Wiltshire Local Transport Plan 2011 – 2026

Accessibility Strategy

Wiltshire Council

Where everybody matters

Wiltshire Local Transport Plan

2011-2026

Accessibility Strategy

March 2014

■ Accessibility Strategy

1 Accessibility

Introduction

1.1   Accessibility is defined as the ability of people to get to locations, goods and services they need or want, allowing them to participate in work, training, education, healthcare, shopping and leisure activities. It was highlighted as a key issue in the Department for Transport's Social Exclusion Unit (SEU) report 'Making the Connections' (February 2003), which examined links between social exclusion, transport and the location and provision of services.

1.2   Having good accessibility means that people can lead a full and active life, and having good access not only means travelling with ease to services and facilities but also reducing the need to travel at all by locating goods and services in well-placed locations. Poor accessibility is often created by the lack of synergy and harmony between land use and transport and can lead to social exclusion and feelings of isolation.

1.3   Since the mid 1950's the need to travel has become far greater and more complex as society has organised itself around use of the private motor car, and at the same time services and facilities have become more and more concentrated in certain areas. Whilst car ownership has steadily risen, not everyone has access to a car and this has led to problems of accessibility especially for those on low incomes, and for those in areas not as well served by other forms of transport. Some of these issues can be directly influenced by planning authorities and service providers so that feelings of exclusion and isolation are minimised and people's quality of life has the opportunity to significantly improve.

1.4   This strategy demonstrates how the council and its partners aims to help improve accessibility to employment, education, healthcare as well as other leisure and social activities. There is particular emphasis on the use of more sustainable modes of transport, and as the government takes forward its "big society" and "localism" ideals there is a need to consider local services and local transport for local people. By doing this, the strategy aims to help create a fairer and more equitable society, providing greater equality of opportunity, which can help tackle climate change, improve the local economy, improve health and safety and enhance quality of life.

1.5   Whilst this strategy aims to provide a long-term approach for improving accessibility across Wiltshire it is as much about identifying poor accessibility and prioritising accessibility improvements with a view to making improvements if and when funding and other opportunities arise.

Wider context

1.6   In the last fifty years or so, a rapid growth in people's mobility has played a significant role in economic and social advances. It has also stimulated a growth in personal mobility expectations. In rural areas, increasing levels of car ownership have gone hand in hand with the centralisation of services, loss of local shops, and the reduced viability of public transport. This has resulted in the paradox of vastly increased overall mobility versus poorer access to facilities for some, particularly for those rural residents who do not have access to a car. At the same time it has resulted in greater car mileage, and therefore greater individual transport related carbon emissions especially for rural dwellers when compared to urban dwellers.

1.7   There are a number of policy and guidance documents which relate to accessibility and its wider impacts. This Accessibility Strategy has been developed within the context of these documents as well as the challenges and opportunities that face Wiltshire.

National context

Creating Growth, Cutting Carbon - Making Sustainable Local Transport Happen

1.8   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 the quality of life in our communities".

1.9   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

1.10   The stated Department for Transport (DfT) priority for local transport is:

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

1.11   The government believes that it is at the local level that most can be done to enable people to make more sustainable transport choices and to offer a wider range of genuinely sustainable transport modes.

National transport goals

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

- to support national economic competitiveness and growth, by delivering reliable and efficient transport networks.

- to reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change.

- to contribute to better safety, security and health and longer life expectancy through reducing the risk of death, injury or illness arising from transport, and promoting travel modes that are beneficial to health.

- to promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society.

- to improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

1.13   Accessibility is able to contribute to each of the five transport goals, however, it is 'equality of opportunity' and 'quality of life' where it is able to contribute most significantly. Accessibility should 'promote greater equality of opportunity for all citizens, with the desired outcome of

achieving a fairer society', and is about 'enhancing social inclusion and the regeneration of deprived or remote areas by enabling disadvantaged people to connect with employment opportunities, key local services, social networks and goods through improving accessibility, affordability and acceptability'.

National Planning Policy Framework

1.14   The National Planning Policy Framework sets out the Government's planning policies and how these are expected to be applied. It streamlines national planning policy into a consolidated set of priorities to consider when planning for or deciding on new development. At the heart of the framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision taking. The Framework recognises that transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives.

1.15   Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:

- Accommodate the efficient delivery of goods and supplies

- Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities

- Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones

- Incorporate facilities for charging plug-in and other ultra low emission vehicles

- Consider the needs of people with disabilities by all modes of transport.

Door to Door Strategy

1.16   Traditionally, different modes of transport have been considered separately with separate policy teams, separate funding and separate transport providers. Whilst this may reflect how the industry operates, it does not reflect the way people think about their journeys. When planning a journey people think about the cost, convenience and complexity of the entire door-to-door journey, not simply one element of it.

1.17   This strategy (March 2013) brings together, for the first time, the many areas of work within the Department for Transport that contribute to delivering more convenient and efficient door-to-door journeys by sustainable transport. It focuses on four core areas which required addressing so that people can be confident in choosing sustainable transport:

- Accurate, accessible and reliable information about the different transport options for their journeys;

- Convenient and affordable tickets, for an entire journeys;

- Regular and straightforward connections at all stages of the journey and between different modes of transport; and

- Safe, comfortable transport facilities.

Transport for Everyone: an action plan to improve accessibility for all

1.18   This plan (December 2012) outlines how operators, local councils and the Department for Transport can all help to make it easier for people using public transport, particularly those with disabilities, to get where they need to go. Specific measures seek to:

- Develop an accessible journey planner;

- Build on the long lasting legacy of the Olympic and Paralympic Games, to create a long-lasting legacy of improved access and information, so disabled travellers in particular have the confidence to use public transport; and

- Raise awareness of the designated wheelchair space on public transport by examining signage and enforcement, and by sharing best practice.

Local context

Local Transport Plan

1.19   Wiltshire's third Local Transport Plan (2011-2026) (LTP3) sets out the long term transport strategy for the county. It steers the implementation of national transport policies at the local level. As a strategic document, LTP3 does not contain details of schemes but it does set a number of strategic transport objectives which aim to help deliver the national transport goals.

Local development framework

1.20   The Local Development Framework (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 which sets out the general spatial planning vision and objectives of the LDF and includes 'strategic site allocations'.

1.21   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 stronger, more resilient communities based on a sustainable pattern of development, focused principally on Trowbridge, Chippenham and Salisbury. Market towns and service centres will have become more self-contained and supported by the necessary infrastructure, with a consequent reduction in the need to travel. In all settlements there will be 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.

Employment, housing and other development will have been provided in sustainable locations in response to local needs as well as the changing climate and incorporating exceptional standards of design. Wiltshire's important natural, built and historic environment will have been safeguarded and, where necessary, extended and enhanced to provide appropriate green infrastructure, while advantage will have been taken of the Wiltshire's heritage to promote cultural and lifestyle improvements as well as tourism for economic benefit.

Partnership working with communities will have helped plan effectively for local areas and allow communities to receive the benefit of managed growth, where appropriate.

Community Plan

1.22   The Wiltshire Community Plan (2011-2026) sets out the way in which the council will work with other partners and with local communities to achieve shared ambitions for the future of Wiltshire. The plan has the following priorities:

- Creating an economy that is fit for the future
- Reducing disadvantage and inequalities
- Tackling the causes and effects of climate change

1.23   Work will be targeted in these three areas and together they will help to achieve the vision:

Community Plan 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.

Joint Strategic Assessment

1.24   The ambition for the Joint Strategic Assessment (JSA) 2011-2012 is that it will provide the council and its six Thematic Delivery Partnerships (Enterprise Wiltshire, Wiltshire's Children and Young People's Trust Board, Community Safety Partnership, Resilient Communities Partnership, Wiltshire Environmental Alliance, Health Improvement Partnership) with a robust analysis of the issues facing Wiltshire. The JSA brings together issues in Wiltshire from across the public sector services. It also contains key information such as population size and geography building a single, accurate reflection - a single version of the truth.

1.25   The JSA will inform the commissioning framework for the Wiltshire Assembly and provide an opportunity to look ahead three to five years so that:

- Inequalities within our population are reduced
- Services are shaped by local communities
- Social inclusion is increased

Neighbourhood Plans

1.26   Under measures proposed in the Localism Act, government wants communities to come together to develop a Neighbourhood Plan which will set the context for development in their area. They will be able to:

- Choose where they want new homes, shops and offices to be built
- Have their say on what those new building should look like
- Grant planning permission for the new buildings they want to see go ahead

Stakeholder partnerships and local interest groups

1.27   Working with stakeholders and local groups is vital to help improve accessibility in Wiltshire. Discussions have taken place with interest groups, during which a number of valid points/issues were raised. Such meetings and discussions will continue to take place with current and new groups to identify new areas and issues of concern as well as monitoring the progress of previously raised points.

New Forest Recreation Management Strategy

1.28   The Recreation Management Strategy sets out a long term vision for how recreation will be managed and promoted in the New Forest National Park over the next 20 years.

1.29   In the coming years, a number of external factors will continue to affect the New Forest National Park and drive changes over time. One identified factor is car use and the lack of willingness to travel by other modes. A rising population has inevitably led to increases in traffic volumes and with further rises predicted there is a need to manage this overtime.

1.30   The strategy identifies a series of actions for the National Park Authority and key partners over the next five years. These are designed to improve and develop the way in which recreation contributes to the sustainability and well being of the New Forest National Park.

Cranborne Chase and West Wiltshire Downs AONB Management Plan 2009-2014

1.31   Cranborne Chase and West Wiltshire Downs was first designated as an Area of Outstanding Natural Beauty (AONB) in 1981, under the National Parks and Access to the Countryside Act 1949. The majority of Cranborne Chase and West Wiltshire Downs lies within the South West region, however 6.8% lies within the South East region, in Hampshire.

1.32   The plan sets out objectives and policies for all the AONB partners over a five year period to 2014. It highlights a number of issues including:

- **Accessibility of service and facilities**

  - Access to local facilities is increasingly important due to low incomes, higher transport and fuel costs for many rural residents.

- Funding/support for rural service provision is scarce. Local shops are under threat as their viability is frequently linked to the provision of post office services which are bring progressively withdrawn.
- There are few affordable homes, facilities, and services in the AONB aimed at the young or elderly, leading to their isolation.

1.33   Successful implementation of the plan requires active collaboration and participation of all those involved in the AONB's management. Those partners supporting the implementation of the plan will be contributing to their Section 85 to 'have regard to the purpose of conserving and enhancing the natural beauty of the AONB'.
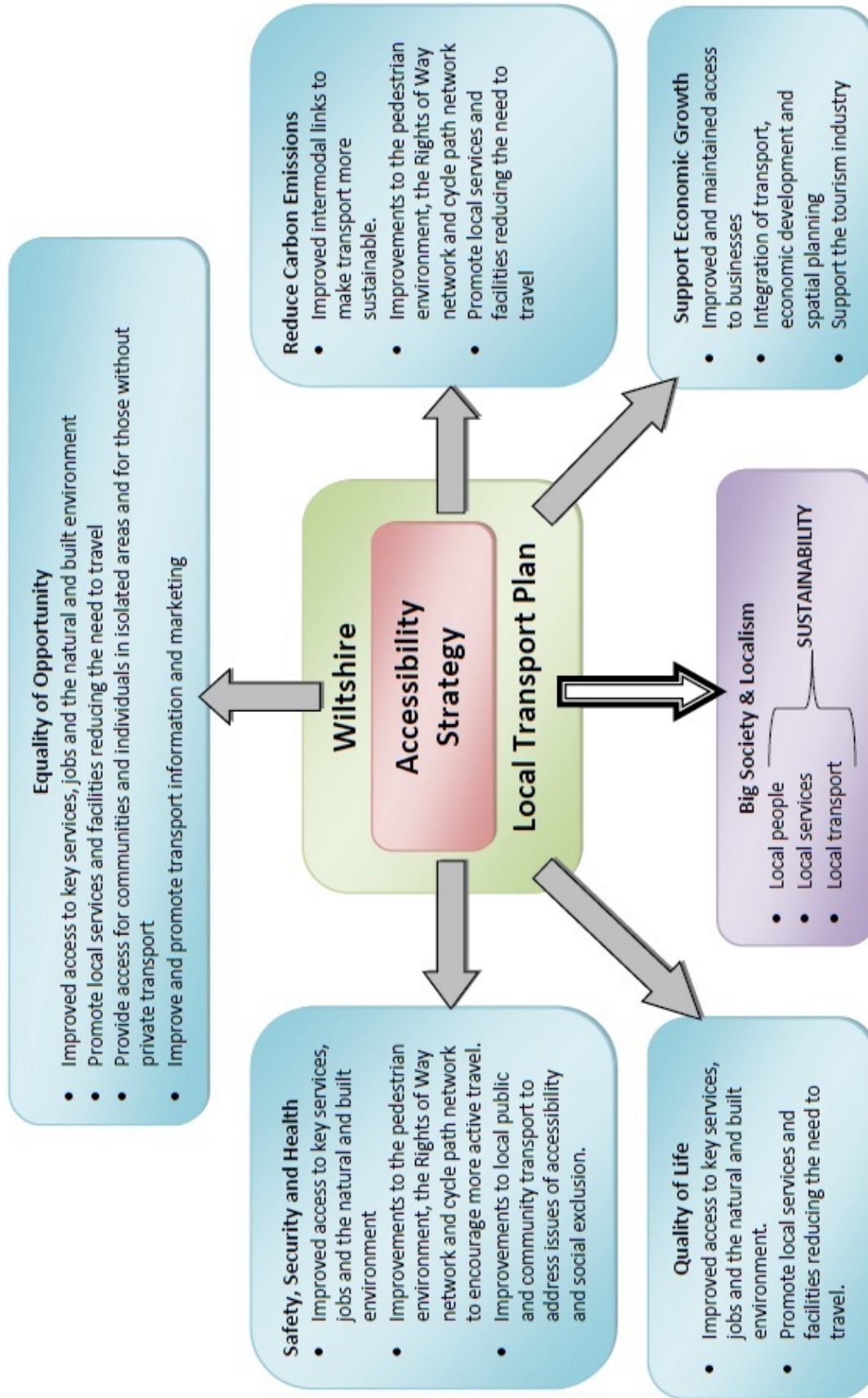
2 Vision

Accessibility vision for Wiltshire

2.1   The Accessibility Strategy for Wiltshire is able to contribute to the national transport goals and as well as a number of LTP3's strategic transport objectives. There is also a need for the accessibility strategy to integrate with the wider vision and objectives of the council as well as its corporate and community plans, helping to ensure that all service areas and service providers can contribute to delivering accessibility. To this end the vision for accessibility is:

> "to help reduce social exclusion and provide good sustainable access to employment, health care, education, leisure and social activities as well as other vital goods and services so that wherever possible people can satisfy their needs locally and without the need to travel by car"

Big society and localism

2.2   The vision for this Accessibility Strategy was developed in light of the big society and localism theme. The Big Society was the flagship policy idea of the 2010 UK Conservative Party general election manifesto. It now forms part of the legislative programme of the Conservative – Liberal Democrat Coalition Agreement and can be broadly defined as more people working together for the common good.

2.3   The coalition government has recognised that action at a local level helps deliver gains at a national level. As well as this, action at a local level can also deliver results quickly. Given this it is believed that effective sustainable local access is best delivered through solutions developed for the places they serve, tailored for the specific needs and behaviour patterns of individual communities.

