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Calne Area Transport Strategy

Final Report

Wiltshire Council

23rd February 2021

Notice

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This document has 53 pages including the cover.

Document history

Revision	Purpose description	Origin-ated	Checked	Reviewed	Author-ised	Date
Rev 1.0	Draft Report Structure	SG	PS			14/03/2019
Rev 2.0	Draft Report	SG	PS	AW		24/04/2019
Rev 3.0	Draft Report	LG	-	-		21/09/2019
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Client signoff

Client	Wiltshire Council
Project	Calne Area Transport Strategy
Job number	
Client signature / date	

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Introduction

The Calne Area Transport Strategy is Wiltshire Council and Calne Area Transport Group's proposed long-term approach to meeting the transport needs of the town within the context of planned growth and recently delivered growth

1. Introduction

The purpose of the Calne Area Transport Strategy is to outline the proposed approach to meeting specific transport objectives for Calne and Calne Without, and identify a prioritised list of complimentary schemes and interventions that are shown to address known and well-evidenced issues.

This strategy has been developed by the Calne Area Transport Group (CAT) and Wiltshire Council with support from Atkins.

This strategy builds upon previous work by CAT to develop it into a full Transport Strategy for the area, that will identify the key priorities for future interventions, and provide a foundation for these schemes to be considered for future funding and delivery programmes.

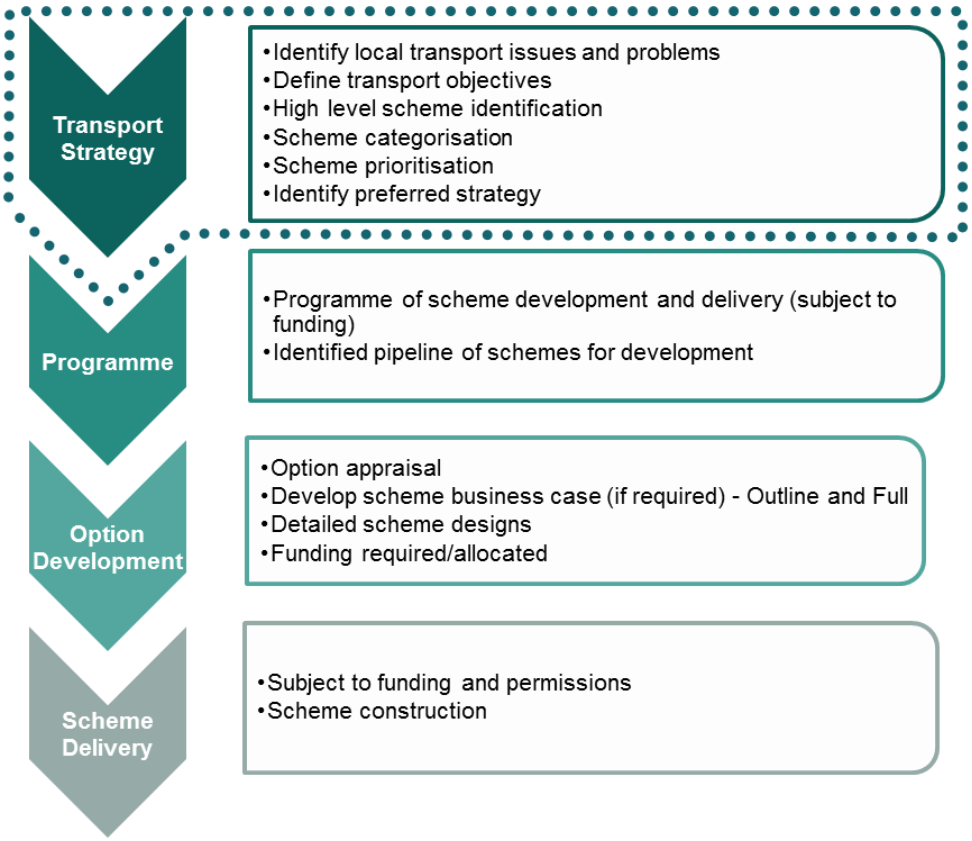
Once strategy schemes are identified, potential funding streams and delivery mechanisms can be identified. These will typically include:

- Developer contributions;
- Bids for capital funding; and
- Wiltshire Council budgets (Community Area Transport Group, Integrated Transport, Road Safety etc.).

All of these funding and delivery processes require a strong evidence base and logical justification of the scheme linking an identified issue to a transport objective to address that issue, and a scheme that is shown to address both the issue and meet the objective. Without that background evidence, any promoted schemes are unlikely to be prioritised and be successful in securing funding through competitive bidding processes against other schemes.

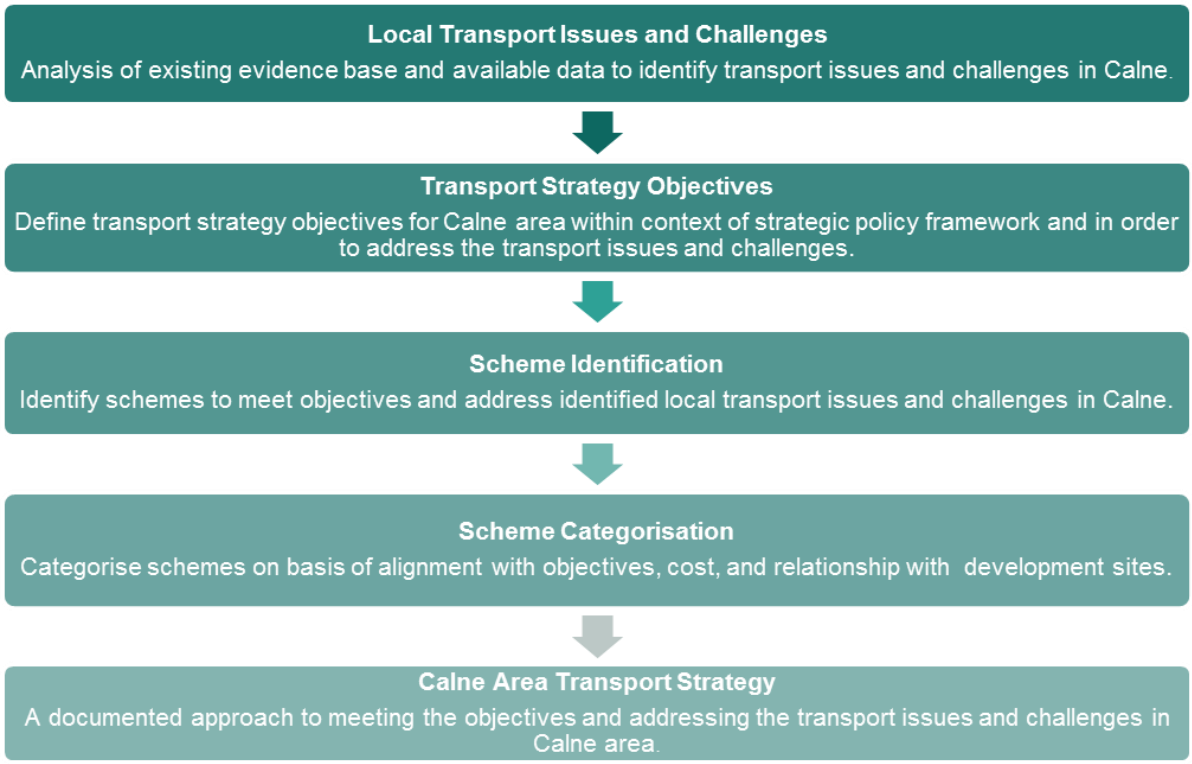
The role of a Transport Strategy in the lifecycle of a typical scheme/intervention is shown in Figure 1-1**.**

Figure 1-1 - Transport scheme lifecycle



In order to demonstrate a clear link through the Transport Strategy joining evidenced issues, objectives, and priority schemes to address those issues, a clear process has been followed, as set out in Figure 1-2.

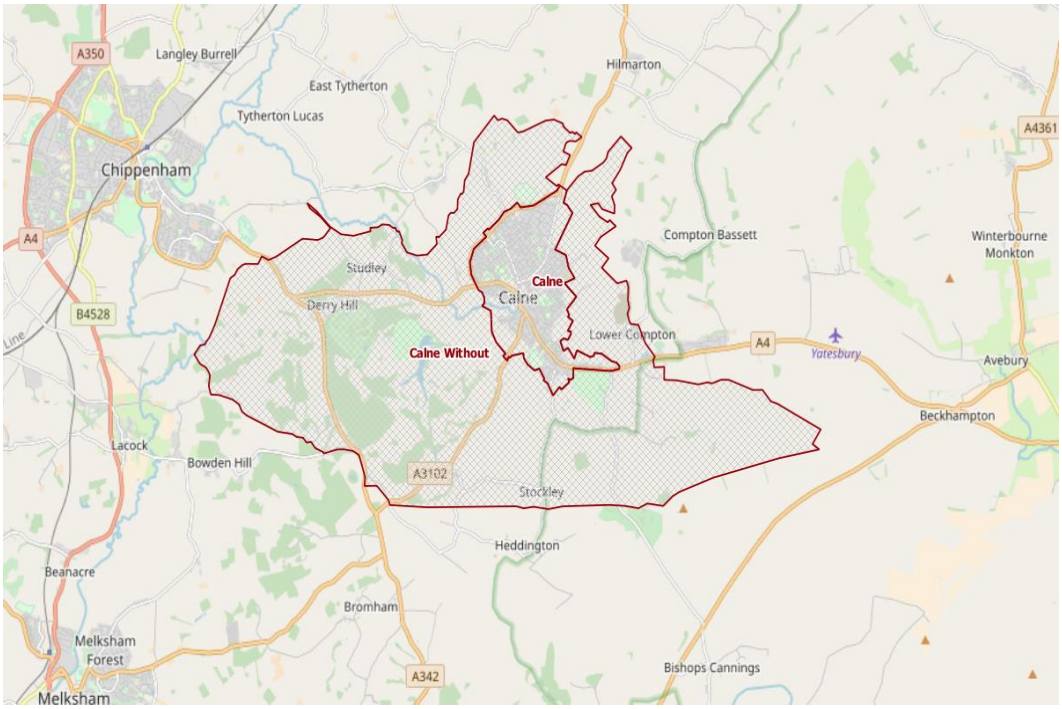
Figure 1-2 - Transport strategy process



1.1. Study area

Calne and Calne Without parishes form the study area for the Calne Area Transport Strategy. This is shown in Figure 1-3.

Figure 1-3 - Calne Area Transport Strategy study area



1.2. Report structure

Section 2 of this report presents the current situation through analysis of key data sources and evidence to highlight the existing challenges and issues.

Section 3 sets out the agreed objectives for the Transport Strategy to address those challenges and issues.

In Section 4, potential scheme options are identified and assessed against the Strategy objectives.

In Section 5, the best performing scheme options are collated to present the prioritised Transport Strategy schemes for Calne and Calne Without.

2. Understanding the current situation

This chapter presents a summary of the transport issues and challenges that have been identified in Calne based on a review of the transport evidence base. The following sources of information have been reviewed:

- Policy context;
- Census Travel to Work;
- Collisions;
- Bus accessibility;
- Car parking;
- Cycling and walking;
- Traffic delay;
- Developments;
- HGV network;
- Public and school surveys; and
- Traffic counts.

A summary of the key issues and challenges identified is provided in Section 2.13 at the end of this Chapter.

2.1. Policy context

A summary of the key local policies is provided in Table 2-1. This transport strategy must align with and contribute to meeting these wider policy commitments.

Table 2-1 - Policy context

Transport Vision 2026 (Swindon and Wiltshire LEP, March 2014).	The Vision supports the SWLEP's aspirations for economic growth and inward investment as set out in the Strategic Economic Plan, whilst at the same time reflecting the local transport priorities for Swindon and Wiltshire. It sets out a number of strategic transport objectives which include: • Remove key barriers to walking, cycling and public transport. • Provide a well-integrated public transport system. • Sustain connections between rural communities and local centres. • Promote new technologies and initiatives to reduce emissions and improve travel efficiency.
Wiltshire Community Plan 2011 - 2026	The plan sets out the long-term vision, direction and three key priorities for Wiltshire to 2026. • Creating an economy that is fit for the future. • Reducing disadvantage and inequalities. • Tackling the causes and effects of climate change.

Wiltshire Council Business Plan 2017-2027	This sets the key priorities for the council which are: • Growing the economy. • Strong communities. • Protecting the vulnerable. In addition, key goals related to transport include: • Road infrastructure to be improved. • New infrastructure to support housing and employment growth. • Improved strategic roads and rail. • Accessible public transport services. • Good countryside access and cycling and walking opportunities.
Wiltshire Local Transport Plan 2011 - 2026	The LTP sets out the long-term transport strategy for Wiltshire including the following goals under which sit a number of related strategic objectives: • Support economic growth. • Reduce carbon emissions. • Contribute to better safety, security and health. • Promote equality of opportunity. • Improve quality of life and promote a healthy natural environment. It also includes a number of supporting strategies such as the Cycling Strategy which provides on overview of the cycle network in Calne and outlines plans for further development of routes in the town.
Wiltshire Joint Health and Wellbeing Strategy 2015 - 2018	To help deliver this strategy, the Wiltshire Health and Wellbeing Board aims to: • Work with employers to develop and implement workforce health strategies (inclusive of workplace travel planning). • Promote walking and cycling, and support active travel planning, residential and workplace travel plans. • Maintain the good air quality in the county and strive to deliver improvements in areas which fall below standards; including support for active transport.
Wiltshire Core Strategy 2015	The strategy for Calne is to ensure that housing growth is carefully balanced with job creation and town centre improvements. Specific issues to be addressed in planning terms include: • For major applications - identifying an appropriate solution to reducing the impact on traffic from the waste facilities located on the edge of Calne, which are a source of heavy vehicles. • The town plan will also investigate opportunities to address town centre traffic congestion and improve public transport access to the town centre.
Wiltshire's Obesity Strategy 2016 - 2020	Wiltshire's Obesity Strategy sets out the strategic objectives needed to ensure that everyone in Wiltshire is enabled to achieve and maintain a healthy weight. One of the key priorities in relation to transport and planning is to take steps towards reversing the 'obesity promoting' environment where people, live, play, learn, work and retire.

Wiltshire Air Quality Strategy / Air Quality Action Plans	These key documents provide a focus and mechanism to promote communication and cooperation within Wiltshire Council, between external organisations and with communities, to address localised areas of poor air quality. Calne has an Air Quality Management Area which was declared in 2013. The AQMA is mainly along the A4. The source of the exceedance in Calne is exhaust emissions from traffic. The Action Plan is therefore seeking to implement measures that: • Encourage a modal shift. • Encourage fewer drivers to enter the town centre. • Encourage more sustainable forms of transport.
Calne Community Neighbourhood Plan 2016-2026	The Neighbourhood Plan sets down a series of planning policies which form part of Wiltshire's wider statutory development plan. The Plan covers seven themed sections which includes 'Getting Around' and this contains the following policies: • Sustainable transport (GA1), requires developments to demonstrate how opportunities for sustainable modes of transport are maximised. • Highway impact (GA2), sets out certain requirements for new development should it be shown to have a detrimental impact on the highway network.
Calne Town Council Strategic Plan 2019-2021	The Strategic Plan sets the town's corporate objectives. A key objective under the traffic and pedestrian movements topic is to deliver a Transport Strategy for Calne. The key aims are: • To agree a transport strategy for Calne. • To use Community Infrastructure Levy funding to deliver major projects. • To deliver on the S106 funded cycle routes across the town. • To put forward schemes for consideration by Calne Area Transport Group. • To extend bus services to cover all parts of the town.

