seven routes all starting from the centre of the town.
18.4.11. The rides vary in length from 3 miles to over 30 miles and therefore cater for all ages and abilities.

18.4.12. The Transport Policy Team has also produced town centre walking and cycling maps for Bridlington, Beverley, Driffield, Goole and the Haltemprice settlements, showing routes and facilities for cyclists and providing useful contact information for Council services and partner organisations. These are designed to promote local cycle links and encourage more people to cycle for short local trips.

18.4.13. Both the walking and cycling maps and the leisure maps are available to download from the Council’s website or can be collected from local outlets including customer service centres, libraries, TICs and leisure centres. By the end of 2013 over 20,000 printed copies of these maps had been distributed.

18.4.14. The Council’s leisure cycle routes are complemented by the eight ‘Big Skies Bike Rides’ which were developed by Visit Hull and East Yorkshire (VHEY). The rides start from a variety of locations in the East Riding including Market Weighton, Bridlington, Beverley and Pocklington. The Council’s Walking the Riding website also contains details of over 30 local mountain biking routes.

**Cycle Training**

18.4.15. Bikeability cyclist training is offered by the Council to all schools in the local area, funded through a DfT grant, with 81% of primary schools involved in Level 2 training in 2013/14. Level 3 Bikeability is offered to secondary schools and adults.

18.4.16. The introduction of the ‘Cycle Friendly School’ award scheme in the East Riding has allowed a greater focus on the specific promotion of cycling for the school journey. Schools not taking part in this scheme can still promote cycling through the Better By Bike initiative. The Council’s Road Safety Team is also working with youth clubs and Health Trainers to identify cyclists who could benefit from Level 3 training.

18.4.17. The LSTF funded ‘Get Moving Goole’ project has enabled the engagement of six primary schools and one secondary school to promote and educate 4-18 year olds in the town in the importance of safe cycling.

**Disability Cycling**

18.4.18. Some individuals may not be able to use a standard bicycle because of a disability, or may require additional support to be able to use a bike safely and with confidence. The Council is involved with several schemes to support users who may require additional help or adapted equipment to ensure that everyone has the opportunity to be able to cycle. Further information on these schemes is set out below.

‘All Ride!’ Bridlington

18.4.19. Following a successful £10,000 bid to Sport England, the Council’s Sport, Play and Arts Service purchased a range of adapted bikes for use by people with a disability, their parents, carers and support workers. Clients can access the adapted bikes from staff at the Foreshores office on North Promenade in Bridlington and the bikes can then be used to cycle along the Promenade which is safe and traffic free (see figure 18.1).
18.4.20. The ‘All Ride!’ adapted bike scheme launched in June 2014 and has proved extremely popular. The Sport, Play and Arts Team has encouraged local day centres and special schools to get involved with the scheme and many sites have arranged day trips to Bridlington in order for their clients to access the service. The ‘All Ride!’ scheme enables adults and young people with a range of disabilities to participate in an activity they have often never experienced before and for people with disabilities, cycling offers exercise, fun, mobility and independence.

18.4.21. The number of users of the ‘All Ride!’ scheme and the popularity of the different bikes will be closely monitored and the scheme may expand in the future if there is sufficient demand. The Bridlington disability cycling scheme complements other disability cycling projects which run from East Park in Hull and at York Sport Village.

Cycling on Prescription

18.4.22. The ‘Cycling on Prescription’ initiative is managed by the Council’s Public Health Team. The initiative involves a ten week programme of guided outdoor bike rides running from Bridlington, Beverley, Goole and the Major Haltemprice Settlements with up to 16 participants in each of the four groups. The aim of the programme is to improve mental wellbeing through encouraging participants to exercise regularly in a supportive environment. Participants must be referred through their GP, health trainer or via leisure services.

18.4.23. The programme is expected to start in summer 2015 as a pilot, with the potential to continue and expand if successful.

Futures+ Team

18.4.24. The Council’s Futures+ Team provides a wide variety of services not covered by other NHS or Council departments. This includes providing independent travel training for clients with learning disabilities, helping clients to access education or employment, and signposting clients to relevant
activities and social events. The Team already helps clients to access the disabled cycling centres in Bridlington, Hull and York and has a wide network of contacts through which they can promote cycling schemes and related initiatives.

Other Activities

18.4.25. The Council provides a wide range of other activities targeted at disabled residents, such as a holiday programme for disabled young people which includes the ‘All Ride!’ scheme in Bridlington. The Council also runs Exercise Referral and Live Well programmes through our leisure centre network, which are designed for local residents who may benefit from being more active or for those who have been advised to reduce their BMI. Both of these programmes include an element of cycling, often in a gym using a spinning bike.

Successful Bids

Local Sustainable Transport Fund

18.4.26. As set out in Chapter 2, the Council’s Transport Policy Team was successful in securing DfT funding to implement a £1.8 million LSTF project in Goole. The ‘Get Moving Goole’ project has resulted in the construction of approximately 3.5km of new off-road cycle routes in the town combined with additional cycle parking and promotional activities.

18.4.27. LSTF funding was also used to set up a three year partnership with British Cycling to run a number of local skyride cycling events. Over 30 local residents successfully completed their accredited ride leader training and went on to lead over 75 skyride events over the LSTF period (2012/13-2014/15) from locations across the East Riding. While the LSTF project was ongoing Council officers attended Driffield Show to promote the skyride programme and cycling in the East Riding more generally (see figure 18.2).

Figure 18.2: Councillor Stephen Parnaby OBE, Leader of the Council, and Nigel Pearson, the Council’s Chief Executive, practising their cycling skills at Driffield Show 2014
18.4.28. British Cycling has trained local volunteers as Breeze women’s cycling champions who organise fun, social, local bike rides for women. There are several well established Breeze cycling groups in the East Riding and our Breeze network is one of the best in the country in terms of number of rides and number of attendees. A number of Social Cycling Groups and community cycling initiatives have also been developed in partnership with British Cycling, who concluded that “East Riding has one of the most active Social Cycling groups in England”.

Cycle Safety Fund

18.4.29. The Council’s Transport Policy Team secured £607,000 from the DfT’s Cycle Safety Fund in 2013 to construct of an off-road cycle track between Tickton and White Cross. This provided a much needed and safer alternative to the route along the busy A1035 and is an important element in a longer route linking the Humber Bridge and Hull to the villages of north Holderness via Beverley.

18.4.30. The Transport Policy Team will continue to investigate alternative funding sources and potential bidding opportunities to secure additional funding for cycle improvement schemes in the East Riding.

Increase in Cycling

18.4.31. These improvements to the cycle network are having a positive effect in terms of increasing the number of people choosing to cycle. For example, the provision of additional on and off-road cycle routes, secure cycle parking and cycle maps in the Beverley area resulted in a 41% increase in the number of people cycling in the town between 2003 and 2011.

Cycling Delivery Plan

18.4.32. The DfT released a draft 10-year ‘Cycling Delivery Plan’ for England in October 2014. The Plan summarises the government’s vision for cycling and walking and the role everyone - government, the wider public sector, stakeholders, business, and individuals - has to play in achieving this vision. As part of the Cycling Delivery Plan the government intends to set up partnerships with local authorities. In exchange for signing up to a series of actions to deliver ambitious changes in cycling and walking, partner local authorities will receive access to a range of tools and incentives including priority access to funding and sector expertise to help them achieve their vision.

18.4.33. The Council’s Transport Policy Team submitted a partnership authority Expression of Interest to the DfT in January 2015 outlining the extensive work we have done to date to increase local walking and cycling levels and our plans for the future. It is anticipated that the Council will now enter in to discussions with the DfT about our ambitions and expectations from a potential partnership.

18.5 Consultation

18.5.1. The LTP was subject to a formal eight week consultation in November/December 2014. However, in developing the LTP Cycling Strategy the following parties were consulted:

- Council’s Public Rights of Way Team;
- Council’s School Travel Team;
- Council’s Public Health Team;
- Council’s Sport, Play and Arts Team;
- Council’s Futures+ Team;
- Local Access Forum;
- Hull City Council;
- Sustrans;
- British Cycling;
- CTC; and
- Visit Hull and East Yorkshire.
18.6 Plans for the Future

Reversing the Decline in Cycling

18.6.1. Data from the 2011 census shows that the proportion of people cycling to work nationally, regionally and locally has declined over the last 30 years (see table 18.2). It is essential that this continued decline in levels of cycling to work in the East Riding is reversed in order that corresponding benefits in terms of improving health, reducing carbon emissions and supporting the economy are realised.

Table 18.2: Proportion of journeys to work by cycle

<table>
<thead>
<tr>
<th>Adults cycling to work as a proportion of those in employment</th>
<th>1981 Census</th>
<th>1991 Census</th>
<th>2001 Census</th>
<th>2011 Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Riding of Yorkshire</td>
<td>8.4%</td>
<td>7.1%</td>
<td>5.1%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Yorkshire and the Humber</td>
<td>3.8%</td>
<td>3.5%</td>
<td>2.9%</td>
<td>2.6%</td>
</tr>
<tr>
<td>England</td>
<td>4.0%</td>
<td>3.2%</td>
<td>2.8%</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

18.6.2. The figures in the table above hide significant variations in cycling levels across the East Riding. For example, 11.7% of those living in Goole cycle to work compared to only 2% of Kirk Ella residents. This may reflect people's motivations for cycling. Goole contains some areas of severe deprivation and low car ownership, and the decision to cycle to work in these areas may be due to residents not owning a car or because cycling is a cheaper alternative to car travel.

