

MANAGING CONGESTION & SUPPORTING GROWTH

Transport solutions the key to sustaining Merseyside's regeneration

Keeping Merseyside on the move

The role of the Traffic Manager

Eyes on the road

Tackling City Centre congestion

Double boost for Merseyside LTP



Cllr Mark Dowd, Neil Scales and Cllr John Fairclough promote safe cycling as part of Merseyside's Local Transport Plan

The Merseyside Local Transport Plan, LTP, Partnership has been awarded more than £36.5 million by the Department for Transport – and recognised as one of the best in the country.

The Merseyside LTP is a long term strategy and £230m delivery programme of transport investment and service improvements up to 2011. It aims to give Merseyside

a safer, sustainable, efficient and integrated transport network, accessible to all.

The Department described the Plan as 'excellent' – the highest possible assessment. Delivery of the first 2001 – 2006 Merseyside LTP was also described as 'excellent' making Merseyside the only metropolitan area in the country to achieve this double success.

As a result, funding for the next financial year has been increased by more than £8 million to £36.504 million.

The Merseyside authorities work closely together, through

their dedicated LTP Support Unit and with a wide range of partners to devise and implement the successful strategy.

Neil Scales, Chairman of the LTP Partnership and Chief Executive and Director General of Merseytravel, said:

"This is tremendous news for Merseyside.

This increased settlement is a massive vote of confidence by the Government in our ability to deliver an integrated transport network that is accessible to all – and one of the finest public transport systems in the country."

Car Club offers a convenient congestion solution

More and more people in Liverpool are joining the City Council-backed WhizzGo car club scheme as news of its appeal spreads.

For those not already in the know, WhizzGo offers both individuals and businesses brand new cars in the city centre for hire by the hour. For city residents it is the smart alternative to car ownership and a great business travel solution, which also helps reduce congestion and demand for parking.

Individuals join the scheme by purchasing their own smart card for the cars for £25, and paying a fully refundable insurance deposit of £125. Cars can be hired out for leisure or business use for no more than £4.95 an hour by simply booking over the phone or online.

Liverpool property agent City Residential is one of many companies who have signed up for WhizzGo's scheme so their

staff can use the car club vehicles. Property valuer Lee Rawlinson explained:

"It's made us think about car use and how we travel to work. Rather than bringing in our cars and battling for a parking space, we can now use public transport and simply hire a car when required."

Daniel Barrett both lived and worked in Liverpool city centre when he joined the WhizzGo Car Club scheme in April 2006. He said:

"I wanted to get rid of my car because there were parking issues such as space and cost, plus I wanted to walk to work to reduce congestion, pollution and for personal fitness."

Daniel said he has been greatly impressed by the convenience of the WhizzGo scheme.

There are no annual or monthly membership charges – you only pay when you use a car with significantly reduced rates for weekend and evening coverage. Once you are a

member, you can then use a WhizzGo car in Liverpool, Leeds, London, Brighton or Southampton, and you can pick up your car at any time of the day or night. Daniel added:

"I think knowing I can access a car as and when I want has been a powerful motivation for me getting rid of my car. There have also been other benefits such as no responsibility for maintenance, major repairs, an MOT or cleaning it!

I've also saved money, without a doubt, which is great. I've always been able to access a WhizzGo car without any difficulty, so it has been a very beneficial move for me all round."

Councillor Peter Millea, Liverpool City Council's Executive Member for Regeneration and Transport agreed that the WhizzGo scheme was very beneficial to the city. He said:

"The Car Club scheme forms an important part of the Local



"Out clubbing" – Daniel Barrett with his WhizzGo car

Transport Plan, and is one of a number of innovative schemes to reduce traffic growth.

We see car clubs as a vital part of tackling congestion in Liverpool and reducing the demand for residential parking. They offer practical, cost-effective access to a car when needed, complementing public transport, walking and cycling." To join or to find out about business rates visit www.WhizzGo.co.uk

Managing Congestion

Merseyside has become one of the UK's growth hot spots after decades of economic decline and diminishing population. The City Region continues to generate new jobs at a faster rate than most of the country's other major conurbations and Liverpool itself has now recorded a small but significant increase in its resident population. With the region poised to reap the benefits of the 2008 Capital of Culture celebrations and record levels of inward investment, the economic prospects for Merseyside appear bright for the foreseeable future.

As policy makers seek to realise the potential for economic growth, one of the key objectives will be to manage the inevitable increase in traffic movements and ensure the region's roads do not become congested and gridlocked. Cllr John Fairclough, Chair of The Merseyside Strategic Transport Committee, spells out the challenge:

"A City Region that is accessible with free-flowing roads is good for business and we want Liverpool and Merseyside to continue to grow and prosper."

