

WEST YORKSHIRE SOCIAL INCLUSION STRATEGY

INTRODUCTION

1. The socially excluded have been described as those individuals, groups or communities that are, by virtue of poverty or discrimination, excluded from mainstream opportunities, activities and access to services available to the wider community. Social exclusion is a short hand label for what can happen when individuals or areas suffer from a combination of linked problems such as unemployment, poor skills, low incomes, poor housing, high crime environments, bad health and family breakdown.
2. The impact of social exclusion is intensified by complicated, time consuming or expensive transport access to jobs, training, health facilities, shops, sports facilities or community services or facilities which provide opportunities to encourage social cohesion. Socially excluded groups are, for a variety of reasons, e.g. low income, disability, more dependent on public transport than socially included groups who have greater access to the private car. Non-car owners, given the role of the car in transport, will continue to be excluded in society unless strategies to tackle exclusion are implemented. Consequently, affordable, accessible and safe public transport and pedestrian environments are very important to the development of socially included communities.
3. Measures which aim to increase access to public transport services and access to employment and training opportunities, goods and services can all contribute to the reconnection of excluded groups and communities. Transport planning with benefits such as new public transport routes, traffic calming measures or improved travel information targeted at geographical areas of poverty and deprivation will also have social inclusion impacts. In relation to rural deprivation, because of the lack of accessible, affordable public transport options many low-income families find a car is a basic necessity and here fiscal measures aimed at dissuading car use can further contribute to exclusion. The role of community based transport services has particular relevance in rural areas.
4. Our priority is to ensure that nobody is excluded from using the transport system. In developing and implementing transport policies and initiatives we will consider both the access implications for socially excluded groups and communities, as well as the social impact of those policies.
5. A number of measures set out within this strategy will aim to reduce physical, financial and other barriers which may reduce travel choices for excluded groups and communities. Further initiatives will be geographically targeted at rural areas and disadvantaged urban areas with the aim of increasing access to employment and training opportunities and access to essential goods and services.
6. We plan to address the share of decision making in relation to transport between socially included and excluded groups through effective consultation and public participation. A multi-agency approach with a focus on community involvement will ensure the successful implementation of this strategy.

NATIONAL AND REGIONAL STRATEGIC CONTEXT

7. The Government's approach to social inclusion ('Bringing Britain Together', Cabinet Office Social Exclusion Unit, September 1998) is predominantly aimed at

integrating excluded individuals and communities into the mainstream activities and processes of daily life. The government's Social Exclusion Unit Task Groups who recently published a "National Strategy for Neighbourhood Renewal", for consultation, have identified public transport as one key area to increasing access to work and facilities in deprived communities.

8. The Local Transport Bill currently progressing through parliament identifies that the local Bus Strategy, which forms part of this Plan, should have regard to the needs of older people and those with mobility difficulties. The importance of concessionary fares is indicated with a proposed mandatory minimum benefit scheme. A new obligation to require a Best Value approach to tendered bus services replaces criteria for allocating contracts based solely on lowest cost. Other provisions that would help to address social inclusion include support for quality bus partnerships (possibly under-pinned by Quality Contract Schemes), integrated ticketing and information systems and environmental measures.

9. In November 1995, the Disability Discrimination Act (DDA) became the first law to support the rights of disabled people to access employment and other goods, facilities, services and premises available to the general population. The Act also makes provision for regulating the design of buses, trains and taxis to ensure they are safe and comfortable to use by disabled people.

10. A commitment to reducing social exclusion is a recurring theme within the regional agenda. The Regional Economic Strategy recently developed by Yorkshire Forward (the Regional Development Agency for Yorkshire and the Humber) sets out a ten-year framework to transform the regional economy in rural and urban areas. In October 1999 the Regional Assembly for Yorkshire and Humberside published draft regional planning guidance, "Advancing Together: Towards a spatial Strategy", incorporating the Regional Transport Strategy. Both strategies recognise that social inclusion has a key role to play in the regeneration of the region. The strategies feature a commitment to the inclusion of communities through sustainable development, recognition of the need for access to good public transport services and access to population related services such as health, leisure and shopping facilities as well as training and employment opportunities.

