



Objective 4: Improving Air Quality

Context

The Air Quality Strategy for England, Scotland, Wales and Northern Ireland (published by the Department for the Environment, Transport and the Regions January 2000) aims to:

- Provide best practicable protection to human health by setting health-based objectives for air pollutants;
- Contribute to the protection of the natural environment through objectives for the protection of vegetation and ecosystems;
- Describe current and future levels of air pollution; and
- Provide a framework to help identify what we all can do to improve air quality.

Local authorities (District Councils) have a duty to review and assess local air quality. Where they find that the target levels for pollutants are unlikely to be met by the due date, they are required to declare Air Quality Management Areas (AQMAs) and prepare Action Plans setting out proposals to tackle the problem.

The two pollutants of particular concern in Devon are **particulate matter (PM₁₀)** and **nitrogen dioxide (NO₂)**.

Views on Air Quality in Devon



The priority must be truly sustainable transport that does not jeopardise the lives of future generations by making huge contributions to tackling global warming and pollution generally. (Mid Devon Green Party).

I'm an asthma sufferer and there is too much pollution from buses.
(Respondent to on-street interview)

Pollution is a deterrent to walking and cycling. (Totnes Town Council)

Improving the air quality where pedestrians want to walk may mean identifying where greatest traffic reduction or even restricted vehicle access is needed. Alternatively there may be opportunities to provide pedestrians with alternative (but not less direct) routes further from the worst traffic.
(Project Co-ordinator of the Exeter Walking Project).

Tackling climate change should be paramount when considering all other priorities. This will involve reducing traffic volumes as much as possible. Making such alterations will automatically address air quality, congestion, public transport, accessibility and road safety. (Sandford Parish Council).



Key facts

- Devon accounts for 21% of total Carbon Dioxide emissions in the South West region. 29% of the total Carbon Dioxide emitted into the atmosphere came from road transport (South West Observatory, 2005).
- 4 out of Devon's 8 districts have declared Air Quality Management Areas (AQMAs).
- 34% of respondents to the Crediton AQMA consultation suggested highway measures would improve air quality. 22% recommended public transport improvements (Crediton AQMA Consultation, March 2005)
- 58% of the polluting emissions in the Exeter AQMAs came from HGVs or buses (data from Source Apportionment Report, 2005)

Improving Local Air Quality

In accordance with their statutory duties, Devon's District Councils have completed their updating and screening assessment for local air quality using a combination of measurements and modelling techniques. Devon County Council is working closely with District Councils to develop cost-effective solutions to air quality problems. Where transport is a main contributor to air quality problems, transport measures forming part of Air Quality Action Plans will be intergrated into the Local Transport Plan 2006-2011 programmes.

The table below summarises the position, as at March 2006, in each District. Monitoring and assessment work is ongoing and transport measures forming part of Air Quality Action Plans for recently declared and future AQMAs will be reported through subsequent Progress Reports.

Local Air Quality Management in Devon (as at March 2006)

District	Air Quality Management Findings
East Devon District Council	A potential exceedence of the target for nitrogen dioxide has been identified at a location in Honiton.
Exeter City Council	Five AQMAs for nitrogen dioxide were declared in March 2005: Alphington Road Corridor and Cowick Street; Heavitree Road Corridor; Pinhoe Road /Mount Pleasant Road Junction /Red Cow Village and Countess Wear. Further analysis and source apportionment has been undertaken and an Air Quality Action Plan will be published during 2006. Transport measures forming part of the Action Plan are included as part of the Exeter Sub-Region programme in Chapter 5.
Mid Devon District Council	An AQMA covering Crediton was declared in November 2004 for nitrogen dioxide and particulates. A source apportionment exercise was completed in April 2005. Consultation is being undertaken on an Air Quality Action Plan during Spring 2006. Transport measures forming part of the Action Plan are included as part of the Towns, Villages and Rural Communities programme in Chapter 5.
North Devon District Council	No AQMAs: the results of assessments suggest elevated levels of nitrogen dioxide in some parts of Barnstaple and Braunton. Until the potential benefits of the Barnstaple Bypass are known, no immediate action would be of value. Further monitoring in Braunton may show a requirement for some local traffic management measures.
South Hams District Council	An AQMA has been declared at one location (covering a single property) in Dean Prior on the basis of traffic emissions from the A38 trunk road. Further research is being undertaken at a location in Ivybridge.
Teignbridge District Council	Four AQMAs for nitrogen dioxide were declared in December 2005: Newton Abbot; Kingskerswell; Teignmouth and Dawlish. Source apportionment and analysis are being undertaken. Transport measures that will form part of the Air Quality Action Plans will be incorporated in the Local Transport Plan programmes and be reported through the Progress Reports.
Torrige District Council	No AQMAs: the results of assessments do not indicate that targets will be exceeded.
West Devon Borough Council	No AQMAs: the results of assessments do not indicate that targets will be exceeded.

