



APPENDIX C: PACKAGES OF INTERVENTIONS

Package A – Demand Management Package

This package includes a range of physical and fiscal interventions designed to discourage traffic from the town centre network.

Package	Interventions Included
A - Demand Management	A1: Variable Messaging A3: Area wide signage strategy - potentially including tourist, HGV and wayfinding signage B1: Extend pedestrianisation of Harrogate central core (potentially peak time only - controlled by rising bollards) B2: Traffic Management/Low Emission Zone B7: HGV ban at peak times/loading restrictions B8: Town centre 20mph speed limits/zone C3: Network optimisation C4: Area wide signal strategy review D1: Area wide review of car parking management, supply and charging and development of area wide strategy



Package B – Demand Management and Behavioural Changes Package

This package builds on Package A and includes the same range of physical and fiscal measures to discourage traffic from entering the town centre. Additional physical improvements are included to encourage use of public transport, cycling and walking. These are complemented by “soft” measures to encourage sustainable travel behaviours and improvements to the urban realm.

Package	Interventions Included
B - Demand Management and Behavioural Changes	<p>A1: Variable Messaging</p> <p>A2: Real Time Passenger Information (RTPI) - public transport</p> <p>A3: Area wide signage strategy - potentially including tourist, HGV and wayfinding signage</p> <p>A4: Publicity campaigns and incentives for more sustainable travel</p> <p>A5: Improved digital provision - Open Harrogate website and app, gamification/sustainable travel challenges</p> <p>A6: Personalised journey planner</p> <p>B1: Extend pedestrianisation of Harrogate central core (potentially peak time only - controlled by rising bollards)</p> <p>B2: Traffic Management/Low Emission Zone</p> <p>B4: Area wide travel planning - workplace travel plans, event management</p> <p>B7: HGV ban at peak times/loading restrictions</p> <p>B8: Town centre 20mph speed limits/zone</p> <p>B9: Car sharing</p> <p>B10: Car clubs (Electric vehicles)</p> <p>B11: Work with schools to ameliorate the impact of school run (e.g. encourage sustainable school travel, review start/end times etc.)</p> <p>C3: Network optimisation</p> <p>C4: Area wide signal strategy review</p> <p>D1: Area wide review of car parking management, supply and charging and development of area wide strategy</p> <p>E1: Bus/rail station interchange development and public realm improvements</p> <p>E4: Focus on new developments providing sustainable transport options</p> <p>E11: Improved access to stations</p> <p>F1: Implementation of the Cycling Infrastructure Plan for Harrogate, Knaresborough and surrounding area</p> <p>G1: Area wide public realm strategy</p>

Package C – Relief Road Package

This intervention is essentially a single scheme comprising the existing network with an indicative relief road alignment (a corridor) and suitable junctions added allowing traffic to choose its own routes as appropriate.

Package	Interventions Included
C – Relief Road	C1: Relief Road

Package D – Relief Road and Highway Operational Improvement Measures Package

This package will comprise a relief road corridor (as per Package C) plus physical changes to the existing network and amendments to traffic signage to influence driver behaviour, specifically route choice.

The network optimisation and signal strategy interventions would essentially be combined in this package with a view to adjusting the traffic management arrangements, including signals, in order to discourage traffic from using the town centre network and encouraging the use of the relief road. This could also favour pedestrians, cyclists and buses through appropriate signal detection and settings.

Package	Interventions Included
D - Relief Road and Highway Operational Improvement Measures	<p>A1: Variable Messaging</p> <p>A3: Area wide signage strategy - potentially including tourist, HGV and wayfinding signage</p> <p>B7: HGV ban at peak times/loading restrictions</p> <p>B8: Town centre 20mph speed limits/zone</p> <p>C1: Harrogate Relief Road</p> <p>C3: Network optimisation</p> <p>C4: Area wide signal strategy review</p>



Package E – Relief Road plus Highway Operational Improvement Measures, Sustainable Transport and Urban Realm Improvement Interventions

The rationale behind this package is, that if Package D proved to be successful in removing traffic from the town centre, these additional interventions would provide further enhancement by “locking in the benefits” through the introduction of physical measures to encourage sustainable transport use and improve the urban realm of the town centre.

Package	Interventions Included
E - Relief Road, Highway Operational Improvement Measures, Sustainable Transport Interventions and Urban Realm Improvements	A1: Variable Messaging A2: RTPI - public transport A3: Area wide signage strategy - potentially including tourist, HGV and wayfinding signage B1: Extend pedestrianisation of Harrogate central core (potentially peak time only - controlled by rising bollards) B7: HGV ban at peak times/loading restrictions B8: Town centre 20mph speed limits/zone C1: Harrogate Relief Road C3: Network optimisation C4: Area wide signal strategy review E1: Bus/rail station interchange development and public realm improvements E11: Improved access to stations F1: Implementation of the Cycling Infrastructure Plan for Harrogate, Knaresborough and surrounding area G1: Area wide public realm strategy