



Local Area Implementation Plan

**in association with the
Third Greater Manchester Local Transport Plan**

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CONTENTS

1.0	SETTING THE CONTEXT	4
1.1	INTRODUCTION.....	4
1.2	GM STRATEGY CONTEXT.....	4
2.0	BOROUGH CONTEXT - WHAT THE BOROUGH LOOKS LIKE.....	7
2.1	INTRODUCTION.....	7
2.2	A VISION FOR WIGAN BOROUGH.....	8
2.3	CONNECTING PEOPLE TO OPPORTUNITIES.....	8
2.4	FIVE KEY PRIORITIES.....	9
2.5	BOROUGH FACT FILE.....	10
2.6	TRANSPORTATION FACTS AND FIGURES – WIGAN BOROUGH.....	11
3.0	PROGRESS TO DATE	15
3.1	INTRODUCTION.....	15
3.2	CONGESTION REDUCTION – DEMAND MANAGEMENT	15
3.4	CONGESTION REDUCTION - ACTIVE TRAVEL.....	16
3.5	ROAD SAFETY ENGINEERING.....	18
3.6	ASSET MANAGEMENT	18
3.7	WINTER MAINTENANCE	19
3.8	RIGHTS OF WAY IMPROVEMENT PLAN (ROWIP)	19
3.9	ACCESSIBILITY IMPROVEMENTS.....	19
3.9	SMARTER CHOICES / BEHAVIOURAL CHANGE INTERVENTIONS.....	22
4.0	LOOKING AHEAD	27
4.1	INTRODUCTION.....	27
4.2	LONGER TERM ASPIRATIONS: TRANSPORT STRATEGY	27
4.3	BOROUGH PRIORITIES: NEXT 5 YEARS.....	28
4.4	DELIVERABLE HIGHWAY INTERVENTIONS TO RELIEVE CONGESTION.....	29
4.5	PUBLIC TRANSPORT INTERVENTIONS.....	30
4.6	CASUALTY REDUCTION	32
4.7	ACTIVE TRAVEL INTERVENTIONS TO RELIEVE CONGESTION	33
4.8	BOROUGH PRIORITIES: YEAR 1 (2011/12).....	34
5.0	ACTION PLAN.....	37



SETTING THE CONTEXT

1

1.0 SETTING THE CONTEXT

As required by the Local Transport Act, 2008, the third Greater Manchester Local Transport Plan (LTP3) contains the policies of the Integrated Transport Authority (which from 1st April 2011, will be Transport for Greater Manchester, TfGM) for the provision of safe, integrated, efficient and economic transport to, from and within their area. It replaces LTP2, which ran from 2006/07 to 2010/11 and has been prepared by TfGM in consultation with the ten Greater Manchester District Councils and relevant stakeholders.

LTP3 sets out the short and medium term priorities, together with a longer term vision for transportation in Greater Manchester.

1.1 INTRODUCTION

This report sets out the key interventions for delivering the third Greater Manchester Local Transport Plan (LTP3) in Wigan. While LTP3 sets out the strategic direction for transportation across Greater Manchester, this document brings that strategy down to a local level in alignment with the Council's own priorities.

The report details: achievements to date through the second local transport plan and how we are going to build on these successes, while achieving LTP3 and Wigan Council objectives, through the delivery of Wigan's Local Area Implementation Plan (LAIP).

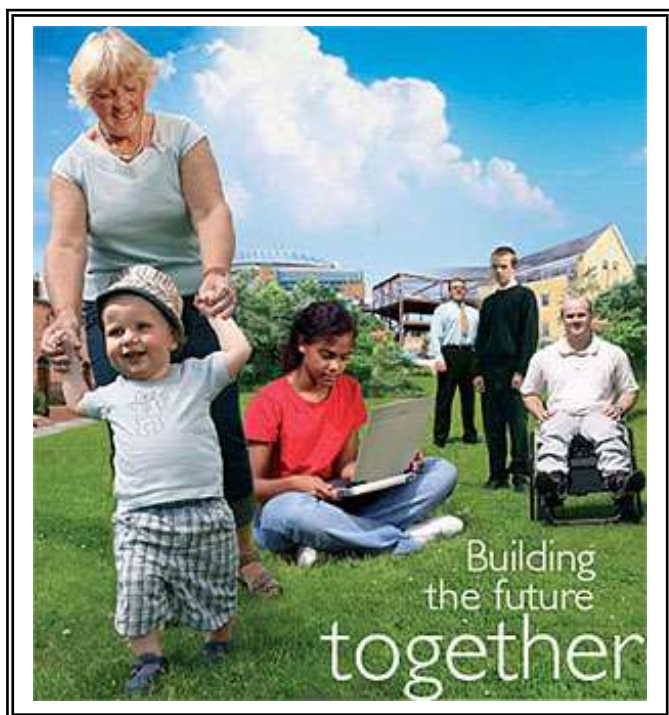
1.2 GM STRATEGY CONTEXT

The general economic growth trend in Greater Manchester since the early 1990s has seen a resurgence in the demand for travel into and across the conurbation. There are now around 1 million commuting trips made each weekday morning within Greater Manchester, with a further 140,000 trips coming into the conurbation from neighbouring areas, and around 100,000 trips departing Greater Manchester for neighbouring areas. Home working accounts for around 7% of working residents in Greater Manchester.

Year on year, on average, journey times across Greater Manchester have increased as the economy has grown and demand for travel has increased with it. Over 60% of people working in Greater Manchester now travel for more than 20 minutes to work and nearly 25% of workers commute for over 40 minutes each morning. The majority of trips on the local motorway network are bound for Greater Manchester, particularly in the morning peak, which indicates the importance of commuting from outside the area.

The national policy context for LTP3 will remain under review to ensure that the plan is fully aligned with the priorities of the new Government. However, in developing the key aims and objectives for LTP3 within this strategic context, a number of key themes are consistent across national and local strategic priorities, namely: economic growth, environmental sustainability, health and wellbeing, and value for money. This has led to the formulation of objectives for LTP3 as follows:

- to ensure that the transport network supports the Greater Manchester economy to improve the life chances of residents and the success of business;
- to ensure that carbon emissions from transport are reduced in line with UK Government targets, to minimise the impact of climate change;
- to ensure that the transport system facilitates active, healthy lifestyles, the number of casualties is reduced, and other adverse health impacts are minimised;
- to ensure that the design and maintenance of the transport network and provision of services supports sustainable neighbourhoods and public spaces and provides equality of transport opportunities; and,
- to maximise value for money in the provision and maintenance of transport infrastructure and services.



BOROUGH CONTEXT

2

2.0 BOROUGH CONTEXT - WHAT THE BOROUGH LOOKS LIKE

With a population of about 300,000 across an area of 77 square miles, Wigan is the largest and most westerly of Greater Manchester's 10 Boroughs. The Borough is the heart of the North West, lying halfway between Liverpool and Manchester.

Wigan is a surprising mixture of character, history, heritage and transition. With various town and local centres positioned across the conurbation, there is a vibrant assortment of amenities including great shopping and leisure facilities, a vast array of pubs, clubs and restaurants, plus tranquil countryside and lakes.

For a town with an industrial image, Wigan's countryside is a constant source of amazement to visitors as over three quarters of the Borough is open countryside. The Borough has three country parks, more Sites of Special Scientific Interest than anywhere else in the region, and a wealth of wildlife and rare plants.

While the Borough benefits from important motorway and rail links, it is facing unique and challenging issues in terms of transportation and tackling these is critical to the economic, social and environmental well being of our communities.

2.1 INTRODUCTION

Wigan Borough is unique in Greater Manchester because of its geographical location and hence where the Borough looks for employment. 2001 Census data shows that 61% of Wigan's residents also work in the Borough with the second most popular place for employment being Warrington and St Helen's with Manchester being only the third most popular place where Wigan residents work. Therefore, the travel patterns of the Borough residents are not into the regional centre, making journeys by public transport difficult as most services concentrate on providing access to the regional centre.

Additionally, the journey time from Wigan to Manchester, by rail, is about 40 minutes; in comparison to journey times of 10 minutes to Preston and Warrington from Wigan and 17 minutes to St Helen's.

While we support a public transport lead strategy for Greater Manchester, given Wigan's uniqueness, we would want to see some commitment to improving public transport across the GM boundary, together with exploiting the opportunities that exist with services from Wigan North Western station.

Local people have told us what is important to them right now, and we have developed our Corporate Strategy to deal with the issues they have highlighted. We have also taken account of their long-term hopes and expectations for themselves, their families and their neighbourhoods.

This is the chance to bring together in one place our thinking on the challenges and opportunities that we need to approach in the next 12 months and beyond.

2.2 A VISION FOR WIGAN BOROUGH

We have seen unprecedented instability in commerce and finance, turbulence in global and national politics and this has and will continue to put pressure on public services now and into the future.