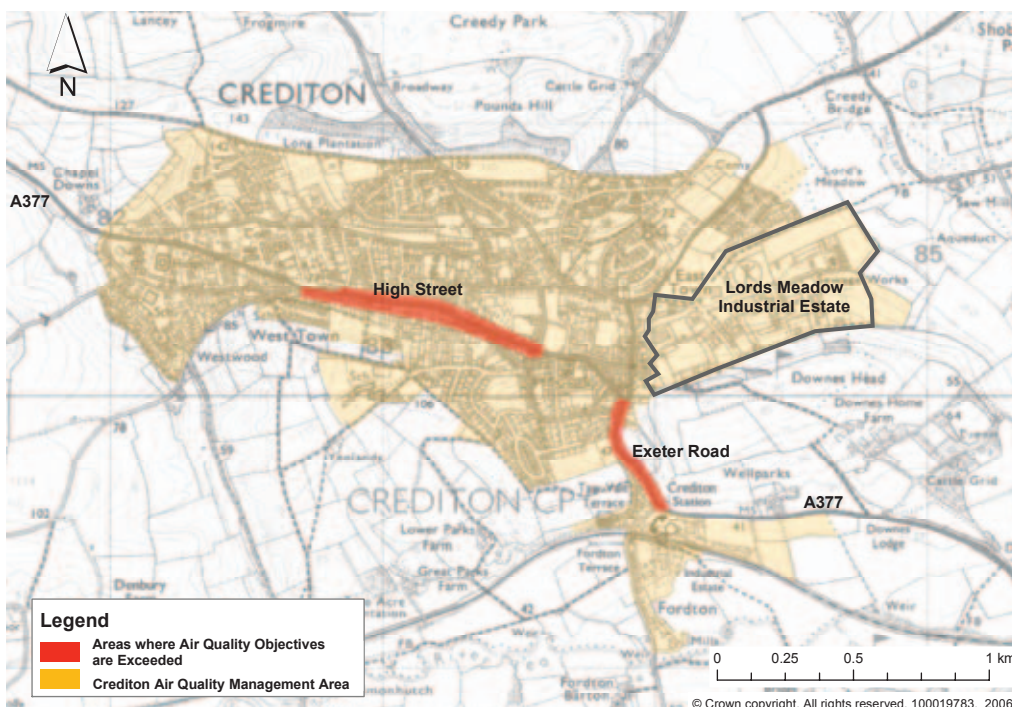


The County Council is working closely with Mid Devon District Council on traffic issues in CREDITON, which was declared an Air Quality Management Area in 2004.

There is a clear synergy between the AQMAs, areas of congestion and bus delays identified elsewhere in this chapter. Where possible, the identified transport measures form part of integrated programmes that aim to achieve improvements in all these elements.

CREDITON AQMA

CREDITON was declared an Air Quality Management Area by Mid Devon District Council in November 2004. Detailed analysis of the sources of pollutants indicates that traffic emissions are a significant contributor to the pollution, both in the High Street, and at Exeter Road. An Air Quality Action Plan is being developed, in partnership with the District Council including measures to address the traffic related pollutants. Public consultation on the draft Action Plan is currently in progress. Links to information regarding the Action Plan are available at www.devon.gov.uk/transport.



Traffic management measures to reduce queuing and delays in the High Street have been developed. It has been assessed that this intervention will result in reduced concentrations of nitrogen dioxide to levels below that which constitutes an exceedance. These measures are included in the Towns, Villages and Rural Communities Programme. In addition measures are being taken to improve the quality of school buses to reduce their emissions as they travel through High Street.

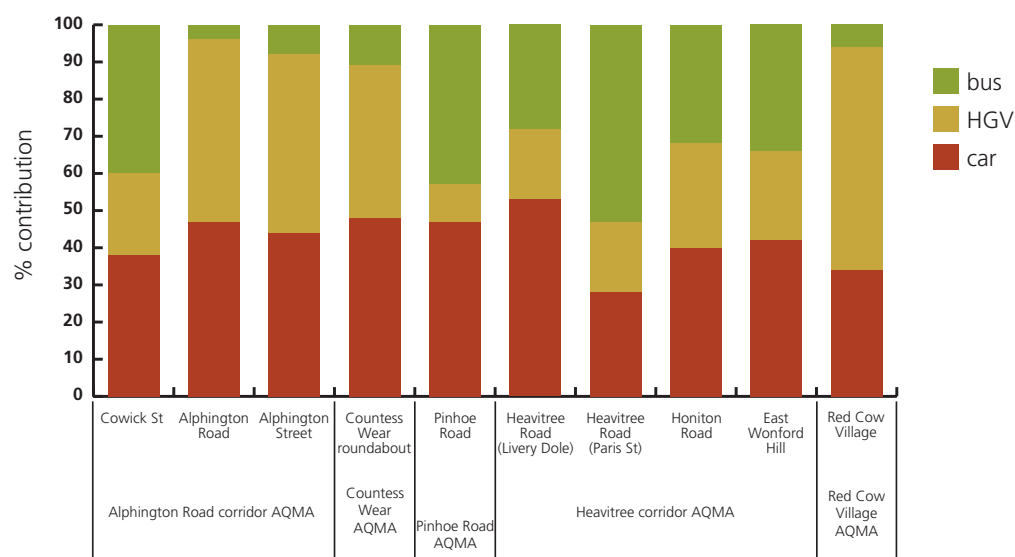
Analysis has indicated that assessed options for traffic management are unlikely to resolve the pollution problems in Exeter Road. One of the proposals to emerge from a "Planning for Real" exercise in Crediton was the concept of a link road between the Lords Meadow industrial area and the A377, bypassing Exeter Road. Analysis has indicated that such a proposal could reduce traffic emissions in Exeter Road by up to 20%. Work is proceeding, researching options to overcome environmental concerns including the effect of a link road scheme on the flood plain. However, there are significant costs involved in constructing a link road, and the assessed benefits are unlikely to justify the level of transport funding required. The District Council is being encouraged to seek contributions towards this scheme from any development that increases traffic in Exeter Road through Supplementary Planning Guidance.

Subject to progress with planned development in the area, it may be necessary to identify funding contributions from the Local Transport Plan towards the end of the five year programme. If appropriate, this will be incorporated in the Towns, Villages and Rural Communities Programme and reported through the Progress Reports.

Exeter AQMAs

Five AQMAs for nitrogen dioxide were declared by Exeter City Council in March 2005. Detailed analysis of the sources of pollutants indicates that traffic emissions are a significant contributor to the pollution. An Air Quality Action Plan is being developed, in partnership with the City Council including measures to address the transport related pollutants.

Pollution from vehicles in Exeter



Alphington Road Corridor and Cowick Street

Proposals to reduce congestion and improve traffic flow out bound on Alphington Road have been developed as part of the Exeter PUA major scheme package being considered for Regional Transport Funding. It has been assessed that the proposals will reduce traffic emissions by up to 2.7%. The proposals were subject to public consultation during 2006. Subject to confirmation of the Regional Transport Programme it is planned to start implementation in 2008/9. It has been assessed that implementation of the proposals, together with other measures forming part of the Exeter Sub – Region strategy, will reduce nitrogen dioxide concentration below the exceedance level.

