

Wiltshire Local Transport Plan 2011 - 2026

Accessibility, Cycling, Powered Two Wheeler and Smarter Choices Strategies Consultation draft



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1 Introduction

1.1 This consultation provides the opportunity to make comments on a further four sub-documents of the Wiltshire Local Transport Plan 2011-2016 (LTP3):

- Accessibility Strategy
- Cycling Strategy
- Powered-Two Wheeler Strategy
- Smarter Choices Strategy

1.2 The Wiltshire LTP3 was adopted by the Council in February 2011 - LTPs are high level documents which aim to steer the delivery of national transport goals at the local level. The Wiltshire LTP3 is currently made up of a long-term strategy document, a shorter-term implementation plan (to be reviewed in 2013) and four sub-documents: Car Parking Strategy; Freight Strategy; Public Transport Strategy; and Road Safety Strategy (available from: <http://www.wiltshire.gov.uk/council/howtheCouncilworks/plansstrategiespolicies/transportpoliciesandstrategies/localtransportplan3.htm>).

Making comments

1.3 Our preferred method of communication is for comments to be submitted on-line at <http://consult.wiltshire.gov.uk/portal>.

1.4 Alternatively, comments can be emailed to transportplanning@wiltshire.gov.uk or in writing to: Sustainable Transport Group, Wiltshire Council, County Hall, Trowbridge, Wiltshire BA14 8JD.

1.5 Paper copies of the documents will also be available from all libraries.

1.6 The consultation is open from **Friday 1st March to Friday 23rd May 2013**.



2 Accessibility

Introduction

- 2.1** 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.
- 2.2** 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.
- 2.3** 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.
- 2.4** 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.
- 2.5** 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

- 2.6** 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.
- 2.7** 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

2.8 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".

2.9 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

2.10 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.

2.11 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

2.12 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.

2.13 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

2.14 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.

2.15 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

2.16 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.

2.17 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

2.18 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

2.19 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

2.20 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'.

2.21 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

2.22 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

2.23 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

2.24 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.

2.25 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

2.26 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

2.27 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

2.28 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.

2.29 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.

2.30 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

2.31 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.

2.32 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 being progressively withdrawn.
- There are few affordable homes, facilities, and services in the AONB aimed at the young or elderly, leading to their isolation.

2.33 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'.

3 Vision

Accessibility vision for Wiltshire

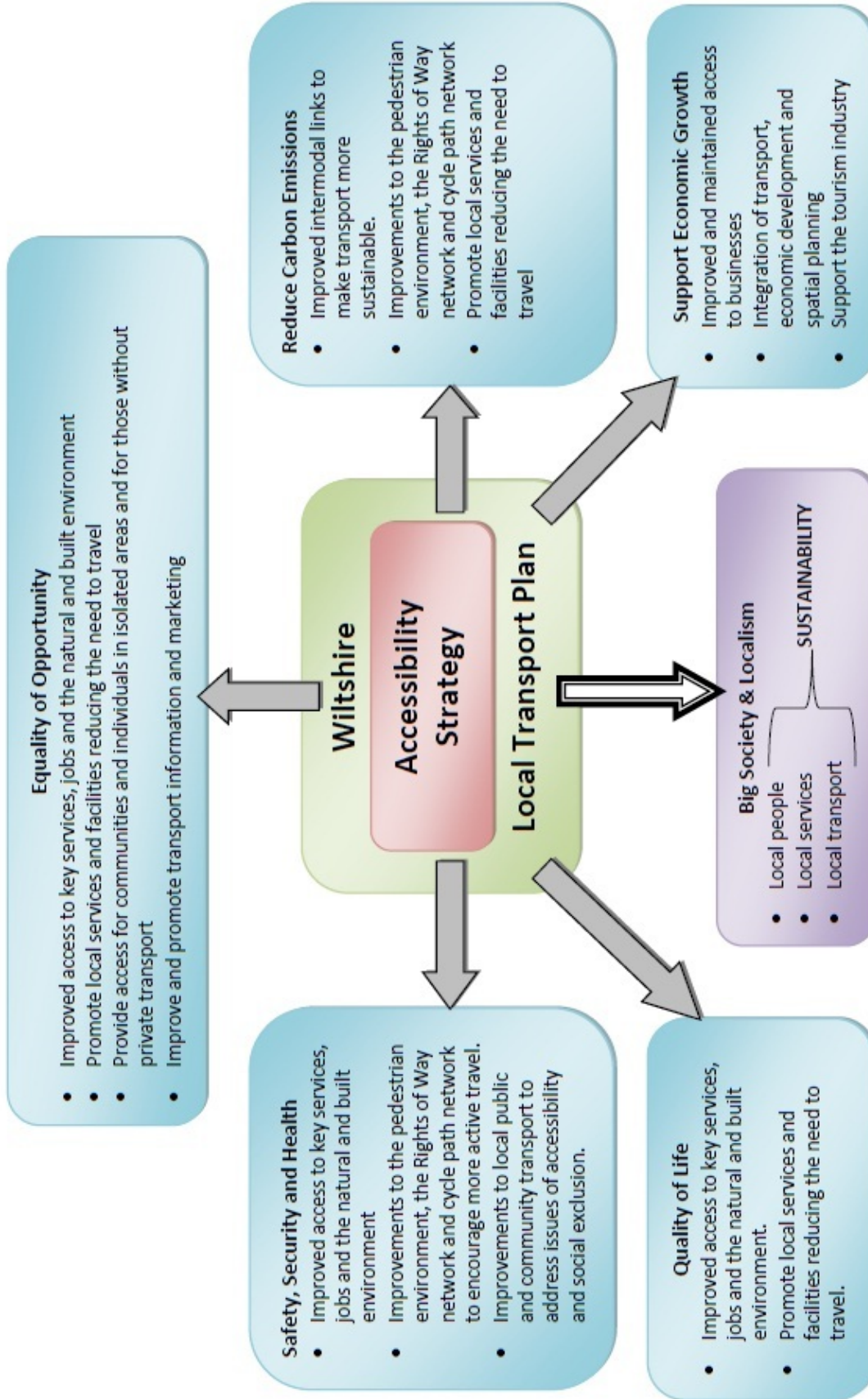
- 3.1** The Accessibility Strategy for Wiltshire is able to contribute to the national transport goals and as well as a number of LTP3's strategic transport objectives. There is also a need for the accessibility strategy to integrate with the wider vision and objectives of the council as well as its 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

- 3.2** 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.
- 3.3** 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.
- 3.4** 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.
- 3.5** 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.
- 3.6** 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.
- 3.7** Figure 3.1 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.

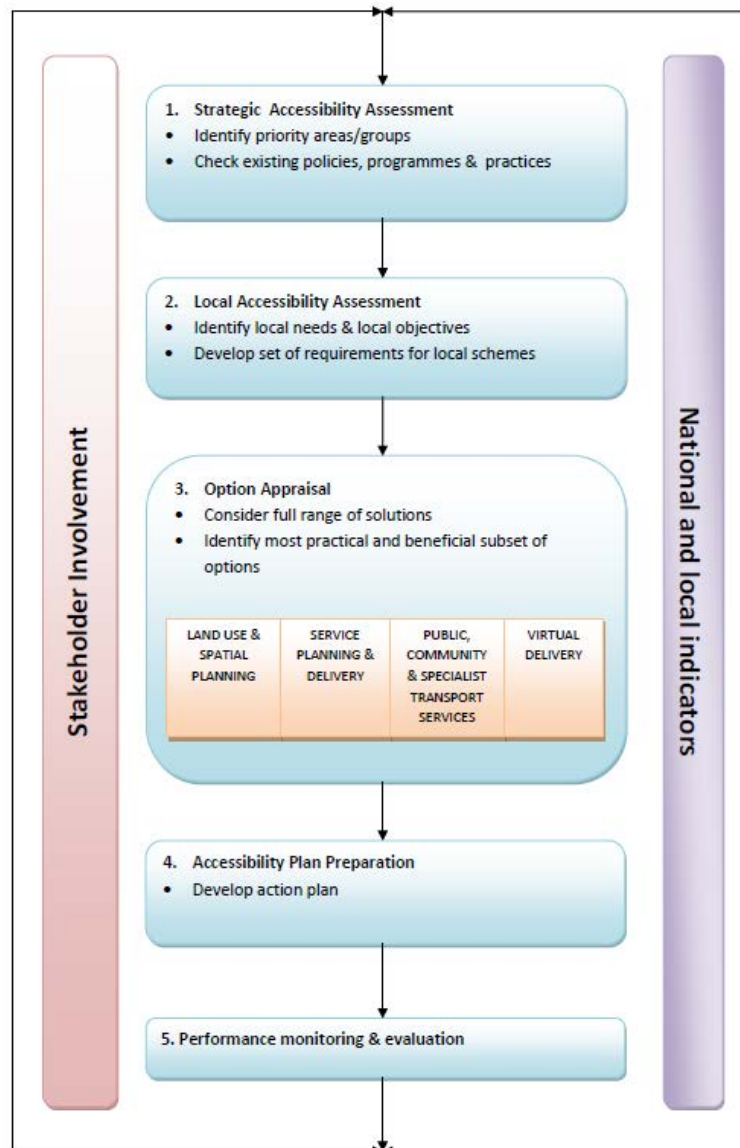
Figure 3.1 Accessibility: the bigger picture



4 Accessibility planning process

4.1 A five stage process for accessibility planning is recommended by DfT, see Figure 4.1.

Figure 4.1 Main stages of the accessibility planning process



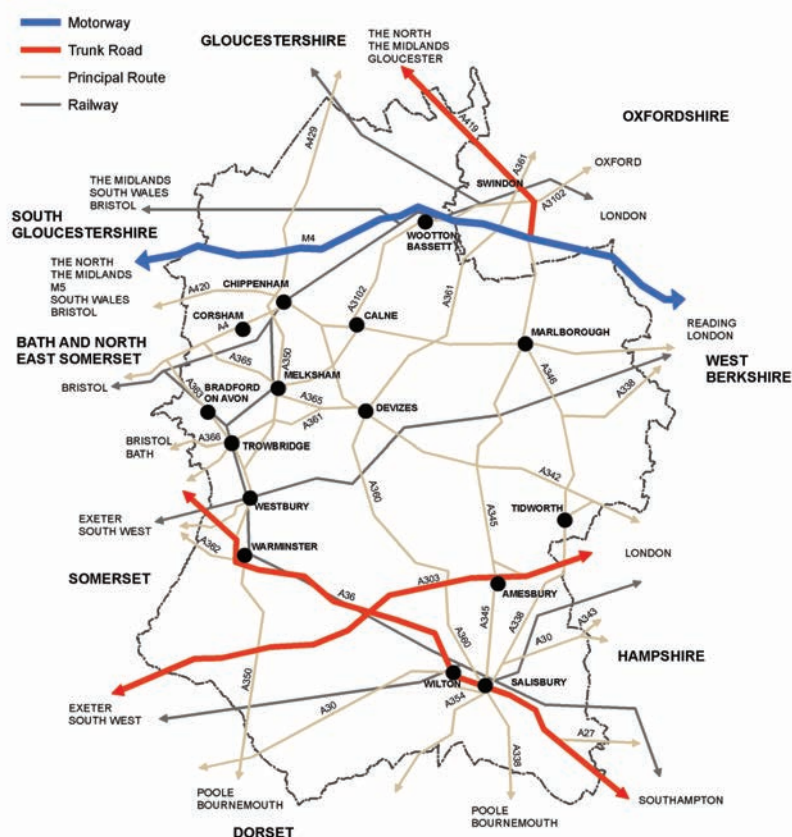
4.2 The first stage of the accessibility planning process seeks to establish the nature and extent of the wider accessibility problem. The strategic accessibility assessment, see chapter 3, has reviewed the existing evidence and produced county wide maps to highlight potential accessibility problems, see Appendices 1-6. The next stage of the process, see chapter 4, has prioritised areas, groups 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.

5 Strategic accessibility assessment

Geography and geology

- 5.1** 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.
- 5.2** 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.
- 5.3** 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 5.1 Strategic transport network for Wiltshire



Wiltshire's rail network

- 5.4** Chippenham, Westbury and Salisbury are on major rail axes from London (see Figure 5.1). 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 5.1 Wiltshire's rail network



5.5 Wiltshire's successful Local Sustainable Transport Fund bid will enable an enhanced service of the train service between Westbury and Swindon via Melksham from the current two trains per day each way to eight trains per day each way commencing in December 2013.

Community areas

5.6 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.

Key accessibility points

- Wiltshire is a large mostly rural county, whose population distribution is predominately determined by its geology.
- It is located to nearby more economically active areas, encouraging travel to these areas for employment, retail and leisure pursuits.
- Motorway and rail links provide good, often direct, access to other areas of the South West as well as further afield to London, the midlands and the north.
- The formation of 20 community areas should enable local areas with poor accessibility to be identified sooner.

Health and wellbeing

5.7 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.

5.8 From April 2013 the responsibility for promoting and improving public health moved from the NHS to Wiltshire Council. This creates 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.

5.9 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.

5.10 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

5.11 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.

- 5.12** 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.
- 5.13** 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.
- 5.14** The What Matters Survey 2011 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 shows 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.
- 5.15** 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

- 5.16** 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 can not 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. 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.

Key accessibility points

- The transfer of public health to Wiltshire Council offers new and increased opportunities to improve accessibility, encourage physical activity and tackle obesity.
- Local level health care delivery has potentially created greater accessibility issues for those needing to travel further-a-field.
- There is a wide range of health determinants that impact on inequalities including transport deprivation.
- Transport enables access to number of activities and services which can influence health in a positive way.

Population and age profiles

5.17 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 3.1. 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 5.1 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

5.18 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 Marlborough, Mere, Warminster, Malmesbury and Wilton.

5.19 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 be delivered in a 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.

5.20 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.

5.21 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

5.22 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 reach their chosen destination.

5.23 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 5.2 and 5.3 show.

Table 5.2

Do you use public transport (such as buses, trams, trains, the underground)?	Wiltshire (%)	England (%)
Yes	24	31

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

Table 5.3

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't want me to	8	10

5.24 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

5.25 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.

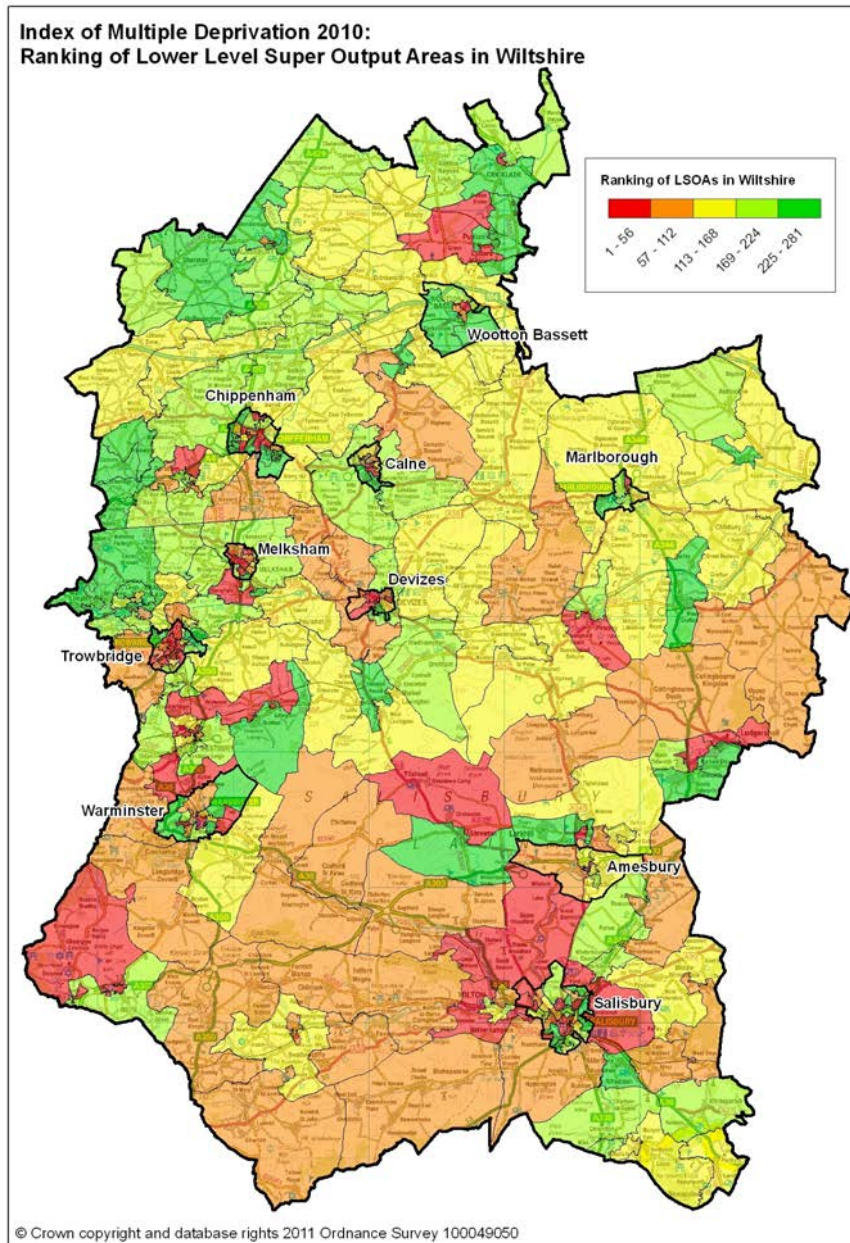
Key accessibility points

- 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

- 5.26** 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).
- 5.27** 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.
- 5.28** The Index of Deprivation 2010 (see Map 5.2) 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).
- 5.29** 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.
- 5.30** 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.
- 5.31** 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 5.2 Index of Multiple Deprivation 2010: ranking of Wiltshire LSOA with 1 being the most deprived



5.32 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.

5.33 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.

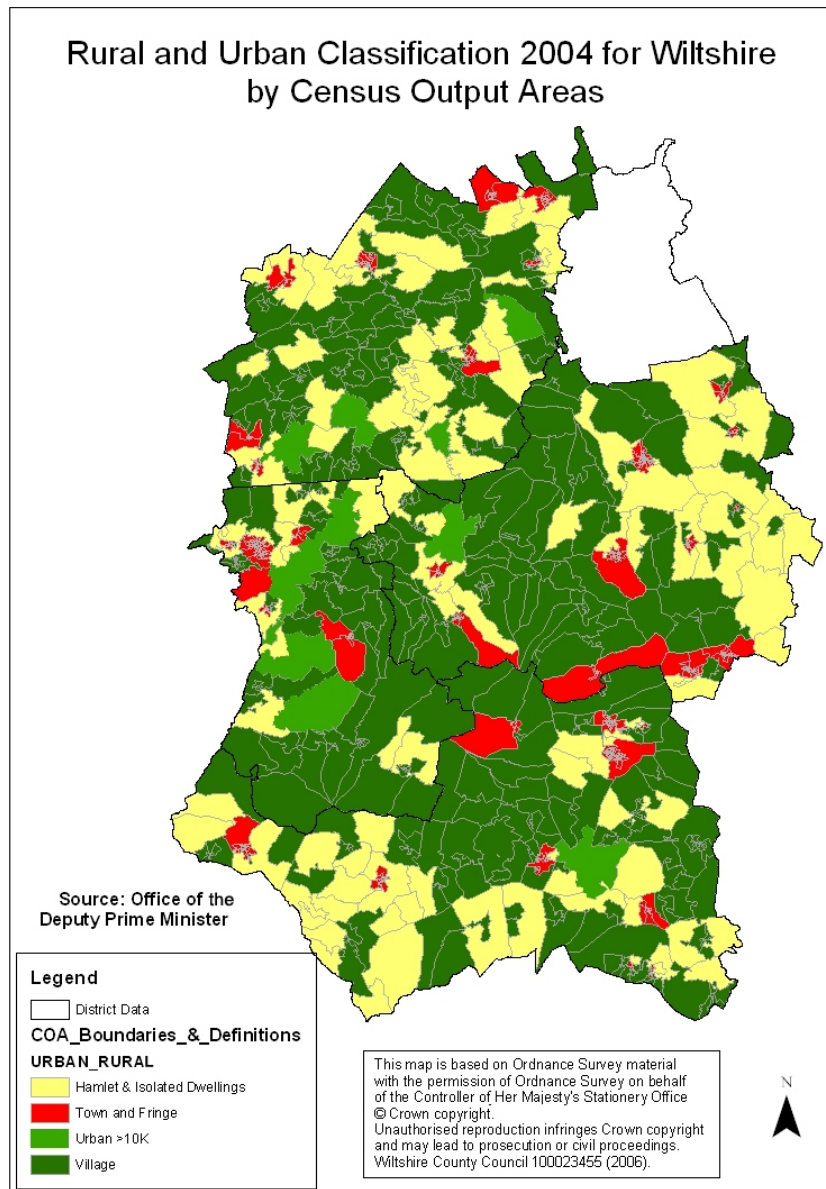
The rural share of deprivation in Wiltshire (2009) report showed that:

- 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

- 5.34** 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.
- 5.35** 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 5.3).

Map 5.3 Rural and urban classification 2004 for Wiltshire by Census Output Areas



5.36 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.

5.37 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.

5.38 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.

5.39 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.

5.40 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

5.41 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.

5.42 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 5.4 for more information.

Table 5.4 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

Local authorities	Public transport/walking
Somerset	17

5.43 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.

5.44 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 5.5 for more information.

Table 5.5 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

5.45 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 3.6 for more information.

Table 5.6 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

5.46 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 5.7 for more information.

Table 5.7 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%

Community area	%
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%

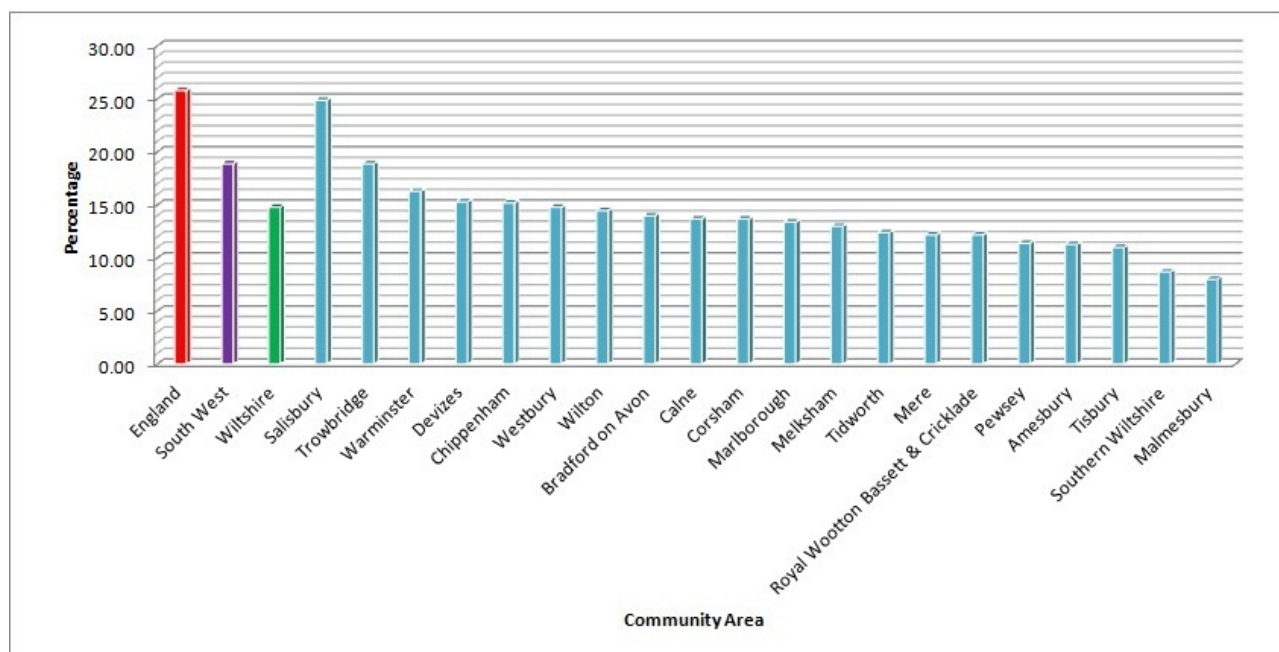
Key accessibility points

- 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

- 5.47** 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.
- 5.48** 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 5.2. However, through sustainable development and appropriate transport planning the need to own and travel by car could be reduced.
- 5.49** 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.
- 5.50** 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 5.2 Percentage of households without access to a car or van (2011)



Car usage

- 5.51** Car ownership is typically linked to car usage. 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.

- 5.52** According to the DfT, about 28% of car trips made by adults are journeys to work. With these journeys tending to occur 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

- 5.53** 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.
- 5.54** 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 5.8
- 5.55** 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 5.8 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

5.56 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.

5.57 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.

5.58 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.

- 5.59** 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

- 5.60** 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.
- 5.61** 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.
- 5.62** 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.
- 5.63** 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 need 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

5.64 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 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 to 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 cars 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.

6 Accessibility priorities

6.1 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

6.2 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

6.3 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.

6.4 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

6.5 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

- 6.6** For a number of reasons (e.g. evidence from the Indices of Multiple Deprivation), 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

- 6.7** 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.
- 6.8** 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.
- 6.9** 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

- 6.10** 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 Wiltshire'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 be considered under joint objectives.

Access to health care

6.11 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

6.12 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.

6.13 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 be used to help locate and identify specific local accessibility issues.

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

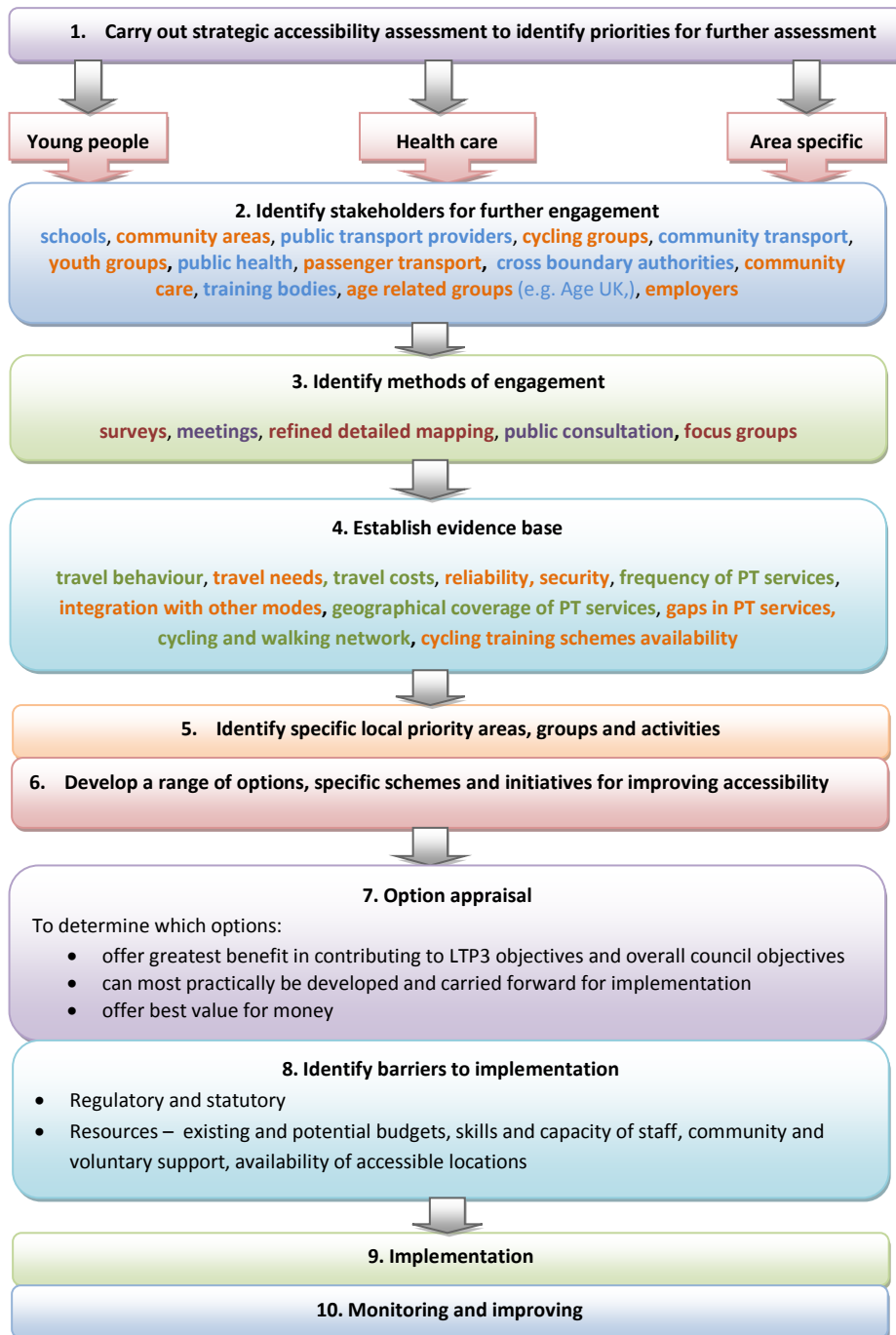
Local assessments

6.15 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.

