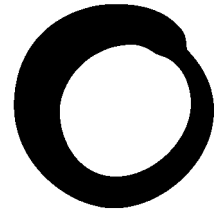


January 2010



**Friends of  
the Earth**

# Briefing

# How to Get Serious about Local Transport Plans

## An action guide for local campaigners

### INTRODUCTION

Friends of the Earth's Get Serious About CO2 campaign is calling on councils to commit to cutting emissions in their area by at least 40 per cent by 2020 and to produce an action plan showing how they'll make the cuts.

Councils have a huge say in local emissions - how we plan our communities, how we power and heat our homes, and how we get around.

Road transport alone accounts for, on average 23% of emissions at a local level but can be as much as 49%<sup>1</sup>, and transport as a whole is one of the three biggest contributors of carbon emissions in the UK. Strategies to cut emissions from transport have other benefits too, they will improve the local environment, help tackle health problems, and improve safety, quality of life and access to opportunity.

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## **How to campaign on Local Transport Plans**

### **WHAT IS IN THIS BRIEFING**

This briefing explains

- what a Local Transport Plan (LTP) is,
- why they are important to the Get Serious About CO2 campaign and
- what you can do to influence their development this year.

You should read this alongside “Getting serious about local transport”<sup>2</sup>

This gives an illustration of the various ways emissions from local transport can be reduced it gives examples of good practice and sources for further information.

### **WHAT IS AN LTP**

Local Transport Plans (LTPs) are the key documents in which local authorities (outside London) set out their transport strategies and implementation plans for the coming years. They include details of the planned allocation of resources between public and private transport provision.

LTPs are the litmus test of whether a local authority wants to prioritise cars or sustainable transport. A model LTP would include targets for cutting traffic and increasing use of sustainable modes like walking and cycling.

This is the third time that local authorities have had to go through the LTP process. Previous plans were for 5 year blocks, but this time local authorities can choose and many are opting for longer periods – up to 15 years in some cases.

LTPs also contain bids for Government funds for capital infrastructure investment (such as bus stations), which are assessed as part of the Regional Funding Allocation (RFA) process. While the LTP only covers capital investment, there are ways that Local Authorities can raise funds to provide revenue support<sup>3</sup> for initiatives like ‘smarter travel choices’<sup>4</sup> programmes and improved public transport services – see our briefing ‘Cutting carbon locally-and how to pay for it’<sup>5</sup> and also the ‘Funding’ section in our previous briefing ‘Getting serious about local transport’

### **Who has to do an LTP?**

Any ‘Local Transport Authority’, this means County Councils, Unitary Authorities and Integrated Transport Authorities (ITAs)<sup>6</sup>. County Councils and Unitary Authorities can work together to produce joint LTPs, they may also co-operate less formally.

This is a good idea as transport does not respect Local Authority boundaries. In London the ‘Mayor’s Transport Strategy’ is produced for the whole of London which is then put into practice with Local Implementation Plans (LIPs) produced by the London Boroughs.<sup>7</sup> Most of the campaigning advice in this guide will be relevant to LIPs but campaigners will additionally need to have regard to the Mayor’s Transport Strategy.

### **WHY ARE LTPs IMPORTANT TO THE GET SERIOUS ABOUT CO2 CAMPAIGN?**

Transport accounts for a significant share of emissions at the local level. Many of the current LTPs will last beyond 2020 so the policies enshrined in them will be a key determinant as to whether emissions reductions targets are met.

## **How to campaign on Local Transport Plans**

Campaigning on LTPs is not an essential element of the Get Serious About CO2 campaign. The most important thing you can do is still to work on persuading your local council to pass a motion and implement an Action Plan. However, in order to achieve these emissions cuts, your local council must act to cut emissions from transport, and engaging with your LTP would be a good way of helping your council to devise an effective strategy in this area. It also provides a potentially useful focus for talking to other interested groups in the local community about cutting CO2 emissions.

We've produced this briefing to help your group if you have the capacity to engage in the LTP process.

