4

Developing the strategy

In this chapter:

- Having established the goals and challenges, a number of alternative options to achieve them were considered to find the best approach

- A separate major study for South East Dorset had a key input to the development of the LTP3 strategy

- Different options were assessed to measure their contribution to the LTP3 goals

- Members of the public and stakeholders shared their views on the best options

- A Strategic Environmental Assessment considered the impact of the options on key environmental issues and human health

- Potential impacts of the options on different groups of people were considered.

- Those options felt to provide the best combination for achieving all of the LTP3 goals formed the preferred LTP3 strategy

4.1 Overview

4.1.1 The LTP3 strategy has been developed through 5 main stages, consistent with DfT guidance for LTPs. Stages 1 and 2 are covered in Chapters 2 and 3 of this document. This chapter covers stages 3 and 4, with the rest of the document focusing on stage 5, the preferred strategy.

1. **Identifying the vision and goals**
2. **Identifying challenges, issues and opportunities**
3. **Identifying different options**
4. **Appraising the options**
5. **Forming a preferred strategy**
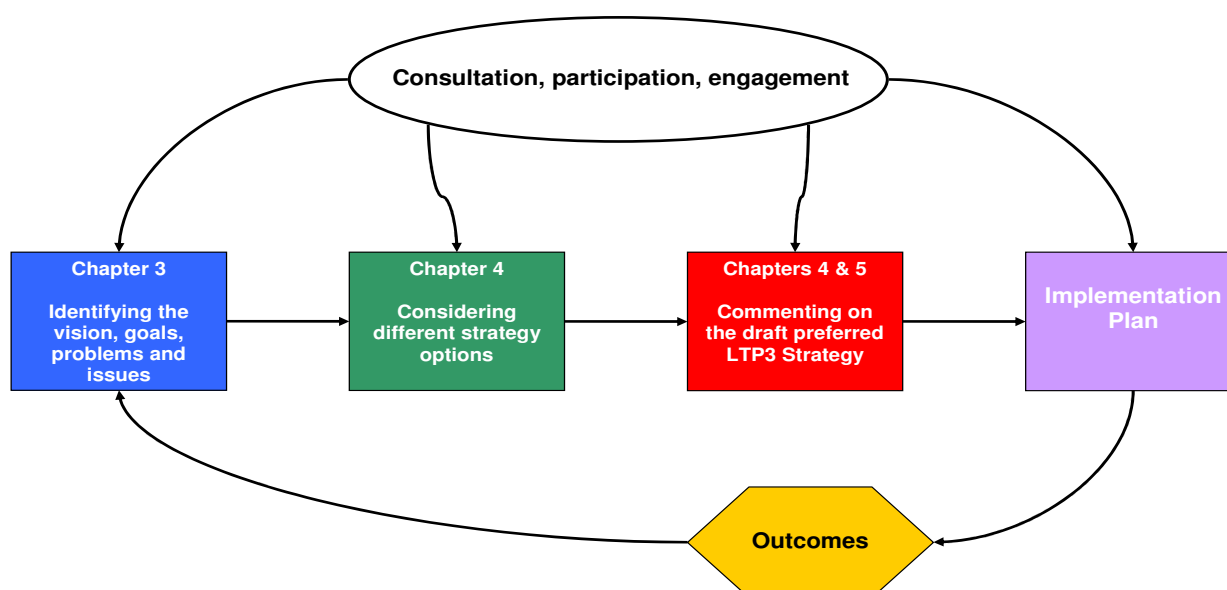
4.2 Lessons learned and best practice from LTP2

4.2.1 The authorities have been mindful to adopt a fresh approach in developing the LTP3. However, previous experience from LTP2 (see Appendix A) has provided a valuable input to this process in relation to the effectiveness of different types of scheme. In addition, best practice learned from other authorities and the growing evidence base of innovative measures have influenced the most appropriate strategies and schemes to be included in the LTP3.

4.3 Consultation, participation and engagement

4.3.1 Three key public and stakeholder consultation phases informed and shaped the LTP, contributing to the different strategy development stages, and this is covered within the relevant sections of this LTP Strategy document, as illustrated in Figure 4.1. Consultation methods included stakeholder workshop events, public consultation events, leaflet questionnaires, web based surveys and citizen panel surveys.