6.16 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 6.1.

6.17 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 but 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 6.1 Accessibility assessment: from strategic to local



7 Delivering accessibility

Providing and improving accessibility

7.1 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 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

7.2 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

7.3 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.

7.4 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.

7.5 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.

7.6 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 hierarchy 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	<p>The council will actively support railway organisations and the DfT to provide improved services and facilities for the county.</p> <p>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.</p>
Information and marketing	<p>The council will seek to ensure that easily understandable public transport information is available in a variety of formats.</p> <p>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.</p>
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

- 7.7** 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.
- 7.8** 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

- 7.9** 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.
- 7.10** 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
- 7.11** 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.

- 7.12** 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.
- 7.13** 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

- 7.14** 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

- 7.15** 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.
- 7.16** 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

- 7.17** 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

- 7.18** 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.

7.19 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

7.20 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

7.21 The Walking Strategy (to be published in 2013) 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

7.22 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).

7.23 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

7.24 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.

7.25 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

- 7.26** 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 on the effectiveness of smarter choices measures, for example parental preference of schools can lead to a much longer journey to school.
- 7.27** 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.
- 7.28** 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

- 7.29** 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.
- 7.30** 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 a 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

- 7.31** Whilst it is envisaged that in the short term improvements to accessibility will occur through the provision of transport services, in 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

- 7.32** 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

- 7.33** 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

- 7.34** 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

- 7.35** At the time of writing there has been substantial reductions in public spending which have and will affect 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

- 7.36** 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.

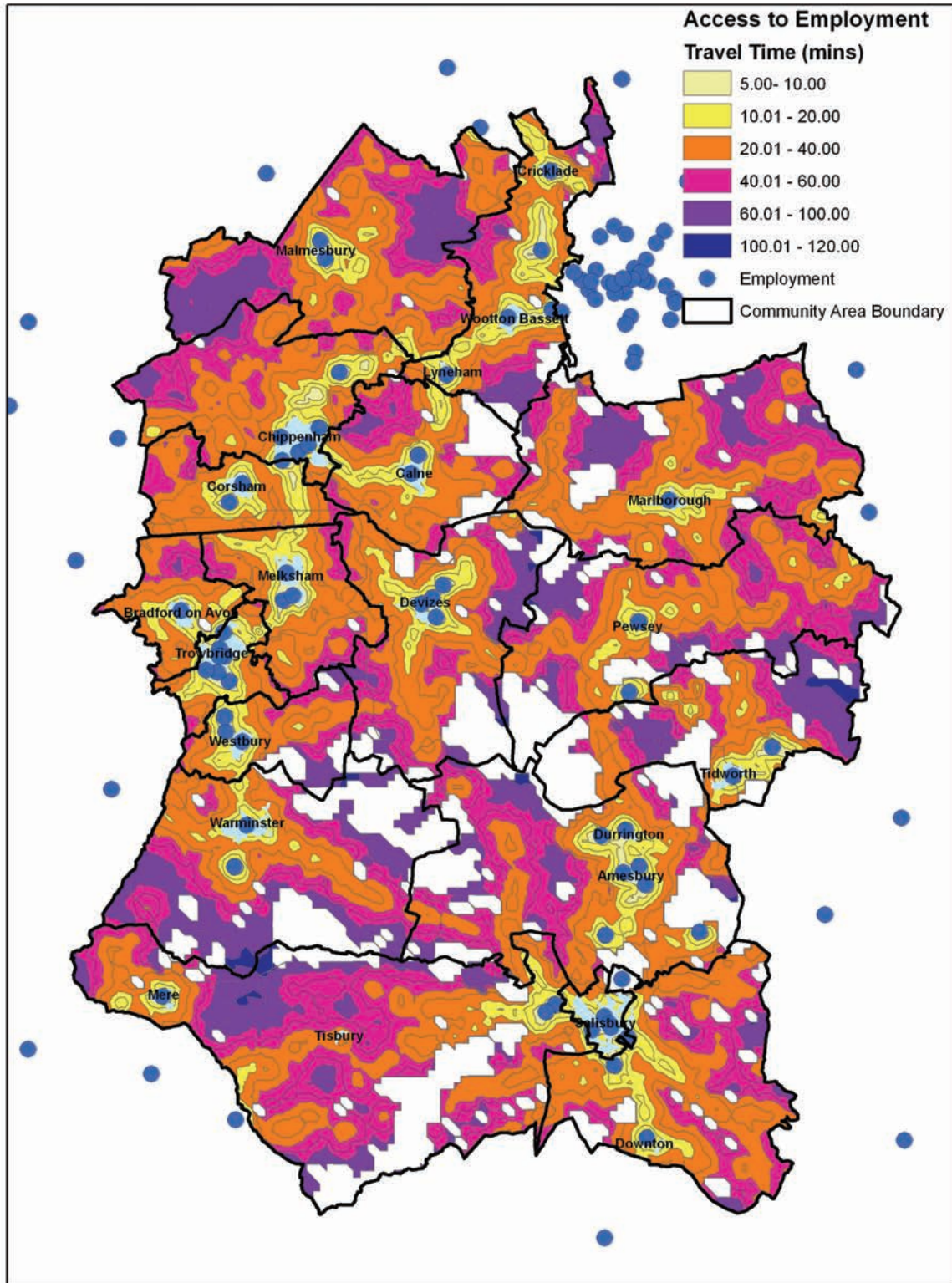
8 Performance management

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 due for publication in 2013.

9 Appendices

Appendix 1 - Travel time to employment centres by public transport/walking



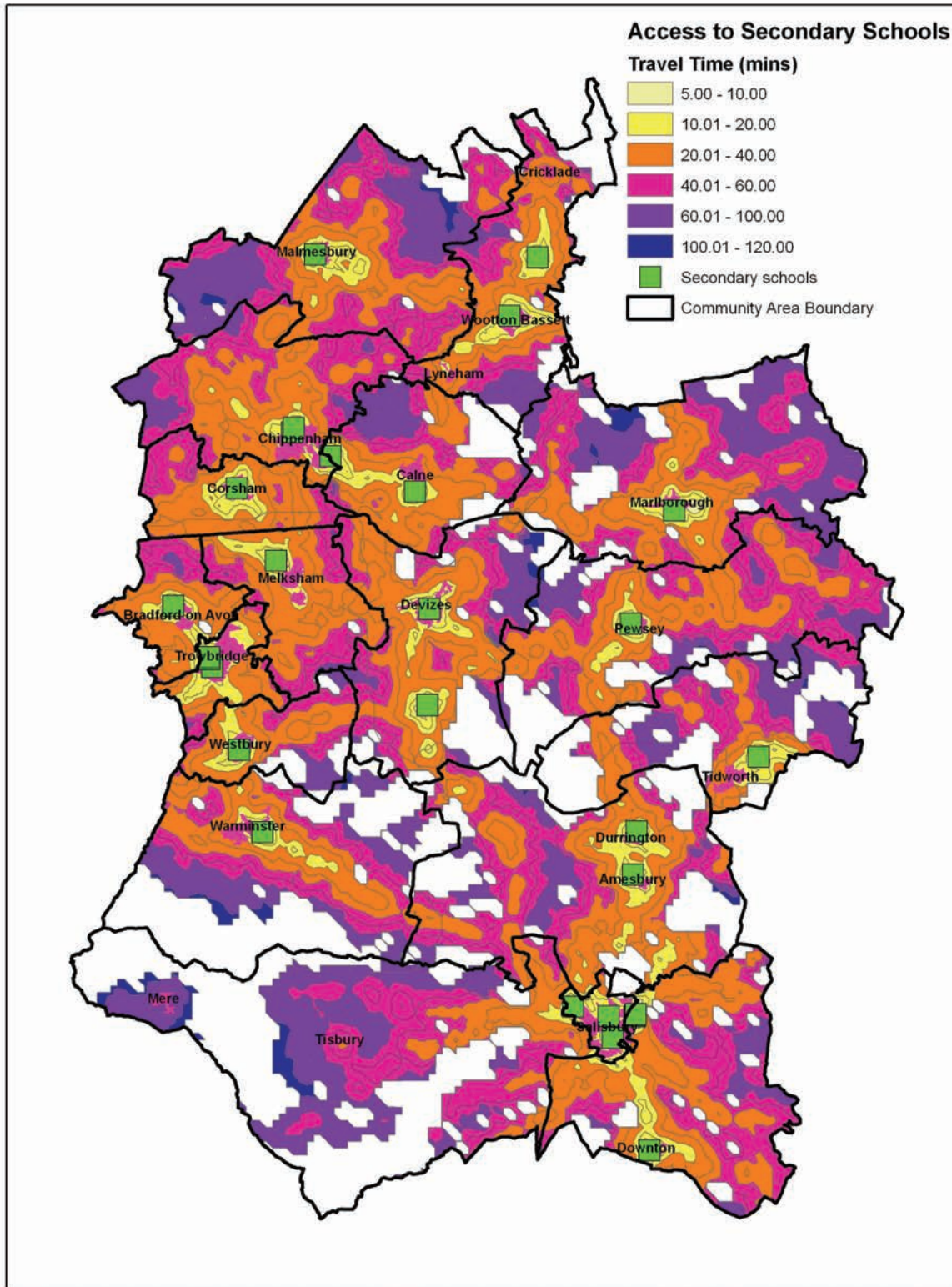
Access to Employment Centres across Wiltshire

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Wiltshire Council
Where everybody matters

0 1 2 4 6 8 Miles



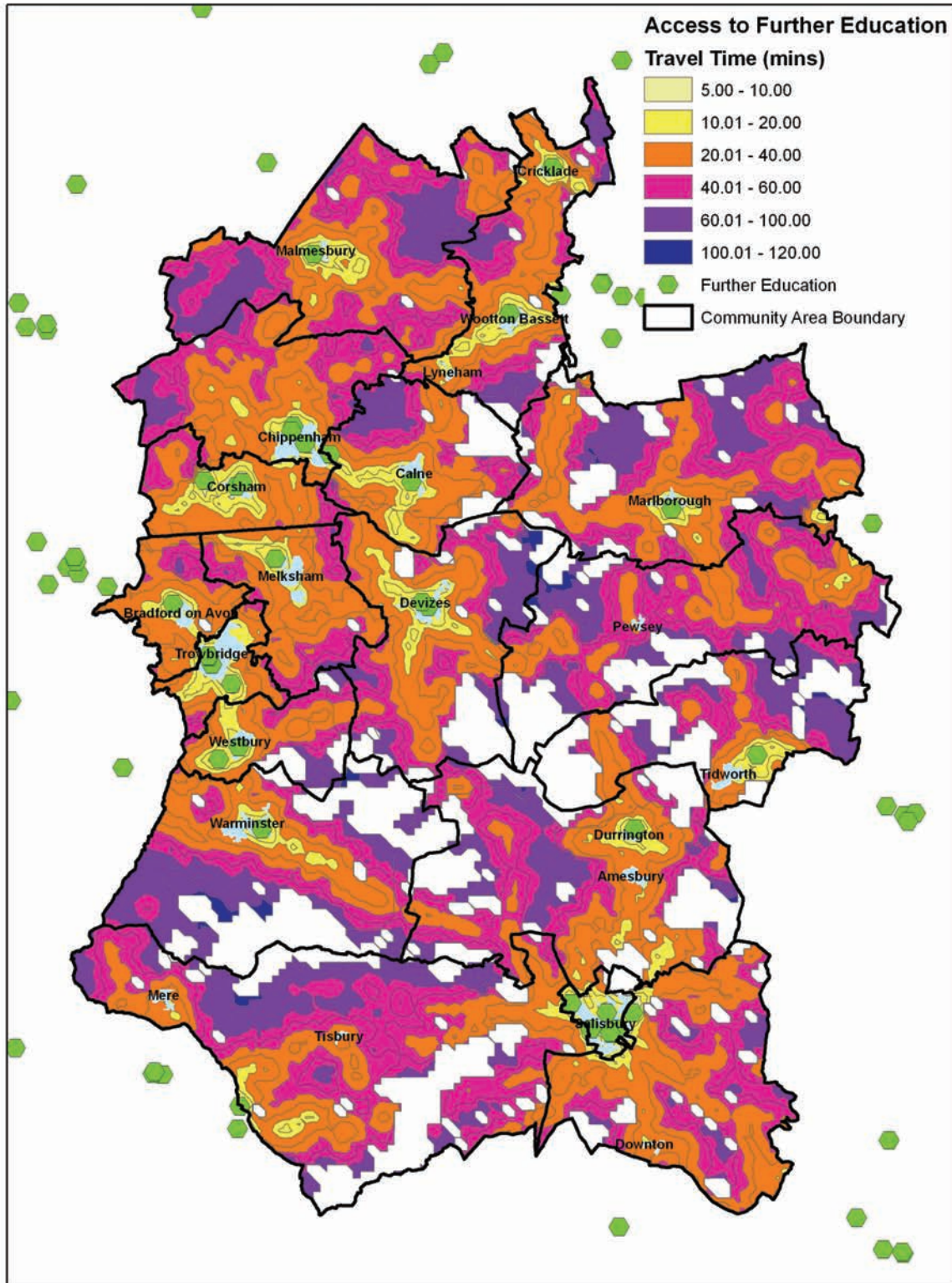


Access to Secondary Schools across Wiltshire

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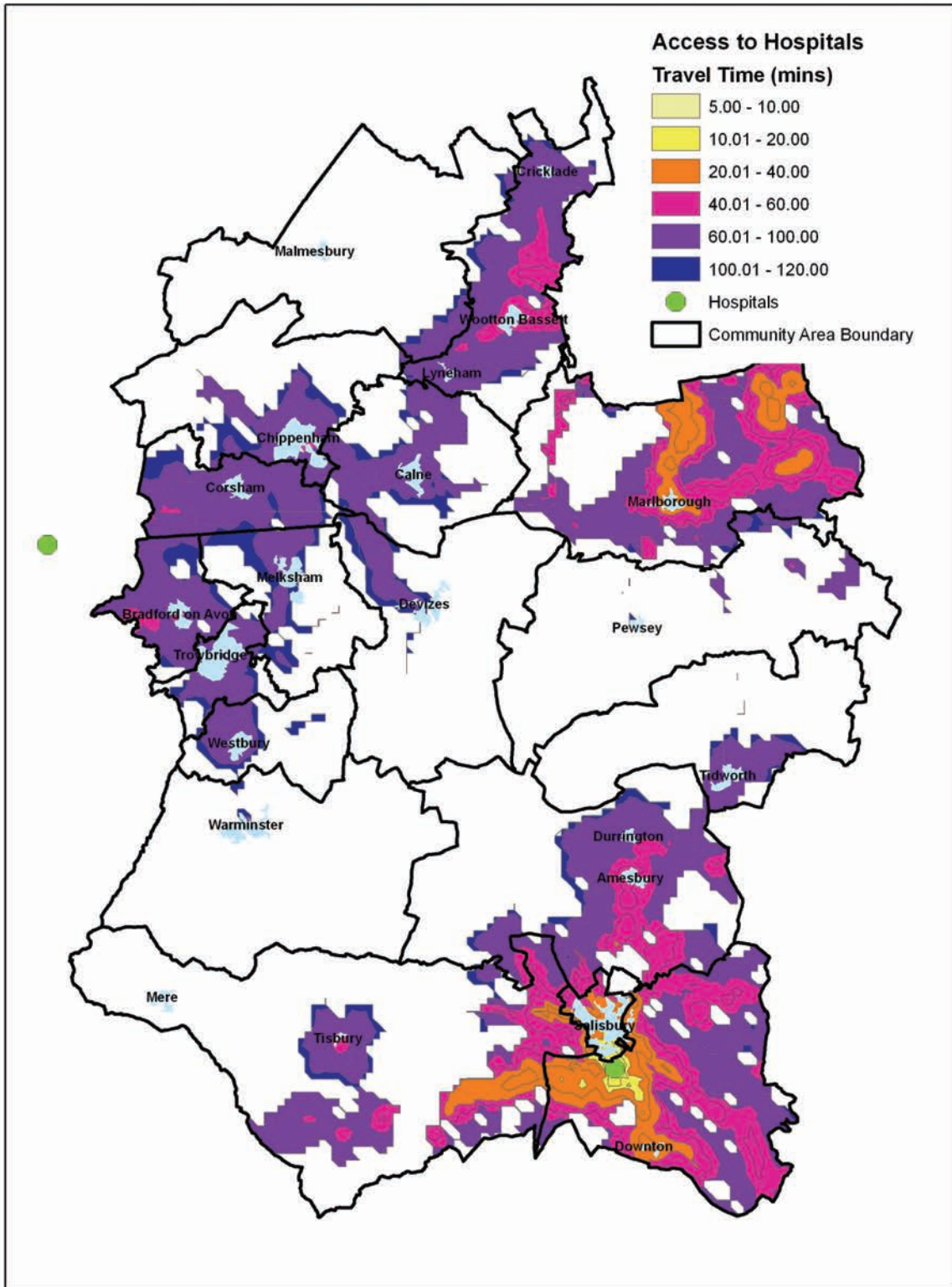
Access to Further Education across Wiltshire

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Appendix 4 - Travel time to hospitals by public transport/walking



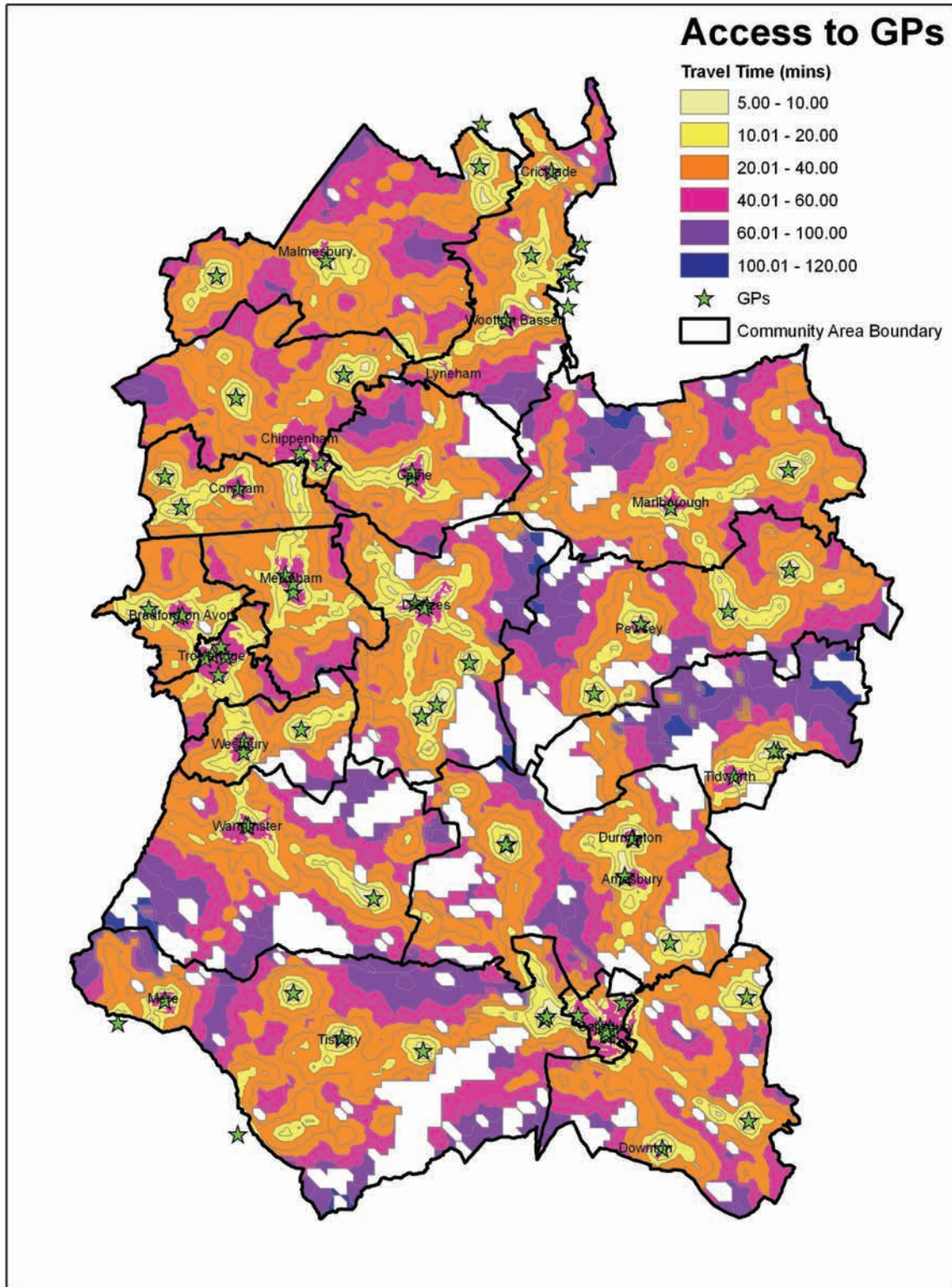
Access to Hospitals (main/general) across Wiltshire

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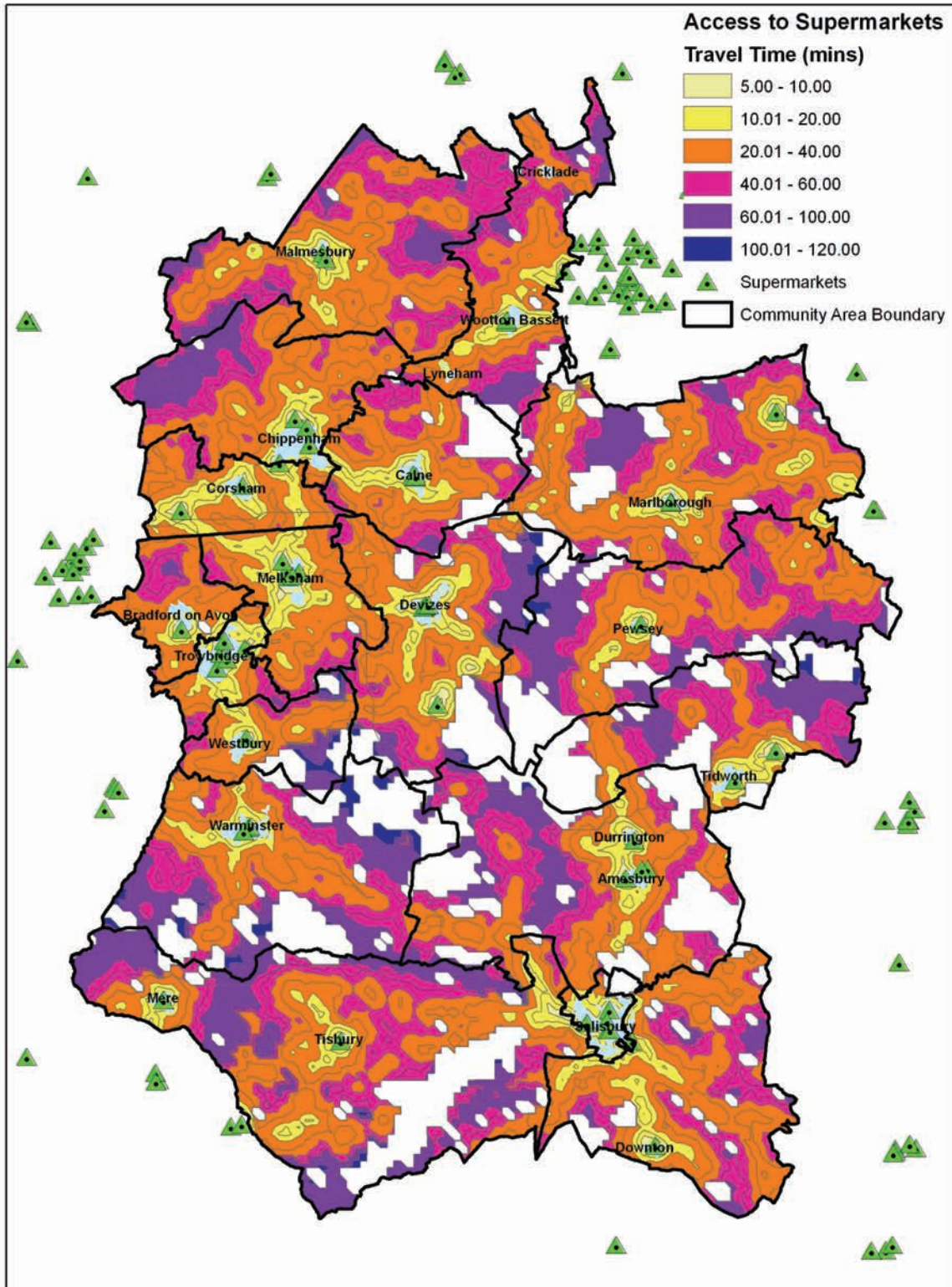


Access to GPs across Wiltshire

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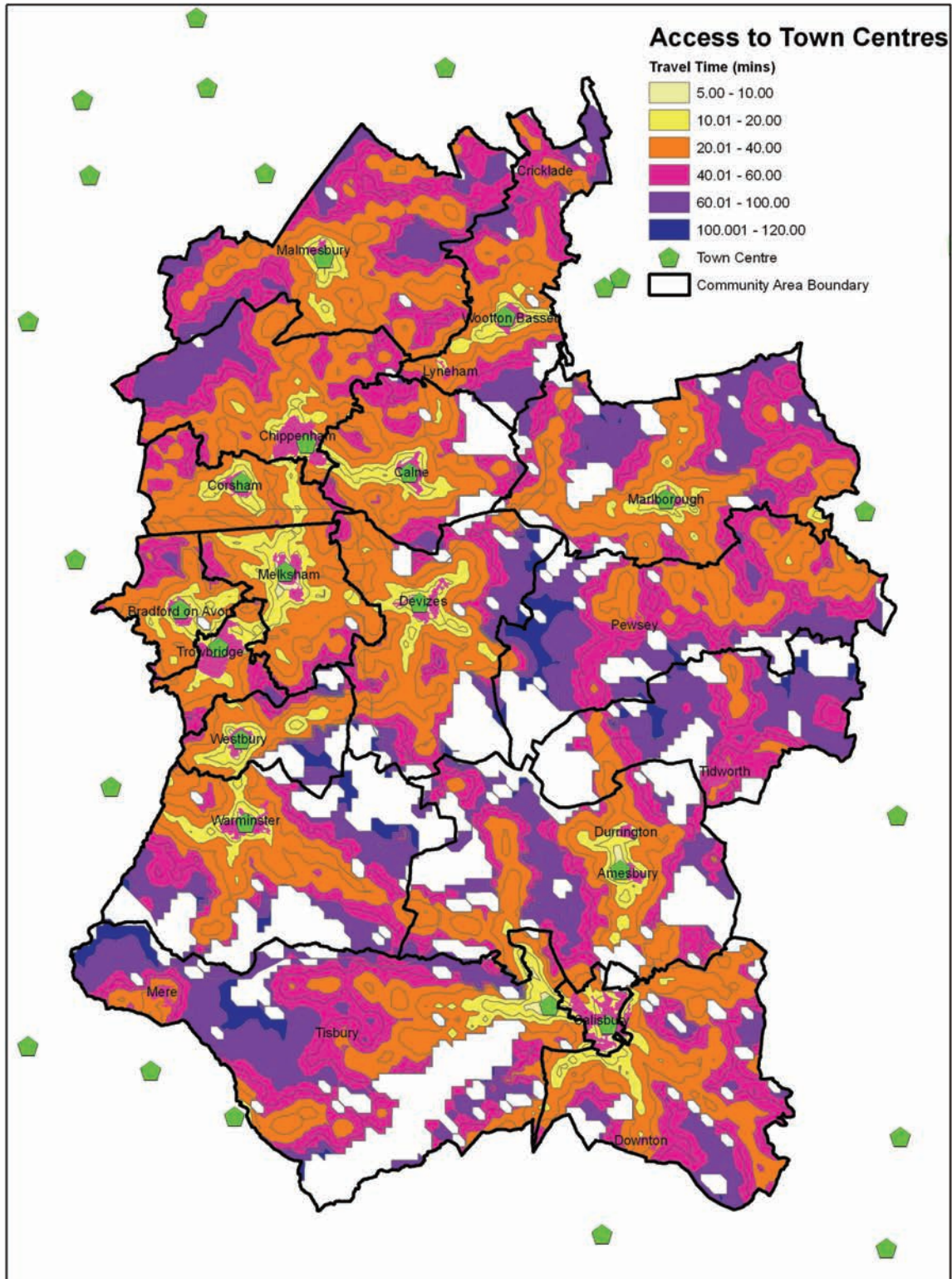
Access to Supermarkets across Wiltshire

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



Access to Town Centres across Wiltshire

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0 1 2 4 6 8 Miles



10 Cycling

10.1 Cycling, along with walking, has the potential to produce large improvements in health, cut costs for the NHS and boost Wiltshire's local economy. As 55% of car journeys are under 5 miles, there is great scope to increase cycling. By 2025, if the number of cycle trips in the UK have increased by 50%, the savings in health, pollution and congestion will be around £1.3 billion. Its benefits include:

- Improvement in health and fitness.
- Improved mental health and reduced stress levels.
- Reduced air pollution.
- Tackling climate change by reducing CO₂ emissions.
- Reducing congestion.
- Improved quality of life for communities (reduced noise, increased natural observance and community cohesion).
- Improved road safety through traffic reduction and increased awareness of cyclists.
- Wealth generation through tourism and leisure pursuits.
- Reduced energy dependence.
- Affordable and widely accessible transport option for nearly all groups of people.