Heavitree Road Corridor

Analysis has indicated that 60% of traffic emissions on this corridor relate to buses and goods vehicles. In partnership with the bus operator the County Council has been successful in attracting funding through the Kickstart programme for new low floor buses for deployment in Exeter. The deployment of Euro 3 (and later when available) Euro 4 buses on routes through AQMAs including the Heavitree Road corridor will help reduce emissions. In addition a study is underway to identify traffic management measures to minimise the use of this corridor by goods vehicles, without affecting other identified AQMAs. These traffic management measures are included in the Exeter Sub – Region Programme for implementation in 2007/8. Together with changes in traffic flow as a result of the completion of the Monkerton Link Road, it is anticipated that the combination of these measures will reduce pollution below the exceedance level.

Pinhoe Road / Mount Pleasant junction

A scheme is being developed for this signal controlled junction prohibiting minor turning movements and improving the signal phasing. As a result delay and queuing on this important bus corridor will be reduced which will assist in lowering traffic emissions below the exceedance level. The implementation of this scheme is included in the Exeter Sub – Region Programme for 2006/07.

Countess Wear

A scheme to improve traffic flows on the ring road and queuing on the entry to Countess Wear from the City form part of the Exeter PUA major scheme package. In is anticipated that these works will remove the marginal pollution exceedance levels at Countess Wear. Subject to confirmation of the Regional Transport Programme it is planned to start the first phase of improvements in 2008/9.

Red Cow Village

Analysis has indicated that improvements to engine emissions for buses and goods vehicles anticipated over the next four years (including the Kickstart programme referred to above) will resolve the marginal pollution level exceedance at Red Cow Village.

Air quality targets

The following targets are proposed related to the objective of Improving Air Quality:

- AQ1 Limit growth in traffic to 15% by 2010/11
- AQ2 & AQ3 Reduce local air pollution to below exceedance levels in Exeter and Crediton by 2010/11.

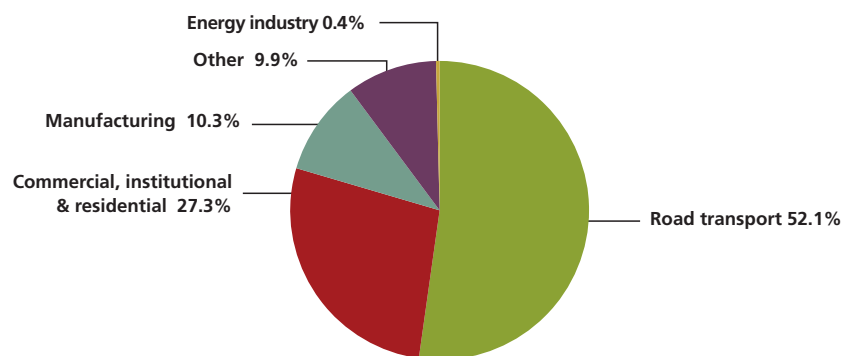
Full details are included in Chapter 4.

Climate Change and Transport

Road transport is a major source of the gases that are causing global warming and climate change. Nationally, carbon dioxide emissions from transport have doubled over the period since 1970 whilst emissions from most other sources have shown a marked decline. The chart below shows that in Devon, about 52% of total carbon dioxide emissions are from road transport.

Contribution of road transport to the total carbon dioxide emissions in Devon (2002)

(Source: National Atmospheric Emissions Inventory)



Devon County Council is committed to playing its part, together with its partners, in addressing the challenges of climate change at the local level. In 2003 it appointed one of the first specialist Climate Change Officers to be employed by a local authority in England. Since then, the Council has signed the Nottingham Declaration on climate change and is preparing a plan with local communities to address the causes and effects of climate change and ways to adapt to it. Devon County Council's Climate Change Strategy "A Warm Response: Our Climate Change Challenge", published in 2005, takes this commitment forward.



Links to information about Devon County Council's climate change strategy can be found at www.devon.gov.uk/transport.

The Local Government Association in partnership with the Energy Savings Trust, and with assistance of the Energy Efficiency Partnership for Homes, produced a statement in June 2005 on climate change describing how local government can achieve the Government's target to reduce greenhouse gas emissions by 60% by 2050. "Leading the Way: How local authorities can meet the challenge of climate change" offers a vision of a sustainable energy future, adapted to the effects of climate change and identifies steps, building on existing good practice, which local government can take to achieve it. The document includes an energy hierarchy: "avoidance, efficiency and renewables", which has significant implications for reducing emissions from local transport.

Devon County Council will contribute to reducing greenhouse gas emissions from transport in the following ways:

1. Avoidance - Reducing the demand for travel to avoid the need for energy use

- Tackling traffic congestion through investment in park and ride, improved public transport, shift to cycling and walking and support for car clubs and carsharing.
- Continuing to develop proposals for a High Quality Public Transport system to tackle traffic congestion in the Exeter sub-region. Options for road pricing are being assessed to deliver a step change in public transport to contribute to a significant reduction in emissions.

2. Efficiency - Using energy more efficiently

- Promoting fuel economy and road safety benefits of lower speeds, proper vehicle maintenance and correct tyre pressures.
- Educating drivers about the benefits of sensible driving - e.g. switching off when stationary.

3. Renewables - Using clean and renewable energy

- Promoting and facilitating the development and use of alternative fuels such as bio diesel and bio ethanol.

Improving Air Quality: Strategic Environmental Assessment

The SEA Statement on the way in which environmental considerations have been integrated into this Plan has been published separately. Links to information about the SEA are available at www.devon.gov.uk/transport.

The SEA Statement confirms that this Plan includes a multitude of measures and schemes to increase the use of public transport, encourage cycling and walking, and restrain car use, which will all contribute to an improvement in air quality. The SEA monitoring programme outlined in the SEA Statement predicts that pollutants will be reduced to below exceedence levels in all of Exeter's Air Quality Management Areas and Crediton's High Street by 2010.





