STP2 - Policy and Place Framework

March 2023

TRANSPORT FOR THE NORTH

1. Commuter Towns

Description

Commuter Towns are typically smaller towns and suburbs which neighbour Large Conurbations, with strong economic and commuting linkages to these large cities. Commuter towns are frequently located adjacent to 'Transformational Places' and share similar characteristics, including a skilled workforce, high levels of longer-distance commuting (>10km), and above average employment and productivity.

These areas have the highest percentage of individuals with Level 4 qualifications and above (40.1%, compared to a Northern average of 33.1%) and the lowest share of people working within their residential local authority (51%, compared to a Northern average of 61%). Employment levels are high, with 40% in full-time work – greater than any other place type – and the proportion working in professional occupations) greater than the Northern average.

Examples: Areas across Lancashire (Preston, Burnley, Blackburn), North Yorkshire (Harrogate, Northallerton, Scarborough), parts of the East Riding of Yorkshire (Howden, Driffield), Warrington, Congleton, and Crewe.

Key role of transport

Commuting Towns are highly reliant on transport infrastructure to provide accessibility to employment opportunities across the North, including strong linkages to neighbouring Large Conurbations and strategic employment sites. Commuter towns also have a good share of local essential and leisure journeys, that may be articulated in multi-trip chains with commuting trips. Car usage is particularly common for local and commuting trips due to the absence of viable and cost-effective public transport and longer distances between housing and employment locations. Some commuter towns, such as Warrington, may generate a large amount of outbound commuting trips, but also inward commuting trips from surrounding towns that need to be accommodated for by the transport system.

The following policies are set out to make commuter towns less car-dependent places through improving sustainable travel options and reducing travel distances, for all types of trips. This will enable improved sustainable accessibility to opportunities, whilst boosting local economies and businesses through reduced travel costs and journey times. Improved transport infrastructure can also improve job matching between job vacancies and skilled workers who best match skill requirements, by enhancing connectivity of skilled labour supply to areas that need it.

Policies: *what needs to be true?*

1. **Delivering reliable multi-modal hub and spoke transport options will provide sustainable and low carbon access to opportunities to and from Commuter Towns.**

1.1 Deploying a hub and spoke model that operates outside peak hours and seven days a week, with express services connecting commuter towns to their neighbouring large conurbations, will encourage modal shift away from private car for commuting trips. Local spinal services, or Demand Responsive Transport (DRT), should be implemented to connect to bus and/or rail stations.

1.2 Where available, rail services should be at least two trains per hour, and bus services should have a higher frequency to enable good inbound connections, as well as connectivity to Large Conurbations. Timetables and ticketing should align with local services provided, including supporting the leisure and night-time economies.

1.3 Reliable journey planning tools, linked to viable and integrated ticketing products, that work across boundaries to support the hub and spoke model, should be implemented. This requires GPS management and could possibly require funding. Delay-repay fare guarantees for buses would provide confidence to commuters looking to switch from private car, and can be introduced in new franchise agreements. Fares should be affordable, equitable and cost-effective in comparison to private vehicles.

1.4 Existing rail and bus stations should be enhanced, and investment in new multi-modal mobility hubs should bring together existing and proposed public transport options, active travel, cycle parking, electric vehicle charging and car or lift share facilities. New hubs should be designed for mixed use, including drop and collect facilities for parcels, remote working hubs and new community uses.

2. For short and often multistage journeys within Commuter Towns active travel and reliable bus services should be the natural choice.

2.1 Delivering Local Cycling and Walking Infrastructure Plans (LCWIPs) will deliver attractive and localised walking and cycling infrastructure that is accessible to all users. In addition to traditional active travel interventions, this may include measures that support use of e-bikes and micro-mobility.

2.2 Many commuter towns may be in areas which struggle to finance bus services and would benefit from funding of their Bus Service Improvement Plans and other external funding. Reliable bus services should provide the necessary connectivity with essential services, such as healthcare, and educational establishments, with residential areas and multi-modal hubs, to provide sustainable transport options and multi-trip chain travel.

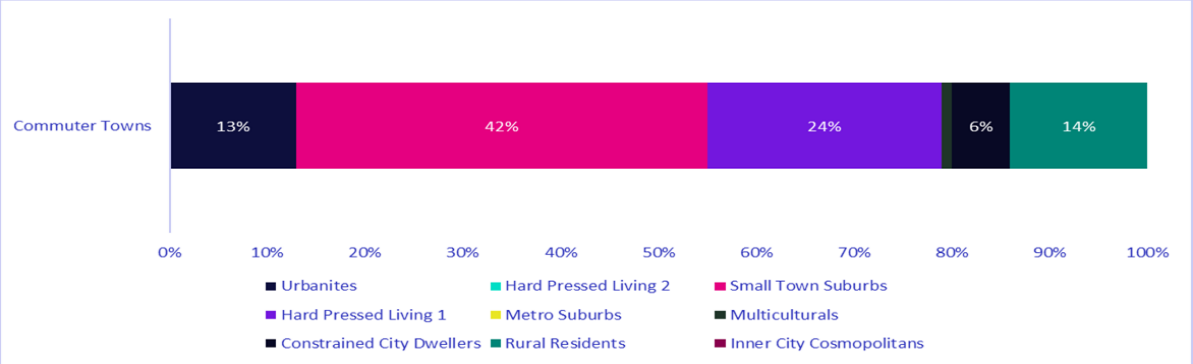
3. A holistic approach to spatial and transport planning should seek to reduce car dependency in Commuter Towns.

3.1 Road space should be reallocated to support bus and active travel priority measures, ensuring that buses and active travel are not the weak link in transport networks, ensuring safety and connectivity to encourage modal shift.

3.2 New developments should not lock in car dependency, and options to decouple parking provision from housing development supported by lift share schemes should be considered, complemented by good active travel infrastructure that connects to multi-modal hubs to town centres.

3.3 Explore the potential for developing new green and blue infrastructure, enhancing biodiversity and creating a valuable community asset.

What impact might these policies have on the North's people?



Commuter Towns feature a mix of people types, with Small Town Suburbs (42%) and Hard Pressed Living 1 (24%) being predominant. Small Town Suburbs travel further distances overall than almost any other segment, travel some of the longest distances to work, and are highly car dependent.

This segment would benefit from faster and cheaper public transport options for commuting as an alternative to the car. Improved public transport services and active travel infrastructure would also benefit those in Small Town Suburbs and Hard Pressed Living 1 who do not commute to neighbouring cities, by improving connectivity to local employment opportunities and facilitating essential and leisure journeys, particularly for those who have low qualifications and/or do not own a car.

2. Large Conurbations

Description

Large Conurbations contain 51% of the North's population. They have a faster rate of population growth (2.0% compared to a Northern average of 1.5% between 2012 and 2017) and a more youthful population. Levels of skills are also above the Northern average. Large conurbations can also be places of great variation, and often face challenges around deprivation and poverty. They benefit significantly from economic agglomeration and generate greater productivity than the Northern average.

Examples: Major cities including Manchester, Leeds and Bradford, Liverpool, Newcastle upon Tyne, and Sheffield.

Key role of transport

Large Conurbations increase their public transport demand closer to the city centre, as population density increases. As such, there are many public transport and active travel trips within cities, and a fair share of private vehicle usage in nearby towns, between other towns and to-and-from the city centre. Large Conurbations are also the areas which often face the most acute air and noise quality issues, particularly around arterial routes, and the Strategic and Major Road Networks. Therefore, policies which support viable sustainable transport options and improved connectivity within them should be the priority in Large Conurbations.

Key market failures facing large conurbations pertain to the need to support agglomeration – greater effective density within large conurbations - reflecting their density of economic activity and opportunity to support future productivity growth. However, increased population and employment density can place further pressure on the transport network, and other services, constraining future development. This creates the potential for new infrastructure investment to unlock land for development.

Our Large Conurbations should be attractive, lively, and exciting places that people want to spend time in, drawing in visitors from across the North to work, shop and socialise. Policies to encourage sustainable transport are critical to supporting economic growth and ensuring equitable development. Improved public transport will allow the implementation of demand management policies that can provide short and medium term increases in modal shift, away from private car use. Densification can also support reducing travel distances in urban areas.

Businesses in urban locations often cite difficulties they have in negotiating congested transport networks, or situations where disruptions have impacted business operations. Within urban locations, interventions which promote increased reliability and efficiency across the transport network, as well as shorter travel distances are most likely to benefit businesses in these areas.

Policies: *what needs to be true?*

1. **Public transport must be integrated (ticketing, operations, infrastructure, and information) reliable, accessible, and inclusive for all users.**

1.1 Bus services are the backbone of public transport networks in Large Conurbations, and franchising powers given to Combined Authorities offer the opportunity to provide affordable city-wide services and connectivity to other transport provision. For other authorities, enhanced partnerships also create the potential for a more strategic approach to managing bus networks. Large Conurbations should focus on diversifying or enhancing their bus services, particularly in orbital journeys that connect nearby towns

without travelling through the urban core and direct journeys in currently urban transport deprived areas. Bus infrastructure and services must enable easy access and swift transfers to rail and mass transit provision, through inclusive design.

