Smarter Choices Strategy consultation comments and responses

Name/ Organisation	Ref point in strategy	Comment	Response
Ms Margaret Willmot, Campaign for Better Transport	Smarter choices	Smarter Choices Strategy Overarching Comment. There are a number of issues when a Local Transport Plan is produced piecemeal and over a timespan of several years as has happened in Wiltshire. For example policies in one area of the LTP may suggest a different approach in a different area which has already been adopted. This would be the case with 'Smarter Choice' measures, which typically might include parking restraint, car share clubs, and strong residential travel plans for new developments. This could be fundamentally in conflict with a Parking Strategy which proposes 'minimum' rather than 'maximum' parking standards for new developments (as Wiltshire's Parking Strategy does). It would be appropriate to go back and review the Parking Strategy from March 2011 to ensure it fits in with 'Smarter Choices' strategy which is being proposed.	Noted. However, the Car Parking Strategy and Smarter Choices Strategy do not contain policies that conflict. The SC policy regarding car clubs corresponds with the Parking Strategy. The policy on Residential Travel Plans is in line with our SPD on this.
Ms Margaret Willmot, Campaign for Better Transport	Goals and objectives	23.17 With regard to the selection of 'balanced' as the council's preferred strategic option for Smarter Choices measures: Wiltshire Council have been reluctant to move towards the 'radical' transport policies which are needed to ensure that new developments proposed in the Core Strategy are sustainable from a transport perspective. It is relevant to note that a 'radical' approach was favoured in the public consultation on LTP3, and was confirmed as necessary for Salisbury in the South Wiltshire Core Strategy Examination in Public, see below: Wiltshire Council's Local Transport Plan 2011-2026 Consultation Issues Responses paper, issued in November 2009 following a consultation in March 2009 showed that a 'Radical' long-term transport strategy was favoured by over 60% of respondents. The Salisbury Transport Strategy Options Assessment Report produced in January 2010 concluded that a strategy based on a 'radical' option would best enable Salisbury to meet the challenges of addressing future growth in travel demand in a sustainable manner and it was recommended that this option be further refined. The Inspector's report into the South Wiltshire Core Strategy (SWCS) dated 14.10.11 indicated that one of the changes required, was, in summary "To make reference to the Options Assessment Report prepared as part of the Transport Strategy and to its conclusion that the 'Radical Option' would best enable Salisbury to address future growth in travel demand." It follows from the above, and specifically from the	The approach taken 'Wiltshire -wide' is a balanced approach that should work in Principal settlements and Market Towns; this is explained in more detail in the section on challenges and opportunities. Salisbury is Wiltshire's only city and has a good transport network offering a varied choice of modes, which might make a 'radical' approach possible in

