

Wiltshire Local Transport Plan 2011- 2026

Strategy



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Foreword

I am pleased to present Wiltshire's third Local Transport Plan (LTP3), covering the period between 2011 to 2026.

The LTP3 is targeted to achieve environmental and financial sustainability, but has been produced during a period of significant and ongoing change.

It is no exaggeration to say that modern transport has transformed our society and economy. The private car has enabled us to take advantage of a wide range of opportunities and to more easily keep in face-to-face contact with family and friends. And, advances in road haulage and distribution methods have stimulated economic growth by helping to provide us with unparalleled consumer choices, 24-hour shopping and just-in-time deliveries.

At the same time, however, our reliance on the private car and heavy vehicles has led to busier and more congested roads. This in turn has resulted in fewer people walking and cycling, increased concerns with regard to noise and other community aspects, difficulties for people who rely on public transport, and environmental impacts such as air pollution, carbon emissions and the threat of climate change.

We face difficult times. Hard decisions will need to be made given that funding for local transport will be significantly reduced. The LTP3 sets out the relevance of Wiltshire's transport system across a wide range of services, and describes how we will achieve local outcomes as far as we can within the financial constraints that are likely to exist for some years to come. Priorities are geared towards economic recovery, road safety, road maintenance, public transport and addressing impacts on the built and natural environment. I am especially keen that we give support and encouragement for communities to develop solutions at the local level.

I am grateful to all those who have participated in producing Wiltshire's LTP3, especially those who have taken the trouble to engage in the wide ranging consultation events.

Dick Tonge
Cabinet Member for Highways and Transport.



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Executive Summary

Transport - what's the big deal?

Modern transport has transformed our society and economy. The private car has enabled us to take advantage of opportunities and advances in road haulage have given us more choices. At the same time, however, our reliance on cars, vans and lorries has led to more congested roads, fewer people walking and cycling, and a variety of environmental impacts.

Looking ahead, therefore, our transport system needs to be sustainable.

Role of the local transport plan

Local Transport Plans (LTPs) steer the implementation of national transport policies at the local level. As a strategic document, the LTP does not contain details of schemes. Rather, it sets out a long-term transport strategy, a shorter-term implementation plan and a number of supporting strategies.

Current realities

Changes made by the coalition government have contributed to a period of significant uncertainty. Given this, the council took the pragmatic decision to reduce the scale and scope of this Wiltshire Local Transport Plan 2011 - 2026 (LTP3) submitted in March 2011.

The wider context

Transport needs to be 'joined up' with wider economic, social and environmental objectives. The LTP3 has therefore been developed within the context provided by a range of policy documents.

Challenges in delivering a sustainable transport system

- a largely rural county with many historic towns and villages
- relatively high car ownership levels and small, isolated pockets of access deprivation
- the changing climate and the prospect of 'peak oil'
- significantly lower funding for transport
- increasingly elderly population.

Consultation

The LTP3 was developed using an extensive consultation programme which included meetings with neighbouring authorities, area board exhibitions, web-based resources and stakeholder workshops.

Long-term transport strategy

Vision

To develop a transport system which helps support economic growth across Wiltshire's communities, giving choice and opportunity for people to safely access essential services. Transport solutions will be sensitive to the built and natural environment, with a particular emphasis on the need to reduce carbon emissions.

Goals

The government sets out five national transport goals which are expected to act as the over-arching priorities for LTPs.

Table 2 National goal priorities

National goal	Priority
Support economic growth	Most important
Reduce carbon emissions	Most important
Contribute to better safety, security and health	Important
Promote equality of opportunity	Least important
Improve quality of life and a healthy natural environment	Important

Objectives

A number of local strategic transport objectives have been developed to sit underneath the goals to more clearly reflect local circumstances (see the **Approaches** section).

Assessing options

A range of strategic transport options were generated that could potentially help to meet the LTP3 goals and objectives. A three-stage appraisal process was then used to assess these options and come up with preferred options.

Preferred options

Freight

- Work with freight operators and businesses on a voluntary and ad-hoc basis to achieve shared deliveries where possible.
- Develop and adopt an advisory freight network based on national, regional and county routes (or equivalent) with local routes to town centres and business/industrial estates.
- Manage local freight issues through the council's freight assessment and priority mechanism.
- Utilise a package of traditional (e.g. paper mapping) and electronic (e.g. interactive mapping) measures to disseminate Wiltshire specific freight information to hauliers, businesses, stakeholders and the public.
- Maintain a minimum standard of lorry parking facilities on a requirement basis.
- Support the development of a freight interchange facility at Westbury railway station including all necessary associated highway infrastructure.

Further details are included in the LTP3 Freight Strategy.

Cycling

- Provide a sympathetically designed, high quality and well maintained network of cycle routes in the market towns, and where appropriate, provide links between the market towns and to national cycle routes.
- Provide high quality cycle parking at key destinations and transport interchanges. Require adequate levels of high quality cycle parking in all new developments with higher levels of provision in the market towns.

Further details will be included in a cycling strategy to be consulted on and published in 2011/12.

Walking

- Provide a sympathetically designed, high quality and well maintained network of walking routes in and between significant trip origins and destinations (e.g. housing, shops, employment areas, transport interchanges, tourist attractions, etc).

Further details will be included in a walking strategy to be consulted on and published in 2011/12.

Maintenance

- Improve and maintain roads to an adequate standard based on their functional importance.
- Reconstruct and strengthen sub-standard bridges for weight reasons using efficient, effective and economic processes and materials. Undertake a regular inspection of all other bridges and carry out maintenance schemes where necessary.
- Manage the rights of way network on a prioritised hierarchical basis according to known and expected levels of use and demand.

Further details will be included in a transport asset management plan to be published in 2011/12. A review of the rights of way improvement plan is scheduled to take place in 2011/12.

Public transport

- Seek to retain overall levels of service that meets identified demand within available resources, meeting accessibility needs for those without private transport and making a contribution towards sustainable transport objectives.
- Increase rail connectivity through the provision of bus-rail links and assist with the implementation of some new stations. Support the function of rail stations as transport hubs and proactively work with partners to introduce service and corridor improvements particularly between Chippenham, Salisbury and Trowbridge. Cover the administrative costs of community rail partnerships and where appropriate and necessary, safeguard and purchase land for rail improvements.

Further details are included in the LTP3 Public Transport Strategy.

Road Safety

- Deliver an innovative road safety education, training and publicity programme to a wide range of target groups based on a reaction to casualty statistics.
- Implement local safety schemes in an integrated and multi-disciplinary way at sites and on routes with a casualty history, and/or with a measured speeding problem.
- Develop a bespoke and robustly monitored school travel plan, with appropriate associated measures, for every school in Wiltshire that is fully integrated with the sustainable schools agenda.

Further details are included in the LTP3 Road Safety Strategy. Further details on school travel will be included in a sustainable modes of travel strategy to be consulted on and published in 2011/12.

Smarter choices

- Use the planning system to develop, monitor and enforce mandatory residential and business travel plans, and promote the use of voluntary travel plans by organisations generally. Require appropriate contributions to support sustainable transport measures.
- Promote limited smarter choices measures in appropriate new developments and the market towns, and undertake a range of targeted smarter choices promotions.

Further details will be included in a smarter choices strategy to be consulted on and published in 2011/12.

Network management

- Ease congestion at significant 'hot spots' and maintain journey time reliability on key routes.
- Investigate the setting up of a Wiltshire traffic control centre to monitor traffic on key routes with intelligent transport systems in Chippenham, Salisbury and Trowbridge.
- Establish and actively manage a road classification and road user hierarchy based on the location and activities on different sections of roads.

Further details will be included in a network management plan to be consulted on and published in 2011/12.

Other

- Implement a package of sustainable transport schemes (e.g cycle routes, bus lanes, traffic control, selective road improvements and parking management measures) in Chippenham, Devizes, Salisbury and Trowbridge.

Further details will be included in respective area transport strategies to be consulted on and published in 2011/12.

Details on the council's approach to car parking is provided in the LTP3 Car Parking Strategy.

Investment priorities

There are never enough resources to implement all the transport measures that are required. Given this, investment needs to be prioritised in order to achieve the best value for money outcomes.

The overriding investment priority for the council is to meet its statutory requirements. This is followed by the pragmatic investment priority to maintain and make best use of Wiltshire's existing transport infrastructure. Other available funding will then generally be used to achieve the LTP3's vision, goals and objectives.

Approaches

As a strategy document, the LTP does not contain comprehensive details of individual schemes but rather sets out the council's approach to the five national transport goals.

Goal - support economic growth

The strategic transport objectives which primarily relate to supporting economic growth are as follows:

SO1 To support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns.

SO4 To minimise traffic delays and disruption and improve journey time reliability on key routes.

SO6 To make the best use of the existing infrastructure through effective design, management and maintenance.

SO10 To encourage the efficient and sustainable distribution of freight in Wiltshire.

SO12 To support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts.

SO16 To improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil.

The following factors have the most relevance to achieving these objectives:

- Highway network management and maintenance to achieve a safer and more resilient and efficient road system for all road users
- Supporting planned housing and employment growth
- Demand management particularly in relation to parking charges and standards
- Freight management that balances the needs of the economy, environment and communities.

Goal - reduce carbon emissions

The strategic transport objectives which primarily relate to reducing carbon emissions are as follows:

SO2 To provide, support and promote a choice of sustainable transport alternatives.

SO11 To reduce the level of air pollutant and climate change emissions from transport.

SO13 To reduce the need to travel, particularly by private car.

The following factors have the most relevance to achieving these objectives:

- The council's climate change strategy
- Public transport which includes buses, rail and community and voluntary transport
- Smarter choices which are aimed at influencing people's travel behaviour
- Air quality actions to address pollution caused by traffic.

Goal - contribute to better safety, security and health

The strategic transport objectives which primarily relate to contributing to better, security and health are as follows:

SO8 To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads.

SO9 To reduce the impact of traffic speeds in towns and villages.

SO14 To promote travel modes that are beneficial to health.

The following factors have the most relevance to achieving these objectives:

- Improved road safety through a combination of education, enforcement and engineering measures
- Encouraging people to walk and cycle more as part of their daily lives
- Providing and promoting safe and sustainable access to schools.

Goal - promote equality of opportunity

The strategic transport objectives which primarily relate to promoting equality of opportunity are as follows:

SO5 To improve sustainable access to a full range of opportunities particularly for those people without access to a car.

SO15 To reduce barriers to transport and access for people with disabilities and mobility impairment.

The following factors have the most relevance to achieving these objectives:

- Assessing whether people have the ability to access those services with the greatest impact on life opportunities - jobs, health care, learning, food shops and leisure
- Improving the availability of transport for people with disabilities and ensuring that transport schemes comply with the Disability Discrimination Act.

Goal - improve quality of life and a healthy natural environment

The strategic transport objectives which primarily relate to improving quality of life and a healthy natural environment are as follows

SO3 To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment.

SO7 To enhance Wiltshire's public realm and streetscene.

SO17 To improve access to Wiltshire's countryside and provide a more useable public rights of way network.

SO18 To enhance the journey experience of transport users.

The following factors have the most relevance to achieving these objectives:

- Providing access to the countryside through the network of public rights of way
- Protecting and enhancing Wiltshire's important natural environment
- Working with the government and others to reduce the impact of noise from transport
- Using the approaches and principles of the Bradford-on-Avon Historic Core Zone and Salisbury Public Realm Strategy to help improve Wiltshire's public realm and streetscenes.

Implementation plan

The LTP3 Implementation Plan sets out a realistic programme of work to deliver the LTP's goals and objectives, and sets out how progress will be monitored.



1 Introduction

Transport - what's the big deal?

- 1.1** It is no exaggeration to say that modern transport has transformed our society and economy. For instance, the private car has enabled us to take advantage of a wide range of dispersed opportunities and to keep in face-to-face contact with family and friends more easily. Advances in road haulage and distribution methods have stimulated economic growth by helping to provide us with unparalleled consumer choices, 24-hour shop opening hours and just-in-time deliveries.
- 1.2** At the same time, however, our reliance on the private car, van and lorry has led to busier and more congested roads. This, in turn, has resulted in fewer people keeping healthy through walking and cycling, increased concerns with regard to noise and other community aspects, accessibility issues for people who rely on public transport, and environmental impacts such as air pollution and the threat of climate change.
- 1.3** So, while transport can be viewed as simply a 'means to an end' (i.e. it just gets us from A to B), in reality it is a key element of a modern society.
- 1.4** The above highlights that our transport system needs to achieve the following:
- support our economic growth
 - benefit all members of society
 - reduce its adverse environmental impacts.
- 1.5** In essence, it needs to be a sustainable transport system - one that supports and benefits our economy, society and environment.
- 1.6** Delivering a sustainable transport system in Wiltshire, however, is a very challenging task:
- the county is largely rural in nature
 - there are many historic towns and villages with narrow streets
 - car ownership levels are relatively high
 - there are small, isolated pockets of access deprivation.
- 1.7** Despite these circumstances, the council and its partners have worked hard over the period of the previous two Wiltshire Local Transport Plans (LTPs) to deliver a variety of sustainable transport improvements.
- 1.8** However, the task to deliver a sustainable transport system in Wiltshire is probably not going to get easier over the next 15 years:
- the changing climate is likely to impact detrimentally on air quality and cause more flooding
 - funding for transport in the short to medium term will be reduced
 - the increasingly elderly population will present significant access challenges to service providers.

Role of the local transport plan

- 1.9** The Government's 1998 White Paper on transport, 'A New Deal for Transport: Better for Everyone', introduced the concept of LTPs to steer the development of transport policies at the local level. The Transport Act 2000 then made it a statutory requirement for local transport authorities to produce LTPs.

- 1.10** As a strategic document, the LTP does not contain comprehensive details of individual transport schemes or measures. Rather, it sets out a long-term transport strategy, a shorter-term implementation plan based on a realistic assessment of available funding and a number of supporting transport strategies. In addition, as a document developed through partnership working and extensive consultation, the LTP provides the framework for all other organisations with a direct or indirect involvement in transport in Wiltshire.
- 1.11** The first Wiltshire LTP (LTP1) was published in July 2000 and covered the five year period 2001/02-2005/06. The second Wiltshire LTP (LTP2), published in March 2006, then covered the five year period 2006/07-2010/11. This is the third Wiltshire LTP (LTP3) covering 2011/12-2025/26 which has been developed in line with government guidance (see below).

Government guidance

- 1.12** The Local Transport Act 2008 has provided local authorities with greater flexibilities in how they develop and review their LTPs. These flexibilities have been reflected in the Department for Transport's (DfT's) guidance (July 2009), key elements of which include that LTPs should:
- be reviewed as required by the local transport authority and not necessarily every five years as with the first two LTPs
 - include a long-term strategy and a shorter duration implementation plan
 - be based on five national transport goals
 - reflect a number of other plans and duties
 - be subject to a number of statutory assessments
 - include consultation with statutory and other consultees
 - be developed in line with the process recommended by the Eddington Transport Study (2006).
- 1.13** Following the election of the coalition government in May 2010, Norman Baker, Parliamentary Under Secretary of State for Transport, highlighted the important role that LTPs can play in the 'localism' agenda (i.e. devolving greater powers to councils and neighbourhoods) and reiterated the statutory duty of local transport authorities to publish their LTPs by the end of March 2011 in accordance with the DfT's guidance. At the same time, transport ministers have highlighted the key overarching priorities of helping the economy grow and tackling carbon emissions, while not neglecting other important priorities including road safety, affordability, accessibility and people's health and wellbeing.

Current realities

- 1.14** While the LTP3 has a time line to 2026, a balance has to be struck between long term aspirations (as expressed in the vision statement in chapter 5) and acknowledging the short to medium term circumstances in which the plan was developed and is implemented.
- 1.15** The coalition government's changes to the planning system, in particular the scrapping of regional spatial strategies, and its 2010 autumn comprehensive spending review, both contributed to a period of significant uncertainty at exactly the time when local transport authorities such as Wiltshire Council were developing their LTP3s.
- 1.16** The main consequences of these uncertainties were:
- With the removal of regional housing targets, the council decided to undertake a comprehensive review of Wiltshire's housing requirements. By implication, this necessary

but fundamental work has resulted in a delay to the development of area transport strategies for Chippenham, Devizes, Salisbury and Trowbridge.

- Government funding for transport in 2011/12 and beyond was not be established until the very end of 2010. Following this, the council itself needed time to consider its budget allocations. In addition, there remain some uncertainties surrounding a number of new potential funding sources: the Local Sustainable Transport Fund; the New Homes Bonus; and the Community Infrastructure Levy.

1.17 Faced with the above situation, the council took the pragmatic decision to reduce the scale and scope of the LTP3 by:

- only producing a one-year implementation plan for 2011/12
- not including the area transport strategies for Chippenham, Devizes, Salisbury and Trowbridge
- reducing the number of theme strategies to four: car parking, freight, public transport and road safety.

1.18 Once clarity is restored to the planning and funding picture, the council will produce a three year implementation plan, area transport strategies for Chippenham, Devizes, Salisbury and Trowbridge in line with the development of the Wiltshire Local Development Framework (LDF) Core Strategy, and the remaining theme strategies (to include accessibility, cycling, network management, powered two wheelers, rights of way improvement plan, smarter choices, transport asset management plan and walking). All of these documents are planned to be subject to public consultation in 2011/12.

1.19 It is important to note, however, that even when clarity is restored, the amount of funding available for transport will not satisfy all transport needs and demands. In view of this, the council and its partners will have to look to do more for less, and local communities, with assistance from public organisations, will need to do more to help themselves - this links in with the government's 'big society' and 'localism' agendas, and the Wiltshire Community Plan 2011-2026.

Format of LTP3

1.20 The strategy part of the LTP3 covers the period 2011/12 - 2025/26 to tie in with the community plan and the emerging Wiltshire LDF Core Strategy. Reviews of the LTP strategy will generally be undertaken to coincide with reviews of the LDF Core Strategy.

1.21 As outlined above, a one-year implementation plan for 2011/12 has initially been developed. The first of the three year implementation plans to deliver the long-term strategy will begin in 2012/13.

1.22 To aid future reviews, the LTP3 has been organised as a 'framework' document made up of the following main parts:

- Strategy
- Implementation Plan
- Individual theme strategies
- Individual area strategies.

Figure 1.1 Format and timelines of LTP3

To be included

1.23 This document, the LTP3 Strategy, has been organised as follows:

- **Chapter 2** sets out the wider European, national, regional, local, community and corporate context in which transport in Wiltshire operates.
- **Chapter 3** outlines the transport related challenges and opportunities that Wiltshire faces.
- **Chapter 4** summarises the outcomes of the consultation process that has been used to help inform the development of the LTP3.
- **Chapter 5** sets out the long-term transport vision and strategy for Wiltshire.
- **Chapters 6** summarises the measures that will be taken over the next 15 years to address each of the five transport goals.
- **Appendix A** provides a glossary of terms used in the LTP3.
- **Appendix B** gives details of the council's principle statutory duties.

1.24 The complete set of LTP3 documents, including the Strategic Environmental Assessment (SEA) Habitats Regulation Assessment (HRA) and Equality Impact Assessment (EqIA) used to inform the development of the LTP3, are available from <http://www.wiltshire.gov.uk/transportpoliciesandstrategies/localtransportplan3.htm>.

2 Wider Context

Introduction

- 2.1 It is recognised that transport, perhaps more than any other policy field, needs to be 'joined up' with wider economic, social and environmental objectives. To this end, the LTP3 has been developed within the context provided by a number of European, national, local, community and corporate policy documents.

European context

- 2.2 Ahead of publishing a new transport white paper which will set out the policy measures to be adopted in the forthcoming decade, the European Commission has recently consulted on the document 'A sustainable future for transport - towards an integrated, technology-led and user-friendly system' (2009) which proposes seven broad policy objectives (see below).

European transport objectives

- quality transport that is safe and secure
- a well-maintained and fully integrated network
- more environmentally sustainable transport
- keeping the EU at the forefront of transport services and technologies
- protecting and developing the human capital
- smart prices as traffic signals
- planning with an eye to transport: improving accessibility.

- 2.3 While having more significance at the international and national levels, the European Commission's transport strategy does have relevance for Wiltshire as elements of the trans-european transport network pass through the county, namely:

- Roads
 - M4 motorway
 - A303 trunk road
- Railways
 - Berks and Hants line
 - Great Western line
 - Waterloo-Exeter line.

National context

Creating Growth, Cutting Carbon

- 2.4 The White Paper 'Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen' (January 2011) sets out the government's vision "...for a transport system that is an engine for economic growth but one that is also greener and safer and improves quality of life in our communities".

- 2.5 The two key themes of the White Paper are:

- Offering people sustainable transport choices, particularly for shorter journeys, that will stimulate behavioural change.
- Demonstrating how localism and the big society can work for transport.

2.6 The stated DfT priority for local transport is:

Priority for local transport

Encourage sustainable local travel and economic growth by making public transport and cycling and walking more attractive and effective, promoting lower carbon transport and tackling local road congestion.

Guidance on local transport plans

2.7 The DfT's 'Guidance on Local Transport Plans' (July 2009) sets out the following five overarching national transport goals:

National transport goals

- support economic growth
- reduce carbon emissions
- promote equality of opportunity
- contribute to better safety, security and health
- improve quality of life and a healthy natural environment.

