

Wiltshire Local Transport Plan 2011 – 2026

Smarter Choices Strategy



Wiltshire Local Transport Plan

2011-2026

Smarter Choices Strategy

March 2014

**Sustainable Transport Group
Highways and Transport
Wiltshire Council
Bythesea Road
Trowbridge
BA14 8JN**

**© Wiltshire Council
ISBN: 978-0-86080-585-4**

■ Smarter Choices Strategy

1	Smarter choices	1
2	Goals and objectives	6
3	Challenges and opportunities	10
4	Strategy	13

1 Smarter choices

1.1 Over the past decade, smarter choices have become a key element of Local Transport Plans. Typically, they are initiatives, measures or techniques aimed at influencing people's travel behaviour towards more sustainable options and are often referred to as "soft measures." Measures typically include the following:

Travel plans	Information & marketing	Alternatives to travel	Sustainable travel	Training & enabling	Cycle & walking	Smart & integrated ticketing
Business	Public transport & marketing	Home working	Car clubs	Walking for health groups	Cycle hire schemes	Smart cards on public transport
Residential		Flexible working	Car share schemes			
School	Journey planners	Tele & Video conferencing	Encouraging low carbon travel	Bikeability (cycle training)	Walking and cycling groups	Rail and bus tickets
Personalised	Travel awareness campaigns					
Station						

1.2 Evidence shows, that if managed effectively, these types of measures provide people with the opportunity to access a wide-range of travel choices and also help to reduce congestion and carbon emissions. In addition, they also contribute cost-effectively towards various government objectives such as helping to increase levels of physical activity, encouraging regeneration and increasing levels of social inclusion.

1.3 Research undertaken by the Department for Transport (DfT) in 2005 found that an intensive smarter choices programme over 10 years, could cut urban peak-hour traffic by 21% and off-peak traffic by 13%. Nationally, traffic volumes could fall by 11%. Whilst Wiltshire is a predominantly rural county in which it may be more difficult to achieve these levels of reduction, this still demonstrates the scope for smarter choices measures to help reduce traffic levels.

1.4 By 2020, the UK must meet a 34% reduction in greenhouse gas emissions based on 1990s level and sustainable transport clearly has a crucial role to play in meeting this target. A key part of the Government's approach to making this happen is through promoting modes such as walking, cycling and public transport. In addition, a shift to new technologies and fuels, and using market mechanisms to encourage a shift to more sustainable modes of transport is seen as crucial

Wider context

1.5 There are a number of recent policy and guidance documents that are all influential in terms of the latest thinking on smarter choices. This Smarter Choices Strategy has been developed in the context of these documents whilst also taking into account the challenges and opportunities that Wiltshire faces in implementing some of the associated measures. In addition, a Cycling Strategy and Walking Strategy are also being developed which will interlink with the policies outlined in this document.

National context

Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen

- 1.6** This White Paper (DfT, 2011) puts an emphasis on enabling choice and encouraging people to make sustainable transport choices for shorter journeys as this is where the biggest opportunity exists for people to make a change. It highlights the importance of providing targeted information, marketing and travel plans to influence peoples' travel choices. It recommends that while 'nudges' are vital to ensure modal shift, they must be complemented by sufficient transport infrastructure.

“In order to identify which interventions local authorities might successfully implement in a local area, it will first be necessary to identify what the transport problems are, and from that, who the “target” market is, and what type of intervention would be most likely to influence this market. Previous successful approaches have targeted people at “life changing” moments, for example when they are about to move home and therefore might be reconsidering their transport choices. This approach might involve working together with estate agents. Other authorities have targeted residents who, for example, live within one mile of a major bus route.” (DfT, 2011)

The National Planning Policy Framework

- 1.7** The National Planning Policy Framework (NPPF) (DCLG, 2012) states that Local Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. It states that developments should be located and designed where practical to:
- 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.
- 1.8** The NPPF also states that a key tool to facilitate the above will be a Travel Plan and developments which generate significant amounts of movement should be required to provide a Travel Plan.

Smarter Choices - Changing the way we travel

- 1.9** Smarter Choices - Changing the way we travel (DfT, 2005) draws on earlier studies of the impact of soft measures, new evidence from the UK and abroad, case study interviews relating to 24 specific initiatives, and the experience of commercial, public and voluntary stakeholders involved in organising such schemes. Each of the soft measures is analysed separately, followed by an assessment of their combined potential impact.
- 1.10** One of the key considerations of this paper is the significant number of single occupancy vehicle trip savings that can be made through the adoption of smarter choices measures. Local Authorities are encouraged to "lock in" the benefits of smarter choices measures through the adoption of demand management measures such as parking polices, or "hard" measures, such as traffic calming or bus priority infrastructure.

