



Sustainable Travel Plan

for the period 2011 - 2015



Road Safety

Luton Borough Council

Sustainable Travel Plan

2011 - 2015

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CONTENTS	PAGE
1.0 Introduction	1
2.0 Consultation	1
3.0 Working in Partnership	2
4.0 General	3
5.0 Walking	3
6.0 Cycling	6
7.0 Public Transport (bus)	8
8.0 Public Transport (rail)	10
9.0 Motorised Travel	11
10.0 Action Plan	12
11.0 LTP Indicators	18
12.0 Monitoring and Evaluation	18
13.0 Financial Implications	19

1.0 INTRODUCTION

- 1.1 It is generally acknowledged that sustainable travel is becoming more and more important. With the ever increasing population and the need to travel it is not possible to build enough roads to tackle congestion. There is also the concern about climate change. Both these have brought the need to change travel habits into more sustainable ways such as walking, cycling, use of public transport and car sharing.
- 1.2 Sustainable travel can offer a form of physical activity that can improve health at any stage in life, from childhood through to old age and is cost effective. Where people are inactive, encouraging people to undertake sustainable travel such as walking and cycling will help contribute to the reduction of illnesses and diseases such as obesity, diabetes, and mental health.
- 1.3 Everyone who lives, works or travels in Luton has a part to play in reducing congestion and carbon emissions.
- 1.4 The strategic direction is covered in the Local Transport Plan and this Sustainable Travel Plan covers the implementation of the Sustainable Travel Strategy (walking, cycling and public transport) to enable Luton residents and visitors to make Smarter Choices when considering their mode of travel. It has been extensively consulted with relevant stakeholders.
- 1.5 This Sustainable Travel Plan must not be read in isolation as it cuts across many other areas of work such as road safety, health, crime and disorder, social inclusion and education.

2.0 CONSULTATION

- 2.1 The development of the Road Safety Strategy has been carried out with extensive consultation with stakeholders and residents of Luton using the Citizen Panel. A full report of the consultation is available at www.luton.gov.uk/sustainabletravel and a summary is given below.
- 2.2 The choice of mode of travel depends on the age of the person, where they are going and any time constraints. However, three quarters of residents walked and half used buses as one of the three main forms of transport that they used. Only 7% cycled.
- 2.3 More than a quarter of respondents to the Citizen Panel questionnaire had taken part in a campaign/event promoting sustainable travel.
- 2.4 The focus group felt that promoting sustainable travel should be a priority especially to schools. However, they felt that the reliability, lack of buses

at night and Sundays, frequency and cost of bus travel could reduce the number of people choosing to travel by bus.

- 2.5 Safety concerns were raised which were felt could be reasons why people didn't walk and cycle with speed of traffic, parking and cycling on footways and fear of crime being the main ones.

3.0 WORKING IN PARTNERSHIP

- 3.1 In order to have the greatest impact on increasing the use of sustainable travel we will need to continue to work closely in partnership with other agencies and stakeholders. Some of the key partners are:-

- Central Bedfordshire Council
- Other local Councils
- Bedfordshire & Luton Casualty Reduction Partnership
- Other Council Services
- Luton Primary Care Trust (and its successors)
- Bedfordshire Police and Fire Services
- Schools/Colleges/ University
- Departments for Transport and Education and Skills
Other adjacent Local Authorities
- Magistrates Courts
- Highways Agency
- Motorcycle and Cycle Forums
- Local mobility groups
- The Public
- Local Businesses and Business Organisations
- Local Community and interest groups
- Public Transport Companies
- Sustrans
- National Health Service

- 3.2 The Strategy should not be read in isolation and has strong links with the following documents:-

- Sustainable Communities Strategy
- Local Transport Plan 2011-2026 (LTP)
- LTP Implementation Plan 2011 - 2015
- Road Safety Plan 2011-2015
- Sustainable Travel to Schools 2009-2013