2.8 In addition, there are a plethora of other national documents that contribute to the wider context for transport and which are referred to at relevant points in the LTP3 and its supporting strategies.

Local context

Local development framework

2.9 The 'Wiltshire and Swindon Structure Plan 2016' provides the adopted strategic policy framework to guide development across the administrative area of Wiltshire Council and Swindon Borough Council for the period up to 2016. Together with adopted district local plans, the structure plan forms the 'development plan' for Wiltshire.

2.10 The Planning and Compulsory Purchase Act 2004 replaced structure and local plans with Local Development Frameworks (LDFs). Since April 2009, Wiltshire Council has used the work already undertaken by the four former district councils to focus on the eventual delivery of one Wiltshire LDF in order to have in place consistent planning policies across Wiltshire as early as possible.

What is a LDF and core strategy?

The LDF is a term used to describe a portfolio of planning documents which deliver spatial planning at the local level. The Wiltshire LDF contains a series of documents including the Wiltshire Core Strategy. Every local planning authority has to produce a core strategy that sets out the general spatial vision and objectives for delivery of the LDF and also includes 'strategic site allocations'.

- 2.11 The core strategy aids in delivering both corporate and community aspirations within Wiltshire. It also aids in the delivery of the Wiltshire Community Plan by setting out its spatial aspects and providing a long-term 'spatial vision'.
- 2.12 The Local Development Scheme (LDS) for Wiltshire sets out the planning documents that the council will prepare as part of the LDF. The LDS provides for the preparation of a South Wiltshire Core Strategy which relates to the former Salisbury District Council area and also for the preparation of a new core strategy for the whole of the unitary authority area.
- 2.13 The vision for Wiltshire in 2026 as set out in the emerging LDF core strategy is:

Wiltshire 2026 spatial vision

By 2026 Wiltshire will have a much more sustainable pattern of development, focused principally on Trowbridge, Chippenham and Salisbury. Settlements of all sizes will have become more self-contained and supported by the necessary infrastructure, with a consequent reduction in the need to travel, an improvement in accessibility to local services, a greater feeling of security and the enhancement of a sense of community and place. This pattern of development, with a more sustainable approach towards transport and the generation and use of power and heat, will have contributed towards tackling climate change. Housing, employment and other development will have been provided in sustainable locations in response to local needs as well as the changing climate and the incorporation of exceptional standards of design. Wiltshire's important biological and built environment will have been safeguarded and, where necessary, extended and enhanced to provide appropriate green infrastructure, while advantage will have been taken of the county's heritage to promote improvements in tourism for economic benefit.

- 2.14 The relevant strategic transport objective is:

Wiltshire 2026 strategic objective 7

To promote sustainable forms of transport

Transport affects the environment, the economy and social wellbeing. The strategy will need to ensure that transport needs are managed in a sustainable manner. At the same time, strategic transport links are vital for the efficient function of Wiltshire's economy.

Key outcomes

- The range, availability and affordability of sustainable travel choices will have been increased
- Access to local jobs and services will have been improved
- Strategic transport corridors within Wiltshire will have been safeguarded and, where appropriate, improved in a sustainable way
- The need to travel will have been reduced
- Problems of congestion, pollution and safety will have been reduced
- Greenhouse gas emissions, derived from both private and public transport, will have been reduced.

- 2.15** The Decentralisation and Localism Bill was presented to Parliament in December 2010 and is expected to be granted Royal Assent in the second half of 2011. The Bill contains a package of reforms that seek to devolve greater power and freedoms to councils and neighbourhoods, establish new rights for communities, action extensive changes to the planning system and give communities greater control over housing decisions.

Minerals and waste development framework

- 2.16** Wiltshire Council and Swindon Borough Council jointly prepare minerals and waste development plan documents which cover the geographical areas of Wiltshire County and Swindon Borough.
- 2.17** The 'Wiltshire and Swindon Minerals Core Strategy 2006 - 2026' sets out that there are two areas in Wiltshire that experience significant mineral traffic movements: the sandpits around Calne and Compton Bassett, where appropriate access arrangements have been made, and the Upper Thames Valley/Cotswold Water Park where transport arrangements are being improved.

Minerals Core Strategy: strategic objective 4 - the environment

"...Options for sustainable transportation will be encouraged and pursued in order to reduce the environmental impacts of transporting minerals across Wiltshire and Swindon".

- 2.18** Policy MCS 9 'Strategic Approach to Managing Minerals Transportation' in the minerals core strategy and policy MDC8 'Sustainable transport and minerals development' in the 'Wiltshire and Swindon Minerals Development Control Policies' (September 2009) document seek to ensure that development proposals utilise the most sustainable option for the transportation of minerals.
- 2.19** Strategic objective 3 of the 'Wiltshire and Swindon Waste Core Strategy 2006 - 2026' states that:

Waste Core Strategy: strategic objective 3 - the environment

"...Options for sustainable transportation should be encouraged in order to reduce the impacts of transporting waste through Wiltshire and Swindon".

- 2.20 Guidance on the sustainable transportation of waste in Wiltshire and Swindon is provided by policy WDC11 'Sustainable transportation of waste' in the 'Wiltshire and Swindon Waste Development Control Policies' (September 2009) document.

Local enterprise partnerships

- 2.21 The government is offering local areas the opportunity to take control of their future economic development. Local enterprise partnerships (LEPs) are locally owned partnerships between local authorities and the business community to drive economic growth across an economic area.
- 2.22 Wiltshire Council together with Gloucestershire County Council, Swindon Borough Council and private sector economic development partners submitted an expression of interest for a 'Gloucestershire, Swindon and Wiltshire LEP' in September 2010. The four core priorities of the proposed LEP include a number of transport-related aspects:
- Invest
 - Sector development - tourism, logistics and low carbon and renewable energy
 - Work
 - Visit
 - Tourism support - adopt a coordinated approach to the improvement of local services that are able to impact on tourism growth potential such as public transport
 - Infrastructure
 - Purpose - improving the connectivity to and within the area
 - Strategic infrastructure - including transport and broadband access/connectivity
 - Rurality - addressing remoteness/access issues for small communities through improved broadband connectivity.

Salisbury vision

- 2.23 The 'Salisbury Vision' provides a framework for co-ordinating and achieving the sustainable regeneration of five priority areas in Salisbury: the Maltings and central car park, Churchfields Industrial Estate, Salisbury Guildhall, the Market Place, and Southampton Road. This will make a significant contribution to the life and economy of the city by providing much needed additional office, retail, leisure and other employment space. There are three overall strategies to help achieve the Salisbury vision (development, transport and movement, and public realm) details of which can be obtained from <http://www.salisburyvision.co.uk>.

Vision for Chippenham

- 2.24 The 'Vision for Chippenham' is a framework of improvement and change to ensure that Chippenham has a positive future as an active, balanced and sustainable community. The Vision takes a holistic view of the town and its surroundings in the context of its current and

future circumstances. It identifies key strengths, weaknesses, opportunities and threats affecting a range of factors and proposes a number of projects for the short, medium and long term that will improve Chippenham's living, working and leisure environment. Further details about the Chippenham vision is available from <http://www.chippenhamvision.co.uk>.

Transforming Trowbridge

2.25 The aim of 'Transforming Trowbridge' is to enhance the town's prosperity and environment in line with its status as Wiltshire's county town. This aim, coupled with the development potential of significant sites in the town centre, has provided the impetus to move away from piecemeal, unco-ordinated development towards a strategic, comprehensive approach to regeneration. More information on the Transforming Trowbridge partnership initiative is available from <http://www.transformingtrowbridge.org.uk>

New Forest National Park

2.26 The New Forest National Park extends into Wiltshire and along with all other national parks has the purpose of:

- conserving and enhancing the natural beauty, wildlife and cultural heritage of the national park
- promoting opportunities for the understanding and enjoyment of the special qualities of the area by the public.

2.27 National park authorities also have a duty to seek to foster the economic and social well-being of local communities within the national park.

2.28 All national park authorities are required to prepare a management plan for their area, which seeks to guide and co-ordinate the work of all those with an interest in the national park. The first management plan for the New Forest National Park was adopted by the New Forest National Park Authority in January 2010.

2.29 The first set of dedicated planning policies for the whole of the New Forest National Park area was adopted by the National Park Authority in December 2010. The core strategy and development management policies provide the overall vision, strategic aims, objectives and spatial planning policies for the period to 2026.

Areas of Outstanding Natural Beauty (AONB) in Wiltshire

2.30 The Countryside and Rights of Way (CRoW) Act 2000 confirmed the national importance of AONB and gave them a legally equivalent status to that of a national park. Section 85 of the Act requires the Council (along with all other public bodies) to "...have regard to the purpose of conserving and enhancing the natural beauty of the AONB".

2.31 There are three designated AONB in Wiltshire each of which has a management plan:

- The 'Cranborne Chase and West Wiltshire Downs AONB Management Plan 2009 - 2014' sets out seven community priorities and a number of associated objectives and policies.
- The 'Cotswolds AONB Management Plan 2008 - 2013' provides direction for a period of around 20 years, although it focuses on policies and actions for the period 2008-2013.
- The 'North Wessex Downs AONB Management Plan 2009 - 2014' presents an agreed agenda for the North Wessex Downs AONB and sets out objectives, policies and actions that are realistic and achievable in the next five years.

Stonehenge and Avebury World Heritage Site

- 2.32** Stonehenge and Avebury became a world heritage site in 1986 for their outstanding prehistoric monuments dating from 3,700 to 1,600 BC. The respective management plans set out the strategic framework to conserve and manage the site for present and future generations.

Community context

Community plan

- 2.33** The Local Government Act 2000 made it a statutory duty for councils to produce a community plan for their areas. The Wiltshire Community Plan 2011 - 2026: People, places and promises' (February 2011) sets out the long term vision and direction for the whole of Wiltshire to 2026.

Vision

The vision for Wiltshire is to build stronger and more resilient communities, and greater localism lies at the heart of this. We want to encourage and support communities to take the initiative to strengthen their ability to deal with local challenges and issues in creative ways which are tailored to their unique circumstances.

- 2.34** The Wiltshire Assembly led on the development of the community plan, as it is important that the plan's priorities and objectives are shared by all key organisations and supported by the public if it is to provide a framework for the development or review of all other thematic, organisational and community plans in the county. In this way, a consistency of direction and effort can be created throughout the county over the time period of the plan.
- 2.35** The following priorities and transport-related objectives are included in the community plan:

Priorities and Objectives

Creating an economy that is fit for the future:

- Strengthen communication (IT) **connectivity** to become a more digitally inclusive county, for example by delivering excellent broadband coverage and speeds, enabling access to the Internet for all, and promoting comprehensive mobile phone reception coverage.
- Use the Local Development Framework (LDF) process to arrive at the best pattern of **new development** across the county to support the delivery of the other priorities in the community plan and, in particular, define what sort of places Salisbury, Trowbridge and Chippenham should become, including agreeing their future scales and roles based on principles of good design.

Reducing disadvantage and inequalities:

- Focus on safeguarding against the key factors that disadvantage particular communities and individuals in securing **equal life chances** and fair access to services, as identified by local evidence.
- Encourage and support people to take more responsibility for their **current and future health** through healthier eating, participating more in physical activity, using alcohol sensibly, and giving up smoking.
- Continue to develop and support the **voluntary and community sector** so that it can play an expanded and more innovative role in addressing local needs and delivering services. This will involve a range of initiatives, including the expansion of volunteering activity and promoting the principles of good practice in partnership working.

Tackling the causes and effects of climate change:

- Significantly reduce domestic, business and transport **CO₂ emissions** across the county in line with national targets.
- Provide a safer and more integrated transport system that achieves a major shift to **sustainable transport**, including walking, cycling, and the use of bus and rail networks especially in the larger settlements of Trowbridge, Chippenham and Salisbury, and along the main commuting corridors.
- Prepare for the impacts of **unavoidable climate change**, by increasing the resilience of communities, businesses and wildlife to events such as extreme heat waves, droughts and frequent flooding, through designing and implementing appropriate adaptive responses.

Other:

- Promote **greater public understanding** and ownership of the difficult choices facing Wiltshire; encourage public confidence and build the trust of local communities to engage with public agencies in a shared approach to local challenges in honest and open decision-making, service delivery and community action.

2.36 The community plan is the focus of a series of organisation, partnership and community based actions that will all work together to achieve the vision:

- Local Agreement for Wiltshire (LAW) - the LAW effectively acts as a three year action plan. A new LAW is scheduled to be produced in April 2011.
- Thematic plans - produced by thematic delivery partnerships and/or services, these will detail plans to achieve short and medium term targets. The LTP is one such thematic plan.

- Corporate plans - produced by lead organisations such as Wiltshire Council.
- Community plans - drawn up by community area partnerships in consultation with the wider community.

2.37 The inaugural meeting of the Wiltshire Transport Alliance took place in September 2010. The Transport Alliance is one of eight thematic delivery partnerships and is made up of a cross-section of strategic transport organisations.

Area boards and community area partnerships

2.38 The council recognises that by working in partnership with local communities, it can achieve so much more than it ever could on its own. The hope is that this will lead to better services, better communities and a better quality of life for everyone in Wiltshire.

2.39 Area boards are a new way of working to bring local decision making back into the heart of the community. They are a formal part of Wiltshire Council that try to find solutions for local issues such as road repairs, traffic problems and speeding in villages. There are 18 area boards in Wiltshire.

2.40 To consider highway requests and identify priorities for transport investment, Community Area Transport Groups (CATGs) have been set up in each board area. One of the roles of the CATGs is to make recommendations to the respective area board on the priority schemes to be funded from the Discretionary Highways Budget; a funding allocation distributed amongst area boards to fund highway improvements in the community areas (see the LTP3 Implementation Plan for further details).

2.41 Community area partnerships are independent, voluntary and non-political organisations which bring together public bodies, businesses and voluntary and community groups. Many of the partnerships have produced community area plans which set out challenges and aspirations on a number of issues including transport. Where these aspirations address LTP goals and objectives, and are deliverable, they will, subject to funding, be considered for inclusion in the LTP3 Implementation Plan.

Corporate context

2.42 On 1 April 2009, Wiltshire Council formally replaced Wiltshire County Council and the district councils of Kennet, North Wiltshire, Salisbury and West Wiltshire as the new unitary authority for Wiltshire.

2.43 The vision of Wiltshire Council's Corporate Plan 2010-2014 is 'To create stronger and more resilient communities' and is underpinned by three key goals:

Wiltshire Council's corporate goals

- Deliver high quality, low cost, customer focused services.
- Ensure local, open, honest decision making.
- Work together to support Wiltshire's communities.

2.44 The corporate plan also sets out the characteristics of stronger and more resilient communities as being places:

- that are places where people choose to live and work
- where people take pride in their town or village

- where people from all backgrounds, ages and beliefs feel valued, included, and are treated with respect
- where people volunteer and get together to tackle local concerns with many 'social networks' allowing people to be active and involved
- which possess the skills and businesses to generate jobs to meet local employment needs
- which are informed about environmental issues and actively create local solutions
- where children and young people enjoy life and achieve their potential in and out of school
- where people get involved in democratic processes and have a voice in shaping the present and the future of their area
- where people have healthy lifestyles.

2.45 In recognition that resources will not be sufficient to do everything the council might want to do, nine priorities have been established:

- Work in partnership to support vulnerable individuals and families
- Increase opportunities to help young people achieve their potential
- Local, open, honest decision-making
- Improve our roads and road safety
- Support the local economy
- Meet housing needs
- Reduce our environmental impact
- Achieve savings, be more efficient and ensure we deliver value for money
- Focus on our customers and improve access to our services.

2.46 While the council is the lead public agency, and despite its size and unitary status, it realises that, as stated earlier, it cannot work alone in addressing the complex, challenging and changing needs and aspirations of Wiltshire. Therefore, the council will encourage and support local communities to get involved and deal with local challenges, and work with the Wiltshire Assembly to improve the quality of life in Wiltshire.

2.47 Sitting under the corporate plan, each department and/or service area in the council produces a delivery plan (e.g. highways and streetscene, and passenger transport) which ties in with the LAW and corporate plan. In doing so, the delivery plans help maintain the 'golden thread' between policy and delivery.

3 Challenges and Opportunities

Introduction

3.1 To develop Wiltshire's transport system from 2011 to 2026, we must understand the nature of the system today and the demands that will be placed on it in the future. These are largely determined by a wide range of challenges and opportunities including:

- demographic and social trends
- technological innovation
- private sector bus and rail strategies
- physical geography
- healthcare and education policies
- environmental and heritage characteristics
- economic trends
- the legal and political framework
- available funding.

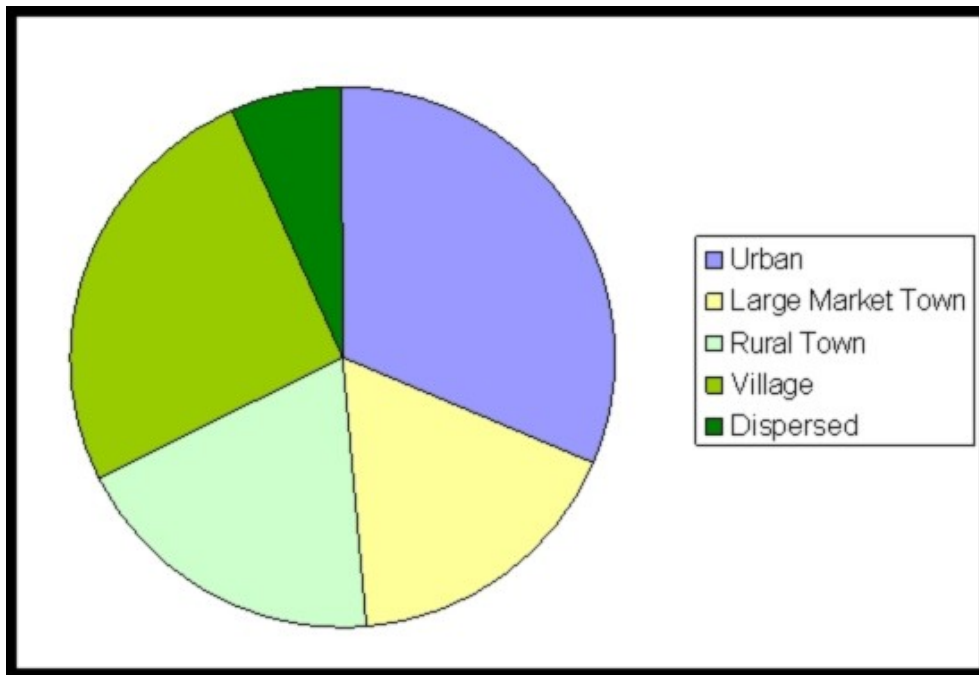
3.2 This chapter first gives an overview of transport in Wiltshire. It then outlines the challenges and opportunities related to each of the national transport goals. The matrix at the end of the chapter summarises these issues and identifies more specific challenges and opportunities relating to each mode of transport. It should be noted that the issue of funding is discussed in chapters 1, 5 and 7. The trends outlined here are based on a body of evidence gathered by the council and other organisations. In particular, further information can be found in:

- The Local Development Strategic Transport Assessment 2009: www.wiltshire.gov.uk/planningpolicyevidencebase.htm
- Wiltshire Voice surveys: www.wiltshire.gov.uk/citizenpanels.htm
- Wiltshire's Village Shops and Rural Communities, 2007
- Road Casualties in Wiltshire and Swindon, annual reports.
- Wiltshire Strategic Economic Partnership, quarterly reviews.
- Value for money: An economic assessment of walking and cycling schemes, NHS South West, 2010
- DfT traffic forecasts and Towards a Sustainable Transport System
- Smarter Choices - Changing the way we travel: www.dft.gov.uk/pgr/sustainable/smarterchoices/
- Previous and emerging area studies e.g. Salisbury transport model, Travel to Work Flows in West Wiltshire.

The county of Wiltshire

3.3 Wiltshire is a predominantly rural county covering some 3,255 square kilometres. It is located on the eastern edge of the south west region, but also has many links to the south east region which it borders on. The north of the county benefits from the M4 'corridor effect' and links to Heathrow Airport.

Figure 3.1 Urban-rural classification of Wiltshire's settlements (Defra)



3.4 There are several nationally or regionally important strategic routes through Wiltshire (see Map 3.1).

Map 3.1 Wiltshire's strategic transport network

To be included in final document

Transport in Wiltshire

3.5 In recent decades, the general trend in the UK has been for people to travel longer distances although the number of trips and average amount of time people spend travelling each day has remained fairly constant at about an hour (DfT, National Travel Survey). As the relative costs of transport have fallen (predominantly the cost of owning a car), people are able to access destinations that are further away. This has meant that there is increasingly less reliance on the local community for work, shopping and social activities. While this has improved the quality of life for many people, it is also a factor in the loss of village services and facilities, increased traffic congestion in towns and the reduced commercial viability of public transport which, especially in rural areas, cannot match the flexibility of the private car.