18.6.3. Other residents may choose to cycle to improve or maintain their fitness, or to help the environment. Much of the recent growth in cycling has been in sport and leisure, which presents a specific challenge and opportunity: persuading weekend and evening leisure cyclists to use the bike for commuting and utility purposes, helping to reduce peak hour congestion in the process.

18.6.4. There is also a relatively high level of car ownership in the East Riding. In many cases owning a vehicle is a necessity in order for local people to be able to travel to access employment, education, healthcare and other services and facilities. The rural dispersed nature of the settlements in the East Riding and the long distances between the main towns and villages means that many journeys are simply too long for many people to contemplate travelling by bike rather than by car.

18.6.5. The greatest potential for modal shift away from the car is for short local trips within our larger towns and villages. For example, even though a high percentage of people both live and work in Anlaby, Willerby and Kirk Ella, over 48% of those who commute for less than 2km choose to drive to their workplace and nearly 72% of people travelling between 2km and 5km to work choose to drive.

18.6.6. This has been addressed through the LTP individual transport strategies which have been developed for each of the East Riding's 14 main settlements (see Chapter 16). The individual transport strategies aim to encourage more residents to walk or cycle for local trips and to reduce the relatively high proportion of short distance commuting trips currently made by car. Two-thirds of all journeys are under eight kilometres/five miles and many of these trips could be easily cycled, walked or undertaken by public transport (DfT’s ‘Creating Growth, Cutting Carbon’ white paper).

Improving Cycle Safety

18.6.7. The number of cycle casualties across the East Riding has increased from 68 in 2009 to 108 in 2013 (see table 18.3). The Council's Road Safety Team complete an annual analysis of the collision records to identify any emerging trends in cyclist casualties. A feature of the recent increase in the East Riding is that it appears to be amongst adult cyclists, rather than children. Collision data does not show any predominant contributory factors and collisions are widely distributed both geographically and in terms of day/time.
Table 18.3: Number of casualties involving cyclists in the East Riding

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSI</td>
<td>16</td>
<td>27</td>
<td>13</td>
<td>10</td>
<td>24</td>
</tr>
<tr>
<td>Slight</td>
<td>52</td>
<td>55</td>
<td>81</td>
<td>98</td>
<td>84</td>
</tr>
<tr>
<td>Total</td>
<td>68</td>
<td>82</td>
<td>94</td>
<td>108</td>
<td>108</td>
</tr>
</tbody>
</table>

18.6.8. Research by British Cycling and others indicates that safety is seen by over 30% of people as a major disincentive to taking up cycling in the UK, especially for women and those with children. However, the All Party Parliamentary Cycling Group inquiry reported that “the overall net effect [of cycling] on health is positive because the health benefits of the activity itself are several times greater than the risk of an accident”.

18.6.9. Reducing the overall number and severity of cyclist casualties and creating an improved perception of cyclist safety are significant challenges for the Council.

**Cycling Forum**

18.6.10. As part of the development of this Cycling Strategy a cycling forum was set up, chaired by the Council’s Transport Policy Team. The forum includes representatives from relevant Council departments including road safety, public health, rights of way, sports development, and tourism, and external partners such as the Joint Local Access Forum, British Cycling, Sustrans, CTC, Humberside Police, NHS providers and Hull City Council. The forum was created to review progress with the strategy, changes in national cycle policy and potential improvement schemes. The forum will continue to meet twice per year.

**Tour de Yorkshire**

18.6.11 Following the success of the Grand Depart of the Tour de France which took place in Yorkshire in 2014, it has been announced that a new ‘Tour de Yorkshire’ professional cycle race will take place in the region in 2015. The new three-day race will start on 1 May and it is hoped the event, which will be broadcast on television, will attract some of the world’s leading cyclists.

18.6.12. The stages for the 2015 Tour de Yorkshire were announced in January 2015 with the three-day race to begin in Bridlington and finish in Leeds. Stage One will see cyclists leave the Spa in Bridlington before travelling up the coast and cycling through the North York Moors National Park before finishing in Scarborough. The majority of Stage Two also runs through the East Riding with riders starting in Selby before travelling through Beverley, Bainton and Wetwang and finishing in York. Stage Three begins in Wakefield before heading to Barnsley, Hebden Bridge, and finishing in Leeds.

18.6.13. The event is likely to significantly boost Yorkshire’s profile, attracting thousands of spectators and bringing substantial economic benefits for towns and businesses across the area.

**18.7 Addressing our Transport Priorities and Achieving the LTP Objectives**

18.7.1. In Section B of the LTP the Council has identified a number of key transport challenges and priorities which must be addressed in order to achieve the six LTP objectives. Although the Cycling Strategy will help to tackle a number of these priorities and subsequently contribute towards the delivery of a number of objectives, it will primarily address the priorities set out under the following objectives:
Objective 3: Reduce Carbon Emissions

- To reduce the high proportion of residents in the East Riding’s larger settlements that are still choosing to drive for short distances to get to work.
- To encourage and support residents to make short local trips on foot, by bike or using public transport where possible and ensuring that high quality infrastructure is in place to support these trips.

Objective 4: Improve Road Safety

- To further reduce the number of people injured in road traffic collisions within the East Riding.
- To focus casualty reduction programmes on high risk road user groups such as PTWs, cyclists and young drivers, and along key corridors and at casualty cluster sites.

Objective 5: Support and Encourage Healthy Lifestyles

- To encourage more residents to travel using active modes such as walking and cycling, particularly for short local trips.
- To promote and enhance recreational walking and cycling opportunities in the East Riding.

Objective 6: Improve Access to Key Services

- To ensure that those residents who do not own a vehicle have access to high quality walking, cycling and public transport networks.

18.8 Cycle Improvement Schemes

18.8.1. A number of schemes to improve facilities for cyclists and extend the existing cycle network will be funded through the LTP. New cycle infrastructure projects will be identified and delivered through the individual transport strategies. Further details on the individual transport strategy schemes are set out in the three year LTP Implementation Plan (2015/16-2017/18).
19 Bus Strategy

19.1 Introduction

19.1.1. Nationally, buses make up around two thirds of all journeys made using public transport and there are 4.7 billion bus journeys made every year in England (half of which are in London). Central government’s overall aim is to improve standards to provide a better quality service for those who already use buses and to provide an attractive alternative for those who currently drive for short journeys.

19.1.2. The national headline target is to increase bus patronage and to encourage more people to travel by bus as an alternative to using their car. Local authorities have an important role to play in helping to work towards this goal. For example, the Council subsidises socially necessary bus services where they cannot be provided commercially and is responsible for the highways on which the buses run. Through the LTP the authority also helps to provide supporting infrastructure, including bus stops and travel information, which can make a significant difference to a passenger’s travel experience.

19.2 Background

19.2.1. Good public transport can improve access to jobs and services, especially for those groups most in need, and buses can provide a service that is often more flexible and better value for money than rail. In comparison to other modes, bus travel is a particularly safe form of transport with low emissions per passenger and has an important role in reducing congestion.

19.2.2. Local bus services can also support local economic growth and enhance the vitality of town centres. Research by the University of Leeds suggests that there are 1.4 billion single shopping trips made by bus each year with an average spend of £29.66 per trip, resulting in an estimated total retail spend by bus users of £21 billion (estimated by taking the number of single trips, dividing by 2 and multiplying by the average spend. For trips for which either the outward or return mode of transport is not bus this approach effectively attributes half the spend to the bus portion of the trip.)

East Riding’s Bus Network

19.2.3. The contrasting rural and more urban areas within the East Riding results in a varied frequency and demand for bus services. In the larger towns buses often operate relatively frequently, while in more rural settlements services may only run once or twice a day. Bus service levels also vary considerably between weekdays, evenings and weekends.

19.2.4. Analysing current bus timetable information provides an overview of bus service provision in the East Riding, and demonstrates which settlements have the highest levels of accessibility to the bus network (see figure 19.1). This analysis shows a high concentration of bus services running in the Major Haltemprice Settlements, reflecting their close relationship with Hull which has a traditional radial bus system and supports the Hull to Haltemprice links as part of their core network. Beverley, Bridlington and Goole are also well served by buses, although these services tend to support a more widespread network of origins and destinations than their Major Haltemprice counterparts.

19.2.5. The majority of commercial bus services in the East Riding are operated by East Yorkshire Motor Services (EYMS), a local bus company with depots across the local area. Stagecoach (Hull) operates buses which serve the areas which border Hull and there are several smaller operators providing services in specific localities.
19.2.6. Beverley and Bridlington have dedicated bus stations and many of the East Riding’s larger towns have central bus stops which act as interchange points between different bus services and operators. There is also a bus based Park and Ride facility at South Cliff car park in Bridlington which operates from Easter through to October each year.

19.2.7. The Council’s Passenger Transport Services Team works closely with local bus operators to help to develop and plan local services and routes and to prioritise and implement improvements to waiting facilities and other supporting infrastructure.

19.3 Aim

19.3.1. The aim of the LTP Bus Strategy is as follows:

The Council will continue to work in partnership with bus operators to provide a high quality bus network that offers a punctual, affordable, safe and accessible transport option for all users.

