

## CHAPTER 7: TARGETS

### Summary

Targets are set for the achievement of key outcomes in relation to the objectives for the Plan set out in Chapter 4.

The targets and trajectories assume the indicative budget allocation and the resulting programme described in Chapter 6.

### Target Hierarchy

- 1 Indicators and targets are set according to the following hierarchy:
  - Targets for key outcome indicators – which directly measure the achievement of the Plan’s objectives, and thus the national shared priorities. These are the main indicators to be reported in Annual Progress Reports and against which the success of the Plan will be judged.
  - Targets for intermediate outcomes – which represent proxies or milestones towards key outcome targets. These will also be reported in Annual Progress Reports.
  - Contributory output indicators – which will be collected by the Council, but not necessarily reported.
  
- 2 The following criteria have been used to select an appropriate set of targets and indicators for the Plan:
  - Department for Transport advice, in particular the ‘Full Guidance on Local Transport Plans; Second Edition’ (December 2004) and the Preparation of Final Local Transport Plans (September 2005).
  - The requirement to measure performance against nationally agreed Shared Priorities and Best Value Performance Indicators.
  - Local and regional priorities, in particular the objectives set out in our Community Strategy and Corporate and Best Value Performance Plan.

- The need to focus on a set of core indicators, measuring outcomes that directly affect the quality of life of Darlington residents.
  - The need to select local indicators upon which the local authority and its partners can exert real influence.
  - The need to be realistic about the type and statistical robustness of data that we can reasonably collect.
- 3 Through the Council's Performance Plus monitoring system (used for the performance management of the whole Community Strategy) these indicators will be linked to the objectives and outcomes to which they contribute in a hierarchical way, and will provide a continuing indication of whether outcomes are likely to be achieved. Indicators nested in this way help to provide early indications of whether corrective action is necessary. There is a formal review of progress against targets every 6 months by the Local Strategic Partnership.
- 4 In 2004 a Programme Management and Monitoring Principal Officer was appointed to the Council to ensure that the Local Transport Plan was delivered to time and budget, achieving scheme outputs and targets. The significance of this role can be seen in the marked improvement of 27% in the score for the 2005 Annual Progress Report, as effective programme management was introduced.
- 5 Investment in monitoring tools and techniques is now ensuring that we have better quality information, not only to set targets, but to ensure that ongoing robust monitoring can identify problems and guide programme implementation. Monthly monitoring reports are produced by the Transport Policy Team on key indicators such as traffic flows, cycling and bus patronage trends, where continuous or monthly data collection is possible. Some data is only available on an annual basis such as the global bus patronage figure. These monitoring reports guide the delivery programme to ensure that targets are achieved.
- 6 A full description of the performance management policies and procedures that are in place to set targets and monitor performance can be found in **Annex 14**.
- 7 The Table below shows how the chosen indicators relate to the objectives of this Plan and thus the national shared priorities. These have been

selected to focus in on the desired outcomes of this Plan, rather than any one individual output. For example, the percentage of trips by residents made by walking, cycling and as car driver give both an indication of an output, but also the consequence in terms of quality of life outcomes.

**Table 7.1 - Indicators in Relation to Objectives**

Shared Priority	Key Outcome Indicators	Intermediate Outcome Indicators	Contributory Output Indicators
Objective A: To provide the environment for sustainable development of new and existing businesses, housing and services in Darlington.			
Accessibility Quality of life	LTP1	BVPI102 Bus patronage	Rail patronage Access to rail stations Levels of cycling Number of work and residential travel plans % of Rights of Way that are easy to use
Objective B: To improve access to employment, education, health, fresh food and leisure, particularly for those without access to a private car and for those that have greatest need.			
Accessibility	LTP1	LTP4 journeys to school % of car driver trips levels of cycling levels of motorcycling	% Of Rights of Way that are easy to use BVPI102 Bus patronage Number of accessible buses Number of bus stops with raised kerbs Use of Shopmobility and Ring a Ride Use of concessionary fares schemes QoL indicators – perception of access to key services
Objective C: To tackle traffic congestion on key corridors and its potential affects on the economy and environment by making the most effective use of the transport network.			

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Congestion Air quality*		LTP2 area wide traffic flows LTP3 cycle flows LTP4 journeys to school Changes in peak period traffic flows % of car driver trips	Number of School Travel Plans LTP5 bus punctuality Levels of motorcycling
<b>Shared Priority</b>	<b>Key Outcome Indicators</b>	<b>Intermediate Outcome Indicators</b>	<b>Contributory Output Indicators</b>
Objective D: To improve travel safety and security for all by addressing the real and perceived risks.			
Road Safety	BVPI 99 KSIs and slights	BVPI 223 Principal Road condition BVPI 224a&b non-principal and unclassified road condition BVPI 187 Footway condition	Number of School Travel Plans Participation in cycle and pedestrian training CCTV at bus stops CCTV on board buses Perception of safety (QoL indicators) Number of Secure Mark car parks and associated car crime levels
Objective E: To provide and promote travel choices to all, in particular to reduce the proportion of car driver trips.			
Congestion Accessibility	% of car driver trips	LTP2 area wide traffic flows LTP3 cycle flows LTP4 journeys to school LTP5 bus punctuality BVPI102 Bus patronage	Number of School Travel Plans Number of work and residential travel plans Level of public transport information provided at stop BVPI104 Bus satisfaction BVPI 103 satisfaction with public transport information Levels of motorcycling
Objective F: To improve the health of the community through increasing levels of sustainable travel and improving access to health, leisure and food.			

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Quality of life Accessibility	% of walking trips, % of cycling trips.	LTP2 area wide traffic flows LTP3 cycle flows LTP4 journeys to school BVPI102 Bus patronage	% Of Rights of Way that are easy to use Number of school travel plans Number of work and residential travel plans
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\* Not required to set Air Quality target

**Table 7.2 - Summary of Indicators**

Number/Code	Indicator
<b>Core indicators</b>	
BVPI223	Road condition - Principal
BVPI 224a	Road condition - Non- Principal
BVPI 224b	Road condition - Unclassified
BVPI99 (x)	Total killed and seriously injured casualties
BVPI99 (y)	Child killed and seriously injured casualties
BVPI99 (z)	Total slight casualties
BVPI102	Bus passenger journeys
BVPI104	Satisfaction with local bus services
BVPI187	Footway condition
LTP1	Accessibility
LTP2	Change in area wide road traffic mileage
LTP3	Cycling trips (annualised index)
LTP4	Mode share of journeys to school (% of journeys by car)
LTP5	Bus punctuality
<b>Local indicators</b>	
BVPI99	Child slight casualties
Changes in peak period traffic flows	
% Of trips by walking (Darlington residents)	
% Of trips as a car driver (Darlington residents)	
% Of trips by cycling (Darlington residents)	
BVPI103	Satisfaction with public transport information
Number of school travel plans	
% Of rights of way that are easy to use by the public	

- 8 Given that congestion is an emerging issue, and Darlington's Sustainable Travel Town demonstration project, the Council would be interested in using the congestion data described in para. 3.22 of the DfT Guidance on Local Transport Plans, when it becomes available, and subsequently setting a target in relation to it. This would be addressed in partnership with the other Tees Valley authorities and Durham County Council for journeys that are cross boundary (in particular for access to employment and health, but also retail and further/higher education).

### Targets and Trajectories

- 9 Evidence on progress against targets throughout the period of the First Local Transport Plan, and from the detailed travel behaviour research completed during the autumn of 2004 (described in detail in **Annex 2**) has provided a clear basis upon which to set realistic yet challenging targets for the Second Local Transport Plan.
- 10 In setting targets we have sought to ensure that they:
- Comply with standards set out within table C1; Full Guidance on Local Transport Plans; Second Edition (December 2004).
  - Reflect national, regional and local priorities.
  - Are based upon experience gained from the delivery of the First Local Transport Plan, and on the potential for change evidenced through the Town on the Move programme of baseline travel behaviour research.
- 11 In response to the assessment of the Provisional Second Local Transport Plan we have reviewed all the targets, in particular the cycling and bus patronage targets to ensure that they are realistic in light of available evidence and finance. We are therefore presenting new targets on:
- cycling, and
  - bus patronage.
- 12 In the Provisional Plan the target was to increase the levels of **cycling** significantly. The annualised cycle flows (LTP3) were set to increase

threefold from an index of 100 to 300 over the plan period. The percentage of trips made by bike by Darlington residents (local target) was also set to triple from 1% to 3% by 2010/11. Following a review of the data it has been decided to keep these targets the same for the following reasons:

- Since the Provisional Plan was submitted, Darlington has become a Cycling Demonstration Town. This is in recognition of the huge potential to increase cycling in the Borough, in particular in the urban area, with some additional funding in infrastructure. The success of the bid has secured up to £1.5million of additional funding over the next 3 years to invest in the development of the cycle network. This will augment the commitment to cycling already made at a strategic level (**Chapter 4 Choice 4**) and is supported by the Sustainable Travel Demonstration Town 'smarter choices' programme.
- The travel behaviour research highlighted the huge potential for cycling in Darlington, a relatively flat and compact town. 34% of all trips currently undertaken by car within Darlington could be potentially undertaken by bike (i.e. there are no constraints which would prevent someone from using a bike, such as they have a large load to carry). For 44% of these trips the main reason for not cycling was the perceived amount of time that it would take. For 39% of these trips there were no reasons real or perceived that would prevent someone using a bike instead of a car. These are the main target for motivation and awareness raising campaigns. On average a car is used for 549 trips within Darlington but 187 of these trips could be undertaken by bike. 82 of these trips are not undertaken by bike because the individual thinks it will take too long to travel by this mode. (This is a perception issue in many cases.) Changing the behaviour of a relatively few people from using their cars to using a bike for some of their trips would have a significant impact on the levels of cycling.
- Initiatives to promote cycling in selected schools over the last 12 months have been extremely successful and cycling levels for journeys to those schools have increased. The aim will be to further develop this work and maintain the cycling levels as children move from primary to secondary education. This success is linked to both the work of the School Travel Plan officer and the additional benefits brought by the Sustrans Bike It programme.
- Cycle training is being delivered to the national standard to Year 6 pupils and advanced training to Year 7 students. In addition cycle training for adults is offered and has been undertaken by local residents involved in a small-scale bike loan scheme to encourage



non-cyclists onto bikes. The standard of cycle training has been recognised and Darlington is one of only 5 Councils nationally, accredited to train cycle trainers. This high quality training will address real and perceived road safety concerns.