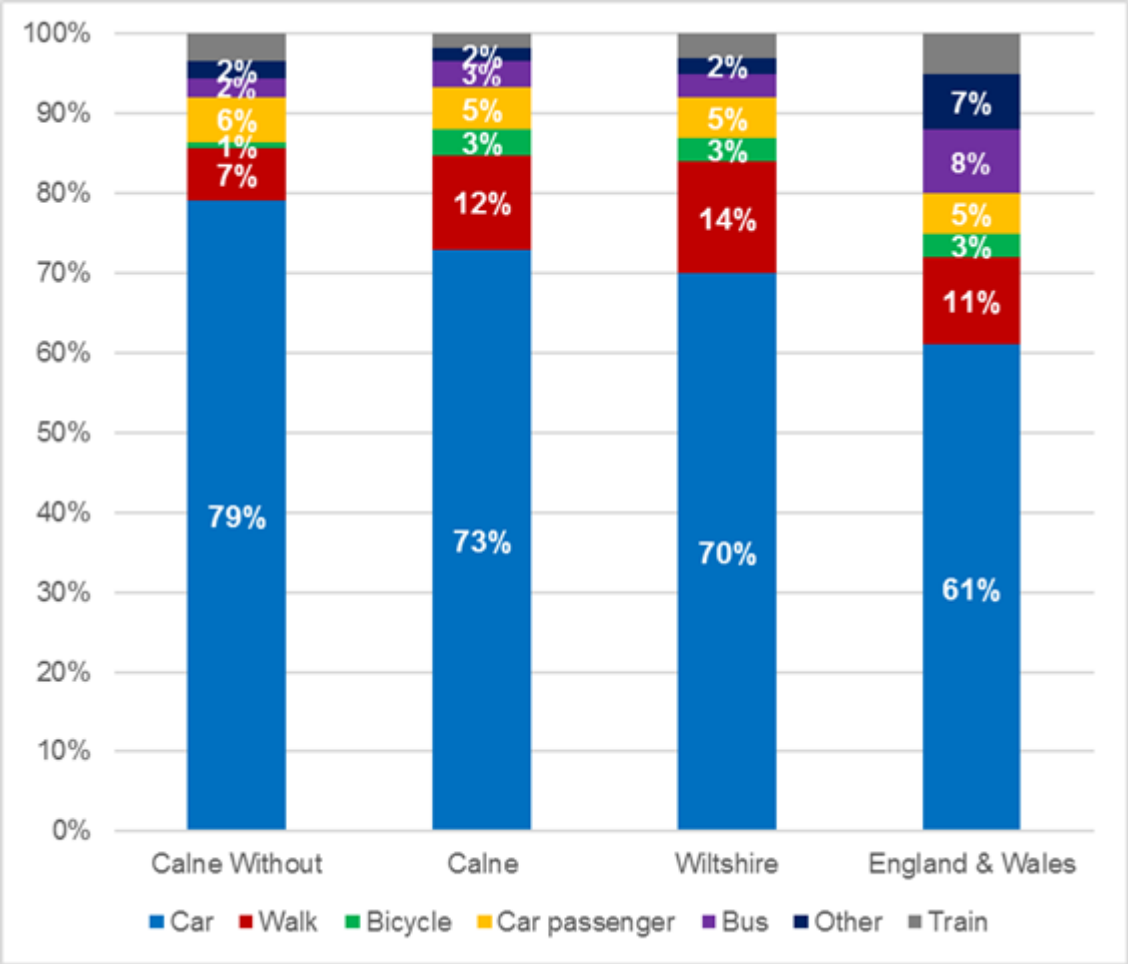
2.2. Census Travel to Work data

Due to limitations in Census Travel to Work datasets, the geographic scope of Calne used for analysis in this section varies. For more basic datasets, analysis comprises of the full Calne Area extent (Calne and Calne Without) while for more complex datasets, such as origin-destination, analysis comprises of the town of Calne. Footnotes are provided where data derives from the town of Calne rather than the Calne Area.

Journeys to and from Calne[1]

2011 Census Travel to Work mode share data (displayed in Figure 2-1) indicates that, for all journeys to work, there are higher levels of car use for both Calne and Calne Without residents compared to Wiltshire and national averages. There are also lower levels of walking and cycling.[2]

Figure 2-1 - Method of travel to work[3]



Commuting balance

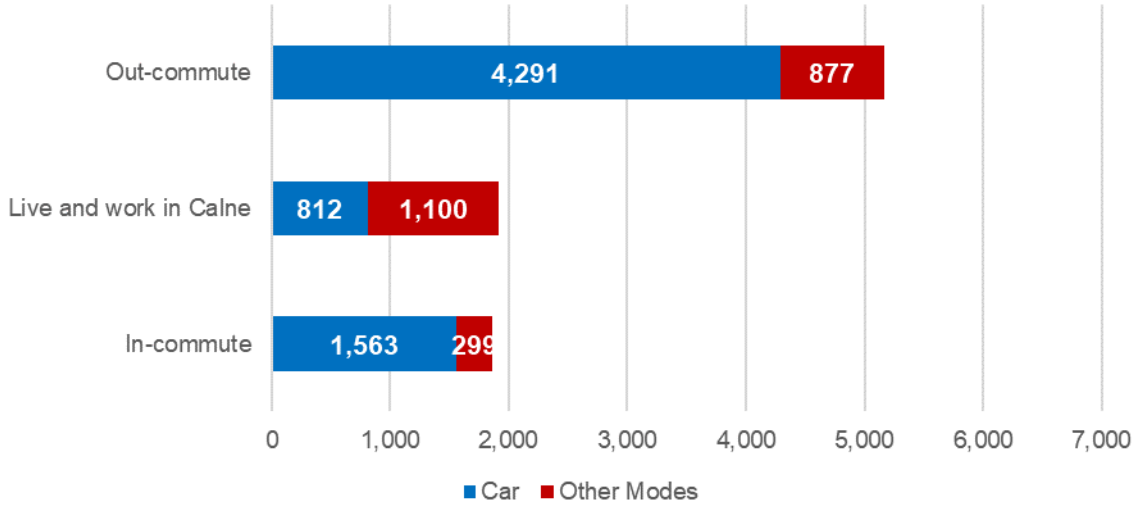
There are significantly higher levels of out-commuting than in-commuting in Calne, as shown in Figure 2-2 overleaf. It is recognised that this is an issue in a number of settlements across Wiltshire as the larger centres of Bath, Bristol and Swindon, provide a wider range of employment, leisure and cultural opportunities than can be found across Wiltshire resulting in out-commuting

[1] For all Census Travel to Work statistics, anomalies may appear in the data due to public input error when completing the survey. Travel to Work data records the main method used for commuting.
[2] Census records journeys made by rail for Calne despite there not being a rail station in the town. The figure likely consists of commuters travelling to a rail station and using rail as their predominant commuting mode.
[3] 'Other' modes are: (1) underground, metro, light rail, tram, (2) taxi, (3) motorcycle, scooter or moped, and (4) any other method of transport.

for work and leisure activities such as shopping. The Wiltshire Local Plan (2016) also recognises that growth has not always been delivered in a proportionate manner, whereby housing is delivered in settlements where there are insufficient employment opportunities leading to out-commuting.

- 5,168 Calne residents commute out of the town, while 1,862 commute in to Calne with a further 1,912 living and working in the town.
- Car driving is the primary mode for out-commuting, standing at 83%, while those commuting in to Calne also rely heavily on the car, with 84% using the car. However, car use for those living and working in Calne is lower, with 42% using the car.

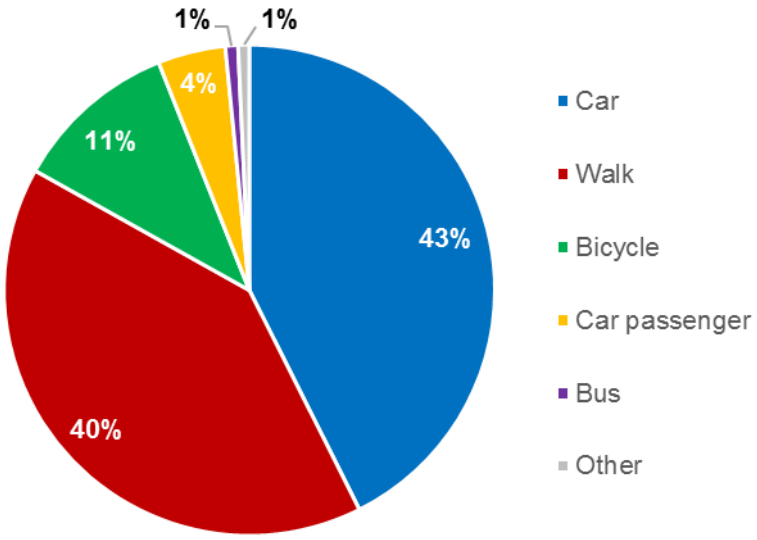
Figure 2-2 - Commuting balance



Journeys within Calne[4]

Approximately 21% of Calne's working population live and work in the town (1,912 of the 8,942 employed residents). This indicates a low retention of labour. Of the residents living and working in Calne, walking and cycling are popular modes of commuting (see Figure 2-3) at 40% and 11% respectively. However, car is the predominant transport mode.

Figure 2-3 - Mode share of those living and working in Calne



[4] Due to data limitations origin-destination by mode data focuses on the town of Calne rather than the full extent of the Calne Area Transport Strategy study area

In-commuting[5]

Table 2-2 shows that there is a dependency on the car for commuters travelling into Calne, with high proportions of car use for those commuting in from areas such as the rest of Wiltshire (84% car use), Swindon (91%) and Bath and North East Somerset (97%). The limited public transport provision serving Calne and these key commuter origins, presents an obstacle to reducing commuting by car.

Table 2-2 - Place of residence for Calne employees[6]

Area of employment	Number of journeys	Commuting Mode				
		% of journeys made by car	% of journeys made by rail	% of journeys made by bus	% of journeys made by cycling	% of journeys made by walking
Live & Work in Calne	1912	42%	0%	1%	11%	40%
Rest of Wiltshire *	1487	84%	0%	3%	2%	3%
Swindon	131	91%	0%	5%	1%	0%
Bath and North East Somerset	34	97%	0%	0%	0%	3%
Mendip	22	82%	0%	0%	0%	0%
Cotswold	15	73%	0%	13%	0%	13%
South Gloucestershire	15	100%	0%	0%	0%	0%
West Berkshire	10	100%	0%	0%	0%	0%
Vale of White Horse	6	67%	0%	17%	17%	0%
Bristol	5	100%	0%	0%	0%	0%

[5] Due to data limitations origin-destination by mode data focuses on the town of Calne rather than the full extent of the Calne Area Transport Strategy study area

[6] It is considered unlikely that 2 (13%) Cotswold residents walk to Calne. This could be explained as human error when completing the Census.

Other	137	72%	9%	1%	1%	7%

WU03EW – Location of usual residence and place of work by method of travel to work (MSOA level). Census 2011. ONS Crown Copyright Reserved. Ten most common places of residence for Calne employees.

Table 2.3 breaks down this 'Rest of Wiltshire' Category, to show the towns with the biggest origins from within Wiltshire. They are ranked in size order - Chippenham being the main one, then Devizes, then rapidly diminishing numbers from other urban destinations. 'Other Wiltshire destinations' at the bottom is a sizable number but is made up of urban origins with small numbers (less than the 23 from Bradford on Avon) and the more rural output areas that cover large areas and many small settlements. The same applies for Tables 2.4 and 2.5 but shows where Calne residents out commute to.

***Table 2 -3 - Popular Wiltshire origins**

Usual residence	Number of commuters into Calne	Commuting mode				
		% of journeys made by car	% of journeys made by rail	% of journeys made by bus	% of journeys made by cycle	% of journeys made by walking
Chippenham	395	84%	1%	4%	2%	2%
Devizes	95	92%	0%	1%	0%	2%
Melksham	73	88%	0%	0%	1%	1%
Trowbridge	52	85%	0%	4%	0%	2%
Lacock / Corsham	41	93%	0%	0%	0%	2%
Royal Wootton Bassett	26	77%	0%	12%	0%	8%
Bradford on Avon	23	96%	0%	0%	0%	0%
Other Wiltshire origins	782	82%	0%	3%	2%	5%

WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level). Census 2011. ONS Crown Copyright Reserved. Origins with at least 20 movements to Calne.

Out-commuting[7]

For Calne residents who commute out of the town, there is a high car dependency, adding to traffic levels on strategic roads heading out of Calne during the AM peak, and returning in the PM peak. Table 2-4 highlights the most popular places of work for Calne residents alongside the mode share of the journeys.

Table 2-4 - Place of employment for Calne residents

Area of employment	Number of journeys	Commuting Mode				
		% of journeys made by car	% of journeys made by rail	% of journeys made by bus	% of journeys made by cycling	% of journeys made by walking
Rest of Wiltshire *	3351	83%	0%	5%	1%	3%
Live & Work in Calne	1912	42%	0%	1%	11%	40%
Swindon	715	85%	0%	6%	0%	1%
Bath and North East Somerset	167	71%	20%	0%	1%	3%
South Gloucestershire	142	89%	4%	1%	0%	1%
Bristol	99	72%	23%	1%	1%	0%
West Berkshire	90	98%	1%	0%	0%	1%
Cotswold	54	85%	0%	4%	0%	2%
Winchester	42	100%	0%	0%	0%	0%
West Oxfordshire	33	91%	0%	3%	0%	3%
Other	475	81%	8%	1%	1%	2%

[7] Due to data limitations origin-destination by mode data focuses on the town of Calne rather than the full extent of the Calne Area Transport Strategy study area.

WU03EW – Location of usual residence and place of work by method of travel to work (MSOA level). Census 2011. ONS Crown Copyright Reserved. Ten most common workplace destinations.

***Table 2-5 - Popular Wiltshire destinations**

Area of employment	Number of journeys	Commuting mode				
		% of journeys made by car	% of journeys made by rail	% of journeys made by bus	% of journeys made by cycle	% of journeys made by walking
Chippenham	833	75%	0%	12%	1%	2%
Devizes	437	88%	0%	4%	1%	1%
Lacock / Corsham	252	89%	0%	1%	0%	2%
Marlborough	127	90%	0%	2%	2%	0%
Trowbridge	108	95%	0%	0%	1%	2%
Melksham	63	81%	0%	5%	2%	6%
Malmesbury	55	95%	0%	0%	0%	2%
Royal Wootton Bassett	47	79%	0%	13%	0%	0%
Other Wiltshire destinations	1,429	83%	0%	3%	1%	3%

WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level). Census 2011. ONS Crown Copyright Reserved. Workplaces with at least 40 movements from Calne.

Car ownership

There are high levels of car ownership in Calne and Calne Without, which indicates a high propensity to use cars for transport due to their availability.

