Hertfordshire’s Local Transport Plan

RURAL TRANSPORT STRATEGY

2012-2031

Date: July 2012
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CHAPTER 1: INTRODUCTION AND CONTEXT

1.1 Purpose of Strategy

The purpose of this strategy is to help deliver the Rural Transport Policies of the Local Transport Plan (LTP3) and any other LTP3 policies which may have some significance to rural wards. The County’s Rural Transport policy states:

“The county council will seek to ensure that transport services in rural areas enable people to access important destinations and services and contribute to reducing the dominance of the car as the favoured mode of transport.”

1.2 Performance Indicators / Targets

Although there are no specific LTP3 targets attributed to rural transport, this Strategy will help to deliver other County-wide targets for LTP3 indicators, including those aiming to:

- Reduce congestion
- Enhance accessibility
- Increase the number of walking and cycling trips
- Improve passenger transport (reliability and passenger satisfaction)
- Monitor speed limit compliance
- Improve road safety
- Reduce transport related CO2 emissions
- Make the Rights of Way network more accessible
- Increase the number of sustainable school journeys
- Improve air quality

1.3 Why Hertfordshire should have a Rural Transport Strategy

Rural areas in Hertfordshire are attractive places to live, work and visit, however rural residents can experience poor access to services and many suffer from transport-related problems. People living in rural areas generally travel greater distances to access services than their urban counterparts. Travel in rural areas can be problematic to those who do not have access to a private vehicle or where households have access to single vehicles but have multiple occupants [who require separate forms of transport]. The challenge is compounded by limited opportunities to use alternative or sustainable transport modes.

For the majority of rural residents in Hertfordshire, the car is the dominant transport mode, and is increasingly used to travel further to key services such as shops, workplaces and schools. This contributes significantly to congestion in urban areas, leading to economic, social and environmental problems. In
particular, East Hertfordshire and North Hertfordshire suffer from some of the highest transport-related CO\textsubscript{2} emissions in the country.

The County Council has made a commitment to produce a Rural Transport Strategy as a Daughter Document to the Local Transport Plan 3 (2011-2026) and to sit alongside the suite of Urban Transport Plans (UTPs) which address transport issues in specific urban areas.

This Strategy covers those areas of Hertfordshire not covered by a UTP (43 wards), and explores how transport can contribute towards addressing the economic, social and environmental challenges in rural Hertfordshire.

1.4 Links to Other Plans, Strategies and Policies

Local Transport Plan 2011-2031

The Rural Transport Strategy is a Daughter Document to Hertfordshire's third Local Transport Plan 2011-2031, which holds the following vision for transport over its 20-year period:

“To provide a safe, efficient and resilient transport system that serves the needs of business and residents across Hertfordshire and minimises its impact on the environment.”

To achieve this, the LTP3 identifies five key goals and thirteen subsequent challenges it needs to address. The most relevant to the Rural Transport Strategy are:

- **Goal: Support economic development and planned dwelling growth**
  - Challenge 1.1: Keep the county moving

- **Goal: Improve transport opportunities for all and achieve behavioural change**
  - Challenge 2.1: Improve accessibility, particularly for non-car users and the disadvantaged
  - Challenge 2.2: Achieve behavioural change as regards choice of transport mode

- **Goal: Enhance the quality of life, health and the natural, built and historic environment of all Hertfordshire residents**
  - Challenge 3.1: Improve journey experience for transport users
  - Challenge 3.2: Improve the health of individuals by encouraging more physically active travel and improving areas of poor air quality
  - Challenge 3.3: Maintain and enhance the natural, built and historic environment
  - Challenge 3.4: Reduce the impact of transport noise
- **Goal: Improve the safety and security of residents**
  - Challenge 4.2: Reduce crime and fear of crime in the network

- **Goal: Reduce transport’s contribution to greenhouse gas emissions and improve its resilience**
  - Challenge 5.1: Reduce greenhouse gas emissions from transport

The LTP3 underwent public consultation during autumn 2010. As part of this consultation a *Rural Statement* was produced to inform and seek people’s views on the intention to produce and develop a Rural Transport Strategy and the key themes it will include. The statement identified the Rural White Paper as a key influencing policy document that seeks to create a living, working, protected and vibrant countryside. The key themes which have been taken into account in this Strategy are to provide local services, a stronger role for communities, recognise the importance of the car, but seek to develop and provide more sustainable transport modes, improve rural road safety, reduce the impact of traffic in rural areas and encourage cycling and walking.

As outlined in the Rural Statement, this strategy aims to build upon the following objectives for Rural Transport in Hertfordshire:

- **Integrated Transport Programme (ITP) Schemes:**
  - With the support of partners, work with Parishes and Villages to develop and deliver schemes which meet the overall LTP3 indicators. Potential schemes and measures which meet the indicators will be considered on an annual basis for selection through the prioritised Traffic and Environment List.
  - Support a stronger role for local communities in identifying local needs in rural areas and deciding how these needs can be met.

- **Help Deliver the Rights of Way Improvement Plan:**
  - Facilitate cycling and walking and seek to increase the use of the Rights of Way Network for journeys to work, school, facilities and services through Rights of Way Improvement Plans (ROWIPs).

- **Improve the quality of Rural Passenger Transport:**
  - Seek to make passenger transport responsive to people’s real needs, being flexible, well marketed, well integrated, stable and reliable, in accordance with Hertfordshire’s Bus Strategy and Intalink Partnership.
  - Co-ordinate services to make best use of what is available. Working with bus and train operators and where necessary investing with the community and voluntary transport sector in the provision of services in areas not adequately served by scheduled bus services.
  - Work with partners to investigate the provision of more responsive passenger transport, improved information and passenger transport facilities and co-ordinate service provision.
- **Improve Rural Accessibility:**
  - Seek the provision where feasible, of locally accessible services that people can reach thus reducing the need to travel.
  - Integrate transport modes across the network with the provision of relevant user friendly route and service information.
  - Address rural access issues which occur across the boundaries of different Districts/Boroughs and other Counties.
  - Seek opportunities for Green Tourism and Leisure in Rural Hertfordshire that can play a supporting role for the rural economy and contribute to providing healthy exercise.

The aforementioned objectives will only be realised by working in partnership with others, including District and Borough Councils, surrounding local authorities and through the delivery of other LTP3 Strategies, notably the Bus Strategy and Rights of Way Improvement Plan.

**Links to other LTP3 Daughter Documents**

**The Bus Strategy**

The Bus Strategy identifies Hertfordshire as a very “complex” county in which to provide viable and sustainable bus services, particularly in rural areas. The situation of many small towns surrounded by rural areas creates challenging conditions for a commercial bus operation. However, there are growing pressures to ensure the development of adequate bus services which meets the needs of everyone across the county especially for vulnerable users and those without access to a private vehicle. The withdrawal of District / Borough Council financial support had lead to a revised level of bus services in the short and medium term. The timing of return journeys especially on market days, Fridays and Saturdays will preferably be at 10.30 pm or 11 pm in the evening to assist villagers social night out visits to towns entertainment facilities.

The Strategy sets out a number of objectives and principles in influencing the development of the bus network. With regards operational aspects, it states that:

“In rural areas with low frequencies, it may not be possible to provide consistent routes or regular frequencies. However simplicity of approach is desirable, for example the same times on different days of the week”.

**The Intalink Strategy**

The Bus Strategy is accompanied by the Intalink Strategy which sets out the required standards for the provision of passenger transport information. In Hertfordshire this is delivered through the Intalink Partnership and sets out the ways in which the Partnership will deliver and promote, mainly using publicity, Hertfordshire’s passenger transport system. It also sets out the requirements
of local bus and train operators especially in terms of notifying the County Council of any changes it intends to make to any service.

The Rights of Way Improvement Plan

The Rights of Way Improvement Plan (RoWIP) sets out the overall strategy for improvements to the rights of way network across the county, however it is not intended as a detailed programme of work. Despite this, it does set out a number of key issues and a number of core actions to address these. These are extremely relevant to the Rural Transport Strategy as much of the Rights of Way network is located within the rural wards of Hertfordshire.

The key issues, relevant to the Rural Transport Strategy are:

1. Difficulties in getting to the countryside without the use of a car
2. Insufficient off-road routes linking communities & services
3. People have to use or cross busy roads to link up section of network
4. The network does not adequately provide for cycling, horse riding and horse-carriage drivers
5. Insufficient circular routes starting from settlements or other suitable locations
6. Information provided about the off-road network is neither adequate nor well enough co-ordinated or targeted
7. There are too many barriers and structures
8. The off-road network does not meet the needs of many potential users

The following core actions from the ROWIP are proposed to meet needs and demands; address shortcomings in the network and to make links for a range of public benefits:

1. Develop routes that cater for the needs of people with limited mobility
   - Increased number of people with limited mobility and visual impairments accessing the countryside. Addressing the key issue that the off-road network does not meet the needs of many potential users.
2. Develop the network from significant public transport connections
   - Increased proportion of people using passenger transport to access the rights of way network. Addressing the issue that there are difficulties in getting to the countryside without the use of the car.
3. Reduce the number of unnecessary physical barriers on the network
   - People using the rights of way network will encounter fewer structures when out on foot, horse, carriage or bike. Addressing the issue that there are too many barriers and structures on the network and the need for farmers and landowners to reinstate rights of way more quickly after ploughing. Wherever structure must be used, the least restrictive option should always be sought.
4. Promote Hertfordshire’s countryside to residents and visitors
- Visitors and residents take time to enjoy the Hertfordshire countryside using local rights of way and spend more time and money in rural areas. Addressing the need to provide better co-ordinated and targeted information about the off-road network.

5. Develop appropriate, well maintained links in to the countryside
   - Increased use of the countryside around towns and villages by local leisure walkers and dog walkers, joggers and runners and cyclists. Addressing the issue that there are insufficient circular routes starting from settlements of other suitable locations.

6. Create and develop off-road routes linking communities with places of work, schools and other local facilities
   - Increased number of people using parts of the off-road network for walking and cycling to work, the shops and other local facilities. Addressing the issue that there are insufficient routes linking communities and services.

7. Extend the network currently available to cyclists, horse-riders and horse carriage drivers
   - Increased opportunity and continuity for horse riders and cyclists. Addressing the issue that the off-road network does not adequately provide for cycling and horse riding.

8. Help people wishing to improve or maintain their health by developing a range of circular off-road routes
   - Increased use of the network by people who are recuperating following illness, surgery or poor health; people wishing to maintain their health, people wishing to improve their health.

9. Ensure the opportunities to protect, extend and enhance the off road network are included in proposals for new developments
   - Planning process makes a greater contribution to an integrated non-motorised network. Addressing the issue that the potential to improve and enhance the network through the planning system has not been fully realised.

10. Where the off road network is affected by busy transport routes work to ensure that appropriate measures are taken to improve the safety and attractiveness of the routes for users
    - Greater use of the off-road network resulting from the provision of safe crossings and verges for non-motorised users. Addressing the issue that people have to use or cross sections of busy roads in order to link up sections of the off road network.

11. Address problems of fly tipping, litter and dog-fouling in partnership with appropriate local and regional agencies
    - A Rights of Way management system that deals with fly tipping, litter and dog mess quickly and efficiently. A cleaner network where incidence of fly-tipping, littering, dog-fouling is reduced, particularly in areas where it is currently identified as a problem. Increased confidence of users that reporting a problem will result in it being resolved.
12. Identify and address potential demand for access to the countryside amongst those who currently do not use the network

- Increased use of the countryside that better reflects the diverse population of Hertfordshire. Addressing the issue that the off-road network does not meet the needs of many potential users.

The Strategy provides an action plan which sets out a framework against each of the proposed Core actions/areas of improvement for the lifetime of the Strategy (2011/12-2015/16). The delivery of these, including work programmes, will come through the RoWIP Area Implementation Plans, for which there are 12 in Hertfordshire. Map 1.1 shows the 12 project areas as they have been allocated.

Map 1.1: RoWIP Project Areas

For full list of settlements within each area refer to appendix 1): The actions contained within the RoWIP are therefore relevant to this strategy and will be incorporated into the strategy as appropriate.
Other Daughter Documents

Whilst the Bus Strategy, Intalink Strategy and Rights of Way Improvement Plan are the principal LTP3 daughter documents that will impact on rural areas, other daughter documents provide initiatives and strategies to be delivered in rural areas. These include:

- Road Safety Strategy
- Speed Management Strategy
- Walking Strategy
- Cycling Strategy
- Rail Strategy
- Inter-Urban Route Strategy

Neighbourhood planning

Under Chapter 3 of The Localism Act 2011, local communities have new rights and powers to prepare neighbourhood plans. These may be particularly relevant for rural areas, and may include transport components.

