



EXETER
CityFutures

TRANSPORTATION



NET ZERO EXETER 2030 PLAN

MOBILITY

In 2019, Exeter was named by Centre for Cities as one of the fastest growing cities in the UK. Despite recent investment from Devon County Council in a range of transport schemes, a growing population and an increase in the number of people living, visiting and working in the city mean that managing movement into and around the city will only become a bigger challenge. The Greater Exeter region is also set to deliver around 56,000 houses over the next 20 years.

Continued growth presents challenges for the transport system which, unless addressed, could result in increased congestion, pollution and unreliable journeys within the city. Built on a historic road network, adding additional capacity through road building is no longer possible. Instead, providing capacity for future growth will depend on effective sustainable alternatives and more sophisticated management of existing transport corridors and infrastructure.

Alignment to Ingredients for Future Placemaking: [\[see page 10\]](#)

- **Physically Connected**
- **Park and Move**
- **Prioritise Healthy Travel**
- **Reclaim Roads**
- **Less Parking - More People**

We must all work together as a cohesive city to address these challenges. Our goals include **'Reduced Dominance of Cars'** and **'Reliable Journeys and Resilient Roads'**. Exeter's vision is to become a city where shared and active means of travel are cheaper, quicker and more convenient than private car ownership. For this to happen, we need to see a shift in design interventions to focus on people and the role of place within cities.

Together with local authorities and key stakeholders we will seek to provide capacity to support sustainable growth and at the same time reduce carbon emissions and improve the health and environment for residents to support the vitality of the city.

50% OF RESPONDENTS TO THE BUSINESS SURVEY INDICATED THAT THEY WOULD LIKE TO UNDERSTAND MORE ABOUT IMPLEMENTING SUSTAINABLE TRAVEL SCHEMES FOR STAFF



Reliable Journeys and Resilient Roads



Reduced Dominance of Cars



PRIORITY ACTIONS

Revise the local plan to identify sites for new housing and commercial developments that can be served by quality public transport links and attractive cycle and walking connections.



Launch a city-wide low-carbon mobility scheme, supported by integrated multi-modal ticketing, that improves movement into and around the city.



Deliver a safe, segregated, convenient cycle and walking network that is accessible to all supported by infrastructure across the city centre and at major employment / education sites.

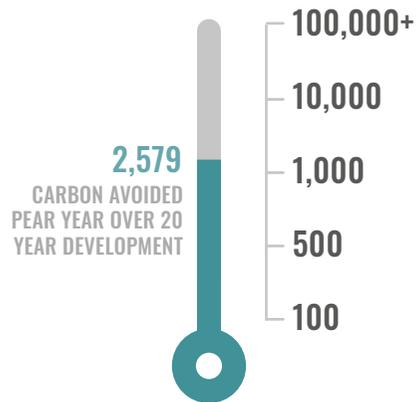


Encourage all Exeter businesses to implement sustainable travel initiatives to reduce their carbon footprint.



