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DASTS STAGE 1 ASSESSMENT TABLE FOR STRATEGIC GOVERNANCE, LEGISLATIVE AND FISCAL MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 - Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 - Improved safety, security and health	DaSTS Sensecheck: Goal 4 - Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
STRATEGIC GOVERNANCE INTERVENTIONS		**DIRECT INTERVENTIONS - MAJOR**																		
	1	**Road user charging (cordon) e.g. toll-based charges for crossing cordon point (as per London congestion charging zone)**	**Policy / technology**	4	2	3	1	1	3	4	2	5	4	4	3	37.2	3	3	49.2	Requires national legislation/powers - unlikely to be supported locally
	2	**Road Pricing based on Vehicle emission Level - e.g. toll-based charges based on vehicle emission rating (using ANPR or other technology)**	**Policy / technology**	4	2	3	1	1	3	4	2	5	4	4	3	37.2	3	3	49.2	Requires national legislation/powers - unlikely to be supported locally
	3	**Bridge and entry gate tolls e.g. traditional charging model**	**Policy / technology**	5	2	3	1	1	2	2	3	4	4	4	2	33.1	2	2	41.1	Refer to the Durham model - the historic core of Hereford with its limited vehicular access points would lend itself to this approach. However little or no public support is likely
	4	**'Congestion Management' zones e.g. area wide strategies to reduce car use/volume at peak times**	**Policy / technology**	4	3	3	2	2	3	2	3	4	4	4	3	37.7	2	2	45.7	Potential for city centre and Rotherwas Employment Area travel plans to be developed to address this issue (including access to A49) . Also scope for Racecourse/Football Event congestion management plans
	5	**Road tolling and 'Pay per mile' in-vehicle metering schemes e.g. schemes based on duration of time spent/distance travelled on network**	**Policy / technology**	3	2	2	1	1	3	2	2	4	4	4	3	30.9	3	1	38.9	Requires national legislation/powers and also technological solutions
	6	**Vehicle emission standards and roadside testing - using local control mechanisms and fines to deter use of high emission vehicles on key corridors and/or in town centres**	**Policy / technology**	4	3	3	2	2	5	3	3	5	4	4	3	43.2	2	1	49.2	As above
	7	**Pay to drive schemes/car club i.e. reducing 2nd car ownership and use through easy to use pay as you go rental with all prices inclusive (as per London StreetCar scheme)**	**Policy / Soft**	3	3	3	1	1	3	4	3	4	4	4	4	37.8	4	2	49.8	Car club in specific locations (e.g. city centre residential development) could work
		INDIRECT INTERVENTIONS - MINOR																		
	8	**Business rates and inward investment subsidies to attract businesses e.g. use of enhanced rates (as per Business Improvement Districts) to make area wide travel plans viable**	**Policy**	4	4	4	2	1	2	3	4	3	3	3	3	37.3	4	2	49.3	BID or TMA approach could be applied to Rotherwas Employment Area
	9	**Housing standards BREEAM/green influencers e.g. use of BREEAM/Could standard to ensure developers include sustainable travel and residential travel plans as an integral part of their scoring process)**	**Policy**	4	4	4	3	3	2	3	4	4	4	5	4	44.6	3	1	52.6	The masterplanning/outline planning phase for new growth development sites will provide a strong opportunity to build in sustainable design and transport principles including strong support for sustainable access and mobility
	10	**Provision of affordable housing of quantify/location to meet sustainability objectives e.g. ensuring % and mix of affordable homes is distributed in the optimum manner to encourage sustainable travel, skills assessment of incoming residents to assess proximity to jobs**	**Policy**	4	4	4	3	3	2	3	4	4	4	5	5	45.2	3	1	53.2	The levels of affordable housing provision and the way in which it is distributed can have a positive effect on the viability of bus routes and other sustainable transport links

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DASTS STAGE 1 ASSESSMENT TABLE FOR SPATIAL PLANNING POLICY AND SUSTAINABLE LAND USE MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 - Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 - Improved safety, security and health	DaSTS Sensecheck: Goal 4 - Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
SPATIAL POLICY INTERVENTIONS		**MAJOR**																		
	1	**Development Control Guidance/Policy for Smarter Choices e.g. locally relevant Supplementary Planning Document to reflect DfT Travel Plans and the Planning Process Guidance 2009**	**Policy**	**3**	**4**	**5**	**3**	**4**	**5**	**5**	**3**	**4**	**4**	**4**	**5**	**52.6**	**3**	**4**	**66.6**	Development of this tool would be a useful extension of policy - the LTP currently provides this at a more strategic level but currently does not deal with the detail. The Sustainable Travel team are already evaluating national/LA best practice to determine what content could potentially be included for a 'Herefordshire-specific' version. The DfT Guidance on Travel Plans is currently the national starting position for this
	2	**CIL/interventions and Funding strategies - e.g. flexible Capital and Revenue Funding within Section 106 agreements that does not prescribe the transport package at the outset of the development but enables measures to be funded according to their outcome value**	**Policy**	**3**	**5**	**5**	**3**	**4**	**4**	**4**	**3**	**4**	**4**	**4**	**5**	**50.6**	**3**	**4**	**64.6**	Already have some examples of contributions pooling and non specific S106 contributions. Some resistance from developers but due to compactness of town could work well
	3	**Area Action Plans include sustainable travel interventions e.g. requirement for core sustainable transport infrastructure and area wide travel plans**	**Policy**	**3**	**3**	**2**	**2**	**2**	**3**	**3**	**4**	**4**	**4**	**5**	**5**	**39.7**	**2**	**2**	**47.7**	Area Action Plans remain a key tool that provide an opportunity to integrate wide area travel planning etc but may have limited application here due to the limited way in which the city can expand Hereford's Area Action Plan will be developed once the LDF Core Strategy has been adopted in April 2011. This should take place in October 2012.
	4	**Flexibility in implementation of parking standards if smarter travel package is strong e.g. allowing a reduction in the number of spaces provided (no-car or low-car ratios)**	**Policy**	**4**	**4**	**2**	**1**	**1**	**3**	**4**	**4**	**4**	**4**	**4**	**5**	**40.1**	**3**	**1**	**48.1**	We have already approved zero and reduced parking for some developments. There is resistance to this from members and adjoining residents due to the perception and some evidence that problems result from displaced parking.Consideration for urban infill and denser redevelopments could be a particulasr focus for this policy intervention.

