

# Accessibility Supplementary Strategy Document



## Ch. 1 - Introduction

**1.1.1** This document outlines Slough's approach to improving accessibility across the Borough for all residents, and supports the development of the third Local Transport Plan (LTP3). The document provides a robust evidence base which examines the current accessibility situation within Slough, identifies specific issues associated with access to key services and destinations within the Borough, and provides a series of measures to improve accessibility in the short, medium and long term (to 2026).

**1.1.2** This is a Draft Accessibility Strategy which is currently under consultation, and therefore subject to change.

### 1.2 Importance of Accessibility Planning

**1.2.1** Improving accessibility and personal mobility is fundamental to ensure that Slough residents are able to access key services and destinations they require to fully participate within society. Hence access to good quality, reliable, safe and affordable transport is essential to enable people to enjoy a better quality of life by providing access to key destinations such as workplaces, education, healthcare, leisure facilities, and to affordable and healthy food.

**1.2.2** Accessibility to these key destinations can affect the levels of social exclusion and deprivation faced in key geographical areas or by different groups of the population, including disabled people, older people or those on a low income. There are a wide range of factors that influence social exclusion, with accessibility being identified as a key measure to minimise social exclusion, through links between transport, the location of services, and areas of social exclusion <sup>1</sup>.

**1.2.3** Accessibility in terms of transport depends on a series of considerations including whether:

- transport links exist between people and services (i.e. employment, education, healthcare and social facilities);
- appropriate transport services are within a reasonable distance;
- people are physically and psychologically able to use public transport services (i.e. if they are able to physically board the services, or whether they feel safe using it);

- people are financially able to access transport services; and
- people can access information on transport services to serve their needs.

**1.2.4** Therefore, it is important to consider the varying accessibility issues that affect different groups of the population and different geographical areas. For example, whilst a service exists, it may be too expensive for low income families or not physically accessible enough for some older residents.

**1.2.5** The importance of tailoring interventions to identified geographical areas and /or specific population group resonates throughout the development of the Accessibility Strategy, and hence the options and interventions will need to differ across the Borough. In addition it should not be forgotten that solving accessibility problems is not only about transport, but about locating and delivering key activities in ways which help people reach them more locally. The challenge being to not promote movement for movement's sake, but instead connecting opportunity and the need to deliver beneficial social, environmental and economic outcomes.

**1.2.6** Improved accessibility also makes a contribution to a broad range of national objectives in sectors outside of transport, which include:

- improving health and tackling health inequalities;
- improving participation, attendance and attainment in education, and hence improving the skill set within a community;
- improving access to suitable /specific employment destinations;
- promoting work as the best form of welfare for people of working age;
- raising the levels of social inclusion, neighbourhood renewal and regional prosperity;
- enhancing opportunity and tackling social exclusion in rural areas, and improving accessibility of services for rural people;
- increasing participation in culture and sport; and
- supporting new sustainable developments.

### 1.3 Developing the Strategy

**1.3.1** The Department for Transport's (DfT) guidance on accessibility planning sets out a five stage process for developing an Accessibility Strategy as outlined in Figure 1.1.

**Figure 1.1 DfT Five stage accessibility approach**



**1.3.2** This Accessibility Strategy has been developed following the five stage approach, by means of a programme of research and analysis to understand accessibility levels, issues and barriers within the Borough. The process has included:

- analysis of the key policies driving the Accessibility Strategy and third Local Transport Plan (LTP3);
- detailed examination of the population within Slough to identify key social groups to consider within the strategy;
- an examination of the current accessibility levels in the Borough, using Accession software;
- consultation with key social groups and partnerships within the Borough;
- wider consultation with residents in Slough; and
- development of a 3, 6 and 15 year implementation plan of measures to improve accessibility within the Borough.

### 1.4 Overall Objectives

**1.4.1** The Accessibility Strategy presented in this Supplementary Document forms a core part of Slough's LTP3, helping to deliver its overarching aims (those highlighted in bold are particularly relevant to this accessibility strategy):

- to make sustainable transport options accessible to all;

- to enhance social inclusion and regeneration of deprived areas.
- to protect and improve personal health;
- to minimise the noise generated by the transport network, and its impacts;
- to achieve better links between neighbourhoods and access to the natural environment;
- to improve the journey experience of transport users across Slough's transport networks.
- to reduce the number of traffic accidents involving death or injury;
- to minimise the opportunity for crime, anti-social behaviour and terrorism and maximise personal safety on the transport network;
- to reduce transport's CO<sub>2</sub> emissions and make the transport network resilient to the effects of climate change;
- to mitigate the effects of travel and the transport system on the natural environment, heritage and landscape;
- to ensure that the transport system helps Slough sustain its economic competitiveness and retain its position as an economic hub of the South East; and
- to facilitate the development of new housing in accordance with the LDF

The vision for this Accessibility Strategy, taken forward from the second LTP is:

*"To maximise accessibility to employment and services such as health, education, leisure and shopping for all, and particularly to the most socially excluded sections of Slough's population, through transport and non-transport solutions"*

**1.4.2** The objectives of this Accessibility Strategy are therefore to:

- to develop reliable, safe, affordable and attractive transport options to improve overall accessibility in the Borough;
- improve the access to all services (including employment, education, healthcare and social



facilities) using a range of sustainable transport modes;

- to make the transport system accessible;
- to enhance social inclusion and regeneration of deprived areas;
- to make public transport information accessible;
- to build on the existing partnership approach to ensure that relevant partners are committed to improving accessibility across the Borough;
- to provide a basis for consideration in new developments to ensure that accessibility is a key factor of planning within the Borough; and
- to improve access by delivering services more locally and reducing the need for unnecessary travel (P6).

**1.4.3** These objectives will be achieved through the placement of a series of Accessibility implementation plans for a 3, 6 and 15 year period. The implementation plans will seek to address all accessibility challenges and issues identified during the development of this Strategy. Due to the variation in length, they will cover both short term and long term initiatives to improve accessibility within the Borough for Slough residents up until 2026.

**Linkages to other LTP3 Supplementary Documents**

**1.4.4** The Accessibility Strategy Implementation Plan will have some linkages to *all* other Supplementary Documents (SD) forming the LTP3, and in particular will have a close relationship to the implementation plans for Walking, Cycling, Public Transport and Smarter Choices, (Figure 1.1).

**Figure 1.2 Linkages to other Supplementary Documents (arrows represent strength of linkage)**



**1.4.5** For example - the Smarter Choices SD will aim to reduce reliance on private vehicles using innovative alternatives (travel planning services, marketing, car clubs etc.). The Accessibility Strategy aims to improve accessibility by public transport, walking, cycling which supports the increase in use / desire to use these alternative modes to the private vehicle, which in turn relates to improvements to other modes as outlined in the Walking, Cycling, and Public Transport SD's.

**1.5 Structure of this Report**

**1.5.1** Following this introductory chapter, this report contains six further chapters, as follows:

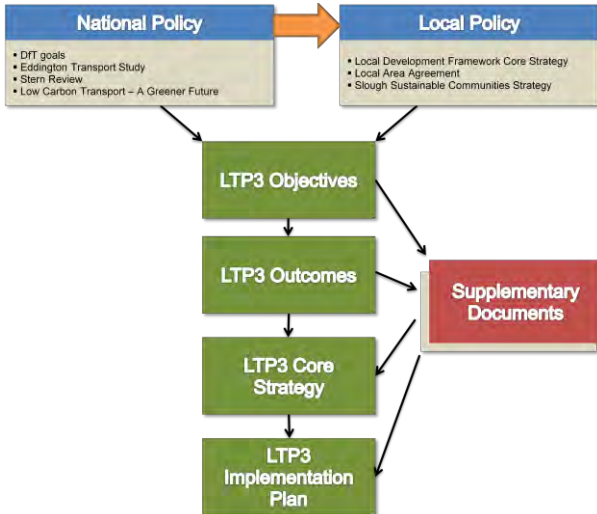
- Chapter 2 – Provides the background on the context of this Accessibility Strategy, in terms of policy and strategy documents, accessibility progress in Slough to date, socio-demographic profiling, and an analysis of current accessibility levels;
- Chapter 3 – Discusses the challenges and opportunities for accessibility within the Borough;
- Chapter 4 – Details the Accessibility Strategy for Slough; and
- Chapter 5 – Provides an implementation plan of measures to address accessibility issues within the Borough over the next 15 years.

## Ch. 2 - Context

### 2.1 Policy Background

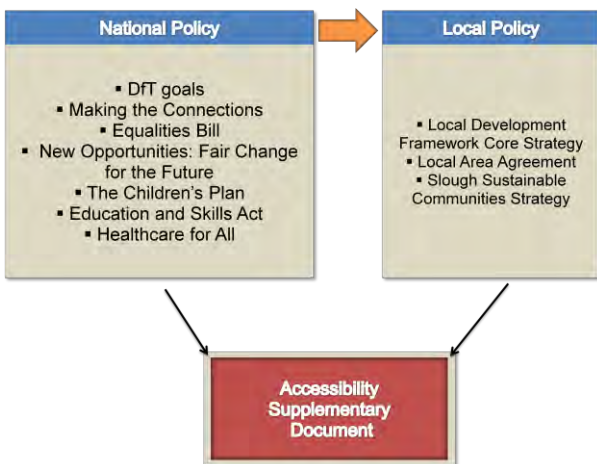
2.1.1 There are a number of policies and plans, at national, regional and local levels that help to define the context of Local Transport Plan, its objectives, outcomes and implementation plan, Figure 2.1.

Figure 2.1 LTP3 Policy Context



2.1.2 Whilst these policies form the basis of the LTP3, there are also a number more specific policies that relate to the production of this Accessibility Strategy, Figure 2.2. These policies and plans are outlined in brief in the remainder of this chapter.

Figure 2.2 Accessibility Strategy Policy Drivers



2.1.3 It should be noted that during the development of this Accessibility Strategy, a new coalition government was formed. Regional Policy has been abolished as part of this coalition; however we have still sought to capture the relevant policy / research that the Regional level policy contained.

2.1.4 Further to this, as all policy reported in this chapter is former government policy, it may be subject to government review following the coalition.

### 2.2 National Policy

#### Department for Transport

2.2.1 Under the previous Government The DfT outlined their approach to long term transport planning by the publication of the 'Delivering a Sustainable Transport System' (DaSTS) guidance<sup>2</sup>. This approach tackled both immediate problems, and shaped how the transport system can meet the longer term challenges that are critical for prosperity and quality of life.

2.2.2 The approach was based around five key delivery goals for the transport network, which takes account of the wider impact of transport on an area and its residents. These 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; and
- to **improve quality of life** for transport users and non-transport users, and to promote a healthy natural environment.

2.2.3 Although these goals have helped shape Slough's third Local Transport Plan (LTP3), a greater role is now placed on the local goals of the Slough Sustainable Community Strategy.

### **Making the Connections: Final report on Transport and Social Exclusion - Social Exclusion Unit**

**2.2.4** The Social Exclusion Unit's (SEU) Making the Connections<sup>3</sup> report examines the links between social exclusion, transport and local services, focussing on access to opportunities that have the most impact on life chances, such as work, education, leisure and healthcare.

**2.2.5** The report found that transport issues can cause significant barriers to people accessing essential services. This can affect the levels of social exclusion and deprivation faced in key geographical areas or by different groups of the population, including disabled people, older people or those on a low income.

**2.2.6** Barriers to accessing services, as identified in the report, are:

- the availability and physical accessibility of transport;
- the cost of transport;
- services and activities located in accessible places;
- safety and security when travelling; and
- travel horizons.

**2.2.7** These barriers were examined as part of the second round of LTPs allowing a more systematic assessment of accessibility, taking into consideration social exclusion and the varying accessibility barriers that are detailed in the SEU report.

### **Equalities Act – Government Equalities Office**

**2.2.8** The Equality Bill was published in April 2009, and became an Act of Parliament in April 2010. All authorities are required to consider the Equalities Act<sup>4</sup> which has been defined by the Government Equalities Office, to create a fair society for all. The Act covers race, disability gender, age, sexual orientation, and religion, and therefore it is important that any measures or policies identified in the LTP3 and Accessibility Strategy are accessible for *all* residents within Slough. The undertaking of a separate Equality Impact Assessment for the third LTP will ensure that any schemes are equally accessible for all groups in society.

### **New Opportunities: Fair Chance for the Future<sup>5</sup> - HM Government**

**2.2.9** The government has set a vision to create more opportunities for young people in the future in terms of education and employment with the aim of ensuring social mobility. This involves creating 35,000 apprenticeships, so all young people will have a right to an apprenticeship by 2013. The vision also provides a new guarantee for high potential young people from low income backgrounds to get the help they need to get to university or full-time community volunteering programme for those not in education. The programme also provides back to work funding for parents and carers, and an employment support programme for young people leaving care.

**2.2.10** Transport and accessibility planning initiatives link into this vision by increasing access to such opportunities such as apprenticeships, particularly in deprived areas, to help young people access the services they desire.

### **The Children's Plan – Department for Children, Schools and Families**

**2.2.11** The Children's Plan<sup>6</sup>, published by the Department for Children Schools and Families (DCSF) (now the Department for Education) in 2007 sets out key objectives to support the governments goal to make England the best place in the world for children and young people to grow up.

**2.2.12** Accessibility planning contributes to the objectives of the goal through assisting organisations and partners to improve access to education, employment and health and leisure facilities for children and young people. This will help enhance wellbeing and provide opportunities for progression. Improving facilities for walking and cycling will also help to achieve the Plan's strategic goal to reduce the proportion of obese and overweight children to year 2000 levels.

## Education and Skills Act - Government

**2.2.13** The Education and Skills Act 2008<sup>7</sup> requires that from 2015, young people will stay in learning until 18 years of age, through full time education, apprenticeships or on job training. This wide range of learning options means that it will become increasingly important to work with employers to ensure that young people have a variety of education and training opportunities available and accessible to them.

**2.2.14** The increase in educational options will mean that journey patterns will become more complex as the variety of locations for learning increases and plans for ensuring affordability and access to these opportunities is crucial to meet not only this Act but also the objectives of the Children's Plan.

## Healthcare for all: Report of the Independent Enquiry into Access to Healthcare for People with Learning Disabilities – Department for Health

**2.2.15** The Department for Health commissioned an inquiry<sup>8</sup> into the standard of healthcare treatment received by people with learning disabilities. The inquiry found that people with learning disabilities have higher levels of un-met need and receive less effective treatment, especially for treatment not related to their disability compared to non-disabled patients. It also found that insufficient adjustments are not always made to allow for communication problems, and difficulty in understanding individuals concerning their treatment. Whilst transport does not impact on this directly, providing suitable transport links and training to use mainstream transport to access healthcare facilities, will assist disabled residents in reaching the healthcare and other services they require.

## 2.3 Regional Policy

**2.3.1** Since the introduction of a new coalition government, regional planning policy has been abolished. Therefore what is presented in this sub-chapter is former government policy. However, due to the importance and contribution these regional policies had on local policy within Slough, information on relevant regional policies are still presented in this report.

## South East Plan – South East Regional Assembly

**2.3.2** The vision for the South East Plan<sup>9</sup> was as follows:

*“Through the Plan and other measures, the South East will show a sustained improvement in its quality of life over the period to 2026, measured by the wellbeing of its citizens, the vitality of its economy, the wealth of its environment and the prudent use of its natural resources.”*

**2.3.3** Specifically for Slough, it identified a need for more affordable housing, and to ensure that the economy grew in a sustainable way with limited additional pressure on land and labour resources.

**2.3.4** The Plan set out key themes for mobility management – to ensure that LTPs seek to achieve a rebalancing of the transport system in favour of non-car modes, that would use an integrated package of measures including travel planning, bus priority, improvements to pedestrian and cycle routes, intelligent transport systems, and demand responsive transport and other innovative solutions that would increase accessibility.

**2.3.5** Slough fell within the Western Corridor sub-region within the South East, with the specific transport related principles in this sub-region being:

*“Local Authorities will promote locations and forms of development that: (a) will reduce the need to travel; (b) will reduce average journey distances; and (c) will make it possible for a greater proportion of trips to be made by alternatives to the private car.”*

**2.3.6** The Accessibility Strategy seeks to help deliver these objectives by improving access via all modes of transport which encourages social inclusion and improves people's wellbeing and quality of life.

## Regional Transport Strategy

**2.3.7** The Regional Transport Strategy's<sup>10</sup> vision was to seek:

*“A high quality transport system to act as a catalyst for continued economic growth and provide for an improved quality of life for all in a sustainable and socially inclusive manner: a regional transport system which progressively reaches the standards of the best in North West Europe.”*



**2.3.8** Specific objectives relating to the accessibility included:

- to facilitate urban renaissance and foster social inclusion by rebalancing the structure and use of the transport system, by bringing forward measures that encourage modal shift and significantly improve the attractiveness of local public transport services; and
- to reduce the wider environmental, health and community impact associated with the transport system, by bringing forward measures to positively manage the transport system in ways that reduce our dependence on the private car.

**Choosing Health in the South East – Department for Health**

**2.3.9** The Choosing Health in the South East: Road Transport and Health report<sup>11</sup> was developed after the 2004 White Paper: Choosing Health was published by the Department for Health.

**2.3.10** The report identified the important role transport plays in a local community and identified that transport has positively helped people improve their health through walking and cycling, enabling access to health, employment and other services, and building social capital through allowing people to visit friends, families and other social networks.

**2.3.11** The report identified a series of key actions on transport and health, several of which related to improvements to accessibility, namely:

- joint working between health authorities and local authorities to improve access to health services;
- joint working with local transport providers when commissioning services, including non-emergency patient transport; and
- consider access options for any new health centres, and implement decentralisation of selected services to reduce the patients' need to travel. Work with local health care providers to ensure they have good information on public transport choices to primary care centres, and prioritise public transport options over the private car.

**2.4 Local Policy**

**Sustainable Community Strategy – Slough Borough Council**

**2.4.1** In line with the national Policy, Slough has developed a Slough Focus who are responsible for the 'Sustainable Community Strategy'<sup>12</sup>. This strategy has been developed with involvement from a number of LSPs in the area to achieve the vision:

*“People are proud to live in Slough where diversity is celebrated and where residents can enjoy fulfilling, prosperous and healthy lives”*

**2.4.2** Five different LSPs have been included in the development of the Sustainable Community Strategy, namely - Community Cohesion LSP, Community Safety LSP, Health and Wellbeing LSP, Environment LSP, and the Economy and Skills LSP. Accessibility relates to a number of measures that have been identified by each of the LSPs to help achieve their goals, including:

- promoting involvement in community activities (Community cohesion LSP);
- making health services accessible to everyone (Health and Wellbeing LSP);
- by investing in high quality, well maintained leisure facilities that are open to all (Health and Wellbeing LSP);
- address community safety issues, including anti-social behaviour, drug and alcohol mis-use (Community Safety LSP);
- creating and maintaining attractive, clean and green public centres that are accessible to all (Environment LSP);
- provide businesses and residents with information about environmental issues and getting individuals and organisations to act responsibly toward the environment giving due regard to minimising waste, encouraging a culture of recycling and lowering carbon emissions (Environment LSP);
- increasing the number of young people in education, employment or training (Economy and Skills LSP);
- bring together businesses, training providers and representatives of the community to provide a suitable approach to training to meet the



requirements of the local employers and community (Economy and Skills LSP); and

- reach out to disadvantaged and socially excluded groups so that everyone has equal and fair access to education, employment and training (Economy and Skills LSP).

#### **Local Area Agreement– Slough Borough Council**

**2.4.3** The Local Area Agreement<sup>13</sup> within Slough sets out the priorities for the area between 2008 and 2011, drawn from the Slough Sustainable Communities Strategy. The aims of the LAA are to:

- improve the local area to make it a better place to live, work and visit; and
- encourage positive improvements in the areas of community cohesion, community safety, health, environment and economy.

**2.4.4** The Local Area Agreement sets the short term targets for Slough Borough Council, of which some relate specifically to accessibility:

- NI177 – Local bus passenger journeys originating in the authority area;
- NI198 - Mode of children travelling to school – increasing the number travelling by public transport, walking and cycling; and
- NI175 – Access to services and facilities by public transport, walking and cycling:
- the proportion of the population within a 45 minute journey to Heathrow door to door via public transport. Week day period between 7-9am; and
- bus passenger journeys to Heathrow commencing in Slough.

#### **Local Development Framework Core Strategy – Slough Borough Council**

**2.4.5** The Core Strategy<sup>14</sup> in Slough relating to transport states that all new development within the Borough should reinforce the principles set out in the council's Local Transport Plan and Spatial Strategy. These both seek to ensure that new development is sustainable and located in the most accessible locations, hence reducing the need to travel.

**2.4.6** It is stated that development proposals will have to make provisions for:

- reducing the need to travel;

- widening travel choices and making travel by sustainable means of transport more attractive than the private car;
- improving road safety; and
- improving air quality and reducing the impact of travel upon the environment, in particular climate change.

**2.4.7** Proposals will also have to make provisions for, or contributions to:

- the development of Slough town centre as a regional transport hub;
- the improvement of key corridors such as links to Heathrow airport;
- improvements to rail stations (Slough, Burnham and Langley); and
- the creation of a transport hub within Slough Trading Estate.

**2.4.8** The strategy also limits parking provision within the Borough.

**2.4.9** Potential targets and indicators relating to accessibility put forward as part of the strategy are:

- the number of vehicles entering Slough town centre during the morning peak (07:00-10:00) (to be a maximum of 30,000); and
- the percentage of new residential development within 30-minute public transport time or 15-minute cycling or walking time of primary schools, towns and district centres, and existing businesses areas.

#### **Local Transport Plan – Slough Borough Council**

**2.4.10** The Accessibility Strategy is a Supplementary Document providing an evidence base and proposed approach for accessibility for the third Local Transport Plan<sup>15</sup>. Thus the outcomes and objectives of the LTP3 form the basis for the options and interventions identified as part of the Accessibility Strategy.

**2.4.11** The LTP3 has a number of desired outcomes relating to the overarching DfT goals; see Table 2.1, with accessibility linking in to a number of the higher level objectives, primarily:

- make the transport system accessible to all; and
- enhance social inclusion and regenerate deprived areas.

**2.4.12** However several other LTP3 objectives feed into the Accessibility Strategy, including reducing CO2 emissions, improving personal health, improving the quality of life for residents and improving the journey experience.

**2.4.13** The LTP3 also has a series of desired transport / travel outcomes, and several of these link into accessibility planning, namely:

- less unnecessary movement of people and goods;
- travel by sustainable modes is more attractive than travel by private car;
- better public transport connectivity to jobs and services, especially from disadvantaged areas;
- better public transport connectivity to key locations outside Slough;
- more of the public transport network accessible to disabled people;
- an integrated, high quality, multi-lingual public transport network;
- safer roads and public transport networks; and
- reduced impact of transport and travel on our communities.

## 2.5 Summary

**2.5.1** A number of policies and strategies form the basis of this Accessibility Strategy, and highlight areas for consideration, including ensuring the transport system is accessible for the changing requirements for education, employment and healthcare provision, as journey patterns will only become more complex due to the range of services available. Whilst accessibility to essential destinations is important, a key priority is also to enhance the quality of life for Slough residents, and therefore access to open spaces, community, leisure and social facilities is fundamental.

**2.5.2** These requirements, along with the goal to reduce reliance and attractiveness of private vehicles means that creating accessible, affordable, reliable and attractive public transport, walking and cycling networks is vital.

**2.5.3** So too is the consideration of non-transport related accessibility measures, including the provision of mobile services, and introduction of sustainable developments to reduce the distance and /or need to travel to access key facilities.

**Table 2.1 - LTP3 Objectives**

DfT goal	LTP3 objective
Economic growth	to ensure that the transport system helps Slough sustain its economic competitiveness and retain its position as an economic hub of the South East
	to facilitate the development of new housing in accordance with the LDF
Climate change	to reduce transport's CO <sub>2</sub> emissions and make the transport network resilient to the effects of climate change
Better safety, security & health	To reduce the number of traffic accidents involving death or injury.
	To protect and improve personal health.
	To minimise the opportunity for crime, anti-social behaviour and terrorism and maximise personal safety on the transport network
Promote equality of opportunity	to make sustainable transport options accessible to all
	To enhance social inclusion and regeneration of deprived areas
Quality of life and healthy natural environment	To mitigate against the effects of travel and the transport system on the natural environment, heritage and landscape.
	to achieve better links between neighbourhoods and access to the natural environment
	To improve the journey experience of transport users across Slough's transport networks.

## 2.6 Context – Local Accessibility Achievements

**2.6.1** This chapter discusses the work done to date on accessibility planning in Slough, further to the development of the Accessibility Strategy for LTP2.

### LTP2 Objectives

**2.6.2** The Accessibility Strategy developed for the second Local Transport Plan (LTP2) covering the period 2006/07-2010/11, set out a clear vision for the area:

*“To maximise accessibility to employment and services such as health, education, leisure and shopping for all, and particularly to the most socially excluded sections of Slough’s population, through transport and non-transport solutions”*

**2.6.3** Along with this, a series of objectives were identified to help achieve this vision, namely:

- to work with partners to ensure accessibility problems are properly identified and prioritised in an evidence based, and systematic way;
- to ensure that barriers to the use of the public transport system by groups identified and prioritised are minimised where possible; and
- to identify non-transport barriers to accessibility and work with partner organisations to ensure that these issues are addressed.

**2.6.4** The objectives aimed to identify local accessibility issues, and linked closely to the Slough Focus Community Strategy for Slough, which had three main aims all of which would benefit from improved accessibility – *healthy and fulfilled people and communities, a safe, attractive and sustainable place to live, work and learn, and prosperous individuals and communities.*

### Evidence Base

**2.6.5** A GIS based public accessibility model using TransCAD was developed and used to assess accessibility to various locations in Slough taking into account walk access, egress times to bus stops, average wait times and public transport journeys. This model provided an evidence base for geographical areas within Slough that needed accessibility improvements, as well as improvements for different interest groups.

