



SHEFFIELD CITY COUNCIL Cabinet Report

14

Report of: Deputy Chief Executive and
Executive Director of Place

Date: 22nd December 2010

Subject: A Vision for Excellent Transport in Sheffield

Authors of Report: Matthew Borland and Andy Wild

Summary:

A Vision for Excellent Transport in Sheffield is about our approach to transport between 2011 and 2026. Our vision is for excellent transport in Sheffield which will empower people to make informed choices about the way they travel. Transport will help contribute to the social, economic and environmental improvements we want to happen in the city:

- Increasing opportunities for everybody
- A competitive low-carbon economy
- A better environment
- A healthier population
- A culture where the car is not always the first choice

This report sets out our aspirations and what we want to do in the short term and over the long term for each of these five aims.

Reasons for Recommendations

Cabinet is asked to approve 'A Vision for Excellent Transport in Sheffield' so that the Council has a clear strategic approach to transport for the next 15 years.

Recommendations:

1. To approve 'A Vision for Excellent Transport in Sheffield'
 2. To input 'A Vision for Excellent Transport in Sheffield' in to the South Yorkshire Local Transport Plan 3 preparation
-

Background Papers: None

Category of Report: OPEN

Statutory and Council Policy Checklist

Financial implications
YES Cleared by: Matthew Bullock
Legal implications
YES Cleared by: Julian Ward
Equality of Opportunity implications
YES Cleared by: Ian Oldershaw
Tackling Health Inequalities implications
YES
Human rights implications
NO
Environmental and Sustainability implications
YES
Economic impact
YES
Community safety implications
NO
Human resources implications
NO
Property implications
NO
Area(s) affected
All
Relevant Scrutiny Board if decision called in
Culture, Economy and Sustainability
Is the item a matter which is reserved for approval by the City Council? NO
Press release
YES

1.0 SUMMARY

1.1 'A Vision for Excellent Transport in Sheffield' is about our approach to transport between 2011 and 2026. Our vision is for excellent transport in Sheffield which will empower people to make informed choices about the way they travel. Transport will help contribute to the social, economic and environmental improvements we want to happen in the city:

- Increasing opportunities for everybody
- A competitive low-carbon economy
- A better environment
- A healthier population
- A culture where the car is not always the first choice

1.2 This report sets out our aspirations and what we want to do in the short term and over the long term for each of these five aims.

2.0 WHAT DOES THIS MEAN FOR SHEFFIELD PEOPLE?

2.1 The main difference between 'A Vision for Excellent Transport in Sheffield' and previous approaches is a change of emphasis. The focus is on changing our travel culture by empowering people to make informed choices and how the Council can enable and encourage people to make different decisions about how they travel. This will include providing incentives and rewards for people. The Council's role can be summarised as an 'enabler' rather than 'doing things to people.' 'A Vision for Excellent Transport in Sheffield' also takes a more objective led approach which sees transport as means of achieving our wider objectives. Examples of what this means in practice include:

- A bus service that is more integrated, reliable and accessible that better meets passenger's needs. This will be done by the public having greater control of bus routes, fares and timetables.
- People will be empowered to make informed choices about how they travel through better targeted information
- An increased role for local people through Community Assemblies in how we change our travel culture
- Sheffield aspires to be amongst the leaders in electric/low emission vehicles.
- Streets that people can be proud of through the major investment of the Private Funding Initiative.

3.0 OUTCOME AND SUSTAINABILITY

3.1 Our approach will involve empowering people to choose to travel less and also to choose to travel in different ways. The outcome of this will be more people travelling by bus, tram, train, bicycle, walking and car sharing – in other words a culture where the car is not always the first choice. This will contribute to increasing opportunities for everybody; a competitive low-carbon economy; a better environment; a healthier population.

3.2 In developing 'A Vision for Excellent Transport in Sheffield' we have taken this opportunity to look at our approach to transport and the impacts in the widest sense. Transport can make a contribution to achieving many of the outcomes in the Council's Corporate Plan, whether they relate to

economic, social or environmental goals. The proposed Transport Strategy will also help deliver the specific transport objectives in the Corporate Plan, namely:

- Better transport links
- Reducing congestion
- Public transport that is easier for people to use
- Safer roads
- Streets to be proud of

4.0 REPORT

4.1 As well as setting out the City Council's strategic priorities 'A Vision for Excellent Transport in Sheffield' is also the City Council's contribution to the third South Yorkshire wide Local Transport Plan (LTP3). This is important because the LTP determines how transport funding released by Department for Transport is spent in the local area over the next decade.

4.2 The Sheffield City Region (covering South Yorkshire and a number of districts in North Derbyshire and North Nottinghamshire) will have a 15 year Transport Strategy in place by April 2011 which provides a strategic framework for LTP3. LTP3 covers South Yorkshire and will help the four districts along with South Yorkshire Passenger Transport Executive to prioritise transport improvements which require investment. LTP3 will be in place by April 2011. South Yorkshire partners are engaging with Nottinghamshire and Derbyshire County Councils on how their respective LTP3s can reflect the transport aspirations of Sheffield City Region which straddles the regional boundaries.

4.3 'A Vision for Excellent Transport in Sheffield' (see Appendix A) sets out a vision for transport in Sheffield and a new approach for delivering the five aspects of this vision:

- Increasing opportunities for everybody
- A competitive low-carbon economy
- A better environment
- A healthier population
- A culture where the car is not always the first choice

As well as setting out longer term aims it also sets out some shorter term actions.

4.4 Discussions with Community Assemblies on transport have been reflected in 'A Vision for Excellent Transport in Sheffield' and have also been fed in to the process for developing LTP3.

5.0 RELEVANT IMPLICATIONS

5.1 Financial Implications

This report is not seeking approval for spend. 'A Vision for Excellent Transport in Sheffield' is a 15 year strategy covering the period 2011-26, which will influence future transport spending. It takes a long term view which is deliberately aspirational and some of the actions suggested are not even within the gift of the Council, for example decisions on High Speed Rail. The main source of funding for the immediate actions is the LTP3, which will be the subject of future Cabinet reports. The Local

Sustainable Transport Fund and the Regional Growth Fund may also provide opportunities to access funding that will help deliver some of the actions.

5.2 Legal Implications

In implementing 'A Vision for Excellent Transport in Sheffield' the Council will use a range of legal powers. This includes Section 2 of the Local Government Act 2000 which allows principal local authorities in England and Wales to do anything they consider likely to promote the economic, social and environmental well-being of their area unless explicitly prohibited elsewhere in legislation. The Local Transport Act 2008 includes provisions designed to make bus quality contracts schemes - the London-style model of bus contracts - a more realistic option for local transport authorities throughout England and Wales. Production of the LTP is a statutory requirement of the 2008 Act and is now the responsibility of the South Yorkshire Integrated Transport Authority.

5.3 Equal Opportunities Implications

One of the five aims of 'A Vision for Excellent Transport in Sheffield' is 'Increasing opportunities for everybody.' Transport will play a key role in providing better access to jobs, training, education, health care and leisure activities for all. One aim of changing our travel culture is that people will be able to go about their daily lives without being dependent on the car.

5.4 An Equality Impact Assessment has been completed for 'A Vision for Excellent Transport in Sheffield'. Equality Impact Assessments will be produced for subsequent decisions on new activity emanating from 'A Vision for Excellent Transport in Sheffield.' These will show if there are any impacts on specific communities and how the Council has consulted and how it will mitigate these impacts where possible.

5.5 Environmental and Sustainability Implications

Our approach to transport aims to help Sheffield to have a better and sustainable environment. The way we move about the city will play a significant role in reducing the amount of CO2 produced by the city and reducing the negative impact of traffic on people in their neighbourhoods. This includes improved air quality and less noise pollution.

5.6 Economic Impact

Good transport links to and from Sheffield are vital to having a competitive low-carbon economy. By 2025 the aim is to have improved road, rail and air connections to key external markets to enable more efficient movement of goods and people. Reduced congestion levels within the city would also mean savings in time for both individuals and business. We aim to improve the range of transport choices in Sheffield to help make recruitment for firms easier and reduce the cost of moving goods.

