

# Air Quality Action Plan for Wiltshire

Draft Consultation

October 2014





## Foreword

Wiltshire is characterised by extensive areas of unspoilt countryside and enjoys very good air quality, giving rise to a high quality environment for residents, visitors and businesses. There are, however, a few specific areas in our market towns that have issues with air quality.

Given that the primary source of the pollutants is vehicle emissions, finding solutions is a challenge for us all to rise to.

We fundamentally believe that the needs of the local community are at the heart of what we do at Wiltshire Council. It is our objective to work together with communities to solve problems locally and participate in decisions that affect them and as a result build stronger more resilient communities.

An improvement to air quality requires an integrated approach on the part of agencies, partners and communities. We must, therefore, adopt more innovative ways of working to improve the air quality in those areas that require action.

In developing this action plan, the Area Boards have been key in establishing air quality working groups to formulate community air quality action plans. Building on this in developing this air quality action plan for Wiltshire we have taken an innovative and inclusive approach. The plan has been structured to incorporate both thematic county wide strategic actions and locally generated actions which will be in the ownership of the relevant Area Board.

Work on community action plans has only been possible as a result of our well established partnership working with those who live in and know the local area well. Together we have the local data and knowledge that will help us work towards making community areas in Wiltshire better places to live, work in and to visit.

On behalf of Wiltshire Council we would like to thank everyone who has been involved in the development of each of the community action plans. These will identify local priorities, deliver improved outcomes and make a real difference to the lives of local people. Thank you to the Public Health and Protection Team: Frances Chinemana, Gary Tomsett, Rachel Kent; to the Scrutiny Panel members and the Community Area Board Managers.



Maggie Rae  
Corporate Director, Wiltshire Council



Cllr Keith Humphries  
Cabinet member for Public Health,  
Protection Services, Adult Care and  
Housing (exc strategic housing)





## Executive Summary

Local authorities have a duty to produce an air quality action plan where an Air Quality Management Area (AQMA) has been declared. The purpose of the air quality action plan is, on the evidence available, to set out the strategic and locally generated actions that will be implemented to improve air quality and work towards meeting the air quality objectives.

The primary source of pollutants in the Wiltshire AQMAs is produced by vehicle emissions. It is recognised that improving air quality in these specific locations is difficult due to the increased use and reliance on private motor vehicles. Finding solutions is, therefore, a challenge for us all to rise to. For action planning to realise its full potential it is important to work with local communities to generate and implement or influence local solutions.

The profile of air quality and health has been rising, both nationally and locally. Consequently, Wiltshire has come a long way in recent years in working towards ways of improving and maintaining good air quality in the County.

We have achieved a significant amount of progress under the auspices of the Air Quality Strategy:

- We have recognised the importance of planning for the future in ensuring we protect air quality. To ensure air quality is considered at the early stages of development we have developed an air quality policy (Core Policy 55) for inclusion in the Wiltshire Core Strategy. This is supported by draft Supplementary Planning Document and guidance toolkit for developers. We have given evidence in support of the policy at the public hearings into the core strategy and this is now moving toward adoption
- The local Area Boards with AQMAs have provided the ideal platform for creating local community groups with an interest in improving air quality within their area. We have put in considerable work into founding and supporting the community action plan working groups. Projects such as tree planting, business and school travel planning, increasing the profile of cycling and traffic surveys have been initiated as a result of their work. These are captured in their individual action plans.
- We have commissioned a website which will provide access to data from our real time air quality monitoring equipment. The site will contain health information and a text alert system called “Know and Respond” which will help those with respiratory conditions plan their time and safeguard their health when air quality is poor.
- Air quality has been identified by some communities as one of their priorities and is reflected in their Community Joint Strategic Assessments and in the State of Environment Report 2013.

This plan now carries forward the AQS in developing further the actions and community involvement.





Many different agencies, services and communities have contributed to the production of this Action Plan, as improvements to air quality can only be achieved by taking an integrated, collaborative approach.

The plan details 17 strategic actions, the implementation of which, will work towards achieving the objective for nitrogen dioxide and small particulates. These actions share synergies with many other council policies and strategies notably the Local Transport plan and Climate Change Strategy.

There will be six community air quality action planning working groups. These groups share two common actions;

- To produce a community action plan
- The area board is to report annually in January on progress made with implementing their action plan.

An annual progress report will then be submitted to DEFRA; The action plan as a whole will be reviewed within 5 years.

A summary of all the actions contained within this plan is available in the appendix.



Foreword.....	2
Executive Summary .....	4
Introduction .....	10
Action Planning (To be moved to appendices) .....	13
The role of Public Health and Public Protection Services in action planning .....	13
Action Planning Process.....	13
Source Apportionment - Nitrogen Dioxide .....	15
Community Involvement.....	16
Corporate context.....	16
Developing community led actions via Area Boards .....	16
Transport groups .....	17
Community Area Partnerships – A Wiltshire Air Quality Alliance .....	17
Transport .....	23
Local Transport Plan 3 (LTP3).....	23
Connecting Wiltshire, Travel Made Simple - Travel Portal .....	26
Planning & Spatial Planning.....	28
Wiltshire Core Strategy.....	28
Air Quality Supplementary Planning Guidance .....	31
Community Infrastructure Levy Bid Document (CIL) and Section 106 Agreements ..	31
Green Infrastructure .....	32
Minerals & Waste Strategy .....	32
Minerals.....	32
Waste.....	34
Completed Actions from the Air Quality Strategy 2011- 2015 .....	43
Green Economy.....	44
Climate Change Strategy .....	44
Sustainable Community Strategy for Wiltshire.....	45
Local economic development .....	45
Wiltshire Carbon Management Plan 2013 – 2017.....	45
Public Health.....	50
Joint Strategic Assessment .....	50
State of Environment Report .....	51
Health Improvement Partnership .....	51
Public Health Outcomes Framework .....	52



Health & Environment Group.....	53
Public Protection working with Public Health Wiltshire.....	54
Health Impact Assessment (HIA).....	54
Work undertaken in the Air Quality Strategy 2011 - 2015 .....	61
Appendix 1: Developing the actions .....	62
Format of actions.....	63
Appendix 2: Bradford on Avon .....	1
Introduction .....	2
Wiltshire Core Strategy.....	4
Delivery of Housing 2006 – 2026 Bradford on Avon .....	5
Bradford on Avon Air Quality Alliance .....	6
Local Transport Strategy .....	6
Historic Core Zone .....	6
Market Street/Church Street – Phase 1 .....	7
Existing Community Initiatives .....	8
Community air quality action plan.....	8
Summary sheet .....	11
Bradford on Avon Community Action Planning .....	12
Terms of Reference.....	12
Action Plan Statement.....	13
Appendix 3: Westbury .....	1
Wiltshire Core Strategy.....	3
Delivery of Housing 2006 – 2026 Westbury.....	3
AQ working group.....	4
Transport Plan.....	4
Vision / Historic Core Zone/ Other initiatives.....	4
Community Actions .....	4
Appendix 4: Salisbury .....	1
Air quality steering group.....	4
South Wiltshire Core Strategy (adopted) .....	4
2003 Action Plan & Salisbury Transport Strategy (STT) .....	5
Strategy Performance.....	9
Salisbury Vision.....	10
Closure of Salisbury Bus Station .....	13
Salisbury Quality Bus Partnership .....	14
Existing Community Initiatives .....	15



Community Actions .....	16
Summary sheet .....	22
Community air quality steering group terms of reference .....	24
Salisbury JSA .....	26
Appendix 5: Marlborough .....	1
Wiltshire Core Strategy.....	3
Delivery of Housing 2006 – 2026 Marlborough .....	3
AQ working group.....	4
Transport Plan.....	4
Community Actions .....	4
Summary sheet .....	8
Marlborough Community Action Plan Working Group.....	9
Appendix 6: Devizes .....	1
Air quality working group .....	3
Wiltshire Core Strategy.....	4
Delivery of Housing 2006 – 2026 Devizes .....	4
Devizes Transport Strategy (DTS).....	5
Devizes Transport Strategy – Cost Summary .....	9
Existing Community Initiatives .....	10
Community air quality action plan .....	10
Summary sheet .....	16
Devizes Community Air Quality & Transport Action Plan Working Group. ....	17
Devizes Transport Strategy Objectives.....	19
Devizes preferred Strategy components and estimated costs .....	20
Devizes Community Air Quality Action Plan – Draft, April 2014 .....	29
Appendix 7: Calne.....	1
Wiltshire Core Strategy.....	3
Delivery of Housing 2006 – 2026 Calne.....	4
Air Quality working group .....	5
Local Transport Strategy .....	5
Community Actions .....	5
Calne Community Action Plan Working Group .....	9
Terms of Reference.....	9
Action Plan .....	9
Appendix 8: Actions brought forward from Wiltshire Air Quality Strategy 2011- 2015.....	1
Strategic objectives from the Wiltshire air quality strategy .....	1





Appendix 9 Summary Table of Action: Wiltshire Air Quality Action Plan 2014..... 0



## Introduction

This plan has been produced by Wiltshire Council and constitutes the Air Quality Action Plan (AQAP) designed to address the air quality problems identified within the 8 air quality management areas (AQMAs) declared in Wiltshire. It is a statutory duty for Wiltshire Council to develop an AQAP following the declaration of an air quality management area in response to identified exceedence of one or more of the air quality objectives. The purpose of the AQAP is, on the evidence available, to set out the strategic and locally generated actions that will be implemented to improve air quality and work towards meeting the air quality objectives.

In developing this new AQAP we have taken forward the thematic approach used in our Air Quality Strategy and many of the other strategies produced within the Council. This approach allows us to clearly identify linkages between the key strategic documents and the requirements of the air quality strategy and the AQAP. Key drivers of the plan are the community action plan groups that have been set up in the towns with AQMAs. The groups will take forward local initiatives and promote the importance of clean air in their area.

Part IV of The Environment Act 1995, introduced a national framework for air quality management whereby all local authorities are required to annually review the air quality within their boundaries. Following the review they must assess the air quality against the objectives specified for the pollutant of concern. Where the process has indicated that the objective will not be achieved within the statutory timeframe then the local authority is required to designate an AQMA at the earliest possible date.

The objectives being breached in Wiltshire are primarily for exceedence of the annual average objective for nitrogen dioxide (NO<sub>2</sub>) and in Bradford on Avon the AQMA was also declared for exceedence of the annual average particulate (PM<sub>10</sub>) objective caused largely by vehicle emissions. The AQMAs declared are in the following locations:

Salisbury (3)

Bradford on Avon (1)

Westbury (1)

Devizes (1)

Marlborough (1)

Calne (1)



The AQAP has been organised as a 'framework' document made up of a suite of supporting documents reflecting the individual themes identified within the air quality strategy. Since writing the Strategy, Public Health has joined Wiltshire Council so this has now been added to the list. The themes are as follows:

- Transport
- Community Involvement
- Development Services and Spatial Planning
- Green Economy
- Public Health

This document has been organised as follows:

**Chapter 1** Introduction

**Chapter 2** Action Plan: a different approach

**Chapter 3** Source Apportionment

**Chapter 4** Community Involvement

**Chapter 5** Transport

**Chapter 6** Development Services & Spatial Planning

**Chapter 7** Green Economy

**Chapter 8** Public Health

## **Appendices**

**Appendix 1** Developing Actions

**Appendix 2** Bradford on Avon

**Appendix 3** Westbury

**Appendix 4** Salisbury

**Appendix 5** Marlborough

**Appendix 6** Devizes

**Appendix 7** Calne

**Appendix 8** Actions brought forward from the Wiltshire Air Quality Strategy 2011-15

**Appendix 9** Summary table of Actions; Wiltshire Air Quality Action Plan 2014

Wiltshire Council has recognised the importance of environmental factors on the health of its residents. The commitment to improving the environment for all residents is encapsulated within common strategic outcomes in the Council's Business Plan 2013 – 2017, the



emerging Core Strategy, Health and Wellbeing Strategy, The Local Transport Plan and The Energy Change and Opportunity Strategy and the emerging Green Infrastructure Strategy.

Strong and resilient communities can be described by six key outcomes:

- 1) People in Wiltshire have strong relationships, solve problems locally and participate in decisions that affect them
- 2) Everyone in Wiltshire lives sustainably in a high quality environment
- 3) Wiltshire has a thriving and growing local economy
- 4) Wiltshire has inclusive communities where everyone can achieve their potential
- 5) People have healthy, active and high quality lives
- 6) People feel safe and are protected from avoidable harm

This AQAP carries forward the high level Wiltshire wide actions identified within the air quality strategy and builds upon them. In addition 'local' actions which are town specific have been developed through community engagement. Through the new approach 'community air quality action plans' have been developed for each area with an AQMA. These are integral to the Action Plan but will remain as standalone documents to the Wiltshire AQAP in the appendices to enable them to be 'living' documents that can be amended and updated according to the Area Board's priorities.

The AQMAs and community air quality action plan groups are all at different stages in their action planning, therefore separating them from the main AQAP allows the flexibility required when dealing with 6 different community areas.





# Action Planning

## The role of Public Health and Public Protection Services in action planning

In order to effectively discharge duties under the Local Air Quality Management regime, Wiltshire Council is required to report on air quality throughout the County. This function is carried out by the Public Health and Public Protection Service.

The Public Health and Public Protection Service will continue to ensure that ambient air quality is monitored after the implementation of this AQAP. The team will report regularly on the quality of air in Wiltshire, both through the local air quality management reporting schedule to Defra and via Wiltshire Council's Environment Scrutiny Panel and relevant Area Boards.