	Strategy	recommendation in the Inspector's report into the SWCS, that a radical approach to transport planning should be applied in Salisbury. It is unclear how this recommendation will be carried forward locally when the relevant components of LTP3 such as Smarter Choices are only following a 'balanced' approach. Note that para 22.3 quotes the sort of traffic reduction which could occur if an 'intensive smarter choices programme' was followed over 10 years (a reduction in peak hour traffic by 21%) - this will require something more than the 'limited' smarter choices measures in 'appropriate' new developments which are proposed as part of the 'balanced' approach in para 23.17.	that particular area. However, taking Wiltshire as whole, and considering factors such as accessibility and geography, means that the balanced approach is generally deemed more suitable.
Ms Margaret Willmot, Campaign for Better Transport	Strategy	Policy 1 The 'transport assessment thresholds' quoted in 'Development related travel plans in Wiltshire' have been left somewhat vague - e.g. required for 'All major developments exceeding minimum thresholds shown in Table 2', 'All smaller developments generating significant amounts of travel in, or near to, Air Quality Management Areas (AQMA's), and in other locations where there are local initiatives or targets for the reduction of road traffic, or the promotion of public transport, walking and cycling'. Although the supplementary planning document re travel plans is dated July 2009 it does not appear to be enforced currently (e.g. no Travel Plan required for Highbury Avenue planning application S/2012/1282 for 60 dwellings despite the statement that "Travel Plans for household developments exceeding 40 dwelling units will be required through S106 agreement or a planning condition." (5.13 in Development related travel plans SPD)). How effectively is monitoring and enforcement of travel plans being carried out (e.g. in relation to the Bourne Hill Travel plan which was a condition of the planning application for the offices now being used by Wiltshire Council at Bourne Hill)? Policy 2 - School Travel Plans Para 25.10 - a 'Sustainable Modes of Travel Strategy' has been proposed as part of LTP3, however one wonders whether this will be required if there is already a Public Transport Strategy, draft versions of Cycling and Smarter Choices Strategies, and a Walking Strategy to follow. What exactly will be included in 'Sustainable Modes of Travel' (other than more on School Travel plans which is promised in para 25.10) and could this be included in this Smarter Choices Strategy instead to avoid yet more duplication of the policy background etc, etc, which seems inevitable with a multi-volume LTP3.	The SPD on Developed Related Travel Plans allows Wiltshire Council scope to request Travel Plans if and when required on a case by case basis. In terms of travel plan monitoring and enforcement, the SC Strategy proposes ways in which to improve this, e.g. by bringing in monitoring software such as iTrace, see 25.4. The Wiltshire Sustainable Modes of Travel to School Strategy is a legal requirement under the Education and Inspections Act 2006.

Anne Henshaw, Calne Area Transport Group	Smarter choices	New developments being considered through the Wiltshire Core Strategy will have fundamental effects on this strategy. The 'balanced' approach followed by the council will not meet the transport effects without following the old system of facilitating vehicles over all other users. A 'radical' approach is the only way in which sustainable development can be achieved. If traffic reduction is to be achieved then 'limited' smarter choices must change to 'intensive'	The approach taken is applied Wiltshire-wide as this is deemed most appropriate for the majority of towns and villages throughout the county. In some areas, factors such as geography or accessibility mean that it would be extremely challenging to apply a radical approach. However, it is recognised there may be certain locations/circumstances in which more radical approaches can be applied.
Lt Cdr J Blake, Branch Secretary CPRE Wiltshire	Smarter choices	10. Smarter choices are strongly supported. Modal shift is all important in bringing a healthier life-style and reducing carbon emissions. Smarter choices are definitely the way to go and appear to be incompatible with references in LTP3 to "improving journey time reliability on key routes". Improving journey time reliability is very short- term and indeed unsustainable because when new roads are built, or roads are made easier for cars, more cars are encouraged to use them, traffic builds up and there is congestion again. The NPPF paras 29 - 41 promote sustainable transport, so we hope this part of LTP3 may please be revised.	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.

| Lorraine McRandle, Committee Administrator Melksham Town Council | Strategy | Travel Plans 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 as outlined in 'Development Related Travel Plans in Wiltshire'. Comment: The Town Council would like to see through parking charges a Policy to encourage the use of peripheral car parks to avoid congestion in town centres. The Town Council would also like to see the following: The coach park reinstated in Melksham More co-ordination between bus companies on timings. School Travel 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 and cycle training. Comment: Agree Residential Travel Plans 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. Comment: Agree Personalised Travel Planning 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 Comment: Agree Station Travel Plans: Policy 5: To develop Station Travel Plans with our relevant partners, at all railway stations in Wiltshire Comment: The Town Council would like to see more trains stopping in Melksham. Marketing, information and travel awareness 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 and voluntary groups to encourage and promote sustainable travel options whenever possible. Comment: Improve cycleways particularly through the town centre. Car Sharing Policy 7: To continue to maintain the car sharing scheme, particularly through securing travel plans which include measures to encourage car sharing e.g. dedicated car share spaces. Comment: Agree. Car Clubs 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. Comment: Agree. Encouraging low carbon vehicle use Policy 9: To support the provision of charge-points through the planning system. Comment: Agree. Smarter Working Practices Policy 10: To encourage the development of smarter working practices amongst employers and other groups and organisations across Wiltshire. Comment: Would encourage people to pre order goods and collect to sustain a more vibrant town centre rather than home deliveries. | The request for the Parking Policy to consider the use of peripheral car parks to avoid congestion in town centres has been noted and will be considered when a review of the Parking Strategy takes place. However, this suggestion goes against some policies related to the vibrancy and the importance of the local economy in town centres.