10.2 The benefits of cycling are higher when:

- Inactive people become active.
- Older people are persuaded to cycle.
- Younger people (children) are encouraged to cycle.
- Cycling replaces a car trip, particularly in urban areas.
- The journey is a regular trip.

10.3 Cycling is both a means of transport (utility cycling) and an activity in its own right (leisure cycling). While the LTP is primarily concerned with utility cycling, it is essential to recognise the links with leisure. Leisure cycling can be a gateway to utility cycling.

10.4 Utility cycling has gradually been declining over the past few decades, but in recent years it has been increasing in popularity. Several towns and cities have seen rapid increases as a result of targeted investment. This cycle action plan forms a part of Wiltshire Council's third Local Transport Plan which covers the period 2010 to 2026. It sets out:

- The wider policy context for cycling.

- A summary of the opportunities and challenges for cycling in Wiltshire.
- Our policies for cycling in Wiltshire.

Wider context

10.5 There is a plethora of guidance and policy that exists for cycling. This guidance is rapidly evolving as cycling increases in popularity and more is understood about how we can encourage safe cycling. The council will take new guidance into account in the application of its policies.

National context

Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen

10.6 In this White Paper (DfT, 2011), the Government sets out a vision for transport as an engine for economic growth, but one that is also greener and safer and improves quality of life in our communities. Key goals are:

- Enabling economic growth by improving access to jobs, shops and services, supporting the tourism industry, improving the public realm and improving resiliency.
- Promoting social mobility through improved accessibility.
- Reducing carbon emissions.
- Promoting road safety and improving health through increasing activity levels, improving air quality and tackling noise pollution.
- Realising wider environmental benefits

10.7 The strategy puts an emphasis on enabling choice and encouraging people to make sustainable transport choices for shorter journeys. It states that active travel needs to become the norm in local communities. It highlights the effectiveness of packages of targeted measures delivered by local authorities in consultation with cycling expert groups and local communities. It also sets out the growing importance of electric bicycles and bike-rail integration.

Active Travel Strategy

10.8 The Active Travel Strategy (DfT & DH, 2010) states that walking and cycling must be at the heart of transport and health strategies. It aims to see:

- Local Authorities introduce 20mph zones and limits into more residential streets (and other streets where there are many pedestrians and cyclists), making streets safer and more attractive for cycling and walking.
- Access to Bikeability for every child who wants it, creating a generations of new, safe cyclists.
- Every major public sector employer signed up to the Cycle to Work Guarantee.
- Cycle parking at or within easy reach of every public building.
- Sufficient secure bike parking at every rail station.

10.9 The strategy also makes it clear that development plans and planning applications must encourage accessibility by walking and cycling. Cycle facilities are a cost-effective way of meeting sustainable travel and accessibility objectives and should be a priority when considering agreements with developers.

Walking and Cycling: An Action Plan

10.10 Walking and Cycling: An Action Plan (DfT, 2004) sets out actions in four areas:

- Creating places that people want to walk and cycle in through land use planning and improving community safety;
- Providing high quality facilities for walking and cycling;
- Influencing travel behaviour through education, training, marketing and promotion;
- Improving the skills of planners and engineers to implement cycling and walking schemes.

10.11 This strategy is supported by various other policy documents including:

- The National Cycling Strategy for England (DETR, 1996)
- A Sustainable Future for Cycling (DfT, 2008)
- Delivering a Sustainable Transport System (2008)

Smarter choices measures

10.12 The Behavioural Insights Toolkit (DfT, 2011) puts a firm emphasis on using behavioural theory to design small scale interventions that encourage people to choose more sustainable transport options. It encourages policy-makers to look at attitudes, habit and cultural norms as well as physical infrastructure and prices. In practice, this means better understanding of target markets when designing interventions and using tailored advertising and information measures to complement other measures.

10.13 The Cycle to Work scheme was introduced by the 1999 Finance Act. This 'salary sacrifice' arrangement allows employers to loan cycles to their staff to cycle to work at a lower cost than employees could purchase them through a tax break scheme. The scheme is now supported by the '**businesscycle**' network, which is a partnership between Transport for London, British Cycling, the Cycle to Work Alliance and the Department for Transport. The network also promotes other business travel plan measures. Wiltshire Council encourages businesses to utilise the loan scheme or use such measures through workplace travel plans.

10.14 Cycle training can increase the confidence of new cyclists and encourage safer cycling. Bikeability is Cycle England's national training standard for children and adults. It consists of three levels:

- Level 1 – Cycling in an off-road environment usually a playground.
- Level 2 – Cycling on quiet roads
- Level 3 – Cycling on main roads

10.15 By 2012 the government aims to see all children achieve Level 2. Research across England has shown that Bikeability increased cycling levels in 83% of schemes, and 67% of children said they were cycling more after taking part.

10.16 The Door to Door Strategy (DfT, 2013) sets out the governments vision for integrated sustainable journeys. It focuses on:

- accurate, accessible and reliable information about the different transport options for their journeys;
- convenient and affordable tickets, for an entire journey;
- regular and straightforward connections at all stages of the journey and between different modes of transport; and
- safe, comfortable transport facilities.

Infrastructure

- 10.17** National research and local consultation shows that improving cycling infrastructure is an essential measure to increase cycling. In recent years, understanding of good design has increased immensely. The provision of cycle infrastructure can also improve accessibility for non-cyclists e.g. disabled people through the provision of wider pathways, improved surfaces, dropped kerbs and crossings.
- 10.18** Local Transport Note 2/08 sets out DfT's guidance on cycle infrastructure design. Other key policies are the Manual for Streets and Cycling England's Design Checklist & Guidance. The latter encourages local authorities to look at a variety of sources including the London Cycling Design Standards, Sustrans Greenway Design Guide and Lancashire County Council's design codes. The Manual for Streets predominantly focuses on lightly-trafficked streets, but the DfT is working to extend this remit. CILT has recently taken on some of the functions of Cycling England including producing design best practice guidance.
- 10.19** Infrastructure for cyclists should adhere to five key criteria (CROW, 1993):
- Coherence: links all departure and destination points of cyclists.
 - Directness: as direct a route as possible.
 - Attractiveness: designed and fitted into the surroundings.
 - Safety: improves safety for cyclists, including personal safety.
 - Comfort: quick and comfortable flow for bicycle traffic.
- 10.20** Delivery of the National Cycling Strategy: A Review (2005) concluded that while infrastructure was being constructed, it was not in the best locations, or of adequate quality, or sufficiently promoted. It also concluded that some of the most effective measures to promote cycling are not traditional cycling infrastructure, but other measures such as bus lanes and traffic calming schemes.
- 10.21** The Shared Use Operational Review (2012) produced by Atkins for DfT showed that segregated paths were ineffective at supporting compliance from both pedestrians and cyclists. Segregation had no significant effect on cycle speeds or whether a collision was likely to occur. However it also found that sufficient capacity (i.e. width in relation to usage) reduces the likelihood of user conflict.
- 10.22** Local Transport Note 1/12 encourages councils to be more flexible in their approach to cycle infrastructure. While it recommends an on-road approach is usually more appropriate and should usually be considered first, it recognises that on-road provision is not always achievable and shared paths may be the most appropriate facility in some circumstances. It states that sometimes both on-road and off-road provision should be considered to provide for different types of cyclist. It also discourages the usage of excessive lining and signing. The minimum width requirements for shared paths in LTN2/08 are superseded by the new guidance in LTN 1/12. This includes advice that minimum widths may not be applicable in rural areas where there is likely to be very light usage by both pedestrians and cyclists.

10.23 LTP and ROWIP Integration Good Practice Note (Natural England, 2009, NE325) states that Local Transport Plans and Rights of Way Implementation Plans should clearly relate to each other and show evidence of pragmatic integration. It suggests that Rights of Way can be used to increase connectivity and promoting cycling by improving the condition of existing routes as well as creating new links where appropriate.

10.24 Horses on the National Cycle Network: Technical Information Note 28 (2011) states that there should be no problems with horses sharing paths with cyclists and walkers if the width is adequate.

10.25 Further information on infrastructure is provided in Appendix 2

Planning policy

10.26 The National Planning Policy Framework (DCLG, 2012) states that local planning authorities should develop strategies for the provision of viable infrastructure necessary to support sustainable development. They should identify and protect, where there is robust evidence, sites and routes which could be critical in developing infrastructure to widen transport choice.

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

10.27 The balance of land uses should allow people to be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities. The Framework also states that a key tool to promote and exploit sustainable transport choices such as cycling will be a Travel Plan and developments which generate significant amounts of movement should be required to provide a Travel Plan.

10.28 The Code for Sustainable Homes (DCLG, 2007) encourages developers to provide adequate, safe, secure, convenient and weather-proof cycle storage.

Health, physical activity, sport and schools policy

10.29 Cycling is increasingly recognised as an important activity to combat obesity, inactivity and promote good health as set out in the following policies:

- Choosing Health (DH, 2004)
- Promoting and Creating Built or Natural Environments that Promote or Support Physical Activity (NICE, 2007)
- Healthy Weight, Healthy Life: Government Strategy on Obesity (2008)
- The Children's Plan - Building Brighter Futures (Department for Children, Schools and Families 2007)
- Start active, stay active: a report on physical activity from the four home countries' Chief Medical Officers (2011)

- Healthy Lives, Healthy people: Call to action on Obesity in England (HM Government, 2011)
- The Public Health Responsibility Deal (DH, 2011)
- Local measures to promote walking and cycling as forms of travel and recreationm (PH 41, NICE, 2012)
- Creating A Sporting Habit for Life Strategy 2012 – 17 (DCMS/Sport England, 2012)
- Plans for the Legacy from the 2012 Olympic and Paralympic Games (DCMS, 2010)

These strategies state that:

- It is important for people to build activity into their daily lives and active transport such as cycling is one of the best ways to do this.
- All schools should have an Active Travel Plan
- To reduce the proportion of obese and overweight children to 2000 levels by 2020.
- Key target groups are disadvantaged people, who tend to do less physical activity, young people and older people.
- Increasing walking and cycling rates should be part of all council activities such as developing and implementing local plans and joint health and wellbeing strategies.

They provide the following activity guidelines:

- Children of pre-school age (under 5s) who are capable of walking unaided should be physically active daily for at least 180 minutes (3 hours), spread throughout the day.
- All children and young people (5-18 year olds) should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.
- Adults (18-64 year olds) should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week. Alternatively, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous intensity activity.
- Older adults (Over 65 year olds) should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week. For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity.
- Cycling at approximately 10-12mph is usually a moderate activity. At 12-14pm it is usually a vigorous activity.

10.30 In 2008 approximately 40% of men and 28% of women In England were achieving 30 minutes of activity five times a week. Recommendations include:

- Ensuring planning applications for new developments always prioritise the need for people (including those whose mobility is impaired) to be physically active as a routine part of their daily life.
- Ensuring pedestrians, cyclists and users of other modes of transport that involve physical activity are given the highest priority when developing or maintaining streets and roads.
- Planning and providing a comprehensive network of routes for walking, cycling and using other modes of transport involving physical activity.

- Ensuring local facilities and workplaces are easily reached on foot and by bicycle;
- Supporting health at work - for example by employers promoting healthy ways of getting to work;
- Personalised advice through the NHS, for example a person can be advised to go on a programme of cycle rides for health.
- Providing support to encourage adults in particular to cycle by increasing confidence
- Providing Bikeability cycle training.

10.31 The NHS has launched bike4life as part of its change4life campaign, which encourages people to improve their health through diet and exercise.

10.32 British Cycling is the national governing body for cycling sport in the UK. The organisation is continuing to expand their everyday cycling programme which recognises that utility cycling is an easy and effective way for people to develop a more active lifestyle. In 2009 it published its Whole Sport Plan, which aims to promote cycling as a sport at elite and grass roots levels. This includes aims:

- To boost competitive cycling by expanding the nationwide network of traffic free cycling facilities and creating a more satisfactory legal framework for access to the public highway to enable road racing to thrive
- To get one million more people cycling once a month and 125,000 more people cycling once a week by 2013. This will be achieved by rolling out a series of mass participation cycling events in partnership with Sky through the Skyride initiative.

Traffic enforcement policy

10.33 The Home Office is responsible for Road Traffic Law enforcement policy. Cyclists have exactly the same legal rights and obligations as other road users. The police enforce this law, but use common sense and discretion in exercising their powers in accordance with local crime priorities. For example, very young children are not expected to cycle on roads.

10.34 There is an emerging market for electric powered bicycles and powered two-wheelers. Electrically assisted bicycles are treated in law as bicycles. An electric bike must have functioning pedals and conform to normal bicycle construction. The maximum power output is 200 watts, the maximum speed is 15mph and the bike must not weigh more than 40kg. The rider must be over 14 years. Bikes outside this specification are powered two-wheelers which requires the rider to hold an appropriate license, wear a safety helmet, and ensure that the vehicle is taxed and has an MOT certificate. These powered two-wheelers must not be ridden on cycle paths or other routes where motorised vehicles are prohibited.

Local context

Local Development Framework

10.35 The Local Development Framework (LDF) is a portfolio of planning documents which deliver spatial planning at the local level. The emerging Wiltshire LDF contains a series of documents including the Wiltshire Core Strategy which sets out the general spatial vision and objectives

for the delivery of the LDF in Wiltshire. Ensuring adequate infrastructure, reducing the need to travel, promoting self-contained communities, improving accessibility to services and tackling climate change are key elements in this vision.

- 10.36** The Building Research Establishment's Environmental Assessment Method (BREEAM) is a voluntary rating for buildings. Wiltshire's Core Strategy states that all non-residential development must meet the relevant 'Very Good' standards from 2013, rising to the relevant 'Excellent' standards from 2019. Cycle storage and other facilities such as showers, changing areas and lockers for clothing/helmets form one (optional) element of the assessment criteria.
- 10.37** The Code for Sustainable Homes was developed by the Building Research Establishment for DCLG and supersedes BREEAM for residential buildings. Wiltshire's Core Strategy states that all new homes will be required to achieve at least level 3 of the Code for Sustainable homes, progressing to Level 4 from 2013 and Level 5 from 2016. Cycle storage and forms an optional element of the assessment criteria.
- 10.38** The Wiltshire Infrastructure Delivery Plan (2011-2026) includes the provision of cycle networks in principal settlements and market towns, improvements to specific cycle routes, particularly National Cycle Network routes and smarter choices measures through the Transport Strategies for Chippenham, Salisbury, Trowbridge and Devizes.

A Sustainable Community Strategy for Wiltshire 2007-2016

- 10.39** The document 'A Sustainable Community Strategy for Wiltshire 2007-2016' was endorsed by the Wiltshire Strategic Board (now the Wiltshire Assembly) in September 2007. Its vision is 'Strong and Sustainable Communities in Wiltshire' which includes:
- Communities where people feel safe.
 - Promoting the health of residents and reducing health inequalities.
 - Communities where people are not disadvantaged by a lack of transport.
 - Communities where young people enjoy life and achieve their potential.
 - Involving people in decision-making.

Wiltshire Council Corporate Plan 2010-2014

- 10.40** The vision of the Council's Corporate Plan 2010-2014 is 'To create stronger and more resilient communities'. Four of the nine priorities identified in this plan are:
- Improve our roads and road safety.
 - Reduce our environmental impact.
 - Achieve savings, be more efficient and ensure we deliver value for money.
 - Focus on our customers and improve access to our services.

Wiltshire Local Transport Plan

- 10.41** The Local Transport Plan (LTP) sets out a long-term transport strategy, a shorter-term implementation plan based on a realistic assessment of available funding and a number of theme and area transport strategies. In addition, the LTP provides the framework for all other organisations with a direct or indirect involvement in transport in Wiltshire.
- 10.42** The first Wiltshire LTP (LTP1) was published in July 2000 and covered the five year period 2001/02-2005/06. The second Wiltshire LTP (LTP2), published in March 2006, then covered the five year period 2006/07-2010/11. The third Wiltshire LTP (LTP3) covers the period 2011/12-2025/26.
- 10.43** LTP3's strategic objectives which relate to cycling are:

No.	Objective
SO1	To support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns.
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.
SO6	To make the best use of the existing infrastructure through effective design, management and maintenance.
SO7	To enhance Wiltshire's public realm and streetscene.
SO8	To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads.
SO9	To reduce the impact of traffic speeds in towns and villages.
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.
SO15	To reduce barriers to transport and access for people with disabilities and mobility impairment.
SO16	To improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil.

No.	Objective
SO17	To improve access to Wiltshire's countryside and provide a more useable public rights of way network.
SO18	To enhance the journey experience of transport users.

Road Safety Strategy

- 10.44** The Wiltshire and Swindon Road Safety Partnership is committed to making Wiltshire's roads safer and to reducing casualties from road traffic collisions. The Government has set out a strategic framework for road safety and sets out the increased freedom given to local authorities in assessing and acting on their own priorities. In view of this framework the Wiltshire Road Safety partnership has agreed to set local targets for casualty reduction of a 40% reduction in KSI by 2020 based on the 2005/09 average. The casualty reduction measures include school travel planning, taking action on school journeys and road safety education training and publicity in order to meet the targets set.
- 10.45** Wiltshire Council is one of only 17 accredited Instructor Training Organisations (ITO) in the country and runs courses to train individuals to become accredited Bikeability instructors.
- 10.46** Bikeability is a national scheme and is cycling proficiency for the 21st century, designed to give the next generation the skills and confidence to ride and enjoy their bikes on today's roads.

Wiltshire Children and Young People's Plan

- 10.47** The Wiltshire Children and Young People's Plan (CYPP) brings together 50 other relevant strategies and sets out how the lives of children and young people (particularly those in vulnerable groups) across Wiltshire will be improved to ensure they are healthy, stay safe, enjoy life, achieve their potential, make a positive contribution to society and obtain economic wellbeing.

Health, sport and recreational cycling

- 10.48** The Annual Joint Strategic Assessment (JSA) for Health and Wellbeing provides a summary of current and future health needs in Wiltshire. It sets out five key issues:
- Children and young people
 - Cancer and cardiovascular disease
 - Lifestyle choices
 - Health inequalities
 - Ageing population
- 10.49** The Joint Health and Well-being Strategy sets 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. This includes the promotion of physical activity.
- 10.50** The Health Improvement Partnership is the main forum for strategic overview and planning to improve the health and wellbeing of the population of Wiltshire. Its remit includes encouraging exercise and reducing obesity.

- 10.51** The Workplace Well-being Charter is being promoted by the NHS to organisations in Wiltshire.
- 10.52** Supporting active lifestyles is a key part of the council's Sport and Physical Activity programme and is documented in the Sports and Physical Activity Service Plan 2012-13, with cycling being a key means of encouraging greater physical activity participation amongst the Wiltshire Community. The Leisure Services Strategy – Indoor Facilities Action Plan highlights aims to promote accessibility by non-vehicular means and commits to working with local communities to provide a sustainable transport plan, including walking, cycling and public transport for leisure facilities. The Olympic Legacy and Action Plan 2012 -15 (Leisure) sets out how the council will carry forwards impetus towards physical activity, particularly cycling, created by the Olympics.
- 10.53** The Wiltshire Tourism Partnership promotes opportunities to cycle in Wiltshire, both as a means to visit attractions and as a leisure activity. This includes publishing maps and route guidance.
- 10.54** Wiltshire Council also encourages leisure cycling through maintaining and developing access to the countryside. This includes mapping, maintaining and upgrading public rights of way and supporting the maintenance and restoration of canals.

Countryside Access Improvement Plan

- 10.55** The CAIP will be completed in 2013. It will set out the council's approach to maintaining, enhancing and promoting the rights of way network and other routes such as canal towpaths or where landowners have allowed permissive access. Key routes which have some permissive access include the Kennet and Avon canal path, Wilts & Berks canal path, Chippenham to Calne railway path and Chiseldon to Marlborough railway path
- 10.56** On the rights of way network cyclists can use bridleways, restricted byways and byways open to all traffic. The council aims to improve routes to enhance access to the countryside and to improve accessibility to local facilities for residents. Some rights of way are within or between settlements and are well surfaced so are used for utility cycling (e.g. accessing schools, shops etc)

The Highways Agency

- 10.57** The Highways Agency is responsible for the strategic road network in Wiltshire, including the M4, the A36, the A419 and the A303. It carries out maintenance for the benefit of all road users and consider the needs of cyclists in network improvements.
- 10.58** The Highways Agency's Strategic Plan (2010-2015) states that they will continue to reduce deaths and serious injuries on their network. They will do this through greater use of information to customers through on-road systems, targeted improvements to our roads, and through driver information programmes. Their goals include delivering sustainable solutions and making our roads the safest in the world.

The Safety Framework for the Strategic Road Network (Highways Agency, 2011) commits the agency to work towards reducing the number of collisions by targeting interventions based upon analysis of collisions that result in injury.

DMRB 91/05 Provision for non-motorised users sets out how provision should be made for cyclists, pedestrians and equestrians. It states that:

- Encouraging modal shift, particularly to walking and cycling, has a very important role to play in creating a more integrated and sustainable transport system.
- All purpose trunk roads typically carry high flows of fast moving traffic and are generally unattractive for non-motorised users to travel along or across. However, trunk roads often provide important links or routes for non-motorised users, representing the quickest, most direct route between key destinations, and are often used because of the lack of more convenient alternatives. As such there is a need to ensure that scheme designs take full account of non-motorised users requirements, and that opportunities are taken to encourage safer and more attractive provision wherever possible.

National Cycle Network

10.59 The following National Cycle Network (NCN) routes pass through the county:

- NCN Route 4 (London to Fishguard),
- NCN Route 24 (Bath to Eastleigh),
- NCN Route 25 (Longleat to Bournemouth),
- NCN Route 45 (Chester to Salisbury),
- NCN Route 403 (Semington to Great Bedwyn), and
- NCN Route 481 (Chiseldon to Marlborough).

10.60 These routes use a mixture of quieter roads, rights of way and permissive routes. The network in the county is being developed by Sustrans working alongside Wiltshire Council and other partners. It is valuable for both utility and recreational journeys.

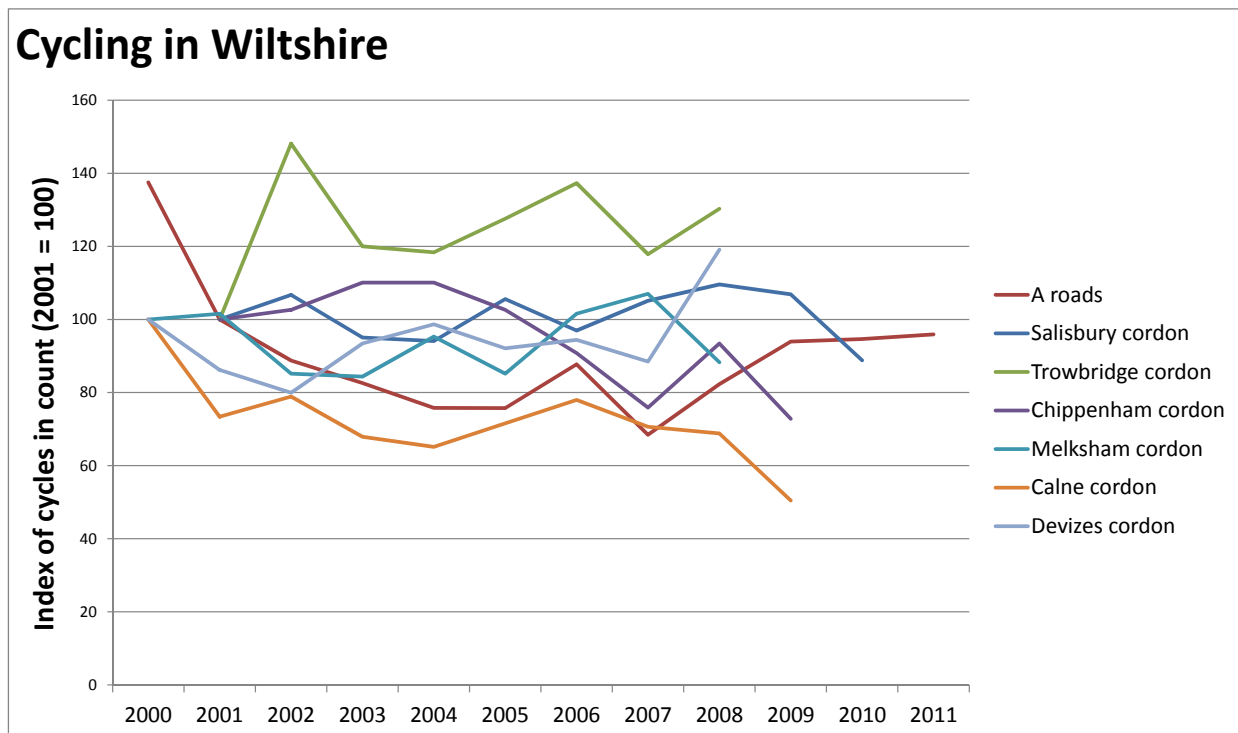
The Wiltshire Cycleway

10.61 The council has developed and promoted the Wiltshire Cycleway (Sustrans Regional Route 20), which is a circular 160 mile (255 kms) route around Wiltshire taking in Salisbury, Amesbury, Marlborough, Malmesbury, Corsham, Bradford-on-Avon, Mere and Wilton. This route includes key proposed links such as the New Forest Link, the Vale of Pewsey route and the Wylde Valley route.

