



Wigan Borough on the Move

Transport Strategy and Action Plan



Foreword

This transport strategy is about connecting people to places and addressing the barriers that make it difficult for people to move around the borough. We are facing unique and challenging issues in terms of transport and tackling these is critical to the economic, social and environmental wellbeing of our communities, as we rely on our transport networks to provide access to jobs, services, schools and shops, and allows us to make the most of our free time.

The means of transporting large numbers of people has changed beyond recognition over the past two hundred years. Each of those changes has allowed more people to move greater distances at greater speed. But they have come with another cost – pollution and congestion. When taking a strategic view of transportation across the borough, one of the key challenges for the future will fundamentally be considering the ‘need to travel’ and when travel is required, it will need to be sustainable and efficient.

This transport strategy has been developed during a time of limited funding opportunities and reduced budgets, where strategic decisions are focusing on improving economic growth and reducing carbon emissions, where public transport provisions and services are in desperate need of improvement, and our preferred choice of travel is in the luxury of our own private cars. Doing nothing is simply not an option as our borough will grind to a halt - we have to think differently about transport to ensure that we take advantage of our strategic connectivity and provide our people and places with quality transport choices.

The borough is in a very important, strategic transport position, which needs to be exploited. It is situated between the M6, M58, M61, M62 and A580, and has the West Coast Main Line and other local rail links connecting to key districts and counties to the north, south, east and west.

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, outlines the key transport solutions and projects and will be used as a lobbying framework to ensure that we are ready to grasp funding opportunities when they arise to ensure that our transport aspirations can support and help deliver our economic ambitions.



Councillor David Molyneux

Deputy Leader and Cabinet Portfolio Holder - Regeneration

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Executive Summary - the transport strategy on a page

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 deliver our transport vision and achieve our objectives. A summary of the full transport strategy report and action plan has been captured in the table below. It provides a short overview of the strategic outcomes for each of our transport areas and identifies the actions needed to ensure that we get the borough... On The Move !

	STRATEGIC IMPORTANCE OF RAIL	BETTER BUSES	MORE CYCLING, MORE SAFELY, MORE OFTEN	STEP IN THE RIGHT DIRECTION FOR WALKING
LONG TERM OUTCOMES	<ul style="list-style-type: none"> ▫ Improve quality, image and choice for rail passengers ▫ Better stations, better trains, and improved services ▫ Improve integration and connectivity with other modes ▫ Support flexible / smart ticketing ▫ Expand the range of rail services and destinations ▫ Improve the passenger experience ▫ Influence decisions on investment and operation ▫ Develop partnerships with TfGM , Network Rail and rail operators 	<ul style="list-style-type: none"> ▫ Make bus travel more attractive, reliable and competitive ▫ Improve punctuality and reliability ▫ Ensure value for money ▫ Improve service frequencies, operating hours and choice of routes ▫ Improve interchange between bus services and other modes ▫ Improve door to door connections and interchange ▫ Support smart ticketing ▫ Develop partnerships with TfGM and bus operators 	<ul style="list-style-type: none"> ▫ Generate a new culture of cycle commuting ▫ Create an environment where cycling is regarded as safe and convenient ▫ Maintain and develop an inclusive and 'fit for purpose' network ▫ Improve road safety and personal security ▫ Increase and sustain cycle use by expanding the use of cycles for leisure ▫ Promote cycling and equip users with skills and information 	<ul style="list-style-type: none"> ▫ Encourage people to think about their short, local journeys on foot ▫ Re-address the balance between perceived time and convenience savings of the car ▫ Walking built into everyday routines ▫ Healthier lifestyles, improved air quality and reduced local congestion ▫ Maintain and develop an inclusive and well-connected PRoW network ▫ Promote walking trips for health and leisure
KEY PROJECTS: 2011 - 2026	TRAIN	BUS	CYCLE	WALK
	<ul style="list-style-type: none"> ▫ Support the delivery of Northern Hub ▫ Support rail electrification ▫ Investigate opportunities from High Speed Rail - services, new station and maintenance depot ▫ Investigate opportunities for Tram Train ▫ Develop Wigan Hub ▫ Influence franchise renewals ▫ Develop rail station travel plans ▫ Investigate potential for new stations ▫ Develop P&R at stations ▫ Support smart-ticketing rollout 	<ul style="list-style-type: none"> ▫ Support delivery of the Bus Priority Package (Busway) ▫ Passengers to have a better interchange experience, through improved infrastructure and access ▫ A prioritised list of network improvements that give genuine priority to buses ▫ Deliver new bus infrastructure and information as part of the Better Bus Area Fund for Wigan Town Centre and the CANGo area ▫ Flexible and through ticketing for hassle-free trips ▫ Broaden the programme of travel initiatives and information to promote a more positive image of bus travel and encourage people to travel on buses 	<ul style="list-style-type: none"> ▫ Develop a new cycling development plan ▫ Develop a new cycling network for commuting with improved lighting to make routes more accessible ▫ Improve cycle parking facilities at key destinations ▫ Ensure new developments include cycling routes / connections ▫ Develop training for cyclists & other road users ▫ Provide support to improve cycle parking, storage & changing facilities at key destinations 	<ul style="list-style-type: none"> ▫ Revise the Public Rights of Way Implementation Plan (RoWIP) ▫ Prioritise resources on those walking routes that best connect communities to opportunities ▫ Ensure new routes are accessible including ramps, seating, waiting shelters ▫ Ensure that new development includes walking routes, linking to existing communities and key destinations ▫ Market and incentivise more walking ▫ Ensure that key routes are maintained with minimal trip hazards and barriers

Vision:

By 2026, we want... people to have good access to an attractive transport system, which provides choice for jobs, goods and services, and balances the needs of sustainable residential communities with strategic business networks

Objectives:

- **Sustainable transport** to deliver economic, environmental and social outcomes
- **Equitable access** between communities, businesses, services and goods
- **Diverse and adaptable networks** for choice and resilience
- **Attractive transport experience** to encourage modal shift

	PARKING - RIGHT TIME, RIGHT PLACE, RIGHT PRICE	EFFECTIVE & EFFICIENT FREIGHT	SMARTER TRAVEL – TACKLING CONGESTION	CONNECTING PEOPLE TO OPPORTUNITIES
LONG TERM OUTCOMES	<ul style="list-style-type: none"> Provide the right balance of parking provision (cycle, motorcycle, car, and HGV) 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 	<ul style="list-style-type: none"> Improve the efficiency of freight to help grow the economy Reduce the impact of road freight on local communities Develop an effective and appropriate freight network (road, rail or water) Support improvements in vehicle technology to reduce environmental impacts Better loading facilities for quicker, flexible deliveries 	<ul style="list-style-type: none"> Keep people / services moving to support the economic prosperity of the Borough People think about their journeys and plan sustainable transport trips where possible Make the most of any funding opportunities by demonstrating Value for Money and the sustainability of projects Balance demands on the network through effective network management 	<ul style="list-style-type: none"> Walking and cycling are embedded within our physical landscape and public transport connects residential communities to key destinations to help mitigate the transport impact of development; Efficient transport connections to access jobs, goods & services Better service integration between modes of travel Ensure people can get to where they want to go
KEY PROJECTS: 2011 - 2026	<p>PARKING <i>at the right time, at the right price</i></p> <ul style="list-style-type: none"> Develop parking opportunities in town centres Improve cycle and motorcycle parking facilities at key destinations Introduce electric car charging points as part of new developments and at key destinations Review staff parking policy for Wigan Council Investigate Park & Ride for journeys into the Borough from neighbouring districts Investigate potential new sites for secure overnight lorry parking 	<p>FREIGHT</p> <ul style="list-style-type: none"> Support the development of a GM freight strategy Investigate rail freight / water freight opportunities Explore connections to Atlantic Gateway, Port Salford, and Parkside Review and map freight routes with clear directional signage Investigate HGV priority measures Review loading restrictions to reduce congestion 	<p>CONGESTION</p> <ul style="list-style-type: none"> Engage with developers at the preplanning stage to balance the impact on the wider transport network and promote sustainable travel options Review the evidence to understand the impact congestion problems Promote sustainable travel options to relieve local congestion hotspots Update STRAP and support roll out of small scale solutions for local congestion relief 	<p>STRAVE INFRASTRUCTURE</p> <p>Work with key public & private stakeholders to support the delivery and secure the implementation of:</p> <ul style="list-style-type: none"> Leigh-Salford-Manchester Busway Wigan Transport Hub Cycle corridors Motorway connections A49 Diversion through Westwood Park Saddle Link Road Amberswood Link South of Hindley Link East of Atherton Link Landgate Link



Wigan Borough on the Move

Role of the Transport Strategy

The Council has never before had a single transport strategy and this is needed to provide a clear framework of co-ordinated action for:

- taking a more strategic view of transport matters;
- providing and understanding a robust evidence base;
- highlighting the transport challenges and barriers that we face;
- ensuring that we prioritise our short, medium and longer term transport solutions;
- ensuring that we are in a state of readiness to grasp funding opportunities;
- lobbying local, regional and national decision makers; and
- ensuring that our transport connections are developed through enhanced partnership working.

This strategy covers a range of transportation issues facing the borough including: better integration of bus and rail services, road projects, congestion measures, car parking, cycling, walking and the need for public transport improvements. 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 a time of uncertainty over future funding levels and delivery mechanisms for local transport improvements. However, improving our transport is critical to the economic success of the borough over the next decade and the strategy and action plan outlines how this can be achieved.

While additional infrastructure will be necessary, simply providing more capacity on our roads and railways 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 individuals' quality of life.

Section 2

Strategic Context

The following documents are referenced as they have provided a strategic framework of background evidence and information, which has helped inform the direction for this transport strategy.

Wigan Council's Strategic Focus

Wigan Council's **Corporate Strategy** sets the vision for the borough and enables the council and partners to focus resources towards long-term outcomes through a value for money approach. The strategy details the key priority projects that will contribute to the delivery of the long term outcomes and vision, and whilst it does not cover everything we do, it sets out the top level priorities and the values we should all live up to.

Through the **Confident Places Plan**, the Council is aspiring 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 Wigan is maximised through a robust transport infrastructure'. Several transport projects are listed within the Corporate Strategy as they have been recognised as key priorities for the Council with strong political and corporate support (for example - the Leigh-Salford-Manchester Busway, Wigan Transport Hub and A49 link road).

The **Joint Strategic Needs Assessment** identifies Cardiovascular disease (CVD), Chronic obstructive pulmonary disease (COPD), Cancer (particularly lung, bowel, prostate, oesophageal and stomach), and Obesity as key health issues for the borough. These health issues affect residents in all parts of the borough but are more prevalent in the most deprived areas. The main causes of death for both men and women are circulatory diseases, respiratory diseases, cancer and digestive conditions. Promoting more active lifestyles, especially active travel modes (walking and cycling) can fundamentally improve the health of our residents.

The **Economic Framework** 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.

The Framework builds on the strengths of the borough, on the characteristics that make Wigan unique and recognises that the borough is located in the heart of the North West region, providing a rich and attractive natural environment with access to high quality culture and leisure opportunities.

The approach was developed through strong partnership between the Council and the Wigan Forward Board, a leading collective of high profile businesses working together and playing an important role in rebalancing the local economy. The connectivity of the borough plays an important role in economic development and regeneration, building on its connectivity with the motorway network, West Coast Main Line and international airports.



The Framework identifies the significance of transport in achieving future economic prosperity and sets out the following objective: improve our infrastructure to provide efficient connectivity to access job opportunities within the region, improve the quality of public transport provision and facilities, and improve the transport network within the borough to facilitate ease of movement.

The Transport Strategy for the Borough will provide the means of achieving this objective through identifying priorities for action and in many cases the mechanism for achieving improvement. The Strategy will also assist in providing an understanding for partners of transport priorities and in this way should support investment decisions and enhance growth opportunities.

The Council is at an advanced stage in preparing its **Local Plan**, which, subject to approval, will replace the existing Unitary Development Plan (UDP) and during its development was previously referenced as the Local Development Framework (LDF).

The Core Strategy is the principal document within the Local Plan. 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.

The Local Plan has to both inform and respond to the Local Transport Plan to make the best use of transport infrastructure and support growth. The Transport Strategy has a critical role in linking the two plans together and in providing a framework for lobbying decisions to ensure that the necessary funding is secured to deliver transport infrastructure improvements.

Regional Strategies

Building on the findings and recommendations of Manchester's Independent Economic Review (MIER), New Economy helped to direct and coordinate The Greater Manchester Strategy (GMS). This landmark strategy, sets out a roadmap for a more prosperous city region, with one of the key principles being: to continue to grow into a fairer, healthier, safer and more inclusive place to live, known for excellent, efficient, value for money services and transport choices.

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.



Within GMS, there is recognition that public transport suffers from a perceived, and sometimes a real, lack of quality which makes it a less attractive choice than the car, and that the existing transport infrastructure does not always facilitate, or provide sufficient incentives, for walking and cycling. GMS outlines the requirements for measures to improve the current offer, recognising the contribution towards health, quality of life, reducing congestion and improving air quality, and the need to deliver a step-change in both the quality and capacity of the transport system over the next 10-15 years.

As required by the Local Transport Act, 2008, the third Greater Manchester Local Transport Plan (GM LTP3) contains the policies of the Integrated Transport Authority (which from 1st April 2011, became Transport for Greater Manchester, TfGM) for the provision of safe, integrated, efficient and economic transport to, from and within their area. In developing the key aims and objectives for GM LTP3 within this sub-regional context, a number of key themes are consistent across national and local strategic priorities, namely: economic growth, environmental sustainability, health and wellbeing, and value for money.

A National Perspective

The Government believes that a modern transport infrastructure is essential for a dynamic and entrepreneurial economy, as well as to improve well-being and quality of life. It recognises the need to make the transport sector greener and more sustainable, with tougher emission standards and support for new transport technologies.

The National Planning Policy Framework (NPPF) sets out the Government's planning policies which emphasise the need for promoting sustainable transport and recognise the role that transport policies will play in:

- facilitating sustainable development;
- contributing to wider health objectives;
- the use of smarter technologies to help reduce the need to travel; and,
- balancing sustainable transport modes to provide people with real choices about how they travel.

The NPPF also recognises that encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion, and therefore further support is given to the use of sustainable modes of transport, reinforcing the need for planning policies to aim for a balance of land uses so that people can be encouraged to minimise journey lengths for employment, education, health, shopping, leisure, and other activities.

The National Infrastructure Plan recognises that Britain will not be able to compete in the modern world unless we improve our transport infrastructure. At a national level, the inter-city rail and road networks need to connect different conurbations of the UK together both quickly and cost-effectively, while local transport systems must enable suburban areas to grow.

The Plan recognises that congestion across the country's road network as a whole will increase from 2003 levels by 27 per cent by 2025 and 54 per cent by 2035. It also reflects on the 83 per cent growth for passenger journeys since privatisation, and the expansion of rail freight by 60 per cent over the last decade.

Transport Governance

Currently, the Department for Transport (DfT) makes transport policy for the whole of the UK, however national transport decision-making is increasingly taking place at a regional level, with regional priorities influencing how the Government spends money on transport.

New governance arrangements have been developed in order to boost economic performance and help deliver a prosperous future for Greater Manchester and the North West. Greater Manchester is leading the way amongst the core cities, with strong, stable and effective governance across its economic area following the establishment of the Greater Manchester Combined Authority in April 2011. This strategic, corporate body provides a stable and accountable platform for Government to devolve powers and functions as part of the City Deal process.

The Local Enterprise Partnership (LEP) is a key component of Greater Manchester's governance arrangements. Building on existing public and private partnerships, it provides a forum to have a single conversation with business leaders, enabling them to play an even more active role in securing economic growth. Political leadership is secured through the Greater Manchester Combined Authority (GMCA) and decisions are cleared by the LEP.

Transport for Greater Manchester (TfGM) report to the GMCA and the Association of Greater Manchester Authorities (AGMA) providing the strategic lead for transportation across the conurbation, including the development of The Greater Manchester Local Transport Plan and other sub-regional transport policies.

However, Wigan Council has a major role in improving transport in the borough, directly or by influencing the transport investment decisions of others. This Strategy is crucial in supporting and shaping that role.

We are thinking differently about transport and recognise the importance it has in relation to connecting people to the place they need to get to and how transport improvements can be fundamental to providing opportunities for economic growth and regeneration. We recognise that the challenge is a tough one, but this strategic assessment has helped to outline the direction we need to go to help get Wigan Borough on the Move.



Section 3

The Borough and our Transport Issues

Wigan Borough is located at the heart of north-west England, lying centrally between Manchester and Liverpool, and at almost 200 square kilometres, it is the largest and most westerly of the ten Greater Manchester (GM) districts. The borough shares its boundaries with: Bolton and Salford (also within GM); Warrington; St Helens (in Merseyside); and, West Lancashire and Chorley (in Lancashire). This location presents many beneficial links to larger centres, but there are challenges in improving connectivity and dealing with transport issues across sub-regional administrative boundaries.

Our mining and industrial heritage has developed a sporadic pattern of individual communities across the borough. In addition, the industrial past has left a legacy of constrained road infrastructure, old railways, canals, and bridges which can restrict and limit movement across the borough.

However, the same historical infrastructure is also able to offer opportunities for economic development such as rail and water freight, or for creating new transport connections such as walking and cycling routes along canal towpaths and disused railway lines, which can connect people to where they need to go across the borough away from the congestion on the road network.



This section will discuss more of the transport issues facing the borough, so that we can start to identify and prioritise the actions and projects needed to get the borough moving!