## Action Planning Process

Action planning is an essential part of the local air quality management process, providing a practical opportunity for improving air quality in areas where review and assessment has shown that national measures will be insufficient to meet one or more of the air quality objectives. An air quality action plan should include the following:

- Quantification of the source contributions to the predicted exceedence of the objectives. This allows the action plan measures to be effectively targeted.
- Evidence that all available options have been considered on the grounds of cost and feasibility.
- Identification of how Wiltshire Council will use its powers and also work together with others in pursuit of the relevant air quality objectives.
- Clear timescales within which the authority and other organisations propose to implement the measures contained in the plan.
- Quantification of the expected impacts of the proposed measures and, where possible, an indication as to whether these will be sufficient to ensure compliance with the objectives.
- Identification of how Wiltshire Council intends to monitor and evaluate the effectiveness of the plan.

In 2005 West Wiltshire District Council produced an AQAP to address the issues arising from nitrogen dioxide and particulates in Bradford on Avon and Westbury.



In 2003 Salisbury District Council produced an AQAP to address the issues arising from nitrogen dioxide in Salisbury. These two plans will now be replaced with this new 'Wiltshire Air Quality Action Plan for Wiltshire 2014'.

All the Actions have been developed using the methodology detailed in appendix 1.



## Source Apportionment - Nitrogen Dioxide

Source apportionment is the process of identifying the contribution each source of nitrogen dioxide contributes to the overall level of nitrogen dioxide. In Wiltshire the primary source is traffic and we have analysed the contribution each type of traffic source makes to nitrogen dioxide levels.

To calculate more accurately how much improvement in air quality would be required to deliver the air quality objective within an AQMA, it is necessary first to confirm the concentration of NO<sub>2</sub> at specific sites.

The method of calculating the emissions incorporates many different categories in the vehicle fleet using the road, however for the purposes of understanding source contributions more straightforwardly the following groupings were applied to the sources:

- HGV (i.e. all HGVs and LGVs other than cars, taxis and motorcycles)
- Cars (including all cars, taxis and motorcycles) and
- Buses and coaches

The background source component comprises emissions from the following sectors:

- Domestic (including heating and cooking)
- Commercial/industrial (termed industrial for both gas and oil)
- Other transport sources (railways, airports and shipping)
- Industrial processes required to have an Environmental permit
- Background roads

Background measurements are obtained from national mapping carried out by DEFRA.

Source apportionment has been undertaken for each of the towns with an AQMA and the results are displayed in the summary table at the end of each of the town chapters.



# Community Involvement

## Corporate context

The vision of Wiltshire Council; to create stronger and resilient communities will continue to underpin our work and provide a clear focus for the actions we take. Our priorities will also focus on what we fundamentally believe to be most important.

### Wiltshire Council priorities:

- To protect those who are most vulnerable
- To boost the local economy – creating and safeguarding jobs
- To support and enable communities to do more for themselves and be involved in what we do

This is all about people and places, fostering a sense of community belonging and self-sufficiency where communities can solve problems locally with our support.

We want to encourage and support local communities to get involved and work with us to strengthen their ability to deal with local challenges. We will work closely with town and parish councils, voluntary groups, local people and other public sector organisations to establish community needs and to help meet those needs in the most effective way.

## Developing community led actions via Area Boards

A major driver to the new approach Wiltshire has undertaken to air quality action planning has been the development of Area Boards following the formation of Wiltshire Council.

The council recognises that by working in partnership with local communities, it can achieve so much more than it ever could on its own. The hope is that this will lead to better services, better communities and a better quality of life for everyone in Wiltshire.

Area Boards are a way of working to bring local decision making back into the heart of the community. They are a formal part of Wiltshire Council that tries to find solutions for local issues such as that of air quality. There are 18 Area Boards in Wiltshire. People who work





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.

The local Area Boards with AQMAs have provided the ideal platform for creating local community groups with an interest in improving air quality within their area.

Each Area Board with an AQMA has created or will be creating a specific group to generate a community air quality action plan. The plans feed into the Wiltshire AQAP and are detailed in the individual town appendix. They will remain standalone documents to allow for flexibility in timescales and reprioritisation of identified actions depending upon local circumstances.

The air quality groups have created their own terms of reference and membership. Composition of the groups varies according to the aspirations of each of the community areas. Approaches taken to producing the community air quality action plans have varied considerably, however they all have the common goal of improving air quality and health outcomes.

The air quality groups report directly to the Area Board. It is envisaged that progress on the community air quality action plans will be reported annually to the Area Board and then to the Public Health and Public Protection Service for inclusion in the annual action plan progress report for Defra and updates for Cabinet and the Environment Scrutiny Panel.

### **Transport groups**

To consider highway requests and identify priorities for transport investment, Community Area Transport Groups (CATGs) have been set up in each board area. One of the roles of the CATGs is to make recommendations to the respective Area Board on the priority schemes to be funded from the Discretionary Highways Budget; a funding allocation distributed amongst area boards to fund highway improvements in the community areas.

### **Community Area Partnerships – A Wiltshire Air Quality Alliance**

Community Area Partnerships (CAPs) are strong independent networks working with the local Area Board and the local community to identify priorities and promote action and projects. CAPs are central to Wiltshire Council's community governance proposals and help



form the foundation of strong, resilient, empowered communities. CAPs ensure local people are fully informed about and involved in the decisions that affect them; encourage active and sustained participation by all sections of the community in the civic life of the area; develop new ways of addressing local priorities in collaboration with Wiltshire's public services and partners at local level; ensure that public funding and services are focused more accurately on priority needs in the community area.

With Air Quality being recognised as a priority in six of the county's community areas (Bradford on Avon, Calne, Devizes, Marlborough, Salisbury & Westbury) it is recognised that there are considerable benefits to having a working relationship between these areas and a platform for sharing information, ideas and best practice. The Wiltshire Forum of Community Area Partnerships (WFCAP) exists to support, promote and represent Community Area Partnerships and act as an advocate for community-led-planning in Wiltshire. Through this role WFCAP convenes meetings directed to specific themes or projects to enable CAPs to learn from other initiatives and provide useful signposting or mentoring to each other. This collaboration provides a more efficient, informed way of working and can overcome some of the issues of working within such a large rural county. The CAPs are an effective delivery vehicle for strategic outcomes and joint working can increase both the capacity and influence of a project as well as potentially being able to leverage in financial support due to strength in scale.

On the air quality issue the CAPs have met for an initial information sharing session to be aware of past, current and planned work programmes in the other areas; consider whether their own area could benefit from carrying out similar work and agree the value in maintaining that connection as the air quality work moves forward.

The following actions have developed:



**Action CI01**

Engage with local communities which have an AQMA through local Area Boards. Establish air quality sub groups to look at ways of improving air quality in their local area and formulate a community air quality action plan.

**Outline**

Wiltshire Council's business plan seeks to help communities help themselves, by empowering Area Boards to engage with local communities to develop solutions supported by the local community.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x		x	x	x	5

Low cost, high benefit. Local decisions are being made at a local level

**Ownership:** Public Health & Public Protection Service and Area Board

**Partners:** Local community groups

**Smart Target**

<b>Specific</b>	All Area Boards with an AQMA have been contacted to establish working groups for air quality. Air quality community action plans are being formulated for: Bradford on Avon Area Board, Calne Area Board, Devizes Area Board, Marlborough Area Board, Salisbury Area Board and Westbury Area Board
<b>Measurable</b>	Annual progress report to be provided to the Area Board from the air quality sub group. Data will be collated by Public Protection from the Area Boards and submitted to DEFRA in the annual action plan progress report.
<b>Achievable</b>	All community air quality action plans will be scrutinised by the Area Boards and will be audited by Public Protection for practicality, cost benefit analysis and impact on local air quality.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy)
<b>Timely</b>	Set up air quality working groups in Area Boards as AQMAs are declared.



**Action CI02**

The Area Board shall report annually in January on the progress made against the community air quality action plan and priority actions.

**Outline**

Public Protection will provide a template for reporting purposes. This shall be completed by the Area Board Manager and agreed by the Area Board.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x		x	x	x	5

Low cost, high benefit. Local decisions are being made at a local level.

**Ownership:** Area Boards

**Partners:** Public Health & Public Protection Services

**Smart Target**

<b>Specific</b>	All Area Boards with an AQMA will provide annual progress reports on 31st January of each year of progress made against the community air quality action plans and priority actions. The Area Boards are as follows: Bradford On Avon Area Board, Calne Area Board, Devizes Area Board, Marlborough Area Board, Salisbury Area Board and Westbury Area Board
<b>Measurable</b>	Annual progress report to be provided from the Area Board to Public Protection.
<b>Achievable</b>	Public Protection will collate all Progress Reports from the Area Boards.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy) <i>SO1, SO4, SO7, SO8, SO10</i>
<b>Timely</b>	Area Boards will provide annual progress on the community air quality action plans (31 <sup>st</sup> January – annually)  Public Protection will provide an overall Progress Report on the Wiltshire Air Quality Action Plan to DEFRA (31 <sup>st</sup> April – annually)





**Action CI03**

Provide air quality data and information to Area Boards to help with the production of Community AQAPs and Community Neighbourhood Plans.

**Outline**

Each Area Board develops its own neighbourhood plans. We will provide data and advice for incorporation into Community AQAPs and where requested by Area Boards for the development of neighbourhood plans.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x					x	2

Low cost, medium benefit.

**Ownership:** Area Boards & Public Protection

**Partners**

**Smart Target**

<b>Specific</b>	Meet with Area Boards where AQMAs are present: Bradford On Avon Area Board Calne Area Board Devizes Area Board Marlborough Area Board Salisbury Area Board Westbury Area Board
<b>Measurable</b>	Provide specific air quality information relevant to the Area Board
<b>Achievable</b>	Contributed since 2012.
<b>Relevant</b>	Assisting communities to identify actions to improve air quality and help with prioritising air quality issues.
<b>Timely</b>	Annually in April



**Action CI04**

Wiltshire Forum Community Area Partnerships (WFCAP) to facilitate the dissemination of good practice of air quality projects across the County through an annual meeting of the community action plan groups.

**Outline**

To facilitate the sharing of good practice, experience, knowledge gained by groups.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit

**Ownership**

WFCAP and Area Board

**Partners**

Public Health & Public Protection Services

**Smart Target**

<b>Specific</b>	Encourage co-ordination and create a focus for the dissemination of good practice on air quality action planning.
<b>Measurable</b>	Number of information sharing seminars.
<b>Achievable</b>	Yes – lead by the community’s desire for information and good practice exchange.
<b>Relevant</b>	Assisting communities in addressing air quality issues and share good practice.
<b>Timely</b>	Annual



# Transport

## Local Transport Plan 3 (LTP3)

Wiltshire Council is now working to LTP3 covering the period from 2011 - 2026.

Local Transport Plans (LTP's) steer the implementation of national transport policies at the local level. As a strategic document, the LTP does not contain details of schemes; rather, it sets out a long-term transport strategy, a shorter-term implementation plan and a number of supporting strategies.

Transport needs to be 'joined up' with wider economic, social and environmental objectives. The LTP3 has therefore been developed within the context provided by a range of policy documents.

The long term transport strategy vision is:

To develop a transport system which helps support economic growth across Wiltshire's communities, giving choice and opportunity for people to safely access essential services. Transport solutions will be sensitive to the built and natural environment, with a particular emphasis on the need to reduce carbon emissions.

The Wiltshire LTP3 is made up of:

- A long-term transport strategy that seeks to:
  - support economic growth;
  - reduce carbon emissions;
  - contribute to better safety, security and health;
  - promote equality of opportunity; and
  - improve quality of life and promote a healthy natural environment.
- A shorter-term implementation plan based on a realistic assessment of available funding.
- A number of supporting strategies and technical documents.



In addition, the LTP provides the framework for all other organisations with a direct or indirect involvement in transport in Wiltshire and a range of strategic transport options have been generated to help meet the LTP3 goals and objectives. These include:

### **Freight**

- Work with freight operators and businesses on a voluntary and ad-hoc basis to achieve shared deliveries where possible
- Develop and adopt an advisory freight network based on national, regional and county routes (or equivalent) with local routes to town centres and business/industrial estates
- Manage local freight issues through the council's freight assessment and priority mechanism
- Utilise a package of traditional (e.g. paper mapping) and electronic (e.g. interactive mapping) measures to disseminate Wiltshire specific freight information to hauliers, businesses, stakeholders and the public
- Maintain a minimum standard of lorry parking facilities on a requirement basis
- Support the development of a freight interchange facility at Westbury railway station including all necessary associated highway infrastructure

Further details are included in the LTP3 [Freight Strategy](#)

### **Cycling**

- Provide a sympathetically designed, high quality and well maintained network of cycle routes in the market towns, and where appropriate, provide links between the market towns and to national cycle routes
- 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 market towns.



The Cycling Strategy is currently being consulted on.

### **Walking**

Provide a sympathetically designed, high quality and well maintained network of walking routes in and between significant trip origins and destinations (e.g. housing, shops, employment areas, transport interchanges, tourist attractions, etc.)

The Walking Strategy is currently being consulted on.

### **Public Transport**

- Seek to retain overall levels of service that meets identified demand within available resources, meeting accessibility needs for those without private transport and making a contribution towards sustainable transport objectives
- Increase rail connectivity through the provision of bus-rail links and assist with the implementation of some new stations. Support the function of rail stations as transport hubs and proactively work with partners to introduce service and corridor improvements particularly between Chippenham, Salisbury and Trowbridge. Cover the administrative costs of community rail partnerships and where appropriate and necessary, safeguard and purchase land for rail improvement.

