

Emerging Transport Strategy Trowbridge

1. Wiltshire Council has a responsibility to plan for the future housing and employment needs of the county. Part of that responsibility is expressed in the emerging Wiltshire Core Strategy which includes proposals for the future development of Trowbridge including:
 - 6,000 new homes within the Trowbridge Community Area
 - 25 hectares of employment land of which:
2,600 homes and 15 hectares of employment land are proposed at the Ashton Park Urban Extension
2. Wiltshire Council commissioned an independent transport study of the current situation in Trowbridge. This has provided the basis for developing a transport strategy that can be used as evidence to support the Core Strategy element of the Local Development Framework.
3. The Transport Strategy comprises a suite of balanced transport measures that when implemented will be able to accommodate the proposed level of development. The strategy includes the following transport elements and measures:

Theme	Scheme or Measure
Walking and cycling	<ul style="list-style-type: none">• Pedestrian and cycling improvements on key corridors, including between the rail station and town centre• New “at-grade” crossing facilities on County Way and at key junctions
Public Transport	<ul style="list-style-type: none">• A high frequency bus service between Ashton Park and the town centre• Bus priority measures at new developments• Rail station - redesigned station forecourt and interchange area
Smarter Choices	<ul style="list-style-type: none">• Work Place and Residential Travel Plans for new developments• Measures and targets actively reviewed by a Travel Plan co-ordinator• Continued use of and support for School Travel Plans

Demand Management	<ul style="list-style-type: none"> • Maximise availability of short stay parking in town centre • Maintain adequate long stay parking at the edge of the town centre • Parking restrictions and charges consistent with council run car parks for new town centre developments • A delivery strategy to restrict the movement of heavy goods vehicles at certain times in the town centre
Road Improvement	<ul style="list-style-type: none"> • A350 Yarnbrook Relief Road • A350 West Ashton Relief Road • Traffic capacity enhancements at critical junctions in the town

4. The Emerging Transport Strategy has been tested using a transport model. Results show that the emerging strategy ensures delays on the strategically significant A350 are minimised and that overall, average journey times in 2026 are reduced to around 2009 levels. The Strategy will also reduce carbon emissions and improve air quality compared to doing nothing. Crucially, the Strategy is considered to be deliverable and affordable and will form part of the evidence base for the council at the Core Strategy's Examination in Public, which is currently ongoing.

Next Steps

5. Since the transport strategy is intrinsically linked to land use, the next step is to await the outcome of the Core Strategy's Examination in Public and the inspectors report.

Recommendation

6. To note the update

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Appendices: None