11. The drafting of the Single Programme Document for the new Yorkshire and Humber Objective 2 Programme for the period 2000-2006 has sought to develop the structural funds programme as a means of delivering the Regional Economic Strategy. The programme will have a clear commitment to tackling social exclusion as part of its wider regeneration agenda, and acknowledges that access to transport can be a potential barrier to the economic re-engagement of disadvantaged communities.

VALUES AND PRINCIPLES

12. There are a number of themes which underlie the values and principles to be applied to increasing social inclusion through the local transport planning process. These, set out in Table 1, provide the framework for developing initiatives which tackle each area to be addressed.

Accessibility	<ul style="list-style-type: none"> • of jobs, education and services, e.g. health, social, sports, to all • by implementing the Disability Discrimination Act in all modes of passenger transport, information about the services and in the built environment • through affordability of transport to individuals
Personal Safety and Security	<ul style="list-style-type: none"> • by provision of safe transport
Community Involvement	<ul style="list-style-type: none"> • through consultation and involvement of socially excluded groups and communities in the development and delivery of the Local Transport Plan
Reduction of Negative Transport Impacts	<ul style="list-style-type: none"> • through targeting improvements at deprived communities
Mainstreaming	<ul style="list-style-type: none"> • integrating social inclusion issues and measures to address them in strategies across the Plan and within the implementation of mainstream transport schemes
Rural Development	<ul style="list-style-type: none"> • through improving access to remote or dispersed employment, education and social opportunities, particularly for young people • development of sustainable community based transport initiatives
Planning Issues	<ul style="list-style-type: none"> • developing better links between transport provision and development control processes
Economic Regeneration Development	<ul style="list-style-type: none"> • through development of links between local regeneration partnerships and statutory and commercial transport providers

Table 1: Values and Principles

OBJECTIVES

13. We aim to ensure that nobody is excluded from using the transport system and that transport policies complement broader social inclusion strategies. More specifically, our objectives in tackling social inclusion are:

Accessibility:

- to promote equal opportunities for access to transport.

Access to Jobs and Training:

- to promote better access to jobs and training opportunities from disadvantaged communities.

Transport Impacts:

- to ensure that disadvantaged communities benefit from transport investment;

- to ensure that investment is targeted to reduce adverse safety and environmental effects of transport use on disadvantaged communities.

Planning Issues:

- to ensure that the planning system takes proper account of connections between transport and social inclusion.

EXISTING INITIATIVES

14. There are a number of existing strategies, facilities and services which aim to reduce the barriers to accessing public transport for excluded groups. We have developed an action plan which sets out extensive further initiatives to be developed during the lifetime of this Local Transport Plan.

Access to Public Transport

15. In November 1995, the Disability Discrimination Act (DDA) became the first law to support the rights of disabled people to access employment and other goods, facilities, services and premises available to the general population. The Act makes provision for regulating the design of buses, trains and taxis to ensure they are safe and comfortable to use by disabled people.

16. Our long-term aim is to ensure that the transport system (vehicles, infrastructure and information) is fully accessible. Achieving this aim depends on effective partnership between highway authorities, Metro, public transport operators and Railtrack.

17. Considerable progress has been made in developing, in conjunction with operators, a strategic approach to improving access to public transport. A Strategy for access to public transport has been developed and agreed by all the West Yorkshire partners and bus operators (see Table 2). We are continuing to discuss the strategic approach with the train operators and Railtrack. A comprehensive checklist also acts as a means of ensuring the adoption of good practice.

The West Yorkshire District Councils, West Yorkshire Passenger Transport Authority, Metro and West Yorkshire bus operators fully support the principles of the Disability Discrimination Act. We will work together to create a public transport system which provides the highest achievable standards of access for disabled people.

We will take account of the needs of:

- people who have difficulty walking or who use a wheelchair;
- sight and hearing impaired people;
- people with communication difficulties;
- people with learning disabilities;
- people who have difficulty with stretching, reaching or dexterity.

It is important that every aspect of a journey should be accessible for a disabled person. Consequently, in designing accessible bus and rail services we will address each of the following stages of a journey:

- the safety and security of disabled people;
- pedestrian access to bus stops and bus and rail stations;
- the waiting environment at stops or stations;
- boarding and alighting buses and trains;

- vehicle design and fleet renewals;
- information availability before and during a journey;
- staff skills in addressing the needs of disabled people.

