

Wealden Local Plan Transport Study: Developing a set of Sustainable Transport Interventions and Schemes

Prepared for

East Sussex County Council

17th May 2019



A partnership between:

COSTAIN CH2M
Supporting East Sussex



Contents

Section	Page
Document Issue	vii
Acronyms and Abbreviations	viii
Executive Summary	1-1
Introduction	5
2.1 Study purpose / study objectives	5
2.2 Methodology	6
Policy context	7
3.1 National.....	7
3.1.1 Transport Investment Strategy	7
3.1.2 Clean Growth Strategy	7
3.1.3 Housing White Paper	7
3.1.4 Industrial Strategy	8
3.1.5 Future of Mobility: Urban Strategy.....	8
3.1.6 Inclusive Transport Strategy	8
3.2 Regional.....	8
3.3 Local	9
3.3.1 Local Transport Plan (LTP) 2011-2026	9
3.3.2 Economic Development Strategy (2012).....	10
3.3.3 East Sussex Growth Strategy 2014	10
3.3.4 ESCC – Emerging Local Cycling & Walking Infrastructure Plan (LCWIP)	10
3.3.5 Hailsham Neighbourhood Plan.....	11
Existing situation	12
4.1 Overview of area.....	12
4.1.1 Location	12
4.1.2 Economy	12
4.1.3 Health and Wellbeing	13
4.2 Local transport context.....	14
4.2.1 Existing transport provision	14
4.3 Current travel patterns	19
4.4 Current Travel Demand Patterns	19
4.5 Road safety.....	21
4.6 Urban Realm.....	21
4.7 Environmental conditions.....	21
4.7.1 Ashdown Forest, Lewes Downs and Pevensey Levels – Special Area of Conservation & Transport Model	21
Future situation	23
5.1 Housing Demands / Growth	23
5.1.1 Strategic Housing Market Assessment	23
5.1.2 Wealden Local Plan	23
5.2 Travel patterns.....	24
5.2.1 Travel Demand Patterns	24

Section	Page
5.3 Schemes in the pipeline.....	25
5.3.1 Current / ongoing schemes.....	25
5.3.2 Future scheme delivery.....	27
5.3.3 New / Amended Highway Schemes.....	28
5.3.4 Major Future Studies.....	29
Potential Interventions.....	31
6.1 Gap analysis.....	31
6.2 Key Stakeholder Workshop.....	31
6.3 Workshop Priorities.....	33
6.4 Accessibility Mapping.....	33
6.4.1 Cycle Accessibility.....	33
6.4.2 Public Transport Accessibility.....	34
6.4.3 Summary of Results.....	34
Recommendations.....	35
7.1 Recommended Approach.....	36
7.1.1 Geographic Extent.....	36
7.1.2 Type of Measures.....	36
7.1.3 Travel Behaviour Change.....	38
7.1.4 Smart Mobility.....	39
7.2 Information gaps.....	39
7.2.1 Need to establish sustainable travel demand.....	39
7.2.2 Traffic modelling.....	40
7.2.3 Scheme-specific data.....	40
7.2.4 Other technology gaps.....	41
Funding opportunities.....	42
8.1 Committed Funding.....	42
8.2 Potential Funding Applications.....	42
Next Stage.....	44
9.1 Next Steps.....	44

Appendices

Appendix A Technical Paper (March, 2019)

Appendix B Summary of Transport Studies Sustainable Travel

Appendix C East Sussex Bus Network Map

Appendix D Current travel patterns

Appendix E TRACC plots

Table(s)

Table 1: Top 5 Priorities for the SWGA area

Figure(s)

Figure 1: Location of Wealden District

Section	Page
Figure 2: Bus Network Maps	
Figure 3: Cuckoo Trail route	
Figure 4: Cycle network map	
Figure 5: Location of South Downs Way	
Figure 6: South Downs Way route through WDC	
Figure 7: 2015 Movement Patterns AM Peak	
Figure 8: 2015 Movement Patterns PM Peak	
Figure 9: 2028 Movement Patterns AM Peak	
Figure 10: 2028 Movement Patterns PM Peak	
Figure 11: Sustainable Transport Initiatives in Hailsham	

Document Issue

Revision History

Issue	Author	Date	Description
1	MS/TC	30/04/19	First Draft
2	MS	14/05/19	Second Draft

Technical Check

Role	Name	Signature	Date

Approval

Role	Name	Signature	Date
Reviewer	Tim Cuthbert	<i>Tim Cuthbert</i>	17/05/2019

ESH Approval

Role	Name	Signature	Date

Acronyms and Abbreviations

AADT	Annual Average Daily Traffic
AAfG	Active Access for Growth Programme
CCG	Clinical Commissioning Groups
CIL	Community Infrastructure Levy
CWIS	Cycling & Walking Investment Strategy
DfT	Department for Transport
EDS	Economic Development Strategy
ESCC	East Sussex County Council
ESH	East Sussex Highways
EV	Electric Vehicles
HE	Highways England
HIF	Housing Infrastructure Fund
HPE MAC	Hailsham/Polegate/Eastbourne Movement and Access Corridor
LCWIP	Local Cycling & Walking Infrastructure Plan
LEP	Local Enterprise Partnership
LGF	Local Growth Fund
LSTF	Local Sustainable Transport Fund
LTP3	Local Transport Plan 3 (2011-2026)
PMAS	Polegate Movement and Access Strategy
PT	Public Transport
MASHH	Movement & Access Strategy Hailsham & Hellingly
MRN	Major Route Network
RIS	Road Investment Strategy
RTPI	Real Time Passenger Information
S106	Section 106
SAC	Special Area of Conservation
SCRIP	Sussex Community Rail Partnership
SE LEP	South East Local Enterprise Partnership
SEP	Strategic Economic Plan
SRN	Strategic Road Network
STBs	Sub-National Transport Bodies
SWETS	South Wealden and Eastbourne Transport Study
SWGA	South Wealden Growth Area
TfSE	Transport for the South East
WCSLP	Wealden Core Strategy Local Plan

WDC	Wealden District Council
WLP	Wealden Local Plan
WLPTS	Wealden Local Plan Transport Study

Executive Summary

Sustainable transport has a key role to play in supporting the planned future growth in housing and commercial development across the South Wealden Growth Area (SWGA) - as set out in the Wealden District Council (January 2019) Wealden Local Plan Submission Document.

The Wealden Local Plan Transport Study 2018 describes the need for an integrated package of transport improvements including a 'step change', or as it is now described, a 'significant change' in travel behaviour within the SWGA. This will only be achieved through the provision of high quality and affordable sustainable mobility options.

This study has been undertaken to identify a set of sustainable transport schemes and initiatives, that can be taken forward as part of future, more detailed, feasibility work to define, fund and deliver a comprehensive package for the SWGA. Its overall aim is to identify potential transport infrastructure measures and initiatives, which will be most successful in encouraging people to choose to travel by public transport or to cycle or walk for more journeys to/from and within the SWGA, thereby achieving the 'significant change' described above.

Considerable work has been undertaken to research and examine schemes and initiatives that have been implemented locally and nationally to encourage greater use of sustainable travel. A technical paper was prepared¹ in March 2019 which considered a range of best practice examples and suggested potential sustainable transport infrastructure schemes/initiatives for the SWGA. This is as included at Appendix A. The views and aspirations of a wide range of local stakeholders have also been examined through workshops and discussions.

Some of the key influencing factors that have emerged from this study are as follows:

- Eastbourne Town Centre and, to a slightly lesser extent, East Eastbourne and Hampden Park are the dominant destinations for trips originating in the SWGA, alongside a large proportion of internal trips within Hailsham;
- A high proportion of these trips within the SWGA are undertaken by car, with a smaller proportion using bus on the corridors into Eastbourne, but also a relatively high proportion walking for more localised trips;
- Car use is made more attractive by the availability of free parking provision, making it difficult for sustainable transport modes to compete;
- The location of proposed future growth as outlined in the Wealden Local Plan Submission 2019, has the potential to enable connections, improvements and extensions to be made to the existing sustainable transport infrastructure network, along with considering more innovative mobility solutions. The opportunity through new development will provide greater potential to change people's travel behaviour from the outset, as this is often easier to achieve

¹ Jacobs (2019) *Wealden Local Plan Transport Study: Developing an approach for Sustainable Travel*, East Sussex Highways

during a major change in a person's life, particularly when moving to a new house; and

- A high proportion of adults in Wealden are overweight or obese (65%) and in the younger age groups, 27.4% of year 6 aged children have excess weight. For those at the youngest school age (4-5 years), 21.7% have excess weight. However, 74% of Wealden's adults take part in 150+ minutes of physical activity a week and only 15% of the population are classed as inactive (less than 30 minutes of activity per week). This indicates a potential opportunity that local people will be open to consideration of changing their travel behaviour towards more active travel modes for everyday local journeys.

Currently there is a range of coverage of public transport across the area and there are a number of well used and self-supporting bus routes. There are also a number of routes that depend upon the very limited ESCC budget to address the travel needs of communities where bus operators are unable to sustain commercial services. The following are among some of the recommendations for public transport;

- Continue to seek funding to enable the delivery of phases 2 – 5 of the HPE MAC;
- Strive for greater bus service integration with any potential enhancements at Polegate Rail Station; and
- Enhance the bus service offer in the corridor connecting Hailsham with Stone Cross, Hampden Park and East Eastbourne.

Rail continues to link most towns in the County but there will need to be more investment and development to meet future needs and ESCC will lobby hard for new investment.

Cycling has seen investment from a number of organisations but more will be needed to encourage the growth required.

There is an overarching requirement to develop the cycling and walking network, particularly within Hailsham to support short local trips, but also as part of longer inter modal trips to support access to nearby settlements of Polegate, Willingdon, Stone Cross and Eastbourne. At this stage recommendations include:

- Developing a comprehensive and inclusive cycling and walking network within Hailsham;
- Provide cycling infrastructure within key corridors of movement;
- Enhancement of the Cuckoo Trail;
- Defining Hailsham as a Cycling & Walking 'Ten Minute Town'; and
- Investing in Public Realm Improvements to enhance the walking and cycling experience.

We live in rapidly changing world where technology will take a more and more central role in the way mobility is delivered and aided and ESCC is keen to actively explore smart mobility options, which are relevant and deliverable within the SWGA. Recommendations focus on research, development and use of technology and data to deliver innovative and inclusive people-centred mobility solutions and include: I:

- Developing Active Access for Growth – Phase 2, through a more targeted approach;
- Support for a Satellite Community Cycle Hub;

- Investing in EV infrastructure;
- Smart Ticketing within SWGA & Eastbourne.

ESCC and WDC recognise the need to secure a blend of public and private funding sources to enable the delivery of transport infrastructure schemes and initiatives to support future growth in the SWGA and enable the delivery of sustainable communities. There are a number of funding streams that will be explored from national to local and private sector partners and ESCC has a successfully bid for extra funds to help deliver transport schemes and it will continue to seek out more external funding opportunities.

Introduction

2.1 Study purpose / study objectives

Wealden District Council (WDC) development allocations, as outlined in the Wealden Local Plan (WLP) submission document² together with recent development approvals in the Polegate, Stone Cross and Hailsham areas are expected to generate significant amounts of additional traffic over the next ten to fifteen years. The increase in traffic generated from the proposed additional housing and employment in the South Wealden and Eastbourne areas will result in increased levels of congestion on the road network unless an integrated package of mitigation measures is delivered to provide increased capacity at local network hotspots and a package of more sustainable travel options.

Over the Plan period the Wealden Local Plan Transport Study (WLPTS, 2018) predicts that travel demand will increase by 15-16% (over 2015 levels) and by 10-11% when compared with a 'non-plan' situation (2028 reference case). This will result in delay increases at local bottlenecks, longer journey times and more junctions operating at or above capacity.

As part of the mitigation package WLPTS (2018) outlined the requirement for a 'step change', or as it is now described, a 'significant change', in the use of sustainable travel within the South Wealden Growth Area (SWGA). To support the overall sustainable community's objectives in the SWGA, it is envisaged that this approach will need to include both integrated transport infrastructure projects to help facilitate increased levels of cycling and walking and the use of public transport, and behavioural change initiatives aimed at influencing travel habits and addressing perceptions that sustainable travel options are absent, unattractive or unaffordable.

The study purpose is to develop a recommended set of Sustainable Transport Schemes and Initiatives, which will be included as part of feasibility work in 2019, to move towards developing a comprehensive package, to inform future bids for funding.