CARBON SAVING

TONNES PER YEAR



INDICATIVE COST / RESOURCE

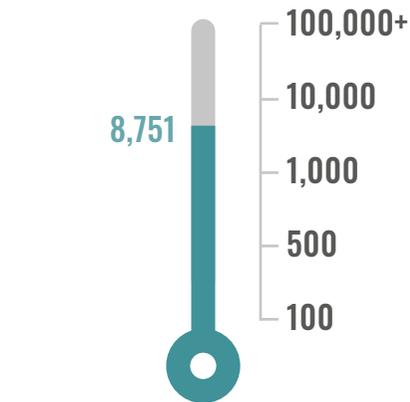
£ 0

0



CARBON SAVING

TONNES PER YEAR



INDICATIVE COST / RESOURCE

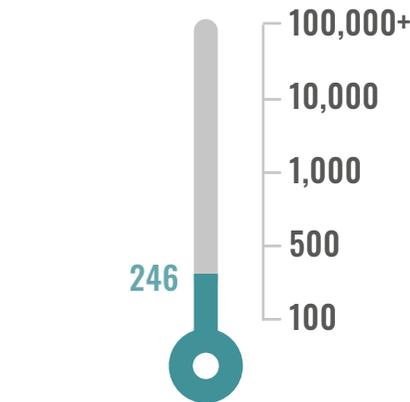
£ > £500m

1



CARBON SAVING

TONNES PER YEAR



INDICATIVE COST / RESOURCE

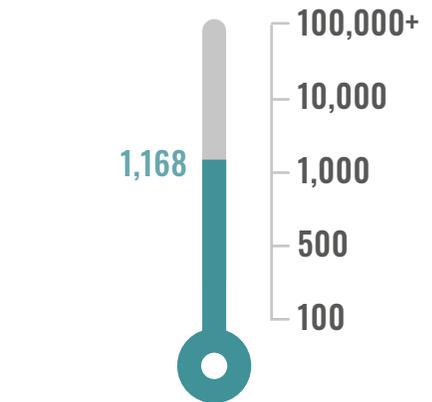
£ > £100m

0



CARBON SAVING

TONNES PER YEAR



INDICATIVE COST / RESOURCE

£ < £500k

0



PRIORITY ACTIONS

Build a network of work and healthcare hubs in Exeter's travel-to-work area, contributing to a reduction in the need to travel into the city for work or health.



Make the city centre, and core walking areas, free from non-essential motorised vehicles to provide a vibrant public space and free up land currently used for driving and parking.

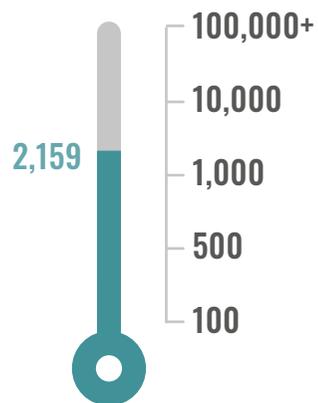


Establish freight consolidation centres at key access routes to reduce the number of vehicles entering the city; ensure onward deliveries within the city centre are made by non-fossil fuel vehicles.



CARBON SAVING

TONNES PER YEAR

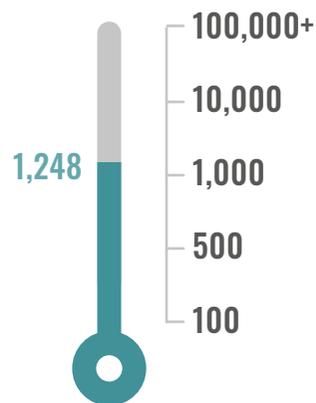


INDICATIVE COST / RESOURCE

£ £5 - £10m PER HUB 0

CARBON SAVING

TONNES PER YEAR

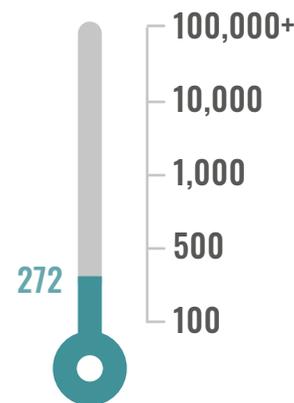


INDICATIVE COST / RESOURCE

£ 0 1

CARBON SAVING

TONNES PER YEAR



INDICATIVE COST / RESOURCE

£ < £2m 1

“ I'd like to see green corridors across the city so people can walk and cycle with their families and feel safe away from cars ”

Resident Voice

GOAL 4

RELIABLE JOURNEYS AND RESILIENT ROADS



A growing population and an increase in the number of people visiting and working in Exeter mean that managing movement into and around the city will become a bigger challenge.

Continued growth presents challenges for the transport system which, unless addressed, could result in increased congestion and pollution for Exeter. Built on a historic road network, adding additional capacity through road building is no longer an option. Instead, providing capacity for future growth will depend on effective, low-carbon alternatives and more sophisticated management of existing transport corridors and infrastructure.

In a Net Zero Exeter, journey times will be reliable and the transport network will be resilient to major incidents.

Related Plans and Policies:

- [Exeter Local Plan](#)
- [Transport Strategy for Exeter](#)

DIRECT ACTIONS

- 4.3** Revise the local plan to identify sites for new housing and commercial developments that can be served by quality public transport links and ensure that planning policies within the Local Plan favour low traffic or car-free development with attractive cycle and walking connections.

ENABLING ACTIONS

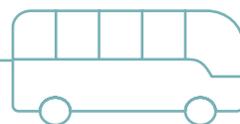
- 4.2** Reduce default speed limits in high-density areas to 20 mph to ensure Exeter's roads are safe for everyone using them.
- 4.1** Ensure that Exeter's public transport is fully accessible to all people - including those with limited mobility - by improving infrastructure, vehicles and information.

INDICATORS

- 4.4** Exeter's roads will be ranked amongst the safest in the UK.
- 4.5** Exeter's buses are punctual, unimpeded by congestion on the roads, and this is driving an increase in passenger numbers year-on-year that supports investment into these services.
- 4.6** Exeter's transport network is both reliable and resilient to major incidents on regional roads; ensuring that Exeter residents can be confident that they can reach their destination in a consistent time from day-to-day.

