

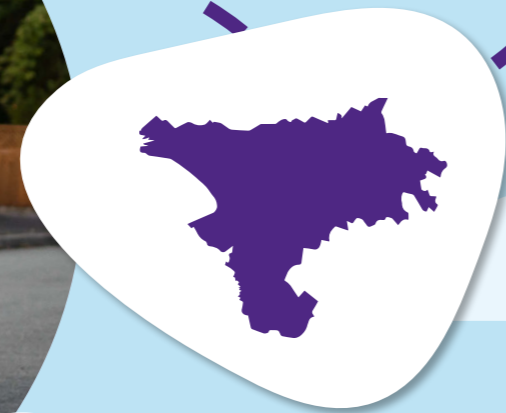
Let's talk about...

# Transport

Local Transport Plan 4: 2025 - 2045

## Core Strategy Summary





SHAPED BY OVER  
**2,000**  
contributions from  
residents, businesses,  
community groups  
and stakeholders

Across Cheshire West and Chester, how we move matters. It affects our health, our environment, our communities, and our economy.

That's why we've developed a new Local Transport Plan that's bold, ambitious, and shaped by the people and organisations who live and work here.

The message was clear: people want change, and they want it to be real, visible and fair.

This is a summary version of our LPT4 Core Strategy. It has been informed by a range of local, regional and national sources, as well as a wide-ranging programme of engagement and consultation, and a detailed policy review.

Full version of the report is available [here](#).



## OUR VISION

A fair and sustainable transport system which enables a stronger, thriving future.

We want a transport system that works for everyone: residents, businesses, visitors and communities.

To achieve this, we're focusing on:



### PRIORITY ONE

**Tackling the climate emergency**, by cutting emissions and building resilience.



### PRIORITY TWO

**Creating a fairer transport system**, with affordable, inclusive travel choices for all.

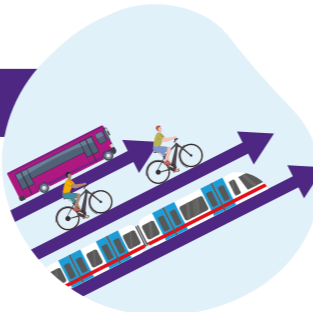


In doing so, we will also seek to:



### PRIORITY THREE

**Championing inclusive, sustainable economic growth**, through better-connected businesses, improved freight connections, and a thriving tourism sector.



### PRIORITY FOUR

**Enabling people to live healthier and happier lives**, by tackling air pollution, eliminating serious road injuries, supporting active travel, and improving access to healthcare and green spaces.



### PRIORITY FIVE

**Creating and protecting great places**, with greener, better-connected communities.



A full monitoring and evaluation plan will also be developed, setting interim targets, how we will track progress, assess impact, and respond to changing needs over time.

## HEADLINE MEASURES INCLUDE:



Near-zero carbon emissions by 2045.



Reduce the proportion of residents at high risk of transport-related social exclusion by 30% by 2045.



Enhanced connectivity ratings for key employment hubs across the borough.



We want to see zero deaths or serious injuries on our streets, lanes and roads by 2045.



Elimination of Air Quality Management Areas across Cheshire West and Chester Borough.



Increased public satisfaction with their local area as a great place to live, work, visit and study.



## OUR CORE POLICIES

Achieving our vision will require a new way of thinking, as well as the transformation of transport networks. Here are the seven core policies that will define our new approach and steer how the Council will deliver transport and travel services over the next twenty years.



### 01. Putting the vision at the heart of decisions

**Cheshire West and Chester Council takes a vision-led approach to transport. Our vision must guide decision-making, and play an active role in shaping what the future looks like, not just respond to short-term pressures.**

**That's why we're putting the vision at the heart of all our transport decisions and plans within Cheshire West and Chester. That means:**

- ✓ All transport initiatives must help us achieve our vision and accommodate a future where this vision is realised.
- ✓ We will adapt our activity to best achieve our vision, informed by ongoing monitoring and evaluation.
- ✓ We will not support schemes that move us away from the overall vision, even if they benefit one priority in isolation.