4.3.2 In particular, the final LTP3 strategy and policies reflect feedback received on the strategy options and the draft preferred strategy (see Box 7).

Figure 4.1 Public and Stakeholder inputs to the LTP3

BOX 7: Summary of public and stakeholder input that informed the strategy development

To inform the options appraisal and help shape the strategy, representative groups (including businesses and transport operators) and the general public were asked, during Summer 2010, what kind of strategy measures they thought would be most appropriate to address the goals of the LTP. In early 2011, opinions were also sought on a draft preferred strategy.

- Overall, there was strongest support for a balanced approach involving improvements to sustainable transport services and measures, and helping to reduce reliance on the private motor vehicle, particularly in the urban areas.
- The most frequently suggested measures were focused on improving public transport (including more direct, frequent and reliable bus services), better facilities for pedestrians and cyclists, support for low carbon forms of travel and "greener" choices, addressing travel behaviour and reducing the impact of HGVs.
- There was less support for a more radical approach involving stronger measures to actively discourage the use of the car. Congestion charging, workplace parking levy and increased parking charges all proved unpopular.
- There was general acknowledgement of potential impacts on the sub-region's environment and consequently that new road infrastructure should not be the main focus of the strategy.
- However, there was also some strong support for road building schemes to improve connections to regional and national corridors. Businesses in general attached greater importance to measures to improve existing roads and provide new links where necessary. The most popular road measures related to the strategic A31 trunk road.
- Maintenance of the existing network was considered to be a priority, possibly indicating an appreciation of the expected reduction in available funding during the LTP3 period. Reducing the overall need to travel was seen to be key to an integrated strategy approach.
- Park and Ride was not well supported generally, nor were complementary increases in town centre parking charges and reductions in parking spaces for commuters.
- There was strong support for the long term introduction of a rapid transit system in South East Dorset.

4.4 South East Dorset Transport Study

4.4.1   SEDTS ran alongside the development of the LTP3 and provided major inputs at the different stages, for the South East Dorset element of the plan. A key component of the study was the development and use of a major transport computer model covering both the highway and public transport network. A summary of the study process and its findings is included in **Appendix D** for reference.

4.4.2   The traffic model was used to predict the impacts on the transport network of changes in travel demand and patterns arising from the expected growth in housing and jobs to the end of the plan period in 2026. The key findings have been incorporated into the issues identified in Chapter 3, including impacts on congestion and delays and public transport patronage. The model was then also used to help assess the effectiveness of different strategy options in mitigating the overall impacts on the network and their performance against the goals (see Section 4.5 below).

4.5 Option Appraisal

4.5.1   In order to consider the full range of instruments available (including all historical, previously considered measures as well as innovative and new ideas), a long list of options was initially developed. These were appraised at a strategic level against their fit with the LTP goals and against deliverability. This initial process consequently resulted in a more defined short list of potential options for the strategy.

4.5.2   Subsequently, different transport measures were considered under four high level transport themes, each with a different strategic focus, and appraised against the LTP3 goals (see Figure 4.2):

- Theme A - Do-minimum (carry on with similar measures as in recent years)
- Theme B - Public transport improvements and "greener" choices
- Theme C - More ambitious public transport and "greener" choices, while discouraging car-based commuting
- Theme D - Highway and public transport improvements while controlling demand for travel by car

Figure 4.2 Appraisal of strategic LTP themes

LTP3 goal	Theme A	Theme B	Theme C	Theme D
Supporting economic growth	⬇ (red)	⬌ (amber)	⬆ (green)	⬆ (green)
Tackling climate change	⬌ (amber)	⬆ (green)	⬆ (green)	⬇ (red)
Better safety, security & health	⬌ (amber)	⬆ (green)	⬆ (green)	⬌ (amber)
Equality of opportunity	⬌ (amber)	⬆ (green)	⬌ (amber)	⬌ (amber)
Quality of Life	⬌ (amber)	⬌ (amber)	⬆ (green)	⬌ (amber)
Deliverability	⬆ (green)	⬆ (green)	⬇ (red)	⬇ (red)

4.5.3   Greater detail on these themes, and the appraisal process can be found in the SEDTS Final Report and the SEA Environmental Report.

