

Draft Wisbech Market Town Transport Strategy –

November 2014

Transport Strategy and Action Plan

Draft Wisbech Market Town Transport Strategy

Contents

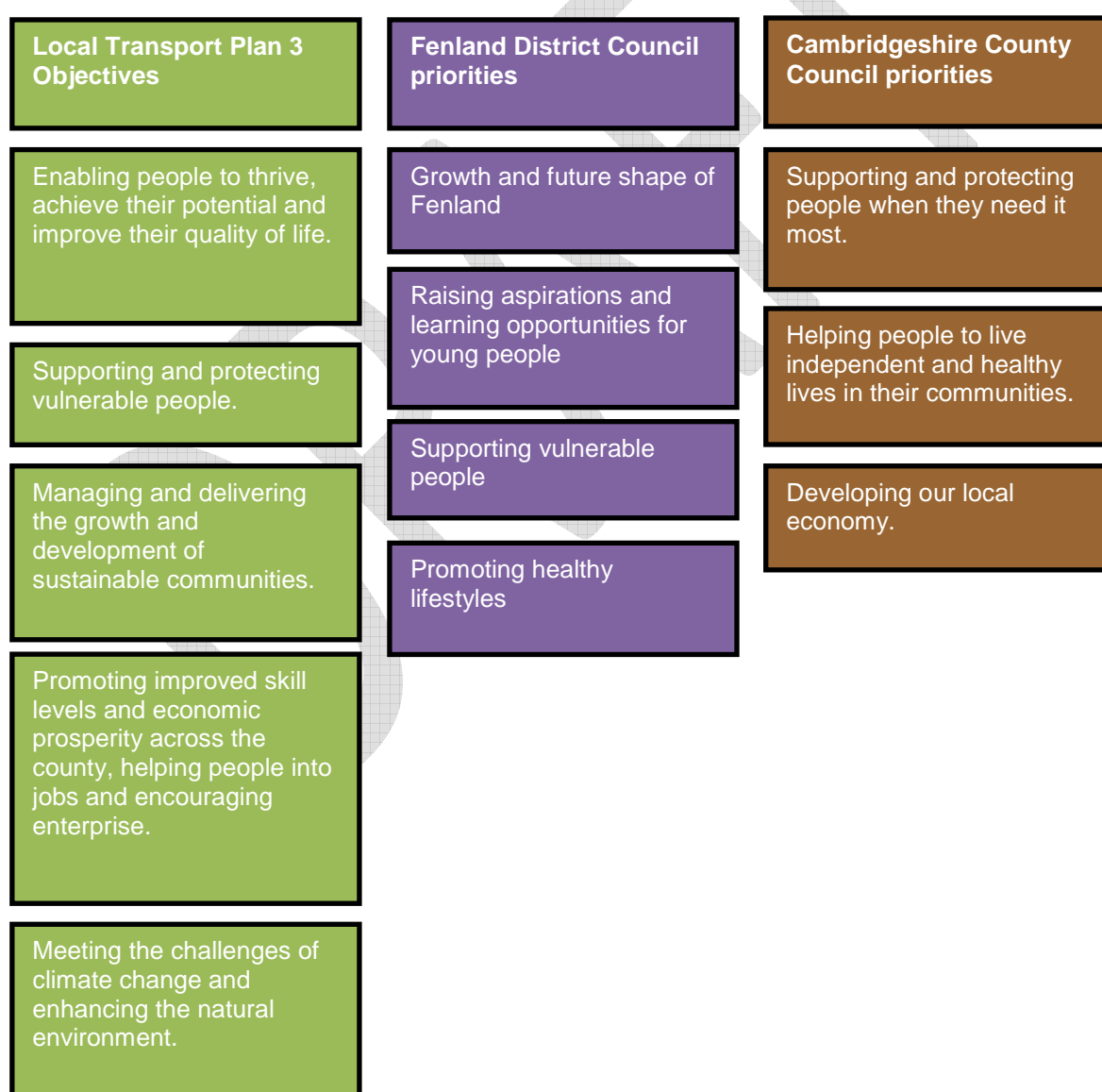
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VERSION: Environment and Economy Committee

Current version 12.6

1. Introduction

- 1.1 This is the Market Town Transport Strategy for Wisbech, and forms part of the Third Cambridgeshire Local Transport Plan (LTP 3). It has been produced jointly by Cambridgeshire County Council and Fenland District Council and through consultation with representatives from Wisbech Town Council and neighbouring areas.
- 1.2 This Strategy is an update and review of the previous edition that was adopted in 2003. The Strategy will support the County Council's three priorities and will contribute to the five objectives of LTP3 as well as Fenland District Council's priorities.



2. Scope of the Strategy

- 2.1 In developing this strategy, local people, councillors and stakeholders have been engaged in order to identify the transport and access issues that are important to the people of Wisbech and the surrounding area. Therefore, the strategy is led by these issues which have been identified locally and are important to the town.
- 2.2 The issues identified in the strategy are the existing, and potential future transport issues in Wisbech and its surrounding area. The Fenland Local Plan was adopted in May 2014 and it sets out where development may take place. It will also be important that the local authorities in Norfolk are engaged with regarding transport, highways and development issues that are cross-boundary.
- 2.3 The strategy includes an action plan identifying possible solutions to address the issues that have been identified. Funding is, and will remain an issue for the foreseeable future and both the County Council and District Council will not be able to fund all of the measures contained in the strategy. However, the strategy sets out the policy basis for the measures and the supporting evidence base, which will enable the local authorities to negotiate contributions towards proposals from developers and secure funds from other partners or other funding streams, as and when they become available.
- 2.4 The Wisbech MTTS forms part of a suite of documents that forms part of the Cambridgeshire Local Transport Plan (LTP). The document links to the Cambridgeshire Long Term Transport Strategy (LTTS) which sets out the strategic priorities across Cambridgeshire. The intention is to develop a future Fenland-wide Transport Strategy and the action plan contained in this document will be updated as part of that strategy. This strategy is intended to be in place for at least 5 years. The accompanying action plan will be updated on a regular basis and the wider Fenland Transport Strategy will support the objectives identified in this document.

Figure 1 denotes the extent of the strategy area.

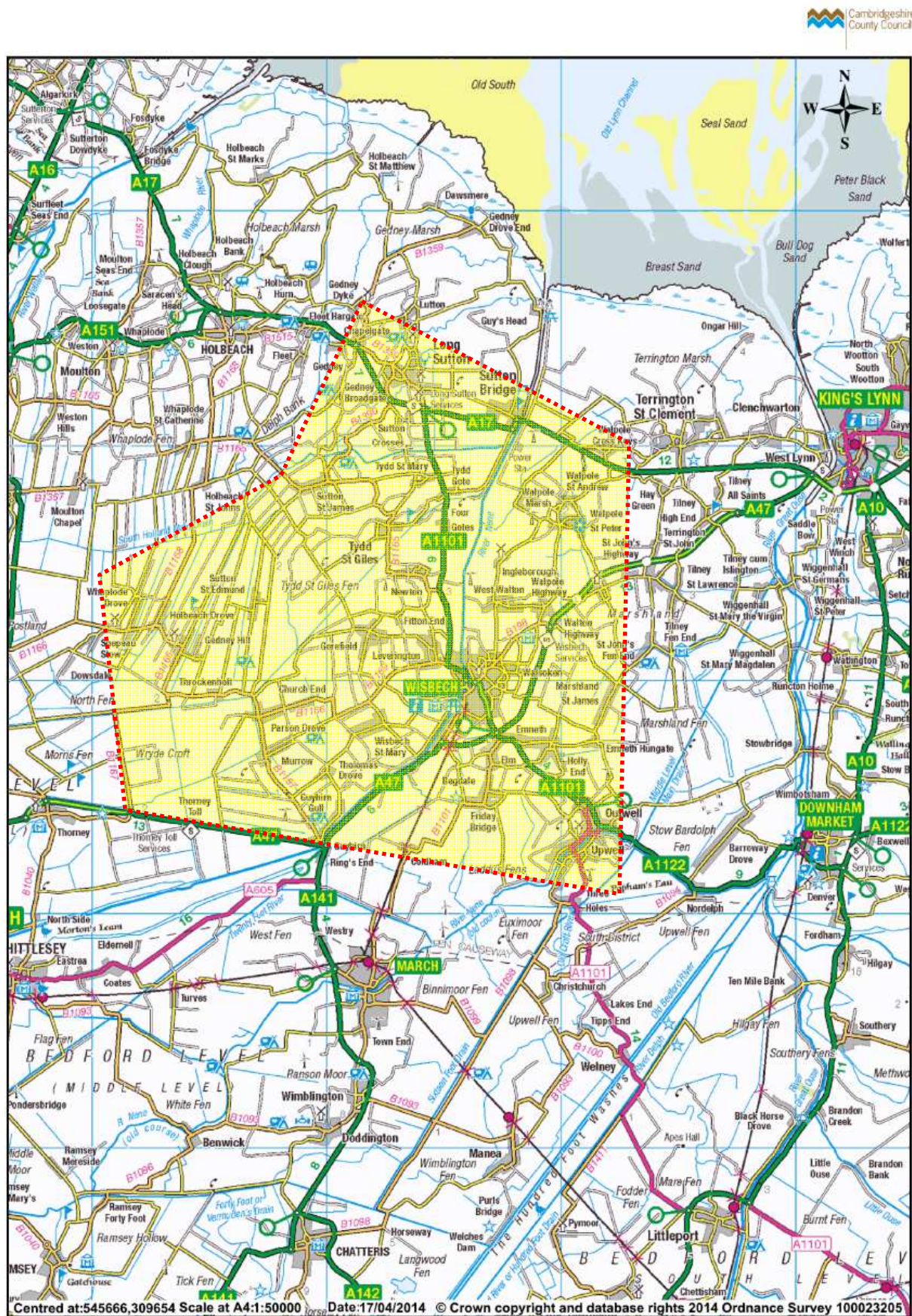
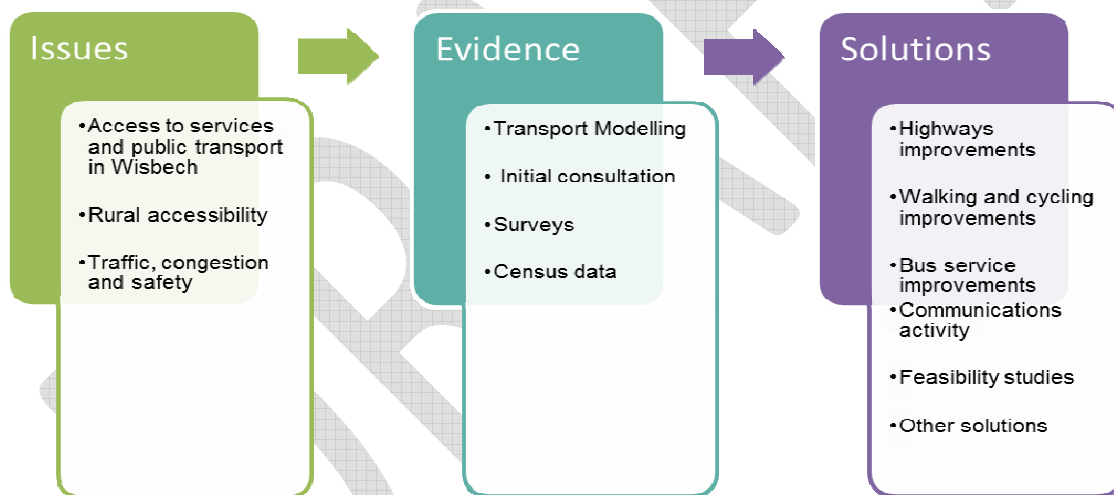


Figure 1: The shaded area of the map denotes the Wisbech Market Town Transport Strategy area.

3. Strategy Development

- 3.1 This strategy is based on the transport issues that have been identified in and around Wisbech. These issues have been identified through a public data-gathering survey distributed to the public, including the relevant Parish Councils, and through consulting with both the Strategy's Member and Stakeholder Steering Groups.
- 3.2 These issues were then discussed with officers at both Cambridgeshire County Council and Fenland District Council, so that appropriate solutions could be found and included in the Strategy. The Member Steering Group was then used to test these suggested solutions.
- 3.3 The main issues have been summarised below with the package of measures outlined to assist in resolving the issues identified in the Action Plan.