The overall aim of the study is to identify potential transport infrastructure measures and initiatives, which will encourage people to choose to travel by public transport or to cycle or walk for more journeys to/from and within the SWGA, thereby achieving the 'significant change' described above.

The sub-objectives are informed by key policy drivers and include: -

- To identify sustainable transport measures, which will support sustainable economic growth within the SWGA.
- To enable people to cycle and walk for short local journeys to support health and wellbeing.
- To contribute to improving the local environment, particularly by reducing pollution from transport.

² Wealden District Council (January 2019) Wealden Local Plan Submission Document

- To provide greater priority for people to access public transport and cycle and walk on key corridors of movement through attractive and inclusive infrastructure measures.

2.2 Methodology

The first stage of this study involved a desktop exercise to identify best practice examples of sustainable transport strategies, schemes and initiatives that have been developed and implemented both locally and across the country. The relevance and applicability of these schemes to the SWGA was also examined together with an understanding of the cost and mode shift potential. Further details of these schemes can be found in Appendix B. A review of the various studies, schemes and initiatives that have been delivered or are proposed for the SWGA was then undertaken. This information was utilised to inform a discussion with key local stakeholders. In addition, an accessibility mapping exercise was completed to provide a visual representation of public transport and cycle accessibility to key locations within or close to the SWGA such as Hailsham Town Centre and Eastbourne.

Based on the above, the potential gaps in transport infrastructure and initiatives were identified, and recommendations were made regarding how those gaps could be addressed in order to support a significant change in sustainable travel that would provide benefit to both those residents already living in the SWGA and those who will move into the area.

As part of future feasibility work, a more quantitative modelling exercise will be undertaken to help assess in more detail what benefits the potential interventions and schemes selected would bring and what levels of modal shift they could lead to. This will inform the initial high-level prioritisation that has been undertaken to date.

Policy context

3.1 National

The development of strategic economic and transport policy within East Sussex, and the future delivery of transport infrastructure and initiatives, is being driven by a number of key UK Government strategies.

3.1.1 Transport Investment Strategy

This strategy³ focuses on the need to develop ‘balanced growth’ across the country, stating that this will be achieved by ‘creating a more reliable, less congested, and better connected transport network that works for the users who rely on it; building a stronger, more balanced economy by enhancing productivity and responding to local growth priorities, and supporting the creation of new housing’. At a local level, this strategy will be supported through devolved decision-making, including through Sub-National Transport Bodies (STBs). The development of Transport for the South East (TfSE) will include ESCC alongside other local authorities in the TfSE region. TfSE will also ‘speak’ with one voice to the government on strategic transport planning in order to boost economic growth and development.

3.1.2 Clean Growth Strategy

The Clean Growth Strategy⁴ focuses on the need to grow the economy, whilst reducing greenhouse gas emissions. One of the key aims is to ‘accelerate the shift to low carbon transport’. The strategy proposes a number of actions, including, increasing the take up of ultra-low emission vehicles, developing an electric vehicle (EV) charging network and making cycling and walking the natural travel choice.

3.1.3 Housing White Paper

The Housing White Paper “Fixing our broken housing market⁵”, published in February 2017, sets out a broad range of reforms that the government plans to introduce to help reform the housing market and increase the supply of new homes. It includes measures to ensure:

- The right homes are planned in the right places;
- Homes are built faster;
- The diversification of the housing market; and
- Infrastructure is provided in the right place at the right time.

³ DfT (2017) *Transport Investment Strategy: Moving Britain Ahead*, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/624990/transport-investment-strategy-web.pdf

⁴ HM Government (2017) *The Clean Growth Strategy: Leading the way to a low carbon future*, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/700496/clean-growth-strategy-correction-april-2018.pdf

⁵ Department for Communities and Local Government (2017) *Fixing our broken housing market*, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/590464/Fixing_our_broken_housing_market_-_print_ready_version.pdf

3.1.4 Industrial Strategy

This long-term policy document⁶ focuses on increasing the productivity of the economy and living standards and driving growth across the whole country. The strategy includes five foundations to enable the delivery of the overall vision of a 'transformed economy'. These include:

- Ideas: the world's most innovative economy;
- People: good jobs and greater earning power for all;
- Infrastructure: a major upgrade to the UK's infrastructure;
- Business environment: the best place to start and grow a business; and
- Places: prosperous communities across the UK.

The Industrial Strategy will support the development of Local Industrial Strategies by Local Enterprise Partnerships (LEP's). These will be long-term plans which will coordinate local economic policy and the application to national funding streams, along with establishing new ways of working between national and local government, and the public and private sectors.

3.1.5 Future of Mobility: Urban Strategy

This strategy⁷ outlines the principles which will guide the approach to emerging mobility technologies and transport services in the future. It focuses on cleaner transport, automation, new business models and new modes of travel which promise to transform how people, goods and services move. It also outlines the need for effectively managing the delivery of these to avoid the potential undesired effects of increasing congestion or reducing sustainable travel.

3.1.6 Inclusive Transport Strategy

This strategy⁸ sets out the government's plans to make the transport system more inclusive and to make travel easier for disabled people. Improving physical infrastructure is a key theme within this strategy to ensure that vehicles, stations and streetscapes are designed, built and operated for ease of use by all.

3.2 Regional

Within East Sussex, the South East Local Enterprise Partnership (SE LEP) is the business-led public/private body which was set up by the government to drive economic growth. It covers East Sussex, Essex, Kent, Medway, Southend and Thurrock. The SE LEP's Strategic Economic Plan (SEP)⁹ outlines how Local Growth Fund (LGF) funding will be used to renew the physical and intellectual capital of the SE LEP area, and identifies enhancing transport connectivity as a key priority area.

⁶ HM Government (2017) *Industrial Strategy: Building a Britain fit for the future*, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664563/industrial-strategy-white-paper-web-ready-version.pdf

⁷ DfT (2019) *Future of Mobility: Urban Strategy: Moving Britain Ahead*, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/786654/future-of-mobility-strategy.pdf

⁸ DfT (2018) *The Inclusive Transport Strategy: Achieving Equal Access for Disabled People*, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/728547/inclusive-transport-strategy.pdf

⁹ http://www.southeastlep.com/images/uploads/resources/SECTION_2_South_East_LEP_-_Growth_Deal_and_Strategic_Economic_Plan_WEB-2.pdf

A third Growth Deal was announced for the SE LEP in February 2017, as part of the government's national long-term programme to revitalise local economies¹⁰.

The SE LEP (2014) identifies the 'A22/A27 Eastbourne/South Wealden' growth corridor as accommodating a significant number of additional jobs and homes by 2021 and a wide variety of projects are being delivered across the SE LEP area to help deliver this growth as a result of ESCC successfully securing LGF funding through the SE LEP. The most relevant SE LEP scheme is the Eastbourne and South Wealden Walking and Cycling LSTF package. Phase 1 (£2.6m) has delivered the Horsey Cycle scheme which was one of the primary cycle routes identified in the Eastbourne Cycling Strategy that was jointly developed by ESCC and Eastbourne Borough Council in 2012. The route links the town centre and railway station with one of the town's major development, retail and employment hubs at Sovereign Harbour. Phase 2 (£4m) will deliver a package of dedicated cycle facilities, alongside shared cycle/walking schemes, pedestrian crossings, which are complemented by cycle parking across Eastbourne and Hailsham, and wayfinding, specifically for Eastbourne Town Centre. It focuses on enabling walking and cycling between key trip attractors in Eastbourne and Hailsham, Polegate, Willingdon and Stone Cross and also focuses on providing connectivity to development sites which are coming forward as part of the Local Plans. Phase 2 is expected to be completed by Spring 2021 and builds upon the overall approach for transport for Eastbourne and the SWGA, as set out in the ESCC Local Transport Plan 2011-2026, the Local Plans for Eastbourne and Wealden and the SEP.

3.3 Local

3.3.1 Local Transport Plan (LTP) 2011-2026

The Local Transport Plan (LTP3) 2011 – 2026 has been developed to make East Sussex a prosperous county where effective, well managed transport infrastructure and improved travel choices help businesses to thrive and deliver better access to jobs and services, safer, healthier, sustainable and inclusive communities and a high-quality environment. To help deliver the vision for LTP3, a set of high-level objectives have been developed. These have been influenced by the Sustainable Community Strategy objectives and ESCC's corporate priorities and high level LTP3 objectives, which include:

- Improve economic competitiveness and growth;
- Improve safety, health and security;
- Tackle climate change;
- Improve accessibility and enhance social inclusion; and
- Improve quality of life.

The strategy for the LTP3 and future direction for transport in East Sussex is to plan and provide transport infrastructure which delivers sustainable economic growth in areas which have been identified as needing greater investment for regeneration and development in, amongst other areas, the Eastbourne/South Wealden area including Polegate and Hailsham. In delivering sustainable economic growth and its accompanying sustainable transport measures, the focus will be on planning and providing the following transport infrastructure:

¹⁰] <http://www.southeastlep.com/growth-deal>, accessed 12/10/17

- Localised road improvements to tackle congestion at bottlenecks on the network;
- Targeted strategic transport improvements within and outside East Sussex to improve the connectivity within the County and with the south east, London and beyond;
- Road safety through enforcement, education and engineering measures including integration of highway maintenance with safety improvement schemes;
- Promotion of and infrastructure for public transport e.g. accessible bus stops, shelters;
- Implementation of infrastructure to support integrated sustainable travel – walking, cycling, public transport, car sharing etc. For example – bus priority measures, cycle lanes and facilities, improvements to pedestrian routes to key trip attractors, better rail / bus / cycle interchanges, less street clutter and enhanced public spaces;
- Better use of technology to make the best use of the existing transport network e.g. Urban Traffic Control (linking of traffic signals), Real Time Bus Information, charging points for electric vehicles (EVs) and smart ticketing initiatives; and
- Parking control and enforcement.

The key aims for the Eastbourne and South Wealden (Hailsham, Polegate, Willingdon, Stone Cross, Pevensey, Pevensey Bay and Westham) areas are to facilitate housing growth, create a more diverse and integrated economy, protect the local environment, enhance social provision and create sustainable communities. A priority issue is to improve connectivity and capacity both within the area, and between it and the rest of the South East. Integration of housing, employment and social facilities is also key in order to reduce the need to travel and to enable sustainable travel choices to be made.

The LTP3 is supported by an Implementation Plan which outlines the planned transport infrastructure improvements for the County during the five years 2016-2021. For the SWGA, along with the proposed improvements to junction on the A22/A27 corridors, the inclusion of the Hailsham – Polegate – Eastbourne Movement & Access Corridor scheme is one of the key pieces of infrastructure.

3.3.2 Economic Development Strategy (2012)

The Economic Development Strategy (EDS) sets out the issues and opportunities for East Sussex for the next 10 years (at least) and puts forward a strategy for economic growth.

3.3.3 East Sussex Growth Strategy 2014

The East Sussex Growth Strategy identifies the Eastbourne & South Wealden Growth corridor as having the capacity to unlock development potential and drive economic growth in the County. It identifies smaller scale transport interventions to address 'pinch points' combined with packages of sustainable integrated transport measures that improve travel choices, accessibility and safety.

3.3.4 ESCC – Emerging Local Cycling & Walking Infrastructure Plan (LCWIP)

ESCC's LCWIP will help develop a strategic network of cycling and walking routes and measures across the County which focus on supporting short local journeys to key destinations. The walking and cycling networks will provide a critical element of

the wider approach for tackling traffic congestion in the County, supporting sustainable economic growth and health and wellbeing. An audit on a number of areas across the council where there is a greater propensity to cycle and walk has been undertaken. Sustrans were commissioned by ESCC to undertake this, and these audits recommended a number of routes and improvements which ESCC is looking to prioritise for inclusion in action plans, to support the delivery of the strategy. This strategy will be published for consultation in spring 2019. Individual strategy documents were previously developed for Eastbourne and Hastings and will be integrated into the county wide strategy. The LCWIP will supersede the Eastbourne Walking and Cycling Strategy adopted by both authorities in 2012.

3.3.5 Hailsham Neighbourhood Plan

A key aspiration is for Hailsham to truly be the ‘ten-minute town’, where people of all ages and abilities can easily access the services they need, including schools, healthcare, shops, leisure and cultural activities. They would like to see the town change and develop in such a way that social networks are strengthened, that people can easily meet their friends and family, that the mix of housing provides for cohesive communities, and that people can work close to home.

Existing situation

4.1 Overview of area

4.1.1 Location

The District of Wealden is the largest and most rural local authority in the County of East Sussex, but the majority of the population live within the urban areas of Hailsham, Crowborough, Uckfield, Heathfield, Polegate and Willingdon. Hailsham, Polegate and Willingdon, together with Stone Cross comprise the major part of the SWGA. The location of Wealden District is shown as **Figure 1**.