Objective 5: Improving Recreation, Leisure and Tourism

Context

Recreation, leisure and tourism play a vital role in Devon's economy and enhance the quality of life of visitors and residents. The patterns of tourism and visiting are changing: day trips and short-breaks, often based around a hobby, cultural pursuit or outdoor activity, are growing while the numbers of tourists taking domestic annual holidays are declining.

The Department of Culture, Media and Sport's reform programme for tourism ("Tomorrow's Tourism Today", DCMS, July 2004) identified five priority areas for improving tourism:

1. Marketing and e-tourism
2. Product quality
3. Workforce skills
4. Data
5. Advocacy of the case for supporting the tourism industry

The South West Regional Development Agency takes a strategic lead in tourism in the region and has been tasked with ensuring that the appropriate delivery structures are in place. The SWRDA and South West Tourism ("Towards 2015. Shaping Tomorrow's Tourism", January 2005) identify three key strategic aims for the next ten years:

- Driving up quality
- Delivering truly sustainable tourism
- Creating superior destination management arrangements

The Department for Culture, Media and Sport's five year plan for 2005-10, *Living life to the full*, includes the economic strategic priority for maximising the contribution which tourism, creative and leisure industries can make to the economy. It recognises that local authorities perform vital functions in supporting the tourism industry and are well-placed to coordinate all aspects of tourism at local level, working in partnership with businesses and other interests. Devon County Council is working to develop a strong and positive image for Devon in order to attract tourists and investors. Devon County Council's "Everybody's Business: Tourism Role and Action Programme" (March 2003) includes three priorities for transport:

- Improving transport infrastructure taking account of the needs of the tourism industry
- Developing public transport links for tourists
- Continuing to improve the walking, cycling and horse-riding networks



Views on Recreation, Leisure and Tourism in Devon

When it comes to practical measures, it should be the priority to enable as many complete journeys as possible to be undertaken car free and to remove barriers preventing these. (Youth Hostel Association)

Distinctive markets are emerging: beach holidays, romance, environment / heritage etc. (South West Tourism)

More people are coming for weekends and short stay breaks. There are changing habits amongst visitors to and within Devon. (Devon Local Access Forum)

Explore the possibilities of marketing Devon as a "green" destination for a holiday trips. (Mid Devon Primary Care Trust)

Key Facts

- Tourism is a key sector of Devon's economy and helps to support 13% of Devon's workforce: **47,000 jobs**.
- The number of tourist nights spent in Devon in 2004 was 31.5 million and the overall estimate of spending in Devon by those tourists was **£1,382 million**. (Source: South West Tourism)
- **86%** of the Devon tourist/visitor attractions responding to the "Discover Devon Naturally" survey were aware of the public transport routes which serve their business and **58%** promote that information. **59%** of the businesses responding are willing to consider reducing the cost of admission to people arriving on foot, bicycle or by public transport.

Public Rights of Way

Devon County Council is responsible for 3651 kilometres of footpaths, 1175 kilometres of bridleways and 72 kilometres of byways. Devon's walking and cycling networks are increasingly important recreational resources and their use makes a significant contribution to rural economies. Devon County Council manages 295km of Britain's longest National Trail: the South West Coast Path on behalf of the Countryside Agency. Further information about the South West Coast Path is available at www.southwestcoastpath.com.

The 2005 "Devon Rights of Way Improvement Plan" identifies the following priorities:

- Management of public rights of way and access that respects **Devon's environments**
- Improved, and continued, **maintenance** of the existing public rights of way network.
- Improved **information and communication** about:
 - o The location and potential use of the network for **visitors and residents**;
 - o The rights and responsibilities of **users and landowners**;
- A safer and more **connected** network for all users, with an emphasis on the development of circular routes;
- The need for more **data** on the number and type of users of the network in order to plan future improvements.



As a result of the "Rights of Way Improvement Plan" a prioritised programme of improvements has been identified for inclusion in the Local Transport Plan. Priorities for 2006-2011 include:

- Improving the strategic bridleway network, particularly in relation to cross border links with Dorset, Somerset and Cornwall.
- Completion of and promotion of circular walking routes that will allow communities to have usable and continuous walking routes.
- Removal of barriers to walking, cycling and riding to improve access for less able users.
- Completion of routes developed in partnership with 'Walking your Way to Health' schemes.
- Work on routes that will improve links between towns and the countryside encouraging participation in countryside leisure pursuits.

Devon County Council has, over the last three years through a Local Public Service Agreement with Government, exceeded its stretching target for 90% of the total length of footpaths and bridleways being easy to use by March 2005. The Council has concluded a second Local Public Service Agreement with Government focusing on increasing participation (and physical activity accrued by this participation) in countryside access by improving information about access to the countryside and supporting 'Walking for Health' schemes. This will be measured through:

- Counts of walkers, cyclists and horse riders at named locations.
- User satisfaction surveys.
- The number of new participants in 'Walking for Health' schemes.

Strategy for the Horse Industry in England and Wales

Devon County Council has been involved in the preparation and development of the DEFRA Strategy for the Horse Industry in England and Wales and represents the Local Government Association on the national steering group.

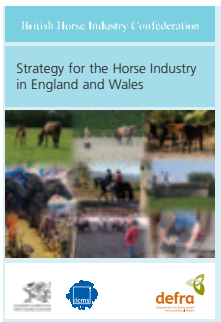
Due to the steering group's efforts access has risen up the agenda. The access messages within the strategy centre around:

- A commitment for improving access - through Local Transport Plan process and legislation
- Road safety and providing off road routes for horses
- The role of Local Access Forums
- The role of local authorities

These messages are all reflected within the Devon Rights of Way Improvement Plan.



The needs of horseriders have been specifically addressed in the County Council's Devon Rights of Way Improvement Plan, published in 2005.



National Cycle Network

The National Cycle Network (NCN) offers miles of cycle routes on traffic-free paths and quiet country lanes, using easy to follow route signs and connecting towns and villages throughout the UK.