Travel Patterns

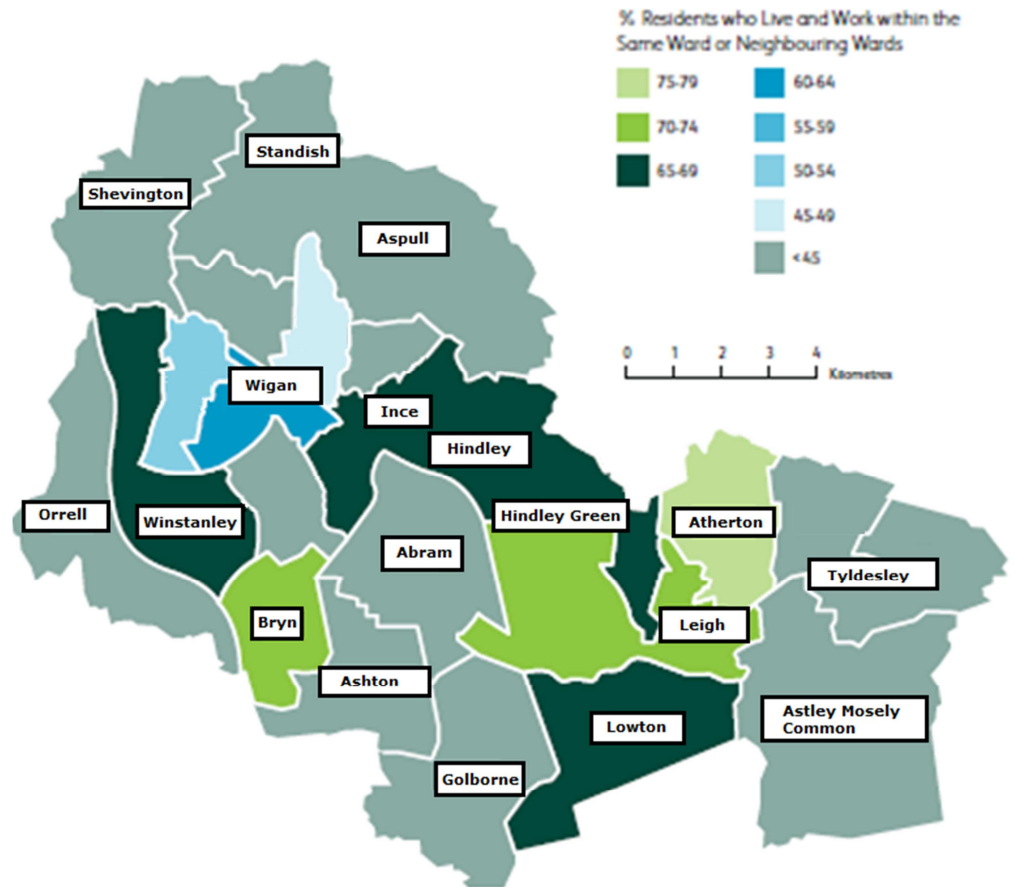
The 2011 Census data showed that the borough had a population of approximately 318,000, only second to Manchester within Greater Manchester. The population has grown by around 10,000 from 2001 with a noticeable increase in the number of people over 65 years of age (1 in 6).

From the Office of National Statistics, we know that there are 145,100 residents currently in employment. However, the borough currently offers 115,000 job opportunities, which equates to a lower working density for the borough in comparison to the northwest or nationally, and highlights that the borough is more for residential than employment.

From the 2001 Census, we understand that about 61% of residents both live and work within the borough, creating a number of travel to work patterns that take place wholly within the borough. This amount of people travelling within the borough on a daily basis at peak times to get to work, creates a complex and unique web of local travel patterns which in turn generates significant challenges for our transport networks. Linked with additional trips created by people travelling to school, college or training, localised congestion especially in the morning peak continues to be a key issue across the borough.

The complex web of commuter travel patterns is exacerbated as the borough does not have one key centre for employment, and the spread of residential development and the sporadic locations of our employment areas are quite unlike those in any other district.

There are also 7 other smaller town centres (Ashton-in-Makerfield, Atherton, Golborne, Hindley, Pemberton, Standish and Tyldesley), and a further 25 smaller local centres which principally serve their surrounding communities.



Source: 2001 Census

The 2001 Census showed that over 52,000 borough residents travel outside the borough for work, with the most popular external areas of employment being St Helens, Warrington, Salford, Manchester and Bolton. In comparison, we only had 23,000 people travelling into the borough for employment, with the majority of people coming from St Helens, Warrington and Bolton.

The 2011 Census shows that car ownership continues to increase across the borough with 75% of households owning at least one car. A recent report, from the Campaign for Better Transport, identified Wigan as being the most 'car dependant' area in the UK, with poor access to key services for those without a car. We need to work to turn these statistics around to ensure people can access the places they want to go to, and that they can get there by all modes of transport.

The 2011 Census data also revealed that 44% of Wigan residents travelled to work in a car. This has reduced significantly from 90% in the 2001 Census, however it is still higher than the average for the north west of England and reflects the dependency on cars for commuting, as the data indicated that 1.5% of Wigan workers travel to work by train, 1% cycle to work, 4% catch the bus and 6% walk.

Detailed origin-destination data is not yet available, however Census figures from 2001 showed that 48% of Wigan residents travelled less than 5km to work, 35% travel 5-20km and the remaining 17% having either no fixed place of employment or travel over 20km. Once further data from the 2011 Census is released, we will be able to analyse and assess the implications of the updated travel information.

Travel plans are used by schools and businesses to help their staff and pupils make sustainable travel choices and reduce the congestion created by conflicting commuter and school trips on weekday mornings. Although every school in the borough has a Travel Plan, School Census information from 2012 shows that while many children walk or catch a dedicated bus services to school, there are still high numbers travelling by car which adds to the morning congestion period.

There is more we can do to support schools, businesses and developers with travel planning options, especially for key locations and sites near known congestion hotspots, so that pupils, employees and visitors can make informed decisions about how to travel about.



Source: 2001 Census

Cross-Boundary Connections

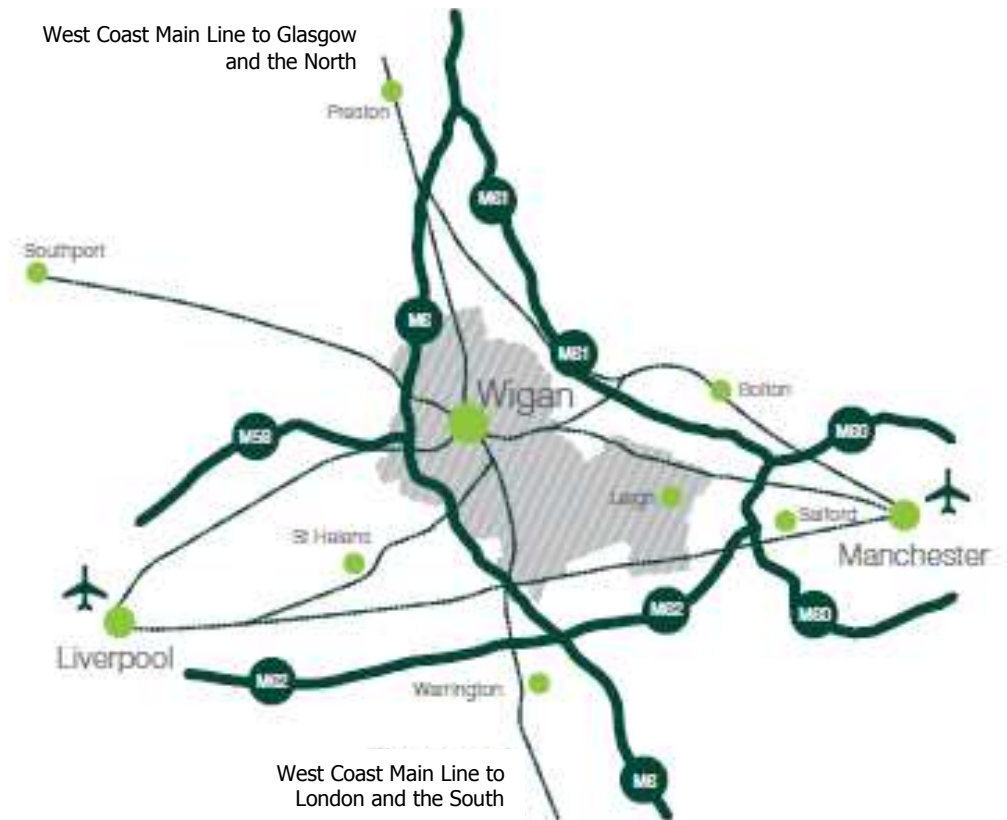
This section has outlined some of the borough's important transport assets, however it has also highlighted that our residents and businesses need better transport connections to facilities and services across the borough boundaries. We recognise that our travel movements, trips and patterns are predominantly internal, however there are some notable movements both out of and into the borough for education and employment.

We need to work more closely with our neighbouring districts, St Helens, Warrington, West Lancashire, Chorley, Bolton and Salford together with MerseyTravel, Lancashire County and Transport for Greater Manchester, bus and rail operators, and cycle groups to improve our transport connectivity and provide a more collaborative transport network. Partnership working is going to be of real importance as we strive to deliver common objectives and aspirations across the region during these times of financial uncertainty.

By working more closely with neighbouring districts, transport authorities and operators, we can ensure that:

- our transport connections to the national and regional strategic road and rail networks are enhanced, attractive and fit for purpose, so we can help to underpin the future success of our local economy;
- our cycle network is more attractive for people to use in reaching our main town centres and other key areas of employment, education and leisure; and,
- our public transport network is attractive, affordable and well connected, so we can take a real step forward in offering people sustainable transport choices.

Cross Boundary Transport Connections



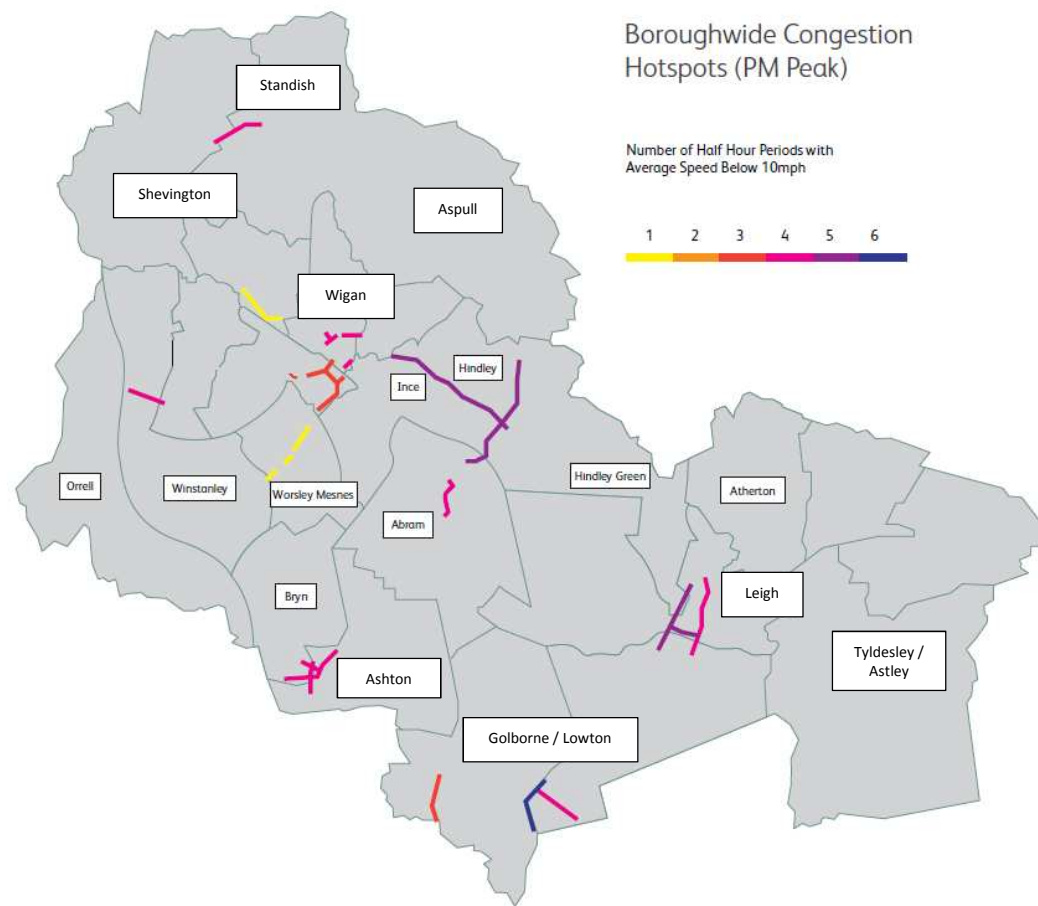
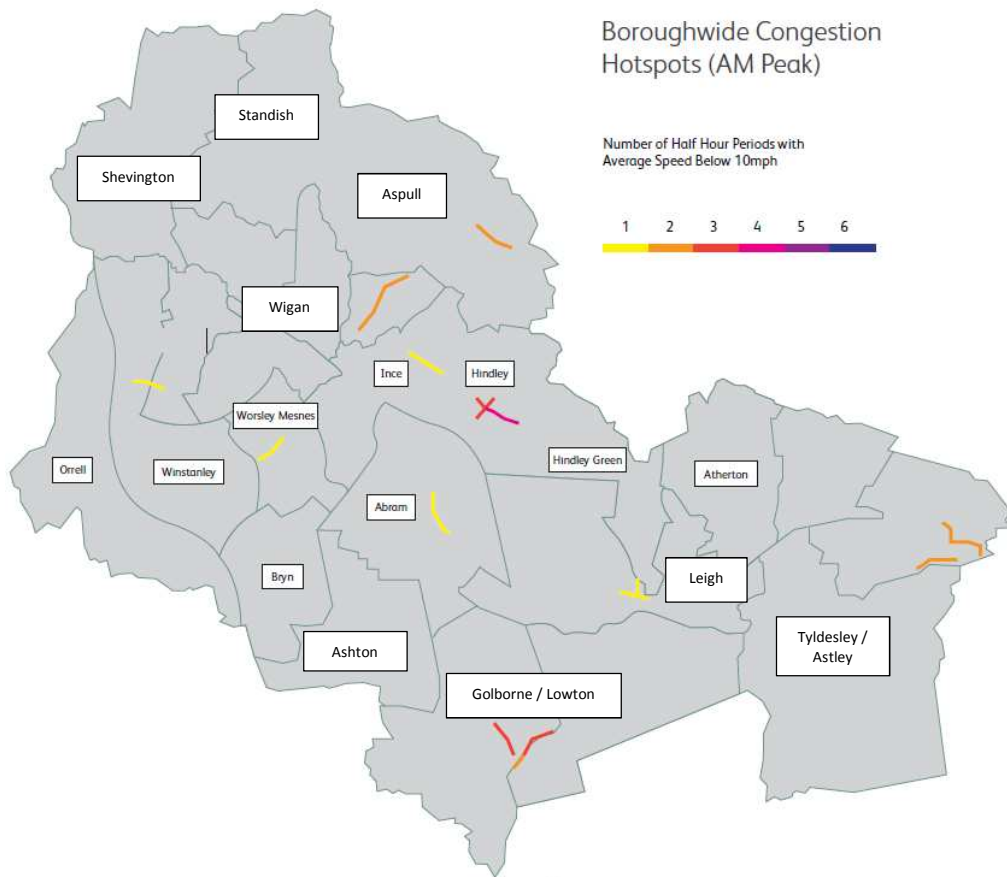
Understanding Congestion

The Wigan Congestion Study 2010 identified the current locations across the borough that experience the worst congestion levels, which were recognised as having average speeds below 10mph for significant lengths of time during the peak periods.

The congestion 'hotspots' are illustrated in the maps opposite for the morning and evening peak periods respectively. Traffic survey data was collected as part of the Wigan Congestion Study 2010 which took place on key road routes within the western part of the borough. The results from the surveys showed a pattern in the journeys, whereby a majority of them were local in nature and were being undertaken predominantly by single occupancy car trips.

The survey data also revealed that:

- During the morning peak period 58% of cars start and finish their journeys within the borough. The evening peak period has a similar figure of 57%;
- 67% of all morning peak period trips are for commuting to work. 76% of morning peak period and 66% of evening peak period car trips are made by drivers with no passengers;
- 57% of morning peak period car trips and 58% of evening peak period car trips are less than 8 kilometres long;
- 12 of the 16 data survey points have more than 90% of the cars travelling through them finishing their journeys within the borough during the morning peak period, a similar pattern occurs in the evening;
- 62% of goods vehicles journeys taking place in the AM peak originated within the borough. This percentage decreases to 59% in the Off peak and 56% in the PM peak; and,
- 83% of all goods vehicles journeys in the AM peak terminated within the district. This percentage increased to 87% in the Off peak and 92% in the PM peak.



Source: Wigan Congestion Study (2010)

The 2010 Congestion Study identified the following locations as the worst congestion hotspots in the borough:

1. Hindley A577 Manchester Road, north-west bound direction during the AM Peak

Traffic volumes comprised of 76% cars and 14% goods vehicles. The study revealed that the majority of these car journeys originate in Hindley or Ince and where travelling towards Wigan Town Centre.

Several interventions have already been installed to help relieve this hotspot location including junction amendments at Hindley cross-roads and new signal technology. Further transport infrastructure work, (such as the Amberswood Link Road) will be needed in the longer term, linked with development opportunities to help provide more substantial relief, while also providing opportunities for enhanced sustainable transport options to connect people within these communities to the places they are trying to get to.

2. A49 Pottery Road, west bound direction during the PM Peak

Traffic volumes comprised of 84% cars and 11% goods vehicles. The majority of car journeys on this corridor originated in central Wigan and were heading for either the motorway or destinations in Skelmersdale, Haydock, St. Helens or other parts of Merseyside.

The Council has delivered a new Saddle Link Road, which was completed in February 2013. This new road brings considerable congestion relief benefits and provides an enhanced transport corridor into the heart of Wigan Town Centre.

3. B5238 Poolstock, south-west bound during the PM Peak

Cars accounted for 88% of all vehicles on the road with goods vehicles accounting for 10%. Most car journeys originated in central Wigan and were heading for the motorway network, Winstanley, Ashton, Bryn, Haydock or St. Helens.

The Westwood Park development site will facilitate the delivery of the A49 Link Road scheme, connecting the A49 from Warrington Road through to Chapel Lane, providing a dual carriageway route from the M6 J25 through to the heart of Wigan Town Centre. This scheme will also provide significant congestion relief benefits for the residents along Poolstock, together with enhanced sustainable transport, road safety and air quality improvements.