Active Travel Strategy

- 1.11** The Active Travel Strategy (DoH and DfT, 2010) highlights plans to put walking and cycling at the heart of local transport and public health strategies over the next decade. The guiding principles for the strategy are that walking and cycling should be everyday ways of getting around, not just for their own sake, but also because of what they can do to improve public health, increase participation in physical activity, tackle congestion, reduce carbon emissions and improve the local environment.

Door to Door Strategy

- 1.12** The DfT's 2013 Door to Door Strategy sets out the government's vision for integrated sustainable journeys. It focuses on four key areas to help encourage people choose greener modes of transport. These are:

- Accurate, accessible and reliable information about different transport options
- Convenient and affordable tickets for an entire journey
- Regular and straightforward connections at all stages of the journey and between different modes of transport
- Safe and comfortable transport facilities.

Walking and Cycling: local measures to promote walking and cycling as forms of travel or recreation

- 1.13** This guidance document, published by NICE in November 2012, sets out how people can be encouraged to increase the amount they walk or cycle for travel or recreation purposes. This can assist with numerous public health objectives as well as helping to reduce traffic congestion and air pollution. The guidance is for commissioners, managers and practitioners involved in physical activity promotion or who work in the environment, parks and leisure or transport planning sectors.

Alternatives to Travel – Next Steps

- 1.14** Alternatives to Travel – Next Steps (DfT, 2011) outlines how measures that reduce or remove the need to travel, such as home-working and tele-conferencing, make good business sense as well as helping to reduce carbon emissions and improving business resilience to extreme weather events such as snow.

Good Practice Guidelines: Delivering Travel Plans through the Planning System

- 1.15** Good Practice Guidelines: Delivering Travel Plans through the Planning System (DfT, 2009) outlines how travel plans are an important tool in delivering sustainable access to new development whatever the land use. It states that they should be seen as an integral part of the wider implementation of an area's sustainable transport strategy. It provides best practice recommendations for Travel Plans.

Making Connections: the Plug-In Vehicle Infrastructure Strategy

- 1.16** Making Connections: the Plug-In Vehicle Infrastructure Strategy (Office for Low Emission Vehicles, 2011) sets out the Government's aspirations for expanding the market for electric vehicles. The Government expects the majority of recharging to take place at people's homes. It also expects to see charge points at work places and key destinations such as supermarkets and car parks. The Government is currently trialling charging infrastructure to inform the development of standardised, interoperable commercial charge points.

Wiltshire's Local Development Framework

- 1.17** Ensuring adequate infrastructure, reducing the need to travel, promoting self-contained communities, improving accessibility to services and tackling climate change are key elements of the vision set out in Wiltshire's emerging Core Strategy. Smarter choices measures are also included as a key element of the Transport Strategies associated with development growth in Chippenham, Salisbury, Devizes and Trowbridge.

Wiltshire Council Strategies

- 1.18** 'A Sustainable Community Strategy for Wiltshire 2007-2016' and the 'Wiltshire Council Business Plan 2011-2015' both set priorities to reduce our environmental impact, improve access to services and improve the health and well-being of residents. One of the key aims of the Business Strategy is to create more opportunities for local people to pursue a healthy lifestyle; this can be achieved by encouraging more people to walk and cycle. From April 2013, Wiltshire will also have a new Health and Wellbeing Strategy. The strategy will set out the areas on which the different organisations in Wiltshire will be working together so that people have the support they need to live longer, healthier lives.

- 1.19** Wiltshire's 'Energy, Change and Opportunity (ECO) Strategy 2011-2020' sets out the council's ambitions for reducing its carbon emissions as an organisation and preparing for climate change. It sets out commitments to:

- Tackle the council's own transport emissions by:
 - trialling the use of alternative fuels for council vehicles
 - reducing business mileage through providing more opportunities for home working and multimedia communication
 - improving cycle storage and installing changing facilities in all main council buildings
- Minimise CO2 emissions from transport in Wiltshire by:
 - looking at ways to promote car clubs and alternative fuelled vehicles
 - promoting 'smarter driving' in partnership with the Energy Saving Trust
- Work with schools to reduce emissions and congestion from the school run by:
 - introducing and promoting more "walking buses" for school children
 - working with schools to ensure that everyone has a SMART travel plan
- Improve communication infrastructure in rural parts of Wiltshire.

- 1.20** Wiltshire Council has launched a Corporate Driving at Work Policy and a wider Fleet Strategy. This focuses on reducing carbon emissions through projects such as:

- Improved vehicle utilisation and replacement programmes
- Reducing vehicle idling
- Encouraging greater use of the council's pool cars and smarter thinking around journey planning, sharing pool vehicles etc
- Using more energy efficient vehicles in the pool car fleet.