5.7 Tackling Health Inequalities implications

By 2025 Sheffield we aim to have a healthier population living for longer helped by the way our transport network operates. Improved air quality would see fewer people in the city dying from the effects of air pollution. Less noise pollution would also result in improvements to people's well-being by reducing the annoyance, lack of sleep and loss of productivity at

work it causes. We also aim for fewer people to be killed or seriously injured on our roads and more people to enjoy the health benefits from walking and cycling.

6.0 ALTERNATIVE OPTIONS CONSIDERED

- 6.1 An alternative option would be not to have 15 year transport vision. This option would however have diminished Sheffield City Council's influence on transport in the city.

7.0 REASONS FOR RECOMMENDATIONS

- 7.1 Cabinet is asked to approve 'A Vision for Excellent Transport in Sheffield' so that the Council has a clear strategic approach to transport for the next 15 years. 'A Vision for Excellent Transport in Sheffield' will also help influence national government and help in our relationship with partners.

8.0 RECOMMENDATIONS

- 8.1 To approve 'A Vision for Excellent Transport in Sheffield'
- 8.2 To input 'A Vision for Excellent Transport in Sheffield' in to the South Yorkshire Local Transport Plan 3 preparation

A Vision for Excellent Transport in Sheffield

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Our vision for transport

Our vision is for excellent transport in Sheffield which will empower people to make informed choices about the way they travel. Transport will help contribute to the social, economic and environmental improvements we want to happen in the city:

- Increasing opportunities for everybody
- A competitive low-carbon economy
- A better environment
- A healthier population
- A culture where the car is not always the first choice

What does 'excellent transport' mean?

Below we expand on each part of the vision and what success will look like.

Good transport links to and from Sheffield are vital to having a **competitive low-carbon economy**. By 2025 we will have improved road, rail and air connections to key external markets to enable more efficient movement of goods and people. Reduced congestion levels within the city will also mean savings in time for both individuals and business. There will be a good range of transport choices in Sheffield to help make recruitment for firms easier and reduce the cost of moving goods.

Our approach to transport will help Sheffield to have a **better environment** and contribute to achieving our carbon reduction targets. The way we move about the city will play a significant role in reducing the amount of carbon dioxide produced by the city. At a local level people will have streets to be proud of and there will be less negative impact of traffic on people in their neighbourhoods.

By 2025 Sheffield will have a **healthier population** living for longer thanks in part to the way our transport network operates. Improved air quality will see fewer people in the city dying prematurely from the effects of poor air quality. Less noise pollution will also result in improvements to people's well-being by reducing the annoyance, lack of sleep and loss of productivity at work it causes. There will be fewer people killed or seriously injured on our roads and more people will be enjoying the health benefits from walking and cycling.

Sheffield will be a city of opportunity and transport will play a key role in providing **increased opportunities for everybody**, including better access to jobs, training, education, healthcare and leisure activities for all.

By 2025 people will think differently and will make informed choices about how they travel. People will be able to go about their daily lives without being dependent on the car - **a culture where the car is not always the first choice**. There will have been a culture shift where people make a conscious effort to travel less and walking, cycling, using public transport or car sharing are considered natural first choices.

Our new approach

The main difference between this Vision and previous approaches is a change of emphasis. The focus is on changing our travel culture by empowering people to make informed choices and how the council can enable them to make different decisions about how they travel. This will include providing incentives and rewards for people. The Council's role can be summarised as an 'enabler' rather than 'doing things to people.' This Vision also takes a more objective led approach which sees transport as means of achieving our wider objectives. Examples of what this means in practice include:

- Having a greater control of bus routes, fares and timetables.
- Providing better targeted information to help empower people to make informed choices about how they travel.
- An increased role for local people through Community Assemblies in how we change our travel culture
- Aspiring to be amongst the leaders in electric/low emission vehicles.

How we will achieve our vision

There are a number of things we will do to achieve our vision. Examples of what we will do over the next 5 years include:

- Pursue a 'Bus Quality Contract' which will give us greater control of bus routes, fares and timetables.
- Provide better targeted information and listen to people and business to empower them to make informed choices about how they travel.
- Introduce more Park and Ride spaces.
- Begin to resurface and replace the lighting on our entire network of roads and pavements.
- Reduce train journey times to London to less than 2 hours and press for commitment to electrification of the Midland Main Line.
- We will work with local people, including through Community Assemblies, to identify new measures.

We are ambitious for the future and our longer-term aspirations include:

- We want to improve people's access to a variety of transport options so that they do not need to choose the car every time
- Increasing the number of journeys to be made on public transport and more people walking and cycling for shorter journeys.
- Making bus services more accountable and responsive to local people, including Oyster-style smart cards and improved services.
- Extending the Supertram network.
- We want to be amongst the leaders in electric and low emission vehicles.
- We want Sheffield to be in the next phase of High Speed Rail with a direct connection to London and the north.

Some of these aspirations will be dependent on support and funding from government.

We are also clear that there are some actions we do not believe are the right ones for Sheffield. Therefore we will not:

- Introduce congestion charging in Sheffield

- Consider introducing a workplace parking levy until the City's economy has enjoyed a period of sustained growth
- Introduce any new 24 hour bus lanes

Scale of the challenge

A competitive low-carbon economy

The challenge here is significant. Sheffield's connectivity to London by rail is poor in comparison to other core cities. The cost of excess congestion nationally is projected to increase from £16 billion in 2010 (1.1%GDP) to £34 billion (1.7% GDP) in 2025. There are increasingly more cars in the country and people are travelling further. Analysis of population and car commuting times shows that Sheffield's potential pool of labour is much smaller than Leeds and Manchester and therefore has more difficulty competing for skills.

A better environment

It is estimated that one-fifth of our carbon emissions come from transport, mainly from petrol and diesel emissions. We have challenging targets to reduce the amount of carbon emitted by the city: a 10% reduction on 2005 levels by 2011; a 30% reduction by 2020; and a 60% reduction on 2005 levels by 2050. Reduced pollution levels will also mean there is better air quality for the people of Sheffield. Survey work shows 61% of people are not happy with the state of the roads and pavements in the city.

A healthier population

Transport is a major source of air pollutants and poor air quality affects breathing, increases hospital admissions and leads to heart disease. Based on national estimates there are between 240 and 325 premature deaths each year in Sheffield due to air pollution. It is also estimated that air pollution can reduce the average life expectancy by 7-8 months for the population as a whole. In some areas the level of noise from transport can be such that it begins to impact upon people's quality of life. Effects can include annoyance, sleep disturbance and loss of productivity. Fewer road accidents in the city will also make people safer on our roads. There were over 200 people killed or seriously injured in accidents on our roads last year in Sheffield – the lowest level since records began – but we will reduce this further. Sheffield has the highest level of adult obesity and the lowest levels of physical activity of the eight largest English cities outside London - 22% of adults in Sheffield are obese and 34% overweight. Just less than one in five 10 and 11 year olds are now obese.

Increasing opportunities for everybody

Transport is acknowledged as a major source of social exclusion¹. There are increasing numbers of old and disabled people in Sheffield for whom the barriers to travel are many and varied. Low income households and those without cars face

¹ **Making the Connections: Final Report on Transport and Social Exclusion**, Report by the Social Exclusion Unit, February 2003.

increasing difficulty and cost when accessing services and facilities that are, more than ever before, geared towards car users. In 2001, over 35% of Sheffield households did not have a car. National evidence shows that of those without a car 40% cite transport as a barrier to finding employment and 30% have difficulty getting to hospital. 18% of people without a car find seeing friends and family difficult because of transport problems, compared with 8% for car owners. People without cars are also twice as likely to find it difficult getting to leisure centres (9%) and libraries (7%).

A culture where the car is not always the first choice

Over the last four decades there has been a large increase in car use in Sheffield, although over the last decade the rate of growth has been slower. Many people who have a car see it as their first choice in their everyday life. Many of the changes in society in the last two generations have required people to travel further to meet their daily needs.

Encouragingly the number of people walking, cycling and using the tram and train has increased in the last decade. However, the number of people using the bus has been in long term decline since a peak in 1985 and travel by bus to Sheffield City Centre has more than halved in the past twenty five years.

What we are already doing

We know that there are some major issues to tackle. People tell us the condition of the roads is a problem. On public transport the reliability, frequency and most significantly cost are issues not only affecting current passengers, but also deterring potential passengers.

