

APPENDIX 10: ECONOMIC DEVELOPMENT AND TRANSPORT

Transport is crucially important to economic development. Without modern means of moving goods and people the local economy will stagnate. The government's White Paper on transport and associated statements for Wales set out a new integrated approach. Transport must be recognised in national, regional and local economic strategies.

High quality strategic links between the regions of Wales and principle markets are vital to long term prosperity, particularly for the movement of freight and key personnel. Indigenous firms need efficient and effective means of bringing raw materials into the area and exporting finished products. It is abundantly clear that inward investors look to areas that have good transport links, especially if they are seeking a base for the European market. The County requires an effective strategic transport framework for both freight and passengers.

At the same time, the impact of growth in the economy on transport and the environment should be considered. The transport implications of new investments and expansions should be taken into account in considering potential locations for investors. New investors should be encouraged to reduce movement of freight by road. Efforts should be made to reduce the amount of private car use generated by businesses.

Improved strategic links must not result in leakage from the economy. Investment in infrastructure needs to be closely linked with economic development strategies, to ensure that new opportunities are maximised and leakage is minimised.

In order to achieve these objectives the Council has:-

- Established regional transport fora in parallel with the development of regional economic strategies
- Ensured that the Local Transport Plan complements local economic strategies.
- Ensured that economic development projects actively seek to reduce the impact of traffic by encouraging inward investors and major expansions to move freight by rail and the workforce to use public transport.
- Ensured that improvements to the strategic road network are coupled with programmes to retain and

stimulate investment in the area concerned.

Good quality local transport in both urban and rural areas is also essential especially to enable people to travel to work and to allow businesses to employ suitable labour. The challenge facing the Council is to maximise accessibility of employment at the same time as reducing congestion and environmental damage.

Land use planning, transport planning and economic development strategies need to be closely integrated if transport investment is to support economic development in a sustainable way. It is the Local Transport Plan which will underpin these efforts. To achieve these objectives the Council is:-

- Ensuring that there are close links between economic development, land use planning and transport planning at national regional and local level.
- Consulting businesses and other partners on transport plans and proposals.
- Ensuring that transport plans promote access to major employment sites, by public transport, walking and cycling as well as private car
- Working with employers to establish schemes to increase accessibility and reduce car usage. The County Council as a major employer itself is taking the lead in this field.