4.0 GENERAL

- 4.1 Although this plan talks about walking, cycling, bus and rail transport and car share separately they are inextricably linked. Our Sustainability and Road Safety teams work together to change people's attitudes and behaviour for a safe, sustainable travel system in Luton.
- 4.2 The Council employs a School Travel Plan Advisor who offers advice on travelling to school and the development and implementation of school travel plans. The Sustainable Travel Officer promotes green travel to the public, offers advice on Workplace Travel Planning to employers and ensures that the council has an active travel plan as an example to other employers.
- 4.3 We will look at developing a brand to tie all of our sustainable travel promotions and initiatives together. We will look at linking where appropriate to the Department of Health's Change 4 Life campaign.
- 4.4 We will look to develop an integrated internet based travel map showing walking, cycling and bus routes in Luton when funding is available in the meantime we will investigate existing web based route planning website and subscribe where appropriate.
- 4.5 We will develop individual travel planning packs initially for new developments but we will look for funding to extend this.
- 4.6 We will provide personalised journey planning to households, businesses and the public and also provide specialised help for small businesses to develop their travel plans and encourage their staff to choose green travel.

5.0 WALKING

- 5.1 Walking has the potential for making a significant contribution to an integrated and sustainable transport system. It is non-polluting, quiet, has minimal effect on the environment and is a healthy form of personal exercise. The vast majority of the population will walk even if it is just from the car park to the shops.

Walking in Great Britain

- 5.2 The National Travel Survey shows that in Great Britain, walking accounts for 23% of all trips, and 3% of total distance travelled. There is considerable potential to increase walking. Nationally, over 20% of all trips are less than a mile.

Walking in Luton

- 5.3 Walking plays an important part in Luton's sustainable travel plans and also health. Almost all roads in the borough have a footway on both sides

of the road. Since 2004 monitoring has shown that the number of pedestrians entering the town centre has increased by 30% from 6968 to 9098 between 7am and noon. There are approximately 600 miles of footway and 110 miles of footpaths adopted highway. There are more than 100 formal pedestrian crossings (zebra, pelican and signalised junctions with pedestrian facilities).

- 5.4 The Citizen Panel 2010 survey results showed that 75% of respondents walked as one of their three main forms of transport. The School Census 2010 showed that walking to school has reduced by 1% from 64.5% since 2007.
- 5.5 83% of people surveyed in the GreenSTAT survey normally travelled to parks and open spaces by foot.
- 5.6 There is approximately 8 miles of public footpath and bridleways on the definitive map in and around Luton. However, there are many more paths that are available for the public to walk in Luton such as the River Lea corridor and District parks. These all make very useful links (shortcuts) and are very important for the walking network.
- 5.7 The Luton Rights of Way Improvement Plan (RoWIP) sets out our strategy for improving the public rights of way network in terms of managing the asset and encouraging use of it.
- 5.8 We will continue to work with our partners especially Sustrans in developing the walking network and encouraging residents and people coming into Luton to use it especially for short distances of up to a mile.
- 5.9 Walking for leisure also plays an important part in health and promotion of sustainable travel. If a person enjoys walking for leisure there is a potential to turn this into walking as part of their daily lives rather than their first thought being using the car for short trips to see friends, go to school etc.

Walking Infrastructure

- 5.10 Since 2006 we have been investing in the walking network in Luton with more than £735,000 from the LTP settlement being spent on dedicated walking schemes such as widening the footway on Station Road, Leagrave for improved access to Leagrave Station and improvements to the footway between Archway Road and Mostyn Road to reduce obstructive parking outside the shops on Marsh Road.
- 5.11 Although, the vast majority of roads in Luton have footways on both sides there are still some which do not and we will provide footways where there is a need in particular Church Road between Newlands Road and the borough boundary. Also, Hitchin Road linking the toucan crossing to the Vale Cemetery.

- 5.12 We will continue encouraging people to walk by slowing traffic speeds, reducing the number of accidents and increasing the perception of safety through our area studies programme which aims to make 20mph the default speed limit in most residential roads by the end of this plan (2015).
- 5.13 We will continue to ensure that there are good walking links from new developments.
- 5.14 We will sign walking routes with both time and distance in particular to recreation grounds and areas of open ground such as Stockwood Park, Dallow Downs, Warden and Galley Hills and Farley Hill.
- 5.15 We will continue to provide formal pedestrian crossings as necessary in areas that meet the pedestrian crossing criteria. Where the criterion for a formal pedestrian crossing is not met we will look to improve the crossing facilities by introducing measures such as pedestrian refuges, reduced road widths and speed tables.
- 5.16 We will also carry out a programme of walking route audits using PERS3. This enables us to analyse the quality of the walking environment and consider measures to improve it such as removing pedestrian barriers and introduction at grade road crossing.