We are currently doing a lot of things to try and improve our transport network. Our £2 billion investment programme to improve all of the city's roads, street lights and pavements over the next 25 years begins in 2011. Work to encourage more children to walk or to cycle to school is paying off, serious road accidents are at an all-time low (since records began) and the resurgence of the City Centre economy has been achieved without additional traffic. We will of course continue with our existing efforts. However we realise that we need to do more.

What we will do

However we recognise we need to do more. Traditional approaches have focussed on types of transport. Our new approach focuses more on people and how we can change our travel culture. **This approach will involve empowering people to choose to travel less and also to choose to travel in different ways.** We want to work with people to help them make small changes, which added together can have a huge impact. We will encourage and provide incentives for people to give the alternatives to car a go and try the bus one day a week, or try out walking to work in the summer. We want to empower people to think differently about how they travel - so that while the car remains a choice for many, it is not always the first choice. To achieve this we need to ensure that the alternatives to car travel are attractive.

We also want to make it easier for people to travel less *and* to increase the opportunities available to them. Travel is usually a means to an end. It is something we generally do because we need to get somewhere to do the things we need, or want to do. For individuals and for business, travel costs time and money. Too many of the changes in the past have required people to travel further and more frequently to meet their daily needs, increasing their costs. For example, between 1996 and 2006, the average length of a shopping trip in Britain increased by 10% to 4.3 miles. The more we are able to meet our needs and wants without having to travel or by travelling less, the better our transport system will operate and the more efficient our business will be. Our aim is to reduce the need to travel, whilst improving access to goods and services. We aim to improve the quality and range of local opportunities and this will empower people to be able to travel less. This is not about preventing people from travelling, people will travel if they choose to, but it is about how people's needs can be met by travelling shorter distances or without travelling at all.

The Council has an important role to play as a major employer and as a partner to other organisations across the city and will show leadership in the way our staff travel and the way we conduct our business.

This Vision document links in with A City of Opportunity, our Corporate Plan for 2010-13. The development of this document covers all areas where transport can make a contribution to achieving the outcomes in our Corporate Plan, whether they relate to economic, social or environmental goals. In addition, the corporate plan has the following transport specific priorities:

- Better transport links
- Reducing congestion
- Public transport that is easier for people to use
- Safer roads
- Streets to be proud of

Our Vision also fits in with the Council's 'Future Shape' work, which will help create a clear vision of what the Council should look like in 2015 and understand how best to deliver the outcomes for Sheffield people and businesses. Future Shape sets out seven policy principles which will guide how services are provided in the future. This Vision has specific links with the following Future Shape policy principles: 'Focus on outcomes'; 'Choose and use'; 'Devolution and localism'; 'Prevention'; and 'Fairness.'

Our approach to developing this Vision document has incorporated the Council's Guiding Principles and in particular the principles on choice, environmental sustainability, equality of opportunity and a fair deal for all communities.

This Vision has been developed in parallel with the third South Yorkshire Local Transport Plan (LTP) and the Sheffield City Region Transport Strategy. The LTP provides the strategic overview for the Sheffield City Region as a whole, whilst this document sets out specifically what Sheffield's approach to transport will be.

This document sets out our strategic approach to transport over the next 15 years to 2025. It contains actions that we will be doing in the short term and also our longer term ambitions that will contribute to achieving our vision. At this stage these longer term ambitions are not costed but included to show the aspiration of what we will strive to achieve.

In the following sections the actions which we will take are grouped under the most relevant part of the vision, although it should be noted that many of the actions will contribute to more than one part of the vision.

A competitive low-carbon economy

This is where we aim to be in 2025:

Good transport links to and from Sheffield are vital to having a competitive low-carbon economy. By 2025 we will have **improved road, rail and air connections** to key external markets to enable more efficient movement of goods and people. **Reduced congestion** levels within the city will also mean savings in time for both individuals and business. There will be a good range of transport choices in Sheffield to help make recruitment for firms easier and reduce the cost of moving goods.

Context and how we will get there:

Sheffield City Region's Local Enterprise Partnership (LEP) has set out how business and local authority leaders will come together to provide strategic leadership to drive economic growth in the City Region. The LEP proposes an integrated approach to tackling the economic challenges the City Region faces. This includes improving transport links which are essential to support access to and development of the main business locations, regeneration and development areas and to improve the City Region's links to London, other major cities and international connections via Doncaster Sheffield Airport.

Improved road connections

On the roads we want the motorway network to function better so that congestion does not inhibit economic growth in Sheffield city region through the costs incurred by people or freight moving about. We will explore how we can increase capacity and reduce demand on the M1 from local traffic crossing and making short motorway journeys. Road links across the Pennines to Manchester are also important. The Council would support selective improvements to this route that would tackle the environmental problems in Mottram and Tintwistle and improve reliability of cross-pennine journeys. Our measure of success is more reliable journey times on the M1 and M62, plus A616/A628.

Improved rail connections

We are aiming for faster and more frequent rail links to Manchester, Leeds and London. In the longer term we want Sheffield to be included on the High Speed rail network. We are working with East Midlands Trains, Network Rail and Government to reduce the journey time to London to less than two hours by 2014. We will also work with partners to get more frequent services to Manchester with journey times of no more than 45 minutes. To achieve our longer term aims we will continue to lobby for the electrification of the mainline to London via Derby and Nottingham. We will also make the very strong economic and transport case for High Speed Rail to serve the Sheffield city region. We will support opportunities to increase the proportion of freight moved by rail across our region.

Our measures of success are: Reduce rail journey times to London to under 2hrs by 2014; reduce rail journey times to Manchester Airport to under 1hr 10mins by 2019; reduce rail journey times to Manchester Piccadilly to under 45mins by 2019;

increase frequency of rail services to Manchester to four per hour by 2019; Sheffield on High speed rail network; and electrification of the mainline to London via Derby and Nottingham.

Improved air connections

The airports nearest to the city are Robin Hood Airport Doncaster Sheffield, East Midlands and Manchester. The continued development of Robin Hood Airport Doncaster Sheffield represents an enormous opportunity for the city region and the Council will continue to support work to develop new routes and improve road access to the airport. The City Council also support the Highways Agency's proposals to use 'Managed Motorway' technology on the M1 between junctions 28-31 and 'dynamic hard shoulder running' between junctions 32 and 35a, to improve access between Sheffield and East Midlands Airport. We have a target of reducing rail journey times to Manchester Airport to less than 1hr 10mins by 2019 (as above)

Reduced congestion levels

While traffic levels are increasing generally, we have been successful limiting these and we reduced journey times during the morning peak period by more than five per cent compared with 2004/05. Trends on the eight main roads in Sheffield show "person journey times per mile travelled" decreased from 4 minutes 14 seconds to 4 minutes 01 seconds in 2009/10 against a background growth in travel of 2.7%. This compares favourably with the other main urban areas in the country. The benefits of reducing congestion include less time lost for individuals and businesses, more reliable journey times, more efficient movement of freight, less pollution and improved public health. We want to continue to reduce congestion levels and the measures set out here will contribute to that. We also want to reduce the number of single occupancy car trips. One of the ways we will do this is through expansion of the car club and facilitating car sharing across the city. Further details on car club and car share are in the section 'a culture where the car is not always the first choice.'

The new communications approach outlined above and our actions to reduce the need for people to travel, and to increase the number of people choosing public transport or to walk or cycle will all contribute to reducing congestion. School Travel Plans which help manage the ways children travel to and from school and Workplace Travel Plans which help manage employee travel and any other travel to and from different work sites, including commuter journeys, business trips and freight deliveries will both have a significant part to play.

As part of our communications plan we will promote a 'Car Free Friday' in partnership with major employers. Organisations will be encouraged to designate one day a week where staff do not need a car for use on company business and can choose alternative means of travel for the journey to work. We will also promote a city-wide 'In Town without My Car' day which will link in with European Mobility week.

We will also improve the management of the road network to operate more effectively and reduce congestion. As a key business location and destination we will also seek to create an accessible people and business friendly city centre. Our

programme to improve the management of the network includes improving road junctions, better signs and better co-ordination of contractors working on our roads so disruption is kept to a minimum. It also involves providing "real time" information to advise motorists of special events, delays or the best routes to use. We will continue the Driving me Crazy programme. This involves local people nominating which traffic hotspots caused them most problems and setting out priorities for treating these.