1.2 Rapid transit should be an important part of the core transport network. Bus Rapid Transit (BRT), trams and other light rail-based modes provide additional capacity and connectivity and help to relieve congested road networks. Bus services should complement rapid transit services.

1.3 Introducing delay-repay assurances for different modes will further encourage people to shift to public transport. Capped fares will help achieve affordability and reduce the risk of transport related social exclusion.

1.4 Large Conurbations are perfectly located to maximise the benefits of multi-modal enhanced journey planning, to enable the services to function as a single, cohesive network. Integrated digital management systems can feed into journey planning tools should be implemented for providing a more reliable information base for users to make their travel choices.

1.5 Large Conurbations play a key role as a transport hub for wider connectivity on local and national networks. National and local strategic plans should be aligned to prioritise sustainable travel. Full integration of stations and their services with the local transport network needs to cater for passing travellers for maximisation of the role of transport hubs.

2. Spatial and transport planning must work symbiotically for sustainable, inclusive growth.

2.1 The densification of our urban areas can help to unlock agglomeration benefits and drive productivity growth across the North. As such, embedding new development within transport infrastructure will ensure both the success of new developments and increase the commercial viability of public transport. This would provide greater accessibility to populations without access to private car, especially for developments out of the urban core. Interventions can range in scale from station gateway developments to more localised measures such as integration with active travel networks.

2.2 Densification will also allow implementation of 15-minute cities and active neighbourhoods to provide basic services within a travel distance of 15 minutes by active travel and/or public transport, whilst simultaneously reducing instances of community severance. This will also reduce trip lengths which is key to meeting carbon targets.

2.3 City and town centres should look to gradually re-allocate parking spaces in favour of additional cycle storage, wider pavements, and outdoor seating areas for use by local businesses, or aiming for pedestrianisation where appropriate with an inclusive design focus. Through improving public realm and associated placemaking, and providing high-quality and safe infrastructure for cycling, this will prioritise the movement of sustainable transport users encouraging modal shift and making large conurbations more attractive for businesses and residents. Placemaking and public realm upgrade should also consider exploring the potential for developing new green and blue infrastructure to enhance biodiversity and create valuable community assets within urban areas. This also extends to protecting, enhancing, and improving access to historical assets and townscapes, which form part of the transport infrastructure network such as stations and viaducts.

3. **Managing private vehicle demand and encouraging modal shift through providing attractive and sustainable alternatives to car travel is key to achieve cities where car dependency is reduced.**

3.1 Changes to local parking development policies can be explored to reduce private vehicle usage, however, this will vary from area to area. Some alternatives are reducing or removing minimum parking space requirements for new developments, work parking levies, reallocating road space, and increasing the cost of parking in city centres. This should be complemented by consolidation of parking in out of city Park and Ride sites, where suitable, to avoid private vehicles travelling into city centres.

3.2 Congestion charging and Clean Air Zones are opportunities that should be considered to manage private vehicle trips and reduce emissions in city centres. There are also opportunities to consider demand management schemes as part of this, which may require support and development at a national level.

4. **Decarbonising transport fleets is key for achieving national decarbonisation targets.**

4.1 A key policy for large conurbations must be to decarbonise the bus and rail networks. Where there is high patronage and availability of infrastructure, there is a strong case to procure electric and hydrogen-fuelled vehicles and units to deliver a more sustainable solution. For buses, Zero Emission Bus Regional Areas (ZEBRA) funding has helped accelerate this in eight Local Transport Authorities (LTA) areas in the North, and there is an opportunity to further build on this.

4.2 All authorities should have an Electric Vehicle (EV) charging infrastructure strategy. Major EV charging facilities should mostly be focused on park and ride sites, multi-modal hubs and off-street parking sites, with on-street parking reserved for freight access.

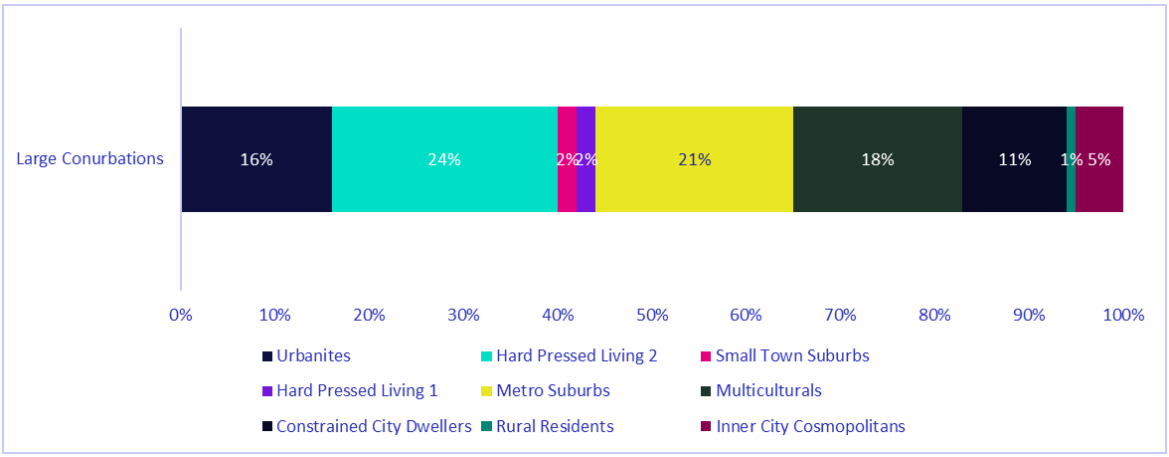
4.3 The volume and concentration of people and businesses in Large Conurbations generates demand for high volumes of personal (food distribution, e-commerce, servicing) and retail goods. Last-mile delivery priority should be focused on utilising zero-emission vehicles and/or e-cargo bikes.

5. **Most freight and logistics movements in city centres can be avoided with more sustainable solutions to consolidate trips.**

5.1 Solutions for freight and logistics should consider consolidation of freight on the peripheries of urban centres linked into the strategic freight corridors, prior to last-mile delivery, to minimise freight and goods trips into dense urban cores. In parallel, drop and collect facilities should be provided where population density warrants it, to reduce high volumes of multiple deliveries.

5.2 Micro-consolidation hubs have great potential in this typology as there is high residential and commercial density that can attract users. This can be serviced by low-emission vehicles or e-cargo bikes.

What impact might these policies have on the North's people?



Reflecting the fact Large Conurbations contain 51% of the North's population, this place type has one of the most diverse arrays of people segments. Policies which support viable sustainable travel options and improved connectivity in Large Conurbations will therefore benefit a wide range of people segments (including Hard Pressed Living 2, Metro Suburbs, Multiculturals, and Urbanites, among others) by connecting them to employment and education opportunities and facilitating essential and leisure journeys, while reducing congestion, air pollution and noise. Large Conurbations are home to high shares of Multiculturals, Constrained City Dwellers and Inner City Cosmopolitans – segments which have the lowest car ownership (around 50%) and rely heavily on public transport and active travel.

3. Rural Villages and Dispersed

Description

Rural Villages and Dispersed areas are rural districts geographically isolated from cities and towns. They have a slightly higher than average percentage of employment in tourism and an above average percentage of employment in advanced manufacturing and traditional industries. As would be expected, given their isolation, they have above average numbers of people commuting over 20km to work and over double the average percentage of people working at or from home. Their geographic size is reflected in their population density which is by far the lowest in the North and is growing at a rate below the Northern average. They have a large percentage of people aged over 65 (25%) and a below average percentage of people aged between 18 and 35.

Examples: These areas are mostly found interspersed with Visitor Destinations, although they can also be found in sporadic locations including directly north of Liverpool, North Lincolnshire, West Lancashire, and surrounding Carlisle.

Key role of transport

Rural Villages and Dispersed locations are generally characterised by long distances, poor accessibility, and high levels of car dependence which difficult implementation and encouragement of more sustainable travel modes. The 'right share' for this typology will be different to the pan-Northern target set in the STP's Vision & Objectives, as private vehicle is still likely to prevail on the modal share.

Rural Villages need to become places with a wider range of transport options as they have typically not been well-served by transport. This needs to be addressed through spatial, transport and digital solutions. Community based transport will play a key role in connecting rural villages and dispersed with their commuting and leisure needs, and with the existing transport infrastructure, for access to wider services and amenities. Recognising the high private vehicle usage, policy aims should look to make private vehicle travel more sustainable, for example by switching to electric vehicles and community-led car clubs.

While residents of these areas are typically among the least at risk of transport related social exclusion, TfN's research makes clear that the minority without access to a car experience a higher risk. Consequently, network planning cannot ignore the needs of those without access to a private car.

Policies: *what needs to be true?*

1. **Transport should be at the heart of communities, providing more than just connectivity.**

1.1 Investing and restoring scheduled bus services as forms of social infrastructure will help to address potential social exclusion and car dependency. They are likely to require consistent subsidy or funding to be viable. The challenge to develop a cost-effective service can also be addressed through smaller and less-energy consuming vehicles. Some places in this typology might have strong connections to market towns that should be supported with scheduled bus services.