19.4 Progress to Date

Bus Patronage

19.4.1. Bus patronage in the East Riding has fluctuated over the last decade, reflecting trends at the regional level (see table 19.1). However, local bus patronage appears to be increasing overall. This increase is as a result of successful marketing and promotion of services by the Council and local operators combined with high quality supporting infrastructure provided through the LTP process.
19.4.2. Success is also due to the Council continuing to recognise the importance of supporting socially necessary bus services and not imposing the significant funding cuts seen in other areas across the country. The increase may also be due to a rising number of elderly passengers in the East Riding with an English National Concessionary Travel Pass, reflecting the higher than average number of residents of a pensionable age in the area. Investment by commercial operators in newer, accessible buses and continued complementary driver training in customer care and disability awareness may also have contributed to the rise.

Table 19.1: Passenger journeys on local bus services (figures in millions)

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</tr>
</thead>
<tbody>
<tr>
<td>East Riding of Yorkshire</td>
<td>6.4</td>
<td>7.0</td>
<td>7.4</td>
<td>7.0</td>
<td>7.4</td>
<td>7.5</td>
<td>7.1</td>
</tr>
<tr>
<td>Yorkshire and the Humber</td>
<td>368</td>
<td>375</td>
<td>364</td>
<td>358</td>
<td>358</td>
<td>336</td>
<td>345</td>
</tr>
</tbody>
</table>

**Bus Punctuality**

19.4.3. The DfT requires local authorities to provide an annual figure on the percentage of buses running on time in their area. In accordance with DfT guidance, the window for ‘on time’ services is between one minute early and five minutes 59 seconds late. The Council and local bus operators have made excellent progress in improving bus punctuality in the East Riding, with the percentage of buses leaving on time rising from 76.5% in 2007/08 to 83.5% in 2013/14 (see table 19.2).

Table 19.2: Percentage of buses running on time in the East Riding

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<tbody>
<tr>
<td>East Riding of Yorkshire</td>
<td>76.5%</td>
<td>78.4%</td>
<td>79.5%</td>
<td>80.0%</td>
<td>80.7%</td>
<td>81.8%</td>
<td>83.5%</td>
</tr>
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</table>

**LTP3 Bus Strategy**

19.4.4. Over £370,000 of capital funding was invested through the LTP3 Bus Strategy (2011-2015) to improve local bus infrastructure and information provision. Schemes successfully delivered through LTP3 include:

- New bus shelters, hard standings, and other improvements at bus stops across the East Riding;
- Installation of new and upgraded CCTV facilities at Beverley bus station to improve safety and security for bus users;
- Improvement works at Bridlington and Beverley bus stations including new seating and litter bins, new information boards, cleaning and painting, and re-lining works;
- Additional and improved cycle parking at bus stations, significant hubs and selected rural bus stops to encourage multi-modal journeys; and
- Development of a dedicated coach parking facility at the School Lane car park in Beverley to reduce the number of coaches waiting at unsuitable locations and causing congestion on town centre roads.
Worker’s Service on Goole Town Bus Service

19.4.5. As part of the Council’s £1.8 million ‘Get Moving Goole’ LSTF project the Council worked in partnership with EyMS to reinstate the morning and evening worker’s service on the Goole town bus service for a three year period (2012/13-2014/15). The circular Goole town bus service stops at the main residential areas in Goole and at key local employment sites, and the new worker’s service caters for shift workers at local factories and those that work unconventional or irregular hours.

19.4.6. The two town buses have distinctive ‘Get Moving Goole’ LSTF branded livery that was developed as part of the wider LSTF project (see figure 19.2). The Council’s Transport Policy Team secured over £80,000 of revenue funding through the LSTF project to reinstate this service, and in the first two years of operation (October 2012 to October 2014) the worker’s service carried over 13,700 passengers. A decision will be made in 2015 on whether the worker’s service will continue after the three year LSTF project has finished.

Figure 19.2: Goole town bus with LSTF branded livery

19.4.7. EyMS also provided free bus ‘taster tickets’ for Goole residents which were distributed through travel packs for those moving house in the town.

Real Time Bus Information

19.4.8. In partnership with bus operators the Council has developed a real time information system for bus users. Real time bus information is available through an app which can be downloaded to smartphones or can be accessed via www.nextbuses.mobi/. The system uses information from trackers fitted to buses to tell passengers exactly when their bus is due to arrive. This improves the passenger experience by making users aware of any delays and reducing waiting times at stops. The system also provides scheduled bus times for passengers travelling on buses not fitted with trackers.

19.4.9. The Council supplies public transport data for the National Traveline service, an online and telephone based journey planning facility for the public. Travel information points are provided at key rail and bus stations allowing access to journey planning facilities and the Council’s website.

Council Bus Utilisation

19.4.10. Council buses deliver children and adults to services both within the East Riding and in neighbouring administrative areas. This means that buses sometimes return to base empty, which is an inefficient use of driver time as well as resulting in additional fuel and maintenance costs.
19.4.11. Some of these buses which are returning empty have the capacity to deliver services for the public to fill some of the voids in the public transport network. For example, the bus that delivers clients to Victoria Avenue Day Centre in Withernsea is now registered as a bus service for the return journey back to Beverley and the afternoon return trip to Withernsea. This has been well received and some days the bus is full to capacity.

19.4.12. Work is ongoing to ensure that opportunities to maximise the use of the Council fleet continue to be identified and considered for delivery.

**Working with Communities**

19.4.13. The Council recognises the importance of working in partnership with the following stakeholders to support and expand bus service provision in the East Riding:

- Residents;
- Bus operators
- Community groups;
- Community transport groups;
- Businesses;
- Town and parish councils; and
- Ward Members.

19.4.14. This successful partnership approach has seen the Council and local operators maintain a reasonably stable bus network while phasing in the use of the Revenue Reimbursement Tool. We have also worked with key groups to help to empower local communities through our Parish Transport Toolkit and Community Transport Strategy to help local communities identify transport barriers and devise innovative transport solutions which meet local need, and source alternative sources of funding to meet that need (for further details see Chapter 21).

19.4.15. The Council manages a number of regular bus forums, chaired by a local charity, which enable our residents to feed back to operators and the Council with comments, suggestions and other issues on local bus travel. We also, with the assistance of Ward Members and town and parish councils, seek direct feedback on supported bus services and ways to make them more responsive to local need.

19.4.16. In one innovative example of this, a number of parish and town councils between Pocklington and York have joined with the Council to help fund a workers’ bus. This partnership has also helped us to revise a number of supported bus routes in the same area to make them better fit local need.

19.5 Consultation

19.5.1. The LTP was subject to a formal eight week consultation period in November/December 2014. However, in developing the LTP Bus Strategy specific discussions were also held with the following parties:
Council's Passenger Transport Services Team;
Council's Highway Development Management Team;
Council's Rural Policy and Strategy Team;
East Yorkshire Motor Services;
Stagecoach Buses; and
Humber and Wolds Rural Community Council.

19.6 Plans for the Future

LTP Infrastructure Schemes

19.6.1. LTP funds will continue to be invested to improve bus infrastructure and information provision in the East Riding. These schemes aim to make bus services accessible for all users and to improve the door-to-door experience for travellers. The Council will also continue to provide timetable information to Traveline, who manage a national journey planning service. EYMS already provides timetable display inserts on all their routes in the East Riding.

Bridlington Bus/Rail Interchange

19.6.2. The LTP directs capital funding for small scale improvements to the local transport network. For larger schemes the Council must bid for funding from central government. The Council has an excellent track record in securing funding for larger schemes, some of which include improvements to local bus infrastructure.

19.6.3. For example, the Bridlington Area Action Plan (AAP) contains proposals to provide a new bus and coach pick-up and drop off facility along Station Approach. This will provide a bus hub adjacent to the railway station, improving integration between different transport modes and encouraging multimodal journeys in the area. The new facility will also help to support the new Burlington Parade development. The existing bus station on Rope Walk adjacent to the Promenades Shopping Centre will remain open and will complement the new bus/rail interchange.

19.6.4. Following a successful bid by the Council's Transport Policy Team to the Humber Local Transport Body, funding has been secured for this new bus/coach/rail interchange as part of the Bridlington Integrated Transport Plan (phase 2) project. The new interchange is expected to be constructed between 2015 and 2017 as part of the wider Bridlington Integrated Transport Plan (phase 2) scheme.

Bus Grants and Concessionary Fares

19.6.5. Changes to funding levels announced by the government mean that bus operators are facing challenging times both in terms of increasing costs and reducing income. Changes in Bus Service Operators Grant (BSOG) distribution and concessionary fares create pressures on bus operators and local authorities.

19.6.6. The DfT announced that from January 2014 BSOG, which was previously claimed by bus operators to recover some of the fuel duty costs for local authority supported bus services, would now be paid directly to the relevant local authority. The funding will be ring-fenced until 2017 and could have a significant effect on the provision of local services over coming years. Discussions with bus operators have paved the way for a negotiated settlement.

19.6.7. An English National Concessionary Travel Pass is available for residents of a pensionable age or to people with a disability and allows free bus travel between 9:30am and 11pm on weekdays and on any weekend or bank holiday services. Bus companies receive reimbursement for concessionary fare travel. The proportion of concessionary fare passengers on some rural services or in more deprived areas can be particularly high – for example, on the Bridlington Town routes it is around 70%. This reflects the high number of older residents in Bridlington.
19.6.8. It is planned to bring the concessionary fare reimbursement in line with the levels set out by DfT formulae. This gradual reduction in reimbursement will give operators time to adapt to reduced support and to assess which bus services can be maintained and which may need to be reduced. Decisions taken by neighbouring local authorities to reduce their funding for concessionary fares and supported bus services could also have a significant impact on the bus network in the East Riding.

