



WORTHING

Area Transport Plan



Foreword

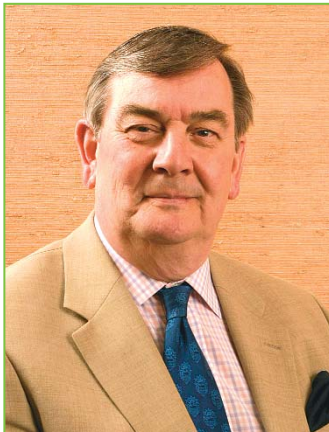
I am delighted to introduce Area Transport Plans.

We have developed the Plans through the work of Highways & Transport Partnerships and I am grateful to them for their hard work.

The overriding aim of the Area Transport Plans is to facilitate the delivery of better local transport, as quickly as possible, by focusing efforts on a small number of key transport priorities.

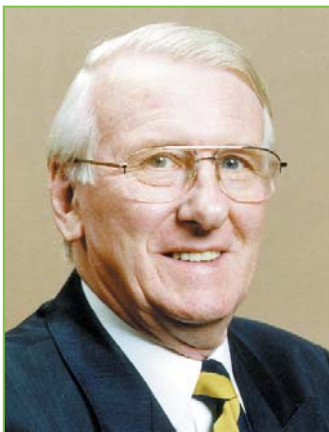
The Area Transport Plans are set in the context of our new West Sussex Transport Plan covering the period 2006 to 2016. The development of local transport strategies in the Area Plans have taken on board all aspects of the authority's long-term vision for the area.

I therefore hope that together we can strive to deliver against the local priorities outlined in the Area Transport Plans. It is not easy and we all need to play our part.



A handwritten signature in black ink that reads "Tex Pemberton".

Lt. Col. Tex Pemberton OBE
Cabinet Member for
Highways and Transport



A handwritten signature in black ink that reads "John Livermore".

John Livermore
Chairman of the Worthing
Highways and Transport Partnership

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Introduction

This Plan reflects local views on transport in the Worthing area and will help determine actions by West Sussex County Council over the next ten years. The Plan looks at all methods of travelling in the area. It explores the issues and shows what we are planning to do to make travelling in Worthing better.

Transport plays a key role in everyday life. It enables you to get to services within your town and the wider area. Local businesses rely on the transport system to deliver goods and services and to make sure that people can visit their premises.

Properly planned transport can make a huge difference to an area. When planned well it can enhance town and village life, protect the environment and improve the local economy, by making the area more attractive for visitors.

Properly planned transport
can make a **HUGE**
difference to an area.

How you travel is dependent on the choices available to you.

Travelling by car is many people's first choice. It is easy, quick and currently seen as relatively cheap. Over the years there has been a steady increase in the number of cars on the roads. This increase is likely to continue, and at a greater rate than in the past.

But not everyone has access to a car. People who do not drive can feel cut off by this lack of choice. This can be worse for people living in more rural areas.

Car travel is easy, but more cars on the roads can cause problems. For example:

- ▶ Some people who once walked or cycled now feel intimidated by the traffic
- ▶ More cars can mean more pollution
- ▶ Our dependency on cars is contributing towards declining health - more people are suffering from obesity and conditions such as asthma.

To help write this Plan the Worthing Highways and Transport Partnership was established. The Partnership consists of local Members from County and Borough Councils.

To make sure that this Plan reflects the views of Worthing residents the Partnership Members drew on information collected in Worthing's Community Strategy, Corporate Plan and other plans. They applied their knowledge of the area and local communities to establish the key transport issues.

This plan looks at the key transport issues in Worthing over the next ten years. Every year we will produce an annual review, which will show what has been achieved against these targets. Every three years we will publish an updated version of this plan to reflect any changes in local opinion.

Over the next few pages you will be introduced to more information on how this plan fits in with the other work and plans linked to transport. The Partnership determined four priority transport issues for the Worthing area and these are set out on double page spreads. An action plan for each is also included.