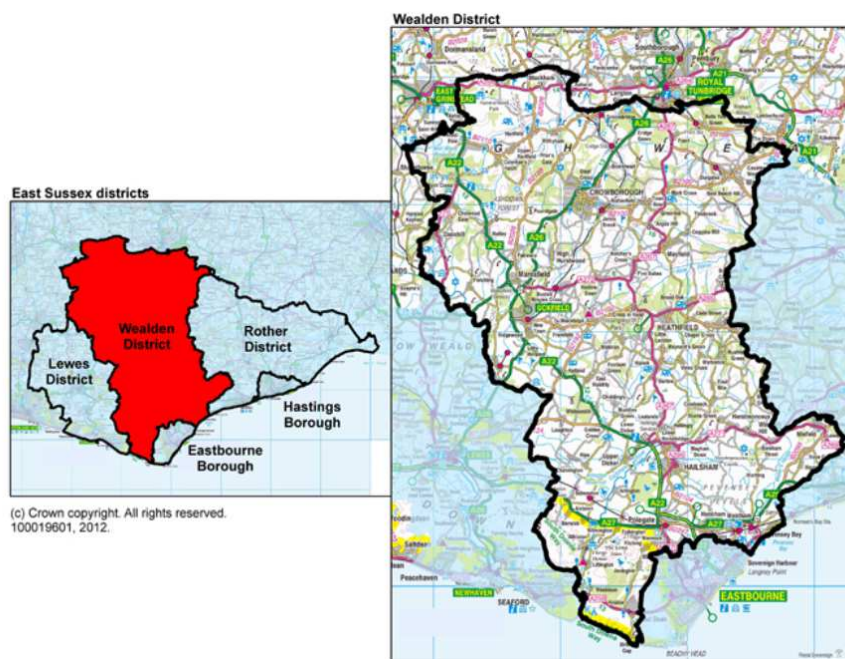


Figure 1: Location of Wealden District¹¹

4.1.2 Economy

As set out within the WLP¹², the District does not attract large scale employers and has a high proportion of small-scale enterprises which employ less than ten members of staff. A high number of workers aged 16-74 travel out of the area (more than 30,000 out-commute) compared to those that come into the District for work (14,900 in-commute), which results in a negative net commuting average. The number of people both living and working within the District (33,000) is almost the same as the number of out-commuters (30,000).

Wealden District has a job density ratio of approximately 0.72 (72 jobs for every 100 residents of working age) which is lower than the East Sussex (0.75) and South East averages (0.88). Wealden has a low average unemployment rate (2.5%) compared to East Sussex (3.6%), South East (3.4%) and England and Wales (4.4%). However, whilst unemployment is low, this is expected to increase with an ageing population.

Tourism plays a significant role within the District, contributing £361m to the

¹¹ <http://www.eastsussexinfigures.org.uk/webview/index.jsp?mode=area&submode=result&areaname=Wealden&areatype=LA>, accessed 25/02/19

¹² Wealden District Council (January 2019) Wealden Local Plan Submission Document, Sections 3.19 to 3.23

economy and accounting for 19.6% of the jobs in 2016. In recent years, the professional, scientific and technical sector has also driven employment growth. The type of industry within Wealden District means that workplace wages are currently low compared to elsewhere. However, it is recognised within the WLP¹³ that there are opportunities to seek to build upon existing small and medium enterprises and bring in new industries and entrepreneurs to increase the proportion of residents accessing work in the area. This should result in higher workplace wages and improve the opportunities for local residents and local business.

4.1.3 Health and Wellbeing

As set out within the WLP¹⁴, 2016 data shows that approximately two thirds of Wealden residents are in the middle aged (40-64) or older (aged 65+) age groups, and life expectancy in Wealden is slightly higher for women compared to men (although overall life expectancy in Wealden is higher than the England average).

Approximately 35% of the Wealden population suffer from long-term health problems and/or disabilities, and some 65% of adults in Wealden are overweight or obese. However, 74% of Wealden's adults take part in 150+ minutes of physical activity a week and only 15% of the population are classed as inactive (less than 30 minutes of activity per week). With regards to the younger age groups, 27.4% of year 6 aged children have excess weight. For those at the youngest school age (4-5 years), 21.7% have excess weight. In terms of mental health, the 2016/17 rate of GP reported depression was found to be lower for adults in Wealden than across East Sussex whilst children (0-18 years) in Wealden were found to be less likely to suffer from mental health issues compared to figures for East Sussex.

Many factors contribute to health and wellbeing within communities, including low workplace wages, the high proportion of elderly residents and areas of deprivation and isolation. There is an increased number of people living with dementia, and Wealden District relies upon hospitals outside of the district in Pembury, Tunbridge Wells, Eastbourne, Haywards Heath and Hastings. There are two Clinical Commissioning Groups (CCG) relevant to Wealden District: to the north is the NHS High Weald, Lewes and Havens CCG which has a system of community hospitals in Uckfield and Crowborough and GP practices, and in the south the NHS Eastbourne, Hailsham and Seaford CCG does not have any community hospitals with GP practices covering this part of the District. (Although this current model of operation, is currently under review.)

The provision of safe, affordable, available and accessible transport and access to good quality green space and adaptable housing stock located in a safe area with all necessary facilities is highlighted to be of key importance to tackling wellbeing issues. It is recognised that there is little choice in the area for paid leisure pursuits and there is a need to improve the opportunities available, particularly within the more isolated towns and villages which lack the necessary opportunities or access to public transport.

¹³ Wealden District Council (January 2019) Wealden Local Plan Submission Document, Sections 3.20 to 3.23

¹⁴ Wealden District Council (January 2019) Wealden Local Plan Submission Document, Sections 3.24 to 3.30

4.2 Local transport context

4.2.1 Existing transport provision

4.2.1.1 Bus

The principle bus operator in the SWGA is Stagecoach, who provide the vast majority of bus services on a commercial basis¹⁵. Other commercial services are provided by the Brighton & Hove Bus Company and Compass Travel. Seaford & District also provides some school bus services, tailored to local demands, on a commercial basis.

ESCC has a very limited budget to address the travel needs of communities where bus operators are unable to sustain commercial services. These include provision for Beachlands and Pevensey, as well as the services linking Hailsham, Deanland Wood and Lewes, and linking Polegate, Wilmington, Alfriston and Lewes.

Some bus services have seasonal timetable adjustments, such as journeys to Brighton and Eastbourne and to local attractions such as Drusillas Zoo. The bus network map for East Sussex is included in **Appendix A** and the local bus network maps for Hailsham and Eastbourne are shown in **Figure 2**: below.

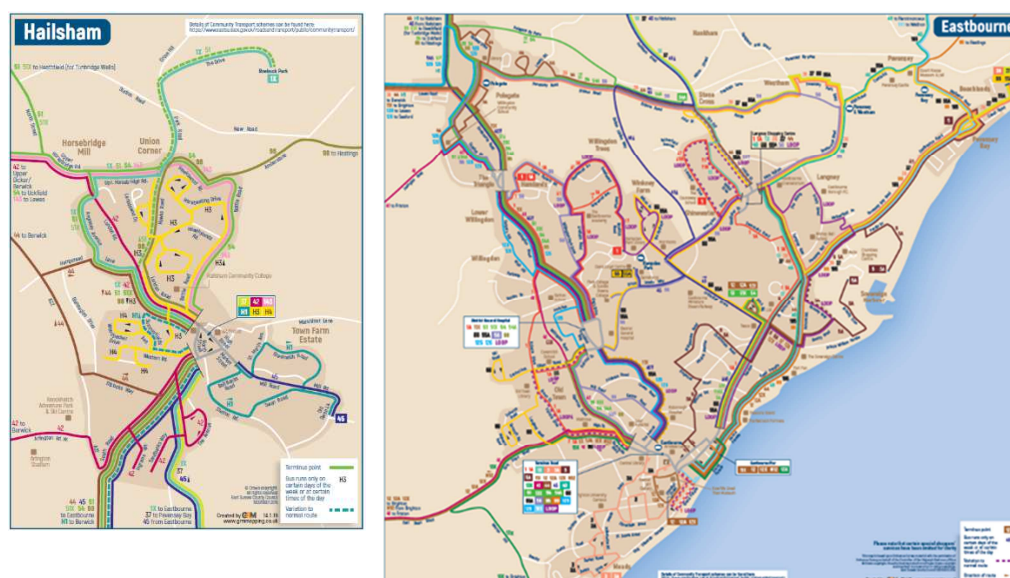


Figure 2: Bus Network Maps¹⁶

Community Transport schemes also operate within the SWGA. The main community transport operator in the local area is Cuckmere Buses which provide daytime services, running on specific days of the week, to areas including Selmeston, Berwick, Alciston, Alfriston, Ripe, Wannock, Wilmington, Jevington, East Dean, Polegate, Stone, Cross, Pevensey, Pevensey Bay, Beachlands and Waldron. They also operate Hailsham town bus services, which they run on three weekdays and Saturday mornings. Cuckmere Buses relies on volunteers to provide their services, along with funding contributions from various sources including town and parish councils.

¹⁵ East Sussex County Council www.eastsussex.gov.uk/media/13003/wealden-district-changes-to-bus-services-april-2019.pdf, accessed 16/04/2019

¹⁶ http://www.cartogold.co.uk/EastSussex/map.html#east_sussex_county_map, accessed 29/04/19

4.2.1.2 Rail

Historically, East Sussex had a well-connected rail network, linking most towns in the County. However, a number of these railway lines were removed in the 1960's, mainly because of the competing bus services which ran parallel to the railway, improvements to roads and the increased popularity of the car.

Although ESCC has no statutory responsibility for rail, it has significant interest in how it connects people to, from and within East Sussex, and how rail can support economic growth in the County. The LTP identifies that making passenger rail a more attractive option, by improving the connectivity of the County along and to the coast as well as to destinations such as London, will bring benefits to the local economy by:

- Opening up opportunities for new businesses to locate in the area as well as existing businesses to grow;
- Improving connections to key centres of business in the south east, London and Europe; and
- Widening employment opportunities by reducing journey times and attracting a more skilled labour, whether living in and commuting out, or commuting into the County.

ESCC works with the rail industry and rail groups to address issues, and to identify and assess opportunities for improvement. It also contributes and responds to rail consultations and reports regarding rail infrastructure and services affecting the County.

The District and Borough Councils have a keen interest in rail but have limited ability to influence outcomes. They feed into and respond to key areas of work and rail consultations regarding services and infrastructure improvements affecting the district / borough.

Community Rail Partnerships work to reconnect the community with the railway. They draw together local authorities, railway companies, Network Rail, Passenger Focus and local communities to improve the facilities and usage of local railways.

In East Sussex, there are three community rail partnership line groups – the Uckfield and East Grinstead line, the Seaford to Brighton line, and the Marshlink (Hastings to Ashford) line.

Currently Polegate Station is the SWGA's only rail station, serving the commuter needs of the SWGA. A study is being undertaken to assess whether a new parkway station is required at Polegate or whether further improvements can be made to improve the capacity and accessibility of the existing rail station. This will be completed in 2019.

4.2.1.3 Cycling

The existing cycle infrastructure in Wealden includes two National Cycle Networks, routes 2 and 21 as described by Sustrans:

- Route 2 is the Dover to St Austell south coast route and passes through Wealden District at the extreme southern edge of the district; and
- Route 21 is the Forest Way, part of Downs and Weald cycle route following a disused railway line through part of the High Weald Area of Outstanding Natural Beauty within Wealden. This section of Route 21 is part of a longer route running from Greenwich in south London to Eastbourne (including the Cuckoo Trail).

Forest Way is part of the Forest Way Country Park¹⁷ and is a popular countryside destination for cycling and walking, managed by ESCC. Another popular fourteen-mile leisure trail is the Cuckoo Trail for walkers, cyclists and horse riders through the countryside from Polegate to Heathfield¹⁸, managed by WDC with ESCC. The trail attracts 250,000 visitors annually who enjoy signposted routes through the countryside. There is a selection of circular cycle routes¹⁹ with access from Polegate railway station, which has good regular services to London, Brighton and Hastings. The Cuckoo Trail route is shown below in **Figure 3**. Figure 3: Cuckoo Trail route



Figure 3: Cuckoo Trail route²⁰

The strategic cycle network map is shown in **Figure 4**.

