

Barnsley Borough Moving from A to B

**Providing a strategic direction for
investment in transport in Barnsley**

Foreword

Barnsley' Transport Strategy is closely aligned with the Barnsley 2030 Vision and outlines our commitment to improving transport options for every member of our community and to reducing the negative impacts of travel on our borough. It sets out our commitment to make improvements over the next 10 years and makes Barnsley the Place of Possibilities.

Like other growing towns, Barnsley faces a number of significant challenges, including improving Air Quality, linking people to services and employment and increasing the numbers of people using public transport and active modes of travel.

Transport is vital to support a successful, healthy and inclusive society and is essential in improving productivity and achieving economic growth. For residents and visitors, transport has a key role in ensuring social and economic inclusion, and our aim is to make the borough more sustainable so people can get around easier than ever, with an increase in cycle routes and better connections across the borough linking people to jobs and economic growth as well as for leisure and recreation.

The borough is in an ideal strategic transport position; which needs to be exploited in order for us to grow; we are close to junctions on the M1 and has good local and main line rail links. We recognise that people need to travel both locally and more widely within the borough; we need to support travel to other areas of South and West Yorkshire; as well as longer journeys nationally.

However, our transport networks need investment and development to help people get to where they want to go. This strategy provides a new transport vision, it outlines the key transport issues and solutions, with projects and will be used as a lobbying framework to ensure we are ready to grasp funding opportunities when they arise to ensure that our transport aspirations can support and help deliver our economic ambitions.

By delivering this strategy, we hope to make a better Barnsley for all

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Councillor Chris Lamb

Cabinet Portfolio Holder - transportation

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Executive Summary – The Transport Strategy in a nutshell

This strategy has been developed to provide a new approach to tackling our transport issues and to identify the key projects, activities and opportunities needed to help us delivery our Barnsley 2030 Vision and achieve our objectives. Transport is fundamental to our Inclusive Economy and good growth. If we are to address economic inequality, people need to have the right infrastructure in place, along with a range of options to get around the borough.

To achieve these objectives, our policies and measures will include:

- Delivery of transformational, area-wide transport and public realm improvements that prioritise and enable active travel modes and reduce the dominance of motor vehicles
- The development and implementation of a high-quality borough wide walking and cycling network that provides safe and attractive routes for all ages and abilities so people can get around easier than ever;
- The need for new / improved transport infrastructure to enable employment and housing developments (linked to Growing Barnsley theme). To connect residents with the employment markets in the region means we need to offer a range of options for travel including road developments as well as public transport and active travel;
- Supporting the Bus Back Better Review with the introduction of bus priority measures on key routes
- Provision of high quality alternatives to private motor vehicle use – from supporting important public transport infrastructure improvements such as the Dearne Valley Parkway rail station, to bus priority measures and cycle hire systems that further enable mode shift
- For essential trips that still require motor vehicles, to provide an expanded network of Electric Vehicle Charging Points (EVCP) – supported by other policies such as parking charges – to encourage and enable a shift towards the least polluting vehicles
- Delivery of a range of other measures to restrict traffic rat-running on our residential streets and around schools, including “Quiet Streets” and “Low Traffic Neighbourhoods”
- Implementation of a robust and ambitious set of parking policies – including reviews and amendments to our parking permit charges and structures
- An evidence-led approach to road safety that targets implementation of measures where they will have the most effect at reducing collisions and a rolling programme of actions to reduce speeds in the Borough

A summary of the strategy and action plan has been summarised into the tables below. It provides an overview of the strategic outcomes for each of the transport areas and identifies the actions needed to ensure that we get Barnsley moving from A to B!

Barnsley Borough Moving from A to B

	Increased pedal power	A step in the right direction	All aboard for better buses	Keeping rail on track
OBJECTIVES	<ul style="list-style-type: none"> • Change to a culture of cycling for commuting • Develop and maintain an inclusive network • Improve links to town centre from Principal Towns • Improve our cycle offer (inc e-bikes) • Promote wayfinding around the borough (the Barnsley B) • Promote cycling in schools • Promote cycling for health and leisure • Deliver the routes identified on the SCR LCWIP before 2040 	<ul style="list-style-type: none"> • Create a network of inclusive and well connected Public Rights of Way • Encourage walking for short, local journeys • Promote wayfinding around the borough • Promote walking for health and leisure • Improve Air Quality 	<ul style="list-style-type: none"> • Improve punctuality and reliability • Make bus travel attractive • Improve service frequencies, operating hours and routes • Support smart ticketing • Improve links to town centre from Principal towns • Develop partnerships with SYPTE and bus operators 	<ul style="list-style-type: none"> • Improve access to local rail stations • Improve connectivity to the SCR and West Yorkshire • Expand the range of rail services and destinations • Support tram / train links • Develop partnerships with TfN, Network Rail and rail operators
	Cycling	Walking	Bus	Rail
KEY PROJECTS 2020 - 2030	<ol style="list-style-type: none"> 1. Develop a new cycling network aimed at journeys to work / connections to key employment sites 2. Deliver the DfT Active Travel routes 3. Delivery of the schemes identified in the Transforming Cities Fund 4. Delivery of the schemes identified in the SCR Recovery plan 5. Improve cycle parking facilities in Council premises / Schools / colleges 6. Ensure new developments include cycling routes / connections / facilities 7. Create an exemplar Active Travel hub 8. Increase bikeability training 9. All principal towns to have an e-charging Hub 	<ol style="list-style-type: none"> 11. Prioritise resources on those walking routes that best connect our Principal Towns to opportunities 12. Ensure new developments include walking routes linking to existing communities and key destinations 13. Revisit the Rights of Way Implementation Plan (ROWIP) 14. Develop an App of our Active Travel routes 15. Market and incentivise more Active Travel 	<ol style="list-style-type: none"> 16. Support the delivery of the Bus Review 17. The delivery of the A61 bus improvement corridor 18. The delivery of the Bus Rapid Transit on the A635 19. Improve bus shelters along routes to include Real Time Information 20. Improve walking links from communities to local bus hubs 21. Provision of a Free Town Bus 22. Develop Smart Ticketing 	<ol style="list-style-type: none"> 24. The delivery of the NPR at Goldthorpe 25. Improvements to Bolton, Darton, Goldthorpe, Elsecar and Thurnscoe stations 26. Submission of Re-opening of the Barnsley – Royston line bid 27. Support the SCR with the re-opening of the Sheffield – Stocksbridge line and links to Penistone 28. Penistone Station Park & Ride 29. Investigate opportunities for Tram – Train 30. Support smart ticketing

Barnsley Borough Moving from A to B

	Smarter Travel – Tackling Congestion	Connecting People to Opportunities	Efficient and Effective Freight	Parking – Right Price, Right Place
LONG TERM OUTCOMES	<ul style="list-style-type: none"> • Keeping people / services moving to support the economic prosperity of the borough • People think about their journey and plan sustainable transport trips where possible • Balance demands on the network through effective traffic management • 	<ul style="list-style-type: none"> • Ensure people can get to where they want to go • Better integration between modes of travel • Walking and cycling are embedded in our physical landscape • Public transport connects our communities to key destinations 	<ul style="list-style-type: none"> • Reduce the impact of road freight on our local communities • Improve the efficiency of freight to help grow the economy • Support improvements in vehicle technology to reduce environmental impacts 	<ul style="list-style-type: none"> • Work with developers / major employers on sustainable travel options to reduce the impact of parking • Ensure parking policy promotes a shift to sustainable transport modes • Parking supports and strengthens the local economy • Ensure a balance of parking in town centres
	Congestion	Infrastructure	Freight	Parking
KEY PROJECTS 2020 - 2030	<ul style="list-style-type: none"> • Review the traffic modelling evidence to understand the impact of congestion • Support solutions for congestion relief across the borough • Balance the impact on the wider transport network and promote sustainable travel options • Promote sustainable travel options to relieve local congestion hotspots 	<p>Work with key public and private stakeholders to support the delivery and secure the implementation of:</p> <ul style="list-style-type: none"> • A635 Bus Quality Corridor • A628 Bus Quality Corridor • Improvements to bus infrastructure • Active Travel Hubs • Active Travel Corridors • Improvements to the Trans-Pennine Trail • Royston / Carlton Relief Road • Penistone Link Road 	<ol style="list-style-type: none"> 31. Support the delivery of a Barnsley / SCR Freight Strategy 32. Investigate rail freight / water freight opportunities Review and map freight routes with clear directional signage 33. Review loading restrictions to reduce congestion 	<ul style="list-style-type: none"> • Develop parking opportunities in town centres • Improve cycle and motorcycle parking facilities at key destinations • Review staff parking policy for Council officers • Introduce electric car and cycle charging points as part of new developments and in Principal Towns

Section 01 Introduction

The Transport Strategy is a key component of the Barnsley 2030 Vision and provides a strategic direction for investment in transport throughout the borough over the next 10 years. This will enable Barnsley Council to make further improvements to the transport network that will enhance mobility and accessibility for all. The Council has never had a single transport strategy, and this is now needed to provide a clear plan of co-ordinated action for:

- Providing and understanding a robust evidence base
- Taking a more strategic view of transport matters;
- Highlighting the transport challenges and barriers that we face;
- Ensuring that we prioritise our short, medium and long-term transport solutions
- Ensuring we have a pipeline of projects to grasp funding opportunities
- Ensuring that our transport connections are developed through working with partners

This strategy covers a range of transportation issues facing the borough including:

- Better integration of bus and rail services
- Congestion measures
- Car parking
- Cycling and walking
- Road infrastructure projects

It also includes an action plan of key activities and prioritised projects to ensure that in future we can provide the borough with an effective and efficient transport system to get people moving.

This transport strategy has been developed, during the world's worst pandemic, where we have been faced with worries over the economy and uncertainty over future funding. However, improving our transport is critical to the economic success and recovery of the borough over the next decade and the strategy and action plan outlines how this can be achieved.

Whilst we acknowledge that additional infrastructure will be necessary, simply providing more capacity on our roads is not the only solution in the long term. We also need to ensure that we balance transport growth while minimising the detrimental impacts on our environment, landscapes, communities and quality of life.

Sustainable, active and healthy travel is therefore at the heart of the Barnsley Transport Strategy. Policies which change the way people travel and goods are transported, prioritising and enabling walking and cycling and public transport, while reducing inessential vehicle use, are key to delivering the objectives of the strategy. They will help to create a borough where everyone can benefit from safer, cleaner, more accessible and less congested streets and places; making Barnsley the Place of Possibilities.