1.2. Multi-modal hubs should focus on stations that provide travel options with connectivity for longer journeys and provide Park and Ride opportunities. These hubs should be well-integrated with active travel and scheduled bus services for short local trips, linking with the strategic long-distance trips via road and rail. Rural multi-modal hubs should provide a community asset that can be used to bring together a range of

additional services such as health care, leisure opportunities, and click and collect facilities, to minimise first and last mile freight movements and encourage community use of the space by enhancing public spaces.

1.3 Demand responsive transport models have the potential to overcome commercial viability challenges and have already been successfully introduced in some areas as an affordable transport option. They need to be available 7 days a week and feed into multi-modal hubs.

1.4 Community led car clubs should be encouraged, particularly for those areas where people increasingly work from home, or do not have access to a private vehicle. Car clubs can be located within village centres and will facilitate longer, less frequent journeys.

1.5 Implementation of new travel opportunities must simultaneously address the reliability and resilience of the road network, as often places in this typology have one road access making accessibility vulnerable to infrastructure fails.

2. A holistic systems-based approach is a fundamental foundation of facilitating sustainable growth to produce social-led outcomes.

2.1 Public transport provision may be limited in rural areas and policies need to provide affordable alternative for those without access to a private car.

2.2 Enhancements in the coverage, reliability, and connection speeds of 5G and super-fast broadband networks should be at the heart of policy making. Digital connectivity is a foundation of delivering sustainable economic growth, reducing demand for journeys through greater opportunity for remote working and unlocking digitally connected demand responsive bus and logistics trips.

2.3 Where appropriate, implementing co-working spaces at multi-modal hubs, for enhanced digital connectivity, should be encouraged. This will promote benefits for businesses and the community, as well as reduce the need for longer-distance travel and its environmental impacts.

2.4 There is a need to promote a non-fossil fuelled energy network to promote uptake of zero-emission vehicles. There might be opportunities in certain places in this typology to work together with energy masterplanning and industry, which paired with public transport and spatial planning, can significantly impact decarbonisation. This can also be supported and implemented at mobility hubs.

3. Equitable transition to Zero-Emission Vehicles

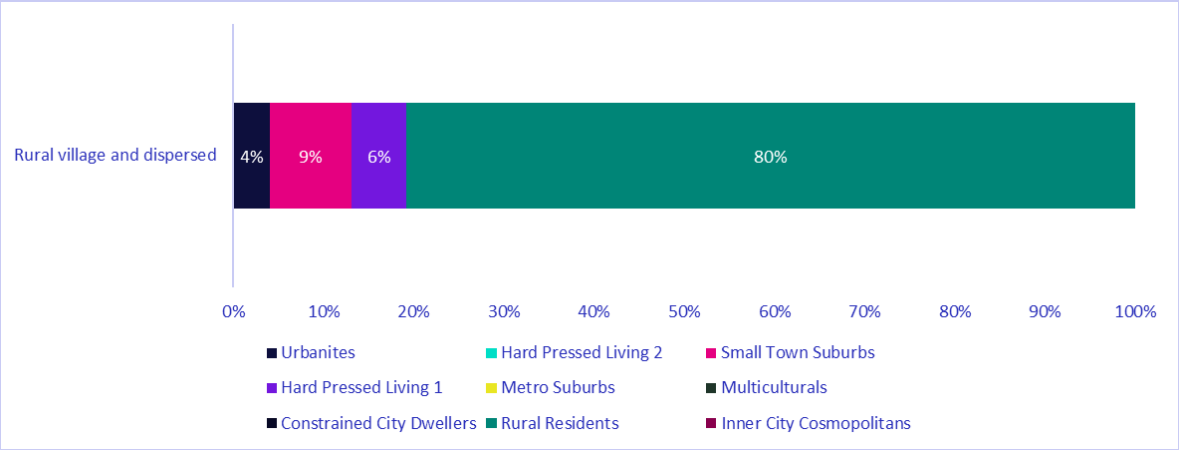
3.1 Given the importance of agriculture, freight and agricultural machinery will remain significant traffic segment in these areas, so the use of zero emissions vehicles should be encouraged and can be supported through the location of hydrogen and biofuel supply sites. Low-emissions vehicles plug-in grant should be promoted for vans and trucks. Further support from government would need to be pursued to support the shift in other agricultural vehicles, which may reflect a challenging transition.

3.2 The increased uptake of transitional fuels, EV charging, and the use of drop off and collect facilities at multi-modal hubs that minimises the need for first and last mile deliveries should contribute to decarbonisation. Ensure the delivery of charging and refuelling infrastructure development that is sensitive to the often unique natural and historic environments in these places.

4. Ensuring modal shift for new provision through behavioural change.

4.1 As the private vehicle modal share in this typology is high and the population tends to be older, they are likely to need behavioural nudges to uptake new travel options whilst also encouraging public transport patronage where available. Active awareness campaigns, training, and fare incentives should be considered for car clubs, DRT, and scheduled bus services.

What impact might these policies have on the North's people?



Rural Village and Dispersed is the most concentrated place type in terms of the variety of people segments present, with Rural Residents accounting for 80% of the population. Rural Residents travel greater distances than any other segment and are the most car-dependent, with 89% of overall distance travelled by this segment attributed to car travel. A focus on the transition to electric vehicles and community-led car clubs will provide more sustainable options for Rural Residents who travel by car, particularly for commuting purposes, while more extensive and reliable public transport connectivity, DRT, and community-based transport services will provide more options for everyone, encouraging modal shift, and providing significant economic and social benefits for Rural Residents without access to a private car.

4. Rural Town and Fringe

Description

Rural Town and Fringe include rural areas (outside of a town with a population of less than 10,000 people) that are within closer proximity to nearby towns and cities. Unlike Visitor Destinations, Rural Town and Fringe areas rely less on the tourism sector for employment, with a broader mix across sectors, and an average unemployment rate. They have above an above average number of people employed in public sector occupations. Reflecting their rural geography, they have particularly low population densities compared to the more urban typologies, and a more elderly population, with fewer people aged between 18 and 35 and a greater number of people aged 65 and over compared to the Northern average. Their population growth tends to be below the Northern average.

Examples: Selby, North Lincolnshire, Hambleton, Hartford, areas near Hull, and areas along the west coast of Cumbria.

Key role of transport

Low population densities pose a challenge to connecting residents to economic and social opportunities. An ageing population is likely to travel less, by all modes, due to physical accessibility and health issues. Consequently, there is a high amount of the population living at high risk of Transport Related Social Exclusion (TRSE). Levels of local transport services, particularly bus services, have declined in the last decade, leading to increased car dependency and severance due to major road infrastructure contributing to the risk for TRSE.

Fundamentally, Rural Town and Fringe areas should have enhanced accessibility to opportunities such as jobs, healthcare, and education, particularly healthcare due to the increasing ageing population. In many cases, these places are close to other towns and cities. Therefore, they could benefit from improved transport connectivity through demand responsive bus services and integration to urban services. These may need to be publicly funded to maintain the levels of services needed, to support sustainable transport options to deliver net zero in these areas.

Transport has the potential to improve the health of rural communities, through encouragement of active travel primarily for leisure trips rather than commuting given the distances between key centres. Walking and cycling infrastructure should be designed inclusively, particularly considering the ageing population, as car usage decreases dramatically for these groups. Making roads and pavements safer for active travellers needs to be a priority, particularly when considering that across the North, with retired people making an average of 19.5% of their journeys on foot.

Policies: *what needs to be true?*

1. **There should be a wideset of travel options, centred around public transport services and infrastructure that enhance accessibility to opportunities and key services, particularly healthcare, integrating rural towns and fringe with nearby towns and urban areas.**

1.1 Scheduled bus services in rural areas, and accompanying infrastructure, need to be protected and where possible restored to provide access to key services and opportunities. This can prevent and reduce the high risk of TRSE. Services should provide attractive links to and from local centres, and to transport hubs that provide longer connectivity, and run 7 days a week. Real-time service information is particularly important in these locations given the relatively low service frequencies. Services are

likely to require subsidy to be viable, with strategies set out in Bus Service Improvement Plans and Local Travel Plans. Working with parish councils could further unlock opportunities for co-ordinating better public transport networks.

1.2 For rural communities, the introduction of multi-modal hubs can enhance the attractiveness of public transport services and integrate sustainable journeys. Facilities at multi-modal hubs, such as click and collect lockers, community hubs, public health facilities, and learning amenities can also reduce vehicle trips. Park and Ride hubs, either bus and/or rail based can consolidate demand, underpinning more frequent services for commuting travellers into nearby towns and cities, as well as for leisure and social travel needs.