The Bigger Picture

This plan is set in the context of other strategic documents. For example the:

- ▶ West Sussex County Strategy
- ▶ West Sussex Structure Plan 2001-2016
- ▶ West Sussex Transport Plan 2006-2016
- ▶ Worthing Borough Local Plan and emerging Local Development Framework documents
- ▶ Other Area Transport Plans
- ▶ West Sussex Community Strategy
- ▶ Worthing's Community Strategy 2004-2014 - 'The Town We Want'

All ideas and overarching principles of these plans and strategies are reflected in all the actions of this document.

The West Sussex Transport Plan 2006-2016 sets out the following key objectives for the whole county:

- ▶ Delivering better accessibility to services and improving public transport;
- ▶ Achieving safer roads;
- ▶ Reducing pollution;
- ▶ Tackling congestion.

The West Sussex Transport Plan also includes a specific vision for coastal West Sussex. The key objectives from this vision are to:

- ▶ Get long-term improvements for rail and road agreed;
- ▶ Address congestion;
- ▶ Improve A259, links to the A27 and access to business areas;
- ▶ Improve east to west bus services;
- ▶ Contribute to regeneration;
- ▶ Improve access to railway stations for pedestrians, cyclists and bus users;
- ▶ Identify strategic park and ride sites.

In line with new government policy, which looks ahead to 2030, we will try to find new ways of addressing these key objectives.

It is also important to ensure continuity with the neighbouring areas of Arun, Horsham, Adur and nearby Brighton and Hove.

Looking to the future, there are certain key developments being considered for the Worthing area.

The West Sussex Structure Plan for 2001-2016 indicates that a significant number of housing units are needed to be provided within Worthing Borough. A large proportion of this housing allocation should be met by the potential development of land at West Durrington. This development will put increasing demand on the existing services and infrastructure in the Worthing area. It will be important to work with the developers to ensure that West Durrington is developed in a co-ordinated, sustainable and integrated manner.

There are also proposals to redevelop and regenerate various areas around the town. This will provide opportunities to improve the vitality and environment of the town centre.

An Area Transport Plan will have to take into account the transport implications of such proposals.

Throughout the work of this transport plan, it will be important to forge closer links with local community groups.



Your Community

Over several centuries, Worthing has grown from a patchwork of small isolated villages into one of the largest towns in West Sussex, with a population of 102,844 (Census 2001).

Like other seaside towns in Britain, Worthing largely grew up around tourism. However, with the advent of cheap holidays abroad, the town had to promote itself to new markets. In recent times a range of major employers has boosted the local economy.

While the town still has a high proportion of elderly residents, this has reduced significantly over the last thirty years. In 1971 over 40% of the population were over retirement age. By 2001, this had fallen to just over 25%.

Worthing has some contrasting areas, some with a high proportion of older, affluent people and other areas are amongst the most deprived in West Sussex. Patterns of relative deprivation are reflected particularly in housing, health and social care.

A significant part of Worthing falls within an Area of Outstanding Natural Beauty, there are twelve conservation areas and five miles of coastline.

The Worthing Area Transport Plan recognises the villages of Ferring to the west and Findon to the north with Sompting village and Lancing to the west. Although these communities are within other Districts, residents in these villages using Worthing for shopping, employment and other amenities.

Worthing is served by the A27 trunk road passing through the northern edge of the town. However, this causes severe problems of community severance, adversely affecting road safety and the environment, particularly for Salvington, Broadwater, Sompting and Lancing.

Considerable congestion and delay occurs where the A27 shares a section of route with the strategically important A24 London-Worthing road, the main route into the town centre and at the two level crossings in Central Worthing. The A259 seafront road also runs east-west and carries predominantly local traffic, but acts as the overspill route

when problems occur on the A27, causing further congestion. The East Worthing Access Road is a possible road scheme that is likely to improve access from the A27 to the East Worthing Industrial area. Although the level of development required to pay for this scheme may place additional traffic onto the A27.

The south coast railway line provides good connections east (Brighton) and west (Chichester and Portsmouth) and a reasonably good service to London.

The local bus network is fairly extensive but its effectiveness is limited by delays resulting from traffic congestion. It is hoped that future investment in Real-time information systems, for example digital displays at bus stops, can help to address the effects of this problem.