Section 4

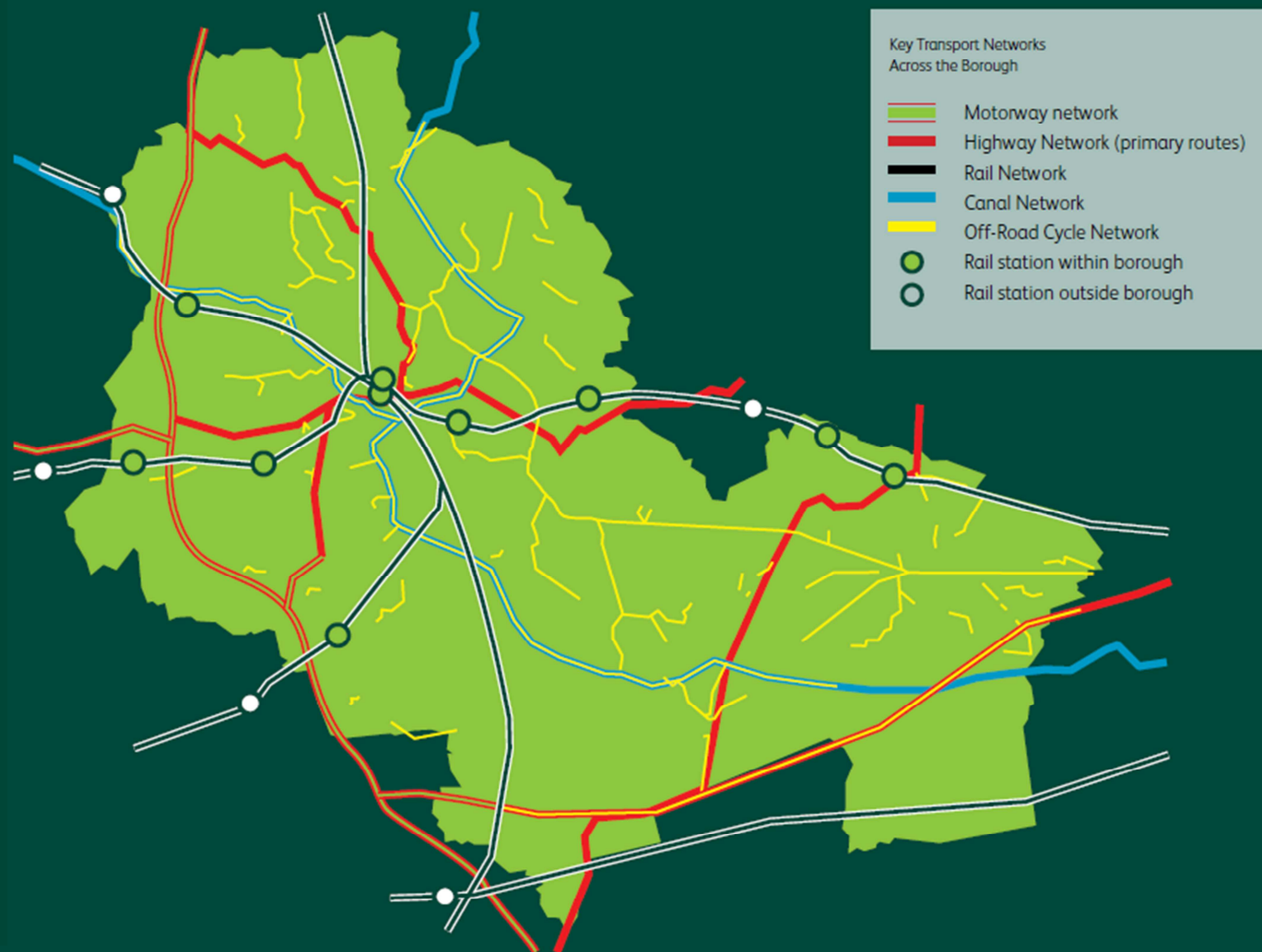
Transport Assets and Infrastructure

Our transport network is a result of the borough's geography and economic history.

The borough benefits from important motorway and rail links, providing strategic national and regional north-south and east-west links, but it also suffers from unique and challenging transportation issues generated by complex local travel patterns.

Tackling these is critical to the economic, social and environmental well-being of our communities.

We recognise that there is significant travel between the Borough and its neighbours. Therefore, we need to build and strengthen partnerships with them, not only in Greater Manchester, but also in Lancashire, Merseyside, and Warrington.





Rail:

An extensive system of railways was developed in the 19th century and today the borough remains relatively well provided for although the quality of this service is an on-going issue, in terms of our station environments, train vehicles and service patterns.

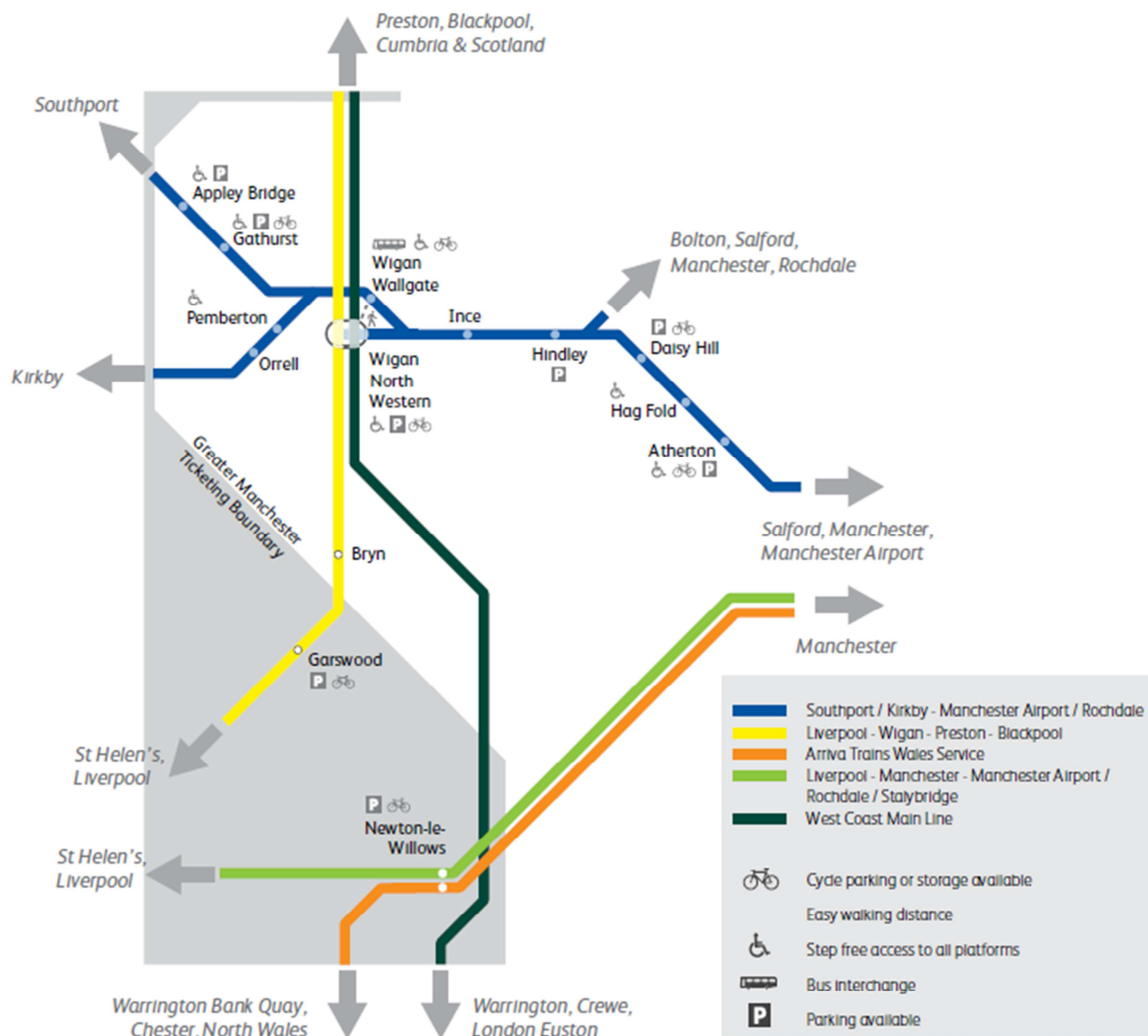
The borough benefits directly from eleven rail stations in total, two in Wigan town centre and nine other stations across the borough.

Although Daisy Hill rail station lies within the Bolton district, it provides an additional local station for residents in western areas of Atherton and northern areas of Hindley Green.

The borough also relies on rail stations outside the borough and outside GM control, including Newton-le-Willows and Garswood in Merseyside.

It is clear from the map that there is a clear lack of rail connectivity in the south east of the borough.

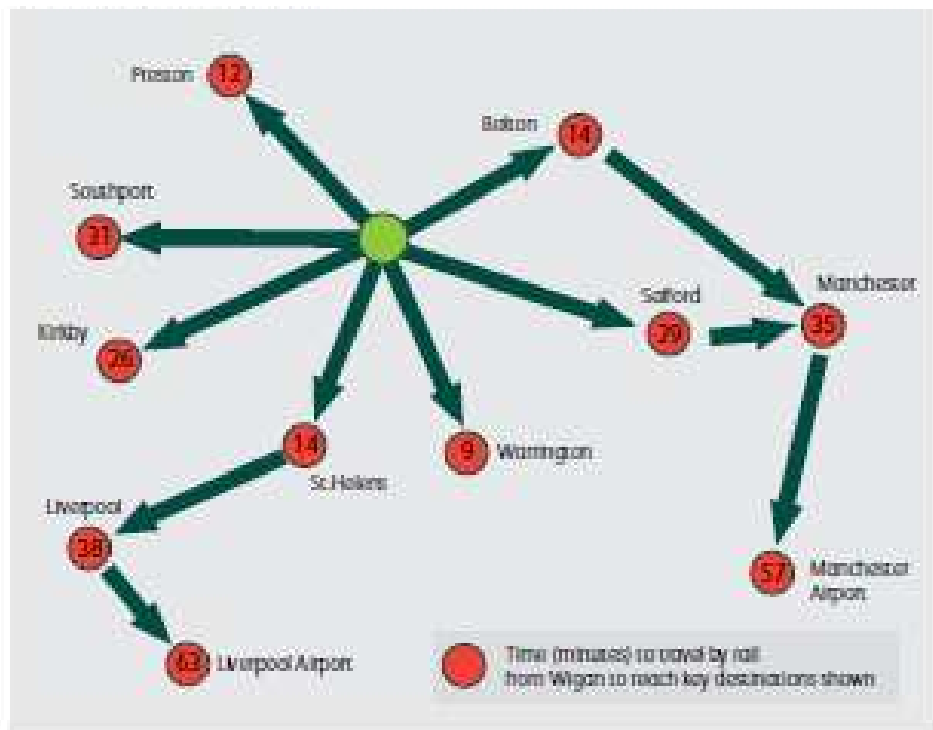
The Borough's Rail Network



Newton-le-Willows is a very popular choice for residents to the south / south east of the borough, as it provides direct rail services to Manchester, but also Liverpool, Warrington and Chester. This adds to the number of car based journeys in this part of the borough and along the A580 East Lancashire Road as people do not have realistic alternative public transport choices to access Manchester or Liverpool.

Effective station catchments are typically 10 minutes travel time: one kilometre for walking, three kilometres for cycling and five kilometres for buses. Therefore, given that a significant proportion of the population live within this travelling distance of a station, the borough is well placed to see improvements in services and infrastructure result in higher usage.

Rail Destinations and Journey Times



Wigan is well-placed for travelling to lots of destinations by train, with a combined off-peak frequency of 15 trains an hour from Wallgate and North Western Stations. The image below, *Rail Destinations and Journey Times*, provides an indication of our rail connectivity and the quickest time it takes to travel by rail to key destinations.

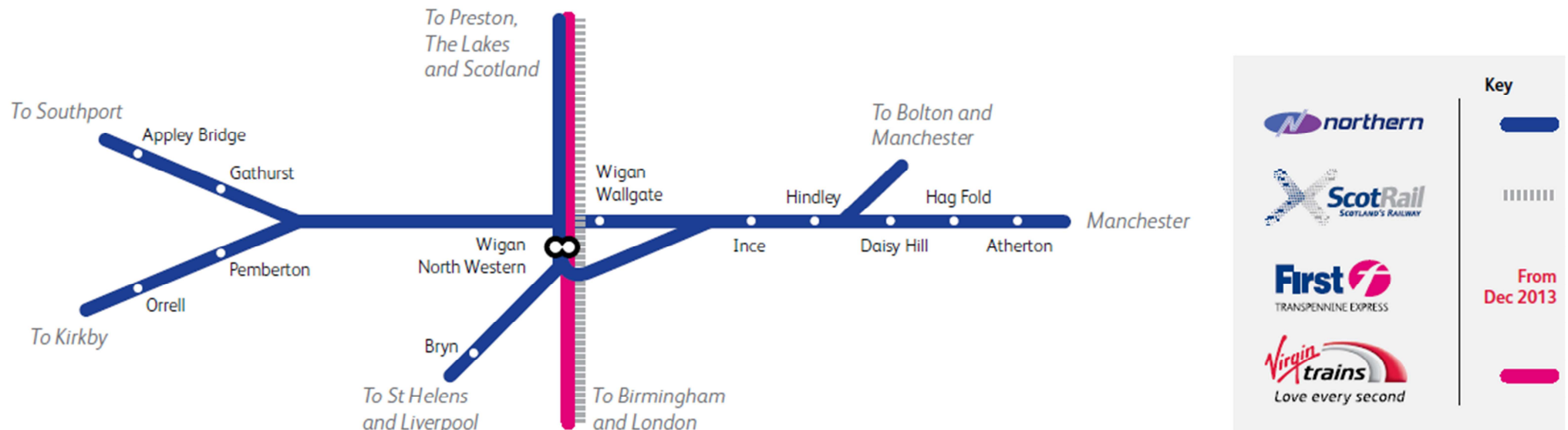
West Coast Mainline services at Wigan North Western station, and it is acknowledged that the borough has not fully exploited this strategic asset, providing access to Glasgow and Edinburgh, and London within 2 hours.

The Wigan/Bolton corridor carries 32% of Manchester bound passengers during the morning peak and 33% during the off-peak and overall, these figures have increased by 81% and 176% respectively since 1991. This growth is a positive reflection on the accessibility of rail travel to key education and employment sites outside of the borough. Therefore, it comes as no surprise that overcrowding is one of the key issues for rail travel.

Journey times to Liverpool, Salford and Manchester City Centre will reduce by approximately 15 minutes following the completion of the electrification programme and transfer of TransPennine services via Wigan using electric rolling stock. Further improvements to the rail network will provide benefits to the borough's rail connectivity on completion of the Northern Hub.

Franchise	Stations Affected
InterCity West Coast	Wigan North Western
Northern	Bryn, Pemberton, Orrell, Ince, Hindley, Atherton, Appley Bridge, Gathurst, Hag Fold, Wallgate
Trans-Pennine	(services to run through Wigan North Western starting Dec 2013)

Schematic of Current Rail Operators



North Western station is currently operated by Virgin Trains with our other stations being operated by Northern, causing communication and information sharing issues for rail passengers. Through the franchise process, we will be working with the potential bidders to help improve physical and informative integration to provide a better experience for rail customers.

Although there have been some recent improvements that have helped to lift the interior appearance of our stations, the general passenger experience does not portray the image of high quality, strategic, and important services that it deserves, and it does not support the status as key gateways for passengers entering or leaving the borough.

The Government is currently considering proposals to give TfGM and northern Passenger Transport Executives (PTEs) a greater role in the letting and management of franchises, and work has been carried out to understand the benefits for this group to take over the management of rail stations.

Potentially, the refranchising process provides one of the greatest opportunities for influencing change to railway operations and services. We need to work with potential bidders to ensure that a sufficient level of service is provided and that the infrastructure is brought up to date and maintained to support the growth anticipated on all our strategic rail connections.

In January 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 directly affects Wigan as it passes through the Borough to connect with the existing West Coast Main Line (WCML) railway, and it is also proposed to construct a maintenance depot in the borough.

We understand that journey times will be reduced to London and Birmingham from Wigan North Western station, however we need to work closely with TfGM and HS2 in order to better understand the benefits and implications for the borough as this nationally significant project progresses.

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. A number of intermodal terminals are currently in the planning pipeline and these will play a role for our businesses and freight movements in the future.





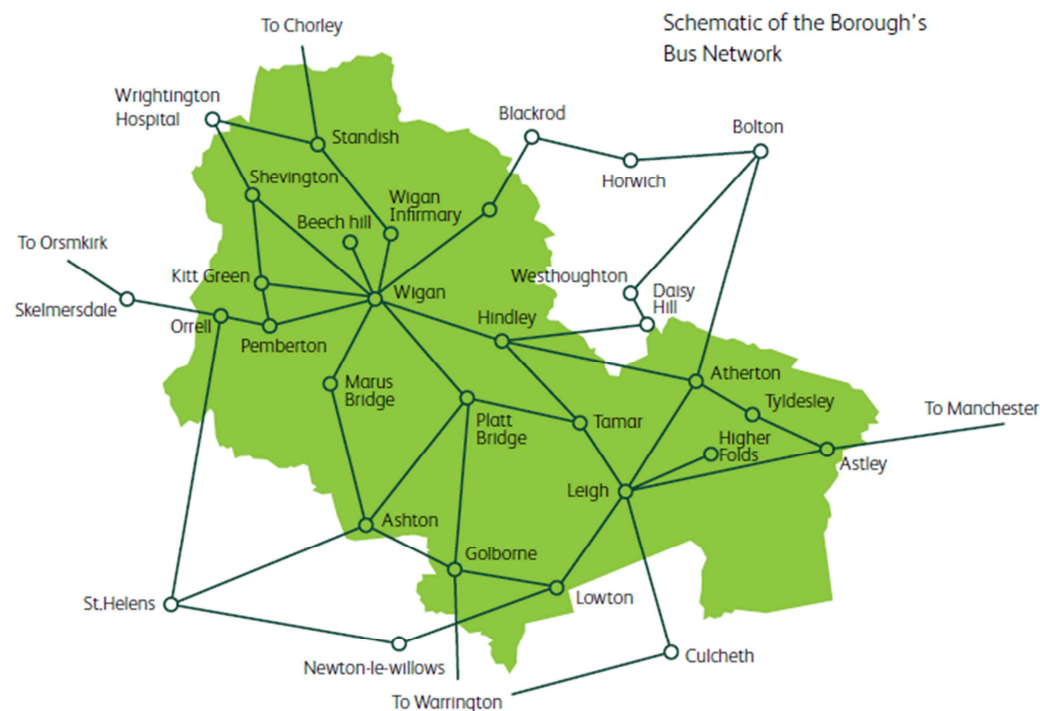
Bus:

Every year, approximately 200,000 million trips are made by bus across GM, however in comparison, more local evidence shows that the borough has low levels of bus patronage. Citizens' Panel questionnaire results in 2011 suggested that there is the potential to double bus patronage levels, and more than triple bus patronage levels for commuting trips. Approximately 10,000 trips made by bus passengers in each morning peak, taking thousands of cars off the roads across the borough, in addition to the hundreds of pupils on school services.

Wigan Borough has 24 Yellow School Buses (largest fleet across Greater Manchester), including 5 'green' school buses, which utilise hybrid technology. These dedicated school buses reduce the amount of car trips being undertaken during peak periods and provide safer, better quality services which also help reduce instances of anti-social behaviour. These buses are extremely popular, with more pupils wanting a seat than there are seats available, yet this high demand for bus services ceases to exist for college students and young adults in employment once they are old enough to drive.

Significant growth has occurred (20%) on Quality Bus Corridors, but bus use is declining overall across the Borough and this declining trends is also a concern across Greater Manchester.

There are bus stations in both Wigan and Leigh town centres with networks of services radiating out to our other town and local centres and town centres in adjacent districts, as shown in the map opposite.