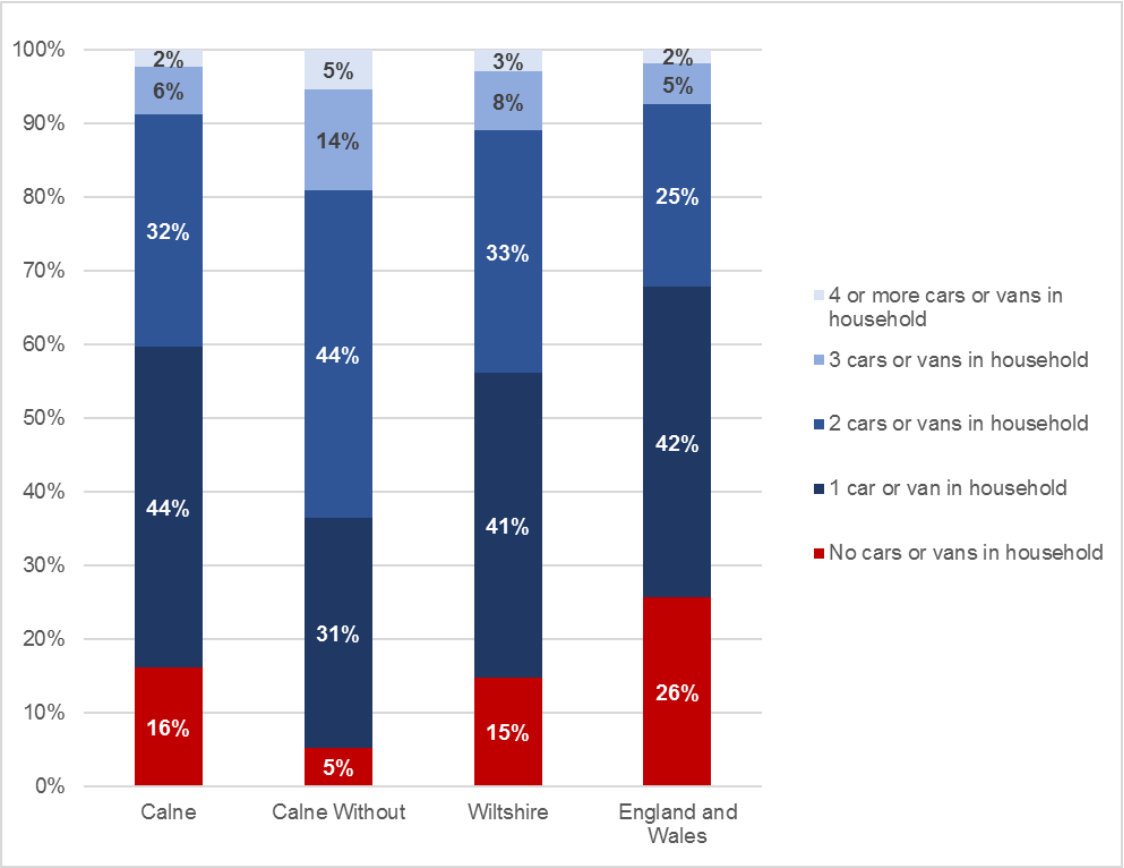
Calne Without:

- 5% of households have no car or van, compared to 15% in Wiltshire;
- There are more households with four or more cars/vans than households with no cars/vans; and
- 1.85 cars per household compared to the Wiltshire average of 1.45.

Calne:

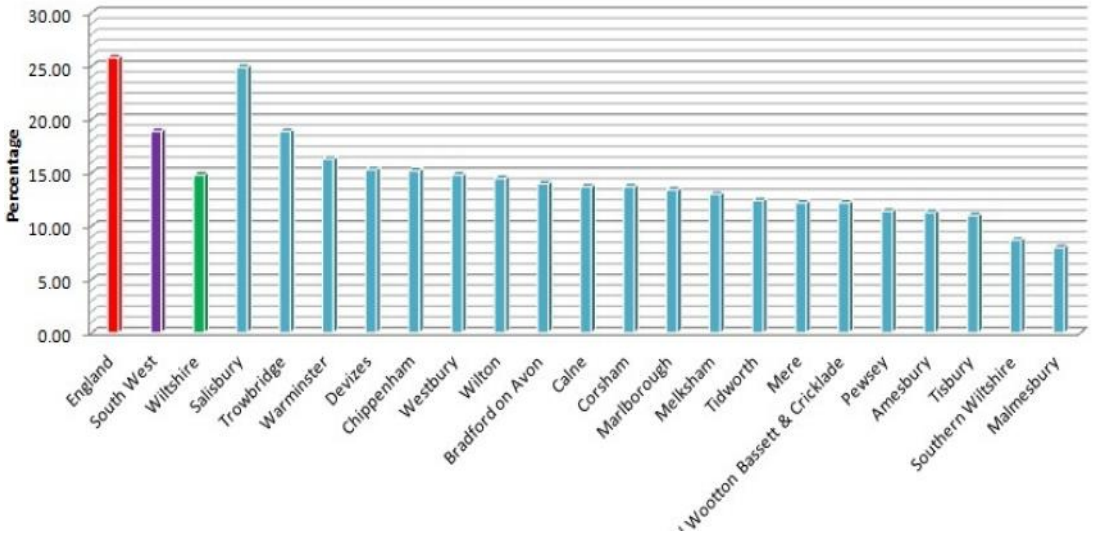
- 16% of households have no car or van; and
- 1.36 cars per household.

Figure 2-4 - Car ownership in Calne Area



To provide a comparison with other Community Area across Wiltshire, the table below shows the typical percentage of households without access to a car. Car ownership is generally high across Wiltshire, reflecting the rural nature and general affluence of the county.

Figure 2-5 - Percentage of households without access to a car or van (2011)



Issue 1: High car reliance for work journeys into and out of Calne.
Issue 2: High levels of car use for journeys to work for residents living and working in Calne.

2.3. Collisions

The following chart provides an overview of the number of recorded casualties across the area between 2008 and 2019.

It highlights a decrease in the number of casualties in 2017, with Calne seeing a reduction in casualties over the previous two years, and Calne Without experiencing a fluctuating number of casualties, with a notable decrease in 2017. However, in 2018, both areas experienced a substantial increase which then reduced again in 2019. Figure 2-7 and Figure 2-8 maps the collisions between 2017 and 2019.

Figure 2-6 - Road casualties

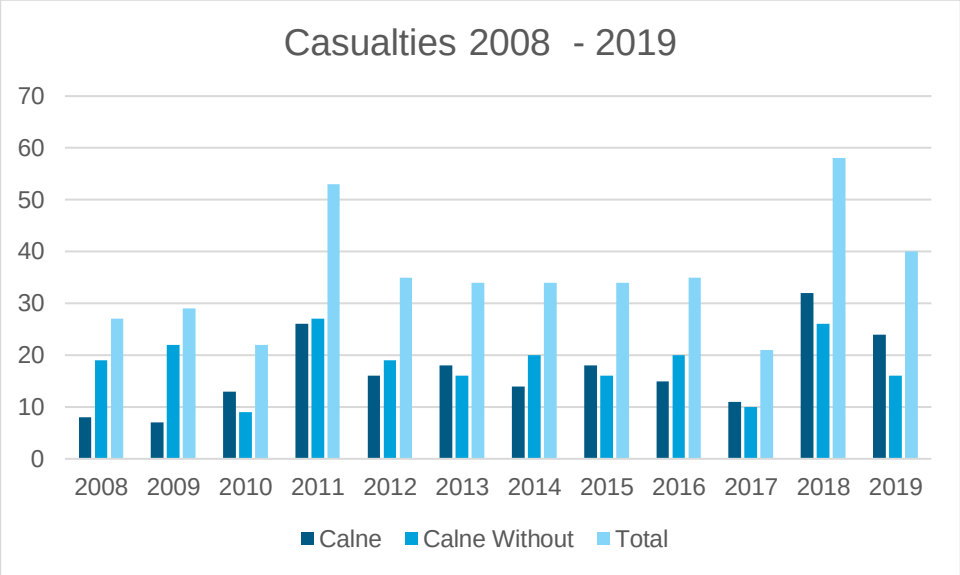


Figure 2-7 - Location of collisions in Calne Without

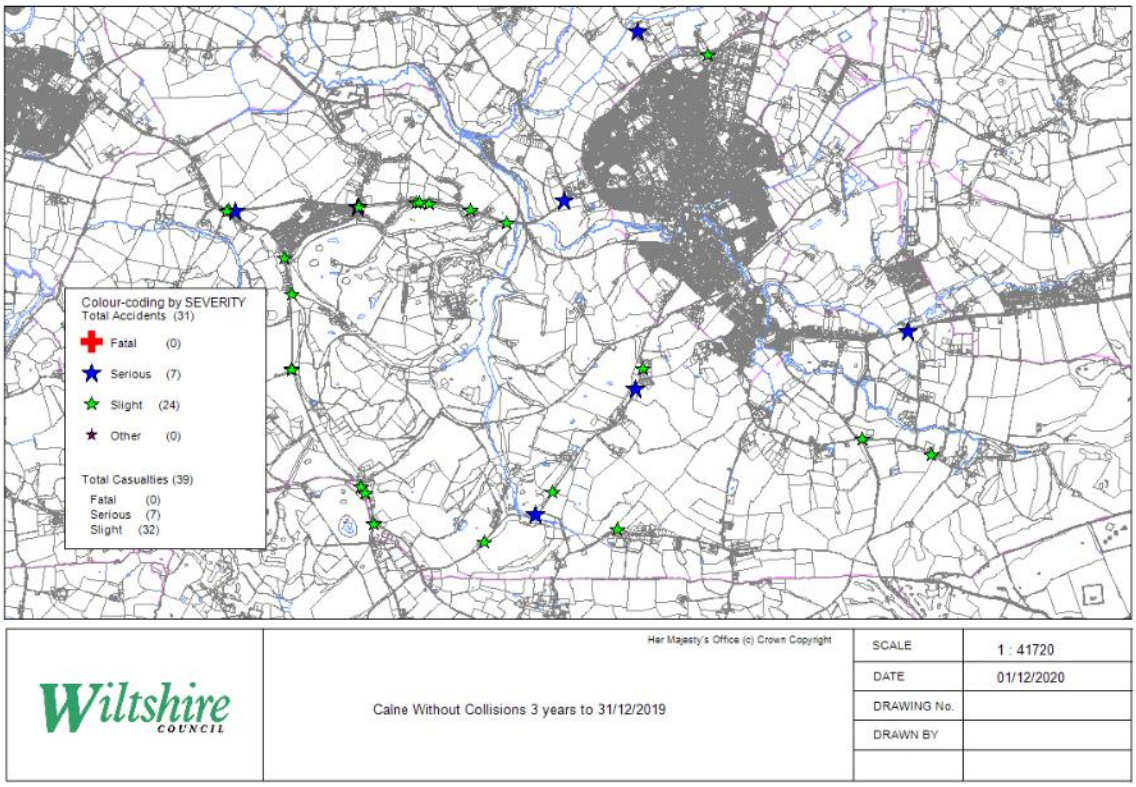
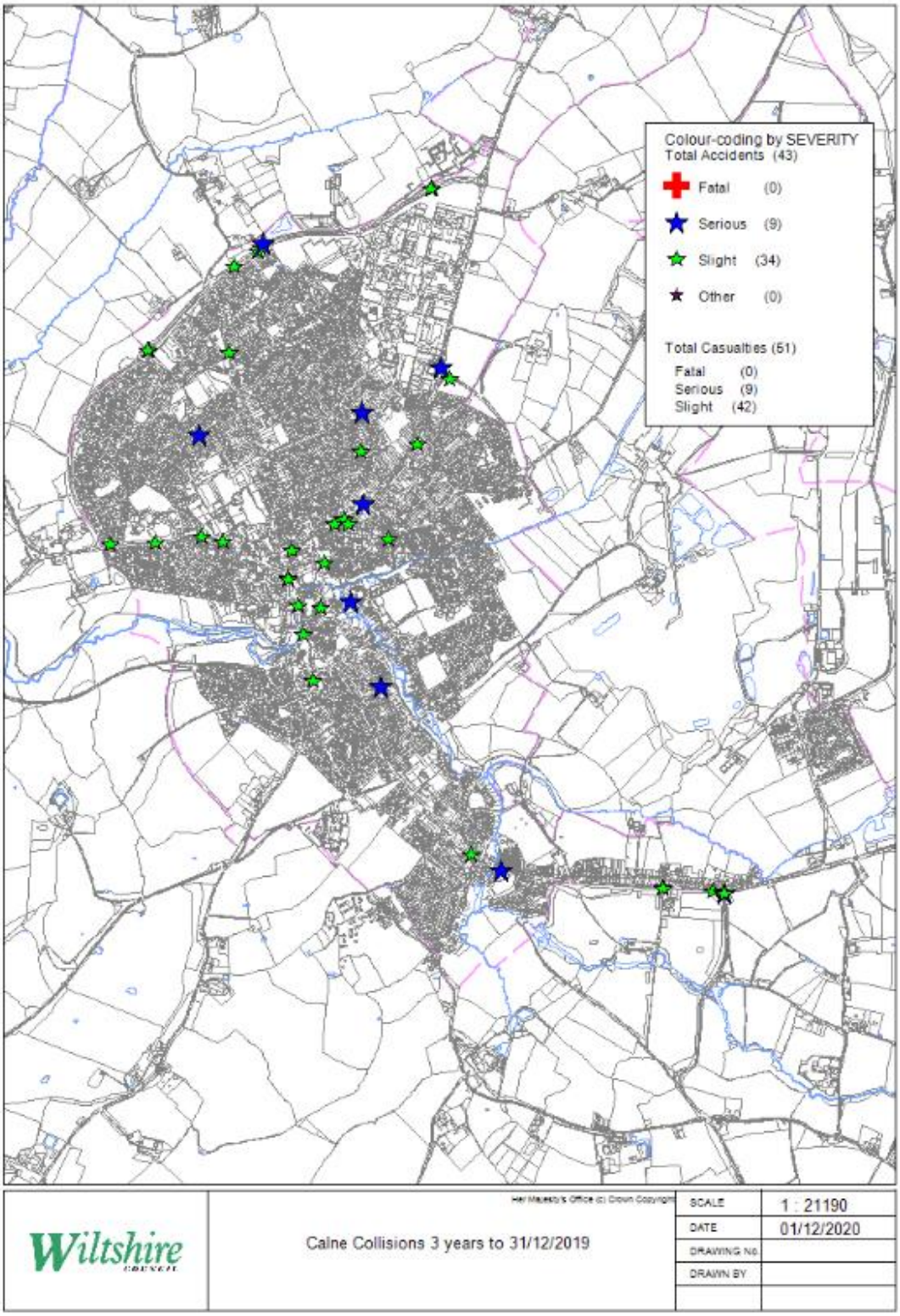


Figure 2-8 - Location of collisions in Calne



The pattern of casualties in the urban town of Calne differs markedly from the rural parish of Calne Without. 39% of casualties in Calne are to pedestrians and cyclists whereas only 15% of all casualties in Calne Without are pedestrians and cyclists. This generally reflects the much greater incidence of walking and cycling for short journeys in an urban area.

54% of all casualties in Calne Without are to car drivers and passengers but only 41% of casualties on Calne's roads are related to drivers and passenger of cars. The high flows of fast moving traffic

on the major routes through Calne Without may account for higher percentage of casualties in the rural parish particularly on the A4, A342 Devizes Road and A3102.

Just over 60% of fatal and seriously injured in the Strategy area are vulnerable road users (pedestrians, cyclists and motorcycle riders).

