



INTEGRATED SOLUTIONS

Liverpool City Centre

Regeneration is the key theme of much of the work which is currently taking place in Merseyside. As the focal point for much of the economic activity in Merseyside, the city centre has an important role to play.

This key role has been recognised through the development of a number of initiatives including;

- Designation of the City Centre as a Strategic Spatial Development area (SSDA) as part of the Merseyside Objective 1 programme.
- Creation of the Liverpool Vision urban regeneration company to promote the regeneration of Liverpool City Centre with a wide range of public and private sector partners.
- City Centre Living Strategy which aims to increase the residential population of the centre from 9000 to 30,000.
- Interest in a number of major development sites including the proposed Paradise Street Retail Area and King's Dock.

- Short listing of the Waterfront and part of the City Centre as a UNESCO World Heritage Site.
- Expansion of the University campuses including new library facilities and student accommodation.

Transport within and to the city centre is vital to these regeneration initiatives, both contributing to their successful implementation by providing a high level of accessibility and in managing the consequences in terms of traffic growth. For these reasons a "City Centre Movement Strategy" has been developed by Merseytravel and Liverpool City Council. This forms the basis of the transport element of Liverpool Vision's Strategy Document.

BACKGROUND - TRANSPORT ASSETS AND PROBLEMS

A review of transport provision and movements in the city centre highlighted a number of assets and also problems:

Assets

- *Lime Street Station - national rail gateway to the city.*
- *Four underground rail stations.*

- Queen Square and Paradise Street bus stations, serving over 10 million people per year.
- Queensway Tunnel / Kingsway Tunnel.
- Major multi-storey car parks.
- Mersey Ferries.
- Norton Street Coach Station.

Problems

- Lime Street has poor pedestrian crossing facilities and poor passenger information direction signing for onward movement into the city centre. It is severed from the city centre by the adjacent road system.
- Severance from residential communities and along the Waterfront.
- Rail station environments are poor, access is difficult and quality information is required.
- Bus issues including quality, 'over bussing' along certain routes and on-street layover.
- Poor public realm and lack of pedestrian facilities particularly within the city centre.
- Poor information and signing for all users.
- Management and enforcement of public realm.
- The eastern approaches to the city.

OBJECTIVES & STRATEGIES

The City Centre Movement Strategy seeks to:

- improve accessibility to the city centre to aid economic regeneration and to provide access for all.
- create a people friendly city centre that is safe, clean and attractive for work, shopping, business, tourism and leisure.
- make best use of the city centre's key transport assets - the Merseyrail stations, bus facilities, ferries and major car parks.
- support the improvement of the city centre's architecture and townscape.
- ensure that measures can be funded and implemented.

These objectives could be met through a variety of approaches. Three approaches were tested using the New Approach to Assessment (NATA) techniques, as established by DETR, these were:

- A 'car free' city centre which would involve the introduction of car restraint measures.
- A car priority approach which open the city centre to all traffic
- A balanced approach which prioritised sustainable modes but also provided for access by car.

The results of the analysis indicated that the balanced approach was most closely aligned with national and local policy objectives and would produce the greatest benefits in terms of the NATA criteria.

COMPONENTS OF THE BALANCED APPROACH

The balanced approach is made up of three elements:

i. Pedestrian Priority Areas. These consist of pedestrian and cycle friendly areas but do not necessarily involve extensive pedestrianisation (see Figure 3.9). The approach would be to introduce measures

such as widened footways, improved pedestrian crossings, consistent and clear signing and better maintenance and security on an area basis.

The first area for treatment would extend from the Lime Street Gateway to the Waterfront and incorporate Dale Street, Castle Street and improved pedestrian facilities across the Strand.

Within the residential areas, the development of 20 mph/home zone approach could be used to develop the community 'enclaves'. To assist tourists a more extensive tourist trail is proposed.

ii. High Quality Public Transport Corridors. There are three elements to the public transport corridors shown in Figure 3.10:

- 1 Rail - Lime Street and the Merseyrail stations are significant city centre assets. However they are in need of upgrading including improved safety and greater staff presence, improved signing, better interchange facilities/signage between rail services and buses, taxis and pedestrian links and upgrading stations and maintenance. Developing the Central Underground Station flagship project to serve the new retail core.
- 2 High Quality Public Transport routes - Two cross-city centre routes have been identified which complement the existing rail network. These routes will form a network of high quality services operating using LRT technology and running along routes that are mostly separated from other traffic, and directly serving key areas of the city centre.
- 3 Key Bus Routes along these routes, measures will reduce delays to buses giving them priority over other traffic.

iii. Traffic/Parking Circulation Plan.
There are three elements to this strategy.