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DASTS STAGE 1 ASSESSMENT TABLE FOR VEHICLE TECHNOLOGY + DEVELOPMENT MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 - Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 - Improved safety, security and health	DaSTS Sensecheck: Goal 4 - Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
Vehicle Technology Interventions		**MAJOR**																		
	1	Control of use of commuter/personal trips to lower emission vehicles - e.g. using ANPR or other technology to encourage use of lower emission vehicles for commuter trips into town centres	Soft / Technology	2	1	1	1	1	2	2	2	4	4	4	3	26.2	2	2	34.2	Local authorities with parking controls determined on emission levels include London Borough of Richmond (parking permits/charges) and Woking Borough Council (parking permits for Council car parks)
	2	Lower emission vehicles for business and commercial use - e.g. encouraging use of electric/hybrid and other low carbon vehicles for business travel and for sustainable distribution	Soft / Technology	2	1	2	2	1	2	2	4	4	4	4	3	30.7	2	1	36.7	Local authority and large company policies (e.g. Amey's use of Prius vehicles for TfL London contract)
	3	Alternative fuel / hydrogen	Technology	2	1	1	1	1	1	2	3	4	4	4	3	25.7	2	1	31.7	
	4	Alternative power / electric	Technology	3	3	2	1	2	2	2	3	4	4	4	3	32.7	2	2	40.7	
	5	Increased choice of fuel via petrol station outlets through partnership with local outlets/increased publicity	Infrastructure	3	2	2	2	2	3	2	2	4	3	3	3	32.0	2	2	40.0	
	6	Provision of electric charging stations - e.g. public charging points and through the planning process	Infrastructure	3	3	3	2	3	3	2	2	4	4	4	4	37.5	2	2	45.5	Now being secured through the planning process .e.g.. Sainsbury's now installing sockets as part of their customer car parks
	7	Low emission buses - use of improved design and influence of commercial operators to procure low emission fleets via QBPs	Technology / Soft	3	2	4	2	3	3	2	2	4	4	4	3	37.2	2	4	49.2	Experiments in towns such as London and Bristol but supported by strong QBPs or stronger control
		MINOR																		
	8	Eco Driving Training Schemes - e.g. promotion of national EST programmes and/or local scheme development for rural based businesses	Soft	4	3	3	3	3	4	3	2	4	4	3	3	41.6		3	47.6	Currently available via Energy Savings Trust as part of wider logistics green fleet advice
	9	Vehicle fuel adaptation grants - as above with top-up from local sources	Soft	4	3	3	3	4	2	2	3	4	4	4	4	40.5		3	46.5	
	10	Alternative fuel / LPG e.g. local grant schemes on top of any central government scheme to promote use of vehicles	Soft	2	3	3	3	4	2	2	3	4	4	4	4	38.5		3	44.5	

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DASTS STAGE 1 ASSESSMENT TABLE FOR STRATEGIC SMARTER CHOICES / TRAVEL BEHAVIOUR MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 - Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 - Improved safety, security and health	DaSTS Sensecheck: Goal 4 - Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
STRATEGIC SMARTER CHOICES INTERVENTIONS	1	**Personalised Travel Planning - area-wide PTP programmes targeted at specific market segments**	**Soft**	3	4	2	3	3	4	4	3	4	4	5	5	45.2	5	5	65.2	Has worked nationally based on the Sustainable Travel Towns and PTP research programmes - the compactness of Hereford and the relative short distances for walking and cycling to key services make the STT principle particularly attractive for this town
	2	**Wide Area Travel Plans e.g. mixed use, commercial and industry/business park travel plans**	**Soft**	5	4	4	4	4	4	4	4	4	4	5	5	53.2	3	4	67.2	Evidence from Worcester again points to how it can work in a small settlement
	3	**Corridor Smarter Choices Tools - clustering smarter travel interventions along a given corridor (covering residential, school, workplace, cycle promotion etc)**	**Soft / Infrastructure**	2	3	2	3	3	3	3	4	4	4	5	5	41.2	2	2	49.2	Not yet tested but the principle could work on key arteries surrounded by a number of trip generators e.g. A49 North corridor out to Racecourse
	4	**Sustainable Travel Town 'blanket' approach (or MSBC for sustainable travel package) as per DfT Sustainable Travel Town programmes**	**Soft / Infrastructure**	3	4	3	3	4	4	3	5	4	4	5	5	48.2	5	5	68.2	Hereford's layout would again support the application of the STT principle
	5	**Area wide health promotion interventions e.g. based on key wards with diabetes, obesity, general poor health etc**	**Soft**	4	4	4	3	3	4	3	4	4	5	5	5	49.0	5	5	69.0	Links with PCT are strong within Hereford so initiatives in this are are likely to generate shared support

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DASTS STAGE 1 ASSESSMENT TABLE FOR TRAVEL PLAN MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	Goal 2 - Reduction in CO2 and other greenhouse gases	Goal 3 - Improved safety, security and health	Goal 4 - Improved quality of life and creation of sustainable communities	Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
TRAVEL PLAN INTERVENTIONS		**MAJOR**																		
	1	Business Stakeholder Engagement/Advice/Travel Plan 'Forums'/'Transport Management Associations' & Business Improvement Zones - all providing longer term management of travel plans - secured via planning process	Soft	4	4	4	4	4	3	4	4	4	4	4	4	49.5	3	4	63.5	Depends upon continued resourcing for sustainable travel services and ensuring that existing levels of LA staffing are safeguarded in order to continue working proactively with businesses
	2	Planning-led travel plans including enforcement regime	Soft	4	4	4	4	4	4	4	4	4	4	4	4	51.0	3	4	65.0	Under consideration in terms of SPD guidance
	3	Workplaces/Hospitals/Universities/HE Sector travel plans	Soft	5	3	3	3	2	2	4	4	4	4	4	4	43.0	1	2	49.0	Whilst the number of suitably sized workplaces outside the city are limited, within the city there are a number of key 'County town employers'. The Council has developed its own travel plan and has a 0.5 FTE post to develop and mange it. In addition the Rotherwas area wide model is working well, with a P/T on site coordinator to oversee this expanding employment area
	4	Schools and Colleges Travel Plans	Soft	5	5	5	4	4	3	4	4	4	4	4	4	52.8	3	4	66.8	Strong level of support for schools sector within Hereford
	5	Residential Travel Plans	Soft	3	4	5	4	3	4	4	4	4	4	4	5	50.6	3	4	64.6	Will be covered in any forthcoming guidance - Bullinghope housing application to south of the city included residential travel plan proposals
	6	Retail/tourism/sports/concert attractors Travel Plans	Soft	3	3	3	3	2	2	4	4	4	4	4	4	41.0	1	2	47.0	Historic city sore/tourism potential (e.g. specials shops, Cathedral) but also Hereford Racecourse and Football Club
	7	Rail Station Travel Plans	Soft	3	3	3	3	3	3	4	4	4	4	4	4	43.8	1	2	49.8	Although Hereford Railway Station does not have an adopted travel plan - there would not be an issue developing one as part of the ESG City Regeneration project, which would include a new transport hub for buses and trains at the railway station - these improvements are planned within the 2019-2024 time period
	8	Developing/promoting a car sharing scheme inc emergency lift home for car sharers	Soft	4	5	5	4	4	3	3	4	4	4	4	4	50.3	2	2	58.3	Car share service already in place and metrics are comparatively healthy compared to other towns of a similar size.
	9	Charging staff to park/forcing to use public car parking due to demand management and space limitation/regulation	Soft	4	4	3	2	1	3	4	3	4	3	4	3	39.6	1	4	49.6	Herefordshire Council and Herefordshire PCT are two of Hereford's principle employers and are currently reviewing of staff parking arrangements as part of the new Accommodation Strategy - the issue of staff parking charges is currently being considered.
		MINOR																		
	10	Flexi-working e.g. staggered hours, alterations to roster timebands, full flexitime with limited core hours	Soft	4	3	3	1	2	3	3	5	4	4	5	5	41.7		4	49.7	Rural catchment makes this difficult to achieve; also a barrier for industry/logistics sector such as Rotherwas. Appeals to larger scale organisations such as the Council and Hospital. Likely to have reduced impact because of the significant proposition of SME's in the city. Herefordshire Council and Herefordshire PCT are two of Hereford's principle employers already operate flexiworking
	11	Home working e.g. approved homeworker policies, ability for employees to 'mix and match' with time at workbase	Soft	4	5	4	1	2	3	3	4	5	4	5	4	44.4		3	50.4	Will be of use to some sectors but given cultural issues concerning visibility, and the level of tourism/industry/service sector jobs, may be limited in impact in Hereford. High level of SMEs - unless they are actually based from home - will rely heavily on a city centre presence and building close commercial relationships Herefordshire Council and Herefordshire PCT are two of Hereford's principle employers and are currently reviewing of home working arrangements as part of the new Accommodation Strategy
	12	Tele-working and conferencing	Soft	4	4	5	2	3	3	4	5	5	4	4	4	49.0		3	55.0	New generation broadband will lead to greater opportunities Herefordshire Council and Herefordshire PCT are two of Hereford's principle employers and are currently reviewing of Tele-working and conference arrangements as part of the new Accommodation Strategy
	13	Video-conferencing	Soft	3	4	3	2	3	3	3	4	4	4	4	3	41.4		2	45.4	Up front capital cost may be a deterrent for many businesses unless a 'drop in//'wired' centre can be provided for hire
	14	Introducing employer Hot-desk policy e.g. reduction of desk capacity and operational footprint and reduction in car parking spaces	Soft	4	4	4	2	3	3	4	4	4	4	4	4	45.8		3	51.8	Commercially attractive but number of businesses for this will be viable will be limited given the 80%+ of SMEs Herefordshire Council and Herefordshire PCT are two of Hereford's principle employers and are currently reviewing of hot desking arrangements as part of the new Accommodation Strategy
	15	Providing a car club/pool car facility - including use of residential car clubs to provide pool cars during the day for business	Soft	3	3	3	2	3	3	4	4	4	3	5	4	42.3		3	48.3	Could potentially work in a compact urban area but depends on evidence from 'smaller' cities that it can work e.g. York, Worcester etc
	16	Minibus/Maxi Taxi and Taxi Budi Schemes e.g. use of people carriers and taxis for 2-14/15 employees to share costs	Soft	2	3	3	2	3	3	3	3	3	3	3	4	36.6		2	40.6	May be cultural acceptance barriers to this locally
	17	Grants/loans to develop on-site facilities e.g. cycle parking, showers etc	Soft	5	5	4	3	4	3	4	4	4	4	4	4	50.3		4	58.3	Seedcorn funding already provided as an incentive - Travel Grant funding is already provided to businesses which have or aid the adopted of a travel plan
	18	Employer low or no-cost ticket loan schemes e.g. Carnets, reduced commercial rates bus and rail	Infra	3	3	2	3	3	3	4	3	3	3	3	4	39.1		3	45.1	Mainly car based clientele to work with
	19	Vanpooling for business operations e.g. shared vans across a smaller industrial estate or 'incubator' centre	Soft	3	3	3	2	2	3	3	4	3	3	3	3	36.8		2	40.8	A possible consideration for Rotherwas Industrial Estate
	20	Progressive lease-car, business mileage allowance rates and AMAP limits	Soft	3	3	4	2	1	4	4	4	4	3	3	3	40.8		2	44.8	Potentially linked to Herefordshire Council leading by example of their own Travel Plan and also tied in with potential office consolidation