We have also started a programme of measures to reduce congestion on Ecclesall Road as a corridor, at Meadowhead roundabout and at Meadowhall Road / Barrow Road near Meadowhall. Further funding for large scale improvements will be limited, so it becomes ever more important to make best use of the existing highway network through improved management of people working in the highway, and flexibly co-ordinating traffic signals to cope with incidents and emergencies, and provide travellers with "real time information" about routes and travel options. Our measure of success is a reduction in the number of car trips and an increase in public transport trips, walking and cycling. We also aim to make improvements in the overall reliability and predictability of journey times

The chapter 'A culture where the car is not always the first choice' has details of our approach to increase the number of people using public transport, walking, cycling, car-sharing and using the car club.

A better environment

This is where we aim to be in 2025:

Our approach to transport will help Sheffield to have a better environment and contribute to achieving our **carbon reduction** targets. The way we move about the city will play a significant role in reducing the amount of Carbon dioxide produced by the city. At a local level people will have **streets to be proud of** and there will be **less negative impact of traffic** on people in their neighbourhoods.

Context and how we will get there:

Carbon reduction

There are two main ways of reducing the carbon dioxide produced by transport: helping people to choose to make fewer journeys by car and by making better use of vehicle technology, such as greener fuels. Our approach to helping people change the way they travel is covered in detail in the 'Changing our travel culture' chapter.

With regard to better technology there is a huge untapped potential to use greener fuels and reduce emissions. Less than 0.1% of the UK's 26 million cars are electric. There are many benefits associated with the development of low emission vehicles across the UK, including health, economic, carbon reduction, fuel security and long term sustainability. We want to make it easier for people to choose and use cleaner, low carbon fuels.

To achieve this transformation requires tackling the main challenge in this market - the 'chicken and egg' problem in that few people will purchase vehicles until there is confidence in its ability to provide unrestrained travel over appropriate distances. A key challenge is, therefore, to overcome the 'range anxiety' that potential users of electric and gas vehicle users have, i.e. the fear they will be unable to recharge/refuel their vehicles on (longer) journeys. Whilst technical improvements in battery life and vehicle efficiency are in advanced stages of development, the issue remains a key one. The national response to this is to support the investment in the refueling infrastructure needed. We will take the opportunity to be at the forefront of this initiative to accelerate the uptake of electric and gas vehicles. A key challenge will be for us to develop sustainable, low emission energy (gas and electric) that has a net benefit in overall emissions reduction. Another key barrier is the up front cost of buying an electric car and we will work with government to promote the uptake.

We have begun a study to identify opportunities for fleet operators including our waste management partner, Veolia and the council fleet to switch to electric or biomethane vehicles and the type of provisions that could be made to increase uptake. The outcome of this work will be an implementation plan that will include awareness raising and promotional activity as well as potential grants, incentives and supporting policies.

A South Yorkshire wide delivery plan has been produced (July 2010) which sets out practical plans for low carbon vehicles and infrastructure in a comprehensive and cohesive way. The main focus is on targeting major fleet operators including private and public bodies in order to help accelerate the uptake of low carbon vehicles such as gas and electric. The Council will lead by example and our vehicle fleet will use low carbon wherever possible. We will also seek to influence partners and suppliers.

On the infrastructure our focus is about giving people the confidence that if they choose to have an electric car that they will not get stranded without access to a recharge point. An important element of our proposed approach is to install electric vehicle charging points in urban centre's and Park & Ride sites, whilst securing le charging points at other publicly-accessible sites throughout the whole City Region, using the planning system where necessary.

The ambition is for South Yorkshire, and Sheffield, to be recognised nationally as a committed pioneer of low carbon transport adoption. This will involve leadership, improved communications and pioneering pilot projects.

As an incentive we have introduced a Green Parking Scheme that allows free parking in city centre Council parking spaces for owners of electric, gas, and dual-fuelled vehicles. Our measure of success is increased use of greener fuels.

Streets to be proud of

We have been working hard to make Sheffield residents proud of their streets. This includes making sure that we have streets that are attractive and clean, pavements that are even, and improving our roads surfaces.

The Council will invest an extra £10m a year from 2011 to support the Streets Ahead Programme. This is a £2 billion investment programme to improve all of the city's roads, street lights and pavements over the next 25 years, which will also tackle any long term damage from the severe weather in the 2009/10 winter. This will result in better road surfaces and safer pavements for people. In the meantime, we have reduced the number of major roads where structural maintenance is required.

We want local people to have more influence over their local streets. To this end the 'You Say' and 'You Choose' events in each Community Assembly area involve local people suggesting solutions and influencing decisions on local road and transport schemes. Our measure of our success is reducing the number of major roads where structural maintenance is required and improving people's satisfaction with state of Sheffield's roads.

Reducing the **negative impacts of traffic** includes reducing air pollution, noise pollution and accidents. These are covered in the 'Healthier Population' chapter.

A healthier population

This is where we aim to be in 2025:

By 2025 Sheffield will have a healthier population living for longer thanks in part to the way our transport network operates. Improved **air quality** will see fewer people in the city dying from the effects of air pollution. Less **noise pollution** will also result in improvements to people's well-being by reducing the annoyance, lack of sleep and loss of productivity at work it causes. There will be **fewer people killed or seriously injured** on our roads and more people will be enjoying the health benefits from **walking and cycling**.

Context and how we will get there:

Air Quality

Transport is the major source of air pollutants. Poor air quality has short and long term health impacts and air pollution affects breathing, increases hospital admissions and is linked to heart disease. Based on national estimates of the health impact of air pollution, this equates to between 240 and 325 premature deaths each year in Sheffield. It is also estimated that air pollution can reduce the average life expectancy by 7-8 months for the population as a whole. Our aim is to reduce the amount of pollution produced from how we travel. This will be achieved by people choosing to travel less or in ways that are less polluting and by advances in the technology for vehicles.

Sheffield, like most other major cities, has a considerable air pollution problem, which is related largely to traffic levels. The main problem pollutants are nitrogen dioxide and particulate matter called PM10. Sheffield is not currently meeting health based national standards on these pollutants. Modelling work has shown that road traffic produces just over half of the nitrogen dioxide, with 70% of this pollution coming from heavy vehicles. Traffic accounts for just over 40% of the PM10s emitted with diesel vehicles being the major source.

A new Air Quality Action Plan will be produced, which will include more ambitious actions to reduce levels of nitrogen dioxide and also to consider reduction of PM10. Air quality improvements will focus on a reduction in total traffic, promotion of better euro engine technology and switching to alternative fuels rather than diesel.

The Council will also lead by example by using low carbon wherever possible for our own fleet and provide incentives and encouragement for our staff to travel in more sustainable ways. We will also seek to use our influence with our partners to make sure that the way their staff travel reduces the negative impacts of travel.

Our target is to reduce the amount of emissions from travelling and to meet or better the national standards for concentrations of nitrogen dioxide and particulate matter in the air (PM10s).

Noise Pollution

Pollution from vehicles also includes noise pollution which can begin to impact upon people's quality of life. Effects can include annoyance, sleep disturbance and loss of productivity. Noise pollution can also be harmful to people's health. It is estimated that over one in ten people within the European Union are regularly exposed to road noise levels considered potentially harmful to health.²

Sheffield has a Noise Action Plan, which identifies 'Important Areas' to be investigated for potential action. In addition, it also identifies 'First Priority Locations' Approximately 500 people in Sheffield live in 'First Priority Locations'. These actions will then be implemented from April 2011. We are planning other actions to reduce noise pollution including using low noise road surfaces as part of the 'Streets Ahead' Programme.

Reduce Accidents

The number of people killed or seriously injured on Sheffield's roads continues to reduce. However 210 people were killed or seriously injured in 2009, including 26 children. A City of Opportunity, our Corporate Plan for 2010-13 states that we want to make Sheffield's roads safer for all road users and aim to reduce these casualty figures further.

Our approach to reducing road accidents focuses on education, training and publicity to prevent accidents from occurring. We will pilot alternative traffic calming techniques that make greater use of psychological (non-physical) measures, which can reduce speed and risk. We will also continue to work on physical improvements and will make sure that speed limits and restrictions at serious accident sites and schools are enforced.

