

8

Strategy Impact Statement

8.1

Introduction

The Route Management Strategy Study for the A259/A2070 has identified a number of route issues. In order to overcome these route issues a strategy has been devised, culminating in Route Outcomes (ROs), which will enable the performance of the A259/A2070 route to be improved.

The Strategy Impact Statement demonstrates how the implementation of the route outcomes will result in a beneficial impact on the performance of the route.

8.2

Key Route Outcomes

Based on an analysis of the route functions, and through consultation, a number of Key Route Outcomes have been identified. These have been determined on the basis of the impact they are expected to have on the route functions, with an emphasis on safety and local schemes, in line with the directive given by the Secretary of State for Transport. The selected Key Route Outcomes are as follows:

- RO 1 & 2 To reduce the risk and severity of accidents.
- RO 3 To reduce accidents at locations where significant numbers occur, particularly those involving vulnerable road users (pedestrians, pedal cyclists and motor cyclists) and children.
- RO 5 To reduce the visual & noise intrusion caused by the route and the traffic using it.
- RO 8 Facilitate development opportunities adjacent to the trunk road in line with approved developments.
- RO 9 To eliminate the need for diversions and consequent delays associated with road maintenance
- RO 10 Reduce congestion at junction 10 of the M20.
- RO 11 Review road signing along the route

8.3

Additional Route Outcomes

The additional Route Outcomes, which are considered to have a lower priority are as follows:

- RO 4 To improve the alignment and carriageway width at pinch points.

- RO 6 Provide a high standard of traveller care, by providing adequate access to food, toilets, fuel and rest facilities.
- RO 7 Improve facilities for cyclists, pedestrians and equestrians.

8.4 Key Route Outcome Analysis

The Key RO's are expected to have a positive impact on the route as a whole. The following tables illustrate the impact of the Key Route Outcomes on various factors considered in the preparation of the RMS:

- Key Outcomes in relation to Route Issues (Table 1)
- Key Outcomes in relation to Route Functions (Table 2)
- Key Outcomes in relation to Spatial Planning (Table 3)
- Key Outcomes in relation to Policy Objectives (Table 4)

8.5 Land Use and Development Control Statement

An assessment of the likely impact of future development within the study corridor has been set out in the Land Use and Development Control Statement. (Appendix E). Adjacent to the route, there are a number of development sites that have been identified which will have a major impact on the route.

8.6 Route Management Plan

Following completion of the RMS, a Route Management Plan will be developed by the HA providing the implementation plan for actions which will achieve the Route Outcomes set out in the Route Management Strategy.

The Highways Agency area team will follow the procedures set out in the Programme Objectives Guide (POG) in order to identify and develop appropriate actions to deliver the Route Specific Objectives from the Route Management Strategy.

Programme Development is a continuing process and the Programme Objectives Guide is used to identify the types of Maintenance and Making Better Use (MBU) projects that should be added to the existing programme.

The POG provides direction to Operations Directorate (OD), Managing Agents (MAs) and Managing Agent Contractors (MACs) staff on the type of Maintenance and Making Better Use (MBU) projects that should be identified to extend forward programmes and to deliver the outcomes set down in the 10 Year Plan and other Ministerial commitments.

8.7 Review

A general review of the RMS is anticipated to take place every five years to check on progress and ensure that the route Outcomes are still appropriate. A general review will also revise any changes to the Routes Functions, the Policy Objectives and update the Route Problems and Issues.

A major review of the RMS should be undertaken if a significant change has taken place which affects the route. These may include significant development proposals or changes to Government, HA, Regional and Local strategies and policies.

Key Route Issues	Key route Outcomes						
	RO 1 & 2	RO 3	RO5	RO 8	RO 9	RO 10	RO 11
	To reduce the risk and severity of accidents	To reduce accidents involving vulnerable users	To reduce visual & noise intrusion	To facilitate appropriate development opportunities	To mitigate delays associated with road maintenance	To reduce congestion at junction 10 of the M20	To review road signing along the route
Number of accidents, whole route	Positive impact	Positive impact					
Severity of accidents, whole route	Positive impact	Positive impact					
Accidents involving pedestrians, pedal cyclists, motor cyclists, equestrians and children, A2070	Positive impact	Positive impact					
Sharp bends in the road, A259					Positive impact		
Narrow sections of road, A259					Positive impact		
Effect the route has visually on towns and villages, A259			Positive impact				Positive impact
Inadequate access to food, toilets, fuel and rest facilities, between East Guldeford and Cloverleaf Junction							
Inadequate facilities for cyclists, pedestrians and equestrians, whole route							
Effect of new developments on existing route, Ashford Hastings & Rye Harbour				Positive impact	Positive impact	Positive impact	Positive impact
Need for diversions when road maintenance is being carried out, between Rye and Brookland					Positive impact		
Road congestion, A2070 junction with M20 (J10)						Positive impact	Positive impact

Table 1 – Key Route Outcomes in relation to Route Issues

Route functions	Key route Outcomes						
	RO 1 & 2	RO 3	RO5	RO 8	RO 9	RO 10	RO 11
	To reduce the risk and severity of accidents	To reduce accidents involving vulnerable users	To reduce visual & noise intrusion	To facilitate appropriate development opportunities	To mitigate delays associated with road maintenance	To reduce congestion at junction 10 of the M20	To review road signing along the route
F1 – Provides a link from Sussex coastal towns and the Continental terminals (Channel Tunnel and Dover)	Positive impact				Positive impact	Positive impact	Positive impact
F2 - Provides a route for abnormal loads					Positive impact	Positive impact	Positive impact
F3 - Provides a link between the coastal towns and regional centres of population and employment	Positive impact				Positive impact	Positive impact	Positive impact
F4 - Provides a primary link servicing strategic development growth in south Ashford	Positive impact			Positive impact		Positive impact	Positive impact
F5 - Provides local access to Hastings, Rye and Ashford	Positive impact			Positive impact	Positive impact	Positive impact	Positive impact
F6 - Provides access to the local airport at Lydd	Positive impact				Positive impact	Positive impact	Positive impact
F7 - Provides access for local industry, including agriculture	Positive impact			Positive impact	Positive impact	Positive impact	Positive impact
F8 - Provides access for tourists	Positive impact				Positive impact	Positive impact	Positive impact