Promotion of walking

- 5.17 We will continue to promote walking in partnership with Sustrans and other walking organisations to encourage increased levels of walking through the promotion of walking routes and programmes such as the Sustrans' Health Walks.
- 5.18 A leaflet detailing the Upper Lea Valley walk was published in 2010. We will continue to promote this and prepare other walking leaflets subject to funding being available. We will also hold launch events when appropriate to promote the route.
- 5.19 As part of Workplace Travel Plans we will assist employers to promote walking to their workforce. We will also support national publicity campaigns such as Walk to Work Week. This will be supported as part of Personal Journey Planning walking will be promoted to households.

Pedestrian training and education

- 5.20 We will further develop our 'Stepping out Safely' programme so that children have the opportunity to learn the rules of the road. By doing this it will give them the skills and the confidence to use walking as a mode of travel so that when they are older they will see walking as a viable choice of mode of travel.
- 5.21 We will continue to promote road safety to both pedestrians and other road users. For more information on this see the Road Safety Plan.

6.0 CYCLING

- 6.1 Cycling has the potential to make a significant contribution to an integrated and sustainable transport system. It is non-polluting, quiet, has minimal effect on the environment and is a healthy form of personal exercise. Cycles, being relatively cheap, can also offer mobility to most sections of the population.

Cycling in Great Britain

- 6.2 The National Travel Survey shows that in Great Britain, cycling accounts for 2% of all trips, and 1% of total distance travelled. By comparison, some European countries have much higher levels of cycle use. For example in The Netherlands 26% of trips are made by cycle.
- 6.3 The National Travel Survey also showed that two thirds of journeys are less than five miles. Therefore there is considerable potential for increasing the level of cycling. Journeys for work, shopping, education and leisure all offer potential for increasing the proportion of trips made by bike. Recent increases in cycling in Central London, Peterborough and Bristol illustrate what can be achieved.

Cycling in Luton

- 6.4 Since 2004 the number of cycle trips in Luton has more than doubled. There are nearly 20 miles of on-road cycle lanes and more than 30 miles of off-road cycle tracks. There is also a mile of bus lanes useable by cyclists and nearly 130 miles of roads where vehicle speeds are restricted to 20mph.
- 6.5 The number of children cycling to school is increasing. The 2010 school census which measured children's usual method of travel to school (i.e. three or more times a week) has shown that nearly 100 children now cycle to school on a regular basis, an increase of 50% since 2006.
- 6.6 4% of people surveyed in the GreenSTAT survey normally travelled to parks and open spaces by cycle.
- 6.7 We will continue to work with our partners especially Sustrans in developing the cycle network and encouraging residents and people coming into Luton to use it especially for short distances of up to 3 miles.
- 6.8 The Luton and Dunstable Cycle Forum is run by cyclists for cyclists and we will continue to attend these meetings. We aim to improve the dialogue between the Forum and the Council to ensure they have an opportunity to input into the programme of works, comment on schemes and be kept informed about what we are doing to promote cycling. We will also support Cycle Forum initiatives carry out to promote cycling.

Cycle Infrastructure

- 6.9 Since 2006 we have been investing in the cycle network in Luton with £1,100,000 from the LTP settlement and £100,000 from other sources on dedicated cycling schemes such as National Cycle Network (NCN) 6 between the borough boundary at Houghton Regis and the borough boundary near Harpenden.
- 6.10 We will continue to develop the cycle network to give access to key local services such as shops, schools, work places and recreational facilities including parks and open spaces. In particular, it is envisaged that NCN 6 route and the link between Marsh Road and Leagrave Station will be improved.
- 6.11 We will continue to ensure that there are good cycling links from new developments.
- 6.12 Cycle parking will be installed at locations where there is a need such as shops and recreational facilities. We will continue to pay up to 50% to a maximum £1,000 of the cost of cycle parking at schools with an active school travel plan.
- 6.13 Cycle route signing will also be continued to be improved. Priority will be given to links to schools and the countryside.