Further details are included in the LTP3 [Public Transport Strategy](#)



### Smarter Choices

- Use the planning system to develop, monitor and enforce mandatory residential and business travel plans, and promote the use of voluntary travel plans by organizations generally. Require appropriate contributions to support sustainable transport measures
- Promote limited smarter choices measures in appropriate new developments and the market towns, and undertake a range of targeted smarter choices promotions.

The [Smarter Choices](#) Strategy is currently being consulted on.

### Connecting Wiltshire, Travel Made Simple - Travel Portal

Connecting Wiltshire was launched at the beginning of September 2013 with the aim of making travel simple. It is a website which makes it simple to find information, simple to understand and simple to use. It helps users find ways to travel that save time or money, and improve a person's well being and local environment.

As Wiltshire is a large, rural county, it is not always easy to get around using public transport, and so cars tend to be used more than in other parts of England. As a result Wiltshire has "hot spots" of congestion and air pollution levels in certain parts of the county. Connecting Wiltshire is aiming to help alleviate those problems. The website provides transport information and services so that whether someone lives in, commutes to, or just visiting Wiltshire, information is available about alternative ways to travel. The site gives practical tips on using different ways of travelling to improve health and wellbeing, and protect the environment we all live in.

[Connecting Wiltshire](#) is funded as part of Wiltshire Council's successful bid for money from central government as part of the Local Sustainable Transport Fund. The money is being used for infrastructure and service changes and improvements, and all the information will be communicated through the website, as and when they happen.

The following action has been developed:







## Planning & Spatial Planning

A key principle for Wiltshire Council is to integrate air quality considerations with other policy areas, such as planning. It makes sense that every development that has the potential to emit pollution is required to mitigate or offset this, in order to help achieve an overall reduction in Wiltshire's air pollution. It is therefore important for Wiltshire to identify how we can best bring air quality considerations into the planning process at the earliest possible stage. It is no longer satisfactory to simply demonstrate that a development is no worse than the existing or previous land use on a particular site.

The Wiltshire Air Quality Strategy 2011 – 2015 contains the table of strategic actions below:

**Action 3:** Develop and introduce an air quality supplementary planning guidance document and developer toolkit for the production of air quality assessments.

**Action 4:** Develop an air quality policy for inclusion in the Wiltshire Core Strategy.

### Wiltshire Core Strategy

The Wiltshire Core Strategy Submission Document was formally approved for publication by Wiltshire Council on 26 June 2012. Following this decision Wiltshire Council submitted the Wiltshire Core Strategy to the Planning Inspectorate on 10 July 2012 for the purpose of initiating an independent public examination. Since submitting the Wiltshire Core Strategy to the Planning Inspectorate a further focussed consultation has been undertaken.

In achievement of action 4 an air quality policy was formulated for inclusion in the Wiltshire Core Strategy which was then further strengthened following the inspectors examination:



## **Air Quality Strategy for Wiltshire**

### **Main aim:**

'Wiltshire Council working collaboratively will seek to maintain the good air quality in the county and strive to deliver improvements in areas where air quality fails national objectives in order to protect public health and the environment'

Core Policy 55 requires that all development which either because of the size, nature or location will have the potential to exacerbate known areas of poor air quality, is required to overcome this barrier to development by demonstrating the measures they will take to help mitigate these impacts. In line with the Air Quality Strategy, additional guidance incorporating a developer's toolkit, has been produced and consulted upon as a Supplementary Planning Document (SPD). This guidance document will be published as soon as practicable following the adoption of the Core Strategy. Once adopted, the SPD will give positive advice to prospective developers on how to address the issue of air quality effectively so their investment can go ahead. Development which could potentially impact upon Natura 2000 sites through contributions to aerial deposition e.g. industrial process within 10km of a Special Area Conservation will require an assessment of the likely impacts in accordance with published guidance. Where mitigation is required this may be delivered through a local emissions strategy.



## **Core Policy 55**

### **Air Quality**

Development proposals which by virtue of their scale, nature or location are likely to exacerbate existing areas of poor air quality, will need to demonstrate that measures can be taken to effectively mitigate emission levels in order to protect public health, environmental quality and amenity. Mitigation measures should demonstrate how they will make a positive contribution to the aims of the Air Quality Strategy for Wiltshire and, where relevant, the Wiltshire Air Quality Action Plan.

Mitigation may include:

- i. landscaping, bunding or separation to increase distance from highways and junctions
- ii. possible traffic management or highway improvements to be agreed with the local authority
- iii. abatement technology and incorporating site layout / separation and other conditions in site planning
- iv. traffic routing, site management, site layout and phasing
- v. where appropriate contributions will be sought toward the mitigation of the impact a development may have on levels of air pollutants.



## **Air Quality Supplementary Planning Guidance**

In order to provide evidence for inclusion of Core Policy 55 in the Wiltshire Core Strategy and implement 'action 3' of the Wiltshire Air Quality Strategy, [Supplementary Planning Guidance](#) has been written. The document will help provide consistency in the way potential developments are dealt with in relation to their impact on air quality.

The document has gone through public consultation and is now being provided alongside the Wiltshire Core Strategy with a view to it being adopted as official supplementary planning guidance.

Where developments take place in an AQMA, mitigation measures must be considered as standard practice, particularly in cases where the development is new and does not replace an existing use. This is especially important where the development has provision for a large number of parking spaces, significantly increasing the number of trips, and/or heating plant. In some cases it may be necessary to recommend refusal where a development is so contrary to the objectives of the Air Quality Action Plan and Strategy.

This approach should bring health benefits to everyone - not just those living in localised areas (i.e., hotspots) where the objectives are exceeded. This is particularly important for nitrogen dioxide and small particulates, as these pollutants have a significant impact on health. In order to reduce overall exposure, background pollution will need to be reduced, so it makes sense that every development that has the potential to emit pollution must require mitigation or offsetting to help achieve an overall reduction in Wiltshire's air pollution.

## **Community Infrastructure Levy Bid Document (CIL) and Section 106 Agreements**

Wiltshire Council seeks to work constructively with developers to foster a diverse and thriving economy and to safe guard public health.

The Community Infrastructure Levy and Section 106 agreements provide a mechanism for achieving these outcomes. Funding is sought in respect of air quality action planning to assist with improving air quality within air quality management areas and to prevent areas of elevated pollution leading to declarations of AQMAs.



## Green Infrastructure

Wiltshire Council is in the process of developing a green infrastructure strategy. Working in partnership with communities and partner organisations Wiltshire Council will identify, enhance and protect a planned and managed network of high quality and highly valued multifunctional green infrastructure which will contribute to making Wiltshire a great place to live, work, invest and visit. This will help reduce Wiltshire's greenhouse gas emissions and improve local air quality by encouraging walking and cycling and promote healthy lifestyles, through exercise, leisure, play and relaxation.

Green infrastructure has an important role to play in improving local air quality and helping communities offset their carbon impact. In urban areas trees, vegetation and green space can help to absorb pollutants and improve air quality by absorbing gaseous pollutants, lowering temperatures, preventing pollutant concentration, and by producing oxygen during photosynthesis. In addition to using green infrastructure to mitigate the effects of poor air quality, opportunities exist at the community area scale to adapt our transport behaviours and utilise cycle networks and other forms of active travel around our town centres.

## Minerals & Waste Strategy

Wiltshire Council adopted its current Minerals and Waste Strategies in June & July 2009, respectively, in association with Swindon Borough Council. These form part of the wider Minerals and Waste Development Framework which includes development control policies and other supporting material.

## Minerals

Wiltshire Council and the Borough of Swindon cover an area of 3455 square kilometres, and have a population of around 689,200 at 2011.

The overall approach of the [Minerals and Waste Strategies](#) are to manage the availability, extraction and use of primary, secondary and recycled mineral resources whilst seeking to protect the interests of local communities and the wider environment through a number of strategic policies. However, the Strategy recognises that minerals can only be worked where they exist and therefore the choices open to the Council in terms of where new sites should be located are limited.



In April 2006 a small area of the South of Wiltshire was subsumed into the New Forest National Park and therefore it does not form part of these strategies as this work is led by Hampshire County Council. There are no AQMAs within this part of the National Park. Minerals core strategy policy 8 is particularly relevant to air quality;

### **MCS 8: Living with Minerals Development – Protecting Residential Amenity**

To maintain an acceptable separation of residential areas from proposed minerals development within Wiltshire and Swindon, the Councils will work with local communities, landowners, the minerals and waste industries, regulatory bodies and other organisations to establish, plan and address the following matters prior to the implementation of development proposals:

- The strategic and localised phasing and duration of operations;
- The design, location and extent of screening features;
- The control of operations to minimise pollution;
- The arrangements for managing the traffic associated with the development;
- The restoration and after-use objectives of the proposed development;
- All other matters as agreed and deemed relevant by the Councils, local communities and the minerals operator.

Where appropriate, the Councils will encourage and support the establishment of Community Liaison Groups to help monitor, appraise and resolve operational matters associated with minerals sites throughout the life of the development.



## Waste

The Strategy gives a summary of the characteristics of waste management activities in Wiltshire and Swindon. Important issues are identified such as the lack of waste management facilities in the Salisbury area and that non-hazardous landfill sites are concentrated in the north of the Plan area. In addition, it recognises that the management of waste is not easily reconciled based on geo-political boundaries. Relationships with neighbouring authorities both inside and outside Wiltshire need to be explored and developed to ensure that waste is managed in a sustainable manner. The Strategy identifies the need to deliver an additional:

- 54,000 tonnes per annum of treatment capacity for municipal waste management for Wiltshire and Swindon;
- Three Household Recycling Centres, a Material Recovery Facility and a Composting Facility for the management of Wiltshire's municipal waste;
- Suitable municipal waste management facilities in Swindon to achieve the target of 50% recycling and to meet the objectives of the Municipal Strategy;
- 915,870 cubic metres of void space capacity for the management of Industrial and Commercial waste;
- 250,000 tonnes per annum of treatment capacity for Industrial and commercial waste management for Wiltshire and Swindon;
- 150,000 tonnes per annum of recycling capacity for industrial and commercial waste management for Wiltshire and Swindon;
- 950,000 cubic metres of void space capacity for the management of inert waste; and 90,000 tonnes per annum of transfer capacity for the management of inert waste in Wiltshire and Swindon.





The Strategy identifies four strategic objectives, strategic objective 3, being the Environment:

### **The Environment**

Protect and enhance the diverse and highly valued natural and historical environment of Wiltshire and Swindon, incorporating the landscape character, biodiversity and geological interests and cultural heritage. Ensure the protection of the water environment whilst minimising and mitigating flood risk.

Contribute to reducing and adapting to the impacts of climate change. Minimise the cross boundary impacts of waste management upon features of the natural and cultural environment. Options for sustainable transportation should be encouraged in order to reduce the impacts of transporting waste through Wiltshire and Swindon. Protect human health from adverse impacts. Maintain the separate identities of neighbouring communities. The sustainable construction of waste management facilities will be encouraged wherever possible.

Specific waste development control policies are also detailed. WDC2 deals directly with aspect of environmental impact of waste management activities.

### **Managing the Impact of Waste/ Managing Development**

Protect the following subjects from impact of waste management development:

- amenity;
- visual aspects;
- noise and light emissions;
- vibration;
- air emissions and climate change;
- contaminated land; and
- agricultural land.



Both the mineral and waste strategies make reference to national guidance such as MPS 2 which has now been withdrawn. There is therefore a need for the AQAP to address this gap.

The following actions have been developed:

**Action DSP01**

To integrate air quality into the wider policies and strategies of Wiltshire Council through the adoption of core policy 55 in the Wiltshire Core Strategy.

**Outline**

The Core Strategy for Wiltshire outlines a sustainable spatial strategy for future development in the county and includes:

- key principles of development
- the location of strategic sites for new housing and employment development
- policies with which planning applications will be assessed
- a key diagram displaying the spatial aspects of the core strategy

In order to influence key policies and ensure air quality is addressed it is important to fully engage with the development process of the core strategy. Securing improvements in air quality is a long term process and the core strategy is one of the main tools to ensuring that Wiltshire Council’s planning policies have a positive impact on current and future air quality levels.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefits. Local decisions are being made at a local level. There is an element of income being generated through this process via S106 agreements and possibly Community Infrastructure Levy (CIL) money for improvements to air quality.



**Ownership**

Public Protection Services and Spatial Planning

**Partners**

Development Control and Transport Planners

**Smart Target**

<b>Specific</b>	Formal adoption of core policy 55 in the Wiltshire Core Strategy
<b>Measurable</b>	Adoption
<b>Achievable</b>	The Council is committed to adoption of the Wiltshire Core Strategy.
<b>Relevant</b>	The policy will be used in the planning system as a means to improve air quality where AQMAs already exist and to prevent new exposure in other areas within the County.
<b>Timely</b>	Autumn 2014



**Action DSP02**

The adoption of the draft air quality supplementary planning guidance

**Outline**

Every development has the potential to emit pollution, therefore developers must be required to consider and put forward mitigation or offsetting to help achieve an overall reduction in Wiltshire's air pollution. Air quality assessments are a means of providing information on the impact of a development. The supplementary planning guidance is a means of providing clear concise guidance on how they should be written and consistency across the county.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership:** Public Protection Services:

**Partners:** Development Control and Transport Planners

**Smart Target**

<b>Specific</b>	Formal adoption of the draft air quality supplementary planning guidance
<b>Measurable</b>	Adoption
<b>Achievable</b>	The Council is committed to adoption of the Wiltshire Core Strategy. The air quality supplementary planning guidance acts as evidence and interpretation to core policy 55 in the Core Strategy.
<b>Relevant</b>	The guidance will be used in the planning system as a means to improve air quality where AQMAs already exist and to prevent new exposure in other areas within the County.
<b>Timely</b>	Autumn 2014 for formal adoption. The SPD will be reviewed annually

**Action DSP03**

To integrate green infrastructure considerations into Wiltshire Council policy through the adoption of the Wiltshire Council Green Infrastructure Strategy in support Core Policy 52 of the Wiltshire Core Strategy.