Local Plan and Future Development

19.6.9. The Council’s Passenger Transport Services Team has reviewed the emerging East Riding Local Plan’s housing/employment allocations to determine where a need for additional bus service provision would be generated by individual development sites. Their initial suggested bus service support for allocations of interest is included within the Council’s Infrastructure Study, which supports the Local Plan. The analysis will be used as part of the assessment of future development, and developers may be required to make a financial contribution towards the provision of new bus services and/or supporting infrastructure to ensure that new housing and employment sites are well connected to the existing bus network.

19.6.10. More specifically the draft Local Plan and the supporting Infrastructure Study both recognise Hull City Council’s plans to construct two new park and ride facilities to the east and north of the city. The eastern park and ride will help cater for the proposed development at Hedon Haven and the Port of Hull and will also help to reduce existing pressures on the surrounding road network. The Council has a longer-term aspiration to construct a new park and ride to the south of Beverley which would help to cater for commuters and visitors while reducing car parking pressures in the historic town centre.

19.7 Addressing our Transport Priorities and Achieving the LTP Objectives

19.7.1. In Section B of the LTP the Council has identified a number of key transport challenges and priorities which must be addressed in order to achieve the six LTP objectives. Although the Bus Strategy will help to tackle a number of these priorities and subsequently contribute towards the delivery of a number of objectives it will primarily address the priorities set out under objectives 3 and 6, as follows:

**Objective 3: Reduce Carbon Emissions**

- To reduce the high proportion of residents in the East Riding’s larger settlements that are still choosing to drive for short distances to get to work.

- To encourage and support residents to make short local trips on foot, by bike or using public transport where possible and ensuring that high quality infrastructure is in place to support these trips

**Objective 6: Improve Access to Key Services**

- To ensure that those residents who do not own a vehicle have access to high quality walking, cycling and public transport networks.

19.8 Bus Schemes

19.8.1. A number of schemes to improve facilities on the local bus network will be funded through the LTP. Further details on Bus Strategy schemes are set out in the three year LTP Implementation Plan (2015/16-2017/18).
20 Rail Strategy

20.1 Introduction

20.1.1. The UK passenger railway network now carries more passengers than at any time since 1946 on a much smaller network. Rail passenger numbers grew by 50% between 2004 and 2014 and further growth is expected, with potentially twice as many passengers using the railway over the next 30 years.

20.1.2. This rise in passenger numbers has resulted in a need to increase rail capacity and, through the LTP, encourage more individuals to access rail stations by sustainable modes of transport. This can be achieved through improving access to rail stations and providing or improving facilities at the stations themselves for pedestrians, cyclists and bus passengers.

20.1.3. For passengers located a significant distance from their local station it may not be appropriate to consider walking or cycling to the rail station. In addition, early or late rail services may not run at the same time as local bus services. As a result, travelling to the station by car is the only realistic option for some rail passengers and we will continue to work with train companies to assess and improve car parking provision at stations where appropriate.

20.2 Background

20.2.1. A key aim for national and local transport policy is to achieve a shift away from single occupancy car trips by encouraging more people to use sustainable travel modes. Supporting the development and enhancement of railway infrastructure offers the greatest potential for modal shift for medium and long distance movements within the UK.

20.2.2. The carbon emissions per passenger kilometre for those travelling by train are less than half of those recorded for car trips, trains are now more punctual than at any time since records began, and rail is now recognised as the safest form of transport.

20.2.3. The rail network in the East Riding is set out in figure 20.1.

Integration with Other Transport Modes

20.2.4. Analysis of rail travel in the UK suggests that 55% of all rail journeys involve passengers using another form of transport (excluding walking) to get to and from the station (‘Door to Door by Public Transport’, 2009). Of all transport modes, journeys including rail have the most stages, with an average of 2.74 stages per trip (where a stage is each part of a journey). The implication of this is that rail stations are transport interchanges, not just places where passengers board and alight trains, and the interface with other modes is therefore very important.

20.2.5. This demonstrates the need to provide sustainable transport connections to and from railway stations to allow users to make their whole journey using non-car modes. As acknowledged in the introduction to this strategy some rail passengers may have no way of getting to their local station other than travelling by car and we therefore aim to promote a range of options for different stages of the journey to encourage sustainable travel where possible. For example, rail passengers may drive to their local rural station, catch a train to the nearest town and then walk or catch a bus to their final destination.
20.2.6. There is considerable potential for increased integration between cycling and rail travel. Recent statistics suggest that nationally 60% of the population live within a 15 minutes cycle ride of a railway station, but only 2% of journeys to and from rail stations are made by bike (‘Better Rail Stations’ report to Secretary of State for Transport, 2009). There is a need for cycle facilities and infrastructure to be improved for the journey to rail stations and at the stations themselves if the opportunity to increase the proportion of people who access railway stations in the East Riding by bike is to be maximised.

20.2.7. The government has outlined their commitment to make it easier and more convenient for people to make their whole journey using sustainable transport in ‘Door to Door: a strategy for improving sustainable transport integration’ (March 2013). This report focuses on four core areas which need to be addressed so that people can be confident in choosing sustainable transport:

- Accurate, accessible and reliable information for passengers about the different transport options for their journeys;
- Convenient and affordable tickets for an entire journey;
- Regular and straightforward connections; and
- Safe and comfortable transport facilities.

20.2.8. These core areas have been considered in the development of rail schemes for the LTP.
Passenger Rail Network

20.2.9. Northern Rail and First TransPennine Express operate the majority of passenger services within the East Riding, and Northern Rail manages all the railway stations in the area with the exception of Brough, which is managed by First TransPennine Express. A brief summary of East Riding’s passenger rail network is provided below.

Hull to Scarborough

20.2.10. This line plays an important role in the local economy, with services operated by Northern Rail. It provides easy access to the centre of Hull from settlements including Driffield, Hutton Cranswick, Beverley and Cottingham, and a link to the east coast resorts such as Bridlington, Filey and Scarborough. A large number of trains on this line also continue through to Doncaster and Sheffield, providing a valuable direct service without the need to change at Hull. Approximately 75% of seats are taken on the Hull-Scarborough line throughout the peak period and loadings can be up to 145% on the busiest services between Beverley, Cottingham and Hull in the peak period (see table 20.1, figures from the Yorkshire and Humber regional planning assessment for the railway, 2007).

Table 20.1: Train loadings in the morning peak, by line

<table>
<thead>
<tr>
<th>Line</th>
<th>Peak train loading %</th>
<th>Number of trains in peak period</th>
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</thead>
<tbody>
<tr>
<td>Harrogate to Leeds</td>
<td>213</td>
<td>5</td>
</tr>
<tr>
<td>Calder Valley Line to Leeds</td>
<td>168</td>
<td>6</td>
</tr>
<tr>
<td>Scarborough to Hull</td>
<td>145</td>
<td>6</td>
</tr>
<tr>
<td>Airedale to Leeds</td>
<td>142</td>
<td>6</td>
</tr>
<tr>
<td>York to Leeds (stopper not via Harrogate)</td>
<td>140</td>
<td>3</td>
</tr>
<tr>
<td>Wharfedale line to Leeds</td>
<td>139</td>
<td>6</td>
</tr>
<tr>
<td>Five towns to Leeds</td>
<td>133</td>
<td>3</td>
</tr>
<tr>
<td>Sheffield to Leeds (Northern via Barnsley)</td>
<td>131</td>
<td>4</td>
</tr>
</tbody>
</table>

Hull to Leeds and Manchester Piccadilly

20.2.11. This line provides the main inter-regional rail connection between the East Riding, West Yorkshire and Lancashire. As well as providing easy access to the North’s major conurbations and airports, it also plays an important role in reducing the amount of traffic on the M62 motorway. Trains are operated by First TransPennine Express and there is an hourly service to Leeds and Manchester Piccadilly from Brough, with a limited number of trains stopping at Howden.
**Hull to York**

20.2.12. This rail link provides an important commuting and leisure travel connection between the East Riding and York. Services are operated by Northern Rail on a broadly hourly frequency throughout the day and stop at Brough, Howden and Selby, with a limited number of trains also calling at Hessle, Ferriby, Gilberdyke, Eastrington and Wressle.

**Hull to London Kings Cross**

20.2.13. Trains between Hull and London Kings Cross are operated by East Coast (Inter City Railways from March 2015) and First Hull Trains, with First Hull Trains operating the majority of services. First Hull Trains is an open access operator and the East Coast journeys form part of their franchise agreement. First Hull Trains run seven return services on weekdays and five return services on Saturdays and Sundays with all trains stopping at Brough and Howden. East Coast operates a morning peak service to London and a return journey to Hull in the evening peak. These services call only at Brough in the East Riding.

**Hull to Doncaster/Sheffield**

20.2.14. These services provide important regional and national links between the East Riding and the East Coast Main Line and Cross Country services to Birmingham and the south west. Two services per hour operate on the section between Hull and Doncaster. The first of these is a semi fast service which operates through to Sheffield, with a journey time of 56 minutes to Doncaster and 85 minutes to Sheffield. These services originate at either Bridlington or Scarborough, and provide a useful direct service between these settlements and South Yorkshire without the need to change at Hull. The main operator on this line is Northern Rail although First Hull Trains and East Coast also operate services between Hull and Doncaster/Sheffield, some travelling via Selby.