There is also evidence that there are more casualties amongst male drivers rather than female drivers across both areas. The majority of casualties for both males and females are in the 25 – 59 age category.

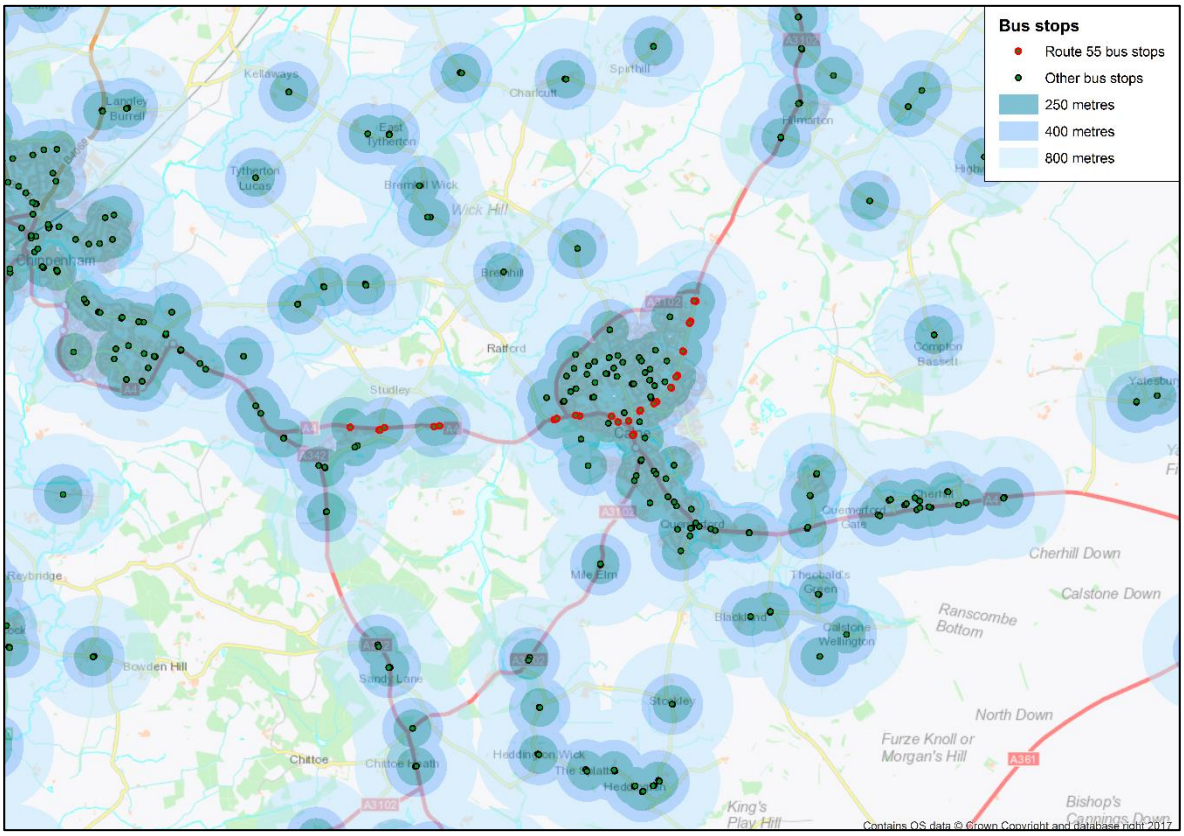
Issue 3: Collision clusters at key locations on the network, including along the A4 and the A3102. Collisions reduce network performance and safety concerns (actual and perceived) and can reduce the attractiveness of using sustainable transport modes.

2.4. Bus accessibility

Figure 2-9 suggests that Calne has an accessible bus network, with residents generally having reasonable levels of access to bus services. For the majority of the town, bus stops are within 250 metres, although there are some pockets with low accessibility:

- The neighbourhood around Prince Charles Drive to the west of Calne; and
- In the area surrounding Beversbrook Sports Centre.

Figure 2-9 - Proximity to bus stops



However, the majority of bus services, with the exception of the local 43 bus, do not serve the A3102, which would indicate limited bus accessibility for neighbourhoods to the north and west of the town.

In terms of bus frequency, the 55 bus provides the only frequent bus service. Frequent is defined as better than half-hourly in the AM and PM peaks. This provides links from Calne to Chippenham and Swindon, two key employment centres for Calne residents. However, the 55 bus uses bus stops along Oxford Road and the A4 through the town, meaning some residents to the north-west can be

up to 1km from the frequent bus service limiting their connectivity to key destinations such as Chippenham, Royal Wootton Bassett and Swindon.

Other bus services are less frequent. These services include the 33, 42, 43, X10, X43 and X76.

Table 2-6 - Bus services

Operator	Service	Main calling points	Frequency
Faresaver	33	Devizes - Bromham - Calne - Derry Hill - Chippenham	Mon-Fri: Hourly Saturdays only: Infrequent
Swindon Bus Company	42	Calne - Compton Bassett - Avebury - Marlborough	Mon - Fri: Roughly 2 hourly but no peak hour services Saturdays only: Infrequent
Swindon Bus Company	43	Calne - Heddington - Stockley - Quermerford	Mon - Fri: Infrequent Saturdays only: Infrequent
Stagecoach West	55	Swindon - Royal Wootton Bassett - Calne - Chippenham	Mon - Fri: Frequent (better than half hourly) Saturday and Sunday: Frequent
Faresaver	X10	Cherhill - Calne - Derry Hill - Chippenham	Mon - Friday: School service only
Swindon Bus Company	X43	Calne - Heddington - Stockley - Quermerford	Mon - Fri: Infrequent Saturdays only: Infrequent
A D Rains	X76	Marlborough - Cherhill - Calne - Derry Hill - Melksham - Bath	Mon - Fri: Infrequent

Issue 4: There are gaps in bus coverage across Calne, particularly to the north-west. This impacts residents' connectivity to key destinations for employment and leisure opportunities. The gaps in coverage provide a barrier to accessing frequent interurban services.

2.5. Car parking

There are three main car parks in Calne providing access to the town centre. Two of the three (Sainsbury's and Co-op) are privately owned, which results in the Council having no control over how the car park space is used, which means it cannot be effectively used as a demand management tool.

Furthermore, the Co-op car park may shortly be subject to development, which is likely to reduce the town's car parking supply. This could have a negative impact on parking in the town, whereby residential areas further out of the centre could be used for parking. In addition, reducing parking supply in the town centre could reduce the convenience and attractiveness of visitors using Calne as an employment / retail destination.

Table 2-7 - Car parks in Calne

Car park	Owner	Charges
Church Street	Wiltshire Council	Up to 1 hour: £0.20. Up to 2 hours: £0.80. Up to 3: £1.70. Up to 4: £2.20. Up to 5: £2.80. All day: £4.50. 18:00 – 06:00: Free.
Sainsbury's	Privately owned	Customers only
Co-op	Privately owned	Customers only

Table 2-8 - Parking availability in Calne

Type	Spaces
Off street	440
On street	24
Total	**464**

Short stay (4 hrs and under)	355
Long stay (Over 4 hrs)	89
Disabled	20
Total	**464**

The 'long stay' off-street parking spaces include 77 at the Heritage Quarter car park and 14 at the rear of Lloyds Bank (this is in private ownership and is informal/non-enforced).

The remaining off street parking spaces are managed by Sainsbury's (227 spaces) and the Co-op (122 spaces). Officially, all these car parking spaces are restricted to a maximum stay of 2 hours.

Two benchmarking studies (part of a National Town Centre Benchmarking study) were conducted in 2013 and 2017. One of the key indicators' of the studies was car parking thus providing a 'snapshot' of the town's car parking situation. Key findings included:

- In 2017 **88%** of town centre users stayed in Calne for less than 2 hours (85% in 2013).
- In 2017, **27%** of all car parking spaces were vacant (27% in 2013) on a market day whilst **34%** were vacant on the non-market day (39% in 2013).

Issue 5: The majority of car parking provision in Calne is privately owned, limiting the effectiveness of parking as a demand management tool. Some car parking provision may be lost to redevelopment.

2.6. Cycling and walking

Figure 2-10 shows the cycle network in Calne. This highlights the following gaps in coverage:

- North to town centre: Oxford Road from A3102 junction to town centre;
- West to town centre: A4 Chilvester Hill to town centre;
- South-east to town centre: A4 from Quemerford to town centre;
- Town centre: High Street, Wood Street and Oxford Road; and
- In general, a limited provision of cycle ways, with many journeys requiring cycling on roads.

Figure 2-10 - Calne cycle network

The National Cycle Network also runs through the wider Calne area and whilst it is predominantly aimed at promoting leisure trips, the good links through the town make it suitable for utility trips as well. The routes are shown in Figure 2-11, with green indicating traffic-free routes and purple indicating an on-road route. Parts of NCN403 are occasionally closed for local events, severing the route. It should also be noted that section of the cycleway between Stanley Lane car park to Black Dog Holt is regularly closed during shooting season

Figure 2-11 - National Cycle Network surrounding Calne

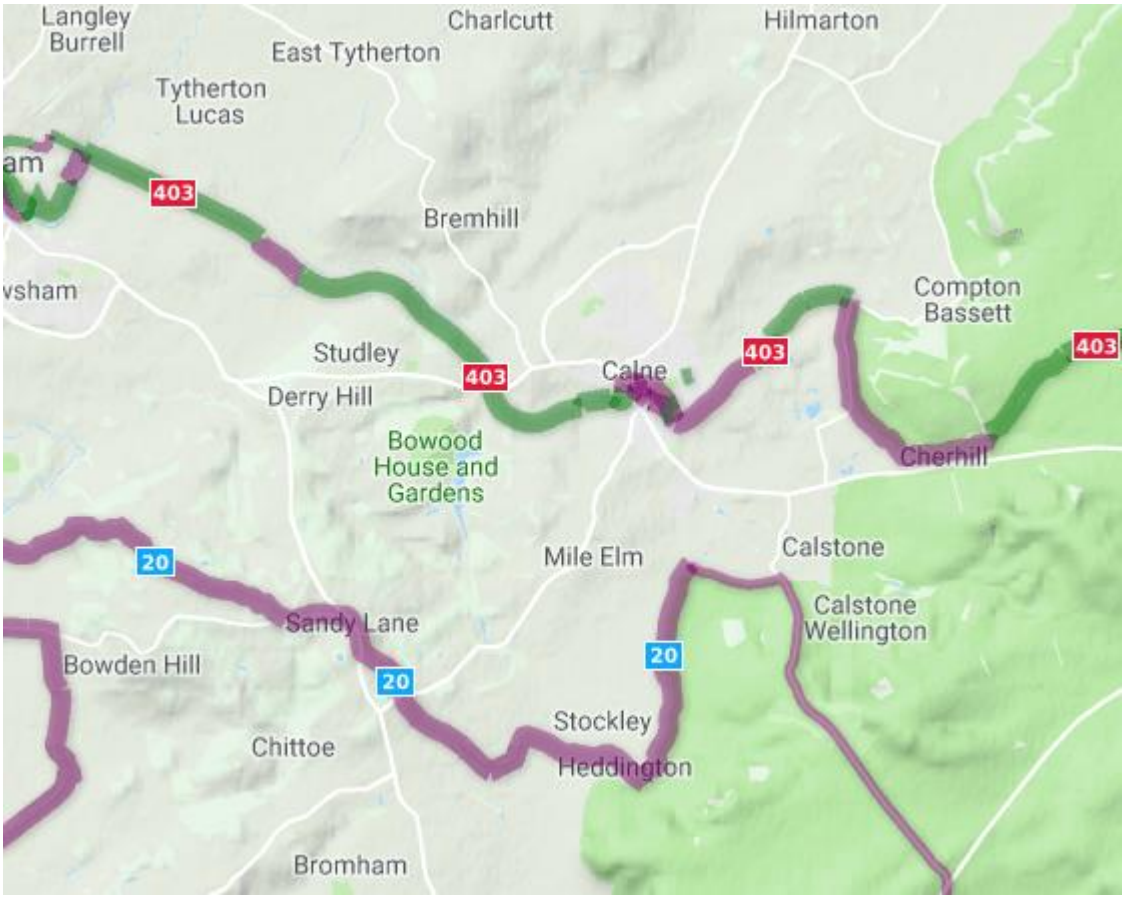
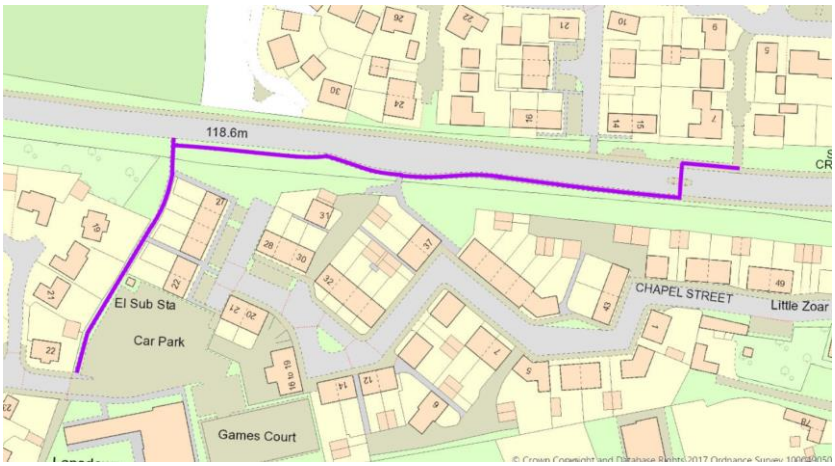


Figure 2-11a Cycle Network in Calne Without – Studley



Issue 6: There are gaps in Calne's cycle network to the north, west and south-east of the town centre. This may reduce the attractiveness of uptake of sustainable modes.

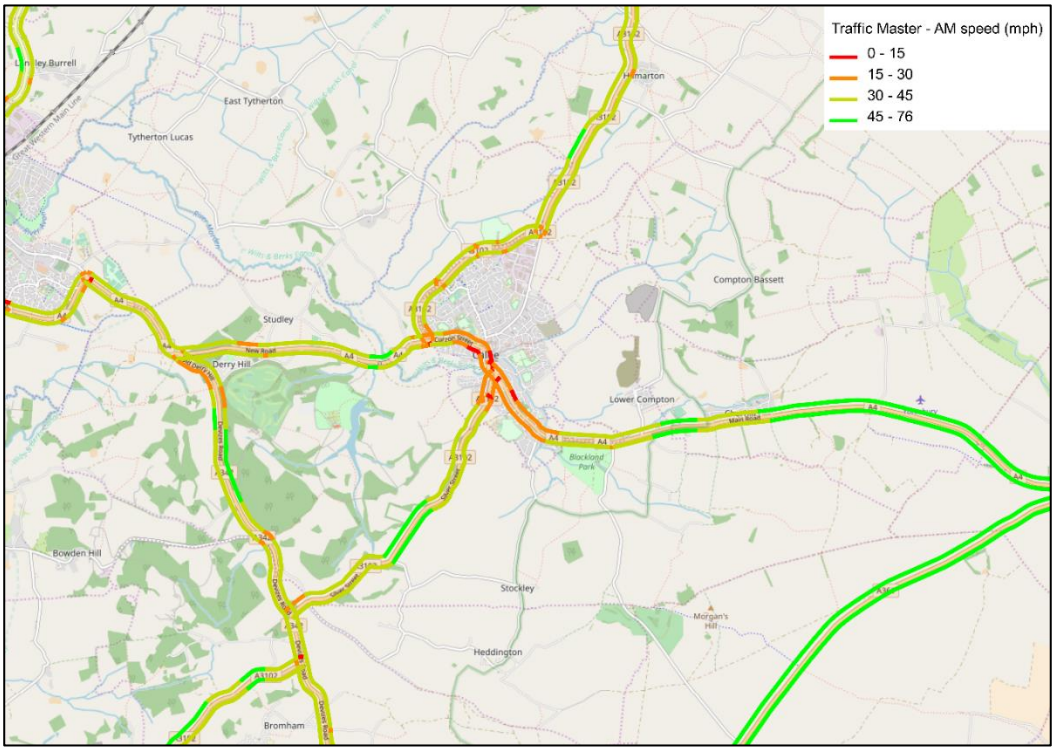
2.7. Traffic delay

Trafficmaster data is displayed in Figure 2-12 and Figure 2-13 for the AM and PM peak periods respectively. Trafficmaster is a GPS sourced dataset providing detail analysis of congestion.