**Outline**

The Wiltshire Council Green Infrastructure Strategy supports the use of green infrastructure to improve public health; support sustainable development and economic growth; improve the natural environment; encourage resilient communities; and to build local resilience to climate change. The Green Infrastructure Strategy contains a model for implementing green infrastructure in future developments which includes:

- improving opportunities for active travel as an alternative to car use
- use of green infrastructure for carbon capture and flood alleviation
- use of green infrastructure for urban shading and urban cooling
- use of green infrastructure to improve local air quality

The Wiltshire Green Infrastructure Strategy contains 14 Key Priorities across five themes which reflect the multifaceted benefits that green infrastructure can provide. Adoption of the strategy is a key step in ensuring both communities and the natural environment in Wiltshire benefit from well managed, multifunctional green infrastructure networks. In addition, the adopted strategy will ensure that green infrastructure becomes a key consideration in future policy, strategy and development management decisions at Wiltshire Council.



**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x		5

Low cost, high benefit. The Green Infrastructure Strategy Action Plan details a number of projects that improves Wiltshire’s green infrastructure network. The strategy also supports the development of locally owned and managed green infrastructure projects / assets across Wiltshire. There is an element of income that may be generated through this process via S106 agreements and possibly Community Infrastructure Levy (CIL) money for improvements to green infrastructure.

**Ownership**

Green Economy Team

**Partners**

The strategy brings together a wide range of partners from across Wiltshire as well as neighbouring local authorities as well as other services within the council.

**Smart Target**

<b>Specific</b>	Formal adoption of the Wiltshire Council Green Infrastructure Strategy
<b>Measurable</b>	Formal adoption of the Wiltshire Council Green Infrastructure Strategy
<b>Achievable</b>	During the Wiltshire Core Strategy examination in public Wiltshire Council committed to adopting the Wiltshire Council Green Infrastructure Strategy in support of Core Policy 52 by mid 2014.
<b>Relevant</b>	The Wiltshire Green Infrastructure Strategy supports green infrastructure through five key themes. Within these themes 14 separate priorities are identified. The strategy supports the delivery of green infrastructure improvements through the planning system, through community empowerment and through partnership working. The strategy also contains a comprehensive Action Plan - a programme of strategic green infrastructure improvements across Wiltshire delivered in partnership with neighbouring local authorities, communities and key delivery partners.
<b>Timely</b>	The strategy will be adopted by Wiltshire Council in mid 2014



**Action DSP04**

Incorporate Minerals and Waste related matters into any revised Air Quality Supplementary Guidance document.

**Outline**

A substantial volume of planning policy guidance was withdrawn by the Department for Communities & local Government in 2012. Applications for minerals and waste development will need to be considered in a consistent and transparent manner. Revised SPD to supplement the existing Air Quality SPD will be formulated to provide such a framework for Wiltshire.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x		x		x		4

Low cost and medium benefit as provides a transparent framework for decisions

**Ownership**

Public Protection Services

**Partners**

Spatial Planning and Development Services

**Smart Target**

<b>Specific</b>	Development of SPD on the potential Air Quality impacts of Minerals & Waste Developments.
<b>Measurable</b>	Adoption of the guidance
<b>Achievable</b>	Any revised SPD will have to fit into the Core Strategy time table and any subsequent iteration.
<b>Relevant</b>	Relates to fugitive particulate emissions for mineral and waste working and road vehicle emissions generated by traffic serving these sites.  It may be advisable to address noise and odour amenity issues in the same document.
<b>Timely</b>	2015





**Action DSP05**

To Secure funding for Air quality Action Planning, monitoring and to support initiatives that contribute to a reduction in nitrogen dioxide emissions directly or indirectly through S106 agreements and Community infrastructure levy.

**Outline**

The Core strategy for Wiltshire will see the construction of 37,000 new dwellings, infrastructure, roads and 178 hectares of employment land. In order to ensure that new development actively contributes to measures to promote the reduction in Nitrogen Dioxide and improve air quality, funding will be sought from developers to ameliorate and mitigate the impact of their developments impact and the cumulative effects of successive developments in a locality. Funding will be used for air quality action planning, action planning implementation, air quality monitoring, modelling and other matters connected with improving air quality within Wiltshire.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefits.

**Ownership:** Public Protection Services and Spatial Planning

**Partners:** Development Control and Transport Planners, Mineral & Waste Team

**Smart Target**

<b>Specific</b>	Provides for a funding stream necessary to achieve improvements in air quality
<b>Measurable</b>	Funding achieved over the lifetime of the Wiltshire Core Strategy
<b>Achievable</b>	The Council is committed to adoption of the Wiltshire Core Strategy.
<b>Relevant</b>	The policy will compliment the development control mechanisms as a means to improve air quality where AQMAs already exist and to prevent new exposure in other areas within the County.
<b>Timely</b>	2011-2026



### Completed Actions from the Air Quality Strategy 2011- 2015

Action	Air Quality Strategy	Date completed
Drafting of Wiltshire Air Quality Strategy		2010
Consulted on the Wiltshire Air Quality Strategy		July 2010
Adoption of Wiltshire Air Quality Strategy		Nov 2011
Draft Core Policy 55: Air Quality in the Emerging Wiltshire Core Strategy	Action no. 4	Dec 2011
Draft Supplementary Planning Guidance	Action no. 3	Autumn 2012
Consulted on Draft Supplementary Planning Guidance	Action no.3	Consulted on Feb 2013



# Green Economy

Climate change is now widely accepted as one of the greatest challenges to our economy, environment and society. Tackling its causes and effects is an overarching priority in government strategy and policy, both nationally and locally.

Effective measures to mitigate and adapt to climate change provide clear opportunities to deliver benefits in other areas, for example environmental protection, public health, economic development, transport and resilient communities.

Road traffic is one of the major sources of both greenhouse gas emissions and air pollution. Many of the solutions, including improving sustainable transport networks and green infrastructure, encouraging cycling and walking, and using low-emission vehicles, can help to reduce carbon emissions and to improve air quality. Therefore there are clear benefits to ensuring consistency between strategies and action plans on air quality and on climate change.

## Climate Change Strategy

The 2008 Climate Change Act set legally binding carbon targets and aims to cut the country's carbon emission by 34% by 2020 and 80% by 2050. One of the three overarching priorities in Wiltshire's emerging Core Strategy is "tackling the causes and effects of climate change".

Wiltshire Council has set up a Green Economy team to tackle the causes and consequences of climate change in the following ways:

- [Reducing Wiltshire's carbon foot print](#)
- [Preparing for unavoidable climate change](#)
- Preparing the council for the Carbon reduction commitment

The work in these distinct areas forms the council's climate change strategy, as outlined in the 2010 'Energy, Change and Opportunity (ECO) strategy'. In order to guide and steer the process a Climate Change Board<sup>0</sup> has been set up. This board is chaired by Cabinet Portfolio holder for Waste, Property and Environment and oversees all projects pertaining to climate change.



## **Sustainable Community Strategy for Wiltshire**

*People, Places and Promises: The Wiltshire Community Plan 2011-2026* is the sustainable community strategy for Wiltshire. It sets out the council's and our partners' joint vision for the future of Wiltshire for the improvement of quality of life for all residents. It also provides a broad outline of how we could make this vision a reality. As with the emerging Core Strategy, one of the three top priorities is “tackling the causes and effects of climate change”.

Objectives to deliver this priority include:

- reducing domestic, business and transport CO<sub>2</sub> emissions;
- increasing renewable energy generation;
- providing a safer and more integrated transport system that achieves a major shift to sustainable transport.

These objectives are also likely to reduce emissions of local air pollutants.

## **Local economic development**

Local economic development is now being led by the Swindon and Wiltshire Local Enterprise Partnership (SWLEP), in partnership with local authorities, chambers of commerce, businesses and others. In 2013-14 the SWLEP is developing a Strategic Economic Plan (SEP) for the county, accessing UK government and EU funding streams and channelling investment into the area. Any future proposals to implement specific initiatives to improve air quality, through AQAPs or an Air Quality Strategy should make use of the SWLEP, either for direct information or sounding boards. Financial constraints and public and business perceptions can be a major hurdle when developing specific measures to improve the local environment, and so any such proposals may stand a greater chance of implementation through the involvement of economic development and planning professionals.

## **Wiltshire Carbon Management Plan 2013 – 2017**

Wiltshire Council is committed to moving towards a low-carbon future and the Carbon Management Plan documents the council's vision and details the means for achieving it. Wiltshire Council committed to tackling carbon emissions by signing the Nottingham Declaration in May 2009 and plans to sign up to Climate Local, the successor to the Nottingham Declaration, in 2014.



Good carbon management is important as it reduces the council's environmental impact and operating costs, allowing the council to provide better value for money in its services to taxpayers.

In 2012/13, the council's total carbon footprint was 60,436 tonnes of CO<sub>2</sub>, arising from energy use for property, transport and street lighting. This figure includes external emissions, for example, those from some contracted services (e.g. recycling collections) as well as from in-house operations. These emissions were associated with an annual expenditure on energy and transport of around £12 million. The Carbon Reduction Commitment Energy Efficiency Scheme (CRC) cost associated with this was a further £0.5 million. Through implementing a carbon management plan, there will be opportunities to both reduce the council's carbon footprint and avoid some of these considerable costs.

Wiltshire Council's low carbon **vision** is:

Wiltshire Council will embed carbon management into the delivery of all services to reduce our carbon emissions and set an example to the business sector and communities of Wiltshire. We will use the experience gained to influence and support others to reduce their carbon emissions, thereby mitigating the effects of climate change.

Our low carbon **target**:

Wiltshire Council will make a saving of 11,823 tCO<sub>2</sub> by end 2016/17

The **objectives** of this carbon management plan are to ensure the council:

1. Makes energy cost savings
2. Reduces the council's carbon footprint
3. Leads by example in embedding carbon management across its services and works with partners to do the same.



The Plan is also a key element in meeting our 'Climate Local' commitment, showing local leadership by example. Climate Local is a Local Government Association initiative to drive, inspire and support council action on a changing climate. It succeeds the Nottingham Declaration on climate change which the council signed in 2009. The Climate Local initiative supports councils' efforts both to reduce carbon emissions and also to improve their resilience to the effects of our changing climate and extreme weather and will be signed by Wiltshire Council in 2014.

Efforts to reduce the Councils carbon footprint will also have a positive effect on local air quality by improving its fleet, reducing business miles, improving procurement and reduced energy use.



### Action GE01

Integrate wider climate change policies that share common goals on carbon and nitrogen dioxide reduction into Wiltshire strategies and policies.

#### Outline

Climate change policy has shared objectives of reducing carbon emissions from the combustion of fossil fuels. Nitrogen oxide the precursor to nitrogen dioxide is also produced as a result of burning these fuels. The council will therefore seek to lead by example and act as a facilitator in achieving this. E.g. reducing the carbon foot print of the council.

#### Cost Benefit Summary

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership:** Green Economy Team

**Partners:** Public Protection Services, Fleet, Highways, Procurement

#### Smart Target

<b>Specific</b>	Wiltshire Council ECO policy implementation.
<b>Measurable</b>	Report on Wiltshire Councils usage and savings of NO <sub>x</sub> and primary PM <sub>10</sub> emissions in line with the Carbon Management Plan.
<b>Achievable</b>	Reported annually
<b>Relevant</b>	Reduction in fossil fuel consumption will impact on overall nitrogen dioxide levels in line with the Carbon Management Plan.
<b>Timely</b>	Ongoing.





**Action GEO2**

Exploration and identification of funding streams that have the common goals of reducing green house gases and nitrogen dioxide.

**Outline**

Climate change policy has shared objectives of reducing carbon emissions from the combustion of fossil fuels. Nitrogen oxide the precursor to NO<sub>2</sub> is also produced as a result of burning these fuels. The council will act as a facilitator in securing macro grant funding at EU Level and sign post micro funding for local communities.

**Cost Benefit Summary.**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Medium Cost, high benefit.

**Ownership:** Public Health & Public Protection Services, Green Economy Team

**Partners:** Local Communities, Highways, Passenger Transport Unit, Fleet, Procurement

**Smart Target**

<b>Specific</b>	Owners & partners will identify funding stream opportunities for sustainability and local air quality improvement.
<b>Measurable</b>	Reduction in NO <sub>x</sub> and primary PM <sub>10</sub> emissions reported through the Councils Carbon Management Plan.
<b>Achievable</b>	Reported annually
<b>Relevant</b>	Funding will enable local community projects or wider council initiatives.
<b>Timely</b>	Ongoing.

Action DSP03, which relates to the Green Infrastructure Plan is also relevant to this Section.



## Public Health

Since the transfer of Public Health into Wiltshire Council (April 2013) a wealth of projects and work have been undertaken across the Council with the team in relation to improving air quality.

### Joint Strategic Assessment

One of the most influential projects is the production of the Joint Strategic Assessment for Wiltshire (JSA). This brought together Wiltshire's priorities into a single comprehensive and succinct report.