**Goole to Leeds**

20.2.15. Northern Rail operates two direct services a day between Goole and Leeds with one return service from Leeds to Goole. These call at Rawcliffe and Snaith in the East Riding. Services operate only at peak times, with no services in the off peak. The journey time between Goole and Leeds is approximately 70 minutes.

**Rail Freight**

20.2.16. Rail freight plays a vital role in Britain’s economy. Every year it directly contributes £870 million to the economy but it supports an output of £5.9 billion, over six times its direct turnover. Due to the greater capability of rail, each freight train can typically replace around 50 HGVs that would otherwise be travelling on the road network. In 2009/10 an additional 6.6 million lorry journeys would have been required if the equivalent of rail’s freight business were carried by road. The movement of goods by rail can have significant benefits in terms of supporting the local economy through reducing congestion and associated delays on the road network.

20.2.17. The Hull and Humber ports are the largest ports complex in the UK by throughput and the fourth largest in Europe. On the North Humber Bank rail freight traffic runs to and from Hull Docks. At present this is principally coal traffic, although there has been an increase in the number of trains delivering biomass to and from sites including Drax Power Station, Capitol Park and Goole Docks also have rail connections and there are proposals for a new freight facility at Melton.

**Yorkshire Coast Community Rail Partnership**

20.2.18. The Yorkshire Coast Community Rail Partnership (YCCRP) promotes the Hull to Scarborough railway line. The main objectives of the YCCRP are:
■ To increase passenger volume and income;
■ To keep down the cost of running the line now and in the future without compromising safety or service; and
■ To involve the local community more closely in the development of its railway.

20.2.19. The Partnership works extensively on marketing and promotion of the line and takes an active role in the delivery of improvements to stations and services. Railways bring benefits to rural communities by providing transport for those without a car and the Partnership has a key role in helping rural railways achieve their full potential.

20.2.20. The Partnership includes representatives from train operating companies, local authorities and local interest groups, and meets monthly to ensure that projects within the Partnership’s action plan are being driven forward.

Tourism

20.2.21. Thousands of tourists access Beverley and Bridlington by train each year. Rail has huge potential to attract an increasing proportion of visitors to the area by providing a stress free journey experience through the East Riding’s unique landscape. The frequent through trains between Sheffield/Doncaster and Beverley/Bridlington are particularly valuable in attracting visitors.

20.2.22. Increasing the number of visitors to the East Riding travelling by rail is beneficial in reducing the seasonal increase in traffic on the area’s road network. This LTP will support initiatives to increase the number of tourists both travelling in to and around the East Riding by rail through the provision of appropriate information and facilities.

20.3 Aim

20.3.1. The aim of the LTP Rail Strategy is as follows:

The Council will work in partnership with rail operators and user groups to improve accessibility to stations, particularly by sustainable transport modes, and support measures to integrate rail travel and other transport modes.

20.4 Progress to Date

Rail Station Travel Plans

20.4.1. As part of the development of LTP3, Rail Station Travel Plans were developed for the following strategic stations in the East Riding:

■ Beverley;
■ Bridlington;
■ Brough;
■ Cottingham;
■ Driffield;
■ Goole; and
■ Howden.
20.4.2. The overarching goal of the Rail Station Travel Plans is to reduce the number of passengers accessing rail stations by car where walking, cycling or public transport is a realistic alternative. In addition to increasing the use of sustainable modes by existing users, Rail Station Travel Plans also help to facilitate rail use by making stations more accessible to those who are not currently using the rail network. The Rail Station Travel Plans have been prepared in partnership with Northern Rail and First TransPennine Express.

20.4.3. Since the Rail Station Travel Plans were established, numerous schemes have been implemented to encourage sustainable travel to railway stations and to improve the door-to-door journey experience. These schemes include:

- An increase in provision of secure cycle parking facilities at Beverley Station;
- The conversion of the footpath link between Brough Station and Saltground Road into a shared use footpath and cycleway;
- Extension of the existing footpath and cycleway along Station Road between the station and Howden town centre;
- Installation of car share bays and secure cycle lockers at Brough Station; and
- The installation of covered cycle storage facilities protected by CCTV at Cottingham Station as well as car share bays in the car park.

Bike & Go Cycle Hire

20.4.4. East Riding of Yorkshire Council has worked with Northern Rail and Abellio to provide ten ‘Bike & Go’ hire bikes at Beverley railway station. The new Bike & Go scheme means that rail users can explore the historic town of Beverley using new cycle lanes and infrastructure and also caters for commuters who may want to avoid a long walk to the office.

20.4.5. After registering online and paying an annual subscription fee of £10, users can hire a Bike & Go bike for £3.80 per day. Bikes must be returned to the station from where the hire was made during station ticket office opening hours. Each bike is fitted with a lock to enable users to keep the bikes secure, as well as luggage holders and pedal operated lights. Usage of the scheme will be monitored and more bikes supplied if demand is high. The Bike & Go scheme is available at fifty stations across the north of England and is based on the OV Fiets system installed in the Netherlands by the Dutch state rail operator.

Humber Rail Strategy

20.4.6. In 2013 a specialist consultant was commissioned by the four Humber local authorities and the Humber LEP to produce a rail strategy for the Humber area. The purpose of the Humber Rail Strategy is to review existing infrastructure and potential future infrastructure enhancements and operational aspirations held by the local authorities in the Humber LEP area. The Strategy also provides a framework for the implementation of these aspirations.
20.4.7. The Humber Rail Strategy acknowledges that investment in both passenger and freight services are vital to secure the future economic prosperity of the region, as well as highlighting the rail network’s current role and significance. Further details on the Humber Rail Strategy are included later in this Chapter.

**Rail Usage**

20.4.8. Footfall data for East Riding stations shows that over half of stations reflect the national trend of an increased number of rail users (see table 20.2). Some of the stations that have seen an increase in passenger loadings are located along the Hull to Scarborough line, which already has a high patronage, especially at peak times. Other more rural stations such as Wressle and Eastrington have also witnessed an increase in passenger numbers, despite not having a frequent train service. This highlights the important role that rail plays in these communities. Between 2002/03 and 2012/13 rail use has increased in the East Riding by 22% over a period where service levels have remained broadly static.

20.4.9. As set out in table 20.2, Beverley and Bridlington remain the East Riding's busiest stations in terms of passenger numbers. However, Brough station is served by the highest number of trains each day.

**Table 20.2: Footfall data for railway stations in the East Riding (source: Office of Rail Regulation)**

<table>
<thead>
<tr>
<th>Station</th>
<th>2013/14 Entries &amp; Exits</th>
<th>2012/13 Entries &amp; Exits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverley</td>
<td>604,014</td>
<td>594,636</td>
</tr>
<tr>
<td>Bridlington</td>
<td>423,555</td>
<td>411,826</td>
</tr>
<tr>
<td>Brough</td>
<td>372,140</td>
<td>356,454</td>
</tr>
<tr>
<td>Driffield</td>
<td>255,662</td>
<td>251,700</td>
</tr>
<tr>
<td>Goole</td>
<td>249,759</td>
<td>272,844</td>
</tr>
<tr>
<td>Cottingham</td>
<td>215,728</td>
<td>215,244</td>
</tr>
<tr>
<td>Howden</td>
<td>102,857</td>
<td>96,380</td>
</tr>
<tr>
<td>Gilberdyke</td>
<td>50,998</td>
<td>50,004</td>
</tr>
<tr>
<td>Ferriby</td>
<td>50,298</td>
<td>50,364</td>
</tr>
<tr>
<td>Hutton Cranswick</td>
<td>41,108</td>
<td>39,410</td>
</tr>
<tr>
<td>Hesse</td>
<td>40,930</td>
<td>36,352</td>
</tr>
<tr>
<td>Nafferton</td>
<td>38,984</td>
<td>34,624</td>
</tr>
<tr>
<td>Bempton</td>
<td>10,318</td>
<td>10,080</td>
</tr>
<tr>
<td>Saltmarshe</td>
<td>3,524</td>
<td>4,280</td>
</tr>
<tr>
<td>Arram</td>
<td>1,900</td>
<td>2,496</td>
</tr>
<tr>
<td>Snaith</td>
<td>1,776</td>
<td>1,808</td>
</tr>
<tr>
<td>Eastrington</td>
<td>1,738</td>
<td>1,446</td>
</tr>
<tr>
<td>Wressle</td>
<td>1,548</td>
<td>1,488</td>
</tr>
<tr>
<td>Broomfleet</td>
<td>1,326</td>
<td>1,608</td>
</tr>
<tr>
<td>Rawcliffe</td>
<td>314</td>
<td>170</td>
</tr>
</tbody>
</table>
20.5 Consultation

20.5.1. The LTP was subject to a formal eight week consultation in November/December 2014. However, in developing the LTP Rail Strategy specific discussions were also held with the following parties:

- Council’s Passenger Transport Services Team;
- Northern Rail;
- First Hull Trains;
- First TransPennine Express;
- East Coast Trains; and
- Hull and East Riding Rail User’s Association.

20.6 Plans for the Future

Rail Station Travel Plans

20.6.1. Following the successful implementation of the Rail Station Travel Plans through LTP3, each of the seven Travel Plans has been refreshed and a new action plan has been drawn up for each station. The action plans include a number of small scale improvement schemes to encourage trips to and from the site to be made using sustainable transport. The new action plans will now be delivered through this LTP Rail Strategy in partnership with the relevant Train Operating Company.