Our education, training and publicity will target particular groups that are most at risk or those most able to reduce accidents this includes primary and secondary school children, young adults and elderly pedestrians, bus drivers, taxi drivers and young drivers. We will provide cycle training to 2000 children each year. Cycle training is offered to children in Years 5, 6 and 7 of school. Training is done on a one-to-one basis by an approved cycle trainer and is carried out mainly on the road and in traffic. 2000 children will also be provided with pedestrian training each year. Pedestrian training for children is designed to develop good behaviour patterns that become habits. Children are taught practical pedestrian skills at the roadside by a trained person, rather than in a classroom. This encourages children to think about solutions to road safety problems such as the brow of a hill, parked cars and bends in the road which cause obstructions to their view.

Sheffield will innovate with psychological approaches to improving road safety, as an alternative to road humps. Drivers are more careful when there is landscaping such as trees along the street. When an area just "looks" more like a place where pedestrians walk in the street, and less like a highway, then drivers slow down and pay more attention. So, making an area "pedestrian-friendly" provides traffic-calming without having to obstruct or redirect traffic.

² Managing Transport Noise in Cities, Environmental Protection UK, August 2009

On physical improvements we will introduce, at the discretion of each of the seven Community Assemblies, a 20 mph speed limit where appropriate to create a more people friendly environment. Evidence shows that the lower the vehicle speed in an accident the less severe the injury to pedestrians and fewer accidents occur. We will continue with the Worst First scheme to improve road safety. This South Yorkshire wide scheme is £3million - three year scheme. It involves analysing where, and what types of accidents are occurring. 10 of the first 20 county schemes are located in Sheffield. We will also continue with our own local accident saving schemes to reduce accidents on major roads. These include a range of physical measures.

Our target in the next three years is to have fewer people killed or seriously injured on our roads.

Walking and cycling

Sheffield will have a healthier population, because regular moderate physical activity, including walking and cycling, can help prevent and reduce the risk of cardiovascular disease (CVD), cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, osteoporosis and osteoarthritis. Our actions to enable people to choose walking and cycling more often are covered in the chapter on changing our travel culture.

Increasing opportunities for everybody

This is where we aim to be in 2025:

Sheffield will be a city of opportunity for everybody and transport will play a key role in providing increased opportunities for everybody. This includes better access to jobs, training, education, healthcare and leisure activities for all.

The ways in which we will increase opportunities for everybody are to **improve mobility for disabled people**, have more **integrated public transport** services that better meet the needs of passengers and reducing the need for people to travel by better use of the **planning system** and improving **local and district centres**.

Context and how we will get there:

Improve mobility for disabled people

There are increasing numbers of old and disabled people in Sheffield for whom travel is a big issue. Enabling people to travel as independently as possible is key to being able to access jobs, training, education, healthcare and leisure activities. It is also crucial in enabling people to have choice and control of their lives, key to people's emotional health. We have recently developed a Mobility Strategy, aimed at helping people to get around as best and as independently as they can. This was developed with the involvement of people from the physically disabled, sensory impaired, people with learning disabilities and older people's communities, family carers and people who have a role in their support, as well as people involved in transport provision, South Yorkshire Passenger Transport Executive, and public transport operators, including taxi operators. This work found that the barriers to travel were many and varied. Our response is to develop strong partnership working across the Council, with Health Services and with transport providers to tackle these issues. Sheffield is leading the way in giving disabled and older people control over their care and support. 'Giving people choice and control of their care' is one of the Corporate Plan Priorities and Sheffield is one of 8 local authorities delivering a programme called 'Right to Control'. The Mobility Strategy is a key part of this work.

Public transport and integration

The number of people travelling by bus or tram in to Sheffield City Centre declined by 40% between 1985 and 2009. Because of the privatised bus market in Britain (outside London), it is very difficult to coordinate the timetables for different public transport operators and different means of transport. This can increase waiting times for passengers changing from one service to another. Passengers also have to pay a higher price for a ticket that can be used on any operator's services.

We want local public transport to be more attractive by being quicker, more reliable, cheaper and easier and more pleasant to use. Among other things this means cheaper, cleaner, more frequent, accessible and reliable buses, trams and taxis, improved quality and access to train stations and transport hubs (such as the coach station) and better public transport information. We aim to improve the whole

journey, from door to door, by looking at it from the traveller's perspective. Our aim is for Sheffield to have an integrated network of bus and tram services focused on the needs of passengers over the entire network, not just those on a few high-frequency routes. Up to now we have worked with bus operators on areas of mutual concern.

We will seek ways to increase the control we have over the bus network in the city by vigorously pursuing a 'Quality Contract' or 'franchising' approach to managing the bus network in Sheffield. A 'Quality Contract' is where the local authority sets standards of service across the whole bus network, including price, timetables and quality of vehicles. This will give bus passengers an integrated timetable and integrated, simplified and flexible ticketing arrangements, similar to the Oyster card in London. This will enable passengers to use one ticket on any local bus service.

A 'Quality Contract' will enable cross-subsidy from profitable to non-profitable routes which will mean more buses on routes currently under served. It will also give the Council and the Passenger Transport Executive greater control of fares. There will be less frequent changes in services giving more certainty and stability to public transport services. The potential quality contract would introduce a new fleet of fully accessible buses in Sheffield and South Rotherham. We will also explore how we can support communities to set up more flexible, community-based 'micro' bus services that meet local needs locally.

The number of people using Supertram during the working week rose by over 13% between 2001 and 2009. In the short term working with South Yorkshire Passenger Transport Executive we are bidding for funding for new trams to allow higher frequency service. A decision is expected in January 2011 as to whether the Government will fund additional vehicles. Supertram has proved its popularity and over the longer term we will seek to significantly expand the tram network to give more people the choice to travel by tram. The tram train trial, if successful, would greatly enhance the potential to run tram services to other parts of the city region on existing heavy rail lines.

We want to see higher passenger capacity and reduced journey times on key local trains within the City Region. This will help make using the train a more attractive option for some of the people who currently commute to Sheffield by car.

Our measure of success will be to increase the number of people travelling by bus, tram and train into the city.

There are further ways to better integrate journeys. Journeys that involve using more than one means of transport (e.g. Park & Ride) are not as readily available as people would like (for example Meadowhall Park & Ride is typically full by 7.30am on a weekday morning.) Work is on-going to expand the provision of Park and Ride and we aim to have at least three new and one extended park and ride sites operating around the City within the lifetime of this vision.

Taxis form an important part of integrated public transport journeys and considerable improvements have been made to rank provision throughout the City, following regular and on-going dialogue with the taxi trade. An example of future improvement is along Ecclesall Road where there are many bars and restaurants

scattered over about a mile length of road. Currently, there is only one taxi rank to serve the many people who arrive by other means, but leave by taxi. A number of new ranks will, therefore, be introduced into the area in the near future as part of the Sharrow Vale permit parking review. Ranks are also now considered as part of the planning process for all new major developments e.g. the new Markets.

It can be difficult to combine cycling with public transport in many instances and the walking section of a public transport journey, which can be a significant proportion of the journey time, does not receive the attention it deserves. There has been some progress to improve cycle storage at some train stations and tram stops. By 2025, all key public transport stops and interchanges will have an adequate supply of secure cycle storage. Access within stations for disabled and encumbered travellers has been improved under the 'Access for all' project. We also want to improve access to stations and interchanges for all. We aim to have good quality walking and cycling routes to high-use public transport stops and interchanges. Priority will be given to improving walking routes to high-use public transport stops and interchanges and the improvements will be to a higher standard than usual, including better footway lighting.

All travel choices will be available from a one-stop-shop, on-line journey planner. This enables users to compare different means of travel for the same trip, rather than having to look at different websites (an example of such a journey planner is Transport for London journey planner). This will provide people with details of all their travel choices including car-share and car club and will include a school travel journey planner. We will explore with the South Yorkshire Passenger Transport Authority extending real time transport information including the use of 'talking bus stops', which give blind and partially sighted people access to real time bus information.

Our measure of success is a reduction in the number of car trips and an increase in public transport trips, walking and cycling.

Planning system

The location and nature of land use is a key factor in determining the city's transport needs, while transport systems can both help and reinforce development patterns. Our approach aims for the City Centre and complementary areas to be regenerated as the core location for major expansion of business, shopping, leisure and culture. Workplaces will be located where they are accessible to all by a range of transport choices. Development will be located to limit the distances people and goods need to travel, with mixing of land uses and increased opportunities for single journeys to serve several purposes. High-density development will be focussed on the most accessible locations.³

The main way in which we will achieve these aims is by implementing the policies within the Sheffield Development Framework. This Framework comprises a set of planning documents that show how the city will develop spatially, how different land uses will be located, how the environment will be protected and enhanced, how areas and buildings will be designed and how places in the city will be connected

³ Sheffield Development Framework Core Strategy Policies S2.1, S5.4, S9.1 & S9.2

through the location of new development and provision of transport. Decisions taken on individual planning applications, in accordance with our policies will also help achieve our aim to better integrate planning and transport.