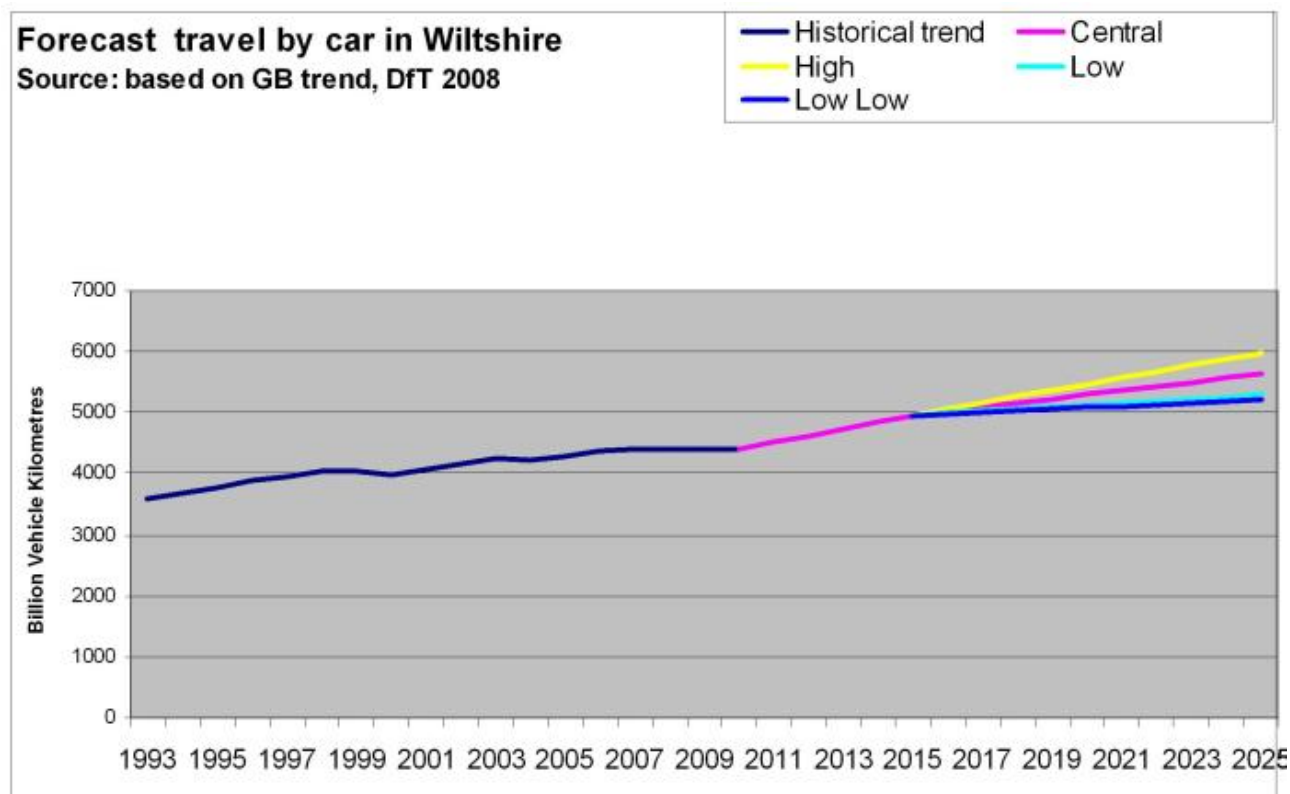
3.6 Since 2000 there is some evidence that the demand for travelling further may actually be saturating (Metz, 2008). However, even if the demand per person remains the same, rising populations and smaller households will probably mean an overall increase in travel demand. In addition, new technology, rising affluence and new transport infrastructure still has the potential to increase transport demand.

3.7 In terms of freight, economic growth has traditionally led to more goods being moved around. As technological efficiency improves, goods often become lighter and the transport of information can become more important than the physical transportation of actual goods. While this offers an opportunity to reduce transport movements, it may simply mean a change in transport patterns; for example, a reduction in car journeys to shops, but increased delivery vehicles and more dispersed patterns of delivery.

Car usage

- 3.8** Car usage in Wiltshire is expected to rise from 17% - 28% from now until 2025 (see Figure 3.2). The scenarios shown range from the 'Low Low' scenario where population growth is low, GDP is low, oil prices are high and fuel economy is low, to the 'High' scenario where the reverse is true.

Figure 3.2



- 3.9** Forty per cent of working people live within five miles of work and 26% of people live within two miles of work, yet only 15% walk, cycle or take public transport (Wiltshire Voice, 2005). Today, we are increasingly likely to use cars for shorter trips, in place of walking or cycling. By contrast, for longer trips, there is some evidence of a shift to rail or air (RAC, 2008; DfT National Travel Survey).
- 3.10** According to the DfT, about 28% of car trips made by adults are journeys to work. These journeys tend to occur in the morning and afternoon peaks. The school run is also a significant contributor to traffic in the morning rush hour. Reducing commuter and school journeys by car could therefore help to reduce both congestion and carbon emissions.
- 3.11** There is also some scope to change the mode of other types of trip such as shopping and personal business. Over 70% of trips are for shopping, leisure or other purposes. Congestion on market days and on Saturdays can be a problem in many of Wiltshire's towns.
- 3.12** Car ownership is typically linked to car usage; people who own cars use them more frequently than people who do not own a car. Despite this, there are opportunities to reduce car usage without affecting car ownership levels. For example, Darlington has seen a 4% rise in car ownership, but through investment in new infrastructure and smarter choices, it has also seen a 9% reduction in car trips.

3.13 In a rural area such as Wiltshire, encouraging modal shift or reducing travel demand can be difficult. However, in the larger settlements, particularly Chippenham, Salisbury and Trowbridge, there is more scope to do so. Some smaller towns such as Westbury, Bradford on Avon and Warminster also have a higher degree of connectivity.

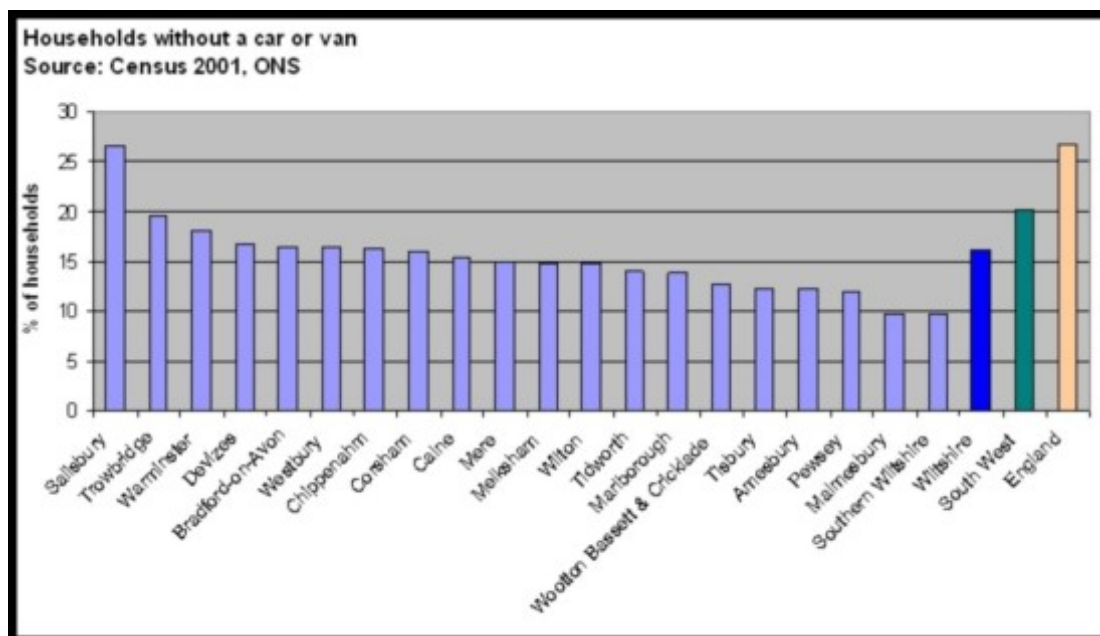
Car ownership

3.14 According to the DfT's National Travel Survey, car ownership has been increasing slowly with 0.54 cars per adult in 1997 rising to 0.6 cars per adult in 2007. Every year approximately 10% of people give up their cars, and 11% of people become car owners. This leads to an overall net gain of 1%.

3.15 Car ownership is expected to continue to increase as incomes rise, cars become more affordable, more women learn to drive and households become smaller. There is a saturation point in car ownership, but we have not yet reached this in the UK as there is still scope for further growth among certain sections of the population: for example, 54% of households in the lowest income quintile do not own a car compared to 10% in the highest income quintile.

3.16 Wiltshire already has high car ownership levels: 40% of households in Wiltshire had access to two or more cars in 2001 compared to the average in England of 29.5%. However, there are clear geographic differences in the distribution of households without access to cars (see Figure 3.3). Over one in four households in Salisbury do not have access to a car compared to less than one in ten in Southern Wiltshire. Car ownership is generally higher among low-income households in rural areas where cars are viewed as a necessity, than amongst low-income families in urban areas where they may be seen as a luxury. Access to education, employment and leisure facilities can be particularly difficult for those who do not have access to a car in more rural areas.

Figure 3.3



3.17 In urban areas, car ownership tends to be lower, partly because there is usually a concentration of deprivation, but also because transport by other means is more viable, parking may be limited and/or congestion may constrain usage. So the concentration of future growth in Wiltshire's largest towns should create more favourable conditions for people to be less reliant on their cars.

- 3.18** The need to own a car is influenced by the stages of the family life-cycle and this can also have a rural-urban impact. The UK's ageing population may also have a significant impact on car ownership and usage. Retired people tend to have lower levels of car ownership but gradually rising retirement ages may change this position.
- 3.19** Cultural perceptions of car ownership may be changing as research by the RAC shows. Car owners are becoming increasingly likely to use other modes of transport alongside their cars. In addition, people are more willing to look at new models of ownership as shown by the popularity of car clubs in many UK cities.

Population and housing

- 3.20** Wiltshire's population has steadily increased to 452,600 in 2008. From 1971 to 2001, population growth in the county was above the average in England and this looks set to continue. In addition to this growth, household size has decreased from 3.3 persons to 2.4 persons. Projections suggest a rise in the proportion of single person households in Wiltshire from 28.9% to 36.8% in 2026.
- 3.21** New development proposed as part of the emerging LDF will be predominantly centred on the larger towns of Chippenham, Trowbridge and Salisbury where a greater degree of self containment can be achieved. However, some growth will also occur in the other market towns and smaller towns and villages. The continuation of high house prices and the increasing trend towards single-person households may also contribute to greater commuting distances and more dispersed transport needs.

Opportunities to affect travel demand

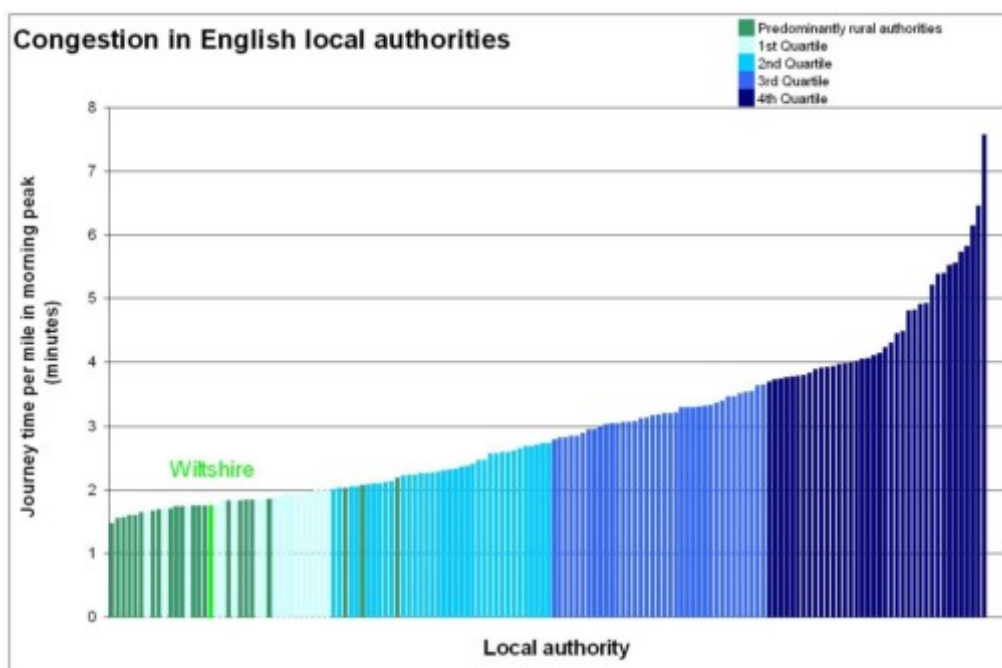
- 3.22** Our decisions about whether to make a trip and how to make a trip are affected by a variety of factors:
- cost
 - journey time and journey time reliability
 - network coverage
 - safety and security
 - immediacy, flexibility and convenience
 - social status and personal expression
 - habit.
- 3.23** Once we have made a journey the first time, we are unlikely to re-evaluate our decision without significant prompting such as a step-change in price, network coverage or a change in personal circumstances.
- 3.24** People are often unaware of alternative means of transport or perceive them to be too expensive, slow and/or dangerous. Walking, cycling and public transport combined with occasional car club usage or taxis can be cheaper than car ownership in urban areas. Improving information about the costs and availability of sustainable transport alternatives can reduce demand for car travel and improve accessibility.
- 3.25** Network coverage can be a major barrier to encouraging a modal shift to rail, buses, walking or cycling. The council subsidises bus services and has improved footways and cycleways, but has a rather more limited ability to influence improvements on the commercial bus and rail networks.

- 3.26 Journey times or the perception of journey times are also a barrier to change. People often underestimate the speed of cycling or rail journeys, and the time taken to park a car is often forgotten. Our modern lifestyle, with its 'just-in-time' attitude to time management, means that journey-time reliability is far more relevant. People often have poor perceptions of rail and bus reliability.
- 3.27 The effects of habit and other factors such as status and individuality are particularly difficult for us to influence. For example, there is a growing acceptance of congestion even when alternatives are available; people would often prefer to sit in their car for a longer time, rather than take the bus, walk or cycle.

Supporting economic growth

- 3.28 Before the recession in 2008, Wiltshire's economy was strong, if showing some signs of 'overheating': employers were finding it difficult to recruit appropriately qualified staff and there was some lack of offices, industrial units and employment land for expansion and new investment. It is likely that we will see a return to such conditions over time.
- 3.29 Wiltshire's economy is closely linked to surrounding areas e.g. Swindon, Bristol/Bath, Southampton, Bournemouth/Poole, south Hampshire and London. These areas enjoy high rates of job creation and higher salaries, but Wiltshire is seen as a more attractive place to live. This has led to high rates of out-commuting from Wiltshire to surrounding areas. Between 1991 and 2001, the number of out-commuters rose by 33% from 39,300 to 52,300. It is likely that out-commuting in Wiltshire will continue unless measures are put in place to improve the balance between housing and employment.
- 3.30 Compared to other local authority areas, Wiltshire has fairly low levels of congestion. Journey times on A roads in Wiltshire are in the lowest quartile for all English local authorities (see Figure 3.4). However, localised congestion is a concern in a number of areas in Wiltshire. Despite widespread perceptions that through traffic is the main cause of this congestion, studies have shown that it is actually local traffic that is the main influence at most congestion 'hot spots'.

Figure 3.4



- 3.31** Gross disposable household income (GDHI) is higher in Wiltshire than the English average, and is in fact the highest in the south west. This means that living standards are high in Wiltshire, so people are prepared to pay more for transport, but also have higher expectations of quality.
- 3.32** Historically there has been a backlog of maintenance on the highway network; this has been reduced in recent years through sustained investment using both LTP and council funding. However, there remains increasing public expectation and the effects of the extreme weather in 2009 and 2010 caused a deterioration in condition. Such extreme weather variations may increase due to climate change.
- 3.33** Wiltshire has a fairly diverse economic base. The high proportion of employment in public service (31% including education, health and social work) provides opportunities for modal shift as public organisations are increasingly expected to deliver reductions in carbon emissions and promote active travel. However, the predominance of smaller companies in Wiltshire can create more dispersed transport demand.
- 3.34** The Wiltshire workspace strategy sets out where future employment is likely to occur. There has been an historic trend of viable urban employment sites being lost to non-commercial uses and the displaced urban employment relocating to rural sites thereby increasing demand for transport. In addition, the Army is expecting to see increased military personnel move to the Tidworth and Bulworth garrisons within the Salisbury Plain Super Garrison as it continues its programme of resettlement.
- 3.35** There are opportunities to move to a new 'localism' and reduce demand for transport. For instance, there is strong community support for encouraging local retailers and Wiltshire Council has a procurement policy of supporting local businesses. One particular transport related issue is that many retailers underestimate the importance of trade from non-car modes. Studies have shown that motorists are not better customers than cyclists. Rather, cyclists tend to purchase the same or greater amount of goods but in more trips. The increased number of trips also increases the likelihood of impulse buying. They also found that only 25% of customers left with two or more bags of goods. Many retailers also believe that parking management will restrict economic vitality, but there is no evidence of this (RAC, 2008).

Tourism

- 3.36** Tourism contributes significantly to the local economy and there are opportunities to further develop Wiltshire's tourism potential. The recession and the decline of the pound has increased the popularity of British holidays. While the increase in UK tourism will reduce the UK's carbon footprint, it is likely to increase travel demand in Wiltshire.
- 3.37** A high proportion of visitors arrive by car, which has an impact for local communities in terms of additional congestion, increases to noise, air pollution and visual intrusion as well as safety concerns. The additional traffic also discourages others from using more sustainable modes of transport. Problems such as these are most acute at Wiltshire's 'honey pot' sites such as Avebury, Bradford on Avon, Salisbury, Stonehenge, Castle Coombe and Lacock. However, 18% of visitors are international (higher than the regional average) and therefore likely to have arrived in the country without a car.
- 3.38** Transport improvements have the potential to encourage tourism by improving access or as an attraction. There is growing interest in industrial transport features such as the Box Railway Tunnel and Kennet & Avon Canal. Thirty nine per cent of potential visitors to the south west listed cycling/walking/hiking as a main attraction that they were seeking.

Military trends

- 3.39** The military is the biggest employer in Wiltshire with many more jobs dependent on defence contracts. There are an estimated 15,000 personnel and 14,000 dependents in the county (i.e. over 6% of the total population) mostly concentrated in Tidworth, Bulford, Durrington, Warminster and Lyneham.
- 3.40** Planned changes include:
- The current sites around Tidworth will be developed into a super-garrison expanding from 10,000 personnel (plus 8,000 dependents) to 12,300 personnel in 2011. The majority of this expansion will be in Tidworth and Bulford
 - The Army's Land Command in Wilton will be relocated to Andover by 2012
 - The Wilton site will be released for commercial development
 - Reduction of personnel at Larkhill (Durrington)
 - The RAF base at Lyneham will relocate to Oxfordshire by 2012. Other military use of the area after 2012 is a possibility
 - An increase of 200 posts at Corsham.
- 3.41** The continued military restructuring will also lead to soldiers and their families being stationed for longer periods in garrison towns. Access to school and health services is a key issue for military dependents. There are also ongoing issues relating to rights of way and public access to Salisbury Plain.

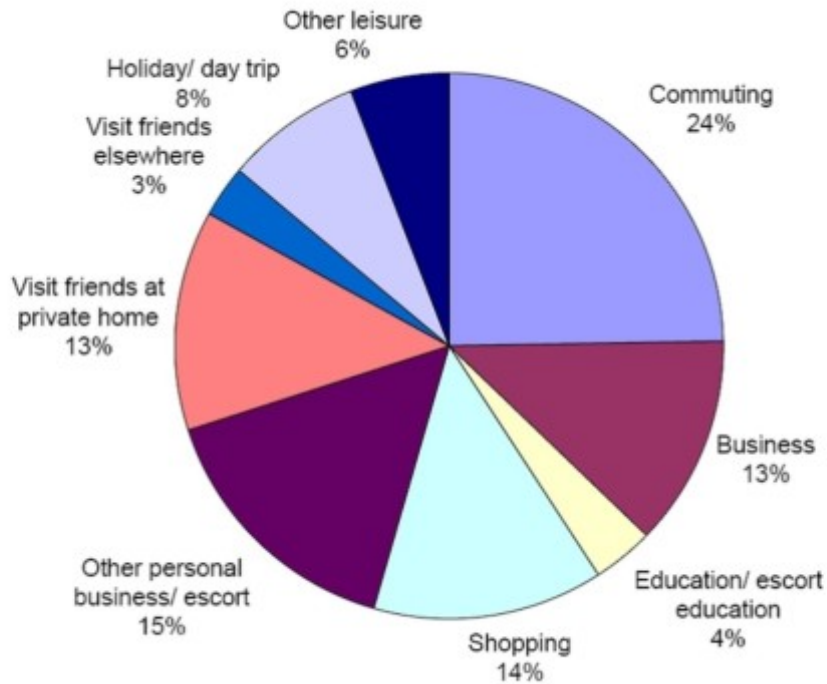
Uncertain energy supply

- 3.42** Energy supply and security are likely to become an increasing concern over the next two decades. The current consensus is that peak oil will be reached within the next ten years. This does not mean that oil will run out, but that its production will begin to decline. This situation will lead to higher and/or fluctuating oil prices, which will have a significant impact on the costs of running motor vehicles, maintaining roads and subsidising bus services. It could also influence government measures such as the rate of investment in alternative fuel vehicles and infrastructure.
- 3.43** Spikes in commodity prices, economic downturns and even temporary fuel shortages are all possible future scenarios of peak oil. It might be expected that the rising price of oil would reduce the demand for transport. However, a large proportion of fuel costs are made up of tax, refinery costs and industry profits. Fuel costs are also offset by the declining costs of vehicles. Therefore, a doubling of oil prices by 2025 would raise pump prices by less than 30% and would reduce traffic by only about 4%, based on current assumptions.