The country is officially in “recession” and the challenge for us is to respond to this by:

- becoming more efficient – delivering more for less;
- enabling others to deliver local services in a mixed economy;
- supporting communities to be more self-reliant and cohesive; and,
- continue to re-shape and update our organisation.

Our focus on values will also insist that we pay more attention to addressing local inequalities, and in particular changing our mainstream services to support needs in disadvantaged communities more effectively. We’ll need to prove to ourselves and others that we can reduce the inequalities gap that still affects so many local neighbourhoods. Working with our partners across all sectors, it’s our job to ensure that public services remain just that – public – and responsive to what our diverse communities need.



2.3 CONNECTING PEOPLE TO OPPORTUNITIES

Wigan Council is developing a new Corporate Strategy, replacing the previous version with a Strategy on a Page (SOAP) approach, which will also incorporate the Departmental Performance Plans. A range of measures will be attached to the SOAP to form a performance monitoring framework.



While encouraging communities to be part of the plan, and ultimately be proud of it, the four key themes focus on economic prosperity; better life chances; great places for great people; and, radical efficiency. Transportation connects very well into each of these key themes, through the requirements to provide connective transport infrastructure ensure communities are physically well connected to opportunities, to help achieve individual aspirations and well being.

Ensuring that we tackle congestion is an important factor throughout all transportation aspirations and is a key priority for the Council. Through the provision of improved transportation information and infrastructure, we can provide communities with enhanced travel choices, so that people can take control of their individual travel needs and requirements.

2.4 FIVE KEY PRIORITIES

The five key priorities from the Council's vision are:

- *Ambitious Communities*

Opportunities exist that allow people to fulfil their ambitions within a local and regional economy that provides ease of access to jobs and services. People will have increased income levels and will be able to access better quality, affordable homes in safe neighbourhoods. Our communities will look to the future generations.



- *Realising Aspirations*

The people of the Borough have raised aspirations for what they as individuals can achieve, particularly young people and people from disadvantaged communities. People of all ages are equipped with the right life skills and the qualifications employers need to achieve their ambitions and which enable them to participate.



- *Living Healthier and Longer Lives*

Providing opportunities that help support people to make choices that improve quality of life and enable people to live longer particularly for those from disadvantaged backgrounds.



- *Strong Communities*

Communities are at the heart of all we do, where people support and care for the well being of others and the future. A community with a strong sense of what it is capable of achieving and where there are opportunities to get involved, particularly for young people, in shaping the future.



- *Responsive, Responsible, Efficient and Effective*

To deliver our community-facing priorities properly we must understand and respond to community needs and aspirations. We must encourage and provide community leadership to guide these needs and aspirations, and behave responsibly in conduct and the use of public funds. Our internal expectations are that we achieve improvements and efficiencies in the way we deliver services - to maximise the benefits and minimise the costs to our local community. We must also ensure we have the right capability and capacity to achieve what we set out to do.

2.5 BOROUGH FACT FILE

Headlines

- Wigan has a population of 305,400 and covers an area of 188 square kilometres;
- 70% of the Borough is open space and countryside;
- Wigan is ranked 67th most deprived local authority in England;
- Wigan is directly served by the West Coast Main Line.

Health

- Life expectancy in Wigan is 2 years below the England average for men and women;
- 66% of adults and 25% of children in the Borough are overweight/obese;
- By 2050 this is set to rise to 80% of adults and 50% of children;
- Evidence shows that treatment for obesity includes healthy diets and more physical activity.

Employment

- Wigan has large numbers of people out of work, often relating to sickness/long term conditions.
- There are very high levels of employment deprivation in spite of a relatively low unemployment rate in recent years;
- Large numbers are unable to work and approximately 70% of these are on Incapacity Benefit; there is a clear link with health and disability deprivation;
- Worklessness is one of the key issues for the Borough.

Education

- 105 primary schools, 20 high schools and 6 pupil referral units, and 6 special schools;
- In spite of good educational attainment compared with deprivation levels there are still high levels there are still high levels of education deprivation across the Borough;
- In January 2010, 36.9% of primary school children travel by car and 14.6% of high school children travel by car.

Economy

- The highest levels of living environment deprivation were in the East (particularly in Leigh) rather than the West of the Borough and there is a link with a number of town centres;
- 24% of the Borough's families are classed as 'secure and coping';
- 18% are classed as 'blue collar roots';
- 18% are classed as 'struggling'.

Transport

- There are 1,159 km of road comprising: 17km motorway, 117km A road, 56km B road, 68km other classified road and 901km unclassified road;
- The average daily flow per kilometre is 89,800 vehicles on motorways, 16,700 on A roads and 11,200 on B roads;
- There were 624 injury accidents in Wigan during 2009 resulting in 890 casualties;
- There were 97 killed or seriously injured (KSI) casualties;
- Car ownership in Wigan is average for England and the North West, although this is considerably lower in disadvantaged neighbourhoods. Despite this, only 14% of people use public transport (bus or train).

2.6 TRANSPORTATION FACTS AND FIGURES – WIGAN BOROUGH

Pedestrians

- The number of pedestrians entering Wigan Key Centre increased by 44% between 2003 and 2010 in the morning peak and off-peak period and by 7% in the evening peak.
- The number of pedestrians entering Robin Park in the morning peak has decreased by 38%, but has increased by 17% and 9% in the off-peak and evening periods respectively.
- Walk trips have increased into Wigan key centre in all time periods, particularly in the off-peak.

Pedal Cycles

- The site with the highest 12-hour pedal cycle flow was the A577 Darlington Street in Wigan with 239 cycles recorded between 07:00 and 19:00.
- The average 12-hour A road pedal cycle flow in Wigan was 63. The average B road pedal cycle flow was 52. These are considerably lower than the Greater Manchester average of 95 for both A and B roads.

Motor Vehicles

- A roads made up 62% of Wigan's network and carried 48% of the traffic.
- B roads made up 29% of Wigan's network and carried 15% of the traffic.
- The highest estimated 24-hour Annual Average Weekday Traffic (AAWT) flow was 132,700 vehicles on the M6 between Junctions 24 and 25.
- The busiest all-purpose road was the A49 Wallgate in Wigan where the estimated 24-hour AAWT flow reached 50,900 vehicles on the stretch west of Pottery Road
- 24-hour weekday flows on motorways in Wigan have decreased by 4% since 2008, while there was no change across Greater Manchester as a whole.
- 12-hour weekday flows on A and B roads in Wigan saw a 1% increase between 2008 and 2009 while the average for Greater Manchester fell by 1%.
- Since 1993, traffic flows on A and B roads in Wigan and nationally have increased by 3% compared to a 1% decrease in Greater Manchester.
- Since 1997 the number of vehicles crossing the cordon into Wigan town centre has fallen by 16% in the am peak, 26% in the off-peak and 21% in the pm peak.
- Morning weekday peak flows and 24-hour average weekday flows decreased by 13% and 16% respectively between the base year (2006/07) and 2009/10.
- The average occupancy rate for the morning peak has increased between 2003 and 2010, but shows a slight decrease between 2009 and 2010. The off-peak period rate has remained largely unchanged and there has been a decline in the evening peak rate, although there has been an increase between 2009 and 2010.
- The proportion of trips into Wigan key centre made by car has decreased in all time periods since 2003.

Public Transport - Buses

- Approximately 20 million trips made each year by bus passengers in the Borough.
- Citizens' Panel questionnaire results suggested that there is the potential to at least double this overall, and more than triple for commuting trips.
- Approximately 10,000 trips made by bus passengers in each morning peak, taking thousands of cars off the roads, plus thousands of pupils on school services.
- Wigan Borough has the largest fleet of Yellow School Buses across Greater Manchester (25 in total) which equates to about 50% of the total GM fleet. This includes four 'green' school buses, which utilise hybrid technology.
- Significant growth (20 %) on Quality Bus Corridors, but bus use declining overall across the Borough.
- Borough's buses are 'average' for reliability and punctuality (compared to the GM average), but we have the 'best' performance for the spacing of frequent services.
- Bus numbers have fallen by 13% in the morning, 27% in the off-peak and 17% in the evening peak. All periods have seen a decrease in bus numbers between 2009 and 2010.
- In 2010, the modal share of public transport trips over car trips has increased in all time periods.

Public Transport - Rail

- The number of inbound boarders on the Wigan/Bolton corridor increased in the peak period by 1% and decreased by 5% in the off-peak period between 2008 and 2009. This compares with a decrease of 3% in the peak period and an increase of 4% in the off-peak period for Greater Manchester as a whole.
- The Wigan/Bolton corridor carried 32% of Manchester bound passengers during the morning peak and 33% during the off-peak.
- These figures represent an increase of 1% and a decrease of 5% in the peak and off-peak respectively since 2008, and overall increases of 81% and 176% respectively since 1991.