2.4   In April 2009 the former County Council and districts were replaced by Wiltshire Council working through 18 Area Boards. The 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, and try to find solutions for local issues such as road repairs, traffic problems and speeding in villages, litter, facilities for young people and affordable housing.

2.5   Those working with the Area Boards include councillors, community area managers, democratic service officers together with one member of the council's top decision making committee, the cabinet. It also includes the local NHS, fire and emergency services, police, town and parish councils, community area partnerships and many other groups.

2.6   By working in partnership with local communities, it is hoped that the council can achieve much more than it could on its own, with a view to developing better services, better communities and a better quality of life for everyone in Wiltshire.

2.7   Figure 2.1 shows a visual interpretation of how the Accessibility Strategy contributes to the national transport goals and how it fits in with the principles of big society and localism.

Figure 2.1 Accessibility: the bigger picture

Figure 2.1 Accessibility: the bigger picture

Wiltshire Accessibility Strategy

Local Transport Plan

Reduce Carbon Emissions
- Improved intermodal links to make transport more sustainable.
- Improvements to the pedestrian environment, the Rights of Way network and cycle path network
- Promote local services and facilities reducing the need to travel

Support Economic Growth
- Improved and maintained access to businesses
- Integration of transport, economic development and spatial planning
- Support the tourism industry

Equality of Opportunity
- Improved access to key services, jobs and the natural and built environment
- Promote local services and facilities reducing the need to travel
- Provide access for communities and individuals in isolated areas and for those without private transport
- Improve and promote transport information and marketing

Safety, Security and Health
- Improved access to key services, jobs and the natural and built environment
- Improvements to the pedestrian environment, the Rights of Way network and cycle path network to encourage more active travel.
- Improvements to local public and community transport to address issues of accessibility and social exclusion.

Quality of Life
- Improved access to key services, jobs and the natural and built environment.
- Promote local services and facilities reducing the need to travel.

Big Society & Localism
SUSTAINABILITY
- Local people
- Local services
- Local transport

3 Accessibility planning process

3.1   A five stage process for accessibility planning is recommended by DfT, see Figure 3.1.

**Figure 3.1 Main stages of the accessibility planning process**
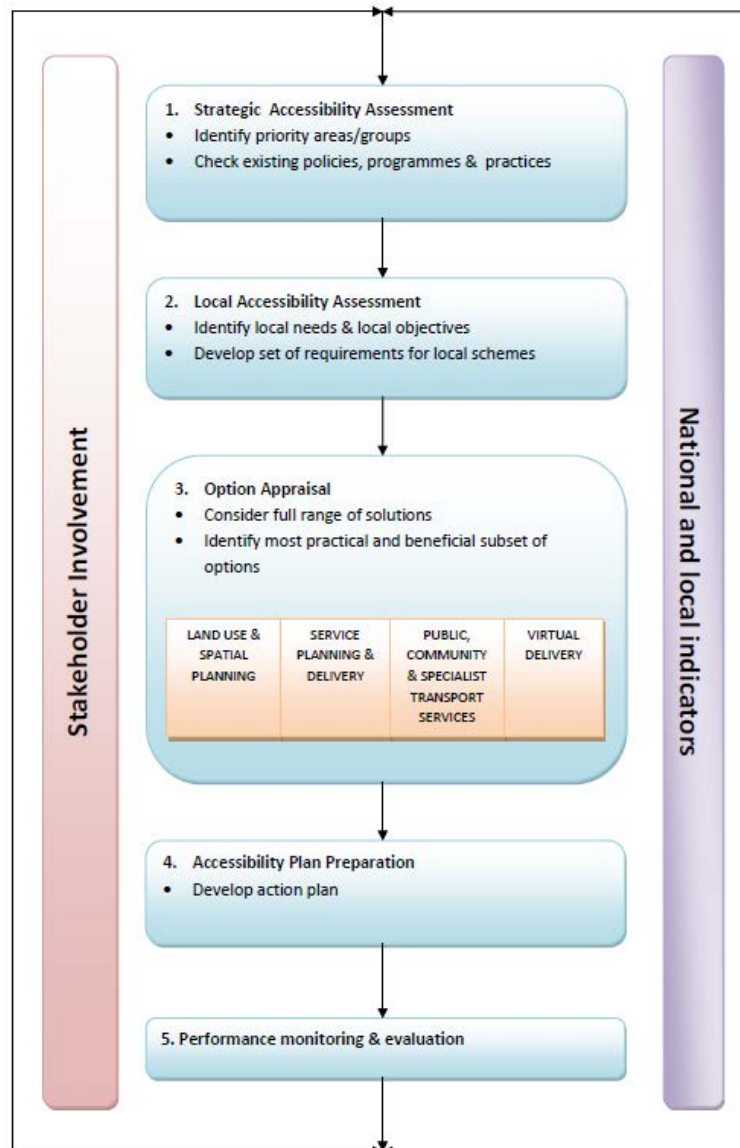
3.2   The first stage of the accessibility planning process seeks to establish the nature and extent of the wider accessibility problem. The strategic accessibility assessment, see chapter 3, has reviewed the existing evidence and produced county wide maps to highlight potential accessibility problems,see Appendices 1-7. The next stage of the process, see chapter 4, has prioritised areas, groups and and issues for further action with the aim of producing local assessments and local accessibility action plans. The final stage, see chapter 6, assesses the outcomes of the whole process and provides a 'performance management' feedback loop, this ensures that the accessibility planning process is iterative and a continuing procedure.

4 Strategic accessibility assessment

Geography and geology

4.1 Wiltshire is a predominately rural, land-locked county on the eastern edge of the South West region, adjoining the more economically active South East region. The large area of the county and its geographic location in relation to nearby major economic/retail centres results in a wide range of transport and accessibility related problems.

4.2 Two thirds of Wiltshire lies on chalk with the largest area of chalk being Salisbury Plain. The northwest of the county is predominately limestone and between the chalk and the limestone lie clay valleys and vales. It is this geology that historically determines the population distribution across the county. Most of the population live in a broad crescent stretching from Wootton Bassett in the north to Warminster in the South West, as well as the city of Salisbury.

4.3 The M4 motorway runs through the north of the county and directly connects Wiltshire to London, Swindon and Bristol. Wiltshire has access to other areas of the South West, such as Somerset, Devon, Cornwall and Gloucester through the M4's connection with the M5 motorway. The M4 and M5 also connects Wiltshire to the Midlands and the north. Other major routes in Wiltshire include the A303 trunk road which spans east to west and the A350 Primary Route and the A36 Trunk Road which link the north of the county with the south.

Map 4.1 Strategic transport network for Wiltshire
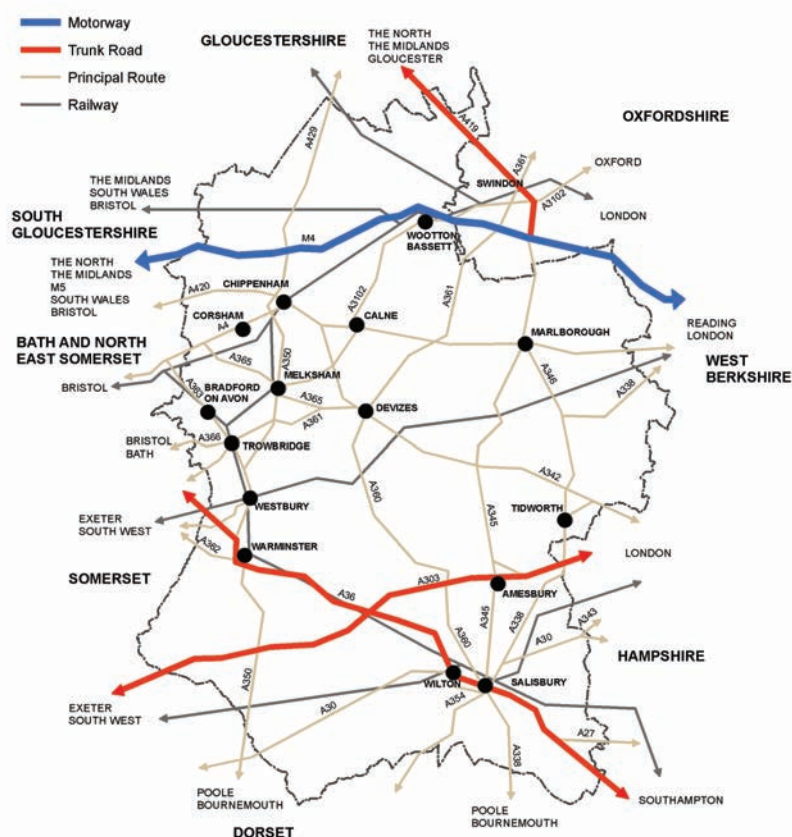
Wiltshire's rail network

4.4 Chippenham, Westbury and Salisbury are on major rail axes from London (see Figure 4.1). Salisbury, Warminster, Westbury, Trowbridge and Bradford on Avon are linked by the hourly Portsmouth-Cardiff services that carry significant flows between Wiltshire and Bristol, Bath

and Southampton. North of Westbury these are supplemented by other services to Bath and Bristol that provide a two trains-per-hour frequency. Chippenham is linked to Bath and Swindon by the half hourly Bristol-Paddington trains. Served by two trains daily each way only, the line connecting Trowbridge, Melksham and Chippenham is effectively a 'missing link' in the rail network.

Figure 4.1 Wiltshire's rail network

4.5   Wiltshire's successful Local Sustainable Transport Fund bid has provided an enhanced service between Westbury and Swindon via Melksham and from December 2013 now includes eight trains per day each way.

Community areas

4.6   As part of local government reorganisation, a new local authority for Wiltshire was formed in April 2009. Following the formation of Wiltshire Council, 20 community areas were created, where in most parts of the county this includes a market town and its surrounding villages. The community areas are smaller in size than the previous four district councils and therefore should enable the identification of poor accessibility more easily, enabling us to put in place a schedule for prioritising action to help alleviate the identified accessibility problems.

Health and wellbeing

4.7 Public health covers a wide range of services that help to improve the quality of life in Wiltshire. These range from providing help for people to stop smoking and make healthy decisions about their lifestyles to focusing on the big killers such as cancer, stroke and heart disease.

4.8 From April 2013 the responsibility for promoting and improving public health moved from the NHS to Wiltshire Council. This has create new opportunities to work with our partners to improve accessibility to health care establishments, particularly for those without access to a car. Indeed the overall delivery of health services has somewhat changed over recent years and can now be generally accessed at more local level. However,this has perhaps created more intricate health care accessibility issues for those users who need to travel further a field to receive health care advice and treatment and where no public transport is available to get them there.

4.9 The Joint Strategic Assessment (JSA) for Health and Wellbeing 2011-12 provides a summary of the current and future health and wellbeing needs of people in Wiltshire. It has been developed with a clear ambition to further improve the scope and quality of our data, centred on transforming data into knowledge and knowledge into wisdom to provide a comprehensive picture of local needs.

4.10 The key health and wellbeing issues for Wiltshire are:

- Children and young people
- Cancer and cardiovascular disease
- Lifestyle choices
- Health inequalities
- Ageing population

Obesity and physical activity

4.11 Wiltshire's Public Health Report 2012 highlights rising obesity trends with analysis of obesity trends and future projections suggesting that obesity prevalence will continue to rise and by 2020, 30% of men and 28% of women could well be obese. In Wiltshire it is estimated that about one in four adults are currently obese.

4.12 Wiltshire's rates of childhood obesity are below the national and regional averages. However, 2009/2010 data demonstrates that one in ten boys and one in twelve girls in Reception year and one in five boys and one in seven girls in Year 6 were obese.

4.13 Physical exercise and activity are important to ensure good health and tackle obesity. There is evidence that sport and activity can reduce premature death, the incidence of chronic heart disease and the chance of developing Type 2 diabetes as well as increasing protection against many chronic diseases and conditions. Just 14% of adults in Wiltshire have 30 minutes of moderate intensity physical activity on five or more days of the week.

4.14 The What Matters Survey 2012 found that 52% would like to lose a little or a lot of weight and 47% would like to be more physically active. It also show that compared to the Wiltshire averages, there is not a great degree of variation of physical activity between community areas, with just a few exceptions, for example, just over half of respondents in Calne, Trowbridge, Tidworth and Melksham feel that they would like to be more physically active.

4.15 The return of public health to Wiltshire Council therefore also offers new and increased opportunities to encourage physical exercise and activity and tackle obesity.

Access to health and wellbeing

4.16 Transport enables access to number of activities and services which can influence health in a positive way. Appropriate access to health care for a diverse population requires more than simply providing the health service, provision alone cannot guarantee access to health care. Equal access to healthcare has been a central objective of the NHS since it began, yet inequalities still exist. For people living in rural areas, access to health care can be difficult due to distances to services and the time taken to travel to those services. Lack of public or private transport may mean that people living in rural areas do not use available services.

4.17 Although Wiltshire is generally not a deprived area, the county has pockets of deprivation including five local areas that lie amongst the 20% most deprived in England. In addition, aspects of rural deprivation are difficult to quantify yet are of particular relevance in this county, in which proportionally more of the population live in a rural setting. There are a range of wider determinants of health that impact on inequalities including rurality, transport deprivation, service deprivation and housing deprivation. The increased needs of particular groups such as families, young people, the elderly, disabled persons and carers, the military, prisons, black and minority ethnic groups and gypsies and travellers, and the way these are met, can also affect the inequality gap. For example: a lack of transport to services, facilities and employment results in a degree of inequality for some of Wiltshire residents:

- Around half of Wiltshire bus services run without council funding and the council is working with operators to encourage further commercial operation where this is possible.
- As in other parts of the country, bus services have suffered as a result of reductions in public spending. Reviews of less well-used bus services are being carried out by the council with local communities being consulted to make sure that as far as possible the impact on users is minimised.
- The council has also been working with Community First to provide funding and advice to local groups wishing to set up new community transport services: the "Accelerate" scheme and Community Transport Development Fund were launched in Devizes in June 2012.
- However, reductions in transport inevitably have an impact on the wellbeing of individuals and families without access to private transport.

Population and age profiles

4.18   As with many other parts of England, the population in Wiltshire has been steadily increasing with an estimated population in 2026 of 510,300, see Table 4.1. An increasing population suggests an increasing number of homes, jobs, services and facilities will be required. Not only is the population increasing in size but people are also living longer and this again has implications for the provision of housing, healthcare, and other essentials goods and services.

Table 4.1 Age profile in 2011 and mid-year estimate for 2026

Age band	2011 population	2026 mid year estimate	% change
0-14	84,848	81,840	-4
15-19	29,197	32,820	+12
20-29	50,191	61,690	+23
30-44	91,597	83,750	-9
45-59	98,414	88,070	-11
60-64	31,246	37,240	+19
65-74	45,070	58,770	+30
75-84	28,456	46,230	+62
85-89	7,725	12,270	+59
Age 90 and over	4,237	7,610	+80
TOTAL	470,981	510,290	+8

The elderly

4.19   The retirement age population of Wiltshire is expected to grow at a significantly faster rate than the South West in the run up to 2026, bringing this section of the population from 21% to 25.4% of the total population. The older population, those over 65 years of age, is projected to grow from 2007 by 31% (an additional 25,000 people) in the next ten years, and by 44% (an additional 35,000 people) in the next 15 years. The fastest growth will be among people aged 85 years and over, the major users of care services. The community areas where the

older population is predicted to be the highest percentage of the total population by 2026 is Bradford on Avon, Downton, Tisbury and Pewsey, all with over 30%, followed by Malborough, Mere, Warminster, Malmesbury and Wilton.