1.3 Demand Responsive Transport (DRT) with smaller and more efficient vehicles can integrate dispersed communities with existing transport networks in urban areas via multi-modal hubs – creating sustainable door-to-door journeys. This typology is likely to have more demand for DRT than Rural Villages and Dispersed which makes it an optimal starting point for these services. To support the successful application of DRT and maximise access to information and timetabling, digital infrastructure (5G and super-fast broadband) must be enhanced and reliable, to enable users to access the required apps to utilise the system. DRT should feed into multi-modal hubs and core scheduled services.

1.4 Bus services can be complemented with car clubs and travel reward schemes to further reduce car dependency. Car clubs can be located within rural town centres within easy walking distance and will facilitate longer, but less frequent journeys. Businesses in rural areas are less likely to have car-dependency reduction policies in place, consequently, there should be targeted support to introduce them.

2. Active Travel should be promoted for shorter journeys through carrying out road safety enhancements where required

2.1 Active travel provision is a viable option for rural towns given the possibility of short distance journeys to the PT network or leisure activities which can be enhanced. New infrastructure and share schemes should be implemented and complemented with store and charge e-bike and e-scooters at multimodal hubs. This will help overcome longer distances and challenging topographies and incorporate active travel in multimodal trips for work, study, and longer leisure trips, in line with the Local Cycling and Walking Infrastructure Plans (LCWIP)

2.2 Safe provisions for pedestrians, cyclists and equestrians on rural 'B' and 'C' roads must be provided. Traffic calming measures to reduce speeds should be implemented alongside junction design enhancements, with crossing times accounting for ageing populations and ensuring that strategic roads do not prevent pedestrians accessing key services. This will also address the severance effect of rural roads, supporting business growth. Improving and implementing street lighting will also contribute to pedestrian, cyclist, and equestrian safety.

3. Equitable transition to Zero-Emission Vehicles

3.1 Even with improved public transport provision, it is still likely that there will be a high proportion of private vehicle trips in rural areas, where communities are likely to need the most support for switching to zero-emission vehicles. Local authorities should prioritise funding EV charging infrastructure in rural towns, villages and dispersed places, particularly around multimodal hubs to facilitate linked sustainable journeys. Promotion of electric car clubs can be an alternative for lower-income population to ensure inclusive decarbonisation.

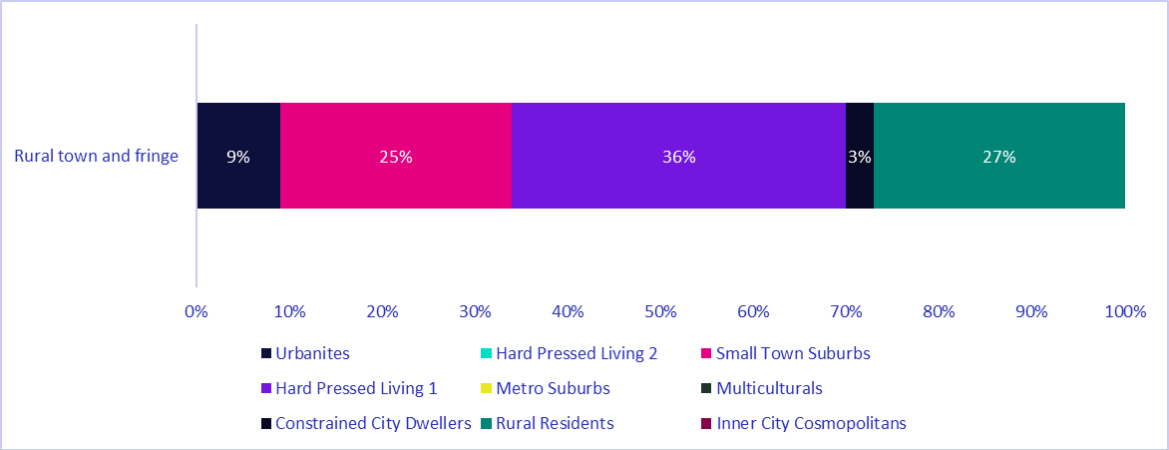
3.2 Given many rural businesses are reliant on their own vehicles for deliveries and trade, incentives need to be provided to support the decarbonisation of these fleets. Low-emissions vehicles plug-in grant should be promoted for vans and trucks. Delivery of EV charging infrastructure and hydrogen refuelling stations should be supported with adequate grid infrastructure improvements.

4. Ensuring modal shift for new provision through behavioural change.

4.1 As the private vehicle modal share in this typology is high and the population tends to be older, they are likely to need behavioural nudges to uptake new travel options. Active awareness campaigns, training and fare incentives should be considered for car clubs, DRT, public transport, and active travel.

4.2 Implementation of new travel opportunities must simultaneously address the reliability and resilience of the road network, as often places in this typology have one road access making accessibility vulnerable to infrastructure failures.

What impact might these policies have on the North's people?



Rural Town and Fringe place type has a more diverse mix of people segments than Rural Village and Dispersed, including Hard Pressed Living 1 (36%), Rural Residents (27%) as well as Small Town Suburbs (25%). These people segments are highly car-dependent, with a high risk of TRSE for those experiencing forced car ownership due to a lack of viable travel alternatives, and for those without access to a private car. For each of these segments, increasing the range of viable travel options, centred around public transport services and active travel, will provide more sustainable access to a greater range of employment, education and leisure opportunities and key services such as healthcare, both locally and in neighbouring towns and cities.

5. Transformational Places

Description

Transformational Places have a wide geographic spread across the North and are more varied than any other place typology. They can be characterised as particularly dynamic and successful local economies, with productivity and employment growth above the national average, but also in some instances face a variety of economic and transport constraints, and market failures. In several examples, these places are reliant on a small number of high value employers as key drivers for the local economy.

They have relatively high percentages of people with Level 4 or above qualifications (36.8%), high GVA growth and, compared to Large Conurbations, low population densities. They have seen a large growth in the number of people employed within advanced manufacturing, and more than double the Northern average of the proportion employed within Knowledge Intensive Business Services (KIBS) sectors. Reflecting their dynamic economies, these areas have the lowest unemployment rate of any place type.

Examples: York, Cheshire East, Redcar & Cleveland, West Cumbria, and South Ribble.

Key role of transport

Due to the variation within Transformational Places are more varied than any other place typology, and several represent dynamic and successful local economies whilst other places face a variety of economic and transport constraints, and market failures.

Given their often semi-rural and dispersed geography, Transformational Places are highly reliant on their transport infrastructure. Infrastructure must facilitate sustainable and flexible commuting flows to key employment sites and neighbouring Large Conurbations, as well as catering for high levels of logistics delivery trips due to low population densities. Ensuring that transport connectivity is sufficient to continue to attract investment remains a key issue of many Transformational Places and their economic sectors, particularly improving links to international gateways for export-related firms in advanced manufacturing.

Transformational Places provide a significant opportunity for rapid transport decarbonisation. Transport policy should be focused to reduce car dependency, particularly for new residential and industrial sites, through planning policy that builds active travel and public transport into the fabric of communities. Given the high levels of GVA and high car ownership, policies are required to improve the coverage, frequencies, and operating hours of public transport increase the convenience and attractiveness of public transport, relative to private car use. At the same time, with higher economic outputs, there is a greater propensity for early adoption to electric vehicles, with associated consideration for supporting this transition with adequate charging infrastructure.

Policies: *what needs to be true?*

1. **Local public transport should be designed to fit with employment patterns in key sectors and prioritised for medium and long-distance journeys, whilst shorter journeys are prioritised for active travel.**

1.1 Due to high levels of car ownership associated with workers in knowledge intensive jobs, there is a need to prioritise modal shift from private car to public transport. Public transport must be integrated, reliable, accessible, and inclusive. Integrated ticketing with larger conurbation mass transit networks is required to support those in KIBS jobs to

access centralised offices directly via public transport. For large centres of employment, such as Sellafield, timetables should be aligned with working patterns.

1.2 Ticketing must be smart and flexible, ensuring value for money for non-5-day commuters, as well as those working outside of conventional working times. Furthermore, due to high levels of flexi commuting, existing bus and rail stations should be adapted to act as integrated multi-modal hubs with inclusive design. Information and journey planning tools should complement the integrated transport system for users to make their travel choices.

1.3 Multi-modal mobility hubs should be situated in accessible locations to unlock the potential for Park and Ride connectivity, with appropriate EV charging point capacity. They should be complemented with providing opportunities for consolidated parcel drop off/pick up, cycle parking, electric bike/e-scooter charging facilities and other amenities. Transformational Places attract residents and leisure visitors, which provides an opportunity to upgrade public realm around multi-modal hubs.

1.4 Buses must be of a high quality, with wi-fi and charging facilities, with express services to neighbouring conurbations. Continuity of services outside of the peaks will increase patronage, particularly for non-commuting trips, but may require subsidies due to market failure. They can be complemented with incentives programmes for use of bus services with local employers.

1.5. Transformational Places should ensure that there are alternatives to car to access out of town employment centres, including industrial sites, which could include bespoke shuttle services to industrial parks that work as Demand Responsive Transport. Service patterns should be designed to fit with work shifts. Given highly skilled workers at these sites are likely to commute over longer distances, these should be integrated with medium distance rail services. Strategic road connectivity will remain vital to support employment opportunities and growing economies, with a focus on retaining existing infrastructure and reducing private car dependency.