Background

Transport is an essential means through which people achieve their goals in life. It is the bloodstream of any borough. Done well, it enables people to move around safely, healthily, and affordably. Barnsley Council recognises and embraces its duty to ensure that transport serves the needs of its residents, visitors, businesses and local institutions. The transport policy that the council agrees is central to helping people and goods/services reach their destinations, improving health, ensuring equality of access and inclusivity in travel, transforming our streets and public spaces, improving prosperity, and assuring quality of life for all.

We are building on solid foundations, with a history of progressive transport policies and innovative and transformational transport schemes. But we recognise there is more to do to ensure that our transport network and streets are inclusive and enable people to live in clean, vibrant and sustainable places. Barnsley needs to be a borough in which walking, cycling and public transport are the best way to get around.

Barnsley's geographic location in South Yorkshire, between the two major economic centres of Leeds and Sheffield, means that the transport projects and schemes we provide are crucial not just to our residents but to the huge numbers of people (and goods) who either pass through the Borough, or for whom Barnsley is their destination.

Our transport network and streets connect people to opportunities and essential goods and services both within and outside of the Borough – jobs, education, health care, shops, recreation and leisure – and transport accessibility is the major catalyst for unlocking growth areas identified in our Local Plan.

However, Barnsley, like the rest of the City Region, faces transport challenges on several fronts: rising congestion and delays, poor air quality and continued carbon emissions, noise, overcrowding on public transport networks and streets, traffic dominance, the cutting-off of communities by heavily trafficked road networks, road danger and personal security.

These are all issues which the detail of this Strategy addresses and which the council itself needs to address, in order to ensure Barnsley remains an attractive place in which to live and visit, and competitive as a place to do business. If left unchecked these problems will be exacerbated by population and economic growth, both within and outside of the Borough, which generates additional demand for mobility. With the adoption of the Local Plan, an anticipated further 21,000 new homes will be built, and it is estimated that the Borough's resident population is predicted to reach 263,000 by 2030.

In addition, economic austerity and funding cuts over many years have also contributed to an extremely challenging financial environment for delivering the improvements to the transport network and streets that Barnsley requires. As well as identifying all possible funding sources to address our transport challenges, it is vital that the funding we do secure is prioritised for those interventions that will deliver the most effective solutions to meet our transport objectives.

Why produce a Barnsley Transport Strategy?

To tackle these issues and deliver towards Barnsley's aspiration for inclusive growth, the Council has set out its ambitions and how we will commit to working with multiple partners to assist in, or deliver ourselves, projects that will transform the borough's transport infrastructure.

We also commit to create clean, vibrant and sustainable places and use all the resources at our disposal to improve air quality and make it easier for people to travel more by foot or by bike.

A new Transport Strategy will also reflect the changes that have taken place in the Borough since the last version was published in 2013, help us respond to current and forthcoming challenges and opportunities, and meet statutory requirements set by the Sheffield City Region. This is summarised in the sections below.

Barnsley has changed significantly in the years since the last Transport Strategy (2013). This creates new challenges and opportunities which we need to respond to. These include:

Multiple development sites coming forward in the Borough, as outlined in the Local Plan and referenced above, will generate significant demands on an already stretched transport network and streets. These sites also generate opportunities for transforming our streets and places. As one example, the Glassworks development site has uniquely transformed the Town Centre with a new retail and leisure offer, with employment, public spaces and events, creating a new place and destination.

Together with internet shopping, the significant growth of the technology-based on-demand economy for everything from food deliveries to laundry and cleaning, now offers greater convenience for many services. But they also bring additional pressures on the transport network. We will need to futureproof the city to better prepare for, rather than reactively respond to, the rapidly changing advances in technology for mobility services.

Road safety remains an ongoing challenge that we need to respond to. There were slightly fewer road traffic casualties in 2017 (719) compared with 2016 (768), however 160 people were killed or seriously injured on Barnsley's road network. Whilst improvements have been made since 2016, but more still needs to be done to improve road safety in Barnsley. Transport has a key role to play in ensuring the safety of Barnsley's residents, and it is therefore essential that the safety of users is at the centre of all proposals.
MB/Damon to comment

Wider concerns – particularly environmental – have increased in prominence and importance in the Borough. With around half of Nitrogen Dioxide and Particulate Matter deriving from road transport in Barnsley, this updated Strategy must respond to and reflect this vital public health challenge.

This Transport Strategy is a long term plan to 2030 which also incorporates all the necessary elements of the Sheffield City Region Transport Strategy. It establishes an evidence-based policy framework for our objectives and vision and outlines the steps that are necessary to deliver them. It also demonstrates that we intend to continue to be at the forefront of efforts to transform the transport system through bold action and innovation to tackle Barnsley's key transport challenges and create Healthy Streets.

Structure of the Transport Strategy

The Transport Strategy has been developed to align with the objectives as set out in the Sheffield City Region's over-arching Transport Strategy. The Strategy also takes account of a range of Council strategies and plans, particularly the Local Plan and the Barnsley 2030 documents.

Section 02 – provides the context of the Borough – information on the demographic make-up of Barnsley, existing transport provision and the way people travel. It also assesses both the transport challenges the Borough faces the opportunities to address them.

Section 03 sets out the Council's strategic transport objectives, policies and targets, and the measures we propose to implement to respond to the challenges we face and also help us meet our targets.

Section 04 provides

Section 5 includes a Monitoring Plan to ensure we are on track with delivering the objectives within the Transport Strategy

Section 02 – Borough Context, Challenges and Opportunities

This section sets out the background context for the Transport Strategy, providing information about Barnsley as a place, its transport network, and the people who live, work and study in the Borough. It also summarises the challenges and opportunities for transport in Barnsley and links to wider regional and local policies.

Barnsley – the Place, Our People, Our Economy

The Place

Barnsley is situated in South Yorkshire, with the cities of Leeds to the north, Manchester to the west, and Sheffield to the south, and is part the Sheffield City Region. Given its location between Leeds and Sheffield, Barnsley is uniquely placed to benefit from two major economic centres.

Historically, Barnsley's economy was centred around coal mining, resulting in the borough's dispersed settlement pattern of small towns and villages. Because people lived close to where they worked, and coal was moved by rail, road links between towns and villages were poor and communities were self-contained.

The borough has a varied geography. The west of the borough, centred on the rural market town of Penistone, is predominantly rural in character, with open moorland, arable farmland and natural woodland, and is characterised by hilly countryside, part of which lies within the Peak District National Park.

In the centre of the borough is Barnsley itself and the surrounding urban area, which is the main business, administrative, shopping and entertainment centre.

To the east of the borough, stretching from the M1 corridor to the Dearne Valley, are the towns of the former Barnsley coalfield which form a dense settlement pattern and have a relatively high level of deprivation.

Settlement Hierarchy

As detailed in the Barnsley Local Plan 2019, and shown in **Error! Reference source not found.**, Barnsley's settlements are categorised into the Sub Regional Town of Urban Barnsley, Principal Towns and Villages. Barnsley has six Principal Towns; Wombwell, Hoyland, Penistone, Goldthorpe (Dearne Towns), Cudworth and Royston, which along with Urban Barnsley, are the main local focus for housing, employment, shopping, leisure, education, health and cultural activities and facilities.

Urban Barnsley, which includes Barnsley town centre itself, is the main retail employment, educational and cultural centre of the borough.

The Dearne Towns (Goldthorpe, Thurnscoe and Bolton on Dearne) are situated in the East of the borough. Goldthorpe town centre is the main shopping and service centre for the Dearne Towns.

Hoyland, Wombwell, Cudworth (including Grimethorpe) and Royston are in an arc close to Urban Barnsley and, whilst different in character, have interlinked functions and cumulatively provide significant employment opportunities.

Our People

Population

Barnsley's population has been growing constantly since 2001, with the overall population estimated to be 243,341 as of 2017 mid-year estimates. This represents an increase of 4.9% since the 2011 census, which is 0.2% higher than the England rate and 1.8% higher than the regional rate.

Based on the mid-2016 population projections, Barnsley's resident population is predicted to reach 257,000 by 2025 and 263,500 by 2030.

Employment

The percentage of Barnsley's working age population in employment as of 2018 was 71.1%, a slight increase on 2017 which was 70.8%. Despite the slight increase, trends show that Barnsley continues to have a lower number of working age residents in employment compared with Yorkshire & Humber and England, which have 73.6% and 75.4% respectively. The gap between Barnsley and the rest of England has also widened in recent years.

Trends show that since 2013, the percentage of working age residents in Barnsley that are unemployed has declined, which mirrors the trend of the national and regional figures. The percentage of working age residents that are unemployed in Barnsley is 5.0%, slightly higher than the rate for Yorkshire & Humber (4.5%) and England (4.1%), whilst the percentage of 'economically inactive', that is, those who are of working age but not seeking employment, is 24.5%, again higher than Yorkshire & Humber (22.9%) and England (21.3%).

Deprivation

Barnsley is ranked as the 38th most deprived local authority out of the 326 local authorities in England based on 2019 figures, with the east of the borough having the most deprived areas.

In terms of education, skills and training, Barnsley is ranked as the 11th most deprived, while for employment it is the 23rd most deprived and 35th most deprived in terms of income.

The 2011 census reported that 26.9% of households in Barnsley do not own a car or a van. This is slightly higher than the England average (25.8%) and slightly lower than the Yorkshire & Humber regional average (27.6%).

The fact that Barnsley is one of the most deprived local authorities, and over a quarter of residents do not have access to a car, illustrates the importance of accessible and affordable public transport and active travel. It is also essential that Barnsley's transport system provides residents with good connections to employment and training opportunities.

Health and Wellbeing

Life Expectancy

Life expectancy at birth for males in Barnsley is currently 78.1 years compared with 74.6 years in 2001-2003. The current life expectancy at birth for males in England as a whole is 79.6, meaning the gap between Barnsley and England is 1.5 years, which has widened slightly compared with 2012-2014 where the difference was 1.1 years.

Life expectancy at birth for females in Barnsley is currently 81.9 years compared with 79.6 years in 2001-2003. This compares to 83.1 years for England as a whole – a gap of 1.2 years, which has decreased compared with 2012-2014 where the difference was 1.4 years.

In addition to this, healthy life expectancy at birth for males in Barnsley is currently 59.7 years, compared to 61.7 years across the Yorkshire and Humber region. Healthy life expectancy at birth for females in Barnsley is currently 61.0 years, slightly lower than the figure across the Yorkshire and Humber region (61.5 years).