The rest of this guide provides a summary of what you might call for in a good LTP, and how you can take action to achieve it. More detail on what might make a good LTP can be found in the Appendix.

### **Timetable 2010-2011 and key opportunities to influence**

It is likely that most local authorities will put their draft LTPs out to public consultation in the first half of 2010, if they haven't already. In all cases there is still time to have influence. Final plans will be formalised by and start in April 2011.

Key opportunities for campaigners to have influence from now on will be:

- Early 2010 as Local Authorities pull together their draft LTP, in some cases they will already be consulting, or have finished consulting on a precursor 'key issues' document
- Later in 2010 during the public consultation following publication of the draft LTP

Who are the key players to influence?

- Local authority officers
- Local councillors
- Government Regional Offices
- Local businesses and business groups

Local Authority officers and Councillors are key local players. Government Regional offices have a vital role in checking that LTPs conform with Government objectives. Local businesses will have considerable influence so it is well worth trying to get them on side.

### **WHAT MAKES A GOOD LTP?**

It might seem like stating the obvious but the key objectives of any LTP campaign must be to:

- Reject 'bad' proposals and strategies that will increase car use (like new roads)
- Include 'good' proposals and strategies that will increase the use of greener modes, like improvements to public transport and walking and cycling facilities

Appendix 1 of this briefing contains ideas about what makes a good LTP. You may wish to use some of this in communications with your Council about your LTP.

## **How to campaign on Local Transport Plans**

### **HOW TO CAMPAIGN ON LTPS**

Whatever your level of engagement, there are key things to get on with now:

#### **What to do now**

- Find out what timetable your local authority is working to, this is essential information for planning your campaign, different local authorities will be at different stages
- Find out who else is working on LTPs in your area, you may have shared interests with other groups so it makes sense to work together if you can.
- Make contact with the key Council contacts, officers and Councillors
- Find out what indicators your local authority has signed up to in their LAA
- Get familiar with key national and local policies and strategies listed elsewhere in this briefing
- Find out when your Council will be consulting stakeholders and ask to be involved

#### **What to do later**

How much you are able to do will depend very much on many factors like availability of time and resources, but remember that small well targeted campaigns can still have a big influence.

There's no one 'right' way to campaign on LTPs and there are a number of tactics that can be used including (just some suggestions):

- Write and gather support for your own Low Carbon LTP which sets out the strategy policies you want to see implemented to cut carbon emissions. You could use the suggestions in Appendix 1 as the basis for this.
- Hold a public meeting after the draft LTP is published and invite Local Authority officers and Councillors to attend
- Formally respond as a Local Group or alliance to the public consultation

There are a variety of ways to influence LTP development and different strategies and arguments you could use. Many useful ideas came out of the joint training days we held back in September 2009.

[http://www.foe.co.uk/resource/event\\_presentations/transport\\_activist\\_day\\_09.pdf](http://www.foe.co.uk/resource/event_presentations/transport_activist_day_09.pdf)

We also have a number of 'How to' briefings on our community site which will help with running public meetings or lobbying

[http://www.foe.co.uk/community/local\\_groups/resource/how\\_to\\_guides.html](http://www.foe.co.uk/community/local_groups/resource/how_to_guides.html)

One of the key ways to persuade your local authority to produce an LTP containing lots of 'good' proposals in preference to 'bad' ones is to emphasise how the things that you want them to put in the plan will help them achieve Government objectives and performance targets which link to how much money they get from central Government.

For more information on this see "Getting Serious About Local Transport" and also the Government's five transport goals contained in the Department for Transport's 'Delivering a Sustainable Transport System'

<http://www.dft.gov.uk/about/strategy/transportstrategy/dasts/dastsreport.pdf>

## **How to campaign on Local Transport Plans**

If your council has already committed to a 40% target through the Get Serious About CO2 campaign or otherwise, you could use this as leverage in your LTP campaigning – a strong LTP will help them to meet their target, whereas conversely a bad LTP will ensure that they don't meet it.