1.6 Rail services must be reliable, frequent, and consistent, such as 2 trains per hour every day of the week, to provide strategic rail connectivity to support dynamic and growing economies. Timetables should be interconnected with the local bus and DRT networks. Opportunities to develop new stations, re-open stations close to growing settlements or large employment sites, should be explored, along with the extension of mass transit systems using tram and/or tram-train technology.

2. Targeted spatial planning policies and transit orientated development can support the rapid decarbonisation of the transport network

2.1 Short distance trips should result in a high mode share of active travel usage. As Transformational Places are attractive places to live and visit for leisure and recreation, reallocation of road space away from private cars to public realm and active travel infrastructure can both encourage modal shift and attract further footfall. This can boost local business and economies.

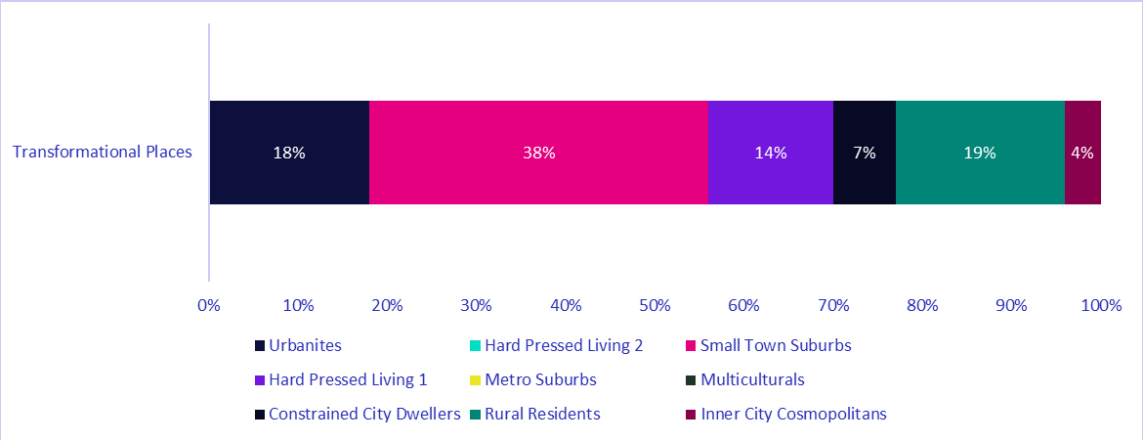
2.2 New residential and commercial developments should be built with EV charging points as standard and be prioritised where active travel and public transport cannot compete. They should be designed in a manner to actively promote sustainable travel options by building active travel infrastructure into the fabric of communities. Safe, accessible, and well-lit access to public transport must be mandated in the planning process. Community EV car clubs, potentially funded by developer contributions, will further incentivise the take up of car-lite development.

3. Consolidating and decarbonising the logistics networks

3.1 The nature of Transformational Places' successful dynamic economies and low population densities results in large volumes of home delivery and freight trips. This must be underpinned by an efficient, reliable and carbon zero freight and logistics network. First-last mile deliveries should be provided by zero emission vehicles, with trips minimised through coordinated dynamic information systems consolidating loads from periphery consolidation centres.

3.2 To support continued inward investment in advanced manufacturing, consolidation centres should be situated adjacent to the strategic rail or road network with direct access to key gateway ports and airports for exports to international markets; with innovation in digital and technological advances, helping to reduce unnecessary trips by shortening supply chains.

What impact might these policies have on the North's people?



Reflecting their variety and wide geographic spread across the North, Transformational Places are home to a varied mix of suburban and rural people segments, including Small Town Suburbs (38%), Rural Residents (19%), Urbanites (18%) and Hard Pressed Living 1 (14%). Most of these segments are highly car-dependent and would benefit from opportunities to take up electric vehicles and/or car clubs to make their journeys more sustainable, particularly for commuting purposes. Better public transport options are also needed to encourage greater use of rail and bus for commuting – Urbanites for example already demonstrate comparatively high use of rail for commuting. For segments such as Hard Pressed Living 1, which have lower levels of qualifications, and travel shorter distances, improvements in transport infrastructure would improve access to economic and education opportunities, particularly with improved access to locally significant employment sites in isolated locations.

6. Other Urban

Description

Other Urban areas have the second highest population density of all the typologies across the North, with lower population growth of 1.0% compared to the Northern average of 1.5%. They are distinguished from Industrial Places by having a low number of people working in traditional industries (3.4%) and a high number of people working in the Public Sector (38.7%), similar to Towns within Metropolitan Counties. Like Industrial Places and Towns within Metropolitan Counties, Other Urban areas have a low percentage of people with level four qualifications or above, a small percentage of people working in KIBS and have an above average unemployment rate (though not quite as high as industrial areas).

Effectively, they represent a more geographically focussed version of Towns within Metropolitan Counties, with a similar employment breakdown, but are more geographically isolated and further from the Larger Conurbations.

Examples: Near or within smaller cities and larger towns like Carlisle, Workington, Whitehaven, Ellesmere Port and Middlesbrough

Key role of transport

The approach for these communities will depend on whether they are part of major metropolitan areas, for example Middlesbrough, or individual areas, for example Carlisle. The former may present opportunities to better integrate the area into a city region's mass transit system or zonal area, with the latter lending itself well to active travel and rail connectivity. Their location away from Large Conurbations presents an opportunity to support long-distance journeys with strategic rail and transforming stations into multi-modal transport hubs. Furthermore, there are more opportunities to unlock land development. Encouraging the role of rail needs to be balanced with local regeneration policies to avoid unnecessary outbound long-distance travel and encourage local trips.

Other Urban areas are significant contributors to the Northern economy, and transport can help support growth and decarbonisation challenges. The high relative population density in Other Urban areas provide the market demand to drive the uptake of sustainable travel patterns, whilst also strengthening the case for urban regeneration. This typology is comparatively well served by rail and has the second highest number of rail journeys. Consequently, the focus should be on reducing private vehicle travel and maximising and complementing the existing rail network.

There is above average risk of social exclusion and car dependency in these areas, and private vehicles often offer the only means of access to key destinations. This supports the case for complementing the existing rail network with affordable public transport provision and active travel infrastructure in order to effectively reduce social exclusion.

Policies: *what needs to be true?*

1. **Maximising and filling the gaps in the existing public transport and active travel networks to support more sustainable travel patterns**

1.1 Strategic rail connectivity should support both outbound and inbound commuting, as well as providing connectivity to encourage inbound investment. Train operators and Local Transport Authorities must focus on strengthening cross-boundary and cross-border integration and ticketing.

1.2 Implementing radial and orbital local bus services can support full origin-destination public transport trips, particularly supporting access for areas currently identified as transport deprived, reducing the fragmentation associated with hub and spoke service delivery common in these areas. Supporting the affordability of bus services is necessary to reduce risk of TRSE, underpinned by integrated fares across mode and operators. Maintaining road infrastructure also remains key in supporting scheduled bus services to improve strategic connectivity and unlock potential development sites for employment and residential uses.

1.3 Multi-modal hubs at rail stations can bring together integrated interchange between local transport services and active travel modes, furthermore, places in this typology such as Darlington and Carlisle, can provide wider strategic rail connectivity to the North. Multimodal hubs should also consider enhancing public realm and providing community and commercial spaces, as there is considerable redundant space at rail stations across the North. This will support local economies and regeneration initiatives, as well as supporting the reduction of TRSE. These hubs should also consider Park and Ride, and pick-up and drop-off provisions, where reasonable, and provide access to the wider major road network.

1.4 E-bikes and cycling could play in providing a zero-carbon option for the first and last mile of people's journeys, making cycling a viable option for a wider group of people. This can be complemented with cycling training and incentives.

1.5 Other Urban areas are often associated with a limited number of key organisations who employ a disproportionately large share of the working age population in an area, such as large industrial sites, hospitals, universities, and colleges. Local Authorities should work with large employers to develop effective sustainable travel plans, including consideration of Demand Responsive Travel (DRT) services outside of traditional public transport operating times, sustainable travel reward schemes, formalised car sharing programmes and workplace parking levies (with proceeds invested back into facilitating sustainable travel to work).

1.6 There are opportunities for demand management through spatial planning and 20-minute neighbourhoods in Other Urban areas. This includes through encouraging more local services to be based in suburbs, including those close to transport hubs, targeting densification on public transport corridors, and restricting parking.

2. Targeted spatial planning policies for active travel and public spaces will result in regeneration of Urban Centres

2.1 The delivery of high-quality public realm and upgraded active travel infrastructure is supported by relatively high densities and combined with improved public transport. This can support regeneration priorities, and increase footfall into these urban centres. Improvements should prioritise the quality of space and functional active travel infrastructure connecting to transport hubs. Reducing pavement parking, improving pedestrian crossings, and reallocating space away from road users to active travel users and e-cargo bikes will contribute to local regeneration and address severance. Furthermore, improving lighting and foliage can also improve perceived safety. This will establish Other Urban places as destinations and attractive places to live, work and visit.