- 1.21** Wiltshire Council has produced an Air Quality Strategy (2011-2015) which is a high level guiding document to inform policy and direction across a range of council services with the aim to improve air quality. Air quality in Wiltshire is predominantly good with the majority of the county having clean unpolluted air. There are however a small number of locations where

the combination of traffic, road layout and geography has resulted in exceedences of the annual average for nitrogen dioxide (NO₂) and fine particulates (PM₁₀). Some of the key ways in which the strategy seeks to improve air quality is through supporting sustainable travel alternatives to reduce congestion and reduce emissions, reducing use of the private car and supporting innovation solutions as part of school travel plans.

2 Goals and objectives

Goals

- 2.1** Whilst it is a widely held belief that achieving behavioural change, particularly in relation to travel is difficult, the evidence does not support this. In April 2004, the DfT selected Darlington, Peterborough and Worcester as Sustainable Travel Demonstration Towns to showcase the role of soft measures in promoting walking, cycling and public transport, and reducing car use. Research carried out at the time revealed a potential for 9 out of 10 journeys to be made by foot, bike and public transport.
- 2.2** Between April 2008 and March 2011, the Department for Transport, the Department of Health and Cycling England invested over £140m to promote cycling and to address a historic decline in cycling activity. The investment aimed to deliver a step change in the provision of facilities and the promotion of cycling for travel and leisure purposes, leading to wider impacts in areas such as health, congestion, reduced carbon emissions and accessibility. The programme built on the experience of the Cycling Demonstration Towns project (2005-2009) which resulted, on average, in a 27% increase in cycling levels in those areas.
- 2.3** A recent government report also highlighted research suggesting that people could replace 78% of their local car journeys under five miles with a journey by foot, bike or public transport.
- 2.4** Smarter choices measures are able to contribute considerably towards the following five overarching national transport goals that are outlined in the Wiltshire's main LTP strategy document:

Supporting economic growth

- 2.5** Smarter choices promote the use of sustainable modes of transport and more sustainable car use, which in turn can lead to a reduction in levels of congestion and support new development. The Eddington Transport Study concluded that while the basic connectivity of the UK transport network is good, congestion and unreliability at certain places at certain times of the day constrains our economic growth. While Wiltshire does not suffer from high levels of congestion overall, there are certain parts of the network, particularly along the A350 and entering the principal settlements, where there are significant delays.
- 2.6** Wiltshire Council has recently been awarded £4.25 million through the Local Sustainable Transport Fund (LSTF) to improve Wiltshire's rail offer by improving services and stations along the Trans Wilts line from Swindon to Salisbury and to integrate the new rail services with buses. An improved north-south train service will help attract, retain and grow Wiltshire businesses and will help in supporting sustainable tourism.
- 2.7** In other locations, further from the rail network and with poor inter-urban bus services, there is significant potential to encourage more sustainable car use through measures such as car sharing, flexi-working to avoid peak travel times and tele-conferencing. For instance, at Porton Down, car sharing increased from 9% to 22% between 2007 and 2011. Along with other Travel Plan activities, this has supported a significant increase in jobs at this rural site.
- 2.8** Reducing dependence on cars and increasing information about different transport options or alternatives to travel can also increase resilience in Wiltshire to rising oil prices and unexpected events such as heavy snow. Increased use of rail for business travel can also allow travel time to be used for work purposes.

- 2.9** Increasing bus patronage through marketing and information can support the viability of bus services. This can reduce local subsidies or encourage private operators to retain services or increase their frequencies.

Reducing carbon emissions

- 2.10** Through the promotion of less polluting modes of transport, smarter choices can reduce carbon emissions generated by transport. Over a third of transport related emissions come from the journey to work and travelling as part of work, with the vast majority of these journeys made by car. Business is therefore a key area to tackle in terms of carbon reduction. Workplace travel plans typically combine measures to support walking, cycling, public transport and car sharing and reduce business travel related carbon emissions.
- 2.11** There are opportunities to work with partners, both within the council and externally, to integrate transport into awareness campaigns and initiatives to tackle climate change throughout the county.

Better safety, security and health

- 2.12** Sustainable travel modes such as walking and cycling enhance health through increased levels of physical activity. Various studies have shown that increased levels of activity can also reduce stress and conditions such as depression. Increased use of public transport also has health benefits due to the element of walking involved and reduced stress levels. There are also health problems associated with poor air quality, to which transport is a major contributor, so encouraging smarter choices is key to tackling a range of health issues.
- 2.13** Travel plans can promote better awareness of personal safety and security issues. For example, the provision of cycle stands in a highly visible location that is well-lit and close to the entrance of a building, can be a real deterrent to any potential bike thieves but can also encourage more people to use their bicycles. Similarly, by simply encouraging more people to use a particular walking route can increase people's feeling of safety, purely by creating busier route which makes pedestrians feel less vulnerable.