Planned correctly, transport can have a significant impact on improving the health and wellbeing of residents, which, by extension, could lead to improved life expectancy and healthy life expectancy across the borough. It is therefore essential that Barnsley's transport system provides opportunities for residents to improve their overall health and wellbeing and connects them to recreational facilities and open spaces.

Physical Inactivity

Evidence shows that the adult population in Barnsley are less active compared to regional and national averages. The percentage of adults (age 19+) in Barnsley who do less than 30 minutes of physical activity per week is 27.7%, compared with 24.1% in Yorkshire & Humber and 22.2% in England.

The percentage of adults (age 19+) in Barnsley who achieve 150+ minutes of physical activity per week (60.9%) is also less than the regional and national average, which is 64.6% and 66.0% respectively.

As a result, the number of adults with excess weight in Barnsley is 71.6% (7 out of 10 adults), which is significantly higher than the rate for England (64.6%).

All of the 21 wards in Barnsley have a higher rate of obesity than the rate for England, with rates generally higher in the wards in the East of the borough. The rates for obesity range from 24.5% in Penistone West to 30.6% in Wombwell, and the overall rate for Barnsley is 28.4% which is significantly higher than the England rate of 24.2%.

The rates of excess weight in children in Barnsley are 18.0% for 4 to 5-year olds, and 32.1% for 10 to 11 year olds. These rates are lower than the regional and national rates which are 22.9% (age 4-5) and 34.7% (age 10-11) in Yorkshire & Humber, and 22.4% (age 4-5) and 34.3% (age 10-11) in England.

Active transport modes such as walking and cycling offer significant opportunity to increase activity levels and, in doing so, improve overall health and wellbeing and reduce obesity, whilst also offering an affordable and inclusive means of transportation. Similarly, public transport also offers the potential to increase activity levels and improve overall health and wellbeing, as it usually involves some element of active travel when travelling to and from public transport services.

Disability

Almost a quarter (23.9%) of Barnsley residents reported in the 2011 Census that their day to day activities are limited due to a long-term health issue or disability. This is significantly higher than both the regional and national rates, which were reported as 18.8% for Yorkshire & Humber and 17.6% for England.

It is recognised that active travel can help to prevent the onset of some health issues as noted, however, alternatives to active travel modes are also required for those living with long-term health issues and disabilities.

Our Economy

Barnsley is unique within South Yorkshire in that it has both urban and rural economies – the rural areas forming an important part of our thriving visitor economy.

As of 2017, the total number of jobs in Barnsley was 77,000. Of these jobs, 66.2% were full time positions, which is slightly less than for Yorkshire & Humber (67.1%) and England (67.8%).

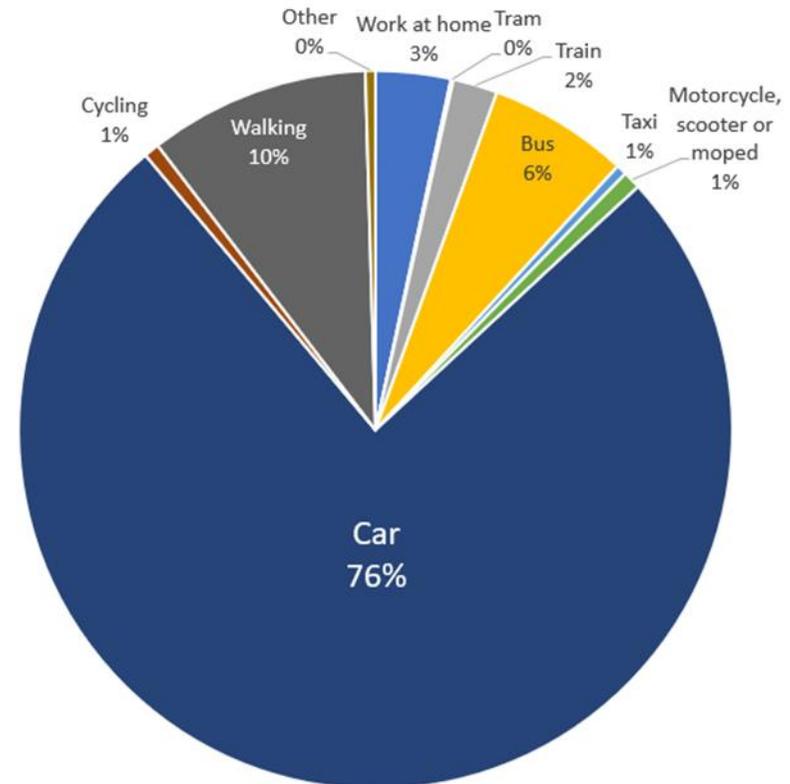
These jobs are split across a variety of sectors, with the sectors accounting for the highest percentage of jobs being in the manufacturing, wholesale and retail trade; repair of motor vehicles & motorcycles, and human health and social work activities sectors.

Total Gross Value Added (GVA) for Barnsley has grown over recent years to over £3.4bn as of 2015, however despite this growth, GVA per head remains low relative to our peers and the wider UK at £14,619.

How people travel to work

Mode Share

Figure X shows how Barnsley residents travelled to work in 2011. 76.0% of our residents travelled to work by car, which is higher than the wider SCR where the mode share was 71.0%.



Public transport has an 8% mode share in Barnsley, which is lower than the overall figure for the SCR (12.0%).

Active travel (walking and cycling) accounted for 11.0% of the mode share in Barnsley, which is slightly less than the mode share for the SCR overall (12.0%).

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The SCR Transport Strategy sets out mode share targets for 2040 of increasing bus trips by 18%, rail trips by 100%, tram by 47%, walking by 21%, cycling by 350%, and managing the increase in private car/van/goods trips to 8%. As the SCR Transport Strategy is the overarching strategy for the region, Barnsley will need to aim towards these targets to achieve the goals and policies set by the SCR.

Car

The private car is the dominant mode of transport in all of the wards in the borough. The highest percentage car use is in the Darton East, Penistone East and Darfield wards, where car use accounts for 81.0%, 80.0% and 80.0% respectively.

The lowest percentage car use is in the Old Town, Central and Kingstone wards, which are 69.0%, 67.0% and 62.0% respectively. As these wards are all centrally located, this is due to more people choosing to walk to Barnsley Town Centre for employment or to commute via train.

Where are we now relative to the SCR Transport Strategy Goals and Policies?

A priority for the SCR is to encourage a shift from the private car to more sustainable modes such as public transport and active travel modes. The overall reliance on the private car throughout Barnsley is therefore in contrast to the SCR goals and policies and highlights the need for investment in sustainable transport and active travel to enable this change.

Active Travel

Walking has the second-highest mode share for the borough at 10.0%, which is in line with the mode share in the wider SCR. At ward level, the Kingstone, Old Town and Central wards have the highest percentage of people choosing to walk to work at 23.0%, 19.0% and 18.0% respectively, which is likely as a result of these wards' central location and proximity to Barnsley Town Centre and the transport interchange.

The wards with the lowest share of people choosing to walk to work are Hoyland Milton, Darton East and Penistone East at 7.0%, 6.0% and 4.0% respectively.

The percentage of people choosing to cycle to work is low in each of the wards in Barnsley, with the share of those cycling at or below 1%, which is slightly less than the mode share for the wider SCR (2.0%). The overall number of people choosing to cycle in Barnsley is also lower than our South Yorkshire neighbours.

Where are we now relative to the SCR Transport Strategy Goals and Policies?

Whilst the small percentage of people using active travel modes to get to work in Barnsley is comparable with the SCR, encouraging more sustainable travel choices (particularly active travel modes) is a priority for the SCR. As mentioned before, the reliance on the private car across the Barnsley borough is in contrast with the goals and policies set out in the SCR Transport Strategy, and actions will need to be taken to get more of Barnsley's residents out of the car and using more sustainable modes.

Public Transport

Buses accounted for 6.0% mode share for people travelling to work in Barnsley, 3.0% less than for the wider SCR. At ward level, St Helens, Stairfoot, Worsbrough and Monk Bretton had the highest percentage of people travelling to work by bus, at 13.0%, 10.0%, 8.7% and 8.5% respectively. Penistone (East and West), and Darton (East and West) wards had the lowest percentage of people travelling to work by bus, at 2.0% and 4.0% respectively.

The share of people in Barnsley using the train to travel to work is in line with the wider SCR at 2%. The wards with the highest share of rail travel in Barnsley are Hoyland Milton (4.0%), Kingstone (3.0%), Dearne South (3.0%) and Wombwell (3.0%), reflecting good accessibility to rail stations in these wards.

The North East, Darfield, Stairfoot, Cudworth, Worsbrough, St Helens, Rockingham, Monk Bretton and Royston wards had the lowest share of people using the train to travel to work, at just over 1.0% of residents for each.

Where are we now relative to the SCR Transport Strategy Goals and Policies?

The number of residents in Barnsley opting to travel to work by public transport is low relative to existing SCR levels, particularly for people travelling by bus. One of the goals of the SCR Transport Strategy is to achieve a 'cleaner and greener' Sheffield City Region, with increased use of sustainable modes, including public transport, being integral to achieving this. The COVID pandemic has seen bus patronage fall to an all time low and this will need to be addressed.

The high dependence on private cars results in increased congestion, longer journey times and poorer air quality – in direct contrast to the SCR goals of achieving a cleaner and greener city region. The low numbers of people travelling to work by public transport in Barnsley highlights the need for investment to encourage people to leave the car at home and make the switch to more sustainable modes. We expect a range of measures will be required to ensure that public transport is the preferred mode of travel and combines seamlessly with active travel opportunities for part of the journey. The recently published Bus Review is aimed at addressing these issues.

As this Transport Strategy is up to 2030, it is recognised that many changes may be proposed around highways and road use, including active travel, and how bus and train services are designed and operate.

New technology is likely to change how people travel, and there may also be public transport industry changes, which are likely to require careful consideration to the way that public transport is provided.

Work at home **COVID impacts

The percentage of people in Barnsley who work from home (3.0%) is comparable to the wider SCR (4.0%).

Wards to the west of the borough generally had the most residents who work from home, with Penistone East, Penistone West and Dodworth being the highest at 9.0%, 6.0%, and 4.0% respectively. The St Helens, Dearne North, Dearne South and Central wards had the lowest percentage of people working from (around 2.0%).