The data shows the following areas of congestion (AM):

- A4 Curzon Street westbound from Cox's Hill to roundabout with The Square;
- A4 New Road southbound from Cox's Hill / Church Street to roundabout with Station Road; and
- A4 London Road / A3102 double mini-roundabout.

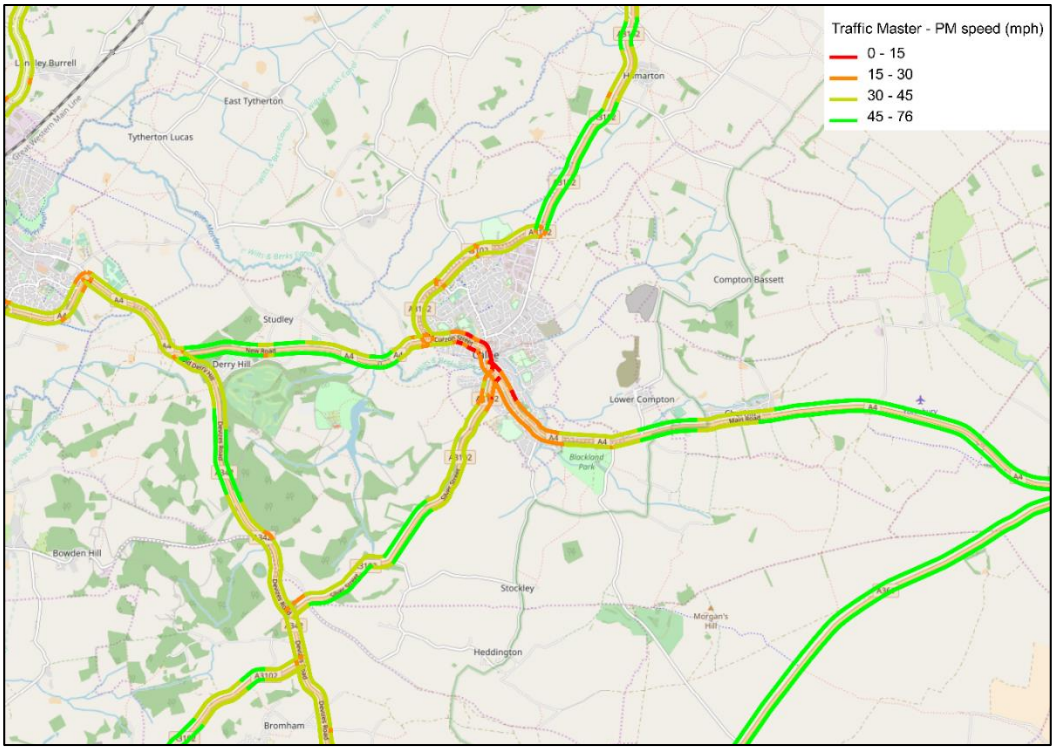
Figure 2-12 - AM delay (Trafficmaster)



Areas of congestion (PM)

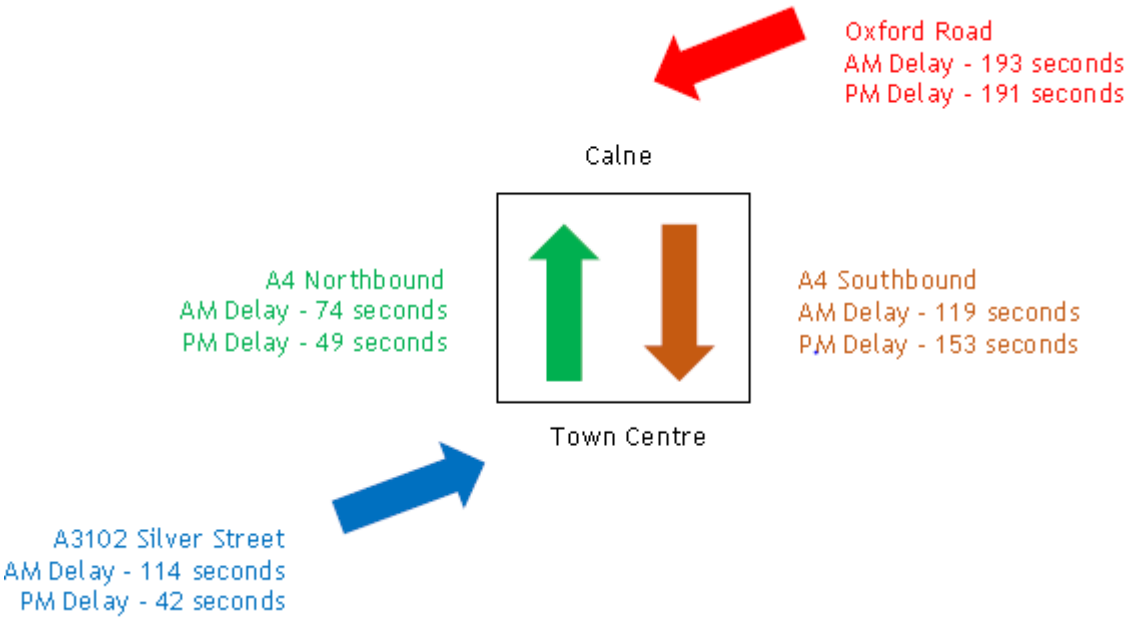
- A4 Curzon Street southbound from The Square junction to A3102 double mini-roundabout;
- A4 Curzon Street northbound approach to High Street junction; and
- A3102 Silver Street.

Figure 2-13 - PM delay (Trafficmaster)



The following diagram, taken from the Calne Community Neighbourhood Plan (January 2018), also provides an illustration in terms of the delays experienced in the town. Traffic surveys demonstrate that some drivers will experience shorter delays and others longer delays but it is possible the some may experience three times the average delay which could be close to eight minutes.

Figure 2-14 - Average peak hour delays



Issue 7: Congestion affects Calne's transport network during the AM and PM peaks, particularly along the A4.

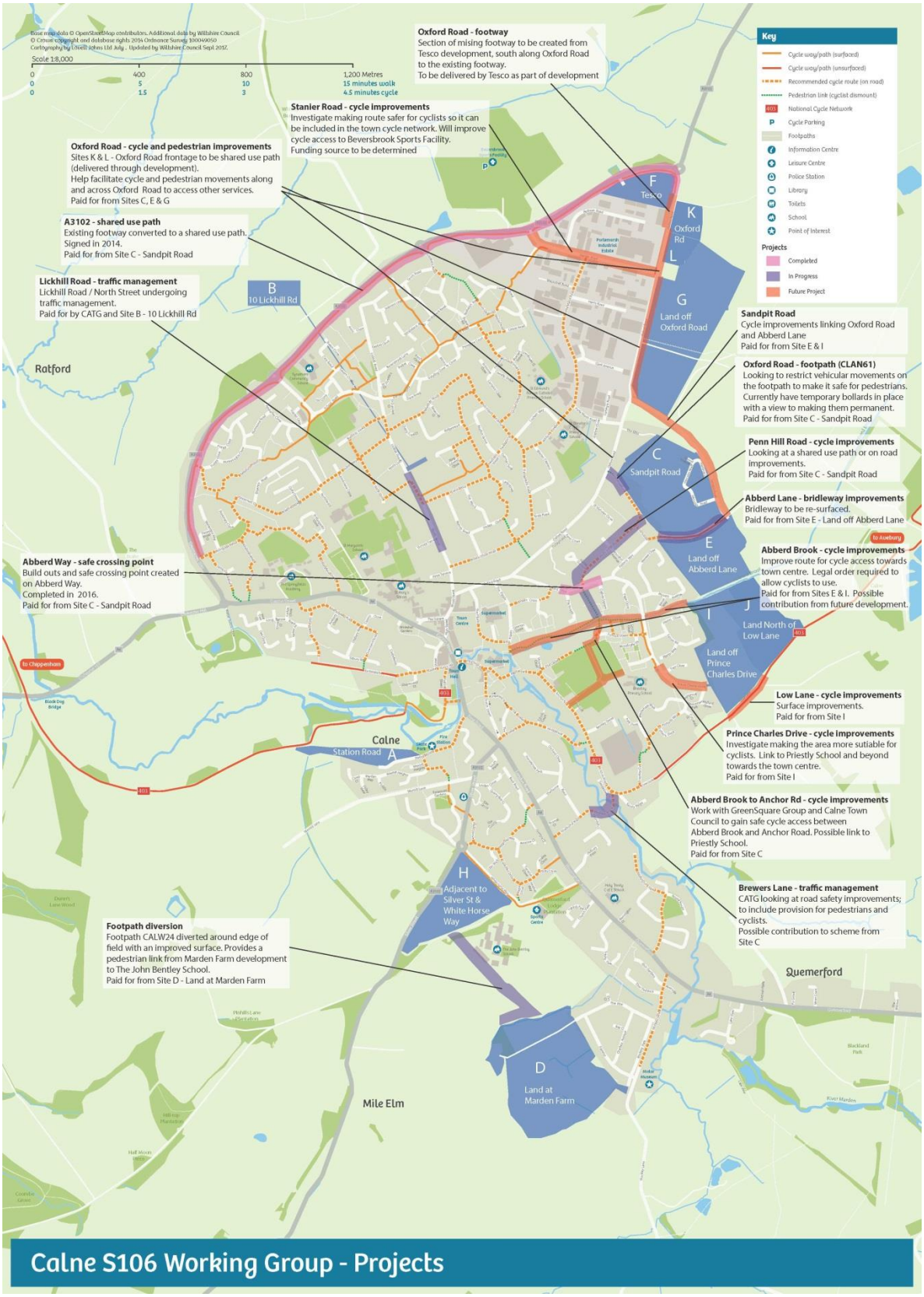
2.8. Developments

Calne has been subject to recent residential development, particularly to the east of the town. The increased residential population will add trips and potentially increase pressure on the transport network.

Engagement with CAT highlights that there is the view that the delivery of recent housing has not been matched with employment growth, producing an imbalance. This creates the need for out-commuting, where residents travel out of Calne for employment opportunities. The forthcoming Local Plan Review process is likely to investigate this matter further.

While future developments will add trips to the transport network, developments may offer opportunities to secure transport improvements through the planning process.

Figure 2-15 - Recent development sites



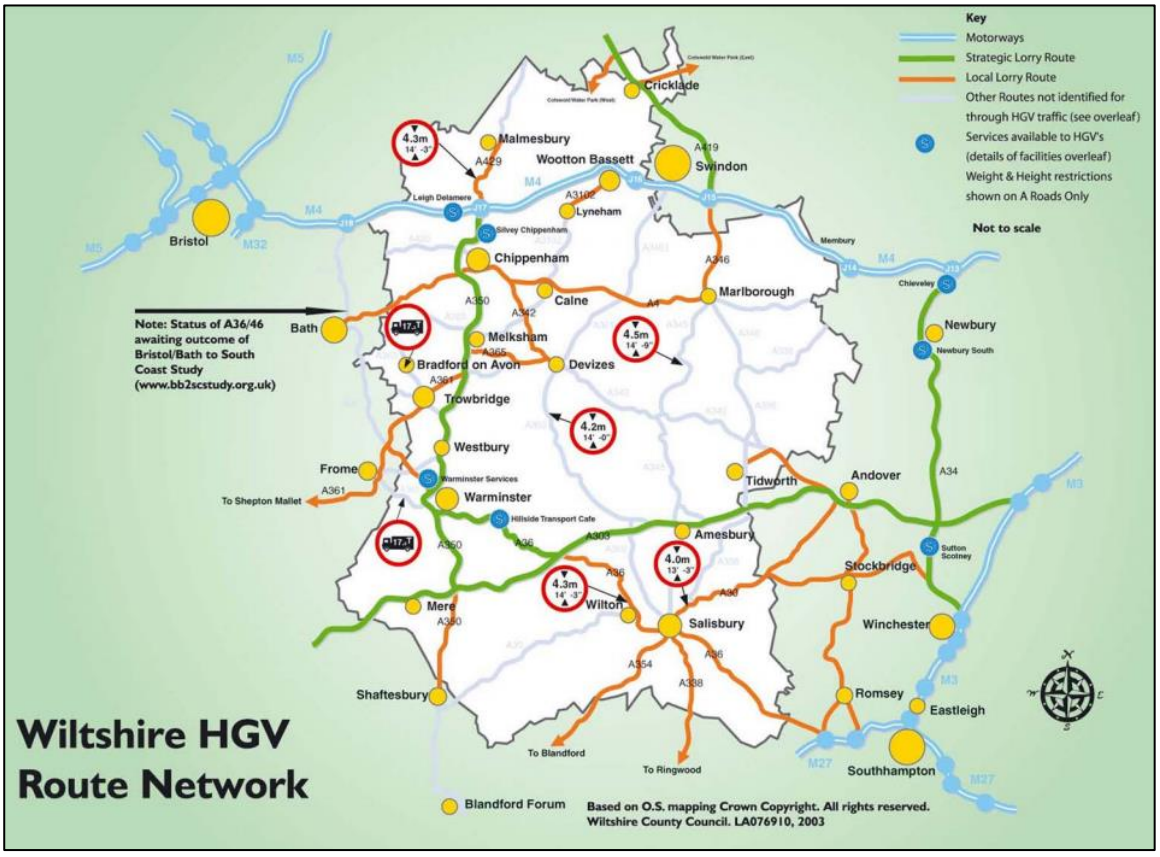
Issue 8: Recent development may increase pressure on Calne's transport network, particularly on the A4 and A3102 strategic routes.

2.9. HGV network

The map below shows the advisory lorry route network in Wiltshire. Local lorry routes are intended as access routes to the strategic lorry route network and not for use on through-trips. The A4 at Calne is designated as a Local Lorry Route by Wiltshire Council, linking the A346 west of Marlborough to the A350. The A342 to the south of Calne is also designated as a Local Lorry Route.

Concerns have been raised about the difficulty and safety of the right turn from the A342 Old Derry Hill onto the A4 New Road for HGVs adhering to the designated Local Lorry Route. There is likely to be an increase in HGV movements using this route as the Hills Waste site is developed.

Figure 2-16 - Wiltshire HGV route network



Issue 9: The designated HGV network to the west of Calne is perceived to be unsafe.

