

2.3 High Wycombe Area Action Plan

CONTENTS

INTRODUCTION	W5
PREPARING THE AREA ACTION PLAN	W5
HIGH WYCOMBE ACTION PLAN AREA	W6
ENHANCING ACCESSIBILITY	W8
What you told us	W8
What the community told us	W8
What we've already done	W8
Data and technical assessment	W8
Actions to enhance accessibility	W8
TACKLING CONGESTION	W9
What you told us	W9
What the community told us	W9
What we've already done	W9
Data and technical assessment	W9
Actions to tackle congestion	W11
IMPROVING THE ENVIRONMENT	W19
What you told us	W19
What the community told us	W19
What we've already done	W19
Data and technical assessment	W19
Actions to improve the environment	W19
IMPROVING ROAD SAFETY	W20
What you told us	W20
What the community told us	W20
What we've already done	W20
Data and technical assessment	W20
Actions to improve road safety	W20
MANAGING AND MAINTAINING THE TRANSPORT ASSET	W24
What you told us	W24
What the community told us	W24
What we've already done	W24
Data and technical assessment	W24
Actions to manage and maintain the transport asset	W25
OTHER SCHEMES	W28
DELIVERY PROGRAMME	W29
WYCOMBE AREA ACTION PLAN	W30

Figure I - High Wycombe Action Plan area



© Crown copyright, Buckinghamshire
County Council Licence 10021529 2005
Produced by the GIS Team, IT Unit
© Copyright Buckinghamshire County Council 2005

INTRODUCTION

The County Council's Second Local Transport Plan (LTP) sets out a twenty-year vision for transport, and describes the authority's priorities, strategies and plans for the next five years (2006 to 2011). The five transport priorities for Buckinghamshire are:

- Enhancing accessibility
- Tackling congestion
- Improving the environment
- Improving road safety
- Maintaining and managing the transport asset

Four of the five (accessibility, congestion, environment and safety) reflect the Government and Local Government Association's 'shared priority for transport' whilst the fifth responds to the needs and aspirations of people who live, work and travel in Buckinghamshire.

This urban action plan explains what the LTP means for the High Wycombe Area (shown in Figure 1 above). This approach is in line with the County Council's 'Getting Closer to Communities' initiative that aims to match services to local needs and address local priorities.

Preparing the Area Action Plan

To ensure that the Area Action Plan addresses local priorities, we have considered information, feedback and comments collected from a number of sources, including:

What you told us

- Transport Matters' surveys (returned by 1500 Buckinghamshire residents)
- Local project consultations
- Annual Transportation Service surveys
- Letters, phone calls and emails
- Consultation on the Second LTP
- Consultation on the draft Area Action Plan
- 'Transport Matters' event for Chesham & Amersham

What the community told us

- Internal professional Area Action Planning days
- Annual transport symposia for Members and stakeholders
- Market town health checks, village appraisals and parish plans
- Local Committees and Local Area Co-ordinator activities

We have also collected supporting data and technical information to prioritise actions that will be most effective at addressing locally important issues. In the High Wycombe Area there is also a great deal of information to be taken from studies of the urban area that have been carried out, including the Parking and Access Study.

Parking and Access Study

The proposed developments in the town centre, the consequent loss of parking capacity during the construction phase and the increased traffic flows associated with a revitalised town centre, prompted the District and County Councils to commission the High Wycombe Town Centre Parking and Access Study. Recommendations arising from the study have been incorporated into this Action Plan to ensure that parking and access issues are adequately addressed in the Second Local Transport Plan period.

High Wycombe Action Plan Area

The Urban Area covers the town of High Wycombe, and the adjoining settlements of West Wycombe, Downley, Hazlemere, Tylers Green, Loudwater, Flackwell Heath, Wooburn Green and Bourne End. The population of this wider area exceeds 104,000 and is the largest settlement in Buckinghamshire. Figure 1 shows the extent of the Action Plan area.

The transport network in High Wycombe is dominated by the local topography. The valleys of the River Wye and Hughenden Stream and the steep hills to the North and South of the town pose specific problems for expansion and improvement of the local network. There are two main transport corridors intersecting High Wycombe:

- **East–West – A40** (London Road/West **Wycombe Road**)
- **North–South – A404** (Amersham Road/Marlow Hill)

There are two other key transport routes:

- **A4010** – Linking High Wycombe with Princes Risborough and Aylesbury
- **A4128** – Used by vehicles as an alternative to the A404 and the A4010

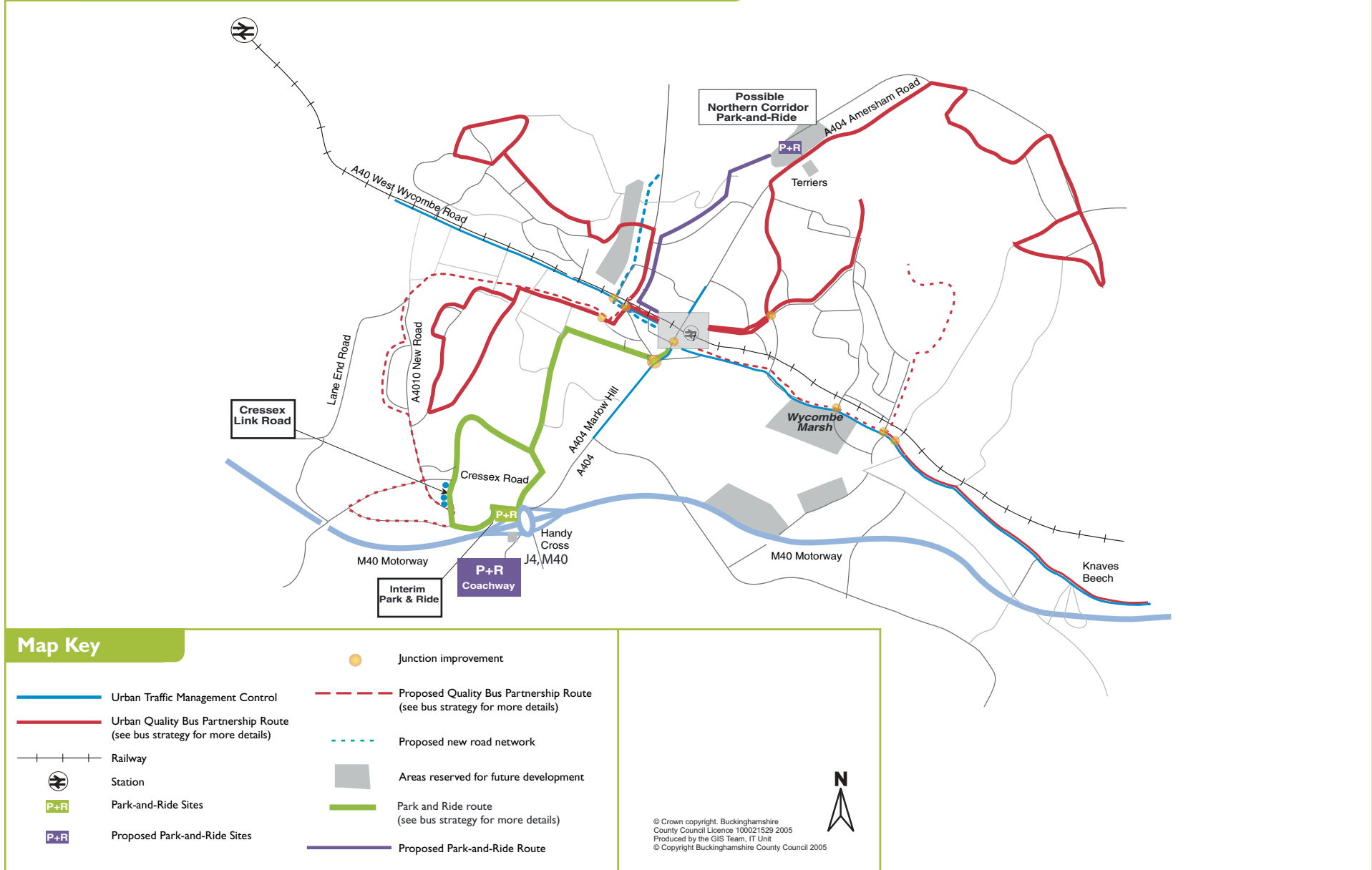
There are also major connections to the national motorway and trunk road network in High Wycombe, specifically at Handy Cross, Junction 4 of the M40 and junction with A404 (T) and a (restricted) motorway connection at Loudwater Junction 3 of the M40.

The town centre of High Wycombe is the centre for retailing, commercial, health, further education and leisure services for the town and the surrounding area. Together with other areas along the River Wye Valley, at Cressex and Sands, it is also a principal location for employment. In recent years, significant new development has taken place (e.g. Wycombe Marsh retail development on A40 London Road East), and much more is planned in the near future.