Neighbourhood planning can be undertaken by two types of body; town and parish councils or ‘neighbourhood forums’. Neighbourhood forums are community groups that are designated to take forward neighbourhood planning in areas without parishes. The local planning authority’s role is to agree who should be the neighbourhood forum for the area.

Neighbourhood forums and parish councils can use new neighbourhood planning powers to establish general planning policies in the form of neighbourhood development plans, for the development and use of land in an area.

Communities can use neighbourhood planning to permit the development they want to see - in full or in outline – without the need for planning applications. These are called ‘neighbourhood development orders.’

However there needs to be a majority of support in a referendum of the neighbourhood, for the plans or orders to come into effect, the plans must also be legally compliant and fit within the national planning policy framework.

National Policy

Rural White Paper

The Rural White Paper entitled ‘Our Countryside: The Future, a Fair Deal for Rural England’ was published in November 2000, setting out the key issues for rural areas and key principles to address them. The Rural White Paper was reviewed in 2004 and identified that the “most significant” of these principles was “a commitment to provide equitable access to services no matter where people live”.

Hertfordshire’s Local Transport Plan
The Review identified four main issues for rural areas which need to be addressed:

- **Tackling social and economic failure** – the paper recognises whilst many rural areas are quite affluent and have low levels of social exclusion, this is not the case for other areas. In areas which experience poor economic performance, there will often be high levels of social exclusion as a result.

- **Equity** – there are groups of people who are at particular risk of exclusion in rural areas. These include children and young people, older people, lone parent families and people with disabilities and mobility impairments. The paper identifies the Government’s responsibility to ensure that everyone, especially the vulnerable, are able to access the services they need.

- **Countryside** – most people value the quality of rural landscapes, the biodiversity and the opportunities they provide for recreation and leisure. The challenge is to seek ways to maximise the wider benefits of the countryside and to ensure they are shared as equitably as possible.

- **Delivery of measures** – whilst the problems experienced by people living and working in rural areas are often similar to those in urban areas, solutions have to take into account issues such as remoteness and higher costs of travel. Furthermore, the diversity of rural areas can mean that solutions and priorities are individual to a certain areas.

The paper identifies that these issues should be addressed not only by the public sector role, but also the community, voluntary and private sectors.

Although there is a clear commitment to improve accessibility, the challenges associated with providing public transport in rural areas are also recognised in the Paper, for example:

- Whilst bringing services closer to people in rural areas is an important aspect of enhancing accessibility, there is also a need for more responsive and flexible transport solutions.

- Services which are within reasonable walking distance may be inaccessible to people in rural areas due to busy trunk roads without suitable crossing places.

- Without access to a private vehicle or adequate public transport, people in rural areas can struggle to access the services they need.

The White Paper also recognises the importance and dominance of the car in rural areas, and the fact that car ownership continues to rise. Many rural car users are travelling longer distances and hence paying more for their motoring costs than people in urban areas. This has a number of policy implications over a range of areas.

Properly planned road transport improvements could deliver economic and regeneration benefits to rural communities, and contribute towards enhancing...
access to services and to open spaces. However, increasing car use will bring economic, social and environmental impacts such as congestion, road safety issues and more emissions which cause air and noise pollution.

The key transport issue outlined in the White Paper, from a rural perspective is to enhance accessibility to work, key services and leisure especially for those who do not have access to a private vehicle. This will therefore mean greater emphasis on local public and community based transport.

The Review states that solutions need to be:

“...realistic, sustainable and meet the needs of the communities they serve. The level of provision and type of transport needs to strike an appropriate balance between the costs, environmental impact and benefits. That it should meet the needs of the community it serves may be self-evident, but a greater degree of differentiation between client groups needs to be factored into both transport design, and delivery.”

The solutions therefore need to be flexible with a mix of public bus services and community based transport including car shares, community mini buses and Wheels to Work type schemes. Greater integration between these services is needed in order to realise their potential benefits. Local Authorities are identified as having responsibility for transport services and are therefore ideally placed, with local communities and partners, to develop local solutions. Rail is also another important aspect of transport for rural communities. It is therefore important that local transport is fully integrated with rail to allow rural communities to access the benefits of the rail network.

**East of England Rural White Paper**

The East of England Rural Forum (EERF) released the East of England Rural White Paper in September 2010. The paper recognises that current pressures in the economy and climate and demographic and social change are creating many challenges and opportunities for rural areas and communities.

The EERF’s vision to 2020 is for:

“...rural areas to increase their contribution to the region in economic terms, whilst becoming more sustainable socially and environmentally and that communities will be supported and empowered to engage fully in defining their future.”

Delivering a “dynamic economy” is a key theme throughout the White Paper owing the need to ensure that rural people have access to a wide range of opportunities. Ensuring transport contributes towards growing the rural economy would for example, help and encourage young people to stay, rather than leaving their community in anticipation of finding work, and thus maintain a better demographic mix.
The Paper also recognises that a “modern and efficient transport infrastructure” is imperative in the delivery of economic and social inclusion; however, rural transport solutions are not the same in rural areas as they are in urban areas.

New ways of delivering services, using the internet or by combining the services from multiple public sector bodies with the third or private sectors can contribute towards addressing problems of poor access.

Despite the level of crime being lower in rural areas, the perception is often different therefore continued effort by councils and the police are needed to ensure people in rural areas feel safe.
CHAPTER 2: EVIDENCE

2.1 Summary

This chapter outlines the types of transport issues that people living and working in the rural wards experience. For the purposes of this strategy we are defining rural as an area which is not covered by an Urban Transport Plan within the County, however it is recognised that other definitions of ‘rural’ exist. The issues identified have been broken down in to three subheadings;

- Social;
- Economical;
- Environmental.

In addition to this analysis, the most recent travel patterns, taken from the 2009 Hertfordshire County Travel Survey (HCTS) have been analysed to provide some indication as to the travel patterns people in rural areas undertake as part of their daily lives.

The transport network in Hertfordshire reflects the county’s location immediately to the north of London. The major roads and railways in Hertfordshire mainly run north-south through the county as part of the national transport system linking London to the rest of the country. Traffic levels in the county are high and there is a complex movement pattern both within the county and across its borders.

Many of the county’s main roads and motorways pass through or around the rural wards covered by this Strategy. The wards covered, as previously noted, are defined as those without any part of Urban Transport Plan (UTPs) towns within its borders. This equates to 43 out of the 193 Hertfordshire wards. Map 2.1 below shows the geographical location of the rural wards in Hertfordshire and the main roads and motorways.
Geographically, 31 out of 43 wards are located to the east of UTP towns of Potters Bar, Hatfield and Harpenden with the majority of these 31 being in East Herts and North Herts Districts. The map shows three clusters of rural wards to the north-west, south-west and north and east of the county. The north-west and south-west clusters are relatively well serviced by the road network; however the wards in the north and east of the county have less road connections.

2.2 Social Issues

Population in rural areas

The following statistics have been taken from the 2001 census which was the most up-to-date government information available at the time of writing. The 43 rural wards in the County cover a total population of 144,986 people (14% of Hertfordshire’s total) of which:

- 32,817 people are aged 18 and under
- 23,524 are aged 65 and over
- The rural ward with the greatest percentage of people aged 18 and under resides is Hertford Heath (29%) – however Haileybury Boarding School is within its borders
- 25% of the population within a further rural seven wards is aged 18 and under
• The rural wards with the lowest percentage of people aged 18 and under are located in the west of the county, namely Northchurch (19%) and Sarratt (18%)
• Northchurch is home to the highest percentage of people over the age of 65 (25%) followed by Sarratt (22%) and Northaw (22%).
• The rural wards with the lowest percentage of population over the age of 65 are Watton-on-Stone (11%) and Shenley (11%).

Predicted Population Growth

Using Tempro\(^1\), the following table shows predicted population growth rates, based on the programmes’ own meaning of rural areas for the districts.

<table>
<thead>
<tr>
<th>Name</th>
<th>Rural areas</th>
<th>District total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt; 16</td>
<td>65+</td>
</tr>
<tr>
<td>Broxbourne</td>
<td>11%</td>
<td>26%</td>
</tr>
<tr>
<td>Dacorum</td>
<td>9%</td>
<td>25%</td>
</tr>
<tr>
<td>East Hertfordshire</td>
<td>4%</td>
<td>29%</td>
</tr>
<tr>
<td>Hertsmere</td>
<td>10%</td>
<td>24%</td>
</tr>
<tr>
<td>North Hertfordshire</td>
<td>6%</td>
<td>28%</td>
</tr>
<tr>
<td>St Albans</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Three Rivers</td>
<td>7%</td>
<td>23%</td>
</tr>
<tr>
<td>Welwyn Hatfield</td>
<td>16%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Forecasts show that:

• The number of people under the age of 16 in rural areas will increase between 4% (East Hertfordshire) and 16% (Welwyn Hatfield) by 2021.
• Predicted growth for people over the age of 65 in rural areas is between 10% in Welwyn Hatfield and 29% in East Hertfordshire.
• Total population increases in rural areas range from 5% in St Albans to 10% in North Hertfordshire.
• In all cases, the growth rate in rural areas is predicted to be higher than the overall district growth rates\(^2\).

Index of Multiple Deprivation

The Index of Multiple Deprivation is a tool which calculates local measures of deprivation in England. Deprivation covers a number of different aspects including income, employment, health, education, barriers to housing and services, crime and the living environment. Therefore, it is an overall measure

\(^1\) Tempro is a Department for Transport (DfT) developed programme which provides predictions with regards traffic growth based on planning assumptions, population growth, economic data and factored Census 2001 data.

\(^2\) Stevenage and Watford are not shown in the above table as there are no truly rural wards within the borough boundary.
of multiple deprivation experienced by people living in an area. The lower the score the less deprived an area is.

Nationally, Hertfordshire has a low deprivation score and has no rural wards within the 10% most deprived areas in England. Rural areas in particular generate a significantly less score than that for Hertfordshire as a county.

Map 2.2 below illustrates the deprivation scores for Hertfordshire and map 2.3 illustrates the deprivation for rural areas in Hertfordshire.

**Map 2.2: Index of Multiple Deprivation 2010 in Hertfordshire**

Source: DCLG 2011
The three most deprived wards in rural Hertfordshire are Much Hadham (East Herts), Shenley (Hertsmere) and St Stephen (St Albans). However, when compared to Hertfordshire as a county, the rural wards are significantly less deprived than most of their urban counterparts. In fact there are just 6 Lower Super Output Areas (LSOAs) in rural Hertfordshire which lie within the bottom quartile of rankings in the County, whilst the remaining 163 LSOAs within the lower quartile are within the urban areas. However, although deprivation is significantly lower in rural areas, there has been a rise in deprivation scores since 2004, with the average moving upwards from 7.75 in 2004 to 8.23 in 2010.

Moreover, there are some aspects to deprivation where rural areas score significantly higher than urban areas. For example, the average score for barriers to accessing and buying housing and access to services in the rural areas is 26.58, compared to 19.19 for urban areas. This could be due to higher than average housing prices in Hertfordshire as documented below.

Map 2.4 gives an indication of the areas where barriers to accessing housing and services are a particular problem.
In particular there are a number of rural wards in East Herts and Hertsmere which suffer from significant barriers to accessing housing and services. This could be due to a lack of affordable housing within the rural areas of the districts and this is demonstrated further in Table 2.5 below. East Herts in particular may experience significant barriers to accessing housing and services because it contain areas that are some distance from the main strategic road network, as shown in Map 2.1 above.

Therefore and for the purpose of the strategy, although in general the rural wards boast low deprivation, access to key services (for example, shops, workplaces and education) and housing in some wards is particularly difficult and is a challenge that this strategy should seek to overcome.

Access to Transport

Car ownership in the County is very high and is by far the preferred mode choice for accessing key services. Average household car ownership in Hertfordshire is 9% higher than the England and Wales average. However, there still remain some areas where a number of households do not own a car.

Of the 43 rural wards, Northchurch and Cadwell have the highest percentage of households who do not own a car (20% and 18% respectively). Notably, both of these wards also have a high percentage of people over the age of 65 (25% and 19% respectively). In contrast, Ashridge has just 6% of households who do not own a private vehicle.
The Hertfordshire County Travel Survey (HCTS) 2009 reflects the census statistics and found that people living in rural areas have higher levels of access to a car than other areas of the county. Key findings included:

- Approximately 83% of respondents classifying themselves as living in villages and rural areas held a full driving licence compared with 81% across the county as a whole.