To facilitate this, we will quantify what a future that meets our vision looks like by setting out the expected mix of travel - such as walking, cycling, public transport and vehicle use - for both people and businesses across different parts of the borough.

Our approach will recognise that the structure of our transport system shapes the way we choose to travel, as well as where we choose to live and work.

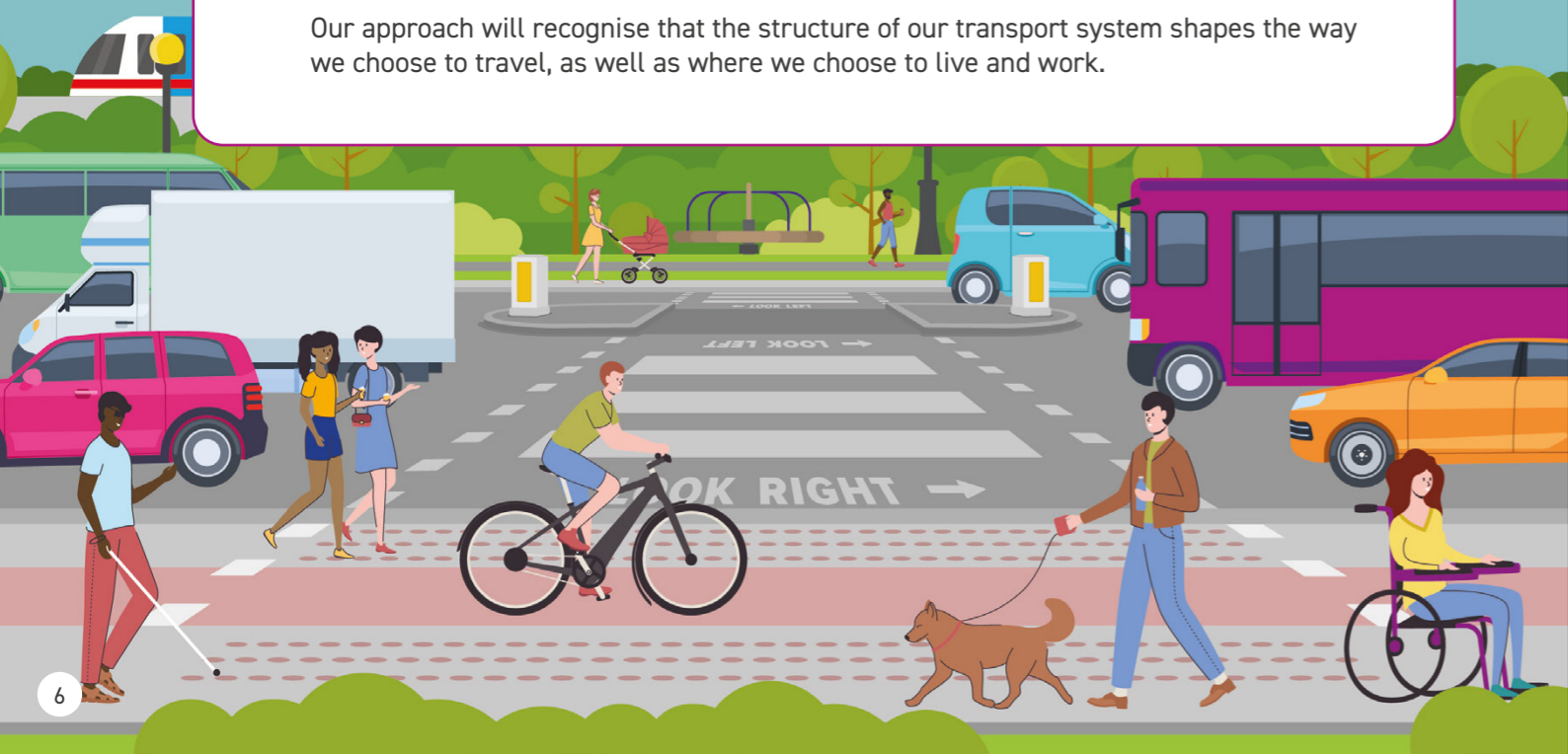


### 02. Smarter places, smarter travel

**We travel to get somewhere - to work, to school or to key local services - and we want this travel to be convenient, affordable and safe. That means planning places and services so they're easier to reach, and designing transport networks that give people real choices. To achieve this, we will:**