"It's chicken and egg. If we want to reduce car use we need better buses and quicker faster bus journeys but for the bus journeys to be faster we need less cars but people won't stop using their cars until buses are better!"

Resident Voice



GOAL 5

REDUCED DOMINANCE OF CARS



Exeter's vision is to be the most active and accessible city in England with 50%+ trips, originating and ending in Exeter, made by active modes of transport.

To achieve a modal shift away from high-carbon forms of transport it is vital to implement options that are cheaper, quicker and more convenient than private car ownership.

A Net Zero Exeter will have cleaner, more efficient public transport and reduced dominance of cars in the city centre, making more attractive public places.

Related Plans and Policies:

- [Transport Strategy for Exeter](#)
- [Exeter City Council Air Quality Action Plan](#)
- [Exeter City Council Physical Activity Strategy \(Draft\)](#)
- [Exeter City Council Parking Strategy](#)

DIRECT ACTIONS

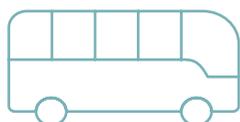
- 5.3** Deliver a safe, segregated, convenient cycle and walking network that is accessible to all ages and supported by infrastructure (such as changing and storage facilities) across the city centre and at major employment / education sites.
- 5.7** Encourage all Exeter businesses to implement sustainable travel initiatives to reduce their carbon footprint.
- 5.8** Build a network of work and healthcare hubs in Exeter's travel-to-work area, contributing to a reduction in the need to travel into the city for work or health.
- 5.9** Make the city centre, and core walking areas, free from non-essential motorised vehicles to provide a vibrant public space and free up land currently used for driving and parking.
- 5.11** Establish freight consolidation centres at key access routes to reduce the number of vehicles entering the city; ensure onward deliveries within the city centre are made by non-fossil fuel vehicles.

ENABLING ACTIONS

- 5.1** Optimise the city transport network (including highways, cycleways and waterways), to give priority for sustainable, shared and active modes of travel.
- 5.2** Launch a city-wide mobility scheme, supported by integrated multi-modal ticketing, that improves zero-carbon movement into and around the city.
- 5.4** Provide residents and visitors with access to facilities, tools and services that help them to easily move around the city in an affordable and sustainable manner (e.g. real-time journey information, electric bike schemes and car-clubs).
- 5.5** Launch a programme of awareness campaigns and implement improvements to bus networks to enable more people to use active and shared modes of transport.
- 5.6** Provide travel training to all school children to promote the use of active and shared transport.
- 5.10** Enhance pedestrian environments in residential areas by removing through traffic; creating quieter and safer streets.

INDICATORS

- 5.12** The majority of people who live, work or are educated in the city travel by active modes or public transport.



CITY PERSPECTIVE

CHILDREN WILL SHOW US IF WE'RE GETTING THIS RIGHT



It was the 'free range' children we first noticed: primary-school children getting themselves to school and clubs safely, unaccompanied by an adult. Their city had made choices about the sort of public spaces they wanted. They'd built a society which is fitter and often happier than ours, showing us how to decarbonise transport by enabling people to cycle for everyday journeys.

Our Dutch host that evening explained more:

"We're not any less lazy than you Brits... it's just that it's more convenient to cycle, so we do! We're spared having to ferry children to school and clubs in the car and the city is quieter and cleaner."

It's not that we can't drive to work, it's just less convenient to do so"

So what lessons do we take from this and leading UK cities about how to decarbonise everyday journeys?

It's not mysterious, we need to:

- Build a dense network of safe cycle, convenient and connected cycle paths.

Do this and we'll see people choosing to cycle and scoot for everyday journeys, opening up routes for wheelchair users and disability scooters too.

- Create community streets, not commuter streets, where rat-running traffic is designed out but local people & deliveries can still safely access.
- Build safe, physically separated, cycling paths on busy roads; rebalancing road space towards active travellers.
- Transform Planning so that new developments design in active transport first (not as a later add-on); creating '20-minute neighbourhoods' so that local shops and services are within a 20-minute walk or cycle.

These 'enablers' will open up the city for people to choose to cycle. These need to be accompanied by 'disabler' measures to nudge us in a low-carbon direction.

Disablers such as congestion and pollution charging, charging for single-occupancy private cars entering the city centre and a work-place parking levy. A strategy for slowly removing on-street parking to create space for active travel.



We've made good progress to date but our usual approach to transport won't achieve our goals in time. Let's take bolder low-cost steps to make every neighbourhood accessible to 8 year olds, starting with Heavitree. Let's rise to this challenge and make a lovelier city for our children.