11 Cycling in Wiltshire

- 11.1** Across the UK cycling accounts for 1% of all trips and 2% of all trips under 2 miles (DfT National travel Survey). Other European countries with similar weather and topography have much higher rates of cycling e.g. Germany (10%) and Denmark (18%). Within the UK there are great variations with the highest rates of cycling to work seen in Cambridge (18% of all residents in 2011 or 32% of people travelling to work) and Oxfordshire (10% of all residents or 19% of people travelling to work).
- 11.2** In the 2011 Census, 2% of residents in Wiltshire cycled to work (3.2% of all people travelling to work), which is about the same as the English average and many similar predominantly rural areas.
- 11.3** Between 2001 and 2008 the number of cycles counted in six Wiltshire towns remained stable. This is similar to national trends (outside of London and cycling demonstration towns). There are variations in these different towns as can be seen in Figure 11.1. although the data may not be robust enough to confirm these trends. Due to the way cycling is monitored, small variations each year are unlikely to be significant.

Figure 11.1 Cycling in Wiltshire



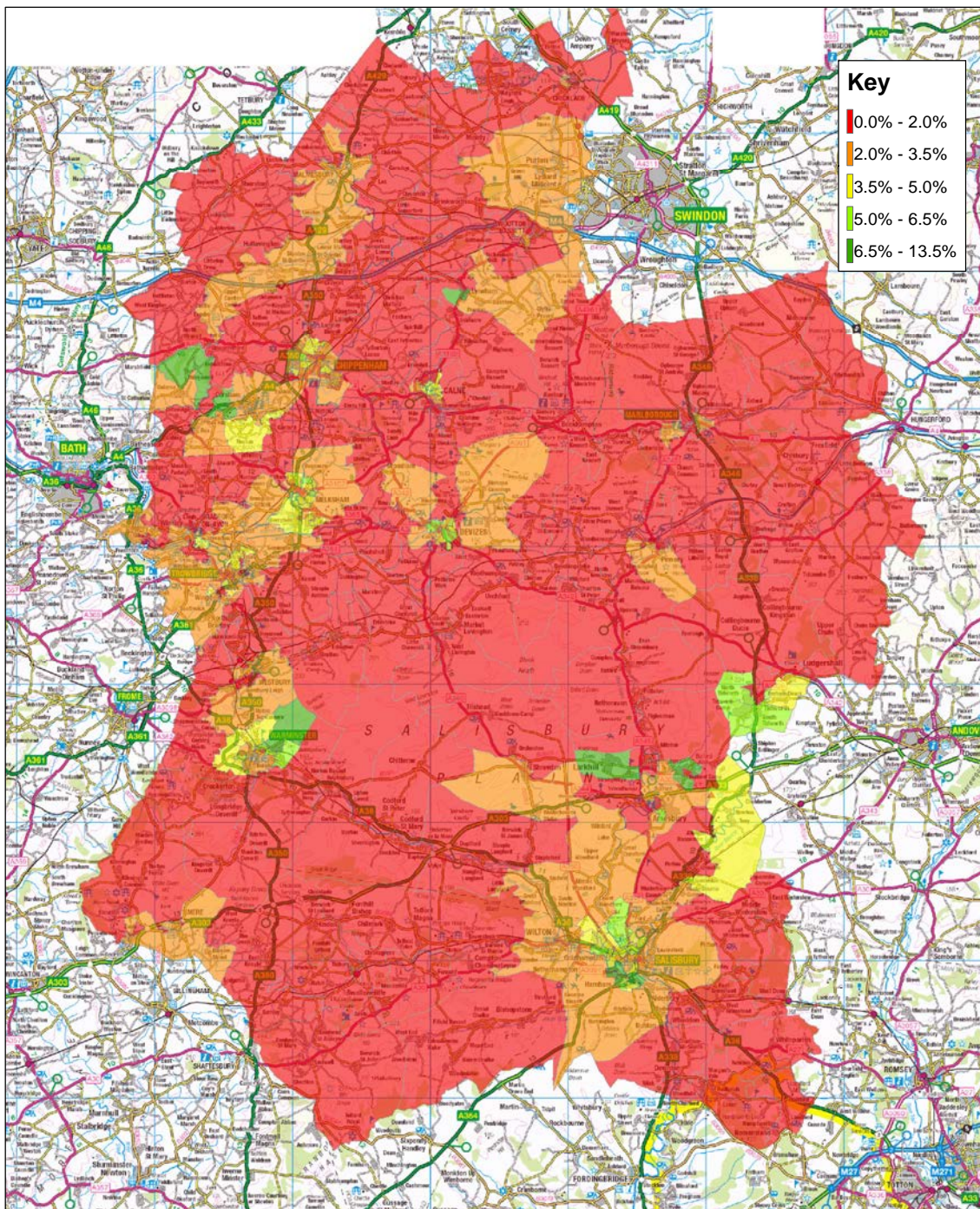
- 11.4** Wiltshire has large rural areas where cycling may be less practical due to the larger distances involved. However, 49% of the population live in urban settlements or large market towns, and by 2026 many of these may have grown in size. Improved interchange with buses and trains, and 'park & cycle' schemes can make cycling more viable for rural areas.
- 11.5** Lyneham has the highest rate of cycling to work at 13%. Other areas with high proportions of cycling to work (6-9%) tend to be parts of Salisbury and Chippenham or around military bases e.g. Tidworth, Melksham, Bulford, Warminster, Harnham, Colerne, Calne, and Chippenham Redland. This correlates with higher proportions of people living less than 2km

from their place of work in these areas. Despite being one of the largest settlements in Wiltshire, only 3-5% of people cycle to work in Trowbridge. There are also large areas of Chippenham and Salisbury where cycling is at similarly low levels.

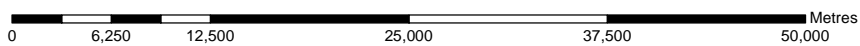
- 11.6** At schools across Wiltshire, cycling accounts for 0% to 15% of journeys to school. Schools with a proportion above 6% include primary schools and are located in both rural and urban areas.
- 11.7** There is great potential to increase cycling in Wiltshire, particularly through replacing short car journeys. This is most feasible for trips under 5 miles (30 minutes), although it can also form a part of longer journeys. The National Travel Survey shows that 71% of cycle trips were under 5 miles in 2010 compared to 89% in 1998/2000. This may show that some people are prepared to cycle longer distances. 40% of commuters in Wiltshire live within cycling distance of work, yet only 3% cycle. Only 10% walk and 2% take the bus to work so it's clear that there are a large proportion of journeys which could switch from car to cycle. Electric bikes can be comfortably used for journeys up to 10 miles and 77% of car journeys are less than this distance. This potential can be increased further by measures to promote the integration of cycling with rail and bus trips.
- 11.8** Cycling is more popular in higher income households. Wiltshire's relative affluence and high levels of cycle ownership offer a good opportunity to increase levels of cycling. 43% of people in the UK own a bike yet only 15% of people say they use a bike at least once a week. Ownership levels are highest amongst under-16s and higher income quartiles which generally correlates with higher usage levels. Lack of knowledge about maintenance or concerns about breakdowns may be more of a barrier than bike ownership.

Picture 11.1

Cycling to work: LSOA Census 2011



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12 Goals and objectives

- 12.1** Cycling can contribute considerably towards the five overarching national transport goals that are outlined in the main LTP strategy document. There are also opportunities to tie in with other agendas and partners in these areas.

Safety, security and health

Health

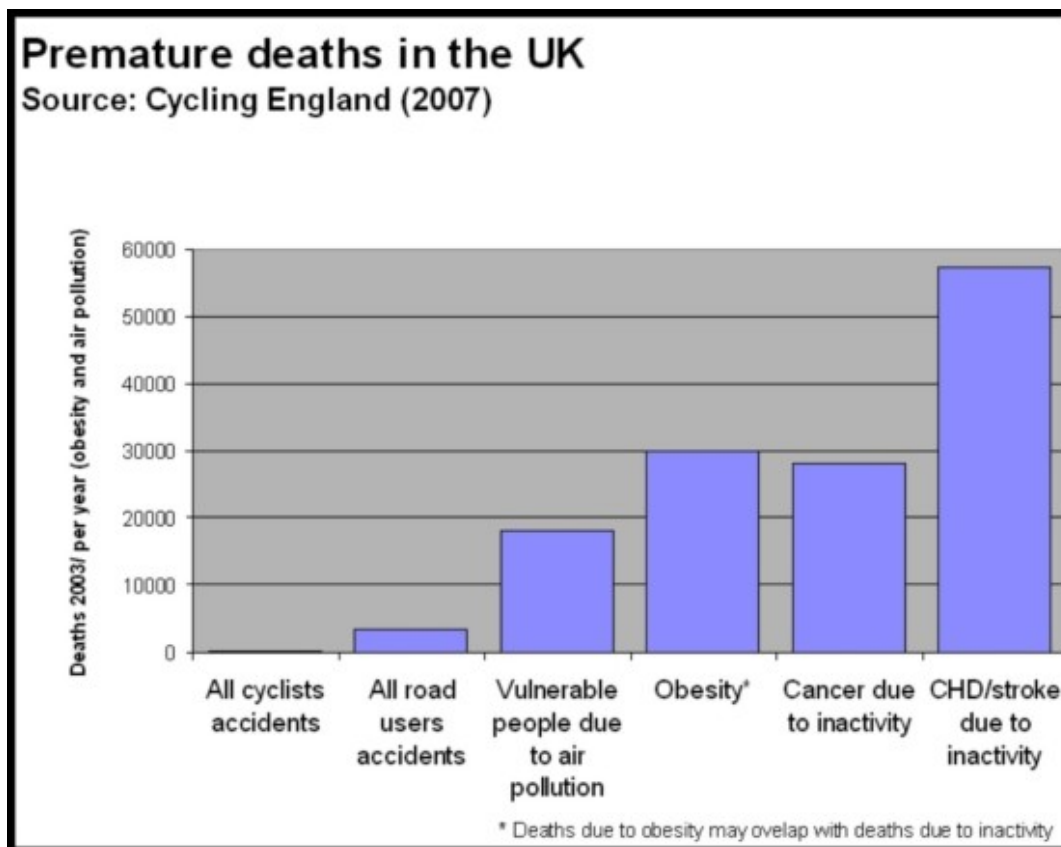
- 12.2** In 2013, the cost of physical inactivity in Wiltshire was estimated to be £7 million a year. Greater physical activity is linked to the prevention of a range of chronic diseases including heart disease, stroke and colon cancer. Up to two-thirds of men and three-quarters of women report levels of activity that are so low that their risk of contracting these diseases is significantly higher. For example, women who cycle are 34% less likely to get breast cancer. Physical activity also improves physical and mental health and reduces absence from work.
- 12.3** The Government's White paper on public health estimates the cost of obesity in England as up to £3.7 billion per year although this is likely to be an underestimate. An estimated 1 in 4 adults in Wiltshire are obese according to the Association of Public Health Observatories. 16% of children Year 6 at school are classified as obese.
- 12.4** While genetic influences may be the primary cause for a few individuals, the overwhelming influences for 99% of the population are environmental, according to the International Obesity Task Force. A high calorie diet and low levels of activity, exacerbated by the move from an active lifestyle based around walking and cycling to a sedentary lifestyle based around the car, are responsible for the current epidemic of obesity.
- 12.5** Currently only 27% of people in Wiltshire say that they have participated in at least 20 sessions of ~30 minutes activity or sport in the last 4 weeks; this includes walking and cycling. If 75% of people in Wiltshire reached these activity levels, it is estimated that 186 deaths would be prevented every year.
- 12.6** Data collated by Cycling England shows that those who do not cycle to work experience a 40% higher mortality rate than those who do. Cyclists not only live longer, but experience less health problems in older age. Regular cyclists enjoy fitness levels equivalent to being 10 years younger. Cycling as part of normal daily activity can provide the same improvements as specific training programmes such as gym attendance. Body fat is usually significantly reduced, strength improved and a range of other benefits reported include enhanced well-being, self confidence, tolerance to stress and reductions in difficulty sleeping. The value of cycling to health increases with age.
- 12.7** "The recommended level of activity for adults can be achieved by 30 minutes walking or cycling five times a week, and by embedding activity into our daily lives – e.g. through cycling to work or walking to the shops – it is more likely to be sustained. Active travel in the working age population is a particularly appealing route to those who find money and time barriers to taking more physical activity. Even walking and cycling to meetings when at work can bring real health benefits as well as often being as quick and more reliable than driving." (DfT & DH Active Travel Strategy, 2010).
- 12.8** According to the European Commission, emissions from transport account for around 70% of air pollution in towns and cities. Air pollution has been identified as a particular problem in Salisbury, Westbury, Bradford-on-Avon, Calne, Marlborough and Devizes. This can have a significant impact on people's health, particular those who are already vulnerable, such

as asthmatics or elderly people. When cycle trips are substituted for car journeys, emissions are reduced. The greatest scope for increasing cycling is in those urban areas where air pollution exceeds recommended levels.

Safety in numbers

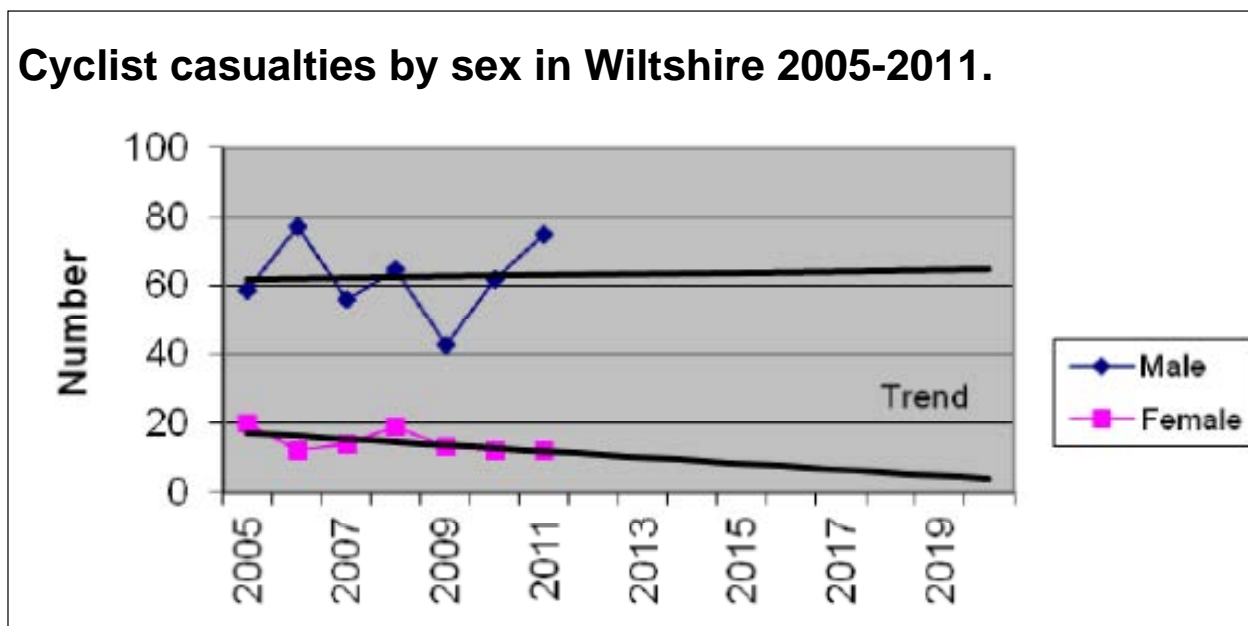
- 12.9** There is a growing body of evidence that the more cyclists there are on the roads, the lower the risk of an accident. It is thought that this is because motorists become more aware of cyclists and drive more safely in response. However, for such improvements in safety, it's likely that a critical mass of cyclists needs to be reached. In urban areas of Wiltshire this critical mass is certainly achievable. In rural areas, it is often more important to provide safe off-road routes or sign-post alternative quiet roads, and educate drivers about non-motorised users. In all areas, it is often the quality of the cycle facilities that determines safety. While the risk of accidents for cyclists is about 8 times higher than for car users (DfT, 2008), the actual risk of accidents for cyclists remains small: one death per 33 million kilometres of cycling.
- 12.10** The cost to the NHS of accidents involving cyclists is far outweighed by the saving from increased activity levels by a factor of about 20 to 1. The rates of cyclists causing injuries to pedestrians are also extremely low. On average, each year two pedestrians are injured in collisions with cyclists in Wiltshire. Data from DfT shows that the fault of these accidents tends to be distributed approximately evenly between cyclists and pedestrians. Most pedestrian accidents involve cars and freight vehicles.

Figure 12.1 Premature deaths



12.11 Nationally, the number of cyclists who are killed or seriously injured (KSIs) has risen for the last 5 consecutive years, with a 15% rise between 2010 and 2011. There are more male cyclists involved in accidents than female, which reflects the fact that men are more likely to cycle. Compared to all road accident casualties, cyclist casualties are more likely to be children and less likely to be over 60. In Wiltshire, cyclists accounted for 8% of all road casualties in 2011. There were three deaths and 10 serious injuries. The overall number of cyclist casualties rose between 2010 and 2011, but the number of cyclists killed or seriously injured decreased.

Figure 12.2 Cyclist casualty trend



12.12 National figures show that rural A roads are the most dangerous for cyclists with around 160 reported KSIs per 100 million kilometres travelled in 2008, compared to around 120 KSIs per 100 million km on urban A roads and around 40 KSIs per 100 million km on urban and rural non-A roads. However, cyclists most frequently travel on urban roads, so while the rate of accidents on rural A roads is high, over 80% of accidents and most deaths or serious injuries occur in urban areas. In Wiltshire, 76% of collisions and 92% of child collisions occur in urban areas. The dangers and perceived dangers of both urban and rural A roads acts as a significant deterrent to encouraging cycling, particularly amongst children and novice riders.

12.13 Junctions and roundabouts can be particularly dangerous for cyclists, especially where visibility is poor. Large vehicles such as Heavy Goods Vehicles (HGVs) are involved in a disproportionate number of cyclist fatalities. These dangers can be reduced by improving visibility, rider skills and awareness in drivers. A general reduction in motor vehicle speeds produces the greatest reduction in cyclist and other casualties, but incidents involving HGVs tend to take place at lower speeds. Driver error/poor reaction is the overwhelming factor in incidents that lead to a cyclist casualty.

Security

12.14 Cycle thefts are not common in Wiltshire, but they occur most frequently in Salisbury, Warminster and Trowbridge. This is largely due to higher numbers of cyclists in these areas and also reflects general crime rates. Bicycle thefts in the UK tripled between 1981 and 1995, but then reduced by 45% between 1995 and 2001/2 according to the British Crime

Survey. Since 2002/3 there has been a gradual upward trend. Many cyclists in Wiltshire continue to lock their bicycle to itself rather than to a fixed object, and the more valuable bikes that are on the market today are more attractive to thieves.

- 12.15** A lack of secure parking facilities can discourage cycle journeys, lead to parking in unsuitable locations and encourage theft. Many workplaces and shopping areas have not been designed with cyclists in mind, so there is a lack of secure parking. Whilst many new parking spaces have been provided by the council, it can be difficult to find appropriate locations in Wiltshire's historic town centres and the council has limited abilities to influence private companies.
- 12.16** Wiltshire Council currently runs a scheme to provide cycle parking stands to businesses on request, although businesses must install these themselves. In new developments the council ensures that sufficient cycle parking spaces are provided through the planning system.

Supporting economic competitiveness and growth

- 12.17** Research by Cycling England indicates that a regular commuter saves the economy £208 every year through reduced congestion and pollution. Cycling also encourages people to travel shorter distances and support their local shops. Many retailers underestimate the potential for trade from non-car modes. One study of 126 retailers found that they overestimated the importance of car-borne trade by nearly 100%. Studies show that motorists are not better customers than cyclists. Rather cyclists tend to purchase the same or greater amounts but in more trips. This is possibly due to more impulse buying or more disposable income as transport costs are very low for cyclists.
- 12.18** Well designed streets, which use quality materials, reduce traffic speeds and encourage walking and cycling, can add at least 5% to the value of property and rental prices. The higher the volume of traffic on high streets, the higher the percentage of shop vacancies tends to be. Attractive retail environments which prioritise slow modes of travel tend to maximise footfall and increase retail vitality.
- 12.19** Cycling is also an important tourist attraction both for participants and as a spectator event. The Twinings Pro-Am tour in 2011, which took place over two days, brought estimated economic benefits in excess of £36,000. It also raised the profile of Wiltshire through national media coverage and Sky Sports coverage. Cycling and mountain biking together were estimated to account for 4% of the UK's 1.3 billion day trips to the countryside in 2002/3. Rural trails are particular attractions. The Celtic and Taff trails in Wales, which attract mainly cyclists and walkers have been shown to contribute around £75 million to the economy of South Wales with £9.7 million of this income from tourists. Touring cyclists are thought to spend around £90-£100 per day. Wiltshire has many attractive cycle-based holidays such as guided tours to Stonehenge and Avebury or more informal touring. The Wiltshire Cycleway primarily uses quiet country lanes and passes many of the county's most attractive places to visit. The 160 mile cycle route is supplemented by a network of shorter loops offering a wide choice of distance and terrain. Improving links into market towns, as well as improving rural routes themselves, would improve the potential for Wiltshire to benefit economically from such activities.

Tackling climate change

- 12.20** In the South West, transport accounts for 28% of CO2 emissions with road transport dominating that total. Around 40% of emissions come from journeys under 10 miles. Wiltshire Council has signed up to the Nottingham Declaration which pledges us to systematically address the causes of climate change and to prepare for its impacts.

- 12.21** Cycling to the rail station can reduce journey times for many rail passengers and make this a feasible mode of transport. These longer journeys account for a large proportion of emissions.

Quality of life and a healthy natural environment

- 12.22** Through reducing car trips, cycling can reduce impacts on the natural and built environment such as noise and visual intrusions. A high level of motor traffic discourages interactions between neighbours, which can reduce the sense of community in an area. It can also create severance, reducing people's ability to access services.
- 12.23** The provision of cycling facilities can require removal of small amounts of vegetation, but this can usually be mitigated. Encouraging compact urban developments, based on cycling and walking, reduces the pressure to develop greenfield land.

Equality of opportunity

- 12.24** For many people, particularly those without access to a car, cycling can be a faster, more flexible form of transport than walking or public transport. It is also much more affordable than the private car. This can improve people's ability to access work, shopping and other services including rail services. Currently more people cycle to work than take the bus to work in Wiltshire.
- 12.25** There may be a need/opportunity to promote cycling amongst lower income households where reliance on cars may use a significant proportion of their income. 16% of households in Wiltshire do not have access to a car, which can exclude these people from employment, education and training. This varies across the county with the highest level of 26% in Salisbury and the lowest level of 10% in Southern Wiltshire and Malmesbury. In rural areas, public transport networks are less dense, so cycling offers a vital opportunity to connect to bus stops and rail stations as well as direct access to jobs and services.
- 12.26** Men are more likely to cycle than women: 17% of women sometimes cycle compared to 29% of men, and regular cyclists are also more likely to be male (DfT, 2007). Smarter choices measures can help encourage more women to take up cycling.

13 Opportunities and barriers to cycling

- 13.1** Some people are more likely to take up cycling than others. While much analysis of regular cyclists has been done, there is far less understanding of what would make non-cyclists take up cycling. Implementing the measures that people say would make them cycle do not always have as much effect as hoped as there may be other relevant factors e.g. a reluctance to change habits, fears about unfitness that people are unwilling to admit, etc. New infrastructure may be necessary, but it may not be sufficient to make people change habits, so smarter choices measures such as training and marketing are also required.
- 13.2** Research in London has shown that roughly 70% of cyclists make only about 25% of trips. These trips tend to be summer and weekend leisure trips, occasional shopping trips and fair weather commuting. These people make up about 10% of London's population. In Wiltshire it is likely that there is a greater proportion of infrequent cyclists. These people are already positively disposed towards cycling, but need encouragement to become regular cyclists. The most popular sports for adults in Wiltshire are: cycling, swimming, gym, football and athletics
- 13.3** The reasons why people do not cycle vary between different social groups. National research by the Transport Research Laboratory shows there tend to be nine groups of attitudes towards cycling:

Type	Percentage	Main characteristics
Committed cyclists	7%	Cycle about four times a week; few opportunities to increase this
Regular cyclists	8%	Mostly male; scope to increase their cycling for both recreational and everyday journeys
Occasional cyclists	15%	Most own bikes but use them only once every couple of weeks. Very receptive to promotional messages
Toe-dippers	5%	Most own a bicycle but cycle only occasionally. More likely to cycle for leisure than everyday journeys. Cycling promotion needs to convince them of the benefits of cycling
The unconvinced	27%	Two-thirds are women; very few own bikes. Promotion needs to focus on increasing cycle ownership, although not all are receptive
The unthinking	18%	About half own a bike, but use it rarely. Generally pro-cycling in their attitudes. Need to focus on promoting cycle ownership, and then on leisure rather than everyday trips
The no-needers	12%	Predominantly female and over 44; don't own a bike, or think they need one. Difficult to persuade
The self-conscious	6%	Almost all women, half under 26; most own a bike and cycle occasionally. Not likely to cycle more unless their circumstances change
The lads	3%	Predominantly young (under 26) and male. Do not own a bike and no plans to get one, though not actively hostile to cycling.

- 13.4** Negative perceptions of cycling are often far from the reality. One study looked at a number of motorists whose cars were unavailable to them and had to cycle instead. Their experience of cycling was much better than they had expected with 53% finding it less effort than expected, 46% finding it faster than expected and 67% finding the weather better than expected. Cycle training, marketing and information provision can help break down these negative perceptions.

Increasing bike ownership

- 13.5** Many people are unaware of the improvements to bicycles in the last two decades. Modern bikes are lighter, more comfortable, easier to maintain and easier to ride. Brakes and lighting systems are much more powerful. Breakdown and theft insurance are becoming more common and affordable. There has been a surge in bike sales following the Olympics. However, there are still many people in Wiltshire who may not be able to afford a bike or who struggle to justify the initial outlay before knowing whether they will actually use it regularly.
- 13.6** The Cycle to Work scheme, which effectively allows employees to purchase bikes at a reduced price has proved effective in encouraging cycling. It has recently been relaunched as 'businesscycle'. Surveys have shown that 29% of participants are new cyclists and 23% increase their cycling due to the scheme. There have been recent changes to the scheme which have reduced the benefits to participants, but many organisations are continuing to run the scheme successfully.
- 13.7** Electrically assisted bicycles are also making it easier for people to travel longer distances and in hillier areas. CPRE launched a trial loan scheme in May 2011 looking at how electric bikes can improve accessibility in rural areas. The bikes were popular with the 20 people who trialled them and 60% of these were not regular cyclists. The bikes were mainly used for shopping and leisure trips, with a limited amount of commuting. The scheme was particularly popular with older people, which may have been due to the style of the bikes, and while many of those involved would have liked to continue to ride the bikes, the current purchase costs are prohibitive. As electric bikes become cheaper, there may be more opportunities to promote them.

Improving infrastructure

- 13.8** Many people who do not cycle say they would cycle if the infrastructure were improved. The existing road network forms the basis for cycle infrastructure. On-road routes are usually the most direct and safest within towns. Significant improvements can often only be achieved through traffic calming or traffic reduction. Wiltshire has led the way in the provision of 20mph zones in Salisbury, Trowbridge and Chippenham. Advisory and mandatory cycle lanes are a suitable low cost measure at low to medium traffic volumes and speeds subject to there being adequate width on the carriageway. The careful use of contraflow facilities will create more direct routes for cyclists where one way streets and systems are in place. Shared space schemes are particularly suitable in town centres, but can be expensive. These enhance the environment for all users and increase retail vitality. However, high traffic volumes on arterial routes and the location of parking continue to present a barrier to cycling in the narrow roads of Wiltshire's historic towns.
- 13.9** Segregation from traffic is often preferred by newer and more vulnerable cyclists such as children. However, junctions where cycle paths cross traffic or merge with the highway are a common location for accidents. Careful design can reduce these risks for example through improved visibility, raised crossings and coloured surfaces which highlight the presence of cyclists. Generally, creating safe on-road routes should be the first option considered, but shared use or segregated cycle paths will usually be more appropriate:

- Where there are large numbers of heavy goods vehicles;
- Where traffic speeds and volumes are high and cannot be reduced;
- In rural areas where cyclist numbers are low and driver awareness is poor.
- Where there are significant numbers of novice cyclists such as around schools.