Road Safety

- The total number of reported injury accidents in Wigan was 624 in 2009, 54% lower than the average from the base years (1994-1998) and 10% lower than the 694 in 2008.
- The total number of casualties in Wigan was 890 in 2009, 53% lower than the average from the base years (1994-1998) and 5% lower than the 940 in 2008.
- There were 97 killed or seriously injured (KSI) casualties in 2009 compared with an average of 147 KSI in the base years.
- The 2007-2009 three-year average used for monitoring KSI GMLTP2 targets was 34% below the base years average.
- The 2007-2009 three-year average for child KSI casualties was 57% below the baseline average and 6% below the 2010 GMLTP2 target.

Congestion

- Journey times for Wigan in 2008/09 have decreased in the morning peak period but increased in the off-peak and evening peak period since 2007/08. On average journey times are faster in Wigan compared to Greater Manchester as a whole.
- The morning peak period builds up from 7.30am and peaks between 8.30am and 9am.
- The evening peak period starts around 3.30pm and builds up throughout the evening with some roads, in the west of the Borough still experiencing congestion between 6pm and 6.30pm.
- The most congested routes in the morning peak were:
 - B5207 Church lane and A572 Newton Road approaching A580;
 - A577 Mosley Common Road approaching A580;
 - All roads approaching Hindley traffic signals;
 - B5238, Scholes from New Springs to Greenough Street;
 - Church Lane approaching A580;
 - Newton Road approaching A580 in both directions;
 - Warrington Road from Kingsdown Road approaching A58 Lily Lane;
 - Poolstock Lane from Snowden Avenue to Warrington Road in both directions; and,
 - Orrell Road between The Copse and Woodfords South East Bound.
- The most congested routes in the evening peak were:
 - A577 Manchester Road, eastbound between Birkett Bank and Hindley traffic signals;
 - A58 approaching Hindley traffic signals in both directions;
 - A58 and A573, southbound through Platt Bridge;
 - All roads approaching Ashton-in-Makerfield traffic signals;
 - A5209 and B5239, approaching Standish traffic signals;
 - A577 Orrell Road, eastbound between M6 and Fleet Street;
 - A575/B5215 northbound through Leigh town centre;
 - A572 Twist Lane westbound approaching Atherleigh Way;
 - A579 Atherleigh Way approaching Twist Lane;
 - A579/A572 northbound approaching A580;
 - A573 Warrington Road approaching A580;
 - B5207 Kenyon Lane approaching A572 Newton Road; and,
 - Area around Caroline Street, Wallgate and Pottery Road outbound from Wigan Town Centre.



PROGRESS TO DATE

3

3.0 PROGRESS TO DATE

This section of the report reflects on the successes delivered through the implementation of LTP2, sets out the key achievements we have made and the challenges we still face.

3.1 INTRODUCTION

Throughout LTP2, we have been very active in tackling congestion and accessibility issues across the Borough, in conjunction with the development and promotion of active travel and demand management. Improving road safety continues to be a high priority, together with balancing modal shift and behavioural change.

Through the delivery of the LTP Annual Highways Capital Programme, the Council and its partners have made significant progress in tackling some of the large and unique challenges facing the Borough. This momentum needs to be continued and enhanced in order to ensure that Wigan Borough, its residents and communities, prosper and grow in a sustainable way.

3.2 CONGESTION REDUCTION – DEMAND MANAGEMENT

Traffic Management schemes have been implemented across the Borough to improve road safety, improve traffic flows on the network and manage the temporary highway situations that arise from roadworks.

One key element to keeping traffic moving on the Borough's strategic route network is the enforcement of waiting and loading restrictions during the peak periods. Through the civil enforcement team, these areas are targeted together with key town centres to reduce congestion caused by illegally parked vehicles. Although the Council enforces all parking restrictions, there is still a reliance on Greater Manchester Police to enforce moving offences through partnership working. This, however, is an area the Council intends to move into in the near future.

The Street Works Co-ordination Team process all activities on the network and ensure there is minimal impact through temporary Traffic Regulation Orders and efficient temporary traffic management, taking particular note of traffic sensitive streets and heavily trafficked routes.

All traffic signals in Wigan are managed and maintained by Greater Manchester Urban Traffic Control Unit. Through a partnership approach with the traffic group all reported and detected faults are resolved within specified timescales. Recent improvements include the development and introduction of MOVA at isolated junctions and SCOOT within local centres and on the wider network.

The Council has also developed a wider Intelligent Transport System Strategy and developing Urban Traffic Management Centre through such measures as a Parking Guidance System in Wigan Town Centre. This has been further developed to address congestion through information provision on key corridors, so that drivers can make informed choices about their chosen routes and journeys



3.4 CONGESTION REDUCTION - ACTIVE TRAVEL

Congestion reduction through the deployment and promotion of active travel enables and encourages people to choose walking, cycling, public transport and other sustainable modes more often, with a view to facilitating a community-wide shift away from single-occupancy car use. This supports and delivers sustainable economic growth through tackling congestion and climate change, improving local air quality and widening access to healthier lifestyles through increased levels of physical activity. The Active Travel programme has also helped to deliver innovative, wide ranging and co-ordinated packages to help get the people in Wigan more active.

Getting the right mix of modes of transport for local trips is very important: more walking or cycling for short journeys has benefits for individuals in terms of their health and well being; and there are benefits for communities too with safer and more pleasant streets, better air quality and lower carbon emissions, and reduced congestion.

Walking or cycling can be a quicker and lower cost alternative to the car or public transport for many short trips, and are often the easiest ways for most of us to get more physically active. Levels of cycling and walking in England have, however, declined significantly in the last 30 years and the country has some of the lowest rates of cycling and walking in Europe. There is potential to make billions of pounds of savings to the economy through more active travel, as the Netherlands have proved.

The Department for Transport and the Department for Health have put walking and cycling at the heart of their transport and health strategies. Working closely with forward-thinking local authorities, they have been able to demonstrate beyond doubt the public health benefits of active travel, the impacts that targeted investment can have in increasing walking and cycling, and what the key factors for successful programmes are.

For the Borough, this means that walking and cycling can increasingly be at the heart of local transport and public health strategies and plans. With this in mind, we need to support local health and transport partners in working together to make walking and cycling the preferred modes of local transport for the 21st century.

Walking

Walking forms part of every journey, whether it includes a few steps or several miles, and is often the link between different modes of travel. For individuals to choose walking there are often several factors to consider: the availability of a car or public transport; the weather conditions; the walking environment surrounding the journey; and personal health and safety.



The convenience and affordability of private cars has led to a decline in walking over the years, and the decreasing levels of walking have been recognised to have a detrimental effect on personal health and on that of future generations. It is acknowledged that walking is not a realistic option for everyone, whether through disability, age or health; however in these circumstances opportunities need to be explored for personal mobility and improved access.

Cycling

Cycling is the most energy efficient form of transport and, like walking, burns no carbon. On shorter journeys, a bike can be the quickest form of transport, especially if travelling to a town centre at busy times, and it is a great way to travel, whether for getting to work, to school, to the shops, or just for leisure. If you cycle regularly, it can improve mental and physical fitness levels, help to control weight, and can even help individuals to live longer.



Cycling is also cheap as there is no road tax, no insurance, no parking charges, and, of course, the bike itself costs much less to buy and maintain than a car.

One of the biggest barriers to encourage more people to cycle is the perception of danger, but in fact safety for cyclists has never been better. Even with basic training and simple equipment, cycling is still a very low risk activity. The health and congestion reduction benefits alone easily outweigh the very low risk of being involved in an accident.

Public Transport

Throughout LTP2, Wigan has targeted significant investment from GMITA/GMPTE, to secure improvements in bus performance particularly through the Quality Bus Corridor (QBC) programme. This programme has delivered improvements to bus service reliability, journey times and passenger facilities and led to increases in patronage on some corridors. However, overall bus patronage levels are declining and there are significant perception barriers for choosing public transport as a realistic travel option which need tackling through the delivery of Wigan's LAIP. To achieve significant modal shift, the bus network needs to attract more commuters.

Whilst high quality services are being delivered by the best operators, particularly on the QBCs, quality on the rest of the network needs to be raised.

Throughout the LTP2 period, Wigan has implemented and promoted accessible walking and cycling routes to rail stations across the Borough. This work has ranged from simple measures such as dropped crossings and cycle storage facilities, to off-road footpath improvements, and has included the provision of a map at each station detailing the location of key destinations and walking and cycling routes to them. The LAIP supports the public transport aspirations of LTP3, and through the development of the Transport Strategy welcomes longer term aspirations for further public transport opportunities.