- Over recent years monitoring of cycle flows has relied upon manual counts. Whilst these are not the most robust of monitoring techniques as they only provide a snapshot, they have demonstrated a steady increase in cycling, albeit from a very low base. Automatic counters and the travel behaviour research is already providing much more robust data for setting targets and ongoing monitoring.
- 13 In the Provisional Plan the target was to increase **bus patronage** to 11 million passenger journeys per year from a base year of 10.069 million journeys in 2003/04, the required base year. This target has been revised downwards in light of evidence, both locally and nationally, to 8.48 million trips by 2010/11.
- In Darlington bus patronage has historically been high, accounting for 10% of all trips (compared to 6% nationally). The decline in bus patronage has lagged behind other parts of the UK but the last 4 years have seen decline, and the rate of decline is increasing. 2004/05 saw a 4.7% decline from the previous year and early indications for 2005/06 are that the decline will be at a similar level. Whilst Government policy and indeed our own aspirations are to halt this decline, it has to be recognised that this is not an easy or quick process. It is therefore planned to get back to 2004/05 levels by the end of the Plan period.
  - Car ownership levels are increasing across the Borough, as are the levels of second car ownership. This reduces people's reliance on using public transport. In addition more people aged over 60 now have access to a car and part of the traditional bus user market is therefore shrinking.
  - It is intended that the new national free concessionary fare scheme will increase bus patronage. Despite travel behaviour research showing that, on average, local people make 1,000 trips per year every year (since people undertake the same activities), we anticipate that totally free travel will increase use of the bus by just under 7%. This belief is evidenced by local research carried out by the Council<sup>1</sup>, that 36% did not currently claim a travel concession due to cost.

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<sup>1</sup> Survey Report on attitudes to concessionary travel in Darlington, JMP Consultants Ltd, 2005

However, this benefit will be discounted by the continuing decline in use by other passengers (see potential for change below).

- The Potential for Change research undertaken by Socialdata in Autumn 2004 highlights the fact that there is some potential to increase bus patronage. However of the 88% of trips that are currently not undertaken by bus, 29% could not be made by bus because of constraints (e.g. need to use a car for business travel) and a further 41% of trips could not be made by bus because the system is not sufficient (e.g. no bus available at the right time). There are also 2% of trips where people have 'free choice' and could use the bus but choose to use their car instead. This leaves only 18% of trips that could be taken by bus and we will concentrate on interventions that cater for these by addressing lack of information about the available services, perception of public transport by non-users and physical improvements.
- However there are 4% of people who currently use the bus who could change and use another mode (bike, walk or car). Of the 10% of trips that are currently made by bus, only 5% are 'objectively bound'. i.e. the person has no choice but to use the bus and is effectively a captive. This highlights the fact that bus patronage could decline by a further 50%.
- Operators are continuing to withdraw non-viable services. The review of services across the Tees Valley will result in some major improvements on key inter-urban routes and primary routes in Teesside. However, the future of secondary and tertiary routes remains unaltered and, since the majority of bus trips in Darlington start and end in the Borough, any withdrawal of secondary/tertiary routes could have a greater impact in Darlington than elsewhere in the Tees Valley.

Darlington has committed £2.286m in 2006/07 to support bus services and provide concessionary travel, in addition to supporting services such as Shopmobility and Ring a Ride. As revenue budgets continue to be under pressure, it may not be possible to expand the revenue support or even continue existing levels of bus service support if contract costs continue to increase at such high levels. In the most recent major contract round for supported services, some prices on like for like contracts increased by up to 70%. If services are withdrawn this will have a negative impact on patronage and on accessibility.

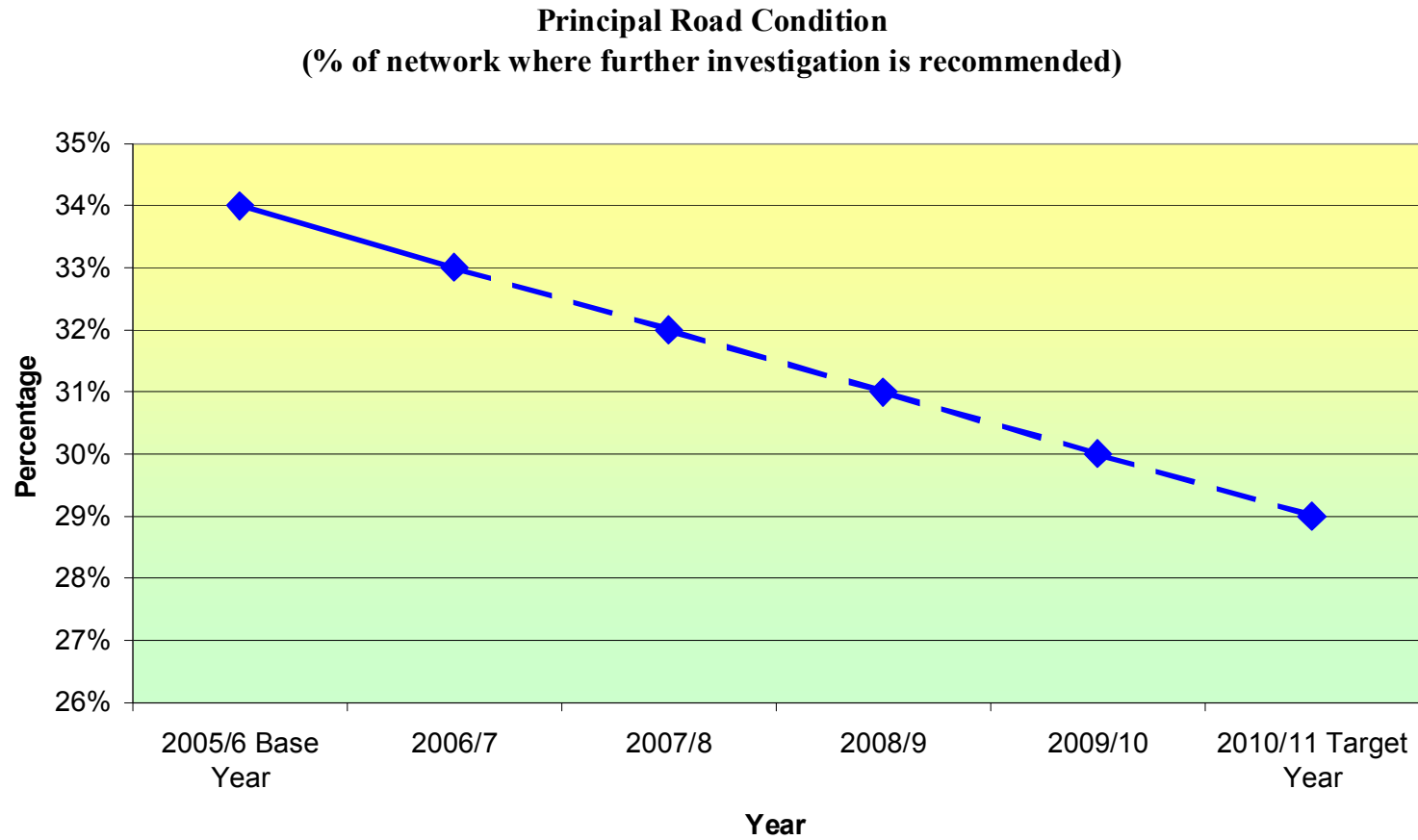
- Strong demand management measures are already in place to address car usage, in particular through car parking policy. We are aware of negative perceptions that many hold about buses and have started a trial with Arriva on service 21, whereby the buses themselves are improved as well as the physical street furniture and timetable information provision. We plan to continue work to support such initiatives, using Second Local Transport Plan funds where applicable, if this trial proves successful.
  - Although there are many factors that demonstrate that bus patronage is going to be under pressure for the foreseeable future it is expected that major programmes of capital improvements and revenue funded marketing, information and individualised travel planning will have a positive impact over time. There will continue to be improvements at stops as well as a major revamp of public transport infrastructure as part of the Pedestrian Heart Scheme, the pedestrianisation of the town centre. Major improvements to public transport information have already been implemented but these will be augmented over the Plan period, including real time information. The Tees Valley Network Review will improve bus services between Darlington and the remainder of the Tees Valley. The County Durham and Darlington Transport for Health Partnership will continue to address concerns regarding public transport provision to access hospitals and GP surgeries in both local highway authority areas.
  - Darlington is establishing a **Punctuality Improvement Partnership and Bus Quality Partnership (Annex 10)** formalise the partnership working with the operators. This is already providing opportunities to have a joint approach to tackling certain routes in line with the Individualised Travel Marketing programme.
- 14 Three of the local targets have been set using the travel behaviour research to monitor the impact of the Transport Plan and the sustainable travel town initiatives in the urban area. They are based on trips that people make and monitor behaviour rather than total flows by a particular mode. The aim is to achieve the 10% reduction in car driver trips that was set in the original bid document for the sustainable travel town funding. This will be achieved through a 300% increase in cycling (from 1%-3%) and an 8% increase in walking (25%-27%). It is recognised that due to declining bus patronage there is likely to be a 10% reduction in bus trips, but this will be tempered by other potential changes in behaviour for example car sharing and rail travel.
- 15 The following tables detail the mandatory and local targets. Each table

provides a rationale for the target, associated risks and an indication of how these risks will be managed.