- 1 Strategic Road Network. This network will form a series of high quality access ways into the city centre while reducing the amount of through traffic, by removing a number of the existing cross city strategic routes.
- 2 Local Road Network. This network will meet local access requirements and loading /unloading requirements of local business. Many of these routes will fall within the pedestrian priority areas and will be subject to the measures described above.

Following an assessment of the main routes within the centre a series of networks have been developed these are shown on Figure 3.11. The major approaches to the city have been identified as areas for further studies and will be worked up into proposals with partners.

- 2 **Parking.** Control of parking will be an important element of the strategy. The City Council has a City Centre Parking Policy which aims to:

- Cap parking provision in the city at 16,500 spaces.
- Shift the balance of parking provision from long to short stay.
- Provision of Variable Message Signing at the edge of the city to the major multi-storey car parks.

- Extend on-street parking control.
- Improve enforcement through Local Authority control.

Other improvements which will be incorporated include better information for car park users and upgrading of the car parks themselves.



INTEGRATED SOLUTIONS

Southport

The transportation strategy for Southport aims to ensure the town's continuing success in retail, tourism, leisure and business.

This means maintaining good access to the town, easing circulation within the town and enhancing the environment both in the town centre and surrounding residential areas. The strategy is based around three key themes, central to all transport strategies in Sefton:

- Economic regeneration
- Attractive alternatives to the car
- Environmental improvement

In accordance with these themes, the main aims of the Southport strategy are ;

- *To manage transport demand and maximise the use of the existing transport network.*
- *To make public transport more attractive and increase its use.*
- *To manage local and visitor trips within Southport.*
- *To increase the use of non-motorised forms of transport, i.e. cycling and walking.*
- *To improve pedestrian facilities in the town centre and at the seafront.*
- *To maintain and improve the environment.*

COMPONENTS OF THE STRATEGY

The proposals for Southport Town Centre are shown in Figures 3.13 and 3.14 and described below:

Public transport interchange

The lack of adequate public transport interchange facilities in Southport will be addressed through the upgrading of the existing railway station and the provision of a new bus station and interchange next to the railway station.

Providing strong links between the new facility and the railway station will be an integral part of the proposals.

Bus priority measures

Southport will benefit from the Merseyside wide programme of bus priority measures, with selective vehicle detection provided on important bus corridors at four key signal-controlled junctions. These measures will allow buses to negotiate the junctions with minimal delay.

Parking controls

A controlled parking zone has been in force in Southport town centre since 1993. In February 2000, Sefton Council took over responsibility for enforcing parking restrictions by adopting local authority parking enforcement (LAPE) powers. An integral part of the transport strategy for Southport is to extend the controlled parking zone and impose a greater control on the numbers of vehicles entering the town centre. This will be combined with the provision of additional park and ride spaces to compensate for the reduced number of spaces in the extended controlled parking zone. The LAPE powers will enable the Council to make sure that the restrictions are effective.

Park and ride

A successful park and ride service has operated in Southport since 1993, when the Esplanade park and ride site opened. The site operates 6 days a week and contains 600 spaces with an overflow area capable of accommodating a further 900 vehicles. In February 1999, new single-decker environmentally friendly gas-fuelled buses were introduced to serve the park and ride site. A new visitor centre is planned for the Esplanade site as part of a programme of improvements to the park and ride services in Southport. The

other park and ride site at Fairways has space for 1000 vehicles and currently operates only on Sundays. This site is being improved and will be open 6 days a week during the holiday season.

However, the Council recognise that traffic entering Southport from the east (along the A570) is not served by any park and ride facilities, unless it goes through the town to the existing sites. Therefore, Sefton Council is proposing a new 1000 space park and ride facility on the eastern edge of the town, which will be integrated with both the extended controlled parking zone and the two existing park and ride sites.