The Wycombe Transport Strategy has been developed in partnership with Wycombe District Council (WDC) over the years to address the significant challenges facing the urban area. Transport Planning and land use planning are inextricably linked. WDC therefore has a vital role to play in the successful implementation of the town's overall strategy, given its planning authority role, off-street parking, taxi and concessionary travel policies and air quality management work. WDC also contributes financially to the implementation of measures contained within the strategy.

The strategy builds on previous Wycombe Package Bids and proposals contained within the first LTP. Figure 2 shows the wide range of schemes planned, which encompass significant congestion management proposals on our main corridors, initiatives to improve public transport and improved facilities for walking and cycling.

Figure 2 - Our Transport Vision for High Wycombe



ACCESSIBILITY

To enhance accessibility we have to improve everyone's ability to access key services (employment, education, healthcare and shopping). Access solutions might be transport provision, but could include delivery services, changing opening hours of facilities or increasing internet access. Accessibility issues are not only limited to rural areas. Accessing essential services can be equally difficult within urban settlements such as High Wycombe due to the mainly radial nature of bus services.

What you told us

- *Little choice other than private car for journeys to work, shops, etc and it is difficult for young people to get around*
- *Public transport is not a good enough service to rely upon*
- *Need public transport to rail station*

What the community told us

- *Better bus services needed to the rail station*
- *Need better timetable displays for buses*
- *Better cycling and walking routes needed*

What we've already done

- Developed of the accessibility strategy of the Local Transport Plan
- Launched the Park & Ride service to improve accessibility to the rail station and town centre
- Completed Parking and Access Strategy for the High Wycombe area
- Developed 'Getting Closer to Communities' to identify local accessibility issues
- Launching Red Route 33 bus service to improve accessibility between Castlefields, the town centre and Totteridge

Data and technical assessment

To identify current accessibility in the High Wycombe Urban Area we have completed audits for peak time and off peak access to major centres for all households.

- 93% of households can access a major centre within 30 minutes using public transport in the morning peak period
- 89% of households can access a major centre within 30 minutes using public transport at off-peak times

Actions to enhance accessibility

During the Second Local Transport Plan period we will:

- Identify and progress improvements to the Rights of Way network to enhance access to key services and facilities
- Identify and progress improvements to cycling and walking routes to enhance access to key services and facilities
- Work with partners to develop and implement accessibility action plans for employment, education, healthcare and shopping
- Work with the local community to identify accessibility needs, and develop and implement a local accessibility action plan, incorporating innovative public transport solutions where appropriate

CONGESTION

To tackle congestion we have to identify and improve routes that are most prone to delays, usually because they carry the most traffic, and encourage everyone to consider whether some trips could be made by bus, train, cycle, on foot, or by sharing the journey with others.

What you told us

- Congestion very bad at peak times
- Need more reliable, punctual bus services
- Need to get traffic moving in rush hour and promote public transport
- Improving public transport & cycling provision to reduce reliance on the car
- Congestion by schools due to parents transporting children to / from school

What the community told us

- Congestion at the A4010 / Pedestal Roundabout
- HGV's rat-running through villages in the area
- Better bus services needed to rail station
- Congestion will worsen due to Wycombe development

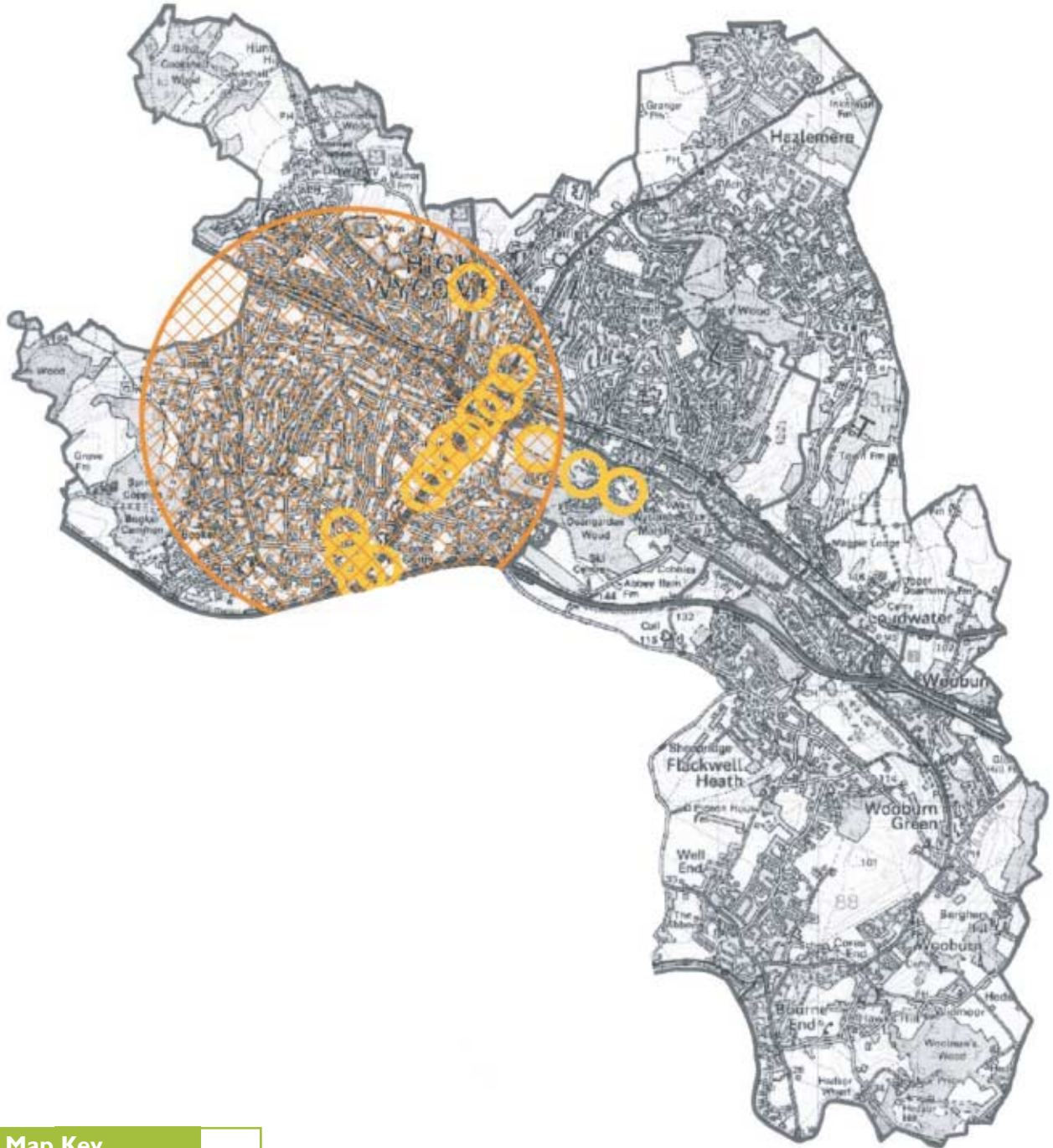
What we've already done

- Launched Red Route 33 bus service, that has attracted 21% more passengers per month since September 2003
- Launched Park & Ride service, providing a fast and frequent bus service between the railway station, town centre and Cressex Island for up to 2200 passengers each week
- Improved provision made for sustainable travel at new developments within Wycombe District Local Plan, adopted in January 2004
- Made good progress towards our target of keeping traffic levels into High Wycombe below the national average, with an actual reduction in 2004/05 from 2000/01 levels
- 94% reduction in delays caused by our roadworks on traffic sensitive streets
- 9% reduction in car use on the school run across Buckinghamshire



Data and technical assessment

In our annual survey we ask residents to identify congestion hotspots on roads across Buckinghamshire (see Figure 3). High Wycombe has and continues to experience significant congestion problems within the town centre, along A40 London Road and in the Handy Cross area and these are locations identified within the survey. Local residents also identify the A404 Marlow Hill and Amersham Hill as specific congested routes. In fact, the A40 and Handy Cross are the top two congestion 'hotspots' in Buckinghamshire, and both can experience major congestion at peak times because of traffic levels.

Figure 3 - Congestion Hotspots on roads in area



Map Key

-  Perceived Congestion Hotspot
-  Perceived Urban Congested Area



© Crown copyright. Buckinghamshire
County Council Licence 100021529 2005
Produced by the GIS Team, IT Unit
© Copyright Buckinghamshire County Council 2005

Actions to tackle congestion

During the Second Local Transport Plan period we will:

Complete the strategic network hierarchy (SNH) to ensure that appropriate traffic uses the correct routes in the area

The Strategic Network Hierarchy (SNH) in the urban area has also been reviewed. This has identified the "urban strategic (long distance) routes, district distributors, bus routes, cycle network and future development routes", which will be used to influence land use and transport planning over the period of LTP2.

