Introduction to the Implementation Plan

Overview

The purpose of the implementation plan sets out in some detail the proposals and measures that will be implemented over the next three years in order to achieve the goals outlined within the LTP3 strategy.

Assessment Methodology

In a very challenging financial climate the City Council will look to maximise income from every available funding stream, working in partnership with other organisations and delivery partners to deliver improvements in transport. However, it must be recognised that funding won't be at the level received over the LTP2 period. It will therefore be more important than ever to prioritise between the measures proposed to ensure that the schemes which offer the greatest benefits to the City and its residents take precedence.

For this purpose, a methodology has been devised to assess the measures outlined within the Implementation Plan. Each scheme will be assessed and scored within the following three stage process;

1. **Policy Goals** – Does the proposed scheme contribute to achieving the goals outlined within the LTP3 Strategy?

2. **Benefit Cost Ratio & Funding** – Does the proposed scheme offer value for money?

3. **Deliverability & Feasibility** – Is the proposed scheme deliverable?

Once the assessment process is complete, a score is calculated which determines the overall scheme priority. The final scores of all schemes will serve as a guide for establishing the LTP3 delivery programme.

Strategy Groups

The Implementation Plan is divided into seven Strategy Groups that reflect the Goals and Challenges outlined within the LTP3 Strategy. These are **Active Travel**, **Asset Management**, **Network Management & ITS**, **Public Realm**, **Public Transport & Smart Cards**, **Road Safety** and **Smarter Choices**. A further section will examine **Data Collection & Monitoring**. Each section within the implementation plan will;

- Outline the challenges ahead for each theme;

- Review the progress made over the LTP2 period (2006 – 2011);

- Examine the evidence base that has been used to determine what schemes and measures are needed to achieve the goals;

- Provide a description of the schemes proposed together with an approximate cost of implementation and indicative programme for delivery;

- Outline the data collection and monitoring methodology that will be used to assess progress;

A content summary for each Strategy Group is outlined below.

Active Travel

Over half of all journeys are under two miles, a distance that can comfortably walked or cycled. Many people state that they would be willing to make their journey by foot or bike, but go on to say that they feel it isn't safe to do so. The Active Travel section will examine measures to provide safe walking and cycling infrastructure and promote Active Travel as a valid alternative to driving particularly over short distances.

This section also summarises the City's cycle strategy and outlines the Southampton City Cycle Network, showing the principal routes used by cyclists listing the measures needed to complete the network and highlighting where improvements are needed. This will assist in prioritising schemes for implementation.

Asset Management

Asset Management focuses on the installation and maintenance of the City's highway assets, namely roads, footways, structures, street lighting and traffic signals.

This section details the Transport Asset Management Plan (TAMP) which will provide an inventory of the City's Highway Assets following the award of various contracts to deal with the City's transport assets. This will be reviewed within the 2011/12 period by the City Council's Highways partner.

Network Management & Intelligent Transport Systems

The purpose of Network Management is to manage capacity on the road network to promote free flowing traffic and also to facilitate priority access for bus services enhancing the attractiveness of public transport within the City. This will be achieved through continuing to roll-out co-ordinated signalling and bus priority junctions.

Intelligent Transport Systems will also be used to inform the public via Variable Message Signs on the road network and Real Time Information at bus stops. The foundations for a comprehensive ITS network already exist with the City, but it will benefit from further development.

Public Realm

The Public Realm section focuses on achieving a significant step change to improving the street scene environment. This section identifies a number of high cost city centre schemes, district centre improvements and city wide programmes including Civic Centre Place, Charlotte Place, Oxford Street, Legible Cities and Central Station.

The Legible Cities program will see the installation of a city centre wide network of clear, easy to interpret mapping units. This will aid navigation around the City and will improve accessibility for visitors and tourists.

Public Transport & Smart Cards

The Local Development Framework requires a 50% growth in bus patronage. This ambitious target will involve a co-ordinated approach between the local authority and

the public transport operators within the City. Investment will be targeted at improved waiting conditions and Real Time Information at bus stops as well priority measures along public transport corridors such as reallocation of road space for bus lanes. In turn operators will be encouraged to invest further in vehicles that will improve the journey experience for the passenger and work in partnership with the council to improve journey time reliability.

A key priority will be the introduction of smart cards compatible with all bus services and potentially ferry services as well. The ability to store credit, daily/weekly passes and season tickets on a smart card greatly facilitates easy access to public transport without the need to worry about fare rises or having change available.

Road Safety

Despite good progress on reducing casualties, around 100 people are still killed or seriously injured on Southampton's roads annually. The Road Safety section will look at the measures proposed to reduce the occurrence of road traffic accidents. There is a need to continue the decrease of accident rates leading to serious injury and loss of life. Preventing accidents will reduce the demand on emergency services and cut down on congestion caused through incidents.

Whilst engineering will remain a key aspect of the road safety strategy, the City Council will also seek to implement in a wide range of road safety initiatives including education and enforcement measures.

Smarter Choices

One of the greatest barriers to use of non-car modes is a lack of knowledge about the alternative available. This section will focus on promoting Smarter Choices, a targeted marketing and promotional campaign aimed at developing more sustainable travel practices. Residents and commuters will be encouraged to use travel option that is best for them instead defaulting to the private car whilst considering different routines such as car sharing and occasional home working.

A cornerstone in the Smarter Choices programme is Travel Planning. All major employers within the City will be encouraged to adopt and travel plans, whilst the highly successful school travel plan programme will be developed further. Southampton City Council will work closely with employers and schools to ensure that travel plans are successfully implemented.

Data Collection and Monitoring

The Data Collection and Monitoring section will examine the methods used to collect data that will be used as evidence base for supporting both current transport policy measures and the future decision making process. It will also highlight the methodologies adopted for measuring progress against the proposals outlined in the LTP3 Implementation Plan.

Further to this programme, a series of local indicators will be adopted to provide an overall picture of the transport network within Southampton including figures for bus patronage, road safety, highway condition and modal split. These will be updated on annual basis and be available to view on the Transport Policy pages on the Southampton City Council website.