The JSA is an example of partnership working across Wiltshire, with contributions from each of the thematic delivery partnerships, and identifies key priorities for topics including housing, economy, health, children and young people and the environment. The JSA is intended to support commissioning decisions and the developments of strategic and local community plans.

Building on the JSA programme for Wiltshire, [new community level JSAs](#) have been produced for all of the 18 community areas. These documents set out the strategic issues for community areas based on local level data, information and knowledge and are a key step in identifying the needs of the Wiltshire population.

The first Community Area Joint Strategic Assessments were published in 2011 and marked an important milestone in the development of a JSA programme for Wiltshire. Since 2011 an updated county wide assessment was produced in 2012, which informed the council's service provision in areas such as health and wellbeing, housing, children and young people and work to boost the local economy and protect the environment. The introduction of the JSAs has provided a clearer picture of the needs of the county's population ensuring that plans and actions are evidenced based. The JSA is a key document which informed the new four year council [Business Plan 2013- 2017](#), published in July 2013. The service plans will include evidence from the JSA and the information presented here in the [community area JSAs](#). The JSAs will help to design services that take into account local priorities and plans.



Work on community area JSAs has only been possible as a result of our well established partnership working with those who live in and know the local area well, and with other partners including the newly established Clinical Commissioning Group (CCG), Wiltshire Police and the Police and Crime Commissioner, local voluntary and community organisations and a wide-range of other stakeholders. Together we have the local data that will help us work towards making community areas in Wiltshire, better places to live, work in and visit.

## State of Environment Report

In May 2012, a [State of the Environment Report](#) was published for Wiltshire and Swindon, produced by Wiltshire Wildlife Trust in partnership with NHS Wiltshire and Wiltshire Council. It constitutes a strategic assessment for the environment as part of the suite of Joint Strategic Assessments.

The report builds on the environment chapter of the 2010/2011 Joint Strategic Assessment (JSA) for Wiltshire and forms the basis of future JSA updates. It is supported by a wealth of detailed data and resources on the Wiltshire Intelligence Network, facilitating public access to reliable and current information. The report aims to provide the evidence needed to put the environment on an equal footing with social and economic issues.

## Health Improvement Partnership

The Health Improvement Partnership aims to support the people of Wiltshire to lead happy and healthy lives. This encompasses not only the individually determined factors such as genetic makeup and lifestyle but also the wider determinants such as social and community networks and general socio-economic, cultural and environmental conditions. It is an ambition of the Wiltshire Assembly that Wiltshire is the healthiest county in England by 2014.

The Health Improvement Partnership in Wiltshire is working to:

- promote health and wellbeing
- ensure quality of life is sustained for the longest time
- ensure the individual is at the heart of what we do
- promote positive personal choice and individual responsibility



## Public Health Outcomes Framework

The [public health outcomes framework](#), originally published in January 2012, sets out the desired outcomes for public health and how these will be measured. The framework concentrates on two high-level outcomes that set the vision to be achieved across the public health system. These are:

- increased healthy life expectancy
- reduced differences in life expectancy and healthy life expectancy between communities

The outcomes reflect a focus not only on how long people live but on how well they live at all stages of life. The second outcome focuses attention on reducing health inequalities between people, communities and areas. Using a measure of both life expectancy and healthy life expectancy will enable the use of the most reliable information available to understand the nature of health inequalities both within areas and between areas.

A set of supporting public health indicators will help focus understanding of progress year by year nationally and locally on those things that matter most to public health.

The indicators, which cover the full spectrum of public health and what can be currently realistically measured, are grouped into four 'domains':

- improving the wider determinants of health (Domain 1)
- health improvement (Domain 2)
- health protection (Domain 3)
- healthcare public health and preventing premature mortality (Domain 4)

The significant domain in relation to improving air quality is Health Protection as air pollution is specifically listed as an indicator.



### Domain 3 – Health Protection

#### Objective

The population's health is protected from major incidents and other threats, while reducing health inequalities.

#### Indicators

- Air pollution
- Chlamydia diagnosis (15 – 24 year olds)
- Population vaccination coverage
- People presenting with HIV at a late stage of infection
- Treatment completion of tuberculosis
- Public sector organisations with board-approved sustainable development management plan
- *Comprehensive, agreed inert-agency plans for responding to public health incidents (Placeholders)*

### Health & Environment Group

The Health and Environment group was formed in April 2013 as a sub group of the Health and Wellbeing Board. The group is made up of representatives from Wiltshire Council, Public Health England, Environment Agency, Wiltshire Wildlife Trust and the Clinical Commissioning Group. The aim of the group is to provide a central focus for agencies in Wiltshire to discuss issues relating to environment and health, to identify threats and concerns and to mitigate them where possible. The group provides a forum for the exchange of knowledge, ideas, best practice and initiatives among the key agencies relating to environmental issues in Wiltshire and health-related factors associated with them.



## **Public Protection working with Public Health Wiltshire**

Wiltshire Council's Public Health & Public Protection Service is developing a text alert system which will be targeted at people with respiratory health issues. The alerts will be prompted by air quality levels monitored at local monitoring stations as well as monitoring from the national network. The project will help to safe guard and protect the health & welfare of vulnerable people living in areas of poor air quality by providing targeted health information linked to real time air quality data. The project has received positive feedback from our Clinical Commissioning Group (CCG) via our Health and Environment Group and is likely to be developed further to include extreme temperature and pollen alerts.

Wiltshire Council actively encourages local decision making demonstrated through the use of Area Boards and is often praised for its good practice and innovation at a national level. This project is yet another demonstration of our commitment to local people and communities in providing the information they require to then help themselves in developing local solutions.

Wiltshire Council's Business plan seeks to build resilient communities that solve problems together and participate in decisions that affect them. The project will improve access to data in order that individuals and community groups can make informed decisions about their activities and health.

This represents an early joint project and a foundation on which other joint programmes can be built to bring about improved health outcomes.

## **Health Impact Assessment (HIA)**

The European Centre for Health Policy (1999) Gothenburg Consensus is widely accepted as the seminal definition of Health Impact Assessment and defines it as:

'A combination of procedures, methods and tools by which a policy, programme or project may be judged as to its potential effects on the health of a population, and the distribution of those effects within the population.'



HIA is a systematic, objective and yet flexible and practical way of assessing both the potential and negative impacts of a proposal on health and well-being and suggests ways in which opportunities for health gain can be maximised and risks to health minimised. HIA looks at health in its broadest sense, using the wider determinants of health as a framework. Importantly, HIA highlights the uneven way in which health impacts may be distributed across a population and seeks to address existing health inequalities as well as avoid the creation of new ones. HIA is a tool to support decision making and, as such, can inform decision makers and communities of the potential health and well-being impacts and consequences of a proposal or policy.



### Action PH01

Wiltshire Council's Public Health & Public Protection Service is developing a text alert system which will be targeted at people with respiratory health issues.

#### Outline

The alerts will be prompted by air quality levels monitored at local monitoring stations as well as monitoring from the national network. The project will help to safe guard and protect the health & welfare of vulnerable people living in areas of poor air quality by providing targeted health information linked to real time air quality data.

#### Cost Benefit Summary

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x			x	4

Low cost and high benefit as reaching the vulnerable population

**Ownership:** Public Health & Public Protection Service

**Partners:** CCG and specific GP practices identified for trial

#### Smart Target

<b>Specific</b>	Implementation of text alert service and participation of GP practices.
<b>Measurable</b>	Number of text alerts sent out Feedback from users of the text alert service
<b>Achievable</b>	Funding has been identified.
<b>Relevant</b>	Protecting health. Meets objective/action in the AQS
<b>Timely</b>	Autumn 2014





## Action PH02

Wiltshire Council's Public Health & Public Protection Service a standalone air quality website enabling access to the general public of real time air quality monitoring data.

### Outline

The website will provide real time air quality data to individuals in the community and developers/consultants preparing air quality assessments. Access to such data will enable communities at first hand see the effects of their initiatives aimed at improving air quality.

### Cost Benefit Summary

Air Quality	Public Health	Climate/Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost and high benefit as reaching the vulnerable population

**Ownership:** Public Health & Public Protection Service

**Partners:** Ricardo AEA

### Smart Target

<b>Specific</b>	Launch of air quality website.
<b>Measurable</b>	Website usage report. Feedback from users of the website
<b>Achievable</b>	Funding has been identified.
<b>Relevant</b>	Protecting health. Meets objective/action in the AQS. Driving behaviour change in communities
<b>Timely</b>	September 2014



**Action PH03**

Public Protection are to upgrade automatic monitoring equipment to enable remote access via a website to monitoring data and expand our automatic monitoring network.

**Outline**

The current monitoring sites need to be upgraded to allow remote access to the automatic data.

Currently we have 4 automatic monitoring sites with a range of ageing equipment provided by different suppliers. Ideally we would like to up upgrade the equipment and have one single supplier to help with consistency of data gathering.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost and high benefit as this action enables the website and text alert system to be run.

**Ownership:** Public Protection

**Partners:** Public Health

**Smart Target**

<b>Specific</b>	Equipment is provided to enable remote access to data. Upgrading of ageing monitoring equipment via a single supplier
<b>Measurable</b>	Purchase of equipment
<b>Achievable</b>	Funding identified from Public Health Wiltshire and annual running costs to be met from Public Protection.
<b>Relevant</b>	Meets objective/action in the AQS Enabling target to meet text alert and website
<b>Timely</b>	Summer 2014



#### Action PH04

Public Protection will continue to be members of the Health Protection & Environment Group and contribute to the groups work and development.

#### Outline

The group has developed from earlier working groups and it now reports as a sub group to the Health & Wellbeing Board. It consists of representatives from Public Health Wiltshire, Public Health England, CCG and EA.

#### Cost Benefit Summary

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x		x		4

Low cost, high benefit.

**Ownership:** Public Health

**Partners:** Clinical Commissioning Group, Public Health England, Environment Agency & others seconded to the group.

#### Smart Target

<b>Specific</b>	Attend, support, contribute and develop the Health & Environment group
<b>Measurable</b>	Quarterly meetings
<b>Achievable</b>	Individual projects will be identified by the group
<b>Relevant</b>	Supports the Health and Wellbeing Strategy and work within PPS on air quality
<b>Timely</b>	Quarterly



**Action PH05**

To provide accurate air quality data and information for the JSA and State of Environment Report for the County of Wiltshire

**Outline**

One of the most influential projects is the production of the Joint Strategic Assessment for Wiltshire (JSA) and Community JSAs, and The State of Environment Report. These bring together Wiltshire’s priorities into single comprehensive and succinct reports with contributions from each of the thematic delivery partnerships. Key priorities are identified for topics including housing, economy, health, children and young people and the environment. The JSA is intended to support commissioning decisions and the developments of strategic and local community plans. Public Protection will provide air quality updates to this process.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership:** Public Protection

**Partners:** Public Health Wiltshire and Wiltshire Wildlife Trust

**Smart Target**

<b>Specific</b>	Provide air quality data and information
<b>Measurable</b>	Provision of evidence base for air quality work
<b>Achievable</b>	Contributing since 2010
<b>Relevant</b>	Public Health Framework. Some communities priority (improving air quality)
<b>Timely</b>	Information for State of Environment Report annually, Data for JSA biannually and data for community JSAs biannually



### Work undertaken in the Air Quality Strategy 2011 - 2015

Action	Air Quality Strategy	Date completed
Undertaken feasibility study for the production of a standalone air quality website.	Action number 7	Website provider has been procured and development of the site is underway.
Provided data and information for the Wiltshire Intelligence Network website on air quality	Action number 8	2013/2014
Investigated the introduction of a text alert system and have support from the CCG with a view to expansion e.g. extreme temperature warnings and pollen levels	Action number 11	Will go live in Autumn 2014 (development underway)



## Appendix 1: Developing the actions

An appropriate balance needs to be struck between the effects (outcomes) of the actions and the likely benefits in air quality terms.

To ensure the action plan remains focused and achievable the principle of SMART (**S**pecific, **M**easurable, **A**chievable, **R**elevant, **T**imely) targets is being used to devise the new updated actions.

Smart work objectives focus on outcomes rather than the activities and allow success to be measured.

Specific	<ul style="list-style-type: none"> <li>• Is it clear and well defined?</li> <li>• Is it clear to anyone who has a basic knowledge in the field?</li> </ul>
Measurable	<ul style="list-style-type: none"> <li>• Know if the goal is obtainable and how far away completion is</li> <li>• Know when it has been achieved</li> </ul>
Achievable	<ul style="list-style-type: none"> <li>• Agreement with all stakeholders of what the goals should be</li> <li>• Is there a realistic path to achievement?</li> </ul>
Relevant	<ul style="list-style-type: none"> <li>• Within the availability of resources, knowledge and time</li> </ul>
Timely	<ul style="list-style-type: none"> <li>• Is there a time limit?</li> </ul>

To apply these principles to air quality action planning the following steps have been undertaken:

**Identification of Wiltshire Council's use of powers:** will be detailed in the action outline (**Specific**)

**Quantification of the expected impacts (Measurable):** see detail in cost benefit criteria below.

**Monitoring and evaluation (Measurable):** computer modelling may be used to predict and estimate the impact of major schemes such as changes to major road junctions or large scale development on nitrogen dioxide and particulate levels. We will continue to operate our air quality monitoring networks and will introduce specific monitoring programmes to help quantify the impact of actions on air quality where possible.



**Feasibility consideration for each action (Achievable):** projects need to be realistic and achievable.

**Quantification of source contribution:** an updated source apportionment has been undertaken for each AQMA to guide the development of proposed actions. Specific details are given contained within each town appendix.