**2.6.6** As part of the development of the strategy, the DfT core accessibility indicators were examined to provide a broad overview of accessibility in Slough, and areas or groups that could warrant further assessments or target setting. These DfT core accessibility targets included:

- access to major centres;
- access to education – Primary, Secondary and Post-16 education (East Berkshire College);
- access to employment – Heathrow Airport and Slough trading Estate; and
- access to health services – GPs and Wexham Park Hospital.

### LTP2 Priorities

**2.6.7** From the GIS assessment of accessibility within the Borough, and linking to wider Slough objectives and strategies, four priority areas were identified over the LTP2 period and separate action plans produced, as follows:

- access to employment – Heathrow Airport;
- access to employment – Slough Trading Estate;
- access to Health – Wexham Park and Heatherwood Hospitals; and
- access to Public Transport Information.

**2.6.8** Alongside these, Slough investigated other determinants of accessibility, and undertook various consultations with older peoples groups, disability groups etc, to identify other accessibility barriers for residents.

### LTP2 Partners

**2.6.9** As part of Slough Focus, a number of ‘Priority Action Groups’ were identified to take forward priorities identified in the community strategy. These were planned to be used as the basis for a number of the accessibility planning partnerships.

**2.6.10** Existing links with Slough Estates, BAA, Bracknell Forest Borough Council, Buckinghamshire County Council and the Royal Borough of Windsor and Maidenhead have been utilised for joint working to increase accessibility across the area. Key links were established with other local groups for example those that focus on older people, people with physical and sensory disabilities, learning disabilities and carers. Further links have also been established with the Primary Care Trust.

### Progress during LTP2

**2.6.11** Progress towards the four priority areas identified for the LTP2 were measured in a progress review in 2008. This monitored the progress towards targets for the first half of the LTP2 period. Progress between 2006/07 and 2008/09 for each of the four priority areas is detailed below:

#### Access to Employment – Heathrow

**2.6.12** Working towards the goal to improve access to Heathrow, in partnership with BAA and First Berkshire, a number of improvements had been made to services, including:

- continued support for services between Slough and Heathrow – with new buses, branding, and increased frequencies;
- introduction of a new service along the A4 to Heathrow;
- provision of new, or better bus stops and shelters; and
- enhances bus services to coincide with the opening of Terminal 5.

**2.6.13** This was the only priority that had a direct target set as part of the LTP2. In 2008, Slough was **on track** with their trajectory of bus patronage, and accessibility to Heathrow.

#### Access to Employment – Slough Trading Estate

**2.6.14** To improve access to the trading estate, a review of the Linx bus service that serves the estate was undertaken. As a result, re-branding was introduced along with an enhanced and new Linx service. An existing service was split into two new routes, to continue to serve the existing area, and also to create a new link to Britwell. Another bus service was provided to create new evening and Sunday services, improving access to Burnham station.

**2.6.15** The council also aimed to produce an area wide travel plan for the trading estate, including pedestrian and cycling links as well as public transport access.

#### Access to Healthcare – Wexham Park Hospital

**2.6.16** The progress towards improving access to Wexham comprised of three elements:

- involvement in the Access and Transport Group – to discuss future plans for the hospital site.
- liaison with the health trust on day to day transport issues – resulting in investment in a walking / cycling route (route Q); and
- investigation of a shuttle service to supplement existing transport provision.

**2.6.17** In the second half of the LTP2 period, it was proposed that further improvements would be identified in terms of walking, cycling and public transport links to the hospital, along with the potential for greater use of community transport services.

#### Access to Public Transport Information

**2.6.18** In line with the action plan developed as part of the accessibility strategy, enhanced bus shelter displays were an integral part of works along the A4 in partnership (TfL). Other measures implemented include:

- enhanced bus shelter displays along the A4 in partnership with First Berkshire and Transport for London; and
- production of annual printed bus and train travel guide.

**2.6.19** In the second half of the LTP2 period, other transport information proposals included:

- a web-based version of the annual travel guide;
- investigating the implementation of real time passenger information for buses within Slough;
- extension of the SMS text timetable messaging service;
- enhancing the availability of information on Slough Borough Council's website; and
- promotion of bus services through better information provided as part of travel plans.



## Summary

**2.6.20** Slough are **on track** to achieve each of the four accessibility priority areas outlined for LTP2 (using the 2008 Progress Report). Further information on the exact progress will be available in the final Progress Report submitted as part of LTP2.

**2.6.21** The successful progress towards each of these priority areas will feed into the Implementation Plan identified in this Accessibility Strategy, to build upon the existing work that has been undertaken in LTP2 and to enhance / improve the measures that have been implemented to improve accessibility across the Borough.

## 2.7 Context – Socio-demographic Profiling

**2.7.1** As part of the evidence base for this Accessibility Strategy, a socio-demographic review has been undertaken to understand the population within the Borough. Whilst accessibility is important for all residents, socio-demographic profiling examines the spread of key social groups within the Borough, who are known to have particular transport needs, or who may experience specific difficulties when accessing the transport system (vulnerable groups).

**2.7.2** This review examines the most current data on the following 'vulnerable' groups from the following sources:

- deprivation – Index of Multiple Deprivation (IMD) 2007;
- gender – Census 2001;
- age (young, old, and working age) – Census 2001;
- ethnicity – Census 2001, supplemented by immigration statistics, 2009,
- religion – Census 2001;
- car ownership – Census 2001;
- disability – DLA claimants November 2009;
- Limiting Long Term Sickness – Census 2001;
- unemployment – Job Seekers Allowance (JSA) April 2010; and
- low Income – Census 2001.

## IMD

### Overview

**2.7.3** By its definition, residents living within areas of deprivation are more likely to have barriers to accessing services and as such are likely to be disproportionately affected by a lack of public transport accessibility compared to other residents.

**2.7.4** The Index of Multiple Deprivation (IMD) 2007 is a measure of multiple deprivation at a small area level using Lower Super Output Areas (LSOAs) – each of which contain a population of approximately 1,500 residents. The IMD 2007 consists of seven deprivation domains, as follows <sup>16</sup>:

- income;
- employment;
- health and disability;
- education, skills and training;
- barriers to housing and services;
- crime; and
- the living environment.

**2.7.5** These domains can be assessed individually, so that specific deprivation issues can be assessed, along with an overall IMD score which is a weighted area level aggregation of each of the seven deprivation domains, to assess overall deprivation in an area.

### Deprivation in Slough

**2.7.6** Overall, Slough performs well compared to other areas in England, as only 6% of super output areas (SOAs) are within the 20% **most** deprived areas nationally, with the worst areas located in the south of Langley, Chalvey and Colnbrook (Figure 4.1). In fact, over a third of SOAs within Slough are within the 20% **least** deprived areas nationally.

**2.7.7** In terms of the seven individual deprivation domains, Slough performs worse on income and crime deprivation, with 22% and 53% of SOAs respectively within the 20% most deprived SOAs nationally, Table 2.2.

**Table 2.2 IMD Rankings Slough (% of total SOAs compared to national figures)**

Group		Percentage of SOAs in 10% most deprived	Percentage of SOAs in 20% most deprived	Percentage of SOAs in 20% least deprived.
IMD Group	Overall deprivation	1.3%	6.4%	34.6%
	Income	2.6%	21.8%	26.9%
	Employment	0.0%	5.1%	50.0%
	Health	0.0%	2.6%	55.1%
	Education Skills & Training	0.0%	9.0%	48.7%
	Crime	21.2%	52.6%	2.6%
	Living Environment	0.0%	9.0%	33.3%

Source: IMD 2007/

**2.7.8** Income deprivation was specifically noted in Chalvey – with this area falling within the 10% most deprived areas nationally, Figure 2.3. High income deprivation is supported by high concentrations of residents in elementary occupations (i.e. low income)<sup>17</sup>, and unemployed residents within the Borough (discussed later in this chapter). The high levels of Income deprivation are due to the high proportion of residents in these areas claiming income support within the Borough<sup>18</sup> (JSA, tax credits etc.).

**2.7.9** In terms of crime, over 20% of SOAs in Slough are actually within the 10% most deprived areas nationally, including the areas of Cippenham, Colnbrook, Chalvey and Upton. The crime deprivation statistics are based on the number of reported crimes<sup>19</sup> within the Borough. An examination of the 2008/09 statistics identifies why crime deprivation is high in the Borough, with violence and burglary crimes in Slough being more than double the national average, and robbery and motor vehicle thefts three times that of the national average (Table 2.3).

**2.7.10** Crime has been identified as a key issue within the Borough by residents, with The Place survey<sup>20</sup> finding:

- only 28% of residents say they feel safe

in their local area after dark. 54% state they feel unsafe and only 4% very safe. Of those interviewed, 63% of females said they felt unsafe after dark, and 63% of residents aged 18-24;

- 12% of residents also stated they feel unsafe in their area during daylight hours; and
- around 60% of residents stated that teenagers hanging around on the street is a very or fairly big problem in terms of anti social behaviour in their area.

**2.7.11** Findings from the survey also identified that the level of crime was the most important factor in making somewhere a good place to live (stated by 62% of respondents). The level of crime was also the most frequently mentioned area in need of improvement within the Borough (stated by 53% of respondents).

**Table 2.3 Crime Statistics per 1,000 of the Population 2008/09, Slough and England**

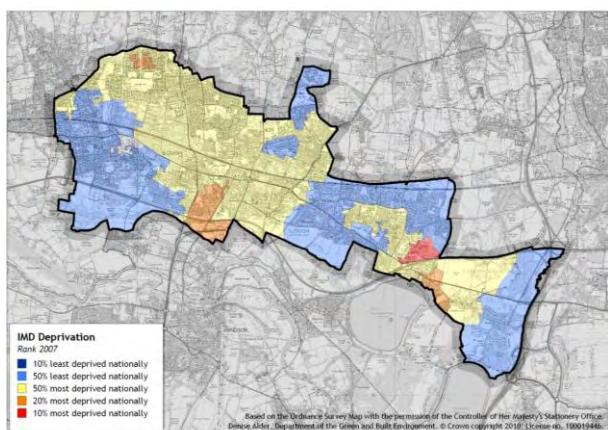
	Slough	England
Violence against the person	30.9	15.0
Sexual offences	1.4	0.9
Robbery offences	3.8	1.0
Burglary dwelling offences	10.1	4.3
Theft of a motor vehicle offences	6.0	2.3
Theft from a vehicle offences	21.8	6.3

Source: Home Office Statistics, <http://www.upmystreet.com/local/crime-in-slough.html>

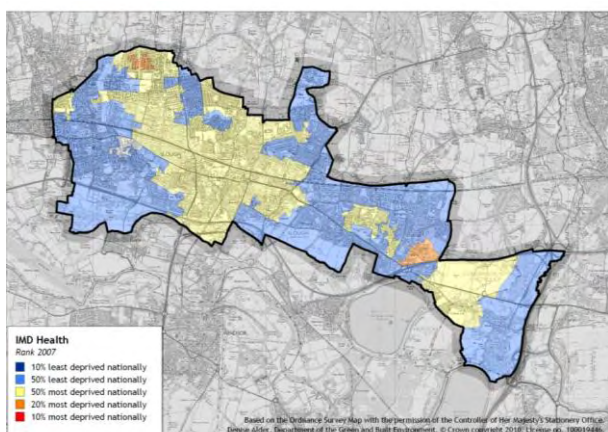
**2.7.12** Areas of Langley and Chalvey are consistently within the most deprived areas nationally over the seven IMD domains (Figures 2.4 to 2.9). Examining the final three IMD domains demonstrates that a considerable proportion of SOAs in Slough are within the 20% least deprived areas nationally for employment, health and education skills and training deprivation.

**2.7.13** Slough is therefore a town of contrasts – with deprived communities sitting alongside the more affluent. The contrast presents a major issue in terms of social inclusion and reinforces the need to address the causes of deprivation including poverty, unemployment and inequality.

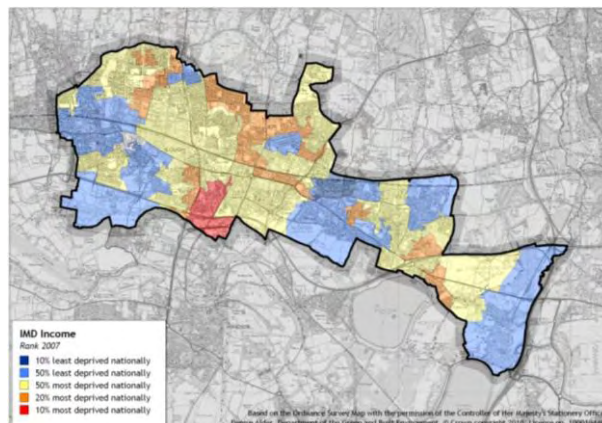
**Figure 2.3 IMD Overall deprivation**



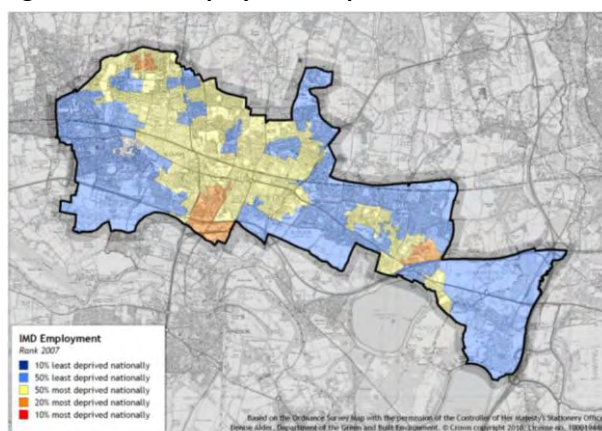
**Figure 2.4 IMD Health deprivation**



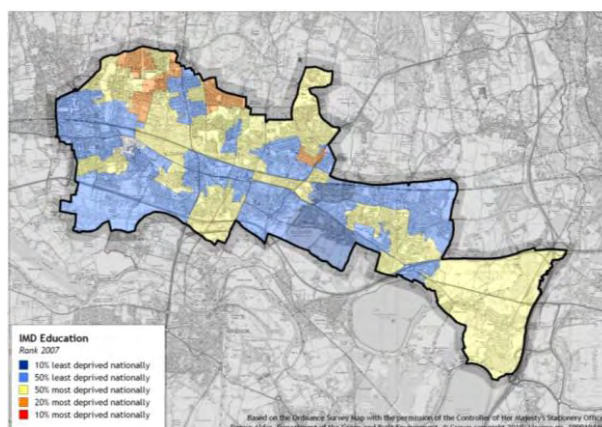
**Figure 2.5 IMD Income deprivation**



**Figure 2.6 IMD Employment deprivation**

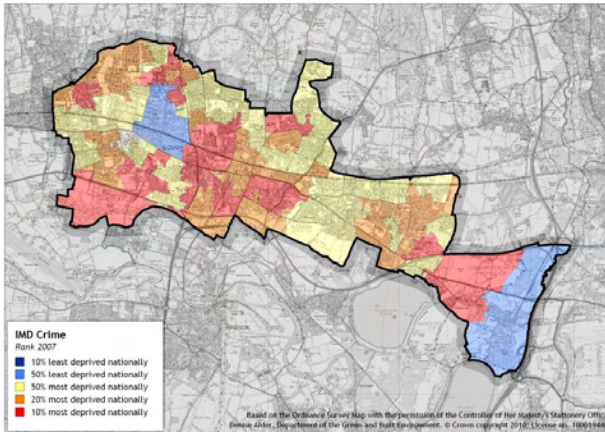


**Figure 2.7 IMD Education, skills and training deprivation**

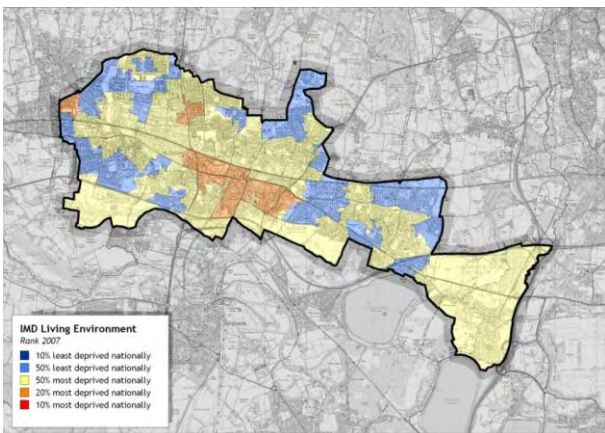




**Figure 2.8 IMD Crime deprivation**



**Figure 2.9 IMD Living environment deprivation**



**Gender**

**Overview**

**2.7.14** Research has shown that men and women face different personal security barriers when travelling, in addition to any specific travel requirements. Research by DfT has shown that personal security is often a common concern for women and as such, when travelling women welcome areas with good lighting and visibility, CCTV, and staffing on public transport to enable them to feel able to summon help when required, particularly when travelling alone<sup>21</sup>. Therefore it is important to consider these different needs when making changes to the transport network, to secure safety and decrease perceived safety issues for travellers in the area to ensure that the transport system is accessible for all.

**Gender distribution in Slough**

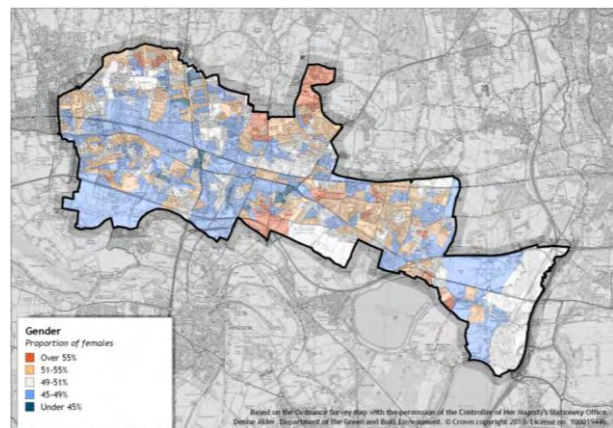
**2.7.15** Within Slough, the proportion of male and female residents is fairly equal, although there are a slightly lower proportion of women in Slough compared to the South East regional and national figures, Table 2.4. The gender distribution varies across the Borough, with the proportion of females ranging from 42% (in areas of Britwell, Chalvey and Upton) to 63% (in areas of Wexham Court, Britwell, Upton and Burnham), Figure 2.10.

**Table 2.4 – Gender Breakdown: Slough, South East and England (% of total population)**

Gender	Slough	South East	England
Female	50.2%	51.2%	51.3%
Male	49.8%	48.8%	48.7%

Source: Census 2001

**Figure 2.10 Proportion of women in Slough**



**Age Profile**

**Overview**

**2.7.16** The age of people affects their travel needs and behaviour as well as introducing different barriers in accessing the various services and facilities they need. This analysis focuses on three main age groups, taken from the 2001 Census:

- young people – under 18 years of age;
- working age – 18 to 64 years of age; and
- older people – 65 years of age and older.



**2.7.17** The travel requirements of young people are predominantly focussed around accessing education and training facilities, whether travelling as a dependent (with parent/carer) or independently. The modes of travel available to this age group also vary, with the younger ages commonly being driven or walked to school. Whilst the older ages can travel by foot, cycle, public transport or driven to school. Young adults (aged between 16 and 18) may need to travel to places further a field to access specific courses or new employment, and often people of this age group will rely on public transport, walking or cycling.

**2.7.18** To assist with the use of public transport, Slough offer half-fare passes to students aged 16-19 that reside in Slough on either First Beeline bus services or First Great Western train services (but not both). Where these modes of transport are unavailable or unattractive in terms of journey times, car ownership is an alternative. However car ownership will not be possible for all, and can be an expensive option for this age group who are likely to be on lower incomes for the first few years of their working lives.

**2.7.19** The government introduced the Education and Skills Act in 2008, which requires that young people stay in education and training until the age of 18 from 2013. In addition the newly implemented 14-19 Diploma scheme means that students now have a range of vocational and academic options for further education and training, and as a consequence of this the need for flexible and comprehensive transport links are more important than ever for this age group.

**2.7.20** The working age group's (18 – 64) travel needs will vary dependent on individual needs, but is recognised that good, reliable access to employment will be a priority, commonly followed by the requirements of the school run and other carer responsibilities.

**2.7.21** The travel requirements of older people have been found to be important, not only for accessing essential services such as healthcare, but also to enable social interaction with family and friends and maintain a level of independence. It is recognised that an ageing population can have major implications for transport in the future and some of the key issues for older people include<sup>22</sup>:

- declining driving ability and financial constraints resulting in changing driving practices or giving up their car;
- a higher proportion of the population dependent on public transport services but experiencing difficulties in using these services as a consequence of mobility, affordability and safety issues;
- perceived safety and security issues when using public transport – i.e. older people not wanting to travel on buses after 2:30pm due to intimidation by school children; and
- issues accessing travel information.

**2.7.22** The introduction of the National Bus Concession in 2006 has provided those aged over 60 with free bus travel (initially only within their local authority, but since 2008 free bus travel anywhere in England), and in Slough<sup>23</sup> this concession is available all day (with exception of journeys on Green Line services to London before 09:00 Mondays to Fridays). Whilst this has removed some affordability issues for older residents, other accessibility barriers may still apply for this group, including the availability of services, physical accessibility onto services, and perceived security issues when using public transport.

#### Age distribution in Slough

**2.7.23** Analysis of the age profile of Slough residents has been conducted through the utilisation of 2001 Census figures at an Output Area (OA) level (approximately 300 residents). A comparison with regional and national figures is provided in Table 2.5, and the geographical distribution of each group is shown in Figure 2.11 to 2.13.

**2.7.24** The proportion of young people (under 18s) and the working age population is slightly higher, but in line with, regional and national figures. However, the proportion of older people (over 65s) is noticeably lower within Slough compared with the regional and national averages.

**Table 2.5 Age breakdown: Slough, South East, and England (% of total population)**

Age group	Slough	South East	England
Under 18	24.9%	23.6%	23.9%
16-65	66.8%	64.6%	64.9%
Over 65	10.9%	15.4%	15.0%

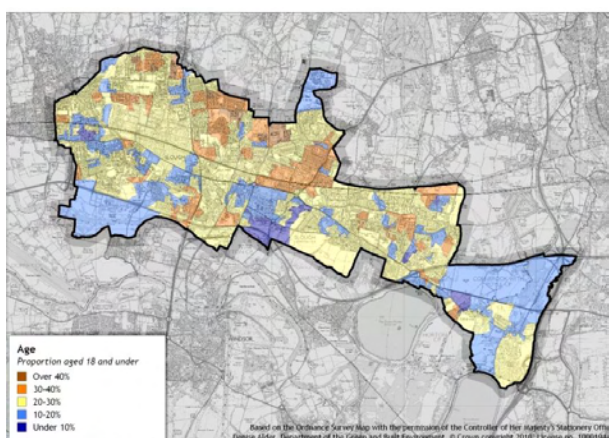
Source: Census 2001

**2.7.25** While the proportion of young people is similar to the proportion regionally and nationally, there is significant variation across Slough in terms of the proportion of young residents. Over 40% of the population in parts of Upton Lea and Manor Park (both north east of Slough) are aged under 18 years, compared to areas of Upton, where under 10% of the population are under 18 years of age, Figure 2.11.

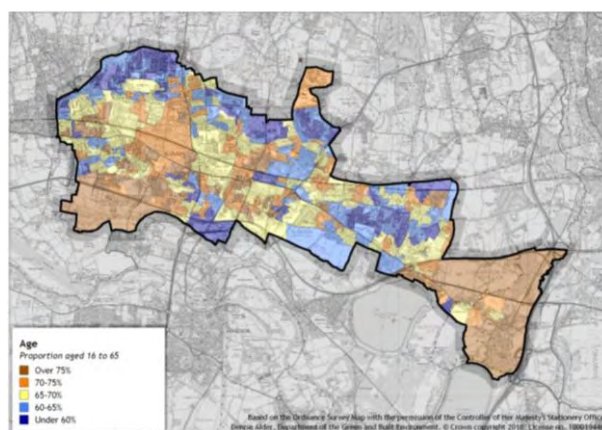
**2.7.26** The working age population is more dispersed (Figure 2.12), with high concentration pockets spread across Slough, including Colnbrook with Poyle, Eton Wick and Chalvey, where between 75% and 94% of the population are of working age.

**2.7.27** Slough contains a lower than average proportion of older people (over 65s), although a high proportion of this age group are found in Upton Park and Wexham Court areas (between 40% and 47% of the population area aged over 65), Figure 2.13.

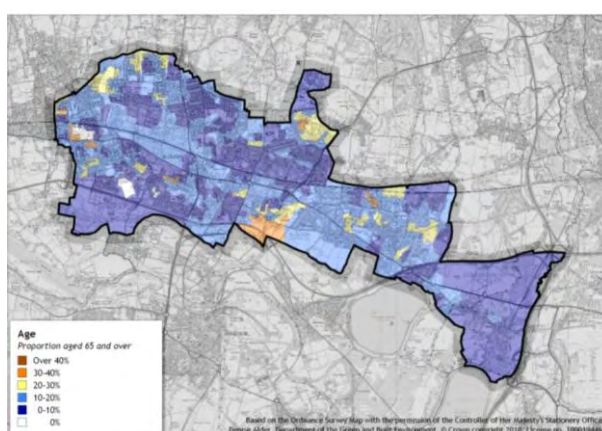
**Figure 2.11 Proportion of young people in Slough**



**Figure 2.12 Proportion of the working age population in Slough**



**Figure 2.13 Proportion of older people in Slough**



## Ethnicity

### Overview

**2.7.28** Ethnic minority communities are frequently dependent on public transport to access essential services; however research by the DfT<sup>24</sup> has shown that personal safety and security issues are a specific concern for this group as a result of racist attacks. This includes when using the transport network, walking, and waiting at bus stops or in stations. Therefore, it is an important consideration to ensure that conditions are not worsened for this group who may already experience issues when travelling.