Reducing climate emissions

- 3.44** Transport is a major contributor to global climate change. Carbon dioxide emissions from transport in the UK grew by 98% between 1971 and 2001 and transport's share of total emissions is predicted to increase from 24% in 2006 to 30% in 2022 according to the Committee on Climate Change. In the south west, transport accounts for 28% of CO₂ emissions with road transport being the largest contributor. Wiltshire Council has signed up to the Nottingham Declaration which pledges it to systematically address the causes of climate change and to prepare for its impacts.
- 3.45** Figure 3.5 below shows how different types of trip contribute to emissions across the UK. Longer car trips account for the largest proportion of emissions, excluding air travel. Journeys between 5 and 25 miles account for 38% of trips and 43% of emissions. Journeys over 25 miles account for 7% of trips and 38% of emissions (DfT, 2008).

Figure 3.5 Carbon dioxide emissions by journey purpose in the UK (DfT, 2008)



3.46 There are three main ways to reduce CO₂ emissions from transport:

- modal shift – encouraging people to move to a less polluting form of transport
- increasing efficiency – technological improvements to reduce emissions per kilometre travelled
- reducing demand - either reducing trip frequencies or distances travelled.

3.47 Any new transport project can create an additional demand for transport, which may add to climate change emissions. However, some new projects can encourage modal change or increase the efficiency of existing trips, which reduce emissions. Unfortunately, the science to quantify additional emissions is under-developed and the full social costs of carbon are only beginning to be calculated. It is also important to remember that the full life-cycle emissions of each mode of transport include construction and infrastructure emissions, not simply vehicle emissions.

3.48 Technological improvements (such as the emerging hybrid and electric car market) are major opportunities, but significant investment is needed to provide the infrastructure. According to the DfT, fuel use per kilometre is predicted to fall by 1.6% per year for petrol cars and 1.1% year for diesel cars. It is also predicted that shift away from petrol towards diesel cars will continue based on the expectation of meeting the European Commission's target of 130g/km for CO₂ emissions by 2015.

3.49 While the falling costs of motoring may encourage people to travel longer distances, trends in transport demand seem to show that the constraint on transport is time and speed rather than money.

Cleaner fuels

3.50 There are many competing technologies which will lower carbon emissions, improve air quality, reduce running costs and help the UK become more self-sufficient in energy. Some improvements in efficiency will be delivered by the private sector with encouragement from

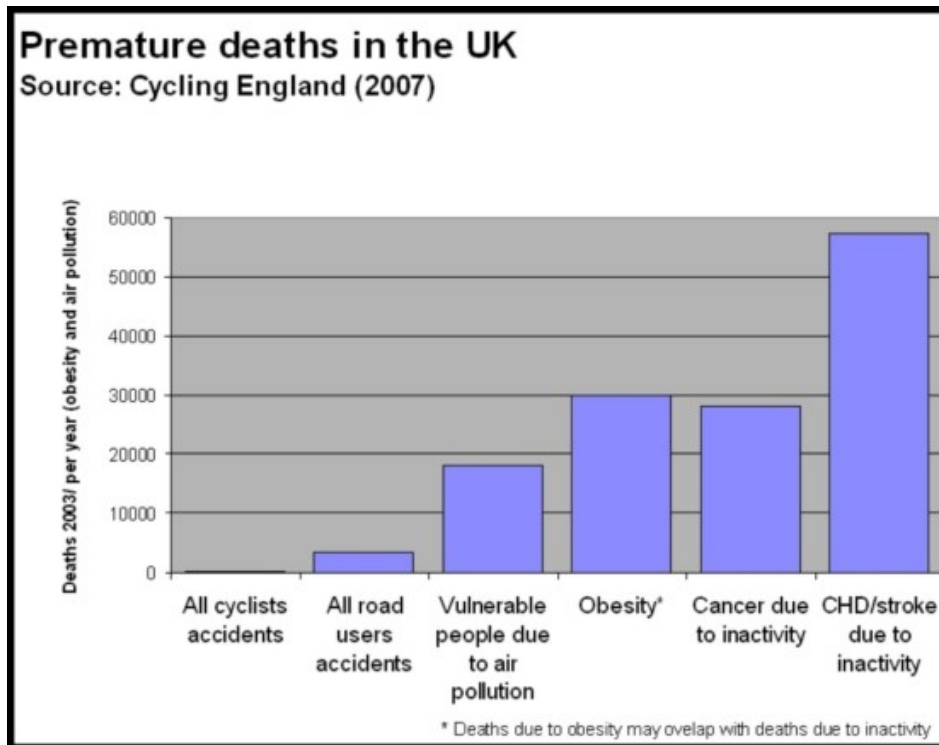
central Government through the setting of standards and funding. However, substantial step-changes in technology may require local authorities to fund new infrastructure, such as electric charging points. It is likely that the available government funding will be targeted towards the largest cities rather than more rural areas.

Contributing to better safety, security and health

Health

- 3.51** Wiltshire's population is relatively healthy with a higher life expectancy than the national average. And, the proportion of people reporting limiting long term illnesses is amongst the lowest in England. However, inactivity and obesity related illnesses (e.g. cancer, coronary heart disease, diabetes) look set to increase and have high costs for the NHS. The move from an active lifestyle based around walking, cycling and public transport, to a sedentary lifestyle based around the car is a primary cause of inactivity-related health problems. Physical activity has also been shown to have a vital positive effect on mental health.
- 3.52** The number of overweight and obese people has tripled over the last two decades and is still rising. While healthy eating and physical activity rates among adults in Wiltshire are higher than the England average, a quarter of adults are obese (Association of Public Health Observatories). Around one in eleven children in their first year of school are also classified as obese.
- 3.53** Encouraging a switch from the private car to cycling, walking and public transport can generate a dramatic improvement in health. Data compiled by Cycling England shows that:
- each additional kilometre walked per day reduces a persons risk of obesity by 5%, while each additional hour in a car increases the risk by 6%
 - men who own a car are an average of 1.8kg heavier than those who do not
 - those who do not cycle to work experience a 40% higher mortality rate than those who do.
- 3.54** Promoting walking and cycling has the greatest potential to improve health and reduce costs to the NHS. Even switching to public transport can improve activity levels as this usually integrates a short walk or cycle ride to the bus stop or train station. Fears of traffic safety can be a major barrier to increased cycling and walking but Figure 3.6 below shows how the health benefits of increased activity vastly outweigh the risks of traffic accidents.

Figure 3.6



Air quality

3.55 Air quality across most of Wiltshire is good and complies with national objectives. However, five Air Quality Management Areas (AQMAs) have been declared, where air quality:

- Salisbury city centre (within the ring road)
- Wilton Road A36 Salisbury (between the Old Manor Hospital site and St Pauls Roundabout)
- London Road A30 Salisbury (between the Allotments rail bridge and St Marks roundabout)
- Westbury
- Bradford on Avon
- Shane's Castle in Devizes

3.56 A further AQMA is proposed for Marlborough [*update with Area Board decision on 9th Feb*].

3.57 In general, emissions of nitrogen dioxide and fine particulates are reducing, partly due to improved EU vehicle standards. However, there are individual areas that can prove problematic to resolve. Further tightening of EU standards is proposed and will continue to push emissions of these pollutants down for the foreseeable future.

Road safety

3.58 Like most rural counties, Wiltshire has a lower accident rate than the English average. This varies across the county with 99.1 road injuries and deaths per 100,000 residents in Salisbury against 52.5 in west Wiltshire. Road casualties on county roads cost the county approximately £89 million in 2007.

3.59 Casualties in Wiltshire have fallen rapidly in the last decade, as they have across the UK. This is largely due to:

- better road safety education

- engineering measures which have improved the safety of roads
- the improved safety of vehicles including airbags and vehicle structure.

3.60 The government is proposing new targets for road safety although it will become increasingly difficult to target measures as the causes of the remaining casualties are quite diverse.

3.61 In common with UK trends, child casualties in Wiltshire have fluctuated in the last decade. To some extent this is because the numbers are now so small that any variation is magnified. However, lower child casualty rates have been achieved in other countries such as Finland, Japan and Norway.

3.62 Car users make up 75% of the casualties which is to be expected since they make up the majority of road users. The high level of motorcyclist (powered two-wheeler vehicle) casualties is a concern since these represent such a small proportion of road users. Pedestrians also make up a significant proportion of casualties.

3.63 In Wiltshire, 68% of people killed or seriously injured are male which fits with national trends. Driver error is usually the most important factor in a collision. Young drivers (under 24 years) form high proportions of fatal casualties across all social groups. Younger drivers are also more likely to be involved in accidents where drinking is a factor.

Promote equality of opportunity

Deprivation

3.64 On the whole, Wiltshire experiences low levels of deprivation. Only three small areas in Wiltshire, in Trowbridge, Salisbury and Chippenham, are amongst the most deprived 20 per cent in England. They are home to just over 5,000 people. In the rest of Wiltshire, deprivation also exists, though it is often hidden and dispersed.

3.65 People in rural areas often have greater difficulty accessing essential services and facilities, and are highly dependent on the use of the private car. This is partly due to the distance they need to travel for services and facilities, but also the dispersed population means that public transport is less commercially viable. So, network coverage and frequency of service is often less than in urban areas and there is a much greater reliance on transport services subsidised by the council.

3.66 New ways to deliver services to rural locations are also increasing in popularity, for example, multifunctional drop in centres and supermarket delivery services.

Disability

3.67 Around 15 to 20% of people in the UK have some form of personal disability. According to the Institution of Highways and Transportation, around 3% of people are unable to walk more than 400m without rest. An ageing population and high levels of disability have implications for transport services.

3.68 It is important to remember that there are a wide range of disabilities including mental disabilities and those that are not immediately obvious such as epilepsy. Some of these people may be dependent on cars, while others cannot use cars and are dependent on buses or taxis. Wiltshire Council allows free parking for people who have blue badges.

3.69 The needs of disabled people are important in designing pedestrian access. For example, when creating dropped kerbs and shared surfaces, it is important to provide some kind of tactile delineation for sight-impaired people without creating unnecessary discomfort for

mobility-impaired people. The provision of appropriate information for both public transport and pedestrians is increasingly an issue for people who suffer from disabilities such as dyslexia.

Improve quality of life and a promote a healthy natural environment

Flood risk and water quality

- 3.70** There is a significant risk of increased flooding in certain locations across Wiltshire due to climate change and increased frequency of higher intensity rainfall events. In some locations, the existing drainage systems may not be adequate.
- 3.71** New developments can increase levels of urban runoff and discharge. At present, the council can require any new development to install attenuation controls, which limits the rate of discharge.
- 3.72** The council works with the Environment Agency to address flooding and drainage issues. The drainage criteria for such schemes have become much stricter and this trend is likely to continue. In the future, the council is likely to use Sustainable Urban Drainage Systems (SUDS) far more frequently than traditional methods, which will increase construction costs.
- 3.73** The council's current procedures for highway maintenance include checks that the existing drainage systems are working correctly, but generally no assessment is made as to whether the capacity is adequate for the future. In some areas, there are already problems caused by excessive highway runoff. This can result in flooding of properties and businesses, and often substantial engineering measures are needed to address these problems.
- 3.74** Having said this, investment in drainage surveys and repairs over the years has put Wiltshire Council in a better position than many other local authorities. Nevertheless, complete knowledge of existing drainage systems is still incomplete in many areas and it is acknowledged that parts of the highway drainage system is in poor condition or has been damaged.

Biodiversity, heritage and liveability

- 3.75** Wiltshire is an important area for biodiversity with a large number of protected sites. Wiltshire's landscape character provides a considerable contribution to local distinctiveness and is one of national and global importance. East and south Wiltshire are particularly constrained by national and local designations. There are also a large number of features in Wiltshire that are protected for their heritage value including 20,000 archaeological sites, 14,000 listed buildings and 37 historic parks.
- 3.76** The county contains three Areas of Outstanding Natural Beauty (Cranbourne Chase and West Wilts Downs; North Wessex Downs; and part of the Cotswolds). South Wiltshire includes a small part of the New Forest National Park and there are more than 250 Sites of Special Scientific Interest including Salisbury Plain, Savernake Forest and Fyfield Down. Wiltshire also contains 6,940 hectares of designated Green Belt land. The Stonehenge and Avebury World Heritage Site presents a specific challenge in the county where the integrity of the site needs to be protected.
- 3.77** Wiltshire's environment is arguably it's strongest asset. Transport infrastructure in the above areas needs to be sensitive to both biodiversity and visual amenity. There is also a need to ensure that transport schemes seek to enhance the public realm particularly in historic town centres. The planning system already provides a degree of protection for biodiversity, heritage and visual amenity.

Summary of challenges, risks and opportunities.

Goal	Challenges	Risks	Opportunities
Support national economic competitiveness and growth	<p>Support the vitality, vibrancy and resilience of the Wiltshire economy.</p> <p>Improve journey time reliability and reduce delays and disruptions on key routes.</p> <p>Support the delivery of housing and employment growth over the period to 2026.</p>	<p>Congestion 'hot spots' particularly impact on the movement of goods vehicles and buses.</p> <p>Physical and/or conservation constraints in many of Wiltshire's market towns.</p> <p>Congestion and traffic impacts can negatively affect the tourism industry.</p> <p>High costs of maintenance especially in terms of bituminous and other materials.</p>	<p>Strategic network supports businesses in Wiltshire, south west and UK economy.</p> <p>Growth in towns and villages may make some transport services more viable.</p> <p>Options to reduce congestion through area transport strategies.</p> <p>The application of asset management principles allows prioritisation according to need.</p> <p>Well designed traffic management schemes improve the quality of the urban realm, attracting tourism and investment.</p>
Achieve the efficient and sustainable distribution of freight around Wiltshire.		<p>Limited available funding for freight related infrastructure and measures.</p> <p>Limited ability of highway authorities to influence haulage operators.</p> <p>Lack of extensive rail freight network and investment in rail gauge enhancements.</p> <p>Trend towards larger vehicles increases road maintenance costs.</p> <p>Growth in the use of sat-navs has led to HGVs using unsuitable routes.</p>	<p>Some limited potential to move freight to rail.</p> <p>Ability to utilise Freight Quality Partnership to improve efficiency and sustainability of road freight.</p> <p>Technological developments (e.g. improved sat-nav systems) may improve freight routing.</p> <p>Rapid growth in internet shopping and support for local suppliers.</p>

Goal	Challenges	Risks	Opportunities
	<p>Improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil.</p>	<p>Costs of new infrastructure and maintenance may rise with peak oil.</p> <p>Increased frequency of flooding or other extreme weather events may increase damage to infrastructure.</p>	<p>Growth in support for local suppliers can help reduce reliance on oil.</p>
<p>Reduce transport's emissions of carbon dioxide</p>	<p>Reduce the level of climate change emissions from transport.</p> <p>Encourage the use of more sustainable transport modes.</p>	<p>Relatively high car ownership levels and continuing growth in out-commuting.</p> <p>Development growth is likely to increase the demand for transport.</p> <p>People travelling longer distances which account for the highest proportion of emissions.</p>	<p>Greater self containment of market towns should encourage sustainable transport and reduce trip lengths.</p> <p>Tightening vehicle emissions standards.</p>

Goal	Challenges	Risks	Opportunities
		<p>More centralised services that do not favour the use of sustainable transport modes.</p> <p>Limited opportunities for modal shift in smaller towns.</p> <p>Bus service operating costs increasing significantly leading to reductions in services and higher fares. Rising costs of rail travel.</p> <p>Lack of available funding to encourage modal shift.</p> <p>Walking and cycling discouraged by increased traffic levels.</p>	<p>Uptake of alternative fuels in the longer term.</p> <p>Use of demand management (e.g. parking charges) and traffic management (e.g. bus lanes) measures can reduce car use and encourage modal shift.</p> <p>Increased take-up of ICT (e.g. homeworking, tele-conferencing and internet shopping).</p> <p>Ongoing growth in rail patronage.</p> <p>Wiltshire Council's ability to lead by example on green travel.</p> <p>Increasing cost of fuel may provide incentive for modal shift.</p>
<p>Contribute to better health, security and safety</p>	<p>Improve safety for all road users and reduce the risk of death and injury due to traffic accidents.</p>	<p>Causes of accidents are diverse and may prove difficult to target effectively.</p> <p>Future of Camera Safety Partnership.</p> <p>Difficulties (e.g. physical constraints) in implementing cohesive pedestrian and cycling networks.</p>	<p>Continuing with the integrated approach to road safety enforcement, engineering and education which has secured significant reductions in collision rates.</p> <p>Improved maintenance will improve safety and perceptions of safety.</p> <p>Improving vehicle designs and new technology such as speed limiting devices.</p>

Goal	Challenges	Risks	Opportunities
	<p>Encourage people to use more physically active travel as part of their daily lives.</p>	<p>In rural areas, the long distances to jobs and services mean that opportunities to promote walking/cycling are largely limited to leisure activities.</p>	<p>Significant proportion of employees live within walking/cycling distance of their place of work.</p> <p>Greater self containment of market towns should help to encourage people to walk and cycle more.</p>
	<p>Improve local air quality and develop workable solutions in Air Quality Management Areas (AQMAs).</p>	<p>Further designations of AQMAs. Use of particulate traps increasing Nitrogen Oxide (NOx) emissions.</p>	<p>Improving engine efficiencies and stricter EU standards.</p>
	<p>Reduce crime, the fear of crime and anti-social behaviour for all transport users.</p>	<p>Perceptions of crime can be a barrier to the use of sustainable modes of transport.</p>	<p>Greater numbers of people walking or cycling can reduce crime through higher levels of passive observance.</p>
<p>Promote equality of opportunity</p>	<p>Reduce social exclusion by enabling disadvantaged people to access services, facilities and employment opportunities.</p>	<p>Dealing with dispersed and small pockets of social exclusion in rural areas. Government policies and increased mobility leading to the centralisation of services. Difficulties in maintaining and expanding subsidised, community and voluntary transport services. Increasing car ownership and use lowers the viability of commercial bus services.</p>	<p>Better joint working between service providers. Cycling and walking offer affordable transport solutions. Opportunities to facilitate innovative, community-led schemes to improve accessibility (such as community travel exchanges).</p>

Goal	Challenges	Risks	Opportunities
<p>Improve quality of life and promote a healthy natural environment</p>	<p>Reduce barriers to transport and access for people with disabilities and mobility impairment.</p> <p>Reduce the impact of traffic severance, speeds, noise and vibration on local communities.</p> <p>Minimise the impact of transport on the built and natural environment.</p>	<p>Physical constraints can limit ability to improve highway infrastructure.</p> <p>Trend towards larger HGV vehicles could increase adverse community and environmental impacts.</p> <p>Traffic at rural tourist sites can be difficult to manage.</p> <p>Significant initial costs of Sustainable Urban Drainage systems.</p>	<p>Improving the understanding of the complex needs of disabled people including appropriate information provision.</p> <p>Opportunities to reduce impacts e.g. through traffic calming schemes.</p> <p>Opportunities to manage demand and encourage modal shift.</p> <p>Sustainable Urban Drainage reduces flood risk and produce long-term cost savings.</p>
<p>Improve the quality of transport integration into streetscenes and the public realm.</p>	<p>Improve the journey experience of transport users.</p>	<p>Significant initial and ongoing maintenance costs of high quality and sympathetic materials.</p>	<p>Recent coalition Government announcement to reduce street clutter.</p> <p>Opportunities to use innovative approaches such as Historic Core Zones.</p>
<p>Improve the journey experience of transport users.</p>	<p>Overcrowding is a significant issue on several rail lines. Limited ability to influence train operating companies.</p>	<p>Improved customer experience through Quality Bus Partnerships.</p> <p>Better integration of transport modes (e.g. at rail stations).</p> <p>Using established and emerging technology to improve information provision.</p>	<p>Improved customer experience through Quality Bus Partnerships.</p> <p>Better integration of transport modes (e.g. at rail stations).</p> <p>Using established and emerging technology to improve information provision.</p>

Goal	Challenges	Risks	Opportunities
	<p>Maintain access to Wiltshire's countryside and rights of way network.</p>	<p>An extensive rights of way network is costly to maintain. The council has little influence over permissive paths on private land.</p>	<p>Better integration of the urban pedestrian and cycling networks with the rights of way network and routes such as canal towpaths.</p>



4 Consultation

Introduction

- 4.1** The council understands that a good LTP cannot be developed without consultation with the general public, partners, stakeholders and others. Doing so ensures that, within the framework set by the wider context, the LTP deals with the transport issues that matter most to the people of Wiltshire.
- 4.2** This chapter sets out the range of consultation methods that have been and will continue to be utilised in the development and implementation of the LTP to successfully engage with the general public, partners, stakeholders and others.

