Wiltshire Council
Local Transport Plan 4

Draft place-based sub-strategies

October 2024

Wiltshire Council

Table of Contents

Document history

Revision	Purpose description	Originated	Checked	Reviewed	Authorised
1.0	Initial draft of early sections for officer review and sign-off (three separate documents)	GR	PB	JS	LB
2.0	Full combined draft (one document)	GR	PB	JS	LB
3.0	Full draft for Officer and Member review	GR	PB	JS	LB
4.0	Updated draft in line with Officer and Member Steering Group feedback	SG	PB	JS	LB
5.0	Updated draft in line with Cabinet feedback	GR	PB	KC	SL
6.0	Updated draft in line with further Cabinet feedback	GR	PB	JS	LB
7.0	Final update line with Cabinet feedback	PB	GR	LB	LB

1. Introduction to place-based sub-strategies

This document contains our three place-based LTP4 sub-strategies and should be read alongside our Core LTP4 Strategy and county-wide sub-strategies, as well as the Integrated Sustainability Assessment (ISA) and Carbon Paper.

The three place types are as follows, and are shown geographically in Figure 1-1:

- Principal Settlements.
- Market Towns.
- Rural Areas, including Local Service Centres.

Each of the following place-based sub-strategies contains information on the specific policies and measures that are applicable to the place type, and an overview of how each place type could look if the vision and objectives were realised. Measures relating to freight, parking, EV charging, and strategic transport (bus, rail and highways) are included in the county-wide sub-strategies rather than the place-based sub-strategies.

All the place-based sub-strategies follow the same structure:

- Introduction to place type.
- Vision and objectives, applied to the place type.
- Policies and measures for the place type, structured by our Avoid, Shift, and Improve policy areas. The final section (Section 5) contains the Support measures which would be applied across all place types in support of the Avoid, Shift, and Improve measures. All the policies and measures included in the place-based sub-strategies are summarised in Table 1-1.

A glossary of key terms and acronyms is provided in Appendix C of the Core LTP4 Strategy.

Figure 1-1 – Wiltshire place types

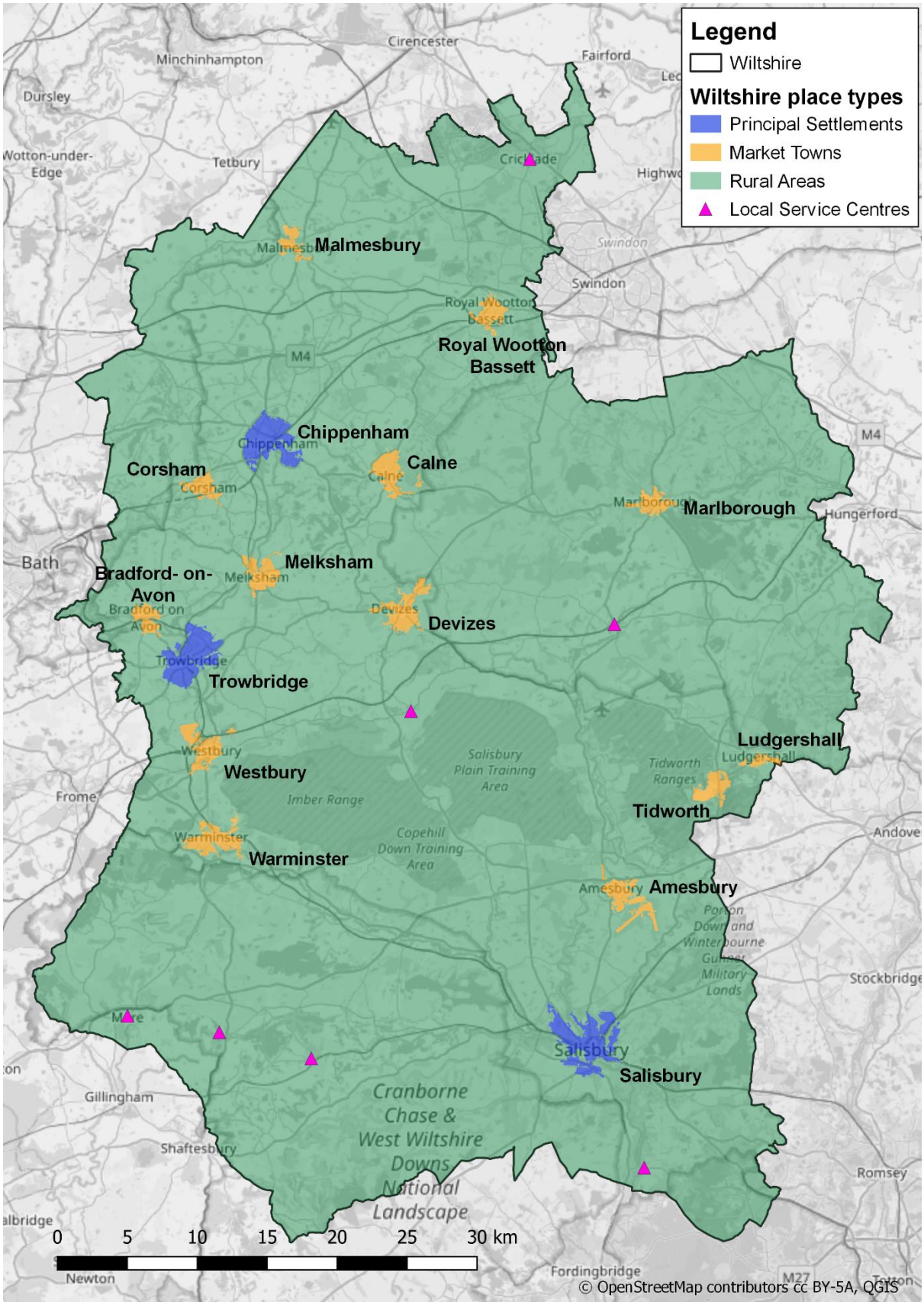


Table 1-1 Summary of place-based measures

Policy area	Measure	Place-based sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching
Avoid unnecessary travel 	**A1** Reduce the need to travel as often through combining journeys and providing digital options				
	A1.1: Improving ultrafast fibre coverage to enable access to online services	✓	✓	✓	
	A2 Enabling access to services, jobs and other destinations within closer reach				
	A2.1: Co-working spaces	✓	✓	✓	
	A2.2: Support improvements to services that can be provided locally to reduce travel	✓	✓	✓	
	A2.3: Ensure design requirements are met for new developments	✓	✓		
	A2.4: Parcel pick-up points at local hubs		✓	✓	
Shift to more sustainable modes of transport 	**S1** Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality				
	S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIPs)	✓	✓	✓	
	S1.2: Public realm improvements	✓	✓	✓	
	S1.3: Wayfinding	✓	✓	✓	
	S1.4: Cycle parking	✓	✓	✓	
	S1.5: Safer movement for active travel	✓	✓	✓	
	S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas	✓	✓	✓	
	S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes	✓	✓	✓	
	S2 Provide more public and shared transport options, and improve service quality				
	S2.3: Ride sharing, including shared taxis	✓	✓	✓	
	S3 Provide better access to public and shared transport services				
	S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel	✓	✓	✓	
	S3.6: Mobility hubs	✓	✓	✓	
Improve vehicle, fuel and network efficiency 	**I1** Facilitate and encourage move to low and zero emission vehicles				
	I1.12: Expand EV car club coverage	✓	✓	✓	
	I2 Enable safer, more efficient driving and operation of road networks				
	I2.1: Improve our use of technology in traffic and congestion monitoring	✓	✓		
	I2.2: Engage with and prepare for the rollout of new transport technologies	✓			
Support and enable	**SU1** Empower people will the skills, knowledge and motivation they need to safely access more sustainable and healthier transport				

Policy area	Measure	Place-based sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching
delivery of the Avoid, Shift and Improve policy areas 	SU1.1: Raise awareness of sustainable travel options				✓
	SU1.2: Travel plans				✓
	SU1.3: Raise awareness of local facilities, amenities and services				✓
	SU1.4: Incentives for physical activity				✓
	SU1.5: Interventions for vulnerable road users				✓
	SU1.6: Cycle training to improve skills and confidence				✓
	SU1.7: Rollout of safety apps				✓
	SU1.8: Mobility credits				✓
	SU1.9: Implement Mobility as a Service (MaaS)				✓
	SU1.10: Reduced carbon intensity of travel via more efficient driving				✓
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all				
	SU2.1: Working with businesses to facilitate home working and flexible working				✓
	SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities				✓
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered				
	SU3.1: Coordination of streetworks and roadworks				✓
	SU3.2: Network maintenance				✓
	SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy				✓
	SU3.4: Support for Masterplanning				✓
	SU3.5: Adopt 'Vision Zero' ambition and Safe System approach				✓
	SU3.9: Refresh our transport policies and plans				✓

2. Principal Settlements sub-strategy

2.1. Introduction to Principal Settlements

2.1.1. Introduction

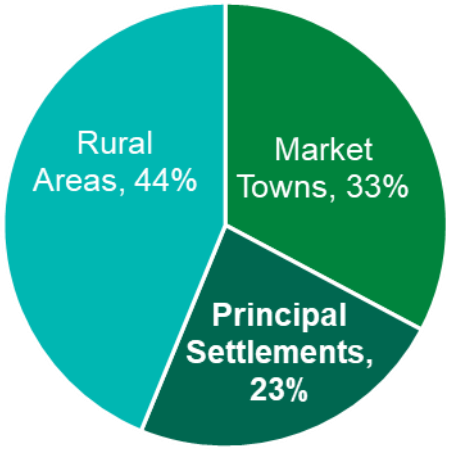
There are three **Principal Settlements** located across the county, as shown in Figure 1-1.

As defined in the Wiltshire Core Strategy (2015) and the draft Local Plan Review (2023), these are strategically important centres for services and employment, and are the primary focus for development within Wiltshire. They will provide significant levels of jobs and homes, together with supporting community facilities and infrastructure, meeting their economic potential in the most sustainable way to support better self-containment.

Wiltshire's Principal, and largest, Settlements are the historic cathedral city of **Salisbury** in the south, the county town of **Trowbridge** in the west, and the historic town of **Chippenham** in the north.

On average, the **population density of the Principal Settlements is 37 people per hectare:** the highest out of the three place types.

Figure 2-1 - Proportion of population in each place type



Overall, **23% of Wiltshire's population** (120,800 people) live across the three Principal Settlements.

Salisbury Cathedral, Salisbury

Salisbury is a well-known tourist hotspot with its cathedral and proximity to the renowned World Heritage Site of Stonehenge. It is also the only city in Wiltshire.

Trowbridge serves as an employment, administration, and service centre for the west Wiltshire area, benefiting from good transport links to nearby cities like Bath and Bristol.

St George's Works development, Trowbridge

Chippenham, known for its busy town centre and expanding urban area, is experiencing growth in employment due to its strategic location near the M4 and frequent rail connections to Swindon, Bath, Bristol, and London.

Chippenham town centre

2.1.2. Typical challenges and opportunities

Table 2-1 presents a summary of the typical transport related challenges and opportunities faced in Principal Settlements.

Table 2-1 LTP4 challenges and opportunities in Principal Settlements

LTP4 challenges and opportunities in Principal Settlements	
Rurality	The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, which presents challenges around connectivity by other modes, which can lead to **social isolation**.

- Trowbridge is more at risk of transport related social exclusion than Salisbury and Chippenham.[1]
- According to the 2021 Census, 51% of working people use a car or van to travel to work, 31% work from home, and 14% walk or cycle.[2]
- Approx. 35% travel 'less than 10km' (approx. 6 miles) (in line with national average); proportion of people who travel '30km and over' (approx. 19 miles and over) is less than the national average.
- Principal Settlements have the best level of access to public transport stops: for most places, over 90% of postcodes are within a 15-minute walk of a public transport access point. However, there is one area in Salisbury where this is not the case for 10-20% of postcodes – St Edmund and Milford.
- For Principal Settlements, around 20% of the population cannot access a town centre by public transport within 30 minutes.[3]

Health, wellbeing and safety

There are pockets of **inequality and deprivation** across the county related to **health, wellbeing, road safety and access to facilities**.

- There are pockets of deprivation in Wiltshire's Principal Settlements: both John of Gaunt and Studley Green (Trowbridge) are among the nation's 10% most deprived areas. Three areas of Salisbury (Bemerton West and South, and St Martin Central) as well as one area of Trowbridge (Drynham – Lower Studley) rank in the 20% most deprived areas. There are three areas in Chippenham (Audley south, Avon east and Hill Rise north west), and one further area in Trowbridge (Adcroft – Seymour) which are all in the 30% most deprived areas.[4]
- 18% of households within Principal Settlements do not have access to a car or van; 43% of households have access to one car or van.
- Approximately 18% of the population is classed as disabled under the Equality Act.
- Principal Settlements have a predominantly white population; they are less diverse than national average but more diverse than other areas in Wiltshire.
- Around 20% of the population is unable to access a town centre within 30 minutes by car.
- There are three Air Quality Management Areas in Salisbury, which all include sections of the A36 corridor. Residents who live near this or other busy routes in our Principal Settlements are more likely to be at risk of certain health conditions. The Royal College of Physicians have found that children living within 500m of a heavily used road are likely to have significantly reduced lung function in adulthood. For older people, living near a busy road increases the rate of lung function decline that is associated with ageing. Exposure to poorer

[1] *Transport for the North Transport Related Social Exclusion.* Data publicly available at Transport-related social exclusion in England (transportforthenorth.com).

[2] 2021 Census

[3] Journey time statistics, DfT (2019). Includes up to 2km walk to access the public transport stop, 5 minutes waiting time, plus an additional 5 minutes for any interchange required. Further detail can be found on the DfT website.

[4] Index of Multiple Deprivation, 2019. This takes a wide range of factors into account, and areas may perform better against some indicators while scoring lower against others. For example, some of these more deprived areas may score well against the access to services indicator.

air quality can be associated with several health problems including asthma, type 2 diabetes, decrease in brain cognitive function, cancer and cardiovascular conditions.[5]

Economic growth	**Economic growth** in Wiltshire is slowing and an ageing population poses an increasing challenge.

- On average, 32% of people aged over 16 years have Level 4 qualifications or above (e.g., bachelor's degree or post-graduate)
- There is a slight skew towards L4/5/6/7 (Lower managerial, administrative and professional) and L12/13 (routine and semi-routine) classifications compared to the national average.
- Each Principal Settlement offers a unique base for tourists. Chippenham in the north is a vibrant market town with key links to London and the West Country by rail and only 4 miles from the M4. Trowbridge is steeped in rich industrial heritage, with direct trains to London, the South West, the Midlands and South Wales, and only 25 minutes by road from Bath. Salisbury is well-known for its Cathedral at the heart of the city, and is the closest Principal Settlement to Stonehenge. Salisbury is also the closest Principal Settlement to many military bases in Wiltshire.
- Both Chippenham and Salisbury are advertised as places to visit as part of The Great West Way touring route from Bristol to London.
- Salisbury has a unique scientific and research base in Defence Science and Technology Laboratory (Dstl) at Porton Down. This creates travel demand to destinations on the rural outskirts of the city.
- Historically, in terms of Gross Value Added (GVA) by the transportation and storage industry in Wiltshire, in 2010 Wiltshire had significantly higher GVA than England.

Futureproofing transport	The transport network in Wiltshire is not currently prepared for future **maintenance, technological, environmental and societal changes**.

- The Principal Settlements are currently better served by electric charging points than other areas of Wiltshire. All three Principal Settlements have a Wiltshire Council-owned rapid charging point location. Trowbridge and Chippenham each have one fast charging point location, whilst Salisbury has six locations – of these, five are located in the Park and Ride sites. There is limited data available on private charging points.
- Flooding is a key concern for all three Principal Settlements. Salisbury is at extremely high risk of flooding with its proximity to the River Avon. Trowbridge is also at risk due to the River Biss, whilst Chippenham may witness flooding to the east also due to the rising levels of the River Avon (see ISA).
- There is an even spread across age groups and broadly in line with national averages.

Decarbonisation	Wiltshire Council acknowledged a **climate emergency** in 2019, and decarbonising transport is critical to achieving the Council's carbon neutral ambitions.

[5] Royal College of Physicians, Every breath we take: The lifelong impact of air pollution, 2016 (https://www.rcp.ac.uk/media/jzul5jgn/every-breath-we-take-the-lifelong-impact-of-air-pollution-full-report.pdf)

- The cars and vans we drive offer the greatest scope for decarbonisation as they account for the majority of transport greenhouse gas emissions in Wiltshire. A key element is to ensure that those residents who cannot install home EV chargers have access to other opportunities, such as safe cross pavement charging cables or access to local EV public charging (also refer to EV sub-strategy within county-wide sub-strategies).
- In general, transport related greenhouse gas emissions per person are lower in Principal Settlements than the other place types, related to better access to sustainable transport and local facilities.
- However, some pockets within the Principal Settlements fall into the top 10% of estimated emissions from transport, including Trowbridge Adcroft and Chippenham Cepen Park and Derriads. They relate to higher levels of registered car and van ownership, and a greater proportion of commuters travelling by car.[6]

Unique environment

We have a responsibility to **protect** and **enhance** Wiltshire's unique natural, built and historic environments.

- The three Principal Settlements are home to many historic buildings, with around 18 Grade 1, 80 Grade 2*, and 1,200 Grade 2 listed buildings (see ISA).

2.2. Vision and objectives for Principal Settlements

2.2.1. Vision

The LTP4 vision sets out a long-term aspiration for transport in Wiltshire, to 2038 and beyond, of:

> A safe and connected transport system which protects the county's unique built, natural and historic environment making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a low carbon future.

If the vision were to be achieved, our historic Principal Settlements would become even better places to live, work and visit, with fewer cars, safer streets and more attractive spaces. The natural choice for shorter journeys would be to walk, wheel or cycle, using safe, well connected, and easy to navigate routes. All homes would be within easy reach of a public or shared transport stop, and new shared bicycles and e-bikes would enable seamless, more flexible transitions between different modes of travel. Many more people would have access to the local railway station without needing to drive, and this would facilitate fast, long distance journeys. Zero emission vehicle car clubs would provide a convenient and flexible option for residents and employers to drive with reduced environmental impact and without needing to own a car, and ample vehicle charging points would allow zero emission vehicle owners to travel without charging anxiety.

[6] CREDS Place Based Carbon Calculator

2.2.2. Objectives

Table 2-2 presents an overview of LTP4 objectives in the context of Principal Settlements.

Table 2-2 LTP4 objectives and relevance for Principal Settlements

LTP4 objectives and relevance for Principal Settlements		
	Supporting rural communities	To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.
	• Improve connectivity and reduce the risk of social exclusion through access to high quality, convenient, reliable and affordable shared transport. • Deliver quieter and safer roads, helping active travel (walking, wheeling, cycling and horse riding) to become natural choices for shorter journeys.	
	Improving health, wellbeing and safety	To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.
	• Improve access to jobs, education and facilities locally in Principal Settlements particularly for those in more deprived areas. • Improve air quality within AQMAs by having regard to the measures contained within our 2024 Air Quality Action Plan. • Improve access to public and shared transport hubs within Principal Settlements and improve links with areas beyond the Principal Settlements. • Deliver quieter and safer roads, helping active travel to become natural choices for shorter journeys. • Improve air quality in our Principal Settlements, especially in existing AQMAs.	
	Economic growth	To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.
	• Increase access to employment opportunities and economic centres. • Facilitate more efficient and sustainable business travel. • Provide and publicise more sustainable travel options for visitors and tourists.	
	Futureproofing transport	To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.
	• Increase the provision of public and private electric vehicle charging facilities. • Improve the transport network's resilience to environmental challenges. • Provide viable alternatives to travelling by car travel to help prepare for possible societal and economic changes. • Understand and prepare for possible technological advancements which may impact transport.	
	Transport decarbonisation	To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council carbon neutral by 2030, and leading the county towards net zero.