As technology continues to advance at a rapid rate, and increasing numbers of people benefit from better broadband and mobile network coverage, it is expected that more people can, and will, choose to work from home in the future, changing the dynamic of how, and when, people choose to travel. It is therefore essential that Barnsley's transport system responds to these changes and provides people with choice and flexibility over how they travel.

Where people work **COVID impacts

The majority of working age residents in Barnsley work within the borough itself. The number of residents commuting out of Barnsley to other local authorities is 37,964, while the number of people who commute into Barnsley from other local authorities is 17,333, meaning a net outflow of -20,631.

The local authorities which Barnsley residents predominantly commute to are Sheffield (8,353), Rotherham (8,226) and Wakefield (7,028), followed by Leeds, Doncaster and Kirklees. The local authorities with the most people commuting into Barnsley mirrors the above, with Sheffield (3,961), Rotherham (3,363) and Wakefield (3,024) accounting for the highest number of people, followed by Doncaster, Kirklees then Leeds.

What does this mean for Barnsley? **COVID impacts

The fact that the majority of working age residents work within the borough itself highlights the importance of intra-connectivity within Barnsley, particularly between the villages, Principal Towns and Urban Barnsley.

In addition, the fact that Barnsley has more people exiting rather than entering the borough for work also highlights the importance of cross-border connectivity and good accessibility to key interchanges.

We know that the majority of Barnsley residents choose to drive to work rather than take public transport, so accessibility to public transport services with car-competitive journey times both within the borough and cross-border is vital to encourage more people to switch to sustainable modes.

BMBC recognises the need to work with both employers and employees to encourage more sustainable travel, be it through walking and cycling or fares/ticketing subsidies for bus and rail and to have effective travel plans.

Policy and Programme Review

A review of national, regional and local policy was undertaken to summarise the key policy aims and understand what they mean for Barnsley at a local level and how Barnsley can build upon the principles. A summary of the policies and programmes which were reviewed are outlined below, along with a high-level summary of what these mean for Barnsley.

National Policies and Programmes

The following national policies and programmes were reviewed:

- Department for Transport (DfT) Future of Mobility Urban Strategy
- Highways England Draft Road Investment Strategy 2 (RIS 2)
- Network Rail Delivery Plan
- High Speed 2

What they mean for Barnsley

The Barnsley Transport Strategy will need to align with the Future Mobility Principles set out in the DfT Future of Mobility Urban Strategy. The strategy is focussed around nine principles which underpin the Government's approach to emerging transport technologies and services and are intended to help guide innovators and local authorities as they develop, deploy and manage mobility innovation.

Continued work with Highways England will be needed to address congestion, poor air quality and network inefficiency, in recognition that many residents and businesses in Barnsley are close to the motorway and SRN, and that our roads are operating at capacity already.

Intelligent infrastructure, improved journey times, more reliable services, and updated information as a result of planned improvements in the Network Rail Delivery Plan will mean more people in Barnsley can depend on rail as a key mode of transport, particularly to access opportunities that are further afield, as opposed to using the car.

HS2 will free up capacity on the current rail network, creating more opportunity for the East, West and Midland lines for future needs, whilst providing faster journeys on the HS2 lines around Britain. This will provide more opportunities to those in Barnsley, and improve accessibility enabling residents to travel further afield to reach opportunities.

Sub-regional Policy

The following sub-regional policies were reviewed:

- Transport for the North (TfN) Strategic Transport Plan
- Sheffield City Region (SCR) Transport Strategy
- SCR Integrated Rail Plan

What they mean for Barnsley

Barnsley will be better connected as a result of Northern Powerhouse Rail (NPR) and improvements to highways within the strategic development corridors set out in the TfN Strategic Transport Plan, providing opportunities not just locally but regionally and beyond. This will enable better access to specialist healthcare centres, education, jobs, more business opportunities, more choices for leisure and tourism and overall a better quality of life for local residents.

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The SCR Transport Strategy is the overarching Transport Strategy for the region, therefore the goals and policies listed in the Strategy apply to Barnsley, and the Barnsley Transport Strategy needs to align with it. The SCR Transport Strategy aims to improve the existing transport network across the region which will result in better access to jobs, markets, skills and supply chains for those living in Barnsley.

The SCR Integrated Rail Plan sits under the SCR Transport Strategy, and is intended to serve as the implementation plan for rail within the SCR Transport Strategy. It identifies opportunity through NPR to transform the connectivity of Rotherham and the Dearne Valley.

Local Policy

The following local policies were reviewed:

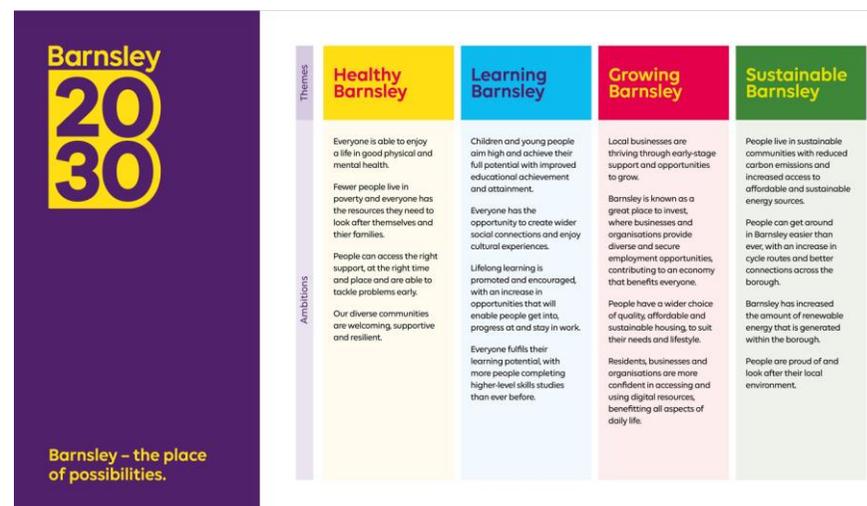
- Barnsley 2030 Vision
- Barnsley Local Plan
- Barnsley Rail Vision
- Barnsley Active Travel Strategy and Implementation Plan
- BMBC Air Quality Action Plan 2017 – 2021
- BMBC Energy Strategy 2015 – 2025
- Peak District National Park Core Strategy
- Penistone, Oxspring, Cawthorne and Silkstone Neighbourhood Development Plans

What they mean for Barnsley

The Barnsley Local Plan is a statutory document and sets out the policies and proposals for spatial development in Barnsley. It will be used when considering planning applications and to coordinate investment decisions that affect the area. It aims to improve sustainable economic development by attracting more business,

enabling existing businesses to grow, and provide more jobs and opportunities for local residents, as well as increasing and improving the local housing stock.

The **Barnsley 2030 Vision** presents the key themes and ambitions for the Borough



The **Barnsley Rail Vision** presents the key messages for transforming Barnsley's rail network. It describes the opportunity to promote Barnsley, and Northern Powerhouse Rail (NPR) Dearne Valley Parkway stations as Barnsley Dearne Valley gateways on inter-city franchise and NPR networks. As gateways, these stations would also act as strong community and economic hubs for the Barnsley Dearne Valley built up area. By 2033, Barnsley will be connected to direct rail services on the high speed and inter-city networks and have new rail infrastructure to link key locations within the City Region together with new and enhanced stations.

Barnsley's Active Travel Strategy aims to make active travel an attractive and realistic choice in Barnsley. BMBC believe that it

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should be the preferred mode of transport for short journeys, and part of the overall transport mix for medium and longer journeys, that enable and encourage people to walk and cycle as part of their daily lives, even for part of their journey.

BMBC's Air Quality Action Plan (AQAP) outlines the actions BMBC will take to improve air quality in Barnsley between 2017 and 2021 and contains a number of actions designed to improve air quality in Barnsley's air quality management areas (AQMAs), and in the borough as a whole. It aims to reduce traffic and congestion, increase efficiency of the road network, and improve existing vehicle fleets by encouraging the uptake of low emission vehicles and alternative fuels.

The BMBC Energy Strategy and associated action plan has been developed to provide BMBC, local businesses and local communities with a firm and clear direction of travel in securing a greener and more sustainable future for the borough. The strategic objectives of the strategy are to create a green economy, improve energy efficiency, increase the production and use of more low-carbon energy, have a cleaner, lower carbon environment, and promote and facilitate sustainable communities.

The Peak District National Park Core Strategy is the principal document to guide land use and development in the National Park. Part of the west of Barnsley lies within the Peak District National Park, therefore these areas are covered by this core strategy rather than Barnsley's Local Plan, and development in these areas will need to align with it.

The Penistone and Oxspring Neighbourhood Plans have been prepared by local residents and now form part of Barnsley's Statutory Development Plan. The residents of Cawthorne and Silkstone are also preparing Neighbourhood Plans for their

respective areas and, once adopted, these will also form part of Barnsley's Statutory Development Plan.

Sheffield City Region Transport Strategy Goals & Policies

As the SCR Transport Strategy is the overarching transport strategy for the region, the Barnsley Transport Strategy will have common aims and objectives, and will support delivery of the goals and policies set out in the SCR Transport Strategy. As such, the Barnsley Transport Strategy must align with it.

A summary of the SCR Transport Strategy goals and policies is presented below.

Summary of SCR Transport Strategy Goals and Policies

SCR Transport Strategy Goals	SCR Transport Strategy Policies
<p>Residents and businesses connected to economic opportunity</p>	<ol style="list-style-type: none"> 1. Improve the existing transport network to enhance access to jobs, markets, skills and supply chains adopting technology solutions to support this. 2. Enhance productivity by making our transport system faster, more reliable and more resilient, considering the role of new technologies to achieve this. 3. Invest in integrated packages of infrastructure to unlock future economic growth and support Local Plans, including new housing provision.
<p>A cleaner and greener Sheffield City Region</p>	<ol style="list-style-type: none"> 4. Improve air quality across our City Region to meet legal thresholds, supporting improved health and activity for all, especially in designated AQMAs and CAZs. 5. Lead the way towards a low carbon transport network, including a zero-carbon public transport network. 6. Work in tandem with the planning and development community to create attractive places.

SCR Transport Strategy Goals	SCR Transport Strategy Policies
<p>Safe, reliable and accessible transport network</p>	<ol style="list-style-type: none"> 7. Ensure people feel safe when they travel and invest in our streets to make them more attractive places. 8. Enhance our multi-modal transport system which encourages sustainable travel choices and is embedded in the assessment of transport requirements for new development, particularly for active travel. 9. Ensure our transport network offers sustainable and inclusive access for all to local services, employment opportunities and our green and recreational spaces.