### Core Indicators and Targets

Indicator	2001/2	2002/3	2003/4	2004/5 Base Year	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
<b>BVPI223</b> <b>Road</b> <b>Condition</b> <b>Principal</b>	21.33% (CVI)	8.95% (CVI)	1.93% (CVI)	34.9% (TTS)	34% (TTS)	33% (TTS)	32% (TTS)	31% (TTS)	30% (TTS)	29% (TTS)
<b>Justification for target</b>	Continued investment in maintenance programme will see ongoing improvement to the principal road network. Budget optimisation techniques used as part of the Transport Asset Management Plan will ensure that the levels of funding are adequate to achieve the target. The latest survey figures will not be available until April 2006 and this target will be reviewed in light of the results. A new survey date of September is to be introduced in 2006 to assist target setting and the delivery of the maintenance programme.									
<b>Events determining trajectory</b>					Ongoing investment in highway maintenance					
<b>Source of data</b>	Course Visual Inspection (CVI) has been replaced by an automated methodology – Tracks types survey (TTS). Figures refer to the percentages of the network where further investigation is recommended.									
<b>Risks</b>	Level of maintenance budget									
<b>Management of risk</b>	Active management of condition survey data. Developing with Symology 'budget optimisation' techniques to ensure maintenance expenditure and programmes achieve road condition target, as well as value for money.									

**Figure 7.1**



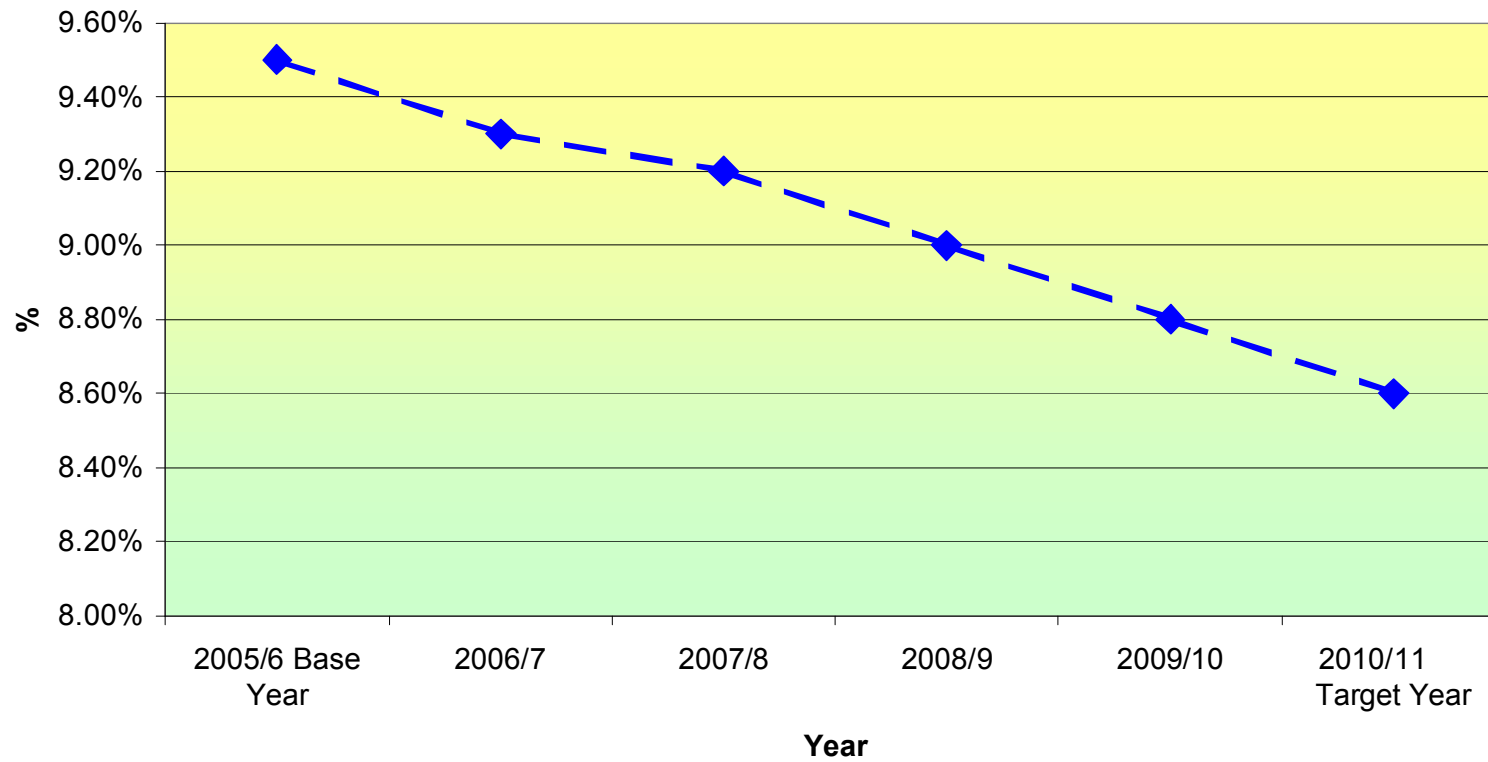
Indicator	2001/2	2002/3	2003/4	2004/5 Base Year	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
<b>BVPI224a</b> <b>Road Condition Classified Non-principal</b>	37.99%	17.55%	9.62%	8.41% CVI	8.2%	To be replaced by TTS target				
<b>Justification for target</b>	A new target will be set once the new data is available in April 2006. This target will be submitted to GONE/DfT in Q1 06/07. The CVI target for 2005/06 of 8.2% has been achieved.									
<b>Events determining trajectory</b>					LPSA					
<b>Source of data</b>	Course Visual Inspection (CVI) is to be replaced by an automated methodology – TRACS type survey (TTS). Until a baseline figure is available it is not possible to set new target based on TTS.									
<b>Risks</b>	Level of maintenance budget									
<b>Management of risk</b>	Active management of condition survey data. Developing with Symology 'budget optimisation' techniques to ensure maintenance expenditure and programmes achieve road condition target, as well as value for money.									

Indicator	2001/2	2002/3	2003/4	2004/5 Base Year	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
<b>BVPI224b Road Condition Unclassified</b>	13.47% (CVI)	11.91% (CVI)	11.12% (CVI)	10.17% (CVI)	9.5 % (CVI)	9.5%	9.5 %	9.5%	9.5%	9.5%
<b>Justification for target</b>	Local public service agreement (LPSA) is 9.5% CVI at the end of 2005/6 and this has been achieved. This level will be maintained throughout the period of the Plan, as it is considered high for what accounts for 60% of the highway network.									
<b>Events determining trajectory</b>						'Lets Get Cracking'				
<b>Source of data</b>	Course Visual Inspection (CVI) – this method will be retained until at least 2006/7.									
<b>Risks</b>	Funding will reduce at end of LPSA funding in 2006.  Unclassified roads account for a high proportion of the network (approximately 60%) and therefore any changes in funding will have a disproportionate impact on target.									
<b>Management of risk</b>	Active management of condition survey data.  Developing with Symology 'budget optimisation' techniques to ensure maintenance expenditure and programmes achieve road condition target, as well as value for money.  Additional funding of £2.5m to be spent from April 2006 until 2008 on 'Lets Get Cracking' programme – a programme of local improvements to roads and footways following a major initiative with the general public to ask them to highlight local issues.									



**Figure 7.2**

**Unclassified Road Condition**  
**(% of Network where further investigation is recommended)**



Indicator	Baseline: 1994-8 Average	2003	2004	2005	2006	2007	2008	2009	2010 Target Year
<b>BVPI99(i)</b> <b>Total killed and seriously injured</b>	57	37	42	43	41	39	38	36	34
<b>3 year rolling average</b>									
<b>Justification for target</b>	Targets are based upon national casualty reduction targets to achieve a 20% reduction in all KSI's by 2010 compared with the 2004 value and a 40% reduction from 1994-98 average to 2010.								
<b>Events determining trajectory</b>									
<b>Source of data</b>	Durham Constabulary Stat 19 accident reporting								
<b>Risks</b>	<p>Multitude of causes – difficult to solve.</p> <p>Total number is small and therefore one or two accidents have a major impact on target.</p> <p>Prolonged spell of bad weather.</p> <p>Cycling levels are increasing and cycling related accidents may increase.</p> <p>Uncertainty due to the potential reorganisation of local Police forces to a regional force.</p>								
<b>Management of risk</b>	<p>Revised Speed Management Strategy under development with Durham Police.</p> <p>Role of Traffic Manager to manage safe pedestrian and vehicular movement.</p> <p>Programme of traffic management measures to be implemented, highly targeted, evidence led.</p>								

Indicator	Baseline: 1994-8 Average	2003	2004	2005	2006	2007	2008	2009	2010 Target Year
<b>BVPI99(ii)</b> <b>Child killed and seriously injured</b>	10	5	5	7	7	6	6	5	5
<b>3 year rolling average</b>				4	5	5	5	5	5
<b>Justification for target</b>	Targets are based upon national casualty reduction targets to achieve a 50% reduction in child KSI's by 2010 compared with 1994-8 average.								
<b>Events determining trajectory</b>					Introduce pedestrian training/extend cycle training to yr 7 pupils				
<b>Source of data</b>	Durham Constabulary Stat 19 accident reporting								
<b>Risks</b>	Very small numbers and target easily missed with one additional accident.								
<b>Management of risk</b>	Pedestrian training being rolled out to primary schools. Cycle training to year 6 and 7 pupils and adults. Driver education, in particular regarding wearing of seat belts and the use of child car seats. 20mph zones and other traffic management solutions to reduce speed in residential areas and near to schools.								