- The cars and vans we drive offer the greatest scope for decarbonisation as they account for the majority of transport carbon emissions in Wiltshire.
- Reduce the total distance travelled by cars to minimise carbon emissions.
- Improve facilities and access to sustainable transport, making these more competitive and convenient options.
- Embed local connectivity into designs for new developments.
- Facilitate and encourage a transition to low and zero emission vehicles. A key element is to ensure that those residents who cannot install home EV chargers have access to other opportunities, such as safe cross pavement charging cables or access to local EV public charging (also refer to EV sub-strategy within county-wide sub-strategies).

	Protecting and enhancing our unique environments	To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

- Reduce traffic in Principal Settlements, particularly in city and town centres, helping to reduce negative impacts on our unique environments.
- Reduce pollution in Principal Settlements.

2.3. Policies and measures

2.3.1. Introduction

The LTP4 policies are set out in detail in Section 2.3 of our Core LTP4 Strategy.

The following sections consider the policies specifically in the context of Principal Settlements and outline the relevant measures we plan to support or deliver. Within the Principal Settlements sub-strategy, the policies are grouped by the Avoid, Shift and Improve policy areas. The measures relating to the Support policy area are covered in Section 5.

These four policy areas sit around the core of the LTP4: the vision and objectives.

Our objectives are set out in Section 2.1 of our Core LTP4 Strategy. Each policy meets some or all our objectives, and these are depicted by the relevant icons.

	Objective 1 - To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.
	Objective 2 - To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.
	Objective 3 - To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.
	Objective 4 - To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations
	Objective 5 - To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.
	Objective 6 - To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

2.3.2. Avoid

Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach; providing digital options; and combining journeys.

Policy A1: Reduce the need to travel as often through combining journeys and providing digital options.

Objectives met:

A1.1: Improving ultrafast fibre coverage to enable access to online services

Description

Improving digital connectivity through wider rollout of fibre coverage aims to increase access and awareness to online opportunities, as well as accessibility, across our Principal Settlements. Fibre broadband offers faster and more reliable online connection than standard broadband. The UK Government's ambition is for at least 85% of the UK to have access to gigabit capable broadband (broadband connections with speeds of one gigabit per second (1Gbps or 1,000 Megabits per second) or faster) by 2025. As of August 2024, the median broadband speed in the UK was 65Mbps, compared with a median of 57Mbps in Wiltshire (15% lower than the UK median) [7]. As referred to in more detail in our Rural Areas sub-strategy, Project Gigabit will bring broadband improvements across the county.

Benefits

[7] Fair Internet Report, August 2024 Wiltshire Broadband Coverage & Stats, Aug 2024 (fairinternetreport.com)

Improvements to fibre coverage would help to:

- Increase access to jobs, training, education and services via online platforms. Faster and more reliable connections would help to facilitate greater home working and would also improve access to online services such online GP/health appointments and shopping.
- Improve accessibility through improved opportunities for those with limited physical mobility and reduced cost of travel.
- Reduce the need to travel to access services, especially at peak times, helping to reduce private vehicle miles and congestion.

Possible locations

Fibre coverage should be available across our Principal Settlements.

Policy A2: Enabling access to services, jobs and other destinations within closer reach

Objectives met: 

Measure A2.1: Co-working spaces

Description

Co-working spaces provide a flexible option for those who can work remotely at least some of the time and who may not be able to or want to work from home. They are ideally situated in locations which are accessible by public and shared transport. Desks can generally be booked by the day, or on a longer-term basis.

Benefits

Co-working spaces / hubs would:

- Reduce vehicle miles by reducing the distance travelled to work, helping to save time and money.
- Allow people to combine people's daily commitments into one simple trip and increasing the ability to access jobs and opportunities closer to home.
- Make sustainable alternatives to travelling by car more attractive. Reduced trip lengths could facilitate a mode shift away from private vehicle to public transport or by active travel modes.

Possible locations

The centres of our Principal Settlements are ideal locations for co-working spaces since they are already relatively accessible by public and shared transport, and have existing active travel networks.

There are already some co-working spaces in Principal Settlements, such as Sonder Coffee in Salisbury, 31 Co Work in Chippenham, and the Elevate Hub in Trowbridge.

Case study: Switzerland co-working study

A study of co-working in Switzerland[8] found that people who co-work in cities produce an average of 56% less CO_2 than typical commuters, even when allowing for occasional travel to the main office. It suggests that hubs in urban areas can be particularly effective, since they are more likely to be accessed by sustainable modes of transport.

[8] Timo Ohnmacht *et al* 2020 Environ. *Res. Commun.* **2** 125004

Measure A2.2: Support improvements to services that can be provided locally to reduce travel

Description

Where there are opportunities to improve services and amenities in residential areas, these may be supported as a way to increase the availability of essentials closer to home.

Benefits

This would help to:

- Reduce the length and cost of trips, reducing private vehicle miles, by providing more opportunities locally.
- Make sustainable alternatives to travelling by car more attractive.
- Increase equality of access, by increasing the ability for all to live and access services / opportunities locally, including leisure.
- Improved sense of community and place.

Possible locations

Residential areas across Principal Settlements.

Measure A2.3: Ensure design requirements are met for new developments

Description

As detailed in the draft Local Plan Review, our Principal Settlements are expected to experience substantial growth over the coming years. It is therefore essential for the ongoing sustainability of these areas that new development is responsibly planned and delivered. Our Design Guide[9] provides further detail on this matter, and stipulates that new developments should:

- Create a mix of uses in new developments.
- Be connected to a network of routes for all modes.
- Prioritise active travel – "*In well-designed larger schemes, people should not need to rely on the car to access local facilities such as shops, schools, public amenities and the natural environment.*"

Benefits

This would help to:

- Reduce the length and cost of trips, reducing private vehicle miles, by providing more opportunities locally.
- Reduce the number of trips by providing access to different facilities in a compact location, increasing the opportunities to combine journeys together.
- Make sustainable alternatives to travelling by car more convenient and attractive.
- Increase equality of access, by increasing the ability for all to live and access services and opportunities locally, including leisure.
- Improved sense of community and place.

Possible locations

New developments in Principal Settlements.

[9] Guidance for Neighbourhood Planning within Wiltshire: Integrating High Quality Design

2.3.3. Shift

Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel and shared and public transport.

Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality.

Objectives met: 

Measure S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIP)

Description

The LCWIPs[10] provide a comprehensive evidence-based assessment of important walking and cycling routes in our main settlements and make recommendations for top priority improvements to better connect key origins and destinations. In our Principal Settlements:

- Trowbridge LCWIP is complete: top five priority cycle routes and walking routes identified, and recommended interventions set out alongside indicative costs.
- The Salisbury LCWIP has been completed and is due to be published in September 2024. The LCWIP sets out the walking and cycling schemes which are likely to be deliverable in the short term, primarily based on funding availability.
- Chippenham LCWIP is complete and will be published imminently: top five priority cycle routes and walking routes identified, and recommended interventions set out alongside indicative costs.

These include interventions such as accessibility improvements (like dropped kerbs and tactile paving), formal and informal crossing points, resurfacing, segregated routes, path widening and signage.

The availability of funding for LCWIP schemes is critical to progressing this measure. Funding will be required for scheme design and appraisal, and relevant environmental and societal impact assessments.

Benefits

Delivery of these routes would help to:

- Encourage active travel to become the natural choices for shorter journeys in our Principal Settlements, or as part of a longer journey, along with improved road safety.
- Improve access to local facilities and amenities for all, including those without a car.
- Promote the key safe and direct walking and cycling routes with the greatest potential to increase active travel and physical activity, resulting in better health and wellbeing.

Possible locations

Key routes in Principal Settlements as set out in LCWIPs.

Case study: Trowbridge Future High Streets Fund

[10] Local Cycling and Walking Infrastructure Plans (LCWIPs) - Wiltshire Council

Measure S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIP)

The Future High Streets Fund is a government programme aimed at renewing and reshaping town centres and high streets in a way that drives growth, improves the experience for everyone visiting the town centre, and ensures a sustainable future. The construction is due to be complete in 2025, and some of the pedestrian improvements are already open.

Speaking to BBC News, a local business owner said that they can already see the improvements are working and more people are coming through the town on foot. [11]

Measure S1.2: Public realm improvements

Description

Improvements to the public realm in Principal Settlements could include measures such as public seating and places to rest, pocket parks, community artwork, trails, planting, trees, lighting, and CCTV. Public realm improvements should be inclusive for all people to enjoy, and designs should take this into account, such as by using paving that is navigable by those with impaired vision.

Benefits

These interventions would help to:

- Increase safety, security and accessibility for those spending time in our Principal Settlements.
- Enhance the sense of place and community.
- Support local businesses and encourage footfall in town centres making them more attractive places for business to invest.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Support climate change adaptation – planting and trees can increase shade and support natural water management.

Example of benches and planting, Old George Mall, Salisbury

Possible locations

Key public centres in our Principal Settlements. The Salisbury Central Area Framework (CAF) sets out the wider ambitions for Salisbury in more detail.

Case study: Salisbury Future High Streets Fund – Station Forecourt scheme

In June 2024, works commenced to deliver an extensive forecourt makeover to provide a more welcoming first impression to the historic cathedral city and be more accessible for visitors and residents. The £5.8 million enhancements include extensive landscaping featuring the planting of trees and shrubs, installation of modern street furniture, and a blend of wall-mounted and pole-mounted lighting designed to ensure safe levels of lighting and security for all.

[11] https://www.bbc.co.uk/news/articles/c2x3de8kydlo

Measure S1.3: Wayfinding

Description

Signage to support those using active travel to navigate our towns. This could include fingerpost signs (such as the Salisbury example below), maps, or floor signs. There could be opportunities to make use of technology, for example providing the ability to scan QR codes for more information or to link with journey planning apps.

Benefits

These interventions would help to:

- Promote safe, navigable and direct active travel routes for all.
- Ensure our Principal Settlements are accessible for visitors and tourists, boosting our local economy.
- Reflect local identity and provide local 'branding' to improve sense of place.
- Encourage an increase in physical activity, helping to improve health and wellbeing.

Example of wayfinding signage, Salisbury

Possible locations

Key public centres in our Principal Settlements.

Case study: Fisherton Gateway

The Fisherton Gateway scheme in Salisbury, funded by the UK government's Future High Streets Fund, aims to revitalize Fisherton Street with a £3.2 million investment. Key improvements include widening pavements, enhancing street lighting, and upgrading street furniture to create a more attractive and accessible environment for residents and visitors.

A significant aspect of the scheme is the implementation of wayfinding measures. These include clear signage to help pedestrians and cyclists navigate the area, continuous footpaths at junctions to prioritise pedestrian movement, and directions to key destinations like the train station and city centre.

Measure S1.4: Cycle parking

Description

Our Design Guide[12] for new developments states that residential cycle parking should be considered within secure storage facilities to the front of dwellings, with consideration given to larger cycles such as cargo bikes or bikes adapted for mobility needs.

For other locations in new developments, secure, covered, overlooked cycle parking (together with charging points for electric bicycles and scooters), should also be provided. This includes at bus stops, workplaces, services and facilities, and recreational areas.

In addition, existing residential areas and destinations should be reviewed for opportunities to enhance cycle parking facilities.

[12] Guidance for Neighbourhood Planning within Wiltshire: Integrating High Quality Design

Measure S1.4: Cycle parking

Benefits

These interventions would help to:

- Provide cycle hangars in urban areas, particularly flats and terraced houses, will allow residents to securely store bicycles, creating the opportunity to buy a bicycle and cycle for at least some trips.
- Provide secure cycle parking at destinations will give cyclists more confidence when parking their bikes and enable them to park nearer to their journey's end, making cycling a more attractive option.
- Increase the number of people who cycle and the number of cycle trips they make, bringing health and wellbeing benefits.
- Ensure our Principal Settlements are accessible for visitors and tourists, boosting our local economy.
- Reflect local identity and provide local 'branding' to improve sense of place.
- Encourage an increase in physical activity, helping to improve health and wellbeing.

Convenient, overlooked, sheltered bicycle storage, the Arc, Chippenham

Possible locations

Throughout Principal Settlements including residential areas and key destinations.

Measure S1.5: Safer movement for active travel

Description

Prioritising safer access for active travel in specific, targeted locations can create more pleasant environments and opportunities for more people to feel safe and comfortable to switch to active modes. This can be achieved by prioritising street space to widen footways or provide amenities (such as benches, parklets or bus shelters). Examples of such measures which may be beneficial in Principal Settlements are:

- School streets, where vehicular access is restricted near to schools at certain times of day.
- Physical measures to reduce conflict between users, e.g. bollards to slow cyclists down on a shared path, or to prevent vehicle access.
- Adjusting road space provision to review how the space is used to cater for different users, either by using road markings or physical measures.

Benefits

Delivery of these routes would help to:

- Increase road safety, particularly for vulnerable users such as those with disabilities or school children.
- Increase safety and accessibility of active travel in our Principal Settlements, making these sustainable alternatives to travelling by car more attractive, while ensuring vehicular access for those who need it.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Create space for other uses, such as shopping, play, seating and planting.

Measure S1.5: Safer movement for active travel

- Enhance the sense of place and community.

Possible locations

In areas likely to have a higher demand for active travel, such as near to schools (driven by interest expressed by schools), high streets, local centres and in residential areas.

Case study: Queen Street, Salisbury

Queen Street had been closed to motor vehicles from 10am-4pm daily for several years, but as of May 2022, buses, taxis and vehicles loading or unloading are now prohibited on Queen Street at all times. The Cabinet Member for Transport at the time explained that:

"The closure means that pedestrians and cyclists can safely walk along the road at all times, as an extension of the Guildhall Square, and the introduction of contraflow cycling in both Queen Street and High Street will encourage cycling, as the road forms part of the National Cycle Network."

Pedestrian area, Queen Street, Salisbury

Case study: Chippenham Market Place

Market Place gate, Chippenham

Wiltshire Council and Chippenham Town Council are working in partnership to enforce existing traffic restrictions at the town's Market Place to help keep pedestrians safe. Despite motor vehicles already being prohibited from entering, some people were using a gap in the barrier to access the area and park their cars.

To enable pedestrians to move freely and safely around the Market Place, Chippenham Town Council reinstalled the original gated entrance in January 2024 – although the gate can be opened to allow access for deliveries, events and emergencies. Wiltshire Council also installed extra signage to inform motorists that there is no entry to the Market Place.

S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

Description

It is important that vehicle speeds are appropriate for the road's context and purpose: right speed, for the right road. We will review vehicle speeds and engage with local communities. In some locations, where there is community support, it may be desirable to reduce vehicle speeds to improve road safety such as near to schools or in residential areas.

This can be achieved using a range of different measures. For example, school safety zones can be implemented to manage speed at specific times (pick-up and drop-off).

S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

The following definitions are used in our existing policy on 20mph speed limits and zones:

20mph zones are defined as areas subject to a 20mph speed restriction which cover a number of roads within a defined area and are supported by the appropriate traffic regulation order and signs. Typically, there will be traffic calming measures at regular intervals throughout the zone to ensure speeds remain consistent throughout its length. This may include the addition of road humps and raised junctions as well as build outs, chicanes pinch points etc., but may also include lighter touch measures where appropriate, such as carriageway roundels.

20mph limits are defined as streets where the speed restriction has been reduced to 20mph but do not include the types of physical calming measures typically associated with zones. Drivers are alerted to the presence of the restriction by the use of terminal and repeater signs only.

In addition, according to our Active Travel Infrastructure Design Standards[13], quiet streets can provide a more practically feasible option for providing safe cycling routes. They must have under 2,500 vehicles per day, vehicle speeds under 20mph, and no obstacles.

Benefits

Delivery of new 20mph zones and limits, and quiet routes would help to:

- Improve road safety, particularly for vulnerable users such as children or those with disabilities. The first widespread evaluation of 20mph zones in the UK was carried out by the Transport Research Laboratories (TRL) in 1996. It found that over the monitoring period, injury accidents reduced by 60% and child injury accidents were reduced by some 67%. A similar positive picture on their use is reflected in Wiltshire.
- Create a more pleasant, less polluted, safer environment for active travel in our Principal Settlements, making these sustainable alternatives to travelling by car more attractive.
- Encourage an increase in physical activity, helping to improve health and wellbeing.

Possible locations

Areas in Principal Settlements where there is a high volume of vulnerable users and where they may be conflicts with vehicles, particularly residential areas and local centres.

- Roads are currently restricted to a 30mph speed limit.
- There is a proven history of road user conflict with vulnerable users such as child pedestrians.
- There are new residential developments.
- There is an alternative route existing, so drivers are able to avoid the zone.
- On major streets if there is a significant number of journeys on foot or bicycle.

20mph limits are most appropriate where speeds are already low (DfT advises under 24mph) and where the layout and character of the road gives a clear indication to drivers that a lower speed is appropriate.

[13] Active_travel_infrastructure_design_standards_Consultation_Draft.pdf (wiltshire.gov.uk)

Measure S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes

Description

There are different types of cycle or scooter hire. Cycle hire schemes allow anyone to hire a bike or e-bike for a relatively short period of time, providing users with a quick and flexible way of making a short journey which they may have otherwise made by car or bus. E-scooter hire follows the same system, allowing anyone to hire an e-scooter for a short time. Whilst e-bikes are primarily for shorter, local journeys, the inclusion of e-bikes also opens up the possibility of using shared cycles for longer journeys, or in areas with more varied terrain. Such schemes operate in many UK towns and cities such as London, Plymouth, Milton Keynes, Belfast, Glasgow, and Leeds. These schemes would be primarily suited to our Principal Settlements.

There have also been some pilot shared e-cargo bike schemes across London; these cycles allow users to transport children or goods.

There are currently a number of organisations which offer day bike hire across our Principal Settlements, but these are primarily suited to leisure use than cycling for transport purposes.

Benefits

Shared bike, e-bike or cargo bike schemes can help:

- Provide a more flexible mode of transport for short to medium journeys.
- Increase cycling in and around our towns and city helping this to become a natural choice for shorter journeys, and reduce the number of short car trips.
- Encourage an increase in physical activity, improving health and wellbeing.
- Allow users to try out or regularly use a bike, e-bike or e-cargo bikes without the upfront cost and commitment of purchasing one, making them more accessible.

This measure is also aligned to Policy S2.

Possible locations

Pilot schemes in Wiltshire are likely to be best suited focused around urban centres and key transport and community hubs, such as railw**ay** stations, bus stations and stops, town centres and high streets, education hubs, and employment centres.

Case study: Beryl, Cornwall

The Beryl bike hire scheme, launched in Cornwall in September 2022, aims to provide a sustainable and convenient transport option for residents and visitors. The scheme initially started with 50 e-bikes and 20 docking bays in Falmouth and Penryn, and has since expanded to other towns including Penzance, Newquay, St Austell, and Truro1.Key outcomes:

- Mileage: Cyclists have covered almost 8,500 miles since the launch, equivalent to cycling from Penzance to Phuket in Thailand.
- User Engagement: Over 1,500 people have signed up to the Beryl app, allowing them to access e-bikes at various docking bays.
- Expansion: The scheme has grown to include 250 e-bikes across five locations, with further expansions planned.