We will support the preparation of funding bids (e.g. Local Transport Plan) and seek financial support from other sources to fund public transport access improvements:

- at bus stations and railway stations;
- in town centres;
- along key bus service routes.

We recognise that the Act requires all reasonable steps be taken to remove barriers to facilities and services. Pending the production by the national Government of definitive up-to-date technical guidance for public transport infrastructure design, we will continue to build new and refurbish existing facilities to the standards currently recommended by DETR, including:

- 'Meeting the needs of disabled passengers' - Office of the Rail Regulator;
- 'Accessible public transport infrastructure' - DETR and PTEG;
- 'Guidance on the Use of Tactile Paving Surfaces' - DETR;
- 'Reducing Mobility Handicaps' - The Institution of Highways and Transportation;
- DPTAC recommended standards.

In addition, we will endeavour to improve access to public transport services in West Yorkshire by developing, implementing and reviewing good practice in relation to:

- pedestrian access to stations and stops;
- bus stop design, including boarding and alighting arrangements;
- service information;
- staff training

Table 2: West Yorkshire Public Transport Access Strategy

Bus Stops

18. Bus stop design testing with local access groups has shown that a high degree of accessibility can be achieved through a combination of raised kerbs and low floor buses, providing the bus can stop adjacent to the kerb. Bus stops, including approaches and exits can be made accessible, in some cases with police assistance, in the following ways:

- preventing obstruction by parked cars and other vehicles in order to allow buses to pull up adjacent to the kerb edge by using bus stop clearway, other markings and bus boarders;
- designing the bus stop environment to remove obstructions that impede movement by pedestrians;
- reducing the vertical gap between the kerb and the bus by ensuring a minimum kerb height of 125mm wherever practicable;
- preventing excessive gradients when ramps are used.

19. Corridor schemes on A61 Leeds Road, Wakefield, and A629 Keighley Road, Halifax, have included raising kerbs at bus stops to 150mm in order to facilitate boarding and alighting.

20. We will work together, through quality partnerships and other means, with operators to further improve access to vehicles and conditions on the vehicle itself, taking into account the views of users and using appropriate technology.

21. The design guidance notes 'Highway Infrastructure for Bus Stops' produced by CSS, the Association of Transport Co-ordinating Officers and Confederation of Passenger Transport will be used to provide advice on bus stop design until further guidance is available from DETR.

Bus and Rail Stations

22. The existing guidance from the 'Public Transport Infrastructure Design Guidelines' has been used together with the outcome of consultation with local access groups to make access improvements at all publicly owned bus stations and in the reconstruction designs for Bradford Interchange and Wakefield Bus Station.

23. Major access improvements have been achieved through:

- provision of a passenger operated lift to platform level at Halifax rail station;
- installation of passenger lifts at Dewsbury rail station;
- platform heightening on the Airedale Line to match new accessible trains.

24. We will continue to work with rail operators and Railtrack as they continue to develop their strategies for further rail access measures across the county.

Information

25. Access to information is a key element in the provision of a public transport system that provides the highest achievable standards of access for disabled people. The recent Metro Mystery Traveller project was commissioned to assess and advise Metro of the availability of public transport information and additional services in accordance with the Disability Discrimination Act Part III.

26. A cross section of people with physical and sensory disabilities and learning difficulties as well as able-bodied participants took part in a range of tasks for the project. These included assessing availability of information, service provided by staff, layout of travel centres and the level of service provided for people with a range of disabilities.

27. The findings indicated the standards of information service provision by Metro are generally high. Disabled travellers did suggest some minor improvements that would enrich the information service provision for people with disabilities. Some of these recommendations have already been accepted, and some are still being considered.

Consultation

28. Accessibility standards at new bus and rail station schemes are subject to consultation with access groups. The following schemes have been or will be implemented using the outcomes of consultation with local access groups:

- bus stop test sites project;
- demonstration corridors in Wakefield and Halifax;
- bus stations (Leeds Corn Exchange, Bramley, Ilkley, Castleford, Pontefract, Hemsworth, Brighouse, Dewsbury, Huddersfield);

- redevelopment of bus stations at Bradford Interchange, Wakefield, Huddersfield and Keighley;
- access improvements at Dewsbury and Halifax Rail Stations;
- electronic audio and visual information at Halifax, Dewsbury and Leeds City bus stations;
- major corridor bus schemes in East Leeds and North-east Bradford, with emphasis on providing full accessibility.