The NCN in Devon is being developed by Devon County Council working with Sustrans and other local authorities and organisations. There are two major routes in Devon: the Westcountry Way and the Devon Coast to Coast.



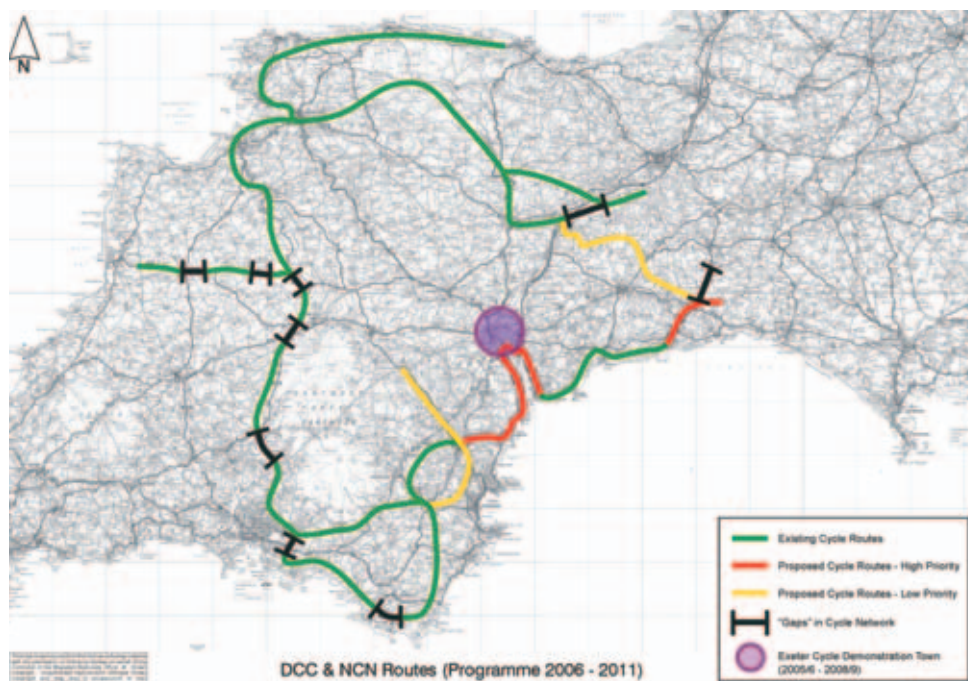
The Granite Way on the northern slopes of Dartmoor is one of the County Council's most popular rural traffic-free walking and cycling routes.

Over the last five years, Devon County Council has made significant progress with the development of the latter between Ilfracombe and Plymouth. The route includes high quality offroad sections such as the "Granite Way" between Okehampton and Lydford.

The 2006 to 2011 programme of works identifies significant commitments to further develop leisure and commuter travel along the Exe and Teign estuaries. The former connecting Devon's two biggest settlements of Exeter and Exmouth. Priorities for 2006-2011 include:

- Completion of the NCN2 Exe Estuary cycle routes linking Exeter to Dawlish and Exmouth.
- Major progress on the Teign Estuary cycle route linking Teignmouth to Newton Abbot and then on via Bovey Tracey to Moretonhampstead.
- Major progress on the Axe Valley cycle route between Seaton and Axminster and completion of the Sid Valley route to Sidford.
- Completion of the Paths to Prosperity NCN project in rural west Devon

Cycling Priorities 2006-2011





In 2004, Devon County Council in partnership with Dorset County Council and bus operators, First, introduced new double deck buses on the X53 Coastlinx Jurassic Coast service. This project won the National Transport Award for Rural Transport in 2005.



Dorset and East Devon World Heritage Site - the Jurassic Coast Transport Strategy

Stretching 153km from Orcombe Point in Devon to Studland Bay in Dorset, the Jurassic Coast is England's first and only natural World Heritage Site. Awarded by UNESCO, the designation recognises the unique significance of the geomorphologic and geological features to be found along the coast, covering 185 million years of earth history.

Devon County Council and Dorset County Council jointly produced the transport strategy for the World Heritage Site which looks at ways of reducing the number of cars travelling in and around the Jurassic Coast and making public transport more accessible and appealing.

The priorities for 2006 to 2011 are:

- Enhancing and improving access to, and safety of, the South West Coast Path National Trail and other walking routes.
- Improving bus services/interchange arrangements and developing the Bus Quality Partnership.
- Managing the road network and improving road safety.
- Adopting a coordinated approach to parking and managing the demand for travel.
- Ensuring a consistent approach to signing of routes and information.

The CoastlinX53 bus service which runs along the Jurassic Coast, from Exeter to Bournemouth, operates through a partnership between Devon County Council, Dorset County Council and First Hampshire and Dorset. Its high quality and increase in passengers were recognised in June 2005 when it won the Rural Transport Award category at the National Transport Awards and the award for Excellence in Public Transport in 2005 from the Chartered Institute of Logistics and Transport. The introduction of five new, low floor, double decker buses in 2004, with a further double deck bus being added in June 2005, has led to passenger numbers increasing to over 122,000 a year, compared with less than 30,000 in 1998. The service runs every two hours, with specially trained drivers and high standards of maintenance.



Designated Landscapes and the Strategic Walking and Cycling Network in Devon



Key

- | | | | |
|--|---|--|--|
| | National Cycle Network - Existing | | Dorset and East Devon Coast World Heritage Site |
| | National Cycle Network - Proposed | | Cornwall and West Devon Mining World Heritage Site |
| | Around Devon Network Link - Proposed | | Braunton Burrows Biosphere Reserve |
| | Recreational Long Distance Footpath Network | | National Park |
| <i>Note: The South West Coast Path is a National Trail</i> | | | Area of Outstanding Natural Beauty |
| | | | County Boundary |

Cornwall/West Devon Mining Landscape World Heritage Site

The Cornwall and West Devon Mining Landscape World Heritage Site bid, which was endorsed by the Government in January 2005, has been submitted to UNESCO. Tin and copper were mined in the area which has a unique industrial and cultural landscape. Within the nominated World Heritage Site area, a project based on the industrial heritage of the Tamar Valley mines, which includes a network of trails and footpaths using old railway lines and the Tavistock Canal, has received support from the Heritage Lottery Fund. It is being taken forward by a partnership between the Tamar Valley AONB Service, West Devon Borough Council and Devon County Council.