The council's overall approach to consultation

- 4.3** The council regularly consults with local residents, partners and other stakeholders. This enables customers and other interested parties to have opportunities to be involved in the planning, prioritising and monitoring of services.
- 4.4** At a local decision-making level, councillors are supported in their community leadership role to work with service managers, community planners and other local partners to address local priorities and projects through the highly consultative community planning process. Community plans have become part of a systematic consultation process to feed local priorities directly into the council's service planning process. Community planning is also a means to help strengthen the community's capacity to engage in meaningful consultation with the council and aims to be inclusive of disadvantaged and hard-to-reach groups.
- 4.5** The council has published a consultation strategy called 'Wiltshire's Voices' which shows the way the council is listening and responding to local people and connecting with communities in Wiltshire. A set of protocols has also been adopted by the council to instruct staff on how to carry out consultation with different types of communities, service users, parish and town councils, etc.
- 4.6** A variety of methods are used to engage the local community and undertake research into customer and public satisfaction, such as:
- citizen's panels
 - community roadshows and focus groups
 - household surveys
 - customer feedback reports
 - customer/user surveys
 - telephone surveys
 - online surveys
 - complaint analysis.
- 4.7** There are three citizen panels in Wiltshire:
- People's Voice is a panel of around 3,800 Wiltshire adult residents, organised into mini panels to represent the community areas in Wiltshire. The panel is consulted up to four times a year using postal questionnaires with questions issued by a partnership of the council, health service, police and fire brigade.
 - Tomorrow's Voice is a panel of young people aged 11 - 18 using year classes in Wiltshire secondary schools. Roughly half the schools take part in each survey. There are two

surveys a year with questions posed from the council, health service, police and fire brigade. About 1,200 young people take part each time.

- Carers' Voice is a panel of around 450 people who care for a relative or friend or neighbour and are therefore classed as carers who have particular needs by social services. These are surveyed with a postal questionnaire three times a year.

4.8 Reports and results from many of the research and consultation exercises, including the citizen's panels, are held on the council's information database (see <http://www.intelligencenetwork.org.uk>) and where relevant, these have been used in the development of the LTP3.

Statement of community involvement

4.9 The statement of community involvement (SCI) describes how the council will involve the community in future spatial planning matters in Wiltshire. It provides the community with clarity on the levels of involvement that they should expect in planning processes and explains in detail the council's policy for engaging the community in the preparation of the Wiltshire LDF and in the consideration of planning applications. The principles in the SCI also guide consultation on the LTP.

LTP3 consultation programme

4.10 The consultation and engagement programme used to inform the development of the LTP3 is shown in Table 4.1 below.

Table 4.1 LTP3 consultation and engagement programme

Period	Event
Ongoing	Meetings with GOSW, neighbouring authorities and others
March - May 2009	Issues paper consultation
October 2009 - January 2010	Consultation on SEA and EqIA Scoping Reports
November - December 2009	Joint LDF/LTP3 area boards consultation (not Salisbury, South West Wiltshire, Southern Wiltshire and Amesbury)
February 2010	Cabinet Member report on development of LTP3
July - September 2010	Consultation on draft LTP3 Car Parking Strategy
September 2010	Presentation on draft LTP3 to Wiltshire Transport Alliance
September - November 2010	Feedback to area boards on car parking strategy consultation
October - November 2010	Consultation on draft LTP3 (incl. associated SEA, EqIA and HRA)
January 2011	Report and presentation to Environment Select Committee
January 2011	Presentation on final LTP3 to Wiltshire Transport Alliance

Consultation issues paper

4.11 In March 2009, the council produced a LTP3 Consultation Issues Paper to provide an early opportunity for the general public, stakeholders and others to make comments on transport in Wiltshire and what they would like transport to look like in 2026. The paper and consultation was widely publicised through the Wiltshire Magazine which is distributed to every household in the county, the Parish Newsletter, the local strategic partnership network and other means. In explaining how the council intended to develop its LTP3, the document briefly set-out:

- key trends in Wiltshire
- national, regional and local objectives
- a proposed overall vision and strategic transport objectives
- approaches to a long-term transport strategy
- comments relating to key transport themes
- next steps.

4.12 Comments on the issues paper together with the council's responses were included in a web document produced in November 2009. In addition, following correspondence from a number of pressure groups, a meeting was held between the council and relevant representatives in late March 2010 to discuss a number of LTP related matters.

Area boards joint LDF/LTP consultation

4.13 As part of the development of the Wiltshire LDF Core Strategy, the opportunity was taken to hold joint LDF/LTP3 area board consultation events during November and early December 2009 (see Table 4.2 below). Amongst other things, these events provided the opportunity for local residents and stakeholders to express their views about the proposed strategic objectives and the implications of the development proposals contained in the Wiltshire Core Strategy public consultation document, and to learn more about the LTP3.

Table 4.2 Joint LDF/LTP3 area board events

Area Board	Event	Date
Chippenham	Exhibition/Workshop	Friday 6 November 2009
Ludgershall	Exhibition	Monday 9 November 2009
Warminster	Exhibition/Workshop	Tuesday 10 November 2009
Corsham	Exhibition/Workshop	Thursday 12 November 2009
Trowbridge	Exhibition	Monday 16 November 2009
Tidworth	Exhibition/Workshop	Wednesday 18 November 2009
Malmesbury	Exhibition/Workshop	Wednesday 18 November 2009
Bradford on Avon	Exhibition/Workshop	Thursday 19 November 2009
Pewsey	Exhibition/Workshop	Monday 23 November 2009
Marlborough	Exhibition/Workshop	Tuesday 24 November 2009
Westbury	Exhibition/Workshop	Wednesday 25 November 2009
Melksham	Exhibition/Workshop	Thursday 26 November 2009

Area Board	Event	Date
Wootton Bassett	Exhibition/Workshop	Monday 30 November 2009
Calne	Exhibition/Workshop	Tuesday 1 December 2009
Trowbridge	Workshop	Wednesday 2 December 2009
Cricklade	Exhibition	Thursday 3 December 2009
Purton	Exhibition	Saturday 5 December 2009
Devizes	Exhibition/Workshop	Monday 7 December 2009

4.14 The above consultation exercise did not include south Wiltshire (the former Salisbury District Council area) because much work had already been done there as part of the well-advanced South Wiltshire Core Strategy. However, representations received as part of the consultation process held between 10 August 2009 and 30 September 2009 have been considered as part of the development of the LTP3 (as set out in the 'Summary of Representations Received Regulation 30 (1) (e) Statement', November 2009).

Car parking strategy consultation and feedback

4.15 Consultation on the draft car parking strategy was undertaken from 12 July to 3 September 2010. A variety of means were used to inform people of the consultation.

4.16 In total, 570 people and organisations responded through the web portal or by completing questionnaires and submitting letters, making 4,582 comments. A number of separate letters were also received from parish and town councils, and chambers of commerce.

4.17 Feedback on the consultation findings were then presented to all the area boards between 22 September and 23 November 2010.

LTP3 consultation and workshops

4.18 The draft LTP3 document (made up of the strategy for 2011-2026, 2011/12 implementation plan, freight strategy, public transport strategy and road safety strategy) was subject to public consultation between 4 October to 26 November 2010. In addition, various stakeholders and other interested parties were invited to attend one of four consultation workshops to discuss the development of LTP3 (see Table 4.3 below).

Table 4.3 LTP3 consultation workshops

Location	Event	Date
The Corn Exchange, Devizes	Presentation/Workshop	Monday 1 November 2010
County Hall, Trowbridge	Presentation/Workshop	Wednesday 3 November 2010
Town Hall, Chippenham	Presentation/Workshop	Tuesday 9 November 2010
City Hall, Salisbury	Presentation/Workshop	Tuesday 16 November 2010

4.19 The workshops were broken into five distinct sections:

- Introduction and presentation providing an outline on the development of the LTP3
- One minute views: attendees were invited to offer a 'one minute view' on a transport subject of their choice
- Workshop 1: focused on the overall strategy of the LTP3.
- Workshop 2: focused on the freight, public transport and road safety strategies.
- Discussion and end: conclusion to the event.

4.20 The representations made as part of the consultation workshops were considered in the development of the final LTP3; a record of the four workshop events, including comments, can be found on the Wiltshire Council website (see <http://www.wiltshire.gov.uk/parkingtransportandstreets/roadandtransportplans/transportplans.htm>).

Strategic environmental assessment (SEA)

4.21 European legislation requires that a SEA be undertaken of LTPs. The objective of the SEA Directive is "...to provide for a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation and adoption of plans...with a view to promoting sustainable development". Consideration of human health is also a legal requirement in a SEA and a health impact assessment (HIA) forms an integral part of a SEA to help identify and inform health issues in plans.

4.22 There are five main SEA stages:

- Stage A: Setting the context and objectives, establishing the baseline and deciding on the scope.
- Stage B: Developing and refining alternatives and assessing effects.
- Stage C: Preparing the Environmental Report.
- Stage D: Consulting on the draft plan and the Environmental Report.
- Stage E: Monitoring the significant effects of implementing the plan on the environment.

4.23 To assist the council in undertaking a SEA of the LTP3, independent specialist consultants ENVIRON were appointed in August 2009 to provide specialist advice and training, and to act as a 'critical friend'.

4.24 Consultation with statutory bodies is required at a number of stages in the SEA process. To comply with stage A, the SEA Scoping Report was subject to consultation between 14 December 2009 and 30 January 2010. Details of those organisations who were sent or requested copies of the Scoping Report are provided in Table 4.4 below. The report was also placed on the council's website.

Table 4.4 SEA Scoping Report consultees

Type	Name
Statutory	Natural England Environment Agency English Heritage
Non-statutory	Wiltshire Primary Care Trust New Forest National Park Authority Cranborne Chase AONB Cotswold AONB North Wessex AONB Wiltshire Wildlife Trust Campaign for Better Transport - Bristol and Bath Campaign for Better Transport - Salisbury

Type	Name
Wiltshire Council	Climate Change Team Strategic Landscape Team

4.25 In line with stage D of the SEA process, consultation on the SEA Environmental Report took place alongside the consultation on the draft LTP3. A SEA Statement showing how the findings of the SEA Environmental Report and consultation responses have been taken into account is published alongside this LTP3.

Habitats regulation assessment (HRA)

4.26 Local transport authorities need to consider if their LTP is likely to have a significant effect on a European site: Special Areas of Conservation (SACs); Special Protection Areas (SPAs); and Ramsar sites. The council commissioned ENVIRON to undertake the initial HRA screening assessment and in doing so liaise with the statutory environmental bodies. Consultation on ENVIRON's report took place alongside the consultation on the LTP3. Subsequent to this process, the council has liaised closely with Natural England (see chapter 6 for further details).

Equality impact assessment (EqIA)

4.27 Local transport authorities have a duty under race, disability and gender legislation to carry out an EqIA of their LTP: an EqIA can help determine how an LTP affects different groups of people. The council has a comprehensive equality policy and has set-out a staged process and template for undertaking an EqIA.

4.28 Following the completion of the 'screening for relevance' in July 2009, an EqIA Scoping Report was subject to consultation with the organisations shown in Table 4.5 (it should be noted that suggestions of other relevant organisations covering race, religion and sexual orientation were requested as part of the consultation).

Table 4.5 EqIA Scoping Report consultees

Age	Disability	Gender
<ul style="list-style-type: none"> • Pensioners' Voice • U3A Devizes and District • Wiltshire Assembly of Youth • Age Concern Wiltshire • Young People's Assembly • U3A Marlborough 	<ul style="list-style-type: none"> • Wiltshire and Swindon Users' Network • Devizes PHAB Community Transport Services • Mencap (Dorset and Wiltshire) • Melksham Access Group • West Wiltshire Access Group • Disability Forum for Selwood Housing Society 	<ul style="list-style-type: none"> • Wiltshire Federation of Women's Institutes

4.29 Responses to the scoping report were used in the development of the full EqIA report which was subject to consultation alongside the draft LTP3. In addition to the above organisations, a number of additional consultees from the council's equality and diversity team contacts list were also advised of the consultation on the full EqIA.

Partnerships

4.30 While the council is committed to building and maintaining effective partnerships to ensure that its LTP and transport services deliver community needs, at the same time it has to ensure that its limited resources are efficiently used. Given this situation, the council has and will continue to periodically assess its involvement in transport-related partnerships.

Wiltshire Transport Alliance

4.31 Following an initial period operating as a 'virtual' partnership, the first formal meeting of the Wiltshire Transport Alliance was held in September 2010. The alliance forms part of the Wiltshire Assembly's 'family of partnerships' and its membership is made up of representatives from:

- Wiltshire Council
- Government Office for the South West
- Highways Agency
- Wiltshire Constabulary
- Network Rail
- First Great Western
- South West Trains
- Wilts & Dorset Bus Company
- First Group (Bus)
- Freight Transport Association
- Road Haulage Association
- Community First
- Campaign for Better Transport
- Sustrans
- Passenger Focus; and
- representatives from the other thematic delivery partnerships in the 'family of partnerships'.

4.32 The main terms of reference of the Alliance are to:

- support and advise on transport related matters
- raise awareness of transport issues and develop appropriate linkages
- help inform the development of relevant strategic plans
- seek the delivery of transport objectives and priorities through joint commitment, activities and resources
- monitor and review the implementation of transport-related actions in the LAW
- act as the principal consultation forum for strategic transport initiatives
- provide a 'meeting place' where transport issues and concerns can be raised.

Other partnerships

4.33 The council originally set-up the Wiltshire **Freight Quality Partnership** (FQP) with the support of the Freight Transport Association and Road Haulage Association in November 2000. The FQP provides a forum for representatives from industry, freight operators, transport and environmental pressure groups and others to discuss freight related matters. The FQP meets three times a year and has, with the support of Swindon Borough Council, recently been expanded to become the Wiltshire and Swindon FQP.

- 4.34** The **Swindon and Wiltshire Road Safety Partnership** was established with the aim of reducing the number of people killed or injured in road traffic collisions. It also seeks to utilise successful joint working to achieve casualty reduction targets. The partnership has representation from Wiltshire Council, Swindon Borough Council, the Highways Agency, Wiltshire Constabulary, the Fire Brigade and the Ministry of Defence.
- 4.35** The **Wiltshire Highways Service** is a key vehicle for ensuring quality from the council and its service delivery partners, Ringway and Mouchel, by providing the local inspection and routine maintenance function. Ringway and Mouchel also provide support and solutions for major structural maintenance, design of new road schemes and improvements, traffic management schemes, bridge maintenance and passenger transport infrastructure schemes.
- 4.36** **Quality Bus Partnerships** have been signed with Wilts & Dorset, Stagecoach West and Stagecoach South. There are also partnership arrangements with Wilts & Dorset, First and Bodmans Coaches for operating the real time passenger information system in Salisbury and on associated inter-urban bus routes. An active **16-19 Education Transport Partnership** has been established and partnership arrangements have been developed with the consortia of schools and colleges responsible for delivering the 14-19 curriculum to provide transport to the new diplomas and other 14-19 educational opportunities. The council is a full member of the **SWPTI Partnership** that delivers the traveline public transport information service in the south west region. The council is also an active member of the **Heart of Wessex Rail Partnership** and the **Three Rivers Rail Partnership** which seek to promote the Bristol - Weymouth and Salisbury - Southampton rail services respectively.

Cross-boundary issues

- 4.37** Ideally, it should be the case that in making a journey, a person should not notice when they cross an administrative boundary (e.g. between Wiltshire and Somerset). It is equally true that transport problems (e.g. congestion) show no respect for administrative boundaries. Given these circumstances, it is vital that authorities talk to one another to understand and try to resolve any cross-boundary issues.
- 4.38** In addition to attending regular meetings (e.g. with other south west shire counties and with the West of England Partnership), council officers met (or used other forms of communication) with Wiltshire's neighbouring authorities (Bath and North East Somerset, Dorset, Gloucestershire, Hampshire, Oxfordshire, Somerset, South Gloucestershire, Swindon and West Berkshire) in order to establish and discuss cross-boundary transport issues (see Table 4.6).

Table 4.6 Summary of cross-boundary transport issues

	Demand Management	Freight Management	Network Management	Sustainable Transport	Other
Bath & North East Somerset Council	Parking regime in Bath.	Proposal to ban through-traffic HGVs on the A36 in Bath.	A36/A46 link proposal.	Public transport links in the Bath travel-to-work area.	Linkages between the respective LDFs.
Dorset County Council		Local community aspiration to deprime A346/A338.	Role and function of A350.	Achieving rail service improvements on Bristol-Weymouth and Salisbury-Exeter lines. Better integration of real time passenger information system on Salisbury-Bournemouth bus service.	Expansion plans for Bournemouth Airport.
Gloucestershire County Council		Inconsistency in the designation of the A429 as a freight route between Malmesbury and Cirencester.			
Hampshire County Council	Parking regimes in Southampton and Andover.	HGV movements associated with minerals and waste sites in the Whiteparish area.			Expansion plans for Dibden Bay.
Somerset County Council		Cross-boundary HGV movements and management on the A3098, A362 and B3092.	Aspirations for A303 to act as 'second strategic route'. Liaison on diversionary routes which may impact on smaller settlements.	Achieving rail service improvements on the Salisbury-Exeter, Bristol-Weymouth and Reading-Plymouth lines.	

	Demand Management	Freight Management	Network Management	Sustainable Transport	Other
Swindon Borough Council	Parking regime in Swindon.	Local community aspiration to deprime A346/A338.	Implications of Wichelstowe masterplan review on Hay Lane Link and M4 junction 16.	Aspiration to improve train services on the Melksham-Swindon line. Public transport links in the Swindon travel-to-work area.	Linkages between the respective LDFs, particularly in west of Swindon area.
West Berkshire Council		Local community aspiration to deprime A346/A338.		Servicing of rail stations on the Berks & Hants Line west of Newbury following electrification.	

5 Overall Strategy

Introduction

- 5.1** The government requires that all transport authorities should develop, maintain and review a transport strategy which sets-out long-term goals, objectives and approaches.
- 5.2** The following process has been followed in developing Wiltshire's transport strategy to 2026:
1. Set vision, goals and objectives.
 2. Identify challenges and opportunities (see chapter 3).
 3. Generate transport options to meet the goals and objectives, resolve the challenges and build on any opportunities .
 4. Appraise the options against the goals and objectives, and deliverability factors (i.e. can it be built, can it be afforded, etc).
 5. Select the preferred transport options.
 6. Determine the investment priorities.

Vision

- 5.3** The following vision has been developed in response to a number of consultation comments which called for a vision to be included in the LTP3:

Vision

To develop a transport system which helps support economic growth across Wiltshire's communities, giving choice and opportunity for people to safely access essential services. Transport solutions will be sensitive to the built and natural environment, with a particular emphasis on the need to reduce carbon emissions.

Goals

- 5.4** The government's guidance sets out five transport goals which local transport authorities are expected to consider as the over-arching priorities for their LTPs (see Table 5.1).

Table 5.1 National transport goals

Goal	What this means
To support national economic competitiveness and growth , by delivering reliable and efficient transport networks.	<ul style="list-style-type: none"> • Maximising the value for money from transport spending. • Maintaining or improving the reliability and predictability of journey times on key routes. • Improving connectivity and access to labour markets. • Supporting the delivery of housing growth while limiting increased congestion. • Ensuring local transport networks are resistant and adaptable to impacts such as adverse weather, accidents and climate change.
To reduce transport's emissions of carbon dioxide and other greenhouse gases , with the desired outcome of tackling climate change.	<ul style="list-style-type: none"> • Delivering reductions in greenhouse gas emissions consistent with national and EU targets.

Goal	What this means
To contribute to better safety, security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health.	<ul style="list-style-type: none"> Reducing the risk of death or injury due to transport accidents. Reducing the impacts of transport on public health, including air quality. Improving people's health by encouraging and enabling more physically active travel. Reducing the vulnerability of transport networks to terrorist attack. Reducing crime, the fear of crime and anti-social behaviour on transport networks.
To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society.	<ul style="list-style-type: none"> Enhancing social inclusion by enabling disadvantaged people to access key services and opportunities. Contributing to the reduction in the gap between economic growth rates for different areas.
To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment .	<ul style="list-style-type: none"> Reducing the number of people exposed to high levels of noise from road and rail networks. Minimising the impacts of transport on the natural environment, heritage and landscape, and seeking measures that deliver long-term environmental benefits. Improving the experience of end-to-end journeys for transport users. Sustaining and improving people's quality of life by enabling them to access a range of goods, services, people and places. Improving streetscapes and enabling better connections between neighbourhoods and better access to the countryside.

5.5 The DfT expects local transport authorities to also assess the relative importance of each of the above goals to their area. The priorities the council has agreed (as per the Cabinet Member for Highways and Transport decision dated 17 February 2010) are set out in Table 5.2. In looking at these priorities, it is important to note that many of the transport measures the council and its partners may pursue will positively impact on all the goals (e.g. public transport measures are likely to make a positive contribution to economic growth (by reducing congestion), climate change (by reducing carbon emissions), personal health (by reducing air pollutants), equality of opportunity (by supporting essential bus services) and quality of life (by reducing traffic flows in towns).

Table 5.2 Goal priorities

Goal	Priority
Support economic growth	Most important
Reduce carbon emissions	Most important
Contribute to better safety, security and health	Important
Promote equality of opportunity	Least important
Improve quality of life and promote a healthy natural environment	Important

5.6 In establishing these priorities, the council considers that they are a good match to the transport priorities identified by the coalition government.