Policy S2: Provide more public and shared transport options and improve service quality.

Objectives met: 

Measure S2.3: Ride sharing, including shared taxis

Description

Ride sharing seeks to combine multiple car journeys into one. For example, this could be achieved by encouraging informal ride sharing for local employers and schools or encouraging the use of ride sharing apps such as BlaBlaCar.

Benefits

Ride sharing would help to:

- Reduce private vehicle miles.
- Reduce total greenhouse gas emissions due to transport.
- Save users money by sharing the cost of a journey with others.
- Increase travel options for those without access to a car.

Possible locations

Across Principal Settlements, particularly targeted at key destinations such as schools and employment areas.

There are a number of Principal Settlement measures which primarily focus on other policies, but also contribute to Policy S2:

- Mobility hubs (Measure S3.6)
- Cycle hire schemes, including e-bikes and cargo bikes (Measure S1.8)
- Car clubs (Measure I1.12)

Policy S3: Provide better access to public and shared transport services.

Objectives met: 

Measure S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel

Description

Our public transport stations are the gateway to many cross-county journeys, as well as journeys further afield. We can improve access to our stations by ensuring bus stops and services are convenient; active travel routes are safe, joined up and well signposted; and expanding shared transport options. The provision of facilities at rail and bus stations, such as storage, cycle parking, changing facilities, and provision for those with accessibility needs, will also help to make active travel attractive options for part of a journey.

Benefits

Improving access to stations can help:

- Increase access to rail and bus services for all, including those without a car.
- Increase active travel levels and boost physical activity.
- Improve end-to-end journey times and reliability.

Measure S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel

- Provide more viable, safe and attractive alternatives to driving.

This measure also aligns strongly with Policies S1 and S2.

Possible locations

Work is underway at Salisbury station to deliver station forecourt improvements. Improvements to active travel routes have been delivered at Chippenham station (2021, followed by further accessibility improvements in 2023) and between Trowbridge town centre and station. The only bus station in Wiltshire is located in Chippenham and owned by Wiltshire Council. The relevant LCWIPs highlight other key routes which could be targeted for future improvements, including those which link to the stations.

Case study: Salisbury Future High Streets Fund – Station forecourt scheme

In June 2024, works commenced to deliver an extensive forecourt makeover to provide a more welcoming first impression to the historic cathedral city and be more accessible for visitors and residents. The £5.8 million enhancements include implementation of intuitive wayfinding systems along with more sustainable travel facilities such as a bus interchange.

Measure S3.6: Mobility hubs

Description

Mobility hubs are spaces where public and shared travel modes are co-located alongside travel information, other community facilities and improvements to the public realm. They provide an attractive focal point and enable travellers to make smooth and safe transitions between different modes, swapping private cars for shared vehicles, bikes, buses, trains, scooters or walking.

Benefits

- Mobility hubs would help to:
- Make sustainable alternatives to travelling by car more attractive.
- Make provision for accessible travel information, such as printed timetables and information in languages other than English.
- Prioritise safety when travelling by ensuring well lit, overlooked spaces are sought.
- Reduce the length of trips, reducing private vehicle miles, by providing more opportunities locally.
- Reduce the number of trips by providing access to difference facilities in one location, increasing the opportunities to combine journeys together.

Possible locations

Mobility hubs can vary considerably in size; in our Principal Settlements, larger hubs are most likely to be considered at existing railw**ay** stations and bus stations, whereas smaller mobility hubs could be located on or near to high streets, bus stops, or within a residential development.

Measure S3.6: Mobility hubs

CoMoUK visualisation of a large mobility hub

Case study: West of England Future Transport Zone Mobility Hubs

The West of England Combined Authority has been awarded funding to deliver ten trial mobility hubs across South Gloucestershire and Bristol. The trial hubs have been developed and designed to consider the needs of the community and users, through extensive community engagement. Locations have been selected for the trial hubs that have a variety of use cases and purposes, ranging from smaller community-based hubs with first/last mile transport options and improvements to the public realm, through to large transport interchange hubs that offer multiple transport options and information to allow users to make informed choices about their entire journey by sustainable modes. The trial hubs are due to be delivered in 2024 and their use monitored as part of the trial to understand how users interact with the hubs and whether they should be rolled out further across the region.

Policy S4: Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most.

Objectives met:

Policy S4 is primarily focused on improvements to our current car parking strategy. These measures are covered in the parking sub-strategy, which can be found in Section 3 of the county-wide sub-strategy document.

Policy S5: Encourage and enable shift to more sustainable modes for freight.

Objectives met:

Policy S5 is focused on improvements to our current freight network. These measures are covered in the freight sub-strategy, which can be found in Section 2 of our county-wide sub-strategy.

2.3.4. Improve

Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.

Policy I1: Facilitate and encourage move to low and zero emission vehicles.

Objectives met: 

Wider roll-out of EVs and related infrastructure is the main priority for Policy I1: **measures related to EV charging are included in the separate EV sub-strategy**, which can be found in Section 4 of our county-wide sub-strategy document.

Measure I1.12: Expand EV car club coverage

Description

While many may choose to own an EV, others may not want to or be financially able to. Car clubs can provide pay-per-trip access to a shared vehicle, providing a flexible option without needing to own the car. Limited car clubs are currently available across Wiltshire.

Benefits

A wider roll-out of electric vehicle car clubs could bring about the following benefits:

- Reduced need to own a car, or second car.
- Costs are more predictable than car ownership; there is no need to pay separately for servicing, maintenance, insurance and tax.
- Driving is less likely to be the default mode of choice if using on a pay-per-trip basis.
- Creates opportunities for those unable to buy their own car, particularly if public transport is not a feasible option.
- Flexibility to use the type and size of car that best suits users' needs including accessible vehicles.
- Car clubs can offer opportunities to use EV, hybrid or more efficient vehicles without needing to invest in buying a new car, reducing the greenhouse gas emissions.

Possible locations

Across Principal Settlements.

Policy I2: Enable safer and more efficient driving and operation of road networks.

Objectives met: 

Measure I2.1: Improve our use of technology in traffic and congestion monitoring

Description

Implementing intelligent transport systems can allow for more dynamic management of our transport networks, adapting the approach as situations change. Examples are:

- Variable messaging signs which provide accurate, real time passenger information to reflect network conditions.
- Coordinated and dynamic signal management (e.g., Split Cycle Offset Optimisation Technique (SCOOT)).
- Bus priority signals to improve journey times of buses.
- Incorporation of data from other sources, such as weather information.
- Direct connections to emergency services.
- Data collection to enable ongoing monitoring of our transport network's performance and to inform future schemes.
- Enforcement of speed limits, traffic lights, bus lanes and cycle lanes.

Benefits

Investing in and expanding our use of technology in transport could:

- Inform users about their journey and save time, such as when searching for parking spaces or avoiding congestion.
- Reduce unnecessary stop start driving, leading to reduced harmful greenhouse gas emissions and improved traffic flow. Helping to minimise our impact of travel on communities and natural and historic sites.
- Enable a quick and coordinated response to traffic incidents, natural disasters or security threats. Services and routes can return to normal as quickly as possible after incidents on the network.
- Ensure the safety of all users and maintain the efficient operation of the network.

Further information on this measure can be found in the Network Management Plan.

Possible locations

Across Principal Settlements.

Measure I2.2: Engage with and prepare for the rollout of new transport technologies

Description

We need to be informed and prepared for new transport technologies to make sure we can realise the benefits in our counties. The Automated Vehicles Act 2024[14] became law in May 2024 and it provides the most comprehensive legal framework of its kind worldwide. This means that, in theory, self-driving vehicles could be on British roads by 2026. Consideration should be given to ensuring new transport technologies are accessible and beneficial to all, including those with limited mobility.

Policies around EVs are included in the EV sub-strategy (Section 4 of our county-wide sub-strategy), low emission buses in the Strategic Transport sub-strategy (Section 5 of our county-wide sub-strategy), and Mobility as a Service in Section 5 of this document.

Benefits

Investing in and expanding our use of new technology in transport could:

[14] Automated Vehicles Act 2024 (legislation.gov.uk)

Measure I2.2: Engage with and prepare for the rollout of new transport technologies

- Enable more efficient network operation.
- Inform users about their journey and save time, such as when searching for parking spaces or avoiding congestion.
- Reduce unnecessary stop start driving, leading to reduced harmful greenhouse gas emissions and improved traffic flow.
- Enable a quick and coordinated response to traffic incidents, natural disasters or security threats.
- Ensure the safety of all users and maintain the efficient operation of the network.

Possible locations

Across Principal Settlements.

3. Market Towns sub-strategy

3.1. Introduction to Market Towns

3.1.1. Introduction

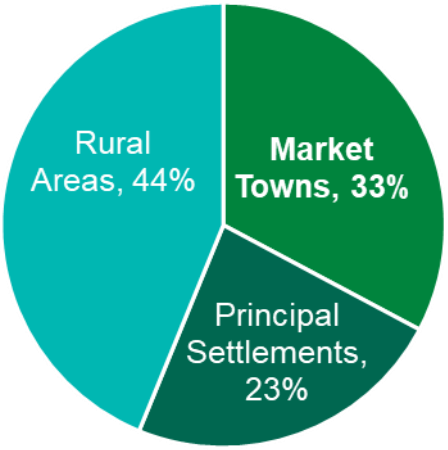
There are several **Market Towns** located across the county, as shown in Figure 1-1.

As defined in the Wiltshire Core Strategy (2015) and draft Wiltshire Local Plan Review (2023), these are settlements which can support sustainable patterns of living in Wiltshire through their current levels of facilities, services and employment opportunities.

Overall, **33% of Wiltshire's population** (169,100 people) live in Market Towns.

On average, the **population density of Market Towns is 26** people per hectare.

Figure 3-1 - Proportion of population in each place type



Devizes

Warminster

Devizes and Marlborough are located in the eastern part of Wiltshire. Both have attractive town centres, and Marlborough is popular for tourism, shopping and leisure as well as business. Calne, Corsham, Malmesbury, and Royal Wootton Bassett are located in the north of Wiltshire, and Bradford on Avon, Melksham, Warminster and Westbury are located in the west. Amesbury has an important role as a Market Town in the south Wiltshire area, providing a good level of services, shops and jobs. The towns of Tidworth and Ludgershall in the east are dominated by the presence of the Army which is the largest local employer.

3.1.2. Typical challenges and opportunities

Table 3-1 LTP4 challenges and opportunities in Market Towns

LTP4 challenges and opportunities in Market Towns		
	**Rurality**	The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, and presents challenges around connectivity by other modes, which can lead to **social isolation**.
	• Areas of some Market Towns are more at risk to transport related social exclusion. Areas at high risk include Ludgershall, Devizes, Melksham and Westbury.[15] • 55% of workers use a car or van to travel to work, 30% work from home, and 12% travel by walking or cycling.[16] • Proportion of people who travel 'less than 10km' (approx. 6 miles) for their commute by all modes is less than national average; proportion who travel '10-30km' (approx. 6 - 19 miles) and '30km and over' (approx. 19 miles and over) is more than the national average. • For most places, around 10% of postcodes are more than a 15-minute walk from a public transport access point. There are some areas where this is the case for 70-90% of postcodes, such as Royal Wootton Basset South, Warminster West and Westbury North. • For most Market Towns, around 20% of the population is unable to access a town centre by public transport within 30 minutes. However, for Amesbury, Tidworth and some parts of Westbury, this rises to around 80%.[17]	
	**Health, wellbeing and safety**	There are pockets of **inequality** and **deprivation** across the county related to health, wellbeing, road safety and access to facilities.
	• There are pockets of deprivation found in Market Towns. According to IMD data, two LSOAs in Melksham are ranked in decile 2 for deprivation, suggesting they are amongst the most deprived areas in England. Several other areas in the Market Towns, including areas of Calne, Westbury, Royal Wootton Bassett, Devizes, and Amesbury, are ranked in decile 3. • 15% of households do not own a car or van; more two-vehicle households than national average. • Predominantly White; less diverse than national average, excluding Tidworth. • Around 20% of the population is unable to access a town centre within 30 minutes by car. • There are Air Quality Management Areas (AQMAs) in five of our Market Towns: Bradford-on-Avon, Calne, Devizes, Marlborough and Westbury. Residents who live in these areas or near other busy roads in our Market	

[15] *Transport for the North Transport Related Social Exclusion.* Data public available here: Transport-related social exclusion in England (transportforthenorth.com) Access to underlying data provided by TfN to AtkinsRéalis team.

[16] Census 2021. On foot: 10%, by bicycle: 2%.

[17] Journey time statistics, DfT (2019). Includes up to 2km walk to access the public transport stop, 5 minutes waiting time, plus an additional 5 minutes for any interchange required. Further detail can be found on the DfT website.

Towns are more likely to be at risk of certain health conditions. The Royal College of Physicians have found that children living within 500m of a heavily used road are likely to have significantly reduced lung function in adulthood. For older people, living near a busy road increases the rate of lung function decline that is associated with ageing. Exposure to poorer air quality can be associated with several health problems including asthma, type 2 diabetes, decrease in brain cognitive function, cancer and cardiovascular conditions[18].

Economic growth	**Economic growth** in Wiltshire is slowing and an ageing population poses an increasing challenge.

- Level 1-3 (GCSE to A Level) most common, with exception of Malmesbury (Level 4 – bachelor's degree).
- Socio-economic Classification: Similar to national averages with minor peaks in L4/5/6 and L10/11/12 classifications. Malmesbury also has a higher proportion of L1/2/3 classifications.
- The Market Towns are scattered across Wiltshire and encourage tourism through day trippers and weekend visitors. The Market Towns feature historic buildings, independent shops and markets, and also provide connections to wider rural walks and countryside views. Amesbury is also the nearest town to the ancient and iconic site of Stonehenge.
- As per our Local Plan, there is substantial development planned across the county. There is a particular challenge in Market Towns of linking these new developments with sustainable transport provision, such as bus routes, shared transport services and active travel routes.

Futureproofing transport	The transport network in Wiltshire is not currently prepared for future **maintenance, technological, environmental and societal changes**.

- Currently there is a limited number of locations to access Wiltshire Council owned EV chargers. In the Market Towns, rapid charging points (25-150kW) can only be found in Corsham, Melksham and Warminster. Fast charging points (7-22kW) are more widely spread, with locations in Corsham, Royal Wootton Bassett, Devizes, Marlborough, Melksham, Bradford-on-Avon, Westbury, and Amesbury, however these are slower and take longer to sufficiently charge a battery for longer journeys. Data on private charging points is very limited, but this remains an important part of facilitating the shift to EVs.
- There is a risk of flooding with the South West, Severn, Thames and South East River Basin Districts located within Wiltshire. Market Towns with rivers running through them or located nearby, including Melksham, Bradford-on-Avon, Marlborough and Malmesbury, are under high risk of flooding. Flooding is expected to affect much of the county with a high risk of damage to properties and land.
- Slightly older population than the national average, excluding Tidworth (more under 40s).

Decarbonisation	Wiltshire Council acknowledged a **climate emergency** in 2019, and decarbonising transport is critical to achieving the Council's carbon neutral ambitions.

[18] Royal College of Physicians, Every breath we take: The lifelong impact of air pollution, 2016 (https://www.rcp.ac.uk/media/jzul5jgn/every-breath-we-take-the-lifelong-impact-of-air-pollution-full-report.pdf)

- Whilst primarily rural areas have higher levels of transport related greenhouse gas emissions (based on car and van emissions), Devizes East falls in the highest 20% of emissions (CREDS).
- Additionally, each of the Market Towns, with the exceptions of Corsham and Bradford-on-Avon, are immediately adjacent to LSOAs that fall into the highest 20%.
- The cars and vans we drive offer the greatest scope for decarbonisation as they account for the majority of transport carbon emissions in Wiltshire.

Unique environment	We have a responsibility to **protect** and **enhance** Wiltshire's unique natural, built and historic environments.

- Wiltshire's Market Towns are home to many historic buildings, with over 25 Grade 1, and more than 150 Grade 2* and 2,300 Grade 2 listed buildings. They are also home to over 150 scheduled monuments.
- Marlborough lies within one of Wiltshire's National Landscapes, located in Berkshire and Marlborough Downs covering the east of Wiltshire.

3.2. Vision and objectives for Market Towns

3.2.1. Vision

The LTP4 vision sets out a long-term aspiration for transport in Wiltshire, to 2038 and beyond, of:

> A safe and connected transport system which protects the county's unique built, natural and historic environment making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a low carbon future.

If the vision were to be achieved, our Market Towns would become even more accessible, safe and attractive places to live, work and visit. Most essential services and facilities would be easy to get to in a short journey, for which the natural choice would be to walk, wheel or cycle using safe, well connected, and easy to navigate routes. For travel further afield, improved public and shared transport services would provide reliable and competitive options. In particular, new mobility hubs would facilitate convenient interchange between many types of transport in one location. Those travelling into our Market Towns, including visitors, would be able to enjoy all that they have to offer without needing to use a private car.

3.2.2. Objectives

Table 3-2 LTP4 objectives and relevance for Market Towns

LTP4 objectives and relevance for Market Towns	
Supporting rural communities	To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity

		across the whole county, especially within and beyond our rural settlements.
	• Improve connectivity and reduce the risk of social exclusion through access to high quality, convenient, reliable and affordable shared transport. • Deliver quieter and safer roads, helping active travel to become natural choices for shorter journeys.	
	**Improving health, wellbeing and safety**	To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.
	• Improve access to public and shared transport modes within Market Towns. • Improve public and shared transport links with surrounding Rural Areas. • Improve access to jobs, training and education locally in Market Towns and strengthen links with different parts of the county and wider region, helping to enhance opportunities, particularly within the pockets of deprivation. • Deliver quieter and safer roads, helping active travel to become natural choices for shorter journeys. • Improve air quality within AQMAs by having regard to the measures contained within our 2024 Air Quality Action Plan.	
	**Economic growth**	To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.
	• Increase access to employment opportunities and economic centres, within Market Towns and by strengthening links between Market Towns and Principal Settlements. • Facilitate more efficient and sustainable business travel. • Provide and publicise more sustainable travel options for visitors and tourists.	
	**Futureproofing transport**	To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.
	• Increase the provision of public and private electric vehicle charging facilities. • Improve the transport network's resilience to environmental challenges. • Provide viable alternatives to travelling by car travel to help prepare for possible societal and economic changes. • Understand and prepare for possible technological advancements which may impact transport.	
	**Transport decarbonisation**	To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council carbon neutral by 2030, and leading the county towards net zero.
	• Facilitate and encourage a transition to low and zero emission vehicles. • Reduce the total distance travelled by cars to minimise carbon emissions. • Improve facilities and access to sustainable transport, making these more competitive and convenient options. • Embed local connectivity into designs for new developments.	

	Protecting and enhancing our unique environment	To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.
	• Reduce traffic in Market Towns, helping to reduce negative impacts on our unique, historic town centres. • Improve air quality and reduce pollution in Market Towns.	

3.3. Policies and measures

3.3.1. Introduction

The LTP4 policies are set out in detail in Section 2.3 of our Core LTP4 Strategy.

The following sections consider the policies specifically in the context of Market Towns and outline the relevant measures we plan to deliver. Within the Market Towns sub-strategy, the policies are grouped by the Avoid, Shift and Improve policy areas. The measures relating to the Support policy area are covered in Section 5.

These four policy areas sit around the core of the LTP4: the vision and objectives.

Our objectives are set out in Section 2.1 of our Core LTP4 Strategy. Each policy meets some or all our objectives, and these are depicted by the relevant icons.