### **More on possible campaign strategies and activities**

Knowing what to call for in your LTP is only part of the answer. You will also need to think about how you are going to get your message across and make your voice heard. There are many different ways of doing this. What you choose to do will depend on your local circumstances: how far your council has got in its work on the LTP, what the council is proposing and the level of resources (time, people and money) available to you. This work doesn't have to be complicated, time-consuming or expensive. There's a lot you can do effectively with relatively little effort, and this section gives some basic ideas.

You could also contact Friends of the Earth's Transport Campaigner, Richard Dyer for further information and support: 0113 389 9960 or [richard.dyer@foe.co.uk](mailto:richard.dyer@foe.co.uk)

Your Friends of the Earth Local and Regional Campaigner (LRC) may also be able to help, see 'useful contacts' at the end of this briefing.

You can also join our Get Serious Yahoo group to share your experiences and useful tips for working on LTPs with other campaigners, to join up e-mail: [getserious@foe.co.uk](mailto:getserious@foe.co.uk)

### **Get up-to-speed**

Whatever course of action you choose, the first thing to do is to make sure you're up-to-speed on what is happening and who is involved. Things you'll need to find out, if you don't know already, include:

- Which officer is leading the preparation of the LTP?
- What consultation has been carried out or is planned?
- What is the timescale for future work on the LTP?
- Which council committee will approve the LTP, who is the chair of this committee and who are the other committee members?
- Which councillors and officers are sympathetic to your point of view are likely to help?

Follow progress on the LTP by checking out your council's website on a regular basis and looking at agenda papers of the relevant committee and the Cabinet meetings. These are always informative about all sorts of matters.

### **What you can do**

Among the possibilities for getting involved are:

- take part in consultations;
- petitions and letters;
- work with sympathetic councillors and officers;
- arrange a public meeting;

This section of the guide just gives ideas on how these tactics could be used, rather

## **How to campaign on Local Transport Plans**

than chapter-and-verse explanations of how to do this. For more information, Friends of the Earth's 'How to...' briefing sheets offer tips on many of the things you might get up to, including running street stalls, arranging actions and lobbying your council.

These can be found at: [http://community.foe.co.uk/resource/how\\_tos/index.html](http://community.foe.co.uk/resource/how_tos/index.html).

You can also refer to the local groups' handbook:

[http://www.foe.co.uk/community/local\\_groups/resource/handbook.html](http://www.foe.co.uk/community/local_groups/resource/handbook.html) for some great ideas on how to plan and run effective campaigns within your group.

The following suggestions are listed in order according to how much time and effort they might take, from least time and effort to most time and effort.

### **Take part in consultations**

The first thing to do is to find out – if you don't know already - where your council is up to, what consultation it has carried out, and what opportunities you will have to be consulted in the future. For example, your council may already have consulted on the general principles behind its LTP but might consult further on detailed proposals. Check your Council's website or ask the Council Department which is leading on the LTP.

If your council will be consulting further, take the opportunity to get involved, and encourage others to do the same. Make sure other transport and environment groups in the area know what's happening, and maybe get together to see if you can agree a common line on what you like and don't like about what is proposed and what is missing. If you can, try to go beyond the 'usual suspects' and get mother and toddler groups, residents associations and similar groups to comment as well, even if it is only on one issue that they are concerned about, such as traffic calming in their area. Producing a joint response with other groups could be quite time consuming so you may wish to limit yourself to encouraging other groups to make their own.

See our 'How to...' on engaging community groups:

[http://www.foe.co.uk/resource/how\\_tos/cyw\\_65\\_community\\_groups.pdf](http://www.foe.co.uk/resource/how_tos/cyw_65_community_groups.pdf)

And notes from Local Groups Conference 2009:

[http://www.foe.co.uk/community/campaigns/climate/community\\_engagement\\_21594.html](http://www.foe.co.uk/community/campaigns/climate/community_engagement_21594.html)

Alternatively, ask the council to talk to these groups 'on their own territory' rather than calling meetings and expecting them to attend or sending out written consultations.

Don't feel that you have to comment on everything. You might want to pick on one particular issue and make this the focus of your work. This could be something you oppose, such as a road proposal, or something you want to see, such as safe routes to school.