Reliability of bus services is improving, with frequent services in the borough being the best in Greater Manchester. However, we know that punctuality is still an issue, especially in the evening peak. Passengers tell us that punctuality is their number one priority for improvements, following by increased service availability (i.e. services starting before 6am and running after 11pm) and frequency (especially at weekends).

The bus network is critical for providing accessibility to destinations for those without access to a car (28% of households in the borough), but also the additional 44% of households with access to just one car, where families travel to different destinations.

Children and students are also dependant on buses to travel to education and training. In Wigan, we know poor connectivity is a significant barrier to people using buses; we need to make it easier for people to choose bus travel and key to this is improving the interchange experience. While complex and difficult to understand, the bus network itself creates barriers for potential new passengers, particularly with regards to information availability, details of fares, interchange between different bus services and perceived levels of crime and anti-social behaviour.

Bus fares are becoming a bigger issue as they are rising quickly at a time when many existing passengers are already facing difficult financial circumstances. In a national survey, passengers put value for money ahead of service frequency when asked about priorities for improvement. TfGM are developing a smartcard system (initially for Metrolink) to be rolled out across the bus network by 2013.



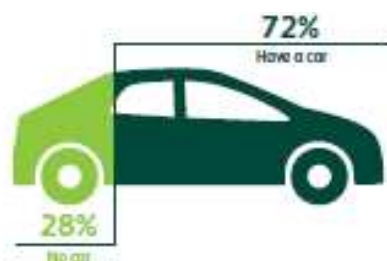
The borough benefits from services provided by a number of bus operators, however three of the major operators include Arriva, South Lancs Travel and more recently Stagecoach, following the acquisition of the Wigan business of First Manchester. Stagecoach are providing better quality vehicles and lower fares to encourage more people to choose bus travel in the borough and across GM and Arriva have worked with the Council to promote and encourage bus travel.



Motor Vehicles:

The borough benefits from direct connections to the M6 and M58 on its western boundary and the A580 East Lancashire Road on its southern boundary. It is also closely connected to the M61 to the east and the M62 to the south. The borough therefore has excellent connectivity to the national motorway network with the M6 and the M58 which provides a route straight into Liverpool docks being especially important. The road network in the borough is based largely on the 19th century network with single carriageways, 30 mph speed limits and relatively few new routes or significant widening schemes. Along key routes and at certain key locations congestion is a problem at peak times.

These relatively poor internal links restricts the ability to capitalise on the external connections. For example there are four junctions to the M6 in the borough, but the road links in the borough constrain the opportunities that businesses could make from them. Equally borough residents do not fully take advantage of the employment opportunities outside of the borough because of the poor connections to the motorways.



How many of our residents own a car?

Our borough has a total road network of 1,159km however approximately 25% of this relates to strategic corridors, the remaining 75% comprise mostly residential roads and 'quiet' lanes. 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.



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.

The Strategic Route Assessment Plan (STRAP) is a programme of improvements to the road network has begun to aid traffic flows at our key congestion hotspots but these benefits will be eroded in the medium to long term if traffic levels recover. With public finance budget pressures set to remain, there is and will continue to be a need to ensure that the asset that is our internal road network (both main roads and residential areas), does not become a financial liability due to the increasing burden of constant maintenance and re-engineering as a result of car dominated traffic.

The borough's strategic location suggests that it should be able to take advantage of opportunities for road and rail freight, but at present these are not particularly well developed. Between 1993 and 2005, the increase in light van mileage was 54% and HGVs increased their mileage by 22%. Businesses are talking to us about their plans to explore opportunities for transferring road freight on to other modes.

Tonne for tonne, rail freight produces 70% less carbon dioxide than road transport and an average freight train can remove 50 HGVs off the road network. The efficient movement of freight is vital to the borough's economy and compared to other vehicles, lorries are much more affected by congestion. Freight improvements need further consideration as part of our strategy to support our businesses and local economy.





Walking:

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.

70% of the borough is countryside and access to it from our towns and villages is good. There is an extensive public rights of way network with 1126 rights of way totalling 470km of paths. In addition there are many areas of open access including woodlands and wetland sites.

The Council continues to develop and promote access to the countryside and recreation sites through for example its Greenheart project and the Rights of Way Improvement Plan (RoWIP) and works in partnership with the Local Access Forum.

Some disused and abandoned rail routes, such as the former Whelley Loop Line, now form off road routes for walking, cycling and horse-riding, (National Cycle Network Route 55, NCN55), connecting Chorley, Adlington and Haigh in the north, to the eastern boundary with Salford.

A strong reminder of Wigan's industrial heritage is the prominence of canals, with the Leeds & Liverpool Canal, which follows the River Douglas southwards and Bridgewater Canal cutting across the borough, and linking the country parks at Haigh and Pennington Flash.

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.





Cycling:

Increasing participation in cycling brings many environmental and health benefits. The borough has a well-developed cycleway network, but 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.

The recreational network is good with attractive routes through the countryside, but we need to improve and promote the overall network to make it more attractive for commuters and students.

Across the whole of Greater Manchester, cycling levels increased by 17% between 2005 and 2009 compared to a target of 6%. In Wigan, there have been pockets of even greater success, with annual growth on the Whelley Loop Line at about 25% over this time.

However, cycling for commuter trips still only represents about 1% of all traffic, even though two thirds of all journeys are less than five miles. At the current rate of growth, it would take almost 20 years to double this share to just 2%, so we want to investigate ways of substantially increasing growth, at much higher rates than in the past.



We need to ensure that we make best use of our historical assets (disused railway lines and canal towpaths), vast open spaces, and relatively flat terrain, 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.

Undertsanding the need for improvement

A major public consultation exercise was undertaken during the early development of 'Wigan Borough on the Move' to help shape the future of transport in the biggest borough of Greater Manchester.

Over a three month period, we talked to people about transport and listened to individuals, local communities and businesses from across the borough about:

- Current journeys, travel within the borough and public transport provision;
- Future travel requirements, in light of higher fuel costs, the borough's health issues, and impacts of climate change; and
- What transport visions, aspirations and priorities they had for the next 20+ years.

This consultation and engagement process has been fundamental to the evidence behind this strategy document. Your views have helped to paint a picture of what local communities need and want - enabling us to prioritise actions and influence decisions to develop a better transport system.



What YOU Told Us

The consultation process, along with our detailed and updated evidence base, has built up a very good picture of transport issues in the borough. All the views and comments received have been analysed to help inform the shape and direction of this strategy document and the detailed action plan within it.

Questionnaire Responses

From the questionnaire responses you told us that public transport improvements and congestion were key issues for improvement, specifically with regards to buses not serving key destinations or where people believe / work at times that they are needed (before 7am, after 10pm, and weekends). Here is a summary of the key points raised from the questionnaire submissions:

- People in employment are more dissatisfied with transport than average, especially about congestion and public transport (99% of comments negative);
- Public transport was identified as a top priority for future investment and improvement for the unemployed, students / trainees, retired groups;
- Congestion was identified as a top priority for future investment and improvement for those in employment, including working parents;
- Businesses are considering the future role of electric vehicles, either on an individual basis or when they need to replace company fleet vehicles;
- Trains are popular choices for business trips, but the image portrayed by the station environment is not welcoming or inviting;
- People who don't usually use public transport (49% of respondents) said cheaper fares would encourage them to use public transport more, then they asked for more frequent services, then park and ride facilities (this was an unusual trend, as we would normally expect to see 'service frequency' and 'reliability/punctuality' as part of the top items listed – this was not the case from the consultation results)
- Responses from more deprived areas, or who responded as unemployed confirmed that their preferred transport mode was taxis rather than public transport (buses and rail). People attributed this to the high cost of bus fares, the lack of convenience of waiting for buses and having to catch irregular/ multiple bus services in late evenings versus the direct service provided by taxis, picking the customer up and dropping them off at their door especially if they have been shopping and they have weighty bags and a pram to navigate.
- The majority of bus passengers using the bus services all had passes and provided positive responses about their public transport experience. Concerns for this group related to the withdrawal of services and removing their travel choices. Those who paid for a ticket at the time of travel provided comments relating to cost and general dissatisfaction.
- The responses also provided a origin – destination map for commuter trips, education trips and shopping trips, all of which showed a dominance of localised travel patterns (within the Borough) compared to regional / strategic travel patterns.



Comments and views were also submitted to us through facebook / twitter comments, some of the more popular comments are listed below:

'I would like lower bus fares - more than three of you, you may as well use your car or get a taxi!'

'I would definitely catch the bus rather than the car but can't afford it - much cheaper in the car!'

'Can't you install screens at bus stops so you know when a bus is running late?'

'I think there should be free school buses – that would help sort out congestion'

'Why don't the trains run on Sunday?'

'The last train from Manchester to Wigan needs to be later than 10.30pm'

'As long as I have 2 working legs, I won't use my car for any local journeys'

'I walk more these days - the cost of parking, petrol, delays with all the road works and one way systems just ain't worth the hassle'

'Cycle on the roads and put your life in the hands of car drivers - Wigan has so many brilliant cycle ways across countryside, including cycle paths and canals you can get really close to most places without touching many roads'

'I'd cycle more, but companies don't supply adequate bike storage and shower facilities, oh and the Great British Weather doesn't help'



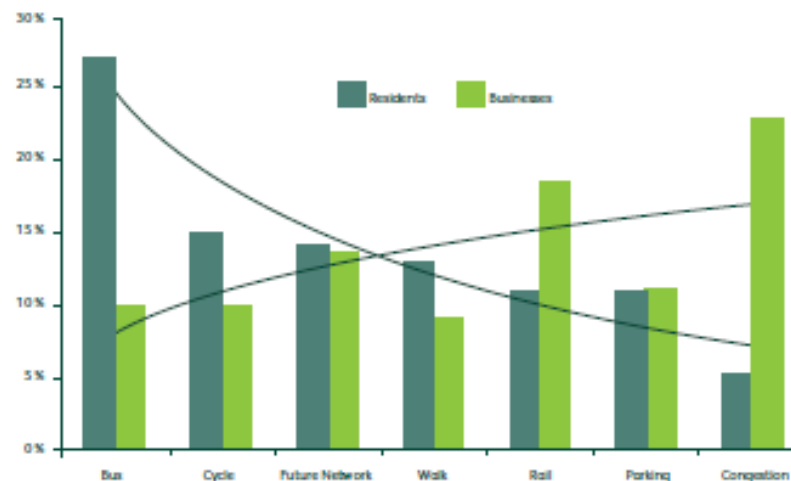
Priority Voting Activity

Fully appreciating that questionnaires and interviews were not always applicable, we also wanted to understand what peoples' future transport priorities might be. A priority voting activity was undertaken at most of the consultation and engagement events, in order to gain a snapshot view of what people wanted to see improved.

Each of the eight key themes from within the transport strategy consultation were available for selection, but similarly to our predicament (in that with limited funding we simply cannot solve all the transport problems and we cannot deliver all the necessary transport solutions), people were only given three voting chips from which to select their priorities. This helped to focus people on what they considered to be their top priorities, and given the choice of putting all three chips into one theme, or spreading them amongst their three top priorities the results opposite were obtained.

The chart reveals that residents consider improvements for our bus services, cycling provision and walking improvements were their top priorities for future investment decisions. In comparison, our businesses voted for investment to resolve congestion related issues, improve rail services, and parking. While these diverse interest areas provide us with the usual issues of balancing the transport demands of our different communities, interestingly, both groups identified that improved transport connections (by all modes) were top priority for investment and therefore supports our interest in the provision of a holistic transport strategy.

Residential and Business Transport Priorities (from the consultation responses)



Overall, this activity did provide us with a clearer steer for the direction our strategy needs to take: sustainable transport mode improvements for our residential communities and strategic road and rail connections to support our business communities and future economic development.

What have we learned

From all the consultation feedback, it is clear that people 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.

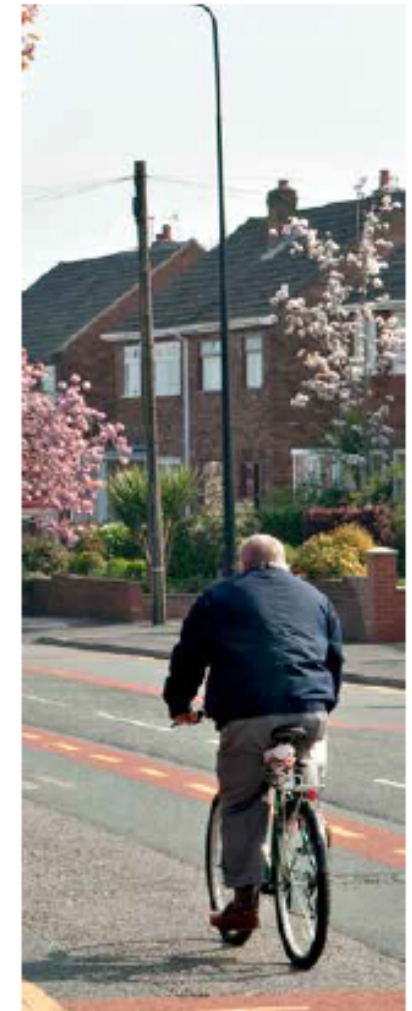
In particular, there is a lack of awareness about alternative transport choices other than the car; something we need to address through better information. And there are concerns and ideas about travel costs, convenience and effectiveness of the current transport choices available; while we recognise 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

Connecting People to Places: The Importance of Transport for the Borough

Transport is so fundamental to connecting people, businesses and services; whether it is connecting our residents to jobs, education, leisure or community facilities, or connecting visitors and residents to our vast open green spaces and sports stadiums. There are transport connections associated with almost everything we do, and this section will explore these links to provide a better understanding of the opportunities, themes and joint values that need to be exploited to provide wider benefits as a result of transport enhancements and improvements.

Economic Development

Transport's role is hugely important for connecting people to opportunities - getting residents to work, education and training, connecting businesses with suppliers and customers, as well as providing easy access for tourists and visitors to get to events, leisure activities and shopping. The borough's economic success will depend on a well-connected, integrated and attractive transportation system, so that people will choose us a place to live, invest in, set up a business or visit. We have to make the experience of being here enjoyable and of good quality, and ensure that people can travel to where they want to and need to go.

Businesses benefit from more efficient logistics (road or rail), access to new markets for their goods and services, improved productivity and the ability to use a wide pool of labour from local communities. Transport is also a major employer in its own right, and there are numerous opportunities for transport related employment within the borough.

Good transport can help promote tourism in the borough. Improving the service and integration of our transport networks with key visitor destinations such as, our Greenheart sites, Leigh Sports Village, and the DW Stadium, is important. We need to ensure that there are added benefits for improving travel choices for these key visitor centres including better access, connections, interchange, information and convenience.

Providing good access into and around our town centres is crucial to their viability and vitality. Leigh has benefitted recently from car parking improvements and the arrival of the Leigh Salford Manchester Busway in 2015 will bring added benefits. Wigan town centre will benefit from better integration of buses and trains through the Wigan Hub and from improved car parking provision. Similarly Ashton and our smaller town centres rely on good quality car parking and good bus services.

Transport is crucial in getting Wigan people into work and keeping them in employment. When seeking employment opportunities, transport choices, routes and costs play a deciding factor and therefore we need to ensure that the transport provision helps and supports people to make life choices that improve their quality of life particularly for those from disadvantaged backgrounds.

Health and Well-Being

The borough experiences high levels of health deprivation and significant health inequalities, with areas of multiple deprivation being concentrated primarily in the inner parts of the borough.

In the 2007 Index of Multiple Deprivation, 29 of the borough's more deprived areas were in the 10% most deprived in England, with the 3 most deprived areas being in the Norley Hall, Worsley Hall, and Marsh Green areas of Wigan. Key health issues for the borough include:

- life expectancy levels that are 2 years below the England average for men and women; and
- high levels of obesity for adults and increasingly more children, and further concerns with regards to obesity levels that are set to rise to 80% for adults and 50% for children by 2050.

Transport has a key role to play in addressing health inequalities in the borough. Increased opportunities for active travel and for reducing the negative environmental impacts of transport, will help.

People need good access and connections to jobs, training, food, goods and services to enable them to have healthier lifestyles. People also need good access to health services, both within and outside of the borough.



Active Travel

Lack of physical activity leads to poor physical fitness and can contribute to obesity, cardiovascular disease, strokes, diabetes and some cancers, as well as to poorer mental wellbeing. Cycling and walking (sometimes referred to as modes of 'active travel') are very simple ways for people to incorporate more physical activity into their lives and are very important for increasing access to jobs and services for many people. When replacing trips by car they can also help reduce emissions and ease local congestion.

Road Safety

While the Borough's road safety record has improved in recent years, there is still more that we can do. It is critical that efforts to address road safety problems involve work across organisations and disciplines, including educational, engineering and enforcement activity. There is a significant amount of good practice that has been developed locally and this is reflected in the Borough's Road Safety Strategy.



Air Quality

In recent years air quality in the borough has improved but there are still some unacceptably high levels of pollution in some areas/ In Wigan, pollution caused by road traffic is of particular concern, as around 10% of the population live directly along main roads. Serious health problems, such as respiratory or cardiovascular illness, and even premature death, are associated with air pollution; they are most commonly felt by sensitive and vulnerable groups, due to their age and/or general state of health.

New road vehicle exhaust emissions standards have successfully led to reductions in road transport pollutant emissions, and when the latest standards are introduced, new road vehicles are expected to emit over 90% fewer solid particles than current vehicles (air pollutants are thought to be most damaging to human health). However, in many urban areas, road transport is still a major contributor to excessive levels of nitrogen dioxide, and particulate matter remains a health concern, even in areas compliant with European limits.

Air Quality Management Areas (AQMAs) have been established to monitor pollution and help in the work towards achieving government air quality objectives. All AQMAs in Wigan follow the routes of main roads and motorways, as this is where the majority of emissions occur. The AQMA Action Plan is integrated within the Greater Manchester Local Transport Plan due to its importance.

Reducing congestion, especially for the most polluting vehicles, is the key to achieving better air quality. Technology has already helped to reduce the impact of the sheer volume of cars and the proportionately higher contribution that larger, heavier vehicles make.



New electric vehicles technologies can reduce this further in the future. Therefore, a priority for now needs to be tackling the total number of trips by reducing the need to make them in the first place, and by shifting as much as possible of the remainder to less polluting modes. For private cars, this means shifting trips to public transport, cycling and walking. Larger and heavier vehicles, such as buses and lorries, need protecting from congestion, through priority schemes, decarbonising (hybrid vehicles and alternative fuels), or modal shift (from bus to rail, from lorry to rail or canal).

While noise is an inevitable consequence of road transport infrastructure, it is also an unwanted intrusion that adversely impacts on quality of life, health and well-being, and it also imposes a substantial cost burden. As 10% of the borough's residents live directly on main roads, traffic noise is a particular concern locally.