There is a relatively high level of cycling in the town but the potential for further growth has not so far been realised because local concerns about pedestrian/cyclist conflict have affected the introduction of many new shared facilities.

In June 2004, a new Council was elected in Worthing which has developed a new Vision and has some exciting ideas as to how Worthing might develop and change in the future. Many of these aims, objectives and aspirations have been set out in the Council's first Corporate Plan which was approved in March 2005. Consultants have recently been appointed to prepare a new Masterplan for Worthing, which will raise many highway issues, particularly relating to the town centre and seafront.

The concerns for the Worthing area identified by the Highways & Transport Partnership are:

- ▶ Parking
- ▶ Public Transport
- ▶ Road Network
- ▶ School Travel

The following pages contain actions and target dates relevant to these issues raised.

Key Issue

▷ PARKING

There must be a balance between the supply and demand of car parking to retain good access, manage traffic levels and pollution whilst maintaining a vibrant economy.



There is a fine line between providing enough car parking to maintain the economic vitality of a community and encouraging unnecessary car use.

Poorly controlled parking can cause immense frustration for residents of an area, as well as safety and congestion problems. It may even prevent people from visiting the area altogether.

The **concerns** highlighted are:

- ▶ Insufficient car parking
- ▶ Lack of suitable lorry and coach parking
- ▶ Co-ordination of on and off-street parking

Major changes are proposed to parking enforcement across the whole of the County with the introduction of Local Authority Parking Enforcement (LAPE).

LAPE will improve safety for pedestrians and road users by dealing more effectively with dangerous and obstructive parking.



TOGETHER WE WILL...	ACTIONS ALREADY IDENTIFIED	TARGET DATE
Seek to introduce LAPE throughout the whole of Worthing Borough at the earliest opportunity.	Feasibility study for LAPE in Worthing Borough.	No earlier than 2007
Once LAPE has been implemented it will then be possible to investigate the need for more or amended residents' parking zones.	Dependent on LAPE	2009, dependent on LAPE
Survey existing car park facilities to assess level of demand.	Dependent on LAPE	After the two above
Investigate other options such as park and ride schemes and lorry and coach parks.	Investigations are ongoing to find a suitable site	Ongoing
Review the price of public parking. The price of parking can encourage or deter use, can also determine the length of stays and whether people choose to drive rather than walk, cycle or use the bus.	Worthing Borough Council, NCP and WSCC jointly review the parking charges for all on and off street car parking facilities.	Ongoing
Make sure that everyone understands, and can easily access information regarding existing parking restrictions	A website is being designed to map all parking restrictions. This site will include maps and plans of all parking restrictions throughout the Borough.	2007 dependent on LAPE
To develop a co-ordinated parking strategy covering on and off-street parking.	To be progressed	December 2007
Promote alternative methods of transport to reduce the demand on existing parking facilities.	Travelwise are promoting and encouraging the use of more sustainable travel by encouraging businesses to produce travel plans, which may include car-sharing initiatives.	Ongoing

FURTHER INFORMATION:

Local Authority Parking Enforcement (LAPE)

involves the responsibility of parking enforcement transferring from the police to the local authority.

A **Controlled Parking Zone (CPZ)** is a designated area where there are parking restrictions.

Variable Message Signing (VMS) is a digital street sign system, which shows up-to-date information on things like the availability of parking spaces.

How you can help...

- ▶ **Be considerate - do not park across accesses, cycle lanes or bus stops.**
- ▶ **Help to reduce the demand for parking - walk or cycle on shorter journeys and where possible use public transport.**
- ▶ **Please do not park on the pavement - almost 20% of repairs on pavements are necessary because of pavement parking.**
- ▶ **Sharing lifts will reduce the need for parking. For more information, please visit www.westsussexcarshare.com which has over 350 members already registered and it is FREE.**

Key Issue

► PUBLIC TRANSPORT

Public transport should be an affordable, frequent, comfortable and reliable option for travelling, providing a viable alternative to the car, especially for commuter journeys



If more people made use of passenger transport there would be fewer cars on the roads. We would all see the benefits.