Traffic management

Although Southport does not suffer significant commuter-related congestion, it does have to cope with heavy traffic levels trying to enter the town during the holiday season and for major events, such as the Air Show, the Fireworks competition and the Flower Show. The largest of these events, the Air Show, attracted 300,000 visitors in 1999, 62% of whom came by car. Management of this traffic is therefore a critical element of the strategy. Two of the main junctions on the approach to the town (Crossens and Kew roundabouts) will be re-designed to improve traffic flow and the traffic signal control system SCOOT is being introduced in the town centre to improve both circulation and through traffic flows.

We are also seeking to prepare event management strategies in co-operation with event organisers to ensure that as many people as possible are able to enjoy the experience of coming to Southport.

Cycling measures

Encouraging people to cycle instead of using their cars is an important

contribution to reducing traffic and supporting more sustainable means of transport. Segregated cycleways have already been provided along the coastal route and part of Bentham's Way and advanced stop lines have also been provided at eight junctions. There are proposals for establishing an extensive cycle network including the provision of more cycleways, marked advisory routes, signed advisory routes, advanced stop lines at junctions and a significant increase in cycle parking facilities in the town centre and at the seafront.

Pedestrian environment

The town centre shopping area is vital for the success of Southport as a whole and we are seeking to enhance this area for pedestrians. This will include measures to make the pedestrian environment both more attractive, enjoyable and, above all, safe. Significant progress has already been made along Lord Street and Chapel Street is now the centre of attention. The Council proposes the pedestrianisation of Chapel Street, which will provide better conditions for shoppers and improve pedestrian access to the railway station (and proposed interchange). Links from the town centre to the seafront are also important and these will be enhanced by the provision of more signing, pedestrian crossings where necessary and, in particular, the restoration of Marine Parade bridge and the pedestrianisation of Scarisbrick Avenue.

Environmental improvements

As an important centre for tourists and visitors, Southport's environment, in terms of air quality, sense of space, visual appearance and history is very important. Significant environmental improvements have already been achieved along Lord Street and on Marine Drive. Further schemes are proposed on Eastbank Street in the town centre and at Churchtown village.

Planning issues

Sefton Council's Unitary Development Plan is currently under review and the revised plan will incorporate the transport strategy for Southport and integrate it with the land use proposals and policies. Part of these revised strategies will be the requirements imposed on new developments for transport assessments, green transport plans and, in some cases, contributions to transport infrastructure improvements. The proposed leisure development at Ocean Plaza and the mixed retail and commercial development at Derby Road have already been subject to these requirements.

External rail links

Southport is well served by rail links to south Sefton and Liverpool (via Merseyrail Northern Line) and to Wigan and Manchester (via First North Western Trains). There is a long-standing concern in the town, however, over the absence of rail links to Ormskirk and Preston. Addressing this issue is a long term goal and will require the involvement and

commitment of several parties, including Railtrack, West Lancashire District Council and Lancashire County Council. Sefton is committed, however, to developing and improving cross-boundary links as a basis for improving Southport's external rail links.

School Travel Plans

The 'school run' is acknowledged by national Government as a significant transport management issue. One way of tackling this is to support the development of school travel plans. In the Southport area, five schools have already started to develop travel plans and these numbers will increase over the lifetime of the LTP.

Safety

Improving the safety of all transport users, especially road users, is an overarching principle applied throughout the Merseyside LTP. The rail station improvements and new bus station/interchange will include measures such as CCTV and lighting to assure passenger security. New road safety schemes for 2000/01 are proposed at the junctions of Lord Street West/Duke Street and Duke Street/Talbot Street. Road safety promotion, especially in schools, is an ongoing commitment of Sefton Council.



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St Helens

St. Helens Town Centre has a Centre Manager who answers to the Town Centre Partnership Group consisting of representatives from business, St. Helens College and the Council. The Town Centre Manager conducts regular meetings with council officers and other representatives to agree the way forward on issues such as signing, car parking and other transport related matters in a working partnership arrangement.

The proposals for the town centre improvement programme are shown in Figure 3.15 and described below.

TOWN CENTRE AREAS

Core Pedestrianised Area

Pedestrians are given priority; all vehicular traffic is prohibited between 10.00 and 16.00 hours and only servicing traffic is permitted outside these hours.