	Objective 1 - To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.
	Objective 2 - To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.
	Objective 3 - To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.
	Objective 4 - To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations

	Objective 5 - To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.
	Objective 6 - To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

3.3.2. Avoid

Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach; providing digital options; and combining journeys.

Policy A1: Reduce the need to travel as often through combining journeys and providing digital options.

Objectives met:

Measure A1.1: Improving ultrafast fibre coverage to enable access to online

Description

Improving digital connectivity through wider rollout of fibre coverage aims to increase access and awareness to online opportunities, as well as accessibility, across our Market Towns. Fibre broadband offers faster and more reliable online connection than standard broadband. The UK Government's ambition is for at least 85% of the UK to have access to gigabit capable broadband (broadband connections with speeds of one gigabit per second (1Gbps or 1,000 Megabits per second) or faster) by 2025. As of August 2024, the median broadband speed in the UK was 65Mbps, compared with a median of 57Mbps in Wiltshire (15% lower than the UK median)[19]. As referred to in more detail in our Rural Areas sub-strategy, Project Gigabit will bring broadband improvements across the county.

Benefits

Improvements to fibre coverage would help to:

- Increase access to jobs, training, education and services via online platforms. Faster and more reliable connections would help to facilitate greater home working and would also improve access to online services such online GP/health appointments and shopping.
- Improve accessibility through improved opportunities for those with limited physical mobility and reduced cost of travel.
- Reduce the need to travel to access services, especially at peak times, helping to reduce private vehicle miles and congestion.

Possible locations

Fibre coverage should be available across our Market Towns.

[19] Fair Internet Report, August 2024 Wiltshire Broadband Coverage & Stats, Aug 2024 (fairinternetreport.com)

Policy A2: Enabling access to services, jobs and other destinations within closer reach

Objectives met:

Measure A2.1: Co-working spaces

Description

Co-working spaces provide a flexible option for those who can work remotely at least some of the time and who may not be able to or want to work from home. They are ideally situated in locations which are accessible by public and shared transport. Desks can generally be booked by the day, or on a longer-term basis.

Benefits

Co-working spaces would:

- Reduce vehicle miles by reducing the distance of commuting to work, helping to save time and money.
- Allow people to combine daily commitments into one simple trip and increasing the ability to access jobs and opportunities closer to home.
- Make sustainable alternatives to travelling by car more attractive. Reduced trip lengths could facilitate a mode shift away from private vehicle to public transport, active travel modes.

Possible locations

The centres of our Market Towns are ideal locations for co-working spaces since they are already relatively accessible by public and shared transport, and have connections with existing active travel networks. The delivery of co-working spaces will likely be market-led in appropriate locations.

There are already some co-working spaces in Market Towns, such as Digital Mansion in Corsham, Studio Bacchus in Bradford-on-Avon, and the YourSpace in Devizes.

Case study: Studio Bacchus, Bradford-on-Avon

Housed within a historic building in Bradford-on-Avon, Studio Bacchus is located 5 minutes from the train station and provides creative co-working spaces for creative workers, including artists, writers, and designers, to work alongside like-minded individuals. Membership options can be tailored to individuals, with all choices including high speed broadband, printing facilities, kitchen access, free tea and coffee, and access to informal meeting spaces. The space allows you to book a seat on a co-working desk, with the main aim of providing a supportive workspace for small, local and creative businesses and freelancers with similar mindsets.

Measure A2.2: Support improvements to services that can be provided locally to reduce travel

Description

Where there are opportunities to improve services and amenities in residential areas, these may be supported as a way to increase the availability of essentials closer to home.

Benefits

This would help to:

- Reduce the length and cost of trips, reducing private vehicle miles, by providing more opportunities locally.
- Make sustainable alternatives to travelling by car more attractive.
- Increase equality of access, by increasing the ability for all to live and access services / opportunities locally, including leisure.
- Improved sense of community and place.

Possible locations

Residential areas across Market Towns including military bases.

Measure A2.3: Ensure design requirements are met for new developments

Description

As detailed in the draft Local Plan Review, some of our Market Towns are expected to experience growth over the coming years. It is therefore essential for the ongoing sustainability of these areas that new development is responsibly planned and delivered. Our Design Guide provides further detail on this matter, and stipulates that new developments should:

- Be connected to a network of routes for all modes. This is a particular challenge in Market Towns, where public and shared transport provision is often more limited than in Principal Settlements. The need to link new developments with existing or new bus routes, for example, should be taken seriously when assessing their transport impact.
- Prioritise active travel – “In well-designed larger schemes, people should not need to rely on the car to access local facilities such as shops, schools, public amenities and the natural environment.”
- Create a mix of uses.

Benefits

This would help to:

- Reduce the length and cost of trips, reducing private vehicle miles, by providing more opportunities locally.
- Reduce the number of trips by providing access to different facilities in a compact location, increasing the opportunities to combine journeys together.
- Make sustainable alternatives to travelling by car more convenient and attractive.
- Increase equality of access, by increasing the ability for all to live and access services and opportunities locally, including leisure.
- Improved sense of community and place.

Possible locations

New developments in and around Market Towns.

Measure A2.4: Parcel pick-up points at local hubs

Description

Parcel pick-up and drop off points are external locations, often a bank of parcel lockers, a convenience store or a dedicated parcel shop, that allow people to send or receive parcels closer to their home. Customers can choose for parcels to be delivered to, or picked up from, a select pick-up point close to their home, and dependent on the location, a customer may be provided with multiple options that can be near their home, office or other convenient location.

Benefits

This would help to:

- Reduce the number of trips and vehicle miles, particularly relating to HGVs and delivery vans. It eliminates the likelihood of repeated failed deliveries.
- Reduce the number of trips by providing access to different facilities in one location, increasing the opportunities to combine journeys together. Customers can choose where and when to pick up or drop off their parcels to fit into their schedules.
- Reduce total greenhouse gas emissions due to transport.
- Reduce traffic congestion and delays.

Possible locations

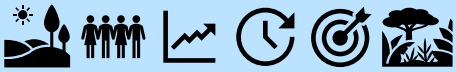
These can be located across multiple different locations. The provision of pick up and drop off facilities could be found in local centres, attached to mobility hubs and shops, where they can tie in with sustainable travel connections. There are already some examples of this service through 'InPost lockers' that are currently located across our Market Towns and are used to receive and send parcels for select retailers.

3.3.3. Shift

Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel and shared and public transport.

Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality.

Objectives met:



Measure S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIP)

Description

The LCWIPs provide a comprehensive evidence-based assessment of the important walking and cycling networks routes in our main settlements and make recommendations for top priority improvements to better connect key origins and destinations. We are in the process of developing LCWIPs for all our Market Towns, but so far:

Measure S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIP)

- Consultation for Calne and Melksham LCWIPs closed in September 2024. This was the second and final stage of consultation and all comments will be considered before final LCWIPs for both Calne and Melksham are published.
- Devizes LCWIP is complete and has been published on our Wiltshire Council site. The top priority four cycle routes and six walking routes have been identified, and recommended interventions are set out alongside indicative costs.
- In order to deliver these infrastructure improvements, further studies and design stages will need to be completed, including the required environmental assessments.

These include interventions such as accessibility improvements (like dropped kerbs and tactile paving), formal and informal crossing points, resurfacing, segregated routes, path widening and signage.

The availability of funding for LCWIP schemes is critical to progressing this measure. Funding will be required for scheme design and appraisal, and relevant environmental and societal impact assessments.

Benefits

Delivery of these routes would help to:

- Encourage active travel to become the natural choices for shorter journeys, or as part of a longer journey, along with improved road safety.
- Improve access to local facilities and amenities for all, including those without a car.
- Promote the key safe and direct walking and cycling routes with the greatest potential to increase active travel and physical activity, resulting in better health and wellbeing.

Possible locations

Key routes in Market Towns as set out in LCWIPs.

Case study: Hilperton-Melksham via Semington

In 2022, we completed the new walking and cycling facility between Hilperton and Melksham on a mostly traffic-free route. Byways on the route were upgraded to provide extra space for cyclists and pedestrians, as well as improving access to and from the shared use path for cycles. Re-surfacing also ensured that all the byways were suitable for cyclists, pedestrians and horse-riders. The scheme provides a safer, quieter alternative to the A350.

Case study: Royal Wootton Bassett to Swindon cycleway

We are working with National Highways to develop and install a new cycleway between Royal Wootton Bassett and Swindon. The scheme is being funded and delivered by National Highways with support from Wiltshire Council, Swindon Borough Council and Sustrans and will provide a segregated route for cyclists travelling over the M4 between Royal Wootton Bassett and Swindon. The scheme aims to increase transport choices, reduce transport emissions and traffic, and reduce the reliance on private vehicles. The preferred route is now being developed through detailed design , and we are in discussions with third party landowners with a view to secure a long-term agreement for the cycleway. Following this, the scheme will be subject to the full statutory planning process.

Measure S1.2: Public realm improvements

Description

Measure S1.2: Public realm improvements

Improvements to the public realm in Market Towns could include measures such as public seating and places to rest, pocket parks, community artwork, trails, planting, trees, lighting, and CCTV. Public realm improvements should be inclusive for all people to enjoy, and designs should take this into account, such as by using paving that is navigable by those with impaired vision.

Benefits

These interventions would help to:

- Increase safety, security and accessibility for those spending time in our Market Towns.
- Enhance the sense of place and community.
- Support local businesses and encourage footfall in town centres making them more attractive places for business to invest.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Support climate change adaptation – planting and trees can increase shade and support natural water management.

Possible locations

Key public centres in our Market Towns

Royal Wootton Bassett, Borough Fields Shopping Centre

Measure S1.3: Wayfinding

Description

Signage to support those using active travel to navigate our towns. This could include fingerpost signs, maps, or floor signs. There could be opportunities to make use of technology, for example providing the ability to scan QR codes for more information or to link with journey planning apps[20].

[20] Includes Connecting Wiltshire - Helping You Make Travel Choices

Measure S1.3: Wayfinding

Benefits

These interventions would help to:

- Promote safe, navigable and direct active travel routes for all.
- Ensure our Market Towns are accessible for visitors and tourists, boosting our local economy.
- Reflect local identity and provide local 'branding' to improve sense of place.
- Encourage an increase in physical activity, helping to improve health and wellbeing.

Possible locations

Key public centres in our Market Towns

Example of wayfinding signage, Calne

Case study: South Gloucestershire High Street Wayfinding

South Gloucestershire Council is developing a wayfinding scheme for each of their high streets and market towns. The objectives of the scheme are to help residents and visitors navigate the local area and raise awareness of key destinations that are located nearby. The scheme will also feature key services such as public toilets and highlight community facilities such as libraries, community centres and shopping and leisure destinations.

Measure S1.4: Cycle parking

Description

Our Design Guide[21] for new developments states that residential cycle parking should be considered within secure storage facilities to the front of dwellings, with consideration given to larger cycles such as cargo bikes or bikes adapted for mobility needs.

For other locations in new developments, secure, covered, overlooked cycle parking (together with charging points for electric bicycles and scooters), should also be provided. This includes at bus stops, workplaces, services and facilities, and recreational areas.

In addition, existing residential areas and destinations should be reviewed for opportunities to enhance cycle parking facilities.

Benefits

These interventions would bring benefits as follows:

- Providing cycle hangars in residential areas, particularly flats and terraced houses, will allow residents to securely store bicycles, creating the opportunity to buy a bicycle and cycle for at least some trips.
- Providing secure cycle parking at destinations will give cyclists more confidence when parking their bikes and enable them to park nearer to their journey's end, making cycling a more attractive option.

[21] Guidance for Neighbourhood Planning within Wiltshire: Integrating High Quality Design

Measure S1.4: Cycle parking

- Increasing the number of people who cycle and the number of cycle trips they make, will encourage an increase in physical activity and help to improve health and wellbeing.
- Ensuring our Market Towns are accessible for visitors and tourists, helping to boost our local economy.
- Reflect our local identity and provide local 'branding', improving sense of place.

Possible locations

Throughout Market Towns including residential areas and key destinations.

Measure S1.5: Safer movement for active travel

Description

Prioritising safer access for active travel in specific, targeted locations can create more pleasant environments and opportunities for more people to feel safe and comfortable to switch to active modes. This can be achieved by prioritising street space to widen footways or provide amenities (such as benches, parklets or bus shelters).. Measures to ensure safer movement for active travel would be developed in partnership with local communities to ensure access for those who most need it. Extensive local consultation and engagement would be required to ensure any schemes maximise benefits for locals. Examples of such measures which may be beneficial in Market Towns are:

- School streets, where vehicular access is restricted near to schools at certain times of day.
- Physical measures to reduce conflict between users, e.g., bollards to slow cyclists down on a shared path, or to prevent vehicle access.
- Adjusting road space provision to review how the space is used to cater for different users, either by using road markings or physical measures.

Benefits

Delivery of these measures would help to:

- Increase road safety, particularly for vulnerable users such as those with disabilities or school children.
- Increase safety and accessibility of active travel in our Market Towns, making these sustainable alternatives to travelling by car more attractive.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Create space for other uses, such as shopping, play, seating and planting.
- Enhance the sense of place and community.

Possible locations

In areas likely to have a higher demand for active travel, such as near to schools (triggered by interest expressed by schools), high streets, local centres and in residential areas.

Measure S1.5: Safer movement for active travel

Case study: Thornbury High Street, South Gloucestershire

Thornbury is a market town in South Gloucestershire that has taken the step to remove traffic passing through its High Street to enable safer active travel. Access remains for residents, disabled drivers, buses and taxis, however traffic that is intended to pass through is diverted to an alternative route away from the High Street. This has allowed market stalls to be positioned on the High Street and hospitality venues to allow their outdoor seating areas to expand.

South Gloucestershire Council

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

Description

It is important that vehicle speeds are appropriate for the road's context and purpose: right speed, for the right road. We will review vehicle speeds and engage with local communities. In some locations, where there is community support, it may be desirable to reduce vehicle speeds to improve road safety such as near to schools or in residential areas.

This can be achieved using a range of different measures. For example, school safety zones can be implemented to manage speed at specific times (pick-up and drop-off).

The following definitions are used in our existing policy on 20mph speed limits and zones as follows.

20mph zones are defined as areas subject to a 20mph speed restriction which cover a number of roads within a defined area and are supported by the appropriate traffic regulation order and signs. Typically, there will be traffic calming measures at regular intervals throughout the zone to ensure speeds remain consistent throughout its length. This may include the addition of road humps and raised junctions as well as build outs, chicanes pinch points etc., but may also include lighter touch measures where appropriate, such as carriageway roundels.

20mph limits are defined as streets where the speed restriction has been reduced to 20mph but do not include the types of physical calming measures typically associated with zones. Drivers are alerted to the presence of the restriction by the use of terminal and repeater signs only.

In addition, according to our Active Travel Infrastructure Design Standards[22], quiet streets can provide a more practically feasible option for providing safe cycling routes. They must have under 2,500 vehicles per day, vehicle speeds under 20mph, and no obstacles.

Benefits

Delivery of new 20mph zones and limits, and quiet routes will help to:

[22] Active_travel_infrastructure_design_standards_Consultation_Draft.pdf (wiltshire.gov.uk)

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

- Improve road safety, particularly for vulnerable users such as children or those with disabilities. The first widespread evaluation of 20mph zones in the UK was carried out by the TRL in 1996[23]. It found that over the monitoring period, injury accidents reduced by 60% and child injury accidents were reduced by some 67%. A similar positive picture on their use is reflected in Wiltshire.
- Create a more pleasant, less polluted, safer environment for active travel in our Market Towns, making these sustainable alternatives to travelling by car more attractive.
- Encourage an increase in physical activity, helping to improve health and wellbeing.

Possible locations

Areas in Market Towns where there is a high volume of vulnerable users and where there may be conflicts with vehicles, particularly residential areas and local centres.

20mph zones are to be considered where:

- Roads are currently restricted to a 30mph speed limit.
- There is a proven history of road user conflict with vulnerable users such as child pedestrians.
- There are new residential developments.
- There is an alternative route existing, so drivers are able to avoid the zone.
- On major streets if there is a significant number of journeys on foot or bicycle.

20mph limits are most appropriate where speeds are already low (DfT advises under 24mph) and where the layout and character of the road gives a clear indication to drivers that a lower speed is appropriate.

20mph zone, Station Road, Tidworth

Case Study: High Penn Park development, Calne

In July 2024, a consultation on plans to enforce 20mph speed limits on several roads at the 200-home High Penn Park development in Calne was completed. The developer will meet the costs of the signage, traffic regulation order and implementation, with the roads built to be self-enforcing 20mph. Calne Town Councillors raised no objections to the proposal.

Case Study: Bradford Road, Corsham

[23] Transport Research Laboratory, D. Webster, A. Mackie, Review of traffic calming schemes in 20mph zone, 1996

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

In March 2024, speed limits outside of Corsham Primary School were lowered to 40mph from 50mph, with a 20mph limit during school drop off and pick up times, indicated by flashing signage.

Measure S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes

Description

There are different types of cycle or scooter hire. Cycle hire schemes allow anyone to hire a bike or e-bike for a relatively short period of time, providing users with a quick and flexible way of making a short journey which they may have otherwise made by car or bus. E-scooter hire follows the same system, allowing anyone to hire an e-scooter for a short time. Whilst e-scooters are primarily for shorter, local journeys, the inclusion of e-bikes also opens up the possibility of using shared cycles for longer journeys, or in areas with more varied terrain. Such schemes operate in many UK towns and cities such as Uxbridge, Elgin, Jersey, Fort William and Inverness. These schemes would be suited to our Market Towns.

There have also been some pilot shared e-cargo bike schemes across London; these cycles allow users to transport children or goods.

There are currently a number of organisations which offer day bike hire across our Market Towns, but these are primarily suited to leisure use rather than cycling for transport purposes.

Benefits

Shared bike, e-bike, e-scooter or cargo bike schemes can help:

- Provide a more flexible mode of transport for short to medium journeys.
- Increase cycling in and around our towns helping this to become a natural choice for shorter journeys, and reduce the number of short car trips.
- Encourage an increase in physical activity, improving health and wellbeing.
- Allow users to try out or regularly use a bike, e-bike or e-cargo bikes without the upfront costs.
- This measure is also aligned to Policy S2.

Possible locations

Pilot schemes in Wiltshire are likely to be best suited focused around urban centres and key transport and community hubs, such as railway stations, bus stations and stops, town centres and high streets, education hubs, and employment centres, including consideration for military bases.

Policy S2: Provide more public and shared transport options and improve service quality.

Objectives met: 

Measure S2.3: Ride sharing, including shared taxis

Description

Ride sharing seeks to combine multiple car journeys into one. For example, this could be achieved by encouraging informal ride sharing for local employers and schools or encouraging the use of ride sharing apps such as BlaBlaCar.

Benefits

Ride sharing would help to:

- Reduce private vehicle miles.
- Reduce total greenhouse gas emissions due to transport.
- Save users money by sharing the cost of a journey with others.
- Increase travel options for those without access to a car.

Possible locations

Across Market Towns, particularly targeted at key destinations such as schools and employment areas.

There are a number of Market Town measures which primarily focus on other policies, bus also contribute to Policy S2:

- Mobility hubs (Measure S3.6)
- Cycle hire schemes, including e-bikes and cargo bikes (Measure S1.8)
- Car clubs (Measure I1.12).

Policy S3: Provide better access to public and shared transport services.