Strategy development process



Review of previous strategy

- 3.4 As a result of formulating a new strategy for Wisbech, the delivery and implementation of measures from the previous strategy that was adopted in 2003 have been reviewed. A number of schemes from the 2003 strategy have been delivered, including:
- Town Bridge – replacement of existing railings with more ‘cycle-friendly’ railings.
 - Cherry Road – speed reducing measures and improvements near school entrance
 - Town Bridge Pedestrian phasing – pedestrian crossing incorporated into existing signalised junction
 - Churchill Road Safety Scheme –including pedestrian phasing at key junctions.

- Route 4 – Lynn Road: Churchill Road crossing upgraded to new toucan, cycle route from Lynn Road through Wisbech Park to town centre completed
 - Blackfriars crossing improvement - to assist pedestrian and cycle crossing movements on Churchill Road
 - B1101 Friday Bridge/Elm Safety Improvements
 - Ramnoth Road & Moneybank - speed reducing measures and measures to discourage rat-running / Heavy Commercial Vehicles (HCV) use
- 3.5 There are some measures that have not yet been implemented, and have been carried over to the current strategy as there is still a desire to deliver them. These are listed in the strategy Action Plan in section 9.

Planning Context

Fenland District Council

- 3.6 This strategy has been developed taking into account the planning context set out in Fenland District Council's Local Plan. The Local Plan Core Strategy was adopted in May 2014 and sets out where development may take place. The document identifies new urban extensions in East Wisbech, South Wisbech and West Wisbech and the Nene Waterfront and Port area. Retail and educational facilities are also identified. The full document is available at: <http://www.fenland.gov.uk/article/3041/Neighbourhood-Strategy-Planning-Policy>. Figure 2 identifies the broad allocations.

Kings Lynn and West Norfolk Borough Council

- 3.7 Kings Lynn and West Norfolk Borough Council's adopted Core Strategy makes provision for a minimum of 550 houses in the east of Wisbech in the period to 2026. Specific sites for housing are being considered as part of their Site Specific Allocations and Policies Development Plan Document. The document is now expected to be adopted in late 2015 with the final public consultation being in early 2015.

Wisbech 2020

- 3.8 Wisbech 2020 is a strategy aimed bringing about the wholesale regeneration of Wisbech and its surrounding area. An action plan has been drawn up to carry forward the aims of the Wisbech 2020 Vision. The 29-point "Action Plan" for the Vision was launched on January 29, 2013. It seeks to make Wisbech "a great place to work, a great place to live and a great place to visit". Section 7.2 of this strategy includes the relevant Transport related actions and provides more detail on this important strategy. More information about Wisbech 2020 is available at: <http://www.wisbech2020vision.co.uk/>

4. Strategy

4.1. Access to services and public transport within Wisbech

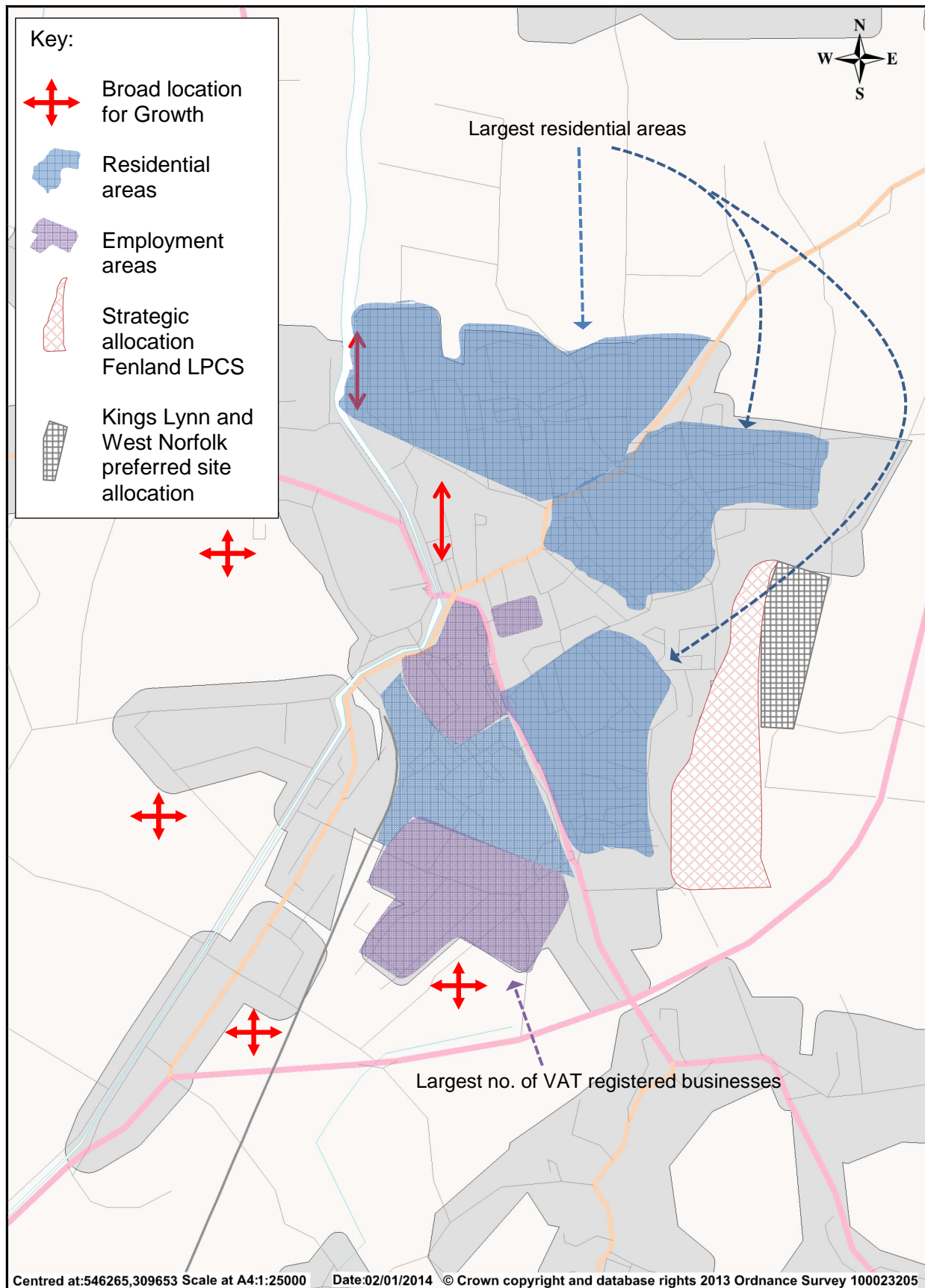
- 4.1.1 Wisbech is reasonably well served in terms of facilities available within the town. However many of Wisbech's commercial and industrial areas are found to the southwest of the town, with further expansion in this area due. Conversely, the majority of residential areas are found in the north of the town (see figure 2).
- 4.1.2 Wisbech has a high proportion of households without access to a car. Many of the wards to the north of Wisbech, where the residential areas are located, are the areas where no access to a car is highest [Medworth 37%, Clarkson 33%, Waterlees 28%]¹. This is a real issue for residents, as with limited public transport services, there is limited accessibility to the employment and leisure facilities to the south of the town.
- 4.1.3 In addition the walking and cycling routes are considered incoherent and are perceived by many as unsafe and consequently regarded as a barrier to accessing services for those without access to a car. The following sections highlight issues in terms of both passenger transport, and walking and cycling.

¹ Car ownership statistics from [Office of National Statistics](#) Census data 2011

Fig. 2 Location of residential and employment areas in Wisbech

Sources: Fenland Local Plan Adopted May 14.

Kings Lynn and West Norfolk BC Detailed Policies and Sites 'Preferred Options' consultation document 2013



Public Transport / Community Transport

Bus services

- 4.1.4 A range of bus services start and finish at the Horsefair Bus Station giving good access for local residents at certain times of day to specific locations such as Peterborough, Kings Lynn and March. However, depending on the location in Wisbech, accessing the Horsefair Bus Station may be difficult. Service 66 which is the circular Town bus service only covers the north west area of Wisbech and consequently not all the housing areas. In addition it does not connect with the south of the town including the industrial and commercial areas. Some parts of the town's residential areas have little or no public transport making access to the Bus Station difficult without a car.
- 4.1.5 Figure 3 displays the existing route of service as well as possible extensions for the route either through extending the existing service or by providing another service serving the south of the town and linking in with the existing service 66.