3.5 ROAD SAFETY ENGINEERING

Thousands of journeys are made on a daily basis throughout the Borough of Wigan, and the majority of these are executed successful and without incident. This is due to a combination of good driver behaviour, positive attitudes and respect for other road users. However, when a collision occurs, it can have a serious and often costly implication on the Borough and road users alike.



Any injury sustained by an individual is a serious and possibly life changing event and when it occurs in an unexpected way on the highway, it can be even more traumatic to individuals, loved ones and all the people involved, therefore keeping the people of the Borough as safe as possible whilst using the road network has become a key priority of Wigan Council and its road safety partners.

The Local Safety Scheme Programme has been a high priority for action and delivery throughout LTP2, emphasised by road safety being one of departmental goals. Several road safety engineering initiatives have been developed, providing tools to assist with prioritisation to ensure that the optimised use of resources contributes towards the casualty reduction targets.

To complement the engineering measures, Wigan Council has also had a comprehensive programme of road safety education, training and publicity offered to all schools across the Borough.

3.6 ASSET MANAGEMENT

Wigan has now produced a Highway Asset Management Plan which is a developing document that is refined and updated continuously and viewed as a 'living document' that identifies issues and challenges; promotes options and potential solutions; encourages innovation and service review; and is orientated towards both positive performance and outcomes.

3.7 WINTER MAINTENANCE

Wigan has reviewed its highway winter service to identify areas for improvement and service development and produced a revised Highway Winter Service Policy. The purpose of the Policy is to clarify both the standard and extent of the winter maintenance service the Council will provide.

After experiencing a severe weather through the winter of 2009/10, the Council decided action needed to be taken to ensure that it could be far more resilient to similar severe weather in future. Therefore, investment was secured for a new galvanised steel framed salt barn, 14 metres high, which holds over four thousand tonnes of rock salt.



This has allowed the Winter Maintenance team to be fully operational; the salt is covered and therefore kept 'dry', it can therefore be spread at half the rate as if it were left exposed to the elements, with the same end result. In common with an increasing amount of the Borough's street lighting, the salt barn uses a low energy lighting system; the latest LED technology reduces the carbon footprint of the new building and requires far less maintenance than a conventional lighting system.

3.8 RIGHTS OF WAY IMPROVEMENT PLAN (ROWIP)

The RoWIP was adopted by Wigan Council on 21st February 2008 and the Plan which includes setting up an Officer Steering Group and working in conjunction with the Local Access Forum to prioritise key schemes for implementation.

Some of the schemes which have been given precedence are those which constitute the creation of new public rights of way and the upgrade of existing public footpaths to bridleways. Such routes will accommodate cyclists and walkers as well as horse riders providing opportunity for local communities to walk or cycle as an alternative means of transport, bringing added benefits to personal well-being and the environment.

To promote the rights of way network, a series of leaflets have been produced to encourage more people to use these routes as part of promoting a more active lifestyle. These leaflets are entitled 'Healthy Walks' and currently six out of a series of ten have been produced. Specific funding has been allocated from the LTP for this programme of work, to ensure that modal shift is achieved through the provision of improved, direct and accessible rights of way network.

3.9 ACCESSIBILITY IMPROVEMENTS

Improving accessibility is key to ensuring that everyone can travel to where ever they wish to go. We have been especially keen on promoting the use of 'green' travel such as public transport and more conventional means such as cycling and walking. These activities are also good forms of exercise for improving health and fitness.

More information has been provided below with regards to the progress made for improving accessibility throughout LTP2.

Public Transport

To enable mobility-impaired passengers to take advantage of low-floor buses, we have raised bus stops to create a boarding platform that is level with the bus floor. In partnership with the GMPTA, the waiting environment for all passengers has been improved at the same time through the increased provision of shelters and seats, higher quality street furniture, and clearer information.

The Council in partnership with GMITA/PTE have also successfully introduced Yellow School Buses (YSBs), with the Wigan Borough fleet totally 25 YSBs by the end of 2011, including six hybrid vehicles. The YSBs will be transporting around 1,600 pupils to and from 10 different schools across the Borough. YSBs tackle several important priorities including:



- reducing congestion - travel surveys of all YSB users indicate that there could be as much as half a million miles less car use on our roads every year as a result of YSBs, mostly during peak periods. This has a very positive impact on traffic flows and parking demands, particularly in the vicinity of schools. We know that many of the YSBs reduce overcrowding on local bus services, so potential exists for encouraging secondary modal shift of adult work trips from car to bus;
- tackling climate change - modal shift to YSBs from car use averages at about 30%, but has been as high as 60% on some routes. This equates to nearly 150 tonnes less carbon dioxide per annum. To improve local air quality, all YSBs have engine technologies to reduce other emissions, such as Nitrogen Oxides and airborne particulates; and
- improving safety and security - reduced car travel reduces the risk of road traffic accidents and in particular, reduced parking movements are reducing risk around the school gates. The YSBs are of modern design, fitted with three-point seatbelts and roll-over protection, and all YSBs are fitted with CCTV systems that monitor the vehicle inside and out, virtually eliminating incidents of anti-social behaviour. Automated and wireless downloading of video means that most incidents can be dealt with by the school the same day it occurs.

Pedestrian and Cycle Signage

Throughout LTP2, a series of pedestrian signage schemes which direct people from the rail stations to key destinations in each of the District Centres by means of walking times (in minutes).

It is a general miss-conception that people feel that walking to places takes too long and they are further away than they actually are. Therefore, to encourage people to choose walking as their preferred mode of travel for journey's less than 20 minutes, the signage gives clear indications of walking times, which should provide more realistic information so people can make informed decisions.

This same principle was applied to the off-road cycle network, in providing clear signage to key destinations along our improved off-road routes. This series of signage indicates the expected journey time (in minutes) by cycling and helps to connect residential areas to key sites of employment, shopping, education, health and leisure.



The signage also complements the NCN 55 signage and the Greenheart Regional Centre. This will be expanded through the Leigh Cycling Project including on and off road routes.

Safer Routes to School

In Wigan, the Safer Routes to School Programme has developed in partnership with the School Travel Team, following the completion of a School Travel Plan and assessment to determine whether engineering measures will improve road safety and remove barriers to walking, cycling and the use of public transport. The scheme aims to encourage / promote a modal shift away from car usage when travelling to and from school, and has a two-pronged approach:

- engineering measures to physically remove barriers; and
- softer measures delivered through the School Travel Team to encourage walking buses, cycle storage and lockers and promote the fleet of yellow buses.

Walking Schemes

Walking is actively encouraged for short journeys, particularly to access local amenities within a 20 minute walking distance from home. The walking sub-programme looks at improving the accessibility of existing walking routes to further encourage and promote walking instead of car use. To date we have delivered a series of on and off-road routes to health care sites, town centres, rail stations, and schools. This programme is expanding annually to include routes to bus stops, play areas and more employment sites, schools, public transport hubs, and leisure facilities.

Cycling Schemes: On-Road

Investment in cycling infrastructure has increased significantly in LTP2: the new cycle routes total more than 16 kilometres and significant lengths of this are traffic-free routes. One of which is a track across Parson's Meadow to avoid the busy Saddle gyratory another being the East Lancashire Road cycle track which is now a continuous route of 14.5 kilometres (9 miles) between Haydock and Boothstown.

Cycling Schemes: Off-Road (and Multi-User Routes)

Through joint funding with ERDF, a multi-user route along the disused Whelley Loop Railway Line has been upgraded to a high standard providing off-road access to a local primary school, high school, supermarket and waste recycling centre. The route has been promoted through the distribution of 6,000 leaflets to all neighbouring residential areas. Subsequently the route has become extremely popular with recently installed cycle counters showing flows at some locations regularly peaking above 100 cycles per day. The highest count, so far, was 127 cycles, recorded on a Bank Holiday Monday. This scheme comprised the delivery of phases one to three of a wider off-road cycling network, which has ten phases in total.

Leigh Cycling Project

This was a holistic approach to encourage more cycling, more safely, more often in Leigh, through infrastructure, promotion and marketing and training / education. The scheme comprised key routes from the surrounding conurbations through to Leigh Town Centre, including two routes through the Greenheart Regional Park, to connect with NCN Route 55 and Regional Route 82 via large areas of traffic free open space.

On completion, the physical infrastructure improvements will be complemented by the provision of a cycle training programme that caters for novice cyclists, re-born cyclist and enhances the road safety awareness of more experienced cyclists. In addition, an active travel, behavioural change and road safety publicity and awareness campaign would be deployed to promote and encourage cycling on this new network.

3.9 SMARTER CHOICES / BEHAVIOURAL CHANGE INTERVENTIONS

Personalised Travel Planning

A Personalised Travel Planning (PTP) project has been implemented within the Standish with Langtree and Wigan Central wards along A49 southbound (between the junction with A5106 Chorley Road and Wigan Lane), targeting properties within 400 metres of a bus stop with greater than 60% private vehicle travel to work.

