

A NEW DIRECTION

Achieving a New Transport Vision for Sussex



Produced by the South Coast Alliance
for Transport and the Environment
(SCATE) www.scate.org.uk

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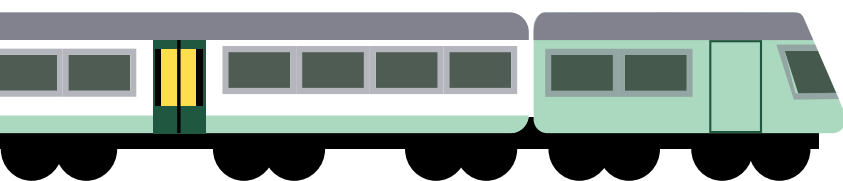


In the face of the growing threat from new roads and in the absence of significant progress on improving sustainable transport, a wide range of groups, businesses and individuals met in 2014 to set up the South Coast Alliance for Transport and the Environment (SCATE). It is a network of organisations which has four main objectives:

- Promote sustainable transport solutions (for personal travel and freight)
- Seek better land use, infrastructure and transport planning to reduce the need to travel and dependence on the private car
- Oppose damaging road-building schemes along the south coast corridor
- Ensure that the environment is properly valued (for its contribution to the economy and human health) and that full consideration is given to impacts on landscape, biodiversity and climate change in all decision making.

In 2016 SCATE sought funding from the Foundation for Integrated Transport to enable it to commission a new strategy ('A New Transport Vision for the Sussex Coast') by Independent Transport Planning, in conjunction with the University of the West of England. In 2017 SCATE received funding from LUSH Cosmetics to produce this summary document and an online animation to present the strategy.

To read the full strategy 'A New Transport Vision for the Sussex Coast' or to find out more about or to join SCATE visit our website www.scate.org.uk



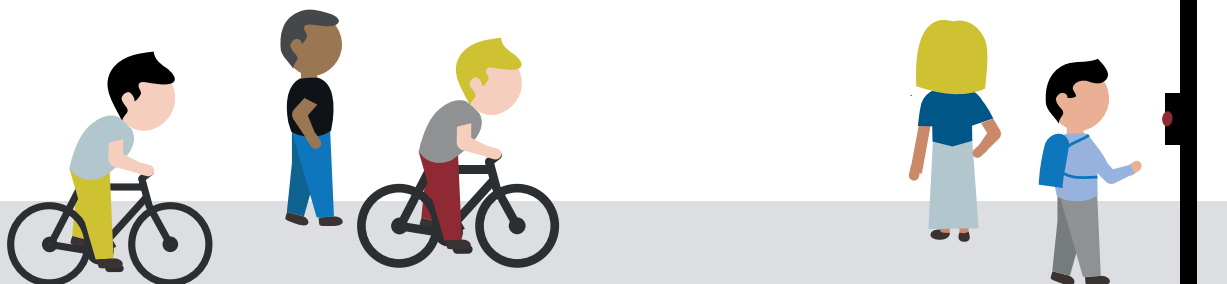
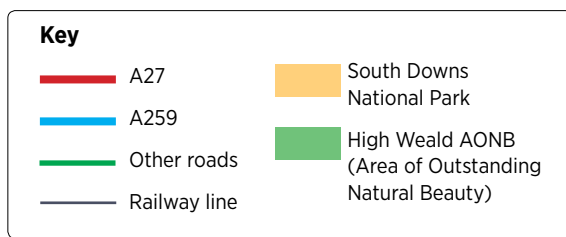
Introduction

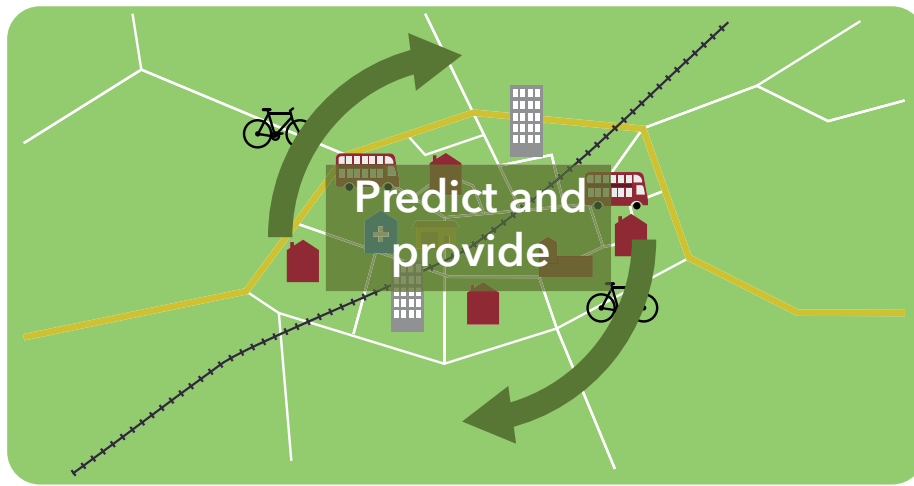
There is no silver bullet to solving congestion. In many rural areas a lack of transport choice means that people who cannot drive become virtual prisoners in their local community. Elsewhere, poor public transport or the lack of safe walking and cycling infrastructure forces people into cars, adding to the problem. Meanwhile, the current focus on road building is denying investment in less harmful, integrated solutions.