We're up for this aren't we?

Mike Walton, Exeter Cycling Campaign



TIMELINE: NET ZERO EXETER 2030



4. RELIABLE JOURNEYS AND RESILIENT ROADS

Short Term 2020 - 2022	Medium Term 2023 - 2026	Long Term 2027 - 2030
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- 4.1** Exeter’s public transport shall be fully accessible to all people - including those with limited mobility - due to improved infrastructure, vehicles and information.
- 4.2** Exeter’s roads shall be safe for everyone using them with default speed limits in high-density areas reduced to 20mph.
- 4.3** The local plan shall identify sites for new housing and commercial developments in Exeter that can be designed in such a way as to not require ownership of a private car, ensuring additional burden is not added to the network.
- 4.4** Exeter’s roads will be ranked amongst the safest in the UK.
- 4.5** Exeter’s buses shall be punctual, unimpeded by congestion on the roads, resulting in an increase in passenger numbers year on year with growth supporting investment into these services.
- 4.6** Exeter’s transport network shall be both reliable and resilient to major incidents on regional roads; ensuring that Exeter residents can be confident that they can reach their destination in a consistent time from day to day.

4.1

4.2

4.3

4.4

4.5

4.6

TIMELINE: NET ZERO EXETER 2030



5. REDUCED DOMINANCE OF CARS

	Short Term 2020 - 2022	Medium Term 2023 - 2026	Long Term 2027 - 2030
5.1 The city transport network (including highways, cycleways and waterways) shall be optimised to give priority for sustainable, shared and active modes of travel.		5.1	
5.2 Exeter shall have a city-wide mobility scheme, supported by integrated multi-modal ticketing, that improves zero-carbon movement into and around the city.			5.2
5.3 Exeter shall have a safe, segregated, convenient cycle and walking network that is accessible to all ages and supported by infrastructure (such as changing and storage facilities) across the city centre and at major employment / education sites.		5.3	
5.4 Exeter shall provide residents and visitors with access to facilities, tools and services that help them to easily move around the city in an affordable and sustainable manner (e.g. real-time journey information, electric bike schemes and car-clubs).	5.4		
5.5 The majority of people who live, work or are educated in the city shall travel by active modes or public transport; supported by awareness campaigns and better bus routes.		5.5	
5.6 Travel training shall be provided for all school children across the city to promote use of active and shared transport.		5.6	
5.7 All Exeter businesses shall have implemented sustainable travel initiatives to reduce their carbon footprint.	5.7		
5.8 A network of work and healthcare hubs shall exist in Exeter's travel-to-work area contributing to a reduction in the need to travel into the city for work or health.		5.8	
5.9 The city centre, and core walking areas, shall be free from non-essential motorised vehicles, providing a vibrant public space and freeing up land currently used for driving and parking.		5.9	
5.10 Pedestrian environments in residential areas shall be enhanced by removing through traffic; creating quieter and safer streets.	5.10		
5.11 Freight deliveries within the city centre shall be made by non-fossil fuel vehicles, with freight consolidation centres at key access routes, reducing the number of vehicles entering the city.		5.11	
5.12 The majority of people who live, work or are educated in the city shall travel by active modes or public transport; supported by awareness campaigns and better bus routes.		5.12	

WHAT EXETER CITY COUNCIL CAN DO

MOBILITY

- Assign an officer to work with Devon County Council, mobility networks and transport operators to review the accessibility of Exeter's public transport and make recommendations to improve infrastructure, vehicles and information [4.1]
- Assign an officer to liaise with Devon County Council, through the Exeter Transport Board, to ensure that the Exeter Transport Strategy supports delivery of the actions in the net-zero plan [4.2, 5.1 - 5.5]
- Revise the Local Plan to identify sites for new housing and commercial developments that can be served by quality public transport links and ensure that planning policies within the Local Plan favour low traffic or car-free development with attractive cycle and walking connections [4.3]
- Work with Devon County Council to develop a local walking and cycling plan (LCWIP) for Exeter that includes a safe, segregated, convenient cycle and walking network [5.3]
- Implement sustainable travel initiatives for council staff, working where required with other major employers, and reduce the availability of onsite parking to serve only those with accessibility needs [5.7]
- Support Exeter businesses to implement sustainable travel initiatives e.g. through the Sport England Local Delivery Pilot and promotion of the Devon Car Share scheme [5.7]
- Assign officer to engage with Devon County Council, via Exeter Transport Board, to develop options to limit non-motorised vehicle access in the city centre [5.9]
- Require deliveries to the council to be by electric vehicles or bike, creating demand for freight consolidation centres. Liaise with partners to identify sites and ensure planning provision is made [5.10]

WHAT DEVON COUNTY COUNCIL CAN DO

As the transport authority Devon County Council will play an essential role in achieving a Net Zero Exeter and will work to accelerate measures which prioritise carbon reductions within the Transport Strategy Action Plan. Alongside these actions, Devon County are also developing their own plans to become a carbon-neutral council, as well as leading the Devon Climate Plan. In this section we concentrate only on actions that Devon County Council could do to directly enable Exeter to become net-zero carbon.