The coach park re-instatement in Melksham issue will be referred to the Passenger Transport team.

Pre-ordering of goods and then collecting, rather than home delivery, is likely to generate more traffic movements than home delivery in a van. |

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Mr C Gregory, Transport and Tourism Officer New Forest National Park Authority	Smarter choices	We welcome this strategy. It currently links closely to our LSTF programme which has staff resources allocated to supporting the development of visitor attraction travel plans. For high footfall attractions a small percentage change in visitor travel behaviour can make a significant difference to traffic levels within a locality.	Added 'visitor attractions' as a key partnership organisation to work with in Policy 6.
Mr C Gregory, Transport and Tourism Officer New Forest National Park Authority	Smarter choices	Our Recreation Management Strategy document includes this as an action: 5.10.2 Encourage all recreation providers to have a travel plan offering sustainable transport options to their visitors.	The requirement for a travel plan should be based on the size of the organisation/provider and the number of visitors that site generates. However, this is a laudable suggestion and we have added 'Visitor attractions' as a key partnership organisation to work with in Policy 6.
Anlezark, Hon Membership Secretary Cycling Opportunities Group for Salisbury(COGS)	Goals and objectives	12 Health References need updating to include NICE guidance PH41 Walking and cycling: local measures to promote walking and cycling as forms of travel or recreation Public health guidance, PH41 - Issued: November 2012 This guidance sets out how people can be encouraged to increase the amount they walk or cycle for travel or recreation purposes. This will help meet public health and other goals (for instance, to reduce traffic congestion, air pollution and greenhouse gas emissions). 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. They could be working in local authorities, the NHS and other organisations in the public, private, voluntary and community sectors. In addition, it will be of interest to people who promote walking and cycling in an unpaid capacity and other members of the public. In the context of this guidance, walking and cycling includes the use of adapted cycles (such as trikes, tandems and handcycles), wheelchairs and similar mobility aids. Encouraging and enabling people to walk or cycle requires action on many fronts - and by many different sectors. A range of issues have to be addressed,	A relevant paragraph has been added to 'National Context' in Section 22. A number of the other issues in relation to cycling will be addressing via the Cycling Strategy.

| | | including environmental, social, financial and personal factors. The recommendations cover: local programmes, policy and planning, schools, workplaces and the NHS. In addition to the recommendations made in this (and related) NICE guidance, other measures are needed to tackle the wider influences on walking or cycling. This includes measures to reduce road dangers and to reallocate road space to create a more supportive environment. 12.8 Instead of off-road provision in rural areas, speed limit reduction to a default of 40 mph and less where necessary, would make the roads safer for cyclists to use. 12.25 Measures to encourage women to take up cycling need to be included in the strategy and monitoring of the success of initiatives undertaken. | |
| Ms Rachel Kent, Environmental Health Officer Wiltshire Council (Environmental Health) | Smarter choices | 22.16 No mention is made of Wiltshire's Air Quality Strategy which sets out the council's actions for improving air quality. Wiltshire's air quality action plan will contain measures relating to smarter choices, particularly within the community action plans which are being developed by the groups in towns with air quality management areas. (Mainly covering Policies 1 - 10 in the smarter choices strategy). Therefore we welcome the production of the smarter choices strategy on the grounds of improving air quality and improving health of Wiltshire's population. | A relevant paragraph will be added to 'National Context' in Section 22. |