Objectives met: 

Measure S3.1: Improve access to and from public transport stations by sustainable modes of travel

Description

Our railway stations are the gateway to many cross-county journeys, as well as journeys further afield. We can improve access to our stations by ensuring bus stops and services are convenient; active travel routes are safe, well lit, joined up and well signposted; and expanding shared transport options. The provision of facilities at rail and bus interchanges, such as storage, cycle parking, changing facilities, and provision for those with accessibility needs, will also help to make active travel an attractive option for part of a journey.

Benefits

Improving access to stations can help:

- Increase access to rail and bus services for all, including those without a car.
- Increase active travel levels and boost physical activity.
- Improve end-to-end journey times and reliability.
- Provide more viable, safe and attractive alternatives to driving.

This measure also aligns strongly with Policies S1 and S2.

Possible locations

Measure S3.1: Improve access to and from public transport stations by sustainable modes of travel

Currently a limited number of our Market Towns are served by railway stations, these are: Bradford-on-Avon, Melksham, Warminster and Westbury. The relevant LCWIPs highlight key active travel routes which could be targeted for future improvements, including those which link to the stations. Melksham has secured funding for station improvements, and Wiltshire Council Enhanced Partnership Plan and Scheme, published March 2022, noted improvement opportunities for Westbury Station will be explored in the future.

Case study: Melksham Masterplan

Melksham Station is set to be transformed through funding secured by TransWilts. Phase 1 of the Plan has received planning permission and includes new platform signage, destination indicators, increased parking, electric vehicle charging, cycle storage and a community café. Phase 2 would see further improvements in the layout at the station including northern pedestrian access. This would provide increased accessibility for the station from the northern side, whilst increased cycle storage will encourage travel to the station via bike.

Measure S3.2: New stations

Description

Our public transport stations are the gateway to many cross-county journeys, as well as journeys further afield. Currently only four of our Market Towns are served by a railway station.

Benefits

The development of new stations can help:

- Improve levels of accessibility between economic centres, business, employees, suppliers and customers.
- Create reliable, and convenient alternatives to private car journeys to improve access to opportunities and services for those in our Market Towns without stations.
- Reduce private vehicle miles and help to reduce total greenhouse gas emissions due to transport.
- Improve end-to-end journey times and reliability.

Possible locations

All our Market Towns have the potential to be served by railway stations, currently there are ambitions for Corsham and Devizes Gateway. There have also been longer-term ambitions to establish a railway station at Royal Wootton Bassett; this could act as a park and ride rail facility to serve Swindon, with the potential to be positioned close to Junction 16 of the M4.

We will continue to work with the industry to identify and develop the case for new stations.

Measure S3.6: Mobility hubs

Description

Mobility hubs are spaces where public and shared travel modes are co-located alongside travel information, other community facilities and improvements to the public realm. They provide an attractive, safe focal point and enable travellers to make smooth and safe

Measure S3.6: Mobility hubs

transitions between different modes, swapping private cars for shared vehicles, bikes, buses, trains, scooters or walking.

Benefits

Mobility Hubs would help to:

- Make provision for accessible travel information, such as printed timetables and information in languages other than English.
- Make sustainable alternatives to travelling by car more attractive.
- Prioritise safety when travelling by ensuring well lit, overlooked spaces are sought.
- Reduce the length of trips, reducing private vehicle miles, by providing more opportunities locally.
- Reduce the number of trips by providing access to difference facilities in one location, increasing the opportunities to combine journeys together.

Possible locations

Mobility hubs can vary considerably in size; in our Market Towns, larger hubs are most likely to be considered at existing railway stations and bus stations where applicable, whereas smaller mobility hubs could be located on or near to high streets, bus stops, or within a residential development, and could be considered in or near to military bases.

Policy S4: Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most.

Objectives met: 

Policy S4 is primarily focused on improvements to our current car parking strategy. These measures are covered in the parking sub-strategy, which can be found in Section 3 of the county-wide sub-strategy document.

Policy S5: Encourage and enable shift to more sustainable modes for freight.

Objectives met: 

Policy S5 is focused on improvements to our current freight network. These measures will be covered in the freight sub-strategy, that can be found in Section 2 of the county-wide sub-strategy.

3.3.4. Improve

Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.

Policy I1: Facilitate and encourage move to low and zero emission vehicles.

Objectives met: 

Wider roll-out of EVs and related infrastructure is the main priority for Policy I1: **measures related to EV charging are included in the separate EV sub-strategy**, that can be found in Section 4 of our county-wide sub-strategy document.

Measure I1.12: Expand EV car club coverage

Description

While many may choose to own an EV, others may not want to or be financially able to. Car clubs can provide pay-per-trip access to a shared vehicle, providing a flexible option without needing to own the car. Limited car clubs are currently available across Wiltshire, and none of these are located within our Market Towns.

Benefits

A wider roll-out of electric vehicle car clubs could bring about the following benefits:

- Reduced need to own a car, or second car.
- Costs are more predictable than car ownership; there is no need to pay separately for servicing, maintenance, insurance and tax.
- Driving is less likely to be the default mode of choice if using on a pay-per-trip basis.
- Creates opportunities for those unable to buy their own car, particularly if public transport is not a feasible option.
- Flexibility to use the type and size of car that best suits users' needs including accessible vehicles.
- Car clubs can offer opportunities to use EV, hybrid or more efficient vehicles without needing to invest in buying a new car, reducing the greenhouse gas emissions.

Possible locations

Across Market Towns.

Policy I2: Enable safer and more efficient driving and operation of road networks.

Objectives met:

Measure I2.1: Improve our use of technology in traffic & congestion monitoring

Description

Implementing intelligent transport systems can allow for more dynamic management of our transport networks, adapting the approach as situations change. Examples are:

- Variable messaging signs which provide accurate, real time passenger information to reflect network conditions.
- Coordinated and dynamic signal management (e.g., Split Cycle Offset Optimisation Technique (SCOOT)).
- Incorporation of data from other sources, such as weather information.
- Direct connections to emergency services.
- Data collection to enable ongoing monitoring of our transport network's performance and to inform future schemes.
- Enforcement of speed limits, traffic lights, bus lanes and cycle lanes.

Measure I2.1: Improve our use of technology in traffic & congestion monitoring

Benefits

Investing in and expanding our use of technology in transport could:

- Inform users about their journey and save time, such as when searching for parking spaces or avoiding congestion.
- Reduce unnecessary stop start driving, leading to reduced harmful greenhouse gas emissions and improved traffic flow. Helping to minimise our impact of travel on communities and natural and historic sites.
- Enable a quick and coordinated response to traffic incidents, natural disasters or security threats. Services and routes can return to normal as quickly as possible after incidents on the network.
- Ensure the safety of all users and maintain the efficient operation of the network.

Further information on this measure can be found in the Network Management Plan.

Possible locations

Across Market Towns, with a focus on key corridors and town centres.

4. Rural Areas sub-strategy

4.1. Introduction to Rural Areas

4.1.1. Introduction

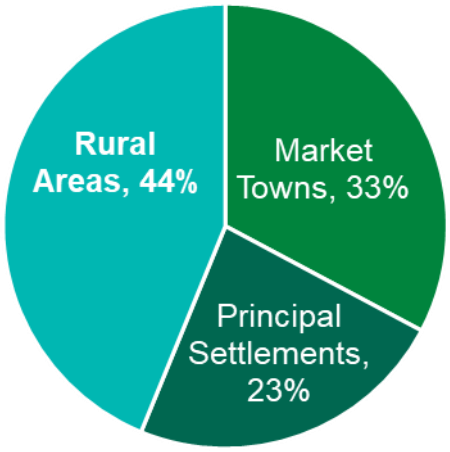
In terms of area, Wiltshire is predominantly rural as shown in Figure 41, with 93.3% of the county's area classified as rural. The LTP4's place-based approach enables different measures to be taken in different areas, which is especially beneficial with the vast differences in characteristics between the urban and rural areas of Wiltshire.

There is a large diversity of places within these **Rural Areas**: as defined in the Local Plan Review (2023), there are seven Local Service Centres, 58 Large Villages and 148 Small Villages across Wiltshire's Rural Areas.

Overall, **44% of Wiltshire's population** (226,000 people) live in rural areas.

On average, the **population density of the Rural Areas is 4 people per hectare**: by far the lowest out of the three place types.

Figure 4-1 - Proportion of population in each place type



High Street, Cricklade

The Local Service Centres are Pewsey, Market Lavington, Cricklade, Tisbury, Mere, Downton and Wilton. They each serve a surrounding rural hinterland and provide access to facilities and services. Some of Wiltshire's military bases are located in rural areas in the east of the county.

The Large and Small Villages have a more limited range of employment, services and facilities.

Semington Road Bridge, over the Kennet and Avon Canal

4.1.2. Typical challenges and opportunities

Table 4-1 LTP4 challenges and opportunities in Rural Areas

LTP4 challenges and opportunities in Rural Areas		
	Rurality	The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, and presents challenges around connectivity by other modes, which can lead to **social isolation**.
• Around 90% of Wiltshire's road network is classified as rural (375 miles), and many people rely on their cars out of necessity in Rural Areas. Figure 4-2 shows the geographical barriers index of the Indices of Deprivation; many of our Rural Areas are in the most deprived 20% in terms of barriers to housing and services.[24] • There is mostly a low risk of transport related social exclusion, relating to high levels of car ownership. There are some areas that are at higher risk, however, including Purton, Pewsey, Mere and Wilton areas[25]. • Approximately 51% use a car or van to travel to work; 39% work from home; 7% use active modes. A higher proportion of people work from home in Rural Areas compared to Principal Settlements (31%) and Market Towns (30%).		

[24] English indices of deprivation 2019, barriers to housing and services index.

[25] *Transport for the North Transport Related Social Exclusion*, Data publicly available here: Transport-related social exclusion in England (transportforthenorth.com)

- People generally travel further to get to work than the other place types and the national average. The proportion of people who travel 'less than 10km' (approx. 6 miles) is less than the national average, while proportion who travel '10-30km' (approx. 6-19 miles) and '30km and over' (approx. 19 miles and over) is more than the national average.
- Public transport access is more limited in Rural Areas; there are many areas where up to 30% of postcodes are not within a 15-minute walk of a public transport access point, and some areas where this increases to more than 40% (such as Purton and Cricklade and Latton to the north, Kennet Valley and Pewsey to the east, Tisbury and Nadder and East Knoyle to the south, and Corsham Without and Box Hill to the west).[26]
- DRT provides an opportunity to provide public transport options in Rural Areas, reducing social isolation and increasing connectivity to amenities.
- There are several areas where more than 80% of the population are unable to access a town centre within 30 minutes by public transport (such as the Till and Wylye Valley, Burbage and The Bedwyns, Aldbourne and Ramsbury, and By Brook).

	**Health, wellbeing and safety**	There are pockets of **inequality** and **deprivation** across the county related to health, wellbeing, road safety and access to facilities.

- Overall, deprivation is lower in Rural Areas. No Rural Areas are ranked in decile 1 or 2 in the 2019 IMD rankings, whilst areas in Principal Settlements and Market Towns fall into these most deprived rankings. Purton south & Braydon is the only Rural Area that falls into the 3rd decile and suggests this is area with higher levels of deprivation.[27]
- IMD shows that many of the Rural Areas face barriers to accessing housing and services, with a vast proportion of the area falling into the top 20% most deprived relating to this index (Figure 4-2). This index relates to the physical proximity of local services, comprising road distances to important amenities and facilities, such as GPs, schools, post offices and supermarkets. This highlights the longer distances many Wiltshire residents typically face to reach local facilities.
- 8% of households in Rural Areas have no access to a car or van. While this is a smaller proportion than other areas, these residents are at higher risk of social isolation and may struggle to access work, services, leisure opportunities, and other essential facilities. For those with lower incomes who do own a car, the cost of doing so can take up a very large proportion of their income.
- The population is predominantly white; Rural Areas are less diverse than the national average and the other place types in Wiltshire.
- The population in most areas can access a town centre within 30 minutes by car. However, there are some areas where this is not possible for as much as 60-80% of the population.

	**Economic growth**	**Economic growth** in Wiltshire is slowing and an ageing population poses an increasing challenge.

[26] Journey time statistics, DfT (2019). Includes up to 2km walk to access the public transport stop, 5 minutes waiting time, plus an additional 5 minutes for any interchange required. Further detail can be found on the DfT website.

[27] Index of Multiple Deprivation, 2019

- Level 1-3 (GCSE to A Level) is the most common level of education, but there is also a large proportion of L4+ (e.g., bachelor's degree) qualifications.
- A higher proportion are classified as L1/2/3 (Higher managerial, administrative and professional), L4/5/6 (Lower managerial, administrative and professional) and L8/9 (Small employers and own account workers).
- There are a number of tourist attractions located in the Rural Areas of Wiltshire. Stonehenge and Avebury Stone Circle are key historic attractions; however, several other rural attractions can be found in Wiltshire including Lacock Abbey, Pewsey White Horse, Longleat Safari Park and a number of other National Trust properties.

Futureproofing transport	The transport network in Wiltshire is not currently prepared for future **maintenance, technological, environmental and societal changes**.

- Wiltshire Council owned EV chargers outside of the Principal Settlements and Market Towns are extremely limited. In the Rural Area, no rapid charging points (25-150kW) can be found, whilst fast charging points (7-22kW) are only located in Pewsey and Tisbury. Limited data is available relating to private charging points.
- The risk of flooding across Wiltshire has increased significantly. It is expected that areas to the north, south and north west of Wiltshire will be badly affected by flooding due to the proximity to the South West, Severn, Thames and South East River Basin Districts located within Wiltshire (see ISA).
- There is a skew towards older age groups compared with national average and other place types.

Decarbonisation	Wiltshire Council acknowledged a **climate emergency** in 2019, and decarbonising transport is critical to achieving the Council's carbon neutral ambitions.

- Most people based in Rural Areas have little or no choice but to own and use a car for the vast majority of their journeys, due to the relatively sparse population, large travel; distances, and limited public and shared transport options. As such, these areas generally have higher levels of transport related greenhouse gas emissions than other place types. The transition to EVs will be an essential part of reducing in transport related greenhouse gas emissions in Rural Areas. Our proposed measures relating to EV charging can be found in the county-wide EV sub-strategy.
- Of the top 10% of areas relating to greenhouse gas emissions from transport, 27 out 29 are classified as rural.[28] These areas are concentrated to the north of the county around the M4, across the Berkshire and Marlborough Downs to the north east and east, and in the Dorset Downs and Cranborne Chase and New Forest to the south of the county.

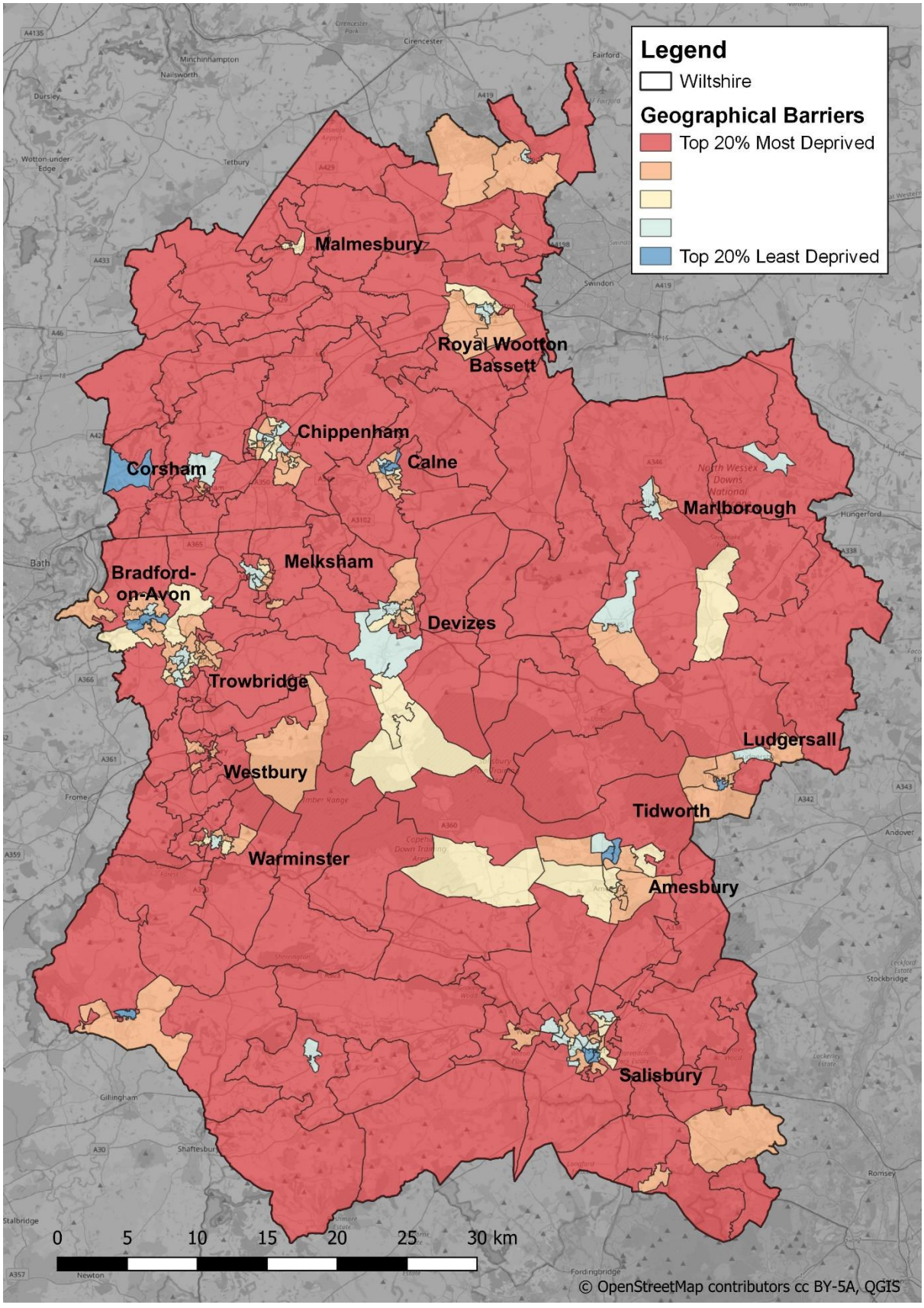
Unique environment	We have a responsibility to **protect** and **enhance** Wiltshire's unique natural, built and historic environments.

- Wiltshire is home to three National Landscapes which encompass almost half of the county: The Cotswolds, Cranborne Chase and West Wiltshire Downs, and The North Wessex Downs.

[28] Centre for Research into Energy Demand Solutions (CREDS). Available at: www.creds.ac.uk

- Wiltshire is also home to part of the New Forest National Park, over 16,000 listed buildings, over 240 conservation areas. Rural Areas are home to the majority of these historic buildings with roughly 200 Grade 1, 450 Grade 2* and over 8000 Grade 2 Listed Buildings. Wiltshire is also home to Avebury Stone Circle and Stonehenge, two World Heritage Sites.

Figure 4-2 - Indices of Multiple Deprivation – Barriers to housing and services index



4.2. Vision and objectives for Rural Areas

4.2.1. Vision

The LTP4 vision sets out a long-term aspiration for Transport in Wiltshire, to 2038 and beyond, of:

> A safe and connected transport system which protects the county's unique built, natural and historic environment making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a low carbon future.