Cycle parking facilities are provided on the edges of this area but cyclists are prohibited from riding through many of these areas to avoid dangerous pedestrian/cycle conflicts.

Taxi ranks and designated disabled parking bays are provided on, or as close to the edge of this area as possible to assist those with mobility impairment.

Outer Core Area

Pedestrians are still given priority by widening footways / narrowing carriageways and prohibition of vehicular traffic between the hours of 10.00 and 16.00. However, buses, cycles and in some cases taxis, are permitted through the area at all times to maintain public transport penetration particularly for the elderly and disabled.

Access Cells

Buses, taxis, cyclists, servicing and access traffic, including car parking traffic is able to gain access to the Town Centre from the Ring Road via these cells but only buses/taxis/cyclists can pass through the centre; all other through traffic is directed around the ring road. This minimises the amount of traffic inside the ring road, thereby minimising air pollution and vehicle/pedestrian conflicts.

Ring Road

Anticipated completion by the end of June 2000, this road picks up all the radial routes coming into the Town Centre and particularly those passing right through (A58, A570). Through traffic is then directed around the centre with traffic requiring access able to use the designated access cells.

Some road crossing points have already been provided to enable pedestrians and cyclists to get to and from the centre safely; further facilities are still to be introduced.

Residential Areas

There are over 800 dwellings within the Town Centre and more residential accommodation is being introduced through flat conversions above shops etc. The existing residential areas are being supported through:

- (i) traffic calming of streets to stop 'rat-running' which brings danger and pollution.
- (ii) the introduction of residents parking, where necessary, to avoid abuse by commuters and protect space for residents.
- (iii) ensuring that suitable, safe pedestrian and cycle routes link these areas to the centre.

Car Parks

A series of improvements to the

operation and condition of the car parks has been started, the overall number of parking spaces in the Town Centre (on-street and off-street) has been capped and a number of long-stay (commuter) spaces have been converted to shopper spaces.

PUBLIC TRANSPORT

Bus

A new staffed bus station has been built recently with a travel shop, CCTV surveillance and public toilets. A number of sections of highway within the centre are now restricted to bus/taxi only which reduces delay and new, high quality shelters have been introduced throughout the Centre.

Rail

Improvements are planned for St. Helens Central Station which will include an extension of the Park and Ride facilities, improved access to the car park, improvements to the station building and an improved pedestrian link between the rail station and the bus station.

CONSERVATION AREAS

The Town Centre contains one conservation area (Victoria Square) which has recently been pedestrianised and one proposed conservation area within which there are plans in the LTP to rationalise traffic flows and improve pedestrian amenity.

MOBILITY IMPAIRED

There is a free car park (18 spaces) specifically designated for the disabled and a further 15 designated on-street spaces with more to be introduced as the latest traffic and pedestrianisation work in the centre is completed.

A shopmobility scheme has now



INTEGRATED SOLUTIONS

Old Swan

Old Swan is located on the A57 Prescott Road near its junction with Queens Drive and is an important District Centre for shops and other services. It suffers major congestion and environmental intrusion as a result of the considerable amount of through traffic using the A57. The centre and adjacent junctions also have high accident rates, many of these involving pedestrians.

The existing position and the proposed measures for Old Swan are shown in Figures 3.16 and 3.17 respectively. The District Centres are an important part of the shopping provision for the City as outlined in the UDP -

“The vitality and viability of district centres will be maintained and enhanced in order to secure the best access for all the city's residents to shopping and other related facilities.”

The UDP recommends they should be enhanced by:-

- Environmental Improvements, including the safety and security of pedestrians and the enhancement of open spaces.
- Improvements to the transport infrastructure - in particular to passenger transport and cycling facilities.

Old Swan is currently well served by buses although interchange between services is poor particularly between east/west and north/south movements. The Centre is accessible by foot and bicycle but facilities need upgrading. The streetscape also requires improvement and there is a general lack of focus or identity for the centre.

The Government's objective with regard to District Centre shopping is to sustain and enhance the vitality and viability of existing centres, and to

ensure the availability of a wide range of shopping opportunities to which people have easy access.

Old Swan District Centre is acknowledged as being in decline and in need of regeneration.

In order to improve its vitality and reduce environmental intrusion major through traffic needs to be decreased with road space reallocated to provide quality-integrated transport and better pedestrian linkages. In addition the Centre and Corridor review has highlighted Old Swan as a potential interchange location.