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DASTS STAGE 1 ASSESSMENT TABLE FOR PROMOTION AND MARKETING MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 - Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 - Improved safety, security and health	DaSTS Sensecheck: Goal 4 - Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
PROMOTION & MARKETING INTERVENTIONS		**MAJOR**																		
	1	Promotional Events and Campaigns e.g. Bike to School Week, Walk to School Week, National Liftshare Day, branding etc	Soft	5	5	5	5	5	4	4	2	4	4	4	3	54.2	4	3	68.2	Already successfully delivered but focused on result outcomes through selective use of campaigns
	2	Business carbon assessment	Soft	4	4	4	4	5	4	3	4	5	4	4	2	50.6	3	2	60.6	A valuable tool for all businesses and can be tailored according to the size of the organisation; reinforcement of this measure will come through business taxation nationally, and potentially through rates locally
	3	Thematic campaign (e.g. focused on cycling) or local area based providing local 'welcome' information	Soft	5	4	4	4	4	3	4	3	4	5	5	4	50.9	4	2	62.9	To date most campaigns have fitted in with established national programmes (linked to (1) above)
	4	Area wide health promotion interventions including wellbeing, obesity and air quality issues	Soft	4	4	5	4	4	4	4	3	4	5	5	4	52.7	4	2	64.7	Partnership with PCT already in place to deliver joint initiatives and messages. Active travel is particularly well advocated in schools, but workplace messages are diluted because of the lack of large single employers. With development of improved cycling and walking links between Rotherwas Industrial Estate and the city centre, this may be a contender
	5	Green Branding to match culture of town / Lifestyle marketing e.g. targeted at residents who value historic/conservation aspects of the town	Soft	4	4	4	4	3	3	3	3	4	4	5	3	45.8	4	2	57.8	Hereford has relatively strong 'eco-ethic' and market segments that would be reached through this type of messaging
		MINOR																		
	6	Promotional information including timetables, maps literature, booklets, webpages, newsletters, noticeboards etc	Soft	4	4	4	4	4	5	3	3	4	3	4	4	49.2	5	1	61.2	Support mechanisms to wider initiatives but note demand for Hereford City Map 'in its own right' has been extremely high and is a very successful tool used in opening up discussions about wider sustainable transport issues
	7	Personalised Travel Plans and Individualised Information for households or employees (support material)	Soft	4	5	3	4	4	4	4	3	4	4	4	4	49.8	4	1	59.8	Implications for resourcing and would need to depend on Council staff to run this programme and market targets sectors would need to be identified. A key target tool
	8	Personal Travel Carbon Calculator promotion of existing web-based resources to appeal to 'environmental ethical' target market which is growing	Soft	1	2	2	2	2	4	2	2	5	4	4	4	34.5	2	1	40.5	he My Herefordshire Website has a carbon calculator which is currently being updated and provides advice on reducing carbon emissions
	9	Longer Term Marketing Strategy including communications plan	Soft	4	4	5	3	4	4	2	3	3	4	3	3	44.8	1	1	48.8	Would be a natural development of the robust Sustainable Travel work already being carried out by the team, enabling greater linkages with partners that can support 'in kind' by getting the sustainable travel options mainstreamed within wider publicity; note Herefordshire have a long term behavioural change strategy in place through our LTP and workplace travel plans must be long term