4.20   Many older people will live active and healthy lives, contributing widely to the community around them, however as they get older they may find it increasingly difficult to access the services upon which they rely. With increasing numbers of pensioners living at home alone and with deteriorating health it is a key challenge to ensure that they are adequately cared for and can access the services they require to live comfortably in their old age. Therefore, Wiltshire's ageing population will require access to essential services which may delivered in variety of ways including through public transport, and community and voluntary transport providers. Many of the ageing population live in rural areas which can make accessing essential services even more challenging for this section of the population.

4.21   The 'What matters to you Survey' (2012) was carried out across Wiltshire from December 2011 to March 2012 to gain information from Wiltshire Council and its partners. The survey covered a range of topics about living in Wiltshire, including questions about transport. Different age groups were asked if they think the council should spend more, the same or less on transport co-ordination and bus services.

4.22   The results show that more respondents in all age groups think that the council should spend more, and that there is a general trend for older respondents to be more likely to think that more should be spent on transport co-ordination and bus services. The age groups from which the highest numbers of respondents think that more should be spent on transport co-ordination and bus services are:

- 75+ (35%)

- 65-74 (30.1%)

- 45-54 (29.6%)

Young people

4.23   At the other end of the spectrum young people often have difficulties accessing services that are important and essential to them, such as education, employment and leisure activities. Many of them live in rural areas where public transport is quite often their only transport option which can be costly and infrequent and unlike other groups young people do not generally have any transport alternatives such as community transport. The Tomorrow's Voice survey in Winter 2006/07 found that walking and catching a lift with a parent or relative were the most common ways for young people to get to activities with 25% of respondents indicating that a lack of appropriate transport, particularly in the evenings, was the main reason for them not being able to their chosen destination.

4.24   The 2009 Tellus survey shows that young people's use of public transport was significantly less than the England average. The reasons for not using public transport were broadly in line with England averages, as tables 4.2 and 4.3 show.

Table 4.2

Do you use public transport (such as buses, trams, trains, the undergound)?	Wiltshire (%)	England (%)
Yes	24	31
Sometimes	40	42
No	36	27

Table 4.3

Why don't you use public transport?	Wiltshire (%)	England (%)
I don't need to	89	87
There isn't any where I live	6	5
It costs too much	8	6
I don't feel safe	7	8
It isn't easy	4	4
My parents/carers don' want me to	8	10

4.25   The Community Area Young People's Issues Groups (CAYPIGs) were established to bring young people using services at local level together with elected members from all tiers. They function to improve young people's access to decision-making, inclusion and inter-generational dialogue and cohesion. This has also promoted rural targeting. During 2011, a number of themes emerged with transport being one of them including pricing and timetabling.

Physical and mental disabilities

4.26   Studies also indicate that transport accessibility is a key cause of concern for people with both physical and mental disabilities. This is mainly due to barriers they face when using public transport and accessing the relevant travel information. This was substantiated in a survey published in May 2012 which was carried out by the Wiltshire Learning Disability Partnership Board which showed that 50% of respondents require help planning their journey and reading public transport timetables. The survey also indicated that more buses with low floors are required.

Key accessibility points

- Growing population requires access to an increasing range of goods and essential services.

- The ageing population requires greater access to healthcare and other essential services and those living in rural areas often find access to essential services more challenging.

- Young people often struggle to find inexpensive and suitable transport, particularly in the evenings.

- Accessing transport is a cause for concern for people with physical and learning difficulties.

Disadvantage and poverty

4.27   There are a number of sources that can provide a picture of disadvantage and poverty in Wiltshire, including the 2011 Census, the Indices of Deprivation 2010, the Rural Facilities Survey (2012), "The rural share of deprivation in Wiltshire" (2009), Rural Wiltshire: An Overview (2010) and Equality in Wiltshire (2011).

4.28   The average Index of Multiple Deprivation (IMD) for Wiltshire's Lower Level Super Output Areas (LSOAs) in the ID 2010 is 22,229, which compares positively against the England benchmark in terms of overall deprivation. However, the county has seen an increase in relative deprivation since the 2007 Indices, as indicated by the decrease in this average rank from 23,184 in 2007 to 22,229 in 2010, a difference of -1584.

4.29   The Index of Deprivation 2010 (see Map 4.2) shows however, that for the first time Wiltshire has one LSOA in the 10% most severely deprived in England; Salisbury St Martin – central based on a overall measure of deprivation, along with a total of five LSOAs in the 20% most deprived (an increase of 1 LSOA from ID 2004 to ID 2010) and 14 in the 30% most deprived nationally (an increase of 5 LSOAs).

4.30   The largest change in relative deprivation within the 10% most deprived LSOAs has been within the Health Deprivation and Disability domain, with a decrease in average rank of 4,544 reflecting a relative increase in deprivation. The Salisbury St Martin - central LSOA is also now in the 10% most deprived in England with regards to Health Deprivation and Disability. This is the first time that Wiltshire has had an LSOA in this category for the health domain.

4.31   The Barriers to Housing and Services domain has the highest number of LSOAs in the most deprived categories nationally (49 LSOAs in the 10% most deprived in England, 75 in the 20% most deprived and 99 in the 30% most deprived for the ID 2010). This is, however, the only domain to have see an decrease in the numbers of LSOAs in these most deprived categories.

4.32   For the overall measures of deprivation (IMD) the most deprived areas are typically urban, as these areas generally have the highest proportions of income and employment deprived people.

Map 4.2 Index of Multiple Deprivation 2010: ranking of Wiltshire LSOA with 1 being the most deprived

Index of Multiple Deprivation 2010:
Ranking of Lower Level Super Output Areas in Wiltshire

Ranking of LSOAs in Wiltshire
1 - 56 57 - 112 113 - 168 169 - 224 225 - 281

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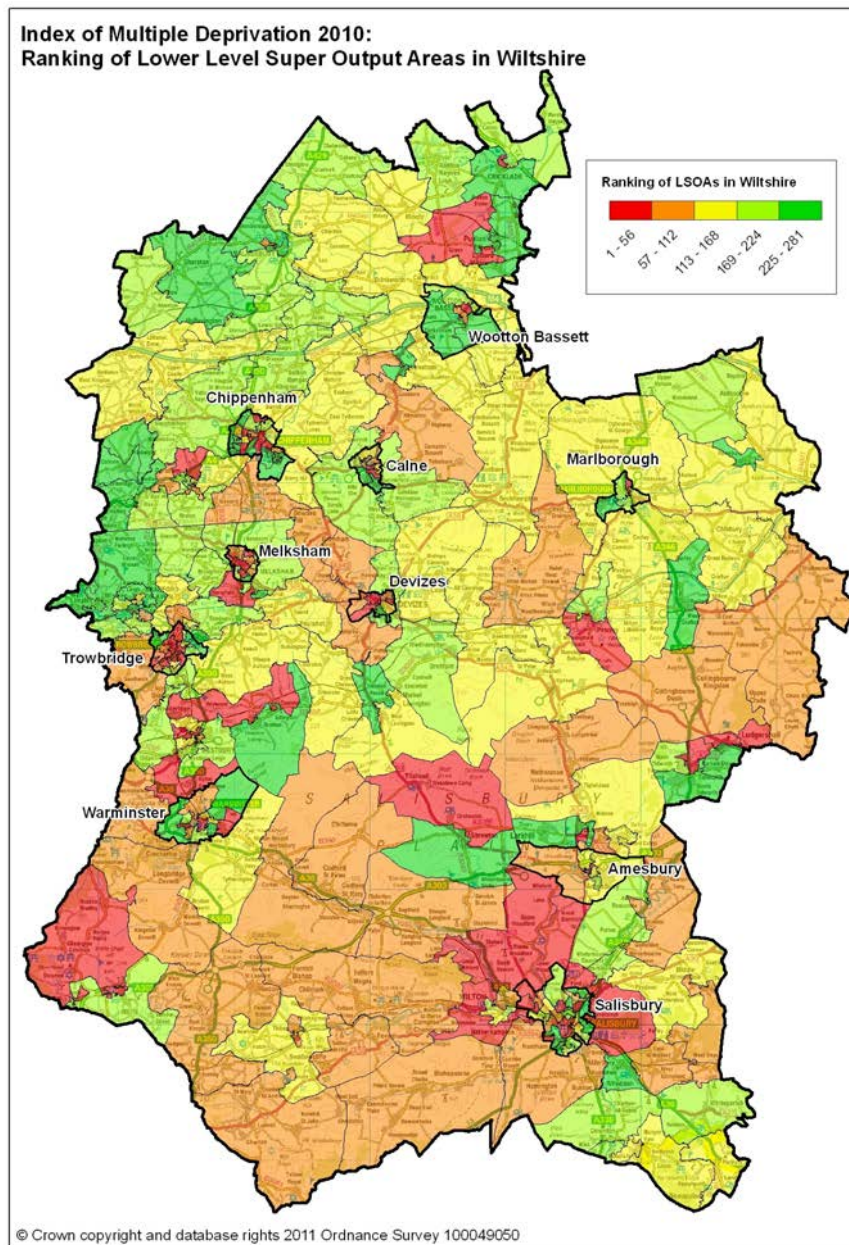
4.33   Studies have shown that the rural areas of the county have deprived people in almost every community, but that rural areas on the whole are less deprived than the larger towns, with the only exception being with respect to access to key services, in particular for older people. This latter situation is partly a result of the geographical isolation of some communities, but also of the decline in many rural services over the last 30 years.

4.34   Levels of deprivation might not seem that significant when compared with other parts of England. However, the variations within Wiltshire are quite considerable, with some of the most affluent areas in the county being located right next to the very deprived. In addition, rural deprivation is difficult to qualify; given the higher than average proportion of the population living in rural communities in Wiltshire, it is likely that small pockets of rural deprivation will exist that are not highlighted by the Index of Multiple Deprivation.
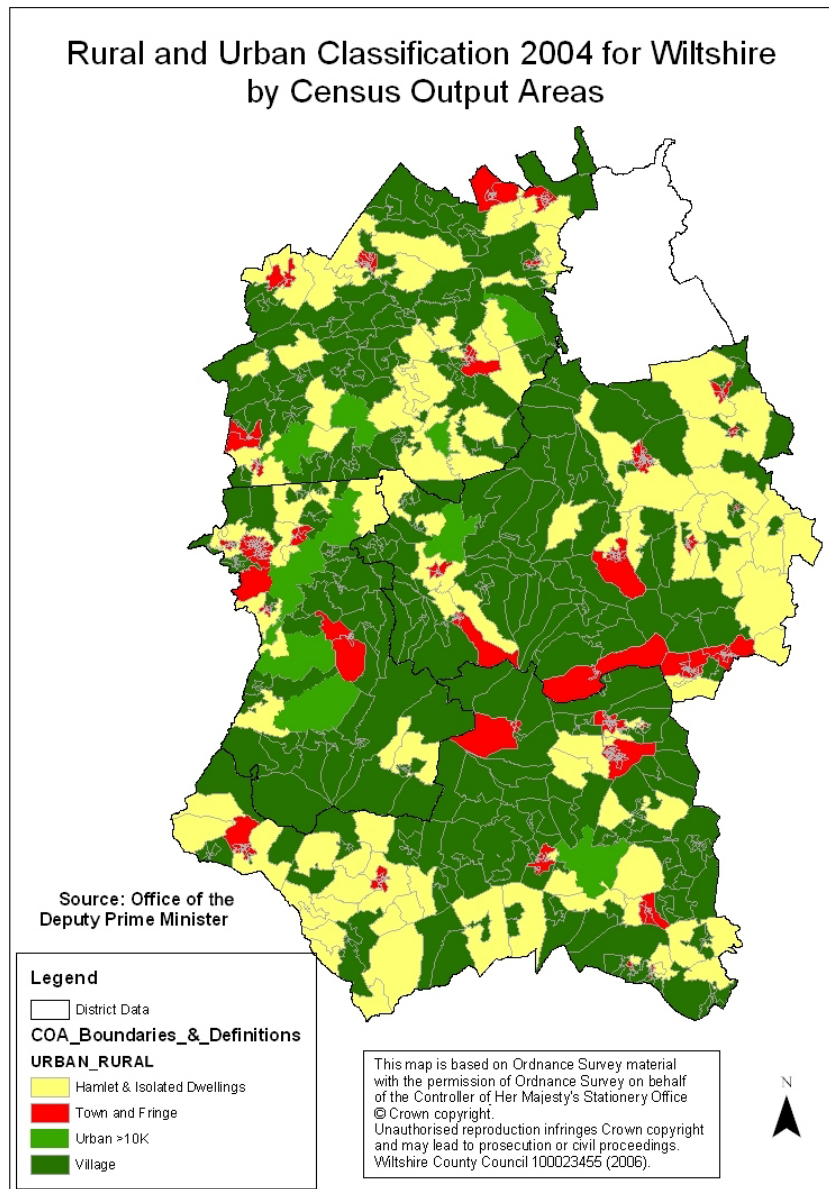
The rural share of deprivation in Wiltshire (2009) report showed that:

- 10,089 households in Wiltshire have no car or van, 35.5% of the total across the county

- Access to education, training and employment: 49,973 (54%) households are more than 10km from principle job centres, 24,031 households (26%) are more than 6km from secondary schools

- 1,555 (14%) people aged 16-19 are more than 60 minutes travel time by public transport from further education institutions

- Access to health services: 5,187 (50%) households are more than 60 minutes travel time by public transport from hospital.

Rural areas and communities

4.35   The Rural Definition was introduced in 2004 as a joint project between the Commission for Rural Communities (CRC – formerly the Countryside Agency), the Department for Environment, Food and Rural Affairs (Defra), the Office for National Statistics (ONS), the Office of the Deputy Prime Minister (ODPM) and the Welsh Assembly.

4.36   The rural-urban classifications are available for a range of geographical scales and they are categorised into four categories: urban, based on all settlements over 10,000 population; small town and fringe; village and hamlet and isolated dwellings. For this document the definition of rural is based on all areas outside settlements with populations of more than 10,000 people (see Map 4.3).

4.37   Over the last thirty years or so, Wiltshire's rural areas and communities have undergone significant economic, social and demographic changes leading to a countryside that is generally quite prosperous. These changes include the decline of the traditional sectors of employment and the in-migration of urban dwellers. These changes have had a serious impact on rural society. Rural services have been profoundly affected by the changing composition of village populations. Most notably, that former urban dwellers tend to be much more mobile and therefore far less reliant on local services and facilities which has been a contributory factor in the decline of many services in rural areas. However, at the same time there are many local residents, especially the elderly, disabled and those on low incomes, that are often still dependent on them.

4.38   Rural deprivation, whether dispersed or concentrated, can often be overlooked due to the relative prosperity and income diversity of many rural areas. This is because deprivation data very much focuses on an area based approach rather than the location of deprived individuals. Nevertheless, generally the rural areas of Wiltshire are less deprived when compared to Wiltshire's urban areas. It is generally acknowledged that there is one exception to this and that is access to key services. The rural access problems have been a well recognised issue throughout Wiltshire for some time now. Many studies have been undertaken which highlight the need for improvements to accessibility for those living in rural areas which can leave residents feeling both isolated and lonely. The geographical isolation of some areas of Wiltshire make them the most affected in the country.