Promotion of cycling

- 6.14 Promotion of cycling will continue through promoting national and local schemes such as Bike Week and through launches of new parts of the cycle network.
- 6.15 As part of Workplace Travel Plans we will assist employers to promote cycling to their workforce. As part of Personal Journey Planning cycling will be promoted to households.
- 6.16 A Sustrans 'Bike-It' officer has been working in schools in Luton since 2007. The Officer works in 4 schools per year to encourage cycling. The school census has shown 'Bike-It' schools have an average of 3.3% cycling to school compared to a Luton average of 0.6%. Subject to funding being available we will continue to support the Sustrans 'Bike-It' officer.
- 6.17 We will continue to publicise our cycle network through a printed cycle map which can be obtained from libraries, leisure centres, bike shops and at local events. The cycle map can also be downloaded from our website at www.luton.gov.uk/cycling.
- 6.18 We will also ensure information is available to other organisations to enable them to update their cycle journey planning websites.

Cycle Training

- 6.19 Cycle training is not only important for road safety but also for sustainable travel. We are an accredited Bikeability cycle training organisation and a partner in the Eastern Region Instructor Training Organisation.
- 6.20 National Standard (Bikeability) cycle training has been offered since 2004 and is carried out as an at-school, after school and holiday activity. The majority of the training is aimed at years 5 and 6 and is currently funded through a Department for Transport grant.
- 6.21 We will continue to look for and bid for funding to provide free cycle training in schools.
- 6.22 We will also continue to provide cycle training for adults on a one-to-three basis at subsidised rate for Luton residents. However, budget restraints in the future are likely to mean that we would not be able to continue to subsidise this training.
- 6.23 Over the past six years Sustrans have loaned bicycles to schools, local community groups, businesses and individuals. This has successfully increased the opportunity of the people from disadvantaged backgrounds to access cycle training and continue cycling. We will continue to work in partnership with Sustrans to promote cycle training and cycling to both children and adults.

7.0 PUBLIC TRANSPORT (BUS)

- 7.1 Not all journeys can be made on foot or by cycle and public transport especially buses offer a good sustainable alternative. Buses carry large numbers of people daily with less pollution and congestion than if they travelled by private car.

Buses in Luton

- 7.2 Most local bus journeys in Luton are provided commercially resulting in the Council having no direct control over routes, time and cost. Approximately 28 routes are operated by Arriva (the Shires) Ltd, 22 by Centrebus, 11 by Grant Palmer and the rest by a handful of other operators.
- 7.3 The school census 2010 has shown that the use of public transport to school has reduced by 0.5% since 2007.
- 7.4 Luton Borough Council currently operates five school buses three of which are yellow (highly visible yellow coloured buses) and with capacity for a maximum of 236 students. For more about school bus travel see the Sustainable Travel to Schools Strategy.

Bus Infrastructure

- 7.5 To attract people out of cars on to buses they need to be accessible, affordable and, where possible, quicker journeys. There also needs to be accurate information, reliable and punctual buses. Over the last few years we have been investing in the infrastructure with bus lanes and new bus stops. This will continue with the Luton Dunstable Busway and Real Time Passenger Information coming on line.

Busway

- 7.6 The Luton Dunstable Busway is currently being constructed along the old railway line between Luton and Dunstable. This will provide a fast, frequent and reliable high-quality guided busway linking Dunstable, Houghton Regis and Luton.
- 7.7 The special buses will run both on the guided bus way and on the public highway which will mean over 70,000 people will live within walking distance of a busway bus stop.
- 7.8 In the region of 140 bus stops are programmed to be upgraded as part of the busway to include platforms, shelters and passenger information.
- 7.9 A new bus/coach interchange will be constructed at the Central railway station.
- 7.10 The busway is due to in early Spring 2013 and we will carry out a programme of publicity to coincide with its opening

Real Time Passenger Information (RTPI)

- 7.11 Luton Borough Council is part of a Real Time Passenger Information consortium involving Central Bedfordshire, Bedford Borough, Cambridgeshire County Council, Peterborough City Council and Northamptonshire County Council and will also be sharing information with Buckinghamshire County Council. This will enable us to introduce comprehensive real time passenger information in Luton through a text service and live information at bus stops. By March 2011 all services and school buses (excluding the Council's yellow school buses), in Luton will be fitted with the GPS tracking equipment to enable bus passengers to know when the next bus is due.
- 7.12 The first route to have the live information at bus stops will be Route 10 linking the Town centre to Marsh Farm.
- 7.13 Publicity will be carried out through news releases, articles in relevant publications and leaflets.