Priorities for 2006 - 2011 include:

- Improving Rights of Way.
- A safe crossing of the main road through the site.

Dartmoor National Park Traffic Management Strategy

The Dartmoor National Park Authority and Devon County Council produced a Traffic Management Strategy for the National Park in 1994. Its essential elements were as follows:

- Reinforcing the National Park identity as a special and different place
- Promoting road safety
- Managing the route network to ensure that traffic uses the most appropriate routes and unnecessary traffic is removed
- Promoting public transport and encouraging cycling
- Integrating the needs of the less mobile

In all works associated with the above, the strategy made it clear that they should be carried out in ways that maintain and where possible enhance the quality of the National Park environment.

An update of the strategy has been carried out jointly by the National Park Authority and the County Council which has concluded that the essential aims of the traffic management strategy remain valid but which has sought to identify priority areas for further action over the period of the Local Transport Plan. The main priorities are as follows:

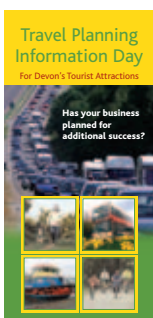
- Minimising the impact of visitor traffic
- Focussing on encouraging visitors to use alternatives to the private car
- Improving public transport
- Improving cycling opportunities
- Reducing the impact of heavy goods vehicles
- Further improving road safety and driver awareness
- Improving access for the less mobile

The National Park Authority and the County Council have agreed to continue to work together closely to seek implementation of the priorities and specific actions identified in the update of the Strategy during the period of this Local Transport Plan to achieve further progress in achieving the wider aims and objectives of the Traffic Management Strategy.

Visitor/ Leisure Travel Plans

To help market the distinctive character of the Devon environment whilst also preserving it, a working party of Devon County Council, the local District Councils and tourist attractions has developed the 'Discover Devon Differently' campaign. The campaign aims to encourage sustainable travel to visitor attractions and make the journey part of the leisure experience. A series of 'Car-free days out' have thus been created to market to visitors from within Devon and further afield.

The working party also identified the importance of attractions developing visitor travel plans to market the alternative travel options to their sites. In November 2005 a Visitor Travel Planning Information Day was held for all attractions in Devon interested in promoting more sustainable modes of transport.



Visitor Travel Plan Initiatives seek to:

- Engage and provide support to attractions to develop travel plans whilst promoting current initiatives/infrastructure.
- Market 'Discover Devon Differently' through corporate tourism initiatives.
- Promote water borne tourism in Devon by increasing opportunities for boat travel on canals, estuarites and from coastal harbours (eg. future potential for links from Ilfracombe to South Wales and along the Jurassic Coast World Heritage Site).
- Develop the concept of the 'Theatre Car'. This pilot project aims to improve accessibility to Exeter's Northcott Theatre to audiences without access to the car.

Recreation, Leisure and Tourism target

The following target has been adopted related to the objective of Improving Recreation, Leisure and Tourism:-

- L1 Improve access to the countryside, achieving a 7% growth in use of PRoWs by 2010/11.

Full details are included in Chapter 4.

Improving Recreation, Leisure and Tourism: Strategic Environmental Assessment

The SEA Statement on the way in which environmental considerations have been integrated into this Plan has been published separately. Links to information about the SEA are available at www.devon.gov.uk/transport.

The SEA Statement recognises that the measures are generally beneficial in relation to the environment, although cyclists and walkers often use private cars to get to and from paths. It is also likely that increased numbers of walkers and cyclists will lead to some measure of disturbance of flora and fauna and their habitats. However, these effects have been addressed within the plan by encouraging car-free end-to-end transport solutions, providing information boards on cycle and walking routes about the flora, fauna and their habitats, and ensuring effective design principles control the impact of new cycle routes on their surroundings.





Objective 6: Promoting Health and Well-Being

Context

The Department of Health's November 2004 White Paper "Choosing Health: Making Healthier Choices Easier" recognises that health has improved dramatically over the last century and that new challenges have emerged which need to be tackled if progress is to be maintained. The Government's overarching priorities for health are:

- Reducing the number of people who smoke
- Reducing obesity and improving diet and nutrition
- Increasing exercise
- Encouraging and supporting sensible drinking
- Improving sexual health
- Improving mental health



Views on health and well-being in Devon

Incorporating physical activity into the normal routines of daily life is likely to be the most effective way of achieving the minimum recommended level. (Sustrans)

We need a cultural change in how people view exercise and transport.
(Devon Public Health Network)

I walk to school because its healthy, when I arrive it gives me a fresh mind.
(Pupil – Pilton Community College, Barnstaple)

We would hope to see priority given to the promotion of a culture of active and healthy lifestyles which Devon can implement through its partner organisations and programmes. (South Devon AONB Management Plan)

There is evidence that walking and cycling also promote social contact and as well as having a proven beneficial effect on physical health, have a social-psychological impact. An integrated transport system, ensuring provision of safe walking and cycling, and quieter streets will promote social contact.
(Mid Devon Primary Care Trust)

As a family cyclist it enables the family to participate in a communal activity that has to be seen as quality time. (Newton Abbot Area Cycling Group)



Key Facts

- At **10.4%** Devon has a higher number of people aged over 75 years than the national average which is 7.5% (Census 2001)
- Between data recording exercises in 1994-1996 and 2000-2002 there was a **3%** increase in the proportion of adults in Devon who were obese. (Source: Health Surveys for England 1994 to 2002)



This new virtual cycling bus, launched in 2005 for schoolchildren at Dartington near Totnes, makes use of traffic-free sections of the National Cycle Network created by the County Council and Sustrans.