Economic cost

The economic cost of traffic congestion was recently calculated as part of Sir Rod Eddington's major report into the future of the UK's transport network. The former British Airways Chief Executive estimated that traffic congestion could already be costing the British economy between £7 and £8 billion a year, with that cost rising to around £25 billion by 2015.

He also calculates that transport accounts for more than 25% of our annual greenhouse gas emissions.

Eddington's conclusions come on top of a weight of other evidence about the environmental impact of increased traffic congestion and its contribution to poor air quality and climate change.

The Government has already

established stringent targets for traffic growth with a 0% cap for all the UK's major conurbations including Merseyside.

The Local Transport Plan partners on Merseyside have set a 7% ceiling for traffic growth in Liverpool City Centre up to 2011, however. This target reflects the specific economic conditions in the region and the need to support wider regeneration objectives. Even the 7% target will still pose a major challenge to policy makers and traffic managers. Projected traffic growth over the LTP period is nearer 12%, sparking concerns that increased congestion could itself begin to inhibit the process of economic recovery. Department for Transport computer model forecasts predict a 20% increase in traffic movements across Merseyside over the next 15 years, and if local trends in car ownership continue at their present rate, there could be 40% more vehicles in Merseyside by 2021.

Supporting business

LTP partners are therefore working to ensure that pressure on the transport system arising from economic growth does not damage business, undermine competitiveness or stifle Merseyside's long term economic recovery. Neil Scales, Chairman of the LTP Partnership and Chief Executive of Merseytravel explains:

"One of the consequences of our former economic problems was that Merseyside was spared the serious congestion that has affected cities like London, Manchester and Birmingham. But now that our economy is growing at a much faster rate it is vitally important that growth is managed and congestion avoided."

One of the major focuses of attention for policy makers and local Traffic Managers is Liverpool City Centre – the economic hub of the Merseyside region. Approximately half of the 18,000 new jobs anticipated up to 2011 will be created in the City Centre.

Wise move 1

– Managing Strategic Routes

Liverpool City Council is focusing its work in 2006/07 on monitoring two of the strategic approaches to the city centre – the A5049 West Derby Road (Queens Drive – Low Hill) and the B5178 Childwall Road/Picton Road (Queens Drive – Durning Road/Tunnel Road). It is proposed to install a fixed speed camera on West Derby Road between Sheil Road and Muirhead Avenue and cameras on Picton Road/High Street between Spofforth Road and Grove Street.

Wirral Council have a number of initiatives to manage traffic flow on the A552 including

- restricting on-street parking in peak hours on Woodchurch Rd
- junction improvements at

Prenton Hall Road

- proposed bus priorities scheme at Woodchurch Rd/Storeton Rd junction. A VMS is being installed to provide Tunnel traffic information before approaching the flyover. Seven CCTV cameras will be installed along most of the A552 enabling adjustment of traffic signals to ease traffic flow.

In Knowsley

- Archway Road/Tarbock Rd roundabout improvements are underway to improve pedestrian safety and vehicle circulation.
- Wilson Road/Tarbock Road junction at Roscoe's Wood is being reviewed for new traffic signals.
- M62 Tarbock Interchange improvements by the Highways Agency proposed for 2009.

Nine of the eleven roads identified for congestion monitoring in The Local Transport Plan are City Centre approach routes. Traffic Managers analyse data relating to vehicle movements (gathered through moving car surveys) and journey times (supplied by The Department for Transport from transponders fitted to vehicles) to monitor congestion

levels. The Transport Managers are responsible for ensuring that maintenance programmes, utility works and improvements on these routes are properly co-ordinated to maintain traffic flows. The overall aim is to ensure that congestion is not increasing and that easy access to this key economic growth area is maintained.



Congestion Monitoring Routes

& Supporting Growth

Wise move 2

– Travel Plans

TravelWise is helping more than 100 local organisations to develop comprehensive Travel Plans including businesses, education and health institutions, visitor attractions and residential developments. The Travel Plan process will help organisations make their travel and access arrangements more efficient and cut congestion. As a result of

adopting Travel Plans businesses have been able to reduce their car use by an average of 15%.

TravelWise will support you to develop and implement a successful Travel Plan. Join the Wise Moves Club to take advantage of the free online travel survey, marketing resources, regular travel plan Forum and more. Visit the travel plans section of the website for more information. www.LetsTravelWise.org

In addition to efficient and co-ordinated highway management the Local Transport Plan proposes a wide range of policies to combat congestion including measures to increase network capacity and improve traffic flow, major improvements to the public transport system, TravelWise initiatives to promote sustainable transport and measures to manage the increasing demand for car journeys including parking policies and Travel Plans. The LTP Partnership will monitor congestion to assess the effect of these policies and assess whether other measures are needed to ensure congestion does not endanger economic

success and quality of life. There is no single solution to the congestion challenge. Transport managers, policy makers, transport operators and individual travellers all have a role to play, according to Cllr John Fairclough.

