

BSTA Alternatives for the Bradford-Shipley Road Improvement Scheme Oct 2021

Alternative	Objective	Comments
1. IMPROVE ACTIVE TRAVEL NETWORK		
Comprehensive fully networked cycling and scooter infrastructure, not just linear corridor nor just in Active Travel Neighbourhood areas so far designated: two-way segregated track, signage, signalled priority at road junctions, parking at bus stops/shops/services/schools/leisure locations/etc	Promote alternative for local journeys up to 5 miles that is not fossil fuel based; gain health benefits.	Not usually at present more than a 1% shift from car use; CO2 impact slight; attitudinal change needed. Extension and intensification of Active Travel Neighbourhoods.
Cycling and scooter promotion package including education and health benefits, training, groups for various demographics, maintenance training & facilities, maps & recommended routes	Promote alternative for local journeys up to 5 miles that is not fossil fuel based; gain health benefits.	Not usually at present more than a 1% shift from car use; CO2 impact slight; attitudinal change needed.
Comprehensive fully networked walking infrastructure linked to green spaces ('snicket upgrading programme') not just linear corridor nor just in Active Travel Neighbourhood areas so far designated, surface levelling and step removal, segregated from cycle & other traffic, signage, resting places provision, lighting, shelters, short cuts, information boards, links to bus stops and rail stations, bridges over/walkways under main transport arteries, pedestrian priority at signals.	Promote alternative for journeys up to 2 miles that is not fossil fuel based; gain health benefits.	Mostly addresses local & last mile journeys; modal shift feasible in number of trips terms but low impact on pax-kms; CO2 impact slight; attitudinal change needed. Extension and intensification of Active Travel Neighbourhoods.
Walking promotion package including education and health benefits, groups for various demographics, maintenance including vegetation encroachment, maps & recommended routes	Promote alternative for journeys up to 2 miles that is not fossil fuel based; gain health benefits.	Mostly addresses local & last mile journeys; modal shift feasible in number of trips terms but low impact on pax-kms; CO2 impact slight; attitudinal change needed.
2. PROMOTE SUSTAINABLE FREIGHT MOVEMENT		
7.5t weight restrictions on arterial roads into central Bradford from the north/north-west.	Reduce HGV journeys along Bradford-Shipley corridor. Gain benefits of reduced NOx, PMs, noise & vibration.	Benefits felt beyond B-S Corridor. CAZ only influences 'dirty' HGVs & LGVs. Needs to be complemented by rail freight terminal development.
Develop rail freight terminal in Shipley area with electric/hydrogen local distribution	Switch freight from road to rail; decarbonise distribution; substitute short-distance local distribution for longer-distance distribution	Benefits felt beyond B-S Corridor. CAZ only influences 'dirty' HGVs & LGVs and unlikely to get modal shift. Needs to be complemented by weight restrictions on arterial roads. Cargo-bikes for very local distribution.
Develop local collection/distribution centres within existing and new residential areas	Remove 'last mile' van/LGV delivery of parcels and shopping	Can be at rail stations; linked to active travel promotion measures; needs Planning policy & approvals

<p>3. PROMOTE PASSENGER TRAVEL BY 'PUBLIC TRANSPORT' INSTEAD OF CAR AND VAN; ENCOURAGE LESS OVERALL PERSONAL TRAVEL</p>		
<p>Promote integrated parking strategy. Deter long-stay car parking in central Bradford by (a) reduction in number of long-stay parking places, (b) increasing the tariff on long-stay parking places, (c) clamp down on commercial long-stay parking provision via Planning permission system, (d) introducing a workplace parking levy on non-residential parking provision, and (e) controlling residential letting of driveways/forecourts and residents parking permits.</p>	<p>Deter cars being driven into central Bradford for other than retail activity. Encourage modal shift to bus/mass transit.</p>	<p>Apart from road pricing, is most effective policy to reduce car trips and gain modal shift to PT. Complements mass transit/public transport promotion measures. Could include reducing parking provision in new residential development (cf 'parking standards').</p>
<p>Extend CAZ to cars/vans & geographically for all vehicles to South & South-East of Bradford</p>	<p>Deter cars being driven into central Bradford; gain NOx and CO2 emissions reduction & so health benefits.</p>	<p>Relatively cheap to do; help other areas of Bradford that are polluted. CAZ needs extending to include PMs and is a form of local road pricing.</p>
<p>Improve progressively bus/mass transit provision</p>	<p>Encourage use of public transport and modal switch; reduce volume of car/van-kms and CO2 emissions</p>	<p>Think of 2-way continuous bus lane first, then being upgraded to segregated 'busway' & thereafter to light rail transit. Run on existing road space through populated areas. Gaping gap in current WYCA mass transit proposals is up Airedale. Linked to P&R provision & needs other transport modes to feed in. Shift from car maybe 2-3%.</p>
<p>Provide Bus and Rail Park & Ride sites</p>	<p>Encourage use of public transport and modal switch; reduce volume of car/van-kms and CO2 emissions</p>	<p>Site needs to be very near heavily used road & have another major traffic generator adjacent. May induce more car/van kms on road network and abstract patronage from bus/rail. Linked to bus/mass transit & rail provision. Can be solar powered; cost c £8-10m. Needs bus operator co-operation.</p>
<p>Improve rail provision including modal interchange</p>	<p>Encourage use of public transport and modal switch; reduce volume of car/van-kms and CO2 emissions</p>	<p>Electrified rail very carbon friendly if electricity from renewables. Multi-storey car parking increase already proposed at Shipley station & increment at Silsden. Stations already measured for train lengthening; service</p>

		frequency already every 15 mins. More likely to attract current middle-distance car trips that are most CO2 intensive. Needs much more modal feed-in/integration.
Tackle School Associated Mobility via (a) extending School Streets scheme: no traffic uses at school start & end times; (b) parking bans within 400m of school entrance(s) at start and finishing times; (c) School Buses to schools: (d) Cycling routes (over 8 years old); cycle secure covered parking (e) Walking 'buses' (supervised safe routes) (f) School Travel Plans (gets at parents + teachers too) (g) School monitoring of CO ₂ nationwide (h) No idling near schools		In West Yorks c.18% of peak road traffic is school associated. Scholl Buses: over 2 miles away (5-8 yr olds); over 3 miles (older children) – extant in Airedale but not B-S Corridor. Links to active travel measures. School Travel Plans get at parents + teachers also. School CO ₂ monitoring rolled out at all schools this autumn but not covering PMs. Known measures plentiful, too few car 'sticks' used, enforcement issues, avoid putting extra burden on teachers. Mostly cheap £few K each school. Parental school choice issue.
Promote Community-Run Minibuses & Collective Transport; MaaS	Encourage use of public transport and modal switch; reduce volume of car/van-kms and CO ₂ emissions; cater for non-car owners	Suitable for feeder and lower density routes or where/when no bus service exists.
Promote Car Clubs	Discourage car ownership.	Car use known to be less if no car owned. Still encourages car instead of PT use. Unfamiliar to many. Suits flat developments.
Promote Taxi Sharing	Encourage Taxi/bus company joint operation to extend services beyond end of low density bus routes & at times of day of low demand. Serve affordably remote locations.	Link to bus/mass transit proposals. Happens informally. Expect initial taxi resistance until realise it can increase their earnings. Olive branch to taxis.

NB No promotion of EV car ownership and EV charging points as encourage more car use and congestion. Where road capacity is relieved of current congestion, other vehicles may take their place unless measures deter that. Generally, need complementary combinations of 'sticks' and 'carrots'. Think of private sector as well as public sector moneys, and a variety of 'pots' of money being available.