Promote equality of opportunity

- 2.14** Increasing awareness of travel options can help improve accessibility to services and increase the job opportunities available to people, particularly for those without access to a car. Cycling and walking are an affordable transport option for most people and research shows that many low income households are reliant on buses for access to work, education and shopping.
- 2.15** Smarter choices measures can also help to reduce the cost of the daily commute. Car-sharing, cycling to a bus or train service and Park & Cycle are all transport options which do not require major infrastructure investment, but can reduce transport costs and increase opportunities. In addition, initiatives such as the Wheels to Work scheme run by Community First, provide low cost mopeds to young people in rural areas.

Improve quality of life and a healthy, natural environment

- 2.16** Reducing car use helps to reduce air pollution and reduce land-take needed for car parking and new transport infrastructure. It can also reduce noise pollution and improve the urban street scene. Improving facilities for walking and cycling can provide people with more of an opportunity to experience and enjoy the natural environment.

Strategic options appraisal

2.17 As part of the strategic options and appraisal process (see chapter 5 of the main LTP3 strategy document) the council's preferred strategic options with regards to smarter choices measures are as follows:

Smarter choices

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

Travel plans

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

Objectives

2.18 Smarter choices measures will play a vital role in helping to achieve all of the objectives contained within Wiltshire's third LTP but are particularly useful in meeting the following objectives:

Objective	Description
SO2	To provide, support and/or promote a choice of sustainable transport alternatives including walking, cycling, buses and rail.
SO3	To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment.
SO4	To minimise traffic delays and disruption and improve journey time reliability on key routes.
SO5	To improve sustainable access to a full range of opportunities particularly for those people without access to a car.
SO11	To reduce the level of air pollutant and climate change emissions from transport.
SO12	To support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts.
SO13	To reduce the need to travel, particularly by private car.
SO14	To promote travel modes that are beneficial to health.

Objective	Description
SO16	To improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil.
SO18	To enhance the journey experience of transport users.

3 Challenges and opportunities

- 3.1** As Wiltshire is a predominantly rural authority there are some elements of the smarter choices 'menu' that will be unlikely to be as successful as in a predominantly urban area. In forming the most suitable approach to smarter choices in Wiltshire the following challenges and opportunities have all been taken into consideration.

Geography

- 3.2** Local topography and population densities can all have a notable impact on the effectiveness of smarter choices. Sustainable travel does not have a "one size fits all" solution because local circumstances vary and national evidence has shown that smarter choices have proved more effective in urban/semi rural areas where there is a density of trips that makes cycling, walking and car club/sharing realistic alternatives (DfT, 2009). There is most opportunity to do this in Wiltshire's larger settlements, particularly Chippenham, Salisbury and Trowbridge. Some smaller towns such as Westbury, Bradford on Avon and Warminster also have a higher degree of connectivity and scope to encourage these modes of travel.

Accessibility

- 3.3** Accessibility by non-car modes to some employment, education and health services in certain parts of Wiltshire is fairly limited. The DfT suggest that where providing viable alternatives to single occupancy car trips is more difficult, typically in more rural settlements such as those found in Wiltshire, the emphasis should be on sustainable car use.
- 3.4** Low paid workers and those who work anti-social hours are often hindered in their choice of transport modes to work by the lack of public transport available to them. In addition, the cost of public transport can be a significant deterrent. In this respect, the council has a limited ability to influence public transport fares or network coverage. Nonetheless, cycling and walking are relatively low cost transport options and are therefore options that can be targeted at low paid workers. However, improvements to cycling and walking infrastructure are seen as most beneficial in more urbanised areas and Wiltshire's policy is to concentrate cycling improvements in the principal settlements and market towns. Therefore, smarter choices measures are likely to be most effective where the existing infrastructure is already fairly good.

Travel to work patterns

- 3.5** Many rural counties such as Wiltshire, experience a higher percentage of out-commuting to larger towns and cities than more urban areas. Due to its closeness to several larger employment centres, Wiltshire has established commuting links to Bath, Swindon, and Andover, with lesser links to Bristol and Southampton/Eastleigh/Romsey. Average distances of commuting journeys 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.

Car ownership

- 3.6** The level of car ownership in Wiltshire is high reflecting the rural nature of the county and its relative level of affluence. Whilst the scope to reduce car use for the work journey may be somewhat reduced in Wiltshire due to its rural nature there is clearly potential through the adoption of a range of smarter choices measures to reduce car dependency. National evidence suggests that effective travel planning can reduce car use by between 15% and 20%, especially travel plans which include parking management measures.

- 3.7** The results from the Sustainable Travel Towns have also been very positive, indicating, for the three towns taken together, the following (from 2004-2009):
- A reduction in car trips by 9 per cent
 - Bus trips per person increased by 10-22 per cent
 - Cycle trips per person increased by 26-30 per cent
 - Walking trips per person increased by 10-13 per cent.
- 3.8** Whilst Wiltshire's principal settlements are not directly comparable to the three Sustainable Travel Towns, the evidence still suggests there is scope to change travel behaviour through targeted measures.