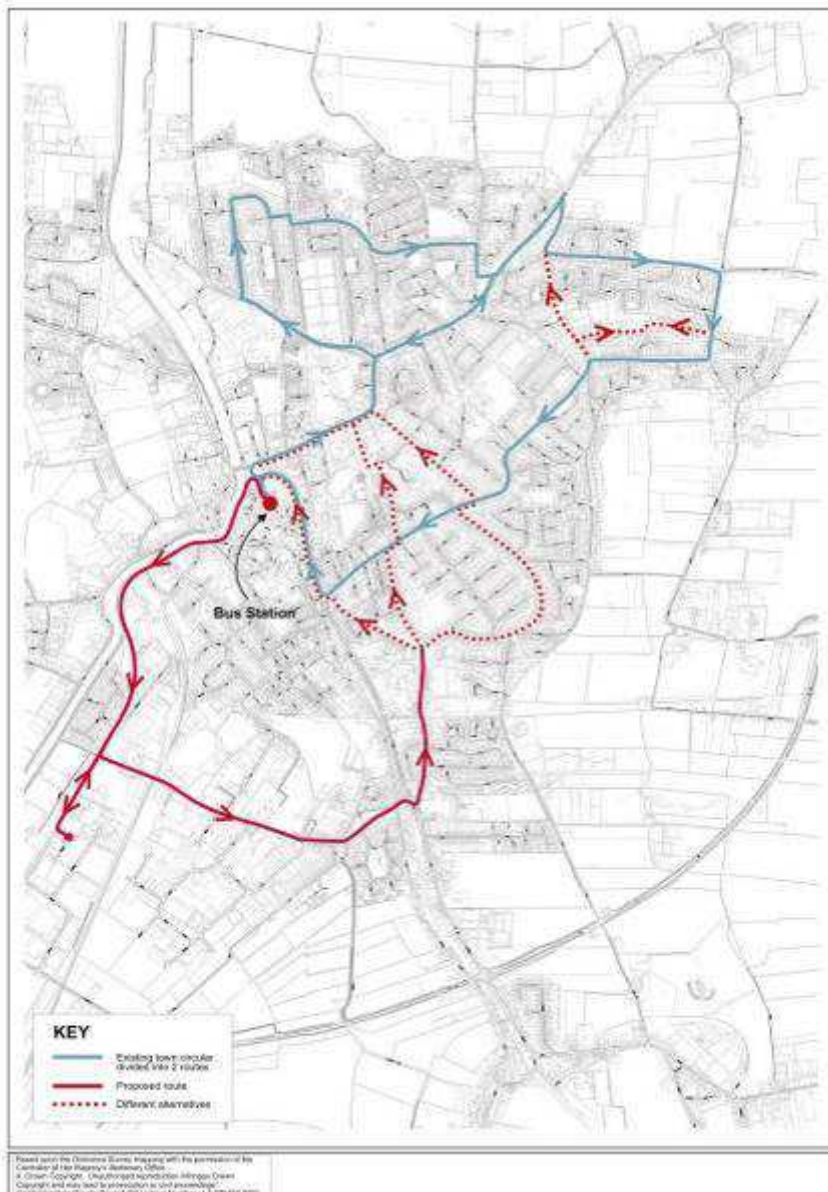


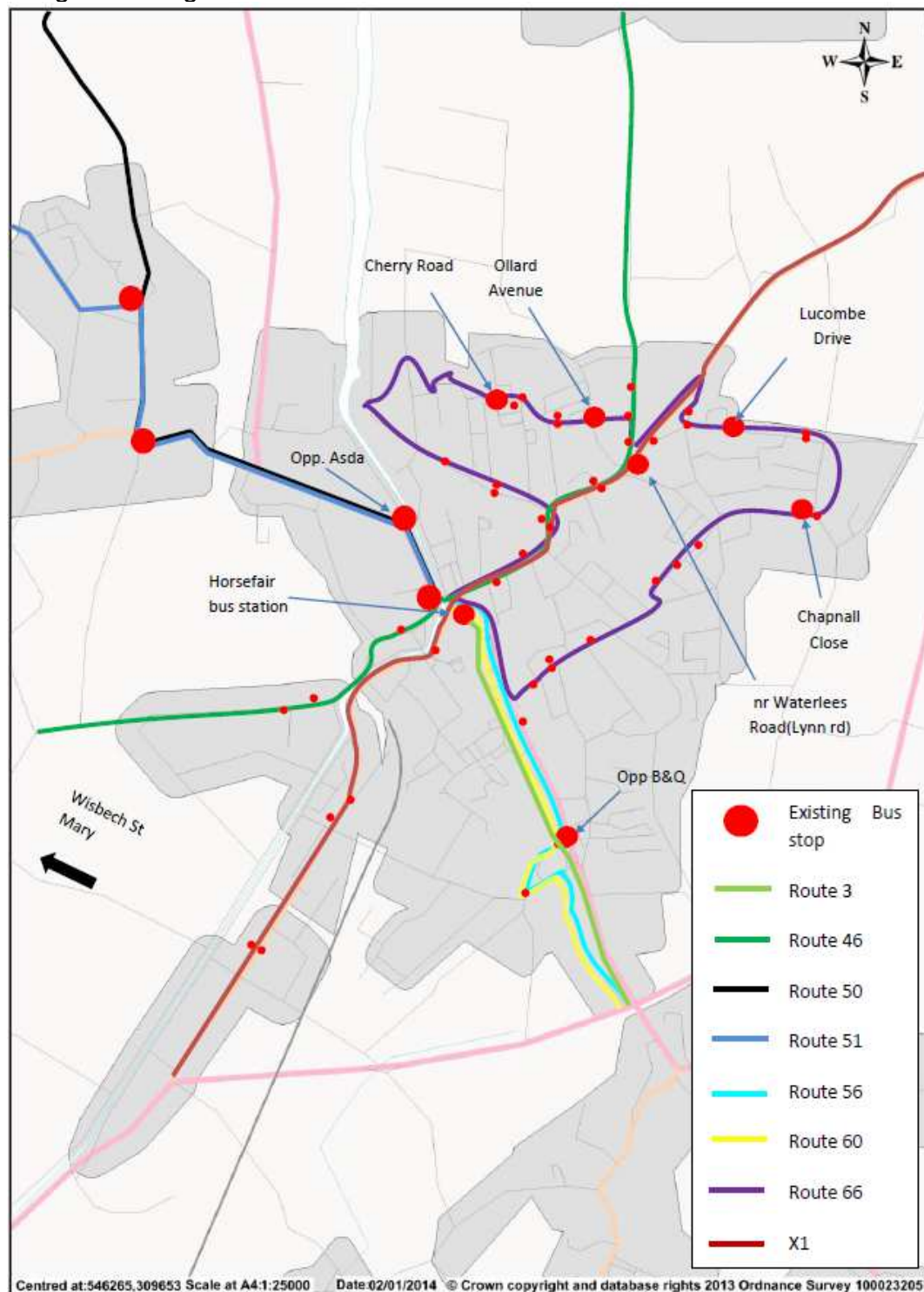
Figure 3: Possible changes to bus service 66 in Wisbech

- 4.1.6 The survey undertaken with the public in developing this strategy identified that 12.11% of respondents use the bus as the main mode of transport. The large proportion of taxis in Wisbech compared to the rest of Fenland reflects the deprivation levels as well as the aging population.
- 4.1.7 Access to the employment areas by public transport currently requires a change of bus and in some cases a long wait for a connecting service. Connecting services are routed along the edge of the industrial area and residents may therefore have to walk a considerable distance from the bus stop to their place of employment.
- 4.1.8 Access to appointments at the North Cambridgeshire Hospital is difficult for those without access to a car. There is no bus services which stop close to the hospital and the nearest bus stop is the Horsefair Bus Station which is approximately a 10 minute walk from the hospital site. For appointments at the Queen Elizabeth Hospital in Kings Lynn, the X1 goes from the Horsefair bus station to Kings Lynn Bus Station, from there Bus 10 goes to outside the hospital throughout the daytime. In addition, Wisbech residents who have appointments at Addenbrookes Hospital in Cambridge have difficulty making this journey by public transport. The Joint Strategic Needs Assessment to be carried out by the County Council by 2015 will look issues such as accessibility to surgeries and hospitals².
- 4.1.9 Access to further education and evening classes is also restricted particularly in the rural areas surrounding Wisbech, as there are limited bus services in the evening, thus reducing opportunities for training, and affecting job prospects. There is however an hourly bus service for Wisbech to and from Peterborough and Kings Lynn in the evenings which could be used to access evening classes, although the location of the education facility might be an issue if it is not close to the bus route.
- The Cambridgeshire Future Transport Project will look specifically at issues of bus services in the afternoon and evening and consider all of the issues of accessibility identified above.
- 4.1.10 Horsefair Bus Station currently operates close to its capacity. The number of regular services using the bus station accounts for 50% of its capacity. However, due to operational difficulties with the first bus bay, the large number of occasional services that need to be accommodated in bays and therefore bar the use of bays for regular services, and the lack of layover bays, the bus station actually works close to its capacity.
- 4.1.11 This strategy recognises that there is an aspiration for the Horsefair Bus Station to be significantly improved. Several different options for doing this need to be explored and the solution will be aimed at improving access to the Bus Station.

² <http://www.cambridgeshireinsight.org.uk/joint-strategic-needs-assessment/jsna-planning>

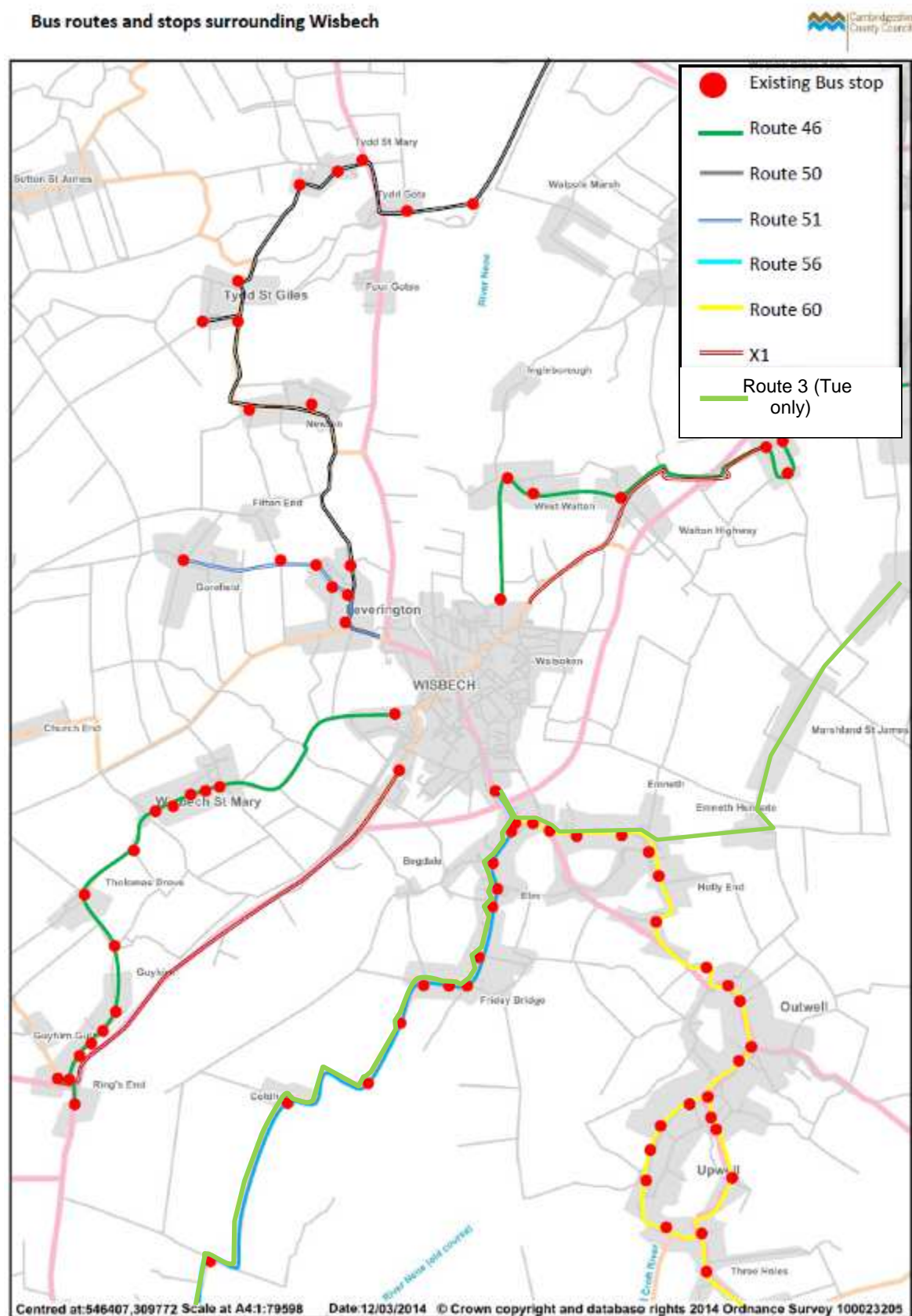
- 4.1.12 Individual bus stops across Wisbech will also be improved in a number of ways. Where possible bus stops should provide suitable covered waiting facilities, which provide up-to-date travel information (possibly through a mobile phone texting service) and appropriate lighting. New developments in Wisbech will be expected to provide high-quality bus waiting facilities as part of new developments or at existing stops close to the new developments. Extension of bus services will need to take into account commercial considerations because the majority of services in Wisbech are commercial operations.
- 4.1.13 In addition to enhancing the provision of services within the town, it is proposed that an enhanced awareness of existing bus services is needed, through the provision of appropriate travel information to residents. The strategy proposes that a press and publicity strategy for current public and community transport services is developed to ensure information can be promoted and distributed as widely as possible.
- 4.1.14 The County and District Councils will continue to lobby Bus operators to improve services and the provision of information through forums such as the Fenland Transport and Access Group (TAG). It is imperative that the latest timetables and information about services are available to the public at the earliest opportunity.

Fig.4 Existing bus routes – Wisbech Town area



Route data available at <http://www.cambridgeshire.gov.uk/info/20017/buses>

Fig 5. Bus routes and stops surrounding Wisbech



Source: <http://www.cambridgeshire.gov.uk/info/20017/buses>

Community Transport

- 4.1.15 Community Transport is an essential part of the transport provision in the Wisbech area and across Fenland. In Fenland, Dial – a – Ride, Minibus Hire and Volunteer Car schemes operate to provide alternatives to traditional public transport services.
- 4.1.16 Community transport schemes make a huge difference to residents in rural areas such as around Wisbech and the County Council we will work with schemes to increase their promotion and usage.
- 4.1.17 Wisbech is served by the Fenland Association for Community Transport (FACT), which is a service that can be used by those who are unable to use conventional public transport services or do not have access to a car, although membership is open to anyone who meets their criteria³. FACT operates three pre-bookable services, dial-a-ride, group hire and dial-a-car, which requires users to register before they are able to use FACT's services.
- 4.1.18 FACT's dial-a-ride service, for example, operates throughout the Fenland area five days a week at present. The facility provides a door-to-door service, based on a timetable and route. Those who hold a current and valid bus pass who live within Fenland District can travel for free. There are two dial-a-ride services covering the MTTS area. The North West service includes Guyhirn, Murrow, Parson Drove, Wisbech St Mary, Gorefield and Leverington. The North route includes Friday Bridge and Elm along with Tydd St Giles (please see the table 1 timetable and figure 6). In 2012-2013 there were 7468 journeys by Dial-a-Ride from the villages into Wisbech as well as journeys around Wisbech.
- 4.1.19 FACT users include the elderly and disabled people but its services are also utilised by other community groups as well and the FACT Group hire service is available for local groups, associations and business to book buses for outings, activities and other purposes.

Community Car Schemes

- 4.1.20 The Wisbech area has a number of community car schemes including Elm and Friday Bridge, Gorefield, Leverington, Parson Drove surgery, Wisbech Town and Wisbech St Mary. Community Car Schemes are for people who have difficulty using public transport or do not have access to a car. They are used to make essential journeys such as medical appointments and visiting family. They are operated by volunteer drivers using their own vehicles.

³ The criteria include: living in a rural location with limited or no access to public transport, relying on friends and family to get to places, or having difficulty using local transport due to age or disability.

- 4.1.21 In 2012 – 2013, the schemes local to Wisbech made over 4,500 journeys, travelling a distance of over 57,000 miles. Half of all the journeys undertaken by these schemes are for medical purposes, and this is more apparent for the rural schemes in places such as Leverington and Parson Drove.