Map 4.3 Rural and urban classification 2004 for Wiltshire by Census Output Areas

Rural and Urban Classification 2004 for Wiltshire by Census Output Areas

Source: Office of the Deputy Prime Minister

Legend

☐ District Data

COA_Boundaries_&_Definitions

URBAN_RURAL

☐ Hamlet & Isolated Dwellings
■ Town and Fringe
■ Urban >10K
■ Village

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4.39   The disparate nature of some Wiltshire's smaller settlements and the difficulty of providing frequent and economical public transport to these areas remains a challenging issue. Whilst many of the main settlements of the county have frequent train and bus services, public transport services elsewhere in the county can be infrequent and often have the perception of being expensive to the consumer. Consequently these areas can generally suffer with poor accessibility, especially for those without access to a car. In both rural and urban areas, poor accessibility is often linked to sectors of the population who suffer social exclusion, including the elderly, the mobility impaired, people with learning difficulties and those without English as their first language.

4.40   Public transport in rural areas has a range of demand and supply side characteristics that set it apart from urban based operations. On the supply side it can be difficult to operate a profitable commercial service, due to the dispersed low population and strong competition from the car. On the demand side, the requirements of rural dwellers to access key services are often time sensitive, for example access to jobs and healthcare require different time windows, access to work is at either end of the day whereas visits to the doctors tend to be

during the day. Older people, young people, families, working people and disabled people all have different needs. In rural areas where the total demand can only support a low service frequency, it is difficult for conventional public transport service to meet all these different accessibility needs. Low population density in rural areas and the variety of different individual transport needs certainly requires a flexible approach if areas and groups with poor accessibility are to be addressed.

4.41   A closer look at the state of services and facilities shows that accessibility is most definitely a key concern in rural areas, for example: The Rural Facilities Survey (2012) comprises of 324 settlements in the Wiltshire Council and identified the following:

- Since 1976, there has been a decline in the number of villages that offer all four basic facilities, i.e. general food store, journey-to-work public transport, post office and primary school. Whilst there has been a decline in these services, mobile services and sales have increased nearly six-fold in the same period.

- Larger settlements have a wider variety and greater number of facilities than medium and small settlements, i.e. the number and variety of facilities is related to population size.

- The number of settlements recording the presence of a large variety of community facilities has remained fairly stable, although the number of public houses has fallen since 2005.

- All of rural Wiltshire can get some level of access to broadband internet but for the surveyed area around 80 settlements were recorded as having speeds below 2Mbps.

- Public transport has improved since 1976 with the most ubiquitous public transport services in rural Wiltshire being community transport schemes with over 99% of settlements now having access to this scheme.

- Access to journey-to-work service provision has also improved since the last survey in 2008, and it is the most widely available of all the basic facilities within rural settlements. However, it is likely to only offer a limited choice of journey times and destinations.

Key accessibility points

- The Index of Deprivation 2010 shows that for the first time Wiltshire has one LSOA in the 10% most severely deprived in England; Salisbury St Martin – central.

- There has been an influx of urban dwellers to rural villages and areas, significantly altering the socio-demographic make up of rural populations.

- There has been a decline in even the basic rural services and facilities.

- A large proportion of Wiltshire's rural population are very mobile these days disguising that some of the rural population experiences some difficulty access key services.

- Rural dwellers have varying travel needs and it can be difficult for public transport to meet all of these, therefore rural public transport requires a flexible approach.

Accessibility statistics

4.42   The Department for Transport (DfT) measures access to eight key services (employment centres, primary and secondary schools, further education institutes, GP's, hospitals, food stores and town centres by public transport/ walking, cycle and car. The following information provides some of the key findings from the 2011 statistics.

4.43   In 2011 the average minimum travel time in England to the nearest key service was 14 minutes, for the South West it was 16 minutes and for Wiltshire it was 18 minutes which is longer than both the national average travel time and the regional travel time, see Table 4.4 for more information.

Table 4.4 Average minimum travel time to nearest key service by public transport/walking

Local authorities	Public transport/walking
England	14
South West	16
Wiltshire	18
Cornwall	21
Devon	20
Dorset	17
Gloucestershire	17
Somerset	17

4.44   Hospitals have the longest average minimum travel time with the average minimum travel time of 30 minutes by public transport/walking. Appendix 4 shows that access to the main general hospitals in Salisbury, Swindon and Bath is generally poor for much of Wiltshire. Those living close to the hospital in Salisbury have reasonably good access by public transport and can reach the hospital within 40 minutes travel time using public transport. For other residents it can take nearly two hours using public transport to reach their nearest hospital. However there are some Wiltshire residents that cannot reach any hospital using public transport.

4.45   In general, there is little difference in access levels between regions, other than for London. Differences in accessibility are much more noticeable when comparing urban/rural areas within regions. Nationally users in urban areas could access key services by public transport/walking, on average, in 12 minutes compared with 22 minutes in rural areas, see Table 4.5 for more information.

Table 4.5 Urban vs Rural, the average minimum travel time to reach the nearest key service.

	Average	Employment	Primary school	Secondary school	Further education	GP	Hospital	Food store	Town centre	Average
Urban	12	9	8	12	14	9	26	7	14	12
Rural	22	16	12	25	28	15	46	14	29	22

4.46   The proportion of users able to access key services by public transport/walking in a 'reasonable' time was highest for employment centres (81%). The lowest was for hospitals (29%), see Table 4.6 for more information.

Table 4.6 Percentage of users

	Employment	Primary school	Secondary school	Further education	GP	Hospital	Food store	Town centre
England	81	43.9	49.5	61.9	59.9	29	54.3	33.2
South West	79.2	41.4	45.1	57.4	56.8	30.6	52.3	30.3

1.Users are the population of the local area for the relevant service. 2. The percentage of the population that can access a given service within a reasonable time.

The local level

4.47 At the local level, the JSA's for Wiltshire's community areas provides data which shows that the proportion of rural addresses within 800m of buses running hourly or better on weekdays between 9am and 5pm. The table shows quite a contrast between some areas, for example Tisbury has 1% of rural address within 800m, whereas Salisbury has 100%, Bradford on Avon 79% and Corsham 68%. See Table 4.7 for more information.

Table 4.7 Proportion of rural addresses within 800m of buses running hourly or better on weekdays 9am-5pm

| Community area	%
Amesbury	75%
Bradford on Avon	79%
Calne	43%
Chippenham	51%
Corsham	68%
Devizes	42%
Malmesbury	22%
Marlborough	22%
Melksham	61%
Mere	45%
Pewsey	26%
Royal Wootton Bassett	13%
Salisbury	100%
Southern Wiltshire	73%
Tidworth	46%
Tisbury	1%
Trowbridge	87%
Warminster	39%
Wesbury	44%
Wilton	28%

Key accessibility points

- The average minimum travel time in England to the nearest key service was 14 minutes, for the South West it was 16 minutes and for Wiltshire it was 18 minutes.

- Hospitals have the longest average minimum travel time with the average national minimum travel time of 30 minutes by public transport/walking. For some Wiltshire users accessing hospitals by public transport is not an option as it isn't available.

- Differences in accessibility are much more noticeable when comparing urban/rural areas within regions.

- The proportion of users able to access key services by public transport/walking in a 'reasonable' time was highest for employment centres (81%). The lowest was for hospitals (29%),

- There is quite a contrast between Wiltshire's Community Area's in the proportion of rural addresses within 800m of buses running hourly or better on weekdays between 9am and 5pm. For example, Tisbury has 1% of rural address within 800m, whereas Salisbury has 100%, Bradford on Avon 79% and Corsham 68%

Car ownership

4.48   Car ownership has a direct impact on the ability of individuals to access key goods, services and employment. This is particularly apparent where there is limited provision of suitable public transport. It is also important to consider those households where the availability of a single car maybe restricted to just one user to access employment, leaving other members of the household reliant on alternative means of transport. This can be particularly so for women, who are often left without access to the family car during normal working hours.

4.49   Car ownership is high in Wiltshire reflecting the rural nature and general affluence of the county. Between 1981 and 2001 there was a 92% increase in the number of cars in Wiltshire, and in 2011 just 14.8% of households did not have access to a car, see Figure 4.2. However, through sustainable development and appropriate transport planning the need to own and travel by car could be reduced.

4.50   There are groups and individuals without access to a car who experience difficulty accessing even the essential key services and facilities and this often occurs where conventional public transport is expensive to deliver. This is especially true for the elderly whose dependency on the car tends to decline with age. Nationally 42% of men and 67% of women over 75 years old do not have access to a car. Such reduced mobility during the later stages of life can significantly hamper access to vital key services such as GP's, local hospitals, shops and post offices.

4.51   Women are particularly vulnerable when there is no direct access to a car, especially if they are working 'out of hours' when conventional public transport is not available.

Figure 4.2 Percentage of households without access to a car or van (2011)
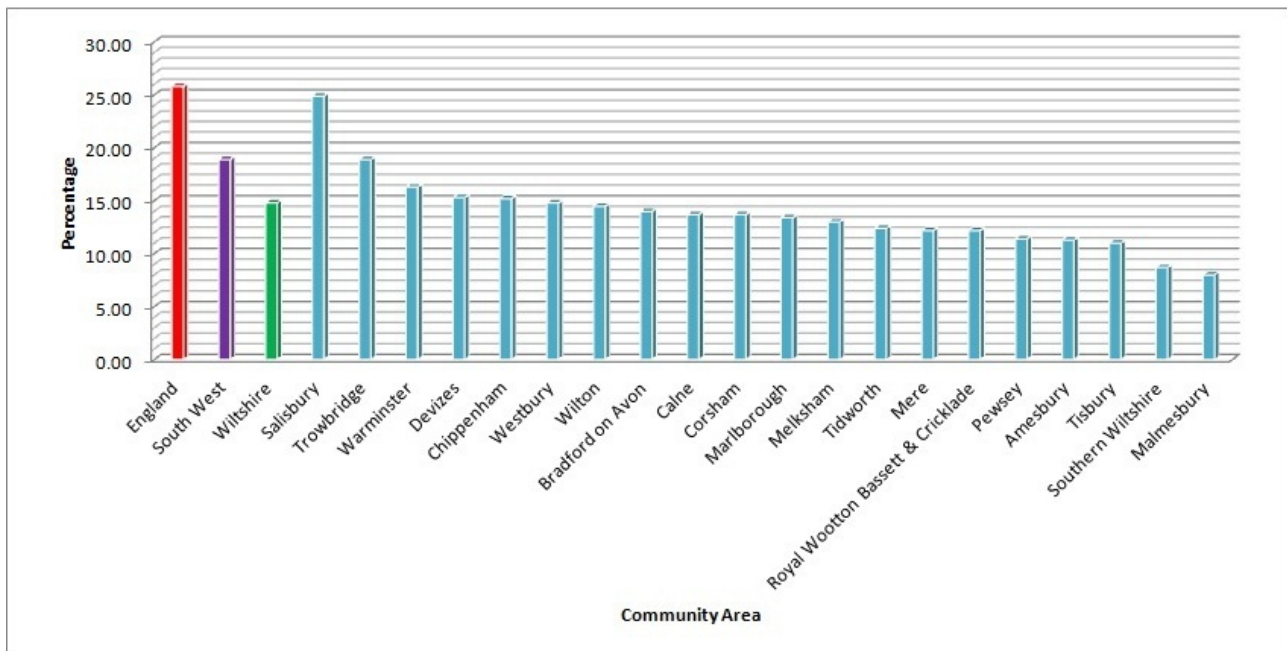
Car usage

4.52 Car ownership is typically linked to car useage. In Wiltshire about 40% of working people live within five miles of their workplace, and 26% live within two miles of work, yet only about 15% walk, cycle or take public transport, in fact we are increasingly likely to use cars for shorter trips over walking and cycling.

4.53 According to the DfT, about 28% of car trips made by adults are journeys to work. With these journeys tending to occurs during the morning and afternoon peaks. The school run is also a significant contributor to traffic during the morning peak. Consequently reducing both commuter and school traffic could significantly help to reduce congestion and carbon emissions. However, this could pose potential accessibility issues to both employment and education sites, and which would therefore require the provision of alternative transport measures and options.

Key accessibility points

- Car ownership is high in Wiltshire.

- At the time of the census in 2011 14.8% of households in Wiltshire were without a car or van.

- The elderly are less likely to have access to a car.

- 40% of working people in Wiltshire live within five miles of their work place and 26% live within two miles of their workplace.

- Women can be more vulnerable if working 'out of hours' when conventional public transport is not available.

Travel to work patterns

4.54   Most rural counties have a certain amount of out-commuting and in recent years housing and employment trends in the UK and Wiltshire have resulted in an ever increasing car dependent society, where out-commuting to larger towns and cities is now common place. Wiltshire because of its closeness to several larger employment centres, has established commuting links to Bath, Swindon, and Andover, with lesser links to Bristol and Southampton/Eastleigh/Romsey. In 2001 the number of out-commuters stood at 52,344, a 61% increase from 1991, this equated to 24% of the employed population where 62.5% were males.

4.55   Average distances of commuting journeys also increased between 1991 and 2011 both nationally and locally. This trend is reflected in data from the 2011 census which indicates that on average Wiltshire residents are more likely to drive when compared to the rest of the nation and that significantly fewer people use the bus/public transport as shown in Table 4.8

4.56   Over time commuting patterns have become more complex and disparate which clearly has implications in terms of accessibility. The forthcoming Wiltshire Core Strategy seeks to address this issue through its location and placement of new housing and employment hubs. Flexible working patterns can also aid the issue of poor employment accessibility. There are also many people of working age who do not have access to a car, as well as workers in low-paid employment often working anti-social hours where access to their employment can be exceedingly difficult without access to a car. Maintaining and improving accessibility to employment remains an important issue for the council particularly in uncertain economic times.

Table 4.8 Travel to work modes of transport for Wiltshire and England, 2011

Mode	Wiltshire	England
Motor vehicle	48%	41%
Public transport	4%	11.3%
Bicycle	2%	1.9%
Foot	9.2%	7%
Other	0.4%	0.4%
Work from home	5.2%	3.5%

Key accessibility points

- Wiltshire residents are more likely to drive to work than use public transport.

- Out-commuting to nearby employment hubs has significantly increased and is now common-place.

- Commuting patterns are often complex and disparate in nature.

- Low-paid workers and those who work anti-social hours are often hindered in their choice of transport mode to work by the lack of public transport available to them.

Tourism

4.57   Tourism accounts for 10% of the GDP for the South West region and supports over 300,000 jobs. The South West has the highest proportion of market share (19% of expenditure) across the UK and so consequently it is of great value for Wiltshire and offers the potential for further growth in the years ahead. Salisbury is particularly recognised as a nationally important tourist destination with nearly 900,000 visitors to Stonehenge in 2008. However, a high proportion of visitors arrive by car, which has an impact for both local communities and the wider national population in terms of added 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.

4.58   These types of issues are also apparent at other locations in Wiltshire and can potentially jeopardise the environment that attracted visitors in the first instance, as well as impairing the quality of life of local communities and residents. 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. Areas of Outstanding Natural Beauty are also threatened with problems such as over-flowing car parks and indiscriminate parking on grass verges and footways.