Indicator	Baseline: 1994-8 Average	2003	2004	2005	2006	2007	2008	2009	2010 Target Year
<b>BVPI99(iii)</b> <b>Total slight casualties</b>	449	405	426	466	466	466	466	466	466
<b>3 year rolling average</b>									
<b>Justification for target</b>	The original target in the Local Transport Plan was 466 in 2005. This was based on the national target of a 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres. The target for 2010 is to maintain the absolute number of casualties at a maximum of 466.								
<b>Events determining trajectory</b>									
<b>Source of data</b>	Durham constabulary.								
<b>Risks</b>	<p>Multitude of causes.</p> <p>Motorcycling accidents are rising with no single contributory factor</p> <p>Vehicle Kilometres increases or decreases significantly</p>								
<b>Management of risk</b>	<p>Ongoing analysis of Police data.</p> <p>Provision of traffic management solutions where there is perceived risk rather than accident data, where potential for an accident is considered high.</p> <p>Use of cost effective solutions such as Speedvisor programme to slow traffic.</p>								

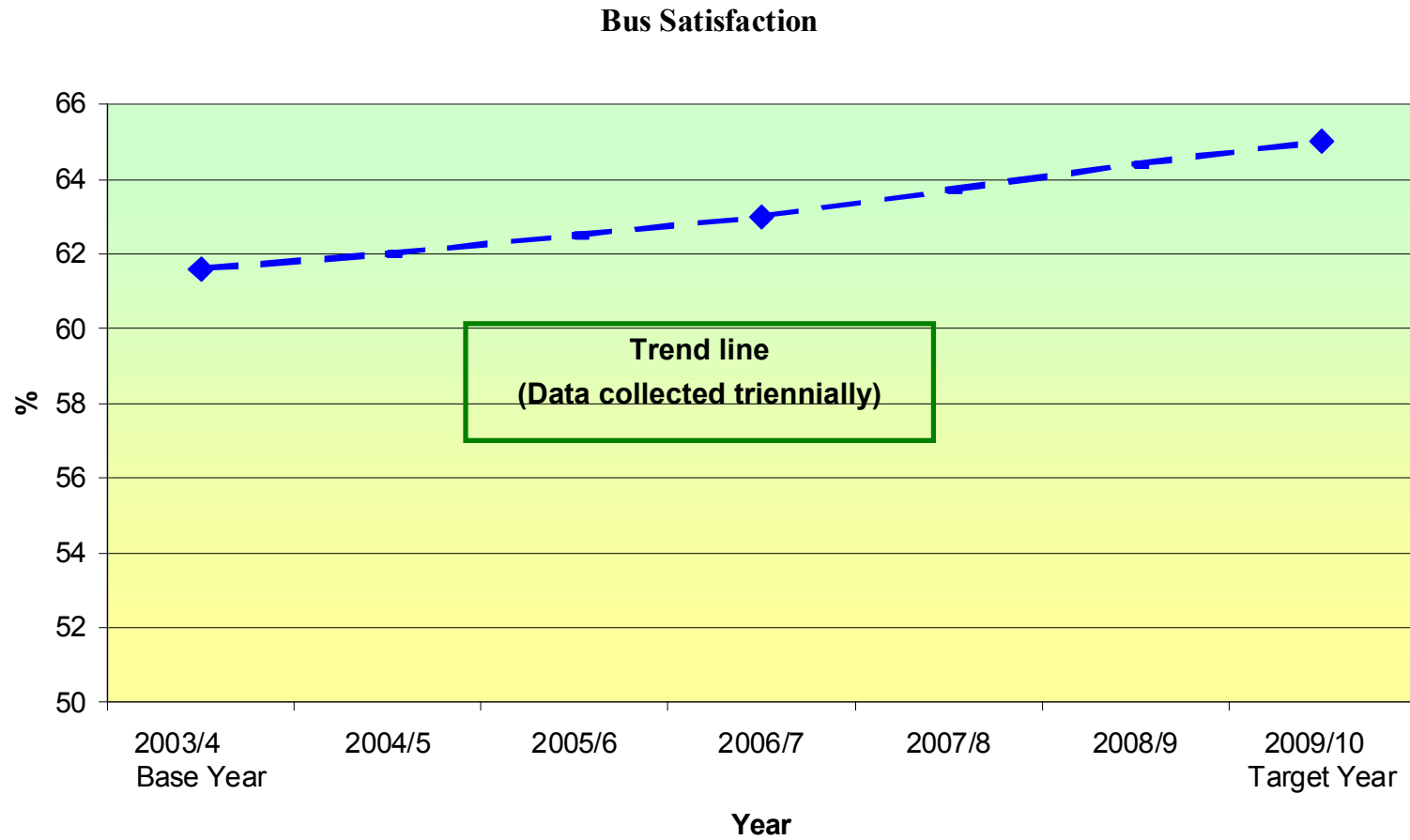
Indicator	2001/2	2002/3	2003/4 Base Year	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
<b>BVPI102</b> <b>Public transport patronage (Millions)</b>	10.222	10.118	10.069	9.591	9.150	8.92	8.74	8.61	8.53	8.48
<b>Justification for target</b>	Over the last 3 years bus patronage has declined and at a faster rate each year. 2004/05 saw a 4.7% decrease from the previous year and it is anticipated that a similar decrease will occur in 2005/06. This reflects that Darlington has high bus patronage levels (12% of all trips) which is double the national average. Therefore as only 50% of these trips cannot be undertaken by any other means, up to 50% of existing trips could be lost to other modes. Consequently whilst we are predicting a continued decline in patronage, it is hoped to reduce the rate of decline. Therefore the target is based on reducing the rate of decline towards the end of the Plan. The trajectory is therefore based on a 2.5% decrease in 2006/07, 2% decline in 2007/08, 1.5%, 1%, 0.5%									
<b>Events determining trajectory</b>					Individualised travel marketing/ General travel awareness marketing/PIP/Real time information / joint operator tickets  Demand management including bus priority, travel plans and parking strategy					
<b>Source of data</b>	Total local public transport journeys per year by bus only – information supplied by bus operators and obtained from ticket sales data.									
<b>Risks</b>	Withdrawal of commercial services and lack of investment by bus operators. Increasing costs of supported services. Increases in car ownership. Perception of bus travel remains negative by non-users. Transfer of bus trips to cycling.									

<b>Management of risk</b>	Punctuality Improvement Partnership and implementation of recommendations. Bus Quality Partnership to identify actions for all parties. Role of the Traffic Manager to ensure bus services are able to operate reliably and punctually. Positive marketing, Individualised Travel marketing and route branding. Demand management measures, including travel plans and implementation of parking strategy.
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Indicator	2001/2	2002/3	2003/4 Base Year	2004/5	2005/6	2006/7 Report	2007/8	2008/9	2009/10 Target Year	
<b>BVPI104</b> <b>Bus</b> <b>Satisfaction</b>			61.6			63			65	
<b>Justification for target</b>	Target based on expected improvements in bus reliability following introduction of bus punctuality improvement partnership and bus priority measures.									
<b>Events determining trajectory</b>					Introduction of PIP/Real time information/Bus Stop maintenance programme and stop specific timetables					
<b>Source of data</b>	Information obtained from household surveys. (1000 residents surveyed)									
<b>Risks</b>	Lack of investment by operators in new fleet vehicles. Punctuality and reliability problems. Negative media coverage. Major changes to service network.									
<b>Management of risk</b>	Work with operators through PIP and BQP. Use Sustainable Travel Demonstration Town funding to provide enhanced marketing and information.									

