

EXECUTIVE SUMMARY

OUR STRATEGY

Sheffield City Region (SCR) is an area renowned for its strong industrial heritage and unique natural beauty. It lies at the heart of the UK, covering South Yorkshire (Barnsley, Doncaster, Rotherham and Sheffield) and parts of Nottinghamshire and Derbyshire, including the Peak District National Park. SCR has had a decade of rapid growth; it has re-established itself as a centre of advanced manufacturing and engineering, while also developing expertise in new areas such as digital media.

Despite its impressive transformation into a centre of 21st-century technologies, large parts of SCR still suffer from the effects of recession and deprivation. Some of the main urban areas are waiting to be redeveloped. Partners from across SCR have a vision to see it **offering people a great place in which to live, work, invest and visit.** Focusing on SCR's prosperity and growth, we want it **to make a greater contribution to the UK economy by having a local economy less dependent on the public sector, providing conditions for businesses to grow, and becoming the prime national centre for advanced manufacturing and low-carbon industries.** To make SCR such a place, we need **to keep people and goods moving effectively.**

The Sheffield City Region



Rotherham town centre

This Transport Strategy has been developed jointly by the SCR partners. The strategy defines our priorities for our transport system, to be implemented over the next 15 years. It forms part of the Local Transport Plan for South Yorkshire, but it covers the wider SCR, which functions as a coherent economic area, with a transport system that also serves people from Chesterfield, Worksop, the Peak District and their vicinity. Formally, this strategy will influence spending priorities in South Yorkshire only, as the other counties are also developing their own transport strategies, but we are working in partnership so that this strategy is shared by all SCR districts.

OUR GOALS

The transport networks in SCR have to meet a range of needs and support different types of travellers or businesses. Our transport system needs to help people get around as easily as possible, in order to enable them to be economically, socially and physically active. Transport links should ensure that people are connected to a range of work, training, shopping and leisure opportunities which they can then choose from. We separate this overall vision into several different elements so that we can associate them with clear actions and then measure their outcomes.

Our first and primary goal is for the transport system to **support the economic growth of SCR**. We see SCR becoming a magnet for investment and business relocation; this requires improved connectivity to local and national destinations by reducing congestion, unreliability and overcrowding. SCR is set for major regeneration and redevelopment; this calls for providing new transport links as well as improving townscape in some places. We are determined to enable everyone in SCR to enjoy the benefits of employment and education; this entails making such opportunities easily accessible to those seeking them.

Our second goal is for the transport system to **enhance social inclusion and health**. The transport system needs to ensure that people in all parts of SCR have access to a variety of activities, paying particular attention to those who cannot easily afford their travel, to people who do not have access to a car and to those with other special needs. Transport improvements are necessary to provide good access to medical, social and community services. People's travel habits have a direct impact on their health, and we therefore intend to further encourage active means of travel so that people can remain fit for whatever activities they choose to take part in.

Our third goal is to **reduce the emissions from vehicles**, since they lead to air pollution and climate change. We mean to create a culture whereby people are happy to make sustainable travel choices and where economic prosperity goes hand-in-hand with carbon efficiency. We also intend to promote sustainability by establishing an integrated approach to transport and land use planning.

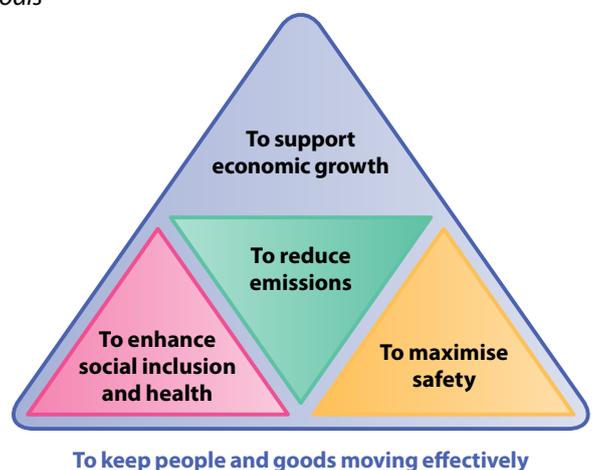
Our fourth goal is to make **transport increasingly safe and secure**, especially to those who are currently at a higher risk. People should become confident that they can use our transport networks free of harm and that their safety does not depend on which form of transport they use. This will have a direct impact on people's wellbeing, but also a more indirect benefit in economic terms.

The four goals are summarised in the figure below, alongside the need to keep people and goods moving effectively, which derives directly from our vision.



Sheffield City Hall

Our Goals



OUR POLICIES

To meet our goals we have created a set of 26 policies, A to Z, which summarise our highest priorities for transport improvements over the next 15 years. The specification of these policies has been supported by detailed analysis and based on firm evidence.

The policies are summarised in the table below. Together, these policies form a complete framework to guide all decision-making processes concerning SCR's transport system.