**Setting of clear timescales (Time):** reporting on progress is required annually by Defra.

**Cost consideration for each action:** each action has been assigned a cost benefit rating of high, medium or low.

**Identification of how Wiltshire Council will work with others to achieve the air quality objectives:** each action has a designated owner with all relevant partners identified. The actions including those devised by the community groups have been grouped into specific themes/projects in their own right.

### Format of actions

The format of each action will be set as follows:

**Action number and title:** this allows easy reference.

**Outline of the action:** an overview of the nature of the action.

**Cost benefit criteria:** the process of allocating a cost and benefit to each action necessitated the provision of a means of categorising both the anticipated cost (in £) and benefit (in pollutant concentration reduction) from each proposal. A simple methodology has been used to band both criterion into three brackets of 'Low', 'Medium' and 'High'.

**Costs:** The costs of actions included within the plan have been provided where known. In most cases projects will be identified during the life time of this plan and will be fully costed against the cost banding.

Costing Category	Estimated cost of action (£ thousands)
Low	<50
Medium	50-500
High	>500



It should be noted that there are inherent difficulties associated with estimating the costs of actions where the precise nature of the proposals have not been confirmed. Therefore, any estimates provided within this plan are relative and subject to change.

**Benefits:** the exact prediction of improvement in air quality that will be brought about by individual actions within this plan is an extremely complex matter. To improve air quality it will take the culmination of strategic, non strategic and local community actions contained within this plan and the Wiltshire Air Quality Strategy that will enable Wiltshire Council to bring about an improvement in air quality.

In order to predict the benefit of the actions contained within this action plan and the community air quality action plans, a rating system has been devised that not only addresses air quality, but additionally the other themes contained within this plan. The more outcomes the action addresses the greater the rating.

Example:

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x			x	4

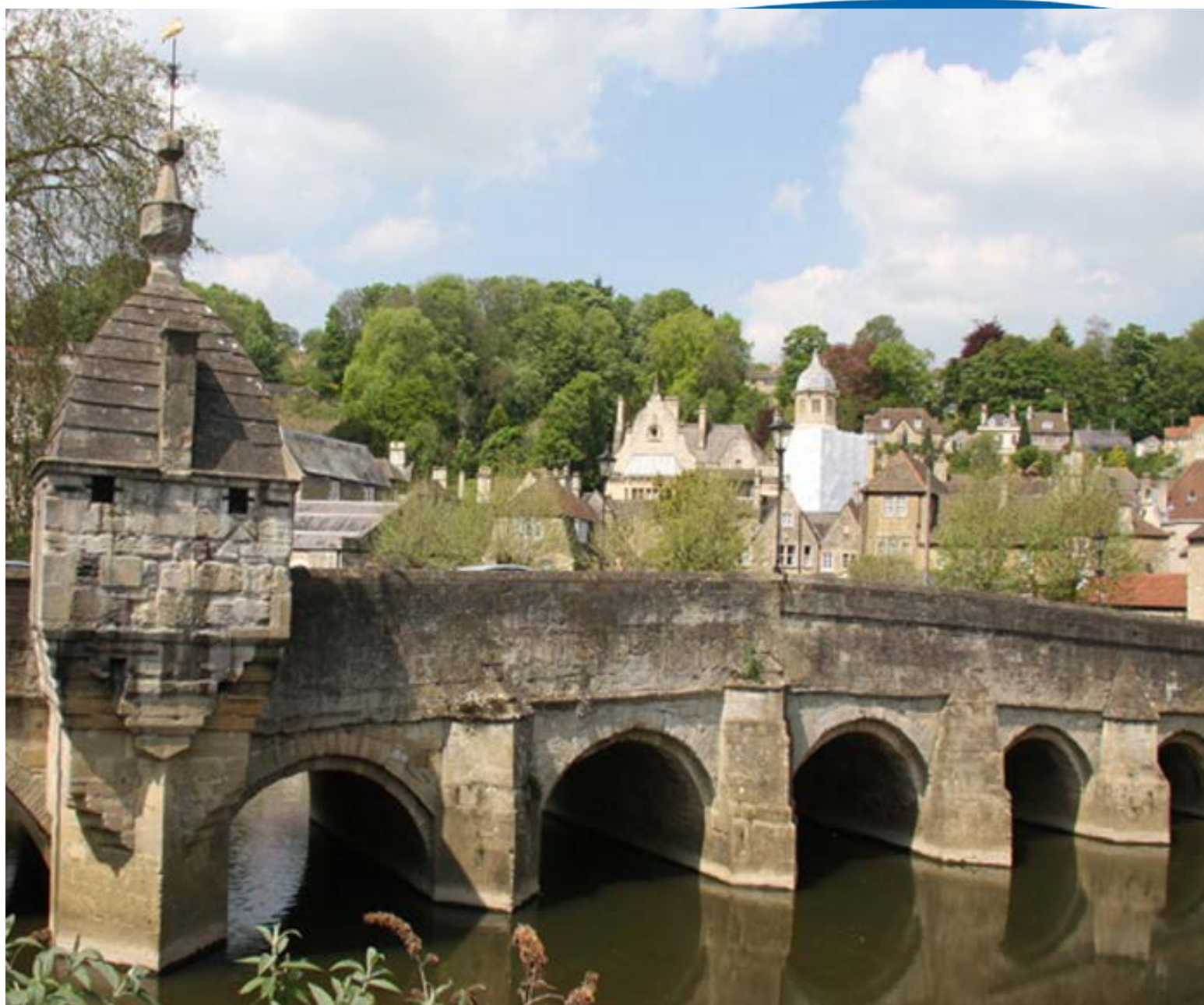
Scoring	
High	4-6
Medium	2-3
Low	0-1

**Ownership:** a specified team, department, service or organisation will be identified as the owner of the action. They will be expected to take full ownership of the action and report on progress with meeting the action.

**Partners:** the partners are those teams, departments, service or organisations which are working in conjunction with the owner to deliver the action. These partners may collect and/or maintain data which the owner will draw upon when submitting the data.



## Appendix 2: Bradford on Avon





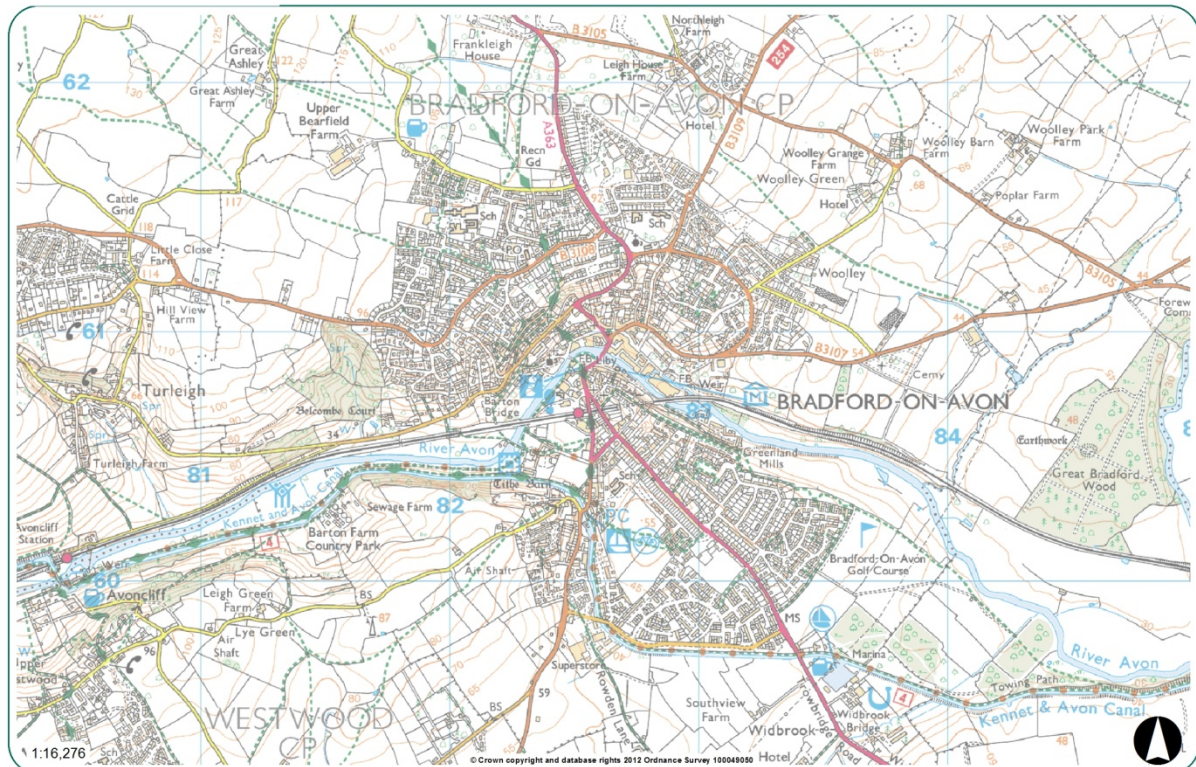
### Introduction

Bradford on Avon community area has a total land area of 59.2 km<sup>2</sup> made up of a mix of urban and rural countryside in the west of the county of Wiltshire. It is focused on the one main settlement, the ancient market town of Bradford on Avon. The town of Bradford on Avon is bisected by the river Avon its name derived from the “broad ford” which is still in evidence next to the town’s medieval bridge.

The current town is characteristic of many market towns in Wiltshire which had their heyday during the 16th century with the booming woollen trade, with a series of old woollen mills dotted along the river overseen by rows of weaver’s cottages on the hill above the town. The Kennet and Avon canal passes through the Area alongside the Barton Farm Country Park popular with locals and visitors alike.

Today the population of the community area is 17,430 (mid-year 2010) of which around 9,150 live in the town. It has its own railway station with main line connections to London Waterloo, Bath & Bristol. The town centre does, however, suffer from traffic congestion and poor air quality, a result of its narrow streets and single bridge across the river. The town has therefore been subject to a number of transport studies and air quality management plans. In the summer the area attracts many tourists especially day trippers from Bath which further adds to the area’s traffic problems.





There is one AQMA in Bradford on Avon declared for exceedence of the annual mean objective for nitrogen dioxide and small particulates (PM<sub>10</sub>). The area covers the main roads in the centre of the town,

An [Action Plan](#) was drawn up by West Wiltshire District Council in 2005, however the impact has been limited and a number of proposed major road schemes were not implemented. The levels of nitrogen dioxide have remained fairly static over the years within the town except for Masons Lane where the levels have been increasing since 2007. Monitoring results can be found in the [Progress and Updating and Screening Assessment](#) reports prepared for DEFRA annually.

It is now appropriate to identify further measures, and if necessary re-visit suggested schemes, to secure the air quality objectives.

The source of the exceedence in Bradford on Avon is exhaust emissions from traffic. It therefore follows that in order to achieve the objective changes to the level of emissions from vehicles must be brought about. This may be by changes in technology that reduce individual vehicle emissions, however nationally this has been countered by increases in vehicle numbers. We have looked at measures that encourage;



- a modal shift
- fewer drivers to enter the town centre
- more sustainable forms of transport
- innovative ideas aimed at reducing nitrogen dioxide levels within the atmosphere, rather than dealing with the source (traffic).

whilst protecting and enhancing economic activity and ease of access to the town.

Motor vehicles are, however, one element in a larger picture and a number of inseparable and inter-related strategies and tools will have to be deployed in order to achieve this; some of these will impact air quality but are driven by other influences. It will therefore be necessary to work within these frameworks to ensure air quality considerations are recognised and built in to them so they achieve mutually beneficial outcomes.

- Emerging Wiltshire Core Strategy
- Local Transport Plan 3
- Historic Core Zone
- Community Action planning initiatives (Bradford on Avon Air Quality Alliance)

### **Wiltshire Core Strategy**

The Wiltshire Core Strategy Submission Document was formally approved for publication by Wiltshire Council on 26 June 2012. Following this decision Wiltshire Council submitted the Wiltshire Core Strategy to the Planning Inspectorate on 10 July 2012 for the purpose of initiating an independent public examination. Since submitting the Wiltshire Core Strategy to the Planning Inspectorate a further focused consultation has been undertaken.

- As part of the air quality work Wiltshire Council have included a core policy on air quality (core policy 55).
- The Wiltshire Core Strategy includes proposals for the future development of Bradford on Avon, including a core strategic site at Kingston Farm. This comprises of 670 new homes in the BoA Community Area, with 510 dwellings occurring within the town over the period 2006 – 2026.



