

# 6 Final Vision and Strategy

## 6.1 Conclusion and Way Forward

This work has drawn together a Transport Vision and Strategy for the Lancaster District over the next 15-20 year period. It represents a first step in establishing a clear vision across a variety of agencies, most notably Lancashire County Council as the Highway Authority and Lancaster City Council as the Planning Authority, but with responsibility for certain key transport assets and Lancaster & Morecambe Vision who are driving the economic agenda. Success will depend on the level of cross agency co-operation and the ability to respond to opportunities as and when they are presented.

Clearly, the funding of schemes is likely to require greater resources than is otherwise currently available. Therefore the strategy relies upon creativity, vision and energy to secure funding and keeping the wider vision on the table.

It is also clear that there should be a series of strands of transport related projects that have to be inter-related to each other and tied closely to land use planning. There is significant opportunity for the Lancaster District to take major steps forward in relation to its transport provision, particularly in light of the scale and nature of the urban core, being large enough for schemes to make a real difference but small enough to demonstrate real change.

The following table demonstrates the key components of the strategy.

**Table 6.1: Key Interventions**

Ref	Key Interventions	Key Solutions
1	Overcoming the reliance of Morecambe and Heysham on Lancaster.	<ul style="list-style-type: none"> <li>■ M6 to Heysham Link Road</li> </ul>
2	Linking Morecambe and Lancaster more efficiently.	<ul style="list-style-type: none"> <li>■ Rapid Transit Link</li> <li>■ New River Lune Bridge</li> <li>■ Enhanced Rail services and facilities</li> </ul>
3	Connecting the rural hinterland.	<ul style="list-style-type: none"> <li>■ New Generation Park &amp; Ride sites (incorporating Park &amp; Cycle and collection/drop-off facilities)</li> <li>■ DRT expansion</li> <li>■ Increased evening and weekend bus provision</li> <li>■ New/enhanced cycle facilities</li> </ul>
4	Improve interchange within and between modes.	<ul style="list-style-type: none"> <li>■ High quality interchange facilities</li> <li>■ Expansion of cycle parking facilities</li> <li>■ City Centre Shuttle service</li> </ul>
5	Reducing trip making by non-sustainable modes.	<ul style="list-style-type: none"> <li>■ Integrated Ticketing</li> <li>■ Park &amp; Ride schemes</li> <li>■ Bus Priority Measures</li> <li>■ Parking Pricing Strategy</li> <li>■ Enhanced cycling and pedestrian facilities</li> </ul>
6	Developing around accessible/sustainable nodes.	<ul style="list-style-type: none"> <li>■ Land-use planning policies</li> <li>■ Masterplanning</li> </ul>
7	Reallocating roadscape to non-car modes.	<ul style="list-style-type: none"> <li>■ Introduction of bus lanes</li> <li>■ Introduction of cycle lanes</li> <li>■ City Centre Gyratory Review</li> </ul>
8	Effective servicing.	<ul style="list-style-type: none"> <li>■ City Centre Gyratory Review</li> <li>■ City Centre Home Delivery Service</li> <li>■ Consolidation Centre</li> </ul>

Ref	Key Interventions	Key Solutions
9	Maximising cycling networks/investment.	<ul style="list-style-type: none"> <li>■ District-wide cycle hire</li> <li>■ Cycle Parking provision</li> <li>■ Missing link targeting</li> <li>■ Training initiatives</li> <li>■ Enhanced security/maintenance of routes</li> </ul>
10	Supporting existing and proposed employment locations.	<ul style="list-style-type: none"> <li>■ Travel Planning</li> <li>■ Increased evening and weekend bus provision</li> </ul>
11	Capturing longer term parking further out.	<ul style="list-style-type: none"> <li>■ Park &amp; Ride</li> <li>■ Interceptor Car Parks</li> <li>■ Variable Message Signing</li> <li>■ Lancaster City Centre Gyratory Review</li> <li>■ Consideration to Congestion Charging</li> </ul>
12	Developing walking routes for locals.	<ul style="list-style-type: none"> <li>■ Public realm enhancements</li> <li>■ New pedestrian crossing facilities/footbridges</li> <li>■ Travel Planning</li> </ul>
13	Better land use in Morecambe.	<ul style="list-style-type: none"> <li>■ Central Morecambe Masterplan</li> </ul>
14	Providing clarity in the road network.	<ul style="list-style-type: none"> <li>■ Signing Strategy</li> <li>■ Highway Design Guide</li> </ul>
15	Improving poor air quality and environment.	<ul style="list-style-type: none"> <li>■ Lancaster City Centre Gyratory Review</li> <li>■ Travel Planning</li> <li>■ Car Sharing/Car clubs</li> <li>■ Integrated Ticketing</li> <li>■ Park &amp; Ride schemes</li> <li>■ Bus Priority Measures</li> <li>■ Enhanced cycling and pedestrian facilities</li> </ul>
16	Resolving Lancaster City Centre traffic circulation.	<ul style="list-style-type: none"> <li>■ Lancaster City Centre Gyratory Review</li> </ul>
17	Address future growth of city centre traffic and associated impacts.	<ul style="list-style-type: none"> <li>■ Travel Planning</li> <li>■ Stringent Parking Restrictions</li> <li>■ Developer Contributions to Public Transport</li> </ul>
18	Reduce incidence of collision clusters – continuous improvement.	<ul style="list-style-type: none"> <li>■ Highway Design Guide</li> <li>■ Road Safety Education</li> <li>■ Collision Analysis</li> </ul>