- ✓ Work with developers, employers, schools and service providers to ensure new developments and workplaces are well-connected to new or existing public transport, walking, wheeling and cycling networks, and with day-to-day services to support the communities they serve.
- ✓ Support flexible working patterns, car sharing, better public transport timetables, and smarter planning (including travel plans) to reduce peak-time pressure and improve access for shift workers, freight and business travel.
- ✓ Promote digital access opportunities where appropriate, while recognising that not all services - or people - can rely on digital alternatives. This includes both ensuring infrastructure availability and helping to support digital skills.
- ✓ Continue to build our understanding of how people travel and use this insight to shape services and infrastructure that meet real needs and expand opportunities.
- ✓ When we are assessing transport proposals, we will require appraisal over a 12-hour period rather than only peak hours, to identify opportunities to spread demand outside peak hours.

Ultimately, our role is to shape a transport system that gives people and businesses better options, helping communities thrive and supporting a resilient, inclusive economy.

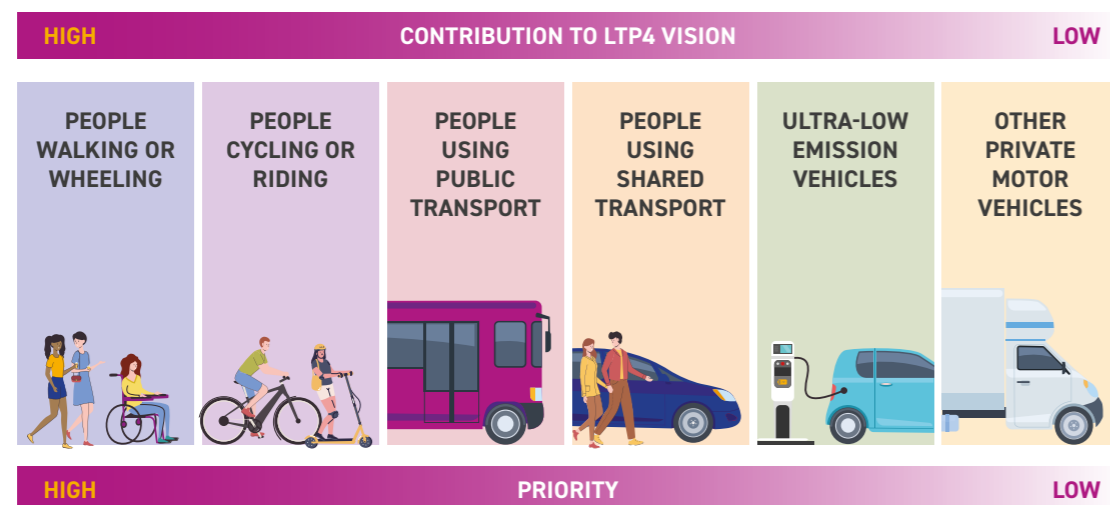




### 03. Real choices in how we travel

We all travel differently depending on our needs, and real choice matters for mental health, social connection, and access to opportunity. But public engagement has shown that many people feel locked into car use because other options are unavailable, unreliable or unsafe.

This policy is about changing that – not by banning cars, but by improving alternatives and managing demand. While all modes will continue to have a place, our investment and design decisions will prioritise the modes of transport which best align to our vision and priorities.



#### How?

We will prioritise transport modes that help us build a fairer and more sustainable system for both people and goods. This includes investing in better public transport, safer walking and cycling routes that avoid conflict between users, and EV charging infrastructure that doesn't compromise public space.

We will also use policy levers – including pricing, regulation, and reallocation of space – to manage demand for less sustainable modes, while recognising that car travel will continue to play an essential role, especially in rural areas and for those with limited alternatives.