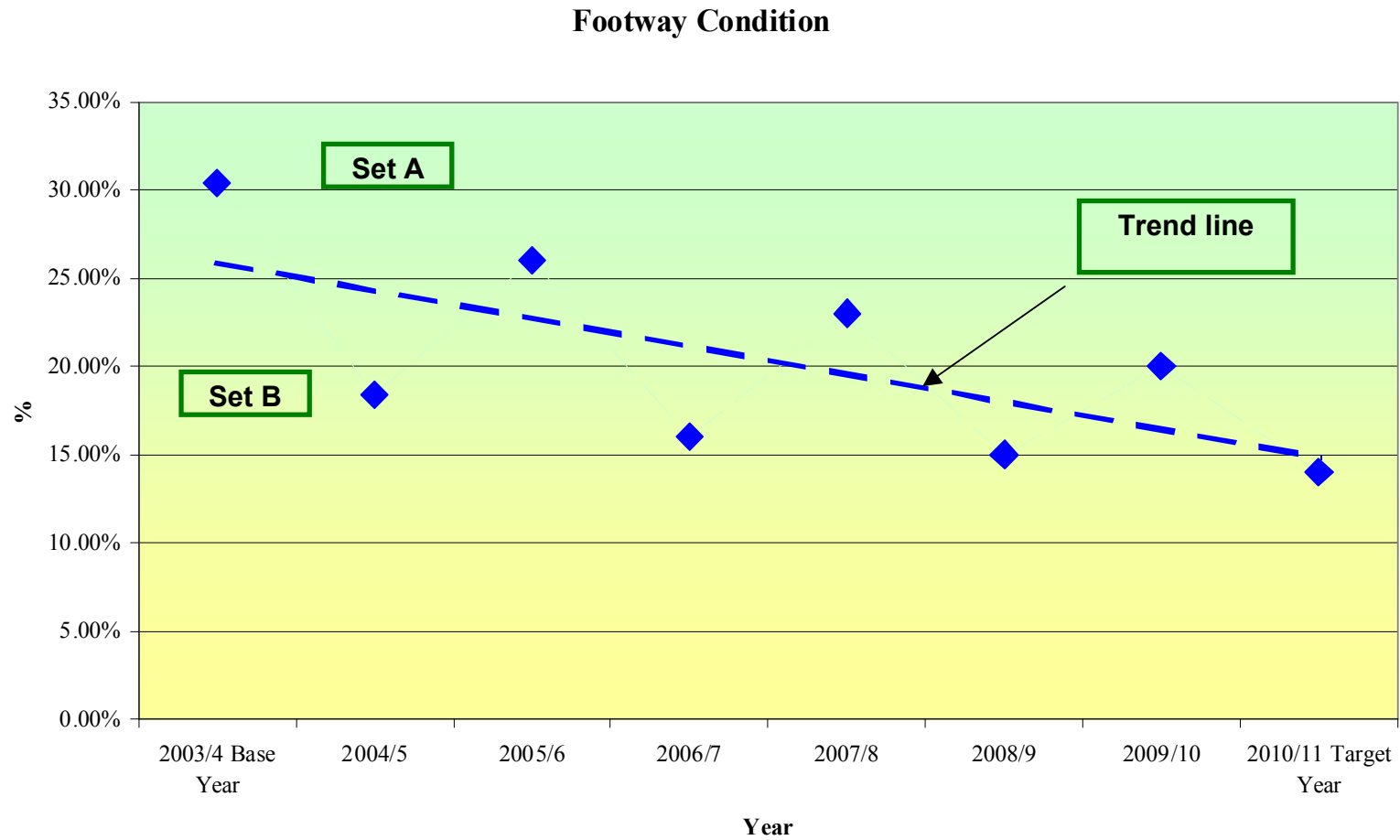
Figure 7.3





Indicator	2001/2	2002/3	2003/4 Base Year	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
<b>BVPI187 Footway Condition</b>	New PI	35.7%	30.41% (Set a)	18.4% (Set b)	26.0% (Set a)	16.0% (Set b)	23.0% (Set a)	15.0% (Set b)	20.0% (Set a)	14.0% (Set b)
<b>Justification for target</b>	Targets are based on the expected outcomes of investment in footway improvement works									
<b>Events determining trajectory</b>						'Lets Get Cracking'				
<b>Source of data</b>	Annual detailed visual inspection (DVI) survey of 50% (set a or set b) of category 1 & 2 footways. % of footways that require remedial work. Targets reflect the differing baseline condition of the geographically distinct survey areas.									
<b>Risks</b>	Pressure on funding, especially as cycle network will need to be added to the maintenance work in addition to the footways.									
<b>Management of risk</b>	Ongoing surveys and inspection regime. Additional 'Lets Get Cracking' funding of £2.5m during 2006-2008 to address footway and road repairs highlighted by the general public. StreetScene (a re-engineering of service delivery based on teams operating in zones for highways and community services) will provide a more co-ordinated approach to cleansing and maintenance. This should ensure maintenance has a high priority in local areas.									

Figure 7.4



**LTP 1 Accessibility Target**

Indicator	2001/02	2002/03	2003/04	2004/05	2005/06 Base Year	2006/07	2007/08	2008/09	2009/10	2010/11 Target Year
<b>LTP1</b> To maintain current high accessibility levels to hospital, GPs, supermarkets and Borough employment sites										
<b>Justification for target</b>	Darlington already has high levels of accessibility to key services by public transport. Those that are outside the thresholds set for each indicator are unlikely to be brought within the threshold due to issues that we cannot resolve. E.g. live too far from a main road, along which operates/would operate a bus service.									
<b>Events determining trajectory</b>										
<b>Source of data</b>	Accession modelling									
<b>Risks</b>										
<b>Management of risk</b>										

Indicator	2001	2002	2003 Base Year	2004	2005	2006	2007	2008	2009	2010 Target Year
<b>LTP2</b> <b>Area wide</b> <b>traffic flows</b>  (Million Vehicle Kilometres)	812	847	851							
<b>Justification</b> <b>for target</b>	<p>We are waiting for information from the Department for Transport and Tees Valley Joint Strategy Unit before setting a target.</p> <p>Our target will be based upon the expected outcome of our interventions to reduce car driver trips by Darlington residents and the TEMPRO traffic growth forecast for Darlington (8.6% increase on 2005 figures by 2010)</p>									
<b>Events</b> <b>determining</b> <b>trajectory</b>					Individualised Travel Marketing / Travel Plans / Events / General travel awareness marketing  Investment in bus lanes, walking and cycling infrastructure.					
<b>Source of</b> <b>data</b>	Area wide road traffic mileage statistics from the National Traffic Census.									
<b>Risks</b>										
<b>Management</b> <b>of risk</b>										

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Indicator	2001/2	2002/3	2003/4	2004/5 Base Year	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
LTP3 Cycle Flows	N/a	N/a	N/a	381	460 awaiting data	690	870	950	1060	1143
LTP3 Cycle Flows (annualised index)				100	120	181	228	250	278	300
<b>Justification for target</b>	Data from the Town on the Move baseline travel research completed in the Autumn of 2004 shows that cycling accounts for 1 % of all trips by Darlington residents. Also that that 34 % of car trips in Darlington (16% of all trips) are in principle replaceable by cycling (there are no objective constraints e.g. heavy loads to carry). Our 'stretched' target is based on the expected outcomes of the Town on the Move project, implementing a range of measures to encourage greater levels of cycling. This target matches that for the local indicator - 3 % of all trips by cycle by 2010/11. Darlington became a Cycling Demonstration Town in October 2005, reflecting Cycling England's belief that Darlington can significantly increase cycling levels.									
<b>Events determining trajectory</b>					Individualised Travel Marketing / Travel Plans / Events / General travel awareness marketing / Cycle training  Additional investment in cycle infrastructure funded through Cycling England					
<b>Source of data</b>	An annualised average daily flow combining data from 5 automatic cycle counters, located at Grasmere Rd, West Auckland Rd, Haughton Rd (River Skerne path), Whessoe Rd (North Park), Yarm Road (near Cummins factory).									
<b>Risks</b>	Addressing negative perceptions of cycling and necessary culture change is a long term strategy.  Perceived and actual safety concerns.  Non-delivery of infrastructure.									
<b>Management of risk</b>	Extensive programme of 'soft measures' including school, work and residential travel plans, marketing, events and information.  Cycle training, driver education programmes and safety & cycle audits on all highway schemes.  Appointment of cycle design engineer in 2006.  Extensive programme of cycle infrastructure schemes funded from Cycling England.									

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Indicator	2001/2	2002/3	2003/4	2004/5 Base Year	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
<b>LTP4</b> <b>Mode Share of journeys to school.</b> <b>(% of journeys by car)</b>				25.9%	25.5%	25%	24.5%	24%	25.75%	23.50%
<b>Justification for target</b>	Currently around 30% of trips to school nationally are by car. Darlington is already performing better than the national average at 26% This target is based on the premise (derived from our knowledge of school travel obtained through the Socialdata travel research and evidence of the effectiveness of School Travel Plans detailed in the DfT Smarter Choices report) that we can encourage a switch from car to a sustainable mode for a further 10% of those trips. Evidence shows that more children are cycling to school but these are converting from car, bus and walking trips. More work will be undertaken on a school by school basis to understand what % of car trips cannot be made by any other mode.									
<b>Events determining trajectory</b>				School Travel Plans Bike It	Individualised Travel Marketing School Travel Plans Bike It	Individualised Travel Marketing School Travel Plans				
<b>Source of data</b>	School Travel Survey completed in January each year.									
<b>Risks</b>	Relocation of secondary schools. Extended hours policy may increase car transport if bus services are not changed to meet new operating times. Choice of school by parents (no LEA imposed catchment areas). Perception of risk of walking or cycling to school. Loss of Council staff, in particular school travel plan officer.									
<b>Management of risk</b>	School travel plans and appropriate capital investment in infrastructure, linked to safe Routes to School and 20mph zones. Cycle training and pedestrian training. Corporate approach to transport provision, including school transport and public transport. Transport policy involvement in 14-19 Trust, Children's and Yong Peoples Plan and Local Area Agreement.									

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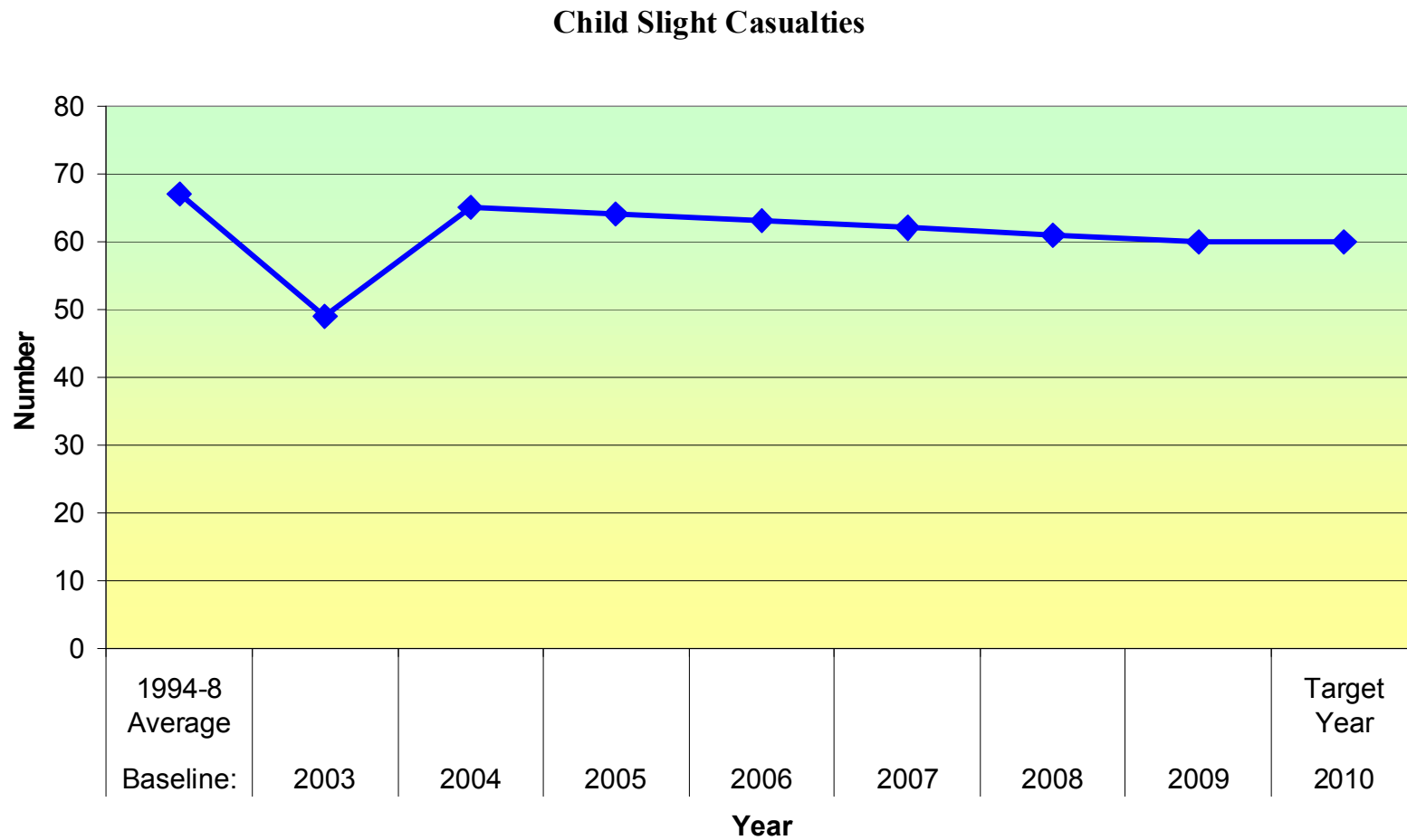
Indicator	2001/2	2002/3	2003/4	2004/5	2005/06 Base Year	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
<b>LTP5</b> <b>Bus punctuality</b> (% of services to depart within 1 minute early or 5 minutes late)					40%					90% by 2014/15  70% is minimum (Traffic Commissioners)
<b>Justification for target</b>	DATA available w/c 6 Feb – method of collection to be agreed through punctuality improvement partnership.									
<b>Events determining trajectory</b>					Punctuality Improvement Partnership New Bus lanes (Inner ring road / North Road / Yarm Road)					
<b>Source of data</b>	To be collected through a bus punctuality improvement partnership (PIP), bus punctuality surveys and data from the real time information system									
<b>Risks</b>	Reliability of data.  Solutions may be long term and expensive.  Conflict between reliability and other road users.									
<b>Management of risk</b>	Punctuality Improvement Partnership									