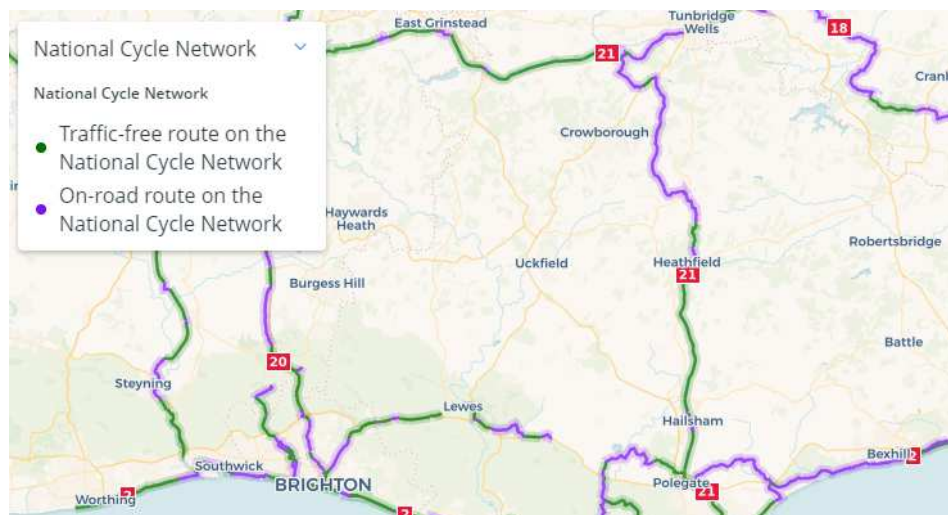


Figure 4: Cycle network map

¹⁷ East Sussex County Council https://www.eastsussex.gov.uk/media/1272/forest_way.pdf

¹⁸ Wealden District Council /UPDATED_CUCKOO_TRAIL_LEAFLET_NEW_2018_05-12-18_web_%20(1).pdf

¹⁹ East Sussex County Council www.eastsussex.gov.uk/media/1265/cuckoo_trail_leafletprint.pdf

²⁰ <https://cyclingsussexshetland.com/>

4.2.1.4 Walking and Public Rights of Way

There are a number of statutory and non-statutory footpaths and public bridleways across the District, which is important for leisure and tourism in the area. All rights of way networks (footpaths, cycle ways and bridleways) can be found on the ESCC website. The South Downs Way National Trail follows old routes and droveways along the chalk escarpment and ridges of the South Downs and travels from Winchester to Eastbourne²¹ and as such passes through the southern extremity of WDC. **Figure 5** shows the route in its entirety whilst **Figure 6** shows part of the route from Eastbourne passing by Firle Beacon, a local beauty spot north of Alfriston.



Figure 5: Location of South Downs Way²²



Figure 6: South Downs Way route through WDC

The Rights of Way Network is an important resource to support and encourage more walking around the South Wealden area both for utility and leisure walking trips.

²¹ www.nationaltrail.co.uk/south-downs-way

²² Taken from the Guide to the South Downs National Park

Safeguarding the existing Public Rights of Way network and promoting enhancements to the network, where appropriate, will be undertaken to increase walking opportunities.

ESCC are in the process of developing a Local Cycling & Walking Investment Plan (LCWIP) and a cycling and walking network has been identified for the key settlements within the SWGA, including Hailsham and Polegate, Stone Cross and Willingdon, which forms part of the Eastbourne network. This will focus on supporting primarily short local journeys to key trip attractors, including education, employment and shopping, and integrating infrastructure to support walking with public transport services.

WDC are also looking to redevelop Hailsham Town Centre, including a new and improved shopping center with additional retail floor space and provision for housing. This will include a number of opportunities to improve the public realm in the town center.

4.2.1.5 Highway network

The A27 and the nearby A26 are part of the National Strategic Road Network (SRN) managed by Highways England (HE). By their very nature, the A27 and A26 are nationally important corridors. Key transport demands are within and between those areas and associated with the adjacent, much larger, Eastbourne urban area to the south. This area also includes the A22 Eastbourne to Forest Row (including Golden Jubilee Way) and A2270/A2021 Polegate to Eastbourne Town Centre, which form part of the new 'Major Route Network' (MRN). This is part of a middle tier of the country's busiest and most economically important local authority 'A' roads, sitting between the national SRN and the rest of the local road network, and a new specific funding stream will be dedicated to improvements on MRN roads.

Based on Census 2011 data, Wealden District has a high level of car ownership (1.6 vehicles per household²³ on average) which compares to 1.3 within East Sussex, 1.4 within the South East region, and 1.2 nationally.

The proportion of people travelling to work by sustainable modes within the Wealden District is also low compared to regionally and nationally.

4.2.1.6 HGV Traffic

In East Sussex, the predominant mode of transporting freight is by road, with the vast majority of freight vehicles serving the industries and consumers of the County, including South Wealden. HGV traffic delivers a wide range of goods and services, underpinning the economic growth of the County and providing the materials needed for the construction of South Wealden's new housing. However, the level of HGV traffic using inappropriate routes in some areas of South Wealden and disturbing communities can have a detrimental impact on people's quality of life and affect the environment. Although ideally, more freight could be moved by sustainable modes, certain factors limit the sustainable transportation of freight in the County, including the quality of the rail and inland waterway network.

In line with LTP3, ESCC will carry out the following:

- Promote the use by goods vehicles of ESCC advisory freight route network of A and B class roads;

²³ <http://www.eastsussexinfigures.org.uk/webview/index.jsp?catalog=http%3A%2F%2Fwww.eastsussexinfigures.org.uk>, accessed 25/02/19

- Develop Freight Quality Partnerships with industry and communities to address local freight issues, in particular construction traffic in the areas where new housing is and is being planned to be built;
- Encourage more sustainably accessible locations for new business premises;
- Support the transfer of freight by rail; and
- Encourage safer, more efficient deliveries and raise awareness of freight and distribution.

4.3 Current travel patterns

There is no available data on overall (all purposes) travel demands showing where SWGA residents currently travel to and from. Therefore, Census journey to work data has been used as a proxy to identify travel demands for workers both resident and working in the SWGA and Eastbourne area. This is outlined in detail in **Appendix D**, but a summary is provided below: -

For the SWGA area as a whole, this includes: -

- 1) **Key Destinations** - For all parts of the SWGA area, Eastbourne Town Centre (central and north) and, to a lesser extent, east Eastbourne and Hampden Park are the dominant destinations; (i.e. within the SWGA 34% to Hailsham, about 34% to Eastbourne Town Centre (central and north), and about 15% to east Eastbourne and Hampden Park (combined).
- 2) **Localised Trips** - Other than in Hailsham, local trips (i.e. those within each sub-area) comprise a small minority of total journeys. In Hailsham, the majority of journeys are contained within the town;
- 3) **Dominant Mode of Travel** - The dominant mode of travel is as car driver, even for those journeys contained within Hailsham, and including journeys from all parts of the SWGA area to Eastbourne Town Centre; (i.e. within the SWGA about 70% drive, 6-7% are car passengers, 4% travel by bus, 2-3% cycle and 13% walk, with 3% by train);
- 4) **Walking** - Walking is the dominant travel mode for those not travelling by car, followed by car passenger. Cycle, bus and train contribute only about 2-4% each but this varies significantly between sub-areas and depending on which travel market is being served;
- 5) **Public Transport** - Bus and train usage on the main corridor of demand into Eastbourne Town Centre is relatively high, each capturing 10% of all journeys from all sub-areas combined; and
- 6) **Cycling** - Cycle uptake is relatively low but higher for journeys contained within Hailsham.

4.4 Current Travel Demand Patterns

The overall pattern of travel demands as car driver has been further considered by examination of outputs from the WLPTS 2018 SATURN highway assignment model.

This includes the observed mix of journey purposes (although with no knowledge of the actual composition) for each of the AM and PM peak hours. The initial²⁴ conclusions from this assessment are that the pattern of movement demands illustrated by the Census journey to work data is replicated and confirmed by the pattern demonstrated in the SATURN modelling. However, it is recommended that a more detailed assessment is undertaken to more fully assess travel demands.

Figure 7 and **Figure 8** show the 2015 movement patterns within the SWGA for the AM and PM peak hours respectively.

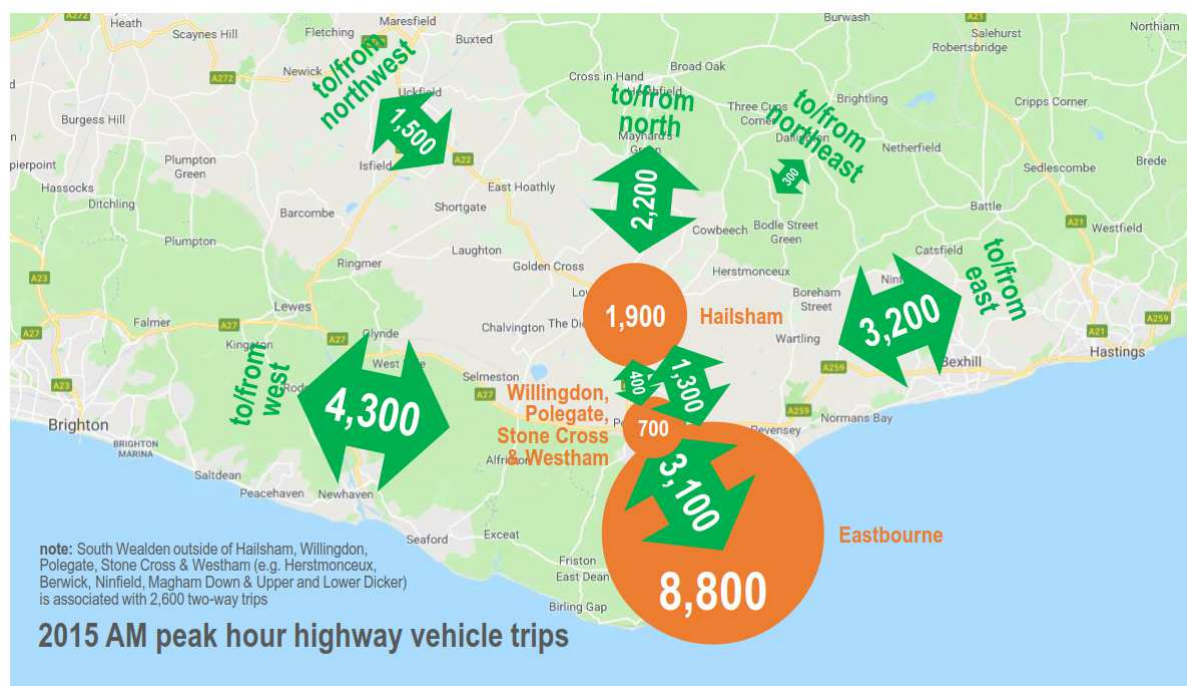


Figure 7: 2015 Movement Patterns AM Peak

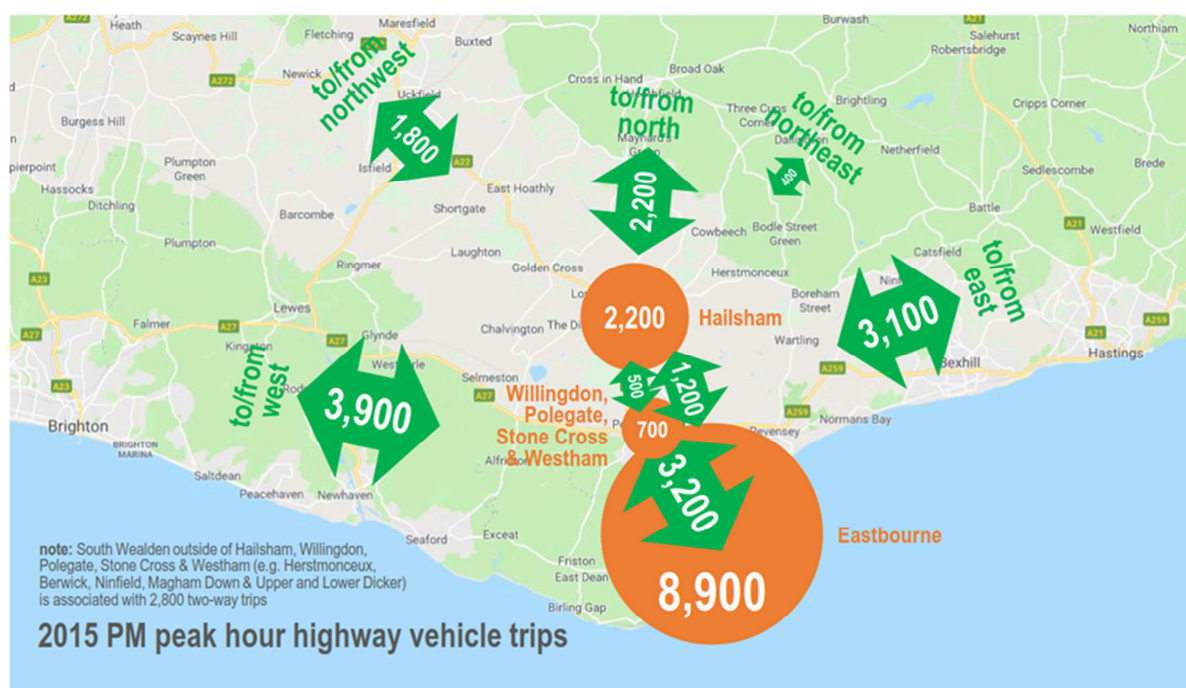


Figure 8: 2015 Movement Patterns PM Peak

4.5 Road safety

In relation to road safety, there were 145 people killed or seriously injured on Wealden's roads in 2017 and Wealden has twice as many people killed or seriously injured on its roads per 10,000 of the population compared to East Sussex as a whole. More specifically there has been between March 2016 and March 2019, there has been 92 accident crashes on the A22 corridor from Boship roundabout and the A22/Dittons Road roundabout (including the A27/A22 Cophall roundabout and the A27 Polegate bypass). This highlights that there are road safety issues to consider within Wealden District.