If the vision were to be achieved, our Rural Areas would become safer, more accessible, more attractive places to live. A greater number of essential services and community run facilities would be available in existing or new local community spaces, allowing residents to access multiple facilities in one location without always needing to travel into a larger town or city, and providing a focal point for social interaction. Rural communities would be less reliant on their cars, with active travel becoming the natural choice for shorter journeys. They would also have greater access to flexible, on-demand transport where there is limited traditional public transport provision. Locals, visitors and tourists alike would have better access to our beautiful countryside and our impressive landmarks via sustainable modes, such as via shuttle buses or safe cycle paths, reducing the number of cars and associated detrimental environmental impacts. Zero emission vehicle car clubs would provide a convenient and flexible option for driving with reduced environmental impact and without needing to own a car, and ample vehicle charging points would allow zero emission vehicle owners to travel without range anxiety.

4.2.2. Objectives

Table 4-2 LTP4 objectives and relevance for Rural Areas

LTP4 objectives and relevance for Rural Areas		
	Supporting rural communities	To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.
	• Improve digital connectivity in Rural Areas. • Improve access to important amenities and facilities, such as GPs, schools, post offices and supermarkets. • Improve connectivity and reduce the risk of social exclusion through access to high quality, convenient, reliable and affordable shared transport. • Deliver quieter and safer roads, helping active travel to become natural choices for shorter journeys.	
	Improving health, wellbeing and safety	To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.

- Improve access to public and shared transport modes, such as demand responsive services, and improve links beyond Rural Areas.
- Improve access to jobs, training and education locally in Rural Areas where possible, and strengthening links with different parts of the county, helping to enhance opportunities.
- Improve access to essential amenities and facilities, such as GPs, schools, post offices and supermarkets.
- Deliver quieter and safer rural roads, helping active travel to become natural choices for shorter journeys.

Economic growth	To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.

- Increase access to employment opportunities and economic centres, strengthening links between Rural Areas and nearby towns.
- Provide and publicise more sustainable travel options for visitors and tourists.
- Improve digital connectivity in Rural Areas.

Futureproofing transport	To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.

- Increase the provision of public and private electric vehicle charging facilities.
- Improve the transport network's resilience to environmental challenges.
- Provide viable alternatives to travelling by car to help prepare for possible societal and economic changes.
- Understand and prepare for possible technological advancements which may impact transport.

Transport decarbonisation	To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council carbon neutral by 2030, and leading the county towards net zero.

- Facilitate and encourage a transition to low and zero emission vehicles.
- Provide viable alternatives to travelling by car to reduce greenhouse gas emissions.
- Improve local facilities and access to sustainable transport, making these more competitive and convenient options.

Protecting and enhancing our unique environments	To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

- Reduce traffic in Rural Areas, helping to reduce negative impacts on our unique environments, including historic settlements, monuments, biodiversity and natural landscapes.
- Improve air quality and reduce pollution in Rural Areas.

4.3. Policies and measures

4.3.1. Introduction

The LTP4 policies are set out in detail in Section 2.3 in our Core LTP4 Strategy.

The following sections consider the policies specifically in the context of Rural Areas and outline the relevant measures we plan to deliver. Within the Rural Areas sub-strategy, the policies are grouped by the Avoid, Shift and Improve policy areas. The measures relating to the Support policy area are covered in Section 5.

These four policy areas sit around the core of the LTP4: the vision and objectives.

Our objectives are set out in Section 2.1 in our Core LTP4 Strategy. Each policy meets some or all our objectives, and these are depicted by the relevant icons.

	Objective 1 - To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.
	Objective 2 - To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.
	Objective 3 - To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.
	Objective 4 - To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations
	Objective 5 - To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.
	Objective 6 - To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

4.3.2. Avoid

Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach; providing digital options; and combining journeys.

Policy A1: Reduce the need to travel as often through combining journeys and providing digital options.

Objectives met:

Measure A1.1: Improving ultrafast fibre coverage to enable access to online services

Description

Improving digital connectivity through wider rollout of fibre coverage aims to increase access and awareness to online opportunities, as well as accessibility, across our Rural Areas. Fibre broadband offers faster and more reliable online connection than standard broadband. The UK Government's ambition is for at least 85% of the UK to have access to gigabit capable broadband (broadband connections with speeds of one gigabit per second (1Gbps or 1,000 Megabits per second) or faster) by 2025. As of August 2024, the median broadband speed in the UK was 65Mbps, compared with a median of 57Mbps in Wiltshire (15% lower than the UK median) [29].

Benefits

Improvements to fibre coverage would help to:

- Increase access to jobs, training, education and services via online platforms. Faster and more reliable connections would help to facilitate greater home working and would also improve access to online services such online GP/health appointments and shopping.
- Improve accessibility through improved opportunities for those with limited physical mobility and reduced cost of travel.
- Reduce the need to travel to access services, especially at peak times, helping to reduce private vehicle miles and congestion.

Possible locations

Fibre coverage should be available across our Rural Areas.

Case Study: Project Gigabit

Project Gigabit is the Government's flagship £5 billion programme to enable hard-to-reach communities to access fast gigabit-capable broadband.

Wessex Internet won an £18.8m contract funded by Project Gigabit to roll out faster connectivity to around 14,500 homes and businesses in South Wiltshire. The funding will allow Wessex Internet to expand its existing network in the Wylye Valley going across the Salisbury Plain connecting villages surrounding Amesbury to the east and going as far north as Chisbury and Little Bedwyn. All properties will benefit from full fibre connections, delivering connection speeds of up to 10Gbps – much improved on current speeds and reliability.

[29] Fair Internet Report, August 2024 Wiltshire Broadband Coverage & Stats, Aug 2024 (fairinternetreport.com)

Measure A1.1: Improving ultrafast fibre coverage to enable access to online services

Central and North Wiltshire will soon also benefit from Project Gigabit, further improving internet connectivity for Wiltshire's residents.

Policy A2: Enabling access to services, jobs and other destinations within closer reach

Objectives met:

Measure A2.1: Co-working spaces

Description

Co-working spaces provide a flexible option for those who can work remotely at least some of the time and who may not be able to or want to work from home. Desks can generally be booked by the day, or on a longer-term basis.

With the increased popularity of home and flexible working policies, rural hubs that provide an office environment whilst allowing people to be close to, for example, home, schools or leisure facilities may prove to be a popular option. While they are ideally situated in locations which are accessible by public and shared transport, co-working spaces in Rural Areas may necessitate some car travel due to their dispersed nature; however, they are still likely to reduce overall distances travelled when compared to main office locations.

Benefits

Co-working spaces / hubs would:

- Reduce vehicle miles by reducing the distance of commuting to work, helping to save time and money.
- Allow people to combine people's daily commitments into one simple trip and increasing the ability to access jobs and opportunities closer to home.
- Make sustainable alternatives to travelling by car more attractive. Reduced trip lengths could facilitate a mode shift away from private vehicle to public transport or by active travel modes.

Possible locations

Co-working spaces can vary in size, with smaller spaces likely to be suited to Rural Areas, compared to Principal Settlements and Market Towns. They could be located in a variety of places, including larger service centres.

Case Study: Hatchery

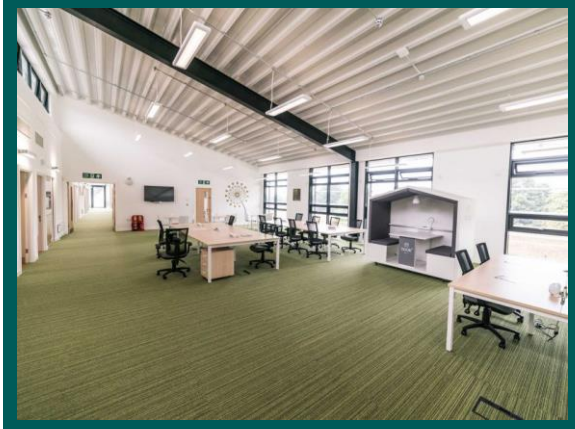
The co-founders of 'Hatchery' are working on a project to redevelop a former dairy farm near Sevenoaks, Kent, into a flexible, rural work hub, which will be hosted by an on-site community management team. The redeveloped site, which they describe as a "rural campus", will offer co-working facilities, alongside flexible, private offices, workshops, studio units, meeting rooms, event spaces, a

Measure A2.1: Co-working spaces

small on-site café and personal and group training studio.

The project aims to encourage people to use the outdoor space for meetings or during breaks, with restored wetlands and new areas of trees being planted to support the local wildlife and landscape.

Hatchery at Preston Farm - Mcmullan Studio / Brick Visual



Royal Agricultural University – Farm491

Case Study Farm491

Farm491 is a rural workspace focused on nurturing agri-tech start-ups and people working on the future of food and farming systems, based at the Royal Agricultural University, Cirencester. It operates across three sites and offers a mix of workshop space, private offices and co-working facilities. The site provides lockers for personal use, unlimited tea and coffee, superfast fibre optic broadband, secure bike parking, fully equipped kitchen and shower facilities, alongside standard office equipment for printing and scanning.

Measure A2.2: Support improvements to services that can be provided locally to reduce travel

Description

Access to essential services can involve lengthy travel for rural residents, some of which may be inaccessible by public transport and active modes, and therefore negatively impacting members of the community who rely on these for some or all of their journeys. An example of how this could be addressed in Rural Areas would be through supporting organisations and businesses to provide mobile services. Mobile shops and services mean that providers would bring their goods and services closer to the customers and residents of our Rural Areas, avoiding the need for multiple people to travel longer distances to access the essentials. These could include mobile grocery shops, takeaways, banks, healthcare facilities and postage facilities. Another example is to support community run services such as community pubs and shops, and local nurseries and baby and toddler groups.

Benefits

This would help to:

- Reduce the number, length and cost of trips, the overall distance travelled by car, and road congestion, by providing more opportunities locally.
- Make sustainable alternatives to travelling by car more attractive.
- Improve accessibility between economic centres, business, employees, suppliers and customers.

Measure A2.2: Support improvements to services that can be provided locally to reduce travel

- Increase equality of access, by increasing the ability for all to live and access services / opportunities locally, including leisure.
- Improved sense of community and place.

Possible locations

Across our Rural Areas, particularly in village and town centres and potentially rural military bases. Mobile shops and services would be able to travel across Wiltshire, parking in safe locations where accessible for local residents.

Case Study: InHealth

InHealth is the UK's largest independent provider of mobile healthcare solutions, working in partnership with NHS Trusts and the independent sector. InHealth provides mobile and relocatable vehicles that can be established quickly, with minimal risk and low costs, putting advanced diagnostic capabilities within easy reach of patients and adding capacity to local diagnostic services. All 100+ InHealth mobile units are equipped with modern, state-of-the-art equipment. An independent power source is required, and each unit can connect to IT and telephone points.

Measure A2.4: Parcel pick-up points at local hubs

Description

Parcel pick-up and drop off points – often a bank of parcel lockers, a convenience store, or a dedicated parcel shop – allow customers to send or receive parcels. Parcels can be delivered to, or picked up from, the customer's chosen pick-up point close to their home, office or other convenient location.

Benefits

This would help to:

- Reduce the number of trips and vehicle miles, particularly relating to HGVs and delivery vans. It eliminates the likelihood of repeated failed deliveries.
- Reduce the number of trips by providing access to difference facilities in one location, increasing the opportunities to combine journeys together. Customers can choose where and when to pick up or drop off their parcels to fit into their schedules.
- Reduce total greenhouse gas emissions due to transport.
- Reduce traffic congestion and delays.

Possible locations

These can be located across multiple different locations, with delivery being market-led. The provision of pick up and drop off facilities could be found in local centres, attached to mobility hubs and shops, where they can tie in with sustainable travel connections. There are currently 'InPost lockers' located across a number of our Rural Areas which are used to receive and send parcels for selected retailers; however, they are primarily located in our larger rural settlements and there could be opportunities to further roll out these lockers.

4.3.3. Shift

Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel and shared and public transport.

Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality.

Objectives met:

Measure S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIP)

Description

Our LCWIPs provide a comprehensive evidence-based assessment of the important walking and cycling networks routes in our main settlements and make recommendations for top priority improvements to better connect key origins and destinations. The overarching Wiltshire-wide LCWIP outlines the priority inter-urban routes which traverse our Rural Areas, and makes reference to key walking routes to stations which are not covered in the Principal Settlement and Market Town LCWIPs. These routes are essential for enabling active travel, both for transport and leisure purposes. Examples include linking Salisbury to Stonehenge via Porton and linking Hilperton to Semington / Melksham.

These include interventions such as accessibility improvements (like dropped kerbs and tactile paving), formal and informal crossing points, resurfacing, segregated routes, path widening, lighting and signage.

The availability of funding for LCWIP schemes is critical to progressing this measure. Funding will be required for scheme design and appraisal, and relevant environmental and societal impact assessments.

Benefits

- Delivery of these routes would help to:
- Encourage active travel to become the natural choices for shorter journeys, or as part of a longer journey, along with improved road safety.
- Improve access to local facilities and amenities for all, including those without a car.
- Promote the key safe and direct walking and cycling routes with the greatest potential to increase active travel and physical activity, resulting in better health and wellbeing.

Possible locations

The key corridors identified in the draft county-wide LCWIP.

Measure S1.2: Public realm improvements

Description

Improvements to the public realm in Rural Areas could include measures such as public seating and places to rest, improvements to green spaces, community artwork, trails, planting, trees, lighting, and CCTV. Improvements to the public realm in Rural Areas could provide attractive places for the community to gather and help to prevent social isolation.

Measure S1.2: Public realm improvements

This could include enhancing local centres, key active travel routes, and spaces which are or could be used for local events, such as markets or shows. Public realm improvements should be inclusive for all people to enjoy, and designs should take this into account, such as by using paving that is navigable by those with impaired vision. Parish Councils play a vital role in developing and delivering public realm improvements in Rural Areas.

Benefits

These interventions would help to:

- Increase safety, security and accessibility for those spending time in our Rural Areas, including accessing village halls.
- Enhance the sense of place and community, helping to tackle social isolation.
- Support local businesses and encourage footfall in Rural Areas making them more attractive places for business to invest.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Support climate change adaptation – planting and trees can increase shade and support natural water management.

Possible locations

Across Rural Areas, providing attractive spaces and places to rest, away from busy roads, is crucial to improving public experience and building a sense of community. CCTV and lighting can be used to ensure experiences are safe. Parish Councils play a vital role in developing and delivering public realm improvements.

Measure S1.3: Wayfinding

Description

Signage to support navigation when using active travel in our Rural Areas. This could include fingerpost signs, maps, or floor signs. There could be opportunities to make use of technology, for example providing the ability to scan QR codes for more information or to link with journey planning apps. Signage may be best used to locate key amenities in villages, local tourist attractions or active travel routes.

In our Rural Areas, Public Rights of Way are commonly signposted, complemented by waymarking along off-road sections of routes.

Benefits

These interventions would help to:

- Promote safe, navigable and direct active travel routes for all.
- Ensure our Rural Areas are accessible for visitors and tourists, boosting our local economy.
- Reflect local identity and provide local 'branding' to improve sense of place.
- Encourage an increase in physical activity, helping to improve health and wellbeing.

Wylye Road / Duck Street junction, opposite Langford Parish Hall.

Possible locations

Along key active travel routes, and signposting to tourist destinations and key amenities.

Measure S1.4: Cycle parking

Description

Whilst development in Rural Areas will be limited, the principles in our Design Guide [30] underpin our approach to cycle parking across the county.

Cycle parking at key destinations is essential in facilitating cycle travel for at least part of rural journeys, such as by local shops, in village centres, at schools, leisure facilities, railway stations, and bus stops. Parking provision should be secure, covered and overlooked, and provision of e-bike charging points should be considered.

It may be more likely that residents in Rural Areas will have space to store their own bicycles than in other areas; however, existing residential areas and destinations should be reviewed for opportunities to enhance shared, secure cycle parking facilities, including provision for e-bikes, cargo bikes, or bikes adapted for mobility needs.

Benefits

These interventions would bring benefits as follows:

- Providing secure cycle parking at destinations, including tourist destinations, will give cyclists more confidence when parking their bikes and enable them to park nearer to their journey's end (or interchange point if cycling for the first or last section), making cycling a more attractive option.
- Providing cycle hangars in residential areas, particularly flats and terraced houses, will allow residents to securely store bicycles, creating the opportunity to buy a bicycle and cycle for at least some trips.
- Increasing the number of people who cycle and the number of cycle trips they make, will encourage an increase in physical activity and help to improve health and wellbeing.
- Ensuring our Rural Areas are accessible for visitors and tourists, helping to boost our local economy.
- Reflecting our local identity and provide local 'branding', improving sense of place.

Possible locations

Throughout Rural Areas including key tourist and high street destinations and residential areas.

Measure S1.5: Safer movement for active travel

Description

Prioritising safer access for active travel in specific, targeted locations can create more pleasant environments and opportunities for more people to feel safe and comfortable to switch to active modes.. Measures to ensure safer movement for active travel would be developed in partnership with local communities to ensure access for those who most need it. Examples of such measures which may be beneficial in Rural Areas are:

- Quiet lanes on key LCWIP routes with low speeds and traffic volumes [31]. These are "*designated minor rural roads intended to pay special attention to the needs of walkers, cyclists, horse riders and the mobility impaired. They are designed to enable*

[30] Guidance for Neighbourhood Planning within Wiltshire: Integrating High Quality Design

[31] Such schemes should be accompanied by measures which reduce traffic speeds to 20mph and volumes to less than 200 vehicles per hour.

Measure S1.5: Safer movement for active travel

users to enjoy country lanes in greater safety and encourage car drivers to respect more vulnerable road users". [32] Measures to create quiet lanes can include gateway features and narrowed entrances, change of surface or planting grass in the centre of the road, and revising traffic signs to direct traffic away from these routes

- School streets, where vehicular access is restricted near to schools at certain times of day, as per our upcoming School Travel Ten Point Plan.
- Physical measures to reduce conflict between users, e.g. bollards to slow cyclists down on a shared path, or to prevent vehicle access.
- Adjusting road space provision to review how the space is used to cater for different users, either by using road markings or physical measures.

Benefits

These interventions would bring benefits as follows:

- Increase road safety, particularly for vulnerable users such as those with disabilities or school children.
- Increase safety and accessibility of active travel in our Rural Areas, making these sustainable alternatives to travelling by car more attractive.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Create space for other uses, such as shopping, play, seating and planting.
- Enhance the sense of place and community.

Possible locations

In areas likely to have a higher demand for active travel, such as on LCWIP routes, near to schools (triggered by interest expressed by schools) and in local centres.

Pewsey Vale Quiet Lane (2003)

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

Description

It is important that vehicle speeds are appropriate for the road's context and purpose: right speed, for the right road. We will review vehicle speeds and engage with local communities. In some locations, where there is community support, it may be desirable to reduce vehicle speeds to improve road safety such as near to schools or in residential areas.

[32] CPRE, the countryside charity.

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

This can be achieved using a range of different measures. For example, school safety zones can be implemented to manage speed at specific times (pick-up and drop-off).

The following definitions are used in our existing policy on 20mph speed limits and zones as follows.

20mph zones are defined as areas subject to a 20mph speed restriction which cover a number of roads within a defined area and are supported by the appropriate traffic regulation order and signs. Typically, there will be traffic calming measures at regular intervals throughout the zone to ensure speeds remain consistent throughout its length. This may include the addition of road humps and raised junctions as well as build outs, chicanes pinch points etc., but may also include lighter touch measures where appropriate, such as carriageway roundels.

20mph limits are defined as streets where the speed restriction has been reduced to 20mph but do not include the types of physical calming measures typically associated with zones. Drivers are alerted to the presence of the restriction by the use of terminal and repeater signs only.

In addition, according to our Active Travel Infrastructure Design Standards [33], quiet streets can provide a more practically feasible option for providing safe cycling routes. They must have under 2,500 vehicles per day, vehicle speeds under 20mph, and no obstacles.