2.10. Public and school surveys

Surveys were undertaken with the public in 2014 to capture information on travel habits and views on transport in Calne to inform an earlier version of the Calne Transport Strategy. The main concerns arising from surveys were:

- Traffic speed;
- Road safety;
- Journey time reliability;
- HGVs;
- Air quality; and
- Road crossings for pedestrians and cyclists.

It is recognised that parental choice may be having an impact on school-run travel patterns as some parents are choosing not to send their children to the local secondary school. As a result, parents are travelling further afield, to schools such as Abbeyfield in Chippenham. This therefore increases

the school-run traffic and does not allow children the option to walk or cycle to school as the distance would prevent this.

Issue 10: Calne residents are concerned with traffic speed, road safety, journey times, HGVs and air quality.

2.11. Traffic counts

The A4 and the A3102 are key strategic routes serving Calne. The A4 connects Calne to Chippenham, the A350, the A4 to the west, and Marlborough and the A346 to the east. The A3102 connects Calne to Lyneham, Royal Wootton Bassett, the M4 and Swindon to the north-east, and Melksham to the south-west.

Table 2-9 shows the average annual daily flow (AADF) on the A4 and A3102 across the Department for Transport (DfT) count sites in and around Calne. The data highlights that both roads have experienced growth in traffic over the five-year period between 2014 and 2018. The growth on the A3102 is slightly above the national average for roads such as this, whilst growth on the A4 broadly reflects the national average.

Table 2-9 - Traffic growth in Calne (average count per road, taken from four count sites)

Road	2014	2015	2016	2017	2018	2019	% growth
A3102	7,170	7,478	7,631	7,748	8,261	9,281	29%
A4	12,322	12,501	12,619	12,874	12,829	12, 457	2%

Department for Transport count data. Available at: https://roadtraffic.dft.gov.uk/#13/51.4232/-2.0446/basemap-countpoints

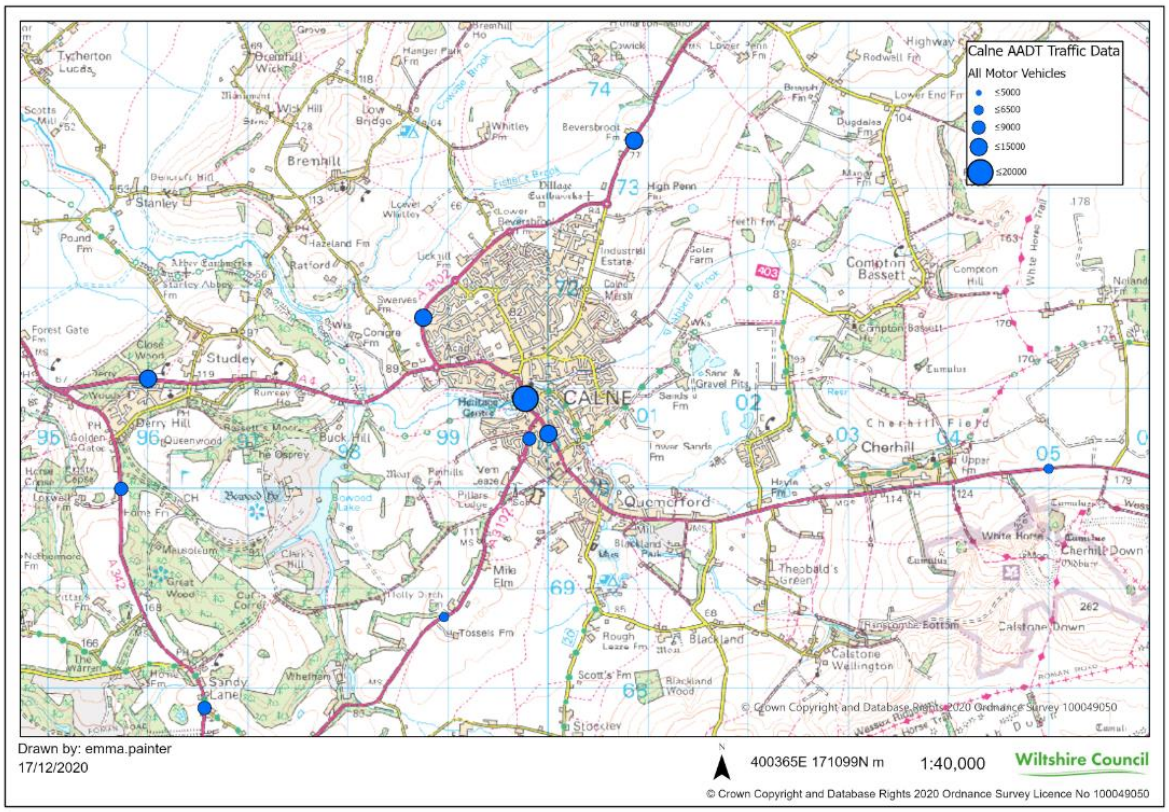
Table 2-10 Traffic Growth in Calne (average count per road)

Road	2014	2015	2016	2017	2018	2019	% growth
A342	6,859	Not recorded	7,872	7,632	Not recorded	8, 834*	17%

* Recorded at Sandy Lane using a MetroCount. All other 2014 – 2018 data recorded using Wiltshire Council ATC data at Derry Hill.

Figure 2-17 displays the traffic counts at each site in 2019. It shows that across all the count sites, traffic is highest in the centre of Calne, suggesting that traffic for both the A4 and A3102 converge in the centre of the town. This can present air quality and congestion issues.

Figure 2-17 - Levels of traffic in Calne



Department for Transport count data for 2019.

Issue 11: Levels of traffic on strategic roads in Calne are increasing, particularly around the town centre. This may have a negative impact on congestion and air quality in the town centre.

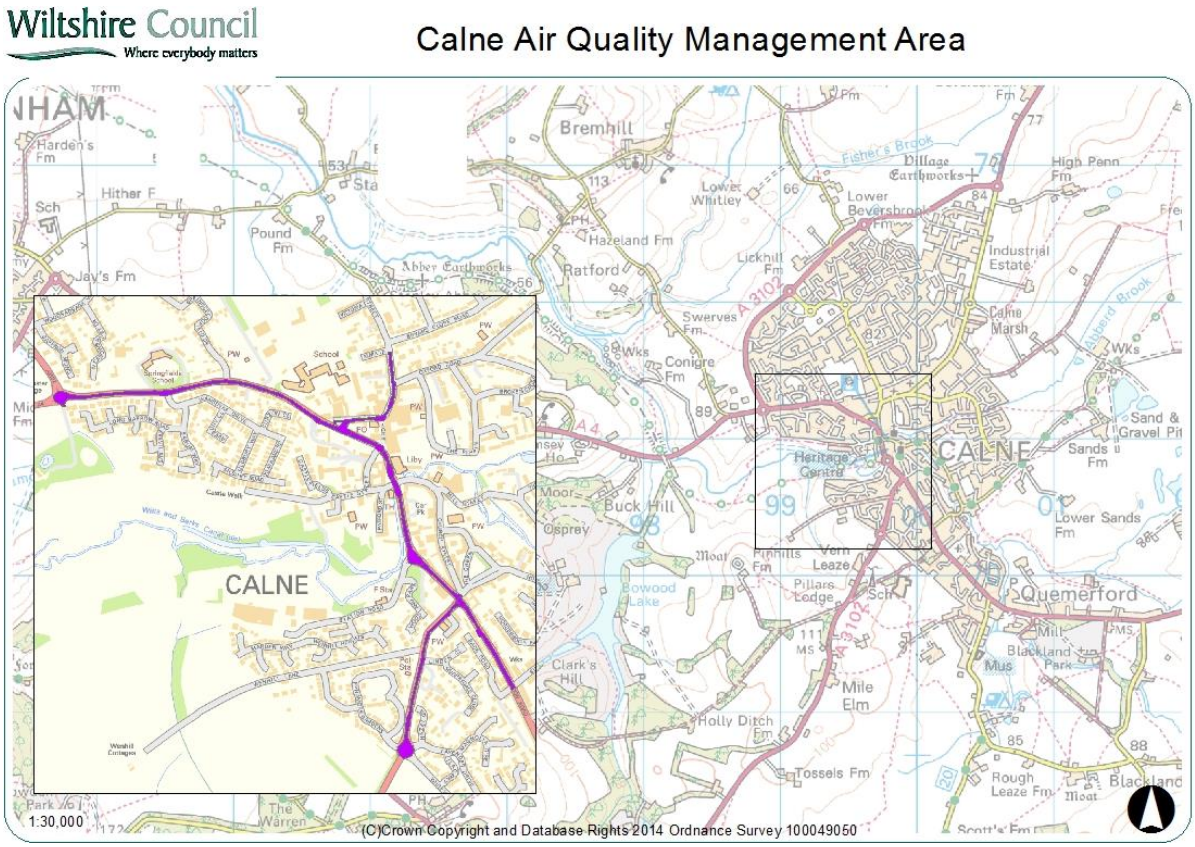
2.12. Air quality

An Air Quality Management Area (AQMA) was declared in 2013 for exceedance of the annual mean objective for nitrogen dioxide. It is designated on the A4 between the A3102 / A4 roundabout to the junction with Shelburne Road, and spreads to the south of Calne on the A3102 between the A4 and White Horse Way, as well as to the north between The Square / Wood Street to the Oxford Road roundabout.

The forecast increase in the number of car journeys across Calne in the future is likely to have a detrimental impact on air quality. It should be noted however, that the progression of vehicle technology seeks to introduce cleaner vehicles, which could lessen transport's impact on air quality.

A modal shift from private vehicles towards more sustainable modes of transport, such as walking and cycling, should be sought in order to contribute towards a cleaner town centre environment. The Core Strategy's fifth strategic objective relating to protecting the natural, historic and built environment aims to make progress towards treating areas of risk through the implementation of air quality management plans.

Figure 2-18 - AQMA in Calne



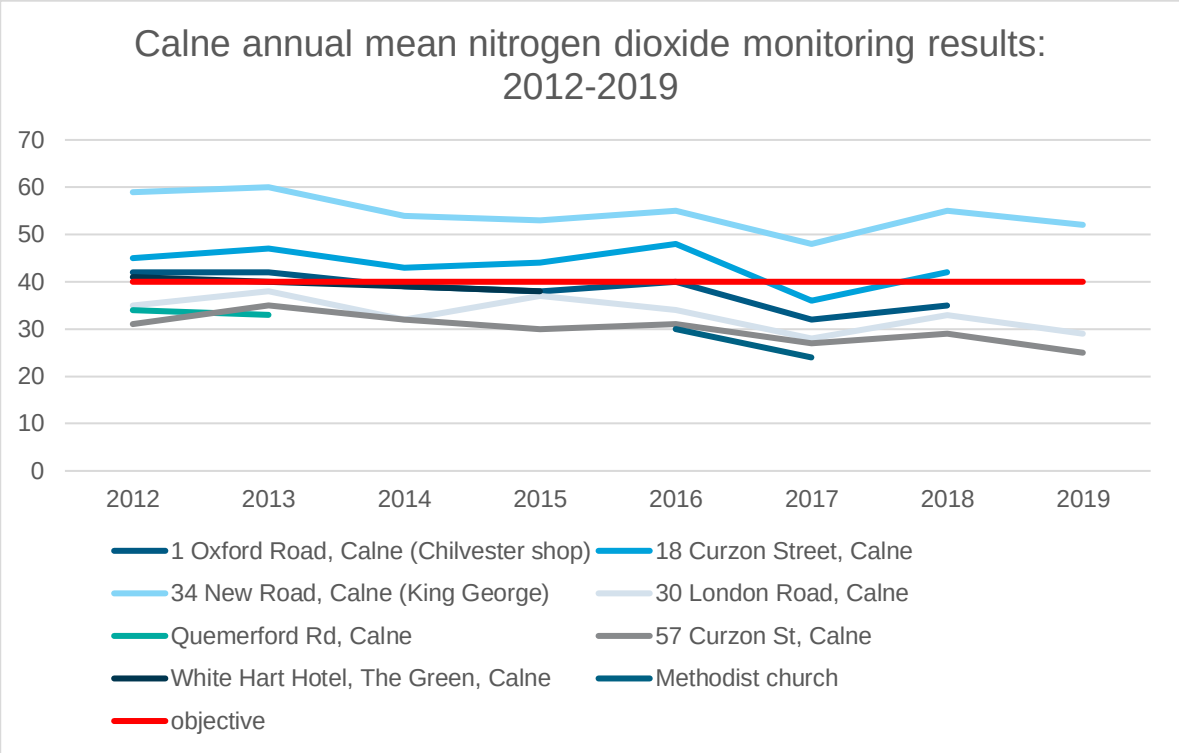
Wiltshire Council. Available at: http://www.wiltshireairquality.org.uk/air-quality/air-quality-management-areas

The following is an excerpt from the Wiltshire Council Air Quality Annual Status Report 2020, showing the latest figures for the Calne AQMA.

Table 2.1 – Declared Air Quality Management Areas

AQMA Name	Date of Declaration	Pollutants and Air Quality Objectives	City / Town	One Line Description	Is air quality in the AQMA influenced by roads controlled by Highways England?	Level of Exceedance (maximum monitored/modelled concentration at a location of relevant exposure)				Action Plan		
						At Declaration		Now		Name	Date of Publication	Link
AQMA 8 Calne	21/02/2013	NO_2 Annual Mean	Calne	Main roads through the town	NO	60	µg/m³	48	µg/m³	Air Quality Action Plan for Wiltshire June 2015	01/06/2015	http://www.wiltshireairquality.org.uk/reports

Figure 2-19 Calne Nitrogen Dioxide Monitoring Results 2012 - 2019



Issue 12: Transport continues to impact on air quality in Calne with an Air Quality Management Area (AQMA) designated.

2.13. Summary of key issues and challenges

Table 2-10 - Issues and consequences

Issue reference	Issue	Consequence
1	High car reliance for work journeys into and out of Calne.	Contributes to congestion and delays on the network and levels of physical inactivity which has consequences for quality of life and health for residents.
2	High levels of car use for journeys to work for residents living and working in Calne.	
3	Collision clusters at key locations on the network, including along the A4 and the A3102.	Collisions reduce network performance and safety concerns (actual and perceived) can reduce attractiveness of using sustainable transport modes.
4	There are gaps in bus coverage across Calne, particularly to the north-west.	Inconvenience of using the bus will compound high car usage.
5	The majority of car parking provision in Calne is privately owned, limiting the effectiveness of parking as a demand management tool.	Managing car parking supply and demand is difficult when out of the hands of local authorities. Development of car parks will reduce supply and could have negative consequences for residents.
6	There are gaps in Calne's cycle network to the north, west and south-east of the town centre.	Reduced attractiveness of uptake of sustainable modes.
7	Congestion affects Calne's transport network during the AM and PM peaks, particularly along the A4.	Increased cost of transport, impact on performance of strategic routes.
8	Recent development may increase pressure on Calne's transport network, particularly on the A4 and A3102 strategic routes.	Increased journey times and delay on local and strategic routes.
9	The designated HGV network to the west of Calne is perceived to be unsafe.	Perceptions of low safety could negatively impact on the uptake of sustainable modes.
10	Calne residents are concerned with traffic speed, road safety, journey times, HGVs and air quality.	Transport has a negative impact on residents.
11	Levels of traffic on strategic roads in Calne are increasing, particularly around the town centre.	Negative impact on congestion and air quality in the town centre.
12	Transport continues to impact on air quality in Calne with an Air Quality Management Area (AQMA) designated.	Poor air quality will have a negative impact on health and will also reduce the attractiveness of Calne as a place to visit, live and work.