Table 1: Dial-a-Ride door-to-door service (within the Wisbech strategy area)

Source: <http://www.fact-cambs.co.uk>

<u>PICK UP FROM</u>	<u>PICK UP TIMES</u>		
<u>North area</u>			
Friday Bridge	09:30	11:30	14:00
Elm	09:35	11:35	14:05
Emneth	09:40	11:40	14:10
Walpole Highway	09:55	11:55	14:25
Walsoken	10:05	12:05	14:30
Wisbech	10:10	12:10	14:35
Return times -	12:30	15:00	16:30
<u>North West area</u>			
Guyhirn	10:30	12:00	14:00
Murrow	10:40	12:10	14:10
Parson Drove	10:50	12:20	14:20
Wisbech St Mary	11:00	12:30	14:30
Gorefield	11:10	12:40	14:40
Leverington	11:20	12:50	14:50
Newton	11:25	12:55	14:55
Return times -		13:00	16:00

Fig 6: Dial-a-Ride Services provided by FACT



Source: <http://www.fact-cambs.co.uk>

Summary of schemes in Action Plan

Ref	Type	Scheme
PT1	Passenger Transport	Extend town bus service
PT2	Passenger Transport	Consider improvements to bus services for all residents in strategy area where commercially viable
PT3	Passenger Transport	Investigate options to improve Bus Station facilities and access arrangements
PT4	Passenger Transport	Improve bus stops across Wisbech
PT5	Passenger Transport	Communications Strategy for current public and community transport services
PT6	Passenger Transport	Work with healthcare providers to make patients aware of travel options and improve access to services
PT7	Passenger Transport	Support the Wisbech-March Rail Study work (see page 33 for details)

Walking and Cycling

- 4.1.22 In terms of walking and cycling routes many are considered by residents to be incoherent and possibly unsafe. A lack of recreational cycle routes to the town centre discourages the development of a cycling culture in the area. A number of stakeholders identified the lack of cycling routes linking the residential areas to the north and the industrial areas to the south of the town as an issue, particularly for access to employment and leisure facilities. In the survey undertaken as part of the strategy development⁴, 16% of respondents stated walking as their main mode of transport, however only 3% of people stated cycling as their main mode of transport.
- 4.1.23 The topography of Wisbech is well suited to walking and cycling but movement is hindered by barriers created by the road network, including the volume and nature of the traffic in the town. Certain parts of the road network in the town, such as the A1101 Churchill Road and the Freedom Bridge roundabout can be intimidating for cyclists to use.
- 4.1.24 There is also a longstanding flooding problem in particular areas such as Seabank Road and on stretches of Churchill Road next to the footpath and near some of the pelican and toucan crossings, which discourages walking and cycling at many times of the year.
- 4.1.25 Distance is a major factor in deciding how to make a journey. The further the total distance the less likely it is that cycling or walking will be chosen over the car. Therefore, one way of providing an advantage to cycling is to introduce measures that reduce the distance by bicycle in comparison to the car. This could be done by increasing continuity of routes and permeability by sustainable modes by allowing cyclists and pedestrians to access routes that motorised vehicles cannot.
- 4.1.26 In urban areas it is sometimes possible for journey times for cyclists to be significantly reduced by opening up cut-throughs from one road to another or by providing paths across green spaces or ways of overcoming obstacles such as railway lines or rivers. These small schemes often provide good value for money, as there can be significant gain for comparatively little investment.
- 4.1.27 Different types of provision for cyclists are appropriate for different local environments and inevitably dependent on space and cost. The County Council is committed to improving routes for cyclists to provide a joined up network which takes cyclists safely and conveniently between destinations.
- 4.1.28 On-road cycle lanes can provide fast direct links between key destinations, such as town centres, schools and employment sites, and

⁴ Initial public survey conducted in Wisbech Mar/April 2011

where continuous routes are provided, can help to reduce conflict with motorised vehicles.

- 4.1.29 Studies have shown that motorists will overtake a cyclist in a cycle lane closer than a cyclist on the carriageway, so if the cycle lane is too narrow or obstructed this may leave the cyclist with very limited space. This can lead both to the cyclist feeling intimidated and can cause conflict between different road users. It is therefore acknowledged that in some circumstances, it may be best for people to cycle on the carriageway, rather than to provide an on road cycle route of insufficient quality.
- 4.1.30 One of the most effective methods for encouraging cycling may be to introduce off-road cycle facilities similar to those found in countries such as The Netherlands. Although in urban areas, space to build such facilities can be limited due to the historic built environment, The County Council will seek to provide such routes where space allows and where this provides the best route and most value for money. The County Council has developed a set of design guidelines it refers to for assessing new developments which it uses alongside the national Design Manual for Roads and Streets to advise on transport elements such as cycle paths.

Summary of schemes in Action Plan

Ref	Type	Scheme
WC1	Walking and Cycling	Walking/cycling audits
WC5	Walking and Cycling	Footpath and cycleway along the line of March-Wisbech rail line
WC7	Walking and Cycling	Walking/cycling route Agricultural College Site area/Meadowgate Lane to Town Centre
WC8	Walking and Cycling	Port Area and Waterlees Ward to Town Centre walking/cycling route
WC9	Walking and Cycling	Investigate options for Pedestrian / Cyclist bridge over the river – options to include Hill Street – Foyer Centre area
WC10	Walking and Cycling	Project to assess existing footpaths and where appropriate designate existing footpaths as shared use and encourage developers to construct new shared use footpaths and cycleways where appropriate.
WC11	Walking and Cycling	Review provision of cycle shelters in Wisbech.

4.2. Rural Accessibility

Issue

- 4.2.1 Access to Wisbech from its rural hinterland and villages is heavily reliant upon the use of a private car, with public transport provision limited, and with cycling and walking not always being a suitable or

viable option, especially for longer journeys. There are public transport links to Wisbech from Cambridgeshire villages and from across the county border in Lincolnshire. These services vary depending on location. Most villages have a daytime bus service for shopping or visits into town but the service provision is not suitable for commuting as there limited services in the morning and evening peak hour. There is no public transport at evenings or on Sundays. Early morning appointments are difficult without access to a car and young people in particular have difficulties getting to work and to social activities.

- 4.2.2 In addition, if residents in the rural areas are able to access a public transport service in to Wisbech, then the opportunities for interchanging are limited with often long waiting times between services at Horsefair Bus Station. This affects accessibility for students and those wanting to travel to work by public transport. The development of public transport interchanges in rural locations (such as Guyhirn) may result in local and residential facilities becoming more readily accessible, with better integrated services for public use.
- 4.2.3 Many people who live in the villages that do not have access to a car rely on community transport services to access services. They use the dial-a-ride for journeys into town and the car schemes for destinations further afield such as hospital appointments. This is an issue as those living in the rural area surrounding Wisbech, including those who live in Lincolnshire and Norfolk, rely on Wisbech for services and facilities, such as for shopping, health care or education services. Restrictions to the accessibility of such services can negatively affect the quality of life and opportunities of the population. It could also disadvantage the vitality of the town, as if people are unable to access Wisbech, then they could be forced to visit other locations.
- 4.2.4 The public data gathering survey showed that the most frequently accessed services in Wisbech are supermarkets and local shops, so maintaining access to these for local residents, particularly in village locations, is important. Access to these services by public transport can be difficult. Parson Drove Parish Council have been carrying out survey work to identify demand for a rural interchange at Guyhirn and the results of this work will be used as part of the evidence base for assessing the overall feasibility and cost –benefit for a scheme in this area.

Summary of schemes in Action Plan

Ref	Type	Scheme
RA1	Rural Accessibility	Joint partner working to expand community transport services
RA2	Rural Accessibility	Identify locations for improved rural interchanges (at locations such as Guyhirn, for example) between services, including buses, community transport and taxis.

4.3. Traffic, Congestion and Safety

Issue

- 4.3.1 Wisbech town centre experiences heavy levels of traffic⁵. This is largely a result of there only being two river crossings in Wisbech, an issue which is escalated by the public's reliance on the private car to access services and facilities within Wisbech but also the high number of HCV vehicles using the routes to travel into and through Wisbech to access the strategic highway network and other major routes.
- 4.3.2 The A1101 is part of the Strategic Advisory Freight Route, as is part of the B198, therefore HCVs are encouraged to use these routes as opposed to less suitable minor routes. This does however result in large vehicles passing through the built up area, causing conflict with other road users and creating a poor road environment for sustainable modes of transport such as cyclists. The large number of HCVs travelling through Wisbech reflects the local economy, which is focussed on the port area and food processing which is reliant on road freight. In addition, the economy in South Lincolnshire is similar in its focus and also relies on road freight to transport its goods. Due to a lack of suitable alternative routes to link to the wider highway network, a lot of the HCV journeys in Wisbech is through-traffic travelling to and from the industry in South Lincolnshire.
- 4.3.3 The two river crossing points within Wisbech are Town Bridge and Freedom Bridge. As highlighted earlier in the strategy, Town Bridge has a weight limit; therefore it can only be used by cars and vans. Freedom Bridge can be used by all vehicles, and is the only crossing point within the town that can be used by HCVs.
- 4.3.4 As a result of HCVs only being able to use Freedom Bridge to cross the River Nene, the approaches to the crossing can become very busy and congested. Freedom Bridge Roundabout (which is adjacent to the crossing) is a lynchpin for traffic moving through the town. It is located at the point where two main routes through Wisbech, the A1101 and B198, cross. As a result, congestion on Freedom Bridge roundabout impacts upon the efficiency of the whole highway network in Wisbech.
- 4.3.5 Due to the often-congested highway network at Freedom Bridge Roundabout, local car traffic tends to use Town Bridge to cross the River Nene and use alternative routes to access the A1101 and avoid

⁵ Wisbech Area Transport Study (2013), Atkins, commissioned by CCC and FDC

the Freedom Bridge Roundabout area. Peatlings Lane and West Parade for example, are being more heavily used as an alternative to the A1101.

- 4.3.6 The junction at B198/Town Bridge is signal controlled, but due to the narrow street layout at this location, congestion and queuing can result on all approaches. Lengthy delays can also be experienced at peak times by drivers getting through the traffic lights near the Grammar School at the junction of North Brink and Chapel Road.
- 4.3.7 Figures 7 and 8 demonstrate slow vehicle speeds, which can indicate congestion, is most prevalent in Wisbech in the town centre, particularly around Freedom Bridge roundabout, and its approaches, such as A1101 entering the town centre by Asda supermarket and the B198 Lynn Road, which are congested at all times.
- 4.3.8 The planning of new developments for housing and employment must give careful consideration to transport issues. Developers must try and ensure that existing issues of traffic, congestion and safety are not exacerbated. In key areas such as the town centre around Freedom Bridge greater consideration should be given to walking and cycling measures that reduce road vehicle use. In the future further development is expected in this location as part of the Nene Waterfront project.
- 4.3.9 The Fenland District Council Supplementary Planning Document (2004) included the consideration of 330 properties in the area, as well as the development of new facilities at the College of West Anglia site. This project has already contributed towards additional pedestrian and cycling facilities in the area across Freedom Bridge, future developments should continue to ensure that where possible they maximise the potential for non car travel.
- 4.3.10 The heavy levels of traffic experienced in Wisbech town centre not only increases journey time, but it also hinders the ease of movement of public transport, thus reducing the attractiveness of buses to the public as an alternative to their private car. Busy and congested roads are not conducive in creating a road environment that is attractive to cyclists either. The public data gathering survey showed that parking and congestion are perceived as problems, and that a large majority of respondents to the survey (60.09%) normally travel by car either as the driver or a passenger.
- 4.3.11 With only two crossings of the River Nene, cyclists suffer from a lack of safe and traffic-free crossing of the river, as these bridges are dominated by motor vehicles. As part of the Nene Waterfront Project, improved crossing points at Freedom Bridge Roundabout were implemented to assist pedestrians and cyclists.