4.59   The New Forest National Park also attracts considerable visitors every year many of which reside in or travel from Wiltshire which places significant pressure on the transport system within the National Park. The recreational use of cars within the National park also detracts from the tranquillity of the park and can also conflict with other recreational users of the park.

4.60   A key priority for the National Park is to encourage and work with Wiltshire Council to increase the accessibility of National Park by providing safe road crossing points at key locations for walkers, horse riders, and cyclists, ensuring that these will not increase pressure on the most fragile parts of the National Park.

Key accessibility points

- High proportion of tourists/visitors arrive by car.

- The additional traffic generated by tourism discourages others from using more sustainable modes of transport.

- Problems caused by high car use are most noticeable at the key visitor sites in the county, such as Stonehenge, Bradford on Avon, and Castle Coombe.

Information communication technology

4.61   Today many services can be accessed over the internet; and access to the internet at home has led to an increasing number of people working from home at least some of the time, in 2011 5.2% of Wiltshire's working population mainly worked from home, this is compared 3.5% nationally. Whilst working from home clearly has implications for the commute to and from work, the impact of home-working on society's transport needs is not that well investigated.

4.62   Internet shopping has risen sharply in popularity in recent years. In 2007 internet sales were worth £14.7 billion and this is expected to rise to £44.9 billion by 2012 (14% of all sales). It is thought that the internet could account for 40% of all sales by 2020. Individual shopping

trips would decrease significantly while delivery would soar. This is likely to reduce the overall number of trips and with the majority of commute trips made by car there should be fewer vehicles on the road network during peak times.

4.63   Currently not all parts of Wiltshire have the same access to broadband. This is due to the fact that Wiltshire is a large rural county and it is uneconomic in some areas to supply broadband and the next generation superfast broadband to homes and businesses. Around 5% of all households currently receive a poor service with very slow broadband speeds and over half of all premises are unlikely to receive superfast broadband by 2015.

4.64   Two surveys have been carried out in order to understand the views of residents and businesses regarding Wiltshire's existing broadband services, as well as their aspirations for future provision. A total of 3,622 residents responded along with 425 businesses. The results of these surveys have been analysed and are being used to inform the council's Digital Inclusion Programme.

Key accessibility points

- Working from home has increased in recent years, with implications for the commute to and from work.

- Home working does not necessarily mean that workers needs to be located near to their employer or work place.

- Internet shopping has also increased with associated reductions in shopping trips but with increases to delivery trips.

Conclusion

4.65   Wiltshire's accessibility challenges are not unique, with many other areas of England, particularly in the South West, suffering with similar issues. Overall, the main points to arise from this review show:

- Wiltshire is mostly rural, which coupled with relatively high-cost public transport, can make accessing key facilities extremely challenging, particularly for those without access to a private motor car.

- The population within Wiltshire has been been steadily increasing, with the older population (65 years plus) expected to significantly grow.

- The elderly are particularly vulnerable as they are less likely to have access to a private motor car, with a distinction between those that live in rural areas and those that reside in urban areas.

- Car ownership is relatively high in Wiltshire, which has made the overall population more mobile and less susceptible to issues of poor accessibility. However, there are some isolated areas and individuals who are less mobile and therefore require assistance with accessing key services and facilities.

- The socio-demographics of rural populations have significantly altered due an influx of relatively affluent and mobile families and individuals. This has led to the demise of some of the most basic rural facilities, leaving those without access to car struggling to have an acceptable quality of life.

- Advances in information communication technology have led to increased home working and other internet based activities such as social networking, shopping and entertainment and now means virtual accessibility is becoming more and more the norm.

5 Accessibility priorities

5.1   Government guidance requires that authorities identify accessibility priorities within their LTP areas and advises that these priorities should be where:

- Disadvantage is greatest or where there are concentrations of people at risk of social exclusion.

- The accessibility of a single service or combination of services is poorest.

- Accessibility improvements are likely to make the greatest contribution to delivering the authority's wider objectives, and those of the strategic level partnership.

LTP2 priorities

5.2   A strategic accessibility assessment was undertaken as part of the development of LTP2 in 2005/06 when three initial accessibility priorities for action were identified (see below). This section provides a brief update on these priorities.

Health

5.3   Access to health was identified as a priority because of the opportunity offered by the Wiltshire Primary Care Trust's (PCT's) 'Pathways for Change' programme which was being introduced at the time of the development of the LTP2. Unfortunately, it proved difficult to work with the PCT to influence the way in which health services were provided, or to identify funding sources to improve transport and access. As a result, progress on improving accessibility as part of the 'Pathways for Change' programme was limited and work on this priority as part of the LTP2 Accessibility Strategy was therefore curtailed.

5.4   The council continues, however, to provide access to health services through conventional bus services and demand responsive services, and both the council and Community First provide grant funding to assist with the community Link schemes. In the future, it is hoped that the transfer of public health services to the council as part of the Health and Social Care Act 2012 will provide the opportunity to improve accessibility to health services in Wiltshire.

Education, skills and training

5.5   The council continues to try and improve access to education, skill and training opportunities through a number of measures including:

- Education transport – the council spends in excess of £13million a year on home-to-school and college transport including a non-statutory post-16 scheme to facilitate access to further education in the rural areas of the county.

- Community/Life Long Learning – the council has linked up with the extended schools initiative to help enhance the provision of community learning opportunities.

- Wheels to Work – the council provides some grant funding towards a countywide scheme launched in 2006 and run by Community First that provides a means of access to work and training for young people who do not have other transport available.

South Wiltshire – Tisbury

5.6   For a number of reasons (e.g. evidence from the Indices of Multiple Derivation), the area in and around Tisbury was identified as an priority. However, while a number of suggestions to improve accessibility were explored with the community and partners, none were eventually taken forward. The Tisbury area continues, however, to benefit from bus services that are comparable to other rural areas in Wiltshire, from having a rail station and from an active community bus and Link scheme.

LTP3 priorities

5.7   The strategic accessibility assessments carried out as part of the Accessibility Strategy have provided a very high level snap shot of the accessibility issues facing Wiltshire. The overall aim of the assessments was to provide a sound platform upon which to base further investigation and undertake local assessments. Given this, the issues and areas identified will require a much deeper and thorough investigation so that the council's resources can be directed in the most appropriate manner helping to ensure that those most in need can gain the most benefit.

5.8   Local assessments will include engagement with service user groups, service teams within the council, relevant service providers and other key stakeholders and will be carried out by Accessibility Officers who liaise with council colleagues responsible for implementing and co-ordinating public transport and cycling, walking and smarter choice measures.

5.9   It is anticipated that local assessments will:

- Gain a more lucid picture of what accessibility related issues there are in the prioritised areas. This will be achieved through local forums, surveys and other platforms of communication with local communities and transport operators.

- Consider, create and sustain partnership working where appropriate and necessary.

- Audit and understand any current initiatives in the areas and where applicable devise ways upon which to build on these foundations.

- Provide realistic opportunities for improving accessibility given the identified constraints.

Accessibility priorities for further assessment

Young people

5.10   The first priority for further assessment is accessibility for young people (16-25 years). The reasons for identifying this as a priority are as follows:

- The Tomorrow's Voice survey in Winter 2006/07 highlighted some of difficulties and issues young people experience when accessing which are important to them. The survey found that walking and catching a lift with a parent or relative were the most common ways for young people to get to activities, with 25% of respondents indicating that a lack of appropriate transport, particularly in the evenings, was the main reason for them not being able to their chosen destination.

- The Community Area Young People's Issues Groups (CAYPIGs) highlighted issues with young people and transport including pricing and timetabling.

- Cycling offers a cheap, reliable and easy mode of travel for all ages. With rising obesity levels as reported in Willtshire's Public Health Report 2012 there is potential considerable scope to improve accessibility and help tackle obesity at the same time.

- The return of public health to Wiltshire Council offers new opportunities for joint working so issues of accessibility, physical activity and obesity could considered under joint objectives.

Access to health care

5.11   The second priority for further assessment is accessibility to health care, particularly main general hospitals (Salisbury District Hospital, Great Western Swindon and the Royal United in Bath) from within Wiltshire. The reasons for identifying this as a priority are as follows:

- Nationally hospitals have the longest average minimum travel time with the average minimum travel time of 30 minutes by public transport/walking, 21 minutes by cycling and 9 minutes by driving.

- Appendix 4 indicates that travel time and access to the main hospitals can be lengthy and poor from within Wiltshire. Residents living within the immediate vicinity of Salisbury District Hospital have relatively good access, however, for some of the outlying areas of Wiltshire conventional public transport is not always a realistic option to access any of the three hospitals Salisbury, Swindon or Bath.

- The Joint Strategic Assessment 2011-2012 lists an ageing population as a key health and wellbeing issue for Wiltshire. Evidence suggests that the fastest growth will be among people aged 85 years and over who are major users of health and care services. Providing good accessibility to health care is therefore essential to ensure that this group of Wiltshire's population can access health care when they most need it. In line with this information are the results from the 'What matters to you survey' (2012) which shows that and that there is a general trend for older respondents to be more likely to think that more should be spent on transport co-ordination and bus services.

- The Indices of Deprivation 2010 shows that the largest change in relative deprivation within the 10% most deprived LSOAs has been within the Health Deprivation and Disability domain.

- Joint working with public health could ensure that the best value for money is achieved in delivering accessibility benefits.

Area specific accessibility issues

5.12   The strategic accessibility assessment has highlighted some of the accessibility issues often faced by those living in rural areas both at a national and at the local level. Examples of this include:

- The 'rural share of deprivation in Wiltshire' (2009) report shows that 10,089 rural households in Wiltshire do not have a car or van, which is 35.5% of the total across the county.

- Just 1% of those living at rural addresses in the Tisbury Community Area are within 800m of buses running hourly or better on weekdays from 9am to 5pm. This is a significant difference when compared to 100% of those living in the Salisbury Community Area.

- The DfT Accessibility Statistics for 2011 shows that differences in accessibility are much more noticeable when comparing urban/rural areas within regions. Nationally users in urban areas could access key services by public transport/walking, on average, in 12 minutes compared with 22 minutes in rural areas.

5.13 Whilst this evidence indicates that in general there is a difference between urban and rural accessibility, sometimes a significant difference, the nature of this strategy has meant that specific local accessibility issues and problems cannot be pinpointed with accuracy. This is where local assessments will used to help locate and identify specific local accessibility issues.

5.14 Whilst is recognised that accessing key services from rural locations can often be problematic, urban areas must not be overlooked.
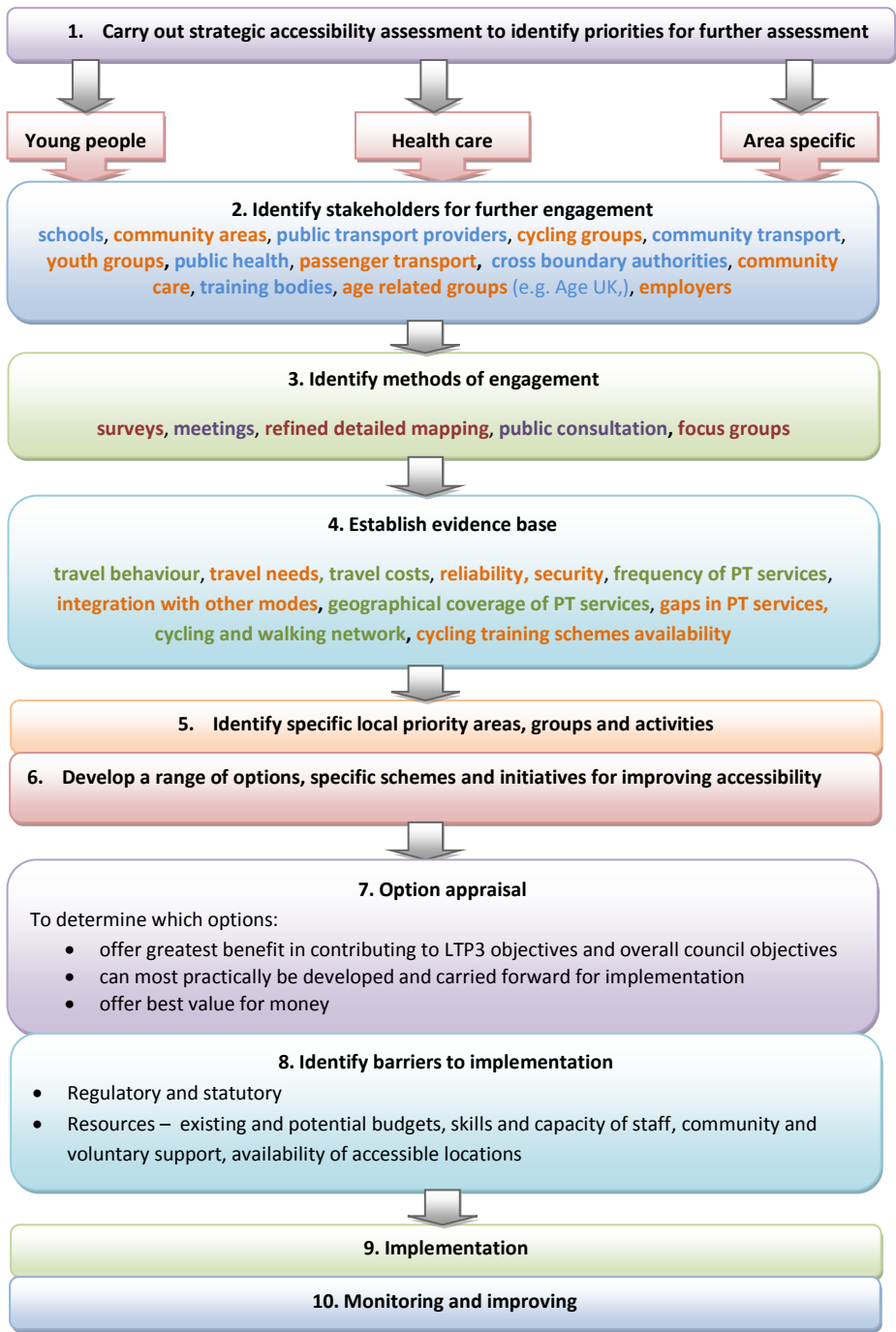
Local assessments

5.15 Over the next 12-18 months Transport Planning Officers will seek to identify with more accuracy and assurance where the specific accessibility issues occur. Data from the 2011 Census is beginning to be published now and it is envisaged that some of this data will help build a clearer picture of accessibility issues throughout Wiltshire.

5.16 The assessments will also require more engagement with users, groups and individuals throughout Wiltshire's communities. It is anticipated that local assessments will follow the process outlined in Figure 5.1.

5.17 Accessibility mapping will form a broad starting point for local assessments. Examples are provided in Appendices 1-6 which show accessibility based on public transport/walking travel time to some essential key services, including employment, secondary schools, further education, hospitals, GP's, supermarkets and town centres. Whilst these maps show an overall level of accessibility they are not explicit and could be a little ambiguous without some knowledge of other relevant information. For example, Appendix 2: Access to Secondary Schools is showing either no accessibility or very little accessibility with travel time in excess of two hours in south west Wiltshire. However, the map doesn't account for schools which are located outside the county which many Wiltshire children attend. Similarly, Appendix 4: Access to Hospitals is also a little misleading because, as with all the maps, it does not account for demand responsive transport, such as the Wiltshire Hopper which transports many people to and from Bath's Royal United Hospital. Consequently, such maps should be viewed with a some forethought knowing that further accessibility assessments will be undertaken.