This document summarises SCATE's new transport strategy, 'A New Transport Vision for the Sussex Coast' which takes a fresh look at the situation on the A27 corridor. It examines a broad range of planning and transport options which, if brought forward together, would deliver on a number of local and national economic, environmental and social priorities.

The time is right for a new approach.

Key transport routes





Setting the scene

There is a long history of studies, strategies and schemes to try and address transport issues on the Sussex coast. However, there has never been an overarching vision to provide long lasting and sustainable solutions.

Walking and cycling

In the last 30 years there has been some investment in walking and cycling facilities, yet overall provision remains poor. Over 20 years after the National Cycle Network was first established the south coast route is still not complete. Meanwhile in Chichester things risk going backwards with Centurion Way, a popular route up to the Downs, under threat from new housing.

Public transport

Public transport provision has been mixed with some places, such as Brighton & Hove, having seen year on year growth in bus passengers as a result of sustained investment in bus infrastructure and better services. In contrast, communities like Arundel have lost out, with the squeeze on local authority finances which have led to cuts in many rural services. In these places, the levels of traffic and lack of infrastructure means people cannot walk and cycle safely and with little or no public transport they are effectively living in a transport desert, only accessible to those who drive.

The train service in Sussex has been problematic. In recent years there have been considerable disruptions. There have been few improvements to coastal services or infrastructure, except at Beddingham where the removal of the level crossing has allowed faster and more reliable services on the East Coastway. On the West Coastway, however, the continued use of old rolling stock on longer distance journeys without modern facilities, remains off-putting for many.

Roads

The A27 lies within a highly constrained corridor, surrounded by the English Channel to the south and the South Downs National Park (SDNP) to the north, situated both within and adjacent to many urban areas. This causes conflicts between long distance traffic and more local journeys, while also limiting what can be done to the A27 without causing significant harm. This is why it has been so difficult to resolve. Nevertheless, Highways England has been developing a set of schemes to increase capacity on the A27. Yet all this has done is expose the deep division amongst local communities and highlight concerns at the devastating impact of such an approach.

Meanwhile, local roads are suffering from an estimated £9 billion backlog in road maintenance nationally.

The challenge to road building

A 2017 review of the impact of road projects in England, by the Campaign for the Protection of Rural England (CPRE), showed that building more road capacity generally creates more traffic. Most assessments ignore the extra congestion this causes on the surrounding road network and the cost this places on society. This extra traffic makes it harder for buses to run reliably, for people to walk and cycle for local trips.

Critically, it also undermines public health through increasing air and noise pollution, the promotion of sedentary lifestyles and more crashes, all of which increase the strain on the NHS. There are also economic costs from increased absenteeism and lower productivity. New roads also impact on our natural environment, through landscape fragmentation, noise and light pollution. In most cases, the anticipated economic benefits of road schemes fail to be demonstrated.



Time to take stock

Now is a good time to take stock and review the approach to transport provision on the Sussex coast because there is a lot of uncertainty about the future:

- new technologies are changing the way we travel
- new mobility services look set to reduce the need for car ownership
- young people are no longer striving to own and drive cars in the numbers they once did
- traffic levels have not changed significantly at a national level, or in West and East Sussex, since the turn of the millennium

It is therefore unlikely that the expectations built into traditional traffic forecasts remain accurate in a rapidly changing transport landscape.

The new strategy identifies that many of the assumptions made in previous A27 studies do not fully reflect or align with:

- recommended practice in transport planning
- travel trends since the turn of the millennium
- current developments in transport technologies and services
- Government targets to reduce carbon emissions
- economic plans and growth strategies for the region
- other Government priorities and outcomes such as around health
- essential tests associated with building a sustainable future

Also, the Government's 25 year Environment Plan seeks to embed integrated decision making to deliver benefits for the natural environment.

This report therefore seeks to understand if the proposed road schemes are an appropriate response to such a complex problem. It looks at whether there is a viable, more progressive transport strategy that better meets the needs of local people, both now and in the future.

A New Vision



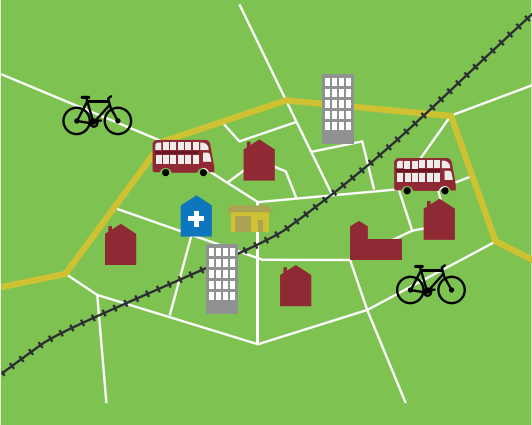
SCATE's new transport strategy looks at 'how the region can thrive and flourish in a way which embraces the uncertainty associated with future travel demand forecasts, and deliver a transport system which is more inclusive, sustainable and economically attractive'. The study findings suggest that there is a need to move away from the traditional 'predict and provide' approach, to embrace a more progressive 'vision and validate' approach. This would focus resources on creating an attractive place to live, rather than attempting, and mostly failing, to mitigate the impact of congestion.