Funded from the Congestion Performance Fund (Revenue), the A49 Corridor PTP project was a traditional PTP project whereby following an initial publicity exercise households will be targeted via a letter stating the project objectives, the availability of incentives to switch mode for travel to work, education, shopping, and leisure and that a field advisor will visit them.

Evaluation of the resultant change in travel behaviour was monitored 2 weeks and 3 months after the receipt of the packs. Analysis from the final evaluation suggested that 26% had reduced the amount of miles travelled by car with these journeys being mostly replaced by walking and bus travel. The increase in walking was seen for journeys to work and school, journeys to which congestion along the corridor can be attributed.

In 2008-09, NHS Ashton, Leigh & Wigan (formerly the Ashton, Leigh & Wigan Primary Care Trust) initiated its Preparing for Personalised Travel Planning project. This was a £100,000 investment by the UK National Health Service (NHS) in Wigan Borough to encourage everyone to make active travel part of their daily routines.

In Wigan, the NHS has a team of 28 Health Trainers. The PTP service will help the Health Trainers to provide journey plans, travel information and encouragement to their clients to make more use of sustainable modes of transport (walking, cycling and public transport). Health Trainers will be able to utilise PTP to help people to achieve their goals of a healthier lifestyle, by encouraging them to walk and cycle more. An Active Travel Toolkit was also developed to initiative this scheme comprising:

- 1) a walking, cycling and public transport journey planning portal - www.activetravelwigan.co.uk;
- 2) development of a Wigan Borough www.walkit.com which will provide local walking routes based on a gazetteer of key destinations and landmarks; and,
- 3) a leaflet ordering and distribution system, with assistance from ENCAMS now Tidy Britain Group again, using the internet and the postal system.

Given the positive outcomes of the Standish project in terms of modal shift we have looked to replicate this type of project along other corridors in the Borough. The A577 corridor was recommended for attention through the Strategic Transport Route Assessment Plan (STRAP) congestion monitoring programme. This corridor was also highlighted in Wigan's Congestion Study as the most congested route, both AM and PM, in the Borough. Therefore, we are currently working on delivering a PTP project along this corridor from Ince to Hindley to help relieve localised congestion.

20mph Outside Schools

Wigan Council aspires to encourage increasing numbers of pupils to walk and cycle to and from school in a safer environment. The objectives for developing the 20mph Outside Schools strategy focuses on reducing accidents (particularly child pedestrians and pedal cyclists) and improving accessibility by enhancing the environment of schools, and should therefore complement the objectives of the 'Safer Routes to School' initiative.

The unwarranted application of 20mph speed limits cannot be regarded as a cure-all for apparent accident problems, as many areas may not be suitable. However, speed reductions are particularly apt in and around the vicinity of schools and residential areas where clusters of child pedestrian and cyclist accidents can be found and 20mph speed limits have been proven to be highly effective at reducing accidents and injuries in the right situation. In light of the Governments' recent consultation on 'A Safer Way', this 20mph strategy will be rolled out into town centres.

Sustainable Modes of Travel to Schools

Wigan's Sustainable Modes of Travel Strategy is aimed at encouraging children and young people in the Borough to change their behaviours and attitudes towards school travel; for many parents, children and young people, the journey to school and college, is ideally suited for walking, cycling and the use of public transport.

Section 508A of the Education Act places a general duty on local authorities to promote the use of sustainable travel and transport for children and young people of sixth form age and below. This covers not only those who live in Wigan Borough, but also those who live outside the area and travel into Wigan to receive education and training.

The Local Transport Plan recognises the benefits for the environment, as well as to children's health and well being in encouraging walking and cycling; it also seeks to address the issue of local congestion around schools and the accessibility of education for children and young people. We have developed an interactive school travel service providing modal choice information for every school and college in the Borough: www.wigan.gov.uk/schooltravel.

Urban Walks: Calorie Maps

As part of our Active Travel and Smarter Choices / Behavioural Change agenda, we are trying to encourage and promote walking to residents, visitors and people working in the Borough - on their way to / from work, in their lunchtime, around town centres etc. to try and build walking into everyday routines to try improve health, and encourage people to be more active and get out of their cars. This series of leaflets / maps have been developed to promote specific routes around nine district centres, together with calorie burning information for each route.

How to Get to ... Guides

Through the Active Travel and Smarter Choices work, we have provided travel information relating to walking, cycling and public transport at key employment sites so that visitors and employees can make informed decisions about their mode of travel to/from work, and build walking / cycling into their everyday routines to try improve health, and encourage people to be more active and get out of their cars.

This series of leaflets / informative maps have been developed to significantly reduce workplace car usage in partnership with our Workplace Travel Plan co-ordinator.

Travelwise / Behavioural Change Packages

Other smaller schemes under this programme of works include developing a brand and publicising the Highways Capital Programme walking, cycling and public transport schemes. This package of works also supports events such as 'Bike Week', 'Walk to School Week' and 'In Town without my Car Day'. One other scheme included in this package of works includes promoting Walkit.com in partnership with the PCT, which is an on-line walking journey planner.

All of these schemes come under our Active Travel Agenda, for which we have a Working Group comprises multi-agency working to deliver behavioural change packages.

This work is supported by the Active Travel Strategies: to encourage walking / cycling. We use the change 4 life / walk 4 life / bike 4 life logo on promotional material, in support of the SHAPE Strategy, and in acknowledgement of this Andy Burham MP was trying to promote Wigan Borough as the first 'change 4 life' Borough.





LOOKING AHEAD

4

4.0 LOOKING AHEAD

Transportation is vital to the economy and the way we live.

Decisions that we take now will have an impact for decades to come: therefore it is essential that we take a longer term view.

4.1 INTRODUCTION

Effective transport connections are essential in addressing the problems of deprivation and low productivity, by linking people and skills to jobs, and also in providing for sustainable economic growth. Meeting this challenge is more critical than ever, as we come out of one of the deepest recessions in generations, which has significantly increased levels of unemployment in the Borough.

We need a transport network that can meet the challenges of a growing economy and the increasing demand for travel, but can also achieve our environmental objectives. This means a coherent transport network where:

- **walking** and **cycling** are realistic and practical alternatives for local trips;
- the **road** network provides a more reliable and freer-flowing service for both personal travel and freight, with people able to make informed choices about how and when they travel;
- the **rail** network provides a fast, reliable and efficient service, particularly for interurban journeys and commuting into large urban areas; and,
- **bus** services are reliable, flexible, convenient and tailored to local needs.

4.2 LONGER TERM ASPIRATIONS: TRANSPORT STRATEGY

The Borough is facing unique and challenging issues in terms of transport and tackling these is critical to the economic, social and environmental well being of our communities. The Council has never had a single transport strategy for the Borough and this is needed to provide a clear framework for co-ordinated action.

This new Transport Strategy will take a more strategic view of transportation matters and ensure that we look at ways to address our longer term transport issues and how we can highlight and influence the transport challenges that we have. We will need to ensure that the transport networks will support the significant economic growth forecast to 2026, in support of the delivery of the Local Development Framework and accommodate the aspirations for transportation outlined in the Third Greater Manchester Local Transport Plan.

The Transport Strategy will need to cover the full range of transportation issues including road projects, congestion measures, car parking, better integration of bus and rail services, cycling, walking and public transport improvements. The Strategy will include an action plan to ensure that in future we can provide the Borough with an effective and efficient transport system to get people moving.

Building on the success and progress made since the implementation of the 10 Year Plan for transport, and delivery of the LTP2, the LAIP will cater for investment plans to 2014-15. Beyond this, the Transport Strategy, will need to anticipate and manage the pressures and challenges that the Borough will face over the next 20 to 30 years.

The strategy must ensure that it is in a position to manage the growing demand for transport. While additional infrastructure will be necessary, simply providing ever more capacity on our roads and railways is not the answer in the long term. The damage to our environment, landscape, towns and communities and individuals' quality of life would be unacceptable.

4.3 BOROUGH PRIORITIES: NEXT 5 YEARS

In the immediate period ahead of us the availability of public funding will be significantly lower. Moreover, it is likely that this next period of change will result in a radically different environment for public sector spending in the years beyond 2015.

This all points to the need for greater clarity than ever on priorities for spending, alongside initiatives aimed at the efficient use of all transport networks, so as to both tackle the cost of deprivation and to develop the scale of sustainable economic activity in the most effective way.

Congestion is frequently cited as being a major issue for the Borough within surveys of local residents and businesses including those undertaken by the Chamber of Commerce Survey and the Citizens Panel. The 2008 Place Survey carried out independently for Wigan Council showed that 73% of residents feel that congestion is a problem for everyday movement around the Borough. Congestion was also identified within the 2009 Comprehensive Performance Assessment for Wigan as one of the top issues that needed to be addressed.