Transport information

- 3.9** Lack of information about using alternative modes of transport can be a significant barrier to changing travel behaviour. For example, someone may be aware that a bus travels past their house throughout the day but they may not know whether the bus service would suit their travel needs or where to obtain this sort of information easily. People need to be provided with the relevant information to make an informed decision about their choice of transport mode. In addition, many people may not be fully aware of the health, financial and environmental benefits of using non-car modes or may hold a negative view of cycling or public transport. For example, using the bus can often be associated with low social status. Similarly, traffic levels and speed of traffic can also deter people from choosing modes such as walking and cycling but people may not be aware, for example, of the off-road routes available. The provision of transport information in a variety of formats, can help to overcome many of these perceived barriers.

Value for money

- 3.10** There has already been significant evidence that smarter choices measures can have a number of benefits over more traditional infrastructure-based schemes. Smarter choices can be more flexible and implementation times are shorter than 'traditional' road schemes. In addition, smarter choices measures can be downscaled more quickly in response to changing circumstances.
- 3.11** The Sustainable Travel Demonstration Town projects are prime examples of how travel planning, marketing, improved information and other smarter choices measures have resulted in significant increases in cycling, walking and bus use, and decreases in car use and traffic. A review of the programme showed that it offered very high value for money (DfT, 2010).

Integration with other policies

- 3.12** It is not only transport policies that can affect the suitability and effectiveness of smarter choices measures. For example, educational policies that support parental preference in selecting schools can encourage longer journeys to school. However, encouraging new developments in accessible locations allows a better uptake of sustainable transport modes.
- 3.13** There is significant scope to integrate the health agenda with the introduction of smarter choices measures through the promotion of active travel modes such as walking and cycling. Promoting healthy lifestyles is key to addressing health issues such as obesity and heart disease. There is also a significant link to the leisure/activity agenda which aims to encourage more people to participate in activities such as cycling and walking.

3.14 Many smarter choices measures are most effective where they are combined with other transport policies such as improved cycling and walking infrastructure or better bus or rail services. While bus and rail fares are perceived to be high, there may be ticket options such as season tickets, which can reduce costs. People also tend to disregard many hidden costs of car travel such as maintenance and their vehicle's depreciation. Information and marketing measures can help people find the best fares and make a more accurate comparison of costs.

3.15 In light of the Strategic Options Appraisal outlined in the previous chapter and the challenges and opportunities above, 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. This will be in appropriate new developments throughout Wiltshire, in the Principal Settlements (Trowbridge, Chippenham Salisbury) and in market towns.
- Using the planning system to develop, monitor and enforce mandatory residential and business travel plans.
- Promoting the use of voluntary travel plans amongst other businesses and organisations.
- Seeking contributions from developers to support smarter choices measures in new developments.
- Ensuring that Wiltshire Council is leading by example by developing travel plans for their own office hubs and encouraging staff to consider smarter travel options.

4 Strategy

Travel plans

- 4.1 One of the key mechanisms for delivering a range of smarter choices measures is the implementation of a travel plan.

What is a travel plan?

- 4.2 A travel plan is a package of measures that is tailored to a specific site to encourage alternatives to single-occupancy car use. A travel plan co-ordinator is generally appointed by the organisation responsible for undertaking the travel plan and ensures delivery of the different measures, monitors progress and adapts measures based on responses. Travel plans can be secured through Section 106 agreements or planning conditions or they can be undertaken voluntarily by an organisation. The success of a travel plan is measured by regularly monitoring the modal split at a site.

- 4.3 Travel plan measures include:

- Travel information and marketing
- Parking measures such as charges, permits or dedicated car-share spaces
- Pool cars, car club membership or pool bikes
- A car share group
- Financial incentives such as discounts on public transport tickets or bicycles, rewards for car sharing and business travel hierarchies
- Provision of cycle parking, showers and lockers
- Flexible working practices
- Cycle training or maintenance courses.

Benefits of a travel plan

- Environmental benefits such as less congestion and improved air quality
- Improved transport choices e.g. better public transport services and walking and cycling facilities
- Improved relations with neighbours by easing traffic in the local area
- Greater environmental performance
- Improved corporate image (for businesses specifically)
- Healthier, less-stressed staff leading to less time loss due to illness and greater staff retention
- Financial savings through more effective use of business travel and reduced commuting costs
- Reduced demand for car parking, with associated savings in land allocated
- Time savings through more effective business travel/commuter travel.

Policy 1

To continue to use the planning system to develop, monitor and enforce mandatory travel plans and to secure travel plans for all new developments meeting or exceeding transport assessment thresholds at outlined in '*Development Related Travel Plans in Wiltshire.*' (www.wiltshire.gov.uk/spd-2.pdf)

- 4.4 Wiltshire Council will also further investigate the use of a travel plan monitoring system, such as iTRACE, to enable more detailed and accurate monitoring to take place.