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DASTS STAGE 1 ASSESSMENT TABLE FOR WALKING / DDA ACCESS MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here technically?	Can it be delivered here organisationally (LA, key partners, politically)	Can it be delivered here public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 Economic Competitiveness and Growth	Goal 2 Reduction in CO2 and other greenhouse gases	Goal 3 Improved safety, security and health	Goal 4 Improved quality of life and creation of sustainable communities	Goal 5 Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F Q)	Scalability Factor Size of Market affected by Intervention	Scalability Factor Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
WALKING INTERVENTIONS		**MAJOR**																		
	1	**Improving pedestrian routes and connections - e.g. lighting, DDA, crossing points etc**	**Infrastructure**	3	4	4	5	4	3	2	3	4	5	5	5	47.8	5	2	61.8	Excellent opportunity in Hereford for encouraging 'short hop' journeys given compactness of the city
	2	**Walking buses for schools**	**Soft**	5	5	3	3	3	3	3	3	4	5	4	5	46.7	3	3	58.7	Walking buses already in place but always risk in securing and maintaining volunteers
	3	**Green Infrastructure links/short cuts (covering Footpaths/Bridleways/PROW/RUPPs/permissive routes/desire lines/alleys investment)**	**Infrastructure**	5	5	3	3	3	3	2	3	4	5	5	5	45.8	3	2	55.8	Links from urban fringe to open countryside and access to recreation/PROW network important given tight boundary of the city. Also improvement of short cuts and urban pedestrian linkages to give directness to the city centre and reduced walk times will be of benefit, particularly if these can be accessed via 'green lungs'
	4	**Aggressive use of Manual for Streets user hierarchy to make streets more pedestrian friendly including play streets, school zones, quiet lanes, woonerven/home zones, shared space etc**	**Infrastructure**	3	4	4	4	2	2	3	3	4	5	5	5	44.0	4	2	56.0	Certain locations within the city centre have benefited from this approach (e.g. Eign St pedestrian priority). Hierarchy capable of being applied on a wider basis but likely to have opposition fro residents/businesses and potentially public transport operators
	5	**Local traffic management/estate layouts that encourage active travel through directness and connectivity**	**Infrastructure**	3	4	3	3	2	2	3	3	4	5	5	5	41.5	4	2	53.5	
	6	**Street design (surfaces, widths, pinch points, chicanes and vertical features) to discourage vehicles or slow them**	**Infrastructure**	5	4	2	2	2	3	3	3	4	4	4	3	39.9	3	2	49.9	Linked to (4) - the Eign Street pedestrian priority scheme demonstrates more of a 'Manual for Streets' approach to placemaking being adopted in Hereford. Conventional tools such as these are likely to meet resistance - particularly in sensitive locations
		MINOR																		
	7	**Pedestrian route map**	**Soft**	4	4	5	5	5	4	3	3	3	4	3	4	50.7	5	1	62.7	PCT funding for 'walkit' and jointly promote active travel benefits. Hereford City Maps very important and popular for Hereford. This is seen as the key 'tool' for discussions around sustainable transport
	8	**Walking support measures e.g. personal alarms/loan umbrellas, promotion of active travel, walking buddy schemes**	**Soft**	3	3	3	3	3	4	2	3	3	4	3	4	39.7	4	2	51.7	Successful if part of a major intervention such as travel plans, PTP etc
	9	**On site infrastructure improvements (showers/changing etc) inc DDA**	**Infrastructure**	4	5	4	3	4	4	3	4	4	4	4	5	49.9	3	4	63.9	Linked to on site travel plan investment
	10	**Pedestrian signage renewal and replacement - including improved legibility code**	**Infrastructure**	4	3	3	4	4	3	2	3	3	4	4	5	42.9	3	3	54.9	Town centre signage system is established and coherent; link routes into the town centre capable of enhancements

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DASTS STAGE 1 ASSESSMENT TABLE FOR CYCLING ACCESS MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 - Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 - Improved safety, security and health	DaSTS Sensecheck: Goal 4 - Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
CYCLE ACCESS INTERVENTIONS		**MAJOR**																		
	1	**Cycle route network improvement - including lighting/crossings and routes provided/improved to appropriate Bikeability standards/Safer Routes**	**Infrastructure / Technology**	**4**	**4**	**2**	**4**	**4**	**3**	**3**	**4**	**4**	**5**	**5**	**5**	**47.5**	**5**	**4**	**65.5**	Based around key linkages and 'gaps' in network e.g. bridging facility over the river giving safe/direct route into the city centre from the Rotherwas Industrial Estate
	2	**Cycle Demonstration Town approach providing town wide resource and pump priming of cycling - longer term potential - sustainable**	**Infrastructure / Soft**	**4**	**4**	**2**	**5**	**5**	**3**	**4**	**4**	**4**	**5**	**5**	**5**	**51.5**	**5**	**5**	**71.5**	Strong potential in Hereford given the higher levels of cycling in place already and tight nature of urban form
	3	**Innovative signage (e.g. cycle responsive 'Think Bike')**	**Technology**	**3**	**4**	**4**	**4**	**4**	**4**	**3**	**3**	**3**	**5**	**3**	**3**	**46.1**	**3**	**2**	**56.1**	
	4	**Cycle route map**	**Soft**	**5**	**5**	**5**	**4**	**4**	**5**	**4**	**3**	**4**	**4**	**3**	**5**	**54.8**	**5**	**2**	**68.8**	Cycle route map in place
		MINOR																		
	5	**Staff discounts equipment and purchase for bikes e.g. supporting local independent traders - cycle2work etc**	**Soft**	**4**	**4**	**4**	**3**	**3**	**4**	**3**	**3**	**3**	**3**	**3**	**4**	**43.6**	**2**	**2**	**51.6**	Supports travel planning and other similar initiatives
	6	**Promoting cycling as a healthy way to travel inc cycle buddy and other support measures**	**Soft**	**5**	**5**	**5**	**4**	**4**	**5**	**3**	**3**	**3**	**4**	**4**	**5**	**52.9**	**4**	**3**	**66.9**	Linked via PCT joint working
	7	**On-site infrastructure improvements including secure cycle parking**	**Infrastructure**	**4**	**4**	**4**	**3**	**3**	**2**	**3**	**4**	**4**	**4**	**4**	**5**	**44.6**	**2**	**2**	**52.6**	Grant scheme supports this intervention
	8	**Public cycle hire (on-street) e.g. for occasional local users and for tourists/visitors**	**Infrastructure**	**3**	**4**	**3**	**3**	**2**	**2**	**2**	**4**	**4**	**3**	**4**	**5**	**38.8**	**3**	**2**	**48.8**	Unlikely to be viable for a city the size of Hereford in terms of numbers
	9	**Cycle Trains for schools**	**Soft**	**3**	**3**	**3**	**2**	**2**	**3**	**2**	**3**	**4**	**4**	**4**	**5**	**37.9**	**2**	**3**	**47.9**	Potential given existing culture of cycling/current levels and compact nature of town