Examples of the policies include: housing development to be within reasonable walking distance of shops, services and facilities; travel demand arising from new development to be managed through incentives to sustainable travel; parking spaces not to exceed specified maximum levels; giving priority to sites that are accessible by bus as well as car. We will also produce a 'Supplementary Planning Document' which adds detail to policies for sustainable travel and setting out requirements to produce travel plans.

Across South Yorkshire, we will make full use of the Land Use Transport Integration model (LUTI). This model helps to forecast how accessible proposed developments would be and the likely level of traffic and public transport use that would result from locating land uses in different locations. It gives red, amber and green ratings for developments according to how accessible by all modes of travel they are. By using this model we can help make sure that development is well served by all modes of transport.

District and Local Centres

A City of Opportunity identifies Thriving District and Local Centres as a priority for the Council. The overall aim of this work is that:

Our district centres are thriving and attractive places in which to live, work, shop and relax – focal points where businesses and public services serve the needs of the surrounding communities effectively. District centres have good public transport and accessibility for all members of the community. At the neighbourhood level there are viable local centres where people can access basic facilities such as local shops, medical centres, libraries, post offices and community centres within a reasonable distance of home

Ensuring high quality local facilities within walking distance and with good public transport connections will help reduce the need to travel by car for everyday goods and services. Consultation on our approach to Thriving District and Local Centres was led by Community Assemblies. The consultation will inform and shape our Thriving District & Local Centres Strategy.

Community Assemblies can use devolved highways budget to promote access to centres. For example the North East Community Assembly has chosen to fund better walking and cycling access to Firth Park. We will also look at how we can better highlight walking, cycling and public transport choices in the promotion of district and local centres. Our measure of success will be increased footfall in district and local centres as measured by annual surveys in a selection of District Centres.

A culture where the car is not always the first choice

This is where we aim to be in 2025:

By 2025 people will think differently about how they travel and people will make informed choices about how they travel. People will be able to go about their daily lives without being dependent on the car, in other words a culture where the car is not always the first choice. There will have been a **culture shift** where people make a conscious effort to travel less and **walking, cycling**, using **public transport** or **car sharing** become natural choices that are considered first.

Context and how we will get there:

Culture shift

Changing our travel culture will help us achieve a competitive low-carbon economy, a better environment, a healthier population and increase opportunities for everybody. To achieve this, the way we travel around the city will have to change over time. We will seek to do this by improving travel options and information to empower people to make informed choices about how they travel.

Government and local councils do not change people's behaviour – people change their own behaviour. Based on national evidence, what the Council can do is make low-carbon and active travel choices:

- seem more advantageous for people
- focussed on individual people and households
- a more normal and everyday way to travel, and
- more do-able for people.

We will do this by listening to and understanding people; helping, encouraging and rewarding people who make low-carbon and active travel choices; and marketing those travel choices. We will also make those travel choices more attractive by improving their safety, quality and reliability.

We know from experience that many Sheffield people are ready for such change. For example many people chose to change the way they travelled in the Hillsborough area through the 'Travelsmart' project. Information and incentives enabled people to make the changes in the way they travelled that *they* wanted to make. Similarly, surveys in some of our schools found that around 40% of children would like to cycle to school. The Bike It project has enabled many children to achieve their ambition, dramatically increasing the number of children regularly riding to Bike It schools. There is considerable potential for change. National evidence has found that there is an alternative for just under half of car trips made.⁴

⁴ At the start of the national Sustainable Travel Demonstration Towns project, it was found that for 47% of the car trips made, there was an alternative available.

The most successful initiatives have been those that develop an understanding of people and 'start where they are at.' This approach requires us to understand the differences between people and between groups of people – what works for one person or group of people will not work for others. This 'segmentation' is a vital first step to understanding and then enabling people to make the changes *they* want to make.

Evidence shows that influencing the choices people make is best achieved by a mix of tailored interventions, delivered over a long period of time and modified in response to measurement of their impact. The Sustainable Travel Towns project ran in three towns from 2004-09 to provide a real-world test of the impact on travel choices of a town-wide 'Smarter Choice Programmes'. All three programmes aimed to encourage more use of buses, cycling and walking and less single-occupancy car use. Headlines from the evaluation work⁵ showed taking all three towns together, the total number of trips per head made by residents reduced slightly, car trips per person reduced and trips by more sustainable modes increased.

The key to success is in the range of measures – by introducing a carefully selected package of complementary measures in specific targeted locations, a greater and longer-term impact can be achieved than through individual initiatives alone. This package is then held together by a communication plan with clear messages and a strong brand with supportive marketing. Our **Communication Plan** will be a part of our Carbon Reduction Campaign Strategy.

The communication plan aims to make low-carbon and active travel choices seem more advantageous for people, focussed on individual people and households, a more normal and everyday way to travel and more do-able for people. It is the glue that binds together the more targeted initiatives that will improve the safety, quality and reliability of low-carbon and active travel choices. It binds the other initiatives together by raising awareness of the advantages and incentives; targeting appropriate messages and support packages to the individual; increasing their popularity; giving people the information and support they need to act on their desire to change travel behaviour.

This strategy would include rolling out '**personalised travel planning**', which provides targeted information and incentives for people to change the way they travel by trying out alternatives to the car for various journeys.

Over the lifetime of this strategy, we aim to increase the number of people using public transport, cycling and walking and have fewer car journeys being made.⁶

Walking and Cycling

Walking and cycling have increased substantially in recent years. Cycling across the City has increased by 66% between 2001 and 2009 whilst walking increased by 42% over the same period. We want Sheffield to be a walking and cycling-friendly City, where more people choose to walk and cycle.

⁵ The full evaluation report is available from the Department for Transport website: <http://www.dft.gov.uk/pgr/sustainable/smarterchoices/smarterchoiceprogrammes/>

⁶ This will be monitored by the annual cordon and screen line traffic census surveys and school surveys as well as the National Household Census.

The topography of the city has some influence on the number of trips people will make on foot or by bike. However, compared to other 'hilly' cities in the UK and Europe there is potential for significant increases in walking and cycling. The increase in cycling following recent promotional projects in Sheffield demonstrates considerable untapped demand for cycling despite the hills.

We will work with local communities, schools and cycle user groups, through Community Assemblies, to identify where improvements can be made to ensure a good quality walking and cycling environment is created. We will aim to have safe and accessible walking and cycling routes through all green corridors within the city and promote these to the local community. There will be an emphasis on safer routes to school and improving access to employment, the City centre, District and Local centres. In addition, we will continue and expand existing projects that have proved successful in promoting and incentivising walking and cycling through workplace and school travel plans. The benefits of walking and cycling include less traffic on the roads, better air quality and health benefits for the individual.

Public transport

Our approach to making public transport more attractive is covered in more detail in the chapter 'Increasing opportunities for everybody.' In brief the key action is to increase the control we have over the bus network in the city by vigorously pursuing a 'Quality Contract' or 'franchising' approach to managing the bus network in Sheffield.

Car club and car share

Sheffield City Car Club currently operates in the city centre only. It has about 350 members who on average in total made 240 bookings per month over the last year. There is also an established South Yorkshire car share website which currently has around 1700 members. Research has shown that each car club car substitutes for 11 privately owned cars. This significantly reduces car use, as owned cars tend to be used far more, given the large fixed cost outlay made.

Our aim is for the City Car Club to have more members and cover all the inner suburban areas with community-led car club schemes serving the more remote settlements to improve access for those living in rural areas. Sheffield's more remote settlements need help and support to create local car clubs. Community Assemblies will lead on this. A further aim is for the 'Car Share South Yorkshire' to be more widely used.

To achieve this, we will undertake an on-going campaign to provide incentives and rewards to encourage take up, we will promote car club and car share through residential travel plans, workplace travel plans and measures in permit parking zones (car club only). The Car club, community car clubs and 'Car Share South Yorkshire' will be included in the communication strategy and the one stop shop travel information service, making it easier for people to access. A campaign to promote the uptake of the car club was started in Summer 2010 in partnership with City Car Club and this has increased membership by 10% in just one month. We will build on this success in subsequent years.