**2.7.29** Ethnicity data gathered in the 2001 Census has been used for this analysis, which classifies ethnicity as White (British, Irish or Other), Mixed (White and Black Caribbean, White and Black African, White and Asian, Other), Asian or Asian British (Indian, Pakistani, Bangladeshi, Other), Black or Black British (Caribbean, African, Other) and Chinese or other ethnic group (Chinese, Other ethnic group)

**2.7.30** Due to the high proportions of immigrants in England in recent years, Census data on ethnicity has been supplemented with immigration statistics relating to the proportion of National Insurance Registrations from overseas nationals.

**Ethnicity in Slough**

**2.7.31** Slough has a very multi-cultural population, with the 2001 Census revealing that 64% of Slough residents are from a white background, compared to 95% in the South East and 91% nationally. A high proportion of residents are from an Asian background, with the proportion within Slough being 12 times higher than the proportion in the South East, and 6 times higher than the national figure, Table 2.6.

**2.7.32** The proportion of Asians within the Borough varies widely, and in some areas rises to over 80% of residents, for example in areas in the north of Chalvey. Figures 2.14 to 2.18 show geographically the spread of ethnic groups as reported in the 2001 Census, which highlights the spread and concentrations of each ethnic group within Slough.

**2.7.33** Britwell, Cippenham and Upton generally show the lowest proportion of residents from white backgrounds (Figure 2.14) and therefore the highest proportion of residents from other ethnic backgrounds.

**Table 2.6 Ethnicity: Slough, the South East and England (% of total population)**

Ethnic group	Slough	South East	England
White	63.7%	95.1%	90.9%
Mixed	2.3%	1.1%	1.3%
Asian	27.9%	2.3%	4.6%
Black	5.0%	0.7%	2.3%
Chinese	1.0%	0.8%	0.9%

Source: Census 2001

**2.7.34** Whilst the Census data on the ethnicity of residents provides some background into the profile of the population in recent years, the number of immigrants entering the country has increased over recent years and the type of ethnic groups have diversified, both of which should be taken into consideration when completing any ethnicity analysis.

**2.7.35** National Insurance Number (NINo) registrations data has been used to obtain the number and country of origin of immigrants to the area, for the year ending June 2009. It is acknowledged that this data excludes those people who are in the UK but are not working, however due to the problematic nature of obtaining sensitive data on immigration numbers this is considered to be the most appropriate data source available.

**2.7.36** This shows that there are a considerable number of immigrants within Slough (5% of all immigrants in the South East, and 1% of immigrants nationally) – with Polish, Pakistani and Indian nationals making the largest proportions of immigrants in the area, Table 2.7. This pattern is similar to the regional and national picture, with the largest proportion of immigrants in the region and nation being from Poland, followed by Indian immigrants.

**Table 2.7 – Number of Overseas Nationals NINo Registrations: Slough, the South East and England (thousands) <sup>25</sup>**

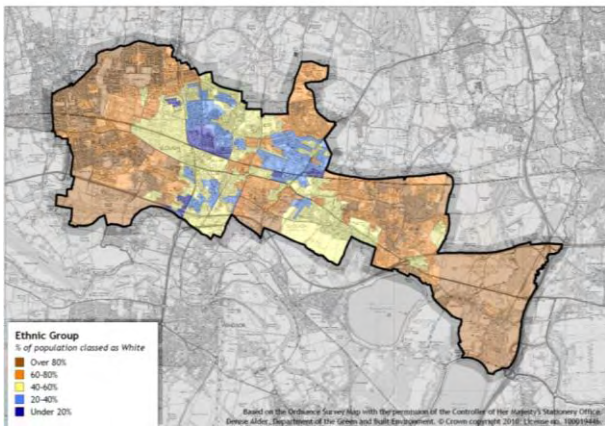
Country of Origin	Slough	South East	England
Poland	8.95	97.46	832.47
India	2.82	33.39	306.6
Pakistan	3.37	13.18	157.34
Australia	0.15	14.3	154.02
France	0.42	14.64	130.08
South Africa	0.62	24.17	129.24
Slovak Republic	0.24	17.28	126.83
Republic of Lithuania	0.26	10.06	117.08
China	0.10	11.38	96.72
Germany	0.33	12.42	93.73
Zimbabwe	0.82	8.71	46.89
Romania	0.46	6.37	66.81
Netherlands	0.40	5.1	49.26
Sri Lanka	0.38	4.15	41.14
Philippines	0.31	12.41	70.56
Total	24.55	476.51	4,130.63

**2.7.37** The multi-cultural nature of Slough appears to work well, with the 2008/09 Place Survey revealing that just over two thirds (69%) of residents agree that people from different backgrounds get on well together in their local area.

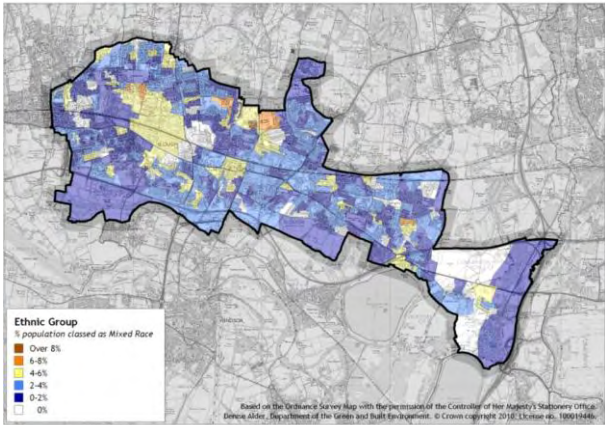


**2.7.38** However, it was noted that there are still some issues around community cohesion within the Borough, as the proportion of people (44%) who believe that not treating each other with respect and consideration is a big problem within Slough (although this has decreased significantly since the Best Value Performance Indicator (BVPI) survey in 2006/07 where this figure stood at 62%). Therefore ensuring that the transport system is accessible will only help to enhance community cohesion and access to opportunities for all residents regardless of ethnic background.

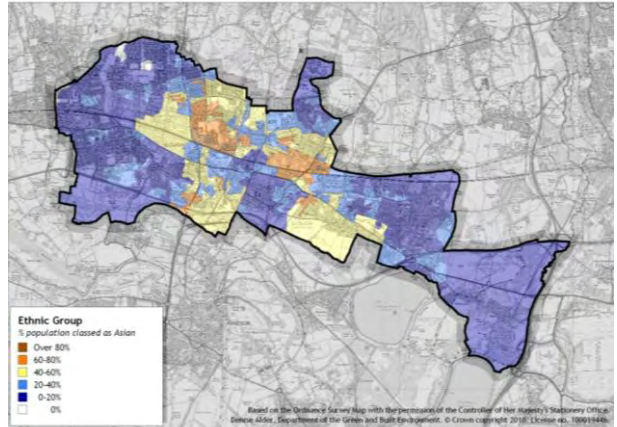
**Figure 2.14 Proportion of Slough population classed as white**



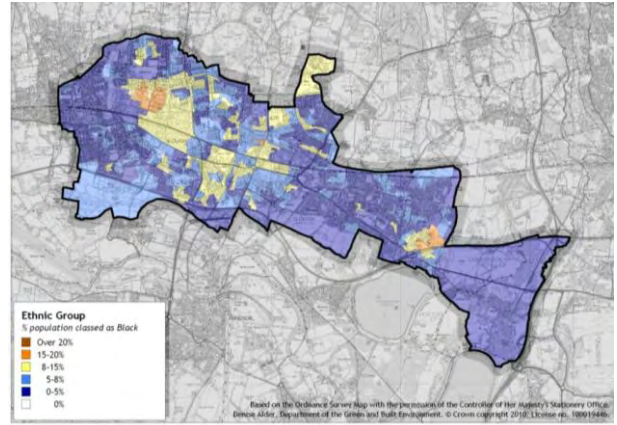
**Figure 2.15 Proportion of Slough Population classed as mixed race**



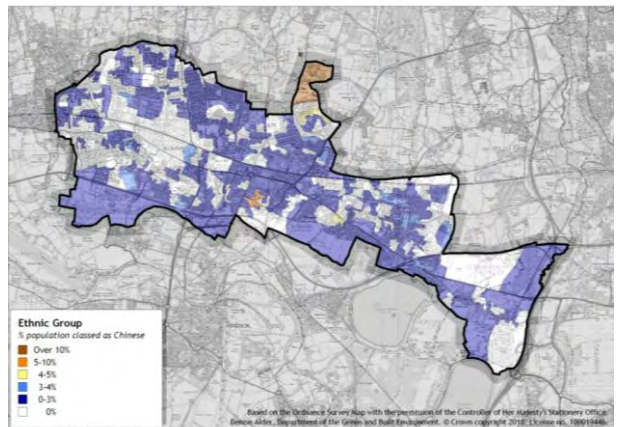
**Figure 2.16 Proportion of Slough population classed as Asian**



**Figure 2.17 Proportion of Slough population classed as black**



**Figure 2.18 Proportion of Slough population classed as Chinese**





## Religion

### Overview

**2.7.39** Following on from ethnicity analysis, the multi-cultural nature of Slough means that residents also follow a wide range of religions / faiths. This has an impact on travel within the Borough, as there will be a requirement to access a number of different religious establishments on different days of the week and at different times of the day. Hence there needs to be good accessibility to these centres across the Borough.

### Religion within Slough

**2.7.40** The predominant religion within Slough is Christianity (54% of residents follow this religion), however there is also a considerably higher proportion of Muslims, Sikhs and Hindus than the regional and national averages (nearly ten times as many Muslims, 18 times as many Sikhs, and nearly 8 times as many Hindus in Slough compared to the regional average), Table 2.8.

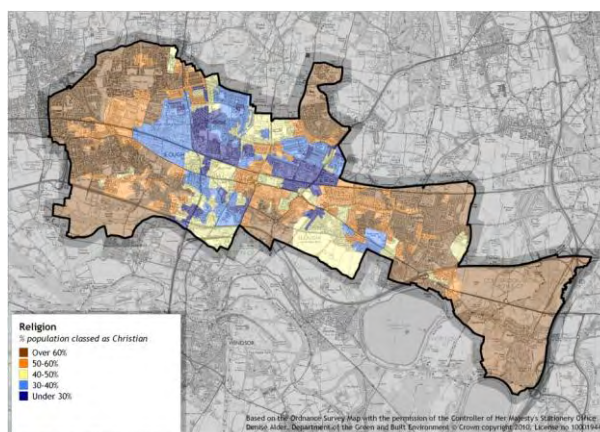
**Table 2.8 Religion breakdown: Slough, the South East and England (% of total population)**

Religion	Slough	South East	England
Christian	53.7%	72.8%	71.7%
Buddhist	0.3%	0.3%	0.3%
Hindu	4.5%	0.6%	1.1%
Jewish	0.1%	0.2%	0.5%
Muslim	13.3%	1.4%	3.1%
Sikh	9.1%	0.5%	0.7%
Any other	0.3%	0.4%	0.3%
No religion	11.0%	16.5%	14.6%
Not stated	7.7%	7.5%	7.7%

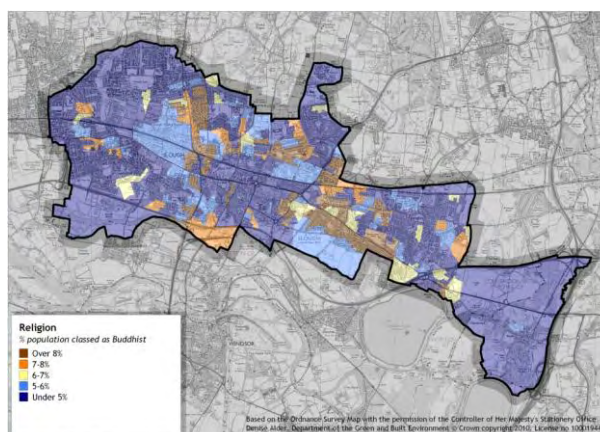
Source: Census 2001

**2.7.41** Figures 2.19 – 2.23 show the geographical distribution of Christian, Buddhist, Hindu, Muslim, and Sikh residents across the Borough <sup>26</sup>.

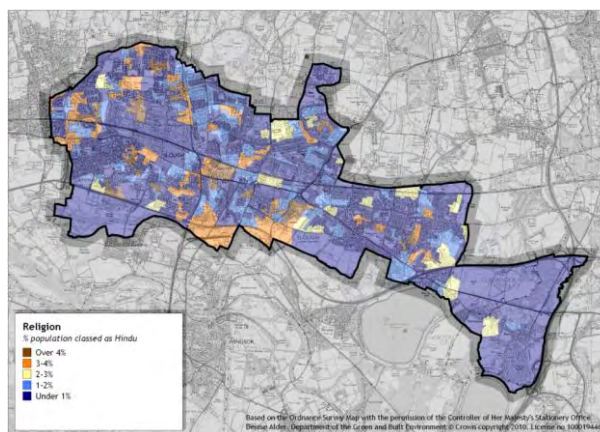
**Figure 2.19 Proportion of Slough population classified as Christian**



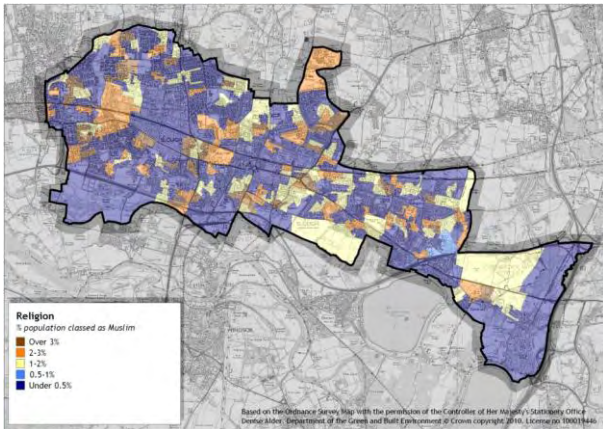
**Figure 2.20 - Proportion of Slough population classified as Buddhist**



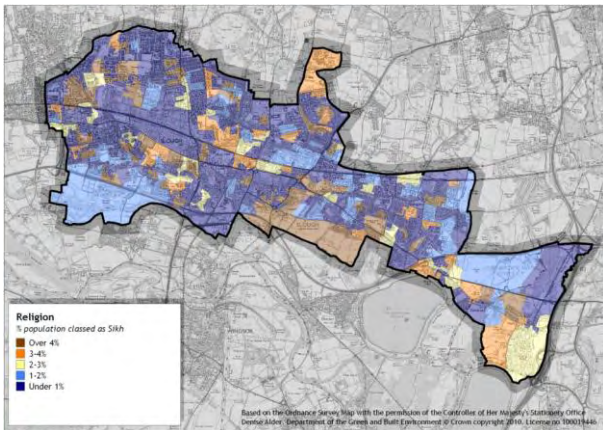
**Figure 2.21 Proportion of Slough population classified as Hindu**



**Figure 2.22 Proportion of Slough population classified as Muslim**



**Figure 2.23 Proportion of Slough population classified as Sikh**



**No car households**

**Overview**

**2.7.42** Car ownership is another important factor when examining accessibility. Those households without access to a car are likely to face different travel barriers to those that have regularly access to a car, in terms of finding suitable transport options to reach their destinations. These groups are more likely to be reliant on public transport for their journeys, as well as walking and cycling, and as such it is imperative that they are able to gather and understand up to date information, and easily make use, of public transport services.

**Car ownership in Slough**

**2.7.43** Within Slough, just under a quarter of households do not have access to a car. This figure is lower than the average for England as a whole, but higher than that in the South East region, Table 2.9. Supporting this, there are also a lower proportion of households with access to two or more cars than the average for the region. The reasons for restricted accessibility to cars will be wide ranging, however often areas of high no car ownership relate to those areas with high proportions of low income residents.

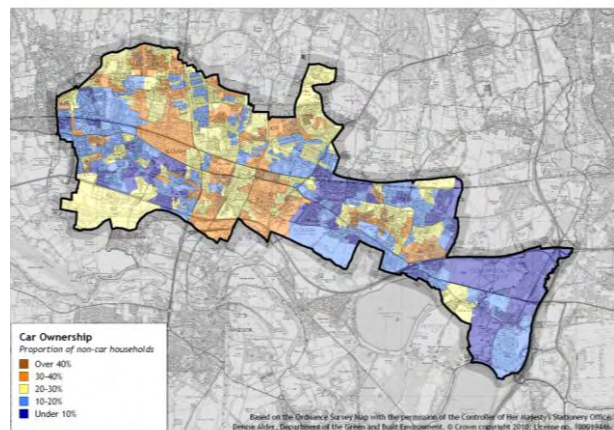
**2.7.44** Figure 2.24 displays geographically the spread of non-car ownership within the Borough. Whilst overall just under a quarter of households do not have access to a car, this ranges from under 10% of households in Cippenham, Colnbrook, and Langley, to over 40% in Upton, Chalvey and Burnham.

**Table 2.9 Household car access: Slough, South East, and England (% of total population)**

Cars in household	Slough	South East	England
No cars	23.2%	19.4%	26.8%
1 car	44.7%	42.6%	43.7%
2 or more cars	32.1%	38.0%	29.5%

Source: Census 2001

**Figure 2.24 Households without access to a car: Slough**





**Disability**

**Overview**

**2.7.45** The travel requirements of people with a disability can differ from the rest of the population and by type of disability (mobility, sensory, learning). Disabled people face a number of barriers in terms of accessing the services and facilities they require, and reliance on private vehicles for this group is often higher than other social groups. Barriers to using more mainstream transport have been found to include:

- physical access onto the transport system;
- unfamiliarity /difficulty of obtaining the right information and training to use public transport services;
- difficulty understanding public transport information (i.e. for those with learning disabilities);
- perceived safety issues on board public transport, and in the street environment; and
- a lack of confidence in using services and in the provision of help/guidance from staff if required.

**2.7.46** The Disability Discrimination Act (DDA) requires public bodies to promote equality of opportunity for disabled people and gives the disabled extended rights in employment, education, and access to goods facilities and services (including larger private clubs and transport services). It allows the government to set minimum standard so that disabled people can use public transport more easily.

**2.7.47** Under the DDA, disabled people have rights of access in relation to motoring, transport and travel infrastructure (such as railway stations and airports), as well as a right to information about transport in a format that is accessible where it is reasonable for the transport provider to provide it in that format. As part of this Act, the Disability Equality Duty was implemented which involves all Secretaries of State to report on progress towards disability equality. Access to healthcare is a key priority, and the Secretary of State is responsible for ensuring that a transport system works for everyone, and balances the needs of the economy, the environment and society.

**2.7.48** Public transport is becoming increasingly accessible, allowing more disabled people better physical access to services. The DfT have set deadlines for all trains to be accessible by 2020, and all local buses by 2017. The 'Access for All' scheme funded by DfT is also in progress to improve access at many railway stations by 2015.

**2.7.49** Concessionary bus fare schemes across England for disabled residents have improved accessibility further by removing any affordability barriers for this group who may be unable to work. The scheme also allows free travel for carers for those that require them, reducing the financial burden to those who have limited travel options and require additional assistance.

**2.7.50** Whilst policy and regulations are aiming to assist disabled people with transport access, there are still a number of barriers that can prevent disabled people from using public transport, including psychological barriers relating to confidence or perceived safety, and accessing public transport information.

**Disability Living Allowance (DLA) Claimants in Slough**

**2.7.51** Within Slough, just under 3% of the population are claiming DLA, which is in line with the South East region, but lower than the national average, Table 2.10. An examination of the geographical spread of disabled residents, as shown in Figure 2.25 shows that areas of Cippenham, Chalvey, Burnham, Colnbrook and Langley where the proportion of residents claiming DLA stands at over 5% of the population.

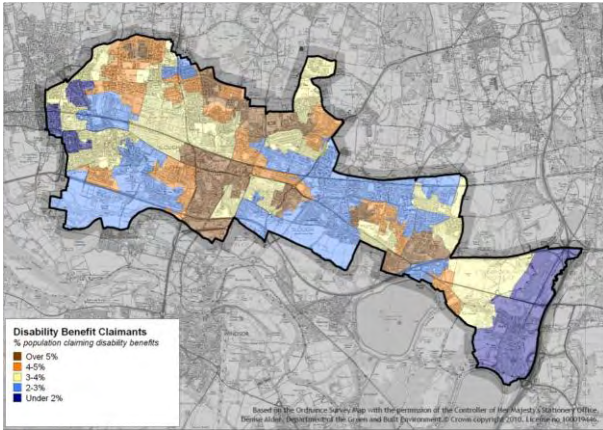
**Table 2.10 Disability Living Allowance claimants: Slough, South East and England (% of total population)**

	Slough	South East	England
Disability Benefit Claimants November 2009	2.9%	3.9%	5.2%

*www.neighbourhood.statistics.gov.uk*



Figure 2.25 Disability Living Allowance claimants: Slough



**Limiting Long Term Illness**

**Overview**

2.7.52 Those residents with limiting long term illnesses are more likely to require frequent access to specific healthcare facilities, and therefore suitable transport options to access these services are vital. In some cases this group may also have specific travel requirements and therefore face barriers accessing some transport options that may otherwise be suitable for the rest of the population.

**Limiting Long Term Illness in Slough**

2.7.53 The proportion of residents classified as having a limiting long term illness within Slough stands at around 14%, which is lower than the regional and national picture, Table 2.11.

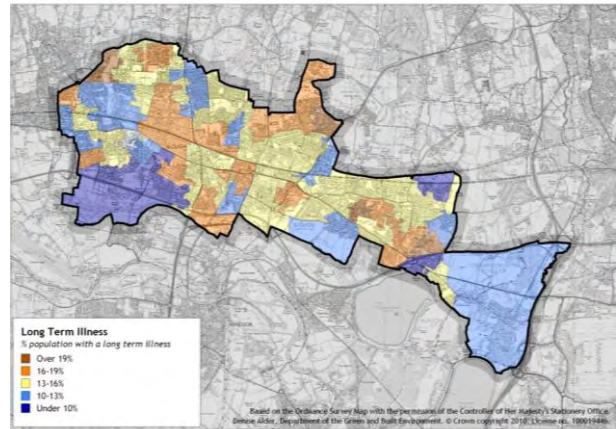
2.7.54 Clusters of high proportions of residents with a limiting long term illness are noted in Britwell, Wexham Court, and Langley, where the proportion of residents classified as having a limiting long term illness stands at over 19%, Figure 2.26.

Table 2.11 Limiting Long Term Sick residents: Slough, South East and England (% of total population)

	Slough	South East	England
Limiting Long term illness	14.3%	15.5%	17.9%

Source: Census 2001

Figure 2.26 – Residents with Limiting Long Term Illness Slough

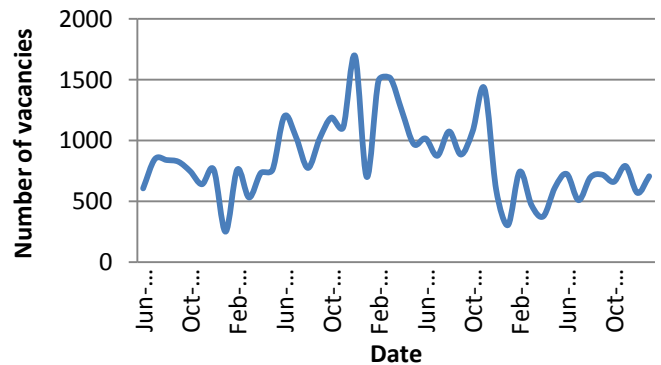


**Unemployment**

**Overview**

2.7.55 Nationally, with the economic downturn, unemployment levels have risen significantly in the past two years. Exacerbating this issue, the number of job vacancies has fallen with the increase in unemployment. Within Slough, job vacancies reached a peak in December 2007 where there were a total of 1,695 job vacancies within the Borough, Figure 2.27. In January 2010, there were only 706 job vacancies within Slough, with just over 50% of these being elementary occupations. Monitoring of trends in job type vacancies shows that between 2006 and 2009, two thirds of this timeframe showed elementary occupation vacancies (i.e. low income jobs) accounting for the highest proportion of job vacancies.

Figure 2.27 – Job Vacancies 2006-2009: Slough



Source: Office for National Statistics

**2.7.56** Unemployment has a potential impact on accessibility in terms of access to jobcentre facilities, training, and new employment locations, as people may be travelling further a field to find employment. This combined with limited incomes due to unemployment means that those who are unemployed may experience a range of difficulties when accessing the transport system.

**2.7.57** The most recent indicator of unemployment is Jobseekers Allowance (JSA) claimant's rates, which measures the proportion of the working age population claiming JSA. The latest data available at the time of analysis was published in April 2010, and therefore should provide a very accurate depiction of unemployment rates nationally and within the study area.

**JSA Claimants in Slough**

**2.7.58** In total, almost 3% of Slough residents were claiming JSA in April 2010, Table 2.12. This is in line with the national average, however considerably higher than that of the region. The economic downturn has had a considerable impact on unemployment within Slough, as the number of JSA claimants has risen by nearly 80% since December 2008 (from 1,970 to 3,553). Male residents make up the majority of JSA claimants within the Borough (69% compared to 31% in January 2010), Figure 2.28.