### **Petitions and letters**

Petitions and letters are simple ways for people to show their support for your campaign. It's easier to get someone to sign a petition, but letters will carry more weight, particularly if they are individually written rather than someone signing a standard letter.

## **How to campaign on Local Transport Plans**

If you don't have much time or capacity, you could just ask group members if they could write a letter, based on the points in Appendix 1. If you have more time, you could do more:

Make sure you have petitions and standard letters on stalls and at public meetings. Friends of the Earth's 'How to...' series has a briefing on running effective street stalls. The best person to target with your petition or letters is the leader of the council. If you've got people to sign a petition, don't just send the petition in the post. Contact the leader of the council to arrange for him or her to accept the petition from you, and get the local media along to take a photo of the handover.

As a group or coalition, you should also write to the leader of the council and to the cabinet/executive member responsible for transport. Explain your concerns and what you are calling for, and offer to meet them to discuss these further.

### **Work with sympathetic councillors and officers**

It's very useful to find councillors and officers involved in preparing the LTP who agree with you! Arrange to meet them, and make sure they've got all the information they need. Don't assume they know all the facts and angles: your local knowledge might be very helpful to them. Get advice from them on who else to work with or lobby and the best way to do this.

### **Simple actions**

Actions offer the chance for people to get involved without too much commitment, and need not take too much organisation. You don't have to carry out a Greenpeace-style assault on Gordon Brown's roof to get some media profile for your work, there are lots of simple actions you could carry out which will get you some local media coverage and the chance to put your point across. Getting a group of parents and children with placards to stand beside a busy road, calling for slower speeds or safe routes to school will probably get your picture in the local paper and maybe on the local TV news. Local people opposed to a road scheme demonstrating outside a council meeting where decisions are being taken will achieve the same result.

### **Arrange a public meeting**

Public meetings are a great way of showing and generating support for a campaign, of attracting new people to the campaign, and of generating media coverage. They're particularly effective if you're focusing on one issue, such as opposing a road proposal or calling for more action to slow down traffic. Don't just have your side of the argument represented: invite someone from the council to speak as well so you can put them on the spot. If you can, recording what they say so you can hold them to any useful quotes later on is a useful tactic.

**Friends of the Earth's 'How to...' series has briefings on running effective actions, on effective props, on making sure you've got some good photos of the action, on working with the media and how to run a public meeting.**

### APPENDIX 1

#### WHAT MAKES A GOOD LTP

Below is a broad overview of what in our view makes a good LTP, taken from a letter sent to Government Offices in January 2010 by Campaign for Better Transport. You could use these ideas in your groups' response to any consultations, or in your own "low carbon LTP".

#### PROCESS

The Local Transport Authority should demonstrate:

- that LTP3 should represent a step change in local transport planning in order to tackle the urgency of significant annual reductions in carbon emissions from transport.
- that there has been a rigorous process in considering a wide range of options to achieve their objectives, not just automatically seeking to take forward car based plans, such as road building and Park & Ride, that they already have.
- that they have engaged proactively with their local community, including local groups such as transport and environmental groups, in developing the LTP.
- that they have considered whether to establish an integrated transport authority, joint LTPs and/or Multi Area Agreements with other authorities (if outside an existing PTA area)
- that the Strategic Environmental Assessment (SEA) is rigorous and follows best practice
- that consideration has been given to ways in which proposals can be funded outside the regional funding advice process, local transport capital settlement or as part of the local government settlement (eg community infrastructure levy, business rate supplements, developer contributions, joining up other funding streams, including decriminalised enforcement, higher parking charges and workplace parking levies).