SECTION 03 Our Vision, Objectives and Measures

The Barnsley 2030 Vision

The Barnsley 2030 Vision “Barnsley – the Place of Possibilities” sets out four themes and our Ambitions. Aligned to these ambitions we need a transport system that enables the following:

A Healthy Barnsley – Our transport system will have a positive impact on people’s health and wellbeing and will raise health and environmental standards across the borough through the promotion of walking and cycling routes and the reduction of air pollution, noise and carbon emissions.

A Learning Barnsley – a transport system for Barnsley that facilitates a prosperous, sustainable economy for the borough, the City Region and the North, strengthening our long-term economic competitiveness

A Growing Barnsley – The improvements we are making to our Town Centre and Principal Towns will make them more people friendly. People will have access to a wider labour market. The significant programme of projects we have will support new opportunities for skills development and better local jobs. People of all abilities will have more opportunities to connect into our transport network

A Sustainable Barnsley – People will be able to get around the borough easier than ever, with an increase in walking and cycling routes and better connections across the borough

Objectives,

These objectives have been formulated to reflect our priorities in a measurable context. They will provide the focus for the Transport Strategy and will inform the targets set out later in this document. This will enable the borough to measure progress against the objectives and therefore progress against the key policy areas reflected in the priorities. The Transport Strategy has also been subject to an Equalities Impact Assessment.

Objective 1 – To Transform our Streets and Places to Enable an Increase in Cycling and Walking

Increasing the uptake of cycling and walking will actively contribute to a reduction in congestion and air pollution and improve the health of Barnsley's residents. Use of public transport instead of the private car also contributes to reduced congestion and is important in enabling access to services. Uptake of all these modes can be influenced by effective travel planning measures and infrastructure.

Objective 2 – Support Economic Growth and Regeneration

With the adoption of the Local Plan, Barnsley is expected to see high levels of growth over the next 10 years. Adequate transport investment will be required (which is likely to include the building of new roads / infrastructure) to ensure this development takes place on a sustainable basis, is accessible for all users and does not place undue pressure on the transport network.

Objective 3 – Reduce on conventional vehicular trips on the network, particularly at peak time

This is not about reducing the total number of trips on the network as mobility is highly important for our economic growth and for those residents who struggle to travel by other means and require motorised travel to facilitate independence.

Our focus is on reducing the number of essential vehicular trips that occur at peak times and encourage the use of less polluting vehicles (especially freight transport)

Objective 4 – To Reduce and Mitigate the Impact of Transport-based Emissions and Noise in Barnsley

It has become apparent that particulate matter and nitrogen dioxide generated by a variety of sources has a significant adverse effect on the health of those who are regularly exposed. A proportion of these pollutants are generated by transport. Reduction in exposure of Barnsley residents could result in significant health benefits.

Objective 5 – Reduce Killed and Seriously Injured (KSI) incidents and slight accidents on our roads

Over the last 10 years our roads have become safer, but there is still considerable work to do to further reduce accidents and create safe and accessible streets for all.

Objective 1 – To Transform our Streets and Places to Enable an Increase in Cycling and Walkign

Barnsley is expecting high levels of growth over the next 10 years with another 21,000 houses to be built. This growth will put more pressure on the road network, so if it is to be accommodated without affecting the quality of life of our residents, more journeys must take by sustainable modes. These include walking, cycling and public transport (bus and rail).

It is also acknowledged by our Public Health partners that the use of sustainable travel modes can have a hugely beneficial impact on health. Cycling and walking improves fitness and reduces the risk of heart disease.

Getting more people to shift from motor vehicles towards sustainable modes is fundamental to achieving Barnsley's vision. Enabling more walking and cycling is an essential element of the Council's efforts to improve air quality and reduce transport's contribution to climate change. It also contributes to reduced congestion and therefore the ability to provide a higher quality environment on local streets enabling greater mobility through improved accessibility and increased perceived personal safety for all. Fewer cars result in reduced emissions of particulate matter and NO₂ contributing to better air quality and better health.

The Transport Strategy therefore seeks to provide a framework by which the use of sustainable modes can be promoted and increased.

Increased Pedal Power - Cycling

Our Commitment

To increase cycling throughout the borough and secure the necessary funding to make it happen

Cycling is considered particularly beneficial in terms of health and wellbeing, with those who cycle regularly reporting less stress, less ill-health and improved cardiovascular fitness levels. Regular cyclists are half as likely as the average person to suffer from heart disease, 27% less likely to have a stroke, and will live, on average, more than two years longer.

Cycling is a relatively cheap mode of travel once a bike has been obtained, making it accessible to a large section of the population. In particular, for those without access to a car cycling can expand the distance which an individual is able to travel and hence increase the number of services, jobs and other destinations that they can access

Cycling

Cycling provision such as dedicated cycle lanes, although growing as part of Barnsley's transport infrastructure, still require further expansion - which is reflected by the low percentage of residents currently choosing to cycle to work as noted in previous sections

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Increasing participation in cycling brings many environmental and health benefits. The borough has the Trans-Pennine Trail, and a recent study highlighted that two sections of the trail (Penistone and Wombwell) have recorded on average over 200 cycle trips per day, while the stretch of the trail linking Wombwell with the town centre recorded on average more than 150 cycle trips per day . However, all other parts of the Trans-Pennine Trail recorded fewer than 50 trips per day, suggesting people will use routes which are traffic-free, have good surfaces and connect them with the places they want to go to such as workplaces, leisure and education.

However, there are still many gaps, particularly at busy road junctions that remain unattractive and create physical and perceived barriers to lots of 'would be' cyclists and we need to improve and promote the overall network to make it more attractive for commuters and students.

Nearly a third of commuters live within a 5km radius of Barnsley Town Centre, and the areas where people live is often also the same area that most residents work in. This highlights the short distances people in Barnsley travel to work and illustrates the potential for increasing active travel journeys across the borough. BMBC have already developed and delivered many walking and cycling routes – many of them off-road, and we have been working to identify how best to complete the network that will support both commuters and leisure activities.

We need to ensure that we make best use of our historical assets (disused railway lines and canal towpaths) to provide the routes and information to connect communities to education and employment opportunities.

Given our industrial legacy, the borough has lots of opportunities for better facilities for cyclists. However, we need to develop parking, changing facilities, showers, and lockers, to make it easier to integrate cycling with everyday activities, and improved training and driver awareness, to ensure people have the confidence to encourage more people to cycle more often.

BMBC is also working with SCR around aspirations for a wider active travel network which, in the longer term, will accommodate all cycle types, e.g. tricycles as well pedestrians and wheelchair users.

Cycling Targets

- Increase mode share to 3% in 2030 from 1% in 2020
- Increase the number of cycle parking spaces by 500 by 2030
- Increase number of adults accessing cycle training by 100 adults per year up to 2030
- Increase the number of children accessing cycle training by 90 children per year up to 2030
- Increase the off-road cycle routes by 10km each year to 2030
- Increase number of bike and e-bike loans by 40 each year to 2030
- Increase the bike and e-bike stock by 10 cycles each year

A Step in the Right Direction – Walking

Our Commitment:

To make walking a much more attractive and accessible option for many trips

Walking is an important element of getting to places, even when we have used other modes for part of the journey. Information, incentives, support and help is already available to encourage and promote walking, including travel planning advice, walking maps, journey planners, and organised walking activities for families and / or keen walkers.

It has been identified that walking as a sustainable mode needs a greater emphasis than it has previously had. This was particularly important for groups such as Living Streets and Sustrans who commented that the benefits of walking are like those of cycling and that most journeys begin and end on foot. Therefore, the Transport Strategy seeks to afford walking and pedestrians a higher level of priority and to fully support further uptake of this mode.

It is increasingly understood that while walking has similar health benefits to cycling it also has different characteristics which make it suitable for different user groups. Unlike cycling it does not require equipment to be purchased and is readily available to most of the population. This makes it a very accessible mode for both the younger population and the older population.

For groups who struggle to access other modes it can have the benefit of providing a greater level of independence, improving mental health and well-being through enhanced mobility. It can

also provide a way into physical activity for those who are older and may not be confident enough to take up cycling in their later years.

Increasing the number of trips carried out by foot also reduces car travel and therefore contributes to better air quality as well as lower levels of congestion and improved road safety.

Place making

There are several factors that are important in encouraging or discouraging walking, however the quality of the environment is vital in persuading individuals that the streets are both safe and accessible and that therefore walking to their destination is not just practical but also pleasant.

Place making plays an important role in this and will be instrumental in increasing the uptake of walking going forward. This should be reflected in scheme design, particularly for major schemes.

In opportunity areas which are due to see high levels of growth or re-development it is important that place making is incorporated into the development. This will enhance the sustainability of the development and encourage greater uptake of walking.

Place making and a high quality urban realm are also important in encouraging use of the streets by more people. This in itself makes the streets feel safer due to the greater level of surveillance by other members of the public. This is important in enhancing community safety and designing out crime where possible.

There are approximately 750 kilometres of Rights of Way in Barnsley these range from the Trans Pennine Trail (bridleway) to rural footpaths across the moors. PROW exist in both rural and urban areas, but the usage tends to be different in each area.

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All routes and networks above provide a firm foundation and provide major steps in the right direction for developing the pedestrian network. At present many routes do not connect, frequently being physically cut by roads, railways, buildings or other developments, and important key destinations often lack safe and direct pedestrian routes.

Although the existing and potential routes described in this section provide pedestrian access to most of the urban areas across the Borough, one of the outcomes of this strategy will be to develop these routes to improve connectivity and develop a network that interlinks communities with local facilities.

In addition, we need to ensure that walking routes to our transport interchanges are safe and legible to help make public transport more attractive.

Walking Targets

- An increase in walking from 10% in 2020 to 20% in 2030
- To have 80% of schools with an active travel plan by 2030 of which 20% attain Gold standard
- Improvements to 10km of the PRoW year on year to 2030

Add photo

All Aboard for Better Buses

Our Commitment

To increase accessibility and mobility in Barnsley by public transport through securing new services, more capacity and greater service frequencies on appropriate routes from Public Transport Operators

While Barnsley Council does not directly fund, manage or control any public transport services, the Borough seeks to secure service improvements from the SCR and its operators. We work closely with the SCR in developing schemes and strategies in order to ensure public transport is well catered for within the Borough and will continue to do so.