Climate Change

Wigan Borough's challenge is to make its own contribution to the national target to reduce UK carbon emissions by 80% by 2050 (and at least 34% by 2020) and to develop climate-resilient local services, places and people. The transport strategy has an important role to play in achieving these ambitious targets.

Although CO2 emissions from buses, lorries and taxis are proportionately more per vehicle, their combined impact is still lower than the total for cars. There is some scope for modal shift but our efforts in this area need to prioritise efficiency, through technology (promotion of electric / hybrid vehicles), improving driving skills, and sustainable travel priority in congested locations.

In adapting to climate change our transport network needs to be resilient to extreme weather conditions. That way, we can keep the Borough moving and provide people with transport choices, whatever the conditions.

Sustainable Communities

Transport can have a major impact on communities; affecting social interactions and community cohesion. Pedestrian friendly streets create opportunities for people to meet and interact, helping to create community networks.

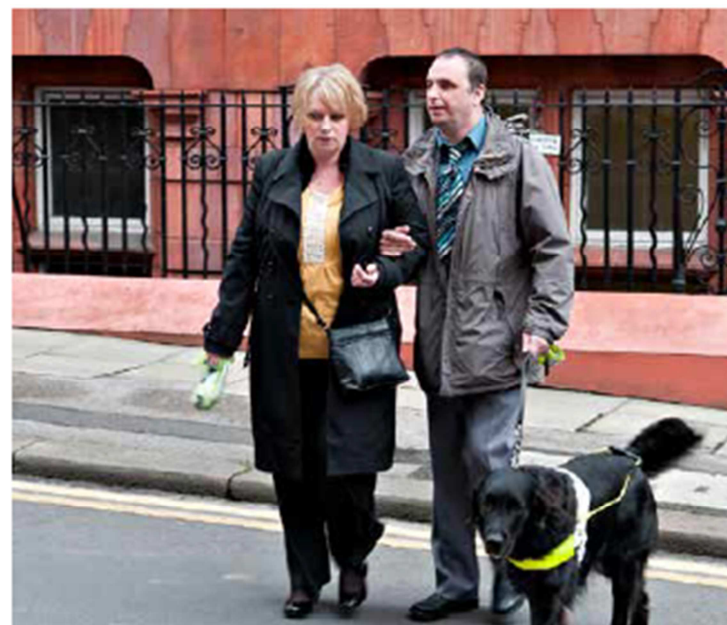
Traditional transport planning tends to emphasise vehicle mobility improvements, for example, streets designed primarily to maximise traffic flow, and the built environment designed to maximise parking convenience. There is now increasing appreciation of the importance of sustainable communities.

We now realise however that roads often play multiple roles as both travel corridors and places for community interaction and many communities now favour highway improvements that reduce traffic speeds and limit traffic volumes, to help improve and enhance their local environment.

Social Inclusion and Equality

Everyone, but particularly people with disabilities, older people and families with young children will benefit from an accessible environment which is safe, easy to use and well designed. According to the 2011 Census, 24% of households in the borough do not own a car, which has gone down 3% since the last Census in 2001. But this figure varies widely across the borough: for instance, the highest and lowest figures of non-car ownership by ward are for Ince (44% do not own a car) and Winstanley (8% do not own a car) respectively. However, there is even wider variation between deprived and affluent areas within one ward in the Borough, Wigan Central; only 4% of the residents in Whitley do not own a car, compared to 65% of residents not owning a car in Scholes. We must ensure that we consider everyone's transport needs, issues and requirements, and provide better access for all.

Although 44% of the borough's households have access to one car, this provides similar restricted transport opportunities for certain members of these families, especially when they travel to different destinations. When considering the transport needs of the future, we need to consider the impact of solutions on all users. The concept of "Universal Design" refers to transport projects that accommodate the widest range of potential users and supports accessibility, community cohesion and equity. This approach not only requires an inclusive design process, it requires a form of user audit process, to see how well a given design meets the needs of each group, including users of each modes of transport, especially those with disabilities or other special needs.



Legislation makes it compulsory for the council and others working on the highway to take into account the needs of vulnerable groups. The Disability Discrimination Act 1995 introduced measures aimed at ending the discrimination which many disabled people faced. Now the Equality Act 2010 requires that anyone providing a service to the public, such as a shop or restaurant, think ahead and make reasonable changes to their buildings to improve access. Reasonable changes are required wherever disabled customers or potential customers would otherwise be at a substantial disadvantage. This is another important factor for the development of the transport strategy in ensuring that we improve accessibility for all.

Integration

One of the biggest attractions of travelling by car is that it is direct and requires no interchange, except for short walks from the parking space to the final destination. However, developing a more diverse transport system where the alternatives are attractive requires a much higher degree of integration than we have at present. Therefore, minimising the need to change or finding ways to significantly reduce the time and cost of doing so is important.

One of the ways we could reduce interchange barriers is by bringing services and modes together in one place. Delivering the Wigan Transport Hub (rail, bus and cycle interchange in Wigan Town Centre) will provide significantly improved interchange facilities. More work is needed to investigate the viability of connected information services and possibilities for extending services to key destinations, such as hospitals, and large retail and/or employment areas located just outside the town centre area, which are currently poorly served by public transport.

The UK passenger railway network is now carrying more passengers than at any time since World War Two, and on a much smaller network. This rise in patronage has led to a need for improved access to and from, and interchange at rail stations. For example, increased car parking, better bus/rail integration, more attractive cycle parking / storage facilities, accessible pedestrian routes, and improving the wider "public realm" around them. While these initiatives are all extremely valuable, they tend to be led by different stakeholders, on different timescales with different objectives. Station Travel Plans could bring together all the stakeholders with an interest in rail stations (rail industry, local authorities, passenger groups, bus and taxi operators, cyclists and others) to develop and agree common objectives and a coordinated, integrated approach to delivering them.

Park and ride sites can also help to improve interchange and can encourage modal shift by removing all or part of the car trip. However, locations need to be chosen carefully, as park and ride can encourage people to drive further (e.g. to take advantage of cheaper rail fares in Greater Manchester), rather than walk or cycle to their local station or stop, or even generate modal shift away from sustainable modes to cars creating localised congestion issues.

We also need to encourage and support the adoption of an integrated ticketing or 'smartcard' system, similar to the 'Oyster' card in London. It will reduce journey time by eliminating the purchase and checking of tickets, especially when used across more than one mode or in different administrative areas. It will also be more attractive to users by reducing costs automatically, optimising fares and charges, without the user having to negotiate complex systems.

Better integration across transport modes will inevitably lead to a more complex network. However, simplicity is the key to attracting more patronage. Therefore, the networks need to be easy to understand and use, so information needs to be accurate, up-to-date, and available across a variety of media, and its interpretation needs to be quick and intuitive. We already have systems in place but most are designed around one mode at a time; these systems also need integrating to ensure consistency and continuity, offering a seamless and convenient experience.

Development and Traffic Growth

Through our land use planning role we can shape our communities and ensure that they are well connected. We can control new development and focus growth on areas that are or can be best accessed by a variety of transport modes. We must ensure that our transport networks and services integrate, complement and enhance the environmental, social and cultural aspects of our communities.

Developments that generate significant traffic movements need to be located where the need to travel will be minimised and the use of sustainable transport modes can be maximised protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people.

The Core Strategy of the Council's Local Plan, complements this transport strategy in this regard directing the bulk of new development to the inner area of the borough where there are more sustainable transport choices. All developments that generate significant amounts of movement will need to be supported by a Transport Statement or Transport Assessment and a key tool to facilitate sustainable transport will be through a Travel Plan.

We need to plan new development areas effectively, so that we ensure that they are in the right place, to reduce the need to travel by private car and maximise the opportunities for connecting public transport, cycling and walking, with residential, employment / business sites and other key destinations while also exploring opportunities for more efficient logistics.

Developers need to work closely with us to ensure that their proposals are policy compliant and to help maximise opportunities for sustainable transport choices to be incorporated into their master plans and designs, so that future occupants have well-connected, attractive and accessible transport choices from the start.

We also need to ensure that they work in partnership with us, so that they take full account of the potential impacts on the neighbouring road network and provide designs and improvements to help the efficiency of the local networks, including accessibility and connectivity with local services, amenities and facilities. For example, the designs need to ensure that there is sufficient access for buses into the heart of major new developments, cycle storage is provided together with changing facilities at commercial developments, and that easy, safe and accessible walking and cycling links are made to public transport access points, community facilities, schools, and the open countryside.

The Community Infrastructure Levy presents an opportunity for bringing transport infrastructure projects forward and the Council will need to have this in place by 2014. The Council and partners will need to be co-ordinated in respect of making robust bids for those public sector funds that can support transport projects such as Regional Growth Fund and the Local Sustainable Transport Fund. By capturing the value that development can bring in helping us travel more sustainably in the future, we need to have a clear and robust plan of what we want to achieve as early as possible in the development process. We also need to need to ensure those aspirations are rigidly implemented irrespective of how long or in how many phases the full development takes.

Transport Modelling and Studies

In 2011, Greater Manchester Transportation Unit (GMTU) and Greater Manchester Passenger Transport Executive (GMPTE), now Transport for Greater Manchester (TfGM), were commissioned to undertake some transport modelling work to help provide a more robust understanding of how our road networks are performing now and in the future (2026) following the proposed programme of development identified within the Local Plan: Core Strategy.

The modelling work was followed on from an earlier comprehensive examination into the impacts of LDF development options and potential complementary transport infrastructure proposals, to understand the impacts of various scenarios and to determine their viability. This work not only helped to identify the immediate impacts on the highway network, but also helped to identify locational influences on mode split and the associated impacts on air quality.

Traffic growth was estimated using forecasts from the Greater Manchester Forecasting Model (GMFM) released in September 2010, and for goods vehicles, growth was estimated using rates from the National Transport Model (NTM). In accordance with the methodology agreed with Wigan Council and the Highways Agency, GMTU interrogated the TRICS database to determine the modal splits for a variety of land uses and site locations.

The anticipated growth in traffic over the five-year period is expected to increase total travel time and total travel distance by all vehicles on the road network. Adding the Core Strategy development sites into the modelling work, showed a comparatively smaller additional impact on the road networks to the overall anticipated traffic growth.

In addition to the high level modelling work commissioned, this work was complemented by an initial transport assessment for each of the proposed development sites in terms of its ability or potential to align with the objectives and principles of this transport strategy, opportunities for connecting to sustainable transport choices and potential impacts on the network as a result of car based trip generation.

For the borough as a whole, the modelling work forecasts that carbon dioxide emissions are to increase, while both nitrogen oxides and particulates are anticipated to fall, reflecting improvements in engine efficiency and technology. This all needs further consideration as we reflect on this modelling evidence in line with the other work being undertaken, together with comments from our communities and businesses.

A New Direction

Based on all the information and evidence collected, and the views submitted during the extensive consultation exercise, a number of important underlying transport values and concepts have emerged to ensure that future transport provision will be consistent, efficient, and fair. The transport vision outlined in this section aligns with the Council's own values; confidence in the borough, putting people first, efficient and business-like, always keen to do better, and one team one council.

It is perhaps no surprise that one of the biggest issues raised by the consultation in 2011 was congestion. It is one of the key priorities for Wigan Council. The evidence collected confirms the hotspot locations and extent of congestion that exists in the borough, but it also demonstrates that we are the least congested district in Greater Manchester. Indeed, there are many places across the country that experience significantly worse congestion than we do. However, that does not mean we should be complacent about tackling congestion as it is clearly a key issue for our communities and businesses.

For a long time, expanding road capacity for motor traffic has been a popular solution for reducing congestion. Despite huge investment across the country, this has had little effect. This is because traffic congestion tends to remain at a constant level: if congestion increases, people choose to travel to different locations, by different routes or modes, or at different times of the day. These different trips release some capacity on the network and therefore it appears that congestion is declining.

If congestion declines to a point where people think it's no longer an issue, or engineering improvements are made to increase capacity of a particular route or junction, then trips divert back onto the route and people change their travel choices, so bringing congestion back up to its previous level. It is now proven and generally accepted that congestion won't disappear, however by improving our transport choices, so that they are attractive, affordable, convenient and connected, we can get the borough moving and the impact of congestion can be reduced.

Traffic-based strategies tend to make vehicle movement more efficient by assuming that increased vehicle mileage and speed benefit society, and they also tend to favour road capacity expansion, resulting in more sprawl and generating more total traffic mileage. The evidence and consultation results have told us that we need to improve accessibility (people's ability to reach desired services and destinations), rather than mobility (physical movement and vehicle trips), and this new approach will help to get people where they need and want to go.

Accessibility refers to the ability to reach desired goods, services and activities. We can evaluate this based on time, money, discomfort and risk to people. This approach considers all options as being potentially important, including reducing the need to travel, improving transport choices and enhancing our transport connections. Accessibility-based strategies will help us to prioritise a wide range of solutions, making transport much more resilient and the results will provide a more efficient network with less adverse impacts on our economy, environment and society.



Our transport vision

By 2026, we want... people to have good access to an attractive transport system, which provides choice for jobs, goods and services, and balances the needs of sustainable residential communities with strategic business networks

Objectives

The borough's transport evidence and your consultation responses have led us to develop the four key objectives set out below, which will help to ensure that we can deliver the vision by 2026.

Therefore, we are aiming for our transport network to provide:

1. **Sustainable transport** to deliver economic, environmental and social outcomes
2. **Equitable access** between communities, businesses, services and goods
3. **Diverse and adaptable networks** for choice and resilience
4. **Attractive transport experience** to encourage modal shift

It is important that improvements in congestion and accessibility are secured for the long term. However, it is critical that we change our transport thinking and shift the focus away from vehicle movements, to put people at the centre of decision making and enable them to have access to the goods and services they need. The evidence has proved to us that..

If you plan for **cars** and **traffic**,
you get **cars** and **traffic**.

Linked with the vision and objectives, the evidence has also led us to developing a new hierarchical approach to delivering the actions and projects outlined later in this transport strategy.

1. **Reducing the need to travel** in the first place, because it physically removes a trip off the network.
2. **Transferring trips onto and encouraging sustainable travel choices** to improve congestion by moving trips to more efficient modes of transport that use less road space. Improving other modes has a very important effect on the resilience of the transport system: in the short term, this can be helpful for providing alternatives in exceptional conditions, such as snow and ice, or other temporary incidents, such as breakdowns or accidents; and, in the longer term, it will help people to adapt to changing circumstances, such as age, health, climate change, and the cost and availability of fuel.
3. **Improving the efficiency** of the remaining trips will include more efficient driving styles, more economical engines, and technology solutions for vehicles and network management.

If you plan for **people** and **places**,
you get **people** and **places**.

Section 8

A Transport Strategy

From the evidence collected and discussed within this document, and the views submitted during our consultation, we have been able to develop a transport strategy and action plan looking at key activities and projects for improving our transport networks over the next fifteen years. Resources are limited and we are not going to be able to achieve everything that we would like, nor as quickly as we would like, BUT... we've already made a start and we're moving in the right direction.

More information on the priority schemes has been included in this section, however the evidence and detailed information will be provided in the suite of sub-strategies that will accompany this high-level strategy document.

The executive summary to this report provides a holistic overview of the transport strategy and associated action plan, which has been condensed to highlight the key priorities and projects that will help us deliver the vision and achieve our objectives.





The Strategic Importance of Rail

We want to improve quality, image and choice for rail passengers, through better stations, better quality rolling-stock and improved services. We want to:

- Influence decisions on investment and operation;
- Improve integration and connectivity with other modes of transport, including flexible and through ticketing;
- See the range of rail services and destinations expanded;
- Improve on the current passenger experience, both on the train itself and at the stations within the borough; and
- Reduce the impacts of car travel at stations, by encouraging more sustainable choices of travel.

We recognise that the Council has no direct control over rail operation and investment, but we have formed productive partnerships with franchisees and decision makers, which need to be expanded and strengthened to influence the outcomes to improve our strategic rail connectivity.

Our key rail priorities and projects include:

- Supporting the delivery of Northern Hub
- Supporting rail electrification
- Investigating opportunities from High Speed Rail
- Investigating opportunities for Tram Train
- Developing Wigan Hub
- Influencing franchise renewals
- Developing rail station travel plans
- Investigating potential for new stations
- Developing P&R at stations
- Supporting smart-ticketing rollout





Better Buses

We want to encourage more people to travel by bus and therefore we need to change the way people think about buses. Making them more attractive, reliable and competitive is the key. We want to improve:

- Punctuality and reliability of services;
- Value for money;
- Service frequencies, operating hours, and choice of routes to provide door-to-door connectivity; and,
- The whole journey experience (including vehicles, interchange and the attractiveness of using bus services).

We recognise that the Council has no direct control over bus service operations, but we need to strengthen our partnerships working with Transport for Greater Manchester and bus operators to help secure improvements for our bus networks and improve perceptions of bus travel. We want to influence investment decisions to target initiatives that enable people to make informed choices about bus services and help make bus travel more competitive with other modes.

Therefore, we want:

- Passengers to have a better interchange experience, through improved infrastructure and access;
- A prioritised list of network improvements that give genuine priority to buses;
- Flexible and through ticketing for hassle-free trips;
- On-going dialogue with Transport for Greater Manchester (TfGM) and bus operators for productive partnerships;
- A broader and more comprehensive programme of travel initiatives, marketing and passenger information to promote a more positive image of bus travel and encourage people to travel on buses;
- To deliver the bus infrastructure and enhanced public transport information as part of the Better Bus Area Fund for Wigan Town Centre and the CANGo area (in partnership with St Helen's and Warrington); and,
- To support the delivery of TfGM's Busway Project, so that it is operational by 2015.





More Cycling, More Safely, More Often

We want to increase and sustain cycle use by expanding the use of cycles for leisure activities and generating a new culture of cycling for commuting. To do this, we will need to create an environment where cycling is regarded as safe and convenient, to develop healthier and happier lifestyles. We want to:

- Maintain and develop an inclusive 'fit for purpose' cycling network;
- Improve road safety and personal security; and,
- Promote cycling and equip users with skills and information

We want to develop a cycling commuter network, supported by education, training initiatives and incentives to encourage more cycling, through:

- Cycling infrastructure improvements to create a 'fit for purpose' cycling commuter network, including the Pier to Pier, NCN 55, and CANGO cycling corridors;
- Environmental, traffic management, and road safety improvements to create safer, well lit and more attractive conditions for cycling;
- Education, training and promotion, to give people the skills and confidence they need; and,
- A programme of travel planning initiatives to give people the information and incentives they need to make realistic travel choices and encourage behavioural change to promote more cycling.

We need to ensure that we get value for money for capital investment schemes, and with numerous benefits to offer, cycling projects tend to outperform all other transport sectors in terms of benefits / cost ratios.