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DASTS STAGE 1 ASSESSMENT TABLE FOR PUBLIC TRANSPORT INNOVATION AND QUALITY - BUS MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 - Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 - Improved safety, security and health	DaSTS Sensecheck: Goal 4 - Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
PUBLIC TRANSPORT BUS INTERVENTIONS		**MAJOR**																		
	1	**Bus priority schemes including corridor and location measures (bus gates)**	**Infrastructure**	5	2	1	2	2	2	3	4	4	4	4	3	36.2	3	3	48.2	Bus frequency too low on radials to justify but could work in certain specific locations near/within city centre
	2	**Bus rail integration e.g.. physical interchange improvements, improved routing, better connections timings**	**Infrastructure**	4	2	2	2	3	3	3	4	3	3	4	4	38.0	2	2	46.0	No suitable site available for interchange at resent
	3	**Improving accessibility to key locations by bus**	**Infrastructure / Soft**	4	2	2	3	3	3	3	4	4	4	4	4	41.0	3	2	51.0	No significant commuter traffic but demand patterns could change with onset of new development
	4	**Providing/ improving bus waiting facilities**	**Infrastructure**	4	3	3	3	3	3	3	3	3	4	4	5	41.9	4	2	53.9	Feasible to provide localised improvements where patronage demand suggests sustained use of bus - linked to intervention (3) above
	5	**Bus stations - new/improved**	**Infrastructure**	4	3	3	3	3	2	3	3	3	4	4	3	39.2	3	1	47.2	Proposed as part of Edger Street Grid development proposals
	6	**Real-time bus information**	**Soft / Technology**	4	3	2	3	3	3	3	3	3	3	4	3	38.6	4	2	50.6	Multiplicity of operators and relative weakness of commercial network makes this difficult to achieve
	7	**Better quality buses (tram style)**	**Technology/ Infrastructure**	4	4	4	3	5	2	2	3	3	4	4	3	42.4	1	1	46.4	
	8	**Rapid Transit (dedicated or shared space)**	**Infrastructure**	3	1	1	1	4	1	2	4	3	4	4	3	30.4	1	1	34.4	Too small a settlement for consideration/viability
	9	**Simplification of operations within the town e.g. managing impact of multioperator regimes and competition**	**Policy**	3	2	2	3	3	3	3	3	2	3	3	3	35.0	4	2	47.0	Links to (6) above but also requires a legal framework in which to deliver this. Lack of resources and commitment has historically made QBP and similar mechanisms difficult to deliver in Hereford
	10	**Recast bus network- Introduce cross town bus services and higher frequencies**	**Policy / Soft/ Infrastructure**	3	3	2	3	3	2	3	3	3	4	4	4	37.5	4	2	49.5	Potential for bus to support growth on urban fringe and to cater for pockets of lower income (south west area) and retired sector - but limited scope due to compact nature of city, levels of existing walking and cycling, and organisational constraints surrounding bus access as stated in (9) above
		MINOR																		
	11	**Web and Phone Travel Info Services e.g. 'Traveline' and 'Transport Direct'**	**Soft / Technology**	5	5	5	4	5	4	3	3	2	0	3	4	47.2	5	1	59.2	Already in place
	12	**Public Transport Concessions/discounted fares**	**Soft**	5	5	5	4	5	2	3	3	2	2	3	5	46.4	3	1	54.4	Already in place commercially
	13	**Inter-operator and Plus Bus ticket schemes (inc Smart Ticketing)**	**Soft**	5	5	2	4	5	3	3	4	2	2	3	5	45.2	4	2	57.2	Depends upon staff resources to manage and develop this
	14	**'Quality Route' schemes and QBP**	**Infrastructure / Soft**	4	3	2	1	1	2	2	3	3	2	3	4	29.8	1	1	33.8	Links to (9) above with similar implementation difficulties - this will be considered as part of the wider transport package supporting Hereford and its new relief road
	15	**Demand Responsive Services**	**Soft**	2	1	3	3	1	2	3	2	2	2	3	3	28.5	2	1	34.5	Local experience is generally unfavourable
	16	**Bus revenue support and fuel duty rebates**	**Soft**	5	5	5		3	2	2	3	3	1	3	3	36.4	1	2	42.4	Already in place locally
	17	**Community, 'dial-a-ride' and works- bus services**	**Soft**	2	1	1		1	3	2	3	3	3	4	5	26.8	2	1	32.8	No suitable 'one stop shop' providers

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DASTS STAGE 1 ASSESSMENT TABLE FOR RAIL MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here technically?	Can it be delivered here organisationally (LA, key partners, politically)	Can it be delivered here public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 Improved safety, security and health	DaSTS Sensecheck: Goal 4 Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F Q)	Scalability Factor Size of Market affected by Intervention	Scalability Factor Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
RAIL INTERVENTIONS		**MAJOR**																		
	1	**Rail station upgrades and customer waiting improvement**	**Infrastructure**	4	3	1	2	2	1	3	4	3	4	4	4	34.3	2	1	40.3	Dealt with as part of Network Rail/TOC routine programme but note strategic nature of station to serve town in N/S and E directions
	2	**New rail station to meet local demand and projected growth**	**Infrastructure**	3	1	1	1	1	1	4	4	3	4	4	4	30.3	1	1	34.3	Although not a new station we are promoting the need for signal improvements and passing bays on the line between Hereford and Ledbury - currently this is only a single track and restricts the number of services in operation
	3	**Promotion of new/adjusted services**	**Soft**	4	1	1	1	1	1	3	4	4	3	4	4	30.0	1	1	34.0	No suitable rail services capable of upgrade given simplicity of rail network
	4	**Rail station travel plan**	**Soft**	3	3	1	3	3	4	4	3	4	4	4	4	41.8	2	4	53.8	Potential for development given location, parking restrictions and constrained nature of site
		MINOR																		
	5	**Providing rail discounts**	**Soft**	1	1	1	2	3	1	3	4	3	3	4	5	30.3	3	2	40.3	Cost for ongoing subsidy a barrier
	6	**Improving rail passenger capacity in peak**	**Infrastructure / Soft**	1	1	1	1	1	2	4	4	3	3	4	4	29.0	1	1	33.0	Station access and peak loadings not an issue locally
	7	**Inter-operator and 'OysterCard' schemes (Plus Bus)**	**Soft**	1	1	1	1	3	1	3	4	4	3	4	5	30.1	3	2	40.1	Interoperability is not a problem locally

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DASTS STAGE 1 ASSESSMENT TABLE FOR PARK & RIDE MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 - Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 - Improved safety, security and health	DaSTS Sensecheck: Goal 4 - Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
PARK AND RIDE INTERVENTIONS		**MAJOR**																		
	1	**Providing improved journey times from park and ride to town centre**	**Soft / Infrastructure/ Technology**	3	2	2	2	3	3	3	4	5	3	4	4	39.0	3	2	49.0	Limited space to provide 'advantage' to buses; will also affect A49 highways Agency route. Some key locations capable of more minor improvements and dependent on final location of the Hereford North park and ride.
	2	**Park and ride to central locations (i.e. town centre)**	**Infrastructure / Soft**	5	3	3	4	4	2	4	4	5	3	4	4	47.0	4	3	61.0	Focus likely to be city centre (employment and retail) Herefordshire operate a temporary Christmas service and are currently looking at developing a permanent service over the next few yea
	3	**Corridor infrastructure measures to give greater bus priority e.g. bus lanes, bus gates etc**	**Infrastructure**	3	1	1	1	2	2	2	4	4	4	4	3	30.4	3	2	40.4	Dependent on (2) above
	4	**Park and ride to non-central locations (e.g. hospitals)**	**Infrastructure / Soft**	3	3	1	2	3	2	2	4	4	3	4	4	34.7	3	2	44.7	Limited capacity to achieve this unless in partnership with workplace travel plans. Opportunity to feed off park and ride sites (particularly in North) to reduce commuter traffic to the Rotherwas Industrial Estate over the A49 river bridge
	5	**Providing information and publicity**	**Soft**	5	5	3	3	3	3	3	3	3	4	3	5	44.3	1	1	48.3	No permanent park and ride at present
	6	**Park and Cycle - e.g. ability to park and make onward cycle trip and/or cycle to the PandR and use secure cycle parking. Includes ability to leave own bike in secure storage overnight**	**Infrastructure / Soft**	3	2	3	3	2	3	3	3	3	3	4	4	37.2	2	1	43.2	Tightly defined urban boundary (at present) makes park and cycle an option for most radials using either main routes (for experienced cyclists) or parallel 'quieter routes'
	7	**Park and Taxi e.g. to non-central locations**	**Infrastructure / Soft**	3	2	2	2	4	3	3	3	3	3	4	4	37.2	2	1	43.2	
	8	**Park and Share - e.g. parking and car share for longer distance journeys and/or to non-central locations**	**Infrastructure / Soft**	4	3	3	2	2	3	3	4	4	3	4	4	40.0	2	1	46.0	Only high score in respect of outcommuting to other centres