#### Benefits for all:

- ✓ Cleaner and healthier
- ✓ Reduced emissions
- ✓ Increased physical activity
- ✓ Affordable and accessible transport
- ✓ Less dependence on costly car ownership
- ✓ Safer streets



Source: Bikeability Trust



### 04. Let's join things up: a 'One System' approach

Most journeys involve more than one mode of transport - whether it's cycling to a rail station, or using Chester's Park and Ride system. But when services feel disconnected, people face higher costs, longer waits, and confusing options.

This particularly discourages people from walking, wheeling, cycling and travelling by public transport. To combat this, we're taking a 'One System' approach coordinating across highways, parking, public transport, rail, and public rights of way.

#### How will we do this?

We will work closely with communities and partners to create a joined-up travel experience across all modes and beyond the borough's boundaries.

This includes:

- ✓ Ensuring communities have access to high-quality services and transport links as a foundation for integration.
- ✓ Developing multimodal hubs and improving interchange facilities to reduce transfer times and improve accessibility.
- ✓ Aligning timetables and services to support smoother journeys, and improving access to real-time information services.
- ✓ Implementing integrated ticketing solutions, including contactless payment and fare capping, to simplify travel and reduce costs.
- ✓ Making accurate, accessible transport data available to third-party developers to support better journey planning tools and travel apps.
- ✓ Support cross-boundary journeys and regional coordination.

All integration measures will be developed in consultation with residents, user groups, and accessibility advocates, and will be underpinned by a commitment to improving the quality and reliability of individual services.





## 05. Making the most of our existing streets

**Cheshire West and Chester benefits from an extensive highway network, with over 1,400 miles of streets and roads connecting our communities, and providing vital access to jobs, services and opportunities.**

This highway network is essential for all modes of transport, including walking, wheeling, cycling, public transport, freight and private vehicles.

So, our fifth Core Policy is to invest in our existing highway network to improve safety, support modal shift, maintain essential infrastructure, and increase resilience to climate change. This includes enhancing biodiversity, drainage and green infrastructure as part of street design.

As a general principle, we will **not support** or promote new road-building schemes or projects that add road space for general traffic. Instead, we will focus on making better use of the network we already have, ensuring it works efficiently and equitably for all users. Exceptions will only be considered where schemes meet strict criteria, set out in a Policy Paper that [you can find here](#).



"Wide, fast roads through built up areas sever communities, deter local connections and drain economic vitality. We want to restore streets as places that rebalance movement and quality of place".

**We want to focus on making better use of the network we already have, ensuring it works efficiently and equitably for all users.**

This means investing in maintenance, upgrading obsolete infrastructure, and improving how streets and roads are used—especially to support walking, wheeling, cycling and public transport. In some urban areas, this will involve reducing the dominance of dual-carriageway highways through residential zones and town centres to improve safety and reduce severance. But such changes will be carefully planned and matched by viable alternatives to car travel.

We understand that many residents and businesses rely on private vehicles. Reducing road capacity without providing alternatives **would limit opportunities, which is the opposite of what this plan seeks to achieve**. Instead, we will invest in more effective long-term solutions: improving public transport, promoting car clubs, boosting active travel, and managing traffic speeds to make streets safer and more efficient for everyone.



## 06. Local issues, local voices

**Transport affects everyone, but not always in the same way. Rural communities, young people, disabled residents, and people with lower incomes often face unique challenges that are overlooked in traditional transport planning decisions.**

That's why we're committed to listening to a wide range of voices and ensuring they help shape the future of our transport system.

We will work in partnership with local communities, stakeholders and transport operators to shape a fairer, more responsive transport system. To do this, the Council will:

- ✓ Involve affected communities in the design of transport plans, ensuring the views of residents, businesses, and underrepresented groups are properly represented.
- ✓ Work directly with local business communities to understand and address specific transport challenges they face.
- ✓ Tailor engagement to local contexts, including rural areas and public transport users, using inclusive, accessible, targeted consultation methods.
- ✓ Treat engagement as an ongoing conversation, not a one-off event. This means keeping communities informed about transport options, demonstrating how their views have influenced decisions, and supporting behaviour change.
- ✓ Empower communities to take part in shaping their local transport networks and neighbourhoods, including through volunteering, co-design and locally-led initiatives.