4.6 Urban Realm

The character of the urban environment in which sustainable transport corridors and associated infrastructure is located is important. It is important to make their urban realm as attractive as possible in order to help encourage the use of sustainable initiatives. High quality urban realm schemes if designed well can be successfully used to protect and contribute to the enhancement of the local landscape and built environment. Within the SWGA, work has recently been undertaken within Hailsham Town Centre to improve the urban environment through greater provision for pedestrians. In addition, the Hailsham/Polegate/Eastbourne Movement and Access Corridor (HPE MAC) scheme, identified as part of the Movement & Access Strategy Hailsham & Hellingly (MASHH) study, will deliver improvements to public transport including segregated bus lanes and improvements to bus stop infrastructure, along with provision for cycling and walking. Phase 1 is proposed for delivery by 2021.

WDC are also looking to redevelop the town center area of Hailsham, including a new and improved shopping center, a multi-storey car park; new council offices; and up to 280 apartments and townhouses aimed at younger buyers. This will include a number of measures to improve the urban realm. A bid was submitted to Ministry of Housing, Communities & Local Government in March 2019.

ESCC recognise that with these types of schemes, inclusive design is essential, as in alignment with the Department for Transport's (DfT) Inclusive Transport Strategy.

4.7 Environmental conditions

The construction of new sustainable transport infrastructure may have an impact on the natural environment that it is built in and so decisions made to introduce them must be carefully planned and constructed. When bringing forward sustainable travel interventions, we need to be mindful of the environmental risks and consequences to be considered.

4.7.1 Ashdown Forest, Lewes Downs and Pevensey Levels – Special Area of Conservation & Transport Model

WDC is required to consider the effects of new development on the integrity of the parts of Ashdown Forest designated as a Special Area of Conservation (SAC) and other SACs in the area including Lewes Downs and Pevensey Levels. This includes traffic increases and the nitrogen deposition and atmospheric air pollutants associated with them.

A transport model was developed on behalf of WDC to determine traffic increases on roads on, and in close proximity to the Ashdown Forest, Lewes Downs and Pevensey Levels SAC from proposed development, including that associated with the WLP. The areas covered by the Transport Model are provided in Appendix A of the Ashdown Forest Traffic Model Technical Note April 2018 (Wealden Local Plan Submission Document I10). The geographic scope of the model therefore includes the district of Wealden and all adjoining districts/boroughs in East Sussex, Kent, Surrey and West Sussex. The model produces estimates of development-generated annual average daily traffic (AADT), which is the unit of traffic flow relevant to air quality assessments and does not directly provide forecasts of peak hour traffic, the unit of traffic used in WLPTS 2018. The model itself does not provide an assessment of the air quality impacts, if any of the forecasts increase the AADT. However, WDC, in the preparation of the WLP have carried out detailed air quality investigations which have demonstrated that the effects on the SACs of the level and distribution of development proposed throughout the district can be acceptably accommodated with identified mitigation measures²⁵.

The mitigation measures proposed seek to mitigate (primarily) the near road impacts of development on the SACs, and not just background levels of nitrogen in the atmosphere. The mitigation strategy is therefore a site-specific issue (albeit with scope to contribute to the wider sustainable development objectives within the Wealden Local Plan and as provided within this report). However, the mitigation strategy will be District wide and not just relevant to the South of the District

²⁵ Please note that mitigation is not required for Pevensey Levels SAC.

Future situation

5.1 Housing Demands / Growth

5.1.1 Strategic Housing Market Assessment

As referred to in WDC's Strategic Housing Market Assessment (2016), Wealden District has seen significant population and household growth, and this trend is projected to continue over the period up to 2033. Growth has been driven most significantly by domestic migration.

The District has a relatively old population with a high proportion of retired residents. The ageing nature of the population is projected to increase over the period until 2033 (reflecting national and regional ageing trends), and the influential nature of domestic migration on population growth suggests the likelihood that Wealden, both north and south will continue to attract a high level of retirement migration and this will have an impact on the demand for public transport and may prove to be a barrier to the uptake of more active travel modes together with the types of housing provision needed.

There are clear distinctions in house prices across the sub-markets within Wealden, particularly between the north and the south of the District. In the south Wealden sub-market, these include Hailsham and Polegate. One major distinction between north and south Wealden is that the south does not provide the opportunities for residents to commute to London as easily and it is more characteristic of neighbouring south coast areas and markets. It also has a strong emphasis on local employment.

5.1.2 Wealden Local Plan

The Submission Wealden Local Plan (January 2019) identifies that 14,228 dwellings will be delivered between 2013 and 2028. Provision is made for 4,012 dwellings on allocated land including 189 dwellings on SHELAA²⁶ sites within the Plan. The majority of the housing delivery will be focused around the SWGA. Growth will also be delivered within the High Weald Area of Outstanding Natural Beauty including the town of Heathfield, and the sustainable villages of Wadhurst and Mayfield. Larger sustainable villages outside of the High Weald Area of Outstanding Natural Beauty will also contribute to housing growth with allocations and growth to be delivered in Horam and Ninfield. A small proportion of housing development will also be delivered in the rural and less sustainable villages.

Housing development will meet the needs of the ageing population in terms of form, function and location. It will provide for downsizing in towns and villages as well as specialist accommodation to help those in need have accommodation fit for their lifetime. It will also help meet the needs of the Gypsy and Traveller community through the provision of 21 additional pitches. Self-build development is promoted through Local Plan policy, where the need arises and provides for smaller plots of land to assist the local construction economy.

²⁶ Strategic Housing and Economic Land Availability Assessment (SHELAA)

5.2 Travel patterns

Figure 9 and **Figure 10** show the anticipated 2028 movement patterns within the SWGA.



Figure 9: 2028 Movement Patterns AM Peak

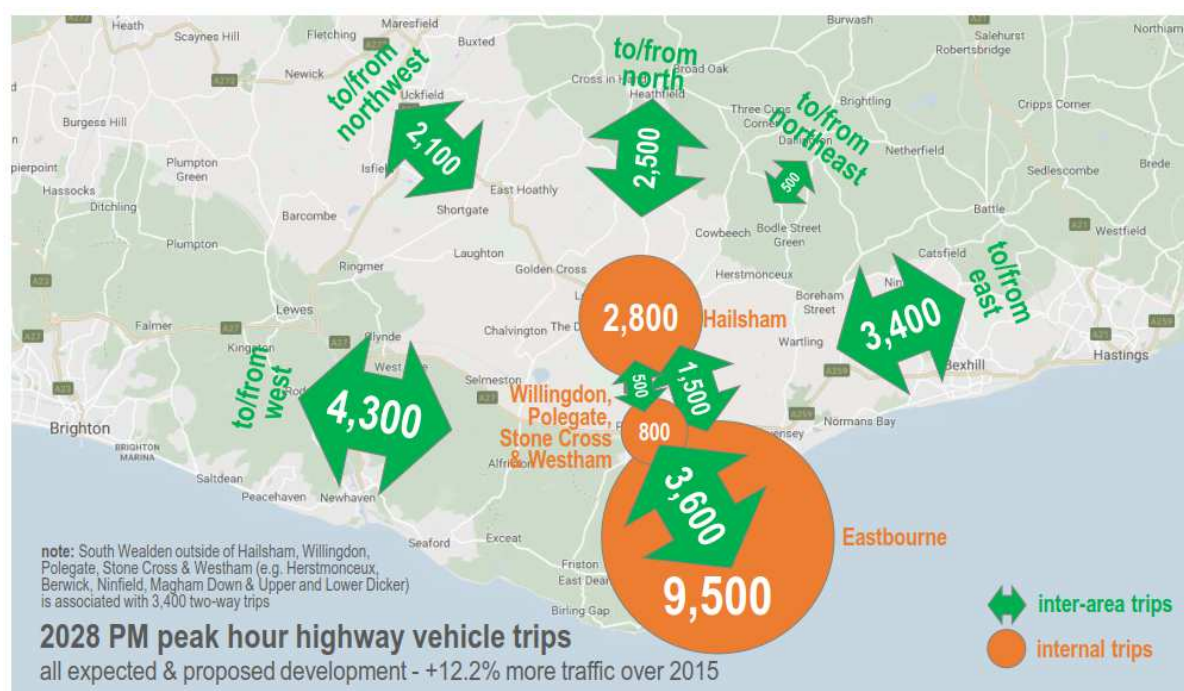


Figure 10: 2028 Movement Patterns PM Peak

5.2.1 Travel Demand Patterns

Traffic modelling has established that there is little difference between the AM and PM travel movements. Also, it has demonstrated that travel movements are forecast to be highest around the Eastbourne area and along the coast, outside of the South Wealden study area.

5.3 Schemes in the pipeline

As outlined previously, the overall pattern of travel demands as car driver has been further considered by examination of outputs from the WLPTS 2018 SATURN assignment model. This includes the observed mix of journey purposes (although with no knowledge of the actual composition) for each of the AM and PM peak hours. The initial conclusions from this assessment are that the pattern of movement demands illustrated by the Census journey to work data is replicated and confirmed by the pattern demonstrated in the SATURN modelling. However, it is recommended that a more detailed assessment is undertaken to more fully assess travel demands.

As mentioned, in order to meet increasing transport demands within the study area, a realistic and achievable ‘significant change’ in the use of sustainable transport within the SWGA has been identified as part of the WLPTS 2018. The provision of improved public transport services and other transport infrastructure projects to encourage and enable increased levels of cycling and walking, particularly to key local destinations, will form part of this holistic approach to transport in the SWGA which will support the development of sustainable communities.

5.3.1 Current / ongoing schemes

In the Eastbourne / South Wealden area, some funding has been secured to deliver transport infrastructure required to support the existing and proposed housing / employment growth in the current Eastbourne and Wealden Local Plans.

5.3.1.1 Hailsham – Polegate – Eastbourne Movement and Access Corridor (HPE MAC)

The £2.1m HPE MAC scheme proposals seek to improve movement and access for all road users along the transport corridor between Hailsham, Polegate and Eastbourne (i.e. the A295, A22/A27, A2270 and A2021) – more particularly, public transport, pedestrians and cyclists. The study considered the proposals identified in the Polegate Movement and Access Strategy (PMAS). The package of measures developed for the HPE MAC scheme, in partnership with investment commitments from the bus operator, will improve access and movement between Hailsham and Eastbourne and support sustainable economic growth. It includes five phases of work which incorporate the following measures:

- Bus stop infrastructure and Real Time Passenger Information (RTPI);
- Bus lanes, junction improvements and Advance Vehicle Detection infrastructure;
- Cycling Infrastructure Improvements – Cuckoo Trail – Hailsham – Polegate and Polegate – Cross Levels Way, Eastbourne; and
- Walking Infrastructure Improvements – corridor length.

These measures seek to reduce congestion, improve journey times and journey comfort and service punctuality, provide a step change in the provision of sustainable transport choices, improve accessibility to jobs, training, education and leisure services, and contribute to local health and wellbeing.