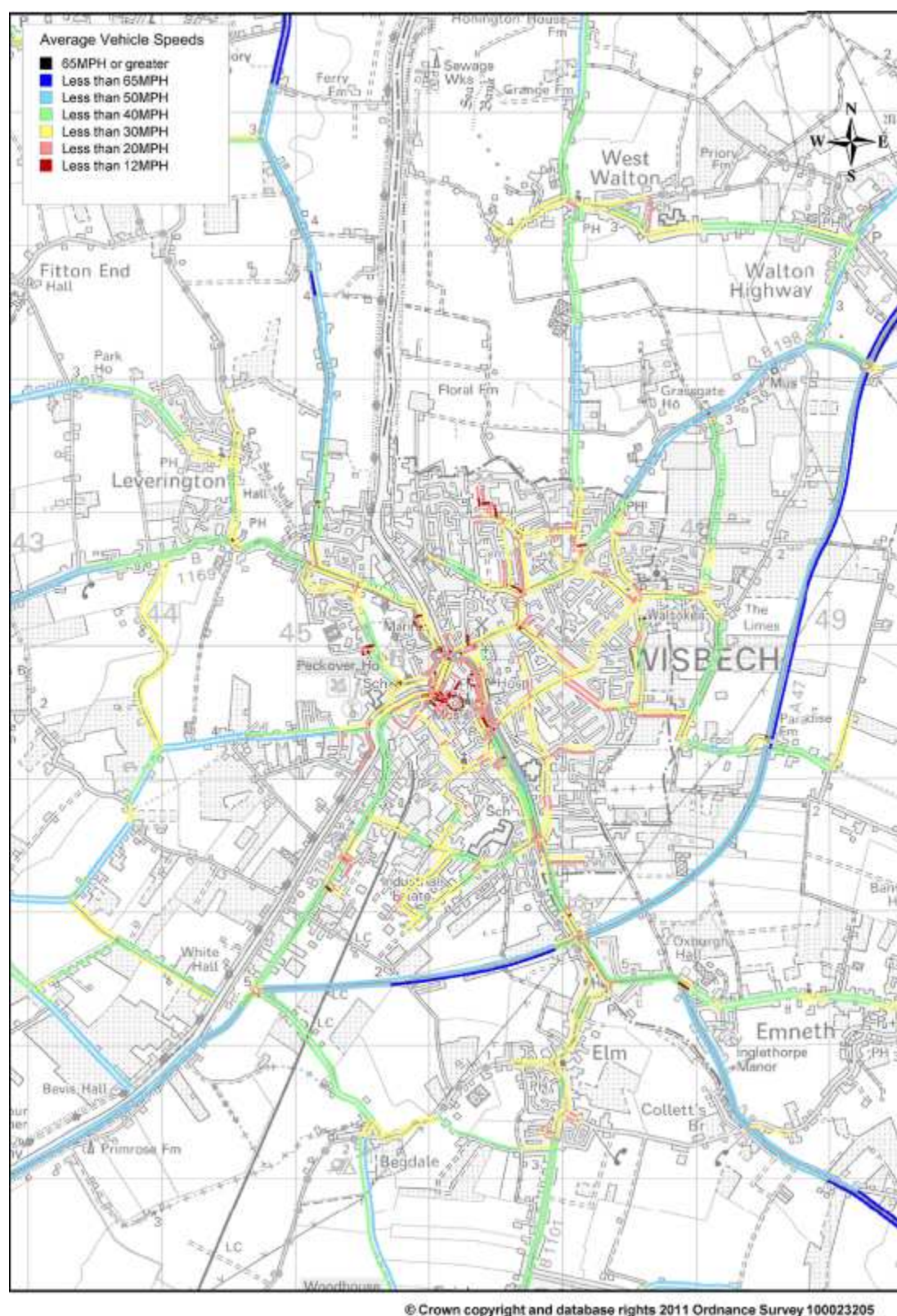
- 4.3.12 Although road safety issues were not highlighted by stakeholders when identifying issues for this strategy, a review of the accident data shows that there are a number of accident cluster sites in Wisbech. These cluster sites are generally on the main routes in to and out of Wisbech and at key junctions. There are a high number of slight accidents which may indicate a significant number of 'rear end shunt' type accidents which are often prevalent in highly trafficked areas.
- 4.3.13 Speeding is perceived as an issue in certain locations in Wisbech. In particular the two routes (Churchill Road and Cromwell Road) from the A47 into Wisbech town centre were identified. Both of these routes have a number of traffic signal controlled junctions, which can delay journey times to or from the A47 to the town centre. As a result drivers tend to speed between sets of traffic lights to try and 'beat' the lights and avoid having to queue at the junctions. This is an issue for road safety, but also in terms of creating an environment that is attractive in order to encourage greater levels of cycling. Speeding is also perceived as an issue on Railway Road, Queen's Road, Victoria Road and Fundrey Road as a result of new developments and 'rat running'.
- 4.3.14 The public consultation on this strategy identified that a public perception of excessive speeds on roads near to schools. Cambridgeshire's Local Transport Plan 3 (LTP3) identifies approach to reducing the number of people killed or seriously injured in road traffic accidents in Cambridgeshire and indicators to monitor progress against targets. The Council will work closely with partners to promote road safety and improve education and training. This will include new and improved pedestrian crossings, speed reduction measures and training initiative for both children and adults. The Council will progress the road safety education programme and continue to implement safety schemes, including Bikeability cycle training, Walk to School Week and cycle parking at schools. Advisory 20mph signs outside of schools could also form one part of the strategy for reducing speeds in these areas.

Summary of schemes in Action Plan

Ref	Type	Scheme
SH1	Strategic Highways Improvements	Technical study of options for new link road and/or river crossing to the north and west of the town.
SH2	Strategic Highways Improvements	Upgrade Broad End Road junction with A47
SH3	Strategic Highways Improvements	A47 junctions package
SH4	Strategic Highways Improvements	Updating Traffic modelling studies to explore options for improving movement around Freedom Bridge roundabout
SH5	Strategic Highways Improvements	New road at Boleness Road/New bridge lane
SH6	Strategic Highways Improvements	Traffic Management/signals/UTMC system Lynn Road, Churchill Road and Cromwell Road up to

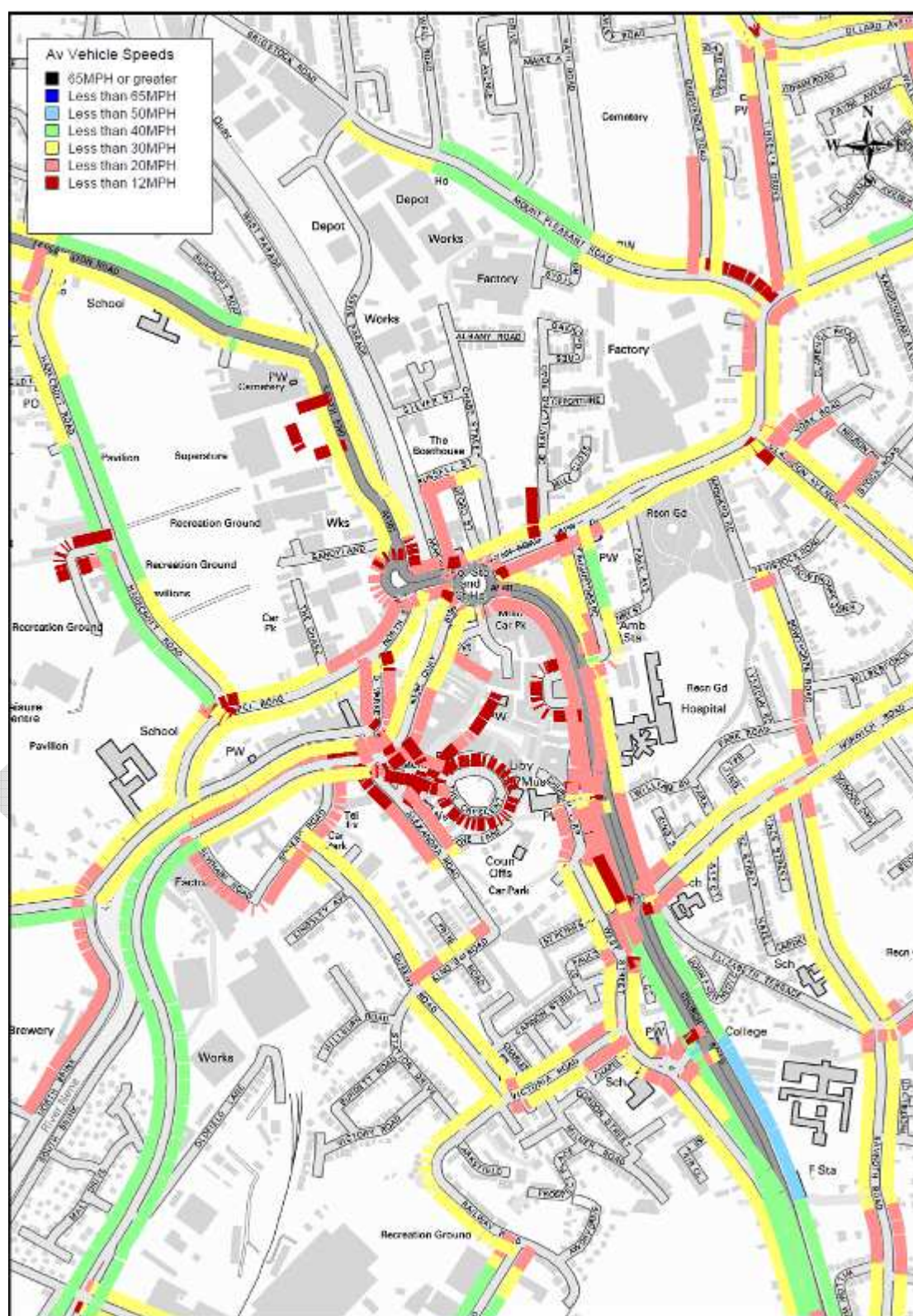
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		Freedom Bridge
SH7	Strategic Highways Improvements	Improve HCV route signage
SH8	Strategic Highways Improvements	Feasibility study to investigate establishment of lorry parks on the edge of Wisbech
LH1	Local highways improvements	Investigate measures to improve traffic flow and safety on the A1101 Leverington Road
LH2	Local highways improvements	Investigate measures to improve traffic management in the residential areas of Peatlings Lane and West Parade
LH3	Local highways improvements	Address access issues to the College of West Anglia Isle Campus
LH4	Local highways improvements	Speed reduction measures around Railway Road, Fundrey Road, Victoria Road and Queens Road
LH5	Local highways improvements	Parking study -restricting parking at peak times near junction of North Brink and Chapel Road
LH6	Local highways improvements	Consider introduction of 'home zone' type measures in Waterlees Ward specifically Bath Road/St Michaels Ave, Ollard Avenue area
LH7	Local highways improvements	Investigate introduction of advisory 20mph signage near schools.
LH8	Local highways improvements	Ensure County wide road safety programmes address issues in Wisbech and surrounding areas and engage fully with schools and the wider community.



7: Average vehicle speeds across Wisbech, taken from Trafficmaster GPS data from the whole month of September 2008.

Figure 8: Average vehicle speeds across central Wisbech, taken from Trafficmaster GPS data from the whole month of September 2008.



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5. Traffic Modelling

5.1. The Wisbech Area Transport Study

- 5.1.1 The Wisbech Area Transport Study involved the commissioning, building and testing of a traffic model. The model was then used to assess the transport implications for different scales of housing and job growth in Wisbech up to 2031. The outcomes of the testing were then used to support the Fenland District Council Local Plan and also the Borough Council of Kings Lynn and West Norfolk.
- 5.1.2 The traffic modelling tested the transport implications of different levels of housing and employment growth in Wisbech and on the A47. The results of all the testing including all the papers for the Wisbech Area Transport Study can be found on Fenland District Council website at: www.fenland.gov.uk/article/7085/Wisbech-Area-Transport-Study. Some headline details are provided in section 5.2.

The Wisbech Transport Mitigation Strategy

- 5.1.3 The results of the traffic modelling showed that unless solutions to the impacts of the additional housing and jobs are addressed their impacts would be too great with increased congestion and traffic in and around Wisbech. It was therefore necessary as part of the Wisbech Area Transport Study to test possible solutions to address transport issues.
- 5.1.4 The Wisbech Transport Mitigation Strategy was therefore developed which includes a range of transport solutions for Wisbech and A47. The mitigation strategy measures were then tested using the traffic model to ensure that they provided transport benefits to reduce traffic impacts and congestion.
- 5.1.5 The following measures were tested and have been included in the final Wisbech Transport Mitigation Strategy:

Freedom Bridge Roundabout changes
Bus Station Access Changes
Improvements to A47 Broad End Road Junction
A new road at Boleness Road/Newbridge Lane – (not connecting with A47)
River crossing and New Link Road (Western Bypass)
Improvements to A47 Guyhirn and A47 Cromwell Road roundabouts
West Opportunity zone and East Opportunity zone access modelled
New cycle/walking ways proposed along Cromwell Road/Weasenham lane, Elm road, Sandy lane and Elm High Road.

Further details about the Wisbech Transport Mitigation Strategy can be found on Fenland District Council website as part of the Wisbech Transport mitigation Strategy:

www.fenland.gov.uk/article/7085/Wisbech-Area-Transport-Study

5.2. Modelling results

5.2.1 The results of the traffic modelling considered a range of issues and questions such as:

- What happens if no measures or improvements are undertaken to the transport network or the minimum is undertaken?
- What happens if you increase the number of houses and jobs but do not undertake any work on the transport network?
- What happens if you increase the number of houses and jobs and also make some improvements to the transport network (Wisbech Transport Mitigation Strategy)?
- The need to assessing issues like vehicle flow, delays, journey times and congestion.