2.2 The commercial centres of market towns, particularly those with seasonal tourism, should consider revised parking controls to re-allocate parking spaces (permanently or seasonally) for use as wider pavements, additional cycle storage and/or additional trading space and outdoor seating for use by local businesses. An increase in cost of on-street parking compared to off-street parking in city and town centres has the potential to free up tradeable space but also reduce cruising by private vehicles, albeit appropriate

considerations will need to be made for mobility impaired so as not to further exacerbate transport related social exclusion. Further travel demand management can be enforced through work parking levies.

2.3 Explore the potential for developing new green and blue infrastructure, enhancing biodiversity, and creating a valuable community asset as well as protecting, enhancing and improving access to historical assets and townscapes, which form part of the transport infrastructure network such as stations and viaducts.

3. Freight and logistics movements inside urban centres need to be addressed with more sustainable solutions.

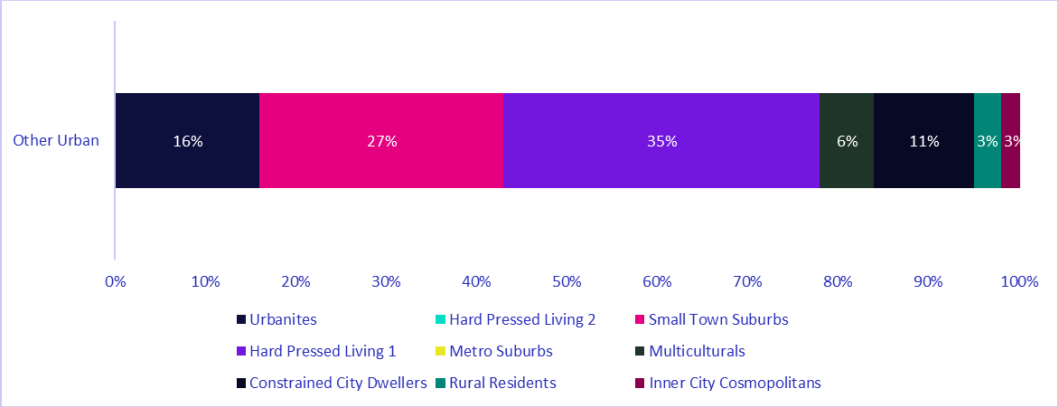
3.1 Other Urban areas typically contain (or are near to) strategic road and rail corridors. Therefore, focus should be on developing the network to support economic efficiency, reliability of goods movement, and a greater resilience of the freight network. This includes repurposing brownfield sites to support lorry parks, refuelling, warehousing, and consolidation centres, for reducing overall travel distances. This will additionally boost employment and drive the levelling up agenda.

3.2 To ensure efficiencies in deliveries and minimise conflict with active travel modes, adequate kerbside provision should be available as appropriate and managed/coordinated using dynamic information systems.

3.3 Drop and collect facilities should be provided to support residents and businesses, linked to the development of multi-modal hubs and/or district centres to minimise home deliveries. First-last mile connectivity for freight should be by EV vans and e-cargo bikes; the use of the latter can be consolidated with the drop and collect facilities in denser areas.

3.4 There will likely be a higher requirement for LGV and HGV charging or refuelling in these areas, to support goods and services movements. Consequently, integration of rapid electric charging should be implemented on-route in these areas, to ensure a whole network coverage of EVs.

What impact might these policies have on the North's people?



In common with Towns within Metropolitan Counties, Other Urban areas have a mix of predominantly suburban-based, car-dependent people segments, including Hard Pressed Living 1 (35%), Small Town Suburbs (27%) and Urbanites (16%), and share somewhat similar economic challenges to Towns within Metropolitan Counties and Industrial Places. Policies to complement the existing rail network in Other Urban areas with affordable public transport provision and active travel infrastructure will provide better and more sustainable connectivity to economic and social opportunities for residents and improve their quality of life, particularly when coupled with other urban regeneration initiatives.

7. Visitor Destinations

Description

While all parts of the North have key visitor destinations or attractions, our definition of Visitor Destinations is focused on rural destinations and towns that attract large numbers of seasonal tourists each year. They tend to be within and surrounding National Parks and Areas of Outstanding Natural Beauty, or areas of historical significance and some coastal resorts. These areas have relatively low levels of population growth, low population density and a comparatively elderly population, with an above-average proportion of over-65s and a below average proportion of people aged between 18-35 compared to the Northern average, which are characteristically similar to rural areas. Of all the place typologies, Visitor Destinations are defined by having the highest proportion of people employed in the tourist sector (26.2%), including large numbers working in sectors such as food and accommodation.

Examples: Areas near or in National Parks, Northumberland, Cumbria, Blackpool, and Whitby.

Key role of transport

Visitor destinations tend to experience seasonal demand which requires a careful consideration for the transport infrastructure and modal splits in these areas. Consequently, there are two different but equally significant user groups: tourists and local population. Policies must accommodate the seasonal demand of tourists whilst also supporting the needs of the local population, particularly addressing the above average risk for Transport Related Social Exclusion.

Visitor centres are attractive places for tourists, and its important the impacts are mitigated for local residents. Therefore, policies should concentrate on preserving both the natural and built environment which generate tourism demand, as well as enhancing local transport provision and encourage local regeneration to benefit residents. Visitor centres often offer significant employment opportunities with labour shortages in some key sectors. Improved transport links to surrounding areas can support skilled workers in accessing these.

Due to high car dependency and low density, we must recognise that the 'right share' for this typology will be different to the pan northern target set in the Visions and Objectives chapter, including different splits between tourists and the local population. However, the policies are aiming to encourage tourists to arrive to Visitor Destinations by public transport.

Policies: *what needs to be true?*

1. **An improved transport provision that provides sustainable travel options to meet the seasonal demand of visitors and workers linked to the tourism industry.**

1.1 Rail provision in Visitor Destinations can support viable alternatives to car travel, as well as provide onward connectivity into wider national parks and areas of natural beauty. A leisure focused service should be prioritised, 7 days a week and outside commuting peak hours, alongside commuter services if relevant to the specific place, connecting the North's visitor centres to our main metropolitan areas' large conurbations, via other more urbanised place typologies. Trains must provide spacious luggage storage for travel bags and leisure equipment (i.e., cycles, paddle boards, etc). They should provide a less costly, reliable, and more comfortable experience, in comparison to the car, to encourage modal shift to rail for leisure travelling.

1.2 Developing regional hubs on mainline railways and run subsidised buses to tourist attractions and worker areas from these hubs is key. Local authorities can work with train and bus operators to deliver a tourist-industry friendly offer and timetable, complemented with reliable information systems, for example Settle to Carlisle rail, Hadrian's Wall country bus, the Dales Bus in North Yorkshire, or the Cat Bells shuttlebus in the Lake District. Leisure cross-modal ticketing could increase public transport provision uptake.

1.3 Co-ordination between tour operators and transport operators can aid to ensure end-to-end provision of shared transport options, particularly for more isolated tourist areas, with multimodal hubs equipped with organised tour drop and collect facilities. This will need to be complemented with an overall improvement of coach access through enhancing roads for bigger vehicles, parking facilities with charging for electric coaches and kerbside/stops provision that allow drop-off/pick-up. This includes focused leisure ticketing, and the provision of journey planning tools in a standard language to encourage visitors in using local networks. Journey planning can be approached through one booking system where different transport providers can provide different parts of the trip.

1.4 It is still likely that, even with an enhanced rail service, tourists will be driving into Visitor Centres, therefore a shift from diesel-fuel to EV and more sustainable modes needs to be encouraged. Park and Ride sites on the edge of protected parking zones, equipped with sufficient electric vehicle charging infrastructure can help accelerate decarbonisation for long distance trips. E-bike and e-scooter hire will allow enhanced accessibility for longer last-mile trips.

1.5 Freight flows will remain significant in these areas all year round. The use of zero emissions vehicles should be encouraged and can be supported through EV charging and cargo e-bikes, particularly for shorter distance journeys. The use of drop off and collect facilities at multi modal hubs should minimise the need for first and last mile deliveries. Niche remote tourist accommodations could potentially be supported by drone deliveries, reducing congestion on the ground network, and improving speed of delivery.

2. Encouraging sustainable first and last visitor mile trips whilst preserving the natural environment and the historic and cultural assets of visitor destinations.

2.1 Multi-modal hubs in these areas should be established, bringing together bus, DRT, car/lift share, park and ride facilities and e-bike hire/charging which will help reduce the private vehicle trips within the main attraction centres to avoid congestion and negative environmental and social externalities. Scheduled bus and rail services are critical in serving these hubs and inducing demand for these hubs to also bring together a range of additional services such as health facilities, tourism information centres and upgraded public realm to encourage community use of the space. All of which will increase footfall to support local economies and add to placemaking aspirations which in turn support the reduction of TRSE. They should include extensive slow EV chargers (recognising many vehicles will be left for multiple hours and the likely constraints on grid capacity).