13.10 Off-road routes can increase the permeability of the network and reduce journey times for cyclists. These links are particularly important where the road network follows a pattern of cul-de-sacs or a spoke-and-hub layout. 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.

13.11 There are many existing links that are poorly used because people are not aware of them. Signposting, maps and online journey-planning tools can all improve awareness of routes. Journey planning technology is improving rapidly and it is not yet clear what is the most cost-effective way for the council to support such measures.

Funding constraints

13.12 According to DfT, the average LTP capital spend on cycling in England is about £1 per head per year. Evidence from European cities that have successfully increased cycling suggests that they have typically spent around £5 per head per year for an intensive period of 10-15 years in order to make cycling the easy, convenient, safe and attractive choice. Provision of infrastructure, particularly in historic towns can take decades to deliver, so sustained funding is required.

13.13 Research for Cycling England shows that every £10,000 invested in cycling would need to generate at least one extra cyclist, each year, over a 30 year period in order to justify the investment. The cycle demonstrations towns funded by Cycling England have shown how such investment translates into a rise in cycling. For example, Exeter has seen a rise in cycling to work from 4% in 2001 to 9% in 2008.

13.14 There are opportunities for the council to gain funding for cycling improvements through partnership working with organisations such as Sustrans and local businesses. Although it is a charity, Sustrans has been given the role of distributing national government funding for example from DfT, the Department of Health and the Big Lottery Fund.

Combining different measures

13.15 The Cycling Cities and Towns Programme Overview (2009) demonstrated that a package of measures and sustained levels of investment can achieve substantial increases in cycling. Over the first three years of the programme, cycling rates increased by 27% on average. These consisted of 40% investment in infrastructure and 60% investment in other measures such as Bikeability (cycle training) and Bikelt (a programme of events and promotions at schools).

13.16 Leisure and utility cycling encourages people to improve their levels of fitness and confidence, which increases participation in competitive sports. Cycling is one of the most popular sports that people in England would like to participate in more often and it is also one of the fastest growing. Conversely, people who participate in leisure or sports cycling are more likely to start using cycling as a means of transport. This is partly due to bike ownership and partly due to increased confidence levels. The Olympic Games in 2012 has provided a surge in popularity for leisure cycling and there is an opportunity to build on this.

14 Strategy

- 14.1** 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 cycling measures are as follows:

Cycle network

Approach	Balanced
Broad description	Provide a sympathetically designed, high quality and well maintained network of cycle routes in the principal settlements and market towns, and where appropriate, between the market towns and to national cycle routes.

Cycle parking

Approach	Balanced
Broad description	Provide high quality cycle parking at key destinations and transport interchanges. Require adequate levels of high quality cycle parking in all new developments with higher levels of provision in the principal settlements and market towns.

- 14.2** The Principal Settlements are Chippenham, Salisbury and Trowbridge.
- 14.3** The Market Towns are: Amesbury, Bradford on Avon, Calne, Corsham, Devizes, Malmesbury, Marlborough, Melksham, Tidworth and Ludgershall, Warminster, Westbury, and Royal Wootton Bassett.
- 14.4** The following National Cycle Routes pass through the county. National Cycle Routes 4 (London to Fishguard), 24 (Bath to Eastleigh), 25 (Longleat to Bournemouth), 45 (Chester to Salisbury), 403 (Semington to Great Bedwyn) and 481 (Chiseldon to Marlborough). They use a mixture of quiet roads, cycle paths, rights of way and permissive routes. The network in the county is being developed by Sustrans working alongside Wiltshire Council and other partners. It is a valuable for utility and leisure journeys. These policies and their interaction with other policies, such as Smarter Choices, are expanded on below.
- 14.5** The Wiltshire Cycleway is a key regional route and this includes the New Forest Link, the Vale of Pewsey route and the Wylde Valley route. The exact route continues to be developed.

Cycling infrastructure

- 14.6** 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. For this reason Wiltshire Council will prioritise network improvements on strategic links in principal settlements and market towns. These links are shown on Wiltshire's Town Cycle Network Plans.
- 14.7** While the main focus will be on links within these towns, intra-urban links may also form a part of the Network Plans where the distances are short enough or there is a route to a strategic employment site. For example, key intra-urban links have been improved between Trowbridge and Bradford-upon-Avon. The proposed Royal Wootton Bassett to Swindon cycle link is a key intra-urban link that sits alongside the Town Cycle Networks as it is a short

(under 5km), well used commuter link between a market town and a major city. Additional improvements to Rights of Way and other rural and leisure routes may also be considered through developer contributions, area board funding or other external funding sources.

14.8 The Town Cycle Network Plans are continuously updated, particularly in the light of significant developments or changes in traffic flows. Networks have been developed for:

- Chippenham
- Salisbury (& Wilton)
- Trowbridge
- Amesbury (including Durrington, Bulford & Larkhill)
- Bradford on Avon
- Calne
- Corsham
- Devizes
- Malmesbury
- Marlborough
- Melksham
- Tidworth & Ludgershall
- Warminster
- Westbury
- Wootton Bassett

14.9 These are shown in Appendix 1. Updated versions of the Town Cycle Networks will be published as improvements are made and if routes are changed due to further feasibility work. Appendix 2 sets out the planning and design principles for Town Cycle Networks. Following best practice design standards, comprehensive directional signing will be applied to all key cycle routes as set out in the forthcoming Wayfinding Strategy. Such signage will be co-ordinated with pedestrian signage and high standards of design applied to ensure that the character of the streetscene is maintained or improved.

14.10 A revised assessment framework has been prepared (Appendix 3), which sets out how links on the network will be prioritised for delivery. This is based on factors such as the proximity to key destinations and the likely cost of improvements. Improvements will require co-ordination with other transport schemes such as public transport, pedestrian improvements and parking strategies. Wiltshire Council will also continue to work with the Highways Agency to deliver improvements on the Network Plans around the A36, A419 and A303.

14.11 Many cycle facilities can only be delivered by securing access to land off the highway. This will require negotiation with private landowners and support from the local community. Land negotiations are frequently lengthy, which means that it can be difficult to secure funding for routes. Wiltshire Council helps fund the Sustrans Area Manager for Wiltshire whose role includes assisting the council with land negotiations.

Policy 1

The council will aim to provide a sympathetically designed, high quality and well maintained network of cycling routes in the principal settlements and market towns and where appropriate, provide links to national routes. As part of this approach, the council will:

1a Where necessary, seek to secure land or access rights for the cycle network and cycle parking either through the planning process or through negotiation with private landowners

1b Follow design guidance in Appendix 2 and prioritise improvements to links based on potential demand, safety and feasibility as shown in Appendix 3.

1c Ensure appropriate directional signage is included in new schemes and look for opportunities to improve directions on existing routes by developing and implementing Signposting Implementation Plans for each Town Cycle Network following the principles of the Wayfinding Strategy.

1d Consult with local cycle groups about development of Town Cycle Networks and scheme design where possible as set out in Appendix 2.

- 14.12** Shared paths also provide a useful facility for other users such as disabled people and pedestrians. These users will be considered when implementing facilities for cyclists and opportunities will be explored where cycle facilities can improve the amenity for other users.

Policy 2

The council will consider other non-motorised users when implementing cycle facilities, and look for opportunities to enhance amenity for these users.

This approach will include providing permissive access for horses on cycle paths and shared use cycle paths that are owned by the council where such access is not significantly detrimental to access for cyclists, pedestrians or disabled people, and where such access would improve safety for horse-riders.

- 14.13** The suitability of a cycle path for horse-riders will depend on its width, availability of passing areas, and the number of pedestrians, cyclists and horses expected to use the path. Ideally cycle paths and bridleways where both cycle and equestrian access is needed would be sufficiently wide to provide a sealed surface for cycling and an unsealed surface for horse-riders, but this is not always feasible.
- 14.14** The council may also consider creating paths as or converting paths to bridleways depending on the existing legal status of a route. The government is currently reviewing the legal framework for Rights of Way which may alter the legal options available to the council.

Rural and recreational cycling infrastructure

- 14.15** While the priority will be the town cycle networks, the council will also try to find ways to support communities who want to improve other cycling routes, and look for synergies with the leisure agenda.

Policy 3

The council, with relevant partners, will look for opportunities to support and enable improved cycle access in rural areas. This will include:

3a Support measures for cycling (such as maintenance, signposting and removal of stiles) on appropriate Rights of Way and green routes through the council's Green Infrastructure Strategy and the Countryside Access Improvement Plan.

3b Enable communities to improve cycle access in rural areas either on existing rights of way or on private land by providing advice on land negotiation and helping to identify funding opportunities for measures (both on road and off road) such as Community Area Transport grants (CATG) or external grants.

3c Trial the conversion of pedestrian footways (adjacent to roads) in rural areas that are below standard widths for a shared path (described in Appendix 2), where pedestrian flows are very limited and there is no alternative cycle route.

3d. Working with partners to signpost key national and regional cycle routes on highways such as the Wiltshire Cycleway.

- 14.16** In rural areas, there may be footways along busy roads between settlements which see very little usage by pedestrians. LTN 1/12 makes it clear that sub-standard widths may be considered on such paths and that excessive signing is not necessary. Further information is provided in Appendix 2. Policy 3c is primarily intended to provide a process that allows legal usage on existing highway and is likely to be primarily funded by Area Boards or external funding sources. By allowing legal cycling on these paths, it is hoped that cycle usage will increase in order to justify increased funding for cycle infrastructure in these areas in future LTP periods.
- 14.17** Some minor roads can form key intra-urban cycle routes. Improving safety on these routes is addressed through the Road Safety Strategy and minor improvements may also be made through CATG applications.
- 14.18** This includes looking for opportunities to improve or signpost key routes from Porton Down to Amesbury and Salisbury and from the New Forest to Salisbury.

Cycle parking

Policy 4

The council will support and promote the provision of high quality cycle parking at key destinations and transport interchanges. Adequate levels of high quality parking will be required in all new developments with higher levels in market towns. In particular the council will:

4a Require cycle parking standards for new developments as shown in Appendix 4. This includes shower/changing facilities where appropriate.

4b Provide assistance for organisations to install cycle parking through the Cycle Parking Scheme.

4c Seek opportunities to improve cycle parking at key destinations and transport interchanges with regard to the standards set out in Appendix 4.

14.19 Cycle parking is a key part of the cycle network. Wiltshire Council will audit and map cycle parking as part of the Cycle Network Plans and identify locations where parking could be provided.

14.20 While the key routes are shown on the Town Cycle Networks, permeability between routes is also important. Policy 61 in Wiltshire Council's Core Strategy states that new development should be located and designed to reduce the need to travel and to encourage the use of sustainable transport alternatives. The Manual for Streets (1 and 2) provides more detailed guidance.

Public transport integration

14.21 While the council has no control over the carriage of cycles on public transport, the council will encourage operators to improve the integration of cycling with rail and bus services through a number of associated measures, such as cycle parking and signposting.

Policy 5

The council will seek opportunities to work with public transport operators to improve integration with cycling.

Smarter choices

14.22 Improving information and marketing are a core part of smarter choices measures. This may include:

- Improved signposting of routes - a coherent approach is needed to cycle signing in town centres (see Appendix 2). Signs should fit in with the urban character of the area and be integrated with pedestrian/vehicle signing where appropriate. Cycle signs will be provided as part of improvements to town cycle networks, but in some areas a wider review of signs is required through the Wayfaring Strategy. In rural areas a more tailored approach might be appropriate. Area boards and voluntary groups may wish to help fund signposting of leisure and rural routes.
- Creating cycle maps for towns - this may include printed maps or online maps.
- Creating maps and providing information for recreational cycling through the council's leisure and countryside access programmes.
- Online journey planning - The council has developed an integrated journey planner on its Connecting Wiltshire website. The council has also created a map showing all rights of way in Wiltshire at www.wiltshire.gov.uk/rightsofwaymap.htm.
- Promotional information or campaigns - this may include basic maintenance advice, bike purchasing advice including electric bicycles, road safety advice, details of local bike shops, cycle training and support groups, information about the health/cost benefits of cycling.
- Promotional events - such as bike/electric bike trials, bike breakfasts, Dr Bike maintenance workshops and sponsored rides.
- Promotional merchandise such as High-vis clothing, lights, bells or reflectors.

14.23 The Connecting Wiltshire website, brand and marketing strategy is the key focus for providing information and marketing for cycling alongside other sustainable transport modes.

14.24 School travel plans are developed by schools to encourage children to walk, cycle, scoot, use public transport or car share rather than arrive by car. There is particular emphasis on active travel modes to encourage children to adopt healthy lifestyles. Wiltshire Council has a school travel plan adviser to support schools in this process. There is also a Sustrans Bike It Plus officer working with a number of schools in the Chippenham and Trowbridge areas to encourage cycling, walking and scooting to school.

Some travel plan measures may include:

- Improvements to the highway network, such as new crossings or cycle paths
- Cycle parking
- Events and activities to encourage cycling
- Maps and promotional information

14.25 Workplace Travel Plans are a set of measures produced by employers that seek to reduce reliance on single-occupancy car usage. They may be required as part of the planning process or they may be voluntary. Many public sector organisations and large businesses have travel plans in order to reduce their impacts on local communities and reduce the costs of providing car parking. There are many measures to promote cycling that can be included in travel plans including:

- Provision of showers or lockers.
- High quality, covered cycle parking.
- Bicycle User Groups – these help identify any particular barriers to cycling and encourage cyclists to share information about suitable routes or maintenance tips.
- Maintenance courses.
- Events or campaigns to promote cycling including leisure rides, sponsored rides, competitions, providing free bike bells or lights, etc.
- Incentives for cycling - these can be for one day or several months. Incentives might include a free breakfast, hot drink, vouchers for services provided by the employer or priority car parking on days that they don't cycle. The most effective incentives have a value of around £2 and should be continued for at least a month.
- Discounts on bicycle purchase (often through the Cycle to Work scheme).
- Pool bikes or bike hire schemes (including electric bikes).
- Cycle training including Back on Your Bike or Bikeability training.
- Tailored maps and promotional information.

14.26 Residential travel planning measures may also be required in larger developments. Appropriate measures include:

- Discounts on bicycle purchase.
- High levels of high quality, covered cycle parking.
- Vouchers for cycle training.
- Providing tailored maps and promotional information

14.27 Bike hire and loan schemes can include:

- Pool bike schemes run by individual organisations or a group of organisations. Bikes are usually purchased by an employer and made available to employees. This encourages cycling and helps reduce travel expenses for employers.
- Bike hire schemes run by individual organisations such as businesses, job centres or community centres. There may be restrictions on who is eligible to hire bikes.
- Short-term public bike hire schemes. These schemes already operate in places like Cardiff, Reading and London. Bikes may be taken from hire points and returned at any time. These schemes are usually priced by the hour and aimed at commuters.
- Long-term public bike hire schemes. There are several bike shops in Wiltshire that offer daily bike hire. The bike must usually be returned to the shop during opening hours. This is most useful for leisure or tourist outings. Train companies are increasingly offering such schemes.

14.28 The Council will promote cycling through the Smarter Choices Strategy. We will:

- Include cycling measures in school, residential and workplace travel plans.
- Promote cycling in the council's internal travel plan.
- Provide easily accessible information for cyclists to plan their journeys and use social marketing techniques to encourage cycling.
- Evaluate emerging evidence on new initiatives such as electric bike hire and bike hire schemes. Seek to implement such schemes where appropriate.
- Promote leisure cycling through smarter choices measures and look for opportunities to promote utility cycling to leisure or sports cyclists.
- Continue to support the Bikelt programme or similar measures.

14.29 Wiltshire Council's Sports and Physical activity development team are currently looking to work with British cycling on developing a programme of Sky rides and training local champions.

14.30 Wiltshire Council provides Bikeability training Level 1/2 for children of 10 years old or above; this is usually delivered to year 6 children in primary school. Level 3 (advanced) training is available for young people in secondary schools and for adults. The Council has secured Department for Transport (DfT) funding to support delivery of Bikeability training at Levels 2 and 3 for children in primary and secondary schools.

14.31 In 2011/12 2700 children received Bikeability training. The numbers taking up training are increasing year on year and it is hoped to increase the number of secondary school students taking up Level 3 training, which is now supported by DfT funding.

14.32 The Council will provide cycle training as part of the Road Safety and Leisure Strategies. We will

- Provide cycle training to children as set out in the Road Safety Strategy.
- Seek opportunities to provide Bikeability Level 3 training to children and training at all levels to adults.

15 Useful information

The cost of high way works in Wiltshire: www.wiltshire.gov.uk/costwiltshighwaysworks.htm

Wiltshire's Town Cycle networks: <http://www.wiltshire.gov.uk/towncyclenetworks.htm>

Plan any cycle journey at: www.transportinfo.com

Leisure routes for cycling: <http://www.wiltshire.gov.uk/walkingandcycling.htm>

An online map of Public Rights of Way and reporting problems: www.wiltshire.gov.uk/rightsofwaymap.htm

The Salisbury/Wessex Big Wheel/50/100 bike rides: www.bike-events.com

Advise for businesses at: businesscycle: <http://businesscycle.org.uk/>

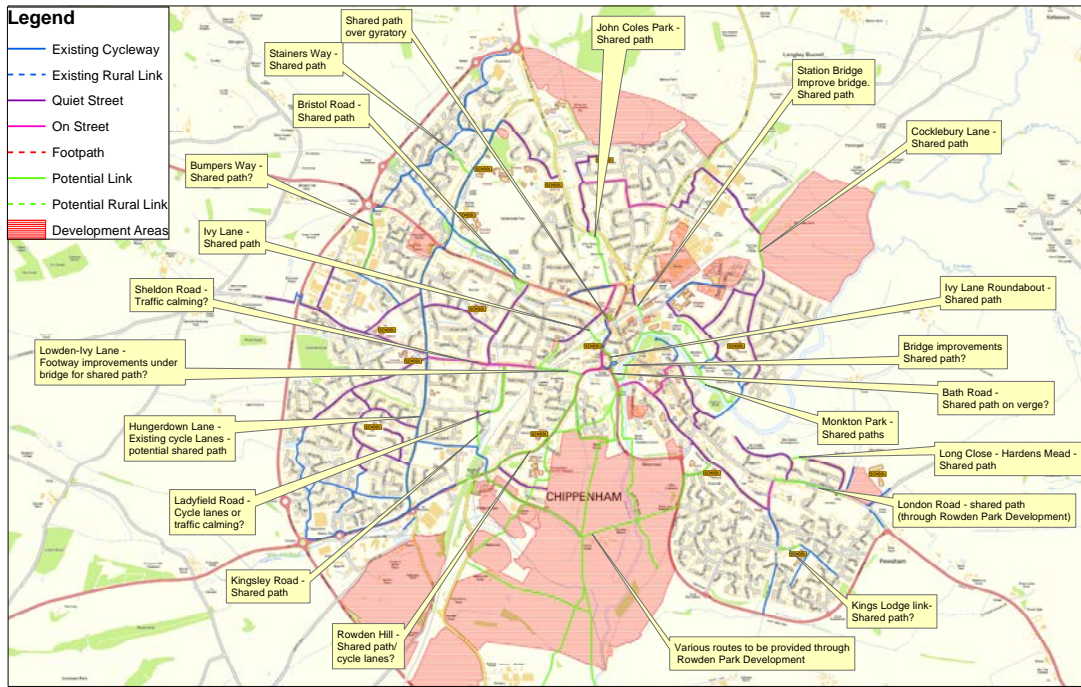
16 Appendices

Appendix 1: Town Cycle Networks

The following network maps are provided. All maps, including will be subject to change as set out in Appendix 2.

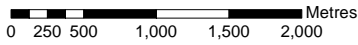
- Amesbury (including Durrington, Bulford & Larkhill)
- Bradford on Avon
- Calne
- Chippenham
- Corsham
- Devizes
- Malmesbury
- Marlborough
- Melksham
- Salisbury & Wilton
- Tidworth & Ludgershall
- Trowbridge
- Warminster
- Westbury
- Wootton Bassett

Map 16.4 Chippenham

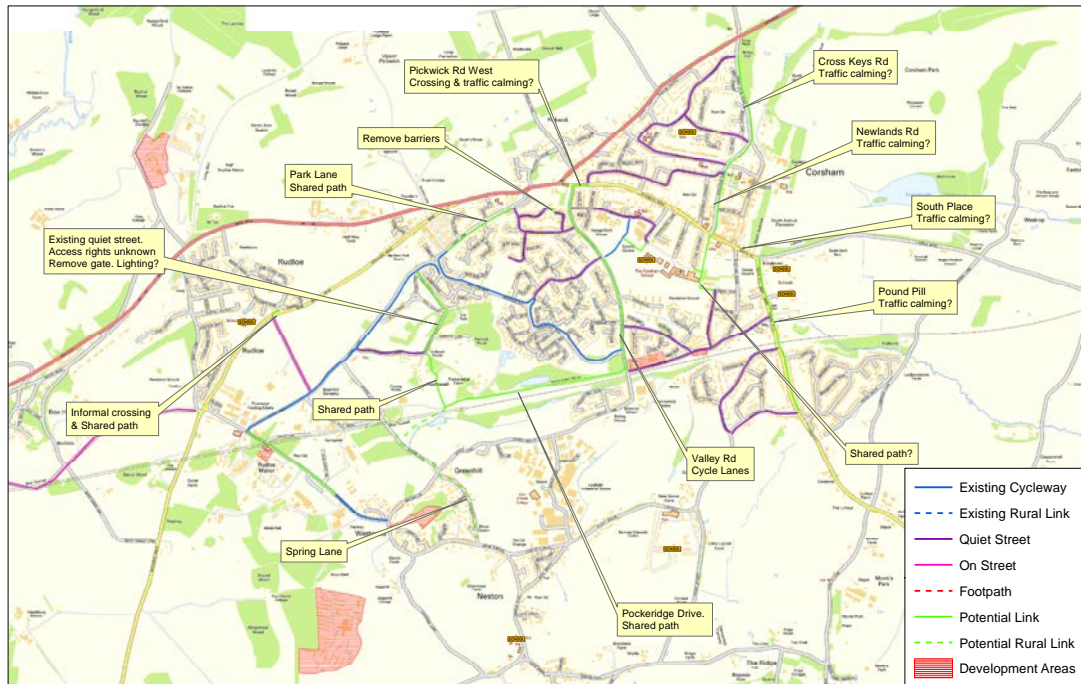


Chippenham Town Cycle Network

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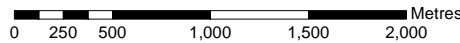


Map 16.5 Corsham

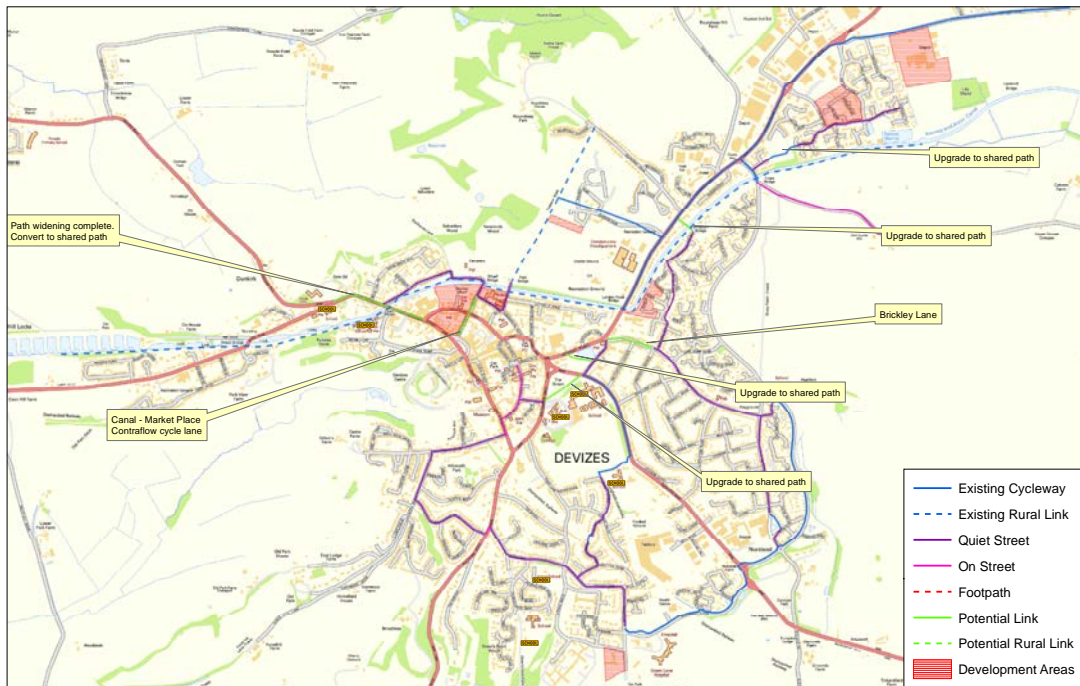


Corsham Town Cycle Network

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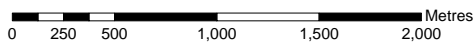


Map 16.6 Devizes



Devizes Town Cycle Network

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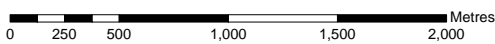


Map 16.7 Malmesbury



Malmesbury Town Cycle Network

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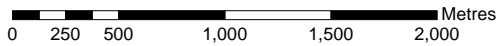


Map 16.8 Marlborough

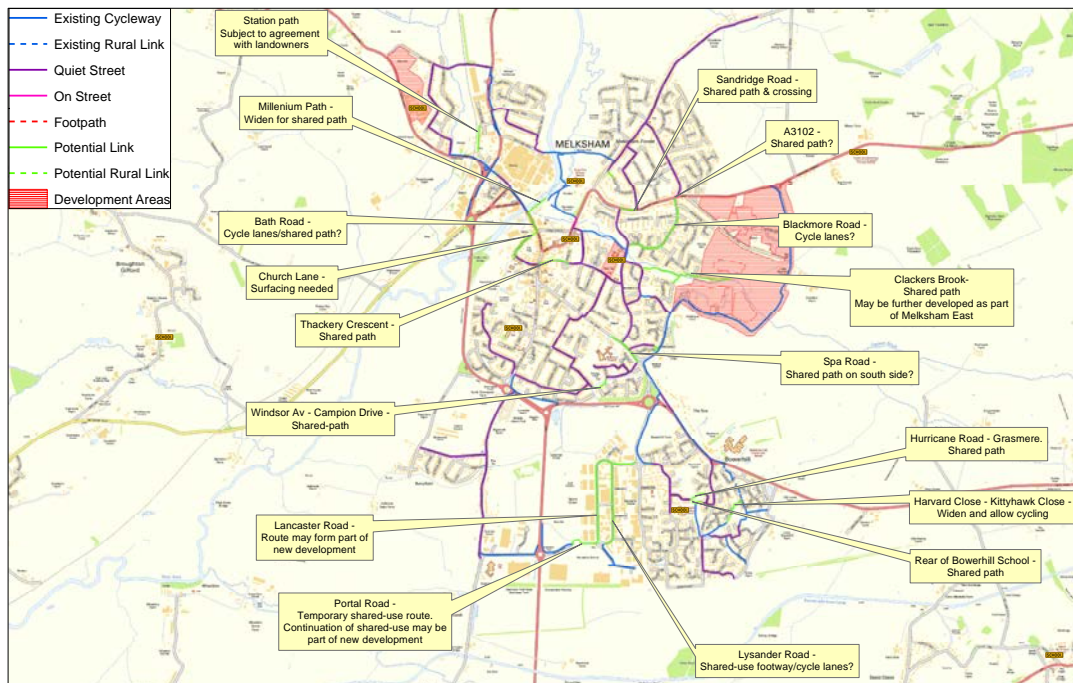


Marlborough Town Cycle Network

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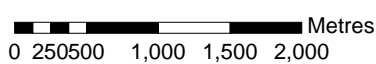