5.2.2 All the traffic modelling that was undertaken showed that there were some specific hotspots on the transport network which are:

- A47/A141 Roundabout
- A47/B198 Cromwell Road Roundabout
- A47/A1101 Elm High Road Roundabout
- A1101 Leverington Road/B1169 Dowgate Road traffic signals area
- Town Bridge traffic signals area
- Freedom Bridge Roundabout
- B198 Lynn Road/Mount Pleasant Road traffic signals area
- A1101 Elm High Road/Ramnoth Road traffic signals area
- B198 Cromwell Road/Weasenham Lane signals area
- B198 Cromwell Road /Sandown Road signals area

5.2.3 The results of the modelling demonstrated that the mitigation measures have the capability of reducing the impacts associated with the new houses and jobs. The impact of the mitigation measures showed that there were reductions in congestion, delays and journey times when compared with doing nothing or only doing minimum or minor levels of change.

5.2.4 Traffic levels and congestion change with and without new housing and jobs because people need to travel. Traffic growth is inevitable in many respects because we all need to get to places to live our daily lives, but it is dependant on matters such as fuel cost, income levels and choices about the transport used to make each journey. It therefore has to be recognised that in addition to the transport effects of new development consideration must be given to general travel patterns over time.

5.2.5 The Wisbech traffic modelling work suggests that there could be additional transport issues on the network in and around Wisbech as a result of general growth. Local solutions such as junction improvements may need to be considered in future to reduce delays and increase capacity on the network.

6. Funding and Major Schemes

- 6.1. Funding the schemes listed in this strategy will be sought from a number of different sources. The delivery of the Strategy and the pace of delivery will be dependent on securing funding from a range of sources. The current funding environment remains challenging, with funding from Central Government reducing significantly. In many cases, a range of funding sources will be needed to support delivery of priorities identified in the Action Plan and are expected to include some funding from the following sources :

Local Transport Plan allocation (money allocated from central government for spending on relatively small scale physical improvements to local transport networks). The County Council currently secures in the order of £4/5m per annum for the whole of the County. However this is due to be top sliced to support Local Growth Fund;

The Local Growth Fund – Government is proposing the establishment of this fund from 2015/16 for administration by the Local Enterprise Partnership (LEP) to support priority projects which support and help drive economic growth. A significant amount of the funding is being allocated from Department for Transport Major Schemes Funding and additional sources;

- Developer contributions –funding from development; Negotiated through S106 planning contributions to make proposals acceptable in planning terms, and mitigate the impacts of new development on the transport network;
- Or from Community Infrastructure levy funding where this is adopted and a levy is charged on new development towards infrastructure and services needed to support growth. This is not currently in operation in Fenland.

Local Authority Funding – Local authorities such as the County Council, District County or town and parish councils can contribute funding towards the delivery of transport infrastructure and services that help deliver local priorities in their areas.

Grant funding from other sources - Other opportunities arise from time to time to fund transport measures, particularly where the interventions achieve wider social, environmental or economic benefits. Possible sources include European funding, funding from government departments, and funding from local stakeholders such as the Local Enterprise Partnership.

6.2 Funding – Local Growth Fund

- 6.2.1 Grant funding for Transport has come under increasing pressure in recent years and the Government has decided that all new additional transport funding from 2015 onwards will be delivered through the Local Growth Fund (LGF) which will be managed and administered by the Local Enterprise Partnerships (LEPs). Government is keen to ensure that LEP's are at the forefront of driving forward economic growth and are devolving responsibilities and funding to LEP's through a new £2bn per annum (Single) Local Growth Fund.
- 6.2.2 Much of the LGF is funding for housing, transport and skills that would have been allocated on a grant basis but now will have to be bid for on a competitive basis. In order to secure this competitive-based funding, LEP's have developed a bid, expressed as a Strategic Economic Plan (SEP) which clarifies economic growth ambitions. A key criterion for assessing eligibility for funding is to assess economic benefits.
- 6.2.3 The County Council has worked with the LEP to develop a Transport Programme including major schemes which best support the SEP's vision and aims and help drive economic growth. The SEP has been submitted to Government and the outcome of the 2015/16 Growth Deal negotiations is anticipated by autumn 2014, when there will be further clarity on the likely funding available and priorities. In addition to major schemes funding, funding is also being sought as a block from Local schemes (for improvement /capacity enhancement schemes under £2m) and local sustainable transport funding (to help deliver modal shift and encourage healthy sustainable alternative means of travel)

6.3 Funding - Developer contributions

- 6.3.1 Since the need for many new or improved services, facilities and other infrastructure arises to meet the requirements of new developments, development proposals should consider all of the infrastructure implications of a scheme not just those on the site or its immediate vicinity.
- 6.3.2 When infrastructure cannot be provided within, or is not appropriate to be located on, the development site itself, developers will be expected to make a contribution to the cost to provide what is necessary to support the new development. Contributions will be in the form of planning obligations, also known as developer contributions, secured under Section 106 of the Town and Country Planning Act 1990 (as amended).
- 6.3.3 In areas where Community Infrastructure Levy (CIL) is adopted and being charged, this is expected to support transport infrastructure requirements related to growth across the District. However Section 106 contributions will remain a significant source of funding payable by developers as a contribution to off-site infrastructure provision in the

district. The Council will also consider a range of other funding sources to contribute to identified infrastructure need and further details will be set out in the IDP. Contributions payable by CIL and/or S106 payments will be in addition to any normally required by a developer to any utility company, internal drainage board or other statutory authority or organisation.

6.4 Funding- Other competitive bids to Government

- 6.4.1 Cambridgeshire County Council has bid to Government's Local Sustainable Transport Fund (LSTF) for 2015/16. This is following on from a successful bid for LSTF funding in 2012, which secured funding to support sustainable alternative means of travel in two key commuter corridors, the A14 and A10.
- 6.4.2 The current 2015/16 bid has been developed as a refined version of the current LSTF programme (taking the elements that have been most successful), targeting three new locations in the county:
- Wisbech, and the surrounding Travel to Work Area
 - The Cambridge – Royston corridor (AKA the A10 South)
 - The Cambridge – St Neots corridor
- 6.4.3 In addition, Peterborough have decided to include Whittlesey within their LSTF bid – which would be productive for cross-council working and also draw more investment into the County. The locations align with the strategic growth locations being targeted by the LEP, and this LSTF bid must be tied closely to the LEP's objectives.
- 6.4.4 If our bid for capital funding is successful, Cambridgeshire could have resource for a five year LSTF programme (as part of the LEP's Strategic Economic Plan) and therefore, may be scope to invest in other locations over those five years.

6.5 Major schemes - A47 Improvements

- 6.5.1 Following the 2013 Spending Review, the Government announced plans for the biggest ever upgrade of our strategic roads network. Government has also committed to carrying out a number of feasibility studies to tackle some of the most notorious road hot spots in the country. A feasibility study on the A47 will be undertaken as part of the Highways Agency's route-based strategy for the east of England.
- 6.5.2 The proposed geographic scope of the study considers the A47, from its junction with the A1 to the West of Peterborough, through to Great Yarmouth, and would include the section of the A12 from its junction with the A47 to the south-side of the Bascule Bridge in Lowestoft. The modal scope of the study will be predominantly road-based but will to consider potential local transport improvements, and the interaction between the A47 corridor and the local road network.

6.6 Major schemes - March to Wisbech Rail

- 6.6.1 The Wisbech to March Railway Line, known locally as the Bramley line, was in operation for passenger services between 1847 and 1968. The line continued to be used for freight purposes until 2000. There is currently no rail service of any form operating to/from Wisbech. There has been a desire expressed over a number of years to see the railway line reopened with passenger services available direct from Wisbech.
- 6.6.2 One of the key drivers for wanting to see the reintroduction of the railway is development growth. Wisbech has seen growth in recent years that has led to increased volumes of traffic, and it is considered that the reopening of the railway may offer a solution to some local road transport issues, and help significantly in terms of accessibility and regeneration of the town.
- 6.6.3 Investigations into the case for reopening the railway between March and Wisbech have been carried out. The work to date has been divided into three separate studies.
- 6.6.4 Stage 1 investigated the potential patronage and revenue generated by a rail service between March and Wisbech. This Study concluded that a conventional rail service between March and Wisbech would be expected to generate net revenue of £1.07m over an appraisal period of 2016 to 2029. The light rail scenario appears the stronger performing option, due to the significantly lower operating costs and is forecast to deliver cumulative net operating revenue over the appraisal period of over £15m.
- 6.6.5 Stage 2 considered the capital costs of reinstating the line and providing a new station and included an outline assessment of the key benefits. This study concluded that the estimated capital costs including optimism bias of reinstatement of the line for passenger services, overhaul of the signalling and level crossings is in the range of £50-75 million depending on station location and whether or not an over bridge for the A47 is included or not. These costs are an early central cost estimate with a high degree of uncertainty. The overall Benefit Cost Ratio (BCR) of the scheme is in the range of 0.99 to 1.43 excluding revenue clawback. The scenario without the A47 bridge allied to the station in Wisbech performed the strongest.
- 6.6.6 Stage 3 looked into the wider economic benefits that a station would bring to Wisbech and the surrounding area. The primary indirect benefits have been calculated to be £39.7m (over a 60 year appraisal period) which increase to £56.7m if a direct service could be provided between Wisbech and Cambridge. Secondary indirect benefits through further land utilisation (than already allocated in the Fenland Local Plan) due to higher economic growth with the rail service than without leads to the following benefits:
- 392 additional houses built over the core strategy period

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- £39.2m of capital expenditure associated with the house building
 - 161 additional full time employee jobs over the core strategy period
 - £9m of additional GVA benefits per annum once all jobs come forward
- 6.6.7 Analysis shows significant value is placed by residents on having access to both social and economic opportunities through the rail service. The overall value could be in the region of £19.3m -£41.5m over a 60 year period.
- 6.6.8 Overall benefit cost ratio when the results of stage 2 and 3 studies are combined the BCR of the scheme looks to be in the range 2.3-3 excluding revenue clawback. The scenario without the A47 bridge allied to the station in Wisbech performed the strongest.
- 6.6.9 The next stage is expected to involve a Level 2 (GRIP2) Feasibility study subject to securing funding to undertake this work. This work would look in more detail at the options and their relative costs and benefits, however funding is needed in order to progress this work further. Updated information will be available at:
http://www.cambridgeshire.gov.uk/info/20051/transport_projects/68/transport_funding_bids_and_studies/3
- 6.6.10 A key consideration of the study work that will impact several factors, including cost, is the location of the future railway station in Wisbech. The Stage 2 report looked in brief at a possible Wisbech Station Site to the North of Weasenham Lane. This strategy strongly supports the location of a future station in a location north of the A47 to increase accessibility by walking and cycling to Wisbech.
- 6.7 The Wisbech Access Study
- 6.7.1 £1m has been allocated to GCGP LEP to support growth and regeneration, improve accessibility and address congestion in and around the town of Wisbech. This £1m has been allocated to the March –Wisbech Rail Study work and to what is known as the Wisbech Access Strategy. Aspects to be investigated by the study include, Freedom Bridge, the bus station a new river crossing and an associated link road.

7 Links to wider strategies: Long Term Transport Strategy and Wisbech 2020

- 7.1 Cambridgeshire Long Term Transport Strategy (LTTS) (consultation version)

This strategy identifies the major infrastructure requirements that are needed to address existing problems and capacity constraints on Cambridgeshire's transport network, and the further infrastructure that is required to cater for the transport demand associated with planned growth.

The strategy seeks an improved integrated network to enable efficient and reliable travel between key destinations across the county. As well as improvements to rail, bus, walking and cycling, a key ambition is to improve accessibility on the strategic network and address constraints on the A14, A428, A10 and A47.

The Strategy supports growth in the Local Plans, and includes an Action Plan setting out key infrastructure requirements. Where available, this provides information on estimated costs, potential funding sources, responsibilities and timescales. The Action Plan is broken down into:

- Schemes already planned for public sector delivery in the period 2014-21
- Schemes required to support major development in local plans
- Additional schemes not currently programmed, but necessary to provide new capacity or to address existing problems on the transport network
- Further schemes which may be required to support longer-term growth.

There is recognition that major investment will be needed and that not all challenges can be addressed at the same time. Further work will be needed over time to develop and identify deliverables. As such, the Action Plan will be a living document which can be reviewed and updated regularly (please see figure 9).