Humber Rail Strategy

20.6.2. The Humber Rail Strategy concludes that the rail network has an essential role to play in the future development and expansion of the Humber economy. Investment in the rail network has the potential to deliver significant returns, not just to the rail industry but also to the wider economy and society. For example, improvements to rail access at the Humber Ports has the potential to transfer trips from road to rail, helping to increase the overall capacity of the transport network in the Humber and making the Humber Ports more attractive to potential future investors.

20.6.3. The Humber Rail Strategy sets out potential service changes that can be made within the parameters of existing infrastructure, and future aspirations for rail services across the Humber. These include:

- A half hourly service between Hull and Leeds;
- Lengthening of peak time Hull to Beverley services;
- Reinstituting the direct Hull to Manchester Airport service;
- An hourly Hull to London Kings Cross service;
- An improved Hull to York timetable;
- Extending the existing Manchester Piccadilly to Hull service to Beverley;
- An hourly Hull to Scarborough service on Saturdays (potentially extending this to weekdays in the future);
- Earlier departures on Sundays as well as later weekday evening departures;
- Sustainable access to stations, including access for those with a range of disabilities; and
- Introduction of Smartcard ticketing.

20.6.4. Network Rail is already committed to enhancing the line and improving journey times between Ferriby and Gilberdyke through the High Level Output Specification (HLOS) for Control Period 5 (2014-2019). The Ferriby to Gilberdyke re-signalling scheme will enable increased line speeds and reduced signalling headways. Moreover, longer hours of operations will facilitate capacity improvements through signal box and manned level crossing rationalisation.

Electrification between Selby and Hull

20.6.5. In 2012 the DfT confirmed that the North TransPennine rail route from Manchester to York and Selby would be electrified. This left part of the North TransPennine network, including the stretch between Selby and Hull, without electrification schemes.
20.6.6. The extension of electrification to Hull is important to the economy of the area as it would bring reduced journey times and potentially improved rolling stock, both contributing towards making the area more attractive for businesses. Electrification would also ensure that existing direct links are maintained and are not threatened by the need to run diesel trains ‘under the wires’. Furthermore, a sporadic approach to electrification would make service planning more difficult as the desire to maximise the electrified infrastructure increases.

20.6.7. A group led by First Hull Trains and including MPs, business leaders and local authorities has been working with the DfT and Network Rail to raise the profile of the potential electrification between Selby and Hull. In 2014 the government announced funding of £2.5m for the next stage of the feasibility process, known as Grip3. The cost of the electrification scheme is estimated at around £94 million.

**Gauge Enhancements**

20.6.8. There are a number of constraints affecting rail freight volumes and movements in the East Riding. Firstly the loading gauge on the lines in and out of Hull is currently set at W8. In order to cater for the increase in intercontinental container growth, there is an aspiration to see the freight lines in and around Hull upgraded to W10/12 gauge clearance, as set out in the Freight Route Utilisation Strategy (2007). The Humber Rail Strategy states that this is dependant on the prospects of developing container traffic to and from Hull as the current demand is only for one train per day.

20.6.9. A similar issue exists on the South Humber Bank in terms of rail freight access to the Port of Immingham. North Lincolnshire Council submitted a funding bid to the Humber LTB in 2013 for rail gauge enhancements between the South Humber ports and the East Coast Main Line at Doncaster. These are a priority to enable European containers to be transported and for the ports to increase its competitiveness in a global market. The bid was prioritised for funding by the Humber LTB and the scheme is due to start on site in 2015/16.

**Rail North and Devolution of Rail Powers**

20.6.10. Rail North is a partnership of 30 local transport authorities, including East Riding of Yorkshire Council, covered by the Northern Rail and TransPennine Express franchises in the North of England. Rail North is working with the DfT to devolve some rail powers post 2016, with the aim of ensuring that rail in the north can meet its full potential in both the passenger and freight markets.

20.6.11. Rail North’s overarching objectives are to:

- Support sustainable economic growth;
- Enhance service quality by improving the appeal of rail, encouraging rail use and reducing the environmental impacts of rail; and
- Improve efficiency by reducing the cost per passenger and per tonne of freight moved.

20.6.12. Rail North has commissioned the development of a Long Term Rail Strategy setting out how rail can support the growth of the North of England’s economy over the next twenty years. The key device that shapes the Long Term Rail Strategy is the creation of an integrated network out of the set of separate routes and franchises that are currently in place. Aspects of the Long Term Rail Strategy will be used to feed into the specification for the refranchising of Northern Rail and TransPennine Express.

**Direct Beverley to London Rail Service**

20.6.13. The Council’s Transport Policy Team has worked in partnership with First Hull Trains to help secure a new direct rail service between Beverley and London King’s Cross. Passengers travelling to London currently have to change trains at Hull but following a successful trial run, operator First Hull Trains has made the decision to offer a direct route with no changes required. The new route must now receive final approval from rail regulators and is anticipated to start running later in 2015.
20.6.14. The service will initially run on weekdays, leaving Beverley at 6.02am and calling at Hull, Brough, Howden, Doncaster, Retford, and Grantham before arriving at London King’s Cross at 9.16am. Return journeys will follow the same route, leaving London in the evenings at 6.50pm and reaching the town at 9.46pm. The aim is to speed up travel times for commuters and visitors alike while increasing connectivity between East Yorkshire and the capital.

**Hull/Beverley to York Railway Line**

20.6.15. Potential improvements to further increase the coverage and capacity of the transport network could include the longer term aspiration to reopen the Hull/Beverley to York rail line, which attracted strong support during the preparation of the Council’s emerging Local Plan. A feasibility study to investigate possibilities for reinstating the route was completed in 2005 and showed that this was feasible in engineering terms and that the overall benefits would exceed the overall costs over a 60 year period of time. The study costed the reopening of the line at approximately £240 million.

20.6.16. At present there is no prospect of funding being available to bring forward the reinstatement of this route. However, the Council recognises the benefit that such a proposal could bring to the wider area and will work with neighbouring authorities, partners and funding bodies to explore opportunities to promote this course of action.

**High Speed 3**

20.6.17. In June 2014 the Chancellor of the Exchequer proposed a new high speed rail link between Leeds and Manchester using the existing route with additional tunnels and other infrastructure. This link, known as High Speed 3 (HS3), would improve connectivity between the main cities in the north of England with corresponding benefits to local economies and a rebalancing of power between London and other northern cities. Initial estimates suggest that the scheme would cost approximately £5 billion and would reduce rail journey times between Leeds and Manchester from 49 minutes to 30 minutes.

20.6.18. Although the proposed HS3 scheme would not directly affect East Riding residents it would improve rail journey times between Hull and Manchester/Liverpool and will raise the economic profile of the region as a whole. It is not yet clear how the scheme would be funded or the timescales for delivery although HS3 feasibility studies are currently underway. The HS3 scheme is anticipated to be developed further over the life of the LTP Strategy.

20.7 **Addressing our Transport Priorities and Achieving the LTP Objectives**

20.7.1. In Section B of the LTP the Council has identified a number of key transport challenges and priorities which must be addressed in order to achieve the six LTP objectives. Although the Rail Strategy will help to tackle a number of these priorities and subsequently contribute towards the delivery of a number of objectives it will primarily address the priorities set out under objectives 3 and 6, as follows:

**Objective 3: Reduce Carbon Emissions**
- To reduce the high proportion of residents in the East Riding’s larger settlements that are still choosing to drive for short distances to get to work.
- To encourage and support residents to make short local trips on foot, by bike or using public transport where possible and ensuring that high quality infrastructure is in place to support these trips.

**Objective 6: Improve Access to Key Services**
- To ensure that those residents who do not own a vehicle have access to high quality walking, cycling and public transport networks.

20.8 **Rail Schemes**

20.8.1. A number of schemes to improve facilities at and to/from railway stations will be funded through the LTP. Further details on rail strategy schemes are set out in the three year LTP Implementation Plan (2015/16-2017/18).
21 Community Transport

21.1 Introduction

21.1.1. There are a number of specific transport challenges that can prevent East Riding residents accessing jobs, healthcare, education, shopping, leisure or social activities. Further details are set out in Section B of the LTP, but these challenges can be broadly summarised as follows:

- Conventional public transport is not always available or is not physically accessible;
- Some people find the costs of personal or public transport are very high or unaffordable;
- Services and activities are often located in inaccessible places, particularly for individuals without access to a private car;
- Some people may not be aware of different public transport options, or have the confidence to travel on different services; and
- Many community groups with limited resources need flexible, affordable and accessible group travel provision to enable their members to attend and participate in activities.

21.1.2. To address these transport challenges the Council supports a number of local community transport groups and schemes. Community transport is the name given to any type of transport run on a not-for-profit basis to assist people who cannot access private or public transport for any reason. Community transport provides travel opportunities for local residents, particularly older people and those with disabilities, to ensure that they can maintain their independence by accessing social events and other key services.

21.2 Background

21.2.1. Community transport contributes towards a number of local and national transport policy objectives, but improving accessibility to local services can also help to achieve wider economic and social aspirations. For example, a well run community transport scheme can reduce health inequalities, address social exclusion in rural areas, increase participation in culture and sport and reduce the prevalence of physical and mental health conditions associated with isolation and immobility.

21.2.2. Many residents of the East Riding who do not have access to a private car or appropriate public transport depend on community transport services as their primary means of access to healthcare, shopping, and social activities. Community transport has become particularly important in recent years as the local operators aim to help fill the gaps left as some commercial bus routes cease to be commercially viable.