- Car licence holding is greater in the older age groups in the rural areas with 94% of the 65-74 age group having a licence and 73% of the 75+ age group.

- Approximately 79% of respondents had full use of a household car compared to 75% in urban areas and overall and access to a car is higher in rural areas than the sample overall in all age groups.

- Just under half of rural residents (48%) had access to a usable bicycle compared to 43% in urban areas and across the county overall and access is higher in all age groups above 25.

- Females in rural areas are more likely to own a bike than their more urban counterparts.

- Around 8% of rural residents said they had difficulty walking with around 3% registered disabled.

- Only 3% of residents in rural areas did not own a car compared to 8% in urban areas and 7% in the County-wide sample overall and those in rural areas are more likely to own multiple cars with 66% of the rural sample owning 2 or more cars compared with 51% in urban areas and 52% in the county overall.

Having access to or owning a vehicle in rural areas is arguably different to those in urban areas because of the alternatives often available to them. For example, if a household in a rural ward has one vehicle, it might be used by one person in the household during the day for commuting, therefore leaving the remainder of the household without a vehicle. If there are fewer alternative transport opportunities within the wards where these households are located, then some people will find it difficult to travel.

Generally, the wards with the greatest number of multiple car-owning houses are in those areas who find it difficult to access services by other means such as those shown in Map 2.4.

The following table shows Tempro’s predicted Car Trip Growth rates by its definition of rural areas for the districts.
Table 2.2: Tempro predictions of Car Trip Growth 2010-2021

<table>
<thead>
<tr>
<th>Area</th>
<th>Rural areas</th>
<th>Total district</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broxbourne</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Dacorum</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>East Hertfordshire</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Hertsmere</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>North Hertfordshire</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>St Albans</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Three Rivers</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Welwyn Hatfield</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: Tempro version 6.2 Average weekday origin & destination

Predicted traffic growth in rural areas ranges from 8% in Broxbourne to 14% in Welwyn Hatfield. Predicted traffic growth in the rural areas of Dacorum, East Herts, Hertsmere and Three Rivers is predicted to be higher than for the district as a whole.

Access to Rail Stations

The results from the Hertfordshire County Travel Survey (2009) stipulate that people living in rural areas are less likely to use the train to travel to work. There are 50 railways stations in Hertfordshire, many of which are located beyond the boundaries of the rural wards. The map below shows their location accordingly:

Map 2.5: Rural Wards and Rail Network
The routes are predominantly arranged to serve London, and therefore lack east west connections. As a result many of the rural wards in North Herts and East Herts are not directly served by the railway network making it difficult for rural residents to access rail services in Hertfordshire.

Access to key services and schools

A number of accession maps were produced to show the accessibility of rural residents in a selected number of the 43 rural wards. The selected wards were chosen based upon the level of car ownership within the ward taking the lowest and highest car owning wards as examples. Accession plots can show in time bands how long it takes to get to their nearest service by passenger transport, specifically bus services. The categories studied and the results are outlined below:

- **Primary Schools**: Access to primary schools is currently good in rural areas, as a large number of primary schools are located within close proximity of most rural residents.

- **Secondary Schools**: Unlike primary schools, there are fewer secondary schools in the county and parents have more choice as to whether to send children to faith schools or gender specific schools. Accession software automatically calculates the time/distance to the nearest school using general bus timetable information, therefore this must be borne in mind when analysing the maps. Young people living in rural areas may have difficulty reaching a school by walking or cycling within 30 minutes especially if there are no or inconvenient bus services. In the wards that border other counties, it may be more convenient for pupils to travel to the adjacent county for their education.

- **Hospitals**: Accessing hospitals for rural residents without a car is generally difficult via public transport, because of lack of or infrequent bus services which do not tie in with appointment times.

  The Accessibility Strategy, a Daughter Document to LTP2, reported this as a key concern. The Hertfordshire NHS Trusts and HCC have developed the Hertfordshire Integrated Transport Partnership (HITP) to look at access to health services in the county and to health services in adjacent areas, as required. Work to date has concentrated on providing travel information, assessing patients for non emergency patient transport and developing and funding borough & district based community and voluntary transport schemes. The aim is to ‘make it easy for patients to access healthcare’; whether in a community setting, local hospital or healthcare services in adjacent local authority areas. Partnership work continues as local health services are reconfigured and as the NHS is reconfigured nationally.

- **General Practitioners**: GPs now offer a wide range of medical services which were often only available at hospitals, such as blood tests and diabetes care. There are more GP surgeries than there are hospitals,
which mean that for some rural residents it is possible to access a surgery by walking or by infrequent buses. If a patient is unable to walk far, community transport may be the only option of travelling.

2.3 Economic Issues

Claimant Statistics and Employment

The 43 rural wards do not have high claimant rates. The average percentage of population of all of the wards claiming in October 2011 was 0.9%, compared with a 2.5% average for Hertfordshire.

The wards with the lowest number of claimants were Weston and Sandon (0.6%), Brookmans Park and Little Heath (0.9%), Ashbridge (Dacorum) (0.9%) and Sarratt (0.9%). By contrast, the wards with the highest number of claimants were Stansted Abbotts (2.3%), Bedmond and Primrose Hill (2.2%), Hoo (2.1%) and Park Street (2.1%).

In comparing these figures with the number of households in each of the wards without access to a car, there are some expected correlations. The four wards with the lowest number of claimants are amongst the wards with the highest car ownership in the rural areas. Likewise, those wards with the greatest number of claimants also have some of the greatest number of non-car owning households in Hertfordshire.

The HCTS enquires as to the respondents’ current employment status and this is recorded in Table 2.3.

Table 2.3: HCTS Respondent Employment Status

<table>
<thead>
<tr>
<th></th>
<th>Hertfordshire</th>
<th>Town and Fringe</th>
<th>Urban &gt; 10k</th>
<th>Village</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of respondents</td>
<td>9072</td>
<td>348</td>
<td>8534</td>
<td>190</td>
</tr>
<tr>
<td>Yes Full Time (30 hours per week or more)</td>
<td>51%</td>
<td>44%</td>
<td>51%</td>
<td>45%</td>
</tr>
<tr>
<td>Yes Part Time (less than 30 hours per week)</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Do not work (in education)</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Do not work (unemployed/seeking work)</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Do not work (retired)</td>
<td>22%</td>
<td>24%</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Do not work (other)</td>
<td>8%</td>
<td>10%</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>

The table indicates that of the HCTS respondents, villages have more retired people than any other area and have the least people in education. People living in villages and in towns and the fringe are also less likely to work full time and are more likely to work part time than people living in urban areas.

House Prices
Hertfordshire is generally an affluent county and house prices are amongst some of the highest in the country. At the end of March 2011 the average house price in Hertfordshire was £333,275\(^3\). This is compared to an average house price of £213,272 across England as a whole\(^4\). The average house prices for each District in turn are shown in Table 2.4.

### Table 2.4: Average House Prices by District (March 2011)

<table>
<thead>
<tr>
<th>District</th>
<th>Average House Price (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broxbourne</td>
<td>267,700</td>
</tr>
<tr>
<td>Dacorum</td>
<td>324,325</td>
</tr>
<tr>
<td>East Herts</td>
<td>311,825</td>
</tr>
<tr>
<td>Hertsmere</td>
<td>425,800</td>
</tr>
<tr>
<td>North Herts</td>
<td>272,125</td>
</tr>
<tr>
<td>St Albans</td>
<td>427,425</td>
</tr>
<tr>
<td>Stevenage</td>
<td>211,825</td>
</tr>
<tr>
<td>Three Rivers</td>
<td>370,050</td>
</tr>
<tr>
<td>Watford</td>
<td>294,825</td>
</tr>
<tr>
<td>Welwyn Hatfield</td>
<td>344,425</td>
</tr>
</tbody>
</table>

House prices in all Districts with the exception of Stevenage were above national average at this time. More specifically, house prices for three areas which are covered by this Strategy, Radlett (Hertsmere), Buntingford (East Herts) and Kings Langley (Dacorum) were compared against other towns within the District which are not covered by this Strategy and are indeed covered by an Urban Transport Plan (UTP). Table 2.5 provides a summary of the comparisons:

### Table 2.5: Average House Price by Selected District and Area (March 2011)

<table>
<thead>
<tr>
<th>District</th>
<th>Area</th>
<th>Average House Price (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hertsmere</td>
<td>Potters Bar</td>
<td>401,500</td>
</tr>
<tr>
<td></td>
<td>Borehamwood</td>
<td>255,325</td>
</tr>
<tr>
<td></td>
<td><strong>Radlett</strong></td>
<td><strong>580,700</strong></td>
</tr>
<tr>
<td>East Herts</td>
<td>Bishop's Stortford</td>
<td>255,325</td>
</tr>
<tr>
<td></td>
<td>Ware</td>
<td>279,450</td>
</tr>
<tr>
<td></td>
<td><strong>Buntingford</strong></td>
<td><strong>411,867</strong></td>
</tr>
<tr>
<td>Dacorum</td>
<td>Berkhamsted</td>
<td>426,400</td>
</tr>
<tr>
<td></td>
<td>Tring</td>
<td>310,300</td>
</tr>
<tr>
<td></td>
<td><strong>Kings Langley</strong></td>
<td><strong>341,450</strong></td>
</tr>
</tbody>
</table>

Both Buntingford and Radlett boast higher house prices on average than other areas within the same district which are covered by a UTP. Although this demonstrates that house prices in some rural wards are higher than their urban counterparts, for the County overall, house prices are significantly higher than those for England as a whole. This highlights the difficulty in access to affordable housing especially for younger people and First Time Buyers.

Equestrians

The British Horse Society (BHS, 2011) has reported that there are over 14,000 horses in Hertfordshire, with the equestrian industry contributing £43 million to the local economy. Despite this, just 29% of the 3,100 kilometres of Rights of Way is open to horse-riders and only 9% to carriage drivers. Due to a lack of connections in the network, and therefore lack of circular routes of at least three miles, horse riders use highway roads which pose a safety risk not just to horses and their riders but to motorised vehicle and other users.

2.4 Environmental Issues

In general rural Hertfordshire is a pleasant place to live and work. However, not unlike other parts of the country, it does experience some specific environmental issues.

Road Transport per Capita Carbon Emissions

Table 2.6 shows road transport (per capita) carbon emissions for each of the districts in Hertfordshire, compared to the County, East of England and England averages. Significantly, East Herts and North Herts have the highest level of road transport per capita carbon emissions than any other district in the County and both have experienced the least percentage reduction in emissions since the baseline year. As indicated above, the majority of the rural wards covered by this Strategy are located within East Herts and North Herts, which indicates a correlation between rural locations and carbon emissions.