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DASTS STAGE 1 ASSESSMENT TABLE FOR INTELLIGENT TRANSPORT SYSTEMS AND CAPACITY MANAGEMENT MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 - Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 - Improved safety, security and health	DaSTS Sensecheck: Goal 4 - Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
INTELLIGENT TRANSPORT SYSTEMS INTERVENTIONS		**MAJOR**																		
	1	Bus, cycle & HOV lanes	Infrastructure	5	3	2	2	3	3	3	4	4	4	4	5	42.4	4	3	56.4	
	2	Area Traffic Control schemes e.g. enhanced UTMC, improved platooning, advantage given to buses and freight	Infrastructure / Technology	3	4	3	4	3	3	4	4	4	5	4	4	46.8	5	3	62.8	Potential to develop as part of Edgar Street Grid improvements - no area traffic control schemes at the moment
	3	Real Time Passenger Information	Infrastructure / Technology	3	4	3	4	4	3	3	4	4	4	4	4	45.8	4	3	59.8	No real time travel information at the moment
	4	Area Traffic Management (zone based)	Infrastructure / Technology	4	4	4	4	3	2	2	4	5	4	4	5	45.4	3	2	55.4	Could be applied within tight city centre boundary (retail and service core)
	5	Active Traffic Management (radial/corridor based)	Infrastructure / Technology	4	2	2	2	2	2	2	4	5	4	4	3	35.9	3	3	47.9	
	6	Car Parking - intelligent signing and waymarking to reduce unnecessary circulation in the town centre system and to encourage filtration off at P and R sites	Infrastructure / Technology	4	4	3	4	4	3	2	4	4	4	3	3	44.1	4	1	54.1	Would bring further clarity to visitors/shoppers and reduce unnecessary movement through key junctions - potential to bring forward as part of Edgar Street grid? No intelligent signage at the moment
	7	Traffic Reduction by time of day or congestion level (e.g. 'ramp access' and 'access control' techniques)	Infrastructure / Technology	4	3	2	2	2	3	4	3	5	4	5	3	41.0	3	1	49.0	
	8	Traffic Reduction by vehicle type, size, weight	Infrastructure / Technology	4	4	4	3	3	3	3	3	5	4	5	3	45.5	3	1	53.5	Again, apply to tight city centre core abnd suported by TROs

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DASTS STAGE 1 ASSESSMENT TABLE FOR PARKING STRATEGIES AND MANAGEMENT TOOL MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scoring 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	Goal 2 - Reduction in CO2 and other greenhouse gases	Goal 3 - Improved safety, security and health	Goal 4 - Improved quality of life and creation of sustainable communities	Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
PARKING INTERVENTIONS		**MAJOR**																		
	1	Public Parking Control and Enforcement/Reduction in public parking provision	Infrastructure	4	3	3	2	2	3	4	2	3	4	2	3	37.5	3	2	47.5	Strong enforcement regime unlikely to be supported publicly
	2	Improved Car Parking Signage and Advance VMS Systems (inc strategic road network)	Infrastructure / Technology	3	3	3	3	4	3	3	3	4	4	3	3	41.3	5	1	53.3	Access to city centre core would be improved - not provided at the moment but it would form part of our future strategy for Hereford
	3	Workplace Parking Levy	Policy	3	4	3	1	1	3	4	2	4	2	2	3	34.4	2	4	46.4	Not relevant due to scale/type and footprint of businesses but does have scope
	4	Parking priority/charges related to type, weight or emission standards of vehicle.	Policy	4	3	3	3	2	3	3	3	4	4	3	4	40.4	4	1	50.4	Matches 'eco-culture' - not provided at the moment but it might form part of our future strategy for Hereford
	5	De-criminalised Parking Enforcement.	Policy	3	4	3	2	2	3	3	3	3	2	2	3	35.4	3	1	43.4	
	6	Parking bans in town centres/access entry control	Policy / Infrastructure	3	2	2	2	1	3	3	2	4	3	2	3	31.7	2	2	39.7	Linked to (1) above
	7	Wholesale or partial (e.g. 'Residents only') parking bans	Policy	3	2	2	2	1	3	3	2	4	3	2	3	31.7	3	2	41.7	Consider if overspill parking into surrounding residential areas is a long term problem
	8	'Tow-away zones'	Policy	3	2	2	1	1	3	2	2	3	2	2	3	27.1	3	1	35.1	N/A
	9	'Red Routes' and 'ClearWays'	Policy / Infrastructure	3	2	2	1	1	3	3	3	4	2	2	3	30.6	2	1	36.6	N/A
		MINOR																		
	10	Reducing Workplace Parking Provision/Charging at Workplace/Permit Systems - including cash out options for employees to give up parking spaces	Policy / Infrastructure	3	3	2	2	2	3	4	3	4	3	3	4	37.6	2	3	47.6	N/A linked to (3)
	11	Car Sharing Parking Zones at Workplace	Policy / Infrastructure	3	3	2	3	2	3	3	3	4	3	3	4	37.4	2	3	47.4	Potential for Herefordshire Council to lead by example - Accommodation strategy - at several sites HC PCT looking at extending to Rotherwas
	12	Review Essential / Occasional Car user allowances e.g. public sector employers leading by example	Soft / Policy	3	3	3	1	1	3	4	3	3	3	3	4	35.4	2	3	45.4	Potential for Council to review internal policies as part of travel plan development. Herefordshire Council and Herefordshire PCT are two of Hereford's principle employers and already provide car sharing parking zones at the workplace and it is being considered at the Rotherwas Industrial Estate
	13	Flexible parking (mobility spaces) e.g. using Blue Badge and Parent and Toddler parking as a shared resource with ability to 'toggle' between each category through disc displays	Infrastructure	2	3	2	3	2	3	3	3	3	3	3	4	35.4	2	1	41.4	
	14	Quick (and safe) drop off / pick up parking spaces inc short stay spaces for employees at workplace	Infrastructure	3	3	3	3	4	3	3	3	3	3	3	4	40.1	2	1	46.1	
	15	Car parking standards in Dev Control / PNRP restrictions	Policy	4	4	4	4	4	3	3	4	4	3	3	3	46.0	4	4	62.0	Could be linked to travel plans SPD (following best practice model in Liverpool which deals wth Acces, Mobillity, Travel Plans and Parking) Herefordshire have these already within their Design Guides - They will also be reviewed as part of our LTP3 revision of the Parking Strategy
	16	Local on-street charging policy	Policy	4	4	4	1	1	3	3	3	2	2	2	3	34.1	2	1	40.1	In certain locations
	17	Local parking/waiting/loading restrictions	Policy	4	4	4	1	1	3	2	2	2	2	3	3	32.2	2	1	38.2	
	18	HGV parking bans	Policy / Infrastructure	3	3	2	1	2	3	3	2	2	4	3	0	30.3	2	1	36.3	