5.3.1.2 Eastbourne & South Wealden – Cycling & Walking Package

The WLPTS 2018 states that there will be a requirement for a significant change in the use of sustainable transport. Phase 2 of the Eastbourne & South Wealden Cycling & Walking Package (£4m) will increase the extent of the cycle network within Eastbourne and Hailsham and provide greater provision for pedestrians to improve connectivity to key destinations. This package will kick-start the delivery of cycling and walking infrastructure within the SWGA. It includes a combination of dedicated cycle facilities, alongside shared cycle/walking schemes and pedestrian crossings, which are complemented by cycle parking across Eastbourne and Hailsham, and wayfinding, specifically for Eastbourne Town Centre.

WDC have secured funding to deliver a cycle hire scheme on the Cuckoo Trail, between Hailsham and Polegate. This was launched in 2019, but locations are currently being reviewed to ensure the safety and security of the bicycles.

5.3.1.3 Travel behaviour change

In addition to transport infrastructure projects, ESCC is also delivering a travel behaviour change programme which includes a number of cycling and walking initiatives. This is as outlined below.

5.3.1.4 ESCC Access Fund

Evidence recognises the benefits of combining the delivery of sustainable travel infrastructure alongside travel behaviour change programmes. ESCC was awarded £1.2m of DfT funding to deliver a programme of active travel across East Sussex between 2017 and 2020, as part of the Active Access for Growth Programme (AAfG). It is focusing on the growth areas of Newhaven, Eastbourne/South Wealden and Bexhill/Hastings and the current programme includes: -

- **Active Steps programme (Sustrans)** – which encourages physical activity by walking and cycling, targeting businesses and unemployed;
- **Active Travel Challenge (Sustrans)** - which ran throughout September 2018 to encourage more people to actively commute to work;
- **Sussex Community Rail Partnership (SCRIP)** - Independent Travel Training was offered to young people trying to gain access to education, training or employment;
- **South Downs National Park Authority** - Cycling & Walking Initiatives;
- **East Sussex Pedal Power** - Cycle/Electric Cycle Loan - Businesses/Post 16 education;
- **ESCC Cycle Hubs** - As part of ESCC Local Sustainable Transport Fund (LSTF) programme, a cycle hub was developed in Eastbourne offering Bikeability training, maintenance and sustainable travel information. As part of the AAfG programme, two additional Cycle/Active Travel Hubs are being developed in Hastings and Peacehaven;
- **East Sussex Wheels 2 Work** - is a social enterprise scheme which provides two-wheeled transport (motorcycles, scooters and electric bicycle loans) to people in communities across East Sussex, as well as education and training.
- **AAfG Community Grants.**

5.3.1.5 Overview of current schemes

The packages proposed for delivery by 2021 are outlined in **Figure 11**.

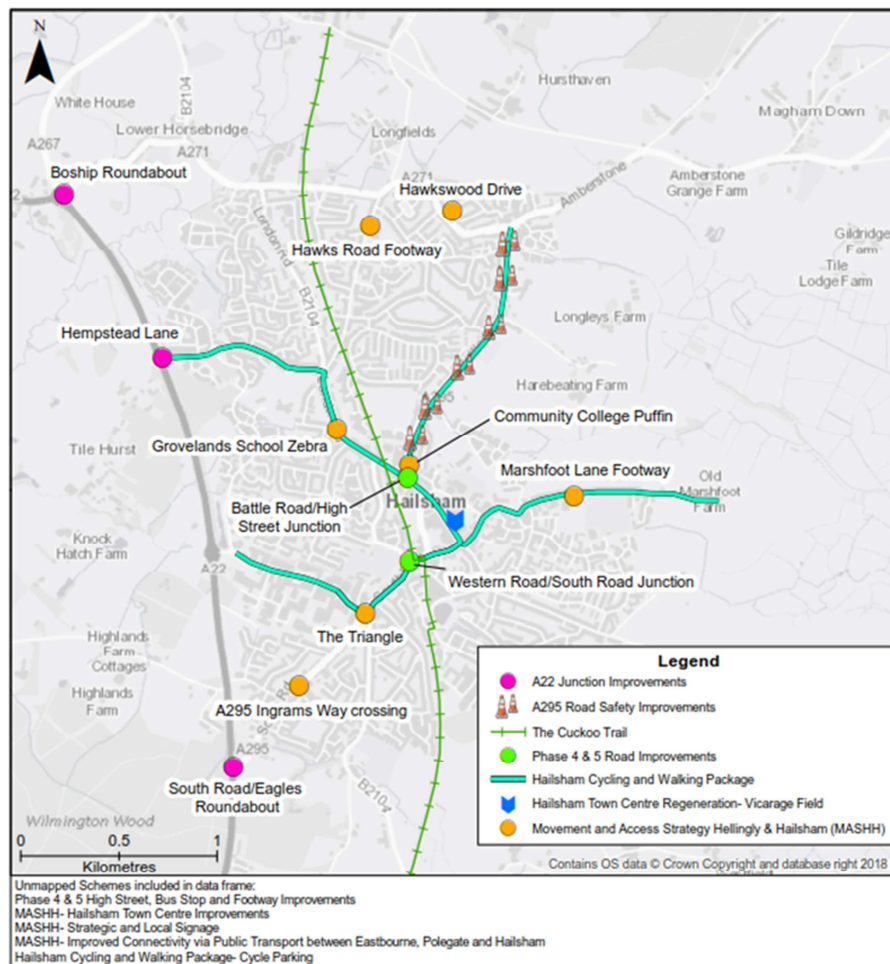


Figure 11: Sustainable Transport Initiatives in Hailsham

5.3.2 Future scheme delivery

5.3.2.1 Wealden Local Plan Transport Study (2018)

The WLPTS (2018) identified transport infrastructure improvements to the A22/A27 junctions and recommended a holistic approach to the management of the local highway network to address localised issues.

5.3.2.2 Previously identified highway schemes

The following highway improvement schemes were previously identified through the development of the WCSLP and, more specifically, MASHH (2012) and PMAS (2013, 2015). The WLPTS (2018) study has confirmed the need for these schemes:

- A27 / A22 Cophall Roundabout – signalisation;
- A22 / Hempstead Lane – new roundabout;
- A2270 / Polegate High Street signalised junction – layout improvements;
- A27 / A22 Golden Jubilee Way roundabout – layout improvements;
- A22 Golden Jubilee Way / B2247 Dittons Road roundabout – layout improvements;
- A295 South Road junctions with Ersham Road and Diplocks Way – layout improvements; and
- Dittons Road / Lion Hill signalised junction – layout improvements.

Note: The proposed improvement to the A27 / A2270 signalised junction previously identified by PMAS has been superseded by HE's first Road Investment Strategy (RIS 1) scheme proposals for the junction and capacity improvements between the signals and Cophall Roundabout.

5.3.3 New / Amended Highway Schemes

The WLPTS identified a series of new / amended junction improvements necessary to accommodate the proposed growth in the WLP. The final three schemes would be the responsibility of HE (as shown in Table B23). The full list of schemes is as follows:

- A22 / A267 / A271 Boship Roundabout – re-built roundabout, potentially signalised;
- A22 / A295 South Road roundabout – junction improvements;
- A27/A22 Golden Jubilee Way – further junction improvements in addition to the previously identified Core Strategy scheme;
- A22 Golden Jubilee Way / B2247 Dittons Road roundabout – further junction improvements in addition to the previously identified Core Strategy scheme;
- A27 between Cophall Roundabout and A27 / A2270 junction – capacity improvements;
- A27 / A2270 signalised junction – layout improvements; and
- A27 / Station Road / Alfriston Road (Drusillas Roundabout) – roundabout layout improvements.

The WLPTS 2018 identified a number of other matters which require further consideration alongside the strategic transport infrastructure improvements. These include local junction issues, the impact of the SWGA on the corridors into Eastbourne, and the need to develop area-wide and specific initiatives to encourage increased use of sustainable transport. These are discussed in more detail within the WLPTS (2018).

It is important to note the delivery of junction improvements to the A22/A27 corridors will enable the reallocation of traffic onto the strategic road network, from the local road network, facilitating greater opportunities for the delivery of sustainable transport measures.

5.3.3.1 East Sussex Cycling and Walking Strategy 2019 (Emerging)

ESCC are in the process of developing the East Sussex Cycling and Walking Strategy (2019), which will include a LCWIP, which the DfT is encouraging local authorities to develop as part of the National Cycling & Walking Investment Strategy (CWIS). Initial audit work has identified a number of potential schemes within the SWGA, aligned to proposed growth, which include:

- Hailsham Report 2017 – Sustrans
 - Diplocks Way (via town centre) Marshfoot Lane
 - Hempstead Lane to London Road and Hailsham Town Centre
 - Horsebridge to Hailsham Town Centre
 - Hempstead Lane to Diplocks Way
 - Hellingly to Polegate (using the Cuckoo Trail)
 - Hellingly to Hailsham Town Centre
 - Battle Road Cycle Route to Hailsham Town Centre.

- Eastbourne Report 2017 – Sustrans
 - Polegate High Streets – NCN21 & A22
 - Polegate – Seafront
 - Willingdon Road – Seafront
 - A22/Dittons Road – NCN21 – Willingdon Drove
 - Stone Cross – Royal Parade via Langney.

ESCC will use this plan to help inform future bids for cycling and walking infrastructure, and to support the requirement for a significant change in the use of sustainable travel in the SWGA.

5.3.4 Major Future Studies

5.3.4.1 A27 Studies

Despite the relatively short time period of the WLP, WLPTS 2018 considered the impact on the overall highway network of the delivery of an A27 Comprehensive Offline Solution between Lewes and Polegate, and the need for that scheme to enable the network to accommodate the demands arising from the WLP.

The study has identified that this improvement scheme is not required during the plan period to enable delivery of the WLP. Nonetheless, the study has also confirmed that its delivery together with the grade-separation of Cophall Roundabout should continue to be supported due to its significant benefits. It has the potential to:

- (i) substantially improve A27 east-west movement generally, including substantial journey time savings for east-west strategic traffic;
- (ii) significantly relieve the B2192 / B2124 / A22 route between Hailsham and Lewes of some traffic currently using those roads as an alternative east/west route;
- (iii) relieve the coastal A259 route between Eastbourne and Newhaven of other traffic currently using that road and the A26 as an alternative east/west route;
- (iv) substantially relieve the existing A27 between Beddingham and Polegate of forecast traffic volumes it is not configured to safely and efficiently carry;
- (v) relieve Cophall Roundabout itself, with wider benefits for other local and strategic traffic; and
- (vi) relieve the A2270 corridor into Eastbourne as a higher proportion of traffic from the west will use the A22 corridor into Eastbourne, assisting the effective delivery of sustainable transport priority measures on the A2270 corridor.

The A27 Comprehensive Offline Solution would support the overall approach in directing traffic to the strategic road network and alleviating local roads. However, this would focus more traffic on the approaches to Cophall Roundabout and onto the A22 Golden Jubilee Way route into Eastbourne. When delivered, there would therefore be implications for the scale and timing of some identified highway improvements on the strategic network corridors of the A22 and A27.

Potential Interventions

6.1 Gap analysis

This report has so far considered existing conditions in the SWGA, the future demand for travel in the area that will arise from the WLP proposals and the sustainable transport interventions that are currently under consideration. In order to inform a gap analysis and thereby identify a list of potential interventions for more detailed investigation, the following has been undertaken:

- A review of transport infrastructure improvements identified through previous studies (see **Appendix B**);
- A workshop with key stakeholders from both the County and District Councils, along with other key external partners, was undertaken;
- An assessment of current travel patterns and a high-level assessment of travel demand patterns; and
- An accessibility mapping exercise for a number of key locations using the TRACC²⁷ Visiography software.

6.2 Key Stakeholder Workshop

A workshop was held in February 2019 with local stakeholders to begin the process of identifying the locations where there is the need to provide new or improved sustainable transport infrastructure in light of development proposals. Also, with reference to the desktop research undertaken as part of this study, to consider what type of sustainable transport interventions might be most appropriate in the SWGA context. The workshop attendees identified the following specific interventions for more detailed consideration, alongside more general measures, which would result in area-wide impacts.