Table 2.6: Road Transport per Capita Carbon Emissions in Hertfordshire

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>%age change from baseline year</th>
<th>%age change in last year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broxbourne</td>
<td>1.4</td>
<td>1.5</td>
<td>1.5</td>
<td>1.4</td>
<td>1.3</td>
<td>-10.7%</td>
<td>-6.5%</td>
</tr>
<tr>
<td>Dacorum</td>
<td>1.8</td>
<td>1.8</td>
<td>1.8</td>
<td>1.7</td>
<td>1.6</td>
<td>-11.1%</td>
<td>-5.2%</td>
</tr>
<tr>
<td>East Herts</td>
<td>2.4</td>
<td>2.4</td>
<td>2.4</td>
<td>2.2</td>
<td>2.1</td>
<td>-10.8%</td>
<td>-5.5%</td>
</tr>
<tr>
<td>Hertsmere</td>
<td>1.8</td>
<td>1.8</td>
<td>1.8</td>
<td>1.6</td>
<td>1.5</td>
<td>-13.4%</td>
<td>-6.2%</td>
</tr>
<tr>
<td>North Herts</td>
<td>1.9</td>
<td>2.0</td>
<td>2.0</td>
<td>1.8</td>
<td>1.8</td>
<td>-8.6%</td>
<td>-4.9%</td>
</tr>
<tr>
<td>St Albans</td>
<td>1.7</td>
<td>1.7</td>
<td>1.7</td>
<td>1.5</td>
<td>1.5</td>
<td>-12.6%</td>
<td>-6.0%</td>
</tr>
<tr>
<td>Stevenage</td>
<td>1.2</td>
<td>1.2</td>
<td>1.2</td>
<td>1.1</td>
<td>1.1</td>
<td>-10.7%</td>
<td>-4.0%</td>
</tr>
<tr>
<td>Three Rivers</td>
<td>1.5</td>
<td>1.5</td>
<td>1.5</td>
<td>1.4</td>
<td>1.3</td>
<td>-13.7%</td>
<td>-6.2%</td>
</tr>
<tr>
<td>Watford</td>
<td>1.2</td>
<td>1.3</td>
<td>1.2</td>
<td>1.1</td>
<td>1.1</td>
<td>-15.8%</td>
<td>-6.8%</td>
</tr>
<tr>
<td>Welwyn Hatfield</td>
<td>1.5</td>
<td>1.6</td>
<td>1.6</td>
<td>1.4</td>
<td>1.3</td>
<td>-13.3%</td>
<td>-6.6%</td>
</tr>
<tr>
<td>Hertfordshire</td>
<td>1.7</td>
<td>1.7</td>
<td>1.7</td>
<td>1.6</td>
<td>1.5</td>
<td>-11.7%</td>
<td>-5.7%</td>
</tr>
<tr>
<td>East England</td>
<td>2.1</td>
<td>2.1</td>
<td>2.1</td>
<td>2.0</td>
<td>1.9</td>
<td>-10.8%</td>
<td>-4.9%</td>
</tr>
<tr>
<td>England</td>
<td>1.7</td>
<td>1.7</td>
<td>1.7</td>
<td>1.6</td>
<td>1.5</td>
<td>-10.7%</td>
<td>-4.5%</td>
</tr>
</tbody>
</table>
Subsequently, it is a clear challenge of this strategy to help address the level of road transport per capita emissions, not least because rural transport also contributes to carbon emissions in other areas (e.g. urban areas). Traffic originating in rural wards yet ending in urban areas are contributing to the already congested roads within urban areas. Therefore, this strategy must seek to promote the alternative options to private car journeys beginning in rural areas to reduce their contribution to negative impacts in both rural areas and urban centres.

*It is also worth noting that the apparent decline in transport carbon emissions in some districts from 2008 to 2009 in Table 2.6 can be largely attributed to the temporary decline in traffic due to the economic recession over this period, but the predicted long term trend is for continued growth of traffic and associated emissions. However, these estimates are based on assumptions but all depends upon the economy and its ability to recover from its current downturn.*

**Air Quality**

Roadside air quality is monitored across the county. Whilst the annual mean average levels of roadside nitrogen dioxide for Hertfordshire is below the government’s threshold, there still remains a number of Air Quality Management Areas (AQMAs) in Hertfordshire as declared by the County Council and the Highways Agency (HA) as a result of respectively maintained roads.

AQMAs are monitored and acted upon accordingly to address issues of poor air quality. The map below provides the locations of declared AQMAs (both County Council and Highway Agency) in Hertfordshire.
Most of the AQMAs are located to the south west of the county and outside of the 43 rural wards. There are approximately seven declared AQMAs that fall within or around the borders of the rural wards and all are the result of HA maintained roads. In this instance, it is primarily the responsibility of the HA to work in partnership with the most appropriate District to devise an action plan to mitigate the effects of the AQMA and where possible to address it altogether. Nevertheless, no matter where the responsibility lies, the declarations still require the appropriate action to alleviate the consequences of AQMAs.

**Noise**

Whilst Hertfordshire has no airports within its borders, it is within close proximity to Luton and Stansted Airport. Flight paths for Heathrow airport also pass over rural parts of the county. Aircraft noise, including that from helicopters can therefore cause major disturbances in some rural parts of the county; however it is not the responsibility of local authorities to address this. Airport Noise Action Plans are prepared by the operators of the major airports, and they propose actions to control and mitigate the impact of the noise.

Although the County Council is limited from this perspective in what it can do directly, it will continue to work with partners, including the airports and government, to reduce the impact of aircraft noise on its residents.
Luton Airport

Luton airport served nearly 8.8 million passengers in 2010 and 95,628 aircraft movements. Of these, 71,983 were passenger flights. There were 598 complaints relating to aircraft operations, a decrease of 8% when compared with 2009. These complaints were submitted by 220 complainants (a decrease from 278 complainants in the previous year).

Most complaints were received from people in Harpenden, Luton, Caddington and Stevenage. The number of specific aircraft events reported by complainants decreased from 1568 in 2009 to 1157 in 2010. There were 238 complaints (from 101 complainants) which reported night noise disturbance, an increase of 30 complaints from 2009.

Seventeen more complaints reported night disturbance involving overflights of helicopters and aircraft operating to or from other airports. The map below shows the location of complaints with regards those received from rural areas covered in this strategy.

Map 2.7: Luton Airport Noise Complaints 2010

Of the 43 wards, by far the most complaints came from Watling Ward which lies directly to the south west of the airport. This was followed by a large combined number of complaints from the Hoo, Hitchwood and Kimpton wards which lie directly to the east of the airport.

Although aircraft operations can cause significant disturbances, Luton Airport remains to be acting within the limits set by planning permission in 2008. In
2009 Luton Airport produced a draft Noise Action Plan and submitted it to the Department for Environment, Food and Rural Affairs (DEFRA). Luton Airport is currently awaiting its formal adoption by DEFRA and DfT.

In early 2012, Luton Airport announced proposals to accommodate 18 million passengers per year, which would double current passenger throughput. The impacts of this development on rural areas within Hertfordshire would need to be considered and addressed, including those impacts relating to noise, air pollution, and traffic levels.

**Stansted Airport**

In 2010 Stansted Airport served almost 18.6 million passengers and 155,140 movements. The airport overall received 1745 complaints from 545 people. Of these complaints, 1045 complaints (59.8%) were made against aircraft noise, 652 (37.3%) reported references of low flying aircraft and the remaining 158 (9%) against night time operations. In July 2011 Stansted launched its Noise Action Plan which sets out a number of measures to further drive down aircraft noise impacts at the airport.

Map 2.8 below shows the location of complaints from the wards covered by this Strategy.

**Map 2.8: Stansted Airport Noise Complaints 2010**

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**Heathrow Airport**
In 2010 Heathrow Airport accommodated 454,800 aircraft movements and 95.9 million passengers. Overall, there were 823 callers contacting the airport 2314 times submitting 4172 enquiries with regards noise. The number of callers fell by just under 27% in 2010 compared to 2009 and the number of times the airport was contact fell by 171 with the number of enquiries falling by 111. Of these, 1725 (41.3%) were relating to aircraft departures, 2084 (50%) were relating to aircraft arrivals, 4 (0.1%) relating to ground noise and 359 (8.6%) relating to “other”.

The map below shows the location of complaints from the wards covered by this Strategy and although there are not many due to the location of the airport, Heathrow flight paths have caused some disturbances in and around Sarratt, Aldbury and Wigginton.

**Map 2.9: Heathrow Airport Noise Complaints 2010**

The County Council will work with the airports where appropriate to mitigate the impacts of noise from airport operations.

### 2.5 Transport Patterns in Rural Hertfordshire (*Hertfordshire County Travel Survey 2009*)

The reliance on the private car and its consequences has been documented above and in the data tables. This is supplemented by the following evidence which has been lifted from the Hertfordshire County Travel Survey 2009. The information below shows the favoured mode in which respondents from rural areas travelled to work, school and for their main food shop. It also outlines
what the respondents consider to be the most pressing transport priorities and the results from the travel diary part of the survey.

**Travel to Work**

People living in rural areas in the county are less likely to work in Greater London and are more likely to work at or closer to home. They also travel longer distances to get to work with just 6% stating they lived within three miles of their place of work compared with 20% in urban areas and 19% in the county overall.

As a result, car use is higher for work journeys in rural areas (79%) compared with urban areas (63%) and the County overall (64%). Levels of bus use, walking and cycling to work are minimal in rural areas and only 8% use the train which reflect the lower number of people commuting to London. The average distance to work for car trips is 15.85 miles for rural residents compared with 14.20 miles in urban areas and 14.25 miles for the county overall.

**Travel for Main Food Shop**

The HCTS showed that 47% of the rural sample travel over five miles for their main food shop compared to 11% in urban areas and 14% of the overall sample. Around 9% of rural residents use internet shopping for their main food shop which is similar to that of the overall sample. The frequency of shopping varies slightly with around 65% of rural residents undertaking their main food shop once a week (compared to 60% in urban areas and 61% in the overall sample). There is also a lower level of fortnightly shopping in rural areas.

The percentage of rural residents who use the car for their main food shop is 84% and this compares with 74% in urban areas and the rest of the County. The proportion of people walking in rural areas for their main food shop is significantly less than that elsewhere, although use of the bus and cycling is similar. The mean distance travelled by car for food shopping in rural areas is 5.2 miles compared with 2.29 miles in urban areas and 2.7 miles in the county overall.

Access to large food shops by passenger transport can be a problem for rural residents without a car; ideally return bus journeys for villages should give scope for adequate shopping time in towns of over 2 hours. However this is sometimes not the case and internet shopping is an option for people if they have access to a broadband connection, there are also some shops in towns who will deliver goods however, it may not be commercially viable for large supermarkets to be located in smaller rural settlements.

**Travel for School Trips**

In the sample, 46% of rural residents stated they used the car to take their children to school compared with 31% in urban areas and the county overall.
Levels of walking, cycling and car sharing are also lower. Car use is particularly prevalent at primary school level (55% of trips compared with 41% of primary school trips in urban areas and the county overall) and walking is much lower. At secondary school level bus use is much higher in rural areas whereas walking and cycling are lower. At 6th form level a third of rural pupils travel by car compared with 18% in urban areas and 19% in the sample overall.

**Travel Diaries**

As part of the survey a number of residents were asked to fill in a travel diary for a total of seven days. A total of 197 travel diaries were returned from rural residents out of 9025 overall. The number of trips made and their purposes were on the whole, similar across the county. The key findings were as follows:

- 82% of travel diary trips made by rural residents being made by car, compared with 68% in urban areas and 69% in the sample overall.
- Levels of walking across all age groups were also significantly lower in rural areas.
- The level of bus use is similar in younger age groups but only 5% of those aged 65 and over in rural areas used the bus which is significantly lower than their urban counterparts.

There are some differences in trip making by gender:

- Rural males are more likely to be car drivers for their trips and are less likely to walk and use the train compared with those in other areas.
- Females living in rural areas are more likely to drive cars (77% of all trips) than be a passenger compared with other areas.
- The percentage of females living in rural areas that used the bus was 11%, compared with 6% in the county overall.
- Moreover, 78% of all bus trips in rural areas were made by females.
- Just 3% of all rural trips made by cycling were done so by females (compared with 14% in the county overall).
- 70% of walking trips in rural areas were made by the male respondents.

Other mode-related findings were:

- Just three cycle trips during the week measured were made by rural residents and recorded in the travel diaries and these were for work and recreational purposes.
- Thirty-two rural trips were made by bus and when compared to other areas there were a higher level of recreational based bus trips and a higher number taking the bus as part of a transport connection.
- Fourteen trips were made by train but these were less likely to be for work purposes than in other areas.
- There was little difference however in the journey purpose of the car trips.
Walking trips in rural areas were less likely to be for shopping or recreation than elsewhere.

2.6 Conclusions and ‘challenges’ identified

This chapter has identified a wide range of transport issues in rural areas. The following challenges have been developed from the analysis provided in this chapter:

Challenge 1:

“Enable people to maintain their independence for longer by developing/providing a wide choice of safe and easily accessible transport modes and services”

Challenge 2:

“Provide more opportunities for younger people through a range of services and easy but safe and sustainable access to services in nearby areas”

Challenge 3:

“Reduce the overall need to travel and provide viable alternatives to the car in rural areas including horse-riding”

Challenge 4:

“Aim to tackle the high level of road transport per capita emissions especially in East Herts and North Herts and create a more resilient transport network which can withstand the impacts of climate change”

Challenge 5:

“Maintain rural areas as attractive places to live, work and visit”

Challenge 6:

“Use publicity and travel planning to inform people living and working in the rural wards of the opportunities available to them with regards transport choice and the benefits associated with their use”
CHAPTER 3: SCHEMES AND INITIATIVES

3.1 Summary

In support of this strategy, the County Council and its partners will seek to deliver and support initiatives which will achieve the objectives and challenges stipulated in previous chapters. Given this Strategy’s close connections to other LTP3 Daughter Documents, the initiatives outlined below are broadly similar to those described in the other documents.