Benefits

Delivery of new 20mph zones and limits, and quiet routes will help to:

- Improve road safety, particularly for vulnerable users such as children or those with disabilities. The first widespread evaluation of 20mph zones in the UK was carried out by the TRL in 1996 [34]. It found that over the monitoring period, injury accidents reduced by 60% and child injury accidents were reduced by some 67%. A similar positive picture on their use is reflected in Wiltshire.
- Create a more pleasant, less polluted, safer environment for active travel across our Rural Areas.
- Encourage an increase in physical activity, helping to improve health and wellbeing.

Possible locations

Routes through our Rural Areas where there is a high volume of vulnerable users and where they may be conflicts with vehicles. 20mph zones are to be considered where:

- Roads are currently restricted to a 30mph speed limit.
- There is a proven history of road user conflict with vulnerable users such as child pedestrians.
- There are new residential developments.
- There is an alternative route existing, so drivers are able to avoid the zone.
- On major streets if there is a significant number of journeys on foot or bicycle.

20mph limits are most appropriate where speeds are already low (DfT advises under 24mph) and where the layout and character of the road gives a clear indication to drivers that a lower speed is appropriate.

Case Study: Spaces for People, Scottish Borders Council

[33] Active_travel_infrastructure_design_standards_Consultation_Draft.pdf (wiltshire.gov.uk)
[34] Transport Research Laboratory, D. Webster, A. Mackie, Review of traffic calming schemes in 20mph zone, 1996.

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

In 2020, a 20mph trial in over 90 Borders towns and villages was introduced aiming to reduce the risk and severity of collisions between vehicles and vulnerable road users, encourage more active travel, reduce carbon emissions and make these areas more attractive places to visit.

The trial reported clear and obvious safety benefits through that led to the reduced speed limit being made permanent across the region as of January 2023. The trial showed positive change in driver habits, with reduced average speeds helping to reduce the potential for accidents and injuries and making communities feel safer.

Measure S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes

Description

There are different types of cycle or scooter hire. Longer term bike hire schemes provide access for a number of days or weeks and can support those who are unable to afford to buy their own bike or e-bike or those who want to try one out before purchasing their own. Shorter term hire schemes can provide users with a quick and flexible way of making a short journey which they may have otherwise made by car or bus, or not been able to make at all. The inclusion of e-bikes in these schemes also opens up the possibility of using shared cycles for longer journeys, or in areas with more varied terrain, which would be particularly valuable in Rural Areas.

Benefits

Shared bike, e-bike, e-scooter or cargo bike schemes can help to:

- Provide a more flexible mode of transport for short to medium journeys.
- Increase cycling in and around our villages and towns helping this to become a natural choice for shorter journeys, and reduce the number of short car trips.
- Encourage an increase in physical activity, improving health and wellbeing.
- Allow users to try out or regularly use a bike, e-bike or cargo bike without the upfront cost and commitment of purchasing one, making them more accessible.

This measure is also aligned to Policy S2.

Possible locations

Longer term bike hire schemes could be rolled out across our Rural Areas and could be considered for military bases. Shorter term hire schemes could be piloted in locations such as community hubs, railway stations and bus stops and tourist attractions.

Case study: E-Move, Wales

E-Move is an electric cycle loan scheme for people living in Aberystwyth, Rhyl, Barry, Swansea, Newtown and their surrounding areas. The pilot scheme is helping people who may find the cost of e-bikes a barrier to using them. The pilot scheme offers a free four-week loan of an e-bike, with 20 e-bikes available at each location and e-cargo bikes available to businesses and organisations in certain locations. The scheme was initiated in 2021 and has been extended to 2024 after positive impacts from the scheme: 70% of people felt healthier after borrowing and using an e-bike, and 76% of people felt their wellbeing had improved.

Measure S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes

Case study: Community e-bike loan, Stroud district

Transition Stroud and social enterprise The Bike Drop are working together to run three e-bike loan pilot projects across Stroud district in collaboration with the many Climate Action Networks, community groups and cycling enthusiasts in the region. Community members can reserve one of two types of e-bikes by paying a deposit amount per day, week or fortnight – the user can choose for the deposit to be refunded on safe return of the e-bike, or to donate it to support the future running of the service. The hubs are currently located in Minchinhampton, Stonehouse and Brimscombe.

Policy S2: Provide more public and shared transport options and improve service quality.

Objectives met:

Measure S2.3: Ride sharing, including shared taxis

Description

Ride sharing seeks to combine multiple car journeys into one. For example, this could be achieved by encouraging informal ride sharing for local employers and schools or encouraging the use of ride sharing apps such as BlaBlaCar.

Benefits

Ride sharing would help to:

- Reduce private vehicle miles.
- Reduce total greenhouse gas emissions due to transport.
- Save users money by sharing the cost of a journey with others.
- Increase travel options for those without access to a car.

Possible locations

This could be used across our Rural Areas, with a key focus on linking those travelling towards similar areas and nearby destinations, such as education and employment areas.

There are a number of Rural Area measures which primarily focus on other policies, but also contribute to Policy S2:

- Mobility hubs (Measure S3.6).
- Cycle hire schemes, including e-bikes and cargo bikes (Measure S1.8).

Policy S3: Provide better access to public and shared transport services.

Objectives met:

Measure S3.1: Improve access to and from public transport stations by sustainable modes of travel

Description

Our stations are the gateway to many cross-county journeys, as well as journeys further afield. We can improve access to our stations by ensuring bus stops and services are convenient; active travel routes are safe, joined up and well signposted; and expanding shared transport options. In Rural Areas, DRT has a role to play in ensuring accessibility to stations for residents who may not have a regular and reliable bus service. The provision of facilities at rail and bus stations, such as storage, cycle parking, changing facilities, and provision for those with accessibility needs, will also help to make active travel attractive options for part of a journey.

Benefits

Improving access to stations can help:

- Increase access to rail and bus services for all, including those without a car.
- Increase active travel levels and boost physical activity.
- Improve end-to-end journey times and reliability.
- Provide more viable, safe and attractive alternatives to driving.

This measure also aligns strongly with Policies S1 and S2.

Possible locations

Currently we have six railway stations located in our Rural Areas and no bus stations. Our railway stations are Avoncliff, Bedwyn, Dean, Dilton Marsh, Pewsey and Tisbury.

Bedwyn railway station

Measure S3.6: Mobility hubs

Description

Mobility hubs are spaces where public and shared travel modes are co-located alongside travel information, other community facilities and improvements to the public realm. Since Rural Areas are more sparsely populated than other place types and often have far less comprehensive public and shared transport provision, mobility hubs can offer an essential central access point for transport and other services. They can provide an attractive focal point and enable travellers to make smooth and safe transitions between different modes;

Measure S3.6: Mobility hubs

for example, they might provide travel information, car parking, EV charging, access to a car club, cycle parking, bus or DRT stops, and / or links with dedicated active travel routes. Smaller mobility hubs are likely to be best suited to our Rural Areas, and they could be implemented at existing transport or community focal points such as at railway stations, bus stops or village halls.

Benefits

Mobility hubs would help to:

- Make sustainable alternatives to travelling by car more attractive.
- Reduce the length of trips, reducing private vehicle miles, by providing more opportunities locally.
- Prioritise safety when travelling by ensuring well lit, overlooked spaces are sought.
- Reduce the number of trips by providing access to difference facilities in one location, increasing the opportunities to combine journeys together.
- Make provision for accessible travel information, such as printed timetables and information in languages other than English.

Possible locations

Smaller mobility hubs are likely to be best suited to our Rural Areas and potentially military bases. They could be considered at existing bus stops or at the existing rural railway stations in Avoncliff, Bedwyn, Dean, Dilton Marsh, Pewsey and Tisbury. Hubs could also be located near key amenities or existing community spaces in our Rural Areas, such as GP practices, community centres, village halls, sports centres and schools.

Policy S4: Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most.

Objectives met: 

Policy S4 is less relevant for our Rural Areas. The S4 measures are included in the parking sub-strategy, which can be found in Section 3 of the county-wide sub-strategy document.

Policy S5: Encourage and enable shift to more sustainable modes for freight.

Objectives met: 

Policy S5 is focused on improvements to our current freight network. These measures are covered in the freight sub-strategy, which can be found in Section 2 of the county-wide sub-strategy document.

4.3.4. Improve

Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.

Policy I1: Facilitate and encourage move to low and zero emission vehicles.

Objectives met: 

Wider roll-out of EVs and related infrastructure is the main priority for Policy I1: **measures related to EV charging are included in the separate EV sub-strategy**, which can be found in Section 4 of our county-wide sub-strategy document.

Measure I1.12: Expand EV car club coverage

Description

Car clubs can provide pay-per-trip access to a shared vehicle, providing a flexible option without needing to own the car. Limited car clubs are currently available across Wiltshire, however a wider roll out to include Rural Areas, particularly near our Principal Settlements and Market Towns, would allow for residents to access an electric vehicle.

Benefits

A wider roll-out of car clubs could bring about the following benefits:

- Reduced need to own a car, or second car.
- Costs are more predictable than car ownership; there is no need to pay separately for servicing, maintenance, insurance and tax.
- Driving is less likely to be the default mode of choice if using on a pay-per-trip basis.
- Creates opportunities for those unable to buy their own car, particularly if public transport is not a feasible option.
- Flexibility to use the type and size of car that best suits users' needs, including accessible vehicles.
- Car clubs can offer opportunities to use EV, hybrid or more efficient vehicles without needing to invest in buying a new car, reducing the greenhouse gas emissions.

Possible locations

Across Rural Areas, focused on larger settlements closer to our Principal Settlements and Market Towns.

Policy I2: Enable safer and more efficient driving and operation of road networks.

Objectives met: 

Further information on measures relating to Policy I2 can primarily be found in the strategic transport sub-strategy, within our county-wide sub-strategy document, and the forthcoming Network Management Plan.

5. Supporting measures across all place types

The following measures will support the delivery of the place-based Avoid, Shift and Improve measures and are applicable **across all place types**.

Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.

Policy SU1: Empower people will the skills, knowledge and motivation they need to safely access more sustainable and healthier transport.

Objectives met: 

Measure SU1.1: Raise awareness of sustainable travel options

Description

It is essential that public and shared transport services, as well as active travel routes, are clearly communicated to local communities and businesses. As well as publicising existing services, new schemes delivered as part of the LTP4 should be publicised, particularly those types which are not currently widespread in Wiltshire or less well understood – such as car clubs and bike share.

Principal Settlements and Market Towns tend to have higher population densities than Rural Areas, so residents are more likely to live closer to public transport stops, shared transport facilities, and walking and cycling connections. Those living in Rural Areas are much less likely to have multiple sustainable travel options; it is essential that residents are aware of the available services which provide connections to larger rural settlements, as well as to our Principal Settlements and Market Towns.

Provision should be made for those with accessibility needs or without access to digital content[35], such as by providing printouts of timetables and transport information, including large print versions; content in languages other than English; and information about our current accessibility provision.

Benefits

- Improving awareness of sustainable travel options could create better understanding of, and support for, sustainable travel options, leading to increased usage.

Possible locations

This could focus on areas with higher levels of deprivation to ensure that all are aware of the affordable options available to them. Attention could also be given to areas across all place types with particularly high car and van usage to ensure that communities are aware of the alternative options available.

[35] Digital information for travel planning and public transport is available at Connecting Wiltshire.

Measure SU1.2: Travel plans

Description

Travel plans are packages of measures which aim to encourage more sustainable travel including active travel as well as public and shared transport. These are a long-term strategy for integrating sustainable travel into planning and should be considered alongside other development proposals. A travel plan is required for planning applications of development sites, as per our residential travel plan guidance, but they can also be produced for existing areas. They tend to contain information on local travel patterns, related policies, targets for sustainable modes as well as monitoring and evaluation to track progress.

Each travel plan should identify and promote opportunities for people to shift towards travel that doesn't rely on private vehicles.

Benefits

Travel plans should:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Reduce private vehicle miles, predominantly focusing on sole occupancy car use.
- Promote the existing active travel options available, and therefore physical activity to improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport.
- Increase awareness of local services and opportunities, increasing the ability to live, work, shop and use services locally.

Possible locations

Travel plans can be developed for a variety of settings including schools, colleges or universities, workplaces and employers (such as MOD), hospitals, residential areas and leisure facilities. Personalised travel plans can also be made for individuals to be aware of the options available to them.

Case Study: Modeshift STARS

Modeshift STARS is the Centre of Excellence for the delivery of effective travel plans in Education, Business and Residential settings. The scheme recognises schools, businesses and other organisations that have shown excellence in supporting cycling, walking and other forms of sustainable and active travel.

Measure SU1.2: Travel plans

Case Study: Salisbury NHS Foundation Trust

Salisbury NHS Foundation Trust was successful in attaining an approved accreditation through Modeshift STARS in July 2023. The Trust delivered several initiatives including installation of EV charging points for staff and visitors, promotion of a Liftshare scheme for staff, new secure cycling facilities and the introduction of an E-bike loan scheme. They also undertook a staff travel survey and took action based on feedback received.

These measures aimed to encourage sustainable travel options for staff and support them in their choices, as well as bringing benefits to staff health and wellbeing, the environment and delivering a reduction in on-site parking.

Salisbury NHS Foundation Trust (SFT) Sustainability

Case Study: The Ridge Primary School, South Gloucestershire – STARS Local Authority Primary School of the Year 2023/2024

The Ridge Primary School is located on an estate with a single entrance and exit and limited parking due to residential driveways. With the help from South Gloucestershire Council's Road Safety Team and Modeshift STARS, the school has seen a substantial increase of sustainable methods of travel. The latest survey shows car travel has reduced overall by 9% for children and 21% for staff. The school has increased green methods of travel by 5% for children and 15% for staff.

Funding received from the accreditation has been used to change the entrances to school including a bike gate, changes to pavements including dropped kerbs and removal of grass verge. This enlarged area of shared path was needed to accommodate the increase in families walking, cycling and scooting.

Measure SU1.3: Raise awareness of local facilities, amenities and services

Description

Raising awareness of local facilities, amenities and services is key to helping people live locally. It will require cross organisation working, including public-private sector working, to maximise service and facility provision and uptake across all of Wiltshire. Becoming more aware of local options should help facilitate shorter journeys which could be made via sustainable modes.

Benefits

This would help to:

- Reduce private vehicle miles.
- Increase awareness of local services and opportunities, increasing the ability to live locally.
- Make walking and cycling the natural choices for shorter journeys, or as part of a longer journey, or for journeys to be made via public transport.

Possible locations

Promotions of local facilities, amenities and services can take place across Wiltshire.

Measure SU1.3: Raise awareness of local facilities, amenities and services

Case Study: Shop Local

Shop Local UK is a national campaign. It has developed a brand image to encourage shoppers to support local retailers and local suppliers, but also one that would be recognised both locally and nationally as a symbol of an important national cause. National and local press campaigns, combined with social media coverage and endorsements aim to further spread the message of the importance of local businesses and spending money locally.

Case Study: We Are BS3

We Are BS3 is a website dedicated to shopping locally in Bedminster in Bristol. The website allows users to discover everything Bedminster has to offer, including being able to purchase goods directly from the website for collection or delivery, ordering food for dine in or pick up, or simply browsing the directory of local businesses.

Measure SU1.4: Incentives for physical activity

Description

Providing incentives for active travel, or other physical activity, can help to introduce people to another way to travel which may become a longer-term habit. They can make travelling by these modes more feasible and attractive, especially for people who don't have a car or access to a bicycle. Incentives could cover a variety of schemes, including some that may cover the entire cost of travel or some that subsidise. Examples of incentive schemes include loan bike schemes, cycle training such as through cycle buddies, or reward schemes for travelling via active travel.

Benefits

Incentives should:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Reduce private vehicle miles.
- Promote the existing active travel options available, and therefore increase physical activity and improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport.

Possible locations

Incentives can be provided across all place types, as take up of different modes varies across the county.

Case study: Cycle to Work Scheme

Cycle to work is an employee benefit which is operated as a salary sacrifice, meaning an employee agrees to give up some of their gross salary (before tax) in exchange for a benefit e.g., a new bike or accessories. By having a salary sacrifice, they are reducing the amount of income tax and National Insurance paid, which is where the savings are made. The amount saved is dependent on your tax bracket, but it is predicted that 20% taxpayers

Measure SU1.4: Incentives for physical activity

can save 28%, 40% taxpayers can save 42%, and 45% taxpayers can save 47% on the cost of a bike and accessories.

Case Study: Borrow A Bike scheme, West of England

The Borrow A Bike scheme is a free service, funded by the four local authorities in the West of England, including Bristol, Bath & NE Somerset, South Gloucestershire and North Somerset. The scheme is available to people living, working or studying within the local authority areas only. Interested parties must fill out an online application form, selecting their preferred bike from a regular bike, folding bike or e-bike. Once approved and a deposit paid, the bike can be picked up from several locations across the region.

Whilst loan periods differ across the local authorities, city bike and folding bikes tend to be loaned for 4-week period, whilst e-bikes can be kept for 2 weeks. All bikes come with a lock, storage on the bike, lights and a bell, with additional battery chargers for e-bikes.

Case Study: Health insurance providers

Some health insurance providers, such as Vitality, offer plans that reward active lifestyles. Customers with qualifying plans can download an app and connect it with a fitness tracker to earn points based on levels and intensity of activities. All movement counts, including walking, running, dancing or gym classes. These points can be turned into rewards such as free coffees or treats, free cinema tickets, and discounts on various brands such as Fitbit, Garmi, Nike and Expedia.

Measure SU1.5: Interventions for vulnerable road users

Description

Workshops intend to provide either face-to-face or virtual training to ensure the safety of older or more vulnerable road users and to support them in understanding the options available. Workshops could cover how to stay safer driving for longer and when the right time is to consider retirement from driving, the take up of new technology on our network such as EVs, supporting a shift to sustainable modes, and an overview of the travel options and facilities available.

Benefits

Workshops would aim to:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Promote the existing active travel options available, and therefore physical activity to improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport. Enabling the older population to stay mobile even if they consider retirement from driving.
- Improve road safety.
- Reduce private vehicle miles travelled and support the shift to low carbon modes, helping reduce carbon emissions due to transport.

Possible locations

Incentives can be provided across all place types, as take up of different modes varies across the county.

Measure SU1.5: Interventions for vulnerable road users

Case study: Road Safety GB Academy

Road Safety GB Academy has launched two online training courses relating to older road users. The first course is aimed at Approved Driving Instructors (ADI) and Potential Driving Instructors (PDI) who have limited experience of older drivers and want to learn how to better support them. The challenges faced by older drivers are complex, with few instructors receiving advice on these issues as part of their training. Topics covered in the course include the type of collisions experienced by older drivers, eyesight, hazard perceptions skills, diabetes and preparing for retirement from driving.

The second course introduces road safety practitioners to the range of medical conditions and societal challenges faced by older drivers, with the aim of helping them develop interventions to support and maximise the safety of older road users. The course covers a range of common issues associated with the ageing process including eyesight, hazard perception skills, cognitive processing, strength and flexibility and medication.

Measure SU1.6: Cycle training to improve skills and confidence

Description

Cycle training aims to encourage more people to cycle by building confidence and improving cycling skills. Training will also help trainees understand the rules of the road and how to stay safe. Training courses should be accessible to all children, teenagers, adults and riders with special educational needs and disabilities (SEND).

