

Appendix 8: Summary of challenges

Challenges related to growth and the need to manage / reduce demand

Regional Challenges (DaSTS Stage 1 submission)

Addressing the need for travel resulting from new development, both employment and housing (WM4)

Reducing the need to travel (WM7)

The very substantial housing and employment growth proposed in the three Growth Points examined in this study presents challenges to each place in terms of the demand for travel which it will generate.

The regional challenges recognise the need to address this issue either by providing for this demand and mitigating its impacts or by taking steps to reduce the level of demand.

This study shows that the physical and social characteristics of each place – both now and in the future – will have a significant impact on its ability to cope with demand, as well as on the overall level of travel demand that comes from development.

Challenges identified in DaSTS Growth Point Connectivity study (Phase 1)

Telford	Shrewsbury	Hereford
To use growth to re-shape the urban form, to encourage more sustainable travel and avoid further reinforcing its car-based culture.	To accommodate substantial growth whilst further developing characteristics conducive to sustainable travel behaviour. As the town grows, there is a danger that it could become more, not less, car-dependent.	To cope with the traffic impacts of the substantial growth proposed, given that it presently has a much less developed road network, whilst further developing existing characteristics conducive to sustainable travel behaviour.

Challenges related to encouraging sustainable transport modes

Regional Challenges (DaSTS Stage 1 submission)

Overcoming the barriers to use of sustainable travel modes, including walking and cycling, where these are viable options for travel (WM8)

Even with effective demand management, there will be an additional demand for travel as a result of growth in each place, and this will place pressure on existing transport systems. There needs to be greater use of sustainable modes of transport, not only as a way of meeting demand, but also as a way of reducing the environmental impacts of travel in these places.

The study highlights the challenges for each place as it seeks to ensure that new and existing trips are made, as far as possible, by sustainable modes of transport, and this means identifying and addressing the barriers in each place to greater use of these modes.

Challenges identified in DaSTS Growth Point Connectivity study (Phase 1)

Telford	Shrewsbury	Hereford
To maintain and strengthen its economic base, using growth to reduce deprivation and transform the town centre without reinforcing its car-based culture	To respect and enhance the town's historic character and strong sense of place, whilst allowing its economy to grow	To respect and enhance the city's historic character and strong sense of place, whilst allowing its economy to grow
To use new development and increased density as an opportunity to create variety, interest and orientation for journeys on foot.	To understand, protect and enhance those characteristics of place which make it easy and attractive for people to walk.	To understand, protect and enhance those characteristics of place which make it easy and attractive for people to walk.
To pay greater attention to the built form and function of new development, to avoid the pressures of developers for car-dominated schemes, and deliberately to build in those details which really work for people on foot	To pay greater attention to the built form and function of new development, to avoid the pressures of developers for car-dominated schemes, and deliberately to build in those details which really work for people on foot	To pay greater attention to the built form and function of new development, to avoid the pressures of developers for car-dominated schemes, and deliberately to build in those details which really work for people on foot
To use the anticipated new development to create an urban form that is more conducive to cycling and walking.	To maintain and develop the cycling culture through a combination of hard and soft measures to support and facilitate cycling.	To maintain and develop the cycling culture through a combination of hard and soft measures to support and facilitate cycling.
To prevent decline in urban bus services and ensure that good services are available as soon as housing and employment areas are developed	To prevent decline in urban bus services and ensure that good services are available as soon as housing and employment areas are developed	To prevent decline in urban bus services and ensure that good services are available as soon as housing and employment areas are developed
	To maintain and improve the reliability of bus services on increasingly busy local road networks	To maintain and improve the reliability of bus services on increasingly busy local road networks
		To address the transport needs of people travelling to the city for work, recreation and shopping.
To consider whether, as the town grows, it is capable of achieving a radical improvement in the quality and image of public transport, to a point where it becomes an attractive alternative even for people who have a car	To consider whether, as the town grows, it is capable of achieving a radical improvement in the quality and image of public transport, to a point where it becomes an attractive alternative even for people who have a car	To consider whether, as the city grows, it is capable of achieving a radical improvement in the quality and image of public transport, to a point where it becomes an attractive alternative even for people who have a car