This chapter does not specify a definitive list of schemes or initiatives that the County Council and its partners will seek to deliver over the lifetime of the Strategy in all rural areas, but provides a ‘toolbox’ of the types of schemes and initiatives which could be delivered in rural areas to overcome the issues and challenges outlined in the previous chapter.

3.2 ‘Toolbox’ of interventions

The schemes and initiatives that could help address the six key challenges identified in the previous chapter are listed in the tables below (please refer to appendix 2 for contact information regarding each challenge).

<p>| Challenge 1: “Enabling people to maintain their independence for longer through a wide choice of safe and easily accessible transport modes and services” |
|---|---|---|---|
| <strong>Intervention</strong> | <strong>Description</strong> | <strong>Potential Funding / Delivery Partners</strong> | <strong>Examples</strong> |
| Voluntary car schemes | Volunteer drivers who use their own vehicles to provide journeys to local and more distant destinations. | County Council – Transport, Access &amp; Safety, District Councils, Parish Councils, Local Communities, NHS Trusts Private car owners, Social enterprises, External ad-hoc grants | Car Schemes in 9 boroughs/districts. Liaise with health care schemes |
| People Carriers (MPVs) | Schemes operating ‘wheelchair accessible people carriers’ which offer flexible solutions to transporting a passenger using a wheelchair without requiring a larger minibus. | County Council – Transport, Access &amp; Safety, District Councils, Parish Councils, Social enterprises, Private hire / taxi firms, External ad-hoc grants | Schemes in Royston, Hertsmere, Broxbourne &amp; WGC |
| Minibuses | Vehicles with ramps/tail lift to provide transport for the elderly, frail and disabled residents who cannot easily climb steps. Used for group hire – usually with the group providing a driver, but some schemes now pay drivers. | Social enterprises, Private hire / taxi firms, External ad-hoc grants | Schemes in Bishops Stortford, Dacorum, Hertsmere, Royston, St Albans, Three Rivers, Watford, WGC. |</p>
<table>
<thead>
<tr>
<th><strong>Health and community transport schemes / shuttle services</strong></th>
<th><strong>Transport schemes which recognise that some patients are not eligible on health grounds for non-emergency patient transport and provide local alternative, door-to-door transport.</strong></th>
<th><strong>Local authorities, Health authorities, Social enterprises</strong></th>
<th><strong>The Lister Shuttle provides door to door transport to Lister Hospital.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Travellink</strong></td>
<td><strong>Expansion of the established service which assists patients needing advice about transport to health appointments, and to assess those requesting an ambulance.</strong></td>
<td><strong>East and North Hertfordshire NHS Trust, West Herts NHS Hospitals, NHS Hertfordshire, County Council – Transport, Access &amp; Safety</strong></td>
<td><strong>Single point of access providing transport information on how to get to appointments in the county.</strong></td>
</tr>
<tr>
<td><strong>Dial-a-Ride</strong></td>
<td><strong>Expansion of the number of vehicles providing bookable accessible door to door transport to local services and facilities.</strong></td>
<td><strong>County Council – Transport, Access &amp; Safety, District Council, Central Government, Community Groups, Social enterprises</strong></td>
<td><strong>Hertfordshire Dial-A-Ride Scheme</strong></td>
</tr>
<tr>
<td><strong>Maintaining concessionary fares</strong></td>
<td><strong>Savercard for school aged children, (11-18) which provides half price, 24/7, travel for over 20,000 students. National concessionary fares scheme for the elderly, which allows free travel for all residents aged 60 or over and those with a disability, at all times anywhere in Hertfordshire.</strong></td>
<td><strong>County Council, District Council, Bus Operators, Central Government</strong></td>
<td><strong>Savercard and National Concessionary Fares Scheme.</strong></td>
</tr>
<tr>
<td><strong>Accessible footpaths and routes</strong></td>
<td><strong>Measures to improve and enhance the accessibility of footpaths and pedestrian routes.</strong></td>
<td><strong>County Council – Highways, Rights of Way, District Council, Parish Council, developers, Private landowners.</strong></td>
<td><strong>Dropped kerbs, Raised crossings, Tactile paving Widened footways.</strong></td>
</tr>
<tr>
<td><strong>Appropriate levels of street furniture</strong></td>
<td><strong>Remove inappropriate street clutter which is considered to hinder movement. Likewise, some furniture such as seating can aid easy pedestrian journeys and could be enhanced where appropriate.</strong></td>
<td><strong>County Council – Highways, Rights of Way, Transport, Access &amp; Safety, District Council, Parish Council, Landowners,</strong></td>
<td><strong>Guidance set out in ‘Roads in Hertfordshire’</strong></td>
</tr>
<tr>
<td><strong>Road safety seminars for people aged 60+</strong></td>
<td><strong>Offering advice through seminars and other means to older people on ways to use the network in the safest way.</strong></td>
<td><strong>County Council – Transport, Access &amp; Safety, District Council, Police, Local / Community groups</strong></td>
<td><strong>Educational campaigns held by BRAKE road safety charity.</strong></td>
</tr>
</tbody>
</table>
Challenge 2: “Facilitate education and economic participation amongst the young and working-age population in rural Hertfordshire through a range of services and easy, safe and sustainable access to services in nearby areas”

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Description</th>
<th>Potential Funding / Delivery Partners</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking and cycling routes and facilities</td>
<td>Identify potential pedestrian and cycle routes and facilities especially to and from other transport nodes such as bus interchanges/stops and train stations and nearby towns.</td>
<td>County Council – Highways, Rights of Way, Transport, Access &amp; Safety, District Council, Parish Councils, Cycling / Walking interest groups (e.g. Sustrans etc)</td>
<td>National cycle network</td>
</tr>
<tr>
<td>Concessionary fares schemes</td>
<td>Where possible explore opportunities for the provision of concessionary fare schemes aimed at enabling students and young people subsidised travel.</td>
<td>Education providers, County Council</td>
<td>National concessionary fare scheme</td>
</tr>
<tr>
<td>Safer routes to schools</td>
<td>Identify and develop pedestrian routes for children to travel to and from schools and recreational activities with better personal and road safety in mind.</td>
<td>County Council – Transport, Access &amp; Safety, Highways, Education providers, Developers</td>
<td>Hertfordshire County Council’s Safer Routes to Schools programme</td>
</tr>
<tr>
<td>Pedestrian safety training</td>
<td>With the Road Safety Strategy help to enhance Hertfordshire’s child pedestrian skills training programme across the county to teach children how to walk safely on the network.</td>
<td>County Council – Transport, Access &amp; Safety, Education providers</td>
<td>Hertfordshire County Council’s safer routes to schools programme</td>
</tr>
<tr>
<td>Cyclist safety training</td>
<td>As identified in the Road Safety Strategy and the Cycling Strategy, promote cycle training, especially amongst school-age children</td>
<td>County Council – Transport, Access &amp; Safety, Education providers, Cycle training organisations (e.g. Sustrans)</td>
<td>The national Bikeability cycle training scheme</td>
</tr>
<tr>
<td>SCooTs</td>
<td>Two-Wheeler Loan Scheme for young people in rural areas wanting to access education or work in nearby towns.</td>
<td>County Council - Highways, Education providers, CDA for Herts, External funding opportunities (e.g. Local Sustainable Transport Fund)</td>
<td>Existing SCooTs schemes in Hertfordshire and elsewhere</td>
</tr>
</tbody>
</table>
### Challenge 3: “Reduce the overall need to travel and provide viable alternatives to the car in rural areas”

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Description</th>
<th>Potential Funding / Delivery Partners</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking routes</td>
<td>Identify and promote networks of pedestrian priority routes within rural areas</td>
<td>County Council – Highways, Rights of Way, District Council, Parish Councils, Cycling / Walking interest groups (e.g. Sustrans etc)</td>
<td>Guidance given in ‘Roads in Hertfordshire’</td>
</tr>
<tr>
<td>Pedestrian safety measures</td>
<td>Implement measures to increase road and personal safety, ensuring that the routes are direct and match desire lines</td>
<td>County Council - Highways, District Councils, Parish Councils, Cycling / Walking interest groups (e.g. Sustrans etc)</td>
<td>Guidance given in ‘Roads in Hertfordshire’</td>
</tr>
<tr>
<td>‘Design in’ walking and cycling to all transport schemes</td>
<td>Ensure that where possible all transport schemes are designed to give high priority to cycle and pedestrian access, including through provision of signing.</td>
<td>County Council - Highways, District Councils, Parish Councils, Cycling / Walking interest groups (e.g. Sustrans etc)</td>
<td>Guidance given in ‘Roads in Hertfordshire’</td>
</tr>
<tr>
<td>Enhance sustainable access to local urban areas</td>
<td>Provide footways and cycleways between neighbouring settlements to link rural and urban areas</td>
<td>County Council - Highways, District Councils, Parish Councils, Cycling / Walking interest groups (e.g. Sustrans etc)</td>
<td>Interventions as set out in the Hertfordshire Walking and Cycling Strategies</td>
</tr>
<tr>
<td>Cycle networks</td>
<td>Identify, develop and promote networks of cycles routes within rural areas and including off-road cycle routes</td>
<td>County Council – Highways, Rights of Way, Transport, Access &amp; Safety, District Council, Parish Councils, Cycling / Walking interest groups (e.g. Sustrans etc)</td>
<td>Sustrans National Cycle Network</td>
</tr>
<tr>
<td>Cycle parking and infrastructure</td>
<td>Provide secure cycle parking spaces at schools, work places, shops and recreational points in rural areas. Provide clear signing for cyclists.</td>
<td>County Council – Highways, Transport, Access &amp; Safety, District Council, Parish Councils, Cycling / Walking interest groups (e.g. Sustrans etc), Education establishments, Businesses</td>
<td>Guidance given in ‘Roads in Hertfordshire’ and HCC Cycling Strategy.</td>
</tr>
<tr>
<td>Passenger transport joint-working partnerships</td>
<td>Working in partnership with local operators and encouraging partnerships between the operators to improve quality, frequency and reliability of passenger transport in rural areas</td>
<td>County Council – Transport, Access &amp; Safety, District Council, Parish Councils, Passenger Transport Operators</td>
<td>Quality Network Partnership for St Albans</td>
</tr>
<tr>
<td>Passenger transport infrastructure maintenance and development</td>
<td>Continuous improvement of the quality and accessibility of existing infrastructure (bus stops, hubs,</td>
<td>County Council – Highways, Transport, Access &amp; safety, District Council, Parish Councils, Passenger Transport Operators</td>
<td>Interventions as set out in the Hertfordshire Bus Strategy</td>
</tr>
<tr>
<td>Topic</td>
<td>Description</td>
<td>Responsible Bodies</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Accessibility to train stations</td>
<td>Develop a range of safe circular walking and cycling routes directly accessible from train stations to rural areas within reasonable walking and cycling distance.</td>
<td>County Council – Highways, Transport, Access &amp; Safety, District Council, Parish Councils, Cycling / Walking interest groups (e.g. Sustrans etc)</td>
<td></td>
</tr>
<tr>
<td>Technology improvements (Internet)</td>
<td>Assist in supporting Government aims to increase broadband strength, particularly in rural areas, making remote working and internet shopping etc more feasible.</td>
<td>County Council, District Council, Broadband providers</td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td>Provision of pedestrian crossing facilities on pedestrian priority routes and at sites where they are justified.</td>
<td>County Council – Transport, Access &amp; Safety, Highways, District Council, Parish Councils</td>
<td></td>
</tr>
<tr>
<td>Speed reduction</td>
<td>Through the Speed Management Strategy address issues (if any) of speeding in rural wards and select the appropriate measures to mitigate them.</td>
<td>County Council, District Council, Parish Councils, Community Speed Watch Groups, Hertfordshire Constabulary</td>
<td></td>
</tr>
<tr>
<td>Personal security</td>
<td>Where appropriate, use lighting to prevent crime and fear of crime and design out opportunities for crime at the inception of a scheme.</td>
<td>County Council - Highways, Hertfordshire Constabulary</td>
<td></td>
</tr>
<tr>
<td>Maintenance</td>
<td>Maintain footways and path networks.</td>
<td>County Council - Highways</td>
<td></td>
</tr>
</tbody>
</table>

Hertfordshire’s Local Transport Plan
cycleways in rural areas to an acceptable standard and ensure that the priority routes are generally free from vegetation, snow, ice and other natural obstructions. Also includes maintenance of rural assets including hedgerows.

**Suitable routes for equestrians**

In partnership with livery yards and stables through the RoWIP, investigate the development of suitable routes for riders that avoid busy roads and provide safe traffic free routes.