4.5.4   This high level appraisal indicated that just applying measures under the "do-minimum" theme, whilst being easier to deliver, would not represent a significant enough intervention to contribute positively to the LTP3 goals, and would most likely fail to tackle key challenges such as congestion, journey time reliability, connectivity and reducing carbon emissions.

4.5.5   Theme D, with a greater focus on road based measures, would have the strongest contribution towards supporting Dorset's economy, but would be likely to be less effective in reducing car-based trips and therefore result in increased carbon emissions. New highway infrastructure would also be more expensive and difficult to deliver and is the least scaleable type of intervention. Demand management mainly addresses the tackling climate change goal; scores against other objectives are mixed but there are potential negative impacts on low income groups.

4.5.6   The measures under themes B and C, focussing more on public transport, smarter choices, walking and cycling, would be more likely to encourage modal shift away from the car and provide equitable, accessible and affordable transport – therefore contributing positively to a wider range of the goals, and also wider policy agendas. Public transport measures should lead to positive impacts on low income and/or vulnerable groups, and help to address issues such as employment deprivation, by linking deprived areas to employment opportunities, with improved accessibility overall. Smarter choices alone were considered unlikely to have a large impact due to the need to provide a viable public transport alternative to supplement them, and potentially some form of demand management.

4.5.7   The best performing combination of measures under each of the high-level themes was subsequently brought together to form a draft preferred strategy. This was informed by further appraisal work against the contribution to the LTP3 goals. Consultation on the draft preferred strategy, and a strong focus on deliverability (including likely availability of funding), then helped to form the final preferred strategy (see Section 4.8).

4.6 Strategic Environmental Assessment (SEA) and Habitats Regulations Assessment (HRA)

4.6.1   As part of the strategy development, the SEA considered the impact of the LTP3 on the following key topics:

- Air quality
- Climatic factors
- Biodiversity, fauna and flora
- Population
- Human health

- Soil
- Water
- Material assets
- Cultural heritage
- Landscape

4.6.2   The measures under the four strategy themes were appraised against a set of environmental objectives based upon the topics above and other plans and policies such as the LDF Core Strategies. The draft preferred strategy was also appraised. The **SEA Environmental Report** details outcomes of this appraisal and the significant effects and recommended mitigation measures that have influenced development of the final preferred strategy, and assisted in incorporating a level of environmental protection and improvement of the sub-region's unique natural assets. The SEA incorporated a Health Impact Assessment.   Key environmental stakeholders including Natural England, English Heritage and the Environment Agency were consulted to inform the final plan. Throughout the life of the plan, the authorities will seek to ensure that the environmental stakeholders continue to have an important role, particularly in the delivery of some of the more significant schemes, which may have greater potential impacts on the environment.

4.6.3   A separate HRA determined the potential effects of the plan on Natura 2000 sites and this assessment is detailed in the **HRA Screening Report** and **Appropriate Assessment**. The HRA has ensured that the plan will not have any unacceptable impacts on European nature conservation sites which could not be overcome with appropriate mitigation.

4.7 Equalities Impact Assessment (EqIA)

4.7.1   The EqIA has considered potential impacts throughout the strategy development process on age, disability, ethnicity, gender, faith or belief, race and sexual orientation. It sets out the key issues and potential impacts which have been taken into account in forming the preferred strategy. The EQIA is consistent with the LTP3 goal for achieving greater equality of opportunity by creating a fairer society.

4.8 Preferred Strategy

4.8.1   The final preferred strategy represents the most effective, deliverable and acceptable combination of measures to address current and future transport issues in the plan area to the year 2026. This is based upon thorough consideration of all potential options and feedback from public and stakeholder consultation. This has ensured that the strategy closely aligns with the desired LTP3 outcomes and goals and meets the needs of local people.

4.8.2   The preferred strategy is defined by a strategy framework, through which the LTP3 goals will be delivered, which is explained in Chapter 5.