3. Objectives

The transport issues and challenges identified in Chapter 2 have been used to devise the objectives for the Calne Area Transport Strategy. The objectives identified have been developed within the context set out in Chapter 1, and therefore do not include objectives that are contained within overarching policies. The objectives are grouped under four transport themes for the Calne area.

Objectives for the Calne Area Transport Strategy are presented in Table 3-1

Table 3-1 - Calne Area Transport Strategy objectives

Theme	Objective #	Objective
Trips within Calne and Calne Without	1	Promote sustainable access to key amenities in the Calne area through delivering and promoting a transport network which makes walking, cycling and bus travel a safe and convenient option
	2	Ensure development sites provide appropriate on-site and off-site transport infrastructure / services to accommodate and mitigate travel demand generated by the development and to tie into existing transport networks.
Trips to/from Calne and Calne Without	3	Manage car parking (on and off-street) so that it supports the local economy and sustainable access and provides an appropriate scale and type of parking provision.
	4	Provide and promote sustainable transport options for inter-urban travel to key commuting destinations, and wider long-distance trips.
Through traffic	5	Work towards measures that manage traffic to reduce the negative effects of congestion on key routes and on through traffic on inappropriate routes through villages...
Creating a better environment	6	Improve road safety for all transport network users and reduce the number of casualties in Calne and Calne Without.
	7	Reduce transport-related air pollutants and emissions.
	8	Reduce the dominance of traffic, including HGVs and cars.

4. Transport Strategy

4.1. Scheme identification and assessment

A long-list of potential transport schemes have been identified to improve transport in Calne. The long-list has been produced following a community event where representatives of local groups and members of the Calne public were able to list potential transport schemes in the town.

Atkins, Wiltshire Council and Calne Area Transport Group subsequently collated and refined the long-list and assessed schemes against their alignment with the Transport Strategy objectives, their deliverability, their cost and affordability. The full assessment is presented in Appendix A.

As a result of the assessment, those schemes most likely to deliver the Transport Strategy objectives have been shortlisted. Schemes unlikely to deliver the strategy objectives have been excluded from the final strategy – the basis for exclusion is set out in Appendix A.

4.2. Transport Strategy overview

Those schemes included in the Transport Strategy are summarised below. Schemes have been grouped under four key themes:

- Pedestrian and cycle network improvements;
- Public transport network improvements;
- Highway improvements;
- Smarter choices.

Pedestrian and cycle network improvements

Targeted improvements to achieve fully connected, safe and accessible walking/cycling routes into and around Calne, creating a coherent network.

- Urban walking routes - complete gaps in the Calne walking network.
- Rural walking routes - improve key footpaths.
- Urban cycling routes - a safe connected network
- Rural cycling routes - high quality routes into Calne segregated from traffic.

Public transport network improvement

Measures to improve the opportunity for and attractiveness of trips made on public transport.

- Improve access to the local bus network to provide viable journey choices in Calne.
- Additional inter-urban services to increase destination choice.
- Enable interchange to public transport – better integration with other modes to make convenient, reliable end-to-end journeys.

Highway improvements

Measures to reduce the impact of traffic and congestion on key routes and Calne town centre, and to provide a safe, reliable road network fit for the future.

- Address town centre congestion – with a focus on finding a solution for Curzon St.
- Highway safety improvements to address known safety concerns.
- Invest in electric vehicle infrastructure.
- Review HGV network.
- Strategic parking plan, to make best use of available parking to maximise accessibility but manage private car demand.
- Traffic management and re-routing to ensure vehicle movements are focused on the most appropriate routes.

Smarter Choices

Softer measures to enable and promote more sustainable travel choices

- Active travel promotional campaigns.
- School travel initiatives.
- Car sharing scheme to encourage shared inter-urban trips.
- Car club, giving members flexible access to a car.
- Better local business trips.
- Cycle/scooter hire.

How do the Transport Strategy schemes achieve the Objectives?

Transport Strategy Schemes	Objectives							
	Promote sustainable access to key amenities in the Calne area through delivering and promoting a transport network which makes walking, cycling and bus travel a safe and convenient option	Ensure development sites provide appropriate on-site and off-site transport infrastructure / services to accommodate and mitigate travel demand generated by the development and to tie into existing transport networks.	Manage car parking (on and off-street) so that it supports the local economy and sustainable access and provides an appropriate scale and type of parking provision.	Provide and promote sustainable transport options for inter-urban travel to key commuting destinations, and wider long-distance trips.	Work towards measures that manage traffic to reduce the negative effects of congestion on key routes and on through traffic on inappropriate routes through villages.	Improve road safety for all transport network users and reduce the number of casualties in Calne and Calne Without.	Reduce transport-related air pollutants and emissions.	Reduce the dominance of traffic, including HGVs and cars.
Pedestrian and cycle network improvements Targeted improvements to achieve fully connected, safe and accessible walking/cycling routes into and around Calne, creating a coherent network.	Addresses key gaps in existing networks to provide a fully connected route options for walking and cycling.	Gives good travel options to new developments so that there is not a reliance on private car trips.	Provides alternative travel options so that parking demand can be reduced or managed to those that really need it.	Makes cycling a realistic, safe and attractive option for local trips in Calne Without and into Calne.	Enables a shift from car use to other transport modes, reducing the level of traffic and giving real alternatives to avoid congested travel options.	Provides a safer network for more vulnerable users (that currently form a significant proportion of the most serious casualties in the area).	Enables a shift from car use to cleaner transport modes.	Provides safe attractive routes for more vulnerable road users that do not feel dominated by traffic.
Public transport network improvement Measures to improve the opportunity for and attractiveness of trips made on public transport.	Provides more people within Calne and Calne Without with a viable public transport option for local trips.	Gives good travel options to new developments so that there is not a reliance on private car trips.	Provides alternative travel options so that parking demand can be reduced or managed to those that really need it.	Provides more convenient inter-urban trips with a greater choice of destinations, and good interchange opportunities to access the services.	Enables a shift from car use to other transport modes, reducing the level of traffic and giving real alternatives to avoid congested travel options.	Safer and more attractive interchange options.	Enables a shift from car use to cleaner transport modes.	Enables a shift from car use to other transport modes, reducing the level of traffic.
Highway improvements Measures to reduce the impact of traffic and congestion on key routes and Calne town centre, and to provide a safe, reliable road network fit for the future.	Ensures vehicles trips are accommodated on the most appropriate routes creating a comfortable environment for other modes on the network.	Manages accessibility and parking demand for short vehicle trips from local developments. Enables the transition to a cleaner electric vehicle fleet.	Parking strategy to form a clear holistic approach to manage parking to ensure access and manage demand.	Enables the transition to a cleaner electric vehicle fleet.	Addresses key congestion issues in the area, whilst ensuring vehicles trips are accommodated on the most appropriate routes.	Targeted improvements to key locations with a poor safety record.	Addresses congestion issues to reduce emissions. Enables the transition to a cleaner electric vehicle fleet.	Ensures vehicles trips (including HGVs) are on the most appropriate routes where they can be accommodated without negative impact on others.
Smarter Choices Softer measures to enable and promote more sustainable travel choices	Targeted campaigns to increase active travel – particularly for school trips which occur at the most congested periods.	Ensures development have good travel choices, and are encouraged to develop sustainable travel choices from occupation.	Support for cleaner electric vehicles and flexible car clubs to enable a reduction in car ownership and use.	Enables and supports residents to make more sustainable inter-urban trips.	Enables a shift from car use to other transport modes, reducing the level of traffic.	Improves knowledge and awareness of safety issues and how to stay safe on the network.	Enables and supports a shift from car use to cleaner transport modes.	Enables a shift from car use to other transport modes, reducing the level of traffic.

5. Indicative scheme options

The Transport Strategy objectives, themes, and schemes set out a clear framework so that future changes to the local transport network all contribute towards a consistent, complementary goal.

In forming the strategy, many specific improvements have been identified by the local community. Those that align with the Strategy schemes are set out below as **indicative** scheme options that contribute to the overall ambition. It is intended that further specific scheme options may be added to the lists set out below in the future as new issues and challenges arise – **so long as they align with the Strategy objectives and schemes**.

Note: a number of potential scheme options that were not aligned with the Strategy have been excluded (see Appendix A) – these and any future options not aligned with the strategy will not be a focus to be taken forward.

5.1.1. Indicative pedestrian and cycle network improvements

PC01 – Urban walking routes - complete key gaps in the Calne walking network

- Improve footpaths at Sandpit Road
- Improve footpaths between Marden Farm and the leisure centre
- Address gaps in footway at Lickhill/North Street
- Improve quality of town centre pedestrian crossings

PC02 – Rural walking routes – improve key footpaths

- Improve footpaths on A4 including Quemerford and Black Dog Hill
- Improve footpaths on A3102 (north of Tesco/A3102/Oxford Rd roundabout)

PC03 – Urban cycling routes – a safe connected network

- Address key gaps in the cycle network including:
  - (i) Oxford Road from A3102 to town centre
  - (ii) A4 Chilvester Hill to town centre
  - (iii) A4 Quemerford to town centre
  - (iv) High Street, Wood Street, Oxford Road
  - (v) Marden Farm and leisure centre
  - (vi) North Street
- Connecting routes from new developments (including to Tesco)
- Improved road maintenance for cycling
- Consider restricting car movements on some roads to release capacity for cycle infrastructure (see H07)

PC04 – Rural cycling routes - high quality routes into Calne segregated from traffic

- Improve surface of NCN 403 for all weather use
- Provide a parallel, traffic free/low traffic option for NCN route through/around Calne (avoiding town centre).
- Improve condition of existing routes - Studley to Calne
- Cycle infrastructure improvements:
  - (i) A4 in Cherhill
  - (ii) A4 from Derry Hill and Studley to NCN
- Targeted improvements on minor roads to improve cycle safety on-carriageway
- Improvements to Abberd Way bridleway for all weather cycle use

5.1.2. Indicative public transport network improvements

PT01 – Improve access to local bus network to provide viable journey choices in Calne
- Seek to expand shuttle buses and flexible on-demand bus services linking key destinations e.g. leisure centre, schools, Tesco (e.g. Oxford's PickMeUp service) - Additional bus stops to improve accessibility, particularly: (i) neighbourhood around Prince Charles Drive (west of Calne) (ii) surrounding Beversbrook Sports Centre

PT02 – Additional inter-urban bus services to increase destination choice
- Seek to provide viable sustainable services to/from key commuter destinations not served by 55 bus route (particularly Devizes, Corsham, Marlborough, Bath, and Trowbridge)

PT03 – Enable interchange to public transport – better integration with other modes to make convenient, reliable end-to-end journeys
- Engagement with operators to ensure integration between local and inter-urban bus services. - Improved, high-quality waiting facilities with adequate shelter, seating, cycle parking (particularly at Town Hall and other interchanges between local and inter-urban services)

5.1.3. Indicative highway schemes

H02 – Address town centre congestion
Improvement to capacity and/or operation of a key source of delay at the junction of A4 Curzon Street and The Square (and single lane priority working on The Square). Options to be developed in a subsequent feasibility study and include opening High Street for all vehicles (remove pedestrianisation), signalisation, junction improvements and access restrictions.

H05 – Highway safety improvements to address known safety concerns
- Slow down traffic - additional speed limit signs & speed enforcement - Oxford Road south of Stanier Road - A4 London Road south of Shelburne Road - A4 New Road / Old Road junction - Oxford Road pedestrian crossing improvement - Options to be developed in subsequent design stages.

H06 – Strategic parking plan, to make best use of available parking to maximise accessibility but manage private car demand.
Plan to be developed through further study and consultation to include; **H06b – Increased restrictions on parking** Measures to increase the management of parking to manage parking demand - Expansion of town-centre limited waiting areas. - On-street parking charges - Permit parking schemes to manage access - Reduction in time limits **H06c – Coach parking** If demand for coach parking increases, seek to provide dedicated coach parking areas in appropriate locations – to accommodate increase in demand for coach visit whilst avoiding negative impacts from waiting vehicles. **H06d – Accessible parking** - Increase number and distribution of disabled parking bays available. - Ensure appropriate links between disabled parking bays and key destinations

H07 – Traffic management and re- routing to ensure vehicle movements are focused on the most appropriate routes

Introduce restrictions on traffic movements on some roads to manage traffic flow and encourage the use to alternative routes. Options (to be developed in subsequent feasibility study) may include:
- Peak-hour restrictions for some vehicles in the town centre
- One-way working, banned turns, weight limits etc. to prevent use of inappropriate routes

H10 – Invest in electric vehicle infrastructure

Ensure Calne is prepared for growth in electric vehicles
- Electric charging points in car parks
- On-street charging points

H11 – Review HGV network

Review mandatory and advisory freight routes
- Verify the most appropriate routes are recommended for HGV journeys
- Consider restrictions to ensure freight vehicles use appropriate routes
- Linked to 'SC07 - Better local business trips'

5.1.4. Indicative smarter choices initiatives

SC01 - Active travel promotional campaigns

Promotional campaigns to encourage people to walk and cycle more
- Beat the Street – app-based game to encourage people to be active
- Campaigns for uptake in alternative modes to reduce parking demand

SC02 - School travel initiatives

Active travel promotions specifically targeting journeys to school
- Promotional campaigns for active travel at schools
- Cycle training for school students
- Town-wide incentivisation scheme rewarding active trips
- Management of timing of school run

SC04 - Car sharing scheme to encourage shared inter-urban trips

Town-wide initiative to promote car sharing for inter-urban trips – based on existing programme in Wiltshire – '*Carshare Wiltshire'*

SC05 - Car club, giving members flexible access to a car

Introduction of car club giving members access to car on a flexible basis, reducing the need for car ownership, and encouraging use of other modes for some journeys. Engage with existing car club suppliers active in Wiltshire.

SC07 – Better local business trips

Engage with local businesses to promote better local business trips
- Incentivise electric and clean delivery vehicles locally
- Engage with local businesses to encourage use to appropriate routes and appropriate operating schedules where possible

SC08 – Cycle/scooter hire

Cycle hire/scooter scheme giving members access to cycles and scooters on a flexible basis. Engage with existing suppliers.

5.2. Funding and delivery

Specific funding sources and delivery programme have not been identified for each scheme option at this stage. Schemes could be funded from a variety of sources and opportunities will be monitored, and schemes put forwards for funding as appropriate. Delivery is dependent on funding availability.

Likely potential funding sources are identified below;

- Section 106 (s106) contributions from specific planning applications secured through the planning process. This funding source is appropriate when a scheme is directly related to, necessary for, and fairly and reasonably related in scale and kind to a development;
- Community Infrastructure Levy (CIL) payments;
- Funding secured through business case submissions to the Swindon and Wiltshire Local Enterprise Partnership (LEP);
- Integrated Transport Block capital funding allocated to local transport authorities;
- Future funding opportunities made available by Central Government (usually through a competitive bidding process); and
- Safety funding (Wiltshire Council) made available for locations with quantified road safety issues.

Appendices

Appendix A. Long List Assessment

A long-list of potential transport schemes have been identified to improve transport in Calne. The long-list has been produced following a community event where representatives of local groups and members of the Calne public were able to list potential transport schemes in the town.