Bus Punctuality

- 7.14 Bus punctuality is important if people are relying on the bus to get to work and appointments. Bus punctuality is currently only about 60%. The GPS

tracking equipment on buses will allow us to gather data on congestion hotspots. This information will then be used to prioritise engineering works to improve bus punctuality. Work that has been carried out includes waiting restrictions in Dallow Road and Ridgway Road.

Bus stop Improvements

- 7.15 A programme of upgrading bus stops began in 2006 which involves installing bus stop platforms, new bus stop flags and shelters where necessary. The Biscot Road corridor and Farley Hill corridor have been completed. Work is planned to be carried out in New Bedford Road corridor and Hitchin Road corridor.

Bus Lane enforcement

- 7.16 The use of bus lanes by unauthorised vehicles increases delays for buses and reduces their punctuality. From April 2011 the council commenced enforcement of its bus lanes to keep them free from illegal traffic.

Promotion of Buses

- 7.17 We will continue (subject to funding being available) to produce a public transport map and guide which includes bus and rail service, routes and frequencies. This is available in hard copy and on the internet.
- 7.18 We will continue to publicise changes to the bus services notified to us by the operators through adverts in Lutonline, on buses and at bus stops.
- 7.19 We will assist employers to promote the use of buses to their workforce as part of Workplace Travel Plans. Supported by Personal Journey Planning, bus use will be promoted to households.
- 7.20 The 'Hip Hop' multi-operator bus ticket covering Arriva, Centrebus, and Grant Palmer services was introduced in June 2011. We will continue to negotiate with other operators to encourage them to offer multi-operator tickets to make travelling by bus easier.
- 7.21 We will continue to offer savercards to further education students living in Luton and studying in Luton or Dunstable.

8.0 PUBLIC TRANSPORT (RAIL)

Rail in Luton

- 8.1 There are three railway stations in Luton which link Luton with London and the Midlands – Leagrave, Central and Parkway. All of which are run by First Capital Connect.

Rail infrastructure

- 8.2 Some improvements to the accessibility of the stations by bike and on foot has been carried out including bike parking at all three stations, improved footways to the west of Leagrave station and a new wider footbridge between Central Station and Midland Road.
- 8.3 The walking route between Central station and the Town Centre has been improved by demolition of the old footbridge and the construction of a new road level footpath linking Station Road with Bute Street.
- 8.4 Work has started on a new section of Bus only road between Kimpton Road and Luton Airport Parkway Station. A new pedestrian entrance to the station is also being provided linked to the new developments of Napier Park and Stirling Place.
- 8.5 Working in partnership with First Capital Connect we plan to implement improvements to the pedestrian and cyclist access to the eastern side of Leagrave station. Work has started on improved disability access to the station with an improved entrance on the east side.

Promotion of rail

- 8.6 Through the Sustainable Officer we will promote linked tickets between bus and rail and the discounted season ticket offer of up to 50% offered by First Capital Connect to businesses who have an agreed number of people buying annual season tickets from stations between London (Farringdon Station) and Bedford. Currently more than 80 Luton Borough Council officers take advantage of this scheme.
- 8.7 We will continue to promote cycling, walking and the use of PLUSBUS to stations. PLUSBUS is a simple, easy-to-use, bus add-on to a rail ticket and lets people travel on most buses within the Luton PLUSBUS area. More information can be found at www.plusbus.info.
- 8.8 We will promote train travel for commuting and business through the Workplace Travel Plan process. As part of Personal Journey Planning, train travel will be promoted to households.

9.0 Motorised TRAVEL

Car Share

- 9.1 The school census 2010 has shown that car sharing has more than doubled since 2007 from 1.4% for travel to schools.
- 9.2 It is recognised that not all journeys can be made by public transport, cycling or on foot. However, there is a potential to reduce the number of single occupancy cars to workplaces and schools and also for business travel to meetings.