Benefits

Cycle training would aim to:

- Increase confidence in people to take up cycling, increasing the proportion of journeys made by active travel options available, and therefore physical activity to improve health and wellbeing.
- Create reliable, and convenient alternatives to private car journeys, helping to provide reliable end-to-end journeys.
- Reduce private vehicle miles travelled and support the shift to low carbon modes, helping reduce carbon emissions due to transport.
- Improve health outcomes through reduction of emissions and an increase physical activity across Wiltshire.

Possible locations

Training can be held across the county, and could be hosted at workplaces, schools for both children and parents, and leisure facilities e.g. leisure centres.

Case study: Bikeability

Bikeability is the Government's national cycle training programme, that helps trainees to learn practical skills and understand how to cycle on today's roads. The schools Bikeability programme already exists across our county, with children benefitting from access to training. Since 2007, more than five million children in England have completed Bikability's cycle training.

Bikability provides SEND training, specially designed to improve access to and the experience of cycling for individuals with SEND.

Measure SU1.7: Rollout of safety apps

Description

Safety apps are downloadable smartphone applications to assist with workplace or personal safety. Apps are designed to allow users to prepare for and react to emergencies quickly and easily. They can offer GPS tracking, in-app alarms, emergency panic buttons, video monitoring and notifications for selected friends and family.

Benefits

- These apps aim to improve psychological and perceived safety, enabling people to travel more comfortably and confidently, especially when travelling in dark hours.

Possible locations

Safety apps are available to anyone with access to a smartphone. Many safety apps offer free versions with access to its basic personal safety features. Membership options offer upgrades to the free plans that can include 24/7 roadside assistance, reimbursement for theft of smartphones and 24/7 emergency dispatch to the phones GPS location.

Case study: Life360

Life360 is a location-sharing app that anyone can use and has free as well as paid membership options. The app is designed to keep families, partners, and friends connected and safe. It can be used to locate someone traveling, receive alerts when a loved one arrives or leaves a location, and detect car crashes on impact. Free features include limited place alerts (e.g. alerts when a connection enters or leaves a location such as school or work), two-day location history, crash detection, and SOS help alert. Life360 has around 4 million members in the UK.

Life360

Measure SU1.8: Mobility credits

Description

Mobility credits allow for people to travel on public transport and other transport services such as car clubs, bikeshare, taxis and on-demand bus services, using ‘credits’. The credits could be accessed via a mobility app or a pre-paid card for the user to spend on the services that they wish. Credits can be made available to overcome a wide range of challenges such as those on low incomes, looking for work, or at risk of social isolation.

Benefits

Benefits of mobility credits are listed below:

- For people at risk of social isolation, mobility credits provide an opportunity to try out public transport in an affordable way and access opportunities across the county and improving quality of live.
- Improve connectivity resulting in reduced social isolation.

Possible locations

Across Wiltshire, targeting deprived areas where people are at higher risk of social isolation.

Case study: Solent Future Transport Zone (FTZ)

The Solent Future Transport Zone (FTZ) is delivering the largest mobility credits trial in the UK. The Mobility Credits project has launched in four areas and is providing Breeze Vouchers to use on public transport for 760 residents aged under 30 who meet carefully selected low-income criteria. Participants will receive a £50 Mobility Credit Voucher every

Measure SU1.8: Mobility credits

month for 12 months (a total value of £600), that can be used to buy tickets for nearly all types of transport available.

Measure SU1.9: Implement Mobility as a Service (MaaS)

Description

In response to the increasing availability of data in transport, Mobility as a Service (MaaS) aims to package different modes and services together into one mobile application or online platform to make the planning and payment of trips easier for people and businesses. MaaS platforms integrate and analyse data from multiple modes of transport, such as rail, bus, taxi and cycle hire, to offer choice in journey planning to consumers, all in one place. They allow users to access service timetabling data, along with the ability to purchase tickets digitally.

MaaS platforms could also incorporate mobility credits, incentives and rewards to encourage the use of sustainable travel.

Wiltshire has its own travel planning online platform, Connecting Wiltshire, that is focused on making travel simple - simple to find information, simple to understand, simple to use. Connecting Wiltshire aims to help people travel sustainably, providing better transport information and services for residents, commuters, and visitors, and suggesting alternative ways to travel that could save money and time. It also provides practical tips on using different ways of travelling to improve health and wellbeing and protect the environment across Wiltshire.

Benefits

MaaS platforms aim to:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Provide improved transport options over and above single occupant car journeys to improve efficiency of transport movement.
- Support mode shift to sustainable and active modes; reducing private vehicle miles and therefore reducing carbon emissions associated with transport trips.
- Increase awareness and ability to access services / opportunities / amenities both locally and across the county. MaaS provides reliable, multi-modal connectivity between destinations.
- Increase reliability of the transport network as the MaaS network is more adaptable than traditional fixed-service public transport network.
- Encourage the uptake of electrically powered vehicles, with options available for app users to access EV car clubs, e-bikes and e-scooters as part of their journey.

Possible locations

Across Wiltshire, allowing for longer distance journeys across the county to be planned and paid for in one place.

Case study: Transport for West Midlands Mobility as a Service (MaaS) app

In 2018, Transport for West Midlands launched a trial for its MaaS app, with the region-wide launch planned for 2024. It provides customers with options to plan journeys, receive live travel information and book and pay for all local transport options – including buses, trains, trams, e-Scooters, walking, cycle hire, taxis, Demand Responsive Transport (DRT),

Measure SU1.9: Implement Mobility as a Service (MaaS)

car rental, car club and parking. The app provides customers with the most convenient, cost-effective and sustainable option, tailored to their individual preferences.

Solent Transport

Case Study: Breeze MaaS app, Solent Transport

The Breeze app is the UK's first multi-city MaaS platform, connecting Southampton, Portsmouth, and the Isle of Wight in one app. The app features routing for several modes including buses, trains, ferries, bikes, and e-scooters, with car sharing services soon to be available as another mode of travel. The app provides smart routes to help users quickly arrive to their destination with the best combinations of mobility modes. It includes real time transport updates, in-app tickets ad integrations with e-scooter and bike sharing services, allowing for a complete end-to-end travel experience.

Measure SU1.10: Reduced carbon intensity of travel via more efficient driving

Description

More efficient driving, or eco-driving, aims to reduce fuel consumption from road transport so that less fuel is used to travel the same distance. This could be encouraged via promotional campaigns (such as via social media posts, posters, leaflets, or other advertisements) and could specifically target key employers or education providers for older teenagers (such as through travel planning or educational materials).

Eco-driving includes:

- Driving smoothly – anticipating the road as far ahead as possible to avoid unnecessary braking and acceleration. Maintaining a greater distance from the vehicle in front allows cars to adapt their speed without necessarily using the brakes.
- Shifting up early to a higher gear – driving at high revs increases fuel consumption. Changing gear by around 2,000rpm when accelerating should improve consumption.
- Avoiding excessive speeds – at high speeds fuel consumption increases dramatically. For EVs, the increase in energy consumption at high speeds is even greater.
- Switching off engines – many newer cars automatically turn off when stationary in neutral. With cars that don't, it is suggested engines are turned off if the vehicle likely to be stationary for more than a minute.
- Checking tyre pressure – under-inflated tyres increase fuel consumption and can be dangerous.
- Removing roof racks, boxes and bars when not needed – all increase drag and fuel costs, especially at higher speeds.
- Opening windows – this is more fuel efficient than using air conditioning when driving.

Benefits

More efficient driving would:

- Reduce fuel consumption on each journey, helping to save on fuel costs and reduce total greenhouse gas emissions due to transport.
- Improve road safety.

Possible locations

Measure SU1.10: Reduced carbon intensity of travel via more efficient driving

Across Wiltshire.

Case study: British Gas Young Driver Academy (YDA)

British Gas has launched a YDA to improve the safety of its employees and other road users. Whilst under 25s hold fewer than 1 in 14 licences, they are involved in 20% of fatal and serious injury crashes in the UK and are identified as the single biggest risk group.

The YDA programme comprises nine units, delivered during six 'on the job' half day visits. Fuel efficiency, or eco-driving training, is a key part of the YDA and goes hand-in-hand with safety. The eco-driving element of the training follows the format developed and approved by Energy Saving Trust, and is subsidised by Energy Saving Trust, through funding from the Department of Transport. Drivers are measured on their miles per gallon performance and safety scores generated from in-van systems that monitors harsh manoeuvres such as speed, acceleration, braking and cornering. Smartphone apps enable drivers to monitor their own safety scores and undertake weekly walk-around vehicle checks.

Policy SU2: Work in partnership with Government bodies, stakeholders to improve transport for all.

Objectives met: 

Measure SU2.1: Working with businesses to facilitate home working and flexible working

Description

Working with businesses to facilitate home working and flexible working patterns to avoid peak times where possible, aims to reduce congestion and delays during the traditional peak hours and reduce overall vehicle miles travelled. Working from home and increased flexibility of hours, whilst not applicable across all industries, can reduce the need to travel from home to an office location or distributes traffic across more hours. It can also support those who are unable to travel for work some or all of the time, such as due to health conditions, enabling them to remain in or re-enter the workforce.

Benefits

Encouraging the working from home and flexible working would:

- Reduce private vehicle miles and reduce the total carbon emissions due to transport.
- Increase opportunities to employment. Less requirement to commute may open up new opportunities further afield and greater flexibility in working location can support employee wellbeing.
- Support those who are unable to travel for work some or all of the time, such as due to health conditions, enabling them to remain in or re-enter the workforce.
- Reduce traffic congestion and delays on the road network.
- Minimise the impacts of travel on communities and natural and historic sites.

Possible locations

Across Wiltshire.

Measure SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities

Description

Grant programmes aim to help business and community groups make an immediate impact by awarding funding, or supporting applications for funding, to develop, expand and improve active travel facilities, improve accessibility, and encourage uptake. Providing these facilities can make it more feasible and attractive to travel via sustainable modes. For example, businesses, or other destinations, could provide secure cycle parking, showers, and access to bicycle repair tools. Providing grant fundings enables organisations to take ownership of their own sustainable transport journey and ensure that the facilities meet their specific needs.

Benefits

The provision of grants or support in applications would help to:

- Increase the proportion of journeys made by active travel, improving physical activity and health and wellbeing.
- Make active travel the natural choices for shorter journeys.
- Reduce private vehicle miles and reduce the total carbon emissions due to transport.

Possible locations

Submissions from any business or community group across Wiltshire would be eligible to apply for grant funding.

Case Study: West of England grants and funding

North Somerset Council has offered travel grants for businesses. North Somerset-based organisations have been able to apply for match-funding of up to £3,000 for new on-site facilities and initiatives, match-funded up to a maximum of 50%. This match is usually financial but can be partly in kind (e.g. the provision of promotional events or other measures to amplify the effect of the scheme itself). Examples of initiatives include provision of pool bikes for staff, new or improved active travel facilities and provision of car sharing bays in staff car parks.

North Somerset Council also offer free Dr Bike at events for businesses, to fund an experienced mechanic to carry out minor repairs to staff bikes.

Policy SU3: Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered.

Objectives met: 

Measure SU3.1: Coordination of streetworks and roadworks

Description

Streetworks and roadworks cause significant disruption to people's journeys and congestion each year, costing the economy and individuals. Streetworks are carried out by utility companies (water, gas, electricity and telecommunications) to install, repair or maintain the vital services on which we all rely. Roadworks are carried out by the highway authority to maintain the roads or, for example, to install cycle or bus lanes. Planning, managing and coordinating these works effectively, where possible, can minimise or reduce the impact that essential works have on the transport network.

Further information on this measure will be available in our upcoming Network Management Plan.

Benefits

Coordination of essential works will:

- Reduce congestion and delays on the network by minimising the disruption associated with works. This in turn should reduce emissions due to transport.
- Keep traffic flowing to maintain journey time reliability on the network.

Possible locations

The coordination of works should be considered before any installation or maintenance is undertaken on the network. This applies to all works across Wiltshire.

Measure SU3.2: Network maintenance

Description

There is a need to make network maintenance more efficient, pro-active and preventative wherever possible, as opposed to reactively responding to faults when they occur on the transport network. Maintenance should ensure that the network is safe and resilient. Further information on this measure will be available in our upcoming Asset Management Plan.

Benefits

Network maintenance will:

- Ensure that the network operates efficiently to reduce incidents, congestion and associated emissions.
- Provide reliable and efficient journey times through good quality infrastructure, helping economic growth and improving accessibility to services.
- Ensure that the network is more resilient to future changes including climate change.
- Minimise the disruption of travel on people and businesses.

Possible locations

This applies to all works across Wiltshire.

Measure SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy

Description

Roads have multiple functions serve different types of use: for example, motorways and key A roads facilitate quick, direct, longer distance journeys primarily for those driving, including buses, coaches, cars, and lorries. In contrast, residential streets provide safe

Measure SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy

access to homes for people travelling in a wide range of different ways, and can also be used for playing and socialising.

The classification, layout and hierarchy of the roads on our network need to be appropriate for their context and functions. Road layouts should prioritise the safety of people, particularly vulnerable users such as children, those with disabilities, and those travel by active modes.

The draft Local Plan Review sets out a general hierarchy of users to be considered and can be found in Section 3.3 of the Core LTP4 Strategy. We will develop a more detailed hierarchy based on different road classifications. The hierarchy will clearly outline the order in which we will consider different modes of transport in policy development and scheme design, depending on the road type.

Benefits

This will help to:

- Encourage a shift to sustainable modes, particularly in locations where users may currently feel unsafe, reducing vehicle miles. This will have positive impacts from physical activity on health and wellbeing.
- Make active travel the natural choices for shorter journeys, or part of a longer journey, helping to increase access to local services through active modes due to the hierarchy.
- Increase safety by routing different vehicle types appropriately and reducing larger vehicles interactions with people where possible. Routing traffic appropriately will also improve journey time reliability and improve traffic flow on key corridors.
- Minimise the impacts of travel on communities and natural and historic sites through routing traffic away from sensitive areas.

Possible locations

This measure would be applicable to all roads in Wiltshire, acknowledging the need for different approaches for different road types.

Measure SU3.4: Support for Masterplanning

Description

A Masterplan is a way to plan the future of an area over the long term. It sets out the vision for an area, capturing a view of how it should evolve, and includes a roadmap for managing development and growth over that time. Having a masterplan helps balance the need to develop and improve the areas where we live and work with our responsibility to make sure nature and the environment and neighbouring areas are not negatively affected. Masterplans are created in consultation with the people or groups who may be impacted by an area's development.

There are already some masterplans in place, such as the One Plan Town Centre Masterplan for Chippenham, a masterplan for Coopers Tires factory site in Melksham, and Salisbury River Park Masterplan.

We will collaborate with our Parish and Town Councils and the Wiltshire Council Spatial Planning team to support ongoing Masterplanning work and ensure that transport is a central consideration.

Benefits

Masterplans help to:

Measure SU3.4: Support for Masterplanning

- Reduce the focus on cars and private vehicle miles. Areas can be designed to promote sustainable transport and provide priority to these modes helping to increase their use.
- Increase the ability to live locally. Masterplans aim to create better spaces for people to live, work and play. People are able to access amenities via active or sustainable modes.
- Rebalance the use of local streets to improve safety and favour people rather than vehicles.
- Improve connectivity resulting in reduced social isolation.

Possible locations

Masterplans are often produced for larger towns and cities, as well as for new residential settlements, schools, specific sites, neighbourhoods or areas.

Case Study: Town Centre Masterplan for Chippenham: One Plan

The Chippenham Town Centre Partnership Board has produced the One Plan for Chippenham, which begins the process of bringing together existing plans and proposals into a single plan specifically focused on making things happen. The One Plan draws on the Town Council's Neighbourhood Plan as well as work undertaken by the Town Team and other community stakeholders. It takes on board the aspirations of landowners and the town centre business community.

The One Plan has purposely focused on several key projects that would boost the economy and support the vibrancy and sustainability of the town centre. Many of these schemes are focused on features that make Chippenham such a wonderful place to live, work and play. These include beautiful natural settings such as the river, Chippenham's historic heritage, and making more of our town centre spaces and regeneration opportunities.

Case Study: South Gloucestershire Masterplans

South Gloucestershire Council worked with local stakeholders and the community to develop an infrastructure led Masterplan for the Severnside area. The Masterplan identifies challenges and opportunities in the area and sets a vision and objectives for development over the next thirty years. The Masterplan highlights measures to take to achieve the objectives, which involves working in partnership with local businesses, the community and key stakeholders to deliver.

Severnside Masterplan, South Gloucestershire 2022

Measure SU3.5: Adopt 'Vision Zero' ambition and ‘Safe System’ approach

Description

We have a commitment to Vision Zero – the elimination of all deaths and serious injuries from road traffic collisions. Fatal and serious road traffic collisions have huge negative impacts on individuals, their families and communities, and disproportionately affect deprived areas.

To support this, we will be taking a Safe System approach. We understand that people make mistakes, and the human body is vulnerable. We need all parts of our transport system (roads and roadsides, speeds, vehicles, users, and post-collision response) to work together effectively to ensure safety for all, despite our vulnerabilities. Some

Measure SU3.5: Adopt 'Vision Zero' ambition and 'Safe System' approach

collisions may still occur, but the focus is on preventing death and life-changing injuries. There is a shared responsibility between many parties, such as road users, road designers and managers, and vehicle manufacturers, and we all must take appropriate action.

We will continue to work in collaboration with other public sector agencies through the Wiltshire and Swindon Road Safety Partnership.

Benefits

These commitments will help to:

- Promote a healthy, safe and secure network for all users that promotes active travel and supports improved health and wellbeing.
- Rebalance the use of local streets to improve safety and favour people rather than vehicles.

Possible locations

This approach should be applied across the transport network in Wiltshire.

Case Study: Vision Zero South West

Vision Zero South West is the road safety partnership working to reduce fatal and serious collisions in Devon and Cornwall. It is a collaboration between several organisations including Police, Fire and Rescue and NHS trusts, working together for a shared commitment to cut the number of deaths and serious injuries in the region to zero. The organisation is led by a partnership board that meets quarterly to discuss ideas and decide what actions can be taken to further drive down the number of people killed or seriously injured, whilst an Operational Delivery Group is tasked with carrying out practical projects with the specific aim of reducing deaths and serious injuries.

For winter 2024, Vision Zero South West is working with local pubs and clubs to reduce drink and drug driving. Participating venues will be offering free non-alcoholic drinks to designated drivers who are doing their bit to make sure their friends, colleagues and family members get home safely.

Measure SU3.9: Refresh our transport policies and plans

Description

We are committed to monitoring national and regional Government guidelines and requirements, and ensuring our policies and plans remain relevant. For example, we anticipate that we will regularly refresh our Bus Service Improvement Plan to ensure it remains up to date and so we can maximise national funding opportunities.

Benefits

This will help to:

- Promote a healthy, safe and accessible network, that is up to date with relevant legislation and guidelines, helping to increase access to services and opportunities for all.
- Create good levels of accessibility across the county opening up more opportunities for all and improving quality of life. Unlocking further funding will allow us to improve our infrastructure for active travel and other sustainable modes across the county, helping to provide a high quality and reliable network.
- Maximise the uptake of energy efficient and zero or ultra low emission vehicles and autonomous vehicles. National and regional guidelines have a strong focus on the shift

Measure SU3.9: Refresh our transport policies and plans

towards lower polluting vehicles, and we must be aware of funding opportunities that could help facilitate the shift in Wiltshire to low emissions vehicles through grants or electric charging infrastructure.

Possible locations

County-wide.

Wiltshire Council
Local Transport Plan 4 (LTP4) 2024

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