

APPENDIX 4

Summary of LSTF Outcomes

Outcome	Main mechanism	How will it be delivered?	Package element
1. Supporting the local economy and facilitating economic growth	Reduced car trips and traffic congestion	<ul style="list-style-type: none"> - More people using rail trips instead of car trips; - Journey time savings for people accessing areas of employment; - Transferring car trips to sustainable modes when accessing the train stations – including walking, cycling and buses; 	Rail improvements and Complementary measures
2. Reducing carbon emissions	Reduced car trips and traffic congestion	<ul style="list-style-type: none"> - Green tourism; - Marketing, promotion and branding – getting more people to travel by sustainable modes. 	
3. Improving sustainable access and social inclusion	More sustainable journey options	<ul style="list-style-type: none"> - Opening up of new station entrances at Salisbury and Melksham; - Improved walking and cycling routes to/from the stations; - Creation of a transport interchange at Salisbury; - Improved walking and cycling routes and signage; - Bike hire and electric vehicle charging points; - Marketing, promotion and branding – making people aware of travel options/improvements; - Station travel plans; - Travel information portal and maps. 	Complementary measures
4. Promoting physical activity and health	More sustainable journey options	<ul style="list-style-type: none"> - Improved walking and cycling routes to/from the stations; - Personalised travel planning; - Marketing and promotion; - Station travel plans; - Travel information portal, maps and signage; - Bike storage and bike hire facilities. 	Complementary measures
5. Improvements to air quality	Reduced car trips	<ul style="list-style-type: none"> - More people using rail trips instead of car trips; - Transferring car trips to sustainable modes when accessing the train stations – including walking, cycling and buses; - Personalised travel planning; - Station travel plans. 	Rail improvements and Complementary measures