We aim to have over 3,000 Car Club members and 5,000 members of 'Car Share South Yorkshire' by 2025, increasing participation more than fourfold over the coming 15 years.

Making better use of technology

Advances in technology now make it possible for people to work effectively from home without having to commute and also to use teleconferencing to have meetings without all the participants travelling to one location. In 2005 it was estimated that about 11% of the UK workforce work from home, of which 8.3% were teleworkers. A UK survey found a third of workers would like the option to work more frequently from home or other locations in order to reduce the time they spend commuting. Workwise UK, a not-for-profit initiative that promotes smarter working, estimates that 50% of the UK workforce could work from home.

We want Sheffield to be a city where working from home and video-conferencing are not only an option for more people but are also actively encouraged, wherever appropriate, across the public, private and voluntary sectors. The technology on its own cannot guarantee a reduction in travel. However, evidence shows that where companies have introduced wider policies to limit or reduce travel, ICT offers a realistic alternative to physical meetings. In other words, if reduced travel is an aim, videoconferencing is a powerful tool to help achieve it.

We are developing a 'Digital Region' initiative to bring next generation very high speed broadband to South Yorkshire together with the Regional Development Agency, Yorkshire Forward, and Barnsley, Doncaster and Rotherham Councils. The project draws on public funds, primarily from the European Union, to accelerate investment by several years on what the market would be expected to deliver. South Yorkshire is set to become the first area in the country to benefit from this technological advance which will give local businesses an important competitive edge. Installing the network is due to be completed in the middle of 2012 and businesses and individuals will be able to access guaranteed speeds of up to 50MB or more. The key to its success is not the network itself, but the use of potential applications that can run across it. We will work to make sure the city makes the most of the opportunities that Digital Region offers.

Implementation

Fit with City Region

Our Transport Vision has been developed in parallel with the Sheffield City Region Transport Strategy and the third South Yorkshire Local Transport Plan (LTP). A 15-year Strategy for Sheffield City Region is currently being developed and the work on our transport vision has fed into the process for developing the City Region Strategy. The Local Transport Plan (LTP) is the delivery plan for the City Region Strategy.

South Yorkshire currently has a five year Local Transport Plan (LTP2) which has been in place since 2006 and expires in March 2011. The LTP helps the four districts in South Yorkshire along with South Yorkshire Passenger Transport Executive to prioritise transport improvements which require investment. By 2011, South Yorkshire will have in place a 15 year long-term strategy for transport as part of the development of LTP3. At the same time the South Yorkshire partners are engaging with Nottinghamshire and Derbyshire County Councils on how their respective LTP3s can reflect the transport aspirations of Sheffield City Region which straddles the regional boundaries.

Finances

'A Vision for Excellent Transport in Sheffield' is a 15 year strategy covering the period 2011-26, which will influence future transport spending. It takes a long term view which is deliberately aspirational and some of the actions suggested are not even within the gift of the Council, for example decisions on High Speed Rail. The main source of funding for the immediate actions is the LTP3. The Local Sustainable Transport Fund and the Regional Growth Fund may also provide opportunities to access funding that will help deliver some of the actions. All these sources of funding will be used to take action that demonstrably delivers against the targets in the vision.

Monitoring progress

Progress against our vision will primarily be monitored by the Protecting and Enhancing the Environment (PEtE) Programme Board, along with the Leading Sheffield's Transformation Board. The PEtE Board will monitor the implementation programme of the strategy and check how we make progress against our targets and measures of success.

Equality Impact Assessment Form

Excellent Transport in Sheffield

22nd December 2010

Please refer to the guidance when filling in this form which can be found by clicking on the link below

<http://sheffield.net/managers/equalitydiversity/equality-impact-assessments>



INVESTOR IN PEOPLE



Sheffield City Council Equality Impact Assessment (EIA) Form

PART 1: Details and purpose of function/policy/procedure/ procurement/strategy/project (to be referred to collectively as “policy or project” in this form). This section must be completed

Policy or Project title: Excellent Transport in Sheffield – The Sheffield Transport Vision and Strategy for 2011 - 2026	Portfolio/s: Place Service Area/s: DEVELOPMENT SERVICES, TRANSPORT AND HIGHWAYS
Is this policy or project: NEW	
Person responsible for the policy or project: John Bann Person responsible for completing a full EIA if appropriate: Andy Wild	
Are there any other people involved in the EIA – for example, as part of peer review/external challenge? Ian Oldershaw, Adele Robinson, Access Officers – Brian Messider and Simon Ovenden, Matthew Borland	
What are the main aims, purpose and outcomes of the policy or project, how do these fit in with the wider aims of the Council? This report sets out the City Council's vision for transport in Sheffield for the period 2011 to 2026, it fits within the framework of the City of Opportunity Corporate Plan. It sets out the City Council's approach to improving transport provision and choice. It shows how those improvements can contribute to the delivery of: <ul style="list-style-type: none"> • A competitive low-carbon economy • A better environment • A healthier population • Increasing opportunities for everybody • A culture where the car is not the first option Outcomes of this approach would be less need to travel to meet our daily needs (a key aspect of social inclusion). It would support accident reduction and local air quality targets (which disproportionately affect children in poor households). It would also support the regeneration of Sheffield's local economy and increase opportunities for everybody.	
Will this policy or project have any implications on other procedures/projects/strategies etc of the City Council? e.g. The Corporate Plan http://sheffield.net/performance--statistics/a-city-of-opportunity-corporate-plan-2008-11	
The Report has incorporated the Council’s Guiding Principles and in particular the principles on choice; environmental	

sustainability; equality of opportunity and a fair deal for all communities. It would contribute to the City of Opportunity transport specific priorities of:

- Reducing congestion
- Better transport links
- Public transport that is easier for people to use
- Safer roads
- Streets to be proud of

Are there any implications on our statutory duties? e.g. social care or homeless eligibility criteria (see guidance.)

NO

PART 2: Initial Impact Assessment

Complete this part to evaluate whether you should proceed to a full EIA. If you know your policy or project will have any significant impact whether positive or negative on communities of interest, please fill in Part 2 and Part 3.

A. Will the aims identified in Part 1 affect our statutory equality or human rights duties (please refer to both positive and negative changes) to:

a) Advance equality of opportunity?	e) Promote understanding & tackle prejudice
b) Encourage participation in public life and activity	f) Eliminate discrimination?
c) Consider reasonable adjustments for disabled people?	g) Eliminate harassment or victimisation?
d) Promote and protect human rights?	h) Foster good community relations?
i) Include measures to promote equal pay, ensure fair promotion, development opportunities and tackle occupational segregation	

If so, please comment:

The Sheffield Transport Vision and Strategy has the potential to positively impact **(a), (b) (c) (h) and (i)**.

B. Are the particular communities or groups below likely to have different needs, experiences and attitudes in relation to the project? Is there any significant cohesion or social inclusion issues for the project? (*please tick as appropriate)

The Vision/Strategy should contribute positively to all of the different groups below

Black & Minority Ethnic	Disabled	Women or Men	People of different Ages	Religion/ Belief
Sexual Orientation	Carers	Socio Economic Status/Inclusion	Transgender	
Pregnant Women	Married or Civil Partnered	Community Cohesion	Other	

The Strategy will be of universal positive benefit to all Sheffield people, regardless of age, faith, race, sex, disability, sexual orientation, etc. It will benefit community cohesion and have positive socio economic impact.

C. Will your project/policy have any impact on workforce implications? If so, how might they impact workforce diversity?

Possibly, yes – there may be some opportunities for improving workforce diversity as a result of the Strategy. For example by working with Community Assemblies to employ local people on various projects that contribute to the overall Strategy. But this depends upon how the individual projects that flow from this Strategy develop over time.

Please briefly detail any evidence you have used to reach your assessments:

Making the Connections:
Final Report on Transport
and Social Exclusion
Report by the
Social Exclusion Unit
, February 2003

If the EIA is not being done at the start of the policy or project please give reasons for the delay:

N/A

Date for review: At the time of the following (implementation) report to the City Centre, South and East Planning and Highways Committee.