We believe cycling can make significant and positive contributions to our whole way of life by being a preferred commuter mode of travel, as well as a healthy leisure activity for individuals and families.

Cycling is a comparatively cheap, sustainable and low carbon form of transport, and we need to ensure that we make best use of our historical assets (disused railway lines and canal towpaths), vast open spaces, and relatively flat terrain, to provide the routes and information to connect communities to education and employment opportunities.

TfGM have identified cycle commuting as one of their key priorities and have recently been successful in receiving almost £50million from the Local Sustainable Transport Fund, which includes capital and revenue cycling activities and projects.



Walking: A Step in the right direction

We want transport to play a stronger role in improving peoples' health, through more people choosing to walk for local journeys (those less than two miles). This will also help to relieve the amount of localised congestion.

We want everyone to be aware of making 'smarter travel choices'. We need to need to understand more about some of the barriers discouraging people from walking.

We need to improve linkages to existing residential areas and ensure that when planning new developments, pedestrian (and cycle) connections are well integrated.

We also need to prioritise improvements to ensure that both personal security and road safety issues are accommodated.

We need to continue to provide 'active travel' information and support, and work in partnership with other organisations to explore more ways to encourage more walking trips.

Therefore, some of the key projects that will need to be delivered include:

- Revision / development of a new walking strategy;
- Ensuring good design in and to new developments;
- Walking routes from residential areas to key local centres, services and facilities, and education centre;
- Enhance walking links to public transport, parking areas and key destinations;
- Market and incentivise walking trips; and,
- Prioritised resources for walking routes that best connect communities to employment / training / education opportunities.



Parking: Right place, Right time, Right Price

We want to provide the right balance of parking across the borough to:

- Ensure parking policy promotes a shift to sustainable transport modes;
- Support and strengthen the local economy;
- Provide facilities in a fair way to those most in need;
- Ensure that car parking locations perform efficiently in terms of meeting the required demands, place, price and operating times for all types of users;
- Investigate wider aspirations for 'Park and Ride' and 'Cycle and Ride' facilities to help relieve congestion hotspots on key corridors across the borough; and
- Identify cycle and motorcycle parking locations where significant numbers of car users could be encouraged to consider sustainable forms of transport to support wider economic objectives.

We want to ensure that parking facilities are provided in the right locations, at the right price, and provide for the right duration to accommodate various transport needs. This includes reviewing current car, cycle, motorcycle and lorry parking provision, both on street and in designated parking areas, to ensure the right balance of provision is made to support our borough from economic, environmental and social perspectives.

By managing the supply, location and user type better we can ensure parking supports the needs and economic long term objectives of the borough by:

- Supporting and influencing better parking (cycle, motorcycle, and car parking) provision in our town centres through the emerging Area Action Plans for Wigan and Leigh;
- Introducing traffic management and pricing measures to ensure parking supply at important locations is fair and sustainable;
- Identifying opportunities to develop a network of electric vehicle charging points;
- Investigate & promote potential new sites for secure overnight lorry parking; and,
- Reviewing and identifying parking locations to deliver wider economic, environmental and social objectives.



Freight: Effective & Efficient for a Strong Economy

We want to improve the efficiency of freight to help grow the economy. We also want to reduce the impact it has on local communities, on other road users, and the wider environment. We could do this with:

- A more efficient and appropriate freight network – on road/by rail;
- Better loading facilities for quicker and more flexible deliveries; and,
- Understanding and supporting local businesses' with their transport issues and aspirations

We are commissioning some research into how the borough might be able to maximise opportunities for rail freight. We need to understand the implications of reducing the distance and time that lorries spend on our roads, and then we can develop a more efficient and appropriate network. This will include the possibility of reducing road freight trips and transferring to other modes, such as rail and water.

We want to review parking and loading regimes, to reduce operating costs, maximise flexibility for shippers and receivers, minimise congestion for other road users, and improve security for operators.

We want to work more closely with our business partners across the borough, especially with freight operators. We also want to continue to support various technologies and behaviour programmes that improve fuel efficiency, reduce vehicle and road wear, and improve road safety.

We want to:

- Support businesses in transferring their road freight onto more sustainable freight routes and modes (rail and water);
- Encourage businesses to run training programmes to improve driver skills;
- Explore and support opportunities for secure overnight lorry parking and investigate the possibility of a designated distribution centre within the borough;
- Understand how centres outside the borough (such as the Atlantic Gateway, Liverpool Super Ports and Port Salford), can bring about advantages for freight movements; and,
- Review existing freight movements, to ensure future routes, mapping and signage, to key destinations, are efficient and complement our congestion reduction ambitions.



Smarter Travel – Tackling Congestion

Everyone in the borough has an opinion about congestion and discussions about traffic problems are as common as discussing the weather. We need to keep people and services moving to ensure that the economic prosperity of the borough is achieved, and provide ways in which we can connect people to opportunities for employment, education, health, retail or leisure. Therefore we need to:

- Review the evidence to ensure we understand where and when congestion problems occur across the borough;
- Develop a prioritised programme of action to tackle the borough's congestion hotspots, whilst ensuring we achieve value for money.
- Promote a shift in personal transport choices away from road vehicles to public transport, cycling and walking.

We want to reverse the detrimental effects of congestion on communities, the local environment, economy and wellbeing of residents. We also need to ensure that when success has been achieved in reducing the impact of congestion, that the available road space does not automatically generate further congestion levels through other people reverting back to car use. Building new roads isn't the answer to long-term congestion relief.

By engaging with developers during the planning process, we will ensure the delivery of new transport links, in addition to the safeguarding the existing transport network, to deliver sustainable travel provision (walking, cycling and public transport).

We also need to make the most of any available funding opportunities in the future by demonstrating, without question, the value of any proposed projects in terms of cost, health and the environment.



Strategic Transport – Connecting People to Opportunities

The future development of the borough is critical for securing an environment where:

- Public transport, walking and cycling infrastructure is embedded within the physical landscape of the borough;
- Transport connections are prioritised to ensure people can access the places they want to go to; and,
- Future opportunities and services for residents are located as conveniently as possible to that infrastructure.

We want to ensure any development in the future plays an important role in shaping a borough whose residents are a lot less reliant on the private car for their everyday journeys:

- We will have to be sure what transport measures are required across the borough in the short, medium and long term;
- Identify and prioritise the major infrastructure required (road, rail electrification, bus priority, cycling and walking corridors) and seek funding opportunities to deliver the wider aspirations; and
- Developers will need to have a good understanding of what we want their development to contribute to and help achieve sustainable transport objectives.

All new and major development in particular will need to:

- Align with the transport strategy objectives and hierarchy;
- Include measures to help mitigate the impact of development on the transport network through
 - good design;
 - provision of accessible walking, cycling and public transport links to local community facilities; and
 - appropriate Section 106 contributions or the use of Community Infrastructure Levy.



Action Plan

We want to make sure that our plans meet the needs of our residents, businesses and visitors and therefore the action plan set out in this section highlights our transport projects and priorities.

By delivering the actions and activities set out in the tables ahead, we will be working hard to deliver the environmentally sustainable, reliable and safe transport system that our communities need. We will also be working with key partners and stakeholders to: challenge and influence decisions to develop a better transport system; connect people to opportunities; and, promote economic regeneration.

The map opposite shows: the locations of our major transport infrastructure projects; how they contribute towards improving out transport networks; and, their potential timelines. This map, together with the action plan set out in this section will be reviewed annually to monitor progress and to reflect any new opportunities that may have developed.

Future Transport Priority Projects

Future Transport Priorities


Key

-  Existing key site
-  Proposed key site
-  Broad location

Future transport network

Short to medium term schemes

1. Pier to pier cycle route (NCN 562) (Wigan pier to Southport Pier)
2. Foundry Lane junction improvement
3. Pemberton Park link road phase 1
4. Saddle link road
5. A49 diversion
6. Wigan transport hub
7. Amberwood link road
8. Northleigh link road
- 8a. Northleigh hub/interchange
9. Parsonage link road phase 1
10. Leigh - Salford - Manchester busway
11. Busway (highway connections) to Atherton town centre

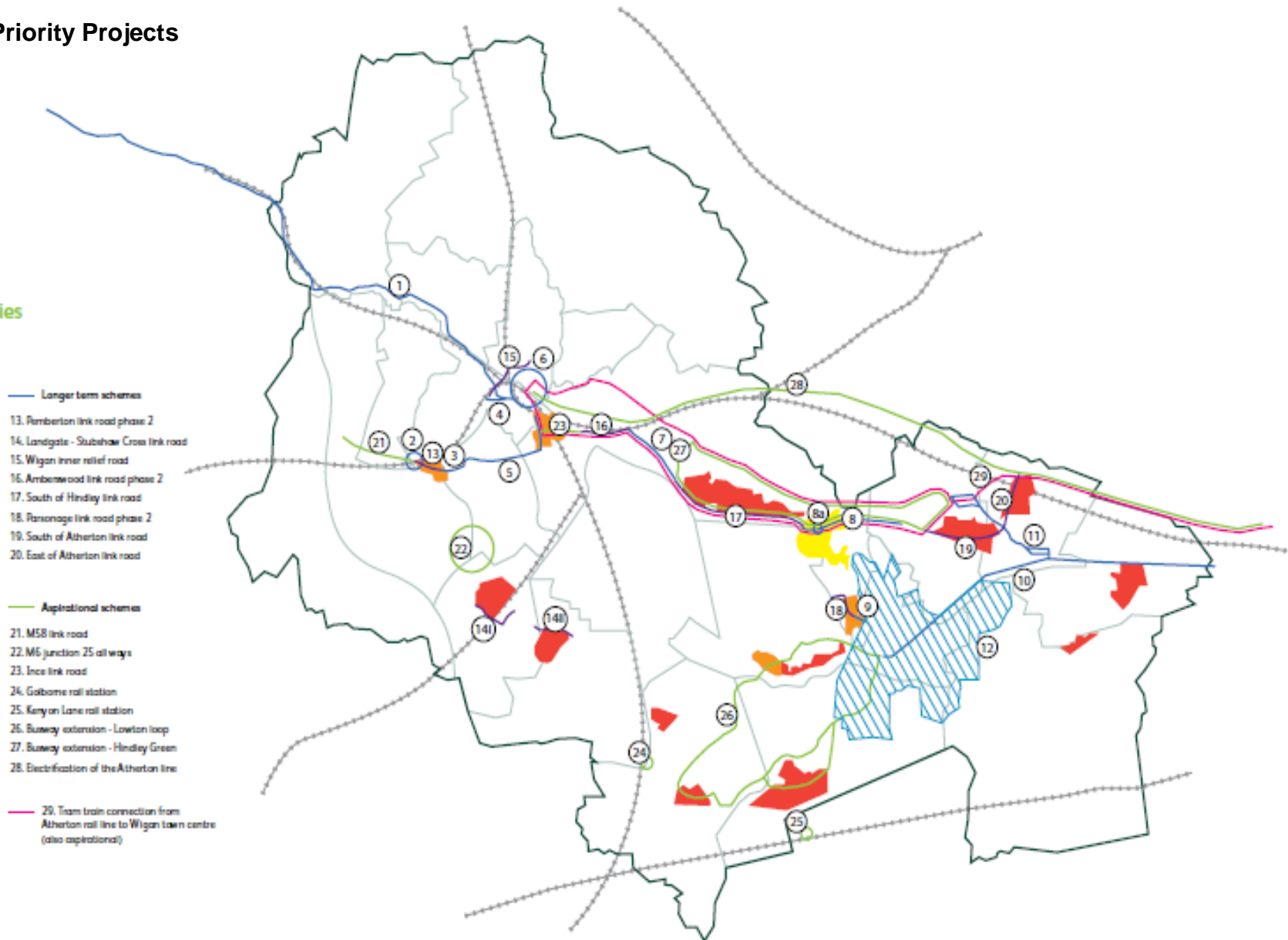
-  12. Leigh Sustainable Travel Project (LSTP)

Longer term schemes

13. Pemberton link road phase 2
14. Landgate - Stubshaw Cross link road
15. Wigan inner relief road
16. Amberwood link road phase 2
17. South of Hindley link road
18. Parsonage link road phase 2
19. South of Atherton link road
20. East of Atherton link road

Aspirational schemes

21. M58 link road
22. M6 junction 25 all ways
23. Ince link road
24. Gaborne rail station
25. Keyon Lane rail station
26. Busway extension - Lowton loop
27. Busway extension - Hindley Green
28. Electrification of the Atherton line
29. Tram train connection from Atherton rail line to Wigan town centre (also aspirational)



Five Year Action Plan: 2011 - 2016

Mode	Project	Description	Activities	Resources
Train	1. Northern Hub	The Northern Hub is one of Transport for Greater Manchester Committee's policy priorities and comprises a package of interventions which could transform rail travel across the north of England, providing better services and more capacity. This £560 million investment would increase the amount of train services for passengers across the north by 40%, as well as freeing up important capacity on the rail network for freight. By improving the connections between the cities and towns of the North the Northern Hub would lead to the creation of up to 23,000 jobs and stimulate £4.2 billion of benefits to the Northern economy.	<ul style="list-style-type: none"> Liaise with TfGM and Network Rail to understand the timescales of the works, including any potential disruption for existing services Investigate / influence benefits for the borough including journey times, rolling stock and service patterns in association with the new post-hub timetable Provide briefing notes / PR statements as and when needed 	<p>Internal: Transport Strategy Team, Media & Comms Member support Network Management</p> <p>External: TfGM, Network Rail</p>
	2. Rail electrification	Network Rail are electrifying key routes on the railway which will mean faster, greener, quieter and more reliable journeys for thousands of passengers. The Lancashire Triangle electrification includes Liverpool to Manchester via Chat Moss, Liverpool to Wigan, Preston to Blackpool North and Manchester to the WCML. The first phase of work between Manchester and Newton-le-Willows is well underway, connecting Manchester and the West Coast Main Line. This will provide for direct electric train services from Manchester and Manchester Airport to Wigan, Lancashire, Cumbria and Scotland.	<ul style="list-style-type: none"> Understand the timescales of the works, including any potential disruption for existing services Liaise with partners with regards to the new service from Wigan North Western to Manchester and Preston in conjunction with the first phase completion in December 2013 Support the electrification of the Chat Moss Line between Liverpool and Manchester Provide briefing notes / PR statements as and when needed 	<p>Internal: Transport Strategy Team, Media & Comms Member support Network Management</p> <p>External: TfGM, TPE, Network Rail</p>
	3. High Speed Rail	High Speed Two (HS2) will provide a major capacity and connectivity boost for Britain's railway. The first phase linking London to the West Midlands and with a connection to HS1 is expected to open in 2026, and the second phase to Manchester and Leeds in 2032. As part of the extension to Manchester, there is a HS2 spur which will connect through the borough onto the West Coast Main Line. This will include a new maintenance depot (providing an opportunity for skilled jobs) at the end of the HS2 line before it connects with the WCML. HS2 is not just a faster railway, but a reliable, high-capacity people mover. HS2 is forecast to carry up to 5.4 million passengers every year who might otherwise have travelled by air, as well as potentially seeing up to 9.8 million passengers transfer from the national road network. More freight trains using the space freed up on the existing rail network will reduce lorry traffic on the motorways and help improve air quality.	<ul style="list-style-type: none"> Liaise with HS2, TfGM and Network Rail to understand the benefits and implications for the borough Submit consultation responses as and when appropriate Support and influence the development of the designs for the route through the borough Support and influence service patterns in conjunction with West Coast Main Line services Investigate opportunities for a new station linking the Chat Moss Line and HS2 Support local communities and provide them with information and assistance as it becomes available Provide briefing notes / PR statements as and when needed 	<p>Internal: Transport Strategy Team, Media & Comms Member support</p> <p>External: TfGM, Network Rail HS2 Ltd</p>
	4. Tram Train	Following the programme of electrification, the Atherton line through the borough will be the only remaining diesel line. Investigations are underway with a view to future electrification programmes or converting the services on this corridor to light rail options with some on-road links to key town centres.	<ul style="list-style-type: none"> Liaise with TfGM and Network Rail to support the ongoing investigation Provide briefing notes / PR statements as and when needed 	<p>Internal: Transport Strategy Team</p> <p>External: TfGM, Network Rail</p>
	5. Wigan Transport Hub	Wigan Hub will be a high quality passenger transport interchange; integrating rail, bus and taxi services into one place, to provide an efficient and almost seamless journey experience of public transport. It will be supported by high quality infrastructure for arrival or onward travel by walking and cycling. As a local, regional and national gateway, it is a critically important part of connecting people to places and opportunities, to support and grow a strong economy for the whole Borough.	<ul style="list-style-type: none"> Liaise with TfGM and Network Rail to support the ongoing investigation Develop delivery options and phasing mechanisms Identify funding opportunities including Future Transport Priorities Liaise with rail franchisees, should processes commence again 	<p>Internal: Transport Strategy Team</p> <p>External: TfGM, Network Rail</p>
	6. Existing rail station review and station travel plans	A review to better understand issues relating to access, facilities and connections to our existing rail stations.	<ul style="list-style-type: none"> Liaise with TfGM and Network Rail to support the investigation Develop delivery options and funding mechanisms Provide briefing notes / PR statements as and when needed 	<p>Internal: Transport Strategy Team</p> <p>External: TfGM, Network Rail</p>
	7. New rail stations	Investigate the possibility of new rail stations in the borough to support areas of poor public transport connectivity, particularly Golborne, Lowton and the Leigh area and the Standish area.	<ul style="list-style-type: none"> Liaise with TfGM and Network Rail to support investigations Develop delivery options and funding mechanisms Provide briefing notes / PR statements as and when needed 	<p>Internal: Transport Strategy Team</p> <p>External: TfGM, Network Rail</p>