21.2.3. The East Riding currently has four successful community transport operators:

- Beverley Community Lift;
- Goole and District Community Transport (Goole GoFar);
- Holderness Area Rural Transport (HART); and
- Nafferton Millennium Committee Minibus.

21.2.4. These four operators are collectively known as the East Riding Community Transport Operators Network. All of these groups are run by volunteers and rely on local fundraising and support to remain operational.
21.2.5. In 2008 two of these operators (Goole GoFar and HART) created a new company known as East Yorkshire Community Transport. This joint venture was developed to provide a platform to develop new and innovative services while still maintaining a stable and secure core operational base. In January 2013 Beverley Community Lift and Nafferton Millennium Committee also became full members of East Yorkshire Community Transport. This means that the East Riding’s community transport sector has the opportunity to collectively innovate and deliver new services under an authority-wide brand, without compromising the local identity and operational stability of individual operators.

21.2.6. Each operator offers a variety of transport options including MiBus services (door to door dial-a-ride service to various towns throughout the East Riding), MediBus services (pre-arranged trips to medical appointments), community group minibus hire (for groups such as scouts or over 60s), or regular scheduled minibus services (run under a section 22 license and available for use by the general public). MiBus and MediBus services are funded by the Council.

21.2.7. Support for community transport is dependant on the operations not competing with or abstracting passengers from the commercial bus network. This issue is addressed through the East Riding Transport Partnership which includes representatives from EyMS (the largest local commercial bus operator) and the Community Transport Operators Network. Any potential duplication of services or other conflicts are discussed and resolved at the forum.

21.3 Progress to Date

East Riding Community Transport Strategy and Parish Toolkit

21.3.1. In 2013 the Council’s Rural Policy and Partnership’s Team launched a new Community Transport Strategy (2013-2016) which sets out the aims of the community transport sector in the East Riding and the support which the Council currently offers to local groups. The Community Transport Strategy helps to direct the capital funding made available through the LTP and plays a key role in helping to develop and deliver accessible transport services in the East Riding while acknowledging and supporting the local community transport operators. The full strategy is included as Appendix C to the LTP.

21.3.2. The Council’s Community Transport Strategy has three main objectives, which are as follows:

- To clearly define the role of community transport in the East Riding’s public transport mix.
- To identify new markets for community transport services based on analysis of local needs, and develop an action plan for reaching and meeting those needs.
- To ensure a sustainable future for community transport operators through developing a balanced not-for-profit business model based on social enterprise activity and other more traditional funding mechanisms.
21.3.3. Peoples’ travel needs are not constrained by administrative boundaries, and the Community Transport Strategy also considers cross-boundary issues and the potential for greater partnership working with other local authorities to develop new services and address common issues. The Community Transport Operators Network already includes representation from community transport operators in Hull, and the Community Transport Strategy will seek to build on and extend joint working arrangements with neighbouring areas and partnerships.

21.3.4. A Parish Transport Toolkit has also been prepared by the Rural Team, working closely with the Council’s Transportation Services Unit. The Toolkit is designed to sit alongside the Community Transport Strategy and aims to assist parish councils, local communities and community groups to identify their community’s transport needs and the transport solution that is most appropriate for their particular location.

**Patronage Increases**

21.3.5. Over the past decade community transport provision in the East Riding has grown considerably. Community transport providers rationalised from seven groups to four over the life of LTP2, with larger groups complementing the work done by some smaller groups and eventually merging together. Vehicle fleets and operational capacity have expanded significantly with passenger numbers continuing to rise each year. This is summarised in table 21.1 below.

**Table 21.1: Passenger and vehicle numbers for local community transport services**

<table>
<thead>
<tr>
<th>Year</th>
<th>No of vehicles</th>
<th>Individual</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007/08</td>
<td>15</td>
<td>18,159</td>
<td>51,014</td>
</tr>
<tr>
<td>2008/09</td>
<td>19</td>
<td>34,563</td>
<td>69,907</td>
</tr>
<tr>
<td>2009/10</td>
<td>23</td>
<td>40,907</td>
<td>76,691</td>
</tr>
<tr>
<td>2010/11</td>
<td>25</td>
<td>46,885</td>
<td>80,456</td>
</tr>
<tr>
<td>2011/12</td>
<td>25</td>
<td>49,432</td>
<td>87,779</td>
</tr>
<tr>
<td><strong>Total over 5 years</strong></td>
<td><strong>189,946</strong></td>
<td><strong>365,847</strong></td>
<td></td>
</tr>
</tbody>
</table>

Taken from the Council’s Community Transport Strategy (2013-2016)

**Funding Sources**

21.3.6. From 2005, local community transport groups have been supported by capital funding from LTP2 and LTP3 which has been used to purchase new vehicles. The operators also received revenue support from the now defunct Regional Development Agency funding programmes.

21.3.7. Some community transport providers now have a section 22 permit for some services, which means that the provider runs a registered and timetabled minibus service available to the general public. Community transport groups can claim Bus Service Operators Grant (BSOG) for both section 19 and section 22 services and BSOG has now become an increasingly important source of income for local operators. Nationally, in 2010/11, community transport operators claimed a total of £4.95 million in BSOG emphasising the importance of this funding stream (Community Transport Association ‘State of the Sector’ report for England, 2012).
21.3.8. During LTP3 the DfT allocated additional funding to local authorities in England specifically to support community transport networks in their area. East Riding of Yorkshire Council received additional funding in 2011/12 and 2012/13 and used this to help local community transport operators purchase additional vehicles and recruit new volunteers. Although this funding was extremely beneficial for the local groups, the DfT made it clear that these were exceptional payments and that these are unlikely to be provided again in future years.

**LTP2 Local Area Agreement Target**

21.3.9. As part of the LTP2 Accessibility Strategy the Council demonstrated its commitment to improving accessibility across rural areas of the East Riding by agreeing a challenging Local Area Agreement (LAA) target with the DfT and Government Office covering the period 2008/09-2010/11. The target was to provide 185 new journey opportunities supplied by community transport, where previously no opportunity was available.

21.3.10. LTP2 funds of £200,000 per year over the three year period were allocated to community transport operators in order to work towards meeting this target. This funding enabled the target to be met, and also vastly exceeded, with 1,135 additional journeys being provided in 2009/10. The LAA target and associated funding acted as a boost for local community transport groups and allowed them to significantly expand their operations over a relatively short time period (see figure 21.1, below).

Figure 21.1: Holderness Area Rural Transport (HART) Community Transport service
21.4 Plans for the Future

21.4.1. A key task within the Community Transport Strategy’s action plan is to identify future opportunities for growth within the sector and to make existing services more sustainable in terms of cost. This will be achieved through continuing to increase the number of residents that use local community transport services and further extending services to the ‘hardest to reach’ groups and individuals in our communities. Many of the community transport operators are already working towards becoming more financially self-sufficient in the long term.

21.4.2. The next Community Transport Strategy will run from April 2016 and the strategy will be updated at regular intervals to reflect alterations to national policy and changes in services at a local level.

21.5 Addressing our Transport Priorities and Achieving the LTP Objectives

21.5.1. In Section B of the LTP the Council has identified a number of key transport challenges and priorities which must be addressed in order to achieve the six LTP objectives. Although the Community Transport Strategy will help to tackle a number of these priorities and subsequently contribute towards the delivery of a number of objectives it will primarily address the priorities set out under objective 6, as follows:

**Objective 6: Improve Access to Key Services**

- To continue to support schemes which provide alternative transport options for older and disabled residents and those living in rural areas, including community transport and wheels to work.
- To ensure that those residents who do not own a vehicle have access to high quality walking, cycling and public transport networks.

21.6 Community Transport Schemes

21.6.1. A number of schemes to improve community transport services and facilities will be funded through the LTP. Further details on Community Transport Strategy schemes are set out in the three year LTP Implementation Plan (2015/16-2017/18).
Contact Information

For further information about the LTP or to request a copy of one of our 14 individual transport strategies, please contact us using the details below.