Public transport plays an important role in providing an alternative to car use and, though bus and train use are not considered active modes, they contribute to reduced congestion and lower emissions by reducing the number of car trips taking place.

Bus services in particular are also important in enabling access to services, employment and education for those who do not have access to a car. They therefore perform a vital function in reducing social exclusion and enhancing social cohesion.

Bus services in the borough are of a 'hub and spoke' pattern between the town centre and the Principal Towns.

Travel between the Principal Towns and the town centre is relatively simple, whereas journeys between the Principal Towns, and to areas outside the major road network, are more difficult, with slow journey times and infrequent services.

External links also tend to originate from Barnsley Interchange and not from the Principal Towns themselves, necessitating travel to the town centre, with additional longer travel time and inconvenience.

The greatest weakness of public transport in Barnsley is in bus services. Due to traffic congestion and a lack of dedicated infrastructure, buses are often stuck in traffic, leading to slow travel speeds and a lack of travel time reliability.

The aspiration to increase the level of bus use, and a combination of bus and active travel, requires consideration of how to best put bus to the fore of the road hierarchy. This could include more bus priority measures, such as bus lanes and priority for bus at traffic lights, for example. This also requires some potentially difficult decisions around car parking, parking enforcement and deliveries.

Bus operations continue to be undertaken on a largely commercial basis, with some public subsidy for services for geographically isolated settlements although the budget for these has decreased over recent years.

However, there are opportunities for new types of transport provision that could serve such settlements through demand responsive services. Further, there are people who find it difficult, or who are unable to use mainstream services, often due to reduced mobility or sensory/cognitive impairments. Community transport services exist that are able to meet some of these needs.

Payments and Ticketing

There are various public transport ticketing options available to Barnsley residents. The TravelMaster provides various options for travel by bus, tram and train within South Yorkshire. These include the SYConnect ticket, which allows unlimited travel on bus and tram within South Yorkshire, and the SYConnect+ ticket, which allows

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unlimited travel via train, bus and tram within South Yorkshire. The BConnect ticket allows unlimited travel via bus only within Barnsley.

For rail travel, the RailMaster Card allows unlimited rail travel between all South Yorkshire stations and on the Supertram network.

However, whilst there are many ticket options available, many of the travel cards and season tickets available cannot be used across the regions, for example, travel between Leeds and Sheffield via Barnsley requires the purchase of a Travelmaster within South Yorkshire, and a Metrocard is required for travel within West Yorkshire. The cost of travel is therefore relatively expensive in comparison with the private motor vehicle and is inconvenient for residents, particularly when compared with other successful examples such as the London Oyster card which is available across a similar geographical distance.

The ability to go from one mode of transport to another with relative ease is vital when considering the relative levels of convenience of the private motor vehicle.

Travel Information

Information about how to use public transport, services and facilities are important in informing transport choices. We recognise that many residents are unused to using public transport and, as such, more development work around individual travel planning is required. It is intended that transport choices are as wide as possible and that people will also be encouraged to combine public transport use with active travel for parts of their journey.

Bus Targets

As mentioned above, Barnsley has limited control over public transport within the borough, however provision of good services is important to achieving the objectives of this strategy.

The impact of COVID19 has seen bus patronage decline rapidly and we must ensure that this mode of travel is maintained to (at least) pre-COVID levels.

- To achieve a mode share target of 33% public transport
- To ensure main corridors have bus shelters with real time information

Keeping Rail on Track

Our Commitment

To increase accessibility and mobility in Barnsley by public transport through securing new services, more capacity and greater service frequencies on appropriate routes from Public Transport Operators

Barnsley has direct rail connections to Leeds, Wakefield, Huddersfield, Sheffield and Nottingham. There is no direct connectivity to Doncaster. Barnsley interchange is located in Barnsley Town Centre, with frequent services running on the Hallam, Leeds-Nottingham and Leeds-Lincoln lines, with services every 20 minutes to Sheffield and every 10 minutes to Leeds.

To the east of the borough, there are stations at Bolton-upon-Dearne, Goldthorpe and Thurnscoe, with hourly services running between Sheffield, Wakefield Westgate and Leeds on the Wakefield Line.

To the west of the borough is Penistone Station. This is situated on the Penistone line, which connects Huddersfield with Sheffield, with an hourly train in each direction.

Despite Barnsley having good local connectivity, public transport connectivity via Sheffield, Huddersfield and Leeds, to London, Birmingham, other core cities and the regional airports is poor. There is no direct Trans-Pennine rail route to Manchester and indirect links take over an hour, despite the relatively short distance to travel. Existing station facilities across Barnsley and the region are also poor quality.

The Barnsley **Rail Vision** presents the key messages for transforming Barnsley's rail network. It describes the opportunity to

promote Barnsley, and Northern Powerhouse Rail (NPR) Dearne Valley Parkway stations as Barnsley Dearne Valley gateways on inter-city franchise and NPR networks. As gateways, these stations would also act as strong community and economic hubs for the Barnsley Dearne Valley built up area. By 2033, Barnsley will be connected to direct rail services on the high speed and inter-city networks and have new rail infrastructure to link key locations within the City Region together with new and enhanced stations.

Northern Rail franchise service performance across the region is also poor. In South and East Yorkshire, an average of 4.92% of all services were cancelled each month between 6th January 2019 to 4th January 2020. In addition to this, on average only 44.29% of services arrived at their destination at the right time over the same period. As a result of these cancellations and delays, services within the region often suffer from over crowding, particularly to regional centres such as Leeds and Sheffield.

In terms of rolling stock, the current Northern Rail franchise will see every train across the North either refurbished or replaced, and this will include the complete withdrawal of all Pacer units across the SCR by 2020. The Northern and TransPennine Express franchises will also deliver an additional 40,000 seats overall on services every day across the North by 2020, with Wi-Fi available on all services.

It is recognised that fixed track services are capable of moving large numbers of people efficiently and effectively and can reduce the overall number of vehicles on the road, reduce congestion and improve air quality and health via a wide combination of sustainable travel. It is also recognised that sufficient car and cycle parking is required at stations and that the infrastructure needs to be attractive, i.e. improving the passenger experience and that services need to be frequent, with high quality rolling stock, with affordable fares that includes multi-modal opportunities and

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savings. All elements of the services need to be safe and offer benefits over using the private car. Upgrading the existing rail network will require partnership working with both Network Rail and the train operators.

Local rail stations can be important focal points for communities and provide opportunities for further community development. BMBC is already working to develop a Community Rail Partnership that could contribute here and enable the views of local residents to be included in negotiations around new franchises.

In 2013 the Government announced the preferred route of the second phase of the High Speed Rail network proposed for Great Britain. The preferred high speed alignment will directly affect Barnsley with the inclusion of a new Parkway Station at Goldthorpe.

The SCR Integrated Rail Plan sits under the SCR Transport Strategy, and is intended to serve as the implementation plan for rail within the SCR Transport Strategy. It identifies opportunity through NPR to transform the connectivity of Rotherham and the Dearne Valley

Rail Targets

Travel Planning

Our Commitment

To encourage schools and businesses in Barnsley to develop and own high quality travel plans at every opportunity, that realise increased active travel and influence travel choices.

Expanding from our current work on school travel plans through the Modeshift STARS programme, we are looking towards business and at personal travel planning; securing these through Planning Applications and s106 agreements; with businesses signing up to Modeshift STARS. Travel planning and personalised travel planning is important in reducing car dependency, enabling independent travel and encouraging sustainable travel. Ensuring residents and businesses are aware of travel options and how they can function to their benefit can make a significant difference to travel habits and it has been shown that travel plan measures can yield good cost benefit ratios.

It is important that we continue to work closely with both schools and businesses to get as many active and comprehensive travel plans functioning within the borough as possible. This is vital in furthering the aim to reduce overall congestion by reducing the number of car trips and to improving the health of Barnsley's residents.

Ensuring good travel plans are in place is just one element. The biggest challenge is ensuring that schools and businesses take ownership and deliver on them. The benefits to schools and

businesses of realising them opens up greater opportunities for all groups to access active travel and hence improve their lifestyle choices.

Greater use of active travel modes will contribute significantly to better health outcomes for all. Currently we have a low number of schools and businesses with travel plans. signed up to the Modeshift STARS programme These plans indicate how the school / business will progress to increasing the number of pupils and staff travelling by active modes rather than by private vehicle.

In the past Travel Planning has been mostly associated with new development, however, personalised travel planning is capable of implementation at any stage and can be a useful tool in

Travel Plan Targets

- Develop Travel Plan Strategy / update SPD by 2022
- 80% of schools have a School Travel Plan and 20% have attained GOLD standard by 2030
- Increase number of STARS accredited schools by 20 year on year achieving 5 Bronze, 10 Silver, 5 Gold
- Target 10 of the largest employers year on year and secure work place travel plans
- Work with HDC to secure work place travel plans for all new employment sites
- Work with HDC to secure travel plans for all new housing developments of 10 dwellings or more

encouraging behaviour change and identifying travel choices that are right for individuals.

OBJECTIVE 2 – Support Economic Growth and Regeneration

Our Commitment

To achieve the best deal for Barnsley when new development occurs in terms of sustainability, accessibility and financial contributions to transport investment

Expected Growth

The Sheffield City Region is expected to grow by a significant amount in terms of employment, jobs and population over the next 20 years. Barnsley will therefore also see considerable growth over this period. ****plan period**

Growth will create additional pressures on an already very busy transport network. As discussed under other objectives, prioritising the most sustainable, clean and active use of the street as well as improved public transport provision and efforts to reduce overcrowding where possible, will be fundamental to ensuring that growth does not further exacerbate our existing transport problems. This will also be important to ensure that we can respond to people's need for mobility as well as quality of life.

Transport connectivity is one of the key determinants of the ability of the city region to achieve the wider strategic priority outcomes,

stating that continued and sustained economic growth will be a function of: the relative ease by which people are able to travel to work, education, retail or leisure; and, the relative ease, or otherwise, of business to be able to access markets and distribute goods and services.

The **Barnsley 2030** is a statement of intent, setting out the vision we have for the future economic prosperity of our Borough and the actions that the Council and its partners need to take to deliver this shared vision. **Barnsley 2030** builds on the strengths of the borough, on the characteristics that make Barnsley unique and its aspirations to provide an attractive, accessible and lively borough with a prosperous economy as the location of choice for investment. Transport improvements are fundamental to achieving this and there is a strong emphasis and importance placed on the improvement of our transport networks to ensure the connectivity and accessibility of Barnsley is maximised through a robust transport infrastructure.