Five Year Action Plan: 2011 - 2016

Mode	Project	Description	Activities	Resources
Public Transport	1. Smart ticketing	One component of the Local Sustainable Transport Project is the development of smart card technology, which is to be rolled out across rail, Metrolink and buses.	<ul style="list-style-type: none"> Liaise with TfGM and provide support where necessary 	<p>Internal: Transport Strategy Team</p> <p>External: TfGM</p>
Bus	1. Bus Priority Package (Busway)	<p>The bus priority package is one of the largest investments in Greater Manchester's bus network in decades. The scheme will enable more people to enjoy faster, more punctual and more reliable bus services from a wider area across Greater Manchester, to and from Manchester and through the heart of the city centre.</p> <p>The proposals will improve bus travel between Leigh, Atherton, Tyldesley, Middleton and Parrs Wood and across Manchester city centre. Part of this improved bus route includes a 7km (4.5mile) guided busway between Leigh and Ellenbrook, which will significantly reduce journey times between Atherton, Leigh, Tyldesley and Manchester. The borough will also benefit from the busway services connecting directly with three of our town centres, namely: Atherton, Leigh and Tyldesley and Members will recall endorsing the highway improvements needed in a previous report to Cabinet in August 2012.</p>	<ul style="list-style-type: none"> Liaise with TfGM project team with regards to the guided section of the route, procurement and delivery and co-ordinate support from internal teams within Council Provide project management and co-ordinate internal project team with regards to the on-highway improvements to connect Atherton, Leigh and Tyldesley town centres to the busway Provide advice and support for local communities, businesses and members in close proximity to the route Provide PR and engagement support for the Council and TfGM as and when needed 	<p>Internal: Transport Strategy Team, Media & Comms Project team</p> <p>External: TfGM</p>
	2. Better interchange facilities	Our bus stations and stops on key corridors are not fully DDA compliant, they don't always provide the amenities required and as development is taking place we need to ensure that they are located in the right place. Interchange facilities need to encourage and facilitate passengers' requirements to help promote and encourage the use of public transport. This could include physical and information improvements.	<ul style="list-style-type: none"> Review bus interchange facilities Identify prioritised list of improvements Develop delivery options and funding mechanisms Liaise with TfGM 	<p>Internal: Transport Strategy Team</p> <p>External: TfGM</p>
	3. Bus network improvements	Bus travel needs to be more competitive with car travel if we are to encourage more people to use it. While out of our immediate control, we need to work with TfGM and bus operators to continue to improve the quality of vehicles, tickets prices, and service routes. We also need to consider a prioritised list of bus priority measure to be implemented on corridors linking to key destinations of employment, education, health and leisure to help reduce levels of congestion and provide operators with routes that will help with punctuality and reliability targets.	<ul style="list-style-type: none"> Investigate opportunities for genuine bus priority measures to be introduced on key corridors to provide benefits for commuters and to help relieve congestion Work with TfGM to better understand bus services to ensure they connect people to places they want to go 	<p>Internal: Transport Strategy Team</p> <p>External: TfGM Bus Operators</p>
	4. Travel information	We need a broader programme of travel initiatives, marketing and passenger information to promote a more positive image of bus travel and encourage people to travel on buses.	<ul style="list-style-type: none"> Work with the Behavioural Change team, TfGM and bus operators to work collaboratively on promotional and information strategy and delivery programmes Develop delivery options and funding mechanisms 	<p>Internal: Transport Strategy Team Behavioural Change team</p> <p>External: TfGM, Bus Operators</p>
	5. BBAF - Wigan Town Centre	Deliver new bus infrastructure and information as part of the Better Bus Area Fund for Wigan Town Centre. This includes upgrading the town centre bus stop facilities and providing a new system for identifying which bus stops serves which services so that people know which stop to use and to remove barriers for bus travel associated with lack of convenience or information.	<ul style="list-style-type: none"> To work with TfGM to upgrade the town centre bus stop infrastructure facilities To develop a programme of information and awareness so passengers know which stops are served by which bus services 	<p>Internal: Transport Strategy Team Highway Design Team</p> <p>External: TfGM</p>
	6. BBAF - CANGO	Deliver a new information portal as part of the Better Bus Area Fund for the CANGO area (Culcheth, Ashton, Newton-le-Willows and Golborne). Often seen as a 'black hole' the CANGO area falls between three different highway authorities and three different public transport authorities and is perceived to be neglected in terms of cross boundary bus service promotion and awareness.	<ul style="list-style-type: none"> Work with TfGM, MerseyTravel, St Helens and Warrington to share information about cross boundary bus services To develop a new webpage / information tool to promote and encourage cross-boundary services between the districts 	<p>Internal: Transport Strategy Team</p> <p>External: TfGM, MerseyTravel Warrington, St Helens</p>

Five Year Action Plan: 2011 - 2016

Mode	Project	Description	Activities	Resources
Bus	7. Bus improvements to developments	Use planning powers to enable and encourage developers to fund bus services subsidies for a minimum period of 3 years in association with new developments to ensure residents have modal choice from the point of sale.	<ul style="list-style-type: none"> To work with developers and DC colleagues to promote and secure S106 funding for public transport service improvements to serve the new development sites and provide bus service connections to amenities including places of employment, town centres, rail stations and health centres. To liaise with TfGM to seek advice and support for proposals 	<p>Internal: Transport Strategy Team Development Control</p> <p>External: Developers, TfGM</p>
	Cycling	1. Cycle Development Plan	This will replace the previous Cycling Strategy for the borough and will focus on four key areas: <ul style="list-style-type: none"> - Transport Strategy – provides the lobbying tool for investment and decisions - Standards / Guidance – provides advice to officers for improvements to design and development - Information / promotion – new web-based hub providing information about routes, training, safety advice and publicity materials for partners including Active Living, Health initiatives and leisure rides - Cycle Network– infrastructure improvements to provide quality, safe convenient cycling routes to key destinations (see below) 	<ul style="list-style-type: none"> Liaise with key partners regarding the Transport Strategy Develop new cycling guidance, standards and design practice to promote and raise awareness for internal teams Support the roll out of cycling information, awareness and publicity material to encourage more people to cycle for leisure or commuter journeys and promote a new culture of cycling
2. Cycle network development		Prioritised improvements to cycling routes linking communities to employment / training, including road safety measures & traffic management. Key projects / corridors include Pier to Pier, improvements on the canal towpaths, Bridleways / Cycletracks, NCN 55, Leigh Cycling Project, Wigan Cycling Project and CANGO cycling project.	<ul style="list-style-type: none"> Review the existing cycling network to establish a regime for prioritised maintenance and improvements Identify new cycling corridors to connect communities to key employment, leisure, health and education destinations Develop a programme of prioritised projects and funding opportunities Liaise with key partners 	<p>Internal: Transport Strategy Team</p> <p>External: Various partners</p>
3. New cycle hub		Support the delivery of a cycle compound in Wigan and Leigh town centres in conjunction with the Local Sustainable Transport Fund Key Component Funding allocation	<ul style="list-style-type: none"> Liaise with TfGM to understand whether initial phase will deliver cycle hub in Wigan town centre (support Wigan Hub) or Leigh town centre (support Busway) Provide support to TfGM with regards to design and delivery Provide information and awareness to support the new facility 	<p>Internal: Transport Strategy Team</p> <p>External: TfGM</p>
4. Leigh Cycling Project		Funded through LSTF programme, a number of sustainable travel improvements are to be introduced around Leigh town centre connecting to the Busway, Infirmary, Parsonage Retail Park and LSV.	<ul style="list-style-type: none"> Liaise with TfGM project team with regards to the procurement and delivery and co-ordinate support from internal teams within Council Provide project management and co-ordinate internal project team with regards to design development and delivery Provide advice and support for local communities, businesses and members in close proximity to the route Provide PR and engagement support for the Council and TfGM as and when needed 	<p>Internal: Transport Strategy Team Media & Comms Project team</p> <p>External: TfGM</p>
5. Cycle parking		Linked with the provision of Travel Plans for employment areas, we need to ensure cycle parking, storage and changing facilities are provided. Lack of facilities is a barrier to choosing to cycle to school, college or work and we need to work with education and business establishments to ensure they have the necessary information to encourage more cycling activities.	<ul style="list-style-type: none"> Work with travel plan advisor and development control to ensure developers and employers have the latest guidance and information available with regards to cycling parking / storage provision. 	<p>Internal: Transport Strategy Team Behavioural Change Team</p>

Five Year Action Plan: 2011 - 2016

Mode	Project	Description	Activities	Resources
Cycling	6. Training for cyclists & other road users	Work with partners to broaden the programme of cycle training to instil confidence and skills for a wider range of potential cyclists. This includes people of all ages and abilities. Promote health benefits of cycling and support the programme of health referrals which include more active travel in daily routines Driver awareness is also important and therefore we need to work with driving schools, bus operators and Distribution firms to develop programme of cyclist awareness for vehicular drivers.	<ul style="list-style-type: none"> Support and promote the existing programme of cycle training Work with partners to develop a broader cycling programme, including referrals for health Work with Active Living team to support and promote their programme of cycling activities Work with TfGM's Cycling Team to request additional support and resources for target groups, projects and activities 	<p><i>Internal:</i> Transport Strategy Team Behavioural Change Team WLCT – Active Living</p> <p><i>External:</i> TfGM, NHS</p>
	7. Information and Awareness	Raise the profile of cycling for leisure and commuter journeys. Provide information about routes, led rides, cycling groups and develop a virtual forum for discussion, questions and queries. This includes development of the Council's web pages.	<ul style="list-style-type: none"> Raise the profile of TfGM's cycling web pages (Better By-cycle) and ensure links to our own cycling pages on web Support roll out of information from partners with regards to cycling activities, programmes, routes and training Develop virtual cycle forum for discussion, route awareness, information and queries 	<p><i>Internal:</i> Transport Strategy Team Behavioural Change Team WLCT – Active Living</p> <p><i>External:</i> Various partners</p>
	8. New cycle routes in developments	Use planning powers to enable and encourage cycle route provision within / around new development to link to local amenities, including places of employment, town centres, rail stations and health centres. Also need to ensure developers have considered and include suitable locations for cycle parking provisions	<ul style="list-style-type: none"> To work with developers and DC colleagues to promote and secure S106 funding cycle route improvements and cycle parking areas to serve the new development sites and provide cycling connections to amenities including places of employment, town centres, rail stations and health centres. To liaise with Travel Plan officer to seek advice and support for proposals 	<p><i>Internal:</i> Transport Strategy Team Development Control Travel Plan Advisor</p>
Walking	1. Public Rights of Way Implementation Plan (RoWIP)	The Rights of Way Improvement Plan (ROWIP) sets out improvements for improving access for all people on public footpaths and bridleways across the borough.	<ul style="list-style-type: none"> Work closely with user groups and Local Access Forum to develop the RoWIP Prioritise routes for maintenance, investment and improvement Develop a programme of prioritised projects and funding opportunities 	<p><i>Internal:</i> Transport Strategy Team</p> <p><i>External:</i> Various partners, LAF</p>
	2. Walking network development	Prioritised walking route development and improvement to: - enhance walking links to public transport, parking areas and key destinations. - link communities to employment, education/ training, health, leisure and shopping; and - ensure walking routes are safe and well lit	<ul style="list-style-type: none"> Identify local links which need improvement to provide convenient walking links for communities to access local facilities on foot Develop a programme of prioritised routes and funding opportunities 	<p><i>Internal:</i> Transport Strategy Team</p>
	3. Ensure routes are accessible	Routes need to be hazard free, to reduce slip trip and fall claims against the council. We need to ensure routes are barrier free, well lit and accessible for all users including ramps, seating, waiting shelters in suitable locations along the route	<ul style="list-style-type: none"> Prioritise walking routes on adopted highway for maintenance, investment and improvements Prioritise walking routes on the PRow network or across Council open space for maintenance, investment and improvement Develop a programme of prioritised routes and funding opportunities 	<p><i>Internal:</i> Transport Strategy Team Asset Management Team</p>

Five Year Action Plan: 2011 - 2016

Mode	Project	Description	Activities	Resources
Walking	4. Market and incentivise walking	Develop / broaden programmes to promote and encourage more walking. Work with partners to broaden the programme of walking / running training to instil confidence and route awareness. This includes people of all ages and abilities. Promote health benefits of walking and support the programme of health referrals which include more active travel in daily routines	<ul style="list-style-type: none"> Support and promote the existing programme of walking / running courses Work with partners to develop a broader walking programme, including referrals for health Work with Active Living team to support and promote their programme of walking / running activities 	<p><i>Internal:</i> Transport Strategy Team Behavioural Change Team WLCT – Active Living</p> <p><i>External:</i> NHS, Ramblers, Walking Groups</p>
	5. Walking routes in new developments	Use planning powers to enable and encourage walking routes and short cuts are provided to connect new developments to existing communities and local amenities, including places of employment, town centres, rail stations and health centres.	<ul style="list-style-type: none"> To work with developers and DC colleagues to promote and secure S106 funding walking route improvements to serve the new development sites and provide walking connections to local amenities To liaise with Travel Plan officer to seek advice and support for proposals 	<p><i>Internal:</i> Transport Strategy Team Development Control Travel Plan Advisor</p>
Parking	1. Town Centre Parking Reviews	The Council has a number of car parks situated throughout the Borough, however the demand on our town centre car park locations continues to grow. In alignment with the Council's accommodation review, staff parking provision needs to be reviewed to ensure a consistent approach is applied and the impact on visitors to our town centres is minimised. We need to address the balance of all day commuter parking and facilities for shoppers and visitors using local amenities.	<ul style="list-style-type: none"> Support accommodation review and identify car parking options to facilitate staff movements into town centre locations Review car park performance and establish a new evidence base for assessment and monitoring, including income generation Establish a hierarchal approach within town centres to support short stay parking (for visitors and shoppers) and balance demand for commuter parking 	<p><i>Internal:</i> Transport Strategy Team Traffic Management Team</p>
	2. Electric vehicle charging points	A DfT initiative to improve the infrastructure for electric vehicles (EV's), with the hope that this will act as a catalyst for improved take up of electric vehicles. Greater Manchester's bid to OLEV was successful, and a grant has been awarded to be utilised by the end of March 2013. The Council are supporting this initiative and are seeking charging points in Wigan and Leigh town centre car parks. The purpose of the scheme is to reduce carbon emissions from road transport and importantly to contribute to GM's economic development.	<ul style="list-style-type: none"> Support the programme of works in association with AGMA Provide advice on suitable locations Liaise with internal departments (Traffic, Legal) with regards to components of the programme Provide briefing notes, PR and engagement support for the Council and AGMA as and when needed 	<p><i>Internal:</i> Transport Strategy Team Traffic Management Team Legal Services</p> <p><i>External:</i> AGMA</p>
	3. Cycle and motorcycle parking	While encouraging more sustainable modes of travel, we need to work closely with travel plan development to secure more cycle and motorcycle parking locations. This is required at a number of key destinations including places of employment, town centres, rail stations and health centres.	<ul style="list-style-type: none"> Identify locations where existing cycle / motorcycle parking is provided Identify locations where cycle / motorcycle parking is needed Develop a programme of prioritised projects and funding opportunities To liaise with Travel Plan officer to seek advice and support for proposals 	<p><i>Internal:</i> Transport Strategy Team Traffic Management Team Behavioural Change Team</p>
	4. Park & Ride	Further work is needed to provide better interchange facilities for commuter journeys, especially in our town centres and for key places of employment, where routes to / from these areas frequently experience congestion in the morning and evening peak periods. Park and Ride facilities can provide a useful way for reducing the amount of journeys wishing to enter an area	<ul style="list-style-type: none"> Understand travel to work patterns in conjunction with Census 2011 data release Understand cross boundary trip patterns Assess and identify the demand for P&R together with potential sites to take the pressure off strategic corridors 	<p><i>Internal:</i> Transport Strategy Team Traffic Management Team Property & Estates</p>
	5. New secure HGV parking sites	With Wigan having high levels of lorry crime and supporting freight movements within the borough, it has been identified that there may be an opportunity for the borough to provide secure lorry parking facilities.	<ul style="list-style-type: none"> Understand the levels of demand for such a facility Identify potential locations linked with future rail freight opportunities 	<p><i>Internal:</i> Transport Strategy Team</p>

Five Year Action Plan: 2011 - 2016

Mode	Project	Description	Activities	Resources
Freight	1. GM freight strategy	The economy can only function with the support of effective freight transport and logistics, which will be vital to underpin AGMA's agenda for new employment and higher productivity. Our aim is to improve efficiency and reliability of the freight network thus supporting economic growth whilst having a positive impact on a number of health and environmental factors. The strategy needs to consider the wider implications of freight on network management, rail, road safety, air quality and low carbon.	<ul style="list-style-type: none"> Support TfGM to develop a new strategy Work with partners and Freight Quality Partnership Provide PR and engagement support for the Council and TfGM as and when needed 	<i>Internal:</i> Transport Strategy Team
	2. Rail / water freight opportunities	Operators / distributors need fast reliable routes for the delivery and provision of goods, however rail freight is being explored as a more viable option in comparison to road haulage. With our connections on the West Coast Main Line and with our canal infrastructure there may be more freight opportunities to offer businesses which need exploring in more detail	<ul style="list-style-type: none"> Understand opportunities / potential for rail freight Understand opportunities /limitations of water freight 	<i>Internal:</i> Transport Strategy Team
	3. Connections to Atlantic Gateway, Port Salford, and Parkside	The Port Salford freight terminal will benefit from berths on the Manchester Ship Canal, enabling ships of 500 teu (twenty foot equivalent unit) capacity to load and discharge at the site, making it the only inland waterway- served distribution park in the UK. Liverpool SuperPort aspirations will also aid development of the ship canal. Within the St Helens Local Plan, there are also proposals for a Rail Freight Terminal at the Parkside development. Wigan is centrally located to take advantage of each of these freight developments and this needs further investigation	<ul style="list-style-type: none"> Understand the benefits / issues associated with each of the development opportunities Work with neighbouring districts / partners to understand timescales for progression Liaise with partners / businesses to understand their interest in these opportunities and how the borough can benefit 	<i>Internal:</i> Transport Strategy Team Economic Regeneration <i>External:</i> TfGM, Business, FQP
	4. Freight Map and Loading Review	Due to the changing nature of the road network across the borough and the demands placed on it from all modes of travel, we need to ensure that necessary freight routes are clearly signed from the strategic network and preferred routes are capable of supporting the required HGV movements. Some of the boroughs primary route network support residential frontages and therefore there are areas of on-street parking which conflict with the current volumes of traffic and generate localised congestion.	<ul style="list-style-type: none"> Review current freight routes and signage Review parking / loading restriction on all primary routes Understand travel patterns and demands on the network Update freight route map and ensure signage is correct to key destinations Review loading restrictions to provide more flexibility for loading and to reduce localised congestion 	<i>Internal:</i> Transport Strategy Team Traffic Management Team
Congestion	1. STRAP (Strategic Route Assessment Plan)	<p>The Strategic Transport Route Assessment Plan (or STRAP) attempts to identify the causes of congestion and proposes interventions that aim to improve the network performance. 31 routes were identified with the 24 hour Annual Average Weekday Traffic (AAWT) flows of 10,000 vehicles or greater.</p> <p>Through the research, evidence reviews and consultation undertaken to support the development of this strategy, it is clear and apparent that congestion will not disappear. Urban traffic congestion tends to maintain itself in equilibrium, based on personal thresholds linked to the value of time and convenience.</p> <p>STRAP is about aiding network flow by intervening in key hotspots, mainly junctions. However, we need to get more cars off the road network and that involves a significant modal shift and new approaches to transport options.</p>	<ul style="list-style-type: none"> Update STRAP with new evidence and data sets Review evidence to better understand congestion – where, when and why it happens Support roll out of small scale solutions for local congestion relief Support longer term project development for significant capacity and new infrastructure improvements 	<i>Internal:</i> Transport Strategy Team Traffic Management Team
	2. Sustainable travel	The quality of travel alternatives has a significant effect on reducing congestion. If alternatives are inferior, few motorists will shift mode. If travel alternatives are attractive (relative to the congestion thresholds of driving), motorists are more likely to shift modes. We also need to adjust our transport planning over time to think less about physical movements and more about people's ability to reach services and destinations	<ul style="list-style-type: none"> Promote sustainable travel options to relieve local congestion hotspots Work with bus and rail operators to incentivise PT choices Work with TfGM to influence sustainable travel modes, routes and services across the borough Support and promote active travel activities run by health and leisure 	<i>Internal:</i> Transport Strategy Team Behavioural Change Team <i>External:</i> WLCT, Active Living, NHS TfGM, Operators