However, the perception of congestion as a problem does not necessarily reflect reality with a number of other authorities in Greater Manchester experiencing higher journey time rates than Wigan.

Poor accessibility is another issue for the Borough, as it is perceived to be a factor for inhibiting investment and growth in the employment sector in the Borough. Evidence such as the recent B2B survey, (a survey of business investors on perceptions of the Borough carried out for Wigan Council in May 2010), shows that potential investors associate Wigan with poor accessibility.

Therefore, it is crucial to the prosperity of the Borough that we tackle congestion, both the reality of it and the perception of it. To this end relieving congestion will be our key priority over the coming years.

4.4 DELIVERABLE HIGHWAY INTERVENTIONS TO RELIEVE CONGESTION

Saddle

There has been growing evidence about the concern expressed by the local population and business community over the congestion problems experienced regularly at strategic and critical locations within the Borough's road network. Particularly around the Saddle Gyratory/Pottery Road area, the B5238 Poolstock Lane and along significant sections of the A577 between Wigan and Hindley.

The area around Pottery Road/Saddle Gyratory is one of the most congested in the Borough. It has been investigated with a view to developing a scheme which:

- alleviates the heavy congestion around the Saddle Junction Area, as this constricts the links between Wigan town centre, the western side of the Borough and the strategic road network, and restricts development in the south-west Wigan area; and,
- enables the redevelopment of extensive development sites to the east of Saddle Junction, without compromising objective one.

The funding for the project is coming from a mixture of Greater Manchester Transport Infrastructure Fund, Wigan Council Capital Programme and Working Neighbourhoods Fund.

Twist Lane

The A579 Atherleigh Way and A578 / A572 Twist Lane intersect at a roundabout, which has a two-lane gyratory and five arm approach / exit. There is also an additional exit, which immediately splits off Twist Lane eastern arm onto a one-way road, Findlay Street. This junction layout is complex and despite amended road markings and signage over the years, to help drivers get in the appropriate lane, this junction is notorious for causing driver confusion, driving errors and congestion in the local area.

Section 106 funding was secured to provide benefits to the local area from the Bickershaw South development site, located off Plank Lane which is being constructed on site at present, and will eventually house a new marina, and sustainable housing area.

The proposals for the Twist Lane junction are to signalise it in addition to simplifying the number of exit arms to the junction, through the inclusion of a one-way Order on the southern section of Parsonage Way up to the retail park entrance/exit. This will allow vehicles to turn into Parsonage Way from the Atherleigh Way / Twist Lane junction, but this will no longer be an exit facility.

Strategic Transport Route Assessment Plan (STRAP)

Wigan Council's Network Management Plan set out the approach to deploy the Network Management Duty, under the Traffic Management Act 2004, with the aim of tackling congestion and reducing disruption on the highway. The Strategic Transport Route Assessment Plan (STRAP) is a key component of the Network Management Plan and has already started to assist in proactively discharging the Council's responsibilities.

The STRAP report outlined the approach for identifying causes of congestion and proposed potential interventions with the aim of keeping traffic moving, reducing journey times and improving journey reliability, through a process of detailed assessment, monitoring and review. The STRAP assessment results were validated against the Greater Manchester Congestion Study results, which utilised six months of Traffic Master data to assess the network, and identify key trends in congestion hotspot areas.

The STRAP results will be used to feed into the Local Area Implementation Plan (LAIP), through the development of the Highways Capital on a bi-annual basis following the deployment of the route assessments.

4.5 PUBLIC TRANSPORT INTERVENTIONS

Buses

The Leigh Salford Manchester busway scheme is designed to connect people on the Leigh to Manchester corridor with employment, healthcare and educational opportunities, supporting economic growth. The provision of a high quality, reliable bus service together with improvements to infrastructure will improve connectivity and provide improved accessibility. Facilities will be provided for pedestrians and cyclists as part of the scheme.

Services will run on 21km of segregated bus measures, of which 7km, between Leigh and Ellenbrook, will be a kerb-guided busway, with the remainder on-highway. Bus priority measures will also be introduced to form a connection from Wigan to the guided busway at Tyldesley.

GMPTA is seeking to deliver the proposed Leigh Salford Manchester busway scheme within the four year spending review period, subject to programme and funding confirmation.

In line with GMITA policy priority and key business plan 4 (Strategic Planning) to introduce Quality Partnership Schemes (QPS's), GMPTA have developed the A573 Quality Bus Corridor between Leigh and Bolton via Atherton.

The corridor chosen represents a key bus corridor in Greater Manchester, which play an important role in the regions economy. The A573 corridor provides the only public transport connection between the local District Centres of Leigh and Atherton to the major growth point of Bolton, operating over 28 million miles and carrying over 1.9 million passengers per year. The key beneficial outcomes of implementing these two proposed schemes are:

- Protection of bus priority and traffic management facilities for the next 10 years.
- A commitment from Districts to bus lane TRO's enforcement.
- Improved standards and maintenance of high standards, in particular around Engine standards and the punctuality & reliability of services.
- A minimum service frequency, based upon current levels, and guarantees around first and last bus.
- An established process for on-going partnership dialogue between operators and Districts to realise improved performance for passengers.

It is proposed that the scheme come into place in 2011.

GMPTe will also be working with ourselves and bus operators to bring forward improvements in relation to bus network efficiency, and look to securing Local Sustainable Transport Fund (LSTF) funding to assist in this regard.

Rail

A number of rail stations within the Borough of Wigan are included in GMITA's Rail Station Improvement Strategy (RSIS) which was established to improve existing passenger security and information systems at the smaller rail stations across the Greater Manchester. The schemes' details and forecast programme is provided below.

Station	Scheme Description	Funded	Delivery
Ince	CCTV, Help Points, Customer Information Screens and a Public Announcement System.	Not Confirmed	3 out of the 11 remaining stations which are included in the RSIS Programme. GMPTe is re looking to deliver the remaining stations over the next 4 years. Delivery will be subject to confirmation of funding
Pemberton	CCTV, Help Points, Customer Information Screens and a Public Announcement System.	Not Confirmed	
Gathurst	CCTV, Help Points, Customer Information Screens and a Public Announcement System.	Not Confirmed	

In addition, GMITA has agreed the top ten stations most in need of "step free" accessibility improvements. Included within this list are Appley Bridge and Hindley rail stations.

Although there is currently no funding for these proposals GMPTE will continue to work with the DfT and other organisations in order to ensure that GMITA's prioritised aspirations with regards to step free access are recognised and influence the debate and the priority of other parties' investments, including influencing schemes proposed in the rail re-franchising process.

Tranche 2 NSIP¹ funding, estimated to be around £2m (LNW Region), is provisionally available for 2010 onwards. Network Rail and Northern Rail have confirmed to stakeholders and partners which stations within the Northern Rail franchise are likely to be included for NSIP2 funding. Within Wigan, Wigan Wallgate and Wigan North Western stations are included.

Funding of £300,000 has been confirmed from a combination of NSIP2 and GMITA funds to deliver at Wigan North Western station enhancements to the waiting facilities, toilets, walkways (incl. at the front of the station) and the subway.

With regards Wigan Wallgate, £250,000 of NSIP funds has been provisionally earmarked to provide passenger enhancements to platforms, waiting area and the environment at the front of the station linked to Wigan MBC's masterplan for Wallgate.

This funding has yet to be confirmed and is subject to receipt third party contributions to unlock the NSIP funds. Delivery of the NSIP schemes is planned by 2014.

As part of the Accelerated Park and Ride Package provision for 83 parking spaces at Hindley railway station, was identified for early delivery as part of the Greater Manchester Fund programme. DfT is currently unable to confirm the availability or timing of future funding for the package and as a result GMPTE will be working in conjunction with key stakeholders to identify a way forward for this proposed package of works.

GMPTE will continue to work with Train Operating Companies to maximise the role that franchise commitments can play in bringing about improvements to passenger facilities at rail stations.

4.6 CASUALTY REDUCTION

A new Road Safety Strategy is under development and will commence in April 2012, through to 2015, and outlines a new approach to reducing casualty figures further through a targeted evidence-base led approach.

This new approach to road safety will use Ward Casualty Audits to drill down into what is happening in each Ward with regard to road traffic casualties. Other demographic information (for instance; health, car ownership, income, housing etc.) will also be used to develop a profile for the Ward.

¹ The National Stations Improvement Programme (NSIP) is a Department for Transport (DfT) backed programme which allows Network Rail in association with key partners, to deliver improvements to medium sized stations in England and Wales. The primary objective of the programme is to bring about a noticeable and lasting improvement in the environment at stations for the benefit of passengers. A Key criteria for accessing the funding includes the attraction of additional 3rd party funding.