5.7 The rationale for the council's goal priorities is set-out in the following sections.

Support economic growth

- 5.8** The Eddington Transport Study states that “There is clear evidence that a comprehensive and high-performing transport system is an important enabler of sustained economic prosperity” and that “Transport networks support the productivity and success of urban areas and their catchments”. This latter point is particularly important given the significant level of housing and employment growth that is likely to be proposed in Wiltshire, particularly in the larger market towns of Chippenham, Salisbury and Trowbridge, as part of the emerging LDF.
- 5.9** Reflecting the above, the Wiltshire Assembly has selected the economy as one of its top three priority areas of work, with the development of low carbon transport options, especially with respect to the main commuting corridors, being one of the primary objectives. In addition, the council’s corporate plan highlights that “A strong local economy is essential to providing local jobs, creating wealth and investment, and in helping to enhance people’s general health and wellbeing” and that “An effective road network is vital for Wiltshire, particularly in respect of local economic prosperity, giving access to services, and in linking rural and urban areas to the principal road network”.

Reduce carbon emissions

- 5.10** Another significant study, the ‘Stern Review on the Economics of Climate Change’ (October 2006), has made it clear that reducing global emissions of carbon dioxide (CO₂) and other greenhouse gases is vital if dangerous climate change is to be averted. In response to this study, the UK has committed itself to very ambitious climate change targets which the transport sector, as a significant greenhouse gas emitter, will be expected to contribute towards.
- 5.11** At the local level, the Wiltshire Assembly has identified tackling climate change as one of its top priorities with the achievement of a major shift to sustainable transport being one of its promises. In addition, a recent survey has shown that the majority of Wiltshire people are concerned about climate change and they want the council to take the lead on tackling it; the council made a significant step along this path by signing the ‘Nottingham Declaration’ in 2009 thereby pledging to actively tackle climate change in Wiltshire and to help achieve the UK’s climate change targets.

Contribute to better safety, security and health

- 5.12** The overall number of road accidents in Wiltshire is low and the numbers have been declining over the last decade. Having said this, the proportion of accidents which result in people being killed or seriously injured remains a concern for the council, its road safety partners and the public.
- 5.13** The Department for Health report ‘At least five a week - evidence on the impact of physical activity and its relationship to health - a report from the Chief Medical Officer’ (2004) makes it clear that adequate physical activity can help prevent and reduce the risk of a number of major chronic illnesses (i.e. cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, osteoporosis and osteoarthritis), and help reduce the estimated £8.2 billion annual cost of physical inactivity. Significantly, in making its recommendations for active living, the report states that the required levels of moderate intensity activity will only be achieved by helping people to build activity into their daily lives and that “...for most people, the easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life. Examples include walking or cycling instead of driving”.

- 5.14** With particular regard to obesity, while the 'Health Profile for Wiltshire' (2008) demonstrates that the county currently has lower than average levels of obese adults (20.7 per cent) when compared with the rest of England (23.6%), the Foresight Report 'Tackling Obesities: Future Choices' (2007) suggests that by 2025 40% of Britons will be obese and that by 2050 Britain could be a mainly obese society. Transport interventions are identified as one of the key determinants of obesity in the report and this is reflected in the 'Wiltshire Overweight and Obesity Strategy 2008-2011'.
- 5.15** Security in this context refers primarily to the risk and impact of terrorist attacks. The council manages and mitigates the effects of such actions occurring within Wiltshire through the 'Wiltshire Council Major Incident Plan'.

Promote equality of opportunity

- 5.16** Based on the 'Indices of Deprivation 2007', there are no areas (defined as Lower Layer Super Output Areas) in Wiltshire within the most deprived 10% of areas nationally and only three (two in Trowbridge and one in Salisbury) in the most deprived 20% of areas nationally. In addition, the Department for Communities and Local Government (DCLG) has produced local authority summaries which ranks Wiltshire among the least deprived 50% of areas. Nevertheless, it is acknowledged that the Wiltshire Assembly has identified disadvantage and inequality as one of its top priorities.
- 5.17** While the most prevalent form of deprivation identified in Wiltshire relates to geographic barriers to services with 124 areas in the most deprived 20% of areas nationally, this is determined by the rather coarse indicator of road distances to GP surgeries, general stores/supermarkets, primary schools and post offices. It is considered that a better picture is provided by the Rural Facilities Survey 2008 which, while reporting an ongoing general downward trend in the provision of facilities in rural settlements since 1976, does identify that most of these settlements do currently have a good or moderate level of journey-to-work public transport services. In addition, the survey shows that mobile sales and services have increased nearly six-fold over the period 1976 to 2008.

Improve quality of life

- 5.18** This was identified as the most important goal by the people who responded to the issues paper consultation and the joint LDF/LTP3 consultation (see chapter 4).
- 5.19** In terms of sustaining people's quality of life through providing access to opportunities, the 2001 Census identifies that most households in Wiltshire's rural areas have access to a car or a van with only about 12% (10,089 households) not having access to either. As stated above, the Rural Facilities Survey 2008 shows that most rural settlements currently have a good or moderate level of journey-to-work public transport services and that mobile services have significantly increased in the last 30 years or so.
- 5.20** A number of major roads in Wiltshire have been identified in the first round of noise mapping produced by the Department for Environment, Food and Rural Affairs (Defra).
- 5.21** Wiltshire's heritage, landscape and biodiversity is of international and national importance. In view of this, the council's corporate plan identifies that "Under increasing pressure...from the growth and development of our economy and communities, protecting and enhancing our (Wiltshire's) wildlife habitats and the biodiversity they support will be essential if we are to ensure that they survive for future generations to enjoy". As stated in chapter 4, the LTP3 is subject to environmental scrutiny through the SEA and HRA processes, and individual transport schemes can be subject to an Environmental Impact Assessment.

Objectives

5.22 A number of local strategic transport objectives have been developed to sit underneath the goals to more clearly reflect local circumstances. These objectives derive from, and relate to, the challenges outlined in chapter 3, the national transport goals and the community plan objectives.

Table 5.3 Strategic transport objectives

Ref.	Strategic objective	National transport goals	Community plan objectives
SO1	To support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns.	••	••
SO2	To provide, support and/or promote a choice of sustainable transport alternatives including walking, cycling, buses and rail.	•••	•••
SO3	To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment.	••	•
SO4	To minimise traffic delays and disruption and improve journey time reliability on key routes.	•••	••
SO5	To improve sustainable access to a full range of opportunities particularly for those people without access to a car.	••	•••
SO6	To make the best use of the existing infrastructure through effective design, management and maintenance.	••	••
SO7	To enhance Wiltshire's public realm and streetscene.	•	••
SO8	To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads.	••	••
SO9	To reduce the impact of traffic speeds in towns and villages.	•	•
SO10	To encourage the efficient and sustainable distribution of freight in Wiltshire.	•••	•
SO11	To reduce the level of air pollutant and climate change emissions from transport.	•••	•••
SO12	To support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts.	•••	•••
SO13	To reduce the need to travel, particularly by private car.	•••	••
SO14	To promote travel modes that are beneficial to health.	••	••
SO15	To reduce barriers to transport and access for people with disabilities and mobility impairment.	•	••
SO16	To improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil.	•••	•••
SO17	To improve sustainable access to Wiltshire's countryside and provide a more useable public rights of way network.	•	•
SO18	To enhance the journey experience of transport users.	•	•

••• Major relationship

•• Moderate relationship

• Minor relationship

5.23 In working towards these objectives, the council will:

- ensure that there is a 'whole authority' approach to transport and access issues

- work in partnership with other service providers, and the community and voluntary sectors
- encourage and support local communities to deal with their transport challenges (e.g. through the development of neighbourhood plans)
- make transparent decisions and consult appropriately with stakeholders, partners and the public.

Transport options

5.24 As per the third stage of the process outlined in paragraph 5.2, a range of strategic transport options were generated that could potentially help to meet the LTP3 goals and objectives, and in doing so, resolve the identified challenges. To ensure that the full range of options was considered, options were generated based on some or all of the characteristics of the three approaches set out in Table 5.4.

Table 5.4 Characteristics of the three transport approaches

Conventional	Balanced	Radical
<ul style="list-style-type: none"> Traditional Non-controversial Economy focussed Largely popular Car friendly Engineering focused Mobility centric Limited support for sustainable modes Segregated (mode and policy) 	<ul style="list-style-type: none"> A mixture of/middle ground between the conventional and radical approaches 	<ul style="list-style-type: none"> New/Innovative Controversial Climate change focussed Largely unpopular Reduce car use Behaviour focussed Accessibility centric Prioritise sustainable modes Integrated (mode and policy)

5.25 As a result of the above, 73 strategic transport options were generated in 24 different themes (see Table 5.5). In looking at these themes and options it is important to note that the important role and influence of new development and spatial planning on transport is being considered as part of the emerging Wiltshire Core Strategy process (see chapter 2).

Table 5.5 Strategic transport themes

Freight	Cycling	Walking	Maintenance	Road safety
<ul style="list-style-type: none"> break bulk routing management information parking rail 	<ul style="list-style-type: none"> network parking 	<ul style="list-style-type: none"> network 	<ul style="list-style-type: none"> carriageway maintenance structures rights of way 	<ul style="list-style-type: none"> education, training and publicity local safety schemes school travel plans
Smarter choices	Network management	Passenger transport	Other	
<ul style="list-style-type: none"> travel plans smarter choices 	<ul style="list-style-type: none"> congestion management urban traffic control route/user hierarchy 	<ul style="list-style-type: none"> bus rail 	<ul style="list-style-type: none"> major schemes car parking 	

- 5.26** A three-stage appraisal process was used to assess the strategic transport options. The first part of the process appraised each option against the five national transport goals and an implementation assessment which sought to establish how confident the council could be in implementing each option in terms of technical, procedural, operational, financial and political/public factors. The outcomes of this stage led to 31 options being taken forward for further consideration (the themes of buses and car parking were excluded from this process as these were subject to separate reviews commissioned by the council).
- 5.27** Part two of the process was based on appraising each of the 31 options against the local strategic transport objectives, a broad cost and funding assessment, and a risk assessment. In addition, each of the options was assessed through the council's SEA and EqIA processes.
- 5.28** The final part of the appraisal process used a simple interaction matrix to identify synergies or tensions between each of the 31 strategic transport options.

Preferred transport options

- 5.29** The outputs of the above options appraisal process, together with the SEA and EqIA outputs have been used in the development of the council's preferred strategic transport options as expressed in the following sections.

Freight

Freight Break Bulk

Approach	Conventional
Description	Work with freight operators and businesses on a voluntary and ad-hoc basis to achieve shared deliveries where possible.

Freight Routing

Approach	Balanced
Broad description	Develop and adopt an advisory freight network based on national, regional and county routes (or equivalent) with local routes to town centres and business/industrial estates.

Freight Management

Approach	Balanced
Broad description	Manage local freight issues through the council's freight assessment and priority mechanism.

Freight Information

Approach	Radical
Broad description	Utilise a package of traditional (e.g. paper mapping) and electronic (e.g. interactive mapping) measures to disseminate Wiltshire specific freight information to hauliers, businesses, stakeholders and the public.

Freight Parking

Approach	Conventional
Broad description	Maintain a minimum standard of lorry parking facilities on a requirement basis.

Rail Freight

Approach	Conventional
Broad description	Support the development of a freight interchange facility at Westbury railway station including all necessary associated highway infrastructure.

5.30 Further details on the council's approach to freight is included in the LTP3 Freight Strategy.

Cycling

Cycle Network

Approach	Balanced
Broad description	Provide a sympathetically designed, high quality and well maintained network of cycle routes in the market towns, and where appropriate, provide links between the market towns and to national cycle routes.

Cycle Parking

Approach	Balanced
Broad description	Provide high quality cycle parking at key destinations and transport interchanges. Require adequate levels of high quality cycle parking in all new developments with higher levels of provision in the market towns.

5.31 Further details on the council's approach to cycling will be included in a cycling strategy to be consulted on and published in 2011/12.

Walking

Walking Network

Approach	Radical
Broad description	Provide a sympathetically designed, high quality and well maintained network of walking routes in and between significant trip origins and destinations (e.g. housing, shops, employment areas, transport interchanges, tourist attractions, etc).

- 5.32** Further details on the council's approach to walking will be included in a walking strategy to be consulted on and published in 2011/12.

Maintenance

Carriageway Maintenance

Approach	Balanced
Broad description	Improve and maintain roads to an adequate standard based on their functional importance.

Structures

Approach	Balanced
Broad description	Reconstruct and strengthen sub-standard bridges for weight reasons using efficient, effective and economic processes and materials. Undertake a regular inspection of all other bridges and carry out maintenance schemes where necessary. Where the opportunity arises, implement improvements that encourage the use of sustainable modes and improve the natural environment.

Rights of Way

Approach	Balanced
Broad Description	Manage the rights of way network on a prioritised hierarchical basis according to known and expected levels of use and demand.

- 5.33** Further details on the council's approach to maintenance will be included in a transport asset management plan to be published in 2011/12. The Rights of Way Improvement Plan (2008-2012) is available from <http://www.wiltshire.gov.uk/rights-of-way-improvement-plan.pdf>; a review of this plan is scheduled to take place in 2011/12.

Public transport

Bus

Approach	Balanced
Broad description	Seek to retain overall levels of service that meet demand within available resources, meeting accessibility needs for those without private transport and making a contribution towards sustainable transport objectives.

Passenger Rail

Approach	Balanced
Broad description	Increase rail connectivity through the provision of bus-rail links and assist with the implementation of some new stations. Support the function of rail stations as transport hubs and proactively work with partners to introduce service and corridor improvements particularly between Chippenham, Salisbury and Trowbridge. Cover the administrative costs of community rail partnerships and where appropriate and necessary, safeguard and purchase land for rail improvements.

5.34 Further details on the council's approach to passenger transport is included in the LTP3 Public Transport Strategy.

Road safety

Education, Training and Publicity

Approach	Balanced
Broad description	Deliver an innovative road safety education, training and publicity programme to a wide range of target groups based on a reaction to casualty statistics (KSIs).

Local Safety Schemes

Approach	Balanced
Broad description	Implement local safety schemes in an integrated and multi-disciplinary way at sites and on routes with a killed and serious injury and slight injury accident history, and/or with a measured speeding problem.

School Travel Plans

Approach	Radical
Broad description	Develop a bespoke and robustly monitored school travel plan, with appropriate associated measures, for every school in Wiltshire that is fully integrated with the Sustainable Schools agenda.

- 5.35** Further details on the council's approach to road safety is included in the LTP3 Road Safety Strategy. Further details on the council's approach to school travel will be included in a sustainable modes of travel strategy to be consulted on and published in 2011/12.

Smarter choices

Travel Plans

Approach	Balanced
Broad description	Use the planning system to develop, monitor and enforce mandatory residential and business travel plans, and promote the use of voluntary travel plans by organisations generally. Require appropriate contributions to support sustainable transport measures.

Smarter Choices

Approach	Balanced
Broad description	Promote limited smarter choices measures in appropriate new developments and the market towns, and undertake a range of targeted smarter choices promotions.

- 5.36** Further details on the council's approach to smarter choices and travel plans will be included in a smarter choices strategy to be consulted on and published in 2011/12.

Network management

Congestion Management

Approach	Conventional
Broad description	Ease congestion at significant 'hot spots' and maintain journey time reliability on key routes.

Urban Traffic Control

Approach	Balanced
Broad description	Investigate the setting-up of a Wiltshire traffic control centre to monitor traffic on key routes with intelligent transport systems in Chippenham, Salisbury and Trowbridge.

Road/User Hierarchy

Approach	Radical
Broad description	Establish and actively manage a road and user hierarchy based on the location and activities on different sections of roads.

- 5.37** Further details on the council's approach to network management will be included in a network management plan to be consulted on and published in 2011/12.

Other

Major Transport Schemes

Approach	Balanced
Broad description	Implement a package of sustainable transport schemes in Chippenham, Devizes, Salisbury and Trowbridge.

- 5.38** Further details on the council's approach to transport in Chippenham, Devizes, Salisbury and Trowbridge will be included in respective area transport strategies to be consulted on and published in 2011/12.
- 5.39** Details on the council's approach to car parking is provided in the LTP3 Car Parking Strategy.

Investment priorities

- 5.40** Even at the best of times, there are never enough resources to implement all the transport schemes and measures that are required. As a result, investment needs to be prioritised in order to achieve the best value for money outcomes.
- 5.41** The overriding investment priority for the council is to meet its statutory requirements (see Appendix A). This is followed by the pragmatic investment priority to maintain and make best use of Wiltshire's existing transport infrastructure; it makes no real sense to implement new infrastructure if the existing infrastructure is failing. Given the current realities outlined in chapter 1, these investment priorities are likely to form significant parts of the council's implementation plan in the short to medium term.
- 5.42** The remaining part of the implementation plan, which is more aimed at achieving the LTP3's vision, is anticipated to become more significant over the medium to long-term as funding levels increase. Generally, this funding will be determined in relation to the investment priorities set out in Table 5.6 below.

5.43 In looking at the priorities in Table 5.6, it is important to note the following:

- the table shows generalised countywide priorities. These priorities may need to be amended to reflect local circumstances (eg in the larger market towns where sustainable transport packages will be developed to support planned growth) and/or process requirements (e.g. as part of the bidding process for the DfT's Local Sustainable Transport Fund).
- the options have been listed in alphabetical order within each investment priority group.
- the table shows 'relative' and not 'absolute' priorities. As a result, funding levels will vary within and between each investment priority group depending on the programme and/or statutory requirements of each strategic transport option.
- these investment priorities will also typically direct non-council transport funding (e.g. developer funding, grants, etc).
- measures pursued by the council and its partners under one strategic transport option are likely to have impacts on other options (e.g. school travel plan measures may make a positive contribution to the cycle network, road safety, congestion management and/or rights of way options).

Table 5.6 Investment Priorities

Investment priority	Strategic transport option
High	Buses (including community and voluntary transport) Car parking management Carriageway maintenance School travel plans Sustainable transport packages Walking network
Medium	Congestion management Cycle network Cycle parking Freight information Freight management Freight routing Local safety schemes Passenger rail Rights of way Road safety education, training and publicity Smarter choices Structures Travel plans
Low	Freight break bulk/consolidation Freight parking Rail freight Road/User hierarchy Urban traffic control

5.44 These investment priorities have been determined with regard to the following factors:

High priority

- **Buses** - very high overall benefits; large element of council support is a statutory duty; subsidised services indirectly support the commercial bus network.

- **Car parking** - can provide revenue funding to help support other transport options; provides the necessary and appropriate 'stick' to influence people's travel behaviour; helps engender the necessary environment to support sustainable transport options.
- **Carriageway maintenance** - very high overall benefits; essential role in supporting most other options; makes best use of existing infrastructure; key statutory duty; identified as a key issue through the area boards.
- **Sustainable transport packages** - very high overall benefits; supports the growth options of the LDF in Chippenham, Devizes, Salisbury and Trowbridge.
- **School travel plans** - high overall benefits; links to education, safety and health agendas; can influence travel behaviour of both future (children) and current adult (parents) generation.
- **Walking network** - very high overall benefits; walking forms part of most journeys; positive benefits for climate change, health, social cohesion, security and the public realm.

5.45 Where circumstances allow, the council will carry out its programme of schemes to implement these options during the LTP3 period. Where any indicator(s) and/or target(s) associated with these options are 'off track' and other remedial actions have been exhausted, resources from firstly the low priority category and, if necessary, the medium priority category will be reallocated to the relevant high priority option (subject to statutory duty obligations).

Medium priority

- **Congestion management** - moderate overall benefits; enables best use to be made of existing infrastructure.
- **Cycle networks** - high overall benefits; low current mode share in most Wiltshire areas.
- **Cycle parking** - moderate overall benefits; supports the use of the cycle network.
- **Freight information** - moderate overall benefits; supports the use of the advisory freight network.
- **Freight management** - low overall benefits; considered of high(er) importance in workshop consultations.
- **Freight routing** - moderate overall benefits; links with neighbouring local authority freight networks.
- **Local safety schemes** - moderate overall benefits; declining road casualty numbers over the last decade; road safety and speeding identified as a key issue through the Area Boards; strong partnership working.
- **Passenger rail** - moderate overall benefits; heavily reliant on external partners to implement improvements.
- **Rights of way** - moderate overall benefits; maintenance and recording of the existing network is a statutory duty; opportunities to link with town walking network.
- **Road safety education, training and publicity** - moderate overall benefits; declining road accident numbers over the last decade; road safety and speeding identified as a key issue through the Area Boards; links with school travel plans.
- **Smarter choices** - high overall benefits; heavily reliant on ongoing council revenue and officer resources.
- **Structures** - moderate overall benefits; reduces the impact of pinch points and physical barriers to mobility and accessibility.
- **Travel plans** - high overall benefits; ability to use planning system to develop business and residential travel plans.

5.46 Where circumstances allow, the council will carry out its programme of schemes to implement these options during the LTP3 period where this will not prejudice the council's ability to deliver high priority options. Where any indicator(s) and/or target(s) associated with these

options are 'off track' and other remedial actions have been exhausted, resources from the low priority category will be reallocated to the relevant medium priority option (subject to statutory duty obligations).

Low priority

- **Freight break bulk** - very low overall benefits.
- **Freight parking** - very low overall benefits.
- **Rail freight** - very low overall benefits.
- **Road/User hierarchy** - moderate overall benefits; implementation to be tied in with relevant carriageway maintenance schemes.
- **Urban traffic control** - moderate overall benefits; to be considered as part of the development of sustainable transport packages in Chippenham, Devizes, Salisbury and Trowbridge.