## Local Indicators and Targets

Indicator	Baseline: 1994-8 Average	2003	2004	2005	2006	2007	2008	2009	2010 Target Year
<b>BVPI99</b> Child slight casualties	67	49	65	64	63	62	61	60	60
<b>Justification for target</b>	Target based on national targets to reduce slight casualties by 10% based on 94-98 average and in line with 3 year and 5 year rolling averages.								
<b>Events determining trajectory</b>					Cycle and pedestrian training	Introduction of 20mph zones Cycle and pedestrian training			
<b>Source of data</b>	Durham Constabulary Stat 19 accident reporting								
<b>Risks</b>	Small numbers – easily affected by small increase or decrease in actual numbers of accidents. As walking and cycling increases accidents may increase.								
<b>Management of risk</b>	Training programmes Local Safety schemes – evidence led Extension of 20mph zones in residential areas.								



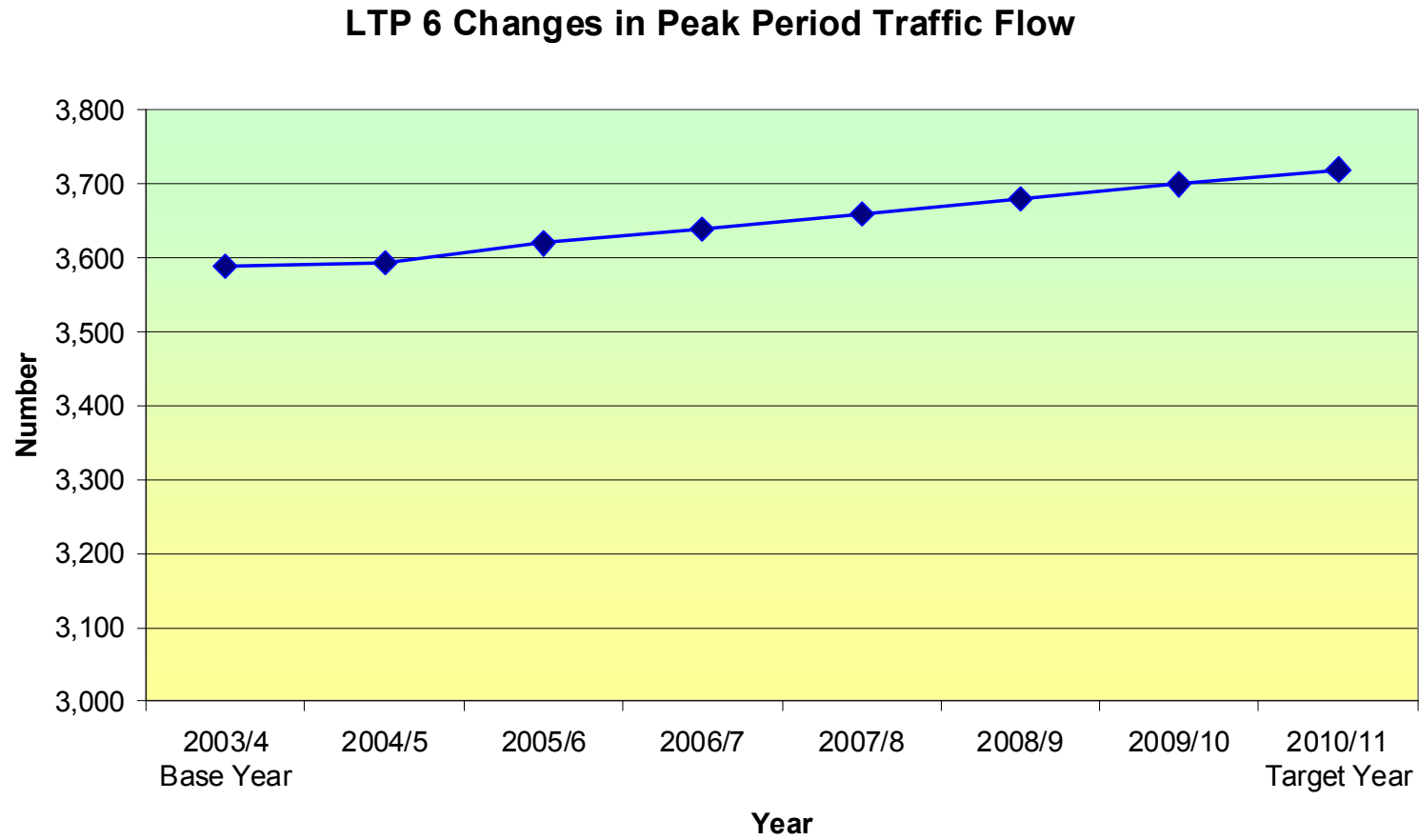
**Figure 7.5**



Indicator	2001/2	2002/3	2003/4 Base Year	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
<b>Changes in peak period traffic flows.</b> (Average of combined weekday peak hour flow)			3,589	3,594	3,620	3,675	3,686	3,697	3,708	3,720
<b>Justification for target</b>	<p>This target of 3% overall traffic growth compares to the 8.6% TEMPRO low growth forecast for Darlington. This stretched target is based upon the expected outcomes of the Town on the Move project, reducing by 10% car driver trips by <b>Darlington residents</b> and the affect this will have on peak hour traffic, explanation below.</p> <p><b>This local indicator is identical to the statutory LTP6, but is presented in this section since Darlington has a smaller urban area than the 100,000 population threshold for LTP6. A local target has been presented for this indicator, which is more appropriate to local circumstances as outlined below.</b></p> <p>Note: Census data indicates that 29,000 (50% of work trips start and finish in Darlington, 13,750 (23%) workers commute out of Darlington and 15,700 (27%) commute into Darlington.</p> <p>Data from the Socialdata travel research shows that 7.3 % and 36% of Darlington residents car trips to work are less than 1 KM and 3KM respectively, also that 56% of all car trips in Darlington could reasonably be undertaken using a sustainable travel mode. Assuming that most peak hour traffic is generated by the trip to work and to school (where we have set a target reducing car trips by 5%) and that we can reduce local (within Darlington) car trips to work by Darlington residents by 10% we have arrived at our target of 3% overall traffic growth. That is we will reduce locally generated peak hour trips by 5.5 % against a background of overall traffic growth of 8.6%. We recognise that 'external' factors such as cost of fuel will influence future traffic growth and will review this target against future changes in the TEMPRO traffic growth forecast for Darlington.</p>									
<b>Events determining trajectory</b>					<p>Individualised Travel Marketing / Travel Plans / Events / General travel awareness marketing</p> <p>Ongoing demand management</p> <p>Investment in bus lanes, walking and cycling infrastructure.</p>					

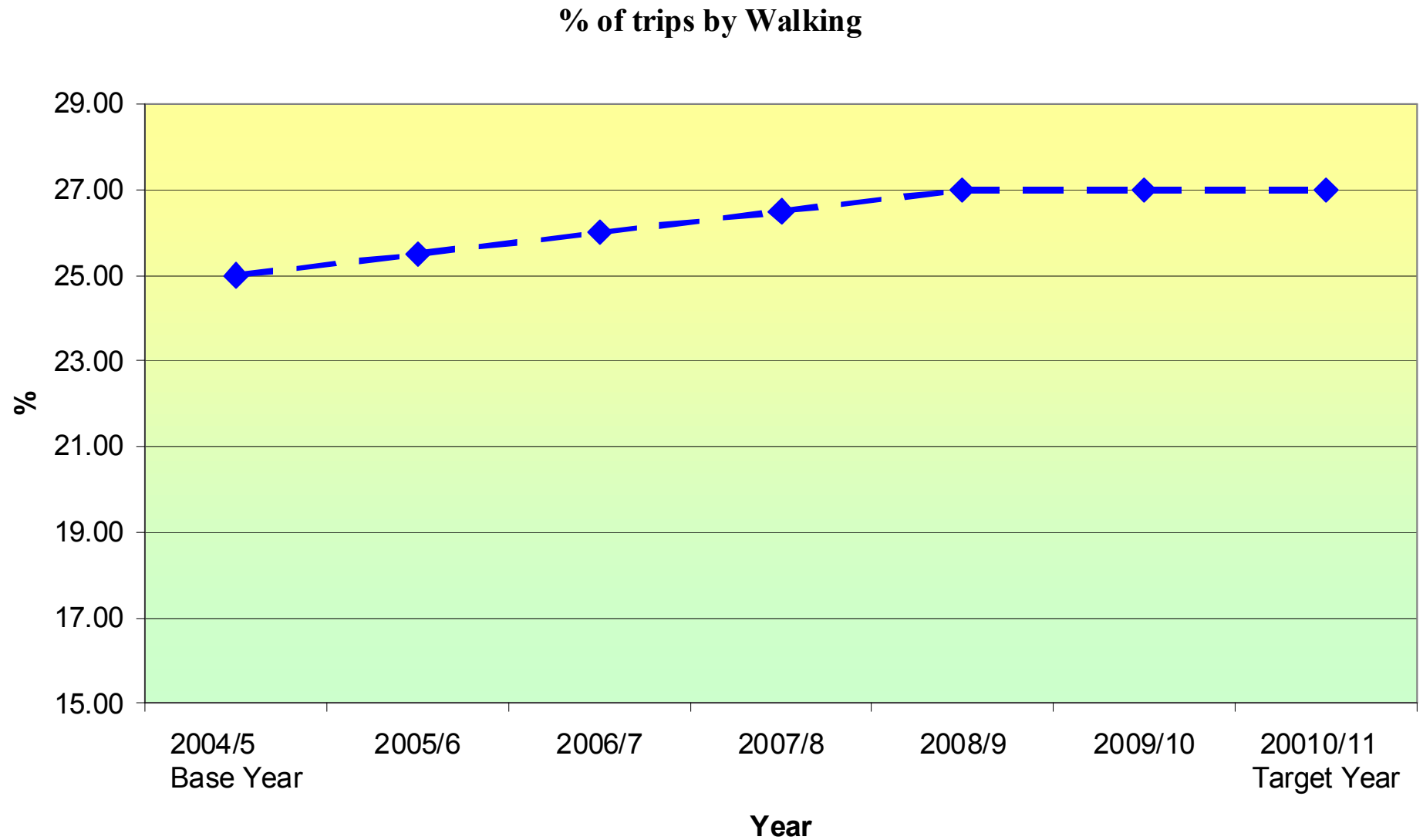
<b>Source of data</b>	Automatic traffic counters (permanently operational) on principal radial roads approaching the inner urban area.
<b>Risks</b>	Change in employment patterns Increasing car ownership Bus services get worse
<b>Management of risk</b>	Implement further demand management measures. Work with neighbouring authorities to address cross boundary travel, in particular commuters from County Durham and Stockton on Tees.