Workplace travel plans

- 4.5 A workplace travel plan is a package of measures put in place by an employer to encourage staff to travel more sustainably. Whilst they primarily aim to address commuter travel, increasingly they also incorporate measures aimed at business travel, visitors, deliveries and suppliers.
- 4.6 National evidence from the DfT shows that a good workplace travel plan can reduce the number of people driving to work by 15%. With an increasing number of local authorities now monitoring travel plans, more evidence is emerging about their success in different areas and regions.
- 4.7 Wiltshire Council will seek to develop online travel planning advice and guidance for employers in Wiltshire and will develop and ensure delivery of workplace travel plans at Wiltshire Council operated sites.

School travel plans

- 4.8 Whilst the school run accounts for a relatively small percentage of all car traffic on the road, it can be a significant contributor to peak hour congestion. School Travel Plans put forward a package of measures to improve safety and reduce car use through promoting active or sustainable modes of travel.
- 4.9 Wiltshire largely managed to achieve the Government target for all schools to have an approved travel plan by March 2010 and the focus will now be on implementing and reviewing these in order to maintain progression with these plans.

Policy 2

To provide ongoing support to help schools to implement, monitor and review their travel plans using measures such as:

- Walking buses
- Park and Stride initiatives
- Car Sharing
- Cycle training

- 4.10 In addition, opportunities will be taken to integrate school travel plan initiatives with wider LTP schemes wherever possible. Further details on school travel plans can be found in the Wiltshire Sustainable Modes of Travel to School Strategy that is also being developed and is a legal requirement under the Education and Inspections Act 2006.

Residential travel plans

- 4.11 With the current demand for housing throughout England, a substantial level of growth is expected in the next few years. Integrating new homes into existing towns and cities and minimising the impact on our transport system is a key challenge. A Residential Travel Plan (RTP) is an important tool for delivering accessible communities. The aims are to reduce

the need for car use with added benefits in terms of reduced traffic, congestion and air pollution. RTPs achieve this by improving accessibility to local facilities through improving travel choices such as public transport services.

4.12 RTPs are usually best adopted early during the design and planning phase and secured and funded by S106 agreements. Measures typically include:

- Welcome packs for occupiers with free travel information
- Free introductory period travel passes
- Walking and cycling maps.

Policy 3

A Residential Travel Plan will be required for household developments exceeding 40 dwelling units and should be secured through a Section 106 agreement or planning condition.

Personalised travel planning

4.13 Personalised Travel Plans (PTPs) provide travel advice and incentives usually to a particular target group on an individual basis. By tailoring travel information, the individual may be more inclined to try an alternative to driving, as their main barriers and anxieties to trying alternative modes of transport are addressed.

4.14 In 2003, the DfT part funded 14 pilot projects to examine how effective PTP could be in reducing reliance upon the private car. These pilot projects targeted households and employers, with the results from the household projects in particular, showing significant reductions in overall car use in urban areas.

4.15 Through Wiltshire Council's Local Sustainable Transport Fund programme, PTP has been piloted in a number of areas across the county in 2013. In addition to a residential PTP programme, schools and businesses have also been targeted. The results of these pilots will help to inform the size and scale of any PTP projects that may be carried out in the future.

Policy 4

Where appropriate opportunities are identified, PTP projects will be considered, particularly when funded by developers for new housing developments as part of Residential Travel Plans.

Station travel plans

4.16 A Station Travel Plan is developed in order to encourage rail users to walk, cycle, car share or catch the bus to the railway station. This in turn helps create more space in the car park, reduces congestion around the station site and save passengers money. It also helps reduce the station's environmental impact and encourages more travel by rail.

4.17 As set out in Wiltshire's LSTF programme, a package of complementary measures is being targeted at key stations on the Transwilt (Swindon to Salisbury) line with the aim of creating recognisable transport hubs. In line with LTP3 objectives, the council will also ensure that solutions to car parking at railways stations promote modal shift by encouraging the use of walking, cycling and public transport.

Policy 5

To develop Station Travel Plans with our relevant partners, at all railway stations in Wiltshire.

- 4.18** In line with the council's Car Parking Strategy, increased parking provision will only be considered at railway stations if it is considered as part of Station Travel Plan.

Marketing, information and travel awareness

- 4.19** Decisions about whether to make a trip and how to make it are affected by a variety of factors including:

- Cost
- Journey time and journey time reliability
- Network coverage
- Safety and security
- Immediacy, flexibility and convenience
- Social status and personal expression
- Habit.

- 4.20** Once we have made a journey the first time, we are unlikely to re-evaluate our decision without significant prompting such as a change in price, network coverage or a change in personal circumstances. Improving information about the costs and availability of sustainable transport alternatives can reduce demand for car travel and improve accessibility.