The Council has an adopted **Local Plan**, with the Core Strategy being the principal document. It sets out the planning strategy for the next 15 years including how much housing and employment development is needed, where it should go and how development in the borough will fit in with development in adjacent places. Other documents in the Local Plan will establish more detailed policies and land allocations in conformity with the Core Strategy.

Attractive places and destinations with less traffic, pollution and congestion, along with improved public transport, can contribute to regeneration and economic uplift and unlock new areas. This will help to ensure that the borough can attract investment to create the new homes and jobs for a growing population, and remain successful. Increased growth has the potential to place greater pressure on the transport network and could lead to reduced utility

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for residents if it is not adequately supported by transport investment

Housing

Barnsley's Local Plan states that 21,100 houses will be delivered across the borough by 2026. Of these 89% will be developed within the Principal Towns across the borough.

It is highly important that the Principal Towns see sufficient investment to enable sustainable growth in terms of access by modes other than the private car. Increased car use would contribute to congestion on the network and reduced air quality for all residents

Principal Towns

Strategic links

Barnsley has good north/south regional connections via the M1 motorway to Leeds and Wakefield to the north, and Sheffield, Rotherham and Nottingham to the south.

However, Trans-Pennine road links to Manchester are only available via the M62 and the A628 Woodhead Pass which, despite both being important strategic routes, are liable to congestion, slow journey times and unreliability due to weather or accidents. Further, there is sub-optimal connectivity to the east and particularly Doncaster and Doncaster Sheffield Airport (DSA).

Internal connectivity within the borough is also an issue due to the dispersed settlement pattern. Some routes, including the A61, A628 A633 and A635, have been identified as having issues with capacity and delays, and BMBC have been working to make improvements to these corridors.

It is acknowledged that road connections into the town centre are slow and over capacity currently. BMBC has recently developed a new car parking strategy that recognises that the use of new technology may assist quicker car parking and that, in order to reduce the level of harmful emissions, a more comprehensive network of low emission vehicle charging points is required – this will encourage the take up of less polluting vehicles which, when combined with more sustainable and active travel, could help alleviate conditions caused by congestion at town centre roundabouts and junctions.

Congestion impacts adversely on the perception of the borough for economic investment and effects amenity and environmental quality. Conditions for walking and cycling on or adjacent to congested routes are generally poor. Traffic calming measures have been implemented in numerous residential areas in an

attempt to reduce the negative impacts of cars and goods vehicles avoiding congestion by 'rat-running' through these residential areas. However, the historical development of mining communities in our Borough means that most of our busy classified roads are still fronted by houses and schools.

Objective 3 - Reduction on conventional vehicular trips on the network, particularly at peak time

Our Commitment

To work with Ultra Low Emission Vehicle (ULEV) charging network operators and road hauliers to ensure the road network operates optimally for all whilst reducing the negative impacts of vehicle use.

We need to reduce trips by conventional cars into and out of the borough in order to improve air quality and road safety. This is supported by the Office for Low Emission Vehicles, a government department focussed on removing the barriers to low and ultra-low emission vehicle use.

We acknowledge that in order to support economic growth, both locally and regionally, mobility needs to be enabled rather than constrained. This strategy therefore does not aim to reduce the total number of trips on the network over a 24 hour period, but to enable many of these trips to take place either in cleaner vehicles or at different times of the day. This will contribute to two main effects:

- Spreading of demand for trips over a longer time period thereby reducing congestion at peak times. This will work in conjunction with increased use of sustainable modes to enable the road network in Barnsley to flow more freely and therefore avoid buses becoming caught in congestion.

- Transferring many trips which need to be carried out by car into electric or other low-emission vehicles which do not emit NO2 or carbon dioxide. They also contribute far less than

conventional vehicles to the production of particulate matter. This will result in improved air quality throughout the borough.

Achieving this will require demand management measures as well as measures to improve the uptake of alternative vehicles.

Freight and Logistics

The success of the local economy is dependent on the movement of goods as well as people. Some of the key distribution centres and industrial estates in Barnsley are located in close proximity to the M1, including at Junction 36 (Hoyland) and Capitol Park, Dodworth at Junction 37.

There are also a number of large logistics and distribution centres to the south east of Barnsley along the A633, A635 and A6195 towards Dearne Valley and some of the key industrial sites include Carlton, Barugh Green and Fallbank, Grimethorpe and Dearne Valley.

These centres have a significant impact on the network in terms of congestion, road safety and air quality. HGVs only form part of the delivery and servicing fleet that operates within the area. Vehicles delivering to private residences and construction traffic also contribute significantly to the number of vehicle movements on the network.

It is essential that good access to the SRN is provided at these locations so that businesses can continue to grow and expand, and

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the sites are accessible for employees via sustainable transport modes.

However, the rise of delivery vans for internet shopping has also been shown to be inefficient, with most vans rarely even half full and many failed deliveries.

<include potential for rail / water freight>

With regards to rail freight, operators compete for traffic both with each other and with other modes of transport, principally the road haulage sector. Since 2004, intermodal rail freight (as measured in tonne-km) has grown by 61% (7% per annum) against a decline in road freight of some 14%. Rail freight has therefore grown by some 3.5% per year faster than road freight over this period (nationally).

It is important to consider modal choice for the movement of goods and well as people. Rail freight has been improving its competitive offer, particularly on cost given factors such as rising fuel costs and likely future productivity improvements, but also with respect to service quality and reliability resulting from terminal and network investment.

Ultra Low Emission Vehicles (ULEV's)

At the present time access to ULEVs on a private basis is restricted due to the comparatively high cost of the vehicles and the lack of easily available charging infrastructure. ULEV car clubs can help overcome these boundaries by providing both the vehicle and charging points at an affordable price. This has the added benefit of

increasing the exposure of ULEVs to the public and hence expanding the potential market for private owners

Charging infrastructure

Charging infrastructure in Barnsley is currently insufficient to enable proper expansion of electronic vehicle use. This infrastructure will be required in future years and options for providing this will require further investigation.

Target

- Produce a Freight Strategy or contribute to the Barnsley element of an overall SCR Freight Strategy
- Increase the number of EV charging points for car and cycles by 50 year on year
- Ensure all new employment sites have EV charging points

Parking

Parking is an important part of the transport infrastructure for many Barnsley residents and can have a significant impact on quality of life. However, it is also true that enabling largescale free parking for residential vehicles can discourage use of sustainable modes, particularly public transport which can find it difficult to compete with the convenience of the private car.

The local economy is also influenced by parking provision, particularly at service and retail hubs and employment locations. Again, a balance needs to be achieved between providing

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sufficient parking to support the growth of the local economy and the need to encourage residents and visitors to access these areas by means other than the private car.

Parking provision going forward therefore needs to aim to achieve a balance between competing needs. It is known that parking controls, particularly at destinations, can play a significant role in influencing travel choice and therefore in encouraging trips to be carried out by sustainable modes.

Permit sacrifice schemes can go some way to reducing demand for residential parking in areas covered by Controlled Parking Zones, as they provide incentive to reduce household car ownership on a voluntary basis.

Less on-street parking enables highway space to potentially be re-allocated to other user groups via the provision of cycle paths, improved footways or better public realm. This in turn encourages use by pedestrians and cyclists.

Parking Strategy

A Parking Strategy is currently being prepared and will seek to analyse the current situation regarding parking in Barnsley and will identify problems and opportunities for improvement.

The Strategy will seek to achieve a balance between the needs of residents to park, access to local employment and local retail and service providers, and the need to reduce trips by conventional cars throughout the borough.

Objective 4 - Reduce the exposure of Barnsley residents to the Particulate Matter (PM) and Nitrogen Oxide (NO₂) generated by the transport network

Our Environment

Air Quality

Barnsley’s air quality issues are typical of an urban location, with emissions from road transport being a major source of air pollution, and the underlying reason for declaration of all our air quality management areas noted in Table 2 below. Emissions from industrial and domestic sources are still of importance however, and continue to be subject to the relevant regulation, where appropriate.

Previous assessment of the borough’s air quality revealed breaching (exceedance) of the annual average objective (standard) for nitrogen dioxide (NO₂) at receptors (mainly houses). These areas are close to several arterial roads and junctions near to Barnsley Town Centre, and close to the M1 motorway. NO₂ is strongly associated with traffic emissions in particular. This polluting gas is associated with respiratory symptoms.

These areas have been declared air quality management areas (AQMA). There are now six AQMAs in Barnsley, after two AQMAs were revoked, all declared due to the impact of transport emissions and growing concern about the effects of transport emissions and

AQMA No.	Adjacent roads / junctions	Year declared	Estimated no. of domestic dwellings within AQMA
1	M1 Motorway, 100 metres either side of the central reservation within the Barnsley Borough	2001	265
2A	A628 Dodworth Road	2005	285
4	A61 Harborough Hill Road	2008	42
5	Junction of A633 Rotherham Road and Burton Road	2008	16
6	A616 passing through Langsett	2012	7
7	Junction of A61 Sheffield and A6133	2012	2

noise on health. The existing AQMAs in the Barnsley borough are detailed in Table 2, with locations of the AQMAs shown in Figure 11.

BMBC’s **Air Quality Action Plan** (AQAP) outlines the actions BMBC will take to improve air quality in Barnsley between 2017 and 2021 and contains several actions designed to improve air quality in Barnsley’s air quality management areas (AQMA), and in the borough as a whole. It aims to reduce traffic and congestion, increase efficiency of the road network, and improve existing vehicle fleets by encouraging the uptake of low emission vehicles and alternative fuels.

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The BMBC **Energy Strategy** and associated action plan has been developed to provide BMBC, local businesses and local communities with a firm and clear direction of travel in securing a greener and more sustainable future for the borough. The strategic objectives of the strategy are to create a green economy, improve energy efficiency, increase the production and use of more low-carbon energy, have a cleaner, lower carbon environment, and promote and facilitate sustainable communities.

Carbon

The Intergovernmental Panel on Climate Change (IPCC) reported in October 2018 that global warming needs to be limited to 1.5°C. In June 2019, the UK Government set down primary legislation for the UK to be net-zero carbon by 2050.

In September 2019, BMBC declared a Climate Emergency across the borough in order to reduce carbon emissions. The declaration of a Climate Emergency commits BMBC to becoming carbon zero by 2040, or earlier if possible, and commits the whole of the borough to becoming zero carbon by 2045.