**Figure 7.6**



Indicator	2001/2	2002/3	2003/4	2004/5 Base Year	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
% Of trips by walking (Darlington residents)	No data	No data	No data	25%	25.5	26.0	26.5	27.0	27.0	27.0
<b>Justification for target</b>	Data from the Town on the Move baseline travel research completed in the Autumn of 2004 shows that walking accounts for 25% of all trips by Darlington residents. Also that 21% of car trips in Darlington (10% of all trips) are in principle replaceable by walking (there are no objective constraints e.g. heavy loads to carry). Our 'stretched' target is based on the expected outcomes of the Town on the Move project, implementing a range of measures to encourage greater levels of walking.									
<b>Events determining trajectory</b>					Town on the Move: Individualised travel marketing Travel Plans / General Travel Marketing				Smarter Choices measures	
<b>Source of data</b>	Information obtained from household surveys. (Minimum sample size 1000 residents surveyed)									
<b>Risks</b>	Perception of safety  Cleansing and maintenance regimes inadequate									
<b>Management of risk</b>	Promotion to change perception of safety  High profile safety improvements such as street lighting, CCTV, improvements to streetscape  StreetScene approach to area based cleansing and maintenance.									

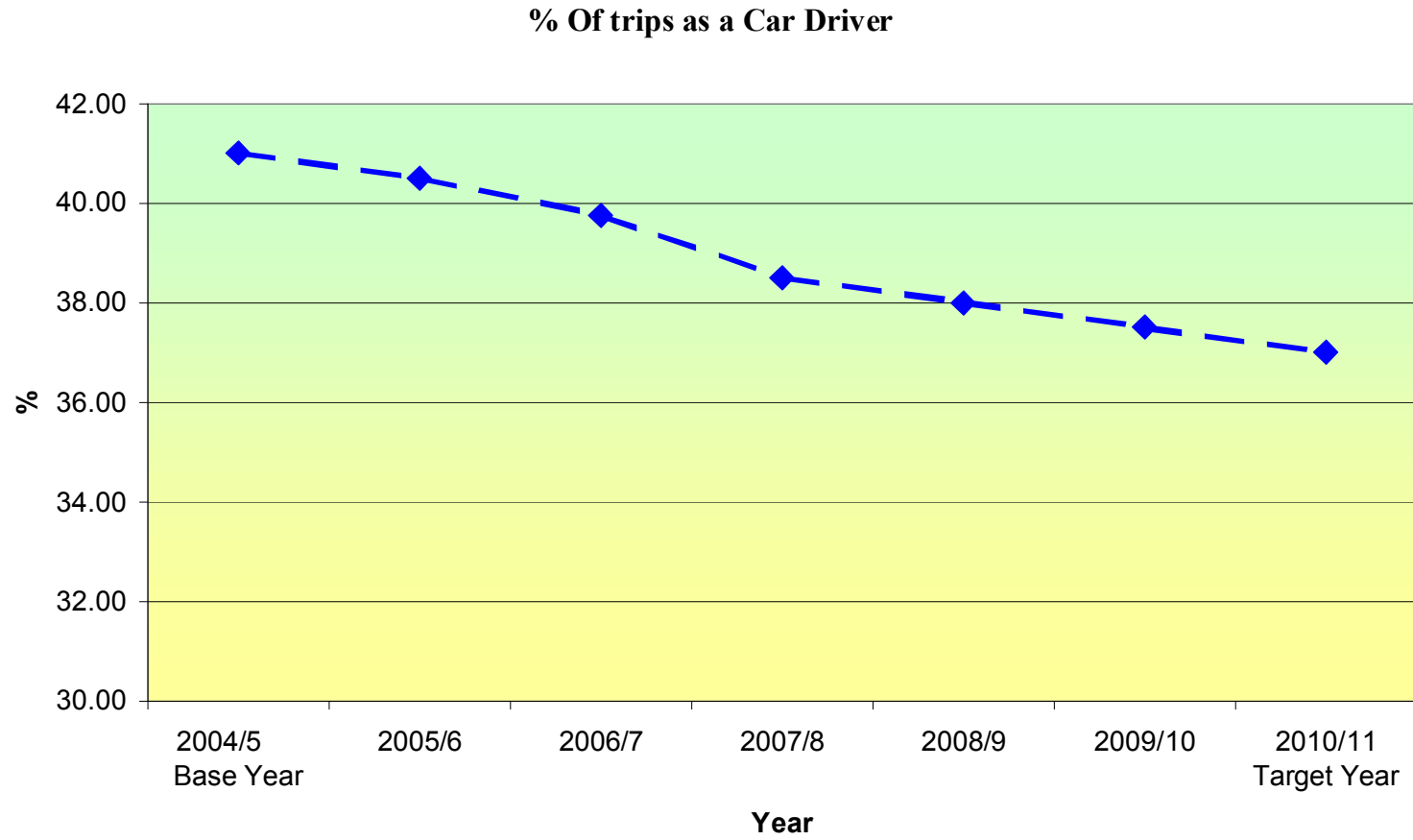
Figure 7.7



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Indicator	2001/2	2002/3	2003/4	2004/5 Base Year	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
% Of trips as a car driver (by Darlington residents)	No data	No data	No data	41%	40.5	39.5%	38.5	38%	37.5	37%
<b>Justification for target</b>	Target based on expected outcome of the Town on the Move Sustainable Travel Demonstration Town project. 10% reduction is equivalent to a modal shift from car to sustainable travel mode of an average of one journey per week per resident.									
<b>Events determining trajectory</b>					Town on the Move: Individualised travel marketing Travel Plans / General Travel Marketing			Smarter Choices measures		
<b>Source of data</b>	Information obtained from household surveys. (Minimum sample size 1000 residents surveyed)									
<b>Risks</b>	Culture change is difficult and long term Increasing car ownership Alternatives do not improve sufficiently									
<b>Management of risk</b>	Media coverage and proactive marketing Target those most likely to change behaviour for some journeys through the Individualised Travel Marketing programme. Demand management measures such a travel plans, road space re-allocation and parking strategy.									