Figure 5.1 Accessibility assessment: from strategic to local

1. Carry out strategic accessibility assessment to identify priorities for further assessment

Young people

Health care

Area specific

2. Identify stakeholders for further engagement

schools, community areas, public transport providers, cycling groups, community transport, youth groups, public health, passenger transport, cross boundary authorities, community care, training bodies, age related groups (e.g. Age UK,), employers

3. Identify methods of engagement

surveys, meetings, refined detailed mapping, public consultation, focus groups

4. Establish evidence base

travel behaviour, travel needs, travel costs, reliability, security, frequency of PT services, integration with other modes, geographical coverage of PT services, gaps in PT services, cycling and walking network, cycling training schemes availability

5. Identify specific local priority areas, groups and activities

6. Develop a range of options, specific schemes and initiatives for improving accessibility

7. Option appraisal

To determine which options:

- offer greatest benefit in contributing to LTP3 objectives and overall council objectives
- can most practically be developed and carried forward for implementation
- offer best value for money

8. Identify barriers to implementation

- Regulatory and statutory
- Resources – existing and potential budgets, skills and capacity of staff, community and voluntary support, availability of accessible locations

9. Implementation

10. Monitoring and improving

6 Delivering accessibility

Providing and improving accessibility

6.1 Accessibility planning, providing and improving is key to localism, it already involves collaboration between the public, commercial, as well as the community voluntary and social enterprise (CVSE) sectors. It is about facilitating tailored solutions to meet locally-identified problems. Current and future accessibility planning will focus on the accessibility priorities identified within this strategy, i.e. young people, health care and and area specific accessibility issues. In seeking to do this the following methods have been chosen as the best way to deliver accessibility for the identified priorities.

Provision of transport services and infrastructure

6.2 The provision of transport services and infrastructure allows people without private transport, to gain access to key services and facilities. This includes improved infrastructure to facilitate walking and cycling for shorter trips and improved bus and community transport to cater for longer trips. In areas where the population is sparse and it is not financially economical or efficient to provide conventional timetable bus services demand responsive transport, community transport services and car share schemes can all provide a vital role in improving accessibility.

Public transport

6.3 The Public Transport Strategy (2011-2026) is a daughter document of LTP3 and was published in March 2011. The strategy sets out the council's long term and short term delivery plan for public transport. The document forms an integral and important part of LTP3, but can also be read in its own right, summarising the contribution that public transport makes to the national transport goals and the overall transport strategy.

6.4 The LTP3 Public Transport Strategy sets out the council's public transport policies and strategies. The council's vision for 2026 is for a public transport system that provides the level of access that people across the county need in order to allow to lead satisfying and fulfilling lives, and that in and between the main centres of population provides an attractive alternative to the private motor car that is able to make a major contribution to achieving sustainable transport objectives.

6.5 Whilst many existing accessibility needs are currently being met through the existing commercial and supported public transport network the council faces massive challenges for future service provision. There is particular tension between increasing demands, financial costs and diminishing funding. With considerable pressures on public spending and financial pressures on transport operators there is need to ensure that the Public Transport Strategy is realistic about what is achievable in the short to medium term. There is a need to identify the most cost effective way providing the maximum access benefit given the resources available over this time period.

6.6 The accessibility related measures in the long-term strategy include the following:

Bus	The existing bus network will be reviewed, with operators, to determine the best match between demand and need for travel and available resources. A heirarchy of routes will be developed, distinguishing between strategic routes and local routes.
Travel concessions	The travel concession scheme for Wiltshire residents will recognise the need to make additional provision for people who have difficulty in using buses.

Community Transport	More active steps will be taken to promote the development and increase the capacity of community and voluntary transport particularly in light of the accessibility planning process.
Rail	The council will actively support railway organisations and the DfT to provide improved services and facilities for the county. The council will also work with bus and rail operators to secure closer integration of bus and rail services and will support the introduction of through bus/rail ticketing schemes.
Information and marketing	The council will seek to ensure that easily understandable public transport information is available in a variety of formats. The bus information strategy will be reviewed to take account of changing user requirements and operators will be encouraged to take a more positive approach to marketing their services, including taking advantage of new technology such as smart cards and to develop new pricing and ticketing strategies, so as to increase their use.
Infrastructure	Any funding that is available for public transport infrastructure will be partially used to improve the accessibility of services for those who currently find them difficult to use, including access to the vehicle and access to and between modes of transport.

Re-design of the bus network

6.7 In order to achieve the most effective use of resources and to optimise the contribution that public transport can make to achieving the council's transport objectives the Public Transport Strategy proposes to review and re-design the Wiltshire bus network. This will help to deliver public transport services to people who do not have access to a car to a range of important services and facilities by offering a minimum once a day weekday service wherever possible.

6.8 The first stage of re-design will be to define and map strategic network and primary town routes and identify the areas to be served by local services. Following this a detailed planning of local services will take place. These reviews will involve consulting with area boards and local communities to help identify and establish local needs and service priorities.

Park and Ride schemes

6.9 Park and ride schemes allow you to park your vehicle outside town, and then use a special, frequent bus service to get into the town centre.

6.10 They have a useful role to play improving accessibility and have many advantages for road users including:

- Less time spent in traffic trying to park
- Usually much cheaper than town centre car parks
- Park and ride buses use bus lanes and often have priority at traffic lights

6.11 There are also benefits for residents and local authorities such as less congestion, less nuisance parking, safer roads, less noise and pollutions and less damage to historic buildings.

6.12 The Salisbury Park and Ride scheme was first introduced in 2001, and since then has grown enormously in popularity, and now carries almost half a million customers a year.

6.13 In 2011 the service was reviewed and changes took place in June 2011. The emphasis was very much about retaining existing customers and gaining new ones. One of the main changes is to the pricing structure. At the time of publication the amount you pay to use the scheme will depend on the number of people travelling with you: £2.50 for one person or £3.50 for 2,3 or 4 people travelling in a group. The scheme is also free for concessionary pass holders.

Localism and Big Society

6.14 The role of current community and voluntary transport is well described in the Public Transport Strategy document. On the whole these services provide an invaluable facility for those that are not able to use the relatively extensive local bus network. It is likely that there will be an opportunity for community and voluntary transport to play a bigger role in the future; as transport operating costs rise so it expected that there will be reductions in the level of service that can be provided by the conventional bus network. With these opportunities comes the potential to harness the government's 'Big Society' agenda to empower local communities to find and deliver solutions to local concerns. Local operation may also bring benefits in allowing local communities to have a more direct influence over the service that is provided, matching it more closely to changing local needs.

Cycling

6.15 Cycling is becoming more and more popular, it offers users a cheap, reliable, easy and healthy alternative to motorised modes of travel and meets many accessibility priorities.

6.16 The LTP3 Cycling Strategy sets out the council's strategies and policies and a programme of action for cycling until 2026. The Cycling Strategy works closely with the Smarter Choices Strategy, where there is some overlap of strategies and policies.

Information and marketing

6.17 Improving information and marketing are a core element of smarter choices measures. This will include informing people of cycling measures through school, residential and work place travel plans, including the council's County Hall Travel Plan. Easily accessible information for cyclists will become more readily available and will enable cyclists to better plan their journeys. Social marketing techniques will be employed to encourage more cycling for both new and existing cyclists. Where appropriate new bike hire schemes will be implemented and will be promoted accordingly to ensure public awareness.

Cycling infrastructure

6.18 Improvements to the cycle network are most effective in areas where the potential for cycling is higher and when they are combined with other measures. It is intended therefore, that Wiltshire Council will prioritise network improvements on strategic links in principal settlements and market towns. Intra-urban routes may also form a part of the network plans. Town Centre Cycle Network Plans have been published for a number of Wiltshire's towns while several others are being developed. These are regularly updated when significant developments occur, traffic conditions change, new problems are identified or through feedback from local people. Thus the strategy aims to provide a sympathetically designed, high quality and well maintained network of cycling routes in the SSCTs and market towns, and where possible it will provide links to national routes.

6.19 Cycle parking is a key element of the cycle network. The strategy seeks to ensure high quality cycle parking is provided at key destinations and transport interchanges and that all new developments are suitably equipped to provide adequate levels of parking. The council will also work with transport operators to ensure that the carriage of cycles on public transport is adequate to meet demand.

Synergies with leisure cycling

6.20 Leisure cycling is becoming more and more popular and cycling is one of the fastest growing sports. People who participate in leisure or sport cycling generally have increased levels of confidence and consequently are more inclined to start to use cycling as a means of transport. The council will be rolling out a programme of basic leisure training for adults to increase confidence levels and hopefully increase cycling as a transport mode.

Walking

6.21 The Walking Strategy (pending publication) will focus on providing a sympathetically designed, high quality and well maintained network of walking routes in and between significant trip origin and destination points, such as shops, housing, employment areas, education establishments, transport interchanges and tourist and leisure hot spots. There will be particular emphasis on principal settlements and market town networks.

Countryside Access Improvement Plan - rights of way

6.22 The Countryside Access Improvement Plan (CAIP) focuses primarily on rights of way, it also states that improvements to other routes and areas which allow people to access the countryside should also be considered. This access may be on foot, bicycle, horseback, non-motorised vehicle (normally horse and carriage) or motorised vehicle (4x4 or motorbike).

6.23 The CAIP sets out the actions Wiltshire Council will take to promote use of the countryside access network (CAN). The CAN includes:

- Public rights of way in rural and urban areas
- Permissive paths
- Cycleways (not adjacent to roads)
- Canal towpaths
- Town parks
- Country parks
- Forests with public access
- Access Land
- Stretches of roads which link paths and tracks

6.24 The CAN is important for improving accessibility because it enables people to get away from roads in the countryside and within towns, providing an often vital link to local facilities and services. In many places the CAN offers opportunities for countryside access and access to local services without the need for a car. Whilst Wiltshire Council does not manage some parts of the CAN itself, it will work in conjunction with its partners to improve public access to the countryside wherever possible.

6.25 The help and support of voluntary groups is a much valued local resource and indeed there are hundreds of local volunteers that help with the maintenance and management of Wiltshire's CAN, including jobs such as clearance of vegetation and obstructions from paths, maintenance of bridges, stiles and gates and signposting of rights of way.

Smarter choices

6.26 Smarter choices are initiatives, measures or techniques aimed at influencing people's travel behaviour more towards sustainable travel options, and over the last ten years, they have become an integral part of local transport plans. Measures include: travel plans, information and marketing, training and enabling, alternatives to travel and sustainable car use. These types of measures can provide people with a wide-range of travel choices and are central to improvements in accessibility. Many smarter choices measures are most effective when they are combined and work in conjunction with other transport policies such as improved cycling and walking infrastructure or better bus or rail services. Other policies away from transport can also have an impact of the effectiveness of smarter choices measures, for example parental preference of schools can lead to a much longer journeys to school.

6.27 The focus of Wiltshire's Smarter Choices Strategy will be on introducing smarter choices measures in areas where they are most likely to have a significant impact, namely new developments, principal settlements and market towns. The council will seek contributions from developers to support smarter choices measures in new developments.

6.28 The strategy seeks to encourage a change in travel behaviour through the use of travel plans, including school, residential and workplace, marketing, information and travel awareness and sustainable car use, such as car share, car clubs and smarter driving. It also supports flexible working, staggered journey times and tele-working, all of which can reduce the need to travel and commute.

Powered Two-wheeler

6.29 Powered two-wheelers, such as motorcycles, scooters, mopeds and electric bikes, are on the increase. After many years of declining use they are now increasing in popularity again, this is mainly due to their low emissions, fuel economy, ease of parking and their ability to beat congestion. However, they account for a disproportionately high percentage of road casualties, and are therefore a priority group for Wiltshire Council's Road Safety Partnership.

6.30 Powered two-wheelers have low start up, maintenance and fuel costs, with electric bikes and mopeds have particularly low running costs, making them an excellent transport choice for young people who may otherwise struggle to finance the more expensive option of a car. They can provide an immediate sense of freedom and independence, and provide accessibility to essential services and facilities. The Wheels to Work is a scheme run by Community First which aims to improve accessibility to work, training, and education. It is small scheme but provides an important service for those without direct access to other more expensive modes of transport.

Influencing the ways in which key services and facilities are delivered

6.31 Whilst is is envisaged that in the short term improvements to accessibility will occur through the provision of transport services, in the the medium to long term the council will be taking a more sustainable approach to such improvements and will aim to improve accessibility through better ways of delivering key services and facilities. In a lot of cases this means taking the services to the people rather than vice versa. This is already happening in a number of areas and either means physically delivering services locally, or with the significant improvements to Information Communication Technology (ICT) through more "virtual" delivery of services. The forthcoming Wiltshire Core Strategy will seek to achieve more sustainable development, linking dwellings, services and transport.

Influencing land use development

6.32   In line with sustainable development, transport planning will work in partnership with spatial planning to influence Local Development Frameworks and ad hoc planning applications to ensure that where ever possible new land use development, particularly residential, takes due account of the accessibility needs of the local population. At the micro level this will help ensure that new development is adequately served by public transport, cycling and walking networks, or at the macro level to help ensure there are suitable local retail and employment opportunities. This may not result in short term accessibility improvements but over the longer term this should ensure a significant reduction in accessibility problems.

Alternatives to travel

6.33   Not all measures to improve accessibility to services and facilities rely upon improved transport and even where transport is available some residents may not be able to make use of it. Advances in technology and the effective use of the planning process can significantly reduce the need to travel.

Home working and remote working

Government policy over recent years has stressed the importance of maintaining a healthy work-life balance. Flexible working can contribute significantly to successfully achieving this. Home working is certainly a very flexible way of working and is already fairly widespread, it is estimated that between April and June 2010 that almost 12% of the workforce surveyed (across the UK) had spent at least one hour working from home in the previous week, whilst about 3% worked mainly from home.

It is reported that home working can result in various benefits, such as less commute time, which can help to improve the work/life balance. For organisations this can result in less staff turnover and reduced office and parking space requirements, and therefore reduced business costs.

Working from home can have much wider impacts too, with reductions in traffic and the subsequent congestion there will be economic benefits. Additionally, more people working from home or nearer to home, may help to support local communities, as people make greater use of their local facilities, such as shops and services.

Internet shopping

Internet shopping is a growing market; in 2008 73% of individuals said their household had ordered goods by the internet, phone or post for delivery, with 37% receiving deliveries at least monthly.

Broadband provision

6.34   Currently not all parts of Wiltshire have the same access to broadband. This is due to the fact that Wiltshire is a large rural county and it is uneconomic in some areas to supply broadband and the next generation superfast broadband to homes and businesses. Around 5% of all households currently receive a poor service with very slow broadband speeds and over half of all premises are unlikely to receive superfast broadband by 2015. Wiltshire Council is investing in digital inclusion and superfast broadband provision to support residents and local businesses.

Economic challenge

6.35   At the time of writing there has been substantial reductions in public spending which have effected the council's ability to deliver the transport services it believes are necessary for Wiltshire. LTP3 will focus on making the best of the transport network and resources it already has. It is necessary to ensure that the plan for transport is robust, realistic and achievable in the context of these cuts.