If you have identified any significant impacts under sections 2A or 2B then you will need to proceed to a full EIA in PART 3.

If you have not identified any significant impact you do not need to conduct a full EIA.

Please note - this decision still needs to be cleared (signed off) by the officer in your Portfolio responsible for signing off EIAs.

I have now considered the equality implications of my policy or project and **I will** proceed to carry out a Full Impact Assessment
Date of EIA form (Parts 1 and 2) completed:

Signed (Officer completing the form): Andy Wild

Date: 6th December 2010

Signed (EIA Responsible Officer): Ian Oldershaw

Date: 6th December 2010

Once you've completed the Full EIA

- The officer responsible for signing off EIAs in your Portfolio will need to see a final copy of the EIA and any associated reports (e.g. Cabinet Reports) which it refers to, so that they can formally approve and sign it off. For Cabinet reports, Band As/Bs and other projects requiring reports - bring together a very brief summary of the most important aspects of the EIA and add it to the report in the section titled 'Equality of Opportunity Implications'.
- Please keep the completed EIA form and monitor actions appropriately. Portfolio / equality representatives/officers may ask you to provide evidence that you have done this.
- Make sure that everyone who needs a copy of the EIA has one (e.g. Members, officers working towards action points; project steering groups; other Portfolios, or services (if the EIA concerns from outside your own Portfolio or service)

Signed (Officer completing the form): JENNY WOOD

Date: 9th AUGUST 2010

Signed (EIA Responsible Officer for Portfolio) : Ian Oldershaw

Date: 06/12/10

PART 3: Full EIA

1. Identify what impact the policy or project has on particular Communities of Interest

It may be helpful to refer to the Equality Pages on the Internet by [clicking here](#).

Group or issue (Click on the each stand to reach the relevant internet pages)	Note - Impact positive or negative for the following groups	Note evidence used to support your statement? E.g. satisfaction survey; national research	Note consultation, who, when, how and results	Note actions to limit the negative impact or increase the positive impact?
Black & Minority Ethnic People	The Strategy will be of universal positive benefit to all Sheffield residents including BME people. Certain projects that flow from the strategy may provide particular positive benefits to specific communities within the city.	This Strategy/Vision will lead to multiple projects addressing key issues over the next 15 years. Each of these projects will in turn have an Equality Impact Assessment.		Each EIA will identify the specific issues for that project and will address them individually – including necessary consultation and mitigation.
Disabled People	The Strategy will be of universal positive benefit to all Sheffield residents including disabled people. The report specifically proposes to improve access for people with disabilities which should also aid carers of disabled people. The specific details of access	This Strategy/Vision will lead to multiple projects addressing key issues over the next 15 years. Each of these projects will in turn have an Equality Impact Assessment.		Each EIA will identify the specific issues for that project and will address

	improvements will be defined in the projects that subsequently flow from this strategy. But the strategy itself has the specific positive intention of empowering all Sheffield residents to make better transport choices – a key part of this empowerment is via the provision of access improvements for disabled people and their carers.	them individually – including necessary consultation and mitigation.
<u>Women and Men</u> (Include pregnancy and maternity issues)	The Strategy will be of universal positive benefit to all Sheffield residents including men, women and families with children. Access improvements as a result of the strategy will be particularly positive for families with children – for example by enabling buggies and prams greater access to transport in future and/or considering the provision of baby changing facilities in appropriate venues, etc.	This Strategy/Vision will lead to multiple projects addressing key issues over the next 15 years. Each of these projects will in turn have an Equality Impact Assessment. Each EIA will identify the specific issues for that project and will address them individually – including necessary consultation and mitigation.
<u>Lesbian, Gay & Bisexual</u>	The Strategy will be of universal positive benefit to all Sheffield residents including Lesbian, Gay and Bisexual people. A key concern for this community and for others is safety and security. The projects that flow from this strategy will incorporate safety/security issues as standard.	This Strategy/Vision will lead to multiple projects addressing key issues over the next 15 years. Each of these projects will in turn have an Equality Impact Assessment. Each EIA will identify the specific issues for that project and will address them individually – including necessary consultation and mitigation.
<u>Transgender People</u>	The Strategy will be of universal positive benefit to all Sheffield residents including Transgender people.	This Strategy/Vision will lead to multiple projects addressing key issues over the next 15 years. Each of these projects will in turn have an Equality Impact Assessment. Each EIA will identify the specific issues for that project and will address them individually – including necessary consultation and mitigation.
<u>Religion and Belief Groups</u>	The Strategy will be of universal positive benefit to all Sheffield residents including people of all faiths, religions and beliefs..	This Strategy/Vision will lead to multiple projects addressing key issues over the next 15 years. Each of these projects will in turn have an Equality Impact Assessment. Each EIA will identify the specific issues for that project and will address them individually – including necessary consultation and mitigation.
<u>People of different ages</u>	The Strategy will be of universal positive benefit to all Sheffield residents including those of different ages. The young, the elderly and the carers of both will particularly benefit from the access improvements that flow from the Strategy. In addition, measures to reduce road accidents will disproportionately benefit the young and the elderly	This Strategy/Vision will lead to multiple projects addressing key issues over the next 15 years. Each of these projects will in turn have an Equality Impact Assessment. Each EIA will identify the specific issues for that project and will address them individually – including necessary consultation and mitigation.

Socio Economic Status	The Strategy will be of universal positive benefit to all Sheffield residents including improving socio-economic status for many. Measures to improve air quality and achieve reductions in road accident casualties will disproportionately benefit people from poorer households, especially children. An improved transport network can only be good for the Sheffield economy and the people of Sheffield, especially those from poorer communities.	This Strategy/Vision will lead to multiple projects addressing key issues over the next 15 years. Each of these projects will in turn have an Equality Impact Assessment. Each EIA will identify the specific issues for that project and will address them individually – including necessary consultation and mitigation.
Workforce Diversity	The Strategy will be of universal positive benefit to all Sheffield residents including possible improvements to work force diversity. Close working with Community Assemblies may lead to improved local employment opportunities within communities. Proposals to reduce the need to travel and expand opportunities for flexible and home working will also improve choice and access to the labour market.	This Strategy/Vision will lead to multiple projects addressing key issues over the next 15 years. Each of these projects will in turn have an Equality Impact Assessment. Each EIA will identify the specific issues for that project and will address them individually – including necessary consultation and mitigation.
Other issues e.g. cohesion, social inclusion, carers etc	The Strategy will be of universal positive benefit to all Sheffield residents including increased Community Cohesion. Proposals to reduce the need to travel and expand opportunities for flexible and home working, along with proposals to make alternatives to the car more attractive and affordable will improve choice and social inclusion. Improved Air Quality and better, more inclusive transport networks can only be of positive benefit to local communities and improve local cohesion.	This Strategy/Vision will lead to multiple projects addressing key issues over the next 15 years. Each of these projects will in turn have an Equality Impact Assessment. Each EIA will identify the specific issues for that project and will address them individually – including necessary consultation and mitigation.
<p>If you have identified potential negative impact for any group please discuss with your Portfolio equality rep, as this may have potential legal implications for the Council. You will then need to make immediate changes to address this.</p> <p>Did you or your Portfolio rep identify any potential adverse practices? No</p>		

2. EIA Action Plan

In the table above (section 1 of Part 3) you identified what actions you needed to take to promote positive impacts or reduce negative impacts for all groups. Please use the plan below to record these actions and to make sure that they are specific, measurable, achievable, realistic and time bound.

Group or issue	What action is required?	Who will lead?	What is the timescale?	Progress / date completed
Black & Minority Ethnic people	<p>This Strategy/Vision will lead to multiple projects addressing key issues over the next 15 years. Each of these projects will in turn have an Equality Impact Assessment.</p> <p>Each EIA will identify the specific issues for that project and will address them individually – including necessary consultation and mitigation.</p>	<p>Named Officers for each project.</p> <p>Overseen by Strategy Owner - John Bann</p>	<p>Ongoing through out the 15 years of the Strategy/ Vision = 2011 to 2026</p>	
Disabled people				
Women & Men (Include pregnancy and maternity issues)				
Lesbian, Gay & Bisexual People				
Transgender people				
Religion / belief groups				
People of different ages (Younger/ older etc)				
Socio Economic Status				
Workforce Diversity				
Other equality issues e.g. cohesion, social inclusion, carers etc.				