Table 2 – Key Route Outcomes in relation to Route Functions

Spatial Planning	Key Route Outcomes						
	RO 1 & 2	RO 3	RO5	RO 8	RO 9	RO 10	RO 11
	To reduce the risk and severity of accidents	To reduce accidents involving vulnerable users	To reduce visual & noise intrusion	To facilitate appropriate development opportunities	To mitigate delays associated with road maintenance	To reduce congestion at junction 10 of the M20	To review road signing along the route
Safety and efficiency of the network will be maintained and where possible improved	Positive impact	Positive impact			Positive impact	Positive impact	Positive impact
Congestion will be reduced	Positive impact				Positive impact	Positive impact	
Appropriate development will be facilitated as far as practicable				Positive impact		Positive impact	
Developer contributions will be obtained where appropriate to assist with the provisions of alternative modes to private transport				Positive impact			
Access to alternative modes to the private car will be encouraged and facilitated				Positive impact			
Transport assessments will be required where appropriate	Positive impact	Positive impact		Positive impact			

Table 3 – Key Route Outcomes in relation to Spatial Planning

Policy Objectives	Key route Outcomes						
	RO 1 & 2	RO 3	RO5	RO 8	RO 9	RO 10	RO 11
	To reduce the risk and severity of accidents	To reduce accidents involving vulnerable users	To reduce visual & noise intrusion	To facilitate appropriate development opportunities	To mitigate delays associated with road maintenance	To reduce congestion at junction 10 of the M20	To review road signing along the route
S1 – To improve safety for all road users	Positive impact	Positive impact					
S2 – To seek to provide safe conditions for vulnerable road user groups	Positive impact	Positive impact					
S3 – To seek to provide a safe working environment along the route	Positive impact	Positive impact			Positive impact		
S4 – To seek to provide appropriate facilities along the route				Positive impact			
S5 – To seek to reduce accident numbers and severity	Positive impact	Positive impact					
S6 – Making Maintenance Priority: <i>Maintaining safety</i>	Positive impact	Positive impact			Positive impact		
S7 – To seek to improve the monitoring of safety	Positive impact	Positive impact					
E1 – To seek to protect and enhance the built and natural environment			Positive impact				Positive impact
E2 – To seek to conserve and enhance biodiversity on the route							
E3 – To seek to reduce the effects of air pollution on the route						Positive impact	
E4 – To seek to reduce the effects of noise pollution			Positive impact				
E5 – To seek to manage drainage on our networks							

Policy Objectives	Key route Outcomes						
	RO 1 & 2	RO 3	RO5	RO 8	RO 9	RO 10	RO 11
	To reduce the risk and severity of accidents	To reduce accidents involving vulnerable users	To reduce visual & noise intrusion	To facilitate appropriate development opportunities	To mitigate delays associated with road maintenance	To reduce congestion at junction 10 of the M20	To review road signing along the route
E6 – To seek to improve the monitoring of the environment			Positive impact				
E7 – To seek to improve the landscape			Positive impact				
E8 – To seek to maintain the historic environment			Positive impact				
A1 – To seek to improve accessibility				Positive impact	Positive impact	Positive impact	Positive impact
A2 – To improve access to pedestrians	Positive impact	Positive impact					
A3 – To seek to improve accessibility for disabled people		Positive impact					
A4 – To seek to improve accessibility for cyclists		Positive impact					
A5 – To seek to improve accessibility for horse riders		Positive impact					
A6 – To seek to improve partnership				Positive impact			
A7 – To seek to improve the monitoring of accessibility							
I1 – To seek to promote the integration of all forms of transport and land use planning, leading to a better, more efficient transport system				Positive impact			

Policy Objectives	Key route Outcomes						
	RO 1 & 2	RO 3	RO5	RO 8	RO 9	RO 10	RO 11
	To reduce the risk and severity of accidents	To reduce accidents involving vulnerable users	To reduce visual & noise intrusion	To facilitate appropriate development opportunities	To mitigate delays associated with road maintenance	To reduce congestion at junction 10 of the M20	To review road signing along the route
I2 – To foster relationships with Government departments				Positive impact			
I3 – To seek to improve the management of roads					Positive impact		
I4 – To seek to improve partnerships				Positive impact			
I5 – To integrate regional and local planning policy				Positive impact			
EC1 – To seek to reduce congestion	Positive impact				Positive impact	Positive impact	
EC2 – Vision							
EC3 – To seek to reduce delays	Positive impact				Positive impact	Positive impact	
EC4 – To implement strategies.	Positive impact	Positive impact	Positive impact	Positive impact	Positive impact	Positive impact	Positive impact
EC5 – To seek to improve investments.	Positive impact	Positive impact	Positive impact	Positive impact	Positive impact	Positive impact	Positive impact
EC6 – To seek to improve maintenance					Positive impact		
EC7 – To seek to contribute to an efficient economy, and to support sustainable economic growth in appropriate locations				Positive impact	Positive impact	Positive impact	Positive impact

Table 4 – Key Route Outcomes in relation to Policy Objectives