4.8.3   The policies and solutions to be applied under the strategy framework are detailed in Chapters 6 to 12.

5

The strategy framework

In this chapter:

- The LTP3 strategy comprises 7 key strategy measures and 14 strategy elements designed to complement each other

- Together they form the basis of an integrated and sustainable transport strategy…

- … and contribute towards overcoming the key challenges and achieving the goals

- 3 overarching principles of "local participation", "smarter working" and "green thinking"

- Low cost, high value walking, cycling and smarter choices measures in the short term

- More significant public transport improvements, more vigorous smarter choices and selected highway schemes in the medium term

- Further highways schemes to support growth and continued public transport investment in the longer term

- Some strategy measures will be particularly suitable for different parts of Dorset. Urban/ rural solutions will be appropriate for the local context

5

The strategy framework

5.0.1 **Seven key strategy measures** consisting of **fourteen strategy elements** aim to overcome the key challenges for transport in the plan area and achieve the LTP3 goals. This provides the basis for the policies and solutions set out in Chapters 6 to 12, and will drive the development of the three-year Implementation Plans.

1 REDUCING THE NEED TO TRAVEL — Ch. 6

A	Encouraging and supporting new development to be located and designed in ways that people can meet their day to day needs with less overall need to travel, and by sustainable modes
B	Supporting and promoting ways of delivering key services that encourage more sustainable travel patterns

Reason – dispersed patterns of development in Dorset have resulted in car-dependent lifestyles. Smarter planning and design, considering people's travel and access needs, can help to create more sustainable travel patterns.

• Better integration of land use and transport	• Supporting Local Development Frameworks	• "Non-transport" solutions • Good practice in design

2 MANAGING & MAINTAINING THE EXISTING NETWORK MORE EFFICIENTLY — Ch. 7

C	Keeping transport infrastructure well-maintained, safe, and resilient for all users
D	Making better use of Dorset's transport network to maximise its efficiency for all forms of travel

Reason – it is cheaper to get the most out of existing infrastructure than to build more. "Best use" will include walking, cycling and public transport, not just increasing capacity for vehicles. However, all of these will contribute to reducing congestion and keeping traffic flowing as well as wider objectives for the environment and accessibility.

• Re-allocating road space • More sustainable maintenance • Adapting to climate change	• Network management / Intelligent Transport Systems (Joint Control Centre) • Management of rural roads	• Junction improvements • Freight management • Road classification/ categorisation

3 ACTIVE TRAVEL AND "GREENER" TRAVEL CHOICES — Ch. 8

E	Widening opportunities for healthy lifestyles through integrating active travel into people's everyday lives and providing supporting infrastructure
F	Applying smarter choices and supporting "green technology" to encourage modal transfer and low carbon travel behaviour
G	Creating attractive public realm and streetscapes

Reason – there is huge potential for walking and cycling as choices for shorter distance journeys – modes which perfectly complement Dorset's high quality built and natural environment. However, people need the knowledge, and encouragement to choose travel options which benefit themselves personally, and wider society.

• Improved cycling / walking infrastructure • Targeted programmes of Smarter Choices / green travel planning	• Enhanced walking and cycling environments • Active travel campaigns / initiatives • Supporting low carbon vehicle technology	• Sustainable tourism initiatives • Rights of Way / Green Infrastructure enhancements • Noise and air quality

4 PUBLIC TRANSPORT ALTERNATIVES TO THE CAR — Ch. 9

H	Building upon current public transport provision to improve the availability, quality, reliability and punctuality of services
I	Developing a fully integrated public transport system which is easier to use for everyone
J	Improving local accessibility and local connectivity for the most vulnerable groups and rural areas of Dorset

Reason – people need realistic alternatives to encourage the levels of modal shift required to create a sustainable, low carbon society. For others, their livelihoods and well-being depend on a functional and accessible public transport system.

• Quality Bus Corridors • Quality Bus Partnerships • Enhanced rail / access to stations • Park and ride (bus and rail)	• Express bus services from outlying areas • Integration of different travel modes • Smartcard ticketing • Improved / personalised travel information	• Transport interchange hubs • Waterborne transport • Rural transport • Community transport

5 Ch. 10	CAR PARKING MEASURES	K	Implementing balanced and proportionate parking policies which promote economic vitality and support the use of alternatives to the car, particularly for single occupancy commuter trips

Reason – the car is the dominant mode of travel in Dorset, but often unnecessarily, contributing to congestion, delays and lower quality urban and rural environments. The ways in which parking policies are applied is important in supporting local economies, but also in enhancing the relative attractiveness of alternatives to the car to promote balanced travel choices.