- 9.3 Luton and Central Bedfordshire have implemented a web-based community Liftshare database to enable people in their areas to share their journeys. This became operational by August 2011, and the Council will continue to promote the Liftshare websites with the main launch in September 2011.
- 9.4 We will promote car sharing for commuting and business through the Workplace Travel Plan process. As part of Personal Journey Planning car sharing will be promoted to households.

Electric Cars

- 9.5 Electric cars have the potential to reduce pollution in Luton. We have been successful in bidding for funding from Plugged in Places to install six double headed electric charging points at various locations within the town centre. Luton and Dunstable Hospital Trust and The Mall shopping centre have also been awarded funding to install charging points. These will be installed within the next two years.

Motorcycles

- 9.6 Whilst the main focus of the Sustainable Travel Plan is on cycling, walking and the use of public transport we acknowledge that motorcycles and scooters also have a role in sustainable transport.
- 9.7 We will continue installing secure motorcycle parking in and around the town centre.
- 9.8 More information about our plans for motorcycles can be found in the Road Safety Plan and the joint Motorcycle strategy with Central Bedfordshire and Bedford Borough Council's. An updated Bedfordshire and Luton Motorcycle Strategy is planned to be produced in 2011.

10.0 ACTION PLAN

Area	Action	When	Partners
GENERAL	Continue to encourage schools to have Active School Travel Plans which are monitored on an annual basis and updated every three years	2011 to 2015	Schools
	Continue to promote and improve the Sustainable Travel to Schools toolkit	2011 to 2015	Schools

Area	Action	When	Partners
	Assist schools, colleges and university in promoting sustainable travel to school/college/university initiatives as part of Active School Travel Plans. Colleges and universities are also part of workplace travel plans.	2011 to 2015	Schools
	Continue and improve the Safer routes to School Challenge	2011 to 2015	Schools
	Continue to reduce levels of Road Traffic Accidents	2011 to 2015	Police Fire
	Continue to carry out Education, Training and Publicity to reduce the perception of road safety issues with sustainable travel	2011 to 2015	Sustrans
	Develop an effective Workplace Travel Plan monitoring and enforcement regime	2011 to 2015	
	Develop and implement Luton Borough Council's Corporate Workplace Travel Plan	2011 to 2015	
	Provide support for businesses producing Workplace Travel Plans	2011 to 2015	

Area	Action	When	Partners
	Provide residents of new homes with information packs that include details of how public transport, walking and cycling can be used to reach local facilities such as shops, schools, the countryside and other leisure and social opportunities.	2012to 2015	
CYCLING	Continue to support a Sustrans Bike It officer in schools	2011 to 2015	Sustrans
	Promote cycling through Bike Week, European Mobility week, Cycling to School week etc	2011 to 2015	Sustrans Luton and Dunstable Cycle Forum
	Promote cycling to and for work through the Workplace Travel Planning process and initiatives such as Walk to Work week	2011 to 2015	Sustrans
	Continue to provide Bikeability cycle training Levels 1, 2 and to schools and as holiday courses	2011 to 2015	Schools Community Groups Sustrans
	Continue to promote and provide Level 3 cycle training to secondary schools and adults.	2011 to 2015	Schools Sustrans
	Subsidise cycle parking at schools with School travel Plans and cycle training	2011 to 2015	Schools
	Increase the amount of secure and convenient parking cycles.	2011 to 2015	
	Initiatives to reduce the theft of cycles.	2011 to 2015	Police
	Continue to improve cycle	2011 to 2015	

Area	Action	When	Partners
	routes through Integrated Transport Programme		
	Consider enforcement of wilful obstruction of cycle lanes	2011 to 2015	
	Continue to deliver the School Crossing Patrol service	2011 to 2015	
WALKING	Continue to promote and improve the pedestrian training 'Stepping Out safely' scheme	2011 to 2015	Schools
	Continue to promote walking to school through initiatives such as 'Walk to school week', walking buddies, park and stride schemes	2011 to 2015	Schools Police
	Promote walking to and for work through the Workplace Travel Planning process and initiatives such as Walk to Work week	2011 to 2015	
	Continue to improve walking routes through Integrated Transport Programme	2011 to 2015	
	Prepare and carry out a programme of walking route audits using PERS3	2012 to 2015	
PUBLIC TRANS	Continue to develop Bus Punctuality Improvement plan	2011 to 2015	Bus Companies