“The LTP partners have a joined-up approach to combating congestion and promoting economic prosperity. Whether we are delivering major new infrastructure like Liverpool South Parkway, improving network management systems or delivering TravelWise campaigns to promote car sharing or cycling we have a consistent set of messages and strategic objectives.”



Wise move 3

– Investing in Rail

One of the key priorities in tackling congestion is to deliver continuing improvements to the public transport system. The opening of the new Liverpool South Parkway Interchange last year is an

important part of a wider investment strategy to renew stations, improve services and increase the capacity of the Merseyrail network. The new station has seen a 50% increase in passenger numbers, while Merseyrail continues to be one of the UK's most reliable and best performing rail operations.

The region's business leaders are also keen to play their part in addressing a potential problem that they recognise is vital to their own future success.

Liverpool Chamber of Commerce Chief Executive Jack Stopforth believes that the business community is fully committed to play its part in promoting what he terms “responsible transport behaviour”.

“Our road system has a finite capacity and ultimately congestion is bad for business and bad for our local environment. We have therefore got to be imaginative if we are going to deal successfully with the consequences of economic growth.

These are sentiments echoed by Neil Scales:

“We have got to decouple the goal of economic prosperity from the prospect of spiralling traffic growth and congestion. The Local Transport Plan provides a vision for an integrated safe transport network which supports economic and social regeneration. We aim to operate the network to the highest standards to protect the environment and ensure a high quality of life for all the people of Merseyside. If we get the balance right by planning ahead, we can avoid the problems other cities have faced and come out on top with a successful city that draws investment and people alike.”

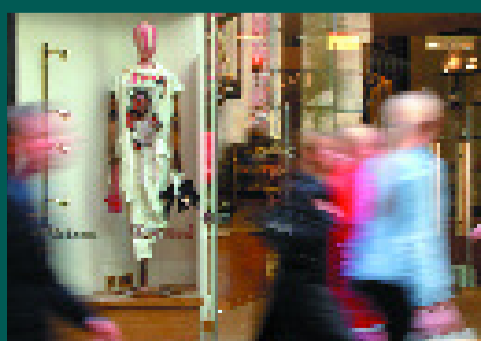
Liverpool City Centre – An engine for growth



As the economic heart of Merseyside, Liverpool City Centre is also the hub of its road and transport system. As the City Centre benefits from more than £3 billion of investment, managing traffic growth is a key priority.

- The Liverpool One retail development is Europe's biggest city centre development project and will catapult Liverpool back into the premier league of shopping destinations.

- In 2008 Liverpool expects to receive 11 million visitors to the City
- The expansion of Liverpool's commercial quarter envisages the creation of 2 million square feet of new office space over the next 10 years.
- The City Centre will continue to be Merseyside's fastest growing residential area with a projected population of more than 20,000 by 2012.



Traffic managers aim to keep Merseyside on the move



Keeping Merseyside's roads moving and free of congestion is one of the key aims of the region's Traffic Managers. These important posts were created as a result of the Traffic Management Act 2004 which gave local councils significant new responsibilities. The Network Management Duty means that councils must have a proactive and co-ordinated approach to the management of the local road network and that they must liaise effectively with neighbouring authorities.

Merseyside has already made significant strides in co-ordinating the management of its highway network. Each authority now has a Traffic Manager who works with counterparts in neighbouring

authorities through the Merseyside Traffic Managers Group, which meets every six weeks. This group includes representatives from all the LTP partners plus Mersey Tunnels, adjacent authorities, the police and the Highways Agency.

Knowsley Council's Traffic Manager, Mick Noone, explained the developing role of a traffic manager.

"The process is working really well; we do not work in isolation. Apart from the partners already engaged, we must also include bus companies, utility companies, refuse collectors and other council departments. We must consider not only the carriageways, but the footpaths as well.

It is a really beneficial way of operating in that it is making everybody do things in a joined-up way. It is making life easier for the public, which is what it is all about."

Managing Merseyside's road networks involves;

- co-ordinating the effects of all planned events on the

highway such as utility works, improvement / maintenance works, new road build and events that attract large crowds, football matches, annual festivals or sporting events like the Open Golf 2006

- close liaison with the Police and utility companies
- IT systems to monitor planned works on the highway, and
- planning ahead to be able to respond more effectively to incidents or accidents on key routes.