2.2 Considering that the active travel share is likely to be lower than the pan-northern target currently set, there is a lot of potential for leisure cycling, walking and e-bikes for short distance trips within visitor destinations. Appropriate routes should be identifying to support leisure trips and complemented with wayfinding, and e-bike and bike hire facilities.

2.3 Demand responsive travel options (e.g., minibuses with ability to carry pets and bulky equipment) will be important. Given the extreme numbers who may arrive in-

season, the extra capacity that could be afforded on transport networks by autonomous travel should also be considered, with on-demand driverless pods recently trialled in the Lake District. DRT services importantly can support local communities, utilising demand from tourists to provide services where scheduled bus services currently miss.

2.4 Seasonal parking bans should be considered to condense demand to multimodal hubs, potentially with Temporary Park and Ride locations on the edge of controlled zones during busy tourist periods. This will reduce environmental impacts whilst retain access for residents and businesses and increase footfall within village centres to maximise economic potential.

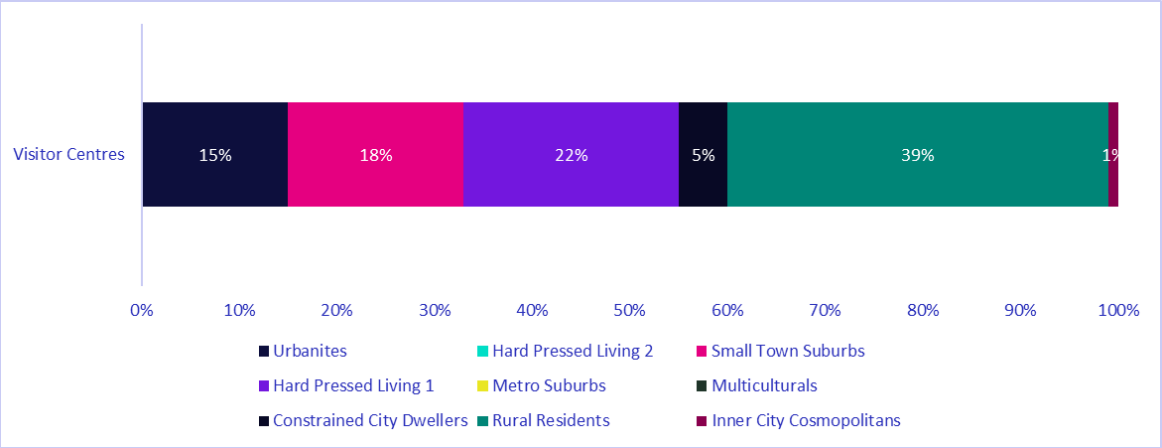
3. Safer roads and footpaths for all users combined with better path finding

3.1 It is also important to consider limiting vehicle speeds and improving lighting on routes where active travel is being promoted, as well as improvements to road junctions where B and C roads meet the MRN, with crossing times accounting for the both the needs of an ageing population as well as supporting the needs of other road users including active travel (walking, hiking, and cycling).

3.2 Footpaths and Green Routes are essential transport active travel infrastructure. Improvements to signage, wayfinding, and integration of long-distance footpaths into travel planning apps can help drive sustainable active travel usage.

3.3 Reliability and resilience of the road network needs to be improved alongside safety enhancements, as often places in this typology have limited road access making accessibility vulnerable to infrastructure fails.

What impact might these policies have on the North's people?



In keeping with their predominantly rural character, the most common people segment in Visitor Destinations is Rural Residents (39%), but they also have notable shares of Hard Pressed Living 1 (22%), Small Town Suburbs (18%) and Urbanites (15%). The benefits that these groups of residents could derive from the above policies will therefore be varied, but most will enjoy a better quality of life from the reduction in congestion and negative environmental and social externalities arising from tourist visits. Better transport connectivity within Visitor Destinations and to neighbouring towns and cities will offer broader and more sustainable access to employment and social opportunities, whether locally or further afield, to all segments, with particularly beneficial impacts for the segments with lower qualification levels such as Hard Pressed Living 1.

8. Towns within Metropolitan Counties

Description

Towns within Metropolitan Counties share characteristics with Large Conurbations and Industrial Places, reflected in their geographic distribution. They are prominent around Leeds, Manchester, and Sheffield, where they can be found intermingled with Industrial Places and adjacent to large Conurbations, and surrounding Liverpool and Newcastle upon Tyne. Only a low percentage of people work in traditional industries (3.4% compared to 25.4% in Industrial Places) and a high percentage of people work in the public sector (35.7% compared to 19.8%). They also have a low rate of growth in employment within advanced manufacturing (15.9% compared to 52.3% in industrial areas).

Examples: Keighley, Barnsley, parts of Kirklees and Calderdale, Southport, and Doncaster.

Key role of transport

Towns within Metropolitan Counties face a similar set of challenges around both attracting business investment and improving skills as Industrial Places. Due to the major roads near and in Towns within Metropolitan Counties, there is severance and negative environmental externalities. There is a strong case for improving their town centres to attract more business investment, increasing job opportunities.

Due to their proximity to Large Conurbations and high percentage of people commuting, there is an opportunity for connectivity to large urban centres (with stronger employment markets) to support labour supply effects and address the risk of TRSE linked to basic services access in these areas. Many towns in these areas already benefit from well-used railway stations. This needs to be balanced with local regeneration and improvement of town centres to avoid excessive amounts of commuting in peak hours and encourage more local trips, hence, the first policy focuses on 15/20-minute neighbourhoods. To further local regeneration in the future, densification should be a long-term goal.

Policies: *what needs to be true?*

1. **Creating 15/20-minute neighbourhoods with good public transport connectivity by working together with spatial planning.**

1.1 Investment in housing and office developments with good active travel infrastructure and reducing car-dependency in existing housing sites is key for creating 15/20-minute neighbourhoods. This should be complemented by road space reallocation to active travel infrastructure on local roads; reduction of pavement parking and improvement of junction safety to minimise severance between communities; and complementary planning policies to encourage access to essential services within close proximity of residential areas.

1.2 Towns within metropolitan counties are typically well served by rail or are located near a large conurbation well served by rail. Rail services into large conurbation should be frequent and reliable to facilitate accessibility to jobs, as there is high unemployment. For Towns within metropolitan counties with limited rail connectivity, or no possibility to improve the frequency (i.e., outside of peak commuter hours) 'hub and spoke' bus services should be implemented to provide the necessary accessibility to jobs and basic services, including linking to stations.

1.3 15/20-minute neighbourhoods should be complemented with multimodal hubs where feeder bus services that link with rail stations are provided and/or for hub and spoke

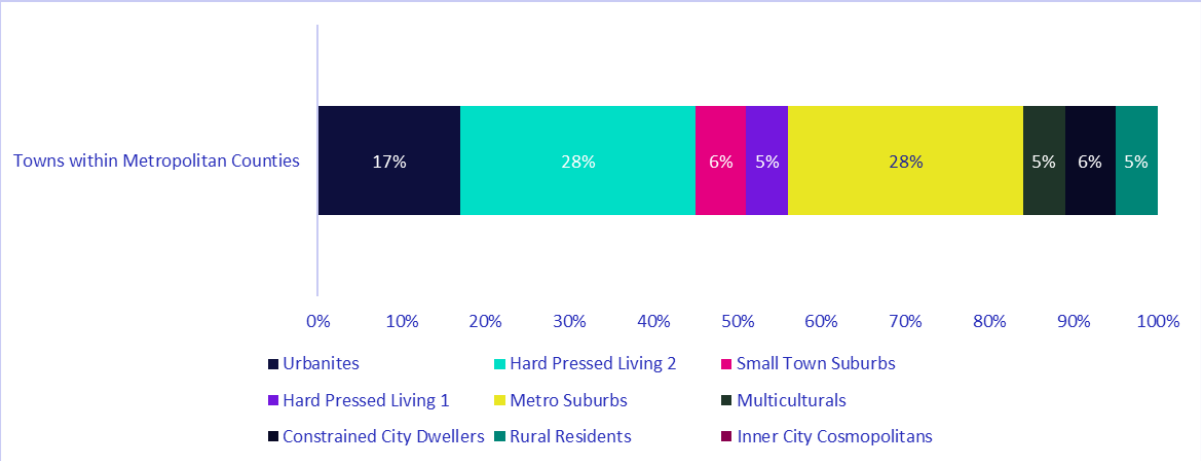
services. Multimodal hubs can also support new commercial, leisure and social uses as increased footfall is attracted to these hubs, supporting wider regeneration opportunities for the area (including essential community services and remote working hubs), coupled with increased public realm and active travel linkage.

2. More efficient bus services and active travel upgrades can sow the seeds for future densification.

2.1 In these areas of lower population density, more efficient bus services can provide an effective transport solution for many, particularly for those without access to cars. This includes the use of demand-responsive bus services which can be linked with effective shared mobility and travel reward schemes, although any digital accessibility requirements will need to cater for all age brackets effectively. In areas of particularly low density, DRT schemes can support sustainable regeneration and growth until the quantum of people can support a scheduled service.