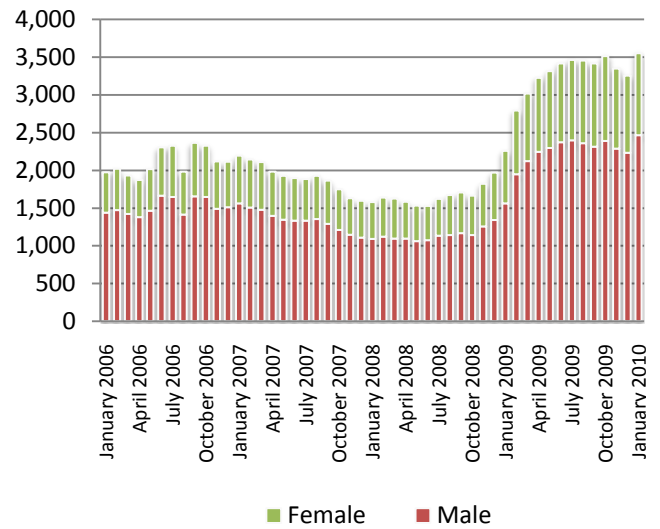
**2.7.59** The rising level of unemployment in recent years, as well as being a result of the economic downturn, may be a result of the change in businesses that are situated within the borough. Manufacturing businesses have relocated outside of the borough, with knowledge based industries taking their place – resulting in the requirement for alternatively skilled employees.

**Table 2.12 JSA Claimants: Slough, South East and England (% of total population)**

	Slough	South East	England
JSA Claimants April 2010	2.9%	1.8%	2.7%

Source: Office for National Statistics

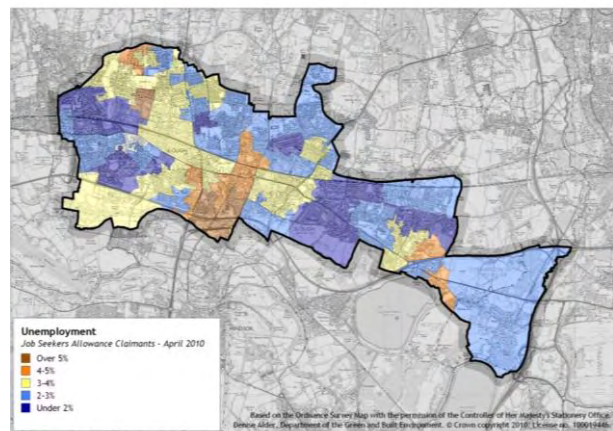
**Figure 2.28 JSA Claimants by gender: Slough**



Source: Office for National Statistics

**2.7.60** An examination of the spread of unemployment across the Borough highlights that unemployment is highest in areas of Chalvey, Langley and Britwell, where unemployment stands at over 5% of the population, Figure 2.29.

**Figure 2.29 JSA Claimants, Slough**



**Lower Income**

**Overview**

**2.7.61** Limited income has a significant impact on travel choice. Those on limited incomes may not be able to afford private vehicles, and if public transport services are outside of their budget, are at risk of becoming socially excluded.

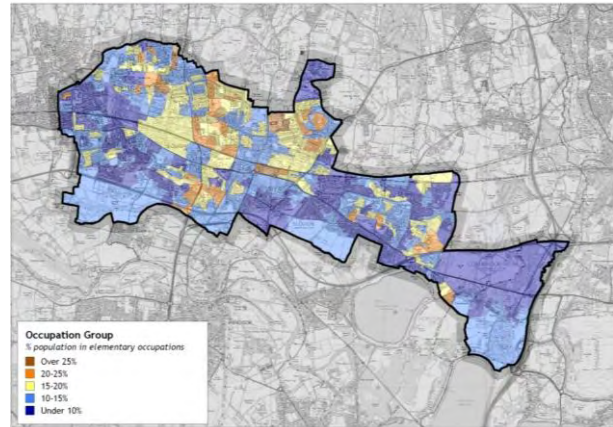
**Lower Incomes in Slough**

**2.7.62** Within Slough, around 22% of SOAs are within the 20% most deprived areas in terms of income deprivation within England. An examination of the occupation group of residents and the approximated social group provides further information into the level of income deprivation within the area.

**2.7.63** The proportion of residents within Slough classified under higher social grades (A-C1) is lower than that of the regional and national average (49% compared to 59% regionally and 52% nationally). Around 13% of residents are stated to be in elementary or low income, occupations, which is higher than both the regional and national averages. Supporting this there are a lower proportion of residents in higher paid positions, for example 'managers and senior officers' or 'professional occupations', Figure 2.30. The high proportion of residents in elementary occupations also correlates with the high proportion of residents that do not hold any qualifications (28%).

**2.7.64** Although overall 13% of residents are in elementary occupations, there are clusters within the Borough where this proportion rises to over 25% of residents, correlating to areas identified as being the worst in terms of income deprivation, Figure 2.31.

**Figure 2.31 – Occupation Group – Elementary Occupations: Slough**

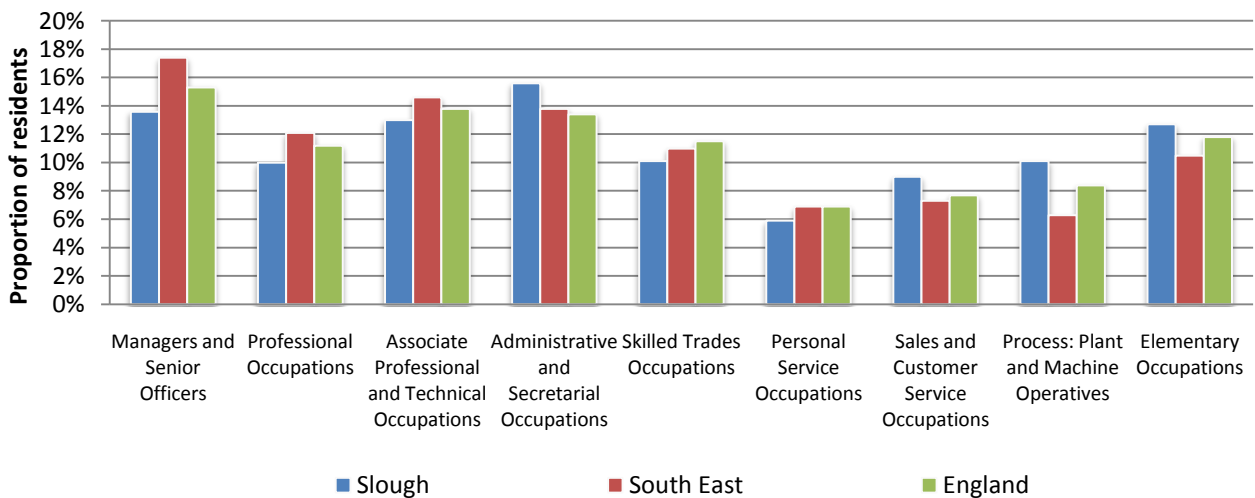


**Summary**

**2.7.65** This chapter has examined the socio-demographic profile of residents within Slough, to understand the different social groups within the Borough and therefore the potential travel and accessibility requirements and issues these groups have. This profile has highlighted the following areas for consideration:

- There is some **reliance on public transport, walking and cycling** within the Borough to access key destinations, as whilst overall just under a quarter of households do not have access to a car, in some areas within the Borough this rises to over 40% of households;
- Some areas within the Borough **may be at risk of social exclusion**. Deprivation has been identified

**Figure 2.30 Occupation Group: Slough, the South East and England**





as a key driver of social exclusion. Whilst overall Slough is not particularly deprived, income and crime deprivation levels are high within the Borough, and this is likely to have an impact on transport in terms of affordability and safety concerns relating to transport options within the Borough (even if safety is not directly related to transport services – interchanges, waiting times etc. will all impact on journeys). Therefore the provision of accessible, secure, and affordable transport options will be vital to ensuring residents in these areas are not socially excluded;

- **Access to education and training** facilities will be key for residents, as nearly a quarter of the population are aged under 18 years of age. Provision of affordable and accessible transport options to education facilities both within and outside of the Borough will be vital to this group, who are likely to be on limited incomes <sup>27</sup>;
- Transport options will need to consider the travel requirements and behaviours of a range of residents. The Borough is a multicultural town, with just under 30% of the population being from Asian backgrounds. Ethnic background has been found to have an impact on travel behaviour, in terms of travel choice, and fear of safety / crime, and therefore transport options within the Borough will need to take consideration of the needs of these, and other key social groups;
- **Affordability** of transport options may be a key issue for residents within the Borough, as there are high levels of unemployment, and those working in low income (elementary) occupations; and
- **Physical accessibility to transport options within the Borough** - Whilst overall the proportion of DLA claimants is lower than the regional and national averages, in some areas of the Borough the proportion of DLA claimants rises to over 5% of the population. Due to disability this group are likely to have specific travel requirements in order to access the services and facilities that they need and therefore are a key consideration not only in terms of the existence of services, but mainly the physical accessibility onto transport options within the Borough.

## 2.8 Context - Accessibility Overview

**2.8.1** Now we have an understanding of the make up of the population within the Borough, and the types of barriers they may experience when accessing the transport network, it is important to look at the level of accessibility these groups have to a series of key destinations across the Borough. These key destinations combine those traditionally considered as essential destinations (i.e. employment, healthcare, education), and those that promote healthy lifestyles, wellbeing and reduce social exclusion. Therefore, key destinations are identified to be:

- employment;
- education;
- healthcare;
- community centres;
- leisure Centres;
- parks & open spaces; and
- food shopping

### Accession modelling

**2.8.2** Throughout the remainder of this chapter, public transport accessibility levels to a series of key destinations have been considered using a software package called Accession. This software is specifically designed to calculate accessibility and was endorsed by DfT in 2004. This package uses public transport timetabling information to calculate the shortest journey times from a set of origins to a set of destinations. The package is used purely to look at journey times - it takes into consideration travel time (on board and walking to/from public transport stops), and wait times at public transport stops, but does not include any fare components in its calculations.

### Model assumptions

**2.8.3** To accurately calculate accessibility levels a number of assumptions were made for the Accession model as follows:

- travelling between 07:00 – 09:00 on a Monday;
- travelling using all available public transport – bus, rail, and coach;
- a maximum 500m walk from the origin to the public transport stop and a maximum 500m walk

from the public transport stop to the destination; and

- a maximum 400m walk from one public transport service to another, if an interchange is required.

**2.8.4** Public transport information included in this analysis is based on 2009 timetables. Information on the study area population, as well as key groups within the population (i.e. deprived areas, JSA claimants etc.) has been gathered using Census data as detailed previously.

**2.8.5** Analysis is presented using five public transport journey time thresholds – under 10 minutes, up to 20 minutes, up to 30 minutes, up to 45 minutes, and up to 60 minutes. For the purposes of this analysis, ‘no accessibility’ is defined as households outside of a 60 minute public transport journey of a given destination.

**2.8.6** For each Accession calculation, analysis has been presented through a series of statistics based on the proportion of residents within the study area who are within each public transport journey time threshold. To complement these statistics, a series of maps are also presented to identify geographical areas of good or poor accessibility.

## Employment

### Background

**2.8.7** Access to employment locations across the Borough is vital to ensure that residents are able to be financially stable and help maintain the economic growth of the Borough. Transport issues have been found to be key to assist people in gaining long term employment, with jobseekers stating that transport problems have lead them to turn down interviews and not applied for particular jobs due to transport problems including cost and availability of services<sup>28</sup>.

**2.8.8** Even when people are able to find employment, transport problems can restrict the range of job opportunities available. This can result in either people remaining unemployed for longer periods of time, or in people accepting jobs that they are able to access but that may not be the most suitable position. This can impact on the geographical distribution of skills and job opportunities.

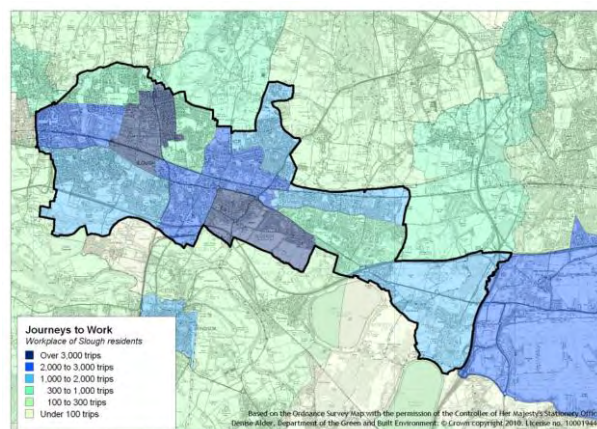
### Journey to Work: Census 2001

**2.8.9** An examination of the journey to work statistics for Slough residents<sup>29</sup> (Figure 2.32) highlights the key employment destinations as:

- Slough Trading Estate;
- Slough Town Centre; and
- Heathrow Airport.

**2.8.10** The popularity of these destinations for Slough residents highlights the importance to ensure that there are good quality, reliable and affordable transport options available for residents to access such workplaces and discourage car use for these journeys.

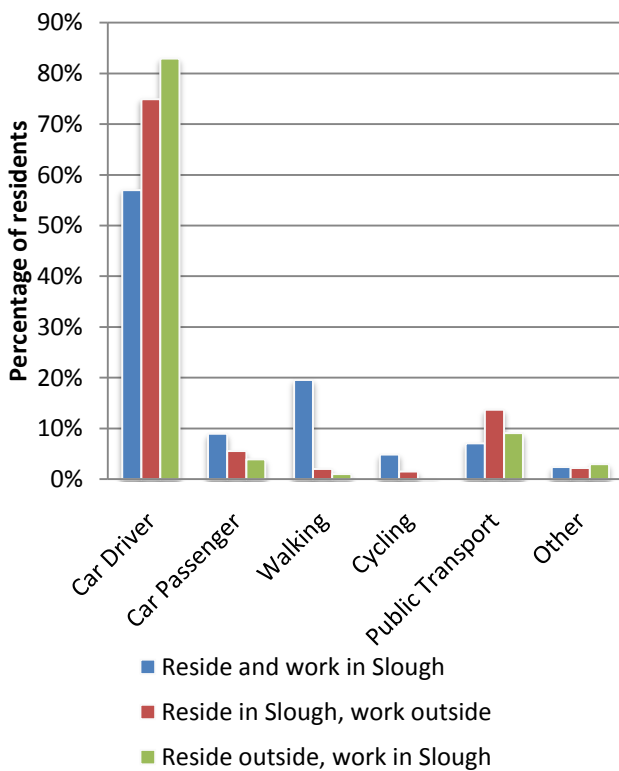
**Figure 2.32 Journey to work destinations: Slough residents**



**2.8.11** Further examination into journey to work statistics enables the transport preferences of the local population to be assessed. As part of Census 2001, information on location and mode of travel to work was gathered. Whilst this only takes into consideration one journey type (journeys to work), and therefore only the working age population, as work trips make up a considerable proportion of journeys it is not only an indication of work travel patterns, but also a good indication of the travel choices of residents within Slough. To examine any differences in the travel habits of different groups of the population, this information has been split into three sub groups – those who reside and work in Slough, those who reside in Slough but work outside of the Borough, and those that reside outside of the Borough, but travel into Slough for work.

**2.8.12** The most popular mode of travel to work both for residents and the workplace population in Slough is the car. The second most popular mode of travel for those residing *and* working inside the Borough was walking (20%), whereas for those crossing the Borough boundary for work, the second most popular mode of transport was public transport (20% of those residing in Slough but commuting out of the Borough, and 14% of those commuting to work in Slough from outside of the Borough used public transport), Figure 2.33.

**Figure 2.33 Journey to work mode of transport: Slough resident and workplace population**

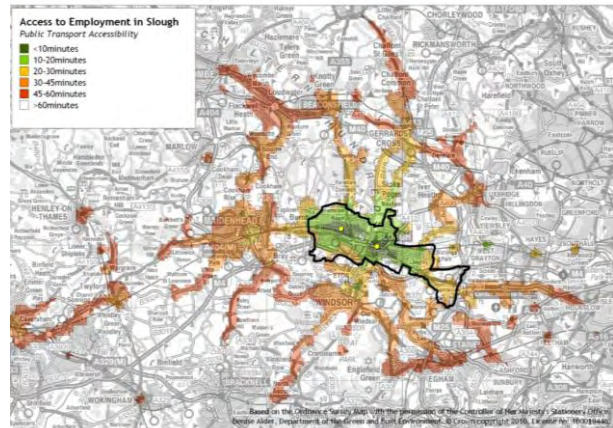


Source: Census 2001 Journey to Work. Other Modes include Taxi, Motorcycle and 'Other' classifications.

**2.8.13** The predominance of car use contributes to the increased congestion within the Borough, and therefore this only enforces that encouraging public transport, walking and cycling to encourage healthier, more sustainable travel is a key area for improvement in Slough.

**2.8.14** The journey to work analysis highlighted that a large number of employees in Slough commute in from outside of the Borough. A brief examination of public transport accessibility further a-field shows that residents from areas such as Beaconsfield, Gerrards Cross, Uxbridge, Windsor, Maidenhead, Reading, Wokingham and Hounslow are all within an hour's public transport journey of Slough Trading Estate or the Town Centre, Figure 2.34. As several of these areas are key commuter origins for workers in Slough – Windsor & Maidenhead, Bracknell Forest, Uxbridge, London Boroughs, the availability of accessible public transport is vital to encourage people to change their current travel behaviour, and use alternative methods of transport to the private car.

**Figure 2.34 Public transport access to key employment destinations within Slough: All areas**



**Access to Slough Trading Estate**

**2.8.15** Slough Trading estate contains over 500 international businesses, and is stated to employ around 20,000 people. As such, it is a major employer within the Borough, and a look at the journey to work statistics suggests that around 46%<sup>30</sup> of the employees working on the trading estate reside in Slough.

**2.8.16** The trading estate is well served by public transport, with 99% of Slough residents being within a 45 minute public transport journey of the site during the morning peak. Encouragingly, over 45% of residents are within a 20 minute journey, and around 48% of no car households and working age residents are within a 20 minute public transport journey of the site, Table 2.13.



**2.8.17** The geographical spread of accessibility across the Borough is shown in Figure 2.35. A brief comparison of car and public transport journey times show that, travelling from Slough town centre to the trading Estate, public transport would take 20-30 minutes, and a car journey in off peak conditions would take just under 10 minutes. In peak hour traffic this is however journey times are likely to double and therefore would not be considerably different to public transport journey times.

**2.8.18** Public transport should therefore appear to be an attractive option for many residents within the Borough, due to similar journey times to the car and a less stressful journey experience, provided the services offer an affordable transport option, and consider the range of employees at the site – i.e. shift workers.

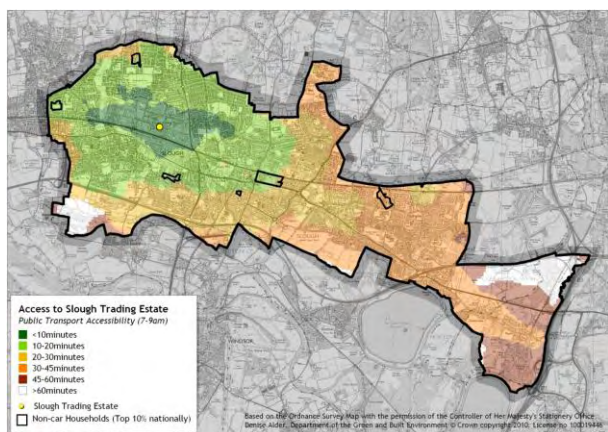
**2.8.19** The demand for off-peak transport services has been prioritised and Slough Trading Estate, and at the time of writing this report, SEGRO the management organisation for the Trading Estate are working on Section 106 proposals for a demand responsive transport service serving the estate. This kind of measure will only improve accessibility from the Trading Estate to other destinations within Slough, and should also assist with business travel, which accounts for a large amount of trips to the site on a daily basis.

**Access to Slough Town Centre**

**Table 2.13 Public transport access to Slough Trading Estate**

Journey time	All households	Residents in 20% most deprived areas	No car households	Working age residents	JSA Claimants
Under 10 minutes	4.7%	0.0%	4.7%	5.2%	5.3%
Under 20 minutes	46.6%	18.4%	48.4%	47.7%	47.9%
Under 30 minutes	71.5%	57.0%	74.4%	73.1%	76.4%
Under 45 minutes	99.3%	100.0%	99.8%	99.5%	99.6%
Under 60 minutes	100.0%	100.0%	100.0%	100.0%	100.0%

**Figure 2.35 Public transport access to Slough Trading Estate: Slough residents**



**2.8.20** Slough Town Centre is also another popular employment destination within the Borough. Public transport accessibility to the town centre is high, with 93% of residents with a 30 minute public transport journey. Encouragingly, over half of households without access to a car, and working age residents are within a 20 minute public transport journey of the town centre, Table 2.14. All residents in deprived areas are within a 45 minute journey of the town centre, providing vital access for this group who are likely to be reliant on public transport for their journeys.

**Table 2.14 Public transport access to Slough Town Centre**

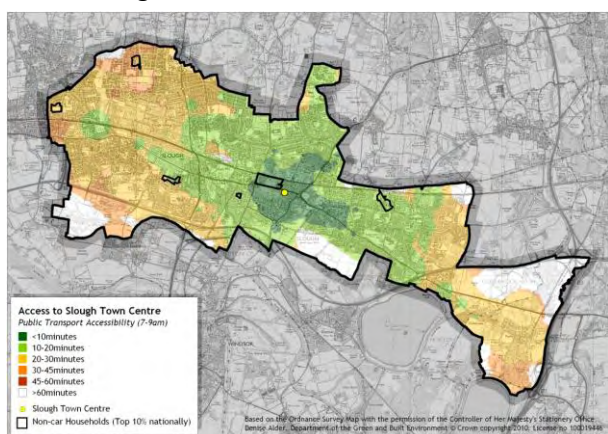
Journey time	All households	Residents in 20% most deprived areas	No car households	Working age residents	JSA Claimants
Under 10 minutes	8.5%	0.0%	9.2%	8.4%	9.2%
Under 20 minutes	51.6%	32.3%	52.4%	51.6%	53.7%
Under 30 minutes	93.1%	91.2%	92.5%	93.4%	92.8%
Under 45 minutes	99.2%	100.0%	92.5%	99.3%	99.3%
Under 60 minutes	99.2%	100.0%	99.5%	99.3%	99.3%

**Table 2.15 Public transport access to Heathrow Airport**

Journey Time	All households	Residents in 20% most deprived areas	No car households	Working age residents	JSA Claimants
Under 10 minutes	0.0%	0.0%	0.0%	0.0%	0.0%
Under 20 minutes	12.3%	40.1%	10.3%	11.1%	1.3%
Under 30 minutes	27.0%	41.8%	25.7%	25.9%	16.0%
Under 45 minutes	59.1%	66.9%	58.3%	58.8%	45.4%
Under 60 minutes	96.8%	100.0%	97.1%	96.8%	91.1%

**2.8.21** Figure 2.36 displays geographically the spread of accessibility to the town centre across the Borough. Encouragingly, those areas within the top 10% of areas nationally in terms of no-car access are all within an hour's public transport journey of the town centre.

**Figure 2.36 Public Transport access to Slough Town Centre: Slough residents**



**2.8.22** Whilst this assessment has been performed to examine accessibility to employment locations, it is also important to consider that access to the town centre is also likely to offer accessibility to a range of other services, including healthcare, shopping, education and training.

**Access to Heathrow Airport**

**2.8.23** Although Heathrow Airport sits outside of the Borough boundary, it is a major employment destination for Slough residents. As may be expected due to its situation outside of the Borough, accessibility by public transport to this destination is lower than the other employment destinations examined. Just under 60% of households are within a 45 minute public transport journey of Heathrow Airport. Encouragingly, this increases to 67% for residents within deprived areas, Table 2.15.

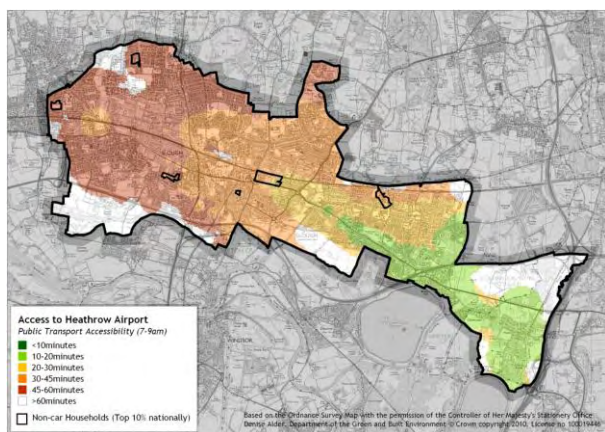
**2.8.24** The geographical spread of accessibility is shown in Figure 2.37, which shows that, as may be expected, areas to the east of the Borough have better accessibility than those to the west. The exception is households within a close proximity to rail stations, as rail links to the airport will involve shorter journey times than bus links.

**2.8.25** A comparison of car and public transport journey times shows that from Slough town centre, public transport would take approximately 30 minutes to access Heathrow compared to approximately 16 minutes by car. This is however looking at off peak road conditions, and therefore when factoring in congestion in the Borough, journey times from the town centre to Heathrow are likely to be similar.

**2.8.26** Whilst accessibility to Heathrow Airport during peak times is good, due to the nature of workers and visitors to the site, an examination of off-peak transport services has been undertaken. As may be expected, services late in the evenings (using time period 10pm – midnight) are less frequent than those in peak hours. However, around 46% of residents are within 45 minutes, and nearly 84% of residents are within an hour's public transport journey of Heathrow Airport.

**2.8.27** Currently, services between Heathrow and Slough during off-peak times are likely to make use of the Heathrow Kickstart 24 hour bus service, however funding for this has been suspended. Services between Heathrow and Slough are still available during off-peak hours, using London bus services, however will involve interchanges to reach destinations in Slough / Heathrow. Therefore a key area for consideration for passengers using off peak services (i.e. shift workers) would be any safety concerns when waiting for transport services at interchanges (considering that these could either be large transport interchanges, or simply on-street bus stops) to ensure that these services are easily and comfortably accessible for those that need to use off-peak transport services.

**Figure 2.37 Public transport access to Heathrow Airport: Slough residents**



**Unemployment and access to employment opportunities**

**2.8.28** Overall, those areas with high proportions of JSA claimants have good access to the three main employment destinations within the borough. This suggests that existence of transport services may not be an issue for access to employment. However, the cost of these services will be key to this group of residents who will be on limited incomes, as well as physical accessibility, and of course the availability of employment opportunities within the Borough.