The LTTS contains the following schemes in the Wisbech area:

Scheme / programme	Delivery timescale	Indicative cost
A47 Wisbech junction capacity improvements package. <ul style="list-style-type: none"> • A47 / A141 Guyhirn roundabout, Guyhirn. • A47 / B198 Cromwell Road roundabout, Wisbech. • A47 / A1101 Elm High Road roundabout, Wisbech (<i>scheme in Norfolk</i>). • A47 / Broad End Road, Wisbech; priority junction replaced with a roundabout (<i>scheme in Norfolk</i>). 	2013-2017	£7M
Wisbech river crossing and link road. A link road between the B198 South Brink / Cromwell Road and the B1169 Dowgate Road / A1101 Leverington Road, incorporating a new bridge crossing the River Nene Route to be determined.	To be determined	To be determined
Freedom Bridge junction modifications and Wisbech bus station access. Removal or partial removal of exit on the south arm of the Freedom Bridge roundabout to Horse Fair, and providing a new signalised junction on Nene Quay for bus and car park access (dependant on redevelopment in area).	To be determined	To be determined
Wisbech south access road. A new access road to	To be	To be determined

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provide development access to allocations to the south of Wisbech on the current alignment of Newbridge Lane, with a new priority junction linking to an extension of Boleness Road.	determined	
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Additional schemes that are not currently programmed, but that are necessary to provide new capacity or to address existing problems on the transport network

Scheme / programme	Delivery timescale	Indicative cost
Locally Promoted schemes		
March to Wisbech rail reinstatement Reinstatement of March to Wisbech rail services. A shuttle service between the towns should be viable, but further work is needed to consider in more detail the case for direct services to Cambridge, and for freight services to use the line.	To be determined	£50-75M
Highways Agency road improvements		
A47 capacity improvements, Peterborough to Thorney bypass. Dualling of the A47 between Peterborough and the Thorney Bypass (<i>scheme in Peterborough</i>).	To be determined	Highway Agency funded
A47 capacity improvements, Thorney bypass to Walton Highway. Dualling of the A47 between Thorney Bypass and Walton Highway (<i>scheme primarily in Cambridgeshire, but with sections in Peterborough and Norfolk</i>).	To be determined	To be determined

7.2 Wisbech 2020

Detailed proposals aimed at bringing about the wholesale regeneration of Wisbech and its surrounding area has been published. They have been drawn up to carry forward the aims of the Wisbech 2020 Vision, the ambitious project that was set in motion in April 2012.

The 29-point "Action Plan" for the Vision was launched on January 29, 2013. It seeks to make Wisbech "a great place to work, a great place to live and a great place to visit".

The transport related elements of the Action Plan are listed below:

Longer Term actions – by 2020 and beyond

No.	Action	Why?
22	We will investigate opportunities to improve key junctions and routes around the town in line with those identified in the Market Town Transport Strategy	<ul style="list-style-type: none"> • To reduce congestion • To improve bottlenecks in the transport network • To remove unnecessary street clutter • To enable housing and economic growth
23	We will investigate opportunities to improve	<ul style="list-style-type: none"> • To provide better access to

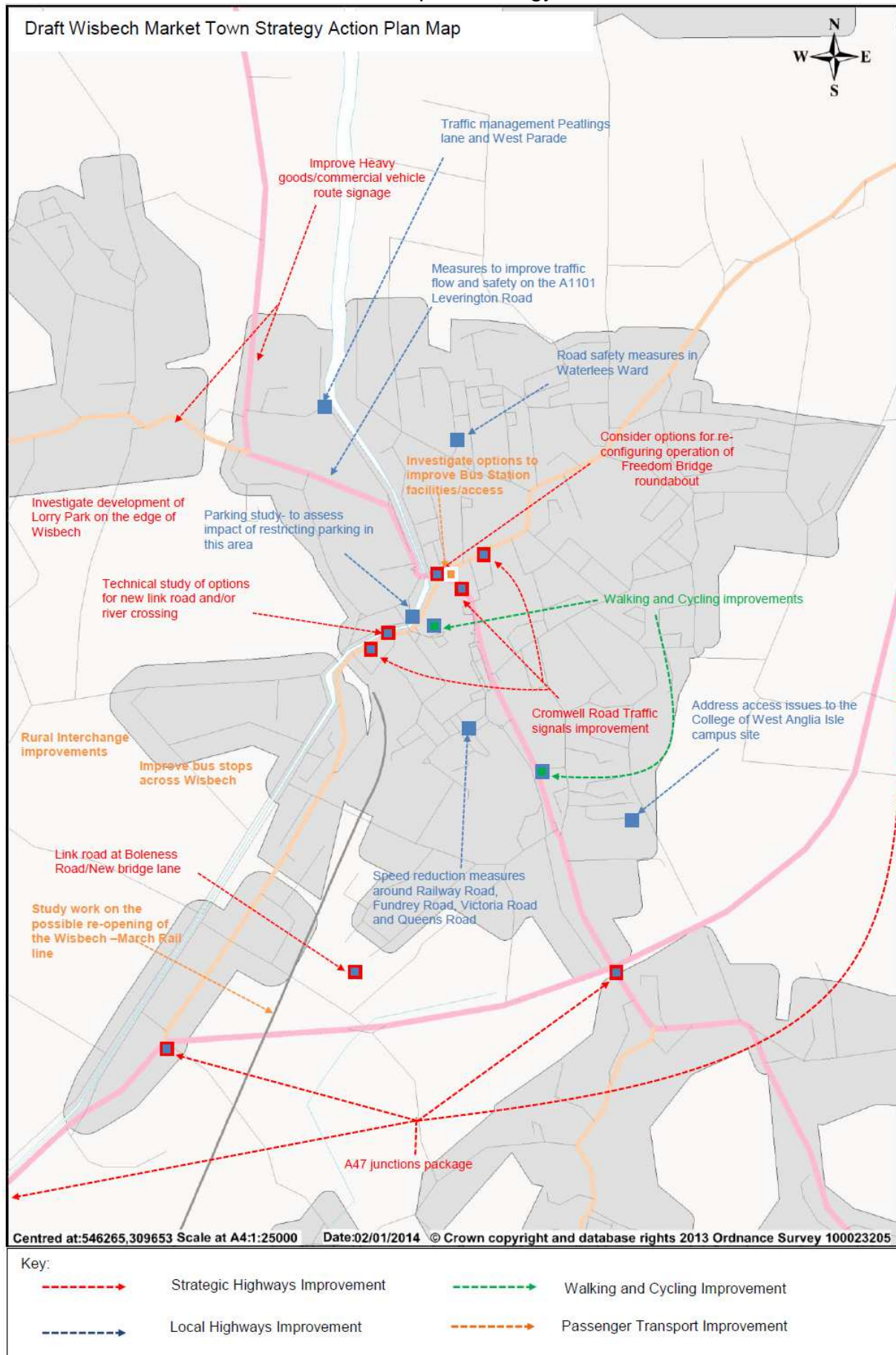
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	public transport connections within and to the town, which will link to the existing Market Town Transport Strategy and the Cambridgeshire Future Transport Project.	employment/ hospital/other services • To improve access to and from the rural hinterland
24	We will provide safer walking and cycling routes throughout the town (including better signposting) which will link to the existing Market Town Transport Strategy and Wisbech Area Transport Study – (links to action 27)	<ul style="list-style-type: none"> • To reduce congestion • To improve the health of local residents • To promote local attractions on walking/cycling routes
27	We will improve brown signs in and around the town, including key routes wherever possible, to highlight existing attractions and advertise forthcoming events (also links to action 24).	<ul style="list-style-type: none"> • Improved economic vitality and business confidence • Increased visitor spend/stays • Raised profile of the area

8. Next Steps

- 8.1 This is the second draft of the revised Market Town Transport Strategy for Wisbech. The measures suggested in the strategy are the initial response to the transport issues that have been identified in the town and its surrounding area.
- 8.2 The next step of the process in formulating the strategy will be to undertake a public consultation with the residents of Wisbech, to see whether the suggested measures are appropriate, and whether there is anything that has been overlooked. The strategy can then be revised accordingly through working with the Member Steering Group, and a more comprehensive list of detailed measures can be produced. Once this process is complete, the strategy would then go before the democratic decision making processes of both the County and District Councils for formal adoption as part of Cambridgeshire's Third Local Transport Plan.

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9. Wisbech Market Town Transport Action Plan

Ref	Type	<u>Scheme</u>	Justification?	Outcome?	Next Steps	Timescale Short / Medium / Long
SH1	Strategic Highways Improvements	<u>Technical study of options for new link road and/or river crossing</u> Study to identify options as part of making the case for delivery of a new link road and/or river crossing to the north and west of the town. connecting the A1101 to the B198 Cromwell road	Identify options to reduce congestion in the town centre in particular reduce traffic flow at the A47/A1101Elm Road roundabout, the Town Bridge traffic signals and key junctions around the town.	A strong evidence base and business case for pursuing a preferred option for a new link road and/or river crossing.	The technical study would need to be funded in the first instance. Any resulting scheme would require a large amount of capital funding which would need to come from central government via LEPs or other funding vehicles.	TBC See LTTS
SH2	Strategic Highways Improvements	<u>Upgrade Broad End Road junction with A47</u> An initial feasibility study is required to identify whether a roundabout or other improvement is the preferred option.	The residential allocation to the east of Wisbech is likely to put pressure on the existing junction of the A47 with Broad End Road. The upgrade of the junction is linked to the strategic housing allocations in Fenland and Norfolk.	Improvement to Broad End Road junction with A47 accommodates additional traffic flow from Wisbech (related to eastern development).	Modelling work indicates that a roundabout would accommodate additional traffic flow from Wisbech (related to eastern development). A feasibility study would be required to ascertain the preferred option at this location. This upgrade would be development led.	See LTTS Short term (2014-2017)

Ref	Type	<u>Scheme</u>	Justification?	Outcome?	Next Steps	Timescale Short / Medium / Long
SH3	Strategic Highways Improvements	<u>A47 junctions package</u> Package of improvements to junctions from A141 to A198 Lynn road junction	The traffic model indicates that new growth identified in the Fenland Core Strategy Local Plan is likely to cause congestion on the A47.	Reduced delay and increased traffic flow on the A47.	The Highways Agency is working on a route based strategy for the A47. As part of this work CCC and FDC will work with the A47 Alliance to encourage investment in improving key junctions.	See LTTS Short term (2014-2017)
SH4	Strategic Highways Improvements	<u>Updating Traffic modelling studies to explore options for improving movement around Freedom Bridge roundabout</u> Consider options for re-configuring operation of the Freedom Bridge roundabout	Existing traffic pressures at Freedom Bridge which create problems on nearby roads and the transport network around Wisbech town centre.	An update of the traffic modelling work that has been undertaken in previous years with clear options for improving the situation at the Freedom Bridge roundabout.	The Wisbech Area Transport Study models the impact of the August 2012 design of the roundabout. Further work is needed to assess the preferred option for improving the roundabout.	TBC See LTTS
SH5	Strategic Highways Improvements	<u>New road at Boleness Road/New bridge lane</u>	To address the wider network issue of east- west movement.	Robust evidence is produced demonstrating the positive benefits of developing this link road.	Work with the Highways Agency to build a case for developing this link road connecting with the A47. This would be a developer led solution.	TBC See LTTS

Ref	Type	<u>Scheme</u>	Justification?	Outcome?	Next Steps	Timescale Short / Medium / Long
SH6	Strategic Highways Improvements	<u>Traffic Management/signals/UTMC system</u> Lynn Road, Churchill Road and Cromwell Road up to the Freedom Bridge	A UTMC system or other traffic management areas could improve/control the flow of traffic on A1101 and B198 as the key routes in and out of Wisbech.	Improvements to the flow of traffic on the A1101 and B198	1 st step is to consider what type of traffic management system is required for key junctions of the A1101 and B198.	Short term (2014-2017)
SH7	Strategic Highways Improvements	<u>Improve HCV route signage</u>	The existing signage needs improving in order to reduce to the number of HCVs using inappropriate routes through the town.	HCVs using the correct routes.	New developments that create significant levels of HCV traffic will be expected to improve provision of signage that directs HCV traffic.	Medium term 2017-2020
SH8	Strategic Highways Improvements	<u>Feasibility study to investigate establishment of lorry parks on the edge of Wisbech</u> To be considered alongside link road solution	Reduce impact of HCV traffic	Better understanding of possibilities of moving HCV traffic away from Town Centre.	1 st stage would be to conduct feasibility study.	Medium term 2017-2020
LH1	Local highways improvements	<u>Investigate measures to improve traffic flow and safety on the A1101 Leverington Road</u>	Improve traffic flow/safety.	List of measures to be taken forward as necessary.	1 st stage would be to conduct study and produce list of measures.	Short term 2014-2017
LH2	Local highways improvements	<u>Investigate measures to improve traffic management in the residential areas of Peatlings Lane and West Parade</u>	This residential area is increasingly being used as an alternative to the A1101.	Traffic is directed onto appropriate roads.	1 st stage would be to conduct study and produce list of measures.	Short term 2014-2017