Atkins, Wiltshire Council and Calne Area Transport Group subsequently collated and refined the long-list and assessed schemes against their alignment with the Transport Strategy objectives, their deliverability, their cost and affordability.

As a result of the assessment, those schemes most likely to deliver the Transport Strategy objectives have been shortlisted. Schemes unlikely to deliver the strategy objectives have been excluded from the final strategy – the basis for exclusion is set out below.

A.1. Assessment criteria

Each scheme has been evaluated against the criteria set out in Table A-1.

Table A-1 - Long-list scheme scoring

Scoring criteria	Scoring methodology
Alignment with Transport Strategy objectives	Scoring scale (-1 to 3): -1: detrimental to achieving objective. 0: neutral alignment with objective. 3: very high alignment with objective.
Deliverability	Red-Amber-Green (RAG) scoring scale based on high-level qualitative judgement on following aspects: Technical, legal, operational, financial, and levels of public support.
Cost	Capital and revenue costs estimated at a high-level based on experience of previous similar schemes: Low: below £25,000. Medium: £25,000 - £100,000. High: £100,000 - £500,000. Very high: above £500,000.
Affordability	Red-Amber-Green (RAG) scoring scale based on high-level qualitative judgement on the availability of appropriate potential funding sources.

The schemes have also been marked as either included in the shortlist or excluded. An associated explanation has been presented, if deemed necessary.

A.2. Scheme assessment - Pedestrian and cycle network improvements

Scheme	Score against objectives									Deliverability	Cost		Affordability
	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7	Objective 8	Total score		Capital	Revenue	
PC01 – Urban walking routes - complete key gaps in the Calne walking network													
- Improve footpaths at Sandpit Road - Improve footpaths between Marden Farm and the leisure centre - Address gaps in footway at Lickhill/North Street - Improve quality of town centre pedestrian crossings (consider upgrade to Puffin (variable crossing time)/formalise single-stage diagonal crossing at Curzon Street/Church Street)	3	1	0	2	1	3	3	2	**15**	Green	High	Low	Green
Shortlisted													
PC02 – Rural walking routes – improve key footpaths													
- Improve footpaths on A4 including Quemerford and Black Dog Hill - Improve footpaths on A3102 (north of Tesco/A3102/Oxford Rd roundabout)	3	1	0	2	1	3	3	2	**15**	Green	Medium	Low	Green
Shortlisted													
PC03 – Urban cycling routes– a safe connected network													
- Address key gaps in the cycle network including: (i) Oxford Road from A3102 to town centre (ii) A4 Chilvester Hill to town centre (iii) A4 Quemerford to town centre (iv) High Street, Wood Street, Oxford Road (v) Marden Farm and leisure centre (vi) North Street - Connecting routes from new developments (including to Tesco) - Improved road maintenance for cycling - Consider restricting car movements on some roads to release capacity for cycle infrastructure (see H07)	3	1	0	0	2	3	3	2	**14**	Amber	High	Low	Amber
Shortlisted													
PC04 – Rural cycling routes- high quality routes into Calne segregated from traffic													
- Improve surface of NCN 403 for all weather use - Provide a parallel, traffic free/low traffic option for NCN route through/around Calne (avoiding town centre). - Improve condition of existing routes - Studley to Calne - Cycle infrastructure improvements: (i) A4 in Cherhill (ii) A4 from Derry Hill and Studley to NCN - Targeted improvements on minor roads to improve cycle safety on-carriageway - Improvements to Abberd Way bridleway for all weather cycle use	3	1	0	2	2	3	3	2	**16**	Amber	High	Low	Red
Shortlisted													
PC05 – Town centre public realm													
Measures to improve the quality of the town centre streetscape, providing a more walkable, accessible town centre, and reduce the dominance of traffic on the town centre environment. - Potential shared space type scheme to provide step-change in the town centre environment - Public realm scheme with high quality materials and placemaking features	1	0	0	0	0	0	0	2	**3**	Amber	High	Medium	Red
Not shortlisted – modest alignment with Transport Strategy objectives and affordability concerns. Note: Scheme may produce wider non-transport benefits and could be considered through other initiatives. Walking and cycling improvements are covered in other schemes													

A.3. Scheme assessment - Public transport network improvements

Scheme	Score against objectives									Deliverability	Cost		Affordability
	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7	Objective 8	Total score		Capital	Revenue	
PT01 – Improve access to local bus network to provide viable journey choices in Calne													
- Seek to expand shuttle buses and flexible on-demand bus services linking key destinations e.g. leisure centre, schools, Tesco (e.g. Oxford's PickMeUp service) - Additional bus stops to improve accessibility, particularly: (i) neighbourhood around Prince Charles Drive (west of Calne) (ii) surrounding Beversbrook Sports Centre	2	1	1	0	1	0	3	3	**11**	Amber	Low	Medium	Amber
Shortlisted													
PT02 – Additional inter-urban bus services to increase destination choice													
- Seek to provide viable sustainable services to/from key commuter destinations not served by 55 bus route (particularly Devizes, Corsham, Marlborough, Bath, and Trowbridge)	3	1	1	3	1	0	3	3	**15**	Amber	Low	Medium	Red
Shortlisted													
PT03 – Enable interchange to public transport – better integration with other modes to make convenient , reliable end-to-end journeys													
- Engagement with operators to ensure integration between local and inter-urban bus services. - Improved, high-quality waiting facilities with adequate shelter, seating, cycle parking (particularly at Town Hall and other interchanges between local and inter-urban services)	3	1	1	1	1	0	3	3	**13**	Green	Low	Low	Green
Shortlisted													
PT04 – Improved access to rail services													
- Improved links from Calne to local stations and rail services - Potential new stations under the TransWilts programme at Corsham and/or Royal Wootton Bassett - Public transport options to interchange with rail services	2	1	1	2	1	0	1	0	**8**	Amber	Low	Medium	Red
Not shortlisted – scheme may be considered in future, but it is beyond the 2026 Transport Strategy period													
PT06 – Public transport passenger subsidies													
- Free bus services - Bus passes valid in AM peak	2	0	0	2	1	0	2	2	**9**	Red	Low	High	Red
Not shortlisted – not deliverable													
PT05 – Pocket Park & Rides													
Small parking areas (pocket Park & Rides) to enable interchange to existing bus services for inter-urban trips - North near Tesco - West on A4 to Chippenham.	2	-1	0	2	1	0	1	2	**7**	Amber	Medium	Medium	Amber
Not shortlisted – providing additional car parks will encourage driving in Calne. More sustainable access to bus network is preferred – see PT03													

A.4. Scheme assessment - Highway improvements

Scheme	Score against objectives									Deliverability	Cost		Affordability
	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7	Objective 8	Total score		Capital	Revenue	
H01a – Provide an alternative route to reduce the volume of through traffic movements													
Eastern distributor route - Connected distributor road through new development to provide alterative access to A4 West and A3012 North from the eastern side of the town	1	0	0	1	2	1	1	2	**8**	Amber	Very High	Low	Red
Not shortlisted – not deliverable in strategy period (2026) but may be a future option													
H01b – Provide an alternative route to reduce the volume of through traffic movements													
Southern bypass	0	0	0	1	3	1	1	1	**7**	Red	Very High	Low	Red
Not shortlisted – deliverability and affordability issues, very high capital cost													
H02 – Address town centre congestion													
Improvement to capacity and/or operation of a key source of delay at the junction of A4 Curzon Street and The Square (and single lane priority working on The Square). Options to be developed in a subsequent feasibility study and include opening High Street for all vehicles (remove pedestrianisation), signalisation, junction improvements and access restrictions.	1	0	0	0	3	1	2	1	**8**	Amber	High	Low	Amber
Shortlisted – a subsequent feasibility study can evidence issues and develop options, which could include: opening High Street for all vehicles (remove pedestrianisation), signalisation, junction improvements, access restrictions													
H03 – Address A4 congestion pinch points													
Highway capacity improvements at key locations to relieve congestion on the A4 - Address sources of delay/congestion; (i) A4 New Road southbound from Cox's Hill to Station Road (ii) A4 London Road / A3102 Silver Street double mini-roundabout (iii) A4 London Road / Church Road - Options to be developed in subsequent feasibility study and include junction improvements, traffic signal upgrades/optimisation, coordination of signal controls)	0	0	0	0	3	1	1	1	**6**	Amber	High	Low	Red
Not shortlisted - modest alignment with objectives													
H04 – Address other congestion pinch points													
Highway capacity improvements at other locations to relieve congestion - Address sources of delay/congestion; (i) A4 Studley crossroads (linked to safety issue) (ii) A3102 / A342 T-junction (linked to safety issue)	0	0	0	0	1	2	1	1	**5**	Amber	High	Low	Red
Not shortlisted - modest alignment with objectives													
H05 – Highway safety improvements to address known safety concerns													
- Slow down traffic - additional speed limit signs & speed enforcement - Oxford Road south of Stanier Road - A4 London Road south of Shelburne Road - A4 New Road / Old Road junction - Oxford Road pedestrian crossing improvement - Options to be developed in subsequent design stages.	2	0	0	1	1	3	1	1	**9**	Amber	Medium	Low	Amber
Shortlisted													

Scheme	Score against objectives									Deliverability	Cost		Affordability
	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7	Objective 8	Total score		Capital	Revenue	
H06a – Strategic parking plan – Reduce parking restrictions													
Measures to reduce the management of parking and increase supply of spaces - Provide more car parks - Provide free parking - Extend free parking duration to 3 hours	-1	0	1	0	-1	0	-1	-1	**-3**	Amber	Medium	Medium	Amber
H06b – Strategic parking plan – Increase parking restrictions													
Measures to increase the management of parking to manage parking demand - Expansion of town-centre limited waiting areas - On-street parking charges - Permit parking schemes to manage access - Reduction in time limits	2	0	2	2	1	0	1	1	**9**	Green	Low	Low	Green
H06c – Strategic parking plan – Coach parking													
Provide dedicated coach parking areas in appropriate locations Accommodate increase in demand for coach visits whilst avoiding negative impacts from waiting vehicles	0	0	2	0	0	0	1	0	**3**	Amber	Medium	Medium	Red
H06c – Strategic parking plan – Accessible parking													
Improved provision of disabled parking areas - Increase number and distribution of disabled parking bays available - Ensure appropriate links between disabled parking bays and key destinations	0	0	3	1	0	0	0	0	**4**	Green	Low	Low	Green
Shortlisted – schemes H06b and H06d should be combined to form a strategic parking plan. Scheme H06c could be further studied to consider demand for coach parking facility and evidence issues. Scheme H06a is not shortlisted – detrimental impact on objectives													
H07 – Traffic management and re- routing to ensure vehicle movements are focused on the most appropriate routes													
Introduce restrictions on traffic movements on some roads to manage traffic flow and encourage the use to alternative routes. Options (to be developed in subsequent feasibility study) may include: - Peak-hour restrictions for some vehicles in the town centre - One-way working, banned turns, weight limits etc. to prevent use of inappropriate routes	2	0	0	1	3	2	2	3	**13**	Amber	Medium	Low	Green
Shortlisted – a subsequent feasibility study can evidence evidence/verify the issues and options.													
H08 – Demand management – Managing town centre access to control the type and number of vehicle entering the town centre													
- Measures using restrictions and/or charges to reduce the number of vehicles driving in the town centre - Clean Air Zone/Low Emission Zone to target air quality issues - charges/restrictions on most polluting vehicles	3	0	0	0	0	0	3	3	**9**	Red	Very High	Low	Red
Not shortlisted – aligns with objectives but deliverability and affordability concerns within Transport Strategy programme.													
H09 – New vehicle bridge													
Open the footbridge between Co-op and Sainsburys car parks to vehicles Provides an alternative north-south link avoiding The Square/Curzon Street	-1	0	0	0	1	-1	-1	0	**-2**	Red	Very High	Low	Red
Not shortlisted – low alignment with objectives, very high cost, affordability issues													
H10 – Invest in electric vehicle infrastructure													
Ensure Calne is prepared for growth in electric vehicles - Electric charging points in car parks - On-street charging points	1	0	1	2	0	0	3	1	**8**	Amber	Medium	Medium	Green
Shortlisted													
H11 – HGV network													
Review mandatory and advisory freight routes - Verify the most appropriate routes are recommended for HGV journeys - Consider restrictions to ensure freight vehicles use appropriate routes - Linked to 'SC07 - Better local business trips'	1	0	0	0	2	1	1	3	**8**	Amber	Low	Low	Green
Shortlisted – a study could be commissioned to evidence/verify the issues													

A.5. Scheme assessment - Smarter choices

Scheme	Score against objectives									Deliverability	Cost		Affordability
	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7	Objective 8	Total score		Capital	Revenue	
SC01 – Active travel promotional campaigns													
Promotional campaigns to encourage people to walk and cycle more - Beat the Street – app-based game to encourage people to be active - Campaigns for uptake in alternative modes to reduce parking demand	3	0	1	2	2	0	3	3	**14**	Green	Low	Low	Amber
Shortlisted													
SC02 – School travel initiatives													
Active travel promotions specifically targeting journeys to school - Promotional campaigns for active travel at schools - Cycle training for school students - Town-wide incentivisation scheme rewarding active trips - Management of timing of school run	3	0	0	2	3	1	3	3	**15**	Green	Low	Low	Amber
Shortlisted													
SC03 – Improved information and promotion of parking options													
- Signposting and better promotion of car parks - Improved information regarding car parks/stay period	-1	0	3	-1	0	0	0	0	**1**	Green	Low	Low	Amber
Not shortlisted – detrimental to some objectives													
SC04 – Car sharing scheme to encourage shared inter-urban trips													
Town-wide initiative to promote car sharing for inter-urban trips – based on existing programme in Wiltshire – 'Carshare Wiltshire'	0	1	1	2	2	0	2	0	**8**	Green	Low	Low	Amber
Shortlisted													
SC05 – Car club, giving members flexible access to a car													
Introduction of car club giving members access to car on a flexible basis, reducing the need for car ownership, and encouraging use of other modes for some journeys. Engage with existing car club suppliers active in Wiltshire.	0	1	0	1	1	0	0	0	**3**	Amber	Low	Medium	Amber
Shortlisted – modest alignment with objectives, but a low cost quick-win													
SC06 – Safety awareness campaign													
Driver education / training for those involved in collisions targeting safety awareness	1	0	0	0	0	3	0	0	**4**	Red	Low	Medium	Amber
Not shortlisted – Safety awareness campaigns exist and therefore a bespoke Calne scheme is not required													
SC07 – Better local business trips													
Engage with local businesses to promote better local business trips - Incentivise electric and clean delivery vehicles locally - Engage with local businesses to encourage use to appropriate routes and appropriate operating schedules where possible	0	0	0	2	0	0	3	1	**6**	Amber	Low	Low	Amber
Shortlisted – modest alignment with objectives, but a low cost quick-win													
SC08 – Cycle/scooter hire													
Cycle hire/scooter scheme giving members access to cycles and scooters on a flexible basis. Engage with existing suppliers.	2	0	1	1	2	0	3	3	**12**	Amber	Low	Low	Amber
Shortlisted													

Glossary

Active travel – Journey undertaken by being physically active such as walking and cycling

Demand management – Measures, policies of strategies that seek to manage the demand for travel.

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