Such an approach is already embedded in the core principles of successful and progressive cities and regions. The report identifies several exemplar case studies which our area can learn from. A common element of these has been a successful sustainable transport programme. Following this path could see the Sussex coast delivering smarter growth while achieving a more sustainable, resilient and fairer society, where people are not left isolated if they don't or cannot drive.

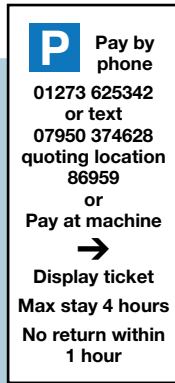
SCATE's New Transport Strategy

As part of this study a workshop was held with a range of key stakeholders including representatives from statutory organisations including the Environment Agency, Highways England, Network Rail and the South Downs National Park Authority. This generated a wide range of views, ideas and contributions which informed the development of SCATE's new strategy. Its main components and interventions are shown below.

Achieving the vision

Components	How could this be done?
<p>1. Encourage Use of Sustainable Transport</p> 	<p>Intensive programme of Smarter Choices to inform people about opportunities to walk, cycle and use public transport in their area. In addition, development of:</p> <ul style="list-style-type: none"> • car sharing schemes • workplace and education travel planning • station travel planning • personalised travel planning <p>Integrated ticketing across different public transport services, such as the Brighton and Hove 'Plusbus' service. Electronic and app based or contactless services.</p>
<p>2. Provision of Alternatives to Car</p> 	<p>Identification and creation of high quality walking and cycling networks and facilities both within and between settlements.</p> <p>Improvements to local bus services in terms of frequency, reliability and affordability. A more co-ordinated approach to network planning in terms of joining services, employment and housing.</p> <p>Rail enhancements including improvements to services and better integration with other forms of transport.</p>
<p>3. Integrated Development Planning</p> 	<p>Transit Oriented Development - focussing new development on good public transport routes and interchanges.</p> <p>Improved integration between land-use and transport planning. Strengthening of planning policy to reduce travel demands and distances.</p>

4. Demand Management



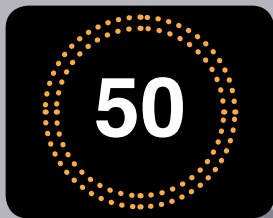
Development of a co-ordinated parking strategy including cycle parking.

Development of a specific workplace parking strategy.

Improvements in freight route management and information.

Local traffic management schemes to improve the flow of traffic and movement of people such as signal timing and junction enhancements, giving priority to public transport.

5. Support Highway Network Operation



Highway improvements at key sections on A27.

Speed management plan.

Multi-modal variable message signing to advise drivers about the route ahead and alternative travel options.

6. Promotion of Coordinated Strategies

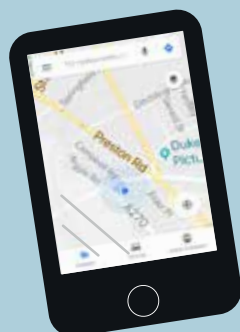


Rail strategy across the sub-region.

Sub-regional design guide with emphasis on active travel and sustainable development.



7. Marketing and Communications



Proactive media and communications strategy.

Opening up of transport data feeds for app development.

Support for implementation of mobility as a service such as car clubs and BTN BikeShare. Better online information about the cost and speed of different travel options.



Conclusion

SCATE's new transport strategy calls for a more inclusive and integrated approach to transport. It calls for smarter solutions that work for everyone.

The strategy uses research by the University of the West of England which demonstrates that road building alone will not solve congestion problems along the Sussex Coast. Evidence shows that increased road capacity simply generates more traffic and creates new hotspots for congestion and poor air quality.

The wide range of measures proposed in the strategy include enhanced rail and public transport opportunities, improved facilities for cycling and walking and demand management measures to improve the flow of people, rather than cars. New technology has the potential to change the way transport is provided and used.

The strategy recognises that new homes and jobs need to be provided in locations that are served by enhanced public transport and attractive walking and cycling connections.

This balanced approach can help address the A27 problems in a way that supports sustainable economic growth, without the negative impact associated with extensive new road building.

As such it should lead to a more sustainable and economically prosperous future for the region. SCATE's new strategy should be considered as an alternative to the traditional predict and provide approach, and is intended to initiate the conversation about how we realise this vision.

Take Action

To read the full strategy 'A New Transport Vision for the Sussex Coast' or to find out more about or to join SCATE visit our website www.scate.org.uk