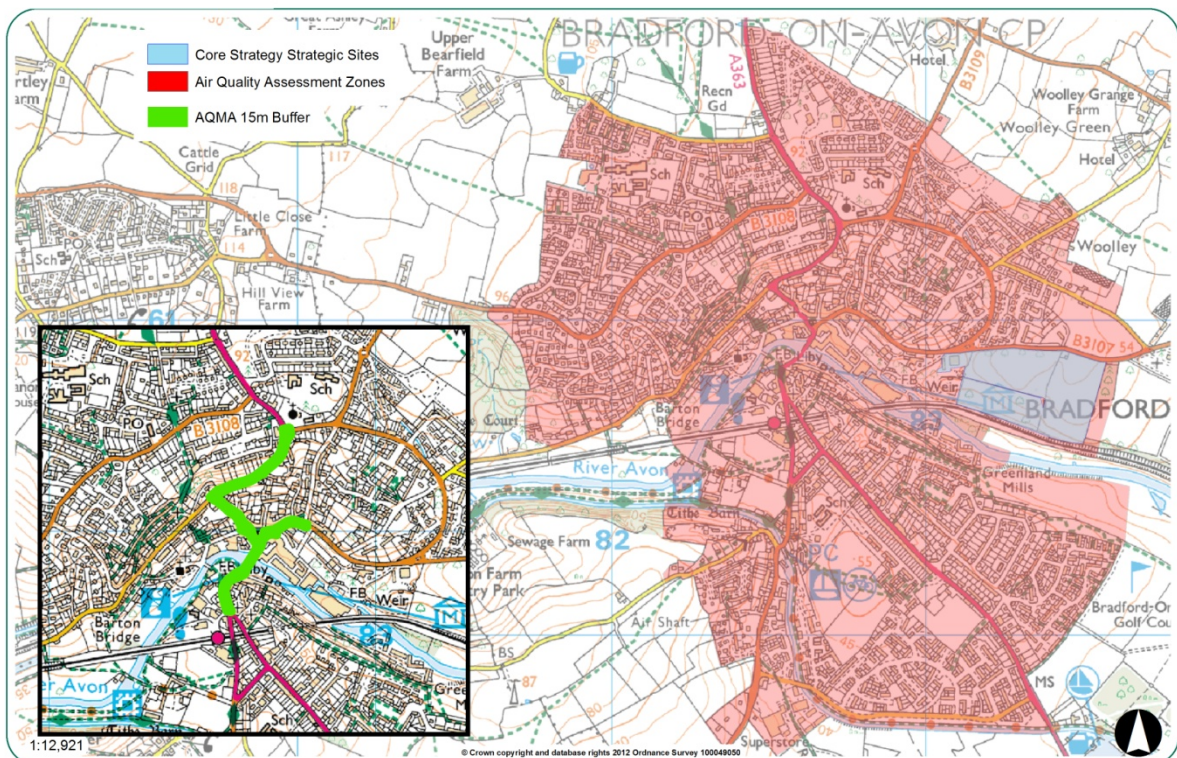


Delivery of Housing 2006 – 2026 Bradford on Avon

Area	Requirement 2006-26	Housing already provided for		Housing to be identified	
		Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Bradford on Avon town	510	170	160	150	30
Remainder	160	75	20	0	65
Community Area total	670	245	180	150	95

2 – 3 hectares of employment land has also been identified to the east of Bradford on Avon on land at Kingston Farm for strategic growth.

With regard to the AQAP, one of our concerns is with development in Bradford on Avon and this is reflected in zones attached to Wiltshire’s Draft Air Quality Supplementary Planning Guidance.





## Bradford on Avon Air Quality Alliance

In 2012 meetings were held in Bradford on Avon to re-establish an air quality action plan group with a view to updating the old WWDC Action Plan into the Wiltshire Air Quality Action Plan. The newly formed group were also tasked with producing a community air quality action plan for the town. Membership is a mix of local councillors, residents and interested parties. The work currently being undertaken by the group can be accessed via the council website. Details of minutes, presentations and other useful information are provided on the [community involvement](#) webpage.

The Alliance has the following goals:

- To be a 'Clean Air Town' by 2020
- Legal air quality by 2015
- Set up the necessary structures to reach the medium and long term goals

As a result of these aspirations the Bradford on Avon Air Quality Alliance was formed with the ratification from the Area Board and Town Council. The Alliance was formally launched on 1<sup>st</sup> February 2013 by Maggie Rae, Corporate Director, Wiltshire Council.

Details of their community action plan and work undertaken by Bradford on Avon's Air Quality Alliance can be found below.

## Local Transport Strategy

No separate town transport strategy exists for the town.

## Historic Core Zone

In 2008, a Community Area initiative "Priority for People" began in Bradford on Avon (BoA). A core stakeholder group, consisting of elected Parish and Town Councillors, staff from Wiltshire Council and Community Group representatives, explored priorities and pulled together a series of initiatives for the town. Actions plans were proposed including one specifically looking at the development of a Historic Core Zone ([HCZ](#)) in the town.



In 2009, Bradford on Avon Area Board gave its support for a Historic Core Zone initiative. Consultants were commissioned to develop transport and public realm improvements for the town centre of Bradford on Avon using HCZ principles. The aim of the project was to create a clearly identifiable zone within BoA that rebalances the relationship between motorised vehicles and vulnerable road users, such as pedestrians, and reduces the dominance and intimidation of traffic.

In consultation with stakeholders, a preferred scheme was decided upon which comprises of reduced carriageway widths in order to increase the pedestrian space available and improved pedestrian connectivity by providing informal courtesy crossings at a range of locations. This design was approved by BoA Town Council and the Area Board in 2010.

### **Market Street/Church Street – Phase 1**

The Market Street - Church Street junction has been identified as the first phase of the scheme to be delivered. The scheme incorporates the main elements of the overall HCZ plans, namely footway widening, carriageway width reduction and the introduction of informal courtesy crossings. In addition, gateway features at the main entry point in the HCZ will be included.

The plans have been developed in partnership between Bradford on Avon Town Council and Wiltshire Council.

A public consultation on the scheme was undertaken in January 2013. As a result, Bradford on Avon Town Council and the Area Board resolved to support Phase 1 of the HCZ scheme with amendments to include making the pedestrian crossings more prominent in the scheme with the use of striping and including more informal crossings at the top of Market Street. In addition, the use of bollards in strategic positions was suggested as well as a review of the design of the gateways.

Phase 1 of the scheme will also include the introduction of a Restricted Parking Zone across the whole of the HCZ area; this will retain the existing parking provision but will see the removal of the yellow lines and unnecessary traffic signs.



## Existing Community Initiatives

The Alliance was asked to identify community projects already in place within and near to the town that have a positive impact on air quality within Bradford on Avon. In the main the projects identified were:

- Cycling
- Walking
- Public transport
- Electric vehicles

All the information has been collated into a table, indicating the ownership of the initiative. The table also serves as a useful tool in identifying where there are gaps in projects or knowledge. Subsequently this has been used as the basis of the community air quality action plan for the town.

## Community air quality action plan

The Bradford on Avon Community Air Quality Action Plan is being developed by the Bradford on Avon Air Quality Alliance and will be put to the Bradford on Avon Area Board for adoption. Progress on actions will be reported on annually to the Area Board and subsequently to Public Health and Public Protection Services for inclusion in the annual Action Plan progress report to Defra.





### Action BoA01

Bradford on Avon Air Quality Alliance shall produce a 'community air quality action plan'.

#### Outline

The community will develop actions that they can undertake, support and promote to help improve air quality within the town in line with the goals of the BoA Air Quality Alliance.

#### Cost Benefit Summary

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership:** Bradford on Avon Area Board

**Partners:** Local community organisations, Public Health & Public Protection Services.

#### Smart Target

<b>Specific</b>	Bradford on Avon Area Board is tasked with producing a community air quality action plan.
<b>Measurable</b>	Annual progress report to be provided to the BoA Area Board from the BOA Air Quality Alliance. Data will be collated by Public Protection Services from BoA Area Board and submitted to DEFRA in the annual action plan progress report.
<b>Achievable</b>	The community air quality action plan will be scrutinised by the BoA Area Board and will be audited by Public Protection Services for practicality, cost benefit analysis and impact on local air quality.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy)
<b>Timely</b>	A community air quality action plan shall be adopted by BoA Area Board within 6 months of the adoption of the Wiltshire Air Quality Action Plan.



### Action CI02

The Area Board shall report annually each January on the progress made against the community air quality action plan and priority actions.

**Outline:** Public Protection will provide a template for reporting purposes. This shall be completed by the Area Board Manager and agreed the Area Board.

### Cost Benefit Summary

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership:** Area Boards

**Partners:** Public Protection

### Smart Target

<b>Specific</b>	All Area Boards with an AQMA will provide annual progress reports on 31st January of each year of progress made against the community air quality action plans and priority actions. The Area Boards are as follows: Bradford On Avon Area Board, Calne Area Board, Devizes Area Board, Marlborough Area Board, Salisbury Area Board & Westbury Area Board
<b>Measurable</b>	Annual progress report to be provided from the Area Board to Public Protection.
<b>Achievable</b>	Public Protection will collate all Progress Reports from the Area Boards.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy) SO1, SO4, SO7, SO8, SO10
<b>Timely</b>	Area Boards will provide annual progress on the community air quality action plans (31 <sup>st</sup> January – annually) Public Protection will provide an overall Progress Report on the Wiltshire Air Quality Action Plan to DEFRA (31 <sup>st</sup> April – annually)



## Summary sheet

Bradford on Avon Community Area													
Population (mid-year 2010)	17,430												
Total land area	59.2 km <sup>2</sup>												
Air quality management area declared for exceedence of annual average nitrogen dioxide and annual average PM <sub>10</sub>													
Source of nitrogen dioxide exceedence	Exhaust emissions from traffic												
Air Quality Steering group	Yes: The Bradford on Avon Air Quality Alliance												
Housing Delivery	670 new homes between 2006 - 2026												
Local Transport Strategy	No												
Source apportionment	<table border="1"> <caption>Source Apportionment Data</caption> <thead> <tr> <th>Source</th> <th>Color</th> </tr> </thead> <tbody> <tr> <td>cars/taxi</td> <td>Red</td> </tr> <tr> <td>Motorcycles</td> <td>Blue</td> </tr> <tr> <td>Buses/ Coaches</td> <td>Green</td> </tr> <tr> <td>LGV</td> <td>Purple</td> </tr> <tr> <td>HGV</td> <td>Cyan</td> </tr> </tbody> </table>	Source	Color	cars/taxi	Red	Motorcycles	Blue	Buses/ Coaches	Green	LGV	Purple	HGV	Cyan
Source	Color												
cars/taxi	Red												
Motorcycles	Blue												
Buses/ Coaches	Green												
LGV	Purple												
HGV	Cyan												
Community air quality action plan	Yes												



<b>Community priority document</b>	
<b>Actions</b>	
<b>BoA01</b>	Bradford on Avon Air Quality Alliance shall produce a 'community air quality action plan'.
<b>CI02</b>	The Area Board shall report annually in January on the progress made against the community air quality action plan and priority actions

### **Bradford on Avon Community Action Planning**

Bradford on Avon was the first Area Board to found an air quality working group. A series of meetings were held with the community in 2012, which culminated in their first action plan statement and latterly the formation of their Air Quality Alliance

### **Terms of Reference**

The Air Quality Alliance has not adopted specific terms of reference. They however scoped the areas of intended work and produced an initial action plan which is presented below.



## Action Plan Statement

The main details of the Bradford on Avon action plan statement are provided below.

### Background

Traffic is overwhelmingly cited as Bradford on Avon's biggest problem. The impact on health, pedestrian safety, tourism and economic viability (etc.) cannot be overstated. There have been numerous efforts to resolve this problem. None has been successful.

Conclusion: Either the problem is unsolvable or the efforts to resolve it have been inadequate.

### The Current Initiative

The impetus for this latest effort has come primarily from Wiltshire Council's Environmental Health Department. This is the first time that the Unitary Authority has formally addressed this problem within the Bradford on Avon Community Area. This coincides with the work arising from both the Core Strategy and the Joint Strategic Assessments (Health, Environment etc.).

The initiative has been supported by the Area Board and, in particular, the Area Board Chairman, Cllr. Rosemary Brown.

### Initiative Details

This initiative, so far, has consisted of just three meetings between various stakeholders, with various communications in between. Full meeting notes are available electronically at [Air Quality Alliance](#)

### Meeting One, 27 June 2012

The first, introductory, meeting was led by Gary Tomsett of WC Environmental Health Dept., who explained the reasons for action, the work in progress elsewhere in Wiltshire and the desire to engage the community in an action plan to inform the Core Strategy.

Following this meeting BoACAN was asked to facilitate the remaining (two) meetings and to present progress to the Area Board.



### Meeting Two, 23 July 2012

The meeting considered and prioritised 'Options for Change' [based upon the options considered at the time of the Air Quality Action Plan process led by West Wiltshire District Council in 2005]. It also endorsed the following goal:

*"To reduce the Nitrogen Dioxide and Particulate levels to 40 milligrams per cubic metre throughout the air quality management area by 2015"*

Following this meeting there were over 20 representations/recommendations received from a variety of stakeholders. These are available on request.

### Meeting Three: 23 August 2012

The meeting considered all of the previous input using a proposed project management framework

1. What is the goal or desired outcome?
2. What is the current reality?
3. What actions are required to move from current reality to the desired outcome? The outputs, as above, are detailed in the notes from Meeting Three.

The meeting also endorsed a long-term aspiration for a 'CLEAN AIR 2020' town and community area.

### Next Steps & Recommendations

These are best described using the project management framework (see above).

### Goals/Desired Outcomes:

#### Long-Term:

**The long-term goal is to achieve a Clean Air Town by 2020.** It is quite obvious that this requires a structured, coordinated project/campaign which engages the entire community.

#### Recommendations:

1. An *Air Quality Partnership* engaging all relevant Departments of Wiltshire Council, our Town Council, relevant Parish Councils, plus voluntary/community groups and organisations (including our schools) and the local business community.



2. *An Air Quality Network* engaging all our citizens in a concerted campaign.
  
3. *A Project Management Group* mandated to act upon and deliver the desired outcomes with minimum bureaucracy.

**Medium-Term:****Goal: Legal Air Quality by 2015.**

Recommendation: As above, with the added benefit of ensuring urgent action to achieve a challenging goal.

**Short-Term:**

To set up the necessary structures as recommended. Further immediate actions are best recommended under 'Current Reality'

**Action Plans**

The full range of potential actions requires much more detailed work along 'SMART' lines (Specific, Measurable, Achievable, Relevant, Timely). Producing this would, again, be a first priority for a Project Management Group.