Access to Roads and Footways

29. Using the highway can present a number of difficulties for people with visual and mobility impairment. To address these difficulties, we are currently developing a West Yorkshire Access Strategy which will aim to make services accessible and particularly to ensure provision for disabled people is made within the mainstream environment. Our strategy will ensure that the relevant steps are taken to comply with the Disability Discrimination Act and that disabled people are fully consulted.

30. We will reduce these difficulties by:

- working towards all footways and crossings being of adequate width, evenly surfaced, and free of obstructions;
- providing accessible crossing points, particularly at junctions, including audible and tactile information at traffic signals;
- adopting an inclusive approach to design, by ensuring that access issues are considered early in the design of schemes, as required by the “hierarchy of consideration”.

31. Within the major centres good standards of accessibility are being maintained and developed by:

- ensuring that public transport services continue to have good penetration;
- providing convenient disabled parking spaces;
- supporting ‘Shopmobility’ schemes which provide independent mobility within the central areas.

Concessionary Fares

32. Concessionary Fares are a lifeline for many people, providing enhanced travel opportunities for older people, disabled, blind and young people. Over 40% of bus journeys within West Yorkshire are made under the Concessionary Travel Scheme. Operator reimbursement is both a major area of expenditure for Metro and a significant source of income for operators, helping to sustain services for the benefit of all passengers in West Yorkshire.

33. Provision of affordable travel for those with limited financial resources because of age, disability or family circumstances continues to be a prime commitment. From the inception of the Scheme in 1986, we have ensured that all those eligible within scope of the provisions of the Transport Act 1985 have been entitled to concessions in West Yorkshire, extending the Scheme at the earliest opportunity to cover those categories subsequently added by secondary legislation.

34. A partnership approach has also made it possible to retain the free travel facility for blind persons and their eligible companions as a result of operators agreeing to commercially fund certain elements of the concessionary fare.

35. Two key strands of Government policy are the establishment of a minimum national standard for concessionary fares for older people and also the encouragement of children to travel to and from school by public transport. Whilst the West Yorkshire scheme supports and actively promotes these objectives it will shortly be undertaking an extensive review of its current policy.

Personal Safety and Security

36. Concerns about personal security deter many people from travelling by public transport especially after dark. Initiatives which aim to improve safety can play a significant role in increasing travel opportunities, thereby promoting greater inclusion.

37. Existing achievements to improve safety will be consolidated and developed through a strategy for securing personal safety for transport users. As well as covering the needs of the general public it will identify and cater for the particular needs of vulnerable groups, including women, older people and disabled people, members of ethnic minority communities and lesbians and gay men.

38. We are working to improve the safety and security of travellers by:

- taking account of safety and security in the design and provision of new facilities;
- providing security staff on duty at larger bus and rail stations;
- monitored CCTV coverage at all Metro bus stations and many rail stations, in many car parks, subways and town and city centres;
- providing improved street lighting;
- publicity and educational campaigns;
- piloting a safety audit approach on a number of public transport corridors and investigating means of improving safety throughout the door-to-door journey.

39. Community consultation has played an essential role in the development of the Safety and Security Strategy (see Chapter 6) and in taking into account the needs of socially excluded individuals, often living within otherwise socially included neighbourhoods.

40. We will develop links with Crime and Disorder Partnerships across the County, to establish integration of transport policies in local strategies to tackle crime.

Planning Issues

41. Planning and land use development can have a significant impact on social exclusion. The trend in recent years to develop out of town shopping facilities has meant that those people without access to a car have become increasingly disadvantaged, particularly as this trend has affected the economic viability of more central shopping facilities. For many disadvantaged communities access to good quality, affordable fresh food and groceries has become complicated and expensive.

42. Changing employment patterns have resulted, in recent years, in the development of large employment sites in out of town areas that are often difficult to access by public transport. This is often compounded by difficulties arising from shift

work, with employees being required to start or finish work very early in the morning or late in the evening when public transport services are more infrequent or not running at all.