Figure 7.8

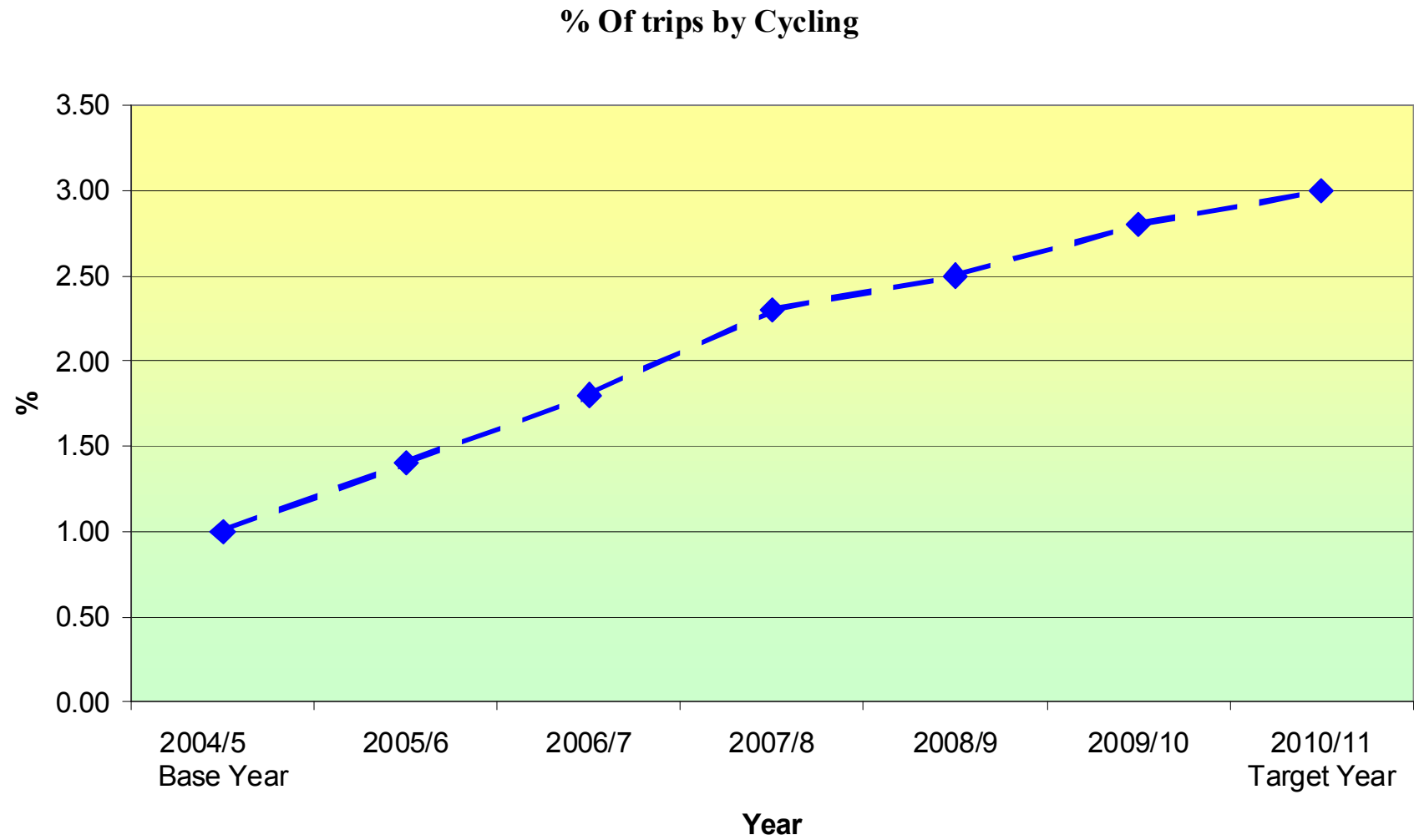




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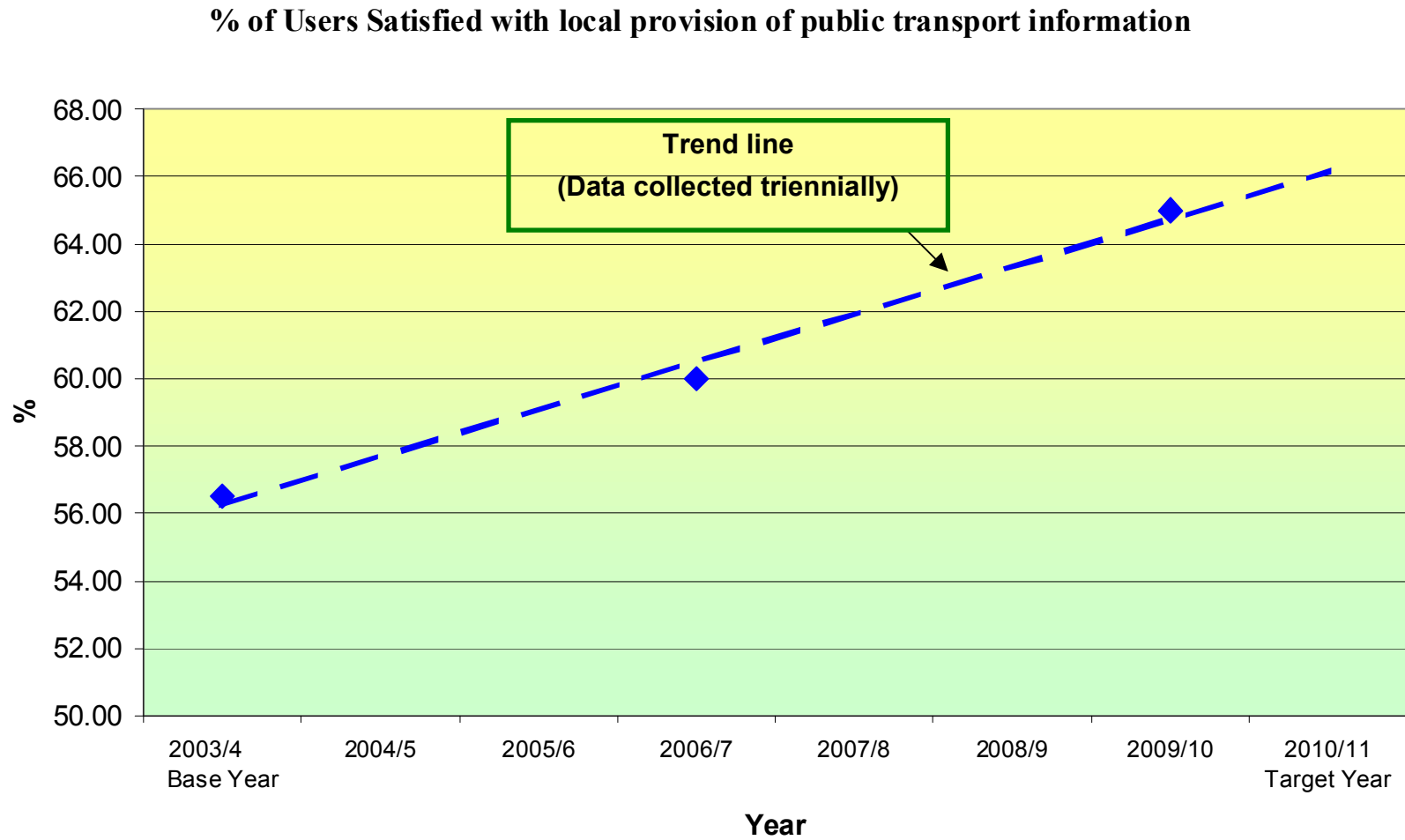
Indicator	2001/2	2002/3	2003/4	2004/5 Base Year	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
<b>% Of trips by Cycle</b> (by Darlington residents)	No data	No data	No data	1%	1.4	1.8	2.3	2.5	2.8	3.0%
<b>Justification for target</b>	Darlington is a Cycling Demonstration Town and this target was deemed realistic and achievable by te Cycling England Board based on the proposed investment in infrastructure ad associated programmes of training, events and information. Data from the Town on the Move baseline travel research completed in the Autumn of 2004 shows that cycling accounts for 1 % of all trips by Darlington residents. Also that that 34 % of car trips in Darlington (16% of all trips) are in principle replaceable by cycling (there are no objective constraints e.g. heavy loads to carry). Our 'stretched' target is based on the expected outcomes of the Town on the Move project, implementing a range of measures to encourage greater levels of cycling.									
<b>Events determining trajectory</b>					Additional investment in infrastructure  Town on the Move: Individualised travel marketing Travel Plans / General Travel Marketing			Smarter Choices measures		
<b>Source of data</b>	Information obtained from household surveys. (Minimum sample size 1000 residents surveyed)									
<b>Risks</b>	Addressing negative perceptions of cycling and necessary culture change is a long term strategy.  Perceived and actual safety concerns.  Non-delivery of infrastructure.									
<b>Management of risk</b>	Extensive programme of 'soft measures' including school, work and residential travel plans, marketing, events and information.  Cycle training, driver education programmes and safety & cycle audits on all highway schemes.  Appointment of cycle design engineer in 2006.  Extensive programme of cycle infrastructure schemes funded from Cycling England.									

Figure 7.9



Indicator	2001/2	2002/3	2003/4 Base Year	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10 Target Year	2010/11
<b>BVPI 103</b> % Of users satisfied with local provision of public transport information			56.5%			65%			70%	
<b>Justification for target</b>	Target based on planned improvement to the provision of public transport information, for example stop specific bus timetables, real time information and web based information.									
<b>Events determining trajectory</b>					Bus stop specific timetables Bus network guides Individualised Travel Marketing Real time information in 2006					
<b>Source of data</b>	Information obtained from household surveys (Minimum sample size 1000 residents surveyed)									
<b>Risks</b>	Maintenance of information is not 100% Technical issues with real time information (following extensive delays due to technology) and cost of rolling the technology out to key sites. Expectations of new bus users may be higher.									
<b>Management of risk</b>	Bus Quality Partnership to implement the Bus Information Strategy Using market research and focus groups to provide information that is 'fit for purpose' and designed									

Figure 7.10



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Indicator	2001/2	2002/3	2003/4 Base Year	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
<b>Number of School Travel Plans</b>	0	0	5	11	18	24	30	35	38	38
<b>Justification for target</b>	In September 2004 Darlington Borough Council employed a full time School Travel Plan Officer tasked with working with schools on the development of travel plans. We are setting a realistic trajectory based on completion of between 5 and 7 travel plans per year, up to 2008/9, with all Darlington Borough Council schools expected to have a travel plan by 2010.									
<b>Events determining trajectory</b>				STP Officer in post						
<b>Source of data</b>	School Travel Plan Officer									
<b>Risks</b>	Lack of support from individual schools and parents Capacity of School Travel Plan Officer to manage 38 school travel plans									
<b>Management of risk</b>	Partnership with Children's Services and 14-19 Trust Joint working with the Transport policy Officer with responsibility for work and residential travel plans									

Indicator	2001/2	2002/3	2003/4 Base Year	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11 Target Year
<b>BV 178 % Of Rights of Way that are easy to use by the public</b>	N/A	82.5%	82.33%	80%	83%	85%	86%	86%	86%	86%
<b>Justification for target</b>	Target based on significant planned improvements to the rights of way network during 2006 and new volunteer scheme to monitor footpaths. Darlington has a relatively large total length of Public Rights of way for a unitary authority and services the network with just over 2 full time officers. Recent legislation makes the existing resource allocation adequate for stabilisation of the service and the condition of the network at this peak level.									
<b>Events determining trajectory</b>					Contract awarded for replacement of new signs					
<b>Source of data</b>	Twice yearly visual survey using a national standard methodology.									
<b>Risks</b>	Turnover of staff leads to discontinuity in service. Greater use of the network due to effective publicity leads to increased depletion rates in footpath furniture									
<b>Management of risk</b>	Better use of volunteer reporting mechanisms Working with the Police on reducing levels of damage caused through motorbikes using footpaths/bridleways.									

**Figure 7.11**

**% of Rights of Way that are easy to use by the public**