#### STRATEGY – including objectives, targets and Key Performance Indicators

The local transport authority should demonstrate:

- that the LTP will help deliver all five of the DfT's DaSTS goals<sup>8</sup> rather than focusing just on the supporting economic growth goal
- that the LTPs sets out a positive vision for how transport can help achieve these goals and other wider objectives chosen by the authority (eg in their sustainable community strategy) rather than merely responding to the problems of forecast growth in housing and car usage. As part of this, joining the LTP to other objectives should include joining up to other local authority spending to enable the greatest impact from local spending decisions.
- how the LTP includes quantified annual reductions in CO<sub>2</sub> from transport as a result of the measures it contains
- how measures in the LTP will enable and encourage significant increases in rates of active travel (walking and cycling)
- that the LTP will give comparative advantages to sustainable transport modes compared to cars, for example by making journeys safer, quicker, cheaper and more convenient, in order to reduce the proportion of journeys made by

## How to campaign on Local Transport Plans

car, and therefore set out a path to reduce overall motor traffic levels year on year, consistent with the Committee on Climate Change progress report<sup>9</sup> which set out how overall distance travelled by car will need to fall from 2010 if emissions targets are to be met

- that the LTP includes accessibility planning to identify and make good gaps in the provision of local services, amenities, shops and employment opportunities and link to other policies to reduce the need to travel (eg spatial planning and strategies and wider local authority policies on accessibility to shops and services)
- their recognition that tighter public spending in at least the initial years of the LTP should mean that smarter and smaller projects should have priority
- how it is consistent with the policies contained in the Regional Transport Strategy (RTS)

## IMPLEMENTATION AND DELIVERY

Implementation plans will involve a mix of policies and packages that should include measures on:

- walking – including encouraging walking to school and walkability audits of routes to schools (including car parking clear zones around schools), much wider roll-out of 20mph for streets in towns and cities, evaluation of streets with assessment of reallocating road space to pedestrians, public realm improvements. The links between LTPs and Rights of Way Improvement Plans will be important for active modes in rural areas.
- cycling – wider roll out of 20mph and also 40mph for rural roads, reallocating space on roads with high speeds and flows of motor vehicles, filtered permeability, e.g. making one-way streets two-way for cyclists, installing mode filters that prevent rat-running but allow cycling, removal of gyratories
- bus, rail and trams/light rail – including
  - ticketing (eg joint ticketing and zonal fares, as well as inter-modal; also discount and concessionary fare schemes)
  - information (eg good practice in bus stop information; funding from other sources for improvements like voluntary levies on transport providers or lower-tier councils, or linking to road maintenance or town centre/public realm improvements; online and other sources of information; real time information)
  - bus priority measures
  - access to stations (eg pedestrian access, cycle parking and bus integration) through station travel plans, and opportunities for improvements through Network Rail funding (£3bn for station improvements to 2014) or development gain
  - role of quality contracts or partnerships
  - improving security
  - innovative approaches to rural transport, including demand responsive transport
- smarter choices, including:
  - role of travel plans for schools, employers, new housing, hospitals, leisure and retail facilities
  - personalised travel marketing
  - car sharing

## How to campaign on Local Transport Plans

- promoting car clubs, eg providing dedicated car parking spaces for car club cars; promotion of car clubs; partnership with car club providers
- better traffic and parking management, eg controlled parking; parking charges; controls on parking in new housing developments and more efficient provision (eg unallocated spaces); pedestrianisation and other management of vehicle access

## KEY DOCUMENTS AND LINKS AND CONTACTS

Government policy & guidance: The key Government Documents to refer to are:  
DfT Guidance on LTPs

<http://www.dft.gov.uk/adobepdf/165237/ltg-guidance.pdf>

DfT Guide to Delivering Low Carbon Travel

<http://www.dft.gov.uk/pgr/sustainable/guidelocalauth/>

DfT's 'Delivering a Sustainable Transport System'

<http://www.dft.gov.uk/about/strategy/transportstrategy/dasts/dastsreport.pdf>

DfT's 'Low Carbon Transport: A Greener Future'

<http://www.dft.gov.uk/pgr/sustainable/carbonreduction/>

Committee on Climate Change (CCC) reports

<http://www.theccc.org.uk/reports>

Friends of the Earth Information and resources

Get Serious About CO2 Pages

[http://www.foe.co.uk/campaigns/climate/get\\_serious/index.html](http://www.foe.co.uk/campaigns/climate/get_serious/index.html)

