



# **Wigan Borough on the Move**

Transport Strategy and Action Plan  
Final Draft for Consultation



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



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





## 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.