In order to reduce through traffic and encourage other modes major improvements to public transport are sought, including enhancement and extension of bus lanes, and a rapid transit system. The approach involves directing traffic to the most appropriate route for the type of journey. In this corridor the A57 would be prioritised for public transport and car traffic with local needs whilst the Edge Lane route would serve as the main strategic link for cars and freight. This redistribution of traffic to strategic routes would be achieved by signing and other measures.

Old Swan would become a major interchange location between rapid transit and bus services. This would be achieved by providing good quality passenger stops and shelters, cleaned and maintained to a high standard, together with an information strategy and real time information. Quality Bus Partnerships with operators would seek to provide for new fully accessible low floor buses with low emission engines and all vehicles would be maintained to very high standards. These measures as well as improving public transport patronage would

also result in greater use of Old Swan as an interchange with beneficial consequences for adjacent shops.

Environmental improvements to the streetscape would improve the safety and security of pedestrians and cyclists and improve the general ambience of the centre. A reduction in traffic levels through the centre would have benefits for the local environment by improving air quality and reducing noise levels making Old Swan a more attractive place to visit and shop.

Old Swan also has a good example of integration between land use and transportation planning. A retail development is proposed for the corner of St Oswald's Street and Prescott Road.

The proposal aims to reduce the number of shoppers who travel outside the centre for their main food shopping. This would help to improve the viability of existing shops in the Centre. The development's car park would be available for visitors to the existing centre thus reducing the current problems caused by the lack of adequate off street parking provision.

The number of spaces provided, however, would be below the City Councils guidelines. This is desirable given the District Centre location, the walk-in catchment area, low car ownership and the improved public transport facilities proposed. Highway works designed to ensure pedestrians can move safely between the



INTEGRATED SOLUTIONS Corridor A

CORRIDOR A: LIVERPOOL - Bootle/Crosby/ Formby/Southport

Corridor A is a good demonstration of the great social and economic contrasts found in Merseyside, extending from the highly urbanised areas of Liverpool and Bootle in the south to the suburban towns of Crosby, Formby and Ainsdale in the north of the corridor.

The transport strategy for the corridor (shown in Figure 3.18) therefore needs to address these considerable differences and make sure that the very different transport needs of the people in the corridor are met. The basic principles underlying the strategy for Corridor A are :

- to support economic regeneration, especially in the south of the corridor;
- to manage transport demand and maximise the use of the existing transport network;
- to make public transport more attractive and increase its use;
- to increase the use of non-motorised forms of transport, i.e. cycling and walking;
- to improve pedestrian facilities within and access to local district centres;
- to maintain and improve the environment.

COMPONENTS OF THE STRATEGY

Bus improvement corridors

The A567 (Stanley Road) from Liverpool through Bootle, the A565 through Waterloo, Crosby and up to Ainsdale and the B5422 (Gorse Lane) to Netherton have been identified as bus improvement corridors. A package of bus priority measures, including bus lanes in some locations and selective

vehicle detection at key signal-controlled junctions will be provided through the LTP. These measures are designed to reduce bus journey times and improve reliability on these key routes. In addition, there will be improvements to bus interchange facilities in Crosby and Netherton as part of the Merseyside wide interchange strategy.

Railway stations and park and ride

The Merseyrail Northern Line is the public transport spine of Corridor A. Station upgrades and increased provision of park and ride spaces are proposed at Waterloo, Hall Road, Blundellsands, Formby and Birkdale. Sandhills station forms a vital interchange between the Southport, Ormskirk and Kirkby line services, and also forms the hub for the 'Soccerbus' link to the football grounds.

This service was trialled successfully last season and is seen as an increasingly important part of the football match day strategy to reduce car borne trips in the corridor. Station upgrades and improved pedestrian links are also proposed at Seaforth and Litherland and Bootle, Oriel Road (part of the Bootle strategy). These will complement upgrades to the city centre stations and will help to increase the attractiveness of travelling by rail, especially for commuters, and improve accessibility and the level of security (and perception of personal safety) at stations.