**2.8.29** Whilst these unemployed residents are in areas where transport services serve the there main employment destinations, JSA claimants will also require access to Jobcentre facilities as well as interview locations and training opportunities. An examination of public transport accessibility to the Slough Jobcentre shows that 99% of residents are within a 45 minute public transport journey of the centre. Encouragingly, the same proportions of residents claiming JSA or in deprived areas are also within a 45 minute public transport journey of the Jobcentre.

**2.8.30** Whilst accessibility levels by public transport appear to be high within the Borough, there will be other access issues affecting this group, including affordability – which is likely to be a key issue for this group who will be on limited incomes. The lack of job vacancies within the Borough also means that people are likely to have to go further a-field to find work, resulting in higher transport costs.

**2.8.31** To assist residents with accessing new employment opportunities, Jobcentre Plus offers support for those that have difficulties with interviews, or finding work. This support includes:

- assistance towards travel costs (criteria applies – including applicant must be unemployed and on benefit, and interview must be outside of your local area);
- provision of interpreters at interviews for those who have trouble speaking or hearing;
- provision of advice and funding regarding any extra equipment needed at work or amendments to premises due to health or disability requirements;
- Job Introduction Scheme – providing a trial period of employment to allow both and



employer to test out arrangements for those who are ill or disabled; and

- work trials / preparation – provision of short period of work with a local employer to gain experience in the workplace.

**2.8.32** Further help is also available to help ill or disabled people get to work or prepare for work in the future, including provision of advice and funding to help find work or prepare for interviews under the 'Pathways to Work' scheme.

## Education

### Background

**2.8.33** Access to education and training includes access to schools, before and after school activities, colleges, and adult learning. The cost of transport is a key issue when accessing learning as many groups are likely to be on limited budgets – i.e. young people and parents on low incomes. As a result of transport problems, it has been reported that some training or further education opportunities are turned down, which will in turn impact on the skills of future workforce.

**2.8.34** The Social Exclusion Unit (SEU) Making the Connections report identified that in post-16 education, more than one in five students have considered dropping out of further education because of financial difficulties – with transport costs being the biggest expenditure associated with post-16 education. Nearly half of 16-18 year old students surveyed for the SEU report stated they find it hard to meet their transport costs.

**2.8.35** The requirement to ensure adequate access to educational facilities is becoming more paramount, with the requirement that young people will stay in learning until 18 years of age through undertaking apprenticeships, full time education or on the job training<sup>31</sup>. The increase in training opportunities for young people will only increase the complexity of journey patterns within and outside of the Borough, and therefore it is only increasing the necessity to provide affordable, reliable and accessible transport options to education and training facilities within and outside of the Borough.

**2.8.36** Slough have a Sustainable School Travel Strategy which incorporates the Home to School Transport Strategy, Walking Strategy, Cycling Strategy, School Travel Plans and Safer Routes to School Initiatives to encourage alternative transport options to the car for school journeys.

**2.8.37** Assisting accessibility planning is the government's objectives to increase the amount of sustainable travel used for the journey to school, and in particular improving facilities for walking and cycling to help reduce the proportion of obese and overweight children to 2000 levels. The Travelling to School Initiative (TTSI) aimed for all schools to have a travel plan in place by 2010, and provided assistance to schools for transport improvements in the area as well as marketing campaigns, to encourage more sustainable travel for these journeys. In Slough, all schools have participated in this scheme.

**2.8.38** Whilst many children may walk and cycle to school, the large catchment areas of some schools make these modes infeasible, and therefore appropriate transport services need to be provided to ensure children can access the education opportunities that they deserve. The Local Transport Authority provide school buses for the journey to school (with those from low income families and in receipt of free school meals provided free school transport), however this will only cover journeys to the *nearest* school, and therefore those wishing to travel further a field to specific educational establishments may be reliant on accessible public transport for these journeys.

### Attainment in Slough

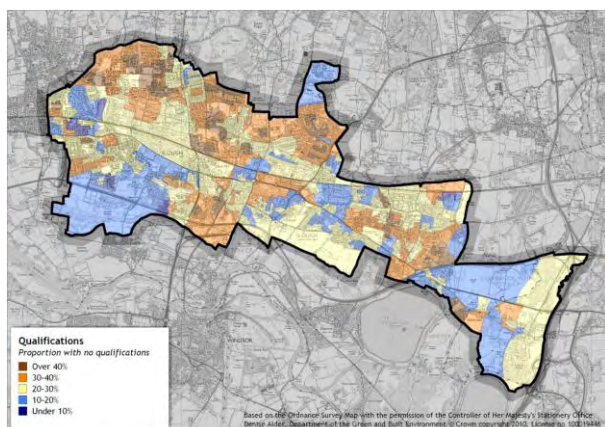
**2.8.39** Overall, it appears that access to education, skills and training in Slough is good, with nearly half of SOA's in the Borough within the 20% **least** deprived nationally (Table 2.2). However, data gathered in the 2001 Census on qualifications <sup>32</sup> identified that 28% of residents in Slough do not have any qualifications <sup>33</sup> (no academic, vocational or professional qualifications). This is higher than the level in the South East (24%), but in line with the national average (29%). The geographical spread of residents without qualifications is shown in Figure 2.38. This aside, it appears that those entering examinations in Slough are performing well. An examination of recent examination results (2008/09) shows that the proportion of pupils achieving higher grades for both GCSE and A-Level in Slough is higher than the regional and national averages (Table 2.16).

**Table 2.16 – Examination attainment, Slough, South East, and England: 2008/09**

Area	Percentage achieving 5 or more A*-C grades at GCSE <sup>34</sup> (total number of pupils entered)	Percentage achieving 3 or more A grades at A Level <sup>35</sup> (total number of pupils entered)
Slough	73.7% (1,488)	13.9% (1,142)
South East	70.1% (89,498)	10.4% (54,522)
England	70.0% (634,507)	12.7% (352,666)

Source: Department for Education, 2008/09 Result

**Figure 2.38 Qualifications – Proportion of residents without any qualifications: Slough**



**2.8.40** Whilst the analysis of examination results is encouraging, a skills gap between residents and workforce has emerged within the Borough. It is felt that this has arisen due to the loss of traditional manufacturing and the emergence of knowledge-based industries over recent years. Whilst this skills gap currently exists, it is however envisaged that this will be reduced over time as a result of the success of students attending schools and colleges in Slough (as illustrated in the 2008/09 examination results).

**2.8.41** The Economic Development Strategy (2006-2009) <sup>36</sup> identified that the pace of change appears to have been dramatic and has created a widening gap between the skills of the local population and therefore local employment opportunities for residents. The Borough has always provided jobs for neighbouring authority areas, however it is noted that in recent years more of the Slough population are having to travel further a field to secure largely lower paid jobs as such jobs continue to decline in number locally. The focus of the Economic Development Strategy was therefore on the skills, employment and prosperity of the local population.

**2.8.42** Post school level education is also a key priority of Slough Borough Council to improve the skills of residents and improve their access to well paid employment within the Borough. The Slough Skills Project Development Group (PDG), started in 2007, aimed to help local businesses be more competitive through the talent of their people, and helped local people develop the skills needed most by local employers. The PDG have a strategy to increase the number of people with an NVQ at level 2 or higher, improve the English skills of new immigrants, and reduce the number of 16-18 year olds not in education or employment. To improve the skillset of residents within the borough once they have entered employment. Slough Skills <sup>37</sup> provides businesses with information about the skills and training opportunities available from local providers, for example training courses or apprenticeships so that employees can improve their skills and gain qualifications.

### Access to primary schools

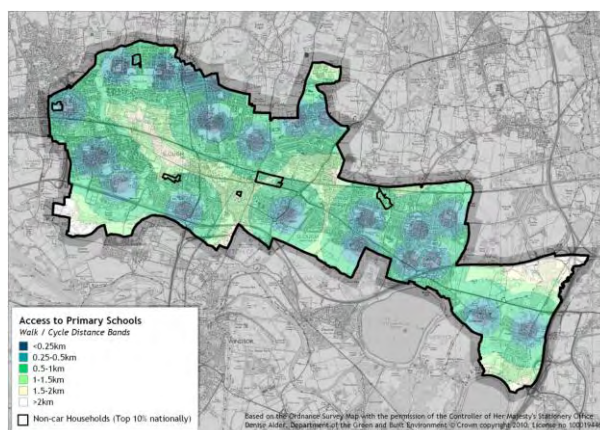
**2.8.43** With around 10% of Slough residents of primary school age, access to primary schools within the Borough is essential for early educational development. A total of 24 primary schools are located within Slough, and all are included within this analysis.

**2.8.44** The catchment area of primary schools is usually considerably smaller than other school types. Figure 2.39 displays the walking / cycling distances to each of the schools included within this analysis, showing that the majority of residents are within a 1.5km walk of their nearest primary school<sup>38</sup>. In fact, 90% of all residents, those without a car, and those aged 5-11 are within 1 kilometre of their nearest primary school.

**2.8.45** Some residents in the deprived areas of Chalvey and Upton have slightly further to travel compared to other areas, which, as children have longer distances to walk may increase the likelihood of truancy as they get into their final years of primary school. Added to the fact that these areas are deprived in terms of living environment and crime deprivation, they may not make attractive locations for walking to school. However, although these areas have a slightly increased walk distance, still all residents in the 20% most deprived areas nationally are within a 1.5km distance of their nearest primary school, Table 2.17.

**2.8.46** Due to the age of children attending primary schools, many travel with their parents / carers, however the proximity to primary schools highlights the need to encourage sustainable travel for these journeys to reduce unnecessary car trips and promote healthier lifestyles and living environments.

**Figure 2.39 – Access to primary schools by walk / cycle distances: Slough Residents**



**Table 2.17 Access to primary schools by walk / cycle distances**

Distance	All hholds	Residents in 20% most deprived areas	No car hholds	People aged 5-11
Under 0.25km	13.6%	13.6%	15.4%	14.0%
Under 0.5km	43.5%	26.7%	47.2%	45.7%
Under 1km	90.4%	48.1%	90.5%	90.6%
Under 1.5km	99.5%	100.0%	99.5%	99.4%
Under 2km	100.0%	100.0%	100.0%	100.0%

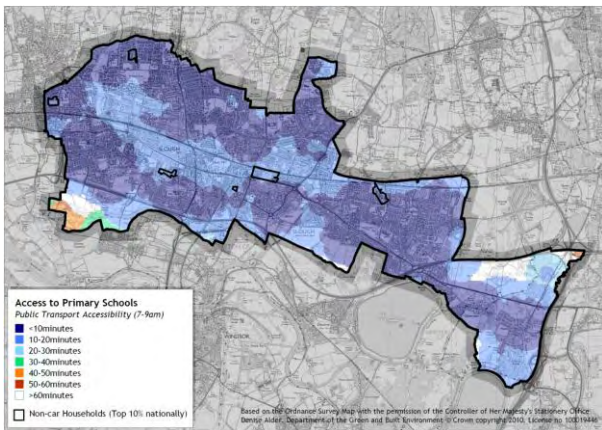
**2.8.47** All residents within Slough are within a 20 minute public transport journey of their nearest primary school. Encouragingly, 94% of households in deprived areas are within a 10 minute public transport journey of their nearest primary school compared to 79% of all households in the Borough, 79% of residents aged 5-11 and 81% of households without access to a car (Table 2.18). As some of these deprived areas have been found to have increased walking distances to schools compared to other areas, it is encouraging that public transport provides good accessibility to schools – assuming that public transport was an affordable option for these residents who are likely to be on low incomes. The geographical spread of accessibility is also shown in Figure 2.40.



**Table 2.18 – Public transport access to primary schools**

Journey time	All hholds	Residents in 20% most deprived areas	No car households	People aged 5-11
Under 10 minutes	78.8%	94.2%	80.9%	79.1%
Under 20 minutes	100.0%	100.0%	100.0%	100.0%

**Figure 2.40 Public transport access to primary schools: Slough residents**



**Access to secondary schools**

**2.8.48** The travel requirements of secondary school aged pupils (11-18) differ slightly to that of primary school pupils, in that young people of this age group are likely to be developing their own travel behaviour and travelling independently for their journeys.

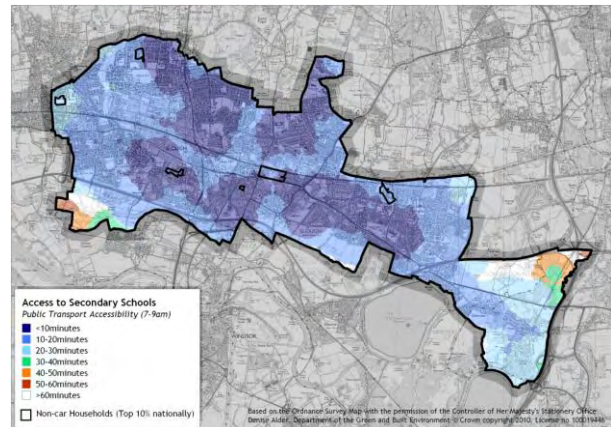
**2.8.49** In total 10 secondary schools are located within the Slough Borough boundary and are included within this analysis. Around 95% of households are within a 20 minute public transport journey of their nearest secondary school, and this rises to 100% of households within deprived areas, Table 2.19.

**2.8.50** Figure 2.41 displays the geographical spread of accessibility across the Borough, highlighting that the poorer areas of accessibility are within Colnbrook and Poyle. As these areas are on the periphery of the Borough, it should be noted that there may be secondary schools outside of Slough Borough that are within shorter journey times for these residents.

**Table 2.19 Public transport access to secondary schools**

Journey time	All hholds	Residents in 20% most deprived areas	No car hholds	People aged 11-19
Under 10 minutes	45.9%	43.4%	50.2%	49.7%
Under 20 minutes	95.4%	100.0%	96.1%	96.7%
Under 30 minutes	100.0%	100.0%	100.0%	100.0%

**Figure 2.41 – Public transport access to secondary schools: Slough residents**



**Access to further education**

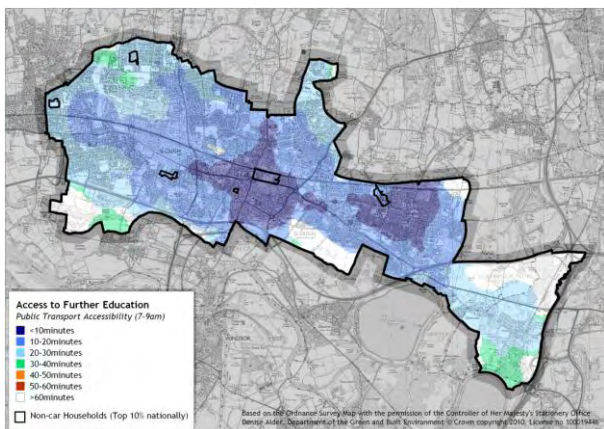
**2.8.51** With the changes in government policies to increase training opportunities for young people (including access to apprenticeships and further education <sup>39</sup>), and the economic downturn resulting in more people undertaking training to further their employment opportunities, access to further education (FE) establishments is in great demand.

**2.8.52** Within the Slough region, there are nine FE establishments, including Thames Valley University, East Berkshire College, Langley College, and Slough Community College, which are included within this analysis. Overall, almost 99% of households in Slough are within a 30 minute public transport journey of an FE site. High levels of accessibility are noted for all key social groups, most notably those residents that don't have access to a car, where a quarter of residents are within a 10 minute journey of an FE establishment, Table 2.20. Figure 2.42 shows the geographical spread of accessibility to FE centres across the Borough

**Table 2.20 – Public transport access to further education**

Journey time	All hholds	Residents in 20% most deprived areas	No car hholds	People aged 16-24
Under 10 minutes	21.3%	4.7%	24.6%	19.3%
Under 20 minutes	68.5%	62.5%	67.2%	70.7%
Under 30 minutes	98.7%	100.0%	98.9%	98.8%
Under 40 minutes	99.6%	100.0%	99.8%	99.6%
Under 50 minutes	99.6%	100.0%	99.8%	99.6%
Under 60 minutes	99.6%	100.0%	99.8%	99.6%

**Figure 2.42 – Public transport access to further education**



**2.8.53** Encouragingly, those areas within Slough which have a high proportion of residents with no qualifications (Figure 2.38) are within a 30 minute public transport journey of further education establishments to continue their education and gain qualifications. This suggests that transport is not a major barrier in terms of existence of services, although other aspects, for example physical accessibility, cost etc. may be a barrier to accessing education (as discussed earlier, the SEU report identified that transport costs were a barrier for those entering post-16 education). The introduction of a wider range of further education options, including apprenticeships, will also result in the requirement to access many more educational establishments across the Borough, and therefore the demand on public transport services to these destinations will need to be considered to assist with improving the skillset of residents and hence the economic growth of the Borough.

**Alternative transport**

**2.8.54** Whilst this accessibility assessment to education looked at public transport accessibility and briefly discussed walking and cycling, it is important to note that there are also school transport services in place within the Borough to assist with school travel.

**2.8.55** As with most transport options, these services incur a cost. To assist with affordability issues for children from low income families, a free travel pass for Home to School Transport is provided, subject to the following criteria:

- they live within the Borough of Slough;
- they attend their designated school; and
- they live more than two miles from the school if aged under 8, or more than 3 miles if they are aged between 8 and 16.

**2.8.56** Entitlement is also based on whether the child is entitled to free school meals, or if their parents are in receipt of their maximum level of working tax credit.

## Healthcare

### Background

**2.8.57** Transport availability to hospitals has been identified as a key issue in accessing healthcare, specifically for those without access to a car. Poor access to health facilities can result in people missing, turning down, or choosing not to seek medical help due to these transport problems. In terms of being discharged from hospital, poor access can result in delays which not only inconvenience people, but have significant costs for the NHS as a result of 'bed-blocking'.

**2.8.58** The Department for Health advocates accessibility planning procedures to local Primary Care Trusts (PCT), as it can assist the trusts in a number of areas, including <sup>40</sup>:

- increasing understanding of local transport accessibility issues;
- informing local service planning decisions;
- engaging transport planners and providers into the health agenda;
- support work to meet access targets;
- link transport into booking systems;
- encourages greater awareness of healthier travel options; and
- improving relationships with local partners.

**2.8.59** The use of accessibility planning also specifically benefits health care provision by:

- assisting with patients' rights to choose their health care provider (including NHS trusts and treatment centres) – with a drive to improve accessibility through the development of primary care services, particularly in disadvantaged areas and the provision of more local treatment; and
- providing the framework for transport authorities and other relevant agencies i.e. the NHS, to work together to develop and deliver solutions to accessibility problems depending on the particular needs and priorities of local areas;

**2.8.60** As discussed, poor access to health facilities can mean that people miss health appointments or suffer delays in being discharged from hospital. The SEU report identified that:

- around 20% of people find it difficult to travel to a hospital, rising to 31% for those without access to a car; and
- 3% of people have missed, turned down or not sought medical help due to transport problems, rising to 7% for those without access to a car.

**2.8.61** Research by the SEU also suggests that around a third of people on low income had missed a health appointment due to transport difficulties. 'Healthcare for All' <sup>41</sup> identified significant differences between the levels of healthcare received by those with learning disabilities compared to the rest of the population, and therefore this group often have specific requirements for location or type of healthcare services.

**2.8.62** Improving access to healthcare, particularly for those from disadvantaged groups and areas, can contribute to good health by helping to ensure that appointments are not missed, and that medical help is sought at an early opportunity. It is also recognised that, for some, the inability to access work and key services contributes to poor health and reinforces health inequalities and other forms of disadvantage that persist across England.

**2.8.63** The provision of and access to health facilities is also recognised by residents, with 47% of respondents to the Place Survey stating health services as the second most important factor in making somewhere a good place to live <sup>42</sup>.

### Missed appointments

**2.8.64** In the first quarter of 2010 in East Berkshire PCT, 7% <sup>43</sup> of all first outpatient appointments were not attended by patients. This is slightly lower than the total for England (9%), but still represents nearly 2,300 appointments missed in the first quarter of 2010 alone, costing the NHS an estimated £149,000 <sup>44</sup>. An examination of missed appointments by social deprivation shows that those in the most deprived areas are considerably more likely to miss appointments than those in the least deprived areas. Missed appointments represent a significant cost to the NHS as they result in poor use of doctors, consultants, and nurses' time, and also cause inefficiencies in the use of specialist medical equipment. There is also the more obvious impact on residents of missing important hospital appointments.



**2.8.65** Unfortunately little data is gathered to determine the extent to which accessibility or transport availability was a factor contributing to a missed appointment, however a national study into the reasons behind missed appointments found that 14% of respondents stated that they were unable to get transport to get them to hospital <sup>45</sup>. Whilst hospitals offer specific transport services for eligible residents, it is important to ensure that there is good public transport accessibility to healthcare facilities to reduce costs to the NHS and improve residents' health and wellbeing.



**Access to hospitals in Slough**

**2.8.66** Two main hospitals currently serve the majority of Slough resident – Wexham Park located within the Borough, and Heatherwood, located in Ascot to the south of Slough. Current accessibility levels to each of these hospitals by public transport, has been calculated and is illustrated in Table 2.21.

**Table 2.21 Public transport access to hospitals**

	Journey Time	All households	Residents in 20% most deprived areas	DLA Claimants	Residents aged 65+	Limiting Long Term Sick residents	No car households
<b>Wexham</b>	Under 10 mins	2.0%	0.0%	1.5%	2.2%	1.8%	1.6%
	Under 20 mins	17.9%	20.3%	21.5%	21.8%	21.2%	21.9%
	Under 30 mins	53.6%	34.6%	58.3%	55.8%	57.5%	58.9%
	Under 45 mins	96.4%	98.1%	95.7%	96.7%	96.1%	98.1%
	Under 60 mins	100.0%	100.0%	98.9%	100.0%	99.2%	100.0%
<b>Heatherwood</b>	Under 10 mins	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Under 20 mins	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Under 30 mins	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Under 45 mins	0.7%	0.0%	0.5%	0.6%	0.6%	0.8%
	Under 60 mins	30.7%	37.9%	31.2%	26.7%	30.1%	31.2%

**Table 2.22 Public transport access to GP Surgeries**

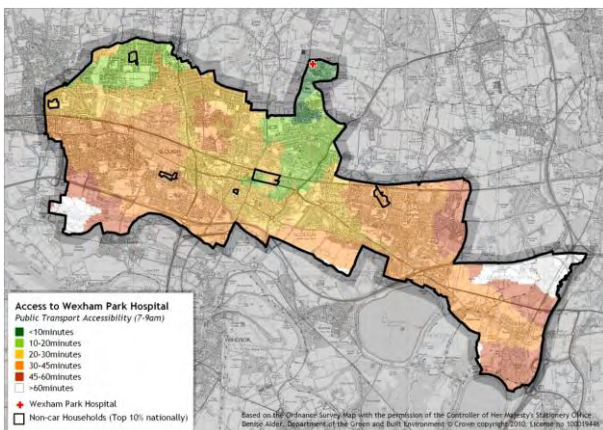
Journey Time	All households	Residents in 20% most deprived areas	DLA Claimants	Residents aged 65+	Limiting Long Term Sick residents	No car households
Under 10 mins	49.0%	54.7%	53.1%	51.7%	51.4%	53.9%
Under 20 mins	96.6%	100.0%	96.8%	96.3%	96.2%	96.9%
Under 30 mins	99.8%	100.0%	98.8%	99.9%	99.0%	99.9%
Under 45 mins	99.8%	100.0%	98.8%	99.9%	99.0%	99.9%
Under 60 mins	99.8%	100.0%	98.8%	99.9%	99.0%	99.9%

**2.8.67** Access to Wexham Park Hospital is good, with 96% of all residents within a 45 minute public transport journey of the site. Whilst there is some variation over accessibility between the journey time bands for different social groups, for example, only 35% of residents in deprived areas are within a 35 minute journey of Wexham Park compared to 59% of DLA claimants. Overall accessibility remains high, with 96% or more of residents in each social group being within a 45 minute public transport journey of the hospital. This is encouraging as the hospital provides a range of medical facilities for residents, and there are also plans to extend these services at this site.

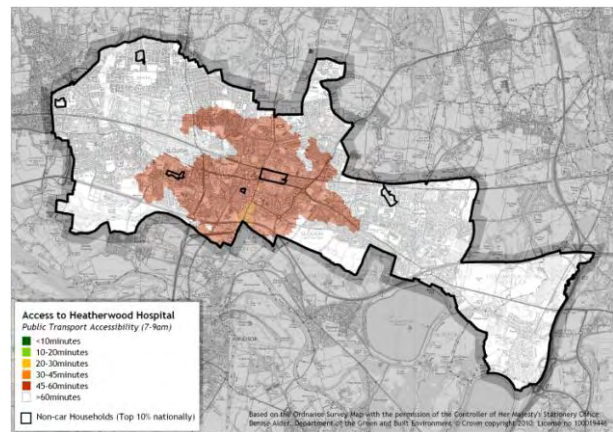
**2.8.68** Access to Heatherwood Hospital is considerably lower, as may be expected due to its location outside of the Borough boundary, with only around 31% of residents being within a 60 minute public transport journey of the site. Again, some variation exists between access levels for the different social groups, ranging from 38% for residents within deprived areas, to only 27% of elderly residents being within an hour's journey of Heatherwood hospital (Table 2.21).

**2.8.69** Figures 2.43 and 2.44 illustrate geographically the accessibility to Wexham Park and Heatherwood hospitals respectively. This highlights that access from areas of Colnbrook are poor to Wexham Park Hospital, and accessibility is good to Heatherwood in the main urban areas between Cippenham and Langley.