According to the 2001 Census, in Worthing Borough 8.2% of residents travel to work by public transport (inc train, bus, taxi). In Brighton & Hove the figure is 21%. We can do more to make public transport in Worthing better for people.

Some people can choose if they want to use public transport, this choice is not available to everyone. The distance of a railway station or a limited route can determine if people use the service.

The **concerns** highlighted are:

- Better public transport,
- Cheaper public transport,
- Better integration between bus and rail services,
- Improvements to bus journey times along main corridors - real time information,
- Infrastructure and service improvements for better value for money,
- The potential for Park-and-Ride.

FURTHER INFORMATION:

Bus operators in West Sussex are responsible for ensuring printed timetables are available for their services. If you require a timetable for a specific route contact the bus operator direct.

Transport Direct is the only website that offers information for door-to-door travel for public transport and car journeys around Britain. Their aim is to provide easy-to-use travel information to help you plan your journey. www.transportdirect.co.uk

Real Time Passenger Transport Information (RTPI) uses latest satellite positioning and communications technology to provide information on the predicted time of arrival of buses on displays at bus stops.

TOGETHER WE WILL...	ACTIONS ALREADY IDENTIFIED	TARGET DATE
Undertake a review of bus services throughout the Worthing area.	Through accessibility planning WSCC is examining passenger transport provision. Initial work will allow prioritisation of areas for further action and identify where alternatives to public transport are desired. In the long term, changing how and where services are provided is as important as adjusting bus timetables and bus stop locations.	Strategy completed by August 2005
Continue working, within the Worthing Quality Bus Partnership, with transport operators to maximise what can be achieved to address the issues.	The Quality Bus Partnership will provide a core high quality service through the Coastal Area linking towns, employment, other services and housing areas. Its aims are to provide affordable, reliable and frequent services together with real time information. Worthing Quality Bus Partnership will install Real Time Passenger Information to help make bus travel easier. 12 displays will be installed at bus stops in Worthing, including South Street, Marine Parade, Town Hall and the Worthing Central Railway Station. Once the RTPI system is in place, additional displays in Worthing and the surrounding area (such as Lancing) can be added.	End of 2005 Rolling programme over future years
Well connected towns served by a high quality bus service.	The West Sussex Transport Plan highlights a need for a Fastway type project based on high frequency services and high quality passenger information and facilities. The potential to link this into similar services in Brighton and integration with rail services is key.	2010
Seek better integration between bus and rail services.	WSCC are in discussion with Southern rail to agree an action plan to improve the information that is available at stations regarding local bus services. WSCC, Southern Rail and local bus companies are exploring how integrated ticketing (combined bus and rail travel on one ticket) can be introduced throughout the county.	May 2006 May 2006
Investigate where and what infrastructure is missing or in poor condition.	WSCC and Southern Rail are working together to identify what measures can be taken to improve station waiting areas and services. For example installing CCTV cameras. As a result of this work schemes will be implemented as part of an ongoing programme with joint funding from both WSCC and Southern.	March 2009
Promote and encourage the use of rail and bus services, particularly for journeys to work and school.	WSCC are looking at a study to establish the viability of fare schemes for currently non-entitled 11-16 year olds, and fare for 16-19 year olds in higher education. The results of this study are currently being considered, and a response prepared.	January 2006

How you can help...

- **Could you travel by public transport instead of by car? Call Traveline on 0870 608 2608 or visit the website on www.traveline.org.uk to plan your journey using public transport.**



Key Issue

▶ ROAD NETWORK

To consider the road network as a whole, in order to minimise congestion on main roads, improve journey times, safety and reduce inappropriate through traffic in residential areas



Current trends point to ever increasing traffic growth and yet road space is limited. This Transport Plan must encourage alternatives to the use of the car as first choice. Different approaches will be appropriate to different groups of people at different times and in different parts of the county.

According to the 2001 Census, in Worthing Borough 63% of residents use a car to travel to work.

More must be done to increase alternatives to the car.