Conclusion

6.36   This document has made a relatively broad strategic assessment of accessibility in Wiltshire with a number of priorities being identified for assessment. Some of the issues considered in this LTP had already been identified for action in LTP2 and where possible these have been addressed through either the funding levels available at the time or by statute. The Accessibility Strategy together with the other related strategies of public transport, cycling, walking, smarter choices and rights of way, will seek to address the identified accessibility priorities during the lifespan of LTP3. However, priorities can and do change and therefore this process is very much an iterative one and one where more in depth local assessments will seek to re-evaluate and re-address the priorities to help ensure that funding and resources are being directed in the most appropriate way possible.

7 Performance management

Monitoring improvements in accessibility

The Implementation Plan 2011/12 briefly considers performance management and contains only a few predefined targets. As far as accessibility performance management is concerned, monitoring improvements in accessibility will be carried out as part of the overall monitoring programme for LTP3. The council's approach to performance management for LTP3 will be refined in the new three year implementation plan.

8 Appendices

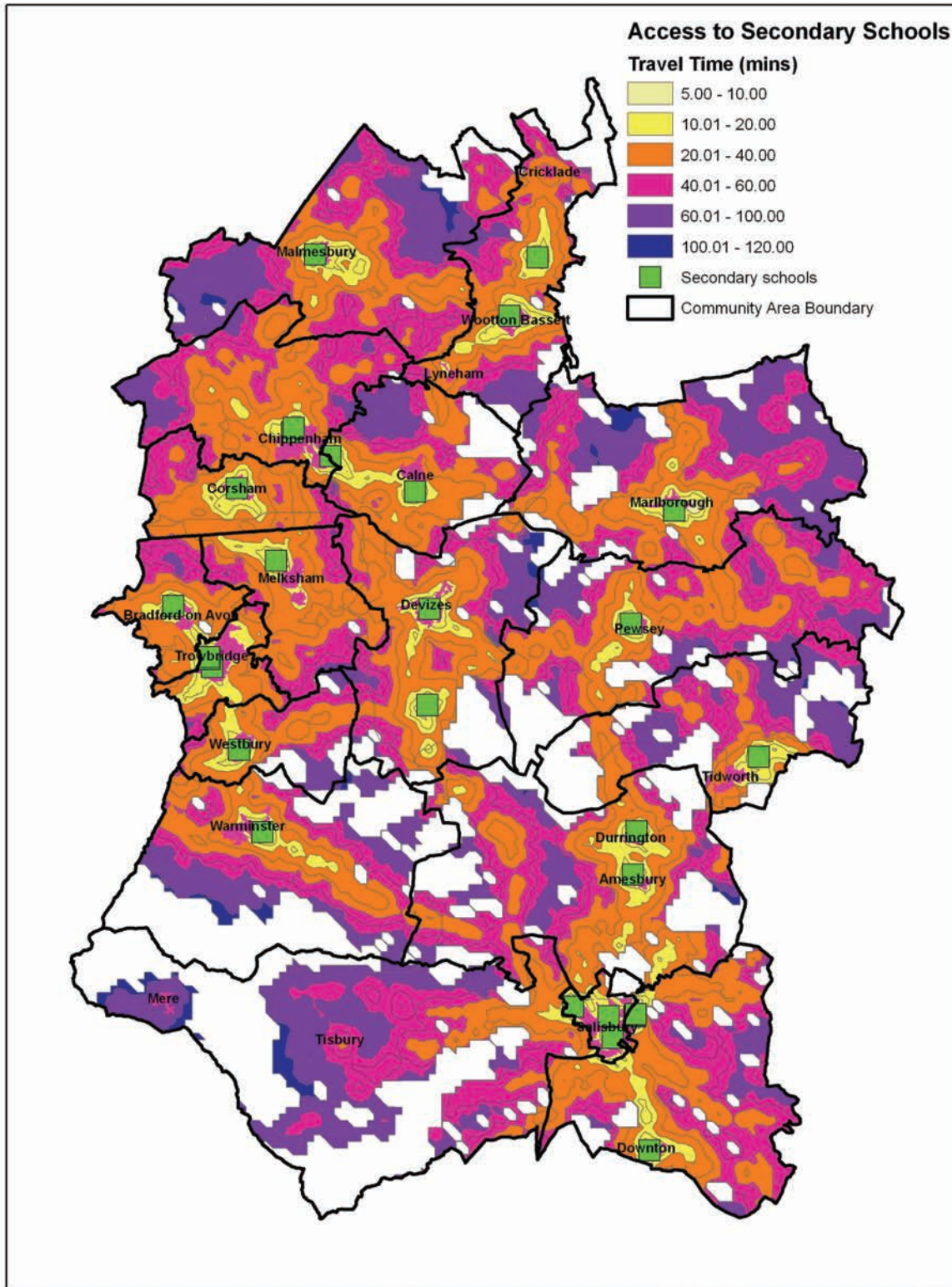**Appendix 1 - Travel time to employment centres by public transport/walking**
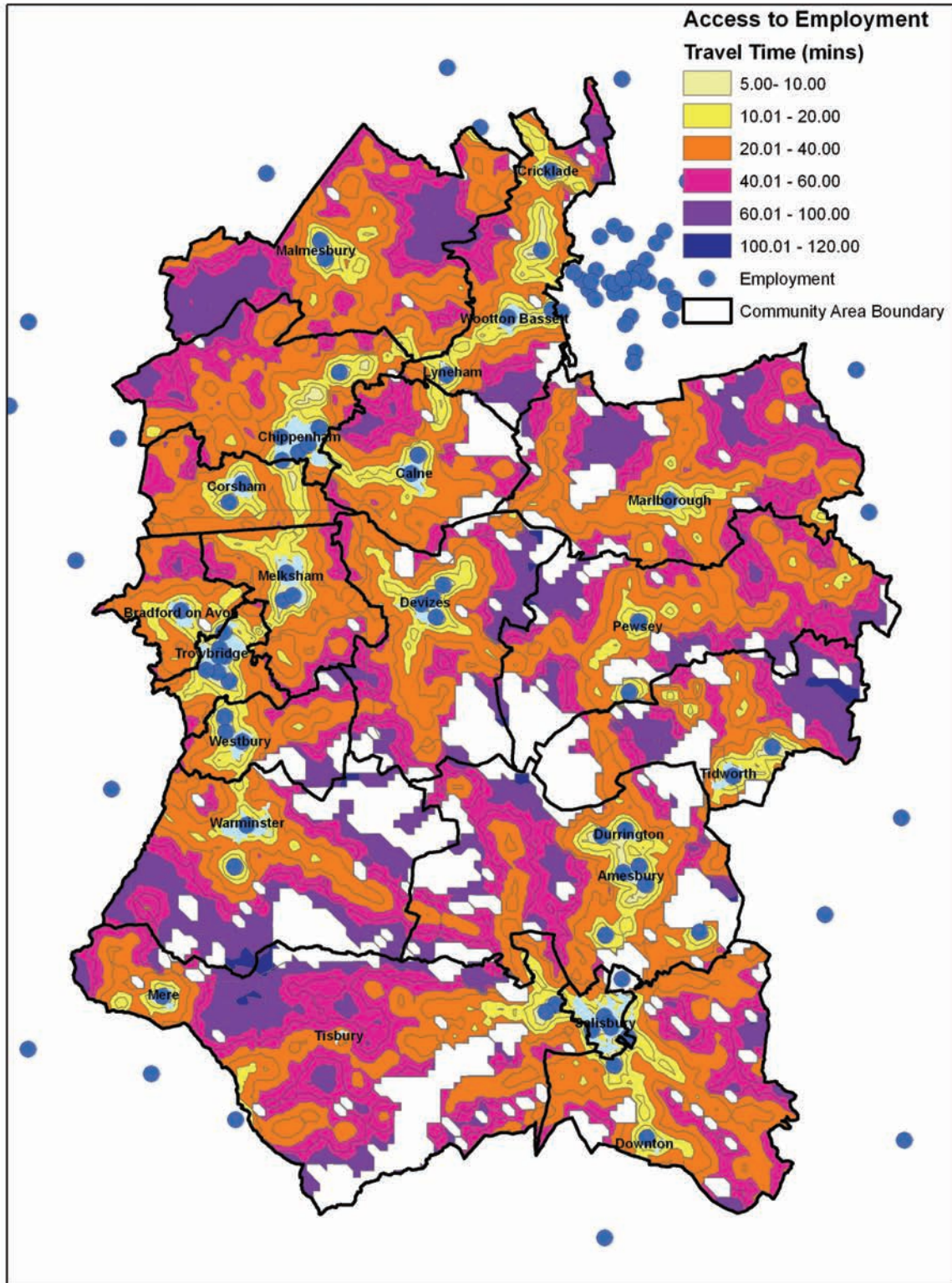
Access to Employment Centres across Wiltshire

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Appendix 2: Travel time to secondary schools by public transport/walking

Access to Secondary Schools

Travel Time (mins)
- 5.00 - 10.00
- 10.01 - 20.00
- 20.01 - 40.00
- 40.01 - 60.00
- 60.01 - 100.00
- 100.01 - 120.00
- Secondary schools
- Community Area Boundary

Cricklade
Malmesbury
Wootton Bassett
Lyneham
Chippenham
Corsham
Calne
Marlborough
Melksham
Devizes
Bradford on Avon
Pewsey
Trowbridge
Westbury
Tidworth
Warminster
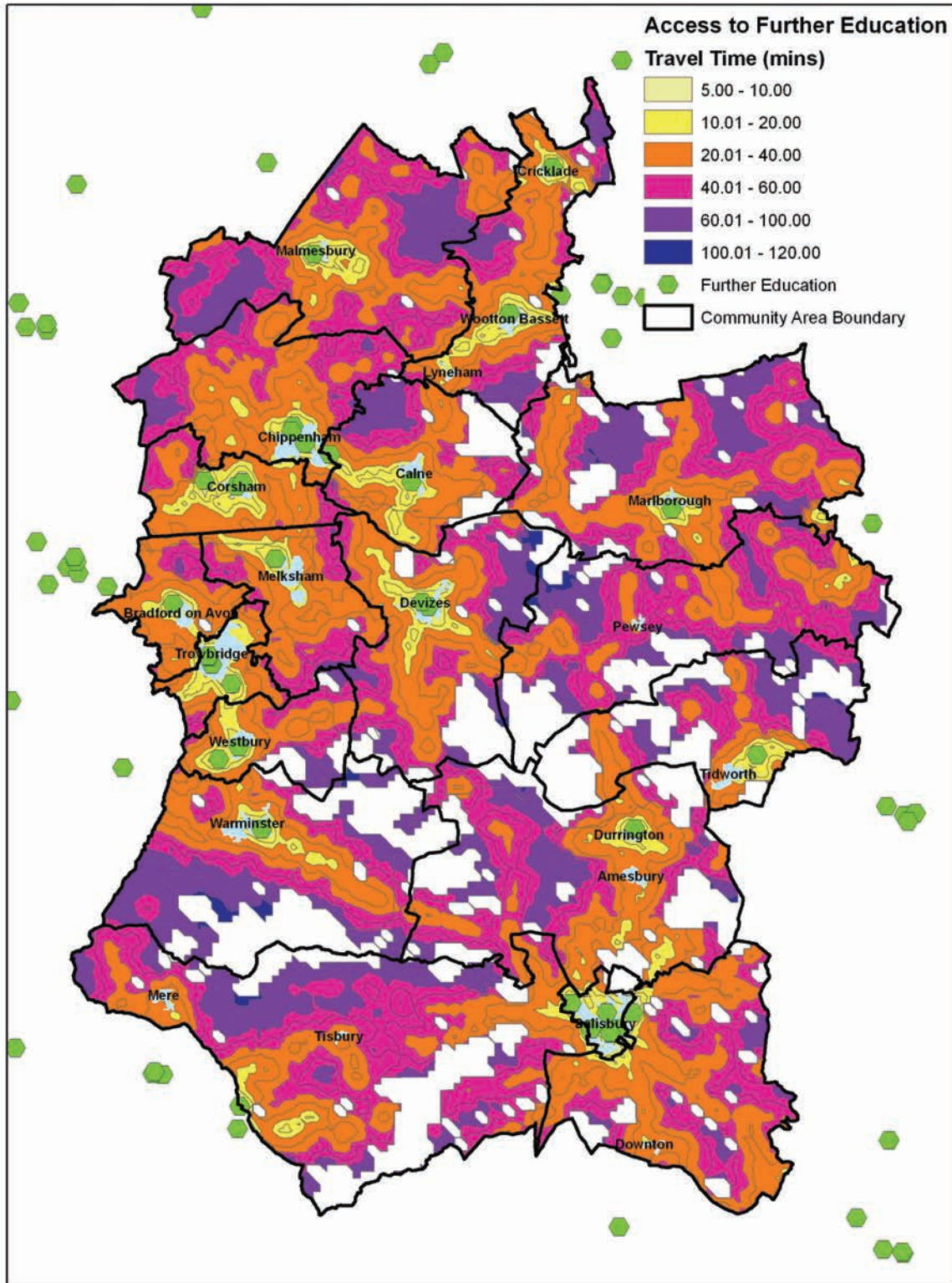Durrington
Amesbury
Mere
Salisbury
Tisbury
Downton

Access to Secondary Schools across Wiltshire

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Wiltshire Council
Where everybody matters

0 1 2   4   6   8 Miles

N

Access to Further Education across Wiltshire

Access to Further Education

Travel Time (mins)
- 5.00 - 10.00
- 10.01 - 20.00
- 20.01 - 40.00
- 40.01 - 60.00
- 60.01 - 100.00
- 100.01 - 120.00
- Further Education
- Community Area Boundary

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Wiltshire Council
Where everybody matters