Community

<http://www.foe.co.uk/community/index.html>

How Your Council Works - a guide for community groups

<http://www.navca.org.uk/publications/council/>

## USEFUL CONTACTS

**Friends of the Earth's Transport Campaigner**

**Richard Dyer**

[Richard.Dyer@foe.co.uk](mailto:Richard.Dyer@foe.co.uk) 0113 389 9960

**Friends of the Earth Local and Regional Campaigners (LRCs)**

**(formerly: Regional Campaign Co-ordinators – RCCs)**

**Contact them at your Friends of the Earth regional office**

Other NGOs

Campaign For Better Transport (CBT)

<http://www.bettertransport.org.uk/>

Cyclists Touring Club (CTC)

<http://www.ctc.org.uk/>

Campaign for Protection of Rural England (CPRE)

<http://www.cpre.org.uk/home>

Living Streets

<http://www.livingstreets.org.uk/>

## How to campaign on Local Transport Plans

Sustrans

<http://www.sustrans.org.uk/>

### GLOSSARY

DaSTS - Delivering a Sustainable Transport System, DfT policy document – see Key Documents above.

KPI – Key Performance Indicator, these reflect progress towards LTP goals i.e traffic reduction or increase in cycle trips

LAA- Local Area Agreement, a three yearly agreement to be closely assessed on a number of ‘National Indicators’ under the Government’s Comprehensive Area Assessment (CAA) agenda. The agreement is between a Local Authority, the Government and a non statutory partnership of local community groups and statutory services called a Local Strategic Partnership (LSP)

MAA – Multi Area Agreement, formal agreements between Local Authorities to work jointly on key strategic issues, like transport or economic development

PTA – Passenger Transport Authorities, combined transport authority in 6 metropolitan areas outside London, i.e Greater Manchester and West Yorkshire

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<sup>1</sup> See NI186 Indicators:

<http://www.defra.gov.uk/evidence/statistics/environment/globalatmos/download/regionalrpt/local-regionalco2-ni186indicator.xls>

<sup>2</sup> [http://www.foe.co.uk/resource/briefings/getting\\_serious\\_about\\_transport.pdf](http://www.foe.co.uk/resource/briefings/getting_serious_about_transport.pdf)

<sup>3</sup> ‘Capital investment’ is one off investment, usually to pay for infrastructure like new trains, roads and bus stations. ‘Revenue Support’ is a commitment to pay ongoing costs of, for example supporting a new bus service or employing staff over several years to promote school travel plans

<sup>4</sup> ‘Smarter Travel Choices’ – programmes of measures that influence personal travel behaviour like school and work travel plans and car clubs, for more info see: <http://www.dft.gov.uk/pgr/sustainable/smarterchoices/>

<sup>5</sup> [http://www.foe.co.uk/resource/briefings/get\\_serious\\_finance\\_report.pdf](http://www.foe.co.uk/resource/briefings/get_serious_finance_report.pdf)

<sup>6</sup> These are in areas previously covered by the 6 Passenger Transport Authorities (PTAs) in major cities outside London, under the Transport Act 2008, ITAs now have sole responsibility for producing LTPs (with input from their component metropolitan authorities), see DfT LTP guidance for more info.

<http://www.dft.gov.uk/adobe/pdf/165237/ltp-guidance.pdf>

<sup>7</sup> The final version along with guidance for Local Authorities on Local Implementation Plans (LIP) is expected in Spring 2010. <http://www.tfl.gov.uk/corporate/11610.aspx>  
London Boroughs will be expected to prepare LIPs after that.

<sup>8</sup> The Five DaSTS goals are:

- To **support** national **economic** competitiveness and **growth**, by delivering reliable and efficient transport networks
- To reduce transport’s emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**
- To **contribute to better safety security and health** and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health
- To **promote** greater **equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society;
- To **improve quality of life** for transport users and non-transport users, and to promote a **healthy natural environment**

<sup>9</sup> ‘Meeting Carbon Budgets’ Committee on Climate Change, Oct 2009:

<http://www.theccc.org.uk/reports/progress-reports>