The **concerns** identified are:

- ▶ Congestion on the A27 - congestion on the strategic road network affects the reliability of local businesses to deliver their goods and services on time.
- ▶ Level crossing congestion - unacceptable delays for all road users especially at West Worthing level crossing.
- ▶ East Worthing Access Road - scheme needed to relieve residential areas from commercial vehicles.
- ▶ Residential areas used by main road traffic – some motorists use inappropriate residential streets to avoid congestion on the A27.
- ▶ Town Centre congestion - High Street, air quality concerns.
- ▶ Cycle strategy review - need to ensure the current cycling strategy meets current demands.

FURTHER INFORMATION ON:

Variable Message Signing (VMS) is a digital street sign system, which shows up-to-date information on things like the availability of parking spaces.

TOGETHER WE WILL...	ACTIONS ALREADY IDENTIFIED	TARGET DATE
To improve links from the A27 to key areas along the A259 to improve access, road safety and help reduce congestion to support the local economy. ▶ East Worthing Access Road (EWAR) ▶ Action Plan for A27 improvements	Continue to explore the options for the EWAR scheme aimed to relieve East Worthing residential streets of commercial traffic. Consultant report expected 2006. Options for consultation are being explored for improvements on the A27. The County Council continues to pressure central government for a by-pass but in the interim, online improvements.	Report, early 2006 Consultation 2006
A traffic management and information centre to serve the coastal area and/or link to systems for Brighton and Portsmouth to help reduce congestion.	A Traffic Control Centre to monitor the road network is being set up, initially for Worthing and Chichester, but will be expanded across the County in future years. This will help us monitor congestion, make efficient use of the existing network, reduce congestion and improve traveller information.	April 2006
Assess key areas of congestion - e.g. West Worthing and Worthing railway crossings, town centre.	Traffic Manager appointed to oversee the development of processes and systems for monitoring the performance of the highway network. Transport for London to publish national guidance on the definition and measurement of congestion. Work with Network Rail to improve level crossing safety and efficiency. For West Worthing level crossing, we will prepare a report bringing all past studies together and suggest options for further action.	2006 Summer 2005 Ongoing 2006
Review of junctions, signals and signing of the road network to improve capacity and efficiency where possible.	Congestion mapping and investigation across our Strategic Route Network. Making use of existing data and advanced technology to measure the performance of our network.	2006
Investigate other options such as park and ride and pedestrian schemes to improve access to the town centre.	Investigations are ongoing to find a suitable site. Worthing master plan may identify the potential for improving pedestrianised areas in the town centre	Explore opportunities with A27 proposals 2006/07 for master plan
Focus on school travel plans and business travel plans to encourage a reduction in peak period traffic congestion.	Schools and businesses are encouraged to develop travel plans. Information packs are available.	All schools to have a travel plan by 2010.

How you can help...

- ▶ **Think about whether you need to make your journey by car. Can you use alternative modes of transport for short, local journeys?**
- ▶ **Consider car-sharing, cycling, walking, or public transport.**
- ▶ **Speak to your employer about the setting up of a business travel plan**



Almost one in five car trips in the peak hour are on the 'school run', many of which are less than a mile in length.



Key Issue

► SCHOOL TRAVEL

The increasing use of cars for the school journey has been of concern both locally and nationally for several years.

At the same time there has been a decline in the use of public transport and cycling has fallen to less than 1% of school journeys.

The present generation of school children is growing up increasingly reliant on the car, establishing unsustainable travel patterns for future years.

Children are not getting enough exercise. Obesity levels and the numbers suffering from asthma are increasing.