Develop a countywide freight strategy to ensure HGVs use appropriate routes

The County Council is developing a Freight Strategy that has two key objectives; firstly to reduce the impact of freight movement and secondly, to ensure effective deliveries. Once the strategy is complete, work will begin across the County to ensure that Heavy Goods Vehicles (HGVs) are encouraged to use the SNH and avoid use of inappropriate roads. In Wycombe this may include:

- Revised signing of routes and zones, including industrial areas and HGV parking
- Provision of appropriate facilities for deliveries
- Increased enforcement of waiting restrictions
- Applying new restrictions on unsuitable roads
- Cressex link road

The Freight Strategy cannot be successfully implemented without developing an appropriate Signing Strategy that determines the best way to direct vehicles around the County using the SNH, wherever possible. Work on the Signing Strategy will begin after the SNH review in 2008 and it is hoped that work on the ground will commence the following year. The concentration of key transport corridors in the town centre means that this work will inevitably impact on Wycombe.

Work with schools and businesses in the area to promote travel planning

Work will continue with schools across Wycombe to maintain, develop and promote School Travel Plans and initiatives to reduce car use and improve safety on the school journey. This may include some engineering and highway infrastructure but current school travel planning work in the county indicates that softer promotional measures and school site activities can bring about much greater change in travel patterns.

In partnership with the District Council, the County Council will continue to work internally and with businesses across Wycombe to reduce the proportion of car use on the work journey. The proposals for improvements to public transport and infrastructure in Wycombe present excellent opportunities for changes in travel behaviour.

The advent of the development proposals in the town particularly Eden and Wycombe Marsh and the development of transport improvements such as the Park & Ride service serving Cressex Business Park present ideal opportunities for the County Council to expand its work on personalised travel planning. By working with developers and new residents, and by providing targeted information and incentives, it is hoped that travel habits can be influenced to reduce the dependence on and number of journeys made by car.

Encourage cycling and walking for travel to High Wycombe, and other key destinations

Promoting cycling and walking as a travel choice in High Wycombe is challenging, owing to the topography of the town (gradients > 10%) and greater distances between the town centre and housing areas.

Whilst walking into the town centre may be attractive, journeys in the opposite direction are less attractive, regardless of the provision and quality of pedestrian infrastructure and facilities. The busy and highly trafficked corridors also do not make for attractive routes for cyclists and pedestrians.

Cycling is more likely along the bottom of the valley of the River Wye, aligned with the London Road and Hughenden Valley corridors and, to a lesser extent, the West Wycombe Road corridor. Development of the cycling network will focus specifically on the London Road, extending the existing East-West cycle route, and Hughenden Valley corridor, both of which are likely to benefit from developer funding, although we will also look for other opportunities to expand and improve the general network. This may include the former Bourne End Branch line, which has the potential to tie into Sustrans' National Cycle Network.

Implement actions of the Parking and Access Strategy that meet the objectives of the LTP

The County Council will work with the District Council to progress the recommendations of the Parking and Access Study, and to develop a parking strategy that encourages commuters to use alternative parking facilities, such as the recently developed Park & Ride service or the improved public transport system to travel to work.

Enforcing parking restrictions also has an important role to play in achieving an attractive environment for residents and visitors to the town. Specific parking initiatives that will be progressed during this period include:

- Development of a District wide Special Parking Area
- Application of on and off street parking tariffs that will see the transfer of long stay parking away from the town centre
- Review of car park signage, including the use of a comprehensive variable message signing system

Improvements already completed or to be completed will be monitored to ensure original objectives have been met. If necessary, further action and scheme amendments will be considered during the period of the second LTP. For example, in terms of the A404 Marlow Hill traffic signal scheme, in the southern corridor, there may be a need to provide a northbound through lane from Handy Cross to the town centre to increase capacity at the junction. Certainly, the pre-signals and associated GPS will be closely monitored and potentially amended to ensure priority for the Park & Ride bus service operating from Cressex Island.

Consideration of Variable Message Signing (VMS) to keep traffic moving

The aforementioned Parking and Access Study recommended that an improved/extended network of variable message signs providing appropriate messages to drivers regarding parking availability or journey times be considered across the town centre and on appropriate corridors. Such signs will encourage selection of alternative travel modes or suitable routes and also lessen the time spent searching for car parking spaces, thereby reducing congestion. This recommendation will be taken forward in LTP2.

Develop specific urban and inter-urban bus services in High Wycombe

Work in the town will concentrate on developing or improving the principal and other urban bus routes, and the core inter-urban routes. The "linear public transport Hub" will provide high quality services linking the new bus station to the town centre to the revamped railway station. Quality Bus Partnerships, using the same model applied with success on Red Route 33, will serve the principal bus routes in the town. Using fully accessible low-floor buses, they will operate with 10-15 minute daytime frequencies, and 30-60 minute evening and Sunday services depending on demand.

The principal routes are:

- Red Route 33 (Castlefield – Town Centre – Totteridge) – QBP already in place
- Green Route 31 (Downley – Town Centre – Penn) – QBP developed.
- Blue Route 32 (Booker – Town Centre – Micklefield) – QBP to be developed

The other urban bus routes in High Wycombe will offer, as a minimum, a half hour daytime service and provide access in areas where the primary routes are more than 500 metres from the majority of households.

Inter-urban bus routes that provide at least an hourly frequency serve all of the principal corridors out of the town. The development of Urban Traffic Control (and bus priority measures where appropriate) will help improve journey time reliability on both these and the urban routes into the town centre.

Real Time Passenger Information facilities, providing passengers with reliable information on the arrival of bus services will be incorporated in the Urban Traffic Management and Control system being developed in the town. Subject to satisfactory proposals being received and implemented, the effect of these will be monitored. If they are well received and contribute to improved perception and usage of public transport, then these types of scheme will be extended further.

Implementation of four urban priority congestion management corridors (PCMCs) within the urban area

In this LTP, we propose significant investment in the town's major radial transport corridors, referred to as priority congestion management corridors (PCMCs), including improved public transport services, traffic and travel capacity improvements, Urban Traffic Control (UTC) and consideration of high occupancy vehicle (HOV) or no car lanes. Whilst making efficient use of these key movement corridors, account will be taken of the needs of residents and businesses situated along these routes. The impact of traffic and on-street parking will be managed in the residential areas between the key movement corridors by extending the decriminalised parking area to achieve a high quality environment for those who live in and visit the town.

The primary objectives for the 4 transport corridors are to reduce congestion; to improve traffic flows; and to promote public transport, cycling and walking. Significant improvements in terms of journey time reliability will be achieved following the introduction of Intelligent Transport Systems (ITS) or UTC. Such systems will enable traffic to be managed more effectively and be more responsive to incidents.

By linking traffic signals together along corridors, increases in overall capacity in the order of 10-20% can be expected, based on evidence from systems introduced elsewhere in the country as part of the UTMC Pathfinder Projects, which could then be allocated to other modes. In time, we will enhance UTC to the more dynamic Urban Traffic Management and Control (UTMC) system, which links UTC with variable message signing and passenger transport information systems. The intention is to introduce UTC on the A40 in association with Eden using developer funding and along the A40 Eastern Corridor in phases during LTP2. The bus priority pre-signals on the route from Handy Cross to the town centre, introduced as part of the Park & Ride scheme are UTC compatible. The introduction of UTC on the northern corridor and on the remainder of the western corridor will be dependent on developments that come forward along these routes.

Eastern Congestion Management Corridor (A40 London Road East)

The eastern corridor (A40 London Road) is a key strategic route for High Wycombe with significant traffic volumes (approximately 28,000 vehicles per day) using the road to enter or leave the town, particularly at peak periods. With the new retail development at Wycombe Marsh and the additional demand on the existing transport network that is already being generated, and other potential developments, (such as the former Ercol furniture factory redevelopment for approximately 200 flats) significant changes to the existing infrastructure are required to maximise travel capacity by all modes, improve traffic flows, improve reliability of journey times and improve attractiveness and use of transport alternatives.

The Wycombe Marsh redevelopment culminated in work being undertaken around the Abbey Barn Road, Cock Lane, Micklefield Road and Wycombe Marsh junctions with the London Road. The new traffic signal controlled junctions allow access to the new development area and operate as linked signals and will therefore be able to link to other sections of the London Road (described below) as UTC is progressed. An additional access to the Wycombe Marsh Development will be provided, possibly using the existing access to the Curry's superstore. Together with the planned QBP route (Blue Route 32) this will be an essential part of securing good public transport access to the new Wycombe Marsh development that provides major new residential and business development.

The major proposals for the Eastern Corridor during LTP, which will be to consider junction improvements, were well received at a public exhibition and at the Wycombe annual symposium both held in November 2004. The traffic signal junctions will be linked and UTMC compatible in line with our overall strategy of introducing UTC initially and then moving to the more sophisticated UTMC at a later date. The junction improvements that will be completed in a phased manner because of the cost implications and also to limit disruption are listed below:

- Phase One – Rayners Avenue to Hammersley Lane

The plans include minor widening of the A40 to the east of Rayners Avenue to provide four lanes for traffic, widening of the Frederick Place junction for two lane access onto the London Road, provision of a new link road from Laurel Drive to London Road and signalisation of Hammersley Lane. These improvements will improve traffic flows and safety whilst reducing rat-running.