**Figure 2.43 Public transport access to Wexham Park Hospital: Slough residents**



**Figure 2.44 Public transport access to Heatherwood Hospital: Slough residents**



**2.8.70** A comparison of car and public transport journey times to both Wexham Park and Heatherwood hospitals shows that in off-peak conditions, car journey times would be faster than those by public transport (Wexham Park – approximately 6 minutes by car, 20 minutes by public transport, Heatherwood – approximately 22 minutes by car, 45-60 by public transport). However, consideration of congestion on the transport network during peak hours is likely to double these journey times, and therefore the time taken by both modes of transport to reach the destinations would be similar.

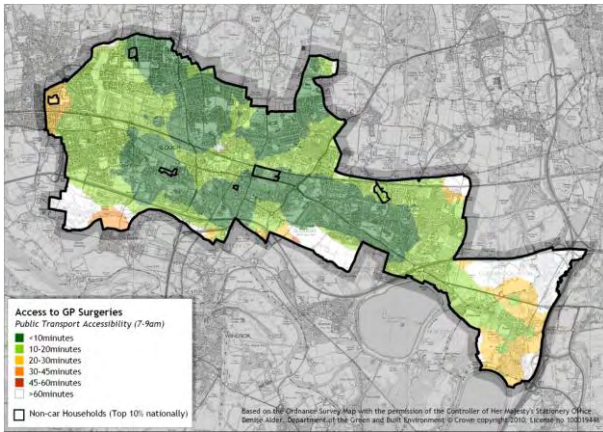
**Access to GP surgeries**

**2.8.71** Another essential form of healthcare is GP surgeries. Within Slough, there are a total of 24 GP surgeries, which are included within this analysis.

**2.8.72** Overall, 97% of residents are within a 20 minute public transport journey of a GP surgery. Whilst small variation exists between the social groups, over half of residents within each group are within a 10 minute public transport journey of their nearest GP surgery – with the highest level of accessibility noted for those in deprived areas, where 55% of residents are within a 10 minute journey, Table 2.22.

**2.8.73** The geographical spread of accessibility is shown in Figure 2.45, identifying that there are only very small pockets where accessibility to a GP surgery by public transport is over 20 minutes.

**Figure 2.45 Public transport access to GP Surgeries: Slough residents**



**2.8.74** Areas with high concentrations of residents with limiting long term illnesses are well served by public transport routes to Wexham Park and GP surgeries. Health deprivation is not considerably high within the Borough, and even those within the worst areas (in Britwell and Langley) are well served by public transport. Access to Heatherwood, for all residents, including those with limiting long term illnesses and those in health deprived areas, is slightly more difficult. Whilst services do exist to serve hospitals and GP surgeries in the Borough, a key consideration for these groups will be the cost of transport services – particularly for those who are required to attend frequent hospital appointments due to their illness.

**Alternative transport**

**2.8.75** This accessibility assessment has taken into account public transport only, however it is important to note that there are other transport options for those who are unable to use these services. Hospitals within Slough inform patients that should they be unable to travel to hospital themselves, ambulances can be arranged to collect them for their appointments.

**2.8.76** Those on income support will also automatically qualify for help with the cost of travelling to and from hospital for treatment.

**Community centres**

**Background**



**2.8.77** Participation in social, cultural and leisure activities is very important to people’s quality of life and social inclusion. The SEU report found that transport was a particular barrier to older people’s participation in activities such as day centres, and has identified the high importance of ‘getting out of the house’ in these ways for older people.

**Access to community centres**

**2.8.78** Within Slough there are a total of nine community centres that are used for a variety of social and community events for residents, as follows:

- Cippenham Community Centre;
- Haymill Community Centre;
- Langley Community Centre;
- Langley Pavilion;
- Rochfords Community Centre;
- Thames Valley Community Centre;
- Upton Lea Community Centre;
- Weekes Drive Community Centre; and
- Westfield Community Centre.

**2.8.79** Within Slough, 90% of residents are within a 20 minute journey of their nearest community centre. Encouragingly, this figure rises to 100% for those in deprived areas, and 91% for residents without access to a car, Table 2.23. The old (over 65) and the young (defined here as 11-19 year olds) also have good accessibility to these centres – which may form key social facilities for these social groups.

**2.8.80** Figure 2.46 displays geographically the accessibility to community centres within the Borough, which highlights the high proportions of residents within only a 10 minute journey time of a community centre (47% of all households).



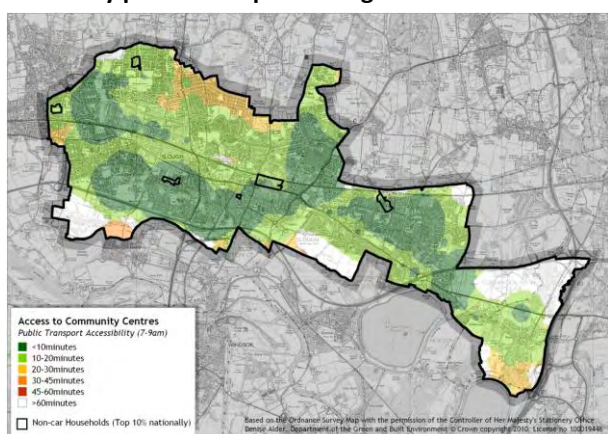
**Table 2.23 – Public Transport Access to Community Centres by Public Transport**

Journey time	All households	Residents in 20% most deprived areas	No car households	Older people	11-19 year olds
Under 10 minutes	46.8%	68.2%	48.1%	51.3%	47.8%
Under 20 minutes	89.7%	100.0%	91.1%	93.0%	90.5%
Under 30 minutes	97.5%	100.0%	99.5%	99.1%	99.0%
Under 45 minutes	97.5%	100.0%	99.5%	99.1%	99.0%
Under 60 minutes	97.5%	100.0%	99.5%	99.2%	99.2%

**Table 2.24 - Public transport access to leisure centres by public transport**

Journey Time	All households	Residents in 20% most deprived areas	No car households
Under 10 minutes	17.9%	51.7%	18.9%
Under 20 minutes	80.1%	98.6%	80.7%
Under 30 minutes	97.4%	100.0%	98.0%
Under 45 minutes	99.2%	100.0%	99.5%
Under 60 minutes	99.2%	100.0%	99.5%

**Figure 2.46 Public transport access to community centres by public transport: Slough residents**



**Leisure centres**

**Background**

**2.8.81** Leisure centres provide a range of activities for the local community, including clubs/groups, fitness classes, bowling, ice skating, and swimming. Improving access to leisure facilities, and the promotion of cycling and walking, can help to encourage a healthier lifestyle and support the government’s aim to increase levels of physical activity for both adults and children. The Department of Health and the Department for Culture, Media and Sport launched a consultation exercise “Choosing Health? Choosing Activity” on these issues in May 2004 to raise awareness of the impact physical activity can have on health.

**2.8.82** The importance of enabling an active community was discussed, and the lack of formal facilities for recreation was cited as being a reason for a lack of activity. Potential indicators to assist residents to lead healthier lifestyles included “Continuing to make our public spaces more accessible and attractive to those wanting to be active and creating and maintaining a wider range of opportunities for activity through sport and other recreational activities”.

**2.8.83** Participation in social and leisure activities is very important to people’s quality of life. The SEU report identified that people with poor social networks have poorer health outcomes. It also found that 9% of people without access to cars have difficulty accessing leisure facilities, compared with only 4% of people with car access. Ensuring that public transport accessibility to leisure centres across Slough will not only assist with the aim of encouraging more physical exercise, but also assist with community cohesion and wellbeing.

**Access to leisure centres**

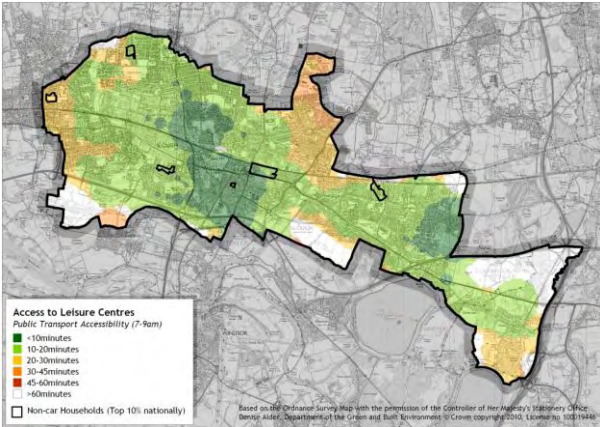
**2.8.84** Within Slough, there are five leisure centres, which are included within this accessibility analysis, namely:

- Langley Leisure Centre;
- Montem Leisure Centre;
- Herschel Sports;

- Thames Valley Athletics Centre; and
- Powerleague.

**2.8.85** Overall, 97% of households are within a 30 minute public transport journey of a leisure centre; while 100% of those in deprived areas are have access within this journey time, Table 2.24. The geographical spread of accessibility across the Borough is shown in Figure 2.47.

**Figure 2.47 Public transport access to leisure centres by public transport: Slough residents**



**Parks and open spaces**

**Background**

**2.8.86** Access to parks and open spaces is vital for residents’ health and wellbeing. The provision of wide open public and green spaces improves the physical environment for residents and assists with living environment deprivation (although a third of SOAs within Slough are actually within the 20% least deprived areas nationally in terms of living environment).

**2.8.87** Access to parks and open spaces has been noted be residents as an important factor as making somewhere a good place to live, with 34% of residents stating this as a factor in the Place Survey (up from 25% in the Best Value Performance Indicator survey).

**Access to parks and open spaces**

**2.8.88** Although Slough is an urban area, there are a considerable number of parks and open spaces within the Borough – a total of 65, including:

- Bayliss Park and Memorial;
- Cippenham Village Green;
- Colnbrook recreation ground;
- Herschel Park; and

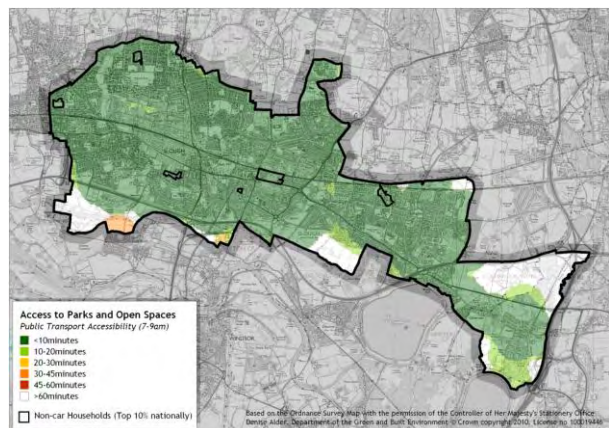
- Montem recreation ground.

**2.8.89** Access to these locations by public transport is good, with 98% of all households in the Borough within a 10 minute public transport journey of a park or open space. This increases to 100% of residents in deprived areas, Table 2.25. The geographical spread of accessibility is shown in Figure 2.48, highlighting that the majority of the residential areas in Slough are in close proximity to a park or open space by public transport.

**Table 2.25 Public transport access to parks and open spaces by public transport**

Journey time	All households	Residents in 20% most deprived areas	No car households
Under 10 minutes	98.4%	100.0%	99.1%
Under 20 minutes	100.0%	100.0%	100.0%

**Figure 2.48 Public transport access to parks and open spaces by public transport: Slough residents**



**Food shopping**

**Background**

**2.8.90** Access to fresh, healthy food is vital for health and wellbeing. Low income and those without access to a car are more likely to face problems in accessing healthy and affordable food as outlined by the SEU report. This identified that people without cars are more likely to find it difficult to access reasonably priced food and supermarkets (16% of those without access to a car, compared to only 6% of the population as a whole).

**2.8.91** It also noted that the increase in out-of-town shopping centres and decrease in smaller more local shops has meant that distances travelled for food shopping has increased considerably (60% between mid 1970's to late 1980's). Where access to supermarkets is restricted, socially disadvantaged groups are forced to buy products from more expensive local shops, and the only alternatives to paying higher prices for those without access to a car, are either to use public transport or potentially expensive taxi journeys.

**2.8.92** A lack in the choice of food available within reach of people from socially disadvantaged groups can result in poor dietary habits and as a result, poor health.

**Access to food shopping**

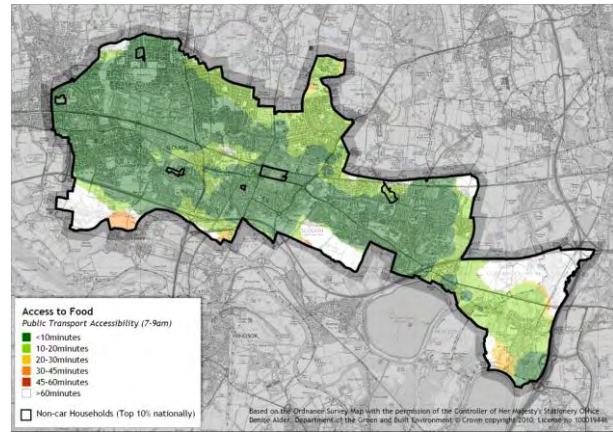
**2.8.93** Within the Borough, there are 39 supermarkets, including Tesco, Sainsbury's, The Co-Operative, Budgens, Marks & Spencer's and Somerfield, amongst others, and each of these are included within this analysis.

**2.8.94** Just over three quarters of households within Slough are within a 10 minute public transport journey of a supermarket. This increases to 79% of those without access to a car, and 85% of those in deprived areas. Overall, nearly all residents (99%) are within a 20 minute journey of their nearest supermarket, Table 2.26. The geographical spread of accessibility to supermarkets is shown in Figure 2.49.

**Table 2.26 Public transport access to food shops by public transport**

Journey time	All households	Residents in 20% most deprived areas	No car households
Under 10 minutes	76.0%	85.4%	79.1%
Under 20 minutes	99.2%	100.0%	99.5%
Under 30 minutes	99.2%	100.0%	99.5%
Under 45 minutes	99.2%	100.0%	99.5%
Under 60 minutes	99.2%	100.0%	99.5%

**Figure 2.49 Public transport access to food by public transport: Slough residents**



**Alternative transport in Slough**

**2.8.95** This assessment has examined the level of accessibility to a range of key destinations using only public transport (bus, rail, and coach). Whilst public transport is generally good within the Borough, it should also be recognised that there are other transport services in operation for residents where public transport options are either not available to them, or not a viable method of transport because of individual specialist needs.

**2.8.96** There are a variety of community and voluntary transport schemes running within Slough, for example demand responsive transport, scooter hire and ShopMobility, covering in particular those areas experiencing lower levels of public transport accessibility. Two key schemes running in Slough are briefly detailed below.

**Out and About Community Transport**

**2.8.97** Out and About is a door-to-door transport service for residents in Slough whose mobility is restricted or who have difficulty using public transport (generally for those who have a form of disability or have transport issues due to age or illness).

**2.8.98** The service provides transport within Slough as well as some adjacent locations for shopping trips, visiting friends, trips to day centres, trips to public buildings/centres (parks, libraries etc.), into the town centre, or simply to assist people to get out of their house. The service is available from Monday to Saturday 08:00 until late. There are some costs associated with the service dependent on the journey distance.



## ShopMobility

**2.8.99** ShopMobility provides residents with the loan of a wheelchair or scooter within Slough town centre. The service is available for anyone having difficulty getting around – for example permanent or temporary disablement, age, accident or illness. The service is available Monday-Friday 8:30 – 16:40.

**2.8.100** Residents are required to pay an annual membership fee and a daily charge for the loan of equipment. Alternatively there is an occasional user fee.

**2.8.101** Therefore, there are a number of transport options available to all residents within Slough, regardless of their age or disability that reduce the need to use private vehicles. These services help reduce social exclusion for some groups. However, whilst these services provide transport for essential services – i.e. medical and food shopping, as well as some social trips, they do not provide transport to education or employment which are both key journey purposes for the population.

## Summary

**2.8.102** This chapter has provided a detailed analysis of the current levels of accessibility with Slough to a series of key destinations, and by a range of social groups. This has identified the following points / issues:

- The three major employment destinations – Slough Trading Estate, the town centre, and Heathrow Airport, are well served by public transport, from both within the Borough, and from major surrounding centres. However despite this, the car remains the predominant mode of transport for journeys to work. Public transport serves the three main employment destinations within the borough, and therefore existence of transport services is not considered to be a key issue for job seekers. However, cost of services to access employment will be paramount to this group who will be on limited incomes;
- Public transport accessibility to primary schools across the Borough is good with all residents within a 20 minute public transport journey of their nearest primary school. However, an examination of walking distances to schools shows that some of the worst deprived areas within the Borough have further distances to

walk than those in more affluent areas. The deprivation in these areas is based on crime and living environment IMD which does not encourage a good environment for walking, and may encourage truancy in older children travelling to primary schools. However, all residents in deprived areas are within a 1.5km walk of their nearest primary school;

- Whilst access to Wexham Hospital is good within the Borough, accessibility to Heatherwood Hospital is poor, with only around 30% of residents within an hours public transport journey of the site. Whilst it may be expected that access to Heatherwood will be poorer than that to Wexham due to their geographical location, access to both hospitals is vital for residents due to the specialist services that they offer. Improving accessibility to this hospital will not only reduce the number of missed appointments (and hence cost to the NHS), but also provide residents with more healthcare options, and reduce stress to those who require access to the site for essential medical services. Whilst availability of services serving medical facilities is good, cost of services will be a key consideration, specifically for those that have limiting long term illnesses and are required to attend frequent medical appointments; and
- In terms of quality of life, access to open spaces, social and leisure facilities, and food shopping is vital. Across the Borough, the vast majority of residents are within a 30 minute public transport journey time of these key destinations.

**2.8.103** Overall within the Borough, accessibility to the majority of key destinations tested is good. However, whilst public transport, walking and cycling are available transport options to access these destinations, it is vital to ensure that these transport options are affordable, reliable, safe and physically and psychologically accessible to residents to ensure they are able to access key destinations, improve their quality of life, and assist with reducing social exclusion;

## Ch. 3 - Challenges and options

**3.1.1** This section discusses the accessibility issues identified from the socio-demographic profiling, accessibility analysis and wider consultation undertaken during the development of this Accessibility Strategy. Once challenges have been identified, a series of interventions are identified to assist or mitigate these issues and challenges.

### 3.2 Challenges

#### Issues identified through desktop research

**3.2.1** Overall, for each of the destination groups looked at in this analysis, public transport accessibility across the borough is good. In terms of the existence of services, public transport is not considered to be a considerable factor restricting the movement of residents around the borough to key destinations (employment, food shopping, leisure etc.) However, aside from the existence of services, there are a number of other indicators of accessibility that enable people to use public transport to travel across the Borough. The desktop review has identified the following issues and challenges for accessibility within the Borough:

- There is a high **car dependency** within the Borough, with high proportions of residents and the workplace population using car for their main mode of travel to work – despite public transport options being available for the main three employment locations within the Borough. This may indicate that behaviour change is a key issue for accessibility;
- Over a quarter of households do not have access to a car, and therefore will be **reliant on having accessible public transport, walking and cycling options** for travel within the Borough;
- Three main **employment locations** within the Borough are Slough Trading Estate, Slough Town Centre, and Heathrow Airport, which each attract a considerable amount of demand on transport in the area for workers, visitors, business travel and freight. All are well served by public transport within the Borough, however public transport does not appear to be an attractive option for commuting;

- Income and crime **deprivation** levels are high within the Borough, and this is likely to have an impact on transport in terms of affordability and safety concerns relating to transport options within the Borough;
- **Access to Heatherwood hospital** is poor for residents in Slough (only 30% within an hour's public transport journey). Although it may be expected due to its geographical location outside of the Borough, the hospital offers key medical facilities and therefore access to this site (and other medical facilities) is paramount for residents – particularly for the high proportion of residents classified as having a limiting long term illness;
- **Affordability** of transport options is likely to be a key issue, as there are high levels of unemployment and those working in elementary or low income occupations;
- There are key clusters of disabled residents within the Borough (over 5% in some areas), who will have **specific transport requirements** due to their disability / mobility impairment;
- **Access to education and training facilities** will be key for residents in the Borough, as over a quarter are aged under 18 (therefore high numbers will be in full time education / apprenticeships etc.), and many of those on JSA are likely to be learning new skills to broaden their employability horizons. Affordability of these services will be key for both of these groups who are likely to be on low incomes;
- In terms of access to primary schools, those in more affluent areas have a shorter distance to travel than those in some highly deprived areas in the Borough, although public transport is available for all residents to access primary schools (although this will be costly to those who are already likely to be on lower incomes);
- In terms of **quality of life**, access to open spaces, community and leisure facilities, and food shopping is good across the Borough. However affordability and physical and psychological accessibility onto these services will be of considerable importance to key social groups who will rely on these centres to reduce social exclusion (i.e. older people, young people, the disabled);

- The **multicultural** nature of Slough results in a vast **range of travel requirements** for residents – in terms of accessing specific services, availability of public transport information, and measures to encourage more sustainable travel by all groups. Further to this, the large number of **immigrants** in Slough (5% of all in the South East) increases accessibility requirements in terms of access to training, employment and community facilities, as well as increasing the requirement for availability of easy to understand public transport information in a number of languages;
- **Traffic congestion** is a key issue within the Borough, as whilst 64% of residents state that they are satisfied with their local area, this was the third most mentioned area for improvements in the Borough (42% of respondents) (Place Survey). This will have an impact on accessibility as it may create barriers to people walking and cycling within the borough, and may impact on the reliability of public transport services;
- **Journey patterns and requirements will become more complex in the future** – the introduction of apprenticeships and further training facilities, as well as parental choice for location of schools, and individual choice of healthcare facilities may result in increased and more complex journey patterns;
- A requirement for **less unnecessary movement of people and goods** as a target for the LTP3 means accessibility planning will have to be carefully considered across many sectors;
- willingness to try, and reasons for not using, alternative modes of transport;
- measures to encourage use of walking, cycling and public transport
- perceptions of public transport across the Borough;
- perceptions of, and issues with car parking within the Borough<sup>46</sup>; and
- safety and security issues within the Borough\*.

**3.2.4** This research highlighted the following issues for accessibility within the Borough:

- The dependency on use of car is high, with 44% of respondents stating that the car was their usual mode of transport for their most common journey. Encouragingly however, 42% of respondents used public transport as their most common mode of transport;
- Around 24% of those who used car as their most common mode of transport stated that they would be unwilling to consider more environmentally friendly travel options. The most common reasons were the use of a car for work purposes, the general preference and enjoyment of driving, and that the car was stated to be more convenient / quicker;
- When asked why respondents did not use public transport more for their journeys, respondents stated that they preferred their usual mode of transport. Car drivers answering this question stated that they preferred driving (32% of car drivers), and that public transport was too expensive (11%);
- Nearly half (48%) of respondents not frequently using public transport stated that there were no possible improvements that would encourage them to use public transport for their journeys. A small proportion (6%) stated that a reduction in the cost would encourage them to use public transport more often;
- Encouragingly, of those that use public transport, 47% stated they were satisfied or very satisfied with public transport services within Slough. Reasons provided included reliable buses, a quality service and a comprehensive network. A quarter stated that they were dissatisfied or very dissatisfied with reasons stated as an unreliable

**Issues identified through consultation**

**Public consultation**

**3.2.2** A series of public consultation events were undertaken in Slough town centre as part of the development of the Supplementary Documents supporting the LTP3. A total of approximately 750 interviews were conducted with members of the public in Slough bus station, the High Street and car parks across the town (Buckingham Gardens, The Grove, Herschel and Hatfield).

**3.2.3** The consultation sought information on the following issues relating to this Accessibility Strategy:

- reasons for most common mode of transport;



service, expensive services and generally poor services;

- Those with a disability were found to be less satisfied with public transport services than those without a disability (48% compared to 72%); and
- Around 10% of respondents stated that they felt safety was an issue in Slough bus station. Reasons provided were a fear of crime due to isolation and darkness, and gangs / antisocial behaviour.

### Disability groups

**3.2.5** As part of the development of this Accessibility Strategy, consultation was undertaken with two key disability groups within the Borough, the Physical Disability and Sensory Needs Project Development Board, and attendees of the Phoenix Day Centre. These groups cover a range of disabilities, from physical and sensory to learning disabilities and therefore assist with providing a broad spectrum of transport issues for disabled users. This consultation was undertaken to understand the difficulties experienced when travelling around the Borough for those who have a disability or mobility impairment.

*“Disabled people just want to go to the same places and have the same opportunities as everyone else”*

**3.2.6** This consultation identified some key issues for travelling within the Borough. These included:

- Space on board buses – only generally space for one wheelchair on each bus which is often used for prams. Disabled people tend to socialise together, however can not travel together, and sometimes experience long waiting times at bus stops until space is available on a bus. Anchoring devices were also noted to be sparse in disabled bays on buses;
- Bus driver training – some participants noted that drivers do not wait for passengers to be seated before driving away from bus stops – although this varied in services across the Borough. This was noted to be particularly concerning for those with mobility problems.
- Lack of information – this ranged from public transport timetables, to information on bus passes etc. It was felt that if you had access to the internet accessing such information was not a problem but many did not have the facilities or ability to use the internet;
- Confidence / Training – some respondents lacked the knowledge of how to use public transport, and as such lacked confidence to attempt to use services;
- Problems with footways – too much street furniture (and badly aligned) to allow wheelchair use, cars parked on pavements reducing space and blocking raised and dropped kerbs, dropped kerbs not aligned across roads, lack of lighting in some areas, and issues with shared pathways for those with visual impairments;
- Location of bus stops – often not close enough to key facilities. Example of hospital where buses stop on opposite side of road, and passengers have to cross a busy road to access hospital;
- Access to rail services – large gaps between platforms and trains and hence difficult to alight trains. Also noted that newer train services with disabled facilities were noted to arrive at two platforms that did not currently have disabled access in Slough rail station;
- Electronic signage – difficult to use for those with visual impairments. Provision of audio announcements both on board transport and at stations (with use of key fobs to point at signs and hear an audio description) identified to be much better for visually impaired residents;
- Attitudes towards those with disabilities (public and driver) – a lack of understanding of the issues faced by the disabled when travelling. Lack of assistance and patience noted by several participants;
- Public transport information – finding out about accessible public transport services was noted to be difficult – information needs to be cascaded to key groups;
- Taxis – making considerable efforts to ensure that they are accessible for the disabled, however appears to be a disproportionate pricing structure – a £10 minimum fare for a disabled access taxi, compared to £5 for a taxi without these facilities.