The **concerns** identified are:

- 20mph zones for residential areas as well as outside schools
- cut school traffic congestion
- lack of safe routes to schools
- safety conflicts outside schools

TOGETHER WE WILL...	ACTIONS ALREADY IDENTIFIED	TARGET DATE
Aim to reduce car use on the school run by creating conditions, which will allow more children to travel safely to school on foot, by bicycle or on the bus.	WSCC have allocated money to improve safer routes to school. The measures implemented will be dependent on the school travel plans. Previous works carried out have included cycle lanes, dropped kerbs, pedestrian guard rail and bus bays.	April 2007
Promote and encourage all schools in Worthing to develop school travel plans.	17 out of 34 schools in the Worthing area have completed a travel plan A further 13 schools are developing or are interested in developing a travel plan.	Government has set a target for all schools to have a school travel plan by 2010.
Investigate ways to implement measures identified by the school travel plans.	Schools with existing plans are applying for government grants to spend on site. Support can also be offered from local Councils	Ongoing
Continue to offer road safety training including cyclist training.	WSCC offers a variety of training workshops and theatres for school children as part of an ongoing programme, including: <ul style="list-style-type: none"> ► pedestrian training for reception children in Year 1. ► road safety training is offered in partnership with the Police. ► go for gold walking incentive scheme was successfully piloted and continued in 2 Worthing schools. 	Ongoing

FURTHER INFORMATION ON:

School Travel Plans are effective in bringing change in travel patterns for the school journey.

Volunteers within a school produce the plan. They are working documents that encourage walking, cycling, public transport and car sharing for the journey to school.

Schools that produce travel plans, that meet minimum criteria, will be eligible for a sustainable travel grant. The amount paid depends on pupil numbers but typically will be £5000 for a primary school and £10,000 for a secondary school.

This funding enables schools to support the aims within their plan and make improvements to travel facilities.

Safer Routes to School

WSCC work in partnership with the local schools and use the plans to highlight the need for specific measures on the route to school. Following feasibility, local consultation and budget considerations, a safer route to school scheme may be designed to encourage an increase in pupils walking and cycling by improving the safety of the route to school.

How you can help...

- Don't park on the yellow zigzag markings outside schools.
- Leave the car at home and encourage your children to walk, cycle or take the bus (just one day a week will reduce your impact by 20%).
- If your school has a travel plan, pick it up and see if you can help meet their objectives.
- Sharing lifts will reduce pollution and save you money. For more information: www.westsussexcarshare.com
- Contact the County Council if you are interested in helping local children to get safely to school. Vacancies exist for school escorts and 'lollipop' School Crossing Patrols.



What Happens Next?

Having identified these key issues for Worthing we need to make sure that the work to address them does not stop.

Each issue has targets with actions which WSCC and its partners will work together to achieve.

Every year we will produce an annual review, which will show what has been achieved against these targets.

Every three years we will publish an updated version of this plan to reflect any changes in local opinion.

If you would like to feed into the discussion about the most important transport issues in your local area, please contact your local County or Borough councillor.

If you have any other comments or questions relating to this plan please contact:

**West Sussex County Council,
Highways and Transport,**
County Hall,
Chichester,
West Sussex,
PO19 1RH

Tel: 01243 642105
Email: env.dev@westsussex.gov.uk
Website: www.westsussex.gov.uk

To request further copies of this publication, or enquire about other WSCC transport publications please contact the Communications Officer on **01243 777544**, or visit the West Sussex County Council website.

Further general information, including information on:

- ▶ Your County Councillors
- ▶ Cycling around the Borough and the County
- ▶ Walking around the Borough and the County
- ▶ Information on current roadworks
- ▶ Young driver skills course
- ▶ Community transport
- ▶ County policies for transport.

and much more, can be found on the County Council website: www.westsussex.gov.uk

Information regarding your Borough Councillors can be found at:

Worthing Borough Council

Tel: 01903 239999

Website: www.worthing.gov.uk

For information to help you plan a more sustainable journey:

Traveline

Tel: 0870 608 2 608

Website: www.traveline.org.uk

Transport Direct

Website: www.transportdirect.co.uk

National Rail Enquires

Tel: 08457 48 49 50

Website: www.nationalrail.co.uk

West Sussex Car-Share Scheme

Tel: 08700 11 11 99

Website: www.westsussexcarshare.com

Area Transport Plan areas within West Sussex

Area Transport Plans are available for all of the 11 areas shown on the map below. If you would like a copy of this publication in another format (audio, braille, large print, another language), please contact the **Communications Officer** at **West Sussex County Council** on 01243 777544 or email env.dev@westsussex.gov.uk.



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