Map 16.9 Melksham

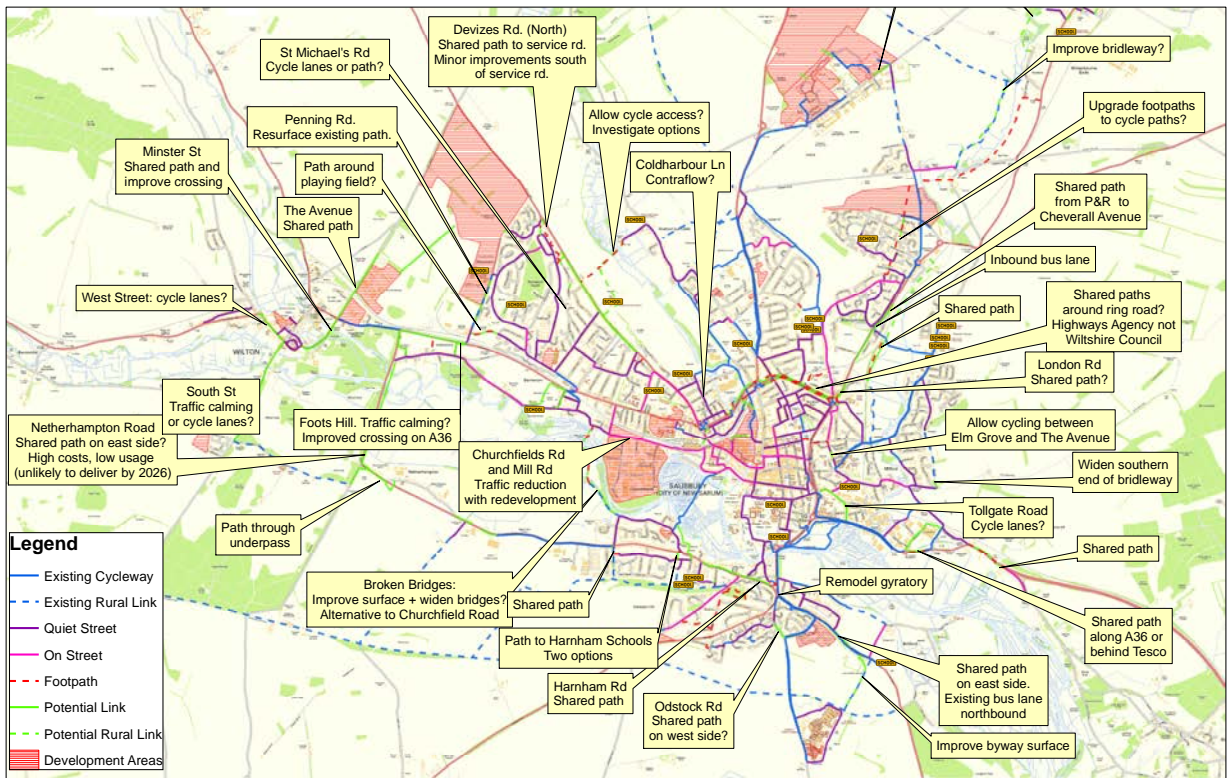


Melksham Town Cycle Network

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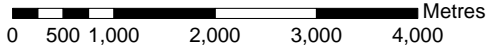


Map 16.10 Salisbury & Wilton



Salisbury & Wilton Town Cycle Network

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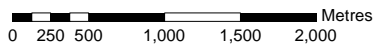
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Map 16.11 Tidworth



Tidworth Town Cycle Network

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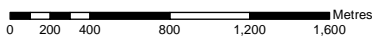
Wiltshire Council
Where everybody matters

Picture 16.1 Trowbridge



Trowbridge Town Cycle Network

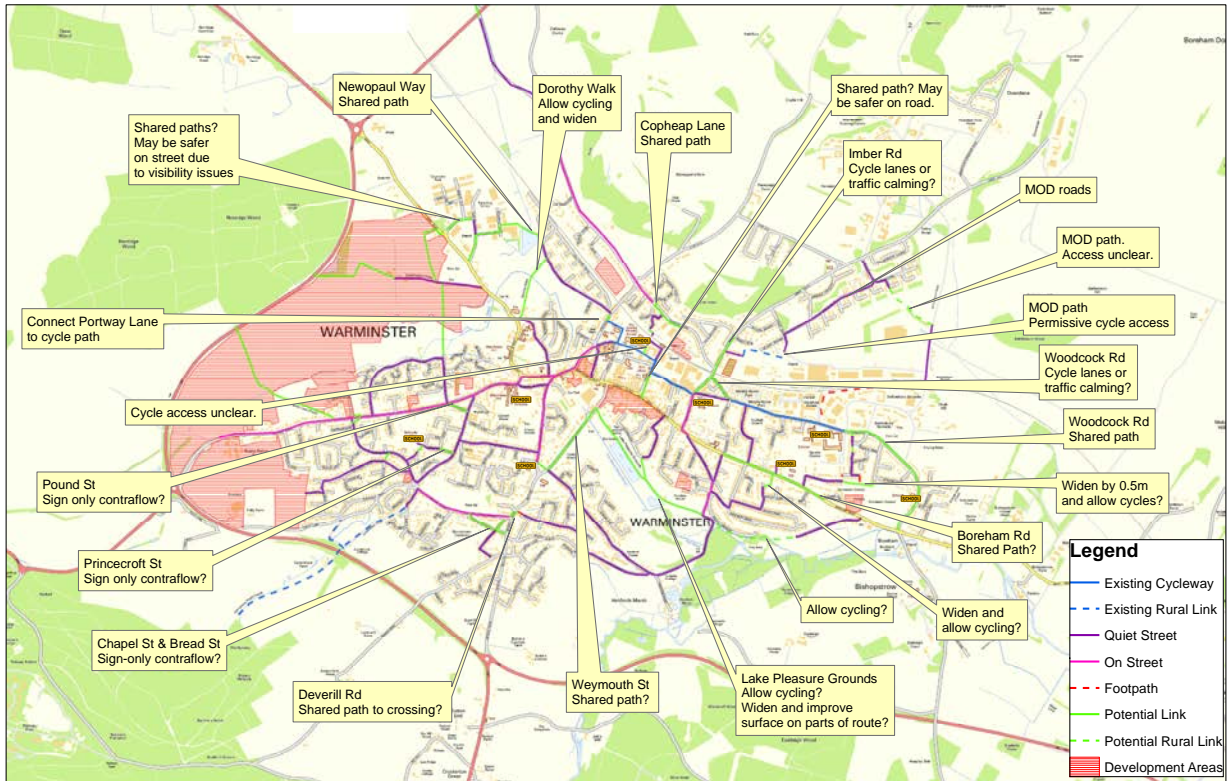
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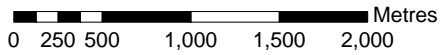


Map 16.12 Warminster



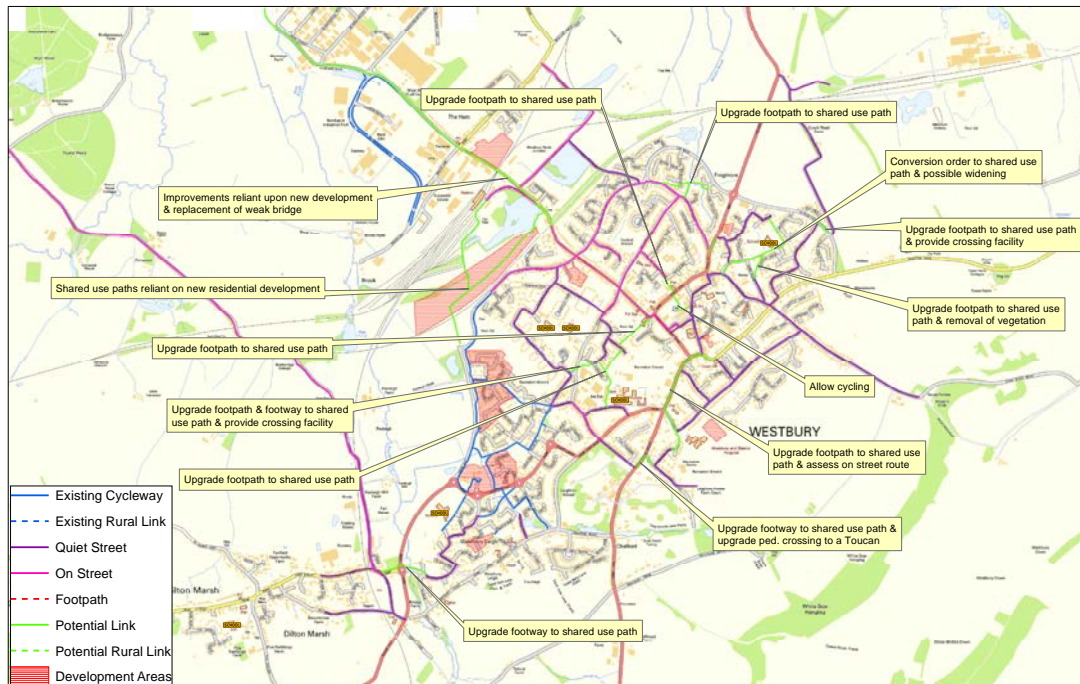
Warminster Town Cycle Network

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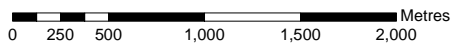
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Map 16.13 Westbury



Westbury Town Cycle Network

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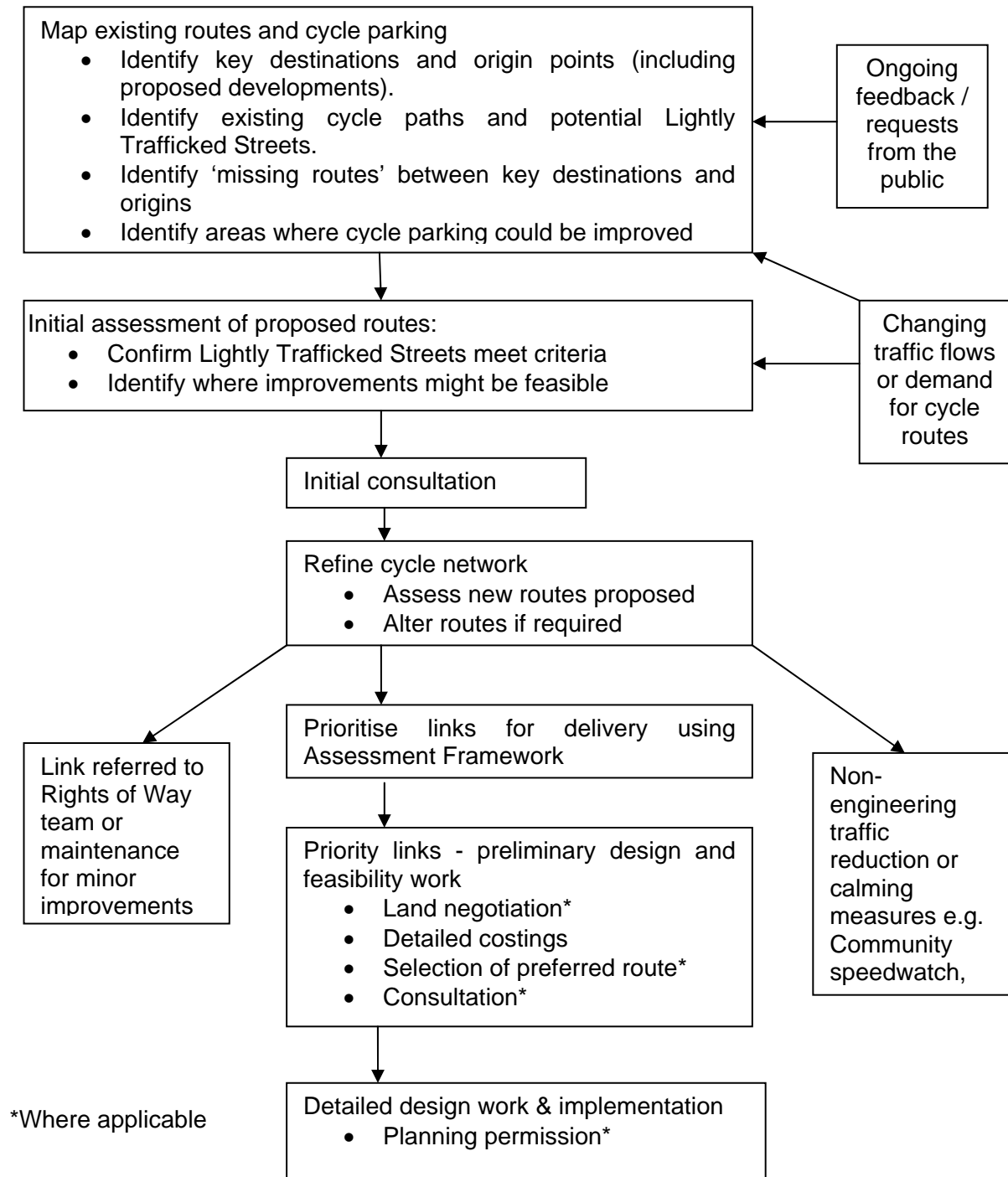
Wiltshire Council
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Appendix 2 : Principles for town cycle networks

This appendix sets out the principles for planning and designing cycle infrastructure for Wiltshire's Town Cycle Networks. The following diagram shows the process for developing a Town Cycle Network:

Figure 16.1 flow chart



Principles for town cycle networks

The key design guidance for cycle networks and cycle infrastructure is set out in:

- Local Transport Note 2/08 Cycling Infrastructure⁽¹⁾
- Local Transport Note 1/11 Shared Space⁽²⁾
- Local Transport Note 1/12 Shared Use Routes for Pedestrians and Cyclists⁽³⁾
- The Cycling England (CILT) design checklist⁽⁴⁾
- Manual for Streets⁽⁵⁾ and Manual for Streets 2
- Sustrans design guidelines, particularly the Greenway Design Guide⁽⁶⁾

An overview needs to be taken of cyclists' desire lines. This should take into account potential future demand for cycling due to new developments, cultural changes and improved routes.

Key destinations (trip generators) include educational centres, large employment sites, doctor's surgeries and hospitals, shopping/retail centres, leisure centres, libraries, railway stations and the main bus interchange points. Proposed development areas in the Core Strategy should also be included.

Key origins would be the main residential suburbs, usually within 8 miles of the destination. According to the 2010 National Travel Survey, 85% of cycle trips are under 5 miles (8km or around 35 minutes⁽⁷⁾) and 45 % were under 2 miles. In comparison, 58% of car trips were under 2 miles, and 77% were under 5 miles.

Infrastructure for cyclists should adhere to five key criteria (CROW, 1993):

- Coherence - The cycling infrastructure should form a coherent entity, linking all significant trip origins and destinations; routes should be continuous and consistent in standard.
- Directness - Routes should be as direct as possible, based on desire lines – detours and delays will deter use.
- Attractiveness - Routes must be attractive to cyclists on subjective as well as objective criteria: Lighting, personal safety, aesthetics, noise and integration with the surrounding area are important.
- Safety - Designs should minimise casualties and perceived danger for cyclists and other road users.
- Comfort - Cyclists need smooth, well-maintained surfaces, flush kerbs, regular sweeping, and gentle gradients; routes must be convenient to use and avoid complicated manoeuvres and interruptions.

While the key routes are shown on the Town Cycle Networks, permeability between routes is also important. Policy 61 in Wiltshire Council's Core Strategy states that new development should be located and designed to reduce the need to travel and to encourage the use of sustainable transport alternatives. The Manual for Streets (1 and 2) provides more detailed guidance.

1 <http://www2.dft.gov.uk/pgr/roads/tpm/ltnotes/ltn208.pdf>

2 <http://www.dft.gov.uk/publications/lt-01-11>

3 <http://www.dft.gov.uk/publications/lt-01-12>

4 <http://www.ciltuk.org.uk/pages/cyclinginfrastructure>

5 <http://www2.dft.gov.uk/pgr/sustainable/manforstreets/>

6 <http://www.sustrans.org.uk/resources/design-and-construction>

7 On average, a cyclist on a level surface travels at around 12 mph (5m/second), with a typical range from 6 mph (2.7m/second) to 20 mph (9m/second) (Cycling England Design Checklist B.04).

Provision for different types of cyclist

LTN 2/08 identifies different types of cyclists that may require different types of facility:

- Fast commuter – confident in most on-road situations and will use a route with significant traffic volumes if it is more direct than a quieter route;
- Utility cyclist – may seek some segregation at busy junctions and on links carrying high-speed traffic;
- Inexperienced and/or leisure cyclist – may be willing to sacrifice directness, in terms of both distance and time, for a route with less traffic and more places to stop and rest;
- Child – may require segregated, direct largely offroad routes from residential areas to schools, even where an onroad solution is available. Design needs to take account of personal security issues. Child cyclists should be anticipated in all residential areas and on most leisure cycling routes; and
- Users of specialised equipment – includes users of trailers, trailer-cycles, tandems and tricycles, as well as disabled people. This group requires wide facilities free of sharp bends and an absence of pinchpoints or any other features that force cyclists to dismount. Cycle tracks and lanes where adult cyclists frequently accompany young children should be sufficiently wide to allow for cycling two abreast. This enables adults to ride alongside children when necessary.

The Town Cycle Networks aim to provide links for ‘the lowest common denominator’ i.e. links which are quiet enough for children and less confident cyclists, but direct enough for faster, confident cyclists. However, it is not always possible to provide one route which meets the needs of all cyclists. The Manual for Streets recommends that different routes should be provided for different user groups e.g. a quiet off-road route which may be less direct, as well as junction treatments or cycle lanes on a more direct, but busier route. Sometimes it may be appropriate to make provision for different types of cyclist on the same route e.g. a shared path and cycle lanes.

The creation of routes for inexperienced cyclists or children is the predominant focus of funding for the Town Cycle Networks. Safety treatments are more likely to be provided through the Road Safety budget. Routes for leisure cyclists are addressed through the Rights of Way Strategy. Area Board or external funds might be used for any of these schemes.

Principles of cycle infrastructure

National guidance, such as LTN 2/08 and the Manual for Streets, states that cycle specific infrastructure should only be considered when options to reduce motor vehicle traffic have been exhausted. A recent review of cycling infrastructure⁽⁸⁾ has found that the most significant improvements in cycle safety are from a reduction in motor vehicle speeds.

‘Invisible infrastructure’ measures such as speed or traffic reduction have the benefit of improving safety for all road users rather than just cyclists. This approach also recognises that the historic development of urban areas such as Wiltshire’s market towns and villages makes it difficult to provide quality off-carriageway routes that do not compromise pedestrian facilities or result in potential hazards and loss of priority for cyclists at side roads.

8 <http://assets.dft.gov.uk/publications/infrastructure-and-cyclist-safety/infrastructure-and-cyclist-safety.pdf>

The biggest infrastructure risk factors where cyclists are involved in a collision with another vehicle are junctions and higher speed limits. Segregated facilities (e.g. shared paths) can actually increase overall risks by exposing cyclists at junctions, particularly where cycle-specific crossing facilities are not provided, and where cyclists rejoin the highway.

However, research into people's attitudes⁽⁹⁾ has highlighted the fact that non-cyclists are more likely to take up cycling where segregated facilities are provided particularly on arterial or busy routes. There is evidence that safety is also improved by the increased awareness amongst motorists generated by higher numbers of cyclists ('Safety in Numbers'). So a segregated facility that is more likely to be used may be safer than an on-road facility that will not be used.

LTN 1/12 recommends considering on-carriageway facilities first, but recognises that this is not always possible, and that off-road paths are particularly important in rural areas. The hierarchy of provision is set out below.

Table 16.1 Hierarchy of Provision (LTN 1/12, DfT)

Hierarchy of provision		
Consider first	Provide for cyclists in the carriageway	Traffic speed/volume reduction Junction/ hazard site treatment Re-allocation of carriageway space
	Create new shared use routes	
Consider last	Convert pedestrian routes to shared use	

In practice, the type of measure chosen should take account of this hierarchy, but will also depend on the specific local situation. The table below shows the appropriate type of facility that is likely to be chosen based on traffic speed and flows. This assumes that measures to reduce speed and flows have already been taken or discounted.

Table 16.2 Matrix of cycle facility solutions (adapted from LTN 2/08)

	85%ile Speed			
	< 20 mph Very Low	20-30 mph Low	30-40mph Medium	>40 mph High
Very Low <1,500VPD <150VPH	Combined use i.e. Lightly trafficked (quiet) street		Combined use /Lanes/ Paths	Lanes or paths

9 http://www.lec.lancs.ac.uk/research/society_and_environment/walking_and_cycling.php

	85%mile Speed			
Low 1,500-3,000VPD 150-300 VPH			Lanes or paths	Lanes or paths
Medium 3,000-8,000VPD 300-800 VPH	Lanes or combined use	Lanes or combined use	Lanes or paths	Paths
High 8,000-10,000 VPD 800-1,000 VPH	Lanes	Lanes	Lanes or paths	Paths
Very High >10,000VPD	Lanes or paths	Lanes or paths	Lanes or paths	Paths

Notes:

1 vpd = number of motor vehicles in typical 24hour weekday.

2 vph = number of motor vehicles in typical morning peak hour.

3. Where traffic speeds/flows are low, the designer should assume a default position of no signs/markings specifically for cyclists. However, there may be situations where it is appropriate to indicate the cycle route using cycle symbol markings to diagram 1057 with advisory route signs to diagram 967.

4. Cycle lanes used in the higher speed/flow situations should provide good separation between cyclists and motorists. Wide cycle lanes or buffer zones can help here.

5. Where cycle lanes or tracks are shown in the table, cycle lanes should be considered first. In general, cycle tracks should only be considered if cycle lanes cannot be made to work.

6. In congested areas cycle lanes can be useful even when traffic speeds/flows are low.

However, a number of other factors may also affect which type of facility is suitable. This includes:

- High proportion of HGVs. These may make an off-road solution more appropriate.
- Many high-volume side turnings. These may make an on-road solution more appropriate
- Visibility. Where traffic speeds are high (even over 40mph) but volume is low (up to 3000VPD), but visibility is very good, an on-road solution may be more appropriate.
- A high proportion of vulnerable cyclists e.g. primary school children. An off-road solution may be more appropriate.

- Parking can reduce the width of the road and act as a natural traffic calming feature. However, it can also be a hazard causing dangerous overtaking or a hazard from frequent parking movements or opening doors.
- The Place and Movement function of the street. A significant degree of place functions and a high number of cyclist and pedestrian movements encourages better driving behaviour.

Many arterial routes in Wiltshire's urban areas may require both off-road and on-road provision in order to cater for different types of cyclist as recommended by LTN 1/12.

Types of cycle infrastructure

The cycle network is likely to be made up of the following facilities:

Lightly trafficked streets (combined use on road)

Where there are low traffic volumes and speeds (300 VPH/ 30mph), it may not be necessary to provide specific cyclist facilities. These streets should also be well lit, with good natural observance, not too high a gradient and no barriers to cycling such as a high number of parking movements. The best lightly traffic streets will have speeds below 20mph.

Where such a road is identified as a key part of the network, it may only be necessary for some additional signage to be put in place, particularly if the route provides an alternative to a busier road. Cycle route markings (diagram 1057 from The Traffic Signs Regulations and General Directions 2002) may also be used to alert drivers to the presence of cyclists.

Picture 16.2 Quiet street with cycle symbol, Laverstock



Volume reduction

Measures might include:

- Demand management measures such as parking strategies.
- Marketing and behavioural approaches such as workplace and school travel plans.
- Land-use and development policies that reduce the need to travel and reduce reliance on the private car.
- Public transport policies, infrastructure and services that create a viable alternative to car use and facilitate multi-modal journeys such as bike and rail.

Wiltshire Council's policy on these measures is set out in the Core Strategy and the LTP3 theme strategies on Parking, Smarter Choices and Public Transport.

Speed reduction measures

These types of measure are often put in as pedestrian or urban realm improvements, rather than as schemes specifically aimed at cyclists.

They may include 20mph zones, road narrowings with a cycle bypass, vertical deflections with a cycle bypass or sinusoidal profile, or shared space schemes. Shared space schemes tend to benefit all road users and improve the quality of the urban realm, but can be expensive to implement.

The council is currently trialling signed-only 20mph zones in rural areas, but the results have so far been inconclusive. While not as effective as zones which also provide traffic calming features, sign-only zones have been shown to produce a slight reduction in speeds in some urban areas.

LTN 01/11 describes shared space as: “A street or place designed to improve pedestrian movement and comfort by reducing the dominance of motor vehicles and enabling all users to share the space rather than follow the clearly defined rules implied by more conventional designs.”

Many historic streets and some rural lanes (such as byways) might already be considered shared space.

Picture 16.3 Shared space scheme in Tidworth



Typical features are set out in Table 16.3. Such features encourage slower vehicle speeds, increased awareness of cyclists/pedestrians and better driver behaviour. A maximum design speed of 20mph should be sought. The design speed can be substantially lower than the speed limit.

Table 16.3 Typical features on sharing (LTN 01/11)

Less shared design		More shared design
Kerbs	Low kerbs, chamfered kerbs	No kerbs
Pedestrian barriers		No pedestrian barriers
Vehicles restricted to parts of street, e.g. by bollards, street trees, etc.	Implied vehicle paths using surface materials	No barriers to vehicle movement

Less shared design		More shared design
Poor quality or unwelcoming public space characteristics	A few places where people can rest and chat	Presence of features such as cafes, markets, abundant seating, planting, public art, etc.
Conventional road markings	Limited road markings	No road markings
Traffic signals		No traffic signals
Signal controlled crossings	Zebra crossings	Courtesy crossings or no crossings

Junction and hazard treatment

This may include Advanced Stop Lines, improving sight-lines, improving crossing facilities or highlighting the movement of cyclists across junctions.

These type of improvements will be considered on Wiltshire's road wherever there is a valid safety concern, and not necessarily only on the Town Cycle Networks.

Re-allocation of carriageway space

This may include cycle lanes or bus lanes.

Cycle lanes

In urban areas, where traffic management or speed reduction measures have been discounted, the next consideration should be to provide a cycle facility on the carriageway. Cycle lanes can:

- Provide cyclists with more space and a greater sense of safety.
- Allow for increased separation between cyclists and overtaking vehicles.
- Alert drivers to the presence of cyclists.
- Slow traffic speeds.

Cycle lanes can either be mandatory or advisory. It is not compulsory for cyclists to use cycle lanes.

Picture 16.4 Mandatory cycle lane, New Road, Chippenham.



Mandatory cycle lanes - These are marked with a continuous white line and are supported by a Traffic Regulation Order (TRO), which prohibits vehicles from driving or parking in the lane. Mandatory lanes must be discontinued at side road junctions but the use of a short length advisory lane may preserve continuity.

Advisory cycle lanes - These are marked with a broken white line and do not require a TRO. Motorists should not enter these lanes unless they are clear of cyclists. It is generally the council's policy to continue advisory cycle lanes across side road junctions. Advisory lanes are often used to reflect local circumstances, for example, a road may not be of a consistent width to prevent vehicle encroachment all of the time.

Both advisory and mandatory cycle lanes can be coloured to emphasise their presence. Cycle lanes are generally between 1.0m and 2.0m in width depending on flows and site characteristics although a minimum width of 1.5 metres is recommended. An additional 500mm "buffer" zone is recommended where a cycle lane passes alongside designated parking spaces.

Contraflow cycle lanes - These enable cyclists to travel in the opposite direction to the traffic flow on a one-way street within the designated lane, thus avoiding lengthy and hazardous detours. A TRO is required.

Removal of the centre line – Where the carriageway is not wide enough to allow two lanes of traffic and cycle lanes, the centre line may be removed and advisory cycle lanes put in place. The road then operates as a single-track road with passing places. This can only be implemented where traffic speeds and flows are low enough.

Picture 16.5 Removal of centre line with cycle lanes, Laverstock



Design

Both advisory and mandatory cycle lanes can be coloured to emphasise their presence. Cycle lanes are generally between 1.2m and 2.0m in width depending on flows and site characteristics although a minimum width of 1.5 metres is recommended. An additional 500mm “buffer” zone is recommended where a cycle lane passes alongside designated parking spaces.