Pathways Areas and Strategic Spatial Development Areas (SSDAs) links

The corridor contains several important economic regeneration areas, in particular, the Atlantic Avenue SSDA. Providing transport links to these development areas is vital to enable local people, especially in the more deprived North Liverpool, Bootle and Dunning's Bridge Pathways areas, to

gain access to job opportunities. Establishing and strengthening these links are priorities for the walking, cycling and public transport components of the strategy. This is particularly important because of the relatively low levels of car ownership in the Pathways areas.

Freight management

Freight movement, especially road freight, is a major issue in the southern part of the corridor, particularly associated with Liverpool docks and the Freeport. The Merseyside Freight Strategy has recommended the concentration of freight activity in certain areas and this could have significant implications for the corridor. Completing the upgrade of Atlantic Avenue (A565) in Liverpool and improvements in freight route signing will help to address the issue in the short term. In the long term, however, further measures will be required and a detailed study of the existing freight route infrastructure will be undertaken within this LTP period as a basis for developing longer term proposals.

Traffic management

The A565 through Crosby and the A5036 (Dunning's Bridge Road) experience some weekday peak hour congestion. The problem is worst at the Switch Island junction (A5036/A59/M57/M58). To address this problem the whole junction is being remodelled, with Phase 1 completed and Phase 2 expected during the LTP period. Once Switch Island is completed, the traffic signal control system SCOOT will be used to manage traffic flows along the A5036. Two of the main junctions on the A565 will also be re-designed to improve traffic flow. Detrunking of the A565 will give Sefton Council greater opportunity for developing traffic management schemes along this route. Completion of the A565 upgrade in



Liverpool and the introduction of SCOOT, will be complemented by further capacity reallocation measures on parallel routes including pedestrian and cycling measures to support redevelopment of the docks at the southern end of the corridor. In the densely populated residential areas in the south of the corridor, numerous traffic calming schemes have been completed and more are proposed, for example, in Waterloo.

Cycling measures

Encouraging people to cycle instead of using their cars is an important contribution to reducing traffic and supporting more sustainable means of transport. There are proposals for establishing an extensive cycle network (particularly between Pathways areas and SSDAs) including the provision of more cycleways, marked advisory routes, signed advisory routes, advanced stop lines at junctions and a significant increase in cycle parking facilities in district centres and at transport interchanges.

Pedestrian environment

The district centres of the corridor are economically and socially important and we are seeking to enhance access to and within these areas for pedestrians. This will include measures to make the pedestrian environment both more attractive, enjoyable and, above all, safe. These include the provision of new pedestrian crossings, upgrading the urban footpath network, Phase 4 of the Crosby pedestrianisation and measures to reduce the effects of severance along the A59 Scotland Road and alleviate the detrimental effects the road has on the community of Vauxhall.

Air quality assessment and management

The review and assessment of air quality, which is a legal requirement on all local authorities, has shown that

there is a risk of failing to meet national air quality objectives along all the major roads in the corridor (A565, A5038, A5036, A5058, A5090). This means that they will all be subject to more detailed assessment. If this still shows a failure to achieve the objectives, the local authority will have to declare an Air Quality Management Area and prepare an Air Quality Action Plan to improve air quality.

Planning issues

Sefton Council's Unitary Development Plan is currently under review and Liverpool City Council will be commencing a review of theirs in the autumn. These revised plan's will incorporate the LTP strategy and integrate it with the land use proposals and policies. Part of these revised strategies will be the requirements imposed on new developments for transport assessments, green transport plans and, in some cases, contributions to transport infrastructure improvements.

School Travel Plans

The 'school run' is acknowledged by national Government as a significant transport management issue. One way of tackling this is to support the development of school travel plans. In Corridor A, three schools have already started to develop travel plans and these numbers will increase over the lifetime of the LTP.

Safety

Improving the safety of all transport users, especially road users, is an overarching principle applied throughout the Merseyside LTP. The rail station improvements will include measures such as CCTV and lighting to assure passenger security. All traffic management, cycling and pedestrian schemes will incorporate measures to improve safety. Road safety promotion, especially in schools, is an ongoing commitment of both Liverpool City and Sefton Councils.



INTEGRATED SOLUTIONS

Wirral Waterfront

The Wirral Waterfront SSDA covers the main employment corridor along the eastern coastline of Wirral, from New Brighton in the north, to Bromborough in the south. It comprises an area of 1.977 hectares and serves an employment base of 35,000 people. It contains 180 hectares (80%) of Wirral's employment land, 90% of which is brownfield.