2.2 Given the need for regeneration and driving footfall into local centres, twinned with proximity to large conurbations, active travel/public realm links to transport hubs can provide access to the wider regional transport area.

What impact might these policies have on the North's people?



Towns within Metropolitan Counties is predominantly comprised of suburban-based people segments which are closer to Large Conurbations, including Metro Suburbs (28%), Hard Pressed Living 2 (28%) and to a lesser extent also Urbanites (17%). Among these segments there is a comparatively high prevalence of commuting to neighbouring city centres, and improved rail and bus connectivity to these employment centres would provide residents sustainable access to a potentially wider range of economic opportunities and facilitate better skills matching. At the same time, investment in local public transport and active travel infrastructure would support local regeneration, providing more economic opportunities locally as an alternative to commuting to nearby cities (particularly benefitting groups such as Hard Pressed Living 2 who tend to travel shorter distances to work) and supporting essential and social journeys in the local area for all segments.

9. Industrial Places

Description

Industrial Places are areas where employment is focused around 'traditional' industries, with typically lower levels of productivity and higher levels of economic inactivity and unemployment. Typically located surrounding Large Conurbations such as Liverpool, Manchester, and Sheffield, together with other large urban areas such as Hull and Carlisle. Industrial areas have a higher percentage of people employed in traditional industries than any other typology (25.4% compared to a northern average of 8.1%), together with the highest percentage of people employed in advanced manufacturing and the highest growth of employment in this area (52.3% compared to a northern average of 32.8%). Despite this, they also have the highest unemployment rate (at 5.7%) and the second lowest percentage of people with Level 4 skills or above (29.3%, Northern average 33.11%).

Examples: Colne, Areas of Barnsley and Calderdale, County Durham, Gateshead, Hyndburn, and Doncaster.

Key role of transport

Industrial Places face several challenges around encouraging inward business investment, particularly in their potential strengths in advanced manufacturing and encouraging greater labour market participation. Improved connectivity to employment centres and regenerating neighbourhoods is required to both attract investment where existing accessibility is poor (provided other, complementary investment is made in skills and training), and support labour supply effects where they better connect regions to areas with high employment densities and job vacancies.

These types of places generate significant volumes of business and freight traffic, largely due to a greater proportion of employment within the manufacturing, logistics and distribution sectors which rely on the highway network.

Tackling transport related social exclusion is a priority in this typology as 40.7% of the population lives in high-risk areas. This requires significant investment in local public transport to employment centres, education, and health services, including out of town locations. Public transport should operate sufficiently within evenings and weekends, enabling access to work with irregular hours, including shift work. This will ensure everyone, including non-car users and vulnerable groups, are able to access opportunities, which will have economic as well as social and wellbeing benefits.

Policies: *what needs to be true?*

1. **Creating 15/20-minute neighbourhoods by improving sustainable transport connectivity increasing spatial proximity and enhancing digital connectivity.**

1.1 Investment in housing and office developments with active travel facilities and improved local connectivity is key for creating 15/20-minute and liveable neighbourhoods. This should be complemented by road space reallocation to active travel infrastructure in local road, reduction of pavement parking and improvement of junction safety to minimise severance between communities and facilitate modal shift to active travel.

1.2 Industrial Places are typically well served by rail or are located near a large conurbation well served by rail. Rail services into large conurbations should be frequent and reliable to facilitate accessibility to opportunities and reduce TRSE. For Industrial Places with limited rail connectivity, or no possibility to improve the frequency (i.e.,

outside of peak commuter hours) 'hub and spoke' bus services should be implemented to provide the necessary accessibility to main employment areas and basic services. Public transport frequencies and timetables should be in line with peak times related to local industry. Seamless transfer with reliable information is expected at interchange options to encourage multimodal trips.

1.3 15/20-minute neighbourhoods should be complemented with multimodal hubs where feeder bus services that connect them to rail stations and/or hub and spoke services. Multi modal hubs can also support new commercial, leisure and social uses to create local centres or support district centres as increased footfall is attracted to these hubs, supporting wider regeneration opportunities for the area (focusing on essential community services and remote working hubs for improved digital connectivity), coupled with upgraded public realm infrastructure, and enhanced active travel linkage.

2. Supporting industries' freight necessities and transition to more sustainable patterns

2.1 Industrial places typically contain (or are near) strategic road and rail corridors, which therefore should be developed to support economic efficiency, reliability of goods movement and a greater resilience of the freight network. Industrial places also provide opportunities to support freight and logistics with the safeguarding and prioritisation of land to support freight activities such as lorry parks, refuelling, warehousing, and distribution centres, all of which can boost employment.

2.2 Focus for shifting to rail freight can reduce negative externalities of the Strategic Road Network (SRN) and support employment. Existing Strategic Rail Freight Interchanges, such as Tees, Selby, Wakefield, Ditton and Doncaster should be supported and enhanced. The switch to rail freight will help managing negative externalities of road freight transport. Opportunities for opening unused existing rail should be explored. There is a need for appropriate gauge clearance (W12) on the network to support the movement of deep sea and short sea shipping containers to grow the market for freight from port to port and inland terminals.

2.3 Electric Vehicle Charging Infrastructure should be implemented near the Major Road Network and consolidation centres to support main industrial employers' switch to Electric Vehicles and help further reduce the negative externalities of freight transport. This can be further complemented with e-cargo bikes where appropriate.

2.4 The transport network should be prepared to ensure the development of hydrogen and alternative fuels, as some of these industries are developing in these areas. For example, hydrogen could play in the North East and North West, and transport will be both a major customer and a supplier in this industry. There are several hydrogen fuel producers also located within these areas of the North.

3. Working with the main employers and industrial/business parks for more sustainable travel patterns

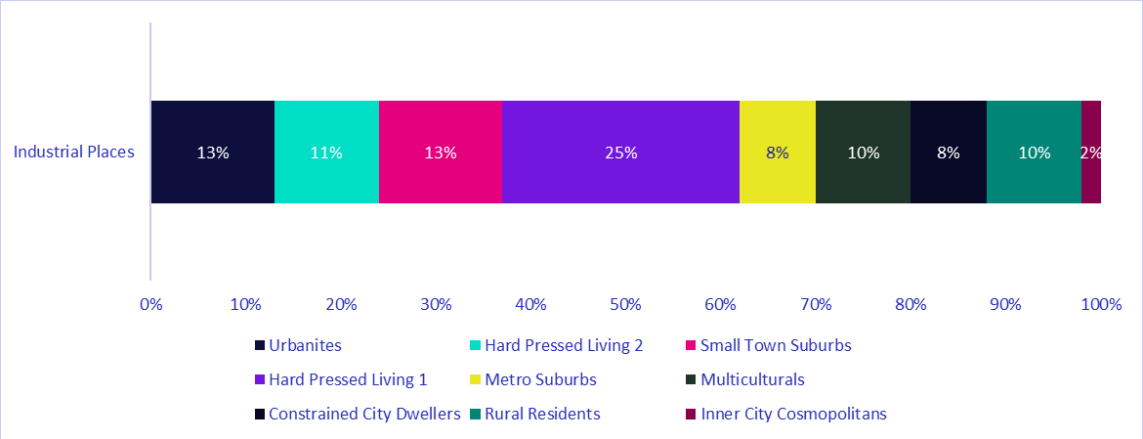
3.1 Industrial Places are often associated with one or two key organisations or with employment/industrial developments that employ a disproportionately large share of the working age population in the area. Local authorities should work with these employers to develop effective sustainable travel plans, including consideration of sustainable travel reward schemes, formalised car sharing schemes, and workplace parking levies (with proceeds invested back into facilitating sustainable travel schemes). I.e., Nottingham's workplace parking levy has funded the purchase of 15 electric buses, an expansion of the tram network, a station renovation, and grants for employers to support sustainable transport options.

3.2 Workplace provision of alternative shared transport options (i.e., coaches picking up from district centres or multimodal hubs) can be implemented through local authorities and employers' co-ordination.

4. Protecting, enhancing and improving access to historical assets and townscapes as part of the transport infrastructure network.

4.1 Explore the potential for developing new green and blue infrastructure, enhancing biodiversity, and creating a valuable community asset as well as protecting, enhancing and improving access to historical assets and townscapes, which form part of the transport infrastructure network such as stations and viaducts.

What impact might these policies have on the North's people?



Industrial Places is the most diverse place type in terms of people segments represented, with a quarter of the population accounted for by the Hard Pressed Living 1 segment, and the remainder split relatively evenly across the other segments. This means that the potential benefits from transport improvements will vary depending on each segment's socio-economic characteristics and proximity to economic and social opportunities, however given that over 50% of the population in Industrial Places are in the more economically deprived people segments, these groups would benefit from better accessibility to employment and education opportunities locally and to nearby larger employment centres, coupled with policies intended to encourage local economic regeneration. Investment in sustainable, reliable, and affordable local transport connectivity will also help reduce transport-related social exclusion which many of these segments are at a high risk from.

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