All engagement will be guided by principles of inclusion, transparency and respect, ensuring that decisions reflect the lived experiences of the people they affect. We will aim to understand a true picture of the community's views, including under-represented groups and minorities, and ensure all feedback is taken into account in decision-making.





## 07. Protecting our people, our neighbourhood and our environment

**Transport shapes the places we live, the health we experience, and the opportunities we can access.**

We will ensure that all new transport proposals we promote or support give due regard to environmental, social and health considerations, supported by sustainability and equality appraisals.

Our transport system and the networks that comprise it will contribute to healthier, safer and more inclusive communities, and protect the natural and built environment.

**In developing transport initiatives, we will seek to ensure that new proposals:**

- ✔ Protect and enhance important landscapes, habitats, heritage and cultural sites.
- ✔ Improve environmental quality, climate resilience and access to nature, including through green infrastructure, trees, biodiverse habitats, and sustainable drainage.
- ✔ Promote inclusivity and affordability, improving access to services, boosting social interaction, enabling physical activity and reducing barriers for vulnerable groups.
- ✔ Improve safety and reduce the negative impacts of traffic, particularly in residential areas, by addressing road danger, community severance and public safety concerns.

We will work with partners to improve access to essential services and to nature, recognising that transport is a key enabler of healthcare equity and mental health. Affordability and reliability are central to this, especially for those without access to private vehicles. We will take a co-design approach, working with residents, health professionals, environmental groups and partners to shape transport solutions that contribute to beautiful, distinctive and vibrant places.

Source: Bikeability Trust



## THANKS FOR READING

**This summary of our Core Strategy has set out the overall vision, priorities and core policies which will inform our approach to transport over the coming years.**

**Alongside this, we're also developing a series of Policy Papers that will apply these principles to specific modes and topics, like buses, cycling, freight, road safety and rural travel. These will guide how we deliver change on the ground.**

**We'll also roll out area-based and programme-based delivery plans, backed by a robust Implementation Plan that sets out funding, actions and how we'll track and report our progress.**

**You can find all of this and more on our website.**

Most importantly, this is a plan shaped by you, and it's designed to deliver for you, and with you. Whether you're running a business, raising a family, or planning your next journey, we want transport to be easier, safer and fairer.

**We've got the vision. We've got your support. Now it's time to make it real.**

**Let's get moving. Together.**



## Accessing Cheshire West and Chester Council information and services

Council information is also available in audio, Braille, large print or other formats. If you would like information in another format or language, including British Sign Language, please email us at: [equalities@cheshirewestandchester.gov.uk](mailto:equalities@cheshirewestandchester.gov.uk)

إذا أردت المعلومات بلغة أخرى أو بطريقة أخرى، نرجو أن تطلب ذلك منا.

যদি আপনি এই ডকুমেন্ট অন্য ভাষায় বা ফরমেটে চান, তাহলে দয়া করে আমাদেরকে বলুন।

Pokud byste požadovali informace v jiném jazyce nebo formátu, kontaktujte nás

Jeżeli chcieliby Państwo uzyskać informacje w innym języku lub w innym formacie, prosimy dać nam znać.

ਜੇ ਇਹ ਜਾਣਕਾਰੀ ਤੁਹਾਨੂੰ ਕਿਸੇ ਹੋਰ ਭਾਸ਼ਾ ਵਿਚ ਜਾਂ ਕਿਸੇ ਹੋਰ ਰੂਪ ਵਿਚ ਚਾਹੀਦੀ, ਤਾਂ ਇਹ ਸਾਥੋਂ ਮੰਗ ਲਓ।

如欲索取以另一語文印製或另一格式製作的資料，請與我們聯絡。

Türkçe bilgi almak istiyorsanız, bize başvurabilirsiniz.

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You can also telephone: **0300 123 8 123**

or textphone: **18001 0300 123 8 123**

website: [www.cheshirewestandchester.gov.uk](http://www.cheshirewestandchester.gov.uk)



Cheshire West  
and Chester