43. Planning agreements can contribute to social inclusion through ensuring that new developments are accessible by public transport or by seeking planning gain from the developer to improve access to the site.

44. Currently the planning application consultation process between Metro and the District Councils is the key to locating development in the right areas, namely those well served by public transport to significant employment, shopping, leisure and healthcare services. This process will be further consolidated through the development of planning guidelines to assist developers to take account of public transport facilities within the planning of new developments.

Access to Work

45. A project officer has been funded through a successful European Regional Development Fund bid to liaise and consult with targeted excluded communities in West Yorkshire with a focus on access to work issues. The project aims to:

- target residents and community groups in disadvantaged areas, using appropriate and accessible consultation methods to identify the barriers to using public transport to access employment and training opportunities;
- identify enhancements to the public transport system that would enable residents of the target communities to access employment opportunities more easily;
- develop pilot schemes aimed at improving access to training and employment opportunities for residents of target communities;
- liaise with developers of certain strategic sites in order to maximise opportunities for residents of target areas to access new employment opportunities arising from the development of those sites;
- liaise with employment services and local labour initiatives in the development and delivery of the project;
- promote Green Travel Plans as a means of maximising access to employment opportunities.

46. The consultation approach and pilot projects developed within this project will be used as a model to inform future work in other geographical areas of exclusion.

47. The issue of access to employment and training opportunities will be given further consideration within the review of the bus network being undertaken as part of the Bus Strategy.

Pre-paid Tickets

48. Cheaper travel is made possible by MetroRover tickets for unemployed people funded on a commercial basis by the operators. The partnership approach taken by Metro, the operators and the Department for Education and Employment has resulted in the MetroRover Scheme being extended to include certain people participating in the Government's Welfare to Work Initiative - New Deal for 18 to 24 year olds. The multi-modal version of the MetroRover ticket was introduced in May 1999.

Women and Public Transport

49. Although women tend to be the main users of public transport, the different travel needs of women have not always been recognised in the planning and delivery of public transport services. Research has shown that women's experiences of and attitudes to public transport differ from those of men, as do women's priorities in terms of public transport services.

50. The recently published document 'Women and Public Transport: the Checklist' sets out guidance on gender auditing of public transport services for providers and operators as a means of beginning to address the specific needs of female passengers. Metro has used the checklist to conduct a gender audit of current service provision, the results of which are detailed in the attached Appendix 1. The audit highlighted certain areas for further development and these will be addressed as part of the Best Value review and within the development of interchange and safety strategies.

Rural Exclusion

51. Social exclusion and economic disadvantage in rural communities is, to a large extent, characterised by lack of access to services, affordable housing, and training and employment opportunities. Moreover, rural communities are less likely than urban areas to have access to good public transport services. Measures to improve public transport in rural areas can contribute to social inclusion through tackling problems of accessibility.

52. Metro's Rural Bus team work in partnership with rural communities in planning and developing rural bus services which aim to address the particular needs of those rural communities.

53. Transport issues in rural areas within Kirklees and Calderdale are being addressed by Rural Transport Project Officers. Funded through the Rural Transport Partnership Fund, administered by the Countryside Agency, Project Officers will work in partnership with rural communities to identify unmet transport needs and develop action plans detailing initiatives which aim to meet those needs. Projects may include shared car schemes, taxi vouchers, community buses and other innovative approaches which will aim to improve social inclusion for rural communities.

54. The Denby Dale Rural Transport Project, established through Rural Bus Challenge Competition, enabled capital works to improve social inclusion in the rural Denby Dale area. A complementary initiative has seen the establishment of a Transport Co-ordinator to enable closer links with community and interest groups in the area. The project co-ordinator will facilitate the provision of village orientated travel surgeries, brokerage of unmet travel needs and promotion of public transport including Green Travel issues and the STAG - Safe Travel to School initiatives.