- Phase Two – Gomm Road to Abbey Barn Road

Two options are being considered:

- Option 1 – Signalisation of the Gomm Road junction

This would complete the link from Rayners Avenue to Wycombe Marsh enabling the entire length to be managed under an Urban Traffic Control (UTC) system, allowing all traffic signals to work together and providing priority for buses, emergency services or specific roads (as appropriate).

- Option 2 – Road bridge to Kingsmead recreation ground from Gomm Road with traffic signals at Gomm Road junction

The provision of a new access at the Gomm Road junction over the River Wye could help separate business and recreational traffic, and support other traffic management improvements. In particular, it has the potential to:

- Route industrial traffic across new bridge rather than along existing narrow residential roads.
- Remove recreation ground, National Netball Centre and Westfield House Office traffic from narrow residential roads and alleviate local parking issues.
- Future-proof any traffic generation from Recreation Ground, National Netball Centre and Westfield House.
- Rationalise access onto the A40 from the Wycombe Marsh area by introducing selective junction closures. Concentrating turning movements at signal controlled junctions and improving Bus Lane continuity are likely to accrue both casualty reduction benefits and relieve congestion.

- Phase Three - Other sections of the Eastern Corridor

Plans for ongoing development along the Eastern Corridor need to be confirmed before proposals for the sections west of Micklefield Road can be progressed. The existing inbound only bus lane currently takes 25 buses per hour at peak times. Over the course of the second LTP, consideration will be given to opening the bus lane up as a High Occupancy Vehicle (HOV) or a no-car lane. The former will allow for cars with two or more passengers to take advantage of the bus lane whilst the latter will permit lorries into the lane to improve capacity and at the same time overcome enforcement difficulties associated with HOV lanes. The intermittent nature of the bus lane means that issues of merging traffic will need to be carefully considered.

Taxis will be permitted to use the lane provided they are clearly identifiable via full-length roof signs and/or appropriate vehicle livery. When the relevant public consultations take place, consideration will be given to allowing motorcyclists into the bus lane. Our stance will take into account best practice from around the country and national advice. Depending on which option is selected, such measures will open up the existing bus lane to 10-20% more traffic, whilst maintaining existing priority for buses.

It is proposed to further develop the East-West cycle route that was developed during the First LTP and it is proposed (subject to sufficient external funding being secured) to convert sections of the former Bourne End branch railway into a pedestrian and cycle route. This route has the potential to tie in with and form part of the National Cycle Network. The first phase towards the eastern end is proposed to be upgraded as part of a Safer Routes to School project. Conversion of the remainder will be taken forward as part of the Rights of Way Improvement Plan (ROWIP) programme, and will make use of development contributions that have been secured.

The fragmented land ownership of the former railway line is a significant issue that will need to be taken account of in progressing this project. However, there remains great scope to make beneficial use of this corridor which has a long history of transport use. This would provide an alternative to cycling on the busy A4094 which, for the most part, does not lend itself to on road cycle lanes. Along some sections towards the Loudwater end, there may be more scope for on road cycle lanes and these may prove complementary to an off road walking and cycling route along most of the former rail route. In this context proposals will come forward for Boundary Road, Loudwater between Knaves Beech Way and Treadaway Hill. Such proposals will link significant residential areas to the town centre.

Southern Corridor Congestion Management Corridor (A404 Marlow Hill)

The Southern Corridor area includes Junction 4 of the M40, the A404 Trunk Road from the County boundary to M40, key sections of the A4010 (strategic route between Aylesbury and High Wycombe) as well as junctions with local roads at Handy Cross. The M40 and A404 carry a significant volume of traffic each day and this can have a major impact on urban roads, particularly at peak times, leading to congestion on local urban roads. The strategy for this corridor has and will continue to focus on reducing congestion, ensuring traffic flows and promoting other modes particularly public transport.

The strategy for this area will be to reduce congestion by removing bottlenecks in the network, improve traffic flows by providing control via traffic signals where appropriate, improve access to the Business Park and improve the quality of life for residents by providing new infrastructure and promoting public transport, cycling and walking facilities.

In November 2002, in conjunction with the Highways Agency, a public exhibition was held into the highway improvements proposed for the area. The measures put forward received widespread support, both from the general public and stakeholders. Since that time, significant schemes have been implemented with more planned during the LTP2 period. The former have included improvements to the A4010 John Hall Way approach (addition of a third lane) to Junction 4, M40, Handy Cross to help ease congestion in the area and very recently, traffic signal improvements at A404 Marlow Hill and Marlow Road to improve traffic flows, reduce congestion and to improve pedestrian safety in the vicinity of two large secondary schools, by providing formal crossing points.

In terms of future transport schemes, by far the most important is the Junction 4, M40 improvement scheme.

This long awaited scheme will significantly reduce congestion at this busy motorway junction by - as far as possible - separating strategic long distance traffic from those using local roads. This project has been the cornerstone of our strategy in this area for many years.

We have secured planning permission for another significant highway improvement in this corridor, the Cressex Link Road. This important link from the A4010 John Hall Way to Cressex Business Park will improve access to the strategic highway network for business traffic and HGVs and direct traffic away from residential roads.

Subject to completion of the necessary procedures, the Link Road will be built and open to traffic during 2007. As part of the scheme, improved pedestrian and cycling facilities will be provided. These will help to establish safe walking facilities for children south of A4010 John Hall Way wanting to access schools in the area; the additional cycling facilities will add to the existing cycle link from Holmers Farm Way. New facilities include a toucan crossing on A4010 John Hall Way.

Once the link road has been constructed, consideration will be given to providing a 'bus-gate' feature at the Handy Cross/Marlow Road junction. Consideration will also be given to providing a length of bus lane in Marlow Road, subject to technical consideration and local consultation.

Development of High Wycombe Park & Ride

As stated previously, Eden will bring about significant improvements to the town centre both from a retailing perspective and a transport perspective. Inevitably, however, the construction phase of such a large project will bring about significant difficulties and challenges. For example, the loss of car parking in the town centre will create additional significant parking pressures. This has led to the development of a Park & Ride Service from Cressex Island; adjacent to M40 at Handy Cross (see Figure 2). The Park & Ride opened in September 2005 has provided a link between the Cressex Business Park, the hospital, railway station and the town centre and will support Eden and compensate for the loss of car parking. The construction of the Park & Ride has involved close working with Wycombe District Council. Eight pre-signals have been provided at key junctions to give Park & Ride buses priority. GPS has also been used to detect buses en route.

Development of Strategic Park & Ride / Coachway

The Park & Ride Service will operate throughout the period of LTP2 but will itself be incorporated into a larger regional scheme at the end of that period. Accordingly, preliminary work has started on plans for a Strategic Park & Ride/ Coachway facility to the southwest of Handy Cross Junction.

This Major Scheme follows recommendations emanating from the Regional Transport Strategy, Thames Valley and Orbit Multi-Modal Studies and a recent inter-urban public transport study commissioned by the Highways Agency and would form an integral part of an enhanced regional coach network. Subject to the necessary statutory procedures (the proposed site is in Green Belt and Area of Natural Beauty) and cost, the intention is to have this facility open by the end of the LTP2 period.

The establishment of such a facility will significantly improve the connectivity of High Wycombe to public transport services, notably on the well-established west-east route between Oxford and London, and in the future, it is hoped on the north-south route to the Thames Valley. The anticipation is that a Major Scheme Bid will be submitted in 2008/09.

Linked to this Major Scheme is a detailed study into the provision of bus priority measures along A404 Marlow Hill from Handy Cross into the town centre. Such measures will be technically challenging given the site constraints and expensive to provide but are deemed to be vital if regional express coach services are to operate effectively on the north-south axis. Given the other Major Scheme Bids being submitted, the current intention is to submit a bid in the third LTP period.

One of the more intractable issues the County and District face with this strategy is the possible negative impact any additional traffic generated by development proposals in the southern corridor area would have on the motorway network. Working with the Highways Agency, some short-term measures have been identified e.g. the bus-gate feature for Marlow Road. However, regeneration initiatives in this area and the possibility of the Abbey Barn Lane and Daws Hill Air Base sites, amongst others, emerging from the WDF proposals means future infrastructure and access improvements need to be examined.

Many of the infrastructure options are costly and involve Green Belt land and AONB. Nevertheless, current work will highlight the most realistic options and set a vision for a longer-term transport strategy in the area in order to bring forward a sustainable package of development. Funding of such infrastructure will be a major issue and, in the current climate, will have to be forthcoming from non-LTP sources, possibly via Central Government growth area funding or future Community Infrastructure bid processes.