5.47 Where circumstances allow, the council will carry out its programme of schemes to deal with these options during the LTP3 period where this will not prejudice its ability to deliver high and medium priority options. Where any indicator(s) and/or target(s) associated with these options are 'off track' and other remedial actions have been exhausted, resources will be allocated to those low priority options which contribute most to high and medium priority options.

5.48 Where the resources for an option are reduced through the above processes, the council will, in liaison with the Wiltshire Transport Alliance, reassess and if necessary adjust the relevant indicator(s) and/or target(s).



6 Approaches to Goals

Introduction

6.1 This chapter briefly describes how the LTP3 will contribute to the five national transport goals:

- support economic growth
- reduce carbon emissions
- contribute to better safety, security and health
- promote equality of opportunity
- improve quality of life and a healthy natural environment.

6.2 To aid clarity and avoid duplication, each strategic transport objective has only been listed under the primary goal that it relates to. However, it is important to note that most of the objectives support at least two, if not more, of the goals. Similarly, each approach (e.g. network management and maintenance) has only been described under its primary objective although most, if not all, will have an impact on other objectives.

Support economic growth

6.3 The strategic transport objectives which primarily relate to supporting economic growth are as follows:

SO1 To support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns.

SO4 To minimise traffic delays and disruption and improve journey time reliability on key routes.

SO6 To make the best use of the existing infrastructure through effective design, management and maintenance.

SO10 To encourage the efficient and sustainable distribution of freight in Wiltshire.

SO12 To support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts.

SO16 To improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil.

6.4 The approach to delivering these objectives is summarised in the following sections.

Network management and maintenance

6.5 As stated in chapter 5, the key investment priorities for the council, particularly in the short to medium term when there are likely to be significant cuts in transport funding, will be to fulfil its statutory duties and maintain and make the best use of Wiltshire's existing transport infrastructure. Two plans are key here: the Transport Asset Management Plan (TAMP); and the Network Management Plan (NMP).

Transport asset management plan

6.6 The council has developed a TAMP in order to improve the maintenance and management of all its transport infrastructure (see Table 6.1). The main objectives of the TAMP are to:

- improve the strategic management of transport assets and service provision
- improve and demonstrate the long term value of transport asset improvement
- enable the prioritisation of transport services to customer-led levels of service
- use asset performance information to inform decision-making processes, and improve the transparency of the process
- integrate risk management into the management of transport services and assets
- reflect current best practice in the provision of transport services
- discharge statutory responsibilities for valuation and financial reporting.

6.7 Additionally, the TAMP has an important role to play in ensuring that Wiltshire's highway network is resistant and adaptable to the unavoidable impacts of climate change (e.g. increased flooding).

6.8 The council will use the recently published 'Code of Practice on Transport Infrastructure Assets - Guidance to Support Asset Management, Financial Management and Reporting' in fully developing and implementing its TAMP; the TAMP itself will be published in 2011/12.

Table 6.1 Transport asset management plan - groups and types

Asset group	Asset types
Roads	Carriageways, edge of carriageways, centre reserves and traffic islands, grass verges, barriers and safety fences, road markings and studs, traffic calming
Footways and cycleways	Footways, cycleways, pedestrian steps and ramps
Public rights of way	Network surface, public rights of way structures, public rights of way signs
Structures	Bridges, retaining walls, cuttings and embankments, subways, tunnels, highway pumps
Street lighting	Lamp columns, lit signs, illuminated bollards, bus shelter lighting, cable network
Signs and other street furniture	Signs (unlit), pedestrian guardrails, bus shelters, bollards, grit bins, bus stops
Drainage	Gullies, pipework, grips, ditches and swales, culverts, soakaways, interceptors, hydrobrakes, ponds
Traffic control and information systems	Urban traffic control, junction signals, pedestrian crossing signals, vehicle access systems, variable message signs, real-time passenger information, wigwags, automated traffic counts
Environmental	Highway trees, landscaped areas, other highway land, wildlife fencing, wildlife tunnels, noise fencing
Weather and emergency	Weather information systems

- 6.9 Roads:** This group represents the council's largest value transport asset, with the carriageway element containing the majority of the replacement cost. The condition of the principal road and non-principal classified road carriageways are reported as national indicators (see LTP3 Implementation Plan). This information is based on the results of scanner surveys and reflects a number of characteristics, including structural strength, surface deformation, cracking and surface texture.
- 6.10** The prioritisation of road surfacing and treatment on the classified road network is informed by a matrix system of scoring and weighting various functions, including the technical survey information, road hierarchy and accident records. For unclassified roads, visual inspection survey and local information is used to identify and prioritise sites.
- 6.11** The application of asset management processes to the management of the council's highway network is already showing benefits, with investment being targeted at those sites most in need, and with demonstrable improvements in carriageway conditions and skid resistance of surfaces.
- 6.12 Footways and cycleways:** The previous LTPs included a number of projects which have been carried out to improve conditions for pedestrians in town centres and on key routes. These included the introduction of high quality materials to improve the street scene thus making the town centres more attractive to residents, shoppers and visitors.
- 6.13** Currently, routine maintenance is focused on maintaining the safety of the network; footways and cycleways are inspected regularly for safety defects with the most used ones being inspected with greater frequency. While funding has not generally been available for work aimed principally at improving the appearance of the network, regular programmes are carried out to repair footways and cycleways suffering from structural failure and serious surface degradation.
- 6.14 Structures:** Highway structures are vital components of Wiltshire's road system and the council ensures they are maintained efficiently and kept safe for users. Inspections of highway bridges are carried out on a regular two yearly cycle. Additional safety inspections may be undertaken following flooding, damage or adverse weather conditions. Inspections are also made in response to calls from the public and reports from the emergency services and other organisations.
- 6.15** A programme of planned maintenance and strengthening of the bridge stock is carried out annually. The work undertaken includes parapet replacement, bridge deck waterproofing and bridge strengthening.
- 6.16 Drainage:** Recent wet summers and an increased number of storms have demonstrated the importance of having effective drainage systems. For many years the council has been using CCTV to map and identify the condition of its drainage assets, with the results being recorded on a computer based Highways Drainage Asset Management system. The co-ordinated programme of survey and repair has been effective in improving the condition of the highway drainage assets, resulting in fewer reports of flooding on the highway.
- 6.17** With the formation of Wiltshire Council, the opportunity was taken to combine the highways drainage and land drainage teams. The formation of Operational Flood Working Groups, involving the Environment Agency and other stakeholders, has enabled a joined up approach to drainage and flooding issues to be taken by the council in accordance with the recommendations of the Pitt Review.

- 6.18** The council is also working with local communities and parish councils to reduce the risk of flooding; encouraging local resilience is an important aspect of the council's work, and in this respect the council has been working through the Area Boards to identify areas at risk from flooding.
- 6.19** Overall, the commitment by the council to the programme of land drainage works and highway drainage improvements is reducing flood risks for the communities in Wiltshire.

Network management plan

6.20 The highway network plays a vital role in our modern society. It facilitates the movement of goods and people, provides access to homes, businesses and key public services, and enables communications and utilities infrastructure to be readily routed. It therefore fulfils a multitude of functions for a variety of users, all of whom may have different expectations of the network.

6.21 Increasingly though, the role of the highway network is being compromised by rising congestion levels, increasing delays, unreliable journey times and disruption caused by road works and events. At the same time, growing traffic volumes are compromising our quality of life, in terms of community severance, noise and pollution, and our built and natural environments.

6.22 To help address and reconcile the above issues, and to ensure that the road network is managed for the benefit of all road users, the Traffic Management Act (TMA) was introduced in July 2004. While traffic management measures are not new and are indeed a key component of many current approaches to transport planning, the TMA went further by placing a network management duty on local traffic authorities. In essence this requires local transport authorities to secure the "expeditious movement of traffic" (including pedestrians) on their highway networks. In other words, a network that is working efficiently without unnecessary delay to those travelling on it. However, some practicalities have to be borne in mind, as highlighted in the DfT's guidance on network management:

- The provision of additional road space, especially in towns and cities, is often impractical and undesirable.
- In most cases the highway network is a finite resource where competing demands from users have to be effectively managed.
- While different road users may have different expectations, the ability to undertake their activities in safety remains a priority for everyone.
- Local transport authorities should do all that is reasonably practicable to manage the highway network effectively to keep traffic moving.
- The measures undertaken to meet the duty must be consistent with wider policies and guidance.

6.23 While the publication of a NMP is not a statutory requirement, the council believes that it will help to show, in a transparent and clear way, how it is meeting the requirements of the network management duty, and, in doing so, how the council will achieve a better managed, safer and more efficient highway network for all road users. Amongst other things, the NMP would:

- set out the council's overall objectives for network management
- describe the council's approach to network management which would include
- dealing with congestion 'hot spots' and maintaining journey time reliability on key routes
- monitoring traffic on key routes and managing traffic in the largest market towns
- developing and implementing a road and user hierarchy.

- detail what arrangements are in place at the regional level to aid network management co-ordination and consistency
- provide details of the Traffic Manager's role and responsibilities, and how the council liaises with stakeholders, the Highways Agency and neighbouring authorities
- set out how the performance of the council and its network function is monitored.

6.24 To inform the development of the NMP, a compliance analysis was undertaken in late 2007 to establish what is already done in Wiltshire in terms of network management and in doing so, establish what actions the council and its partners need to take to fulfil the requirements of the network management duty. Where the compliance analysis has established that further work is necessary to fully meet the requirements of the duty, the council has developed a detailed action plan. The NMP will be published in 2011/12 and then updated on a regular basis to reflect completed actions and any subsequent new requirements.

Supporting planned growth

6.25 A sustainable, effective and reliable transport network is essential to the delivery of planned housing and employment growth in Wiltshire. To this end, the council has commissioned transport models in Chippenham, Devizes, Salisbury and Trowbridge both to help direct development growth and to provide a better understanding of current and forecast transport implications.

6.26 In addition, to support the development of the South Wiltshire Core Strategy and Wiltshire 2026 LDF documents, the council produced a strategic transport assessment in April 2009 and more recently has been carrying out further accessibility mapping of proposed strategic housing and employment sites as part of the current LDF review.

6.27 As the local highway authority, the council also plays a role in facilitating development growth through its highway development control function. In doing so, it seeks to ensure that the location, layout and function of new development does not exacerbate or cause congestion, accessibility or other transport related problems. And, if these are unavoidable, the council ensures that the developer mitigates these impacts and/or provides an appropriate financial contribution towards local transport enhancements.

6.28 More widely, in 2010 the government invited local groups of councils and businesses to come together to form local enterprise partnerships (LEPs). The government sees LEPs as providing the strategic leadership in their areas to set out local economic priorities and creating "...the right environment for business and growth in their areas, by tackling issues such as planning and housing, local transport and infrastructure priorities, employment and enterprise and the transition to the low carbon economy".

6.29 Wiltshire Council together with Gloucestershire County Council, Swindon Borough Council and private sector economic development partners submitted an expression of interest for a 'Gloucestershire, Swindon and Wiltshire LEP' in September 2010.

Demand management

6.30 Demand management measures can be one of the most useful tools available to local authorities in helping them achieve economic, social and environmental objectives. In Wiltshire, demand management primarily centres around the supply and management of car parking which can help to:

- support the local economy (e.g. by making it easy for shoppers and tourists to visit Wiltshire's market towns) and facilitate development growth (e.g. by enabling the planned housing and employment growth in Wiltshire to 2026)

- encourage sustainable travel modes and help reduce reliance on the private car (e.g. by setting parking charges at appropriate levels)
- enhance the built and natural environment (e.g. by reducing the amount of land required for parking and by improving the look of streetscenes through the enforcement of parking contraventions)
- meet residents' needs for car parking near their homes (e.g. by introducing Residents' Parking Zones)
- improve journey time reliability for road users (e.g. by designing and managing on-street parking facilities to reduce traffic conflicts and delays)
- reduce wasteful competition between towns in the wider sub-region (e.g. by setting car parking charges and standards that are broadly consistent with neighbouring authorities)
- raise revenue for the council to reinvest in transport services and measures (e.g. by using surplus parking revenues to subsidise non-commercial bus services)
- make Wiltshire a safer place (e.g. by ensuring that car parks are 'safer by design')
- provide access to key services and facilities for special needs groups and the mobility impaired (e.g. by providing appropriate Blue Badge car parking spaces)
- improve the efficiency of the council's parking service.

6.31 Following the move to unitary status, the council established the need to review the existing car parking regime in Wiltshire. As a result, the council's term consultants, Mouchel, were commissioned and their findings were subject to consultation in the summer of 2010.

6.32 In brief, the review considered the following issues:

- parking charges
- parking standards
- managing on and off street parking
- residents' parking zones.

6.33 Following feedback presentations to all the area boards between late-September and mid-November 2010, the council's cabinet approved the LTP3 Car Parking Strategy at its December 2010 meeting.

Freight management

6.34 Advances in road haulage and distribution methods have provided us with unparalleled consumer choices, 24-hour shop opening hours and just-in-time deliveries. In fact, efficient and flexible freight distribution has become such an integral part of modern living that it is difficult to imagine life without it.

6.35 However, the way in which freight distribution supports Wiltshire's economic vibrancy and growth cannot be at the expense of the environment or local communities. The council recognises this and takes seriously the need to achieve a more sustainable distribution of freight that balances the needs of the economy, the environment and society. While this might suggest a transfer of freight to rail, there are many difficulties associated with this, especially in a rural area such as Wiltshire with its dispersed and small settlements, and general lack of heavy industry. Nevertheless, given its good rail connections, the council will seek to continue to promote Westbury as a suitable location for an inter-modal freight facility.

6.36 Given the above, the council has taken the pragmatic approach of largely focusing its freight strategy on facilitating the efficient and sustainable movement of HGVs within and through Wiltshire based on:

- working with freight operators and businesses to achieve shared deliveries

- developing and adopting an advisory freight network
- managing local freight issues through the council's freight assessment and priority mechanism
- using a package of traditional and electronic measures to widely publicise freight related information
- maintaining a minimum standard of lorry parking facilities.

6.37 As a result, hauliers and businesses should have the necessary information to allow them to efficiently distribute their goods using the most appropriate roads. In doing so, the impact of HGVs on the environment and local communities should be minimised. Where there are conflicts, the council will use the freight assessment and priority mechanism to resolve these in an equitable and transparent manner.

6.38 Further details on the council's approach is included in the LTP3 Freight Strategy.

Reduce carbon emissions

6.39 The strategic transport objectives which primarily relate to reducing carbon emissions are as follows:

SO2 To provide, support and promote a choice of sustainable transport alternatives.

SO11 To reduce the level of air pollutant and climate change emissions from transport.

SO13 To reduce the need to travel, particularly by private car.

6.40 The approach to delivering these objectives is summarised in the following sections.

Climate change strategy

6.41 The science is clear that climate change is a reality and it is imperative to act now. Tackling the causes and managing the effects of climate change is one of the greatest challenges that we face as a society. The environmental, social and economic impacts of climate change are already being felt and they will continue to grow in severity.

6.42 As a signatory to the Nottingham Declaration on climate change, the council acknowledges it has a key role to play in tackling climate change at a local level as:

- a community leader
- a service provider
- an estate manager.

6.43 The council is in the process of developing a Climate Change Strategy that sets out how Wiltshire as a council and a community can take action on climate change. The scope of the strategy includes both council services and Wiltshire as a whole in relation to those aspects of life that the council can influence (e.g. planning, transport, flood management and community engagement). The draft strategy sets out:

- where we are now in 2010
- where we want to get to
- our general approach for how we are going to get there.

Transport - where we want to get to and how

Minimise CO₂ emissions from transport by:

- looking at ways to promote car clubs and alternative fuelled vehicles such as electric cars and hybrids
- promoting 'smarter driving' in partnership with the Energy Saving Trust to save fuel
- promoting developments in highly accessible locations (some car-free) and opportunities to reduce car use such as car-pooling
- increasing the amount of secure cycle storage at major shopping areas and transport hubs.

The council needs to lead by example in trying to reduce emissions from its own fleet by:

- trialling the use of alternative fuels for council vehicles
- reducing mileage
- improving cycle storage and installing changing facilities in all main council buildings to encourage running and cycling to work
- identifying and securing sources of funding to implement sustainable procurement projects.

Work with schools to reduce emissions and congestion from the school run by:

- introducing and promoting more 'walking buses' for school children
- working with schools to ensure that everyone has a SMART travel plan.

Improve communication infrastructure in rural parts of Wiltshire by:

- ensuring that the Digital Inclusion Group considers environmental and sustainability issues
- highlighting the environmental and sustainability benefits of extending the broadband network to all communities and businesses in the strategic business case for investment within the county to encourage the government and industry bodies to improve provision.

Source: Climate Change Strategy

6.44 As a framework document, the Climate Change Strategy will be linked to related council strategies including the LTP and LDF to ensure objectives are embedded across the entire organisation. It will also be supplemented by detailed action plans that set out more specifically how the council is going to deliver its climate change ambitions. As a minimum, the council will produce the following four action plans by the end of 2012:

- Carbon Management Plan for the council's emissions
- Climate Change Adaptation Plan for Wiltshire
- Low Carbon Transition Plan for Wiltshire
- Renewable Energy Action Plan for Wiltshire.

Public transport

6.45 Public transport service provision and performance during the previous LTP period was relatively good. However, the council now faces significant challenges in the future; in particular, the tension between increasing passenger demands, rising costs and diminishing funding. In light of these challenges, the council recognised the need for a fundamental review of passenger transport policy and provision, and this was carried out during 2009/10.

6.46 The overall conclusions of the review can be summarised as follows:

- the service has performed relatively well to date; however, the challenges of the future, and particularly the anticipated requirement for major reductions in public spending, mean that new approaches will be needed for the future
- the need for passenger transport services will continue to grow, and the gap between demand and resources will inevitably widen
- if major financial savings are required these could not be achieved by efficiencies alone and will need reductions in services as well
- passenger transport should continue to play a key role in achieving national and local objectives, but policies and strategies will need to take a realistic view of what can be achieved within the resources available.

6.47 After considering a range of options for the future, the council has commenced on a major project to transform delivery of its public transport service. This includes:

- a review of all public transport policies, including a clearer focus on how they contribute to corporate and LTP objectives
- a re-planning of the way the public transport service is delivered, including developing more strategic relationships with transport operators, reshaping the bus network and reviewing the Bus Information Strategy
- developing the strategy for procuring public transport services, including examining the opportunities for an enhanced role for community transport
- reviewing the scope for internal efficiencies in the delivery of the service.

6.48 Further details on the review and the proposed way forward for the council's public transport service have been incorporated into the LTP3 Public Transport Strategy.

Smarter choices

6.49 Smarter choices are initiatives, measures or techniques aimed at influencing people's travel behaviour towards more sustainable options and are often referred to as 'soft measures'. Smarter choices include the following:

- travel plans
- personalised travel planning
- public transport information and marketing
- travel awareness campaigns
- car clubs
- car sharing schemes
- home shopping
- tele-working and tele-conferencing
- eco-driving
- encouraging low carbon vehicle use.

6.50 Evidence shows, that if managed effectively, not only can smarter choices reduce traffic congestion and carbon emissions but they can provide people with the opportunity to access a wide-range of travel choices. In addition, they can contribute in a cost-effective manner towards other objectives such as helping to increase levels of physical activity, improving accessibility and social inclusion, and encouraging regeneration. As Wiltshire is a predominantly rural area, however, there are some elements of the smarter choices 'menu' that would unlikely to be as successful as in a predominantly urban area.

6.51 The focus of Wiltshire's smarter choices strategy (which will be developed and consulted on in 2011/12) will be on:

- introducing smarter choices measures in areas where they are most likely to have a significant impact - in the market towns and appropriate new developments throughout Wiltshire
- using the planning system to develop, monitor and enforce mandatory, residential and business travel plans
- promoting the use of voluntary travel plans amongst other businesses and organisations
- seeking contributions from developers to support smarter choices measures in new developments.

6.52 The DfT's 'Smarter Choices - Changing the way we Travel' report highlights the scale of single occupancy vehicle trip savings the adoption of smarter choices measures might bring about. Given this, local authorities are encouraged to 'lock in' these benefits through the parallel adoption of traffic/demand management ('hard') measures such as the implementation of traffic calming or bus priority infrastructure. The effective dovetailing of both 'soft' and 'hard' measures will ensure the full benefits of smarter choices measures are realised.

Air quality

6.53 Local authorities have a duty under the Environment Act 1995 to review and assess local air quality within their areas against a set of health-based objectives for a number of specific air pollutants. Where exceedences of these objectives are identified, authorities are then required to declare an Air Quality Management Area (AQMA) and to prepare an Air Quality Action Plan (AQAP) setting out measures they intend to introduce in order to reduce concentrations of air pollutants.

6.54 While air quality across Wiltshire is generally good, AQMAs have been declared in a number of locations (see chapter 3) as a result of air pollution caused by traffic. The latest Air Quality Action Planning Progress Report integrates the reporting duties for the former district councils into a single document and shows progress on implementing the respective AQAPs; the council is currently working towards the integration of these currently separate AQAPs into a single document.