- LTP / RoWIP,
- British Horse Society,
- Equine Businesses,
- Rights of Way,
- Riding Groups
- Stables and Livery Yards
- Land-owners

Interventions as set out in the Rights of Way Improvement Plan

**Existing equestrian route improvements**

Identify where horse-riders are using busy roads and investigate the development of solutions such as verge reallocation, permissive routes or dedications/creations.

- LTP / RoWIP,
- British Horse Society
- Rights of Way
- Herts Highways
- Land-owners

Interventions as set out in the Rights of Way Improvement Plan

**Potential equestrian routes**

Research means of addressing demands for riding routes suitable for cantering/galloping – seek permissive access, toll rides etc.

- LTP / RoWIP,
- British Horse Society
- Rights of Way
- Horse Riding Associations
- Land-owners

Interventions as set out in the Rights of Way Improvement Plan

**Access to health services**

Working with NHS trusts in the county to make it easy for residents to access health appointments.

- County council – Transport,
- Access & Safety,
- NHS trusts
- LINK
- Voluntary sector

Hertfordshire Integrated Transport Partnership (HiTP)

**Challenge 4: “Aim to tackle the high number of road transport per capita emissions especially in East Herts and North Herts and create a more resilient transport network which can withstand the impacts of climate change”**

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Description</th>
<th>Potential Funding / Delivery Partners</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reducing the need to travel</td>
<td>Overseeing the delivery of measures outlined in challenge 3.</td>
<td>As for challenge 3</td>
<td>As for challenge 3</td>
</tr>
<tr>
<td>Travel planning</td>
<td>Overseeing the delivery of measures outlined in challenge 6.</td>
<td>As for challenge 6</td>
<td>As for challenge 6</td>
</tr>
<tr>
<td>Electric vehicles</td>
<td>Encourage rural residents to switch to electric and lower emission vehicles (including electric bicycles) and</td>
<td>County Council _ Strategic Land Use &amp; Planning, District Council, Evalu8, Car manufacturers, Electricity providers,</td>
<td>East of England ‘Evalu8’ Electric Vehicle Infrastructure project</td>
</tr>
</tbody>
</table>
### Challenge 5: “Maintain rural areas as attractive places to live, work and visit”

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Description</th>
<th>Potential Funding / Delivery Partners</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street cleanliness and appearance</td>
<td>Work in partnership with communities and parish/district/borough councils to enhance area appearance.</td>
<td>County Council – Highways, District Council, Parish Councils, Local community groups / residents</td>
<td>National ‘Best Kept Village’ award schemes.</td>
</tr>
<tr>
<td>Promote rural Hertfordshire to businesses, tourists and other countryside users</td>
<td>Through a range of marketing measures, promote rural areas to perspective businesses (through identifying benefits from locating within, and visiting rural Hertfordshire)</td>
<td>County Council – Rights of Way, District Councils, Parish Councils, Tourist agencies, Local businesses and business groups</td>
<td>Promotional campaigns such as Enjoy! Hertfordshire</td>
</tr>
<tr>
<td>Incentives</td>
<td>Explore the opportunities for offering businesses incentives to locate to rural Hertfordshire, and customers to visit them.</td>
<td>County Council – Rights of Way, District Councils, Parish Councils, Tourist agencies, Local businesses and business groups, LEP</td>
<td>Discounts for visitor attractions.</td>
</tr>
<tr>
<td>Airports</td>
<td>Liaise where possible with airports to address airport related noise complaints made by those living in Rural</td>
<td>County Council – Strategic Land Use &amp; Planning, District Councils, Parish Councils Airports</td>
<td>Airport noise action plans</td>
</tr>
</tbody>
</table>
Areas. Also reduce number of vehicles using rural “rat runs” to travel to and from airports.

### Challenge 6: “Use publicity and travel planning to inform people living and working in the rural wards of the opportunities available to them with regards transport choice and the benefits associated with their use”

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Description</th>
<th>Potential Funding / Delivery Partners</th>
<th>Examples elsewhere</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel plans</td>
<td>Promote walking amongst Parishes, business, schools and commuters through Travel Plans and Station Travel Plans</td>
<td>County Council – Transport, Access &amp; Safety, District Councils, Parish Councils, Businesses, Education Providers, Train Operating Companies</td>
<td>Interventions as set out in Hertfordshire's Sustainable Modes of Travel Strategy</td>
</tr>
<tr>
<td>Events</td>
<td>Promote projects and events with walking and cycling elements, such as personalised travel plans, safer routes to school, walking school buses and walk to work days</td>
<td>County Council – Transport, Access &amp; Safety, District Councils, Parish Councils, Businesses, Education Providers, Train Operating Companies</td>
<td>National Bike to Work Week.</td>
</tr>
<tr>
<td>Targeted interventions</td>
<td>Where appropriate, target interventions to encourage walking, cycling and the use of public transport within particular rural areas</td>
<td>County Council – Transport, Access &amp; Safety, District Councils, Parish Councils, Interest groups (e.g. Sustrans), Hertfordshire Local Enterprise Partnership, Countryside Management Service, Groundwork</td>
<td>Personalised journey planning (such as the Watford TravelSmart programme)</td>
</tr>
<tr>
<td>Promote the benefits of using more sustainable transport modes</td>
<td>For example, health, social, economic and environmental</td>
<td>County Council – Strategic Land Use &amp; Planning, Transport, Access &amp; Safety, District Councils, Parish Councils, Interest groups (e.g. Sustrans)</td>
<td>National Fit for Life Campaign</td>
</tr>
<tr>
<td>Real time passenger information</td>
<td>The Intalink Partnership works to improve information systems and a primary objective of the Intalink Strategy is to increase the use of Automatic Vehicle Location (AVL) and Real Time Passenger Information (RTPI) to give passengers more accurate and up to date information on the network.</td>
<td>Intalink partnership</td>
<td>The Intalink Partnership</td>
</tr>
<tr>
<td>Promotion and branding</td>
<td>Work with the RoWIP to promote</td>
<td>County Council – Rights of Way, LTP, Enjoy! Hertfordshire</td>
<td></td>
</tr>
<tr>
<td>Hertfordshire's rural areas using the Enjoy! Hertfordshire branding and where possible undertake opportunities to re-brand or re-package existing material.</td>
<td>District Councils, Parish Councils, Sports and leisure agencies, NHS, Local Businesses, Hertfordshire Local Enterprise Partnership, Countryside Management Service, Groundwork</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
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<td>---</td>
<td></td>
</tr>
<tr>
<td>Promote use of public places</td>
<td>Promote routes through leaflets and information boards at railway stations in Hertfordshire and on lines serving the county and at other places of interest within rural areas.</td>
<td>County Council – Rights of Way, Transport, Access &amp; Safety, Countryside agencies and partnerships</td>
<td>Enjoy! Hertfordshire</td>
</tr>
<tr>
<td>Personalised travel planning</td>
<td>Interacting with residents in rural areas to put together a personalised travel plan for their everyday journeys.</td>
<td>County Council – Highways, Transport, Access &amp; Safety, District Councils, Specialist providers (e.g. Sustrans)</td>
<td>Watford and Broxbourne TravelSmart</td>
</tr>
</tbody>
</table>
CHAPTER 4: FUNDING AND IMPLEMENTATION

4.1 Introduction

This chapter identifies:
- How rural transport is funded;
- How the Rural Transport Strategy will be implemented;
- How the impacts of this strategy will be monitored;
- The key delivery partners.

4.2 Funding Overview

Funding to implement rural transport interventions in the County is derived from a variety of sources. There are two types of funding available, namely External (outside the County Council) and Internal (County Council). Both types contain a number of specific funding sources. These are set out in Table 4.1.

Table 4.1: Rural Transport Funding Sources

<table>
<thead>
<tr>
<th>Funding</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>External</td>
<td>Government Local Transport Plan Capital Funding (Direct Grant and / or Supported Borrowing)</td>
</tr>
<tr>
<td></td>
<td>Special Government Funding (e.g. Local Sustainable Transport Fund (LSTF))</td>
</tr>
<tr>
<td></td>
<td>Grants (e.g. SUSTRANS, Lottery Funding)</td>
</tr>
<tr>
<td></td>
<td>Contributions from third parties (e.g. external partners, public transport operators, airports etc)</td>
</tr>
<tr>
<td>HCC internal</td>
<td>County Capital</td>
</tr>
<tr>
<td></td>
<td>County Revenue</td>
</tr>
<tr>
<td></td>
<td>Developer Contributions (Section 106)</td>
</tr>
</tbody>
</table>

External Funding

Government Capital Funding

Capital and Revenue Funding is allocated annually to the County Council from the Department for Transport and is traditionally the main source of funding for transport schemes. The amount allocated to the County Council from Government is based on a formula.

Special Projects Government Funding

Funding for rural transport is sometimes provided to the County Council (or its partners) by the Department for Transport, Communities and Local Government, or other Government departments to meet special Government challenges. Recent examples of such funding are Community Infrastructure Fund and the LSTF. This funding is often secured through a bidding process and the timescale for submitting bids are often short and required to be linked...
to specific government challenges such as housing growth, economic growth or carbon reduction.

**Grants**

Grants from funding organisations and agencies are sometimes available to deliver rural transport improvements. The County Council is active in identifying and submitting bids for opportunities which will support in delivering rural transport objectives. Key agencies which the County Council has worked with in the past to secure grant funding include SUSTRANS and the National Lottery.

Grants are often subject to specific criteria being met and match funding and partnership working.

**Contributions from third parties**

Contributions from third parties (external partners) can often be utilised to support the delivery of rural transport. This includes partners and bodies such as district councils, sub-regional bodies, businesses, the European Commission, airports and other agencies.

**Internal Funding**

**County Capital and Revenue**

There are two types of funding directly available from the County Council, namely Capital and Revenue.

The availability of County Revenue is related to the scale of council tax income and therefore sensitive to council tax rates and prioritisation.

**Developer Contributions (Section 106)**

Developer Contributions are monies secured through Section 106 legal agreements to mitigate the impact of new developments. This impact can be on both existing infrastructure and facilities. As such the County Council negotiates developer contributions for a number of its functions (including education, libraries and highways).

Section 106 funding can be utilised, where appropriate, in rural areas on the following measures:
- Delivery of sustainable transport schemes identified through the Integrated Works Programmes;
- Delivery of small local schemes;
- Delivery of passenger transport infrastructure and service related schemes;
- Delivery of schemes related to public rights of way.
Community Infrastructure Levy

The Community Infrastructure Levy (CIL) was introduced in the 2008 Planning Act and came into force in April 2010. It allows local authorities in England and Wales to raise funds from developers undertaking new building projects in their area, by charging a levy on additional new floorspace.

The Planning Act 2008 provides a wide definition of the infrastructure which can be funded by the levy, including transport, flood defences, schools, hospitals, and other health and social care facilities.

Charging authorities for CIL in England will be district and metropolitan district councils, London borough councils, unitary authorities, national park authorities. Therefore in Hertfordshire it will be the District Councils who will be the Charging Authority.

The charging authority will have to demonstrate that charging CIL is justified in terms of infrastructure needs and that their level of CIL is reasonable and will not undermine development viability in the majority of cases. They will also have to set out a list of the infrastructure that CIL will be used for. The big difference with CIL is that the infrastructure provided does not need to be directly related to the development that funds it.

If they wish, charging authorities will be able to collaborate and pool their funds from their respective levies to support the delivery of ‘sub-regional infrastructure’, for example, a larger transport project where they are satisfied that this would support the development of their own area.

4.3 Implementation of specific modes in rural areas

Implementation of transport interventions in rural areas is undertaken in accordance with the principles set out in the Local Transport Plan and guided by the implementation procedures set out in the suite of LTP daughter documents and programme entry guidance for highways schemes. Transport interventions in rural areas can be broadly categorised into the following types:

- Highways interventions (which also includes walking and cycling)
- Maintenance interventions
- Passenger Transport interventions
- Rights of Way interventions
- Other interventions

This section outlines how these transport interventions will be implemented in rural areas in accordance with the daughter documents.

a) Highway interventions

County Council funded highway infrastructure schemes in rural areas are implemented and funded through the County Council’s ‘ITP schemes. This
includes highway infrastructure for walking, cycling and road vehicles (including road safety, speed compliance and intelligent transport systems infrastructure schemes).

The ITP is delivered primarily by Hertfordshire Highways throughout the County. It forms part of the suite of plans delivered through the County Council’s Integrated Works Programme (IWP) for highways.