Other important areas of work for the southern corridor during the period of LTP2, include:

- Work on completing the cycle links to the town centre.
- Continuing to liaise with the Highways Agency on its M40 Route Management Strategy. During the consultation, concerns were expressed about the poor collision record between Junction 4 and Junction 3 Loudwater and noise and air pollution issues for the communities on the M40 corridor.

Western Congestion Management Corridor (A40 West Wycombe Road)

The key strategic route in this corridor is the A4010 Aylesbury / Princes Risborough Road which provides the main north south link in the district. The A4010 intersects the A40 West Wycombe Road just to the east of West Wycombe village at Pedestal Roundabout before continuing further south as New Road, from the Chapel Lane junction, until it reaches Handy Cross. The Pedestal Roundabout is the cause of significant congestion in the morning peak hours with long tailbacks forming on both the A4010 into and out of the town, and A40 through West Wycombe village.

The strategy for the LTP2 period is to reduce traffic congestion and ease traffic flows at the Pedestal roundabout and Chapel Lane / Plomer Hill junction. This will have the benefit of easing north south flows which in the absence of any other strategic transport link will continue to be used by many commuters travelling from the north of the county to Marlow, Maidenhead, Heathrow and other parts of the Thames Valley.

As part of the Parking and Access Study, a number of sites along this corridor were considered for possible Park & Ride sites. However, for a variety of reasons, no suitable sites were identified. The strategy for this corridor therefore focuses on reducing congestion by improving traffic flows, promoting public transport, cycling and walking, and possibly providing a multi-storey car park, close to Eden.

Improvements, both relatively low cost, at both the Pedestal roundabout (A40/A4010 junction) and Chapel Lane junction, completed during the First LTP period will be monitored to ensure that they are enabling traffic to move freely along this route. The improvements include a pre-signal at Pedestal Roundabout and the making permanent of a right turn ban at Chapel Lane Junction. As previously mentioned, the successful operation of these junctions is key to the movement of vehicles on the A4010, the principal link between the growth area of Aylesbury and Wycombe. Further and more costly enhancements may be considered if monitoring concludes these junctions are not operating efficiently.

The extension of intelligent transport systems to the Western Corridor will be achieved when Eden is constructed and UTC traffic signals are installed at the revised junctions.

Further extensions of the system will be considered during the Second LTP period, following completion of such measures on the eastern and southern corridors.

The east-west cycle route has been implemented but will be developed further to encourage and promote the route for utility / commuter journeys. This will include extensions to the Business Park to link in with proposals for the Southern Corridor and the Causeway Stadium (home of Wycombe Wanderers Football Club and Wasps Rugby Club). A proposal for an on road signed route along The Pastures will also be developed to improve cycling into the town and to support safer routes to school initiatives. Links with the Rights of Way network will be made where appropriate.

Environmental improvements are also being considered for this corridor, including lamp column replacements in West Wycombe village.

Northern Congestion Management Corridor (A404 Amersham Hill And A4128 Hughenden Road)

The northern corridor is dominated by A404 Amersham Hill, a key link between the town centre and Amersham. Congestion particularly in the morning peak hours results in adjacent residential roads being used as rat-runs.

The A4128 Hughenden Road corridor via the Hughenden valley is an important link to High Wycombe from Prestwood and Great Missenden; it is also used by many as an alternative route to the A4010 Princes Risborough to High Wycombe route because of the heavy congestion on that route, on the approaches to the town, in the morning peak periods.

The strategy for the area is to relieve congestion on the A404 Amersham Hill to improve the quality of life for residents on the main and side roads by addressing 'bottlenecks' and by deterring traffic from seeking alternative routes along inappropriate and unsuitable adjacent residential roads e.g. Green Road.

Implementation of strategies for the other PCMCs should also lead to less rat-running on routes such as the A4128. The potential for Park & Ride to intercept traffic along this corridor has long been recognised with sites identified during previous Local Plan processes. Coupled with the southern Park & Ride, the proposal for Park & Ride to the north of the town could offer the potential for a cross town Park & Ride service that would provide a fast and frequent limited stop service connecting major new residential development, the redeveloped Compair site, the town centre and railway station, Cressex Business Park and the coachway/parking facility. At present, demand does not justify bringing forward a site. By 2008 the level of additional demand associated with Eden will have become clear, as will the degree of success of the new Park & Ride to the south of the town.

The case for Park & Ride in the northern corridor may change if:

- demand is fuelled by intensive development of major sites in the town centre
- redevelopment proposals come forward for town centre car parks (reducing parking supply)
- there is residential development of a major site in this corridor
- it is considered necessary to complement “masterplan” proposals that could reduce traffic capacity in the town centre.

Major residential development in this corridor may fuel demand for Park & Ride and may also provide the easiest opportunity to implement proposals. However, if this residential development does not come forward by 2011 and other factors (such as those set out above) indicate that it is needed then it may be necessary to consider alternative ways of delivering this scheme. The ongoing revenue costs of any Park & Ride service will be a key issue.

A404 Amersham Hill

The existing Wycombe District Local Plan and the evolving Wycombe Development Framework seeks to provide all necessary development on brownfield sites wherever possible, and avoid growth on green field areas. As a result it is anticipated that progress on the Hazlemere and Terriers Farm green field development sites are unlikely until after 2011, unless circumstances change as detailed above. Should they do so, there will be implications for the Park & Ride sites that have already been identified through the Local Plan process at Terriers Farm or Hazlemere and the associated junction improvements on the northern corridor.

The extension of intelligent transport systems to Amersham Hill will be considered during the Second LTP period as and when developments along this corridor come on stream and after similar improvements have been implemented elsewhere in the town centre.

A proposal to provide north-south cycling links to the town centre via Green Road, Ridgeway, Hamilton Road, Benjamins Footpath, Priory Road will be investigated, consulted upon and implemented during LTP2.

A4128 Hughenden Road

The strategy will aim to relieve the congestion at peak times on this corridor. Proposals for the A4128 Corridor will include:

Spine road

The redevelopment of the former Compair factory site offers the opportunity for construction of a spine road parallel to the existing residential but heavily trafficked Hughenden Road. The strategy aims to secure this spine road as a main route for traffic, which may enable the development of a public transport, cycling and walking corridor along part of the existing Hughenden Road. Progress on this element of the strategy will clearly be linked to the development.

IMPROVING THE ENVIRONMENT

The environment in Buckinghamshire is one of our greatest assets and transport can have negative impacts on that environment unless carefully managed. It is important that we work with others to improve air quality, enhance public spaces and streetscapes. Sensitive delivery of transport improvements in a way that improves environmental quality across the town and in its centre will be central to an urban renaissance in the High Wycombe area.

What you told us

- *Problems of air pollution in High Wycombe*
- *Noise pollution from the M40 motorway*
- *Air quality is the most important transport issue in the area*

What the community told us

- *Light pollution from streetlights is a problem*
- *Concerns about air quality from the M40 motorway*
- *Keep traffic moving to reduce pollution in the town centre*

What we've already done

- Set the Bucks Air Quality Standard (BAQS) that exceeds national standards and establishes 'buffer zones' to prevent air quality deterioration
- Established the Bucks Air Quality Management Group and developed an Air Quality Strategy with all District Councils
- Promoted and improved sustainable access to rural areas
- Followed environmental guidelines to reduce impact of transport schemes
- Reduced the impact of staff travel by cutting solo car use by 27% in six years
- Completed the Strategic Environmental Assessment of the LTP

Data and technical assessment

The first air quality review and assessment in Wycombe District was carried out in December 2000 and found that air quality was generally good with no risk of exceedences. Subsequent monitoring suggests that, despite concerns, levels of nitrogen dioxide were below the air quality standard. In partnership with the district councils we will continue to monitor air quality specifically in areas, which are congestion hotspots. An Air Quality Management Area (AQMA) has been established by the District Council and the Highways Agency along the length of the M40 motorway.

The Strategic Environmental Assessment has considered how transport policies and plans will affect the environment, including biodiversity, fauna, flora, human health and landscape. It has also helped to identify measures to reduce or eliminate the environmental effects of transport.

Actions to improve the environment

During the Second Local Transport Plan period we will:

- Work with local partners to complete street scene audits and reduce clutter
- Continue to work jointly with the District Council and the Highways Agency to improve air quality in the region of the AQMA

- Continue to monitor other sites and develop action plans where there are exceedences of BAQS
- Seek to replace all street lighting lamps with flat glass lamp fittings
- Review accessibility needs as part of local accessibility action plans
- Maintain verges & hedges at junctions in rural areas to keep vision splays clear
- Establish appropriate sign cleaning / maintenance arrangements with Parish / Town Councils
- Identify and progress improvements to the Rights of Way network to enhance access to rural services, facilities and the countryside for leisure purposes
- Continue to raise awareness of air quality issues using a range of media

DRAFT

IMPROVING ROAD SAFETY

Research shows that human error is a major factor in 95% of all crashes and therefore to improve road safety we need to target road users that are most at risk, to influence driving and riding behaviour. All transport schemes will also need to prove that they have considered the safety of road users, and efforts to improve the road environment will continue.