• Balanced and proportionate parking controls and charges	• Parking management / restraint • Visitor / tourist parking	• Parking standards in new development

6 Ch. 11	TRAVEL SAFETY MEASURES	L	Applying engineering, education and enforcement solutions to create safer travelling environments
		M	Working with partners to improve community safety and security

Reason – Road casualties have not been declining as quickly as hoped. Everyone has a right to travel safely, whatever mode they choose. Safer environments are also more attractive for walking and cycling.

• Casualty reduction • Motorcycle safety training	• Prioritising vulnerable users • Driver education & behaviour	• 20 mph zones / home zones • Tackling inappropriate speed

7 Ch. 12	STRATEGIC INFRASTRUCTURE IMPROVEMENTS	N	Delivering larger scale targeted improvements to the strategic public transport and road infrastructure which strengthen connectivity and support regeneration and growth

Reason – poor strategic transport links are a deterrent to businesses and are jeopardising economic growth. New transport infrastructure is vital for planned growth in housing and jobs. Financial and environmental constraints limit what is achievable

• Targeted road improvements • Strategic partnership working	• Improving strategic public transport links • Design and construction	• Trunk road schemes

5.1 Overall contribution to LTP3 goals and challenges

5.1.1   Figure 5.1 demonstrates the overall contribution of the different strategy measures to the LTP3 goals. Further details of how each measure contributes to the goals are provided in Chapters 6 to 12, and Chapter 13 demonstrates how the strategy works as a whole to overcome the challenges and meet the goals.

Figure 5.1 Contribution of the strategy measures to the LTP3 goals

LTP3 Goals	Key Strategy Measures												
	1		2		3			4			5	6	7
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Supporting economic growth	✓	✓	✓✓	✓✓	✓	✓	✓	✓✓	✓	✓ / O	✓	O	O	✓✓
Tackling climate change	✓✓	✓✓	✓	✓✓	✓✓	✓✓	O	✓✓	✓	✓	✓	O	O	O
Better safety, security & health	O	O	✓	✓	✓✓	✓	✓	✓	✓	✓	O	✓✓	✓✓	O
Equality of opportunity	✓✓	✓✓	O	✓	✓	✓	O	✓✓	✓✓	✓✓	O	✓	✓	✓
Improve quality of life	✓	✓	✓	✓	✓✓	✓	✓✓	✓✓	✓✓	✓	✓	✓	✓	✓

✓ = positive contribution   ✓✓ = strong positive contribution   O = no significant contribution

5.2 Overarching principles

5.2.1   Three overarching principles will guide the application of the strategy measures.

BOX 8: Overarching Principles

Reflecting a new emphasis on localism and an era in which there will be considerable pressure on financial and human resources, the following principles will apply across the whole strategy:

1. **Local participation** - A greater focus on local action and working with the Voluntary, Community and Social Enterprises and communities to identify, develop and deliver locally managed transport solutions to solve local needs, particularly in the rural areas
2. **Smarter working** - A "smarter" strategy approach with a focus on achieving significant efficiency savings and making the best use of resources. This includes developing and maintaining strong local partnerships. Joint working between the authorities and with other service areas and the private sector, channelled through the WMAP and LSPs, will be vital to the strategy
3. **Green thinking** - A focus on reducing the carbon footprint of all aspects of transport and travel

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5.3 An integrated and sustainable transport strategy

5.3.1   The combined effect of all of the strategy measures is key to the integrated strategy. The focus of each strategy measure is expected to change over the course of the LTP3 period to 2026, reflecting the "scaling" of the strategy over time, and the influence of factors such as the timing and scale of development, availability of funding and the preparation times and deliverability of schemes and initiatives. The LTP strategy takes into account **the need to provide necessary transport infrastructure and opportunities for sustainable travel required to mitigate the direct and cumulative impacts of new development**.