0 1 2 4 6 8 Miles

**Appendix 4 - Travel time to hospitals by public transport/walking**
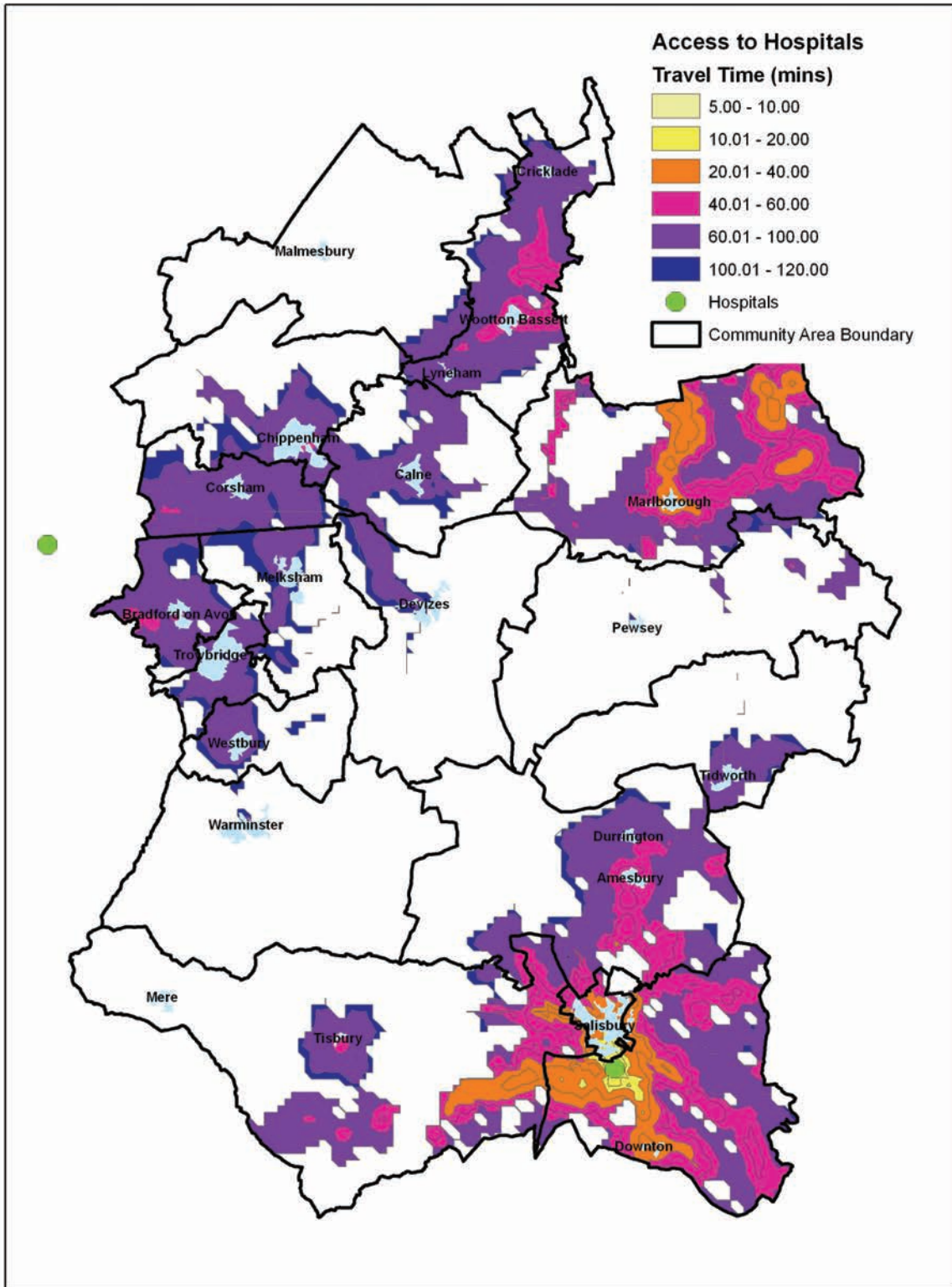
Access to Hospitals (main/general) across Wiltshire

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Wiltshire Council
Where everybody matters

0 1 2 4 6 8 Miles

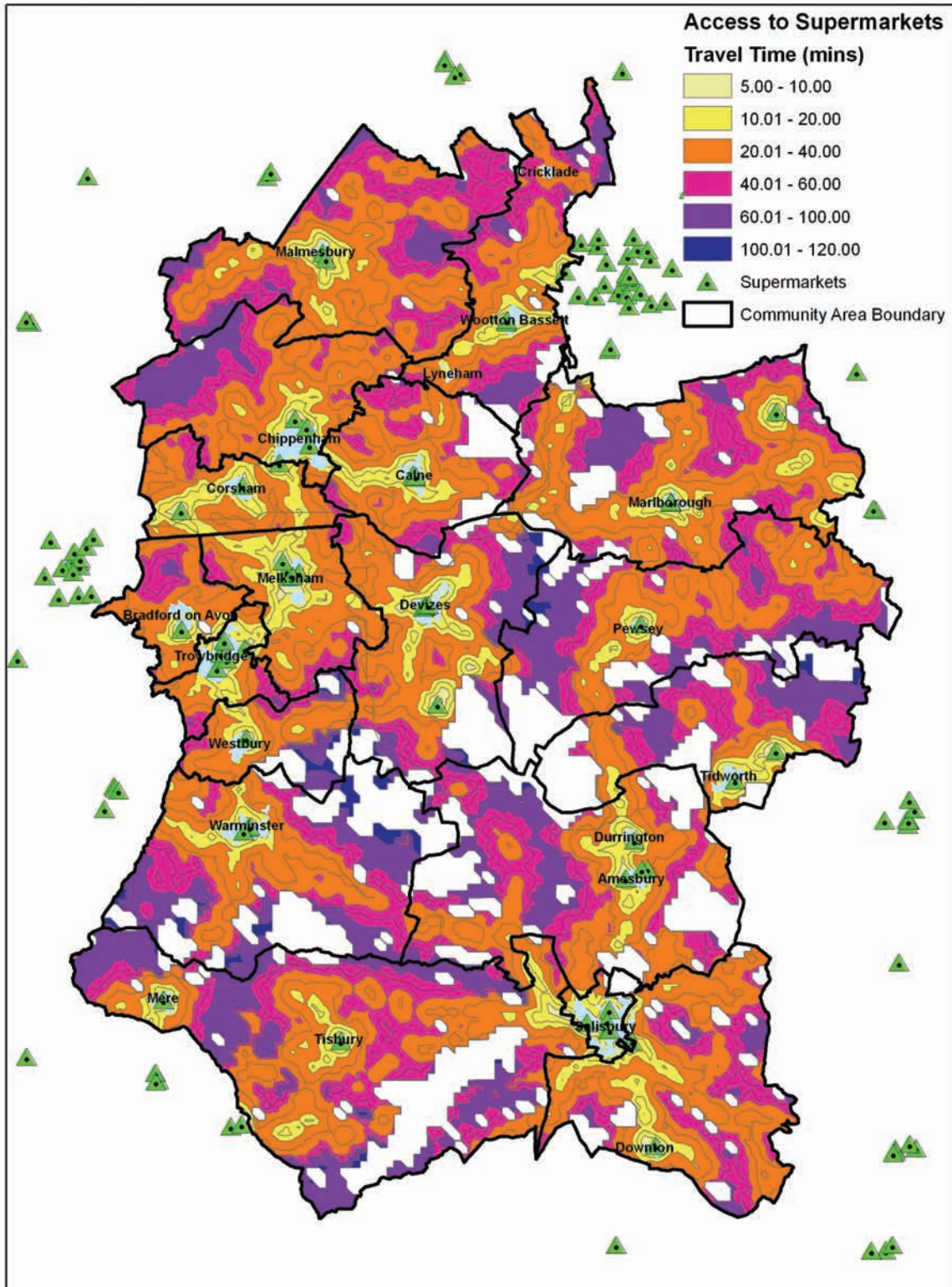**Appendix 5 - Travel time to GP's by public transport/walking**
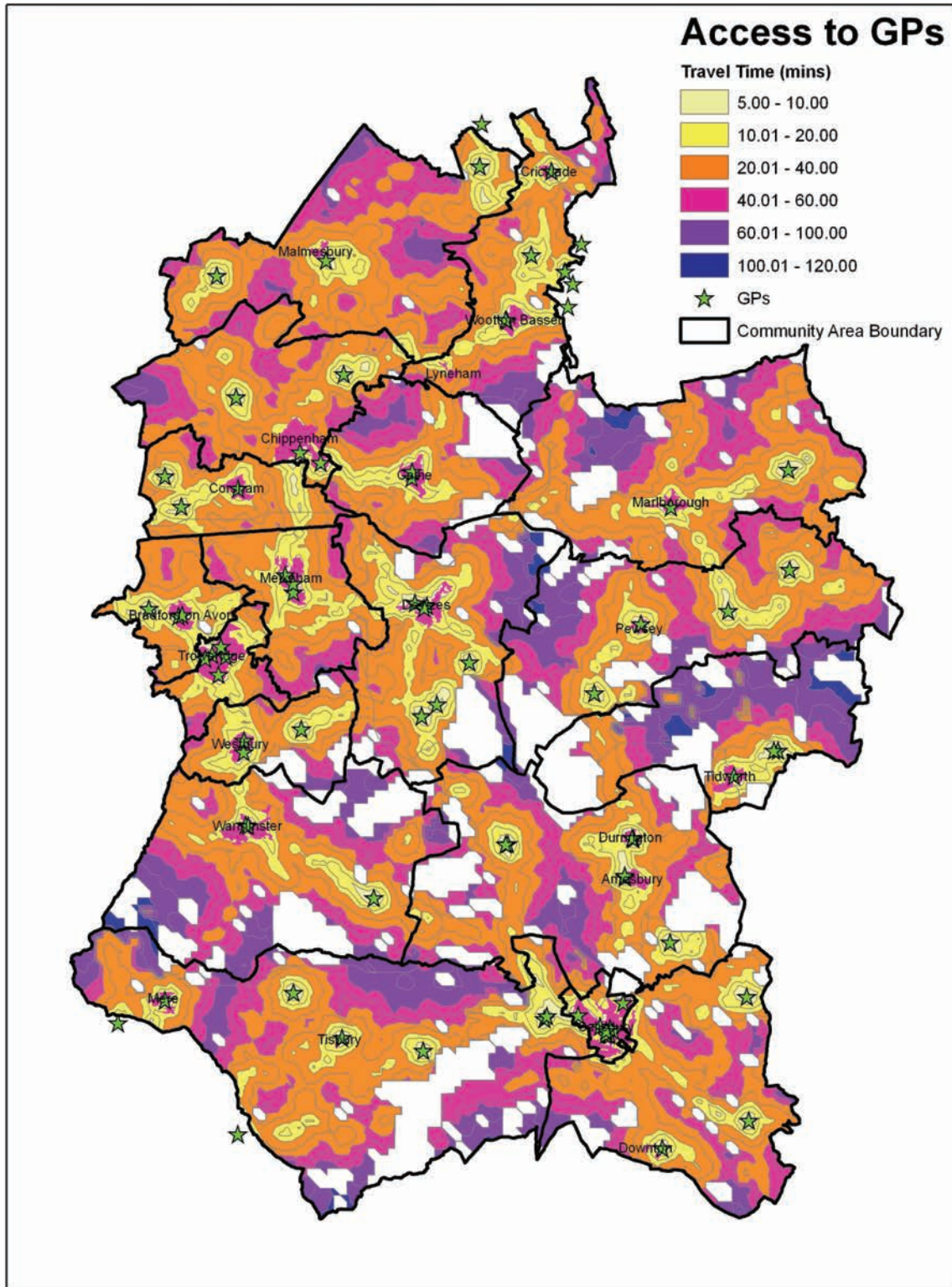
Access to GPs across Wiltshire

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Appendix 6 - Travel time to supermarkets by public transport/walking

Access to Supermarkets
Travel Time (mins)

- 5.00 - 10.00
- 10.01 - 20.00
- 20.01 - 40.00
- 40.01 - 60.00
- 60.01 - 100.00
- 100.01 - 120.00
- ▲ Supermarkets
- ▢ Community Area Boundary

Cricklade
Malmesbury
Wootton Bassett
Lyneham
Chippenham
Calne
Corsham
Marlborough
Melksham
Devizes
Bradford on Avon
Pewsey
Trowbridge
Westbury
Tidworth
Durrington
Warminster
Amesbury
Mere
Salisbury
Tisbury
Downton

Access to Supermarkets across Wiltshire

Wiltshire Council
Where everybody matters

0 1 2   4   6   8
Miles

Appendix 7 - Travel time to town centre by public transport/walking

Access to Town Centres

Travel Time (mins)

- 5.00 - 10.00
- 10.01 - 20.00
- 20.01 - 40.00
- 40.01 - 60.00
- 60.01 - 100.00
- 100.001 - 120.00
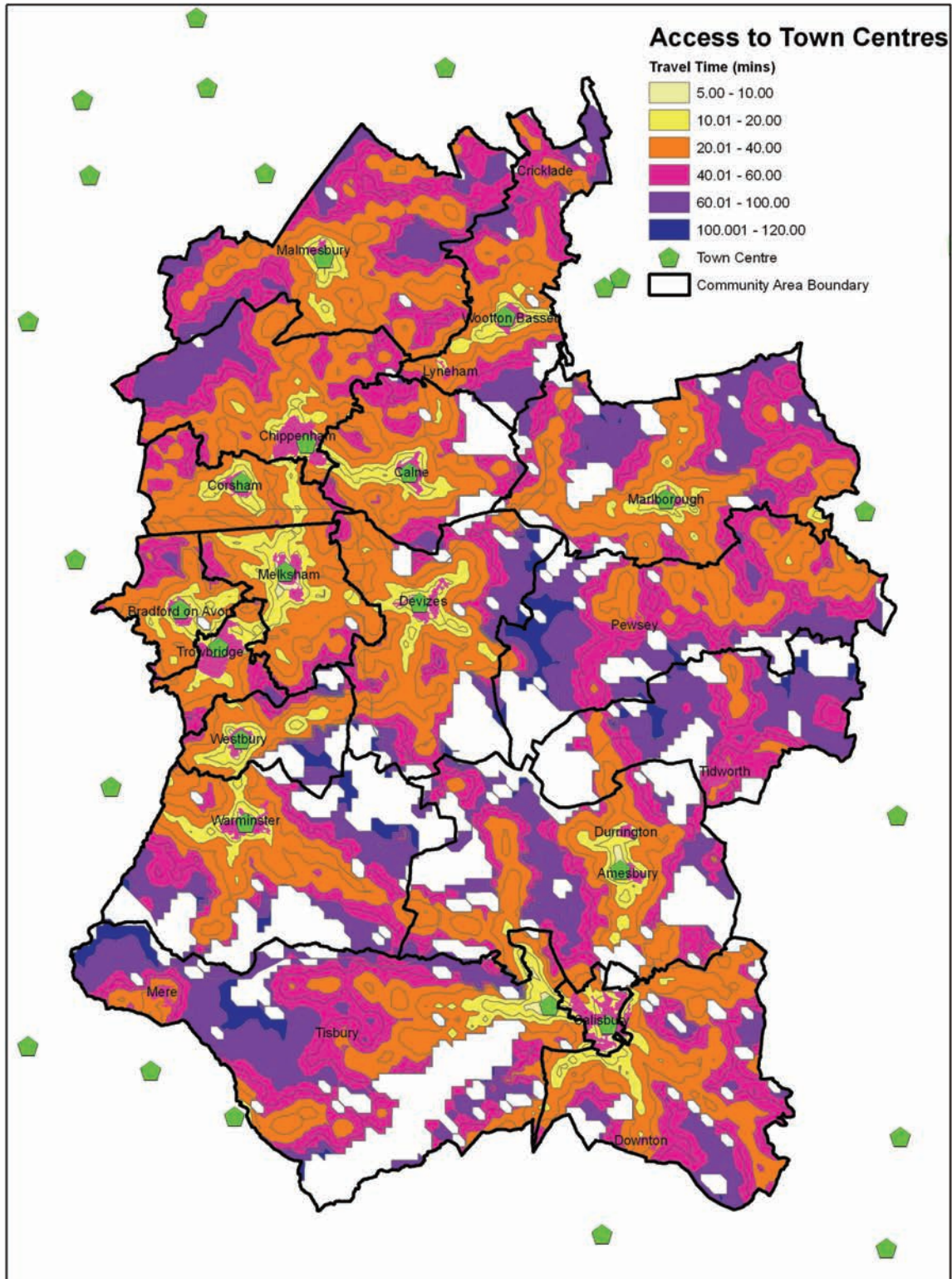- Town Centre
- Community Area Boundary

Access to Town Centres across Wiltshire

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Wiltshire Council
Where everybody matters

0 1 2   4   6   8 Miles

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