Haldon Forest Park

A project will be launched in April 2006 at Haldon Forest to the south-west of Exeter, to increase participation in physical activity through a collaboration between the Forestry Commission, Sport England and the Big Lottery Fund as part of their "Active England" project.

A network of all-ability walking trails with viewpoints, art and play installations; off-road family cycling loop along the top of the ridge; and a dedicated equestrian area with parking for horse boxes and trailers have been created. New footpath and bridleway links from the local area to Haldon Forest are to be delivered through the Sustainable Tourism, Recreation and Leisure programme. Links to information are available at <http://www.haldonforestpark.org.uk/>



School Travel Plans

By July 2005, 192 schools (51%) in Devon had completed a School Travel Plan.

The results of the annual Devon "Great School Travel Tally" from 2005 indicate that:

- 47% of Devon school pupils walk to school (national average 48%). This figure has increased by 4% since 2004
- 27% travel by car (national average 29%). This has decreased by 7% since 2004
- 19% travel by either school or public bus (same as national average)
- 1% travel by bicycle

A team of five Devon County Council School Travel Plan Advisers supports schools throughout the county to develop their own travel plans. The School Travel Plan Grant to Devon, which has been made available since 2004 by the Department for Education and Skills, was the biggest awarded to any county in the UK. 177 schools have now benefited from this funding, bringing over £1 million into Devon for schemes such as cycle storage, lockers, improved entrances/exits, lighting, CCTV and sheltered waiting areas.



Case Study: West Hill Primary School

The school have had a travel plan since 2004 and have been working towards reducing congestion by setting up several Walking Buses. Car use for the journey to school has been reduced by 4% over the last year and the number of cyclists has also increased by 1%. The school received £4,685 for their School Travel Plan Grant which went towards building canopies to create a sheltered outdoor area and installing CCTV. The School Travel Plan has also helped to provide improved traffic engineering through the village. Involving and encouraging support from the whole school community has contributed to the success of their travel plan.



Case Study: 'Cycle to your Heart's Content'

'Cycle to your Heart's Content' is an exercise referral scheme piloted by Teignbridge District Council in partnership with Devon County Council and the Local Primary Care Trust. Patients and other interested individuals who may not feel confident cycling can improve their skills in a safe environment before venturing on to the open road. This successful pilot project is being rolled out in Exeter as part of the 'Cycle Exeter' Cycle Demonstration Town programme.



As part of Exeter's Cycling Demonstration Town programme it is intended to monitor the health benefits of regular cycling to schools and workplaces in partnership with Cycling England. More detail on this programme is included in the Exeter Sub-Region section of Chapter 5.

Rights of Way Improvements and the Walking your Way to Health Project

The prioritised programme of improvements identified through the Devon Rights of Way Improvement Plan centres around a number of schemes which directly aim to improve local resident's health. These include:

- Completion of and promotion of circular walking routes that will allow communities to have usable and continuous walking routes
- Removal of barriers to walking, cycling and riding to improve access for less able users
- Completion of routes developed in partnership with 'Walking your Way to Health' schemes
- Work on routes that will improve links between towns and the countryside encouraging participation in countryside leisure pursuits



The footpath along the Exeter Canal is one of the popular routes for participants in Stroll On Exeter, the new healthy walking scheme launched in 2004.

Health and Wellbeing targets

The following targets have been adopted, related to the objective of Promoting Health and Wellbeing:-

- H1 Increase healthy travel to school by achieving 100% travel plan coverage of state schools by 2010
- H2 Increase the ease of use of PRowS to 95% by 2010/11.

Full details are included in Chapter 4.

Promoting Health and Well-Being: Strategic Environmental Assessment

The SEA Statement on the way in which environmental considerations have been integrated into this Plan has been published separately. Links to information about the SEA are available at www.devon.gov.uk/transport.

The SEA Statement recognises that health and well-being are promoted by various measures and schemes, particularly within the Sustainable Tourism, Recreation and Leisure Programme. For example, the National Cycle Network will be expanded by the creation of a new route along the Exe estuary and community walking circuits will be developed in selected locations.





Objective 7: Improving Public Spaces

Context

The responsibility for policies for quality of public spaces is shared by the Office of the Deputy Prime Minister and the Department for Culture, Media and Sport which jointly fund the Commission for Architecture and the Built Environment. Collectively, they aim to raise awareness about the importance of good architectural design in defining our environment and encourage high standards of design quality in building projects.

Planning and transport policy guidance highlight the importance of good design and attention to detail:

“Planning authorities should take a positive approach to innovative, high-quality contemporary designs that are sensitive to their immediate setting and help to make country towns and villages better places for people to live and work.” (Planning Policy Statement 7, “Sustainable Development in Rural Areas, published by ODPM, August 2004)

“The Government’s wider policy aims [are] to promote high quality and inclusive design, improve the quality of the public realm and open spaces, protect and enhance the architectural and historic heritage of centres, provide a sense of place and a focus for the community and for civic activity and ensure that town centres provide an attractive, accessible and safe environment for businesses, shoppers and residents”. (Planning Policy Statement 6, “Planning for Town Centres”, ODPM March 2005)

“Improving the public realm generates enormous benefits: it affects the way we feel about our everyday lives - where we live, work and play.” (“Streets for All - South West”, published by English Heritage 2005)



The County Council's Bideford Quay enhancement scheme, completed in 2004, is a shining example of its commitment to quality design for improving public spaces in Devon's key market and coastal towns.



Views on Public Spaces in Devon

Street lights should be along the whole pedestrian routes not just at the bus stop. Families have concerns for young people's safety. (Devon Youth Parliament).

Design disability out of the urban environment. Promote equal access for all through the front door. Not expecting wheelchair users to ring a bell and be taken in through the back door. (A wheelchair user)

Many of the elderly find it hard to stand for long periods of time and many of the bus shelters have seats that are too high or do not offer sufficient support. (Exeter Age Concern and Senior Voice)



Enhancement and Regeneration

Devon County Council has developed a multi-disciplinary approach to enhancement and regeneration based on the application of the principles of good urban design. It works in collaboration with a spectrum of partners, environmental professionals and specialists.