5.3.2   The sustainable approach to transport will be based on the integration of land use planning with transport measures, and better integration between all forms of transport. The emphasis will be on measures that will help to slow down the growth of road traffic, particularly the private car, either by **obviating the need for journeys to be made at all**, or by **providing a greater choice of effective alternatives**, among them walking and cycling.

5.3.3   The location of development should have a long term effect in promoting the use of more sustainable modes of travel and reducing journey lengths. However, strategic land use policies alone will not achieve a total change in travel patterns and habits. National policies, such as fuel tax, and local urban management policies influencing road space and parking, and the promotion of public transport, are key influences on the strategy.

5.3.4   The aim of the strategy will be to **focus upon low cost, high value measures within the short to medium term** to manage demand, to provide alternatives to the private car (including increasing the attractiveness of public transport), to reduce the environmental impact of transport, and to make more efficient use of existing transport infrastructure. Targeted introduction of new highway infrastructure in the medium to long term will be necessary to provide some capacity improvement and strategic connectivity to support planned growth in Dorset. The strategy also recognises that alternatives to the car will not be viable for all journeys, particularly in rural areas, and therefore supports longer term technological development to make necessary car travel greener.

5.3.5   The overall objective is to seek a balanced, low carbon transport system which limits the most damaging effects of car usage and provides real choice in alternatives to the private car.

Figure 5.2 Broad overview of the LTP3 strategy approach

	GENERAL MEASURES	KEY INFRASTRUCTURE
2011 **2015**	• Low cost / high value measures • Active roll out of active travel and smarter choices initiatives • Increased focus on Travel Planning • Enhanced walking / cycling routes • ITS – signals control optimisation • Continued maintenance and safety schemes • Smartcard ticketing system • Developing local access schemes with the voluntary sector	• Development of Strategic Cycle Networks / Green Infrastructure • Completion of Weymouth Olympic Transport Package • Poole Bridges Regeneration Initiative Core Scheme • Key junction improvements • Joint Traffic Control Centre • Weymouth / Dorchester P&R • A31 Canford Bottom improvements (Highways Agency) • Development of Quality Bus Corridors
2020	• Continuation of the measures above • Greater focus on strategic public transport improvements, overseen by formalised authority partnership arrangements • Locking in benefits of smarter choices / walking & cycling • Express bus services • Develop Park and Rail • Community Travel Exchanges in rural areas • Negotiate enhanced rail services	• Poole Bridges Regeneration Initiative – gyratories / links • Implementation of Quality Bus Corridors Phase 1 & 2 • Bournemouth Airport transport hub / Interchange • Key junction improvements • Parley lane (airport access) improvements • Swanage rail connection • Infrastructure for alternative fuel vehicles • A31 Ringwood widening (HA)
2026	• Continuation of low cost/ high value measures • Targeted new road infrastructure to support growth • Reviews of town centre parking charges / parking supply • Continued public transport investment • Increased rail frequencies • Waterborne Transport (Jurassic Coast)	• Quality Bus Corridors Phase 3 • SE Dorset Park and Ride sites (potential) • A31 dualling -Ameysford to Merley (Highways Agency) • Development of a Dorset Area Rapid Transit scheme

5.4 Geographic priorities

5.4.1   As demonstrated in Chapter 3, the key transport challenges differ across the diverse LTP area. Similarly, solutions based on the key strategy measures will be applied as appropriate to the local context. Table 5.1 demonstrates the extent to which each strategy measure applies to different broad geographical areas. Appendix E demonstrates how the LTP3 strategy translates to specific local areas.