Five Year Action Plan: 2011 - 2016

Mode	Project	Description	Activities	Resources
Congestion	3. Pre-planning discussions with developers	Discussions are welcomed with applicants or agents before an application is made, as this encourages higher quality applications. Officers are available to provide general information and advice about existing transport issues and can discuss the requirements for a Transport Assessment. These discussions are useful to review the evidence available and exploring potential mitigation measures to minimise the impact of additional traffic on the network, including junction capacity issues and sustainable travel options which can then be embedded within the planning application process.	<ul style="list-style-type: none"> Engage with developers at the pre-planning stage to balance the impact on the wider transport network and promote sustainable travel options Continually review transport evidence to ensure the latest information is available at discussions Liaise with TfGM and other partners to seek advice and co-ordinate responses 	<p><i>Internal:</i> Transport Strategy Team Development Control</p> <p><i>External:</i> TfGM, Developers</p>
	4. Evidence review	It is very important to ensure that we continually review the evidence available and ensure that we are robust in our approach. We need to better understand the impact of congestion problems on the borough, but especially to support economic growth.	<ul style="list-style-type: none"> Review Census 2011 data sets when available Work with TfGM Highways Forecasting and Analysis Services (HFAS) to explore transport data Work with the Highways Agency to better understand congestion related concerns on the motorway network 	<p><i>Internal:</i> Transport Strategy Team</p> <p><i>External:</i> TfGM (HFAS), HA</p>
Transport Infrastructure	1. Motorway connections	The borough benefits from direct connections to the M6 and M58 on its western boundary. It is also closely connected to the M61 to the east and the M62 to the south. The road network in the borough is based largely on the 19th century network with single carriageways, 30 mph speed limits and relatively few new routes or significant widening schemes. Along key routes and at certain key locations congestion is a problem at peak times. These relatively poor internal links restricts the ability to capitalise on the external connections. Equally borough residents do not fully take advantage of the employment opportunities outside of the borough because of the poor connections to the motorways.	<ul style="list-style-type: none"> Work with the Highways Agency to better understand congestion related concerns on the motorway network Explore opportunities to improve connections from the borough to M6 J26 / M58 Explore opportunities to improve M6 J25 Support HA with their Pinch Point programme, including Managed Motorways Support HA with their forward programming and future programmes of work 	<p><i>Internal:</i> Transport Strategy Team</p> <p><i>External:</i> TfGM (HFAS), HA</p>
	2. A49 Diversion through Westwood Park	One of the Council's future transport infrastructure priorities to introduce a new dual carriageway link road from the A49 through Westwood Park to the heart of the town centre, significantly supporting economic growth and development	<ul style="list-style-type: none"> Work with TfGM to develop a business case for the A49 Link Road in support of the Future Transport Priorities programme (funding 2015-2019) Review current planning application Develop procurement options 	<p><i>Internal:</i> Transport Strategy Team Major Projects Board</p> <p><i>External:</i> TfGM</p>
	3. Marus Bridge Junction	In order to boost the economic performance and profile of the borough, there is a need to bring forward a range of new employment sites of the right quality in terms of location, accommodation provision and supporting infrastructure, to attract, maintain and grow businesses, particularly within the M6 Corridor and other key employment locations at Westwood Park and Pemberton Park. The A49 junction improvements will provide a more direct and accessible route from the M6 motorway (J25) through to Wigan Town Centre. The proposals will help to relieve local congestion at two key junctions along the route and facilitate opportunities to open up two development sites.	<ul style="list-style-type: none"> Submit an application for DfT Local Pinch Point funding If successful, deliver scheme If unsuccessful, identify other funding opportunities to deliver this project Work with developers to deliver projects 	<p><i>Internal:</i> Transport Strategy Team Major Projects Board</p> <p><i>External:</i> TfGM, Developer</p>
	4. Amberswood Link	The A577 corridor from Hindley Green to Wigan town centre consistently experiences traffic congestion during the weekday morning and evening peak periods particularly on the approaches to Hindley crossroads. Amberswood Link Road is needed in order to provide Hindley crossroads with relief of traffic congestion and to support wider strategic aims by the Council, with respect to delivering new transport infrastructure and development within the 'east-west core' of the borough.	<ul style="list-style-type: none"> Develop a business case for this scheme Identify funding opportunities to deliver this project Review planning application process Explore environmental implications 	<p><i>Internal:</i> Transport Strategy Team Major Projects Board</p>

Five Year Action Plan: 2011 - 2016

Mode	Project	Description	Activities	Resources
Transport Infrastructure	5. Infrastructure to support Local Plan	<p>Transport assessment work has been undertaken to support the development of the proposed Local Plan Core Strategy.</p> <p>A baseline transport evidence base has been produced which covers the whole borough and looks at journey times, congestion hotspots, public transport service provisions, socio-economic data (such as car ownership levels, journey to work data etc) and sustainable travel infrastructure to provide an understanding of the current accessibility levels.</p> <p>This has been analysed and assessed to ensure the impact of both an individual site and the cumulative impact of sites within a broad location is minimised and identifies a clear forward strategy to ensure the delivery of infrastructure and mitigation measures will support the development of forthcoming sites.</p> <p>This includes infrastructure projects such as: South of Hindley Link, East of Atherton Link, and Landgate Link.</p>	<ul style="list-style-type: none"> • Work with developers at pre-application stage to ensure dialogue about potential impacts is understood at an early stage • Work with developers to explore infrastructure requirements to minimise the impact of additional traffic on the network • Ensure infrastructure proposals include for all modes of travel, especially sustainable modes to minimise future congestion concerns • Support funding / delivery opportunities to accelerate / motivate development sites • Liaise with partners to ensure transport proposals are realistic and deliverable 	<p><i>Internal:</i> Transport Strategy Team Development Control</p> <p><i>External:</i> TfGM, Developer</p>

15 Year Action Plan: 2011 - 2026

Mode	Action	Objectives				Responsibility	Funding		Timescale			Measure
		Sustainable Transport	Equitable Access	Diverse / Adaptable for choice	Attractive Modal Shift		Source	Approved	Short term 2011-2016	Medium term 2017-2021	Long term 2022-2026	
Trains	1. Support the delivery of the "Northern Hub"	✓	✓	✓	✓	Wigan Council, TfGM, Network	DfT	Yes - July 2012	✓	✓	✓	Project completion 2019
	2. Support electrification of "Lancashire Triangle"	✓	✓	✓	✓	Wigan Council, TfGM, Network Rail	DfT	Yes	✓			Project completion 2016
	3. Support wider roll out of electrification across the rail network in the borough	✓	✓	✓	✓	Wigan Council, TfGM, Network Rail	DfT	tbc		✓		Project completion
	4. Investigate rail opportunities from High Speed Rail	✓	✓	✓	✓	Wigan Council, TfGM, Network Rail,	Internal resources	Yes	✓	✓	✓	DfT Consultation - Oct 2012
	5. Investigate opportunities for Tram Train	✓	✓	✓	✓	Wigan Council, TfGM,	Internal resources	Yes	✓	✓	✓	Feed into GM Tram Train Study
	6. Develop "Wigan Transport Hub"	✓	✓	✓	✓	Wigan Council, TOCs TfGM, Network Rail	tbc	tbc		✓		Project completion
	7. Influence franchise renewals: <ul style="list-style-type: none"> West Coast Main Line Northern Rail TransPennine Express 	✓	✓	✓	✓	Wigan Council, TfGM, TOCs	Internal resources	Yes	✓			Franchise award
	8. Develop rail station travel plans	✓	✓	✓	✓	Wigan Council, TOCs TfGM, Network Rail	Internal resources	Yes	✓			11 stations completed
	9. Review existing rail stations for improvement and enhancement	✓	✓	✓	✓	Wigan Council, TOCs TfGM, Network Rail	Internal resources	Yes	✓			11 stations completed
	10. Investigate the potential for new stations	✓	✓	✓	✓	Wigan Council, TfGM, Network Rail	Internal resources	Yes	✓			Feed into rail strategy
	11. Develop "Park+Ride" at all rail stations	✓	✓	✓	✓	Wigan Council, TOCs TfGM, Network Rail	Internal resources	Yes	✓			11 stations completed
	12. Support "Smart" ticketing	✓	✓	✓	✓	Wigan Council, TfGM	GMTF, LSTF	tbc	✓	✓		Project completion
Buses	1. Support delivery of the Bus Priority Package (Busway)	✓	✓	✓	✓	Wigan Council, TfGM	GMTF	Yes	✓			Operational by 2015
	2. Investigate and develop better interchange facilities	✓	✓	✓	✓	Wigan Council, TfGM	GMTF, developer contributions	tbc	✓	✓	✓	Project completion
	3. Develop a prioritised list of network improvements that give genuine priority to buses	✓	✓	✓	✓	Wigan Council, TfGM	BBAF	Yes	✓			Project completion
	4. Support "Smart" ticketing	✓	✓	✓	✓	Wigan Council, TfGM	GMTF, LSTF	tbc	✓	✓		Project completion
	5. A broader programme of travel initiatives, marketing and passenger information	✓	✓	✓	✓	Wigan Council	tbc	tbc	✓	✓		Service punctuality and reliability
	6. Deliver new bus infrastructure and information as part of the Better Bus Area Fund for Wigan Town Centre and the CANGO area	✓	✓	✓	✓	Wigan Council, TfGM	Internal resources	Yes	✓	✓	✓	Improved services and passenger feedback

15 Year Action Plan: 2011 - 2026

Mode	Action	Objectives				Responsibility	Funding		Timescale			Measure
		Sustainable Transport	Equitable Access	Diverse / Adaptable for choice	Attractive Modal Shift		Source	Approved	Short term 2011-2016	Medium term 2017-2021	Long term 2022-2026	
Cycling	1. Develop a new Cycle Development Plan	✓	✓	✓	✓	Wigan Council	Internal resources	Yes	✓			Project completion
	2. Prioritised improvements to cycling network	✓	✓	✓	✓	Wigan Council	tbc	tbc	✓	✓	✓	Cycling numbers Accident rates
	3. Support the delivery of a cycle compound in Wigan & Leigh town centres	✓	✓	✓	✓	TfGM	LSFT (key component)	Yes	✓	✓		Scheme completion
	4. Improve cycle parking facilities	✓	✓	✓	✓	Wigan Council, TfGM	LSTF	tbc	✓	✓		Cycling levels
	5. Use planning powers to enhance cycle route provision including cycle parking	✓	✓	✓	✓	Wigan Council	Internal resources	Yes	✓	✓	✓	Project completion
	6. Develop Pier to Pier (NCN562) cycling corridor	✓	✓	✓	✓	Wigan Council, Lancashire County Council, Sefton Council	tbc	tbc	✓			Scheme completion
	7. Develop NCN55 cycling corridor	✓	✓	✓	✓	Wigan Council, Sustrans, Canal & River Trust	tbc	tbc	✓	✓		Scheme completion
	8. Leigh Cycling Project	✓	✓	✓	✓	Wigan Council	LSFT	tbc	✓			Scheme completion
	9. Wigan Cycling Project	✓	✓	✓	✓	Wigan Council	tbc	tbc	✓	✓		Scheme completion
	10. CANGO Cycling Project	✓	✓	✓	✓	Wigan Council	tbc	tbc	✓	✓		Scheme completion
	11. Develop / broaden programmes of training for cyclists & other road users	✓	✓	✓	✓	Wigan Council, TfGM	LSTF	tbc	✓	✓	✓	Accident rate
Walking	1. Revise the Public Rights of Way Implementation Plan (RoWIP)	✓	✓	✓	✓	Wigan Council	Internal resources	Yes	✓			Project completion
	2. Use planning powers to enable and encourage route provision within and around new development	✓	✓	✓	✓	Wigan Council	tbc	tbc	✓	✓	✓	Walking levels
	3. Prioritised improvements to walking network	✓	✓	✓	✓	Wigan Council	tbc	tbc	✓			Walking levels
	4. Prioritised maintenance improvements on footways / footpaths, including removal of obstructions	✓	✓	✓	✓	Wigan Council	Highway / PRoW allocations	tbc	✓	✓	✓	Reduced number of claims and complaints Walking levels
	5. Market and incentivise more walking	✓	✓	✓	✓	Wigan Council	tbc	tbc	✓	✓	✓	Walking levels
	6. Enhance walking links to public transport, parking areas and key destinations	✓	✓	✓	✓	Wigan Council	tbc	tbc	✓	✓	✓	Walking levels
	7. Support pedestrianisation and enhanced public realm areas to make walking trips more attractive	✓	✓	✓	✓	Wigan Council	tbc	tbc	✓	✓	✓	Walking levels
Parking	1. Develop parking opportunities in town centres		✓	✓		Wigan Council	Internal resources	Yes	✓			Project completion
	2. Investigate opportunities for "Park+Ride"		✓	✓		Wigan Council, TfGM, Network Rail, TOCs, HA	Internal resources	Yes	✓			Project completion
	3. Improve cycle & motorcycle parking facilities	✓	✓	✓	✓	Wigan Council	Internal resources	Yes	✓	✓	✓	Project completion
	4. Explore opportunities for electric charging points	✓	✓	✓	✓	Wigan Council	Internal resources	Yes	✓	✓		Project completion

15 Year Action Plan: 2011 - 2026

Mode	Action	Objectives				Responsibility	Funding		Timescale			Measure
		Sustainable Transport	Equitable Access	Diverse / Adaptable for choice	Attractive Modal Shift		Source	Approved	Short term 2011-2016	Medium term 2017-2021	Long term 2022-2026	
Parking	5. Review staff parking policy for Wigan Council		✓	✓		Wigan Council	Internal resources	Yes	✓			Project completion
	6. Review & develop parking facilities for lorries			✓	✓	Wigan Council, FQP	tbc	tbc	✓	✓	✓	Project completion
	7. Work with developers & major employers on sustainable travel plans	✓	✓	✓	✓	Wigan Council	Internal resources	Yes	✓	✓	✓	Sustainable transport choices delivered
Freight	1. Support the development of a GM freight strategy	✓	✓	✓	✓	Wigan Council	Internal resources	Yes	✓			Project Completion
	2. Investigate rail freight opportunities for Borough & identify potential sites for future facilities	✓	✓	✓	✓	Wigan Council, TfGM, Network Rail	Internal resources	Yes	✓			Project Completion
	3. Explore benefits associated with Parkside, Atlantic Gateway, & Port Salford proposals		✓	✓		Wigan Council	Internal resources	Yes	✓	✓	✓	Project Completion
	4. Review & map freight routes to key destinations, with clear directional signing	✓	✓			Wigan Council, FQP	Internal resources	Yes	✓			Project Completion
	5. Investigate HGV priority measures	✓	✓			Wigan Council, TfGM	Internal resources	Yes		✓		Project Completion
	6. Review loading restrictions to improve kerbside availability & reduce congestion	✓	✓			Wigan Council	Internal resources	Yes	✓			Project Completion
	7. Review planning conditions on noise to improve flexibility in delivery hours	✓				Wigan Council	Internal resources	Yes	✓	✓		Level of complaint
	8. Investigate feasibility of water freight	✓	✓	✓	✓	Wigan Council, Canal & River Trust	Internal resources	Yes	✓			Project Completion
Congestion	1. Update STRAP and support roll out of small scale solutions for local congestion relief	✓				Wigan Council	Internal resources	Yes	✓			Project Completion
	2. Promote sustainable travel options to relieve local congestion hotspots	✓	✓	✓	✓	Wigan Council	Internal resources	Yes	✓	✓	✓	Sustainable transport mode split
	3. Engage with developers at the preplanning stage to balance the impact on the wider transport network and promote sustainable travel options	✓	✓	✓	✓	Wigan Council	Internal resources	Yes	✓	✓	✓	Project Completion
	4. Review the evidence to understand the impact congestion problems	✓	✓	✓	✓	Wigan Council	Internal resources	Yes	✓	✓	✓	Project Completion

15 Year Action Plan: 2011 - 2026

Mode	Action	Objectives				Responsibility	Funding		Timescale			Measure
		Sustainable Transport	Equitable Access	Diverse / Adaptable for choice	Attractive Modal Shift		Source	Approved	Short term 2011-2016	Medium term 2017-2021	Long term 2022-2026	
Transport Infrastructure & Development	<p>Work with key public & private stakeholders to support the delivery and secure the implementation of:</p> <ol style="list-style-type: none"> 1. Busway 2. Wigan Transport Hub 3. Cycle corridors 4. Motorway connections 5. A49 Diversion through Westwood Park 6. Saddle Link Road 7. Amberswood Link 8. South of Hindley Link 9. East of Atherton Link 10. Landgate Link 	✓	✓	✓	✓	Wigan Council, TfGM, Bus and Rail operators, developers, Highways Agency	GMTF Tbc LSTF Developer funding Prudential borrowing Successful bid applications		✓	✓	✓	Project Completion

Section 10

Monitoring & Review

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. We propose to monitor the effectiveness of this strategy and action plan through a limited number of transport indicators, set out in the table opposite. These have been chosen on the basis of being able to provide timely, relevant, cost-effective management information and are reported to the corporate performance management team on a quarterly basis.

Continual Review

Within this Transport Strategy are two action plans outlining our wider aspirations through to 2026 and a more detailed five year action plan for early intervention from 2011-2016. The five year action plan will be updated on an annual basis including a continuous five year rolling programme of activities and projects.

The Transport Strategy itself and the overall action plan will be reviewed and updated after the initial five year period, extending the overall strategy timeframe to 2031.

The effectiveness of our actions, new evidence, improved technology, the impact of climate change, and the views of residents, businesses and partners will all influence and shape the review of our overall strategy beyond 2026.

In addition, it will be essential for us to evaluate the effects of specific actions and projects to make sure that we have confidence that they fulfil our expectations. This will be particularly relevant to our higher cost or innovative schemes.

Therefore, we will report to the Places Scrutiny Committee on an annual basis to provide a progress report and feedback on the delivery of the action plan. We will provide additional reports on specific schemes and projects, as and when required.



Notes





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