Funding and implementation of rural transport schemes through the ITP is dependent on prospective schemes and interventions being able to demonstrate how they fulfil the Local Transport Plan criteria through the T and E process.

The process is as follows:

1. Schemes / concerns are collated by the Hertfordshire Highways area office teams through Service First, Councillor Information, or petitions. Additional information is collected if required.

2. Each scheme / concern is considered against the LTP requirements and additional supporting information by the Assistant District Manager.

3. The Hertfordshire Highways area office should carry out further investigation into the work to ascertain its requirements.

4. If the scheme / concern is in line with the Local Transport Plan, it should be added to the LTP3 ‘ranking lists’. The ranking lists assess the relative contribution of transport schemes against their propensity to achieve LTP objectives and targets. Ranking lists currently existing for a range of LTP targets, including Speed Compliance, Road Safety, Modal Shift (cycling, accessibility and Rights of Way), Congestion, Maintenance and Quality of Life.

5. A budget is assigned to each ranking list. If a scheme is prioritised on a ranking list, then it will be put forward for preparation and delivery if appropriate further to completion and identification of suitable measures.

In order to further inform the delivery of specific modes and types of highways interventions, including in rural areas, the following strategies and guidance documents have been, or are being developed:

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed Management</td>
<td><a href="http://www.hertsdirect.org/infobase/docs/pdfstore/SPEEDMANSOLUTIONS.pdf">http://www.hertsdirect.org/infobase/docs/pdfstore/SPEEDMANSOLUTIONS.pdf</a></td>
</tr>
</tbody>
</table>
b) Maintenance interventions

The County’s Transport Asset Management Plan (TAMP) sets out how transport infrastructure is maintained in all parts of Hertfordshire, including in rural areas.

c) Passenger transport interventions

The County Council’s Bus Strategy and Rail Strategy set out the framework for implementation of Hertfordshire’s passenger transport services.

Bus

Whilst the Bus Strategy is intended for the entire county (both urban and rural), it does set out how key interventions of particular value to rural areas will be implemented.

The Strategy has identified 20 core routes for the development of the County’s bus network, but has outlined that as the conventional commercial bus network may reduce in time, Community Transport could provide an alternative to bus services in rural areas.

The County Council provides a Dial-a-Ride service through its own County Transport Services fleet. This provides one vehicle per district area and allows each district or borough to top up provision through either additional dial-a-ride vehicles or other community schemes. The County Council is committed to retaining this service on a consistent basis to meet needs for individuals with mobility problems, but will continue to look at the best way of delivering this at local level.

The County Council and NHS Hertfordshire jointly fund a range of community based transport schemes by funding co-ordinator posts who are tasked with ‘making it easy for the volunteers to volunteer’

The schemes are flexible enough to provide transport to urban, market town & rural populations and can cover a wide range of mobility’s, providing residents with a range of local door to door transport options:-

- timed GP/ hospital appointments - voluntary car or Shuttle scheme
- shopping trips - shopper service Shopmobility
- rural services - scheduled rural services
- social/group trips - minibus scheme
- visit friends/family - voluntary car service
accessible vehicles - MPVs, Dial a Ride, minibuses and Herts Action on Disability’s accessible vehicles (HAD)

In determining which rural bus projects will be supported and implemented in the future, the County Council will take account of:

- Whether the scheme complements the main passenger transport network by providing access to areas where conventional service provision is not cost effective or meets needs which would be difficult or impossible by the main network;
- Supporting strategies that deliver on a district wide basis and involve the whole community;
- Whether the scheme provides value for money and is likely to be sustainable and deliverable, including taking into consideration the likely availability of volunteers;
- The County Council budget and the access of the scheme to other funding sources or in kind contributions.

It should be noted that due to an increasingly constrained funding environment for passenger transport, the resulting network is more likely to be more volatile than in previous years and not wholly within the County Council’s control. In responding to this challenge and risk, the schemes that the County Council will implement in rural areas will need to follow the principles and value for money criteria in Appendix A of the Bus Strategy.


Rail

The County’s Rail Strategy sets out the Council’s aspirations for rail in Hertfordshire, however unlike the other transport modes, the implementation of rail interventions relies heavily on the rail industry, and is therefore subject to funding available to the Department for Transport, Network Rail and the train operating companies. Aspirations set out in the Strategy do not necessarily correspond with the rail industry’s own priorities.

The key part of the Rail Strategy which sets out key implementation requirements for rail stations in rural areas is the ‘Station Standards’. This prescribes the minimum requirements for Access, Information, Facilities and Environment, when implementing improvements at rural (and non-rural) stations.

The full Rail Strategy can be viewed at: http://www.hertsdirect.org/docs/pdf/r/LTP3rail.pdf

d) Rights of Way interventions

The Rights of Way Improvement Plan (RoWIP) sets out sets the overall strategy for improvements and potential work across Hertfordshire’s Rights of
Way network, including in rural areas. The RoWIP can be viewed at: http://www.hertsdirect.org/docs/pdf/r/LTP3rowip.pdf

The actual implementation of the RoWIP is set out in the twelve RoWIP Area Implementation Plans which between them cover all of Hertfordshire. The Implementation plans contain lists of prioritised projects which on further assessment feed into annual programmes of work.

e) Other transport interventions in rural areas

In addition to the core modes above, further transport-related interventions can be implemented in rural areas. Details are as follows:

**Travel Planning, Education and Behavioural Change**

Activities including travel planning, information provision and education can complement the delivery of physical interventions by removing the barriers to usage of alternative transport modes (such as lack of information, poor awareness of safety issues or lack of incentives).

Business and school travel planning is primarily implemented in Hertfordshire through the County Council’s Transport Access and Safety Unit, in partnership with a range of other bodies including district authorities, specialist providers (e.g. Sustrans), local businesses, schools and community groups.

The guidelines for implementation of travel planning (including in rural areas) for schools and colleges is currently set out in the Sustainable Modes of Travel Strategy (SMoTS). This can be viewed at: http://www.hertsdirect.org/services/transtreets/transplan/travelwise/schooltravel/smots/

The County Council has also developed the Intalink Strategy, which sets out how information provision for passenger transport, including in rural areas, will be implemented in Hertfordshire. This can be viewed at: http://www.hertsdirect.org/docs/pdf/i/intalinkstrategy.pdf

The County Council is also currently developing a Modal Shift Strategy which will outline the overall approach to implementing travel planning and educational activities to integrate with the provision of sustainable transport infrastructure (such as walking, cycling and passenger transport). It is expected that this strategy will be available in 2013.

**Electric Vehicles**

Electric vehicle infrastructure can be implemented and funded both privately (by individuals or businesses) and by the public sector. The central organisation for delivery of Electric Charging Infrastructure in the East of England is EValu8. This is a not for profit organisation running the Government-supported ‘Plugged In Places’ project in the East of England.
The project aims to roll out a network of 1,200 recharging points for electric vehicles (EVs) across the region at a range of locations including at workplaces, in car parks, and on-street. Full details can be viewed at www.evalu8-ti.org.uk

**Equestrians**

Facilities for horse riding are delivered primarily through the Rights of Way Improvement Plan and associated Implementation Plans (see above).

**4.4 Monitoring and evaluation**

As identified in the evidence section, the County Council monitors the ongoing transport patterns and key data from rural parts of the county. The County Council will use data from a range of sources to monitor the impact of transport implementation in rural areas.

Hertfordshire’s third Local Transport Plan (2011-2031) contains 24 indicators and associated targets. A short-list of the LTP3 indicators directly relevant to the Rural Transport Strategy is produced in Table 4.2 below. The County Council proposes to evaluate the success of the Strategy against these targets.

**Table 4.2: Sources of transport data for evaluation of the Rural Transport Strategy**

<table>
<thead>
<tr>
<th>LTP3 Indicator</th>
<th>LTP3 Baseline level</th>
<th>LTP3 2015/16 target</th>
<th>Data source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport Co2 emissions (annual tonnes per capita)</td>
<td>1.73 tonnes</td>
<td>1.35 tonnes</td>
<td>Department of Energy and Climate Change, supplemented by local data where available</td>
</tr>
<tr>
<td>Average Congestion (minutes / per mile)</td>
<td>2.87mins/mile</td>
<td>2.80m/mile</td>
<td>Department for Transport</td>
</tr>
<tr>
<td>Percentage of all journeys by walking under 1 mile in length</td>
<td>58.9%</td>
<td>64%</td>
<td>Hertfordshire County Council - County Travel Survey</td>
</tr>
<tr>
<td>% local authority principal road networks where structural maintenance should be considered</td>
<td>6%</td>
<td>No more than 6%</td>
<td>Hertfordshire County Council</td>
</tr>
<tr>
<td>% non-principal road network where structural maintenance should be considered</td>
<td>9%</td>
<td>No more than 9%</td>
<td>Hertfordshire County Council</td>
</tr>
<tr>
<td>% Unclassified Road network where structural maintenance should be considered</td>
<td>13%</td>
<td>No more than 13%</td>
<td>Hertfordshire County Council</td>
</tr>
<tr>
<td>% of category 1, 1a and 2 Footway network where structural maintenance should be considered</td>
<td>26%</td>
<td>26%</td>
<td>Hertfordshire County Council</td>
</tr>
<tr>
<td>ROW - % of the total length of footpaths and other rights of way that were easy to use by members of the public</td>
<td>78%</td>
<td>77%</td>
<td>Hertfordshire County Council</td>
</tr>
<tr>
<td>Percentage of all journeys by cycling under 3 miles in length</td>
<td>2.7%</td>
<td>3%</td>
<td>Hertfordshire County Council - County Travel Survey</td>
</tr>
<tr>
<td>Public Transport Patronage</td>
<td>35.4 million</td>
<td>36m</td>
<td>Hertfordshire County Council and other sources</td>
</tr>
<tr>
<td>User satisfaction with local bus services</td>
<td>78%</td>
<td>80%</td>
<td>Hertfordshire County Council - Annual / biannual Tracker surveys HCC</td>
</tr>
<tr>
<td>User satisfaction with Passenger Transport information</td>
<td>84%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Accessibility – Percentage of people who find it easy to travel to key services</td>
<td>89%</td>
<td>91%</td>
<td>Hertfordshire County Council - annual surveys of residents regarding their ease of access to various facilities</td>
</tr>
<tr>
<td>Accessibility of new Developments – % of new Developments within 30 minutes by passenger transport of key services</td>
<td>58.9%</td>
<td>64%</td>
<td>Analysed using Accession by Strategic Land Use and Planning.</td>
</tr>
<tr>
<td>Air Quality - Mean roadside Nitrogen Dioxide levels across the county</td>
<td>33 ug/m3</td>
<td>25 ug/m3</td>
<td>District Councils</td>
</tr>
<tr>
<td>People Killed and Seriously Injured</td>
<td>413</td>
<td>No more than 413</td>
<td>(Stats 19) Herts and Beds Police</td>
</tr>
<tr>
<td>Speed limit compliance - % compliance with speed limits (30 - 70mph)</td>
<td>81%</td>
<td>82%</td>
<td>Hertfordshire County Council</td>
</tr>
</tbody>
</table>

### 4.5 Delivery Partners

The implementation of the rural transport strategy will rely on the support of a wide range of partners. Table 4.3 outlines the types of organisations and groups that are expected to be interested in delivery of the strategy.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hertfordshire County Council</td>
<td>Responsible for the delivery and maintenance of key parts of the transport network in rural areas in Hertfordshire</td>
</tr>
<tr>
<td>District Councils</td>
<td>Delivery partner for interventions in each district in Hertfordshire</td>
</tr>
<tr>
<td>Public Transport Operators</td>
<td>Support delivery of public transport in rural areas</td>
</tr>
<tr>
<td>Hertfordshire Local Enterprise Partnership</td>
<td>County-wide business-led partnership, responsible for promoting economic growth in Hertfordshire</td>
</tr>
<tr>
<td>Central Government</td>
<td>Provision of funding grants and guidance on delivery of transport interventions in rural areas</td>
</tr>
<tr>
<td>Special Interest Groups</td>
<td>Partner in the identification, promotion and delivery of transport interventions in rural areas.</td>
</tr>
<tr>
<td>Businesses and business groups</td>
<td>Partner in the identification, promotion and delivery of transport interventions in rural areas.</td>
</tr>
</tbody>
</table>
4.6 Risk factors

As identified in other LTP3 daughter documents, a reduction in funding for transport over the lifetime of this Strategy could impact on its delivery. There is a particular funding risk for rural passenger transport services (as contained more generally in the Bus Strategy 2011).