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Claire Hoskins – Principal Transport Policy Officer

(01482) 391747
transport.policy@eastriding.gov.uk
Transport Policy, County Hall, Cross Street, Beverley, HU17 9BA

Glossary of Terms and Abbreviations

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility</td>
<td>The degree to which key services and employment can be easily reached by everyone, including those with disabilities or without access to private cars.</td>
</tr>
<tr>
<td>Area Action Plan (AAP)</td>
<td>An optional development plan document which forms part of a Local Plan and sets out proposals and policies for the development of a specific area. An AAP for Bridlington was adopted in 2012.</td>
</tr>
<tr>
<td>Benefit Cost Ratio (BCR)</td>
<td>Used in cost-benefit analysis to assess the overall value for money of a project or proposal.</td>
</tr>
<tr>
<td>Beverley Integrated Transport Plan (BITP)</td>
<td>Major transport scheme including a new southern relief road and associated highway improvements for Beverley.</td>
</tr>
<tr>
<td>British Cycling</td>
<td>The national governing body for cycle racing in Britain. Also partners with local authorities to run local cycle events.</td>
</tr>
<tr>
<td>Bus route</td>
<td>The physical street layout over which a bus service operates as registered with the Traffic Commissioners.</td>
</tr>
<tr>
<td>Bus Service Operators Grant (BSOG)</td>
<td>A scheme that refunds some of the fuel duty incurred by operators of registered local bus services in the UK.</td>
</tr>
<tr>
<td>Capital spend</td>
<td>Incurred by the Council for what is deemed to be a one off purchase, i.e. ‘buying’ something physical such as a roundabout or new cycle parking stands.</td>
</tr>
<tr>
<td>Chartered Institute of Public Finance and Accountability (CIPFA)</td>
<td>A professional institute for accountants working in public services.</td>
</tr>
<tr>
<td><strong>Clinical Commissioning Group (CCG)</strong></td>
<td>A group including all of the GP surgeries in a given geographical area, designed to organise the delivery of NHS services in England.</td>
</tr>
<tr>
<td><strong>Cyclists’ Touring Club (CTC)</strong></td>
<td>National charity set up to support cyclists and promote bicycle use.</td>
</tr>
<tr>
<td><strong>Department for Transport (DfT)</strong></td>
<td>The government department responsible for the transport network in England.</td>
</tr>
<tr>
<td><strong>Equality Analysis (EA)</strong></td>
<td>Statutory duty for local authorities to assess policies to determine whether they have an adverse impact on equality of opportunity for one or more of the equality groups (race, gender, disability etc).</td>
</tr>
<tr>
<td><strong>Events Safety Advisory Group (ESAG)</strong></td>
<td>Group including Council officers, representatives from the Emergency Services and relevant stakeholders, who assess event applications and advise on public safety.</td>
</tr>
<tr>
<td><strong>European Road Assessment Programme (EuroRAP)</strong></td>
<td>International not-for-profit organisation, risk assessing roads in Europe and recommending improvements for roads with a high number of collisions.</td>
</tr>
<tr>
<td><strong>East Yorkshire Motor Services (EYMS)</strong></td>
<td>Bus operator running services in Hull, East Yorkshire and North Yorkshire.</td>
</tr>
<tr>
<td><strong>Growth Deals</strong></td>
<td>Results of negotiations between LEPs and the government for LEPs to secure a portion of the Local Growth Fund.</td>
</tr>
<tr>
<td><strong>Habitat Regulations Assessment</strong></td>
<td>Statutory duty for local authorities to assess policies to determine whether they have an adverse impact on Special Protection Areas, Special Areas of Conservation and Ramsar sites.</td>
</tr>
<tr>
<td><strong>Health and Safety Executive (HSE)</strong></td>
<td>The UK’s independent regulator for work-related health, safety and illness.</td>
</tr>
<tr>
<td><strong>Health Impact Assessment (HIA)</strong></td>
<td>Statutory duty for local authorities to consider the potential health impacts of LTP schemes on the local population. Our HIA is available on request.</td>
</tr>
<tr>
<td><strong>Highways Agency</strong></td>
<td>Responsible for operating and maintaining the country’s strategic road network including most motorways and significant trunk ‘A’ roads. The Highways Agency will soon become a publicly owned corporation.</td>
</tr>
<tr>
<td><strong>Heavy Goods Vehicle (HGV)</strong></td>
<td>Any goods vehicle with an operating weight (gross vehicle weight) exceeding 3.5 tonnes.</td>
</tr>
<tr>
<td><strong>Killed and Seriously Injured (KSI)</strong></td>
<td>A measure of the number of people involved in road traffic collisions.</td>
</tr>
<tr>
<td><strong>Local Area Agreement (LAA)</strong></td>
<td>A 3-year agreement between the government and a local area working through its Local Strategic Partnership. Includes improvement targets and a delivery plan.</td>
</tr>
<tr>
<td><strong>Local Enterprise Partnership (LEP)</strong></td>
<td>Voluntary partnerships between local authorities and businesses to help promote local economic growth and job creation.</td>
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<tr>
<td><strong>Local Growth Fund</strong></td>
<td>A £12 billion national funding pot for housing, transport, employment and other initiatives, devolved to LEPs to distribute to local authorities.</td>
</tr>
<tr>
<td><strong>Local Plan</strong></td>
<td>A suite of planning documents that together provides the long term plan for development in a particular local authority area.</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
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<tr>
<td><strong>Local Strategic Partnership (LSP)</strong></td>
<td>A partnership that brings together organisations from public, private, community and voluntary sector to improve the quality of life in a particular local authority area.</td>
</tr>
<tr>
<td><strong>Local Sustainable Transport Fund (LSTF)</strong></td>
<td>A £560 million government fund to support transport schemes which support economic growth and reduce carbon emissions. Local authorities were invited to bid to the fund for projects delivered between 2011 and 2015.</td>
</tr>
<tr>
<td><strong>Local Transport Body (LTB)</strong></td>
<td>A democratically accountable group of local authorities and the relevant LEP, whose role is to agree, manage and oversee the delivery of a prioritised programme of transport schemes from 2015 onwards.</td>
</tr>
<tr>
<td><strong>Local Transport Plan (LTP)</strong></td>
<td>A formal document setting out the transport policy and strategy for a given local authority. This is the Council’s fourth Local Transport Plan – the first Plan, LTP1, was adopted in 2001.</td>
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<tr>
<td><strong>Lower Super Output Areas (LSOA)</strong></td>
<td>A small geographic area used for the purposes of compiling and reporting statistics.</td>
</tr>
<tr>
<td><strong>Major Haltemprice Settlements</strong></td>
<td>The collective term for the settlements of Anlaby, Cottingham, Hessle, Kirk Ella and Willerby, located to the west of Hull.</td>
</tr>
<tr>
<td><strong>Modal shift</strong></td>
<td>The change over time from using one mode of transport to another.</td>
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<tr>
<td><strong>National Cycle Network (NCN)</strong></td>
<td>A network of 14,700 miles of cycle routes running across the UK, developed and managed by the UK cycling charity Sustrans.</td>
</tr>
<tr>
<td><strong>National Institute for Health and Clinical Excellence (NICE)</strong></td>
<td>A non-departmental public body of the Department of Health serving the NHS in England who publishes guidance on a range of health topics.</td>
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<tr>
<td><strong>Network Management Plan (NMP)</strong></td>
<td>A plan that sets out how the transport network is managed to meet the requirements of the Traffic Management Act (2004) and improve coordination between stakeholders in delivering works programmes.</td>
</tr>
<tr>
<td><strong>Personalised Travel Planning (PTP)</strong></td>
<td>Working with individuals to provide them with tailored travel information to help them choose to travel using sustainable modes.</td>
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<tr>
<td><strong>Powered Two Wheeler (PTW)</strong></td>
<td>A generic term for two wheeled motor vehicles including motorcycles, motorbikes and mopeds.</td>
</tr>
<tr>
<td><strong>Revenue spend</strong></td>
<td>Incurred by the Council for ongoing expenses such as electrical costs to power streetlights, or staff time.</td>
</tr>
<tr>
<td><strong>Safer Roads East Riding (SRER)</strong></td>
<td>A group of officers from the Council, police and fire and rescue service who monitor and manage local casualty reduction activity.</td>
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<tr>
<td><strong>SkyRide</strong></td>
<td>A free organised group cycle ride led by ride leaders. Forms part of the Council’s partnership with British Cycling.</td>
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<tr>
<td><strong>Strategic Economic Plan (SEP)</strong></td>
<td>A document prepared by each Local Enterprise Partnership setting out their economic priorities and ambitions for future growth. The Plans were submitted to the government and formed the basis of Growth Deal negotiations.</td>
</tr>
<tr>
<td><strong>Strategic Environmental Assessment (SEA)</strong></td>
<td>Statutory duty for local authorities to assess any potential significant environmental impacts of the measures proposed in their LTP strategy. Our SEA is available on request.</td>
</tr>
<tr>
<td><strong>Sustrans</strong></td>
<td>A British charity promoting sustainable transport, particularly cycling. Responsible for developing the National Cycle Network.</td>
</tr>
<tr>
<td><strong>Trans Pennine Trail (TPT)</strong></td>
<td>A long distance coast to coast route for walkers, cyclists and horse riders across the north of England. The eastern section of the trail runs through the East Riding, with the trail start/end point on Hornsea sea front.</td>
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<tr>
<td><strong>Transport Asset Management Plan (TAMP)</strong></td>
<td>A strategy setting out how we will manage and maintain our transport assets, including carriageways, footways, cycleways, street lights and street furniture.</td>
</tr>
<tr>
<td><strong>Travel Plan</strong></td>
<td>A package of measures designed to reduce the number of single occupancy car trips to a given site, often a business or a school. Travel Plans are usually submitted to the Council as part of larger planning applications.</td>
</tr>
<tr>
<td><strong>Visit Hull and East Yorkshire (VHEY)</strong></td>
<td>The area tourism partnership for the Hull and East Yorkshire area.</td>
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<tr>
<td><strong>Yorkshire Coast Community Rail Partnership (YCCRP)</strong></td>
<td>A group of local businesses and individuals who promote the Hull to Scarborough rail line.</td>
</tr>
<tr>
<td><strong>Yorkshire Highway Authorities and Utilities Committee (YHAUC)</strong></td>
<td>Quarterly meetings for local authorities and utilities companies to discuss ways of improving the management of street works and highway maintenance schemes across Yorkshire.</td>
</tr>
<tr>
<td><strong>Yorkshire Traffic Managers Group (YTMG)</strong></td>
<td>Quarterly meetings bringing together the Traffic Managers from every local authority in Yorkshire.</td>
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East Riding of Yorkshire Council will, on request, provide this document in Braille, audio or large print format.

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