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DASTS STAGE 1 ASSESSMENT TABLE FOR FREIGHT MANAGEMENT MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here - technically?	Can it be delivered here - organisationally (LA, key partners, politically)	Can it be delivered here - public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 - Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 - Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 - Improved safety, security and health	DaSTS Sensecheck: Goal 4 - Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 = Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F - Q)	Scalability Factor - Size of Market affected by Intervention	Scalability Factor - Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
FREIGHT INTERVENTIONS		**MAJOR**																		
	1	Lorry route or Area wide bans	Soft / Technology / Infrastructure	3	3	3	3	3	3	3	4	4	5	5	3	43.1	5	1	55.1	Improved management of freight traffic will bring wider environmental benefits to the town centre
	2	Low/zero-emission zones	Soft / Technology	3	3	3	3	2	3	3	4	5	3	5	3	41.2	3	1	49.2	
	3	No-entry' or restricted entry areas (e.g. pedestrianisation)	Soft / Technology / Infrastructure	4	4	4	3	3	3	2	5	4	5	5	4	46.4	3	1	54.4	
	4	Consolidation Centres to support town centre deliveries	Soft / Technology / Infrastructure	3	2	2	2	2	2	4	4	4	4	4	3	36.9	4	3	50.9	Could form part of freight strategy
	5	Sustainable freight initiatives/logistics demonstration projects	Soft / Technology / Infrastructure	3	3	4	3	3	2	4	4	4	3	5	4	43.3	3	3	55.3	This sector requires attention moving forward - both in terms of city centre access and deliveries and Rotherwas Industrial Estate - could form part of freight strategy
		MINOR																		
	6	Other tele-services including home delivery	Soft / Technology	4	4	4	3	4	4	3	4	3	3	4	5	47.1	5	2	61.1	Mode shift is based on car drivers not needing to physically access supermarkets etc
	7	Fleet management advice to logistics companies/hauliers/SMEs	Soft / Technology	3	5	4	3	3	4	3	4	3	3	4	4	45.2	5	4	63.2	Target area will be Rotherwas Industrial Estate - bulk of operators in Herefordshire are owner occupiers and smaller businesses (refer NW Herefordshire Freight Strategy)
	8	Driver training (lower emissions and considerate driver programmes)	Soft	3	5	4	3	3	4	3	4	3	4	4	3	45.4	4	1	55.4	
	9	Mobile shops and home delivery schemes, mail order & web purchasing	Soft / Technology	4	4	4	3	4	2	3	4	3	3	4	5	44.1	4	2	56.1	Localised trip reductions to avoid customers' 1-2 mile trips to shops

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DASTS STAGE 1 ASSESSMENT TABLE FOR WATER TRANSPORT MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here technically?	Can it be delivered here organisationally (LA, key partners, politically)	Can it be delivered here public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 Economic Competitiveness and Growth	DaSTS Sensecheck: Goal 2 Reduction in CO2 and other greenhouse gases	DaSTS Sensecheck: Goal 3 Improved safety, security and health	DaSTS Sensecheck: Goal 4 Improved quality of life and creation of sustainable communities	DaSTS Sensecheck: Goal 5 Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F Q)	Scalability Factor Size of Market affected by Intervention	Scalability Factor Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
		MINOR																		
WATER TRANSPORT INTERVENTIONS	1	**Commuter 'sail and ride'**	**Infrastructure**	3	1	1	1	1	1	2	3	4	3	4	3	25.9	1	1	29.9	No viable application for Hereford
	2	**Leisure water use**	**Soft**	3	3	2	1	3	1	1	3	3	3	5	4	30.3	1	1	34.3	Seasonal use of the river as tourism and leisure attractor
	3	**Water transit for freight/heavy goods movement**	**Infrastructure**	3	1	1	1	1	1	1	3	5	3	3	3	24.8	1	1	28.8	No viable application for Hereford

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DASTS STAGE 1 ASSESSMENT TABLE FOR HIGHWAYS INFRASTRUCTURE AND NETWORK CAPACITY ENHANCEMENT MEASURES

		Intervention	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here technically?	Can it be delivered here organisationally (LA, key partners, politically)	Can it be delivered here public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scording 3)	DaSTS Sensecheck: Goal 1 Economic Competitiveness and Growth	Goal 2 Reduction in CO2 and other greenhouse gases	Goal 3 Improved safety, security and health	Goal 4 Improved quality of life and creation of sustainable communities	Goal 5 Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F Q)	Scalability Factor Size of Market affected by Intervention	Scalability Factor Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
HIGHWAYS AND CAPACITY INTERVENTIONS		**MAJOR**																		
	1	**Dualling of capacity (linear scheme)**	**Infrastructure**	3	2	2	1	1	1	2	4	1	2	2	2	23.5	2	1	29.5	No space to retrofit dualling within the Hereford network and would potentially lead to induced traffic growth
	2	**New part/full ring road (inner)**	**Infrastructure**	4	4	4	5	4	3	2	3	1	2	2	2	39.8	5	3	55.8	Opportunity to enhance access around edge of historic core through Edgar Street remodelling
	3	**New part/full ring road (outer)**	**Infrastructure**	3	4	4	5	4	3	2	5	1	2	2	2	40.8	5	3	56.8	Rotherwas access road provides key link to employment area abstracting traffic from critical link of A49 and away from key signalised junctions
	4	**Strategic junction remodelling/capacity improvements**	**Infrastructure/ Technology**	4	4	4	4	4	2	2	3	2	3	2	2	38.8	3	1	46.8	Assessment of relationship between County roads and A49 required. Edgar Street grid/A49 VISSIM model and A49 park and ride feasibility provide background intelligence
	5	**Strategic signalisation/ITS/UTMC system**	**Infrastructure/ Technology**	4	5	5	4	4	3	3	4	3	4	3	3	48.1	3	2	58.1	Key strategic tools for effective management of traffic around town centre. Majority of traffic crossing the Wye bridge is in fact 'local to local' traffic
	6	**Traffic platooning tools for key radials**	**Infrastructure/ Technology**	3	4	4	4	3	3	3	4	3	4	3	3	43.6	3	2	53.6	
	7	**Capacity enhancement along radials/tackling key local pinchpoints**	**Infrastructure**	3	3	3	4	4	1	2	3	2	2	1	1	32.1	3	3	44.1	Limited space to achieve results
	8	**Strategic links to facilitate and access new development**	**Infrastructure**	4	4	4	5	5	3	3	5	2	3	3	3	47.5	4	2	59.5	Linkages into urban brownfield sites and to urban fringe required in order to deliver growth strategy
	9	**Improved access to strategic road network (new junctions etc)**	**Infrastructure**	3	3	3	5	4	3	3	4	3	3	3	3	43.0	4	2	55.0	Linked to (8) above but may be limitation on where this can occur in relation to the SRN
	10	**New road bridges**	**Infrastructure**	3	4	2	3	3	1	2	3	2	1	2	2	29.7	3	2	39.7	Options for bridging limited and/or may encourage induced traffic - although briddge over River Wye beyond urban boundary will abstract through traffic
	11	**Strategic Pinchpoint/network bottleneck schemes**	**Infrastructure**	4	4	4	5	4	4	3	5	3	3	3	3	48.8	4	1	58.8	Location specific bottlenecks that if ynplugged will benefit both local and strategic traffic
	12	**New bus only and or Ped/cycle bridges**	**Infrastructure**	3	3	4	2	4	2	4	4	4	4	4	4	43.5	2	3	53.5	Limited application due to strategic river crossings - potential for the existing secondary bridge into city centre to become more pedestrian friendly. Main thrust will be delivering direct ped/cycle link from the cit centre to the Rotherwas Industrial Estate
		MINOR																		
	13	**Site specific junction improvements on local networks**	**Infrastructure**	4	4	4	3	4	3	3	3	3	4	3	2	43.0	2	1	49.0	Will bring key benefits to pedestrians and cyclists/bus advantage
	14	**Localised speed limits**	**Infrastructure**	4	5	4	3	4	3	3	3	3	4	4	4	45.8	2	2	53.8	Option for radial and blanket speed limits
	15	**Localised traffic management schemes**	**Infrastructure**	4	5	4	3	3	3	3	3	3	4	4	4	44.5	2	2	52.5	Acceptability dependent on the 'aggressiveness' of the design solutions
	16	**Banned rights turns etc to improve efficiency of key routes**	**Infrastructure**	4	1	1	1	1	3	3	3	3	4	3	3	30.6	1	1	34.6	
	17	**Changes to junction timings/flow**	**Infrastructure/ Technology**	4	3	3	3	3	3	3	3	3	4	3	3	40.1	2	2	48.1	Needs to be considered as part of the strategic system (items 4,5,6 above) - this will give pedestrians and cyclists advantage at certain local locations (e.g., on key routes to school)