Table 16.4 Cycle lane widths

Type of Feature	Preferred Width	Minimum Width (where 85th percentile below 35mph)
With flow on road cycle lane	2.0m	1.5m
Contra flow on road cycle lane	2.0m	1.5m

Hybrid cycle tracks, where the cycle lanes is separated by a kerb or height difference, should also follow these minimum widths.

Bus lanes

Cycles are permitted to use all bus lanes in Wiltshire. Bus lanes can:

- Provide cyclists with more space and a greater sense of safety.
- Allow for increased separation between cyclists and overtaking vehicles.
- Allow for greater bus priority, which encourages less traffic overall.

Research by TRL shows that there is usually little conflict between buses and cyclists in bus lanes. The greatest risk is actually from other motor vehicles at junctions or where the bus lane merges with general traffic.

Bus lane should ideally be at least 4.0m wide to allow safe overtaking of cyclists. Lanes between 3.1m and 4.0m wide should be avoided as they may encourage unsafe overtaking. Lanes that are 3.0m wide will force buses to follow the cyclists.

Even where bus and cycle use is high, cyclists have been found to have little impact on overall bus punctuality, and there is little evidence of reduced safety. However, off-road facilities should be considered as a complimentary measure.

Bus lane design should also consider:

- Whether a cycle lane could be included for cyclists
- Whether cyclist bypass facilities are required at vehicle activated bus gates or crossing points.

Off-road cycle provision

Where the speeds and volume of traffic may be high such as on rural roads or major inter-urban routes, cycle tracks can be built either next to the carriageway or away from it. Cycle paths are a more attractive option for less confident cyclists and children. In some circumstances the road function, geometric design and layout of junctions may also make it desirable to provide off-carriageway options. Cycle tracks should provide adequate width, safe crossing points and a good surface.

Shared use paths

Shared use paths may be implemented on highway land. They should be used where traffic speeds and/or volumes are high. Paths that do not run alongside roads also help to improve connectivity and permeability: by shortening journey times such links can encourage an increase in cycling.

Gradient

Generally routes should flow with, not against, the natural shape of the land. The steepness of the route is important for many people who can find steep gradients a barrier. To provide a facility that can be used by nearly everyone, gradients should not exceed 1: 20 (5%) and wherever possible should be below 3%. Steep slopes may discourage some cyclists and can result in cyclists travelling at high speeds on down-hill sections which is potentially dangerous, especially on unsegregated facilities or those where it is easy for pedestrians to wander into the cycle track.

Barriers

Steps should wherever possible be avoided as they act as barriers and can discourage cyclists, who have to dismount. If there is no alternative a wheeling ramp should be provided for cyclists to avoid them having to carry the bike.

Barriers should usually be avoided as they deter access and create a hazard for all users. A single bollard may be used to prevent motorised vehicles using the path, or to prevent user conflicts at junctions. At junctions where there is a steep gradient, barriers might be used to slow cyclists and prevent conflict. These should be at least 1.5m apart and reflective markings should be used.

Preferred and minimum widths

The following table sets out the minimum widths for cycle paths. For new developments, the widths set out in LTN 1/12 should be followed. Where the existing cycle network in Wiltshire is being upgraded, the LTN 1/12 widths should be sought where possible, but where usage is likely to be lower (below 200 users per hour), the Wiltshire minimum widths may be applied⁽¹⁰⁾. Where usage is likely to be below 25 users per hour in peak times, and there is no significant development frontage, the rural Wiltshire minimum widths may be applied.

These rural standards are not applicable on routes that form part of the Town Cycle Networks. The implementation of these paths is seen as part of an incremental process to improve rural cycling facilities, and wherever possible widths should be maximised.

In general a 3m unsegregated path is preferable to a 3m segregated path. This is because a lack of segregation encourages slower speeds and better behaviour by cyclists and require less visually intrusive road markings. Segregated routes may be more appropriate where there is a high proportion of vulnerable pedestrian users (particularly elderly people), where there is a high proportion of fast commuter cyclists or where the path has an effective width of at least 4.5m.

Table 16.5 Cycle path widths

Type		Minimum widths (LTN 1/12)	Minimum widths Wiltshire	Minimum width rural Wiltshire
Unsegregated shared use		3 m preferred (effective)*	2m (effective)*	1.2m (effective)* ⁽¹¹⁾
Segregated shared use	Pedestrian path unbounded on at least one side, e.g. segregated by white line	1.5 m (actual)	1.5 m (actual)	N/A
	Pedestrian path bounded on both sides	2 m (actual)	2 m (actual)	N/A
	One-way cycle track	2 m preferred (effective)*	1.5 m preferred (effective)*	N/A
	Two-way cycle track	3 m preferred (effective)*	1.5 m (actual) (effective)*	N/A

10 Based on TfL guidance.

11 Based on the width required for a standard cycle with trailer.

The effective width will be determined by how the path is bounded. The additional widths recommended for each type of boundary are shown in Table 16.6 below. These are required for all paths in new developments, but where an existing path is converted the additional width will be subject to site-specific factors such as the length of the route, usage levels, user behaviour and visibility.

Additional buffer zones may also be required where the path runs alongside a highway where the 85th percentile is higher than 35mph or where there are a significant number of private driveways or side crossings along the path. Rural paths below 2m in width are particularly likely to require a buffer zone of at least 0.5m.

Table 16.6 Additional Clearance widths to maintain effective widths for cycle paths (LTN 1/12)

Type of edge constraint	Additional width required to maintain effective width of cycle track in mm
Flush or near-flush surface	No additional width needed
Kerb up to 150 mm high	Add 200
Vertical feature from 150 to 600 mm high	Add 250
Vertical feature above 600 mm high	Add 500

Surfacing

Corduroy pavements should be provided in accordance with LTN 2/04

Lighting

If routes are to be used during hours of darkness then lighting should be provided wherever possible. Low level and covered lighting should be considered in order to reduce light pollution. Lighting may not be appropriate in more rural areas.

Rights of way and permissive paths

Cycle routes in rural areas are more likely to be on Rights of Way or permissive paths.

Rights of way

Footpath - a highway where you have a right of way on foot only. Cycles are not allowed on these routes. Cycles can usually be wheeled or carried on footpaths in urban areas, but in rural areas the legal situation is unclear. The council advises that cyclists should follow the landowners requests.

Bridleway - a highway where you have a right of way:

- on foot
- on any pedal cycle
- on horseback

Restricted byway - a highway where you have a right of way:

- on a horse drawn vehicle (eg. horse and cart)
- on foot
- on any pedal cycle
- on horseback

Byway Open to All Traffic (BOAT) - a highway where you have a right of way:

- on a horse drawn vehicle (eg. horse and cart)
- on foot
- on any pedal cycle
- on horseback
- on wheeled vehicles of any kind (including cars and motorbikes)

Note that the surface of this type of byway does not have to be of a standard that ordinary cars can drive over it.

Permissive routes/paths

These are not public rights of way but public use is specifically allowed by the landowner. Some of these are waymarked with “permissive route” waymarkers. There are also other areas the public can use such as some nature reserves and country parks.

Cycle parking

A key element of developing a cycle friendly infrastructure is the provision of good quality cycle parking. Ideally, cycle parking should be provided at all major destinations such as schools, hospitals, leisure attractions and major employment sites as well as at major local journey attractors such as supermarkets, health clinics and leisure venues. Parking should be located in areas of natural surveillance to ensure that they can be seen at night time. Stands should be arranged in a line with other street furniture to ensure that they are not an obstruction or hazard for pedestrians and especially visually impaired persons.

Further information is provided in Appendix 4.

Cycle signage guidance

This guidance may be updated in light of national policy changes.

Directional signage

The forthcoming Wayfinding Strategy sets out the principles for directional cycle signing.

Regulatory signage and route markings

Coloured surfacing

In general, Wiltshire Council does not use coloured surfacing for cycle lanes as it is expensive to maintain and can lose its visual impact through overuse. Green coloured surfacing should be used to mark cycle lanes (or cycle movements without a lane) where they cross a hazardous junction or to highlight a cycle crossing point or at Advanced Stop Lines.

Cycle warning signs

Cycle warning signs alert motorists to the presence of cyclists. There is no clear evidence of their effectiveness and this is likely to be reduced by overuse. They are used where appropriate on a case-by-case basis.

‘No Cycling’ signs.

‘No cycling’ signs are poorly understood by the public, poorly enforced and DfT discourages their use. The council hopes that DfT will provide a more easily understandable sign.

The Council will use 'No Cycling signs' where other options are infeasible or inappropriate. Other options are:

- to make improvements to a route to encourage safe cycling such as widening a path, providing mirrors (on off-highway routes) or positioning objects (e.g. bollards or planters) to reduce speeds.
- to provide signs or other information (such as 'end of route' markings to direct cyclists to more appropriate routes).

The council will also encourage compliance with 'no cycling' signs through the provision of informational materials and cycle training (as set out in the Road Safety Strategy).

Resources:

http://www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2011/01/c03_signs.pdf

http://www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2008/12/sm05_cycle_route_information_maps_and_signage.pdf

[The Traffic Signs Regulations and General Directions 2002](#)

<http://www.dft.gov.uk/pgr/roads/tpm/ltnotes/ltn208.Pdf>

Appendix 3: Assessment framework for cycle networks

Factor	Description	Score	Notes
Demand potential	The link should provide a direct route to the destination from a significant residential area. Points should be given for each site the route links to. A group of small destinations should be counted as one large destination.		
Employment	Link within 2km of large ¹ employer/s	8	PPG13 suggests that people can be expected to cycle up to 8km (5 miles) to work, however this is a practical maximum level, typical commuting levels are below this. 1. Approx 250+ employees 2. Approx 30-249 employees Excludes employment listed below e.g. schools, retail or hospitals.
	Link within 2km of small ² employer/s	6	
	Link within 2km - 5km of large employer/s	4	
	Link within 2km - 5km of small employer	2	
	Link within 5km - 8km of large employer	2	
Education	Link within 2km of secondary school	10	2001 Census: 2km - 5km being considered a reasonable distance which can easily be cycled. Most pupils live close enough to school to cycle comfortably – the average journey in England is 2.3 miles (3.75km).
	Link within 0.5km of primary school	10	
	Link within 2-5km of secondary school or college.	5	
	Link within 0.5-2km of primary school	5	
Retail/Amenity/Leisure	Link within 5km of major retail/amenity/leisure site ³	5	3. Large supermarket, leisure centre, town centre shopping area, law courts, large library, cinema, significant tourist attraction, etc. 4. Small library, local shopping street, park, etc.
	Link within 2km of minor retail/amenity/leisure site ⁴	2	

Factor	Description	Score	Notes
Health	Link within 5km of hospital or large medical centre	8	
	Link within 2km of small medical facility e.g. Doctor	2	
Transport hubs	Link within 0.5km of rail station	8	
	Link within 0.5 - 4km of a railway station	5	
	Link within 0.5km of bus station	3	
	Link within 0.5 - 2km of bus station	1	
Population benefitting factor	0-100 households	0.5	Multiply each score above by the appropriate factor.
	101-250 households	1	
	Over 250 households	2	
Deliverability			
Costs	High cost (over £50,000)	0	
	Medium cost	5	
	Low cost (under £10,000)	10	
Land ownership risks	High land risks	0	
	Low land risk	5	
	No land risks	10	
Other risks e.g. user conflict/legal/planning	High community/legal risks	0	Consider whether planning permission is required, support for the scheme, removal of parking, etc.
	Low community/legal risks	5	
	No community/legal risks	10	

Appendix 4: Cycle parking standards

The cycle parking standards apply to both new build and change of use. The tabulated minimum standard should be observed for the relevant use. It should also be noted that cycle parking is an optional element in the Code for Sustainable Homes and BREEAM standards, and that Wiltshire's Core Strategy requires developments to meet a certain level of these standards as specified in Core Policy 41. BREEAM also includes shower/changing facilities as an optional element and these may be required as part of a Travel Plan.

Where standards relate to staff numbers, this means the maximum number of staff that are expected to be on site at any time. Spaces for disabled employees or motorcycles will be additional to these requirements. Each Sheffield hoop provides 2 cycle spaces (unless it is positioned against a wall). Where spaces are provided as a ratio of car parking spaces, this includes off-site car parking provision.

The following quality standards also apply:

- All cycle parking should be convenient and easily accessible. Short-stay cycle parking (for visitors and shoppers) should be located as close to the building entrance as possible (preferably within 30m). Long stay cycle parking should preferably be within 50m and at least as close as the nearest car parking area. Cycle parking at transport interchanges (e.g. rail or bus stations) should minimise interchange times by being located close to ticket offices or platforms/bays.
- Long-stay cycle parking should be covered. It is desirable that short-stay cycle parking (shopping and visitor) should be covered, but this is not essential.
- Where cycle parking is not in a locked enclosure or within a building, it should be covered by natural surveillance or CCTV. It is recommended that if cycle lockers are used, that these are also covered by natural surveillance or CCTV, but this may depend on how prone to vandalism the lockers are.
- Where cycle parking is not in a locked enclosure, bicycles must be able to be secured by locking to the frame, not to the wheels. A Sheffield Stand is recommended.
- Residential cycle parking should be in an internal area or within a covered, lockable enclosure i.e. a garage, shed or locker. Access to the highway must be convenient. Where cycle parking is provided in a garage, this is additional to space for car parking.
- For flats, parking may be provided in communal hallways, so long as it is in a lockable enclosure or the cycle frame may be locked to an immovable object, and there is suitable access to the highway.
- Cycle sheds in front gardens are permitted, but should be an appropriate size and design and/or appropriately screened, so as not to create a visual intrusion.
- Two-tier or vertical storage is unlikely to be appropriate at most sites in Wiltshire. Where it is included, some provision must be made for less mobile users.
- The South West Travelwise Factsheets should be used as guidance on quality and location of cycling parking. Guidance on the spacing of Sheffield Stands and permissible types of parking must be adhered to. Adequate spacing for trailers is desirable but not essential.

For residential parking the exact space requirements will depend on the location and design selected. As a guideline, the minimum space allocated should be:

- 1.9m x 0.75m x 1.2m (depth, width, height) for one bike
- 1.9m x 0.9m x 1.2m for two bikes
- 1.9m x 1.65m x 1.2m for three bikes
- 1.9m x 1.8m x 1.2m for four bikes

However, the dimensions set out in the Code for Sustainable Homes should be viewed as best practice:

- 1 cycle: 2m long x 0.75m wide
- 2 cycles: 2m long x 1.5m wide
- 4 cycles: 2m long x 2.5m wide.

Higher numbers may be required if indicated by a Transport Assessment or as part of a Travel Plan. In some cases, where change of use is sought, the appropriate standards may be physically impossible. In these cases, the individual application will be considered on its merits to determine whether sub standard provision is acceptable. For older residential buildings, uncovered, on-street parking may be an acceptable alternative to a lockable enclosure, but innovative solutions should be considered first.

The minimum for all major non-residential developments is 4 covered cycle spaces. Where spaces are provided as a ratio of car parking spaces, this should be based on the calculated requirement before any discount is applied and should include parking provision that is provided external to the site i.e. it is a ratio based on expected trip numbers, not actual parking provision.

Land Use	Area	Minimum Cycle Parking Standards
A1 Retail (food and non-food)	Principal Settlements and Market Towns	1 covered cycle space per 10 employees. + 1 visitor space per 15 car parking spaces
A2 Financial and professional services	All other areas	1 covered cycle space per 12 employees. + 1 visitor space per 20 car parking spaces
A3, A4, A5: Restaurants & cafes, pubs/bars & hot food takeaways		
Sui Generis - motor vehicle sales, motor repair garages, petrol filling	Principal Settlements and Market Towns	1 covered cycle space per 10 employees. + visitor spaces on merit.
	All other areas	1 covered cycle space per 12 employees.

Land Use	Area	Minimum Cycle Parking Standards
stations, laundrettes, night clubs.		+ visitor spaces on merit.
D2 Sports facilities	Visitor spaces for sports centres should take into account whether events are likely to be held attracting spectators and whether the sports catered for require regular transport of equipment which could not be carried on a standard bicycle with panniers.	
B Business D1 Non-residential institutions (museums, libraries, galleries, exhibition halls, public halls and places of worship)	Principal Settlements and Market Towns	1 covered cycle space per 10 employees. + 1 cycle space per 10 visitor parking spaces. OR, where employee/visitor numbers cannot be estimated: 4 covered cycle spaces + 2 covered spaces for each 400m ² above 1000m ² gross floor area
D2 Assembly and Leisure (including cinemas, conference facilities, and leisure centres)	All other areas	1 covered cycle space per 12 employees. + 1 cycle space per 15 visitor parking spaces OR, where employee/visitor numbers cannot be estimated: 4 covered cycle spaces + 2 covered spaces for each 500m ² above 1000m ² gross floor area
C1 Hotels including hotels, boarding and guest houses.	Principal Settlements and Market Towns	1 covered cycle space per 10 employees. + 1 cycle space per 20 bedrooms.
	All other areas	1 covered cycle space per 12 employees. + visitor spaces on merit.
	A higher number of visitor spaces is likely to be appropriate where the development is located within 1km of a rail station or the target market has a higher predisposition towards cycling (such as youth hostels), or in areas where there is a high level of cycle tourism.	
C2 Residential institutions including residential schools and colleges, hospitals and convalescent / nursing homes.	Principal Settlements and Market Towns	1 covered cycle space per 10 employees. + 1 visitor space per 15 beds.
	All other areas	1 covered cycle space per 12 employees. + 1 visitor space per 20 beds.

Land Use	Area	Minimum Cycle Parking Standards
		Visitor spaces includes provision for residents and visitors. It may be long stay or short stay as appropriate. Reduced numbers may be appropriate where there is a high proportion of non-mobile residents (including prisons).
C3 Dwelling houses and flats	All areas	<p>1 covered space per bedroom for up to 3 bedroom dwellings.</p> <p>3 covered spaces per unit for 4 bedroom dwellings.</p> <p>4 covered spaces per unit for 5 bedroom dwellings, (etc)</p> <p>+ 1 visitor space per 20 bedrooms.</p>
	Exceptions may be made for certain types of special needs housing. Housing for the active elderly should include cycle parking provision.	
D1 Education establishments (Including primary, secondary and colleges of further education, crèches and nurseries)	Principal Settlements and Market Towns	<p>1 covered space per 10 staff.</p> <p>+ 1 visitor space per 45 pupils.</p> <p>+ 1 covered space per 5 pupils (Years 1-6)</p> <p>+ 1 covered space per 3 pupils (Years 7+)</p>
	All other areas	<p>1 covered space per 12 staff.</p> <p>+ 1 visitor space per 45 pupils.</p> <p>+ 1 covered space per 10 pupils (Years 1-6))</p> <p>+ 1 covered space per 5 pupils (Years 7+)</p>
D1 Non-residential institutions (clinics, health centres, surgeries)	Principal Settlements and Market Towns	<p>1 covered space per 10 staff.</p> <p>+ 1 visitor space per 2 consulting rooms</p>
	All other areas	<p>1 covered space per 12 staff.</p> <p>+ 1 visitor space per 3 consulting rooms</p>
		Exceptions to the number of visitor spaces may be made for veterinary surgeries or institutions with a high proportion of non-mobile users.

17 Powered two-wheelers

- 17.1** After several decades of declining use, powered two-wheelers are now increasing in popularity due to their low emissions, fuel economy, ease of parking and ability to beat congestion. Motorcycles and mopeds now account for 5% of motor vehicles. However, motorcyclists make up a disproportionately high percentage of road casualties and are a priority group for Wiltshire Council's Road Safety Partnership. So the council must accommodate this growth in use while continuing to reduce casualties.
- 17.2** 'Powered two-wheelers' refers to all motorcycles, scooters and mopeds. The terms 'powered two-wheeler' and 'motorcycle' are used interchangeably in this document. This document sets out Wiltshire Council's action plan for all powered two-wheel vehicles for the period 2010-2026.
- 17.3** There is also an emerging market for electric powered motorcycles, scooters and pedal cycles. Electrically assisted pedal cycles (EAPCs) are discussed in Wiltshire Council's Cycling Strategy. These come under the 1983 EAPC regulations and can legally be ridden where ordinary pedal cycles are allowed, but only by someone aged 14 years or more. They are not classed as motor vehicles for the purposes of road traffic legislation. The requirements for a conventional (single-seat) assisted bicycle are that it:
- has a motor not capable of exceeding 200 W continuous output;
 - weighs not more than 40 kg unladen;
 - has pedals that can propel the machine; and
 - has a motor that does not apply power above 15 mph.
- 17.4** Vehicles which exceed these requirements are classified as motor vehicles and covered by the Powered Two Wheeler Strategy. These powered two-wheelers are not allowed to use cycle paths or other routes where motorised traffic is prohibited.

Wider context

National context

Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen

- 17.5** In this White Paper (2011), the Government sets out a vision for transport as an engine for economic growth but one that is also greener and safer and improves quality of life in our communities. Key goals are:
- Enabling economic growth by improving access to jobs, shops and services, supporting the tourism industry, improving the public realm and improving resiliency.
 - Promoting social mobility through improved accessibility.
 - Reducing carbon emissions.
 - Promoting road safety and improving health through increasing activity levels, improving air quality and tackling noise pollution.
 - Realising wider environmental benefits

- 17.6** The strategy puts an emphasis on enabling choice and encouraging people to make sustainable transport choices for shorter journeys. It recognised that motorcycles can form an alternative to the car for some journeys and highlights the ability of Wheels to Work schemes to improve accessibility. These schemes usually loan mopeds to people aged 16-25 to enable them to travel to work or training. They are particularly important where public transport is limited and long distances discourage active travel modes.

Delivering a Sustainable Transport System

17.7 In this document (2008), the Government has set out its five broad transport goals:

- to support national economic competitiveness and growth, by delivering reliable and efficient transport network;
- 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 by reducing the risk of death, injury or illness arising from transport, and by 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; and
- to improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

The Government's Motorcycling Strategy

17.8 The strategy (DfT, 2005) aims to mainstream motorcycling, so that all the organisations involved in the development and implementation of transport policy recognise motorcycling as a legitimate, safe, affordable and increasingly popular mode of transport. It recommended a number of improvements for improved motorcycle design and testing in order to improve safety and reduce emissions. It also recommended further research into issues such as allowing PTWs to use bus lanes and advanced stop lines. A number of guidelines have been issued as a result of this research as set out below.

IHIE Guidelines for Motorcycling

17.9 These guidelines (IHIE, 2007), sponsored by the Highways Agency and DfT, recommend:

- Mainstreaming PTWs in Local Transport Plans.
- Including PTWs in travel planning and smarter choices.
- Providing secure and appropriately sited parking facilities.
- Including both engineering and non-engineering methods in strategies.
- Prioritising planned road maintenance and ensuring rapid response to fault reporting.
- Consulting with riders in the development and implementation of strategies.
- Ensuring PTWs are considered in Road Safety Audits.

Traffic Advisory Leaflet 2/07 The Use of Bus Lanes by Motorcyclists

17.10 This guidance from DfT advises that local authorities should determine whether it is appropriate for PTWs to use bus lanes on a case-by-case basis.

European Emissions Standards.

17.11 The European Commission has proposed new emissions standards and compulsory reporting of emissions for all L category vehicles i.e. motorcycles, mopeds and similar vehicles. This will bring the emissions of powered two wheelers in line with cars.

17.12 The proposed enforcement dates are shown below:

Euro level	Enforcement dates		
	New Types (optional)	New Types (obligatory)	Existing Types (obligatory)
Euro 3 ⁽¹⁾	1 July 2013	1 January 2014	1 January 2015
Euro 4 ⁽²⁾	1 January 2015	1 January 2017	1 January 2018
Euro 5 ⁽³⁾	1 January 2018 ⁽⁴⁾	1 January 2020 ⁽⁴⁾	1 January 2021 ⁽⁴⁾

(1) Euro 4 for motorcycles (Category L3e) (2) Euro 5 for motorcycles (3) Euro 6 for motorcycles (4) Subject to Commission review

Local context

Wiltshire Local Transport Plan

17.13 The Local Transport Plan (LTP) sets out a long-term transport strategy, a shorter-term implementation plan based on a realistic assessment of available funding and a number of theme and area transport strategies. In addition, the LTP provides the framework for all other organisations with a direct or indirect involvement in transport in Wiltshire.

17.14 The first Wiltshire LTP (LTP1) was published in July 2000 and covered the five year period 2001/02-2005/06. The second Wiltshire LTP (LTP2), published in March 2006, then covered the five year period 2006/07-2010/11. The third Wiltshire LTP (LTP3) covers the period 2011/12-2025/26.

17.15 The LTP3's strategic objectives are:

No.	Objective
SO1	To support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns.
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.

No.	Objective
SO5	To improve sustainable access to a full range of opportunities particularly for those people without access to a car.
SO6	To make the best use of the existing infrastructure through effective design, management and maintenance.
SO7	To enhance Wiltshire's public realm and streetscene.
SO8	To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads.
SO9	To reduce the impact of traffic speeds in towns and villages.
SO10	To encourage the efficient and sustainable distribution of freight around Wiltshire.
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.
SO15	To reduce barriers to transport and access for people with disabilities and mobility impairment.
SO16	To improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil.
SO17	To improve access to Wiltshire's countryside and provide a more useable public rights of way network.
SO18	To enhance the journey experience of transport users.

Road Safety Strategy 2011

17.16 The LTP includes a number of theme strategies including road safety. The Wiltshire and Swindon Road Safety Partnership is committed to making Wiltshire's roads safer and to reducing casualties from road traffic collisions. The Government has set out a strategic framework for road safety and sets out the increased freedom given to local authorities in assessing and acting on their own priorities. In view of this framework the Wiltshire Road Safety partnership has agreed to set local targets for casualty reduction of a 40% reduction in KSI by 2020 based on the 2005/09 average.

Killed or seriously injured	2005/09 Average	2020 (-40%)
Wiltshire Highway Network*	234	141

*Excludes Highways Agency motorways and trunk roads and Swindon Borough Council highways

- 17.17** The council's road safety strategy is based on the proven approach of education, enforcement and engineering. Many of the interventions improve safety for motorcyclists, by improving the road environment or improving rider and driver behaviour. The interventions include the nationally recognised and successful Bikesafe 'Love to ride...Ride to live' programme. Bikesafe addresses rider attitude and rider skills and includes observed rides with police motorcyclists. Participants are offered information and advice regarding further motorcycle training. There are 8 sessions each year from April to October and additional sessions for the military. Bikesafe is operated in partnership with Wiltshire police and Swindon Borough Council.

Local Development Framework

- 17.18** 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'.
- 17.19** 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 a much more sustainable pattern of development, focused principally on Trowbridge, Chippenham and Salisbury. Settlements of all sizes will have become more self-contained and supported by the necessary infrastructure, with a consequent reduction in the need to travel, 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. Housing, employment and other development will have been provided in sustainable locations in response to local needs as well as the changing climate and the incorporation of exceptional standards of design. Wiltshire's important biological and built environment will have been safeguarded and, where necessary, extended and enhanced to provide appropriate green infrastructure, while advantage will have been taken of the county's heritage to promote improvements in tourism for economic benefit.

Community Plan

- 17.20** 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
- 17.21** 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

17.22 The ambition for the Joint Strategic Assessment (JSA) 2011-2013 is that it will provide the council and its eight Thematic Delivery Partnerships 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. The five key areas for the JSA are:

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

17.23 The 2011 Health Profile for Wiltshire shows the high rates of injuries and deaths due to road traffic collisions in Wiltshire as compared to England.