**3.2.7** The main theme of all discussions was the need to enable independence and social inclusion for disabled residents. The majority of journeys mentioned related to visiting friends and social activities and the desire to lead a normal lifestyle regardless of having specific travel requirements.

#### Chamber of Commerce

**3.2.8** Consultation with the Chamber of Commerce was carried out to discover any issues businesses within the Borough experience concerning transport, primarily regarding their employees.

**3.2.9** Discussions highlighted several issues reported by businesses regarding commuting and business travel using public transport in the area:

- The large number of multinational businesses within the trading estate results in a large amount of travel – both in terms of staff, visitors, and freight. Employers choose Slough because of its highway links, and close proximity to Heathrow airport. Generally it is reported that this travel is made by private vehicles or rail links;
- Many employees travel from outside of the Borough to work within Slough – primarily at the trading estate. This creates long travel times to work, and businesses report a loss of man hours as a result of travel issues;
- There is a strong propensity to use cars to travel for work / commuting. There are image issues with using buses in the Borough. Anecdotal evidence suggests that people see bus travel as a mode of transport for the young, the old, lower classes and those who do not have access to a car;
- Cars are noted to be a status symbol within the Borough – “people will have small houses to afford large cars”;
- Rail travel was noted to be an expensive method for business travel, and whilst east-west links in Slough were good, north-south were poor. This coupled with the reluctance to use buses means that accessibility is more limited; and
- Getting information on public transport is noted to be a barrier for travel as often marketing campaigns are undertaken on public transport and hence cover a limited market of existing

public transport users. It was recognised that the internet was the best source for gaining information.

**3.2.10** Further considerations regarding accessibility for workers was noted by businesses and included , allowing flexible working hours to account for travel or carer needs, providing ‘buddy-up’ schemes for shift workers who travel out of normal public transport hours, and campaigning for bus routes in required areas for their staff.

#### Health and Wellbeing Project Development Group

**3.2.11** Discussions with the Health and Wellbeing PDG representative identified the following challenges for accessibility across the Borough:

- Accessibility to **all** healthcare / medical facilities need to be considered to cater for the range of requirements by residents – this includes smaller locations that offer specific medical treatments. Key to this is joint working with the centres themselves;
- Mental wellbeing is of vital importance for residents – including access to leisure facilities and the town centre to enable access to all its facilities – cinemas, group meetings etc.;
- Transport in all its forms should be available to everyone – this includes physical access to transport and interchanges. Specifically discussed was access at Slough rail station and the difficulty disabled residents have accessing trains – getting to the train station is not a problem, but using facilities once there is difficult;
- Accessibility and wellbeing for all should be included in all planning applications – to ensure that accessibility is key. Noted that improvements across Slough as part of the Heart of Slough project is making the area more welcoming for residents, however there is still work to do in terms of planning and consultation with key groups is a vital part of this;
- Key concerns that a number of disabled people aren’t aware that they can get free bus passes for travel – and therefore affordability of services becomes an issue “*attitude that unless you’re old, you cant get a bus pass*”;
- Societal issues - in terms of consideration of others travelling around the Borough, a cultural

issue in relation to understanding disabilities, and with information and attitudes relating to bus use – buses seen to only be for certain groups of society;

- A careful balance needs to be struck between offering direct bus services to attract people to use the services, and ensuring that routes are available for a wide number of people – the length of many bus routes discourage people from using services;
- Issue with spaces on buses – carers with prams have the same issues as those in wheelchairs – difficulty using public transport services, and lack of space on buses;
- Whilst the environment in Slough is getting better – still not considered to be a welcoming environment for social interaction and cohesion; and
- Anecdotal evidence suggested that if transport links are improved – in terms of changing attitudes, information provision and physical access to make journeys 'easier' – many people who currently do not work due to an illness or disability would be encouraged back into employment.

#### **Community Cohesion Project Development Group**

**3.2.12** Consultation with the community cohesion PDG identified the following challenges for accessibility within the Borough:

- Effective transport was considered to be a very important facilitator to encourage community cohesion – and it was felt that improvements to the transport network would benefit many residents in the area;
- High levels of congestion were noted to cause severance in communities – which in turn creates barriers for effective community cohesion (particularly noted in Chalvey which is a deprived area);
- The cost of public transport was noted to discourage use of these modes for many residents. Discussions suggested that the use of deal / group tickets would help to discourage car use;
- Within the Borough there are a number of places where parking is free – this was felt to only

encourage people to use their cars and not use more sustainable, and social forms of transport;

- There is a need to make open spaces more appealing and accessible – to encourage more social interaction; and
- Due to the multicultural society within Slough, places of worship often cause considerable amounts of congestion through parking on roads. Better use of other transport modes would ease this situation, reduce the frustration caused by drivers, and reduce the attitudes relating to other cultures as a result of this issue.

### **3.3 Options**

**3.3.1** Further to the identification of the challenges and issues for accessibility with Slough, a series of opportunities have been initially identified based on their potential to improve access levels in the study area and help deliver the LTP3 and Accessibility Strategy objectives.

**3.3.2** The importance of tailoring opportunities to each deprived area and /or specific population group resonates throughout the evidence base in this Accessibility Strategy, and hence potential opportunities will need to differ across the Borough.

**3.3.3** Table 3.1 details the types of opportunities that could assist with the accessibility issues and challenges identified in this report. Due to a reduction in funding for LTP3 measures, it is important to consider a range of small cost, but high benefit measures. As general accessibility across the Borough is good, many of the accessibility benefits mentioned in this table generally consider small groups of the population, but have the potential to make a life changing impact on these individuals. (I.e. getting someone back into full time employment).

**3.3.4** The development of an implementation plan to pull these options together and set forward a plan of action to improve accessibility will be developed in line with the LTP3.



**Table 3.1 Potential options for accessibility improvements within Slough**

Challenge / Issue	Possible Opportunities	Links to LTP3 Objectives										
		Transport system accessible to all	Social inclusion / regeneration	Traffic accidents	Minimising opportunities for crime	Improve personal health	Tackle climate change	Minimise noise	Environment, heritage & landscape	Linking neighbourhoods	Improve journey experience	Economic competitiveness
<p>Although there is good coverage across the Borough, <b>public transport is not an attractive travel option</b> for some residents due to:</p> <ul style="list-style-type: none"> <li>• Image problems with buses;</li> <li>• Propensity to use car – seen as a status symbol;</li> <li>• Cost of public transport seen to be expensive; and</li> <li>• A difficulty in changing people's established travel behaviour.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing 'greener' travel choices to promote travel by public transport, walking and cycling (similar to 'Active Slough' campaigns). Focus on making public transport more appealing and welcoming to the more vulnerable and excluded groups within the area (Borough wide);</li> <li>• Marketing of public transport accessibility for key destinations within the Borough – i.e. employment destinations, training / education establishments, healthcare facilities and leisure centres. Borough wide marketing;</li> <li>• Fare promotions for public transport (i.e. multi buy, leisure centre offers with public transport ticket purchase etc.) to help encourage use of public transport and participation in sport and activities to improve health and wellbeing;</li> <li>• Revising / creating fare structures for business travel for local businesses;</li> <li>• Implementation of more comprehensive parking strategies to reduce the attractiveness of using private vehicles (with concessions) i.e. around Trading Estate, town centre, use of only short-term parking so as not to penalise shoppers (Borough wide);</li> <li>• Improve provision / dissemination of public transport information – including mapping – to businesses, residential areas, education establishments, and display of public transport information in public places – not just at public transport stops (Borough wide); and</li> <li>• Personalised travel planning services – for businesses, shopping centres, residential estates including car sharing, car clubs etc. (Borough wide)</li> </ul>	✓	✓		✓		✓	✓			✓	✓

Challenge / Issue	Possible Opportunities	Links to LTP3 Objectives											
		Transport system accessible to all	Social inclusion / regeneration	Traffic accidents	Minimising opportunities for crime	Improve personal health	Tackle climate change	Minimise noise	Environment, heritage & landscape	Linking neighbourhoods	Improve journey experience	Economic competitiveness	Sustainable housing growth
<p><b>Public transport usability issues::</b></p> <ul style="list-style-type: none"> <li>• Disabled groups identified other access issues including entry, space on buses for those in a wheelchair, lack of understanding of drivers when dealing with those with disabilities, lack of audio announcements on buses and in bus and rail stations (particular problem for the visually impaired), confidence issues and information gaps;</li> <li>• Multicultural nature of Slough means that residents from a range of ethnic backgrounds need access to the transport system; and</li> <li>• A general lack of information of available public transport services within the Borough – which links to confidence of using public transport service</li> </ul>	<ul style="list-style-type: none"> <li>• Increase disabled facilities onboard buses – including space, anchoring facilities etc.;</li> <li>• Implement parking restrictions around bus stops, to allow full use of low floor buses / raised kerbs (Borough wide);</li> <li>• Promotion of disabled and carer bus passes – directly to key groups including disability groups, visiting community centres such as Phoenix Day Centre etc.;</li> <li>• Provision of information – delivered directly to residents, rather than only through the internet as many people do not have the ability to access the internet – can be disseminated through DLA claimant information / payment packs, and in a range of languages;</li> <li>• Provision of personalised travel information – visits to disability groups and day centres to provide them with bus pass and travel information to encourage more independent travel, increase confidence, and hence reduce reliance on private vehicles;</li> <li>• Provision of travel training at schools and other establishments (Borough wide);</li> <li>• Bus driver and general public training on the difficulties disabled residents experience when travelling to increase understanding – for example exhibitions in the town centre (Borough wide);</li> <li>• Implementation of audio announcements on buses when arriving at bus stops (Borough wide);</li> <li>• Implementation of real time transport information, which includes audio options for those with visual impairments (Borough wide); and</li> <li>• Provision of easy-to-understand public transport information in a variety of formats and languages (Borough wide).</li> </ul>	✓	✓		✓		✓	✓		✓	✓		

Challenge / Issue	Possible Opportunities	Links to LTP3 Objectives											
		Transport system accessible to all	Social inclusion / regeneration	Traffic accidents	Minimising opportunities for crime	Improve personal health	Tackle climate change	Minimise noise	Environment, heritage & landscape	Linking neighbourhoods	Improve journey experience	Economic competitiveness	Sustainable housing growth
<p><b>Affordability of public transport services:</b></p> <ul style="list-style-type: none"> <li>Public transport noted to be expensive by many groups, and of vital importance to those who are on low incomes. A reduction in cost was noted to be an area that would encourage more use of public transport services; and</li> <li><b>Inequality in pricing structures:</b> A large proportion of disabled residents rely on private or community transport to make their journeys which is chargeable, compared to free public transport use with disabled passes. Inequality in the pricing structure for accessible taxi services.</li> </ul>	<ul style="list-style-type: none"> <li>Revision of fare structures – to ensure that public transport costs are competitive and accessible for all residents / workers within the Borough. In particular to ensure it does not adversely affect those on limited incomes or those reliant on public transport for their journeys – discounts for those who can prove they are claiming benefits (Borough wide);</li> <li>Standardisation of minimum fares in taxis – to eradicate the increase in cost for disabled residents when using ‘accessible’ taxi services (Borough wide);</li> <li>PT fare promotions / incentives – to encourage people to use PT in place of private vehicles (i.e. multi buy, leisure centre offers with public transport ticket purchase etc.);</li> <li>Introduction of integrated ticketing – to allow use of different public transport services with monetary benefits to joint ticketing (Borough wide);</li> <li>Introduction of use of concessionary bus passes on community transport (Borough wide); and</li> <li>Further develop the community transport network – and eligibility criteria (Borough wide).</li> </ul>	✓	✓		✓		✓			✓	✓	✓	



Challenge / Issue	Possible Opportunities	Links to LTP3 Objectives										
		Transport system accessible to all	Social inclusion / regeneration	Traffic accidents	Minimising opportunities for crime	Improve personal health	Tackle climate change	Minimise noise	Environment, heritage & landscape	Linking neighbourhoods	Improve journey experience	Economic competitiveness
<p><b>High car dependency</b> within the Borough - due to status of cars and convenience, combined with an apparent unwillingness to transfer to more sustainable methods of transport. This in turn creates high levels of congestion in the Borough and can cause severance in some communities.</p> <p>Further to this, high car dependency means less residents are walking and cycling for transport, and therefore this is a key area to encourage more active and healthy lifestyles.</p>	<ul style="list-style-type: none"> <li>Marketing of more sustainable modes of transport – including marketing of health and environmental benefits of reducing car use, for key destinations in the Borough – targeting young people, and areas with high proportions of ethnic minorities;</li> <li>Encouragement of car sharing – changing to PT may not be feasible for some residents, however personalised travel planning, and encouraging car sharing may be seen by residents as a more attractive way to reduce car use – particularly for work travel as many people live and work within the borough and could therefore car share. Target key employment destinations in the borough.;</li> <li>Fare promotions for public transport (i.e. multi buy, leisure centre offers with public transport ticket purchase, commuter public transport ticket discounts);</li> <li>Implementation of more comprehensive parking strategies to reduce the attractiveness of using private vehicles (with concessions) (Borough wide); and</li> <li>Road user charging during peak periods in town centre and along roads that have considerable congestion. In conjunction placement of park and ride services to remove congestion i.e. in Chalvey and on key routes from the M4 into Slough.</li> </ul>	✓	✓	✓	✓		✓	✓		✓	✓	✓

Challenge / Issue	Possible Opportunities	Links to LTP3 Objectives										
		Transport system accessible to all	Social inclusion / regeneration	Traffic accidents	Minimising opportunities for crime	Improve personal health	Tackle climate change	Minimise noise	Environment, heritage & landscape	Linking neighbourhoods	Improve journey experience	Economic competitiveness
Conversely – <b>reliance on public transport, walking and cycling</b> for those that do not have access to cars	<ul style="list-style-type: none"> <li>Enhance existing public transport networks – fleet, reliability, frequency of services etc. (Borough wide);</li> <li>Encourage public realm improvements to compliment the natural environment, as well as providing a more welcoming environment for walking, cycling and community cohesion (hence also assisting to improve more active lifestyles). For example along key routes in the borough to mitigate against high levels of congestion – i.e. A4 corridor;</li> <li>Revision of fare structures – to ensure that public transport costs are competitive and accessible for all residents / workers within the Borough. In particular to ensure it does not adversely affect those on limited incomes or those reliant on public transport for their journeys; and</li> <li>Introduction of scooter commuter schemes, bike rental and car clubs to further travel options for this group (Borough wide).</li> </ul>	✓	✓	✓	✓	✓	✓	✓	✓	✓		
<b>Access to Healthcare</b> – particularly Heatherwood Hospital as this is currently poorly served by public transport for residents in Slough. Also the requirement for easily accessible transport options for residents to all healthcare / medical facilities across the Borough.	<ul style="list-style-type: none"> <li>Undertake review of transport options to all medical/healthcare facilities in the Borough; - to ensure good accessibility to hospitals and healthcare facilities – specifically for those most in need, including the elderly, those with limiting long term illnesses, and disabled residents (Borough wide);</li> <li>Work with PCT and travel providers to fill gaps in the transport network to ensure all healthcare facilities are well, and easily, served by public transport;</li> <li>Dissemination of information to patients on travel options to access healthcare facilities. More widespread information on these services including on hospital websites; and</li> <li>Provision of mobile healthcare facilities for more routine medical requirements (Borough wide).</li> </ul>	✓	✓			✓		✓		✓		✓

Challenge / Issue	Possible Opportunities	Links to LTP3 Objectives										
		Transport system accessible to all	Social inclusion / regeneration	Traffic accidents	Minimising opportunities for crime	Improve personal health	Tackle climate change	Minimise noise	Environment, heritage & landscape	Linking neighbourhoods	Improve journey experience	Economic competitiveness
<p>Areas of slough are highly <b>deprived</b> – in terms of income and crime deprivation and this is likely to have an impact on social exclusion</p>	<ul style="list-style-type: none"> <li>• Improve accessibility to key destinations by public transport, walking and cycling (where necessary) from deprived areas (such as Langley, Chalvey) to reduce social exclusion and encourage more active travel. In particular to allow the unemployed access to jobs, and to promote community interaction;</li> <li>• Provide public realm improvements to encourage walking and cycling in deprived areas to provide a welcoming community environment in the borough and increase health and wellbeing through active travel; and</li> <li>• Provide safety and security measures in deprived areas to reduce crime and increase security when travelling – i.e. adequate lighting, CCTV, staff/policing, wide open spaces / public realm improvements etc. particularly in areas of</li> </ul>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
<p><b>Access to the three main employment locations</b>– existing propensity to use private vehicles when there are other transport options available</p>	<ul style="list-style-type: none"> <li>• Encouragement of car sharing – changing to PT may not be feasible for some residents, however personalised travel planning, and encouraging car sharing may be seen by residents as a more attractive way to reduce car use;</li> <li>• Road pricing during peak periods to encourage use of more sustainable transport;</li> <li>• Fare promotions for business use on public transport (i.e. business travel cards which offer discounts / pre pay to avoid staff booking expenses etc.);</li> <li>• Fare promotions / incentives on public transport– to encourage people to use PT in place of private vehicles for commuting transport (i.e. commuter ticket discounts, integrated ticketing systems etc.); and</li> <li>• Implementation of car clubs, scooter commuter schemes and bike hire to encourage other modes of transport for work other than the private vehicle.</li> </ul>	✓	✓		✓	✓	✓		✓	✓	✓	



Challenge / Issue	Possible Opportunities	Links to LTP3 Objectives										
		Transport system accessible to all	Social inclusion / regeneration	Traffic accidents	Minimising opportunities for crime	Improve personal health	Tackle climate change	Minimise noise	Environment, heritage & landscape	Linking neighbourhoods	Improve journey experience	Economic competitiveness
<p><b>Access to facilities to improve / enhance quality of life for residents (leisure, community, social facilities)</b></p>	<ul style="list-style-type: none"> <li>• Enhancement to, and promotion of walking and cycling routes within the Borough to encourage use, specifically on key routes into Slough including along / providing alternatives to major transport corridors to improve use and safety;</li> <li>• Focus enhancements / promotions on access to education / training facilities in the Borough to enable residents to improve their skills and employability;</li> <li>• Promotions for leisure facilities based on use of public transport to get to leisure facilities (Borough Wide);</li> <li>• Promotion of walking, cycling and public transport – in the context of improving the environment as well as health and convenience benefits (Borough Wide);</li> <li>• Marketing to encourage more healthy lifestyles – including activity and healthy food (Borough Wide, including schools);</li> <li>• Public realm improvements in deprived areas to improve the overall environment and encourage people to walk and cycle to create more active lifestyles(i.e. Langley and Chalvey);</li> <li>• Encourage community engagement in open spaces – in town events, as well as in planning – i.e. introduction of cafes in parks etc to encourage community cohesion (Borough Wide); and</li> <li>• Encourage walking, cycling and healthy lifestyles further in the Borough – through marketing and the placement of appropriate walk and cycle paths, walking and cycling events and promotions (Borough Wide);.</li> </ul>	✓	✓	✓	✓	✓	✓	✓	✓	✓		

Challenge / Issue	Possible Opportunities	Links to LTP3 Objectives										
		Transport system accessible to all	Social inclusion / regeneration	Traffic accidents	Minimising opportunities for crime	Improve personal health	Tackle climate change	Minimise noise	Environment, heritage & landscape	Linking neighbourhoods	Improve journey experience	Economic competitiveness
<p><b>Changing nature of travel patterns</b> and requirements within the Borough – noted that societal / cultural behaviours and attitudes are hard to change – particularly in terms of using more sustainable transport and having consideration for all others when travelling in the Borough</p>	<ul style="list-style-type: none"> <li>• Promotion of walking, cycling and public transport – in the context of improving the environment as well as health and convenience benefits (Borough Wide, specific focus on ethnic groups);</li> <li>• Marketing to encourage more healthy lifestyles – including activity and healthy food (Borough Wide); and</li> <li>• Provision of incentives for use of public transport, walking or cycling to certain destinations within the Borough – i.e. workplaces, education establishments, or discounts on leisure facilities etc (Borough Wide).</li> </ul>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<p>Requirement to <b>reduce the need to travel</b>, and reduce unnecessary movement of people and goods</p>	<ul style="list-style-type: none"> <li>• The provision of mobilised services – for education / training, healthcare, personal wellbeing, library services etc. (Borough Wide);</li> <li>• Use of accessibility planning in new developments to ensure local amenities are within close proximity to residential locations (Borough Wide); and</li> <li>• Implementation of digital infrastructure – including broadband, wireless connectivity and digital hubs within communities. Reduces need to travel and also increases economic competitiveness' (Borough Wide);.</li> </ul>		✓	✓		✓	✓	✓	✓	✓	✓	✓

Challenge / Issue	Possible Opportunities	Links to LTP3 Objectives										
		Transport system accessible to all	Social inclusion / regeneration	Traffic accidents	Minimising opportunities for crime	Improve personal health	Tackle climate change	Minimise noise	Environment, heritage & landscape	Linking neighbourhoods	Improve journey experience	Economic competitiveness
<p><b>Perceived safety and security issues</b> when travelling in the Borough – within geographical areas, when waiting at the bus station/stops or walking around the Borough.</p>	<ul style="list-style-type: none"> <li>• Provide safety and security measures, particularly in deprived areas, and those with high levels of criminal activity (Cippenham, Chalvey and Upton) to reduce crime and increase security when travelling. Social groups will face different barriers when travelling, but examples to reduce a feeling of isolation, anti-social behaviour and crime, include: <ul style="list-style-type: none"> <li>• Adequate lighting to encourage walking and cycling and community interaction;</li> <li>• CCTV;</li> <li>• Staffing/Policing;</li> <li>• Public realm improvements to make Slough a welcoming place to travel in; and</li> <li>• Public transport marketing and necessary improvements to improve the image of, safety/security (either perceived or actual).</li> </ul> </li> </ul>	✓	✓	✓	✓			✓	✓	✓		
<p><b>Design of public spaces</b> – including the layout of pavements, street furniture and location of bus stops, to create a more welcoming environment for travelling and community interaction</p>	<ul style="list-style-type: none"> <li>• Public realm improvements to encourage walking, cycling and community interaction (Borough Wide, and particularly in areas known for crime i.e. Cippenham, Colnbrook, Chalvey and Upton). Could include: <ul style="list-style-type: none"> <li>• Adequate street lighting;</li> <li>• Ensuring street furniture does not clutter pavements; and</li> <li>• Location / facilities of bus stops – near to facilities, provision of shelters, public transport information etc.</li> </ul> </li> <li>• Encourage community engagement in open spaces – in town events, as well as in planning – i.e. introduction of cafes in parks etc to encourage community cohesion (Borough Wide).</li> </ul>	✓	✓	✓	✓		✓	✓	✓	✓		✓



Challenge / Issue	Possible Opportunities	Links to LTP3 Objectives										
		Transport system accessible to all	Social inclusion / regeneration	Traffic accidents	Minimising opportunities for crime	Improve personal health	Tackle climate change	Minimise noise	Environment, heritage & landscape	Linking neighbourhoods	Improve journey experience	Economic competitiveness
The need to ensure <b>new developments consider accessibility</b> for all in planning stages.	<ul style="list-style-type: none"> <li>Require that all new developments include transport provision before planning permission will be granted (Borough Wide);</li> <li>Ensure that new developments utilise existing accessibility within the area where possible. This could include identifying development/growth areas using accessibility assessments. This will identify areas that are already well served by public transport, walking and cycling (Borough Wide);</li> <li>Joint working with PCTs, education establishments and social services to provide more joined up accessibility in new developments; and</li> <li>Where these areas are not available, ensuring that accessibility and reducing the need to travel by providing mixed use developments are paramount to the planning process (Borough Wide);</li> </ul>	?	?		?		?	?		?	?	?

## Ch. 4 - The Strategy

**4.1.1** The evidence base (Chapter 2) of this report has been invaluable in informing the issues to be addressed through the Accessibility Strategy in LTP3 (as discussed in Chapter 3). This Accessibility Strategy builds upon the work of the second LTP and relates the individual strategy areas to the emerging wider issues.

**4.1.2** Delivering accessibility throughout Slough requires a number of different initiatives and implementation plans, collectively working together to improve residents' accessibility across the Borough. Many issues have been raised whilst building the evidence base for this strategy, and as such it is necessary to prioritise issues given constraints on time and resources over the LTP3 period. With this in mind, the focus of this Accessibility Strategy has been developed by identifying the issues that have the best combination of need, and ability to have the greatest impact on residents in the Borough (regardless of how many residents will benefit from improvements).

**4.1.3** These issues are outlined in the following section and can be categorised according to the following Strategy Priorities:

- P1- Promotion of sustainable transport;
- P2 - Access to public transport;
- P3 - Affordability of transport;
- P4 - Accessibility and living environment improvements in deprived areas;
- P5 - Access to healthcare facilities;
- P6 – Reduce the need to travel; and
- P7 – Create accessible spaces.

**4.1.4** These priority areas, building upon the evidence base of this report and the LTP2 Accessibility Strategy objectives, have outlined a series of objectives for this Strategy, namely:

- To develop reliable, safe, affordable and attractive transport options to improve overall accessibility in the Borough (links to P1, P2, P3, P4, P5, P7);
- Improve the access to all services (including employment, education, healthcare and social

facilities) using a range of sustainable transport modes (P1, P2, P3, P4, P5, P7);

- To make the transport system accessible (P2, P1, P4);
- To enhance social inclusion and regeneration of deprived areas (P4, P3);
- To make public transport information accessible (P1, P2)
- To build on the existing partnership approach to ensure that relevant partners are committed to improving accessibility across the Borough (P1, P2, P3, P4, P5, P6, P7);
- To provide a basis for consideration in new developments to ensure that accessibility is a key factor of planning within the Borough (P6, P7); and
- To improve access by delivering services more locally and reducing the need for unnecessary travel (P6).