The Strategy for BMBC, called Zero40, will be delivered through four five-year action plans from 2020 to 2040. Carbon reduction will also become a key corporate performance indicator for BMBC.

Through the Zero45 strategy, BMBC will coordinate the borough's transition to zero carbon by 2045. A new group formed of stakeholders from the borough will be created to monitor the progress of this work.

In terms of annual carbon emissions, in 2012 Barnsley was placed 57th out of 64 UK cities, recording 7.2 tonnes per capita.

During the period 2008 - 2013, BMBC reduced its carbon emissions by 24%, with emissions falling from 61,000 tonnes Carbon Dioxide Equivalent (CO₂e) per annum to 46,000 tonnes CO₂e per annum. BMBC is aiming to further reduce its greenhouse gas emissions generated by its operations by 30% by 2020/21 under phase 2 of the Carbon Management Programme.

Transport has a significant role to play in reducing annual carbon emissions and helping BMBC achieve its Zero40 and Zero45 commitments. It is therefore essential that decarbonisation is central to the proposals set out in this Strategy.

Noise

Noise from transport is associated with annoyance, stress, sleep disturbance and impaired cognitive performance leading to increased incidences of arterial hypertension, the development of cardiovascular disease, the risk of coronary artery disease and stroke.

Objective 5 – Reduce KSI Incidents and Slight Accidents on Barnsley’s Roads

Our Commitment

To reduce fatalities on Barnsley’s roads to zero, and total casualties to below **XX by 2030**

Impacts of Road Safety

Improving road safety is essential in encouraging behaviour change to achieve greater levels of active travel and an associated reduction in car usage by addressing concerns over personal injury. As outlined earlier in this document, road safety is the primary reason given by non-cyclists for avoiding taking up cycling. It is therefore of great importance that road safety in the borough is improved in order to enable sustainable transport objectives to be met.

Road traffic collisions also have significant social and economic costs. The total cost of a fatal accident to the economy is estimated at over £1m, accounting for all aspects including lost revenue that would have been generated by the individual. Accidents can therefore have a significant negative impact on economic growth. Residents of areas which see serious accidents can also suffer from reduced confidence in the safety of their environment, which discourages use of the street scene and can lead to feelings of social isolation. As noted elsewhere in this document, a high-quality environment is important in encouraging active travel, particularly walking.

Poor road safety is an equality issue for the borough as different groups within the community can be affected disproportionately. It is known that amongst children, the Black, Asian and Mixed Ethnicity (BAME) population, are more likely than white children to be injured or killed in a road traffic collision*. It is also known that areas of deprivation tend to suffer from worse road safety records than other areas.

Barnsley’s current road safety record

****MB to complete**

Target

- Reduction of reported casualty rate of 6% pedestrians
- Reduction of reported casualty rate of 3% cyclists
- Reduction of reported casualty rate of 7% public transport

SECTION 04 – Consultation to Date

In developing the transport strategy for Barnsley, a series of workshops were undertaken to listen to the views of communities and stakeholders and get their input on the developing strategy.

Summaries of each of these workshops, including the key themes identified during the workshops, are provided in the table below.

Engagement Workshops Summary

Focus Group, BMBC Offices, 26th September 2019
<p>Purpose: To introduce the study and get user perspectives on transport in Barnsley to inform development of the strategy.</p> <p>Key Themes:</p> <ul style="list-style-type: none">• Poor reliability and quality of buses and trains• Overcrowding on trains due to insufficient capacity• Poor multi-modal integration• High percentage of elderly people, particularly in the west, who cannot drive• Bus routes bypass local centres• Opportunities for bus Park and Ride (P&R) / mobility hubs – potential locations Principal Towns and M1 J37• Alternative system needed for buses for rural communities and those with limited mobility e.g. Demand-Responsive Transport (DRT)• Better bus priority to improve journey times and reliability• Inconsistent cost of transport over borders e.g. to West Yorkshire

Stakeholder Workshop 1, Barnsley Town Hall, 27th September 2019

Purpose: To introduce the study, present the evidence base, and get stakeholder views on what the evidence and regional policies mean for Barnsley.

Key Themes:

- Moving away from dependence on cars is necessary
- Cheap and plentiful Town Centre parking is an issue
- Opportunities to integrate active travel with public transport and new development
- Potential for DRT
- Opportunities for P&R
- Bus priority and traffic management
- Increase active travel and reduce the use of private cars
- Potential role of car clubs
- Improve assets we already have, such as rail
- Potential for Bus Rapid Transit (BRT)

Stakeholder Workshop 2, Barnsley Town Hall, 16th October 2019

Purpose: To present the connectivity concept for Barnsley and get stakeholder views on the concept.

Key Themes:

- Poor east-west connectivity
- Improving bus services within the Principal Towns is important
- M1 J37 – Opportunity for shuttle buses to Town Centre and Hospital
- DRT important for the elderly, isolated communities, and those with health / mobility issues – could have appeal across the borough
- Public transport services from mobility hubs need to be frequent to encourage uptake and mode shift
- Cycle links into and within Barnsley Town Centre important
- Cycle links to Hoyland from Town Centre, and from Wombwell and Dearne important
- Opportunity to connect buses into the mobility hubs to improve overall offer / multi-modal integration
- Rural community connectivity to work and local services important
- Poor rail service between Penistone and Sheffield

Implementation Plan Workshop, Barnsley Town Hall, 8th January 2020

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Purpose: To get stakeholder views on the strategy proposals and draft implementation plan to inform and develop proposals for the implementation plan.

Key Themes:

- Opportunity to combine P&R with electric vehicle charging stations
- Car parking charges and the overall parking strategy are important in enabling switch to P&R and mass transit
- Electric vehicle charging points and P&R need to be future proofed so can expand over time as uptake of EVs increases – plan in the infrastructure from the start
- New housing sites – active travel & sustainable travel connections to the wider borough is important
- Noise and other particulates, including tyre particulates needs to be considered
- Schools need to be highlighted more – traffic and emissions are a problem. Initiatives in schools are important in getting more pupils to walk, cycle and use sustainable modes of travel
- Opportunity for transport hubs and P&R to act as docking areas for Connected and Autonomous Vehicles (CAVs). Need to future proof hubs for CAVs
- Opportunity for tourist attractions to have EV and e-bike charging and cycle hubs, and link in with wider active travel network e.g. Trans-Pennine Trail
- Seating / waiting areas on streets important for the elderly and those with limited mobility to enable them to access mass transit and use active travel modes

How we can Improve

From all the consultation feedback, our residents recognise that transport needs to change and, perhaps more importantly, that they are willing to change their travel habits. We now have a better understanding about some of the barriers and perceptions that need to be resolved to make this happen.

There is a lack of awareness about alternative transport choices other than the car; something we need to address through better information. And there are concerns and ideas about travel costs, convenience and effectiveness of the current transport choices available; while we recognise that these might be attributable to attitudes and perceptions, the right marketing and promotion strategy will be key to making a difference in future.

Both residents and businesses agree that tackling congestion is a priority. However, these two groups do not agree on the solution, with residents tending to select sustainable transport choices and businesses tending to want improved strategic connections.

We know that modal shift has the greatest potential to reduce congestion, improve travel conditions for all users (including motorists), and improve the quality of our environment - the places we live, work and play.

Therefore, moving forward... we need to develop a transport strategy that provides balanced sustainable transport choices and improved access and connections. The evidence and consultation results have led us develop the following transport principles to help us deliver the range of transport outcomes for our residents, visitors and businesses and to get Wigan Borough on the Move:

- Reducing the need to travel in the first place - to reduce the total number of trips on the network and their mileage;

- Promoting / encouraging the use of sustainable modes - to reduce congestion and the other adverse impacts of motor vehicles; and,
- Making more efficient use of our networks and vehicles - to make the best use of everything we have.

SECTION 6 Monitoring and Evaluation

Performance Management

An essential part of achieving and demonstrating value for money is through performance management and evidence based planning. We will continue to collect the necessary evidence on travel patterns and behaviours so that we can be confident that our proposals will properly address people's needs and will offer the best value for money.

We need to monitor the delivery and effects of our projects and actions in order to ensure they are achieving our objectives and giving good value for money, while also enabling adjustments to be made if they are not working properly. The Transport Strategy contains targets aimed at helping the borough measure the success of the strategy in achieving its objectives. These targets are SMART, meaning they are:

- Specific
- Measurable
- Achievable
- Realistic
- Time-related

These targets will be subject to a full monitoring regime. Some targets are shared with other strategies and therefore will accumulate economies of scale on monitoring activities.

It is envisaged that monitoring data will be collated annually to give an indication of how much progress has been made towards achieving the objectives. This will then be used to inform the five year reviews.

It should be noted that there has been no monitoring carried out in years prior to this strategy being formulated. It is therefore not possible to provide base line data for all targets at this stage. This evidence will be gathered within the first year of the Strategy and will be used to inform future reviews and target setting.

Lack of monitoring in previous years has also reduced the availability of evidence to be incorporated into strategy development. However, it should be understood that the Transport Strategy is a high-level document that provides an overarching direction for transport investment. The main evidence base for scheme implementation will be incorporated within the other borough strategies.

SECTION 07 - FUNDING

The Transport Strategy is aspirational with what it wants to achieve, however, it should be noted that to achieve everything a substantial level of funding is required. Every opportunity will be taken to secure funding to improve transport and the highway environment in Barnsley.

The Transport Strategy will be funded through a variety of sources. These will include the annual ITB submission and other funding streams as and when they are established and become available to Local Authorities. However, it is acknowledged that if the objectives are to be achieved other funding sources will be required.

Funding will therefore also be sought via bidding processes both nationally and internationally, with applications for European funding being made when appropriate.

Opportunities to take advantage of funding to establish pilot and highly innovative schemes will also be sought in order to enable Barnsley residents to benefit from advances in technology and infrastructure design.

Opportunities to co-fund schemes and projects with other service areas within the council will also be sought in order to enable best use of the funding available.

This concept will also be applied to partnership working with the private sector, in particular in the development of new schemes that may benefit from sponsorship.

Table X below identifies the potential and funding already secured for the implementation of projects in this Transport Strategy, including Transforming Cities Fund, Active Travel Fund, s106 monies and the Integrated Transport Block. We will also continue to

bid for additional, relevant funding from Sheffield City Region such as the Levelling Up Fund, the Intra-City Funding and Sustainable travel funding.

**** insert table with schemes / funding ****

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