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DASTS STAGE 1 ASSESSMENT TABLE FOR MANAGEMENT, MONITORING AND MEASUREMENT

		Intervention / Method (MAJOR/MINOR categories do not apply)	Type of measure	Has it worked (evidence can be national or local)	Can it work here (i.e. this town)	Can it be delivered here technically?	Can it be delivered here organisationally (LA, key partners, politically)	Can it be delivered here public/customer acceptability?	Affordability?	Benefit to Cost Ratio (>4:1 as average baseline scoring 3) N/A	DaSTS Sensecheck: Goal 1 Economic Competitiveness and Growth	Goal 2 Reduction in CO2 and other greenhouse gases	Goal 3 Improved safety, security and health	Goal 4 Improved quality of life and creation of sustainable communities	Goal 5 Equality of opportunity and enhanced social inclusion	OVERALL DASTS STAGE 1 SCORE (columns F Q)	Scalability Factor Size of Market affected by Intervention	Scalability Factor Impact on Mode Shift	ADJUSTED DASTS STAGE 1 SCORE (columns S and T applied to column R)	Evidence/Commentary
MANAGEMENT AND MEASUREMENT INTERVENTIONS	1	Traffic link and junction flow	Technology / Soft	5	5	4	3	3	3	0	4	3	4	4	2	40.8	4	3	54.8	Available
	2	Bus patronage	Soft	5	5	3	3	3	3	0	4	2	4	4	4	39.8	3	3	51.8	Available
	3	Rail patronage	Soft	5	5	3	3	3	3	0	4	2	4	4	4	39.8	3	3	51.8	Available
	4	Accident and Safety Data	Soft	5	5	4	3	3	3	0	3	2	5	4	4	40.8	4	1	50.8	Available - hold the latest available Stats 19 data and provide monthly updates through corporate performance mechanisms
	5	Walking flows	Technology / Soft	5	5	3	3	3	2	0	4	3	4	4	4	39.3	2	1	45.3	Available
	6	Cycling flows	Technology / Soft	5	5	3	3	3	2	0	4	3	4	4	4	39.3	2	3	49.3	Available
	7	Trip Diary Records	Soft	4	3	2	2	2	1	0	4	0	4	5	5	29.2	1	1	33.2	Cost of mounting major household surveys
	8	Journey Time Reliability	Technology / Soft	4	3	3	3	3	2	0	4	4	3	4	4	36.5	3	3	48.5	Available via HA for A49
	9	Journey Time	Technology / Soft	4	3	3	3	3	3	0	4	2	3	4	4	36.0	3	3	48.0	Available
	10	Traffic speed	Technology / Soft	4	3	3	3	3	3	0	4	4	4	4	4	38.8	3	3	50.8	Available
	11	Carbon reduction (inc other emissions)	Technology / Soft	4	3	3	3	3	2	0	1	5	2	4	3	33.1	3	3	45.1	
	12	Travel Plan Surveys/Census - % response rate	Soft	5	5	3	3	3	3	0	4	4	4	5	4	42.4	2	2	50.4	
	13	Liftshare data	Soft	5	5	3	3	3	3	0	4	4	3	4	4	41.0	2	2	49.0	Available
	14	Stated preference surveys	Soft	4	2	2	3	2	2	0	4	4	4	5	5	35.0	4	2	47.0	Available
	15	Personalised Travel Planning Results	Soft	4	5	3	3	3	2	0	4	4	4	5	5	40.5	3	3	52.5	Would need to be processed by HC staff/tracking PTP work on HC employees
	16	Land Use Planning Decisions	Soft	4	3	3	3	3	3	0	3	4	3	4	4	37.0	3	3	49.0	Automatically monitored through registration systems
	17	Residential Travel Plan Incoming Resident surveys	Soft	5	5	3	3	3	3	0	4	4	4	5	5	43.0	3	3	55.0	Capable of being required through the planning process and strengthened through the SPD process if this is taken forward
	18	Park and Ride patronage	Soft	5	5	5	3	3	3	0	4	3	4	4	4	43.3	3	3	55.3	Only seasonal data for Christmas P and R operations held
	19	Uptake of travel plan business advice	Soft	5	4	5	3	4	3	0	5	3	2	4	4	42.9	2	1	48.9	Available
	20	Numbers of people cycle trained	Soft	5	5	5	3	3	3	0	3	3	5	4	5	43.7	2	2	51.7	Available
	21	Numbers of people pedestrian trained	Soft	3	3	3	3	3	3	0	3	3	5	4	5	37.2	1	1	41.2	PCT would provide data on this metric
	22	Number of cycle parking spaces provided	Soft	5	5	5	3	3	3	0	3	3	3	4	5	42.1	2	3	52.1	Monitored through planning applications/workplace travel plan audits
	23	Quality Bus Partnership	Soft	3	3	2	1	2	3	0	5	3	3	5	5	33.2	3	3	45.2	N/A
	24	Freight Quality Partnership	Soft	3	3	3	1	3	2	0	5	3	2	5	3	32.2	2	2	40.2	N/A
	25	Area Wide Travel Plan Forums/Networks	Soft	5	5	3	3	3	2	0	5	3	3	5	3	39.5	4	3	53.5	Rotherwas Industrial Estate as flagship forum model
	26	Using other National Indicator monitoring for non transport data (direct and indirect)	Soft	4	4	3	3	3	3	0	3	4	4	4	4	38.8	4	2	50.8	NI 56 and NI 186 are included within LAA