**4.1.5** Further detail on each of the Strategy Priorities are outlined in the following sub-sections.

### 4.2 P1 - Promotion of Sustainable Transport

**4.2.1** Slough has a comprehensive public transport network that serves a variety of destinations across and outside of the Borough. However, despite the availability of public transport, residents are not using the services to their best advantage.

**4.2.2** Evidence identifies that residents and workers in Slough favour use of private vehicles (supported by high levels of congestion in the Borough), and anecdotal reports also suggest negative image issues with using public transport services in the Borough. Consultation undertaken in the development of this strategy also identified that information barriers may be a key obstacle to people using public transport for travel around the Borough.

**4.2.3** Whilst walking is a popular mode of transport for Slough residents who also work in the Borough, sustainable transport is generally poorly used. Therefore promotion of alternative modes of transport to the car is necessary, to encourage behaviour change, to encourage active lifestyles and improve the overall health of Slough residents.

## Sustainable transport marketing

**4.2.4** The need for public transport marketing is two fold; firstly to encourage behaviour change away from private vehicles, and secondly to remove negative image issues of public transport.

Promotion of walking and cycling is needed to highlight the health advantages of this mode of transport – specifically for those that only travel short distances within the Borough boundary – to encourage more active lifestyles and improve the overall health and wellbeing of Slough residents.

**4.2.5** A comprehensive marketing strategy will be developed, and will focus specifically on the following:

- Commuting trips within the Borough – to reduce the dominance of private vehicles as the main method of transport for the journey to work, and hence reduce congestion within the Borough during peak periods. Will include promotion of public transport, walking, cycling, scooter commuter, bike rental, car sharing, car clubs, and incentives to employees for sustainable travel, to promote a reduction in the use of private vehicles;
- Status symbol associations with private vehicles - specifically amongst ethnic minority communities;
- Enhancing the image of using public transport within the Borough – to remove negative associations of public transport use, including information on the proposed new bus station, and quality and reliability of services; and
- Promoting public transport accessibility to key destinations within the study area – i.e. employment locations, education / training establishments, town centre, healthcare facilities; leisure centres etc. to raise awareness of the extent and quality of the Slough public transport network.

**4.2.6** Marketing will be focussed on these key interest groups, and be disseminated across the Borough in workplaces, schools, community facilities, shopping centres, and in local newspapers and on local radio. Local community figures and / or minor celebrity endorsement will also assist raising this issue in discussion amongst some key groups in the Borough.

**4.2.7** The precise approach adopted for this marketing will link closely to the Smarter Choices Strategy which looks at promoting behaviour change away from private vehicles, and greener travel choices, for example through car sharing, and personalised travel planning services.

## Public transport training

**4.2.8** A frequently identified barrier to accessibility in Slough was a lack of confidence using public transport services due to a general lack of information regarding service provision, fares, and ticketing, both before, and whilst using public transport. Discussions with disabled groups within the Borough also identified that driver and public training to assist with understanding the issues disabled people face when travelling is also a key area for improvement.

**4.2.9** Therefore, a series of training and awareness raising will take place, including:

- Personalised travel training for disabled / mobility impaired residents – to include visits to local groups and day centres to provide information on how to use public transport in and outside of the Borough;
- Working with public transport operators to provide training on the needs and requirements of the disabled / mobility impaired (including carers with prams) – to encourage patience when using the transport system (i.e. allowing passengers to be seated before buses drive away from bus stop), providing assistance whilst on board (i.e. audio announcements at stops) etc.; and
- Public awareness days – taking two forms:
  - Raising awareness of public transport by providing information on how to use the services in shopping centres, workplaces, education centres etc. in conjunction with public transport marketing; and
  - Raising awareness of the needs of the disabled / mobility impaired when travelling across the Borough – i.e. inclusion of transport issues at the Disability Awareness Day.



### Provision of public transport information

**4.2.10** The need for accessible, easy to understand public transport information has been identified in a number of ways during the development of this Accessibility Strategy, including the need to have information in a range of languages due to the multicultural nature of Slough and the high proportion of immigrants in the area, the specific needs of the disabled in accessing public transport information, and a lack of knowledge of the services available in the Borough.

**4.2.11** Working on the successes of improvements to public transport information in LTP2, we will continue to disseminate public transport information across the Borough. We will continue to work with operators to ensure that transport information produced is consistent, effective and provided in various easy to understand formats.

**4.2.12** In particular, we will:

- Disseminate information on disabled / older person's bus passes directly to key individuals (i.e. at day centres, or community and local facilities - post offices, libraries etc.) – to deliver the information to those that will most benefit from the initiatives;
- Provide public transport information (including timetabling and maps) in a variety of languages to reflect the multicultural nature of Slough residents, and to encourage new immigrants to the area to use public transport services to access facilities in the Borough;
- Provide bus timetable and service information at local facilities (i.e. bus stops, local parade shops, shopping centres, libraries, community centres, education centres etc.) – acknowledging the fact that not all residents will have access to the vast amount of information available on the internet;
- Invest in Real Time Passenger Information at bus stops throughout the Borough; and
- Distribute the annual travel guide to all households in the Borough

### Fare promotions

**4.2.13** Affordability has been identified to be a key concern for residents in Slough, with a high proportion of residents working in elementary occupations, and also an increasing number of residents claiming job seeker's allowance. Therefore, provision of a range of fare promotions will help to promote use of public transport and also encourage behaviour change.

**4.2.14** Working with public transport operators and local businesses / facilities, we will seek to offer a range of fare promotions for public transport in the Borough, which could include (exact details of fare promotions will be dependent on the time of year, facilities available in the Borough, and agreement with public transport operators and facility providers):

- Discounted entrance fees to local leisure centres on production of a valid public transport ticket / receipt (to also encourage more activity amongst residents);
- Group ticket discounts;
- Discounts / fare promotions for journeys to education / training establishments; and
- Commuter fare reductions / incentives to encourage use of public transport for the journey to work.

### 4.3 P2 - Access to Public Transport

**4.3.1** Whilst Slough has an extensive public transport network, ease of access on to the transport system itself is critical to ensuring it is used. Research in England has shown that some social groups have key issues accessing transport, for example the mobility impaired requiring low floor access, and the evidence brought forward in the development of this strategy has identified key issues, as follows:

#### Access for disabled and mobility impaired people

**4.3.2** Consultation with disabled groups undertaken during the development of this strategy has identified several key barriers to the disabled / mobility impaired using public transport, including physical access onto public transport services as well as issues with space on board services and a lack of audio announcements to assist those with visual impairments.

**4.3.3** Therefore, to ensure that the public transport system is accessible for those with a disability / mobility impairment, we will:

- Ensure that all bus stops, and the approach to bus stops, are accessible for the disabled / mobility impaired. This includes provision of low floor buses and raised kerbs, ensuring bus stops are kept free of parked cars, and pavements are kept clear of street furniture;
- Ensure that Slough train station is accessible for those with a disability / mobility impairment. This includes adding disabled access to two currently inaccessible platforms;
- Invest in the provision of audio announcements at bus stops and on board buses – to assist those with visual impairments;
- Invest in a fleet of buses that provide disabled access for more than one wheelchair – with appropriate anchoring facilities; and
- Work with public transport operators to ensure that disabled facilities on services allows for a comfortable journey experience. This includes the provision of ample space for more than one wheelchair, and suitable anchoring facilities on board.

#### **Access for ethnic minority groups**

**4.3.4** Slough is a multicultural Borough, with over a third of all residents from ethnic minority backgrounds, and a considerable number of immigrants each year. Immigrants in the Borough may experience difficulties when using public transport in the Borough, as they are likely to be in the process of developing their language skills and therefore potentially unable to understand public transport information written in English.

**4.3.5** To overcome these barriers for ethnic minority groups, we will provide integrated, high quality, multi-lingual transport information to assist with travel around the Borough. Provision of such information should help residents use the transport system as well as assisting in the development of travel behaviour for these residents.

**4.3.6** To encourage use of public transport by these groups, in line with the Public Transport Marketing area of P1, we will ensure that some marketing is specifically focussed on ethnic minorities in the area.

#### **Safety and security accessing public transport**

**4.3.7** Safety and security when accessing the public transport network is a key consideration for all residents. Research undertaken by DfT has shown that ethnic minority groups, the elderly, and female travellers have specific safety concerns when travelling. Within Slough, crime has been identified as a key concern for residents, and over half of Output Areas (SOAs) in the Borough are within the 20% most deprived nationally in terms of crime.

**4.3.8** Measures identified already in this strategy regarding the promotion and access onto public transport services in the Borough will only be beneficial if residents feel safe when travelling (in this case, walking, cycling and using public transport – including walking to/from the public transport stop). Therefore, to enhance the feeling of safety and security in the Borough, and to also assist with the reduction of crime in the Borough, we will:

- Ensure that all public transport stops (and approaches) are well lit;
- Remove street clutter on pavements and create open spaces around bus stops to increase the feeling of security;
- Ensure that public transport stops are placed at suitable positions on the road network, and where relevant, in close proximity to facilities (i.e. close to hospital entrances, to avoid the need for awkward routes from the bus stop to the hospital);
- Invest in CCTV in areas well known for crime around key transport routes;
- Invest in the provision of bus shelters with comprehensive timetable information and RTPi; and
- Ensure that staff are available at transport interchanges to assist passengers with their journey, and to provide added security.

#### 4.4 P3 - Affordability of Transport in the Borough

**4.4.1** As discussed, Slough has a comprehensive public transport network however to ensure that it is used, it's vital to ensure that the cost of using these transport options are accessible for residents. Affordability will be a key consideration to encourage a change in travel behaviour, and is likely to be a major consideration for the high proportion of residents within the Borough who are on low incomes or who are unemployed (particularly as those currently unemployed are seeking to further their skills by attending training facilities across and outside of the Borough). Around a fifth of SOAs within slough are considered to be within the 20% most deprived areas nationally in terms of income deprivation, and therefore the provision of affordable transport will be vital for these residents to help minimise the cycle of deprivation and social exclusion.

**4.4.2** Evidence gathered in the development of this Strategy found that public transport was deemed to be expensive, and the reason why residents would prefer to use a private vehicle. Disabled residents also reported a higher charge out rate for taxi's with disabled access compared to those that don't offer this facility – identifying a considerable inequality in the pricing structure of this method of transport which many disabled people are reliant upon.

**4.4.3** To create a more affordable transport system for residents and visitors in Slough, we will:

- Implement standardisation for the pricing structure of taxi's within the Borough - to remove the inequality towards disabled / mobility impaired residents requiring the use of accessible taxi's;
- Undertake a review of the fare structures of public transport within the Borough;
- Work with public transport service providers to review fare structures and potentially provide concessions for those who are reliant on public transport and those on limited incomes – i.e. those claiming job seeker's allowance;
- Working with public transport providers, implement a range of fare promotions for key destinations across the study area (see Priority P1);

- Investigate the use of integrated ticketing – for use on bus and rail services in the Borough; and
- Work with Community Transport provider 'Out and About' to review the remit of the service across the Borough, and assist with securing funding for the continuation of the service to reduce cost to passengers (as the majority of users are the elderly or mobility impaired and would otherwise get free public transport use, if they were able to physically use the services);

#### 4.5 P4 - Accessibility and Living Environment Improvements in Deprived Areas

**4.5.1** Whilst much of Slough is not considered to be deprived, a fifth of SOAs in the Borough are within the 20% most deprived areas nationally in terms of income deprivation, and over half are within the most 20% deprived areas in terms of crime deprivation. Areas of Chalvey and Langley are consistently within the most deprived areas nationally.

**4.5.2** Deprivation is a key component in the cycle of social exclusion, and therefore the provision of accessible transport options for residents in these areas will be vital to ensuring they can access the range of key destinations in the Borough (such as employment, education, healthcare and leisure facilities).

**4.5.3** To enhance social inclusion and living environment improvements of these deprived areas, this Accessibility Strategy will:

- Focus accessibility improvements primarily on deprived areas within the Borough (public transport, walking and cycling) to enhance the access to opportunities for these groups. A particular focus on access to education and employment to assist with income deprivation and support the growth of the economy, and on access to community / leisure facilities to encourage community cohesion and healthier lifestyles;
- Undertake a review of fare structures for those in deprived areas, to offer those on limited incomes with reduced travel costs to access education / training to encourage further participation in education and raise attainment levels in the Borough;



- Undertake a review of the transport issues experienced by residents in these deprived areas – to inform direct improvements to the transport network in these areas;
- Invest in public realm improvements in deprived areas to enhance the natural environment and encourage walking and cycling and help to reduce crime and anti-social behaviour in these areas;
- Promote and assist with community events to encourage community engagement in open spaces;
- Promote and support development of community facilities, for example café's in parks, to encourage community cohesion and improve the living environment;
- Invest in safety and security measures to encourage community cohesion, travel by walking and cycling, and reduce crime (see P2); and
- Promote sustainable regeneration in deprived areas to improve the overall environment, and improve access to opportunities.

#### **4.6 P5 - Access to Healthcare facilities**

**4.6.1** Two main hospitals serve Slough residents, Wexham Park situated within the Borough, and Heatherwood situated in Windsor and Maidenhead. Access to Wexham Park and its range of medical facilities is good by public transport, however only around 30% of residents are able to access Heatherwood hospital within an hour's public transport journey.

**4.6.2** Whilst not all residents will require access to Heatherwood with the range of services (and planned improvements) to Wexham Park Hospital, it highlights the need to ensure good accessibility to a range of healthcare facilities across and outside of the Borough, especially in light of the range of services required by residents and the spread of these facilities across the area.

**4.6.3** Also of key importance is the need to make these journeys as easy and hassle free as possible – particularly for those who are reliant on public transport for their journeys and who are required to attend frequent medical appointments for long term illnesses.

**4.6.4** To improve access to healthcare facilities, this Accessibility Strategy will:

- Undertake a detailed review of accessibility to all healthcare establishments around the Borough (including specific medical facilities as well as major hospitals) to understand the key medical destinations residents may require access to;
- Work with PCTs and other healthcare organisations to ensure there are accessible public and hospital transport options for residents to attend hospital appointments;
- Work with PCTs to ensure that public transport information and routing to medical facilities is disseminated to patients, through paper and internet based methods;
- Work with transport operators to investigate potential fare reductions for those required to attend frequent medical appointments; and
- Work with PCTs and healthcare providers to implement mobile healthcare facilities for more routine medical requirements.

#### **4.7 P6 – Reduce the need to travel**

**4.7.1** A key driver of the LTP3 is to avoid unnecessary travel around the Borough, which in turn will assist with the high levels of congestion experienced in Slough, and also assist with environmental improvements such as air quality and noise improvements. Making facilities more mobile and accessible will benefit those who have problems travelling around the Borough (i.e. the mobility impaired, carers with prams, those on low incomes) by providing more localised services, which should in turn enhance community cohesion within the Borough.

##### **Mobile services**

**4.7.2** Whilst there is a need to ensure residents are travelling around the Borough for their health and wellbeing and to minimise social exclusion, some services can be mobilised to reduce the distance residents have to travel. These services would be situated in local community areas, and would provide a focal point for the community hence assisting to enhance community cohesion, and provide some residents with vital services that they could otherwise struggle to access.

**4.7.3** A review will be undertaken to identify which services across the Borough could be mobilised to visit local communities within the Borough. This could include libraries, training facilities (i.e. computing, internet skills), health care facilities (such as GP's, screening centres etc.), bank facilities, personal wellbeing (hair dressing, chiropody etc.). Further to this, we will work with service providers to plan and implement mobile services across the Borough.

### Digital infrastructure

**4.7.4** The internet is becoming an increasingly important facility across the UK and internationally. The provision of information on transport and accessibility on-line is vast, however only available to those with an internet connection or the ability to use the internet. The internet is also a vital tool enabling people to work at home and hence reduce the need to travel to their place of work on a daily basis.

**4.7.5** Technological advances in the form of digital connectivity improvements to new residential areas or more widespread tele or videoconferencing technology plays a key role in reducing the need for travel and is therefore central to carbon reduction goals.

**4.7.6** To enhance the digital infrastructure, and to increase the economic competitiveness of the Borough, we will:

- Promote and assist with the review and implementation of high speed tele-conferencing hubs to be placed in employment locations across the Borough to reduce the need for business travel;
- Set a minimum standard for the specifications of broadband in new developments; and
- Set requirements for the provision of travel information points in new homes with Real Time public transport information.

### Implementation of accessible developments

**4.7.7** Key priorities of LTP3 are to reduce carbon emissions, reduce unnecessary travel, and to encourage and facilitate the delivery of new housing in line with the Slough LDF Core Strategy. The evidence brought forward in this Strategy supports the proposal for accessible developments, to remove unnecessary burdens on residents when travelling, and to provide improved public transport services.

**4.7.8** To support the LTP3 goals, this Accessibility Strategy will:

- Set a standard for new developments to make use of existing public transport provision, or include new public transport provision before planning permission will be granted;
- Work with (and ensure developers work with) PCTs, education establishments, retailers and social services to provide joined up accessibility in new developments;
- Set a standard for new developments to be mixed use to reduce the need to travel, and enhance community cohesion.

### 4.8 Create Accessible Spaces

**4.8.1** Each of the priorities identified in this Accessibility Strategy relate to ensuring that the transport system is accessible for all residents, regardless of their age, gender, ethnicity or disability.

**4.8.2** It is also however important to consider wider issues— where transport accessibility stops and general accessibility issues take over. This is vital to ensure that residents can access the facilities and services they require, once they reach their required destination. This includes the provision of ramps, handrails, automatic doors, wide open spaces, improved and well maintained floor surfaces, secure and welcoming environments, and suitable information / guidance to name but a few.

**4.8.3** Whilst these issues have already been briefly raised within the six priorities of this Accessibility Strategy, these issues should be at the forefront of any scheme, plan, policy or development within the Borough to ensure that all residents are able to physically access the services, facilities, and spaces they require once they reach their destination on the transport network.

**4.8.4** Therefore, to compliment the transport related measures included within this Accessibility Strategy, we will also:

- Set minimum requirements / standards for accessible spaces within Slough, to ensure that all residents are able to access the facilities that they require, and improve the overall quality of life for Slough residents. These standards will be applicable to all new developments and regeneration projects within the Borough; and
- Subsequently, undertake an audit of key destinations and open spaces within Slough to ensure that minimum accessible space standards are adhered to.

## references

<sup>1</sup> Making The Connections: Final Report on Transport and Social Exclusion' Social Exclusion Unit 2003.

<sup>2</sup> <http://webarchive.nationalarchives.gov.uk/+http://www.dft.gov.uk/about/strategy/transportstrategy/dasts/>

<sup>3</sup> [http://www.cabinetoffice.gov.uk/media/cabinetoffice/social\\_exclusion\\_task\\_force/assets/publications\\_1997\\_to\\_2006/making\\_transport\\_2003.pdf](http://www.cabinetoffice.gov.uk/media/cabinetoffice/social_exclusion_task_force/assets/publications_1997_to_2006/making_transport_2003.pdf)

<sup>4</sup> [http://www.equalities.gov.uk/equality\\_act\\_2010.aspx](http://www.equalities.gov.uk/equality_act_2010.aspx)

<sup>5</sup> <http://www.hmg.gov.uk/media/9102/NewOpportunities.pdf>

<sup>6</sup> <http://www.dcsf.gov.uk/childrensplan/>

<sup>7</sup> [http://www.opsi.gov.uk/acts/acts2008/ukpga\\_20080025\\_en\\_1](http://www.opsi.gov.uk/acts/acts2008/ukpga_20080025_en_1)

<sup>8</sup> [http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_099255](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_099255)

<sup>9</sup> [http://www.southeast-ra.gov.uk/sep\\_submitted.html](http://www.southeast-ra.gov.uk/sep_submitted.html)

<sup>10</sup> [http://www.southeast-ra.gov.uk/documents/transport/submission\\_d.pdf](http://www.southeast-ra.gov.uk/documents/transport/submission_d.pdf)

<sup>11</sup> <http://www.sepho.org.uk/viewResource.aspx?id=11621>

<sup>12</sup> <http://www.slough.gov.uk/aboutus/articles/2414.aspx>

<sup>13</sup> <http://www.slough.gov.uk/aboutus/articles/12963.aspx>

<sup>14</sup> <http://www.slough.gov.uk/services/8698.aspx>

<sup>15</sup> <http://www.slough.gov.uk/services/1031.aspx>

<sup>16</sup> <http://www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/deprivation07>

<sup>17</sup> Elementary occupations include: labourers, farm workers, forestry workers, printing machine minders and assistants, packers, bottlers, canners, fillers, postal workers, mail sorters, messengers, couriers, elementary office occupations, hospital porters, kitchen and catering assistants, waiters, waitresses, bar staff, and leisure attendants.

<sup>18</sup> Income deprivation is calculated using - Adults and Children in Income Support households, Job Seekers Allowance Households, Working Families Tax Credit Households, Disabled Person's Tax Credit Households, and since 2004 National Asylum Support Services (NASS) data.

<sup>19</sup> A total of 33 crime types are included in the deprivation calculations - Burglary (4), Theft (5), Criminal Damage (10) and Violence (14)

<sup>20</sup> The Place Survey is a statutory resident survey for each LA in England, which is undertaken on a bi-annual basis. It replaces BVPI surveys and provides information on a range of National Indicators. Figures reported from Place Survey 2008/09, undertaken by 1,585 residents in Slough.

<sup>21</sup> <http://www.slough.gov.uk/aboutus/articles/20230.aspx>

<sup>22</sup> DfT research on personal security:

<sup>23</sup> <http://www.dft.gov.uk/pgpr/crime/personalsecurity/personalsecurityvissesinpede3005?page=5#a1014>

<sup>24</sup> Older People: Their Transport needs and requirements, Feb 2001, DfT

<sup>25</sup> <http://www.slough.gov.uk/services/8445.aspx>

<sup>26</sup> <http://webarchive.nationalarchives.gov.uk/+http://www.dft.gov.uk/pgpr/inclusion/mef/publictransportneedsofminori3259>

<sup>27</sup> Department for Work and Pensions, [http://research.dwp.gov.uk/asd/asd1/tabtools/nino\\_allo\\_c\\_summ\\_tables\\_aug09.xls](http://research.dwp.gov.uk/asd/asd1/tabtools/nino_allo_c_summ_tables_aug09.xls)

<sup>28</sup> The distribution of Jewish residents is not displayed as there are no key clusters of residents with this religion within the Borough.

<sup>29</sup> To supplement any existing school based transport that may exist.

<sup>30</sup> Making The Connections: Final Report on Transport and Social Exclusion' Social Exclusion Unit 2003

<sup>31</sup> It should be noted that Journey to Work statistics gathered as part of Census 2001 were only gathered from 10% of residents, and therefore figures reported indicative, not absolute.

<sup>32</sup> Approximation calculated using journey to work statistics for Baylis and Farnham wards.

<sup>33</sup> Education and Skills Act 2008

<sup>34</sup>

<sup>35</sup> <http://www.neighbourhood.statistics.gov.uk/dissemination/datasetList.do?Sph=60&updateRequired=true&step=1&CurrentTreeIndex=-1&Expand7=1#7>

<sup>36</sup> Qualifications classified as Level 1 (O-Level/GCSE/NVQ Level 1, Foundation GNVQ) to Level 4/5 (first degree, higher degree, NVQ level 4 / 5, HNC, HND, Qualified Teacher Status, Qualified Medical Doctor, Qualified dentist, Qualified Nurse, Midwife, Health Visitor), and 'Other Qualifications' (City and Guilds, RSA/OCR, Bte/EdExcel, Other Professional qualifications).

<sup>37</sup> <http://www.dcsf.gov.uk/rsgateway/DB/SFR/s000909/index.shtml>

<sup>38</sup> <http://www.dcsf.gov.uk/rsgateway/DB/SFR/s000906/index.shtml>

<sup>39</sup> [http://www.slough.gov.uk/documents/Slough\\_ED\\_Strategy\\_2006-2009.pdf](http://www.slough.gov.uk/documents/Slough_ED_Strategy_2006-2009.pdf)

<sup>40</sup> <http://www.sloughskills.co.uk/index.asp>

<sup>41</sup> This assessment looks at distances to the **nearest** primary school, and it is acknowledged that in many cases, children may not attend their nearest school. However, accessibility modelling can not possibly incorporate parental choice for primary schools, and therefore only the nearest primary school is considered within the assessment.

<sup>42</sup> New Opportunities: Fair Chance for the Future

<sup>43</sup> Accessibility planning - An Introduction for the NHS, [http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_4090977](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_4090977)

<sup>44</sup>

<sup>45</sup> [http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_099255](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_099255)

<sup>46</sup> <http://www.slough.gov.uk/documents/PlaceSurveyReport.pdf>

<sup>47</sup> Department for Health:

<sup>48</sup> [http://www.dh.gov.uk/en/Publicationsandstatistics/Statistics/Performanceandstatistics/HospitalActivityStatistics/DH\\_077454](http://www.dh.gov.uk/en/Publicationsandstatistics/Statistics/Performanceandstatistics/HospitalActivityStatistics/DH_077454)

<sup>49</sup> The cost of a missed hospital appointment is £65 – The Royal Society of Medicine, 2002.

<sup>50</sup> <http://www.biomedcentral.com/1471-2296/6/47>

<sup>51</sup> Two different versions of the survey were developed - one for use in the town centre and bus station, which included questions on safety and security within the Borough, and the other for use in car parks, where more detailed information was gathered on parking within the Borough.