Area	Action	When	Partners
	Continue development and expansion of bus RTPI system	2011 to 2015	Bus Companies Central Bedfordshire, Bedford Borough, Cambridgeshire County Council, Peterborough City Council, Northamptonshire County Council and Buckinghamshire County Council
	Continue improving bus stops and bus lanes through Integrated Transport Programme	2011 to 2015	
	Implement bus lane enforcement	2011 to 2015	
	Produce and promote Public Transport map and guide	2011 to 2015	
	Negotiate and promote discounted fares for bus services	TBC	
	Complete the construction of Luton Dunstable Busway	2011 to 2012	
	Promote Luton Dunstable Busway	2012-2015	
	Promotion of bus routes serving stations.	2011 to 2015	
PUBLIC TRANSPORT (RAIL)	Better marketing of the Plus-Bus initiative.	2011 to 2015	
	Real time information displays inside stations.	2013 to 2015	
	Develop ticketing initiatives to facilitate better integration	2011 to 2015	

Area	Action	When	Partners
	(Multi-operator ticketing)		
	Negotiate and promote discounted fares for taxis.	2011 to 2015	
	Improve the access to Leagrave Station from the west	TBC	
	Negotiate and promote discounted fares for train services	TBC	
CAR SHARE	Develop and promote Liftshare website	2011 to 2015	
ELECTRIC CARS	Install electric charging points	2011 to 2013	
MOTOR CYCLES	Bedfordshire and Luton Motorcycle Strategy	2011	Central Bedfordshire Bedford Borough Police
	Initiatives to reduce the theft of motorcycles	2011 to 2015	
	Increase the amount of secure and convenient parking for motorcycles	2011 to 2015	

11.0 LTP Indicators

LTP Target	Baseline (08/09)	Interim 2014	2026 target
Number of passengers using local bus services	10426	12500	tbc
Increase in % of passengers satisfied with local bus services	51%	59%	tbc
Increase in % of local bus services on time	61%	80%	tbc
Number of rail passengers	17400	25000	tbc
Decrease in rail passengers travelling to stations by car	45.1%	40%	tbc
Decrease in children travelling to school by car	73.3%	72.8%	tbc
Number of cycle trips (on selected routes)	1166	1370	tbc
Proportion of travel by walking and cycling for journeys < 5 miles	tbc	tbc	tbc

12.0 MONITORING AND EVALUATION

- 12.1 There is a clear need to monitor the effectiveness of the Sustainable Travel plan and other associated strategies. The targets in 11.0 will be monitored on an annual basis
- 12.2 Sustainable Travel will be reported on an annual basis in the Sustainable Travel Report. This report will include a report on what we have done over the past financial year, monitoring of our LTP Indicators and monitoring targets as set out below and the programme for the next financial year.

Monitoring targets

Monitoring	Baseline (09/10)
% of schools with an up to date School Travel Plan	45%
Number of Work travel plans	Approx 20
Number of children trained to Bikeability level 1	531
Number of children trained to Bikeability level 2	717
Number of children trained to Bikeability level 3	29
Number of adults receiving cycle training	67
Number of cycle thefts	240
Number of motorcycle thefts	69
Number of public electric charging points	0
% of children walking to school	62.75%
% of children cycling to school	0.65%
% of children travelling to school by bus	6.19%
% of children car sharing to school	3.17%

13.0 FINANCIAL IMPLICATIONS

13.1 Significant resources have been and will continue to be put into sustainable travel. However, the actual amounts are not currently clear. It is expected that the main source of funding will be through the LTP capital grant and the Local Government Revenue Support Grant plus the Local Sustainable Transport Fund. The following are expected annual figures (except the busway which is the total cost).

• Luton Dunstable Busway	£89,000,000
• Cycling schemes	£280,000
• Walking schemes	£250,000
• Public transport schemes (bus)	£3,825,000
• Area Studies	£300,000
• Safety around Schools Challenge	£247,500
• Road Safety ETP	£430,000

13.2 We will also make use of other sources of funding including that secured under Planning and Highways legislation agreements with developers and national, regional and European funding streams.