Contained within the SSDA are the whole of the Hamilton Quarter (Wirral SRB1 area), the major part of Lairdside (SRB2), part of New Wallasey (SRB3), the whole of Birkenhead Town Centre and the Wirral International Business Park (WIBP), which is one of the 11 Regional Strategic Sites in the North West Regional Development Agency Regional Strategy. The area therefore contains the major employment development opportunities within Wirral, particularly concentrated at Lairdside, WIBP, and Wirral Docklands.

The SSDA contains varied transport infrastructure. The main north-south movements are catered for by the A41 road, which is also a SMART bus route serving Birkenhead, Rock Ferry, Bromborough and Eastham, and the Merseyrail Birkenhead-Chester rail line. Both Mersey road tunnel entrances are located within the SSDA, as are both Wirral's Mersey Ferry terminals. Birkenhead Centre contains the Borough's main bus station. Other areas within the SSDA are also served by the Merseyrail West Kirby and New Brighton lines.

The main transport problems are severance of the communities of Wallasey and New Brighton due to the Docks; unnecessary through and long distance traffic in Birkenhead Centre due to the lack of an adequate ring road; poor interchange facilities at Woodside, Hamilton Square and Conway Park Station/Birkenhead Bus Station; severance of the employment opportunity

areas from Pathway areas by the A41; congestion on the A41 which is at or above practical capacity at peak times; and poor east-west links form the SSDA.

KEY STRATEGY ELEMENTS

The transport initiatives outlined in Figure 3.19 are designed to address these problems.

- The Mollington Link Extension and associated viaduct works will improve traffic circulation and help to remove non-essential traffic, particularly HGV's from the Town Centre;
- Variable Message Signing (VMS) will aid movement across the Docks, particularly following the development of the Twelve Quays Roll-on Roll-off (Ro-Ro) terminal;
- Public transport improvements will increase the viability and attractiveness of more sustainable modes, particularly the introduction of SMART 2 into Wallasey area and the proposed interchange improvements;
- Pedestrian severance is addressed by schemes at Green Lane and the A41 roundabouts, and at Bromborough;
- Junction improvements on the A41 will particularly aid bus and essential freight movements; and
- The re-opening of the freight link to Wirral Docks will introduce a new freight mode and reduce some HGV movements.



INTEGRATED SOLUTIONS

Kirkby/Gillmoss

The Kirkby-Gillmoss SSSDA covers an area of around 900ha mainly zoned for industrial/business use. It is located by junctions 4 and 5 of the M57 Motorway and has direct access onto the A580 East Lancashire Road.

It lies partly in Knowsley and partly in Liverpool, and includes the Knowsley Industrial and Business Parks to the east of the M57 and the Aintree and Gillmoss Industrial Estates to the west of the M57.

This SSSDA is home to many firms of national and international status, some long-established in the area, others having arrived in recent years. Across the SSSDA as a whole, there is however, a considerable area of land available for new development to provide more employment

It is recognised that for regeneration to be sustained, constant attention is required. For example, the Knowsley Industrial Park Partnership Board has overseen regeneration in its area in recent years and continues to strive for the ongoing prosperity of the Park. It has been active in the development and promotion of the schemes described in this section.

The objective is to ensure that transport infrastructure:

- Supports the prosperity of existing firms,
- Helps attract new investment, leading to additional employment opportunities.
- Is responsive to needs of the private sector as they are known now and as they emerge over the life of the LTP.

To achieve these aims, the following issues have been identified with appropriate schemes identified in the programme:

1. Opportunities for freight to be transported by rail are being exploited. A new rail terminal is under construction with the prospect of further extensions. The objectives are to minimise the number of HGVs on the road, and to widen the logistics choices for firms in the area.
2. Most freight and goods will still travel by road, so access to the strategic highway network must be of high quality and sufficient capacity. Schemes are included in the programme to safeguard this position.
3. Two new junctions on A580 East Lancashire Road, (one under construction and one proposed) will open up additional areas of land for development
4. Access by public transport from the surrounding Pathways areas is to be improved with Bus priority measures, a new SMART route, an ECO bus feeder into the estate, and line 1 of the LRT