What you told us

- *Need a reduction of speeds on roads in the area*
- *Lower speed limits on roads in villages*
- *Train poor drivers to use speed intelligently*

What the community told us

- *Speeding vehicles in the area*
- *Safer crossing facilities needed for pedestrians and cyclists*
- *HGVs rat-running through villages in the area*

What we've already done

- 12% reduction in casualties across Buckinghamshire in last five years
- Completion of 'Be a Better Biker' campaign to reduce motorcyclist casualties
- Completed countywide Speed Management Strategy and begun countywide Speed Limit Review
- Implemented Area 4 Speed Limit Review proposals in January 2006
- Introduced Speed Indicator Devices (SIDs) for loan by groups and organisations
- Increased customer satisfaction with road safety by 7.3% between 2004 & 2005
- Salted approximately 44% of routes across the county to help reduce collisions
- Launch of 'Make the Commitment' campaign to encourage drivers and riders to drive within the speed limit.

Data and technical assessment

The national road safety target is to significantly reduce the number of people killed and seriously injured (KSIs). Figure 4 shows the average number of KSIs per kilometre on roads within the High Wycombe Local Community Area. The map shows the only routes in the area that have a higher than average KSI/km rate are the A40 and A4128 with 2 - 2.5 KSIs/km.

These are the only routes that would be considered for engineering solutions, and proposals for safety improvements will be combined with congestion management measures to secure maximum benefits for the travelling public. Other reductions in casualties will be achieved by targeting 'at risk' groups using education, training and publicity.

Actions to improve road safety

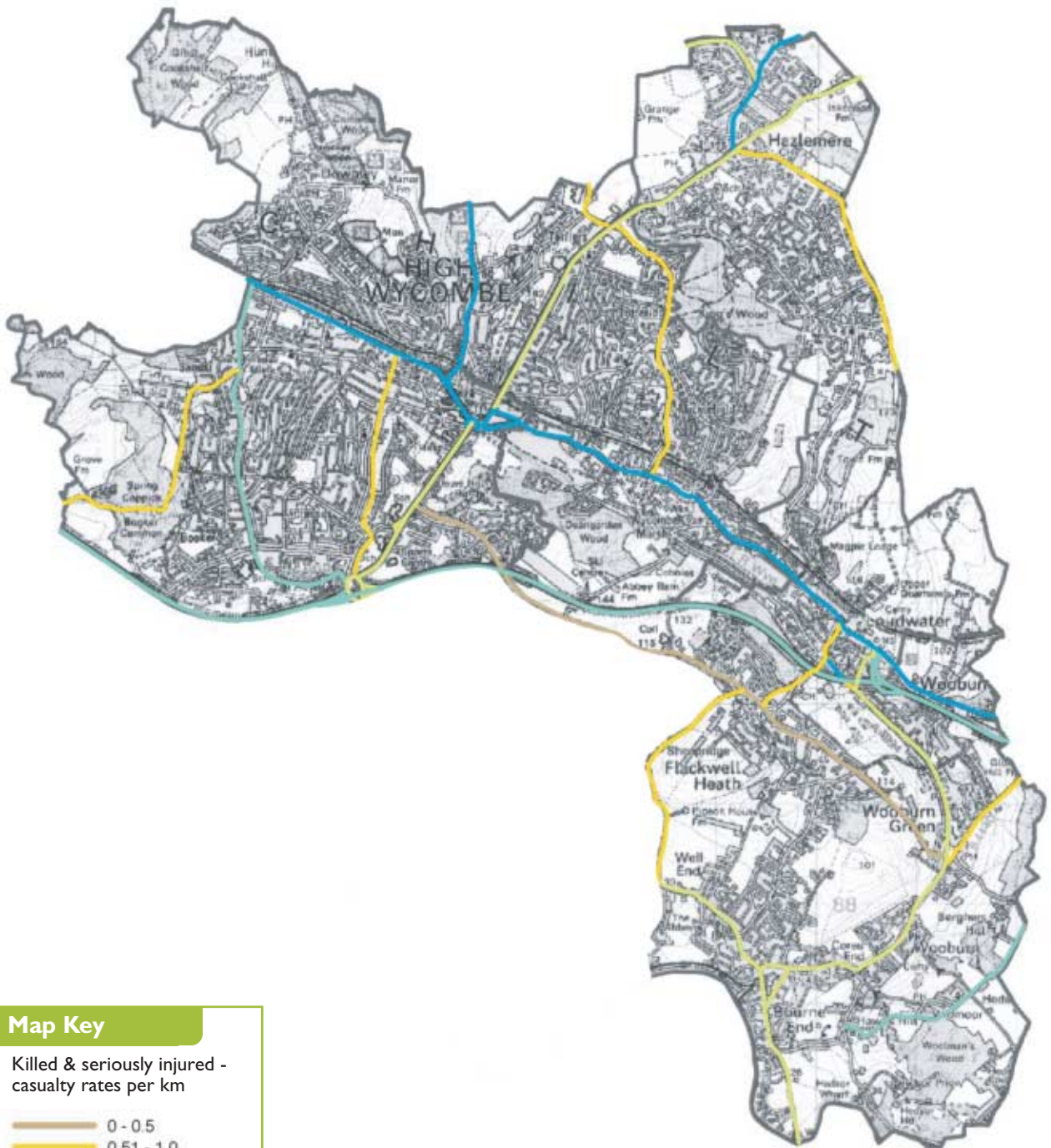
During the Second Local Transport Plan period we will:

- Complete the speed limit reviews for:
 - Area 5 – in spring 2006
 - Area 8 – in winter 2006
 - Area 9 – in winter 2006

- Develop and implement co-ordinated congestion and safety improvements at identified sites on the London Road, Marlow Hill, West Wycombe Road, and Hughenden Valley PCMCs
- Review collision data to identify and treat other sites where the road environment is a major factor in collisions
- Identify and progress improvements to cycling and walking routes and facilities to improve access and enhance safety for these vulnerable groups
- Integrate safety considerations into other strategies and programmes through 'mainstreaming safety'
- Reduce KSI casualties by targeting drivers and motorcyclists in high risk groups with appropriate education, training and publicity
- Work with the Police and other partners to reduce casualties and respond to local concerns, with targeted enforcement activities

DRAFT

Figure 4 - KSI rates on routes in High Wycombe Action Plan Area



Map Key

Killed & seriously injured - casualty rates per km

- 0 - 0.5
- 0.51 - 1.0
- 1.01 - 1.5
- 1.51 - 2.0
- 2.01 - 2.5
- 2.51 - 3.0
- 3+



© Crown copyright. Buckinghamshire
County Council Licence 100021529 2005
Produced by the GIS Team, IT Unit
© Copyright Buckinghamshire County Council 2005

MANAGING AND MAINTAINING THE TRANSPORT ASSET

Residents of Buckinghamshire have made it clear that maintaining and managing transport assets, such as roads and pavements, is an important priority. To ensure that we sustain and improve the quality of these assets, our activities need to be guided by both technical assessment and customer concerns, whilst seeking to meet wider transport objectives.

What you told us

- Numerous stretches of road surfacing with potholes
- Keep roads ice-free during winter
- Pavement repairs are the most important transport issue in the area

What the community told us

- Streetlighting – not enough where needed, too much where it isn't
- Pavements need improving
- Refurbishment and replacement of bus shelters

What we've already done

- In 2005 Buckinghamshire was top performing authority for all categories of road
- Increased customer satisfaction with the overall condition of roads and pavements by 53% since 2002
- 94% reduction in delays caused by our roadworks on traffic sensitive streets
- 97.5% of dangerous potholes repaired within 24 hours of customer reports
- Dedicated customer services teams established (Highways On Call)
- National recognition for improvements to service delivery with 'Transport Team of the Year' award

Data and technical assessment

Figures 5 & 6 identify the current condition of roads and pavements across the area, using technical data collected by regular inspections of the network. These will be updated and supplemented by subsequent assessments and therefore represent only a 'snapshot' of current conditions.

Lengths assessed as lower priority (green) are unlikely to be treated during the LTP period because they are in a good condition, medium priority lengths (amber) may be treated by 2011, whilst higher priority lengths (red) are likely to be receive attention during the next five years. The maps show that the majority of roads in the High Wycombe local community are currently in a very good state of repair with none categorised as high priority. Footway condition is an area of concern and we will prioritise our efforts to ensure that the footway maintenance is carried out in the area.