- 4.21** Journey planning websites, campaigns such as Bike Week and cycle and walking maps all help to promote these sustainable modes. Increasingly, more technologically advanced measures such as I-Kiosks and the ability to access travel information whilst on the move via mobile phones, are increasing the opportunities for people to access travel information. The promotion of these types of measures is key in raising public awareness and changing travel behaviour.

Policy 6

To continue to promote sustainable transport options through the provision of advice and information. In addition, the council will work together with partnership organisations such as the local health authority, sports partnerships, local visitor attractions and voluntary groups to encourage and promote sustainable travel options whenever possible.

- 4.22** The type of initiatives that will be promoted include:
- The 'Connecting Wiltshire' website which provides a 'one-stop-shop' for travel information including links to public transport information, car sharing websites, journey planners etc.
 - Joint campaigns with business communities encouraging travel plans
 - Advertising through local media including press releases
 - Use of social media to promote smarter choices initiatives
 - Publication and distribution of cycle and walking maps in key towns
 - Road safety initiatives to encourage more people to walk and cycle
 - Organised walks and cycle rides, bike buddy schemes and walking for health groups.

Public transport information and marketing

4.23 A key factor in increasing the use of public transport is improving the level and accessibility of public transport. Marketing can help increase the uptake by making people aware of the options available. Key to this is providing better information about services and fares. A valuable tool available to everyone in the UK who has access to the internet is the Transport Direct website (<http://www.transportdirect.info>) which allows people to plan a journey by car or public transport, door to door. As well as this, Wiltshire Council continues to support Traveline as a comprehensive source of public transport information (<http://www.travelinesw.com>). There are also a range of other useful measures which can encourage more people to use public transport, these include:

- Bus maps
- Ticketing initiatives such as 'Plusbus' and multi-operator tickets
- Improvements to information at bus stops including real time information
- Journey planning facilities and information centres and kiosks.
- Text and go service – bus arrival times to your mobile phone.
- Marketing campaigns.

4.24 We will continue to promote public transport in the following ways:

- By providing easily available and understandable public transport information in a variety of formats.
- Reviewing Wiltshire's Bus Information Strategy (2003) taking into account changing user requirements. For example, the growth in electronic communications, and improving the effectiveness of present methods of information provision.
- By encouraging operators to take a more positive approach to marketing their services through measures such as introducing smart cards and developing new pricing and ticketing strategies.

Cycling and walking information and marketing

4.25 The Cycling Strategy sets out the council's commitment to improving information and marketing for cycling. A Walking Strategy is also to be developed in 2014.

4.26 Wiltshire Council will promote cycling and walking through a variety of smarter choices measures including:

- Ensuring cycling and walking measures are part of school, residential and workplace travel plans
- Promote cycling and walking in the council's own travel plan
- Provide easily accessible information for cyclists and pedestrians, such as maps, to plan their journeys

4.27 There is also emerging evidence on the success of new initiatives such as electric bike hire schemes and Wiltshire Council will consider the implementation of such schemes where appropriate.

Car sharing

4.28 The majority of car sharing schemes are now internet based and work by providing matches for people wanting to share the same or similar journeys. The best developed schemes tend to be those targeted at the daily commute where the vast majority of journeys are made as single occupancy car trips and there is a huge potential to share journeys.

- 4.29** Approximately 2,850 people are already signed up to the Wiltshire car share scheme, www.carsharewiltshire.com which also includes members using the Wiltshire Council staff 'private' scheme. There is also a Car Share Salisbury scheme that has been set up recently.
- 4.30** Given the reliance on the car in a predominantly rural area like Wiltshire, a car share scheme can be an effective means of reducing car use as well as being cost effective and providing social benefits for isolated or vulnerable groups. However, some people are reluctant to car share through the more formally arranged internet-based systems that exist so there may be scope to investigate other ways in which to allow more informal car sharing to take place.

Policy 7

To continue to maintain the www.carsharewiltshire.com scheme, particularly through securing travel plans which include measures to encourage car sharing e.g. dedicated car share spaces.

- 4.31** Wiltshire Council will also seek opportunities to market and expand Wiltshire's car share scheme and will explore new and innovative ways to bring potential car sharers together, such as more informal car sharing arrangements.

Car clubs

- 4.32** Car clubs across the UK are becoming increasingly popular as they give people access to a car without them having to own one, allowing people more flexibility and choice in the way that they travel. Car clubs can reduce the number of cars owned in an area and therefore reduce unnecessary congestion and demand for parking. Users also make financial savings by not having the associated overheads of running a private motor vehicle.
- 4.33** Car clubs can range from relatively informal arrangements in rural areas, through to high-tech schemes in city centres. Whilst a car club was in operation in Bradford on Avon for some time, it closed after the initial funding for the club, ran out. There has been a community based car club called hOURCARS operating in Salisbury since 2003. This operates successfully but membership is small and organic expansion has been slow.
- 4.34** Nonetheless, evidence suggests that car clubs have a useful role in delivering both local transport and land-use planning objectives particularly where a tangible problem exists, such as a severe shortage of car parking, significant local congestion, and limited alternatives to travelling by car. In addition, where an external factor exists, such as a planning condition on a development that requires an organisation to limit the number of cars accessing its site, car clubs can be also be a useful tool.