Public Transport

- **The need for greater bus priority** – particularly on the corridors linking Hailsham to Eastbourne via Polegate where it was felt that improved reliability of bus journey times would be key to attracting more passengers, especially during peak periods. It is recognised that increased traffic congestion is seriously inhibiting the ability of bus operators to maintain current service provision, let alone be in the position to improve services. Therefore, new bus priority provision is considered to be essential to enable greater public transport use.
- **Extension of the HPE MAC to North Hailsham and Lower Dicker** – with significant new housing in North Hailsham and an employment site planned in Lower Dicker it was considered that the proposed movement and access corridor should be extended to serve a wider catchment area;
- **Hailsham Master Plan** – the opportunity should be taken to fully integrate bus, cycle and walking strategies into the emerging Master Plan for the town;
- **Improved Station Access - Polegate** – walk, cycle and public transport connections to local railway stations should be audited with a view to improvement. Parking arrangements should also be reviewed;

²⁷ <https://www.basemap.co.uk/tracc/>

- **New Station at Polegate** – longer term plan to enhance accessibility to the local rail network;
- **Local Bus Services** – embed and extend transport services within new development proposals, with community involvement where this can be achieved;
- **Bus services** – general product quality including RTPI & Fully Accessible Bus Stops;
- **Cycling & Walking ‘Ten Minute Town’** – when planning new neighbourhoods in Hailsham, the ‘ten- minute town’, as identified in Hailsham’s Neighbourhood Plan, should be an aspiration where key amenities are within a ten-minute walk;
- **Enhancement of the Cuckoo Trail** – through potential introduction of electric bikes at a new cycle hire facility;
- **Define and communicate the active mode networks** – as identified through the emerging LCWIP;
- **Safer routes to school** - including behaviour change as part of smarter choices;
- **Cycling infrastructure** – hub, cycle parking, signing/wayfinding and cycle tracks;
- **Bike share** - and other bike initiatives including electric bikes;
- **Facilitating walking** – infrastructure enhancements / maintenance / wayfinding;
- **Encouraging walking** – travel planning and inter-modal initiatives such as ‘First Mile / Last Mile’;
- **Travel Behaviour Change**
- **Residential Travel Plans** – these should be mandated through the planning system to capitalise on the ‘change opportunity’ when new residents move in and to establish travel habits early;
- **Home travel planning** - active engagement in new development travel plans and potential ‘roll-out’ to wider areas;
- **Workplace travel planning** at existing / new employment hubs;
- **Station travel plans**, including smarter choices;
- **Introduce a ‘Travel App’** – tailored to journeys in the local area to allow easy access to travel choices via a mobile phone;
- **Marketing & promotion** – publicity / raising awareness including proactive community engagement and targeted opportunities at Transport Hubs such as at Polegate Station. Need to understand the customer;
- **Car clubs / Car sharing incentives**;
- **Smart Mobility**;
- **Invest in Electric Vehicle (EV) infrastructure** – to encourage the take-up of EV’s;
- **Demand Management Consider decriminalised parking enforcement** – to help address parking pressure, disruption to bus services caused by illegally parked vehicles and encourage travel behaviour change towards more sustainable modes of mobility;
- **Delivery Models and Funding**;

- **Set up a Community Trust** – to own and manage community facilities in the new developments; and
- **Community Infrastructure Levy (CIL)/ Section 106 (s106) Agreements** – use these planning tools more effectively to leverage funding from the private sector towards sustainable transport.

Workshop attendees emphasised the need for long-term commitment to sustainable travel modes through policy and other financial backing. A preference to deliver infrastructure first was identified by some stakeholders, but it was also recognised that in order to achieve a sustained level of modal shift it is necessary to invest in both physical infrastructure and a programme of behaviour change initiatives.

6.3 Workshop Priorities

At the end of the workshop the stakeholders were split into two groups, and each group prepared a list of their 'Top 5' priorities for the SWGA area. The results are outlined below.

Table 1: Top 5 Priorities for the SWGA area

Group 1	<ul style="list-style-type: none"> • Bus Priority 	Group 2	<ul style="list-style-type: none"> • Targeted: Understand Customer
	<ul style="list-style-type: none"> • Active Travel Measures 		<ul style="list-style-type: none"> • Cycle Network: Connected, Destinations, Complete journey confidence, Incentives (parking), Free bus, IT screens onboard
	<ul style="list-style-type: none"> • Rail: Access, long-term new Polegate Station 		<ul style="list-style-type: none"> • Comms / Travel Wise – EAST
	<ul style="list-style-type: none"> • Community Transport: Accessing new developments 		<ul style="list-style-type: none"> • New Developments / Transit / Employment
	<ul style="list-style-type: none"> • LCWIP walking / cycling infrastructure 		<ul style="list-style-type: none"> • Urban design / key demonstrative health benefits

6.4 Accessibility Mapping

To investigate whether current travel mode choices (demands) are influenced by variations in the ability of the respective networks to provide for them (supply), access to sustainable transport modes in the SWGA sub-areas has been considered by preparing accessibility mapping using TRACC Visography software. TRACC has been used to produce a series of accessibility plots for five locations to show travel times in the AM peak period by cycling and when using public transport.

6.4.1 Cycle Accessibility

Appendix E provides the Cycle TRACC plots for the five locations assessed. The following assumptions have been used within the TRACC software to produce the cycle accessibility plots:

- Time catchment calculations are based on the fastest path rather than the shortest distance; and
- Default DfT cycle speeds have been used which are 16 km/hr.

6.4.2 Public Transport Accessibility

Appendix E also provides the PT TRACC plots for the five locations assessed. The following assumptions have been used within the TRACC software to produce the public transport (PT) accessibility plots:

- Accessibility on Monday, between 7:00-9:00am;
- Public Transport options include Bus and National Rail only;
- Walk speed is 4.8km/h (to get to, from and interchange between an origin PT stop);
- Walk variance is 1.2. This accounts for any variation in route between stops as it is unlikely a route will be an exact straight line; and
- Catchment is 500m. This is the maximum walking distance between origin and PT stop.

6.4.3 Summary of Results

From an initial review of the TRACC plots, it can be seen that there are some inconsistencies between demand and supply in serving the major demand corridors. This is particularly the case between Hailsham and East Eastbourne and for journeys wholly within Hailsham Town. Overall, the initial findings support an approach which identifies and prioritises where action could lead to greater penetration of major all-mode demand markets by the most appropriate sustainable modes. In particular, the sustainable transport interventions and schemes should be developed seeking to:

- Build upon and exploit the current success of the bus network in serving longer distance demands in the HPE MAC and to integrate with the potential offered by Polegate Station;
- Improve the Hailsham town bus services so to provide peak and daytime journey opportunities on six days a week, with kick start funding provided from new residential developments in the town. The town bus service to provide opportunities to interchange with Hailsham-Eastbourne corridor services and also direct onward services; and
- Enhance the bus service offer in the corridor connecting Hailsham with Stone Cross, Hampden Park and East Eastbourne; and
- Encourage greater uptake of cycling, both for longer connections to Eastbourne and between the SWGA towns but also to encourage greater use of cycling for the substantial number of wholly internal journeys within Hailsham.

As is typical for a large area, there are many gaps in the sustainable transport network of South Wealden. The network has evolved over time to meet demand, but this has resulted in there being areas where historically they have suffered from a lack of links and accessibility. It is in these areas that the private car has been and remains the dominant transport mode.

Recommendations

The recommendations made in this Chapter are influenced by a number of key factors that stem from the preceding data analysis and stakeholder discussions. These can be summarised as follows:

Travel Patterns Current and Future

- Eastbourne Town Centre and, to a slightly lesser extent, East Eastbourne and Hampden Park are the dominant destinations for trips originating in the SWGA, alongside a large proportion of internal trips within Hailsham.
- A high proportion of trips within the SWGA are undertaken by car, with a smaller proportion using bus on the corridors into Eastbourne, but also a relatively high proportion walking for more localised trips.
- Car use is made more attractive by the availability of free parking provision, making it difficult for sustainable transport modes to compete.
- Cycling uptake is relatively low, but higher for more localised trips within Hailsham.
- The sustainable transport network in the SWGA has evolved over time to meet demand without an over-arching plan in place. This has left some areas without good walking and cycling links and low levels of public transport accessibility. The consequence is that the private car is the dominant mode of travel within these areas.
- As junction improvements are brought forward on the A22/A27 corridors there will be a redistribution of traffic onto the strategic road network, from the local road network facilitating greater opportunities for the delivery of sustainable transport measure through the re-provision of road space
- Public transport provision and supporting infrastructure should be prioritised on key corridors of movement, with the A2270 being the key corridor, to enable this to be a viable and attractive alternative to the use of the private car. This will need to be combined with greater provision for cycling and walking within Hailsham to make this a safer and attractive option for short local journeys.

Proposed Growth

The location of proposed future growth as outlined in the Wealden Local Plan Submission 2019, has the potential to enable connections, improvements and extensions to be made to the existing sustainable transport infrastructure network, along with considering more innovative mobility solutions. The opportunity through new development will provide greater potential to change people's travel behaviour from the outset, as this is often easier to achieve during a major change in a person's life, particularly when moving to a new house.

Health & Wellbeing

A high proportion of adults in Wealden are overweight or obese (65%) and in the younger age groups, 27.4% of year 6 aged children have excess weight. For those at the youngest school age (4-5 years), 21.7% have excess weight. However, 74% of Wealden's adults take part in 150+ minutes of physical activity a week and only 15% of the population are classed as inactive (less than 30 minutes of activity per week). This indicates a potential opportunity that local people will be open to consideration of changing their travel behaviour towards more active travel modes for everyday local journeys.

Local Considerations

There is a local appetite to enable more people to travel using sustainable modes of travel within Hailsham, as outlined in Hailsham's Neighbourhood Plan which refers to the aspiration for a 'ten-minute town' where key amenities are within a ten-minute walk.

7.1 Recommended Approach

Taking into consideration the above factors, the extent and design of a future programme of work to deliver sustainable transport will need to consider the following: -

7.1.1 Geographic Extent

In the immediate future focus the delivery of improvements within: -

- **A2270 Corridor**- Continue with the prioritisation of the A2270 corridor between Hailsham and Eastbourne, with sustainable transport infrastructure provision for public transport, cycling and walking. The enhanced bus provision to be undertaken in partnership with Stagecoach.
- **Hailsham** - Provide greater provision for short local trips within Hailsham to be undertaken by bus, cycling and walking.

In the future and as potential development comes forward near to this corridor, consider the following: -

- **B2104 Corridor** - Provide greater priority to the B2104 corridor to support access between Hailsham and Eastbourne.

In terms of developing further studies to develop sustainable transport measures, consideration should be given to including Eastbourne alongside the SWGA and the key corridors of movement between these two areas. Given the outcomes of the current and future travel patterns, this would provide the opportunity to develop a more comprehensive approach for sustainable travel within this growth area in the County. This approach is also likely to support opportunities to secure future funding for sustainable transport measures.

7.1.2 Type of Measures

Whilst future studies will consider in more detail the types of measures which could be included on the key corridors of movement, or within Hailsham and measures

which will have area wide impacts, given the assessments to date the following package of measures will be considered for inclusion in future studies.

Demand Management – Parking

In order to help address parking pressure and the disruption caused by uncontrolled parking, and to enable a significant shift in the use of sustainable mobility in the SWGA, the decriminalisation of parking will need to be considered.

Public Transport Provision

7.1.2.1 Bus

The SWGA will benefit from exploring opportunities to develop a bus strategy and partnership working (potentially incorporating Eastbourne), to identify potential opportunities to assess the viability of existing gaps in public transport infrastructure and new opportunities through proposed housing and commercial growth. The strategy could promote the following measures to make public transport a more attractive and viable option, in partnership with the commercial bus service provider (Stagecoach):

- High quality and inclusive bus stop infrastructure, including Real Time Passenger Information;
- Bus priority measures on key corridors of movement;
- Higher bus frequency on key corridors of movement; and
- Environmental – increase the use of ultra-low emission buses.

7.1.2.2 Rail

In terms of rail provision, a study will be undertaken to assess whether a new parkway station is required at Polegate or whether further improvements can be made to improve the capacity and accessibility of the existing rail station. This will be completed 2019.

7.1.2.3 Community Transport

Assess the opportunities to extend community transport service provision in partnership with Cuckmere Buses, including potential for increasing community volunteer involvement.

7.1.2.4 Demand Responsive Transport

Assess opportunities for demand responsive transport schemes within areas in Wealden that require access to the SWGA and on the corridor between Hailsham and Eastbourne.

Specific Considerations

- Continue to seek funding to enable the delivery of phases 2 – 5 of the HPE MAC;
- Build upon and exploit the current success of the bus network in serving longer distance demands in the HPE MAC, with an extension of this to Lower Dicker where future commercial development will come forward;
- Greater bus service integration with any potential enhancements at Polegate Rail Station; and

- Enhance the bus service offer in the corridor connecting Hailsham with Stone Cross, Hampden Park and East Eastbourne.