Wiltshire's Joint Health and Well-being Strategy

17.24 This strategy (draft 2012) published by Wiltshire Council and NHS Wiltshire sets out the following objectives for people in Wiltshire:

- Living for longer
- Living healthily for longer, and enjoying a good quality life
- Living independently for longer
- Living fairly, reducing the higher levels of ill health faced by some less well-off communities

Neighbourhood Plans

17.25 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

Wiltshire Council Corporate Plan

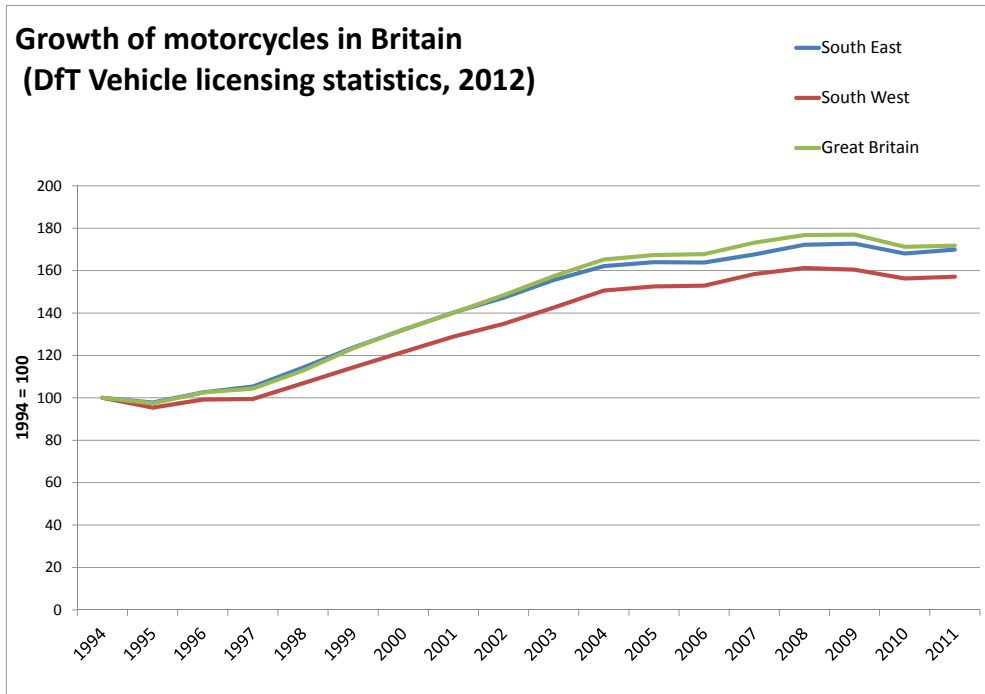
17.26 The vision of the Council's Corporate Plan 2010-2014 is 'To create stronger and more resilient communities'. Four of the nine priorities identified in this plan are:

- Improve our roads and road safety.
- Reduce our environmental impact.
- Achieve savings, be more efficient and ensure we deliver value for money.
- Focus on our customers and improve access to our services.

18 Powered two-wheelers in Wiltshire

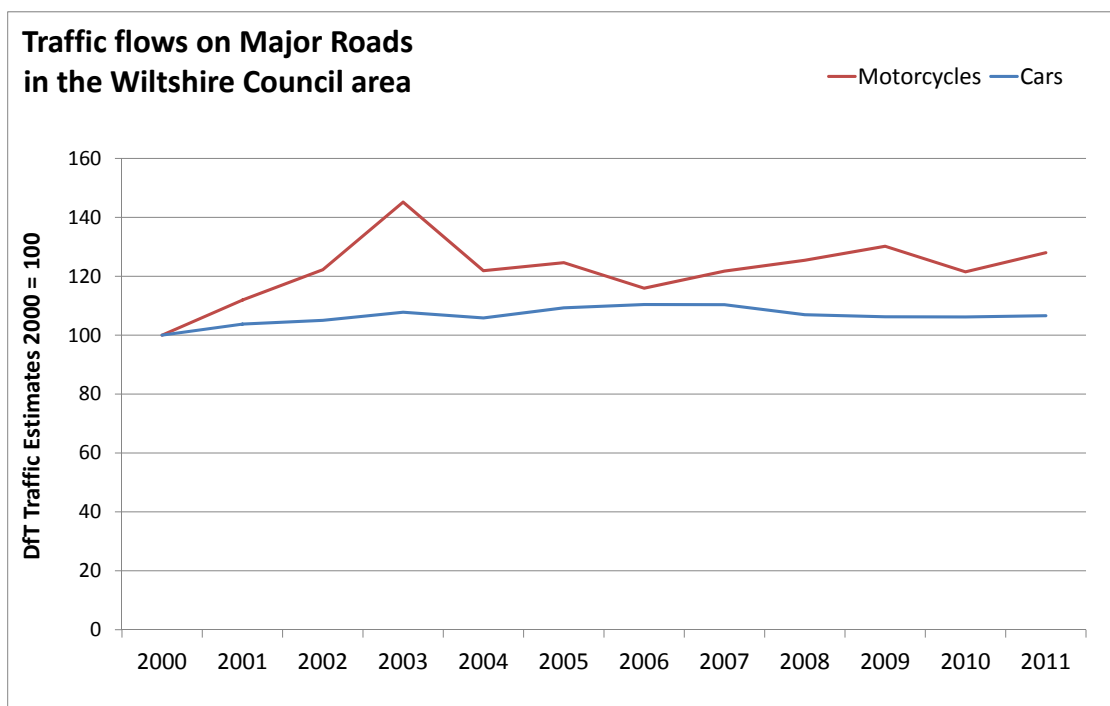
- 18.1** In the UK, the number of registered motorcycles grew by 22% between 2001 and 2011. While growth was rapid in the late 1990s and early 2000s, the number of motorcycles has been fairly static since 2006 as shown in Figure 18.1.

Picture 18.1 Growth of motorcycles



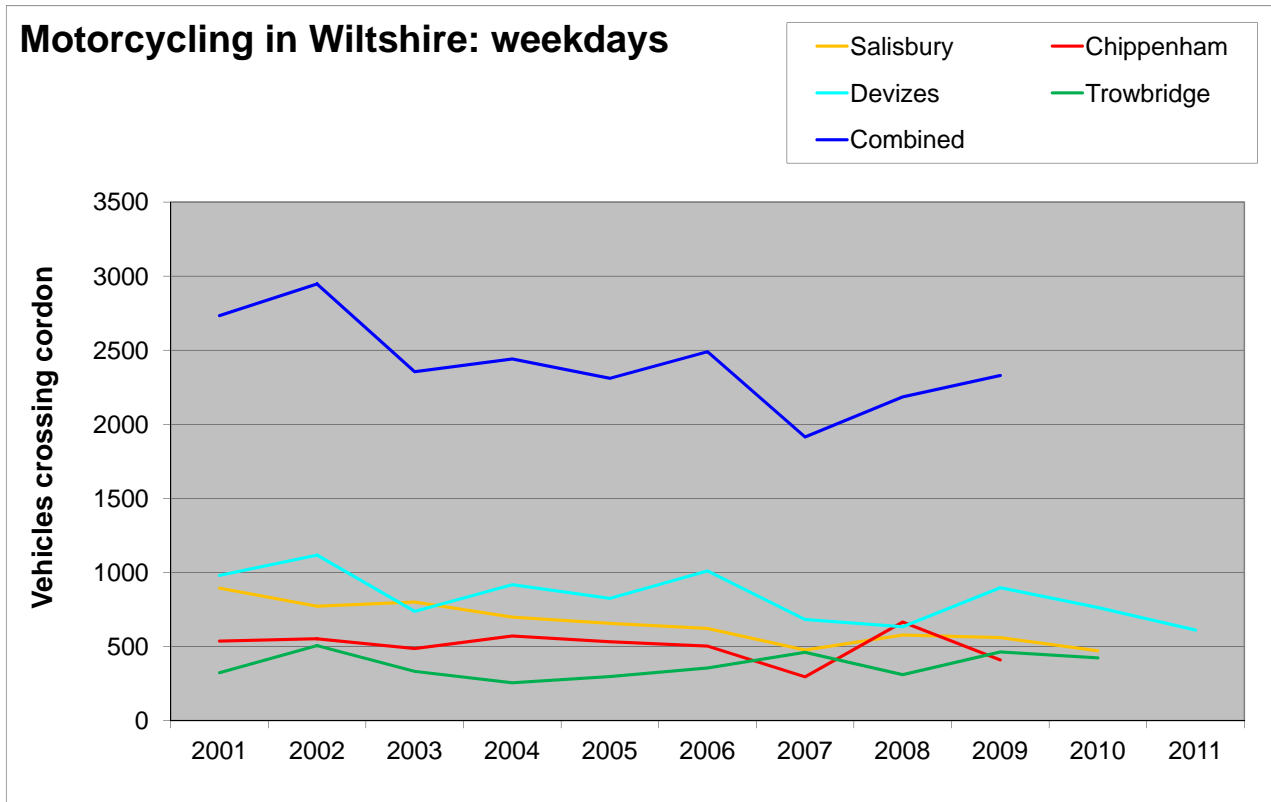
- 18.2** On A roads and the M4 motorcycle traffic has increased by 28% between 2000 and 2001 compared to 7% growth in car traffic.

Figure 18.1 Traffic flow on major roads



18.3 However, weekday trips into the main urban areas of Wiltshire seem to have decreased since 2001. It is unclear whether this data is robust, but it may be that Wiltshire is behind the trend for England, as there is a greater incentive to use powered two-wheelers in areas which are more congested and have more restricted car parking such as London and Bristol. So out-commuting and through trips to these areas may be higher in Wiltshire than commuting trips into Wiltshire's towns. Or it may be that occasional leisure use is increasing (hence increased ownership) but regular commuting use is falling. Nationally leisure accounts for 12% of trips, while business and commuting accounts for 61% of trips.

Figure 18.2 Motorcycling in Wiltshire



18.4 The absence of motorcycle testing centres in Wiltshire may be limiting the growth of powered two wheelers. However, as petrol prices rise and there is increasing pressure on parking space, it is likely that powered two-wheelers will become increasingly popular. As the Government rolls out a network of electric charging points over the next decade, it is likely that electric vehicles will become more popular due to their low running costs.

19 Goals and objectives

19.1 Motorcycling affects the five overarching national transport goals that are outlined in the main LTP strategy document. There are also opportunities to tie in with other agendas and partners in these areas.

Safety, security and health

Safety

19.2 Motorcyclists are more at risk of injury or death as shown in Figure 19.1 below. Motorcycles are more difficult for other vehicle drivers to detect due to their small size. The low number of motorcycles on the roads can also lead to lower awareness and inadequate checks being made by drivers of other vehicles. When motorcyclists are involved in a collision they are far more likely to be injured than other vehicle users due to the high speeds they are travelling at and the low level of protection.

19.3 Motorcyclists may also be more likely to be involved in road collisions due to poor driving skills or to increased risk-taking among certain sections of the motorcycling population. Inexperienced new riders and middle-aged riders returning to motorcycling are particularly at risk.

Table 19.1 Comparative risk of different modes of travel (Road Accident Statistics, DfT, 2012)

	Casualty rate per billion vehicle miles	
	Killed	Killed or seriously injured
Car driver	3	26
Pedestrian	42	542
Pedal cyclist	35	1035
Motorcycle rider	122	1868

19.4 In 2011, powered two-wheelers accounted for 11% of casualties in road collisions, but 22% of those killed or seriously injured (KSIs) in Wiltshire. 21% of all casualties and 20% of KSIs occur in the 16-19 age range. In 2011 there was a noticeable increase in casualties in the 20-24 age group.

19.5 Trends show that overall casualties are decreasing, but the rate of KSIs has remained approximately constant.

19.6 There is an approximately even split between rural and urban accidents, although fatal and serious collisions are more common in rural areas and slight injuries more common in urban areas.

19.7 61% of collisions occur at junctions and analysis of these incidents indicates that the actions of other road users are more frequently the primary cause.

19.8 National data (DfT, 2011) shows that:

- Over two thirds of motorcycle fatalities occurred in rural areas, compared to less than half for serious motorcycle casualties and under a third for slight motorcycle casualties.

- 34% of riders of motorcycles less than 50 cc involved in personal injury road accidents were 16 years old. A further 16% were 17 years old.
- For motorcycles greater than 500 cc, 51% of riders were 30–49 years old.
- 73% of motorcycle fatalities were riding motorcycles greater than 500 cc.
- Motorcycle casualties for all severities have declined between 2003 and 2010 with a slight increase in serious and slight casualties in 2011.

19.9 The council's road safety strategy has successfully reduced the number of PTW casualties through both engineering and non-engineering measures. There are limited opportunities to further improve safety through engineering measures. Passive road design (i.e. 'crash-friendly' road features such as lightweight sign-posts and clear-zones) can only prevent injuries and fatalities at lower speeds.

19.10 There is an opportunity to allow powered two-wheelers to use bus lanes where constructed in Wiltshire. There are currently only a small number of bus lanes in Wiltshire. Trials elsewhere in the UK have shown few statistically significant changes in casualties when motorcycles are allowed in bus lanes, either in terms of improved safety for motorcyclists or detrimental changes for pedestrians or cyclists. Preliminary evidence suggests that safety should be considered on a site-by-site basis.

19.11 Advanced training and awareness campaigns are likely to have the greatest impact on casualties rather than engineering measures. This includes road safety awareness for drivers of other vehicles.

Health

19.12 Emissions from transport account for around 70% of air pollution in towns and cities. The levels of nitrogen oxides and particulates are a particular problem in Salisbury, Westbury, Bradford-upon-Avon and Devizes. This can have a significant impact on people's health, particularly those who are already vulnerable such as asthmatics or elderly people.

19.13 Motorcycles of all classes tend to have higher emission levels per kilometre, when compared to the average car, for carbon monoxide, particulates, benzene and 1,3-butadiene. Emissions per kilometre of carbon dioxide, nitrogen oxides, lead and sulphur dioxide are lower. Where motorcyclists can bypass traffic rather than sitting in a queue, they will also emit less pollution, but this is less likely to happen in narrow urban streets.

19.14 The new Euro standards are likely to reduce emissions, especially particulates. Electric powered bikes and motorcycles offer an even greater opportunity to reduce noise and air pollution, although uptake is likely to be slow and the impact is likely to be limited in Wiltshire. Overall, increasing the substitution of car trips for motorcycle trips is likely to have a beneficial effect on air pollution in Wiltshire if the use of newer vehicles is promoted.

19.15 For shorter journeys, active modes of travel i.e. walking and cycling have the potential to produce large health benefits. Using public transport also has benefits due to the short walking trips involved. Motorcycling is slightly more active than car driving, but does not produce the health benefits of these active travel modes. However, the National Travel Survey (2010) shows that motorcyclists tend to be making much longer journeys than cyclists (an average of 8 trips per week covering 88 miles by motorcyclists compared to 6 trips per week covering 16 miles by cyclists). It's possible that motorcyclists could be encouraged to

use more active modes by changing their destinations e.g. by shopping locally. However, it's also possible that motorcyclists tend to live further from amenities and having considered alternatives to the car, selected a motorcycle as the most practical option.

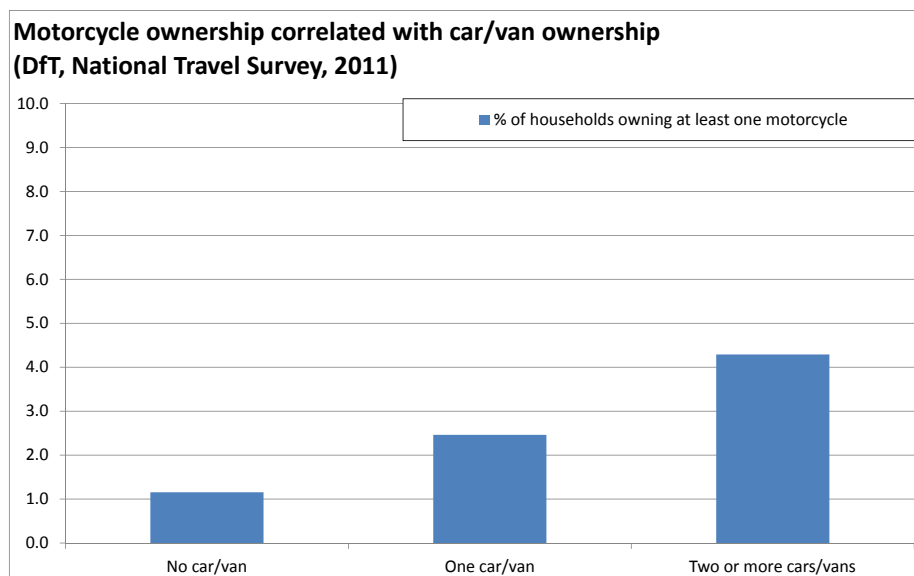
Security

- 19.16** Theft of motorcycles has risen nationally, although rates of theft are generally low in Wiltshire. Secure motorcycle parking can reduce theft rates. Riders can also be encouraged to use high security locks.
- 19.17** Motorcycle parking is free in council car parks and on-street throughout Wiltshire. There is some feedback from riders that the increased use of anchor points would be helpful. Anchor points or 600mm high rails are the most effective and can be used in combination with posts or waist-level rails to prevent a trip hazard being created.

Tackling climate change

- 19.18** Powered two wheelers have a clear advantage over cars in terms of carbon dioxide (CO₂) emissions. The smaller motorcycles that dominate the urban/commuter sector tend to have CO₂ emissions per kilometre travelled of less than half of those of the average car. However, larger motorcycles can emit more CO₂ than some cars because they offer far poorer fuel economy. Motorcycles are reducing their emissions, however they are lagging behind the dramatic improvements achieved by passenger cars in recent years. Tighter European emissions standards will require both new and existing vehicles to produce less emissions by 2020.
- 19.19** While for some people a motorcycle may replace car ownership, people who own motorcycles are generally more likely to be multiple vehicle owners as shown in Figure 19.1 below. The CO₂ emissions of vehicle production can be as high as that of vehicle usage, so carbon reductions will be maximised where motorcycle owners are encouraged to reduce their overall vehicle ownership. For example, by promoting car share, car hire and car clubs to motorcycle owners. Conversely the promotion of these initiatives could be supplemented by promoting PTWs as a lower carbon option.

Figure 19.1 Motorcycle ownership



Supporting economic growth and competitiveness

- 19.20** Powered two wheelers can help to reduce congestion due to the fact that they take up a smaller amount of road and parking spaces. Leisure motorcycling can help boost tourism particularly in rural areas with around £570 million spent each year by motorcycle tourists in the UK on accommodation, food and drink.
- 19.21** A reduction in casualties will reduce costs for the NHS and emergency services. While many of the measures to improve safety and security for motorcyclists are low-cost, delivery is likely to be slow due to the pressure on funding expected over the next few years.

Quality of life and a healthy natural environment

- 19.22** Motorcycle users have a legal right to use byways open to all traffic in the countryside. Public rights of way are highways so users must comply with highway law. If users do not comply with highway law or use other public rights of way where they have no legal right, ie footpaths, bridleways or restricted byways, this is a matter for the police. For further information relating to the management of public rights of way, see Wiltshire Council's Countryside Access Improvement Plan.

Equality of opportunity

- 19.23** Powered two wheelers have low start up, maintenance and fuel costs. Electric powered bikes and mopeds have particularly low running costs.
- 19.24** The Wheels to Work scheme run by Community First aims to improve accessibility to work, training and education. The scheme loans a moped and safety equipment to young people and the long-term unemployed who facing transport barriers. Community First also cover insurance and maintenance. While this scheme is small in scale, it provides an important service for those people who would otherwise be unable to access work or training. The scheme is funded with assistance from Wiltshire Council. There is an opportunity for the council to further promote this scheme through accessibility and smarter choices work.

20 Strategy

- 20.1** The council recognises that powered two-wheelers are a legitimate, safe, affordable and increasingly popular mode of transport. They are also a priority group for reduction of casualties.

Bikesafe

- 20.2** The council will reduce powered two-wheeler casualties as part of a broader road safety strategy, specifically:

- We will continue the BikeSafe programme along with broader interventions set out in the Road Safety Strategy.

- 20.3** The Wiltshire 'Bikesafe' Partnership was formed in the year 2000. The partners include, Wiltshire Police and the road safety, education/training sections of Wiltshire and Swindon Councils. Bikesafe is a National police-led initiative that seeks to engage with fully licenced riders of powered two wheelers(over 125 cc), to increase their awareness and to encourage a genuine desire to learn about safer riding.

- 20.4** The Partnership currently run eight, one day, sessions/events per year with a maximum of 24 riders per session. An average of 200 riders volunteer to attend per year. In addition to the above, special events, currently, three per year, are provided by the Wiltshire Partnership for Military personnel within Wiltshire. They are usually conducted at Tidworth with facilities provided by the Military. They are extremely well attended.

- 20.5** The aim of the Bikesafe programme to is to achieve:

A reduction in road casualties by helping riders identify their strengths and weaknesses in preparation for training, where necessary, by recognised providers of advanced training, e.g. IAM (Institute of Advanced Motor Cyclists) and RoSPA (Royal Society for Prevention of Accidents).

- 20.6** Each of the sessions/events in Wiltshire comply with the National Bikesafe curriculum with classroom inputs covering

- Attitudinal issues & collision causations
- Positioning, observation, hazard perception
- Braking, cornering, overtaking & filtering

They also include an 'on-road' observed ride/assessment with a Police advanced motorcyclist.

- 20.7** Historically, it has been the experience of most authorities in the country that it is more difficult to engage and encourage riders of powered two wheelers (under 125cc) to seek extra advice and training. Wiltshire is no exception to this experience.

- 20.8** However, we will continue to develop and deliver together with our partners and other interested training groups, road safety education/training programmes for colleges and secondary schools for riders of powered two wheelers (under 125cc). This will be delivered following their initial CBT (Compulsory Basic Training)

Infrastructure

Policy 1

The Council will continue to make improvements to road infrastructure including:

- Removing excessive street furniture and signs, which can be a hazard to riders, where the opportunity arises.
- When safety fences are replaced, consideration will be given to the use of motorcycle-safe designs.
- Replacement of ironworks (manhole covers) with non-skid surfaces where they are identified as a hazard.
- Minimising the use of surfaces such as lining that might cause powered two wheelers to skid.
- Ensuring that the needs of powered two wheelers are considered in road safety audits.
- Allowing motorcyclists to use bus lanes where there would be no detriment to safety.

Policy 1a

The use of bus lanes will be decided on a case-by-case basis and will take into account the following factors:

- The presence or planned construction of segregated cycle facilities - where cyclists may use an off-road path of sufficient quality, there is less likely to be conflict in the bus lane.
- The width of the bus lane - a narrower lane may encourage motorcyclists to overtake by passing out of the bus lane and possibly risk conflict with other vehicles.
- The volume of buses likely to use the bus lane - a high volume of buses may make conflicts between buses and motorcycles or cycles and motorcycles more likely.
- The accident history of the area and the speed/volume of traffic in adjacent lanes.

Parking

- 20.9** Parking for motorcycles is free in on-street parking bays and in dedicated motorcycle bays within council-owned car parks throughout Wiltshire. However, motorcyclists must adhere to the time limits of the parking bay. If motorcyclists use a bay for cars in a council-owned car park, they will need to pay the normal fare. Motorcyclists will be encouraged to pay for such tickets by mobile phone as there is a risk that Pay & Display tickets can be lost.

Policy 2

The Council will seek to provide adequate levels of secure parking for powered two wheelers including:

- Continuing to provide free parking for powered two wheelers in on-street car parking bays and within dedicated motorcycling bays in council-owned car parks.
- Looking for opportunities to improve parking in on-street locations or council owned car parks by providing secure locking facilities or increasing the number of motorcycle bays where there is sufficient demand.
- Securing adequate levels of powered two wheeler parking in new developments through standards set out in Appendix 1.
- Encouraging provision of secure parking through workplace travel plans.
- Providing adequate levels of secure parking at council offices.

20.10 The Council will continue to involve users in developing and delivering road safety policies and infrastructure improvements. Motorcyclist user groups will be encouraged to collate feedback from their members and disseminate news of any consultations. This will:

- Allow riders to be consulted on major transport schemes such as bus lanes.
- Encourage riders to identify areas where parking could be improved.
- Encourage riders to identify areas where ironworks or potholes are particularly hazardous.

20.11 The Council will also promote the safe usage of powered two wheelers through the accessibility and smarter choices strategies, specifically we will

- Promote the Wheels to Work scheme.
- Promote the usage of powered two wheelers in travel plans where it is appropriate to do so and in combination with safety promotion.
- Promote the usage of electric vehicles.
- Promote PTWs as an option in combination with car clubs, car hire or car share and in combination with safety promotion.

21 Appendices

Appendix 1: Powered two-wheelers & mobility scooter parking standards

Current motorcycle ownership is approximately one per 35 people and 5% of all motor vehicles. Given the congestion benefits of motorcycles it is generally recommended that at least 5% of parking spaces should be for motorcycles. The minimum standards for Wiltshire are set out below.

Land use	Minimum parking standards
C3 Residential dwellings	There are no specific standards for residential developments. It is expected that residents would use a proportion of their car parking spaces for powered two wheelers. It may be appropriate to provide specific motorcycle parking where demand is likely to be high.
All other uses.	<p>1 secure space for every 20 car parking spaces.</p> <p>A minimum of 1 secure space to be provided where 10 or more car parking spaces are provided. If only one space is required, this may alternate as a car parking space, although the anchor point must be located safely to allow dual usage.</p> <p>If less than 10 car parking spaces are provided, it is expected that motorcyclists would use car parking spaces and no additional security measures are required although they are desirable.</p> <p>Exceptions may be allowed based on merit.</p>

Spaces provided should be at least 0.8m wide by 2m long with sufficient overhead space. It is not usually necessary to mark individual motorcycle bays within a motorcycle parking area. Spaces should:

- Have anchor points consisting of a rail or post at a height of around 60cm above ground level, and/or be within a restricted-access area.
- Have quality level surfacing,
- Be covered by CCTV and/or natural surveillance, and/or be within a restricted-access area.
- Be located away from drain gratings,
- Preferably be protected from the elements.

Further guidelines on location and design are set out by the IHE at www.motorcycleguidelines.org.uk

Mobility scooters

Where significant usage by mobility scooters is likely, provision must be made either within an external parking area or within the building. The parking must be under cover and close to the building entrance.

Spaces for powered-two wheelers may also be used for mobility scooters if the design is adequate i.e. if there is adjacent access to a footway. This will only be acceptable where usage of motorcycles is likely to be fairly low.



22 Smarter choices

22.1 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						

22.2 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.

22.3 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.

22.4 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

22.5 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

- 22.6** 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

- 22.7** 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.
- 22.8** 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

- 22.9** 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.
- 22.10** 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

22.11 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

22.12 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

22.13 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

22.14 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

22.15 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

22.16 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

22.17 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

22.18 '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.

22.19 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.

22.20 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.

22.21 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.

23 Goals and objectives

Goals

- 23.1** 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.
- 23.2** 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.
- 23.3** 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.
- 23.4** 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

- 23.5** 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.
- 23.6** 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.
- 23.7** 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.
- 23.8** 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.

- 23.9** 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

- 23.10** 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.
- 23.11** 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

- 23.12** 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.
- 23.13** 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

- 23.14** 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.
- 23.15** 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

- 23.16** 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

23.17 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

23.18 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.

24 Challenges and opportunities

- 24.1** 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

- 24.2** 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

- 24.3** 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.
- 24.4** 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

- 24.5** 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

- 24.6** 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.

24.7 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.

24.8 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

24.9 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

24.10 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.

24.11 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

24.12 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.

24.13 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.

24.14 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.

24.15 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.

25 Strategy

Travel plans

25.1 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?

25.2 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.

25.3 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)

- 25.4** 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

- 25.5** 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.
- 25.6** 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.
- 25.7** 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

- 25.8** 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.
- 25.9** 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

- 25.10** 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

- 25.11** 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.

25.12 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

25.13 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.

25.14 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.

25.15 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

25.16 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.

25.17 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.

- 25.18** 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

- 25.19** 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.

- 25.20** 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.

- 25.21** 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.

- 25.22** 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

25.23 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.

25.24 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

25.25 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.

25.26 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

25.27 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

25.28 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.

- 25.29** 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.
- 25.30** 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.

- 25.31** 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

- 25.32** 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.
- 25.33** 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.
- 25.34** 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.

- 25.35** 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

25.36 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.

25.37 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.

25.38 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

25.39 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

25.40 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.

25.41 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

- 25.42** 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.
- 25.43** 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

- 25.44** 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.
- 25.45** 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.

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