Table 5.1 Geographic priorities in applying the LTP3 strategy measures

	South East Dorset	Weymouth / Dorchester	Market towns & rural hinterland	Jurassic Coast
Reducing the need to travel	+++	+++	+++	++
	The majority of new housing and jobs is expected in SE Dorset. Sustainable transport corridors will continue to be a priority to support high density development in urban areas. In the market towns and rural communities transport initiatives will support increased self-containment and self-sufficiency. The main focus for innovative ways of delivering services to people will be in market towns and rural areas, where improved digital infrastructure will also be a priority.			
Managing and maintaining the existing network more efficiently	+++	+++	++	+
	Traffic management and network management will have a greater focus on the congested key corridors in urban areas. Priorities for transport asset maintenance will be determined in accordance with the principles of the Transport Asset Management Plans. Priority areas most at risk of the impacts of climate change will be identified and targeted through the TAMPs. First Priority Locations from the Noise Action Plans will be a priority for mitigation such as low-noise road surfacing. Rural roads will be subject to particular management policies. A priority in rural areas will be tackling freight using unsuitable routes.			
Active travel and "greener" travel choices	+++	+++	++	++
	The greatest unmet potential for walking and cycling has been assessed to be in SE Dorset, Weymouth and Dorchester. Working with the NHS, Health Action Areas will also be a priority. New routes and infrastructure elsewhere will support links between rural communities and market towns, and linking market towns to rail stations. "Green Infrastructure" links will be strengthened between urban areas and the surrounding countryside. The 4 existing Air Quality Management areas will be a focus for air quality improvements.			
Public transport alternatives to the car	+++	+++	++	++
	A significant step change in public transport provision will be a priority in SE Dorset. Improved public transport will be sought to key employment growth areas. For the Jurassic Coast area the priority will be to promote sustainable tourism and enhance non-car access. Areas of poor accessibility identified in the Accessibility Strategy will also be priorities for action. In rural areas and market towns in particular, there will be a strong focus on developing local access solutions, run by local communities and voluntary groups.			
Car parking measures	+++	++	+	+
	The application of parking policies is particularly relevant in the urban centres where their impact on both the local economy and choices to use alternative modes is greatest, and therefore require careful management. Management of visitor parking is important at popular tourist destinations across Dorset.			
Travel safety measures	+++	+++	+++	+++
	Applying travel safety measures will be a priority across the whole sub-region. Locations will be dictated by intelligent analysis of casualty data.			
Strategic infrastructure improvements	+++	++	-	-
	The priority for strategic infrastructure improvements will be in the urban areas, and in the SE Dorset conurbation in particular, where major infrastructure is required to support planned growth.			

5.5 Generic policies

5.5.1 The following policies set the broad context of the strategy. All other policies are set out under the relevant LTP3 strategy measures in Chapters 6 to 12.

POLICY LTP GEN-1

The transport investment programmes of Bournemouth Borough Council, the Borough of Poole and Dorset County Council will seek to achieve the following outcomes, in line with the LTP3 goals:

i. **Support a more productive and prosperous economy, with improved reliability, efficiency and connectivity of transport networks and communications**
ii. **Reduce the overall level of emissions of carbon dioxide and other greenhouse gases from travel and transport and ensure the network is resilient**
iii. **Promote more equal opportunities for everyone, including access to services they need, to create a fairer society**
iv. **Reduce the risk of death, injury or illness arising from transport and promote travel modes that encourage healthy, active lifestyles**
v. **Protect and enhance the quality, local distinctiveness and diversity of Dorset's built and natural environment, and improve individual well-being and enjoyment of places**
vi. **Achieve value for money in all transport investment**

POLICY LTP GEN-2

The authorities, together with their partners, will seek to influence travel demand through an integrated package of low cost, high value measures to reduce traffic growth, encourage sustainable travel patterns and increase the modal share of alternatives to the car, including:

i. **Integration with land use planning policies and strategic spatial planning**
ii. **Encouraging people and businesses to reduce the need to travel via virtual access and co-location of facilities through the land use planning process**
iii. **Influencing travel behaviour through smarter choices, education and publicity**
iv. **Providing, and promoting an enhanced range of alternatives to the car**
v. **Applying balanced and proportionate parking controls and charges**
vi. **Prioritising best use of the highway network**

POLICY LTP GEN-3

All transport policies and proposals supported through the LTP3 will seek to develop transport improvements in ways that minimise environmental impacts and avoid direct and indirect negative impacts on the conservation objectives of environmental designations, including European (Natura 2000) sites. Any proposal that would be likely to have a significant effect on European sites, either alone or in combination with other plans and projects, will be subject to assessment under Part IV of the Habitats Regulations at project stage.