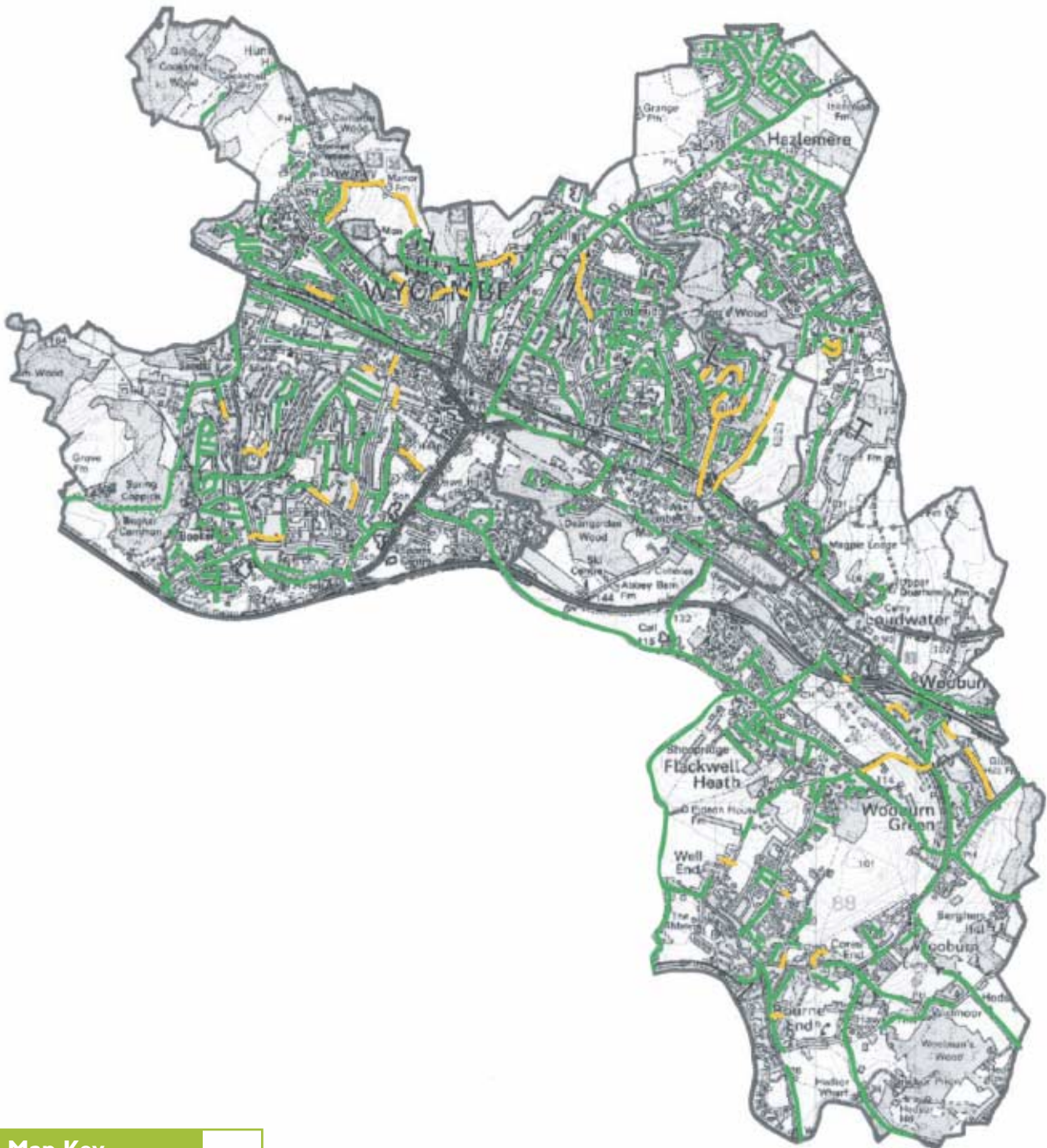
Actions to manage & maintain the transport asset

During the Second Local Transport Plan period we will:

- Improve the condition of roads and footways in accordance with priorities established by our technical assessment and Transport Asset Management Plan
- Use customer feedback to develop maintenance programmes that respond to local concerns in the High Wycombe area
- Increase our emphasis on the maintenance of footways and cycle routes across the area to enhance accessibility and support sustainable travel
- Seek to exceed our current standard for pothole repairs
- Identify sites for trials of intelligent road studs as an alternative to or replacement for standard street lighting
- Introduce improved testing regimes for all street lighting columns
- Increase the use of recycled materials in maintenance activities, wherever possible

DRAFT

Figure 5 - Carriageway condition map



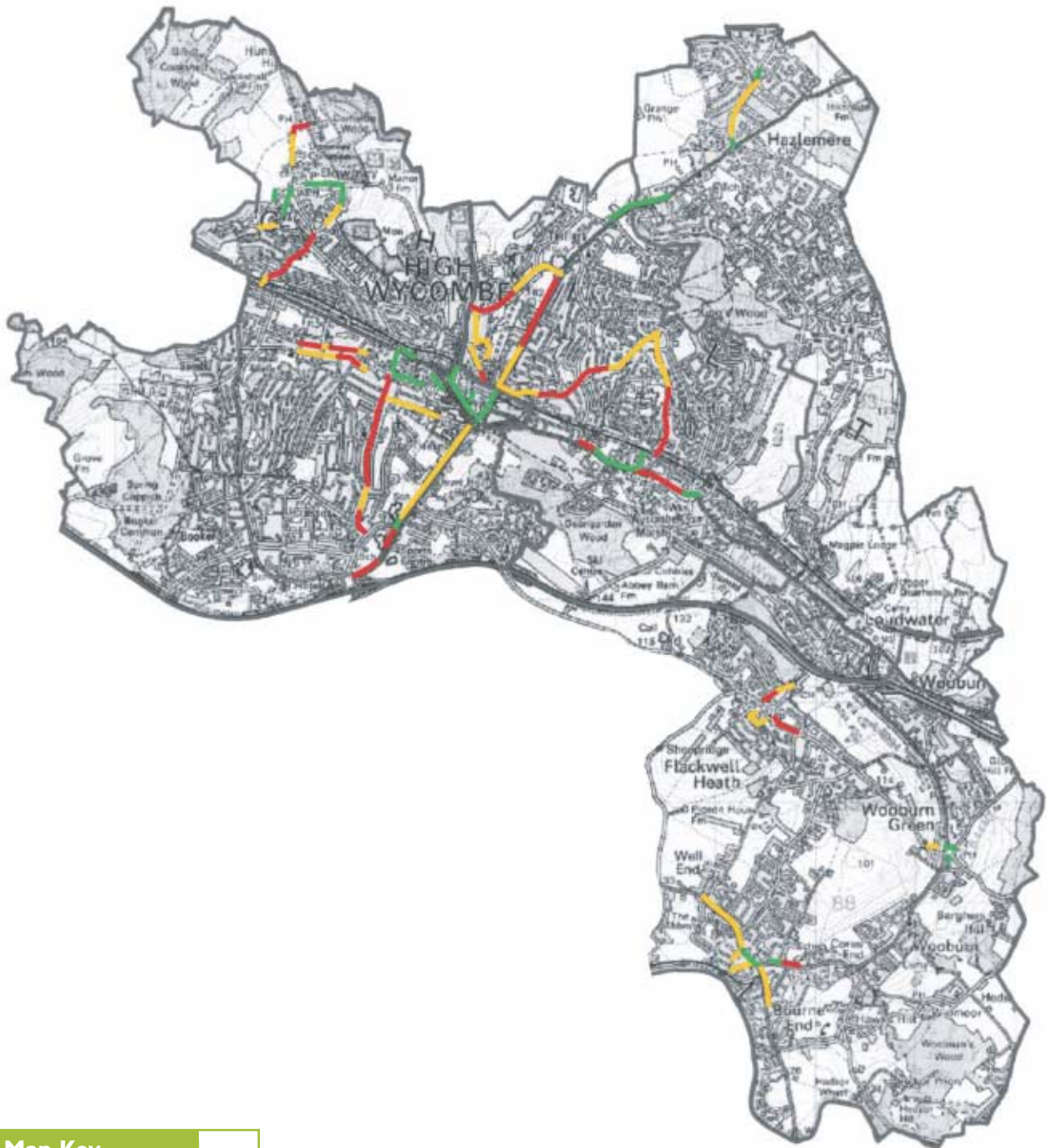
Map Key

- Lower priority
- Medium priority
- Higher priority



© Crown copyright, Buckinghamshire
County Council Licence 100021529 2005
Produced by the GIS Team, IT Unit
© Copyright Buckinghamshire County Council 2005

Figure 6 - Footway condition map



Map Key

- Lower priority
- Medium priority
- Higher priority



© Crown copyright. Buckinghamshire
County Council Licence 100021529 2005
Produced by the GIS Team, IT Unit
© Copyright Buckinghamshire County Council 2005

Other Schemes

The evolving Wycombe Development Framework (formerly Local Plan) proposes the redevelopment of brownfield sites such as at Cressex Island, the Sports Centre and Compair Broomwade. Such development has the potential to add pressure onto the existing transport network. Buckinghamshire County Council and Wycombe District Council are therefore working closely together, not only to mitigate the effects but also ultimately to improve traffic conditions and the environment for all who live and work in the town. Meetings with the Highways Agency also take place on a regular basis, given the proximity of some of the development areas to the motorway. In some instances, new transport infrastructure will be required; in others, better use of existing infrastructure will be needed.