Each local authority takes account of the needs of all road users, including pedestrians, when planning major road works by agreeing the timing of the works with all stakeholders, carrying out work at night or the weekends if necessary. All plans are agreed with the emergency services as a matter of course. There are also specific approaches for the different types of road across Merseyside with a focus on "traffic

sensitive streets" and strategic routes where there is greater potential for congestion.

In addition to their day-to-day responsibilities Traffic Managers also have to plan for the longer term. Mick explains:

"We have to show regard for future congestion and co-ordinate more with our planning departments to minimise any congestion that may be caused by future developments, such as shopping centres. We also have to work with businesses on Travel Plans and monitor traffic levels on the busiest roads. We are looking to roll out more variable message signs and CCTV cameras that would eventually provide coverage of the strategic road network including motorways and 'A' roads."

The LTP partners are aiming to develop comprehensive plans for Network Management, both for their local areas and Merseyside as a whole, over the next 12 months. We will keep you up to date as those plans are developed.

City keeping its eyes on the road

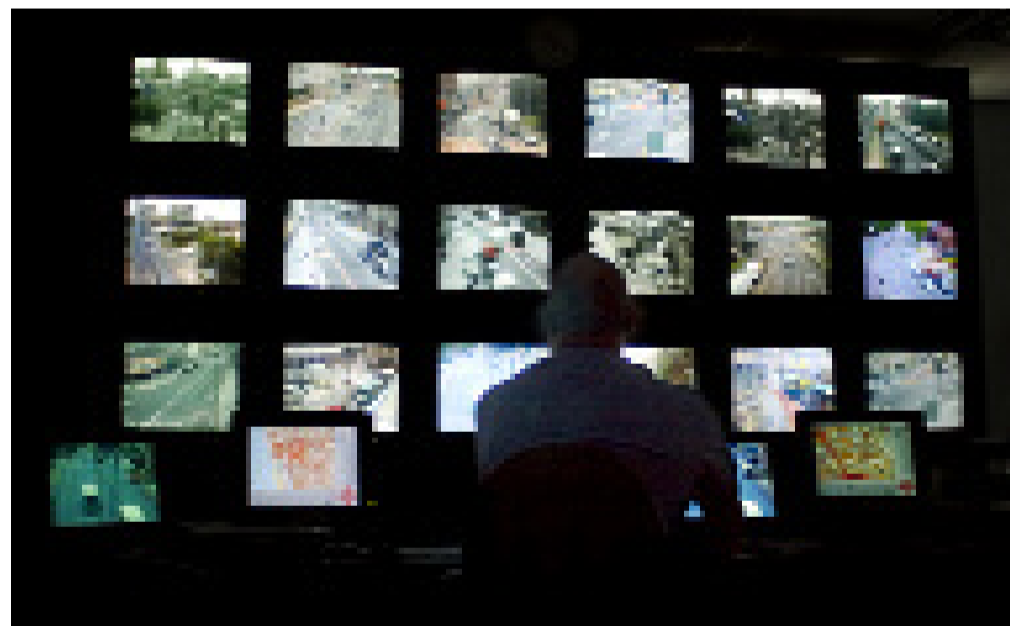
Managing traffic in Liverpool City Centre is crucial to sustaining progress and encouraging future investment. It is also vital to the creation of a safe, clean and attractive city centre that can be accessed and enjoyed by local people and visitors. The City Centre Movement Strategy (CCMS) and the implementation of the Intelligent Transport System and Variable Messaging Signs are just some of the ways that Liverpool is managing traffic growth.

The aim of Liverpool's City Centre Movement Strategy is to improve access in the City Centre for all – pedestrians, cyclists, public transport users and motorists. To achieve this aim several CCMS schemes have already changed the traffic flows on some roads to two-way operation, improved

the pedestrian environment and redesigned junctions to ease congestion. By encouraging through traffic to use more appropriate routes around the city centre rather than through it, congestion on City Centre routes is managed.

The Intelligent Transport System provides 230 cameras on key routes across Liverpool and their footage is watched by a team of transport specialists who monitor any traffic problems. All junctions improved as part of CCMS have loop systems built into the road which register the number of vehicles passing through and can change the traffic lights to deal with the peaks and troughs in traffic flow.

Other important tools to tackle congestion are the Variable Messaging Signs with 17 signs erected in the City Centre and another 19 further



"Eye in the sky" – ITC cameras monitor City Centre traffic flows

afield including in Wirral and on the M62. A bank of approved messages warning motorists of congestion, heavy event traffic, or accidents, can be put onto the signboards remotely by Liverpool City Council and the emergency services when required.

Liverpool City Council Traffic Manager Dave Drury, explained:

"We are looking at a variety of ways to tackle congestion in our City Centre and by working with partners and, using the latest technology, we are starting to see results."

Local Transport Plan Partners