To facilitate this process, a new casualty and area profiling analysis tool has been utilised, made available by the Department for Transport, namely: the Market Analysis and Segmentation Tool (MAST). This analysis tool provides national, regional and local web based casualty data analysis and combines postcode data within a MOSAIC framework (a socio-demographic marketing tool, already utilised by the authority), to provide a customer insight for road safety practitioners across the UK.

This information will be used together with a new 'toolkit' of interventions, which provides detailed actions and activities associated with road safety education, training, publicity, engineering and / or enforcement. This 'toolkit' will be used to develop an individual action plans for each Ward, following the review the problems and issues identified through the Ward Casualty Audits, and each action plan will identify the most suitable interventions that will be used to overcome these issues.

The interventions identified in these Ward Casualty Audits will be used to develop the annual Highways Capital Programme and set the education, training and publicity programmes of work.

4.7 ACTIVE TRAVEL INTERVENTIONS TO RELIEVE CONGESTION

In recognition of our successes in this area of work we are developing proposals for a bid to the Local Sustainable Transport Fund for a Sustainable Travel Project in Leigh.

Bids to the fund have to focus on the importance of People, Purpose and Place and include information on:

- Who can change their habits?
- What will motivate them?
- Where do they live?

Bids also need to demonstrate a strong understanding of the issues and opportunities of the area with the design and delivery of the resultant strategy to be undertaken through consultation and partnership. There is a wealth of baseline data and evidence available though previous studies and consultation including Leigh master planning work which we will draw upon.

The project will be split into two phases, the first - Enabling Travel by Sustainable Modes and the second Encouraging Sustainable Travel, as the DfT favour incorporating both infrastructure and promotion and the use of tried and tested measures that have shown proven results.

The two key objectives of the project are to cut carbon and produce economic growth. Initial work and site visits point towards enabling and encouraging active travel within Leigh from the local residential areas to key destinations including schools, health services, with particular focus on links to the assets that Leigh has of the surrounding leisure opportunities and supermarkets within the town. This project will also incorporate sustainable travel links to LSM busway and other local development opportunities, such as Bridgewater, Parsonage extension and Bickershaw South.

The Sustainable Travel Project in the Leigh will include:

- Personalised Travel Planning for 5000 households;
- Free cycle training sessions will be organised and advertised within PTP packs for individuals taking part;
- Infrastructure improvements for pedestrians and cyclists;
- In addition to existing programmed walks and cycle rides arranged by the Active Living Team additional walks and rides will be scheduled;
- The introduction of a Bike Boost cycle loan scheme where individuals are loaned cycles and encouraged to cycle for 50% of their journeys for 1 month;
- Working to increase travel horizons and recruit individuals through job centre plus;
- Introducing a WorkWise scheme the use of a bicycle, monthly travel tickets and scooter loans;
- Travel Training programme employing travel trainers to assist individuals in independent travel to work, education, shopping and leisure; and,
- Walkit.com promotion.

4.8 BOROUGH PRIORITIES: YEAR 1 (2011/12)

A key focus for Year 1 has to be in recognition of areas of work where funding has been secured, these are Congestion Performance Fund Tranche 4, Highways Maintenance Block and Council Revenue to fund Road Safety ETP and Network Management.

As Districts will not benefit from any Integrated Transport Block funding from Greater Manchester we have submitted bidding documents to the Council Capital Programme for assistance with delivering local priorities.

Congestion Performance Fund Tranche 4

Two schemes on the A577 corridor were recommended for attention through the Strategic Transport Route Assessment Plan (STRAP) congestion monitoring programme. The A577 was also highlighted in Wigan's Congestion Study as the most congested route, both AM and PM, in the Borough. Tranche 4 of the Congestion Performance Fund provided an opportunity to bid for funding to relieve congestion at these hot spots.

The junction of Darlington Street East/Manchester Road/Birkett Bank is currently roundabout controlled and it is proposed to signalise this junction.

The junction of Warrington Lane/Darlington Street East/Sovereign Road is currently signal controlled, with all movements through the junction permitted. The junction is part of Wigan Town Centre SCOOT network. It is proposed to amend the junction layout to relieve turning conflicts.

Highways Maintenance Block

Getting the balance right between planned, preventative and reactive maintenance activities is critical and central to how we prioritise expenditure. There will always be a call for emergency and reactive repairs, but our aim is to increase the proportion of the overall budget spent on planned and preventative works.

In preparing the Council's annual Planned Maintenance Programme a weighted prioritisation matrix is utilised in an effort to provide added value to the process, by way of meeting LTP objectives, corporate aims and community expectations.

We have identified and listed the streets that form a part of the public transport network across the Borough on an asset management system. These routes are QBC's, designated bus routes or routes that provide access to the rail network, which offer highway users the opportunity to use other forms of transport than private motor vehicles. Prioritisation determines where the capital investment is to be used, to optimise the benefits of the lighting renewal or improvement schemes.

Council Capital Programme

In acknowledgement of congestion and road safety being key priorities for the Council, bidding documents were submitted to the Council's Capital Programme to secure some funding for congestion relief and road safety engineering intervention.

Should funding be secured our priorities for delivery will be:

- Congestion Relief – Demand Management
 - STRAP interventions; and,
 - Traffic Signal Improvements (MOVA).

- Road Safety Engineering
 - Ward Casualty Audits;
 - Mass Action;
 - Route Action; and,
 - Single Sites.

- Congestion Relief – Active Travel
 - Pedestrian Schemes;
 - Cycle Schemes; and,
 - Smarter Choices.

ACTION PLAN

5

Local Area Implementation Plan

5.0 ACTION PLAN

Key Interventions	Economy	Climate Change	Public Health & Safety	Sustainable Neighbourhoods	Value for Money	Key Partners	Funding Steam	Year 1	Year 2	Year 3	Year 4
<p>Congestion Relief through demand management:</p> <ul style="list-style-type: none"> • STRAP interventions; • Technology improvements; • Traffic Information Improvements; • Developer funded infrastructure improvements to support LDF; • Review of car parking strategy for the Borough to manage demand; • Introduce park and ride facilities connected to the motorway network. 	✓		✓			Developers/Business Forums/Chamber of Commerce	Developer/Regional Growth Fund/Council Revenue/Integrated Transport Block	✓	✓	✓	✓
<p>Congestion relief through developing an active travel implementation plan to integrate behavioural change systems and physical interventions to promote lower carbon travel choices:</p> <ul style="list-style-type: none"> • Review SPD for Workplace Travel Plans; • Develop sustainable school travel agenda; • Calendar of promotional events; • Information suite of documents; • Deploy community PTP; • Deliver Bikeability training to Year 6 children; • Deliver adult cycle training across the Borough; 	✓	✓	✓	✓	✓	Employers/ Bus and Rail Operators/ People Services/Active Living Team/PCT/NHS/Schools & Colleges	Local Sustainable Transport Fund (Revenue)		✓	✓	✓

Local Area Implementation Plan

Key Interventions	Economy	Climate Change	Public Health & Safety	Sustainable Neighbourhoods	Value for Money	Key Partners	Funding Steam	Year 1	Year 2	Year 3	Year 4
<ul style="list-style-type: none"> Develop and deliver pedestrian training to Years 3, 4, 6 & 7; Work with Sustrans to deliver Bike It across schools in the Borough; Work with NHS to deliver active travel to health facilities; Develop Leisure Travel Plans with LSV and DW Stadium; Pedestrian and cycle infrastructure upgrades. 											
<p>Minimising severance within and between communities by means of:</p> <ul style="list-style-type: none"> Crossing facilities for off road routes; Fingerpost signing; Improve off-road/on-road links; 	✓	✓	✓	✓	✓	Developers	Developer Contributions/ Integrated Transport Block Council Capital	✓	✓	✓	✓
<p>Improvements to the off road network that links residential areas to:</p> <ul style="list-style-type: none"> health, employment, education, and retail. 	✓	✓	✓	✓	✓	Developers/British Waterways/NHS/ Employers/ Schools & Colleges	Developer Contributions/ Integrated Transport Block/Match funding with key Partners Council Capital	✓	✓	✓	✓