To aid the decision-making processes, work has begun to prepare a new Transport Model for the Wycombe urban area. The existing model was built in 1992 and subsequently modified and upgraded in 1999 and 2003. There is a pressing need now to carry out new origin and destination surveys and to establish a new model that will inform the District Council's Local Development Framework (LDF) process and aid future transport planning in the town. The cost of such work is significant with estimated costs being in the region of £450k (to be borne by BCC/WDC and from developer contributions). Surveys will take place in April/May 2006 and the new model will need to be ready early in 2007 to fit in with the LDF timetable.

The strategy for the town centre will focus on improvements as part of the Town Centre Redevelopment, now known as "Eden" and at the railway station. The provision of a new bus station as part of Eden and a soon to be redeveloped railway station provides an opportunity to develop a high quality public transport service via a "public transport hub" between the new bus station, town centre and railway station, possibly including a reduced/no fare zone. This would significantly improve and enhance multi-modal interchange by providing connections for all urban and inter-urban bus services.

The four priority congestion management corridors feed into and around the town centre, which since 1997, has been largely pedestrianised. Crucial intersection points include Easton Street with High Street and A404 Crendon Street/Amersham Hill; and Queen Victoria Road and A40 Abbey Way. Archway and Abbey Way elevated section on the periphery of the existing pedestrianised area are also key elements of the town's infrastructure carrying significant volumes of traffic each day.

During the second LTP, the aim will be to significantly improve public transport access to the town centre especially from the east, ensure pedestrian links between the existing town centre and Eden are comprehensive, improve cycle and pedestrian and public transport links to the existing railway station and the new bus station and provide roadside information to reduce congestion and provide public transport services.

Town centre masterplan

Work will continue in conjunction with the District Council on the masterplan for the town centre. It provides a long-term land use vision for the town and for the quality of the environment, and aims to ensure short-term development opportunities do not compromise long-term objectives. The exercise has the potential to radically alter the transport infrastructure in the town centre. Options for transport improvements in the town centre are being developed, assessed and tested in parallel with the proposed development of a number of sites. If the changes being considered can be shown to work, given their nature, scale and their cost, most, if not all, will have to be pursued using external and/or third party funding, possibly through the planning process.

Eden

By far the most important development during the next five years will be the construction of a new major shopping centre to the west of the existing. Construction has begun on 'Eden', the £500m comprehensive town centre redevelopment project. This will provide further retailing facilities for the town, anchored by a prestigious department store; it will also include apartments, restaurants and leisure facilities as well as a library and a new bus station for High Wycombe. It is scheduled to open in February 2008 and the Park & Ride service operating from Cressex Island supports the development. A 'Keep the Town Operating Group'

- KTOG, comprising officers from both authorities has also been set up to identify and resolve co-ordination problems associated with the development and to disseminate information to the general public and local media.

Easton Street and Queen Victoria Road

Post Eden opening, a review of the current arrangements in Easton Street and Queen Victoria Road will be undertaken. Both are currently one-way. During the period of the second LTP, steps will be taken to consult on proposals to make them two-way. Whilst proposals need to be confirmed, for Easton Street, this is likely to mean buses and taxis will be able to access the High Street from the A40 London Road, with other vehicles being able to access Easton Street and turn left into Queen Victoria Road. These proposals have potentially important benefits in terms of safety and environmental improvements in this civic quarter of the town centre. Both proposals will be expensive because of the need to amend the A40 London Road/Abbey Way/Easton Street junction; the Easton Street / High Street / Crendon Street junction and the need to widen the bridge in Queen Victoria Road. The estimated costs for the junction improvements and bridge works are approximately £1m and £500,000 respectively.

Rail Developments

The County Council continues to work with Chiltern Railways and the District Council on the proposed development of the railway station to improve bus/rail interchange, enhance access arrangements and provide additional parking for rail users under the existing franchise agreement. Other areas of work include the following:

- Progression of Chiltern Railways' Evergreen 2 route enhancements project, which will increase the capacity and reliability of the rail line through High Wycombe, allowing more trains to operate between London, Gerrards Cross, Beaconsfield, High Wycombe and Princes Risborough.
- Better integration of public transport journeys, linking bus and rail journeys, and exploring the possibility of through ticketing
- Increased rail use by commuters on the Wycombe line to access employment opportunities in the town centre
- Improving cycle and pedestrian links to the rail station

Pedestrianised area

Requests have been made to extend the hours of pedestrianisation (currently 6am to 6pm) in the High Street and Frogmoor. There are a number of technical difficulties with such a proposal, notably in terms of maintaining access for residents who live in the area, local businesses, bus and taxi services. Depending on the changes to the hours of operation and access requirements, there is also the possibility of a public inquiry being called.

Nevertheless, provided widespread stakeholder support can be gained, the County Council will seek to promote the relevant orders in the LTP2 period.

As part of improving the cycle and pedestrian links through the town we will bring forward proposals for cycling provision in the town centre area, currently pedestrianised.

DELIVERY PROGRAMME

LTP monies will be prioritised across the County using the Scheme Assessment Matrix to prepare annual work programmes that maximise value for money and meet transport objectives. We will also work with Wycombe District Council and other partners to identify and secure third party and external funding to accelerate the delivery of proposals, schemes and actions during the second LTP period.

HIGH WYCOMBE LOCAL COMMUNITY AREA ACTION PLAN	
Enhancing accessibility	<ul style="list-style-type: none"> • Identify and progress improvements to the Rights of Way network to enhance access to key services and facilities • Identify and progress improvements to cycling and walking routes to enhance access to key services and facilities • Work with partners to develop and implement accessibility action plans for employment, education, healthcare and shopping • Work with the local community to identify accessibility needs, and develop and implement a local accessibility action plan, incorporating innovative public transport solutions where appropriate
Tackling congestion	<ul style="list-style-type: none"> • Complete the strategic network hierarchy (SNH) to ensure that appropriate traffic uses the correct routes in the area • Develop a countywide freight strategy to ensure HGVs use appropriate routes • Work with schools and businesses in the area to promote travel planning • Encourage cycling and walking for travel to High Wycombe, and other key destinations • Implement actions of the Parking and Access Strategy that meet the objectives of the LTP • Consideration of Variable Message Signing (VMS) to keep traffic moving • Develop specific urban and inter-urban bus services in High Wycombe • Implementation of four urban priority congestion management corridors (PCMCs) within the urban area
Improving the environment	<ul style="list-style-type: none"> • Work with local partners to complete street scene audits and reduce clutter • Continue to work jointly with the District Council and the Highways Agency to improve air quality in the region of the AQMA • Continue to monitor other sites and develop action plans where there are exceedences of BAQS • Seek to replace all street lighting lamps with flat glass lamp fittings • Review accessibility needs as part of local accessibility action plans • Maintain verges & hedges at junctions in rural areas to keep vision splays clear • Establish appropriate sign cleaning / maintenance arrangements with Parish / Town Councils • Identify and progress improvements to the Rights of Way network to enhance access to rural services, facilities and the countryside for leisure purposes • Continue to raise awareness of air quality issues using a range of media

HIGH WYCOMBE LOCAL COMMUNITY AREA ACTION PLAN

<p>Improving road safety</p>	<ul style="list-style-type: none"> • Complete the speed limit reviews for: <ul style="list-style-type: none"> • Area 5 – in spring 2006 • Area 8 – in winter 2006 • Area 9 – in winter 2006 • Develop and implement co-ordinated congestion and safety improvements at identified sites on the London Road, Marlow Hill, West Wycombe Road, and Hughenden Valley PCMCs • Review collision data to identify and treat other sites where the road environment is a major factor in collisions • Identify and progress improvements to cycling and walking routes and facilities to improve access and enhance safety for these vulnerable groups • Integrate safety considerations into other strategies and programmes through ‘mainstreaming safety’ • Reduce KSI casualties by targeting drivers and motorcyclists in high risk groups with appropriate education, training and publicity • Work with the Police and other partners to reduce casualties and respond to local concerns, with targeted enforcement activities
<p>Managing and maintaining the transport asset</p>	<ul style="list-style-type: none"> • Improve the condition of roads and footways in accordance with priorities established by our technical assessment and Transport Asset Management Plan • Use customer feedback to develop maintenance programmes that respond to local concerns in the High Wycombe area • Increase our emphasis on the maintenance of footways and cycle routes across the area to enhance accessibility and support sustainable travel • Seek to exceed our current standard for pothole repairs • Identify sites for trials of intelligent road studs as an alternative to or replacement for standard street lighting • Introduce improved testing regimes for all street lighting columns • Increase the use of recycled materials in maintenance activities, wherever possible

DRAFT