Community Involvement

55. Consultation during the development of the Local Transport Plan was undertaken on a widespread basis. In order to maximise participation in the consultation process specific additional initiatives were targeted at socially excluded groups. A programme of seminars was used to consult with a range of community and interest groups including access and disability groups, women's groups and older people's groups. Additionally there was a recognition of a need to target 'hard

to reach' ethnic minority groups. A community based market research agency was commissioned to undertake research within ethnic minority communities. The aim of this consultation was to understand the transport behaviour and opinions and analyse the transport needs of the Asian community. This consultation process was also used to inform the Asian community on how they can contribute to strategy development.

56. During the lifetime of the plan, a community consultation and involvement strategy will be developed in relation to specific scheme development. For example, community consultation is a significant feature in the proposals to introduce a priority bus scheme on the busy Kirkstall and Burley Road corridors into Leeds City Centre. The aim of the consultation process has been to maximise community participation through a variety of opportunities for local community involvement and feedback.

57. The consultation and involvement strategy will aim to maximise community involvement and participation in the consultation process through the use of appropriate and inclusive methods.

58. Consultation and partnership approaches will be evaluated to identify good practice in the first 2 years of the Plan and will continue to be developed in new areas in years 3 to 5.

FIVE YEAR ACTION PLAN

59. Existing initiatives aimed at increasing social inclusion through transport planning and implementation are outlined above. We recognise the need to extend and develop our approach to inclusion and this will be done through the development and implementation of a number of strategies and initiatives during the lifetime of this Local Transport Plan.

60. The following action plan sets out a framework for the further development of socially inclusive transport planning and provision; describing initiatives which aim to fulfil the objectives laid down within this strategy. Some of the following initiatives will be implemented on a countywide basis, with others being brought forward within individual districts. District based initiatives will be evaluated and used as models of good practice to be shared countywide.

<i>Initiative</i>	<i>Objectives</i>
<u>Strategy Development and Implementation</u>	
Continued partnership with operators to implement the Access Strategy	<ul style="list-style-type: none"> • Accessibility • Partnership
Development of a strategy for safety and security which takes into account the needs of socially excluded individuals	<ul style="list-style-type: none"> • Personal Safety and Security
Development of a community consultation strategy	<ul style="list-style-type: none"> • Community Involvement
Development of an audit for transport schemes to assess the social impact on excluded groups, communities and individuals	<ul style="list-style-type: none"> • Transport Impacts

Development of planning guidelines to assist developers to take account of public transport facilities within the planning of new developments	<ul style="list-style-type: none"> • Planning Issues
Development of the West Yorkshire Access Strategy for Highways and Transportation. The access strategy will complement other existing strategies such as the pedestrian and public transport access strategies	<ul style="list-style-type: none"> • Accessibility

<i>Initiative</i>	<i>Objectives</i>
<u>Review and Evaluation of Existing Initiatives</u>	
A review of the West Yorkshire concessionary fares scheme, as part of the Best Value review, will examine the benefits of the scheme to older people and people with a disability	<ul style="list-style-type: none"> • Accessibility
Opportunities for providing good value pre-paid tickets which are affordable to low income households will be examined to ensure the benefits of pre-paid tickets are available to the whole community	<ul style="list-style-type: none"> • Accessibility

<i>Initiative</i>	<i>Objectives</i>
<u>Community Involvement</u>	
Development and implementation of a community consultation and involvement strategy	<ul style="list-style-type: none"> • Community Involvement
Development of social inclusion strategy holistically within Wakefield district Community Plan and, in doing so, link social inclusion and transport planning of rural services supported by the Rural Bus Grant	<ul style="list-style-type: none"> • Community Involvement
Rural communities will continue to be consulted and actively involved in the planning of rural services supported by the Rural Bus Services grant	<ul style="list-style-type: none"> • Rural Development • Community Involvement

<i>Initiative</i>	<i>Objectives</i>
<u>Partnership Working</u>	
Development of links to regeneration initiatives in order to improve the number and quality of transport initiatives within SRB and Objective 2 regeneration schemes	<ul style="list-style-type: none"> • Economic Regeneration Development
Development of links to Crime and Disorder Partnerships; aims to integrate transport policies in local strategies to tackle crime	<ul style="list-style-type: none"> • Personal Safety and Security