The key principle is to improve the quality of our public spaces and recognise the importance of place. This is achieved by applying a co-ordinated approach which reduces clutter, seeks to reinforce local distinctiveness and deliver a quality public realm. It emphasises the use of high quality materials, commissioning bespoke design and public art while respecting the legacy of our historic environment.

One of the priorities in the 2005 Local Public Service Agreement between Devon County Council and Government is "Improving the quality of urban environments". The focus will be on improvements in Exeter, Exmouth and Newton Abbot where residents are particularly concerned about cleanliness (eg litter and detritus) and the condition of roads and footways. The local authorities concerned are working in partnership to meet a stretching target for improvements.



The Exeter Riddles, unveiled by Devon County Council and Exeter City Council in 2005, forms the focal point for the enhanced pedestrianisation of Exeter's High Street.

The Cathedral Close lies at the heart of Exeter city centre, where the County Council and the City Council are working together on major improvements to the public realm.



In addition a specific programme of enhancement of public spaces in market and coastal towns will be implemented over the Plan period. Details are contained within the programmes in Chapter 5, and include public realm enhancements in:

- Exeter
- Barnstaple
- Newton Abbot
- Exmouth
- Teignmouth
- Tiverton
- Honiton
- Totnes

Public Spaces Target

The following target has been adopted related to the objective of Improving Public Spaces

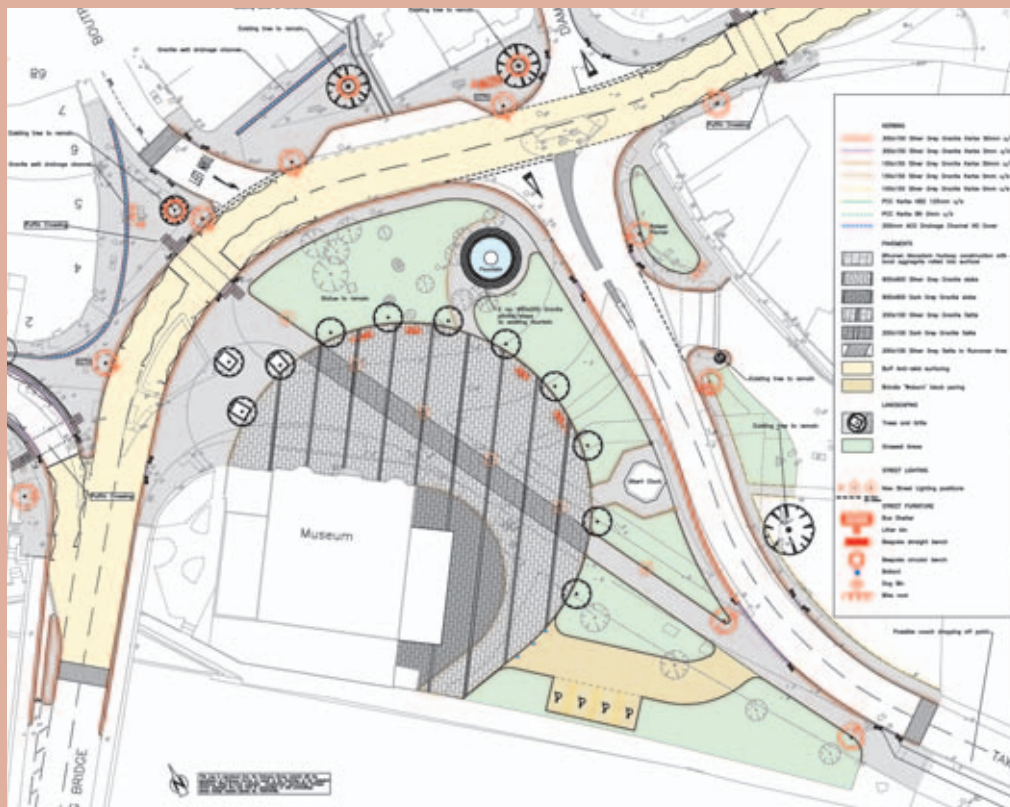
- P1 Improve the quality of urban environments in order to achieve 54% of residents considering their local urban environment to have improved by 2010/11.

Full details are included in Chapter 4.

Case Study – Strand & Square, Barnstaple

The proposed scheme is designed to reprioritise capacity at a key point in the Barnstaple transport network and link the town centre back to the riverside. The key features will include:

- a high quality public space in the town centre that provides a much improved setting for adjacent listed buildings and a conservation area
- the partial removal of traffic from much of the riverside creating an area that encourages leisure and economic activity
- significantly improved environment for walking including a simplified and shorter crossing of the Square to / from the town centre
- improved cycling connections to / from the town centre and the rest of the cycle network including the NCN to encourage visitors to explore the area and support the economy
- new bus / taxi only priority route for a number of key services including the Park and Ride
- new taxi ranks to address the current shortfall in the town centre
- a significantly simplified traffic layout that removes conflicting movements and a source of frequent accidents





Improving Public Spaces: Strategic Environmental Assessment

The SEA Statement on the way in which environmental considerations have been integrated into this Plan has been published separately. Links to information about the SEA are available at www.devon.gov.uk/transport.

The SEA Statement identifies that measures and schemes in this plan aim to improve the quality of public spaces. For example, measures in Totnes will tackle traffic congestion and also improve the quality of the streetscape and highway fabric so that it matches the surrounding historic built environment. The new National Cycle Network route along the Exe Estuary will encourage car-free travel between Exeter and Exmouth and inform the public about biodiversity en-route. Furthermore, the environmental audit process for transport schemes is being revised to embrace the technical scope of SEA, which will improve the quality of public spaces further by considering the setting of cultural heritage and local distinctiveness, rather than just conservation areas and listed historic buildings.