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Ref	Type	<u>Scheme</u>	Justification?	Outcome?	Next Steps	Timescale Short / Medium / Long
LH3	Local highways improvements	<u>Address access issues to the College of West Anglia Isle Campus</u>	Reduce congestion	Access issues are addressed	Investigation required as to the exact issue.	Medium term 2017-2020
LH4	Local highways improvements	<u>Speed reduction measures around Railway Road, Fundrey Road, Victoria Road and Queens Road</u>	Speeding cause by rat running on Railway Road area	Lower speeds in the area.	List of appropriate measures to reduce speeds in the area.	Medium term 2017-2020
LH5	Local highways improvements	<u>Parking study -restricting parking at peak times near junction of North Brink and Chapel Road</u>	Reduce delays experienced by drivers getting through traffic light at peak times.	Understanding of whether restricting parking at peak times near the signals would be effective.	Study required.	Short term 2014-2017
LH6	Local highways improvements	<u>Consider introduction of 'home zone' type measures in Waterlees Ward specifically Bath Road/St Michaels Ave, Ollard Avenue area</u>	Reduce vehicle speeds and improve pedestrian and cycling environment.	Lower speeds, better pedestrian and cycle environment.	Study required.	Medium term 2017-2020
LH7	Local highways improvements	<u>Investigate operation of Old Market / Chapel Road junction</u>	Reduce congestion	Improve flow	Investigate with Highways Engineers	Medium term 2017-2020
LH8	Local highways improvements	<u>Investigate introduction of advisory 20mph signage near schools.</u>	Road safety- reduce accidents	Improve safety	Investigate with Highways Engineers.	Medium term 2017-2020
LH9	Local highways improvements	<u>Ensure County wide road safety programmes address issues in Wisbech and surrounding areas and engage fully with schools and the wider community.</u>	Road safety- reduce accidents	Improve safety	Strategy to support road safety programme	Medium term 2017-2020

Ref	Type	<u>Scheme</u>	Justification?	Outcome?	Next Steps	Timescale Short / Medium / Long
PT1	Passenger Transport	<p><u>Extend town bus service</u></p> <p>Provide an additional bus route, linked to the 66 town bus service in order to cater for areas not currently served.</p>	Current town service only covers NW of Wisbech and not all residential areas. It also does not connect with the south of the town including the industrial and commercial areas.	A town bus service that serves the southern residential and industrial part of Wisbech and provide linkages to and better penetration of the residential areas to the north.	CCC and FDC to work with Community transport providers and the bus operator Norfolk Green through the Fenland Transport Access Group (TAG) to encourage the extension of the service by the bus operator or linking the current service with a second town service from the bus station.. This would be developer funded.	Short term 2014-2017
PT2	Passenger Transport	<p><u>Consider improvements to bus services for all residents in strategy area where commercially viable.</u></p> <p>Consider improvements with the strategy area for improving bus services (both community transport and commercial operations) through changes to timetables and new routes.</p>	For households in the NW of the town without a car, access to employment and facilities to the south of the town are limited. There is poor/very limited PT accessibility for those in villages near Wisbech.	Improved PT accessibility for residents in NW Wisbech and surrounding villages to employment and services in Wisbech itself.	Any new services need to be based on a good level of demand. Community transport services need to be considered as well as 'hopper-type' services funded through new development. The Fenland Transport Access Group (TAG) will look to provide an evidence base around demand for services from certain areas to ascertain the most appropriate/viable services that can be provided.	Short term 2014-2017

Ref	Type	<u>Scheme</u>	<u>Justification?</u>	<u>Outcome?</u>	<u>Next Steps</u>	<u>Timescale Short / Medium / Long</u>
PT3	Passenger Transport	<u>Investigate options to improve Bus Station facilities and access arrangements.</u>	Existing bus station reaching capacity. Access to/from bus station hindered by congestion on Freedom Bridge roundabout.	Improve reliability of bus services leaving/entering Horsefair Bus station. Alleviate some of the traffic issues in the town centre by encouraging some of the car users travelling into Wisbech to park in other locations away the town centre and use the bus.	Feasibility study would be required in the first instance. Modelling work undertaken.	Short term 2014-2017

Ref	Type	<u>Scheme</u>	Justification?	Outcome?	Next Steps	Timescale Short / Medium / Long
PT4	Passenger Transport	<u>Improve bus stops across Wisbech</u> <ul style="list-style-type: none"> - Suitable covered waiting facilities - Lighting for bus stops - Service for providing up- to-date travel information - Analyse evidence base with regard to improving bus facilities for services around Guyhirn - RTP1 provision at bus stops 	Providing high quality facilities will enhance the journey experience of PT users and encourage greater numbers of people to use services, improving their viability.	High quality facilities at bus stops throughout the Wisbech area.	<p>The first step is to contact an audit of existing bus stop facilities.</p> <p>These improvements would need to be funded through external funding pots from central government but also new developments in Wisbech will be expected to provide high-quality bus waiting services as part of new developments or at existing stops close to new developments.</p> <p>Analyse data from Parish surveys to understand demand.</p>	Medium term 2017-2020
PT5	Passenger Transport	<u>Communications Strategy for current public and community transport services</u>	Provide appropriate travel information to residents to make them aware of full range of travel choices.	Residents fully aware of all travel options available to them – with the intention of increasing numbers travelling by sustainable modes.	Fenland TAG group to coordinate development of travel choices publicity material (see A-B transport directory as an example)	On-going Short term 2014-2017 Medium term 2017-2020 Long term 2020 - 2031

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Ref	Type	Scheme	Justification?	Outcome?	Next Steps	Timescale Short / Medium / Long
PT6	Passenger Transport	<u>Work with healthcare providers</u> to make patients aware of travel options and improve access to services.	Reduce need to travel long distances when closer hospitals/services are available.	Patients aware of travel choices and hospitals/healthcare and travel the least distance to access healthcare.	Ensure that up to date transport information is available at GP surgeries and hospitals to give patients travel choice.	On-going Short term 2014-2017 Medium term 2017-2020 Long term 2020 - 2031
PT7	Passenger Transport	<u>Support the Wisbech-March Rail Study work</u>	The strategy acknowledges the desirability of reopening the rail link	A solution to improve rail access in Wisbech.	Phase 2 and 3 of study complete. GRIP 2 feasibility work being commissioned.	On-going Short term 2014-2017
WC1	Walking/Cycling improvements	<u>Walking/cycling audits</u> Walking and cycling audits from NE Wisbech to SE Wisbech	Identify the existing barriers to walking and cycling.	Access strategy for new developments in the south of Wisbech. List of measures to improve accessibility for walking and cycling	Conduct/commission audit to identify base line, begin with a review of Wisbech cycle map.	Short term 2014-2017 (depending on outcome of LSTF bid)
WC5	Walking/Cycling improvements	<u>Footpath and cycleway along the line of March-Wisbech rail line</u>	Encourage cycling and walking between settlements	Footpath and cycleway along the line of March-Wisbech rail line	Feasibility study required – also consideration of project looking at feasibility of re-instating rail service.	Medium term 2017-2020
WC7	Walking/Cycling improvements	<u>Walking/cycling route Agricultural College Site area/Meadowgate Lane to Town Centre</u> - <u>3 crossings across the A1101 identified for improvement.</u>	This route connects the southeast residential areas with the town centre using part of the existing Sustrans route.	Walking/cycling route developed along the route.	CCC to seek to deliver through Integrated Transport budget and/or S106.	Medium term 2017-2020

Ref	Type	<u>Scheme</u>	Justification?	Outcome?	Next Steps	Timescale Short / Medium / Long
WC8	Walking/Cycling improvements	<u>Port Area and Waterlees Ward to Town Centre walking/cycling route</u> Links with the Freedom Bridge toucan crossing, off road along Nene Parade and the north side of Nene Quay and will enable cyclists to access the town centre at the Hill St junction. The remainder of the route will be signed on-road.	Provide links between the residential areas in Waterlees Ward and the Industrial Port area and Wisbech Town Centre.	New cycle/pedestrian link.	CCC to seek to deliver through Integrated Transport budget and/or developer contributions. Consider possible Port redevelopment plans.	Medium term 2017-2020
WC9	Walking/Cycling improvements	<u>Investigate options for Pedestrian / Cyclist bridge over the river – options to include Hill Street – Foyer Centre area</u>	Create safe and accessible links for pedestrians and cyclists	Identify most appropriate scheme	To be looked at as part of the Wisbech Access Study.	Medium term 2017-2020
WC10	Walking and Cycling	Project to assess existing footpaths and where appropriate designate existing footpaths as shared use and encourage developers to construct new shared use footpaths and cycleways where appropriate.	Create safe and accessible links for pedestrians and cyclists	Make best use of assets to encourage travel by sustainable modes.	Review of existing footpaths required.	Medium term 2017-2020
WC11	Walking and Cycling	Review provision of cycle shelters in Wisbech.	Improve facilities for cyclists		Review required	Medium term 2017-2020

Ref	Type	<u>Scheme</u>	Justification?	Outcome?	Next Steps	Timescale Short / Medium / Long
RA1	Rural Accessibility	<u>Joint partnership working to expand community transport services</u> CCC and FDC to work with Community Transport providers as well as Lincolnshire councils.	Funding for Passenger Transport through CCC is increasingly limited; community transport offers the possibility of meeting possible demand.	Increased community transport offering in rural areas.	Fenland Transport Access Group (TAG) to liaise with community transport providers to increase services.	Short term 2014-2017
RA2	Rural Accessibility	Identify locations for improved rural interchanges (at locations such as Guyhirn, for example) between services, including buses, community transport and taxis.	Providing high quality interchanges will improve connectivity and accessibility to/from rural areas.	High quality transport interchanges in rural areas	First stage is to identify locations where this would be appropriate; funding would then come from either CCC Integrated transport budget and/or developer contributions.	Short term 2014-2017

10. Programmed for delivery 2014/15 – 2015/16 (Included in CCC Transport Delivery Plan)

Local Highway Improvements (Includes Accessibility & Rights of Way)				
			2014/15	2015/16
Wisbech	Chapel Road	Pedestrian crossing	£ 10,000	
Parson Drove	Main Road, Church End	Traffic calming/speed reduction/lighting	£ 8,750	
Delivering Transport Plan aims				
Wisbech	Cromwell Road	Install Urban Traffic Control System	£ 108,000	
Carriageway & Footway Maintenance including Cycle Paths				
Wisbech	Market Place	Street management	£ 15,000	
Wisbech	Various	Renew and enhance visitor signing	£ 25,000	
Leverington	High Road	Footpath maintenance	£ 43,840	
Parson Drove	Main Road	Footpath maintenance		£ 150,000
Wisbech	Moneybank	Footpath maintenance		£ 40,000
Wisbech	Ramnoth Road	Footpath maintenance		£ 30,000
Leverington	Sutton Road	Footpath maintenance		£ 160,000
Parson Drove	Fen Road	Footpath maintenance		£ 50,000
Wisbech	North End / Freedom Bridge	Carriageway maintenance	£ 107,500	
Wisbech	South Brink	Carriageway maintenance	£ 210,000	
Wisbech	Chapel Road	Carriageway maintenance	£ 100,000	
Leverington	Sutton Road	Carriageway maintenance		£ 193,000
Leverington & Wisbech St Mary	Leverington Common	Carriageway maintenance		£ 200,000
Wisbech & Elm	Redmoor Bank / Redmoor Lane	Carriageway maintenance		£ 40,000
Elm	Wales Bank	Carriageway maintenance		£ 50,000
Wisbech St Mary	Sandbank	Carriageway maintenance		£ 50,000
Wisbech St Mary & Parson Drove	Seadyke	Carriageway maintenance		£ 90,000
Elm	South of Coldham			£145,000
Elm	Twenty Foot Rd			£ 280,000
Bridge Strengthening				
Wisbech	Nene Quay	Strengthening - Phase 4 & 5	£ 500,000	£ 200,000
Traffic Signal Replacement				
Wisbech	Churchill Road / Stermyn Street	Traffic Signal replacement	£ 172,000	
Wisbech	Lynn Road / Mountpleasant	Traffic Signal replacement		£ 192,000