Policy 8

To support and promote car club developments where appropriate opportunities arise and to expand car clubs to meet demand, particularly where Section 106 funding is available to support this.

- 4.35** In line with Wiltshire Council's Car Parking Strategy, on-street car club parking bays will be provided in accordance with the hierarchy of kerb space users, which will ensure a relatively high priority for car club spaces.

Smarter driving

- 4.36** Better driving techniques can improve fuel efficiency and help reduce emissions. There are a number of ways in which people can drive and look after their car to help reduce the amount of fuel burnt and so cut down on CO₂ emissions. These include:
- Better gear changing
 - Smoother acceleration
 - Vehicle maintenance including pumping up tyres correctly
 - Removing excess baggage to cut wind drag and vehicle weight.
- 4.37** It has been shown that such 'smarter driving' can cut emissions by 8%, equal to an annual fuel saving of up to one month, as well as improving road safety. There is some evidence that benefits can reduce over time as people slip back into bad habits, so continued promotion may be necessary.
- 4.38** Wiltshire Council will work to promote smarter driving amongst council staff and provide information and advice to other groups and organisations on request.

Encouraging low carbon vehicle use

- 4.39** The take up of more efficient vehicles and alternative fuels is central to reducing CO₂ emissions in the transport sector. The government are already introducing some incentives to encourage low carbon vehicle use. The DfT's 2009 report *Ultra Low Carbon Cars* also outlines the ways in which the Government will encourage the use of alternative fuels and initiate consumer incentives to stimulate the take up of electric and hybrid plug-in vehicles. Wiltshire Council are already actively encouraging the use of low carbon vehicles amongst their own fleet.

Policy 9

To support the provision of charge-points through the planning system and specifically:

- Charge-points will be encouraged in new residential developments.
- Require the provision of 16 amp charge-points (or any future standardised charge-point) in new supermarkets, large retail areas and key employment destinations. The scale of provision should be based on likely demand and this will be kept under review.
- To identify locations such as town centre car parks, Park & Ride sites or key destinations where the council could provide top-up charge points.

Smarter working practices

- 4.40** Introducing home working, flexi-time and tele-working can all reduce the need for staff to travel and commute. In turn, this will have an impact on congestion, public transport capacity and road safety. These types of measures offer considerable congestion and economic benefits and address some of the social imbalances caused by high housing prices or rurality. The costs of setting up an employee at home can be offset by the travel and office costs saved whilst it provides the employee with increased flexibility.
- 4.41** The provision of good broadband connection also enables more people to work from home and can benefit smaller business in rural locations, reducing the overall need to travel.

Policy 10

To encourage the development of smarter working practices amongst employers and other groups and organisations across Wiltshire.

Home shopping

- 4.42** Internet and home catalogue shopping has the potential to reduce shopping car trips and can be particularly useful to those who have difficulties accessing local shops. However, efficient distribution systems are vital to ensure that there is a net reduction in vehicle trips and distance travelled.
- 4.43** Evidence suggests that home shopping has the potential to increase the use of local shops for 'top-up' shopping by reducing trips to large supermarkets but it can actually increase the demand for travel as retail trips are replaced by leisure or window-shopping trips combined with deliveries. However, it is also argued that home-shopping has the potential to undermine the vitality of town centres and increase freight movements in unsuitable rural locations. Wiltshire Council will continue to monitor the impacts of home shopping and review our policies in the light of new evidence.

Supporting infrastructure

- 4.44** To have a significant impact on all of the objectives outlined earlier in this document, smarter choices measures should be combined with transport infrastructure improvements and services to be most effective. For example, the provision of an improved rail service could be promoted by the provision of journey planning information provided to local residents and businesses and a local advertising campaign. Similarly the provision of a new cycle route could be promoted with the provision of new walking and cycling maps in local shops, cafes and libraries.
- 4.45** Smarter choices measures should complement and support the delivery of transport infrastructure and services in Wiltshire as this will enhance the benefits from these types of improvements.

This document was published by Wiltshire Council Sustainable Transport Group.
You can contact us in the following ways:

By telephone
01225 713458

By post
Sustainable Transport, Highways and Transport, County Hall, Trowbridge, Wiltshire BA14 8JD

By email
transportplanning@wiltshire.gov.uk

Electronic version available at
<http://www.wiltshire.gov.uk/transportpoliciesandstrategies/localtransportplan3.htm>

Information about Wiltshire Council services can be made available on request in other languages including BSL and formats such as large print and audio.

Please contact the council by telephone **0300 456 0100**,
by textphone **01225 712500**,
or email customerservices@wiltshire.gov.uk