For passenger transport, whilst this is particularly relevant to all public sector funding sources, there is a risk of operator funding also reducing because of market or cost pressures (for example reductions in Bus Service Operators Grant, concessionary fares funding changes and the cost of DDA compliance). If operators reduce services or increase fares in real terms, this puts more pressure on County Council service and concessions budgets at a time when there is likely to be reduced levels of funding for contract services. The County Council may not be able to replace commercial withdrawals and the timescales to switch funding between existing contracts and meeting new pressures may be too short to achieve a satisfactory outcome. This could result in increased bus running times and reduced reliability and frequency, leading to reductions in use, service decline and loss of passenger confidence.

For other modes, a reduction in funding would also reduce the number and range of transport schemes that could be delivered in rural areas. This would increase the risk of the following outcomes occurring:

- Reduced accessibility to services for people living in rural areas;
- Greater car use in rural areas, and a subsequent increase in congestion, carbon emissions, noise, and environmental pollutants (in both rural and urban areas), further undermining the objectives for sustainable transport; Increased number and severity of road accidents in rural areas.

In addition to funding, other causes of risk also exist. These include:
- Local services and businesses moving away from rural areas;
- Lack of agreement on delivery of transport measures in local rural areas;
- Third party schemes not delivered;
- Changes in background levels of transport movements in rural areas.

4.7 Programme for Updating

The Rural Transport Strategy is a live document and although LTP3 is set for the period 2011 to 2031, it can be refreshed or reviewed as can the Rural
Transport Policy. This strategy will be updated if it is felt that it needs to be refreshed to reflect emerging trends, local goals and opportunities.

4.8 Development of Document

The Rural Transport Strategy is a daughter document of LTP3 and will build on the policies and implementation therein. It will sit alongside the full LTP3 suite of documents and is to undergo full public consultation in spring 2012. Any comments will be logged and used to improve the Strategy and the final version of the Rural Transport Strategy will be published in summer 2012.

4.9 Equal Opportunities

This section sets out the key equal opportunity impacts (positive and negative) of the strategy, and the measures taken to minimise the negative impacts. The County Travel Survey reveals the percentage of people who are disabled or have difficulties walking further than half a mile. As of 2009, these figures are 7% of people are unable to walk far, of whom 3% are registered disabled. There is a general duty for public authorities to promote equality under the Disability Discrimination Act 2005. There is also a specific obligation for those who design and manage public pedestrian routes to ensure that disabled people play a full part in benefitting from an inclusive environment.

Following general demographic trends across the rest of the country, there are an increasing number of older people in rural areas. Therefore it is vital that the rural transport network is as inclusive as possible. The county council will, through this strategy and the relevant LTP3 policies, put in place measures and schemes that will not only enable and encourage mobility impaired people to increase their use of sustainable modes but in so doing will make it easier for everyone to use the rural transport network.

The Department for Transport (DfT) document ‘Inclusive Mobility’ details minimum requirements to ensure that everyone including those with mobility impairments can safely use the network. The council’s guidance document Roads in Hertfordshire has based its recommendations on official guidance from this as well as the later DfT document Manual for Streets.

Such documents contain the required design standards and recommended facilities (such as crossings) to help all people to use the network. When designing and implementing schemes special consideration must be given to all perspective users. For example, the materials used in footway surfacing must have regard for people who have difficulty walking including those using sticks and crutches, visually impaired people and wheelchair users.

To make sure that the needs of disabled people are listened to, there are quarterly meetings with the transport issues for disabled people’s group which enables the sharing of information on general access issues, including those that would affect ease of walking or use of wheelchairs on the footway.
With regards young people, the County Council help to run a mobility programme called SCooTs, a Two-Wheeler Loan Scheme for young people in rural areas wanting to access education or work in nearby towns. This scheme provides an opportunity for young people to increase their independence thus encouraging them to remain living in rural areas for as long as possible.

**4.10 Environmental Impact**

The Strategic Environmental Assessment (SEA) directive requires that all new strategies are assessed for their effect on the environment. Therefore this Rural Transport Strategy has undergone an appraisal to assess its effects on all SEA receptors (e.g. air and noise pollution, social exclusion, economic growth, climatic change factors). To summarise, the results of the appraisal show that by enabling and encouraging people in rural areas to travel by more sustainable modes of transport will have many beneficial effects on the environment and on people’s quality of life, it has no negative effects. For more details of the assessment please refer to the Strategic Environmental Assessment on [www.hertsdirect.org/ltp](http://www.hertsdirect.org/ltp).
Appendix 1: Full details of settlements within the 12 RoWIP areas

**Area 1.** Bishop's Stortford, & Sawbridgeworth, Bishop's Stortford, Thorley, Sawbridgeworth, High Wych, Eastwick & Gilston, Hunsdon, Widford, Much Hadham, Little Hadham and Aldbury.

**Area 2.** The Lee Valley, Cheshunt, Waltham Cross, Hoddesdon, Broxbourne, Stanstead St Margarets, Stanstead Abbotts and Great Amwell.

**Area 3.** Hertford and Ware, Hertford, Ware, Hertford Heath, Little, Berkhamstead, Bayford, Brickendon Liberty, Wareside, Thundridge, Bengeo Rural, Sacombe, Stapleford and Bramfield.

**Area 4.** Stevenage Area; Stevenage, Knebworth, Langley, Wymondley, Graveley, Weston, Walkern, Bennington, Watton-at-Stone.

**Area 5.** Welwyn - Hatfield; Welwyn Garden City, Welwyn, Woolmer Green, Codicote, Ayot St Lawrence, Ayot St Peter, Hatfield, Tewin, Hertingfordbury, Essendon, Northaw & Cuffley and North Mymms.

**Area 6.** Watling Chase Community Forest; Potters Bar, South Mimms, Ridge, Shenley, Elstree & Borehamwood, Aldenham, Bushey, St Stephens, London Colney and Colney Heath.

**Area 7.** Harpenden, Redbourn and St. Albans; St Albans, St Michael Rural, Sandridge, Wheathampstead, Harpenden, Harpenden Rural and Redbourn.

**Area 8.** South West Herts, including the Colne Valley Regional Park; Watford, Watford Rural, Rickmansworth, Chorleywood, Sarratt and Abbots Langley.

**Area 9.** Dacorum; Hemel Hempstead, Great Gaddesden, Little Gaddesden, Flamstead, Markyate, Nettleden with Potten End, Aldbury, Tring Town, Tring Rural, Wigginton, Northchurch, Berkhamstead, Bovingdon, Flaunden, Chipperfield, Kings Langley and Nash Mills.

**Area 10.** Buntingford and Northern East Herts; Buntingford, Cottered, Ardeley, Great Munden, Little Munden, Standon, Aspenden, Westmill, Braughing, Hornead, Furneux Pelham, Stocking Pelham, Brent Pelham, Meesden, Anstey, Wyddial and Buckland.

**Area 11.** Hitchin, Letchworth and North West Herts; Hitchin, Letchworth, Baldock, Clothall, Bygrave, Radwell, Ickleford, Holwell, Pirton, Offley, Hexton, Lilley, Kings Walden, Kimpton, St Pauls Walden, Preston and Ippolitts.

**Area 12.** Royston and North East Herts; Royston, Barley, Nuthampstead, Barkway, Reed, Therfield, Kelshall, Sandon, Rushden, Wallington, Ashwell, Hinxworth, Radwell and Caldecote & Newnham.
## Appendix 2: Contact details for key schemes

<table>
<thead>
<tr>
<th>RTS ‘Toolbox of Interventions’</th>
<th>Delivery Process</th>
<th>Key HCC contact for further information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example of Highways interventions:</strong></td>
<td>1. Schemes / concerns are collated by the Hertfordshire Highways area office teams through Service First, Councillor Information, or petitions. Additional information is collected if required.</td>
<td>Rupert Thacker, Transport Programmes and Strategies Unit Hertfordshire Highways <a href="mailto:rupert.thacker@hertshighways.org.uk">rupert.thacker@hertshighways.org.uk</a> (01707 356360)</td>
</tr>
<tr>
<td>- Cycling and walking routes and cycle parking infrastructure</td>
<td>2. Each scheme / concern is considered against the LTP requirements and additional supporting information by the Assistant District Manager</td>
<td></td>
</tr>
<tr>
<td>- Speed management</td>
<td>3. The Hertfordshire Highways area office should carry out further investigation into the work to ascertain its requirements.</td>
<td></td>
</tr>
<tr>
<td>- Safer Routes to Schools</td>
<td>4. If the scheme / concern is in line with the Local Transport Plan, it should be added to the LTP3 ‘ranking lists’. The ranking lists assess the relative contribution of transport schemes against their propensity to achieve LTP objectives and targets. Ranking lists currently existing for a range of LTP targets, including Speed Compliance, Road Safety, Modal Shift (cycling, accessibility and Rights of Way), Congestion, Maintenance and Quality of Life.</td>
<td></td>
</tr>
<tr>
<td>- Road safety infrastructure</td>
<td>5. A budget is assigned to each ranking list. If a scheme is prioritised on a ranking list, then it will be put forward for preparation and delivery if appropriate further to completion and identification of suitable measures.</td>
<td></td>
</tr>
<tr>
<td>- SCooTS (Scooter hire schemes)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Rural maintenance projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Examples of Passenger Transport Interventions:</strong></td>
<td>1. The Bus Strategy sets out how key bus services (including in rural areas) will be implemented.</td>
<td>Jeff Tucker, Passenger Transport Team: <a href="mailto:jeff.tucker@hertsc.gov.uk">jeff.tucker@hertsc.gov.uk</a> (01992 588650)</td>
</tr>
<tr>
<td>- Bus services</td>
<td>2. The Bus Strategy has identified 20 core routes for the development of the County’s bus network, but has outlined that as the conventional commercial bus network may reduce in time, Community Transport could provide an alternative to bus services in rural areas.</td>
<td></td>
</tr>
<tr>
<td>- Voluntary car schemes</td>
<td>3. In determining which rural bus projects will be supported and implemented in the future, the County Council will take account of:</td>
<td></td>
</tr>
<tr>
<td>- Minibuses / Taxi-buses</td>
<td>- Whether the scheme complements the main passenger transport network by providing access to areas where conventional service provision is not cost effective or meets needs which would be difficult or impossible by the main network;</td>
<td></td>
</tr>
<tr>
<td>- Health and community transport / Travel-link</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Dial-a-ride</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Real-time passenger information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Access to rail stations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Supporting strategies that deliver on a district wide basis and involve the whole community;

- Whether the scheme provides value for money and is likely to be sustainable and deliverable, including taking into consideration the likely availability of volunteers;
- The County Council budget and the access of the scheme to other funding sources or in kind contributions.

The Full Bus Strategy and Appendices can be viewed at:

### Examples of Rights of Way Interventions:

- Accessible footpaths and routes
- Rights of Way Maintenance
- Equestrian routes

1. The Rights of Way Improvement Plan (RoWIP) sets out the overall strategy for improvements and potential work across Hertfordshire’s Rights of Way network, including in rural areas. The RoWIP can be viewed at: http://www.hertsdirect.org/docs/pdf/r/LTP3rowip.pdf

2. The actual implementation of the RoWIP is set out in the twelve RoWIP Area Implementation Plans which between them cover all of Hertfordshire. The Implementation plans contain lists of prioritised projects which on further assessment feed into annual programmes of work.

Richard Cuthbert, Access & Rights of Way  
richard.cuthbert@hertscc.gov.uk  
(01992 555292)

### Examples of Travel Planning Interventions:

- Travel Planning (businesses, schools and residents)
- Information provision for transport users
- Pedestrian and cyclist safety training
- Road Safety Seminars
- Travel promotion events

1. Business and school travel planning is primarily implemented in Hertfordshire through the County Council’s Transport Access and Safety Unit, in partnership with a range of other bodies including district authorities, specialist providers (e.g. Sustrans), local businesses, schools and community groups.

2. The guidelines for implementation of travel planning (including in rural areas) for schools and colleges is currently set out in the Sustainable Modes of Travel Strategy (SMoTS). This can be viewed at: http://www.hertsdirect.org/services/transstreets/transplan/travelwise/schooltravel/smots/

3. The County Council has also developed the Intalink Strategy, which sets out how information provision for passenger transport, including in rural areas, will be implemented in Hertfordshire. This can be viewed at: http://www.hertsdirect.org/docs/pdf/i/intalinkstrategy.pdf

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(01992 556117)