MOBILITY

- Review the accessibility of Exeter's public transport and make recommendations to enhance its offer through improved infrastructure, vehicles and information [4.1]
- Deliver a city-wide programme of modal filters and speed restrictions to enhance the pedestrian environment in residential areas by removing traffic; creating quieter and safer streets for pedestrians and cyclists [4.2, 5.10]
- Work with Exeter City Council and developers to ensure that new developments are supported with quality public and active transport routes reducing the need to own a private car [4.3]
- Work with public transport providers to identify congestion hot-spots that are causing journey time reliability issues [4.5]
- Work with Highways England to review the resilience of the Exeter strategic road network, particularly during peak season and during motorway incidents, and identify low-carbon options for improvement [4.6]
- Review data on how people move around the city and take steps to optimise the transport network (including cycleways and walkways) to give priority for sustainable, shared and active modes of travel [5.1]
- Work with transport operators (multi-national and local) to facilitate a city-wide low-carbon mobility scheme, supported by integrated multi-modal ticketing [4.2]
- Deliver an LCWIP to identify walking and cycling investments that will deliver a safe, segregated, convenient cycle and walking network in Exeter that is supported by changing and storage infrastructure at key locations [5.3]
- Launch a programme of awareness raising / behaviour change campaigns and implement improvements to bus networks to enable more people to use active and shared modes of transport [5.5]
- Continue to invest in travel training for all school children across the city to promote use of active and shared transport [5.6]
- Continue to invest in availability and promotion of the Devon Car Share scheme and support Exeter businesses to implement sustainable travel initiatives by signposting sustainable options and helping to form partnerships between travel providers to serve demand [5.7]
- Work with the private sector to agree mobility schemes that can support the development of work hubs in Exeter's travel-to-work area and ensure they can act as transport consolidation hubs, picking up commuters and bringing them into the city [5.8]
- Develop and pilot options to limit non-motorised vehicle access in the city centre [5.9]

WHAT ORGANISATIONS CAN DO

We understand that there are many different types and sizes of organisations in Exeter and that not all of the below actions can be achieved by every organisation. Many factors limit an organisation's ability to make change, for example if a building is controlled by a landlord.

However, this list is presented to help organisations consider, in light of their own circumstances, what role they might play in the city's collective effort to become carbon-neutral.

We are acutely aware that the COVID-19 pandemic has delivered a sudden blow to businesses, and many are struggling with loss of income and dealing with the rapid transition to remote-working arrangements. We present these actions sensitively so that when the nation, and the city of Exeter, can return to some sense of normality, we can take the learnings from our current challenging situation and turn them into positive action.

MOBILITY

- Invest in changing and storage infrastructure, or seek options for sharing facilities, at major employment sites to enable more employees to cycle / walk / run to work [\[5.3\]](#)
- Implement sustainable travel initiatives for employees working where required with other employers in the city, and reduce the availability of onsite parking to serve only those with accessibility needs [\[5.7\]](#)
- Promote car sharing (organisations own or the Devon Car Share scheme) and signpost employees to sustainable options via individual travel plans [\[5.7\]](#)
- Reduce requirements for commuting into the city by working with other employers to create demand for work hubs in Exeter's travel-to-work area or implementing schemes that enable employees to work from home [\[5.8\]](#)
- Require deliveries to be by electric vehicles or bike, creating demand for freight consolidation centres [\[5.10\]](#)

WHAT INDIVIDUALS CAN DO

We look to the government and the local authority for action, but tackling climate change is everyone's responsibility. Here are many things that individuals can do to play a role in the city's carbon ambition, because together small changes can make a huge impact. This isn't intended to be an instruction list but instead a response to regular questions we are asked around what individuals can do to help.

As with the list for businesses, we know that not everyone is able to do all the things we outline here, especially given the impact that COVID-19 is having on our lives. These present steps that can be considered and actioned if and when able to.

MOBILITY

- Make a switch to using public transport [\[5.12\]](#)
- Use walking or cycling for journeys instead of taking your car [\[5.12\]](#)



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