Local Area Implementation Plan

Key Interventions	Economy	Climate Change	Public Health & Safety	Sustainable Neighbourhoods	Value for Money	Key Partners	Funding Steam	Year 1	Year 2	Year 3	Year 4
<p>Sustainable Travel Initiative</p> <ul style="list-style-type: none"> personalised travel planning project , cycle training, guided rides, infrastructure and maintenance, public transport promotion pedestrian infrastructure and promotion, links to public transport interchanges; travel advisors working with Job Centre Plus, practical help in travelling independently. 	✓	✓	✓	✓	✓	<p>Job Centre Plus Cycle shops Bus and Rail Operators People Services/NHS</p>	<p>Local Sustainable Transport Fund (Revenue) Section 106 Council Revenue</p>		✓	✓	✓
<p>20mph zones in residential areas/town centres/schools – helping to reduce the impact of road traffic.</p>			✓	✓		<p>Local communities</p>	<p>Developer Contributions/ Integrated Transport Block/LSTF</p>	✓	✓	✓	✓
<p>Deliver the Road Safety Strategy for the Borough to reduce the incidences of casualties on the network:</p> <ul style="list-style-type: none"> Prepare and deliver Ward Casualty Audits; Deliver Local Safety Scheme Programme; Tailor education programmes to reflect Ward Casualty Audits; Deliver Bikeability training to Year 6 children; Deliver adult cycle training across the Borough; Develop and deliver pedestrian training to Years 3, 4, 6 & 7; Work with Sustrans to deliver Bike It across schools in the Borough; Deploy the calendar of events; Exploit partnership working with the Police and CEOs. 		✓	✓	✓	✓	<p>Road Safety Forum (GMP, Fire & Rescue, & DSA)/ GM Casualty Reduction Partnership /Sustrans/Highways Agency/Local Communities/Schools & Colleges/Ward Members.</p>	<p>Integrated Transport Block/Council Revenue/GM Casualty Reduction Partnership</p>	✓	✓	✓	✓

Local Area Implementation Plan

Key Interventions	Economy	Climate Change	Public Health & Safety	Sustainable Neighbourhoods	Value for Money	Key Partners	Funding Steam	Year 1	Year 2	Year 3	Year 4
Develop and deliver a Transport Strategy for the Borough that ensures integration between spatial and transport planning.	✓	✓	✓	✓	✓	GMPTE/Network Rail/ Bus and Rail Operators Highways Agency Chamber of Commerce Local Strategic Partnership	Developers/Regional Growth Fund/Local Sustainable Transport Fund/Integrated Transport Block/ Council Capital	✓	✓	✓	✓
Develop Area Action Plans for Wigan, Leigh and district centres – to improve the quality of the public realm and encourage walking and cycling. <ul style="list-style-type: none"> • Removal of street clutter, • Pedestrian and cycle fingerposts, • Information boards, • Real Time Passenger Information, • Street lighting improvements, 	✓	✓	✓	✓		GMPTE/Network Rail/Business Forums/ Developers	Townscape Heritage Initiative/ Invest to Save/ Council Revenue/Developers	✓	✓	✓	✓
Improve access and connectivity to Greenheart – to minimise the impact of traffic on protected natural sites. <ul style="list-style-type: none"> • Improvements to the off road network that links residential areas • Develop park and stride facilities on the periphery • Develop park and cycle ride facilities • Improved access to and from local bus stops • Implement cycle hire facilities • Improved visitor centre facilities – benches/cycle parking and travel information boards. 	✓	✓	✓	✓	✓	Lancashire Wildlife Trust /Red Rose Forest/ Leisure & Culture Trust/Greenheart Partnership Board/ Forestry Commission/ Natural England / Developers/ British Waterways / Groundwork	Merseybasin Campaign/ Developers/Heritage Lottery/Landfill Communities Tax/ Local Sustainable Transport Fund	✓	✓	✓	✓

Local Area Implementation Plan

Key Interventions	Economy	Climate Change	Public Health & Safety	Sustainable Neighbourhoods	Value for Money	Key Partners	Funding Steam	Year 1	Year 2	Year 3	Year 4
<p>Manage demand for travel by encouraging more commuting by public transport:</p> <ul style="list-style-type: none"> • Explore cross boundary ticketing; • Explore smart card provision; • Rail station Travel Plans; • Improve access to L-S-M busway; • Explore opportunities to create rail connections to Leigh; • Explore public transport interchange options in Wigan and Leigh Town Centres. 	✓	✓	✓	✓	✓	<p>GMPTE/Network Rail/Northern/Bus and rail Operators/Other Local Authorities</p>	<p>GMITA (ITB)/Bus and Rail Operators/Match funding with other Las/Local Sustainable Transport Fund</p>	✓	✓	✓	✓
<p>Respond to Climate Change by ensuring we reduce our emissions in the transport sector through the Wigan Borough Climate Change Strategy and Action Plan and the Greater Manchester Climate Change Strategy specifically:</p> <ul style="list-style-type: none"> • Ensuring the borough's infrastructure is adapted for and to a changing climate - resilience • Reducing carbon emissions from transport • Ensuring a low carbon vehicle infrastructure is in place • Encouraging take up of low carbon vehicles and travel alternatives • Promoting alternatives and encouraging modal shift 	✓	✓	✓	✓	✓	<p>LTP / Transport Strategy / Planning / Developers /Transport Industry / PTE / ERO / Chamber of Commerce</p> <p>Various covering Public Sector/Private Sector/Third Sector/Local Communities</p>	<p>Various – internal and external sources</p>	✓	✓	✓	✓

Local Area Implementation Plan

Key Interventions	Economy	Climate Change	Public Health & Safety	Sustainable Neighbourhoods	Value for Money	Key Partners	Funding Steam	Year 1	Year 2	Year 3	Year 4
Network Management <ul style="list-style-type: none"> • Maintenance signing, lining; • Provision of new signing and lining; • Highway enforcement; • Streetwork co-ordination; • Amendmants to traffic signal timings; • Assessment of highway development control; • Implementation of TRO's. 	✓	✓	✓		✓	Highways DLO/TfGM	Council Revenue	✓	✓	✓	✓
Public Rights of Way - Prioritise maintenance where PROW are: <ul style="list-style-type: none"> • Identified in travel plans and safe routes to schools. • Provide links to public transport interchanges. • Prioritise signage on such PROW to maximise public use. 	✓	✓	✓	✓	✓	Road Safety / Travel Plan Officers	Council Revenue	✓	✓	✓	✓
Street Lighting - Replace lighting columns that are structurally defective and pose a risk to the public and/or reached the end of their operational life cycle.	✓	✓	✓	✓	✓	ENW / AGMA	Highways Maintenance Block	✓	✓	✓	✓
Street Lighting - Replace existing lighting units with modern energy efficient equipment, to reduce future energy use and cost.	✓	✓	✓	✓	✓	ENW / AGMA	Council Capital Programme	✓	✓	✓	✓

Local Area Implementation Plan

Key Interventions	Economy	Climate Change	Public Health & Safety	Sustainable Neighbourhoods	Value for Money	Key Partners	Funding Stream	Year 1	Year 2	Year 3	Year 4
<p>Highways Maintenance - Continue to carry out highway safety inspections to ensure safe passage for the travelling public:</p> <ul style="list-style-type: none"> • Report highway defects that fit the councils criteria for repair • Action for repair within policy timescales • Monitor quality of repairs • Ensure VFM • Ensure risk management 						Highways DLO AGMA	Council Revenue	✓	✓	✓	✓
<p>Highways Maintenance - Carry out SCANNER surveys:</p> <ul style="list-style-type: none"> • On Principal & other classified carriageway network • Results contribute to N 1168 & 169 						External Contractors	Highways Maintenance Block	✓	✓	✓	✓
<p>Highways Maintenance - Carry out annual SCRIM surveys:</p> <ul style="list-style-type: none"> • On Principal & other classified carriageway network • Target carriageways in most need • Links to preventative maintenance programmes 						External Contractors	Highways Maintenance Block	✓	✓	✓	✓
<p>Highways Maintenance - Carry out annual Highway Structural Maintenance Programme</p> <ul style="list-style-type: none"> • On principal, other classified and unclassified carriageway network • On principal, other classified and unclassified footway network 						External Contractors HDLO St Lighting	Highways Maintenance Block Council Revenue	✓	✓	✓	✓

Local Area Implementation Plan

Key Interventions	Economy	Climate Change	Public Health & Safety	Sustainable Neighbourhoods	Value for Money	Key Partners	Funding Steam	Year 1	Year 2	Year 3	Year 4
<ul style="list-style-type: none"> Preventative maintenance on footway slurry seal, carriageway surface dressing programme and carriageway micro asphalt programme 											
<p>Determine if the highway structures stock is safe for use and fit for purpose. Develop and implement cost effective and sustainable maintenance regime for highway structures in order to adequately support the safe operation of the authority's highway structures and restore the highway structures full design performance:</p> <ul style="list-style-type: none"> Regular Maintenance – inspection (general, principal and special), structural reviews and assessment, routine maintenance and management of substandard structures. Programmed Maintenance (steady state maintenance, component renewal, upgrading, widening and headroom improvements and strengthening or replacement) Reactive Maintenance (emergency and essential maintenance work). Creation and acquisition (part of new road schemes, acquired through the adoption highways following housing and industrial developments; or acquired from Rail Property Board and from the Highway Agency 	✓	✓	✓	✓	✓	External Contractors and internal departments	Integrated Transport Block and Council Revenue and funding from internal departments	✓	✓	✓	✓