Cycling & Walking

There will be an overarching requirement to increase the cycling and walking network, particularly within Hailsham to support short local trips, but also as part of longer inter modal trips to support access to nearby settlements of Polegate, Willingdon, Stone Cross and Eastbourne. This can also be enhanced at key destinations through improvements to the public realm. In order to maximise the opportunity to increase cycling and walking within the SWGA, new or improved infrastructure will need to be combined with travel behaviour initiatives and marketing. The overall package of measures to improve cycling and walking should include the following:

- A designated cycle route network in the SWGA, incorporating wayfinding, cycle parking, as outlined in ESCC's Cycling & Walking Strategy (LCWIP);
- Transport infrastructure improvements to improve pedestrian access, including enhancements / maintenance / wayfinding, as outlined in ESCC's LCWIP;
- Specific safety schemes - Safer routes to school schemes – incorporating walking and cycling infrastructure and travel behaviour change measures;
- Bike share - and other bike initiatives including electric bike hire on key corridors of movement; and
- Marketing of cycling and walking network – to new and future residents along with local businesses and existing commuters, particularly when new travel options become available.

Specific Considerations

- Defining a comprehensive and inclusive cycling and walking network within Hailsham is a priority - to enable cycling and walking for short localised trips to school, shops, employment and leisure to be an attractive and achievable option;
- Cycling & Walking 'Ten Minute Town' – when planning new neighbourhoods in Hailsham, the 'ten-minute town', as identified in Hailsham's Neighbourhood Plan, should be an aspiration where key amenities are within a ten- minute walk;
- Provide cycling infrastructure within key corridors of movement, to enable greater uptake of cycling, both for longer connections to Eastbourne and between the SWGA towns;
- Enhancement of the Cuckoo Trail – through potential introduction of electric bikes at a new cycle hire facility; and
- Public Realm Improvements – Polegate High Street & Hailsham Town Centre (as part of redevelopment) and at key destinations to support end to end journey experience.

7.1.3 Travel Behaviour Change

ESCC has experience of delivering travel behaviour programmes and will be looking to continue to deliver these types of packages in the future, using a more targeted approach, within the SWGA, subject to funding. Examples include:

- Overarching Travel Marketing & Promotion Programme for the SWGA, including website/app-based information;

- Travel Behaviour Change Programme – including various initiatives to increase greater active travel by engaging with key audiences, including workplaces, schools/colleges, unemployed, health referrals;
- Travel Plans – Residential, Workplaces, Schools and Rail Stations; and
- Car clubs / Car sharing incentives within development sites and within town centres.

Specific Considerations

- Continue with the delivery of Active Access for Growth (AAFG) – Phase 2 – Cycling & Walking Initiatives –in the SWGA, but with a more targeted approach; and
- Support the Satellite Community Cycle Hub – Hailsham (Cycle Training. Cycle Maintenance) – satellite site to Eastbourne Cycle Hub.

7.1.4 Smart Mobility

ESCC is keen to actively explore smart mobility options, which are relevant and deliverable within the SWGA. This will focus on research, development and use of technology and data to deliver innovative and inclusive people-centred mobility solutions. These solutions will be faster, cleaner, more accessible and provide value for money. In the short term the following measures will be explored:

- Invest in EV infrastructure – to encourage the take-up of electric vehicles;
- MaaS – Mobility as a Service – integrated single demand service – for all travel modes; and
- Smart Ticketing within SWGA & Eastbourne.

7.2 Information gaps

The recommendations set out above are based on the information that is currently available which in some areas is incomplete or out of date. In order to strengthen the case for certain initiatives new information will be needing to be collated or collected to facilitate modelling and analysis, using appropriate transport analysis tools. This section outlines some of the information gaps that would need to be addressed as part of the future feasibility work to develop sustainable travel infrastructure within the SWGA.

7.2.1 Need to establish sustainable travel demand

In order to ensure that recommendations from this study achieve the key objectives of mode shift and provide capacity for future growth, there is a need to gain a full understanding of trip origins / destinations and user profiles within the SWGA to fully establish travel patterns. Following this, there is a need to prioritise and develop the proposed schemes and key corridors to ensure that the schemes are targeted on the most appropriate locations. In order to do this, the following datasets could be drawn upon:

- Census 2011 data (car ownership, working population and travel to work);
- Existing journey times on key routes;
- Local Plan modelling / assessment work to identify future travel demands; and
- Trip generation from relevant development proposals.

Capturing this specific data would enable accurate and solution-based development of the proposed schemes.

The establishment of bus travel demand would help to inform the development of the bus strategy and to define the most appropriate routing for proposed bus services / bus priority along the corridors. It would involve identifying the main trip generating and attracting locations along the proposed corridors (i.e. major employment, health and education sites, as well as existing established locations). Available ticketing, boarding and alighting data and Census 2011 data, along with trip generation estimates for future development, would be used to identify existing and future bus trip patterns. The existing South Wealden and Eastbourne Transport Study (SWETS) Model (which only reflects Car, LGV and HGV demands) and Census 2011 journey to work data could be used to estimate bus trip ends (by assuming known or representative modal shares) and trip patterns. The output from this exercise would help to determine where bus service improvements are required to meet the future needs of the proposed housing and commercial growth areas. It could also identify where interchanges might be best placed, and where pedestrian desire lines might exist which require pedestrian crossing facilities.

7.2.2 Traffic modelling

The SWETS model is available for further modelling and analysis of the existing network and to model future proposed sustainable transport schemes. However, new modelling has been carried out on both the Hailsham and the Willingdon-Polegate-Stone Cross-Westtham screen lines, both in the AM and PM peak hours.

The schemes which seek to improve public transport provision and supporting infrastructure will need to be prioritised on key corridors of movement. Modelling work will therefore be required to help define the key corridors of movement and determine which of the schemes should be prioritised.

Some initial junction models have already been developed as part of the A22 South Wealden Corridor Study. A SWETS SATURN-based highway model exists which has been updated for the modelling of development within the SWGA. This, along with other traffic modelling software, will be used for the assessment of traffic demand and forecasting. Scenario testing will be undertaken using the SWETS model to understand how general traffic is likely to reroute with results fed back into the junction models to ensure the changes in traffic patterns can be accommodated within junction designs. For the minor junctions not present in the SWETS model, traffic counts will be undertaken so that they can be assessed with the traffic flows and uplifted to be consistent with the future model year. This will allow the junctions to be assessed in with local junction modelling software and developed further if necessary. A VISSIM model could be produced covering the extent of the corridor(s) to analyse interactions between different transport modes along the route and to produce a realistic estimate of journey times. Possible changes would be considered for junctions which are not physically part of a corridor, but which may have a positive impact on its operation.

New forecast OD trip matrices will be produced in the AM and PM peak hours to show the number of trips to and from model zones, which are the demand input required by VISUM.

7.2.3 Scheme-specific data

In addition to collating the above information, the following scheme-specific data would need to be obtained, reviewed and updated as appropriate to inform the need and define the corridors, and help develop the individual scheme proposals. The

following data can confirm pipeline scheme design as appropriate, ensure the proposed schemes have the ability to meet demand and its predicted use, and would also help in consultation, promotions and implementation:

- Latest Traffic Classification Surveys, to ensure the changes in traffic patterns can be accommodated within junction designs and ensure future volumes can be accommodated on the network, to provide UTC and bus priority at junctions;
- Current county wide travel patterns;
- Bus and public transport data (including FHV vehicles) (UBER etc), existing journey times, bus times on key routes and bus patronage. The opportunities for the bus network are high and thus data needs to support planning and partnership, investment in infrastructure & information and also information to help potential investment in vehicles, service levels, monitoring and staff training;
- Accident data and analysis of accident patterns to inform safety schemes and design of schemes from a safety perspective and promoting both an efficient and safe culture;
- Rail patronage;
- Cycle accessibility and use. This is important to look at potential demand and trip information and connectivity. Potential links to and working with bus services and the design of high-quality walk and cycle links;
- Walking, as one of the primary modes of transport is key to an integrated approach as most transport schemes start and end with walking; and
- Housing Growth, to enable a targeted and strategic approach.

The above data would complement the existing TRACC plots which have been prepared to help determine where schemes should be prioritised to accommodate the likely demand.

Various partner organisations hold transport related data and there are a number of information depositories that hold economic, social and transport data. On top of that, the DfT holds more strategic transport data which is invaluable in predicting traffic through South Wealden from further afield. Other Government collected information includes the National Census information and both Output and Super Output Areas, help by the Office of National Statistics albeit currently getting old but still holds value.

Different departments within ESCC and also WDC, together with other county wide and regional bodies also hold useful information from which to carry out a further detailed Gap Analysis.

7.2.4 Other technology gaps

ESCC is keen to actively explore innovative smart mobility options which often rely on access to appropriate technology and data (such as Public Wi-Fi and broadband). The network availability and coverage of technologies across the SWGA would need to be understood in order to assess the potential viability of schemes such as Smart Ticketing, Mobility as a Service (MaaS), demand responsive travel and the provision of real-time information.

Funding opportunities

ESCC and WDC recognise the importance of the need to secure a blend of public and private funding sources to enable the delivery of transport infrastructure schemes and initiatives to support future growth in the SWGA and enable the delivery of sustainable communities.

8.1 Committed Funding

To demonstrate this commitment, ESCC and WDC have already secured funding towards transport infrastructure improvements within the SWGA which includes:

- Hailsham – Polegate – Eastbourne Movement & Access Package (Phase1) - £2.1m; and
- Eastbourne & South Wealden Cycling & Walking Package - £4m.

There are also smaller scale transport measures being delivered through ESCC's Transport Capital Programme for Local Transport Improvements²⁸.

8.2 Potential Funding Applications

There are a number of other funding streams which ESCC, WDC and other key partners will actively pursue in the near future to support the delivery of the transport infrastructure and initiatives. To support these forthcoming applications, ESCC is looking to accelerate feasibility and design work within this area, to ensure that there is a pipeline of schemes which can be included in future bids for funding. The potential funding streams available are outlined as follows.

8.2.1.1 National Funding

- DfT's RIS Investment Plan: to provide funding for major works (including HE Designated Funds for Cycling);
- Ministry of Housing, Communities and Local Government – Housing Infrastructure Fund (HIF): Whilst ESCC are not applying for HIF currently, there is potential to apply for HIF funding in the future which could include elements of sustainable travel;
- Ministry of Housing, Communities and Local Government – National Productivity Investment Fund: Future rounds;
- Ministry of Housing, Communities and Local Government - UK Shared Prosperity Fund: to be launched in 2019;
- Local Growth Funding (or its equivalent): as allocated through the SE LEP - Future rounds; and
- DfT's Access Fund: Future rounds.

8.2.1.2 Local Funding

- ESCC Local Transport Plan - Capital Programme: Potential for funding to be allocated by using ESCC's Transport Prioritisation Framework; and

²⁸ <https://democracy.eastsussex.gov.uk/ieListDocuments.aspx?CId=177&MId=3805&Ver=4>

- Development contributions take the form of planning obligations, s106 agreements and Community Infrastructure Levy (CIL). CIL is a standard charge on developments used to help deliver infrastructure to support development. In most of East Sussex, the levy has replaced the use of s106 planning obligations²⁹, a CIL was established in Wealden in 2016. The Government is considering changes to development contributions which will reduce the complexity and give authorities greater flexibility for funding infrastructure to help support housing delivery³⁰.

8.2.1.3 Bids and partner opportunities

ESCC³¹ will continue to actively seek external grant funding opportunities through working in partnership at both a strategic and local level, with both internal and external partners, including bus operators. LEP's play a major role in leveraging funding from the Government, working to prioritise investment in infrastructure and deliver economic growth. ESCC hope to build on the success of funding secured to date from the SE LEP, which has amounted to £73.4m for transport infrastructure projects.

²⁹ East Sussex County Council <https://www.eastsussex.gov.uk/environment/planning/newapproach/>

³⁰ <https://www.gov.uk/government/consultations/developer-contributions-reform-technical-consultation>

³¹ <https://www.eastsussex.gov.uk/roadsandtransport/localtransportplan/funding/>, accessed 11/04/19

Next Stage

9.1 Next Steps

ESCC will be using insight from this report to undertake more detailed studies at a feasibility level in 2019/20, to establish and develop the preliminary designs and sustainable travel infrastructure and provide for those initiatives necessary. There will be a focus for deliverables within the SWGA on key corridors of movement. This will enable the acceleration of design work to help inform and prepare the projects for future funding bids and facilitate their implementation as a priority.

