

The Preferred Strategy

The Preferred Strategy for SWARMMS is described over the next few pages. This begins with a summary of the main elements of the strategy, as shown below, from which specific recommendations have been drawn:

Reducing travel demand

Sustainable new developments. Teleworking, working hours, video-conferencing, workplace travel plans. Sustainable travel choices through individualised marketing, 'hearts and minds' campaigns and education.

Public Transport Integration

Through-ticketing, reliable and up-to-date travel information, enhanced transport interchanges with good cycle, walk and public transport access.

Public transport (main urban areas)

Suburban rail services to the main urban areas, new rail stations, bus priority (bus quality partnerships), bus and rail Park and Ride.

Traffic restraint (main urban areas)

Reduce the number of long-stay parking spaces. Charging systems to reflect either congestion or parking behaviour. Reallocation of road space to favour public transport, cycling and walking.

New road and rail infrastructure

Increase the capacity of the rail network and relieve bottlenecks to provide more opportunities for use of rail. Increase the capacity of the road network at key locations on the study corridors.

Freight by rail

Inter-modal freight facilities (including loading gauge). Sufficient capacity in non-road modes to accommodate growth in rail freight demand.

Passengers by rail

New and upgraded stations. New and more frequent services. Improve rolling stock.

Coach and express bus

New and improved coach services, coachways, priority measures on strategic routes.

Rural access to main corridors

Public transport to link with rail and coach interchanges. The best local option of fixed/flexibly routed buses and/or taxis, including early or late off-peak times.

Smarter use of existing roads

Implementation of enhanced intelligent transport systems (ITS), for better traffic management and control (including variable speed limits, automatic incident detection and lane priorities as well as real-time information).

Local road measures

Deal with specific problems of safety, environment, congestion, accessibility and integration (such as alterations to junctions, lighting, signage and lay-bys/accesses).

Air and Sea

Improve land access to key airports and ports in the SWARMMS area, and western access by rail to London airports

Tourism measures

'Car-free' tourism initiatives. Advice on holiday packages, including travel and accommodation, with incentives for families/groups.

THE PREFERRED STRATEGY

is.....

Wide-ranging

and

Balanced

.....and was developed mindful of the Government's 5 criteria for transport:

Environment

Safety

Economy

Accessibility

Integration