6.55 While the above process satisfies the statutory requirements of the Act, the council recognised the need to develop a more holistic and unified approach to managing local air quality. Therefore, consultants were commissioned to develop a Wiltshire Air Quality Core Strategy which was subject to consultation in early 2010. The main objectives of core strategy are to:

- promote greater consistency across a range of policy areas for the achievement of improved local air quality, including local spatial planning, transport planning, health, industry, housing and environmental protection, and to ensure air quality is addressed in a multidisciplinary way within the different departments of Wiltshire Council
- provide the framework for a consistent approach to addressing local air quality considerations in spatial planning development control processes
- provide a baseline framework for developing a coherent air quality policy across Wiltshire with particular reference to spatial and transport planning, and the proposed LDF and third LTP
- provide a link to wider initiatives across the authority (e.g. the LAW, climate change programmes, community plans and energy efficiency programmes).

Contribute to better safety, security and health

6.56 The strategic transport objectives which primarily relate to contributing to better, security and health are as follows:

SO8 To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads.

SO9 To reduce the impact of traffic speeds in towns and villages.

SO14 To promote travel modes that are beneficial to health.

6.57 The approach to delivering these objectives is summarised in the following sections.

Road safety

6.58 Wiltshire Council is committed to making Wiltshire's highways safer for all users and to reduce casualties from road traffic accidents. The council works closely with its road safety partners in the Wiltshire and Swindon Road Safety Partnership to maximise the effectiveness of resources committed to promote, educate and improve road safety and reduce casualties across the county.

6.59 The council will use common data and coordinate analysis and investigation with its partners to develop priorities for road safety interventions. With its partners, the council will review road safety issues and identify trends to develop targeted solutions to reduce the risk of collisions.

6.60 Wiltshire Council's road safety strategy is fundamentally based on the proven approach of the 3E's; education, enforcement and engineering as identified in the Audit Commission report 'Changing Lanes' (2007).

Education

6.61 Road safety education, training and publicity covers a range of transport options from motorised transport to sustainable transport such as walking and cycling. Vulnerable groups such as children, those from disadvantaged backgrounds, persons with special educational needs and those with physical disabilities are offered road safety education programmes targeted to their particular needs.

- Schools programmes of road safety education
- Promote cycle training including national standards, bikeability and cycling proficiency
- Driver and motorcycle rider training schemes
- Promote school travel planning to promote safe sustainable travel behaviour
- Work in partnership to deliver pre-driver education training
- Develop and promote in-car safety programmes
- Undertake publicity campaigns for key road safety messages in support of local and national themes
- Provide publicity and education material on road safety issues
- Provide information to members of the public through the media on progress in reducing casualties
- Actively seek opportunities to promote road safety and sustainable travel behaviour.

Enforcement

6.62 The speed management strategy has been developed by the Swindon and Wiltshire Road Safety Partnership and it assigns a level intervention based on evidence of speeding and collision history.

- Develop a replacement enforcement mechanism for the current Safety Camera Partnership
- Update and develop the Speed Management Strategy
- Promote and develop the role of Community Speed Watch (CSW) in influencing driver behaviour
- Provide speed data to report on community speeding issues and to identify sites requiring road safety interventions
- Carry out intelligence led monitoring and data collection
- Provide temporary speed indicator devices to support CSW and influence driver behaviour at community concern speeding sites
- Complete the speed limit review and implement changes to A and B class roads
- Commence a review of non A and B class roads
- Undertake further work to determine the effectiveness of 20 mph limits in rural communities and develop a local strategy to compliment emerging national guidance
- Promote the use of 20 mph zones on new housing developments and in concentrated urban areas.

Engineering

6.63 The resources available for collision reduction, local safety schemes, involving engineering measures are targeted at the sites identified through the speed management strategy as having a speed and collision problem.

- Identify accident problem sites
- Improve signage and road markings
- Improve junction layouts
- Improve pedestrian and cyclist facilities
- Improve facilities for vulnerable users including disabled
- Further develop the use of new technology including interactive signs
- Promote the use of gateway features and develop appropriate forms to maintain the integrity of historic environments.

6.64 Further details on the council's approach is included in the LTP3 Road Safety Strategy.

Active travel

6.65 Research shows that increased walking and cycling have the potential to be low cost, high value measures that produce a number of benefits including:

- improvements in people's health and fitness
- improved mental health and reduced stress levels
- less traffic congestion
- an improved quality of life for communities
- reduced air pollution and CO₂ emissions
- the provision of affordable and accessible travel options for nearly all groups of people
- reduced energy dependence.

6.66 The Active Travel Strategy produced by the DfT and Department for Health states that walking and cycling should be at the heart of transport and health strategies. The strategy also makes it clear that development plans and planning applications should encourage accessibility by walking and cycling. The council will seek to support this strategy by working with health partners and others, and ensuring that its planning and development control functions actively support walking and cycling.

- 6.67** Wiltshire Council will prioritise walking and cycling network improvements on key links in the market towns where the potential for walking and cycling is higher and where they can be combined with supporting measures.
- 6.68** Cycle network plans have been developed for:
- Amesbury, Durrington, Bulford and Larkhill
 - Bradford on Avon
 - Calne
 - Chippenham
 - Corsham
 - Devizes
 - Melksham
 - Salisbury and Wilton
 - Tidworth
 - Trowbridge
 - Warminster
 - Westbury
 - Wootton Bassett.
- 6.69** Network plans will also be identified for Malmesbury and Marlborough.
- 6.70** While the main focus will be on links within the above towns, intra-urban links may also form a part of the networks where appropriate. Additional improvements to rural and leisure routes may also be considered.
- 6.71** Cycle parking is a key part of the cycle network. The council will map cycle parking as part of the cycle network plans and identify locations where covered parking could be provided. The council will also continue to assist local organisations who want to improve cycle parking facilities at their sites. Revised parking standards for new developments will form part of the LTP3 cycling strategy.
- 6.72** In terms of walking, the aims of the LTP3 walking strategy would be to:
- make journeys on foot enjoyable
 - encourage many more people to make walking journeys part of their daily routine
 - provide children with the opportunity and confidence to independently walk to their friends, school, etc
 - get people to use, know and value the public realm and streetscenes in their local area.
- 6.73** A LTP3 walking strategy and cycling strategy will be developed and consulted on during 2011/12. In developing and implementing these strategies, the smarter choices and school travel agendas, streetscene improvements and the increased 'self-containment' of towns achieved through the Wiltshire LDF Core Strategy will also be relevant and important.

School travel

- 6.74** In largely rural areas like Wiltshire, providing transport to schools is often difficult and expensive given that distances are typically longer and options to improve accessibility are more limited.

- 6.75** The council produces comprehensive guides for parents/carers on securing places in schools (excluding foundation, voluntary aided and independent schools) which include information on sustainable travel to schools and school transport. The council's education (school) transport policy states what transport provision is and is not available for all children in Wiltshire in terms of:
- mainstream entitlement:
 - children entitled to free transport
 - discretionary transport (not necessarily free) for students aged 16-19 and children attending a faith school;
 - special educational needs entitlement; and
 - transport for non-entitled pupils.
- 6.76** Under the 2006 Education and Inspections Act duty to promote the use of sustainable travel and transport for children and young people, the council is developing a Wiltshire Sustainable Modes of Travel Strategy (WiSMoTS). This will provide:
- an assessment of the travel and transport needs of children and young people within Wiltshire
 - an audit of the sustainable travel and transport infrastructure within Wiltshire that may be used when travelling to and from, or between schools/institutions
 - a strategy to develop the sustainable travel and transport infrastructure within Wiltshire so that the travel and transport needs of children and young people are better catered for
 - the promotion of sustainable travel and transport modes on the journey to, from and between schools and other institutions.
- 6.77** In line with the government's guidance, the WiSMoTs relies on completed school travel plans (STPs) and the school census to identify the travel and transport needs of students. Taken together, these are considered to provide a reliable picture of students' travel and transport needs in Wiltshire.

What are school travel plans?

A STP puts forward a package of measures to improve safety and reduce car use through promoting active or sustainable modes of travel. It is developed and supported by a partnership involving the school, education and transport officers from the council, and representatives from the police, the health authority and other relevant organisations. A STP is based on consultation with teachers, parents, pupils and governors and other local stakeholders to reduce the impact of the 'school run' on the streets and areas surrounding schools. Given this, there is a strong degree of local ownership of STPs.

- 6.78** School travel plans can also highlight any significant barriers to students travelling by sustainable transport modes (e.g. the perceptions of pupils, parents and schools to traffic speeds on local roads, unlit footpaths, the quality of cycle routes, the lack of affordable public transport options, etc).
- 6.79** While the council will utilise available information sources in carrying out infrastructure audits, it is considered that a more comprehensive process needs to be undertaken to ensure that robust outputs are produced. Therefore, infrastructure audits are to be undertaken for all the schools in Wiltshire over the period to 2015/16.

- 6.80** Ultimately, the information drawn from these infrastructure audits should help the council to gain a more detailed picture of the transport and access issues around schools, and should help inform the measures that need to be considered to tackle them.
- 6.81** In terms of the promotion of sustainable travel and transport modes, this forms a core element of the physical activity strand of the healthy schools initiative which the council supports.
- 6.82** Initial work on the WiSMoTS has already been undertaken by the council with the view to producing and consulting on the final document in 2011/12.
- 6.83** The Wiltshire and Swindon Road Safety Partnership oversees all casualty reduction activity in the area including STP's, safer routes to school, and road safety education, training and publicity, with the aim of achieving national road safety targets. Some key work with school children includes:
- traditional and Bikeability cycle training
 - pedestrian training
 - undertaking road safety projects in schools and with groups such as the cubs and brownies
 - development of STPs to reduce unsustainable school runs by private cars
 - capital funding for improvements linked to the needs of STPs.
- 6.84** In terms of school road safety, the council pursues a measured approach using education, training and publicity measures (e.g. Bikeability cycle training) and the safer routes to school initiative to effectively manage the reality of child road casualties.

Promote equality of opportunity

- 6.85** The strategic transport objectives which primarily relate to promoting equality of opportunity are as follows:

SO5 To improve sustainable access to a full range of opportunities particularly for those people without access to a car.

SO15 To reduce barriers to transport and access for people with disabilities and mobility impairment.

- 6.86** The approach to delivering these objectives is summarised in the following sections.

Accessibility planning

- 6.87** Accessibility planning allows local authorities and other local organisations to assess whether people have the ability to access those services with the greatest impact on life opportunities - jobs, health care, learning, food shops and leisure
- 6.88** Accessibility can be about transport issues such as:
- Does the transport exist?
 - Do people know about the transport, trust its reliability and feel safe using it?
 - Are people physically and financially able to use the transport?

6.89 Equally, accessibility can be about the location (e.g. putting services in the centre of towns where public transport services are readily available rather than on the edge) and delivery of services (e.g. providing a neighbourhood, mobile or online service provision).

6.90 In line with the accessibility strategy developed as part of the LTP2, the council will follow a five stage process in carrying out its accessibility planning:

- Stage 1 - strategic accessibility assessment
- Stage 2 - local accessibility assessments
- Stage 3 - options appraisal
- Stage 4 - accessibility plan preparation
- Stage 5 - monitoring and evaluation.

6.91 Improving accessibility in Wiltshire will essentially consist of three main strands:

- the provision of transport services and infrastructure (e.g. networks to facilitate walking and cycling for shorter trips, and bus and community transport to cater for longer trips)
- influencing the ways in which key services and facilities are delivered (e.g. joint working with other service providers and using improvements in information communication technology)
- planning sustainable land-use developments (e.g. at the micro level this will ensure that new buildings are adequately served by sustainable transport facilities and services; and at the macro level this help towns become more self-contained).

6.92 An LTP3 Accessibility Strategy is to be developed and consulted on in 2011/12.

Reducing barriers

6.93 The public transport strategy (see appendix B) includes a number of actions to improve the availability of transport for people with disabilities, both by removing barriers to use and by providing special services where needed:

Removing barriers

- Bus – encouraging use of low floor accessible vehicles in advance of the dates by which all services will have to be accessible; provision of raised kerbs at bus stops and bus stop clearways to allow buses to pull up at the kerb; free bus travel for disabled people and (where necessary) a companion; encouragement to operators to train drivers in disability awareness.
- Rail – encouraging station operators to improve access for disabled and mobility impaired people.
- Taxis – encouraging wider availability of wheelchair accessible vehicles, and training of drivers in disability awareness.
- Independent Travel Training to give people with disabilities the ability and confidence to use public transport.
- Provision of public transport information in accessible formats (for example large print and audio copies of printed material; improvements to the traveline website, and availability of the telephone enquiry service; audio keys to allow visually impaired people to access the information provided by the real time passenger information system).

Special provision

- Funding for community and voluntary transport groups to provide special services for those who are unable to use ordinary public transport.
- Taxi vouchers (as an alternative to the national Bus Pass) for people who have to travel in a wheelchair.

6.94 Similarly, the LTP3 Car Parking strategy includes that mobility impaired parking should be provided in line with recognised national guidance (as a minimum).

6.95 The council also ensures that its transport schemes and those delivered through developer contributions comply with Disability Discrimination Act requirements.

Improve quality of life and a healthy natural environment

6.96 The strategic transport objectives which primarily relate to improving quality of life and a healthy natural environment are as follows

SO3 To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment.

SO7 To enhance Wiltshire's public realm and streetscene.

SO17 To improve sustainable access to Wiltshire's countryside and provide a more useable public rights of way network.

SO18 To enhance the journey experience of transport users.

6.97 The approach to delivering these objectives is summarised in the following sections.

Access to Wiltshire's countryside

6.98 Access to Wiltshire's countryside is provided through a network of more than 6,000 kilometres of public rights of way, the management of areas of access land and through permissive access agreements. In doing so, important links are provided between communities and the countryside for recreational (e.g. leisure, exercise, tourism, etc.) and utility (e.g. to get to work, school or local services) purposes.

6.99 To help manage and develop access to the countryside, the former county council prepared and published the 'Rights of Way Improvement Plan (RoWIP) 2008-2012' with the assistance of the Wiltshire and Swindon Countryside Access Forum and the New Forest Access Forum, and in consultation with a wide range of stakeholders. During 2011/12, the council will once again work with relevant partners and stakeholders to develop the next RoWIP for integration as one of the theme strategies to the LTP3. Given anticipated funding constraints, the focus of the RoWIP will be to manage the existing rights of way network on a prioritised hierarchical basis according to known and expected levels of use and demand.

The natural environment

6.100 The importance of Wiltshire's biodiversity is recognised in the numerous areas of the county are covered by international, national and local nature conservation designations. The council works to conserve and enhance Wiltshire's biodiversity through its implementation of the Wiltshire Biodiversity Action Plan (BAP).

6.101 The BAP is a strategic framework for the conservation and enhancement of Wiltshire's wealth of habitats and species. The BAP includes a series of action plans which serve a number of important functions including:

- identifying current conservation issues
- setting out targets to work towards
- co-ordinating and focusing action for biodiversity
- raising awareness amongst all sectors.

6.102 Biodiversity issues related to the development and implementation of transport schemes are considered by the council's county ecologist through the service delivery team process operated by the Department for Neighbourhood and Planning. In addition, the TAMP will seek to not only protect habitats and species, but also to enhance them where appropriate, and to address the issue of non-native invasive plants.

Habitats Regulation Assessment

6.103 The HRA screening assessment undertaken by consultants Environ on the draft LTP3 identified risk of 'likely significant effects' (LSEs) on European designated sites in and around Wiltshire. Natural England, as the statutory consultee for HRAs, subsequently agreed amendments to the screening assessment report including the summary table of conclusions (see Table 6.2 below).

Table 6.2 Summary of HRA screening conclusions

Site name	Likely significant effect	Likely in-combination effect	What appropriate and sufficient mitigation is available that would remove the likely significant effect?
Salisbury Plain SPA	No	No	Not required.
New Forest SPA	No	No	Not required.
Bath & Bradford on Avon Bats SAC	Yes	Yes	Lighting constraints to be agreed in consultation with Natural England.
Kennet & Lambourn floodplain SAC	Yes	Yes	A robust Construction Method Statement for all road works within the possible zone of impact, approved by the council's county ecologist.
River Lambourn SAC	No	No	Not required.
North Meadow & Clattinger Farm SAC	No	No	Not required.
River Avon SAC	Yes	Yes	A robust Construction Method Statement for all road works within the possible zone of impact, approved by the council's county ecologist.

6.104 The following approaches will be taken by the council in relation to dealing with the LSEs at each site:

6.105 Bath and Bradford on Avon Bats SAC

- Consult with Natural England regarding night time highway construction works or alterations to street lighting on the B3108 around Limpley Stoke, and the A4 and B3109 around Corsham.

6.106 Kennet and Lambourn floodplain SAC

- Produce a robust construction method statement in consultation with the County Ecologist for any specific highway construction and/or maintenance works on the B4192 which have the potential to affect water quality in the Kennet and Lambourn floodplain SAC.

6.107 River Avon SAC

- Liaise with Natural England, the Environment Agency and other relevant parties to identify the cause of the sedimentation impacts on the River Avon and assess their significance.

6.108 The above approaches will be reflected in all relevant LTP3 documents. Where mitigation measures are required to deal with any significant effects, the council will liaise and agree these with Natural England.

6.109 A further HRA screening assessment will be undertaken on the implementation plan and area and theme transport strategies which are to be developed by the council during 2011/12.

Noise

6.110 The Environmental Noise Regulations 2006 place a responsibility on the Department for Environment, Food and Rural Affairs (Defra) to produce noise maps which can be used to provide information on noise levels that can be linked to population data to estimate how many people are affected; and to help in the production of noise action plans to manage noise and reduce noise levels where appropriate.

6.111 Defra has produced a first round of mapping of major roads, railway lines, airports and industrial sites in the largest cities and towns (see <http://services.defra.gov.uk/wps/portal/noise>). Although no railway lines, airports or cities and towns in Wiltshire have been mapped, a number of major roads in Wiltshire have been included. A second round of mapping is to be undertaken in 2012.

6.112 The Environmental Noise Directive requires the development and adoption of action plans "...designed to manage noise issues and effects, including noise reduction if necessary". Required action plans will be developed by Defra following a consultation process involving local authorities, other government departments, stakeholders and members of the general public.

6.113 Where appropriate, Wiltshire Council will work with Defra and others, including the Highways Agency, on the development of action plans. More generally, through the LTP the council will seek to mitigate noise pollution through measures to reduce the impact of road traffic and encourage sustainable transport. In addition, relevant transport schemes will be subject to environmental impact assessments, which include the affect of noise.

Public realm and streetscene improvements

6.114 The council previously negotiated a local public service agreement target on improving street scenes. One of the work streams, keeping Wiltshire's roads clear of litter and debris, has been taken forward in the council's current corporate plan - the target is to achieve a performance target 7% higher than the national benchmark.

- 6.115** The improvement in the quality of public spaces is also a required outcome of many LTP schemes, particularly those in town centres. Whilst these schemes are transport focused, the project teams do typically include consultants with expertise in urban design.
- 6.116** In the future, the approach and principles of the Bradford-on-Avon Historic Core Zone project and emerging Salisbury Public Realm Strategy (see below) are likely to guide the council's public realm improvements in other appropriate locations. It is also considered that both approaches sit well with the coalition government's desire to reduce street clutter.

Bradford-on-Avon Historic Core Zone Project

The concept of Historic Core Zones (HCZs) was developed by the Historic Towns Forum to investigate how traffic management schemes could be designed to suit areas with special historic and architectural character. These principles were employed in the Bradford-on-Avon HCZ project with the aim of undertaking traffic management and public realm improvements that complemented the historic nature of the town and re-established a priority for pedestrians over vehicles.

The project was underpinned by a set of objectives which are summarised below:

- The creation of a zone that re-balances the relationship between vehicles and pedestrians and reduces traffic dominance
- The preservation and enhancement of the character and appearance of the town
- Improved accessibility for pedestrians, cyclists, public transport users and mobility impaired people
- Improved safety for pedestrians, cyclists and mobility impaired people
- The Improvement of the pedestrian environment whilst still providing for through movements for traffic and sufficient levels of parking
- Ensuring that traffic speeds and flows are in balance with the proximity of people within the HCZ.

Salisbury Public Realm Strategy

The Salisbury Public Realm Strategy aims to refocus on the 'place making' function of streets and spaces for the use of people rather than for traffic. Some of its main aims are:

- To significantly improve the quality of the City's streets and spaces
- To redress the balance of priority towards pedestrians rather than vehicles
- To create an attractive, safe and clean City with high quality public spaces and an uncluttered and attractive street scene
- To build upon and improve the legible structure of routes and spaces
- To reduce visual clutter
- To consider the City's different activity zones and the connections between them, its gateways and arrival points, and the City's strong visual linkages and landmarks

The strategy is made up of two main sections: an analysis of the existing public realm; and a description of key design principles for a number of factors including pedestrian and cycle movements, different street types, lighting, signing and lining, materials and street furniture.

Ultimately, the strategy will:

- Provide an over-arching framework to deliver consistent, high quality design outcomes within Salisbury's realm
- Ensure a clear strategy capable of delivering consistent outcomes over time
- Provide the first point of reference for any proposed public realm works.

- 6.117** Following public consultation in 2011, it is anticipated that the Salisbury Public Realm Strategy will be adopted as a supplementary planning document. This will then become a material consideration when determining a planning application or implementing highway schemes within the strategy area.



Appendix A Glossary

To be included in final document



Appendix B Principal Statutory Duties

To be included in final document.



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