To support economic growth		
A	To improve surface access to international gateways	
B	To improve the reliability and resilience of the national road network using a range of management measures	
C	To promote efficient and sustainable means of freight distribution, while growing SCR's logistics sector	
D	To improve rail services and access to stations, focusing on interventions that can be delivered in the short term	
E	To ensure SCR is served by High Speed Rail	
F	To improve connectivity between major settlements	
G	To deliver interventions required for development and regeneration	
H	To develop high-quality public places	
I	To focus new development along key public transport corridors and in places adjacent to existing shops and services	
J	To apply parking policies to promote efficient car use, while remaining sensitive to the vulnerability of urban economies	
K	To develop public transport that connects people to jobs and training in both urban and rural areas	
L	To reduce the amount of productive time lost on the strategic road network and improve its resilience and reliability	
M	To ensure our networks are well-maintained	

Legend of cross-cutting topics:

- Squeezing more from our existing assets
- Ensuring our growth is sustainable
- Giving people choice
- Encouraging a cultural change

Our policies, A to Z

To enhance social inclusion and health		
N	To develop user-friendly public transport, covering all parts of SCR, with high quality of integration between different modes	
O	To ensure public transport is accessible to all	
P	To work with operators to keep fares affordable, especially for travellers in need	
Q	To provide efficient and sustainable access to our green and recreational spaces, so that they can be enjoyed by all residents and attract tourism	
To reduce emissions		
R	To work to improve the efficiency of all vehicles and reduce their carbon emissions	
S	To encourage active travel and develop high-quality cycling and walking networks	
T	To provide information and travel advice for the users of all modes of transport, so that they can make informed travel choices	
U	To support the generation of energy from renewable sources, and use energy in a responsible way	
V	To improve air quality, especially in designated AQMA areas	
To maximise safety		
W	To encourage safer road use and reduce casualties on our roads	
X	To work with the Police to enforce traffic laws	
Y	To focus safety efforts on vulnerable groups	
Z	To improve safety and the perception of safety on public transport	

OUR ACTIONS

The policies are designed so that they can be translated into actions. We have carried out work to forecast the likely impacts of these actions, and this has provided further justification to the full policy framework. The following are actions of a strategic nature that derive directly from our policies. Additional actions are presented in detail in the implementation plan and annual delivery programmes.

To support business growth in SCR, we will **improve interurban connectivity** by strengthening rail links to London, Manchester, Leeds and Nottingham on the Midland Main Line, East Coast Main Line and Trans Pennine routes. To facilitate employment opportunities we will also **create new links to major regeneration areas**, for example in East Doncaster, the Dearne Valley, Rossington, Waverley, the Lower Don Valley, Markham Vale and Junctions 36-37 of the M1.

Opening up opportunities for economic growth results in additional car trips and potentially increased levels of congestion. Enhanced activity on our transport networks is a welcome sign of economic vitality but might also give rise to levels of congestion that would thwart the efforts to make our area prosper.

A significant improvement to the performance of our networks will therefore be achieved via **active traffic management** on the motorways and the use of **intelligent traffic control systems** in both our road and rail networks. A **boost to the capacity and reliability** of these networks will be achieved through contingency planning and real-time event handling. As part of the effort to **relieve congestion hotspots**, we will also embark on a series of targeted improvements on routes such as the A57, A61 and Junction 34 on the M1.

There is clear evidence that the likely impact of population growth over the lifespan of the strategy, coupled with a considerable rise in car ownership, would be greater than the mitigating effect of these interventions. Extensive work to **provide a choice between car and other modes of travel**, especially for short-distance trips, would therefore be required in order to tackle further increase in congestion, loss of productive time, air pollution and high carbon emissions.

We will give people more travel options using a range of **public transport enhancements**, including the introduction of additional train and tram vehicles, improved links between Barnsley and Doncaster, the “tram-train” project between Sheffield and Rotherham, improved access to the redevelopment area around the Robin Hood Airport, and Park and Ride schemes on selected corridors.

We will also **design pedestrian-friendly streets and footpaths, create a continuous cycling network**, support car clubs and car sharing schemes, and make information about all these travel options easier to find and use. We will take action to **make a wiser use of energy** through assisting drivers in becoming more fuel-efficient, enforcing speed limits and encouraging the use of less polluting vehicles.

Our analysis indicates that even when all the measures listed above are combined, their joint effect is still not large enough to prevent the natural evolution of congestion and the associated risks to SCR’s economy and environment. For our actions to become truly effective, we will seek to **influence land use planning processes** so that the location of new development **reduces the need to travel** long distances. This will allow people to undertake most of their activities in central places, such as Barnsley’s Accessibility Improvement Zone, which are convenient for the users of all transport modes.

Our approach to traffic management in urban centres will acknowledge the **importance of parking provision** to local businesses, and the vulnerability of local economies to restricted access by car. Nevertheless, we will remain alert to increasing congestion in these centres, and will consider applying **measures to reduce congestion** over time.

There is strong evidence that the success of these actions depends on our ability to **apply them consistently and jointly as a combined package**. By introducing improvements to all travel modes, better management of our networks and an integrated spatial planning approach, transport will play a central role in helping SCR to thrive and flourish.