Liaison with operators to provide accessible buses for accessible routes and corridors	<ul style="list-style-type: none"> • Accessibility • Partnership
Establishment of a West Yorkshire Mobility Planning Group. The group will be used to set standards for design and service provision and to be used to consult on policies and accessibility standards identified through the Access Strategy for Highways	<ul style="list-style-type: none"> • Accessibility • Partnership

<i>Initiative</i>	<i>Objectives</i>
<u>Infrastructure Improvements</u>	
Various schemes to implement bus, cycling and pedestrian facilities, improving accessibility and personal safety	<ul style="list-style-type: none"> • Accessibility • Personal Safety
Various schemes to improve accessibility of pedestrian crossings, key access routes and bus stops	<ul style="list-style-type: none"> • Accessibility
Development of accessible routes and corridors	<ul style="list-style-type: none"> • Accessibility
Five bus stations to be brought up to DDA standards of accessibility	<ul style="list-style-type: none"> • Accessibility

<i>Initiative</i>	<i>Objectives</i>
<u>Soft Measures</u>	
Provision of premises within the redeveloped Bradford Interchange for a Shopmobility shop and involvement in the running of the shop	<ul style="list-style-type: none"> • Accessibility
Bradford Council Mobility Planning Group is involved in a number of initiatives including city/town centre accessibility audits, a door-to-door transport audit, improved driver training courses for door-to-door services including taxis, taxi voucher scheme, review of the Orange Badge system	<ul style="list-style-type: none"> • Accessibility
Supporting and encouraging disabled people to use existing and newly accessible public transport, involving community workers and occupational therapists working with disabled people to increase confidence and knowledge around the use of public transport	<ul style="list-style-type: none"> • Accessibility • Partnership
Wheels for All project, funded through EU Target Project and Health Action Zone funding, aims to encourage and give opportunity to disabled people to have a go at cycling	<ul style="list-style-type: none"> • Accessibility • Partnership
Marketing of accessible bus routes	<ul style="list-style-type: none"> • Accessibility
Publication of the Go For It Guide; providing comprehensive information about the accessibility of local public transport facilities and services	<ul style="list-style-type: none"> • Accessibility

Disability awareness training for drivers on accessible routes	<ul style="list-style-type: none"> • Accessibility
Free accessible minibus/ accessbus service within the public transport box in Leeds. This will provide an alternative to walking to access shops and services in the large pedestrianised central shopping area of Leeds within the public transport box, and will provide a link between bus and train stations in Leeds	<ul style="list-style-type: none"> • Accessibility
TARGET (European funded) Teleworking project aims to improve accessibility of work through piloting of new flexible working practices	<ul style="list-style-type: none"> • Planning Issues • Accessibility
Audit of transport strategy to ensure that issues relating to women and transport are identified and addressed	<ul style="list-style-type: none"> • Accessibility

<i>Initiative</i>	<i>Objectives</i>
<u>Targeting</u>	
Development of the use of GIS social mapping to identify and target transport initiatives aimed at promoting social inclusion in disadvantaged areas	<ul style="list-style-type: none"> • Transport Impacts

PROJECT LINKED INDICATORS

61. We are developing a number of indicators which will be used to measure the success of the initiatives detailed within this plan. Indicators will include:

- accessibility of bus fleets;
- accessibility of bus stations and mini-interchange points;
- accessibility of railway stations;
- accessibility of bus stops facilities and the surrounding environment;
- provision at controlled crossings;
- number of injuries/fatalities in given geographical area relative to its Index of Local Deprivation;
- adjustments to the Plan, over its lifetime, as a result of consultation and involvement of key socially excluded groups;
- leverage of money for transport improvements within neighbourhood regeneration schemes;
- number of district regeneration programmes with a transport theme.

62. Further indicators will be developed as projects proceed, and will be detailed in future annual progress reports.

INTEGRATION AND LINKAGE ACROSS PLAN

63. Social inclusion issues have been identified within this chapter and specific measures have been developed to address these issues over the life of the Plan across the County. The approach identified within this plan is to mainstream these

developed measures within relevant areas of the Plan, e.g. implementing the access strategy within the highway maintenance work. Social inclusion issues have been integrated across the plan wherever relevant and within main transport planning processes; this integration process will be strengthened throughout the lifetime of the plan. Links between policy development and addressing social inclusion are described in the relevant topic strategies.