Work in Progress: Some groups are rightly keen to act on their own initiative in solving this multi-faceted problem. Climate Friendly Bradford is engaged in encouraging the uptake of electric vehicles and related actions as part of their long-term commitment to change. Further details on the CFB website.

**Finally....**

There is a strong desire to maintain and build upon the momentum created around this initiative. Those, however, who have 'been here before' will attest that we must work professionally, pragmatically and in unison if we are to make a difference. If we can ally passion with responsibility perhaps we can do it?

Bradford on Avon Community Area Network is willing to help move these endeavours forward. Specifically, if the Area Board and other stakeholders wish, BoACAN will be willing to take a lead on moving forward on the recommendations contained in this progress report.

**The Options for Change**

The 10 options considered in the 2005 report are still largely relevant and were discussed as a starting point in considering priorities for action in 2012:

**i) Do Nothing**

Not considered acceptable in the light of the serious air quality issues, particularly on Mason's Lane. Option rejected.

**ii) Soft Options**

Some action ongoing through implementation of the Historic Core Zone, Climate Friendly Bradford on Avon's 'Active Travel Map' and through car sharing, school travel plans, Lorry Watch etc. Scope for more to be done. Option agreed as a priority for action.

**iii) Congestion Charging**

Agreed to be expensive and technically challenging but not to be ignored as a possible measure. Option agreed for further investigation.

**iv) Low Emissions Zone**

Ditto. Option agreed for further investigation.

**v) Signing alternative routes**

A major signing project has now been approved by the Area Board for 18 new signs around the town to warn HGVs of the 18 tonne weight limit on the Town Bridge and to sign alternative routes for larger lorries. Out to consultation with parish councils and others until end July. Option agreed as a priority for action.

**vi) Relief Road**

Agreed to be unrealistic in the current financial climate. Not programmed within the current Local

Development Framework and Local Transport Plan. Option to be kept as a long term aspiration.

**vii) Support to the A36/A46 link**

Ditto. Option to be kept as a long term aspiration.

**viii) One way traffic management scheme**

One way scheme proposed by Capita Symonds in 2005 for Market Street, Masons Lane, Mount Pleasant, New Road, Springfield and Silver Street was consulted upon and rejected by residents. Independent research has shown the potential negative effects on air quality of such a scheme. There is conflicting data and interpretation of data regarding the exact impact of traffic redistribution in the town. Option requires further investigation

**ix) Improved parking enforcement**

No particular parking problem evidenced. Option to be monitored.

**x) Demand management to reduce volumes and speed of traffic and improve pedestrian facilities**





This option was thought the most likely to be productive, though Options iii) and iv) could help in pursuing it.

A key issue is to establish what current demand actually is (an estimated 20,000 vehicles per day pass through the town with claims that 60 % of this locally generated and counter-claims that the figure on a narrower measure is only 15 %). An 'origin and destination' traffic survey is required as a robust evidence base to understand the nature of these journeys. Allan Creedy commented that this is an expensive exercise; others suggested it could be done using volunteer effort.

Other suggestions for pursuing this option included: a town-wide weight restriction order; downgrading the A363 to a 'B' road; timed traffic signalling (such as on the A4 London Road in Bath where the traffic is slowed and filtered to allow priority for buses); better control on planning approvals which generate more traffic growth and/or contribute to worsening air pollution; and pollution absorbent paint.

This Option agreed as the single most important priority for action.

#### Desired Outcomes

1. A Clean Air Town
2. A No-Through-Route
3. Reduced rush hour traffic
4. Reduced traffic volumes year on year
5. Reduced pollution
6. Reduced cancer and asthma - to the Wiltshire average or lower
7. A Safe Town
8. Increased low carbon transport journeys such as walking and cycling within the town
9. A more economically viable town

#### Current Reality

1. There is a damage to built fabric of the town from vehicle emissions
2. There is generally too much traffic volume
3. Motorists do not follow signs, maybe only 1%
4. A 2003 survey shows 60% of traffic on the Town Bridge is locally generated and of this 15% of journeys start and end within the town's boundaries
5. Only 40 % of traffic volume is 'through-traffic'
6. There is a lack of (and also disagreement on) key data. We simply don't know which elements of the traffic are contributing what proportion of the problem and at what times of day and what is the reason for the traffic being in the town. Without proper data, analysis and understanding we waste our time
7. Bradford on Avon has a greater traffic flow than Westbury - 20,000 against 15,000 AADT – and greater traffic queuing times
8. A north side partial one way system has been proved to be counter-productive to both air quality reduction and traffic reduction
9. There is an above-average incidence of cancer and asthma



10. Traffic generated from new developments - e.g. Kingston Mill and in Trowbridge and Frome - is exacerbating the problems
11. There is an alternative view that traffic is an economic resource/good
12. Air pollution is above EU limits, particularly in Masons Lane
13. The topography of the town cannot be changed
14. There is danger to pedestrians from traffic in the town centre and elsewhere
15. Lorry Watch is having a good impact – but can it have a lasting effect when HGVs contribute less than 2% of total pollution?

#### Action Plan Ideas

1. Erect new signage warning HGVs of the 18 tonne weight limit on Town Bridge and signing alternative routes
2. Erect new signage on town entrances to warn drivers to 'Help Bradford on Avon become a Clean Air Town'
3. Invite Climate Friendly Bradford to lead the clean air campaign which could include: lobbying for greater weight to be given to air quality issues in planning decisions; a programme of education on lower emission car choices; a programme for cleaner public transport; restricted goods delivery times to shops and businesses within the central area; 'shop and go' delivery services user lower emission vehicles; free parking for electric cars; provision of electric charging points around the town; all backed up by a general awareness-raising campaign
4. Support the introduction of electric vehicles e.g. an electric minibus and charging points at hotels, B&Bs, car parks etc
5. Promote the 'Active Travel Map' to encourage walking, cycling and public transport journeys
6. Encourage local people, parents and schools to reduce unnecessary journeys through the town centre
7. Carry out an Origin and Destination Survey, with volunteer effort if necessary, to confirm journey purposes, patterns, frequency, necessity etc.
8. Update Traffic Counts generally
9. Manage demand by re-routing unwanted traffic and encouraging a modal shift in journeys
10. Introduce the planned Historic Core Zone in the town centre to slow traffic and give greater pedestrian priority
11. Differentiate policies towards cars, light goods vehicles and heavy goods vehicles
12. Close the A361 main road
13. Downgrade the A254 to a B road to deter through-traffic
14. Downgrade the A363 to a B road
15. Consider park and ride sites such as at the Wiltshire Music Centre, Sainsbury's and canal car parks
16. Provide a subsidised bus for school children and for/to the villages
17. Try 'Car Free Days'
18. Control the traffic through traffic management measures such as timed controlled traffic signals on Bath Road to control vehicles entering Masons Lane
19. Build a bypass, possibly on the east side of the town edging the green belt with a river/railway crossing, make a case for funding from the EU or from the



- Community Infrastructure Levy
20. Reserve land for a relief road near the cemetery
  21. Curb further development along Holt Road until the impact of Kingston Mill and the Historic Core Zone are known
  22. Trial the 'Capita Symonds' one way system for one year with appropriate monitoring
  23. Divert traffic from the A363 at the Frankleigh fork towards Woolley Green and Staverton.
  24. This would not be popular in the villages concerned - but the volume of traffic crossing the Staverton Bridge is currently about half that crossing the Town Bridge
  25. Introduce a byelaw requesting the drivers of vehicles in Masons Lane to switch off their engines when in prolonged queues
  26. Offer air conditioning to the residents of Masons Lane and Market Street to alleviate the effects of pollution, a relatively low cost solution
  27. Introduce special flagstones to absorb pollution as well as pollution absorbent paint
  28. Take Bradford on Avon off the satnav for lorry drivers and lobby hauliers not to use the town as a through-route
  29. Reduce the weight limit on the Town Bridge to 7.5 tonnes
  30. Display nitrogen dioxide and particulates readings prominently e.g. through local radio warnings, illuminated signs, public art work
  31. Carry out surveys of health and of lichen
  32. Provide cheap, reliable public transport as a genuine alternative e.g. bus 264 on a 20 minute frequency
  33. Introduce alternating one-way traffic flows with traffic lights on Town Bridge
  34. Designate the Town Bridge 'access only'
  35. Close Town Bridge on Farmers' Market Sundays between 10am and 4pm
  36. Designate a 'Low Emissions Zone'
  37. Designate a 20 mph zone throughout the town centre
  38. Build larger pedestrian refuges on road crossings
  39. Introduce traffic controls at roundabouts and the periphery of the town linked to NO2 levels and using queue sensors



## Bradford on Avon Air Quality Alliance Community Air Quality Action Plan

The document below has subsequently been developed by the Alliance:

Project Detail	Progress, Actions, comments	Project Lead	Cost	Budget e.g. S106 money	Milestones
<b>Completed Actions</b>					
Formally launched the BoA Air Quality Alliance	<p>The AQ Alliance was formed in February 2013 and includes all key stakeholders.</p> <p>The Alliance is a time-limited project management organisation with the following goals:</p> <ol style="list-style-type: none"> <li>1. To become a Clean Air Town by 2020.</li> <li>2. To achieve Legal Air Quality by 2015.</li> <li>3. To establish the necessary structures and mechanisms to undertake the actions to achieve these goals.</li> </ol> <p>The structures agreed at the formation of the Air Quality Alliance are as follows:</p> <ol style="list-style-type: none"> <li>1. An Air Quality Alliance (as above).</li> <li>2. An Air Quality Network, open to all groups and individuals in the community area, to provide a</li> </ol>	Cllr Rosemary Brown (Area Board Chair)	N/A	N/A	1 <sup>st</sup> February 2013



	<p>public platform for the community actions required to achieve our goals.</p> <p>3. An Air Quality Action/Project Group (or Groups), mandated by both of the above to undertake action on behalf of the community with minimum bureaucracy and maximum impact.</p> <p>These goals and structures have been formally endorsed and adopted by Bradford on Avon Town Council and by the Bradford on Avon Area Board (Wiltshire Council).</p>				
The installation, an Air Quality Monitoring station on Mason's Lane.	This enables measurement of both Nitrogen Dioxide and PM <sub>10</sub> (particulates) in real time.	Public Protection Services, Wiltshire Council		Public Protection Services	Installed in February 2013
The undertaking of a professional Origin and Destination survey	<p>Undertaken by Atkins Ltd. on behalf of the Sustainable Transport Dept. (WC). This is the first comprehensive and statistically reliable study of traffic flows in BoA and has been a core requirement for many years.</p> <p>Initial results were reported to the Alliance at the end of 2013. A full report has now been produced. Findings indicate significant potential for local, community-based actions. These actions seem likely to be at the forefront of the AQA's activities during 2014/2015.</p>	Sustainable Transport, Wiltshire Council		Sustainable Transport	Full report published June 2014



Actions Underway					
Exploration of the pros and cons of nano-technology substances as a transitional alleviating mechanism in the affected area	<p>Company selling the paint gave a presentation to the AQ Alliance.</p> <p>Discussions have been held with Conservation Officers and Highways Officers and Residents in Masons Lane.</p>	Peter Dunford, Community Area Board Manager		Area Board	
Production of cycling/walking/public transport information and enhancement in the town	Undertaken as part of the Sustainable Transport 'Connecting Wiltshire' initiative.				
Installation of electric car charging points in and around the town	More Detail?	Shay Parsons, Climate Friendly Bradford?			
Remote access to pollution monitoring equipment, which would be web-enabled with public access	A communication system is being purchased to enable the automatic monitoring data to be streamed onto a publicly accessible website. This is part of a wider project detailed in the Council wide Air Quality Action Plan.	Public Protection Services, Wiltshire Council		Public Protection Services	<p>Remote communications installed June 2014</p> <p>Web site to go live in September 2014</p>



A county wide air quality alliance	<p>There have been initial meetings with other AQMA groups in the County, with a view to a possible Countywide AQA to share experience, resources and best practice.</p> <p>This is to be taken on by Wiltshire Forum Community Area Partnership (WFCAP) and is now an action within the County Wide Air Quality Action Plan. A seminar will be held annually to enable information exchange on successful projects.</p>	WFCAP			Feb 2014
<b>Actions for 2014/2015</b>					
Origin & Destination Survey	<p>A. ANALYSIS: from data to information:</p> <p>Once the data has been collated our first task is to translate it into usable information viz.</p> <p>Meeting with Atkins on 8<sup>th</sup> July to go through findings of final report.</p>				Final report published June 2014
Awareness	From information to knowledge:	?			?



	<p>The central challenge for 2014 is to mount a public awareness and engagement campaign using the information available in a variety of accessible formats.</p> <p>Although the exact steps required depend on the quality of the information (and its implications), it seems likely that these will include the launch of an AIR QUALITY NETWORK open to all. This platform should also facilitate the emergence of special interest/action groups, e.g. local business, schools, artists, social media etc.</p>				
Action	<p>From knowledge to action:</p> <p>The goal is to achieve legal air quality in the AQMA by the end of 2015.</p> <p>It is difficult (and probably unwise) to attempt to predict the possible actions emerging from public engagement with the current reality. The 'bottom line', however, is that less traffic equals lower emissions. The exact proportions of traffic reduction, traffic management, traffic flow and transport alternatives required to achieve this reduction constitute the next chapter of the AQA story.</p>				





	<p>Finally, all of the above requires interaction and coordination with the Neighbourhood Plan, the emergent Historic Core Zone, the Community Area Transport Group and other strategic initiatives</p>				
--	---	--	--	--	--

# Appendix 3: Westbury



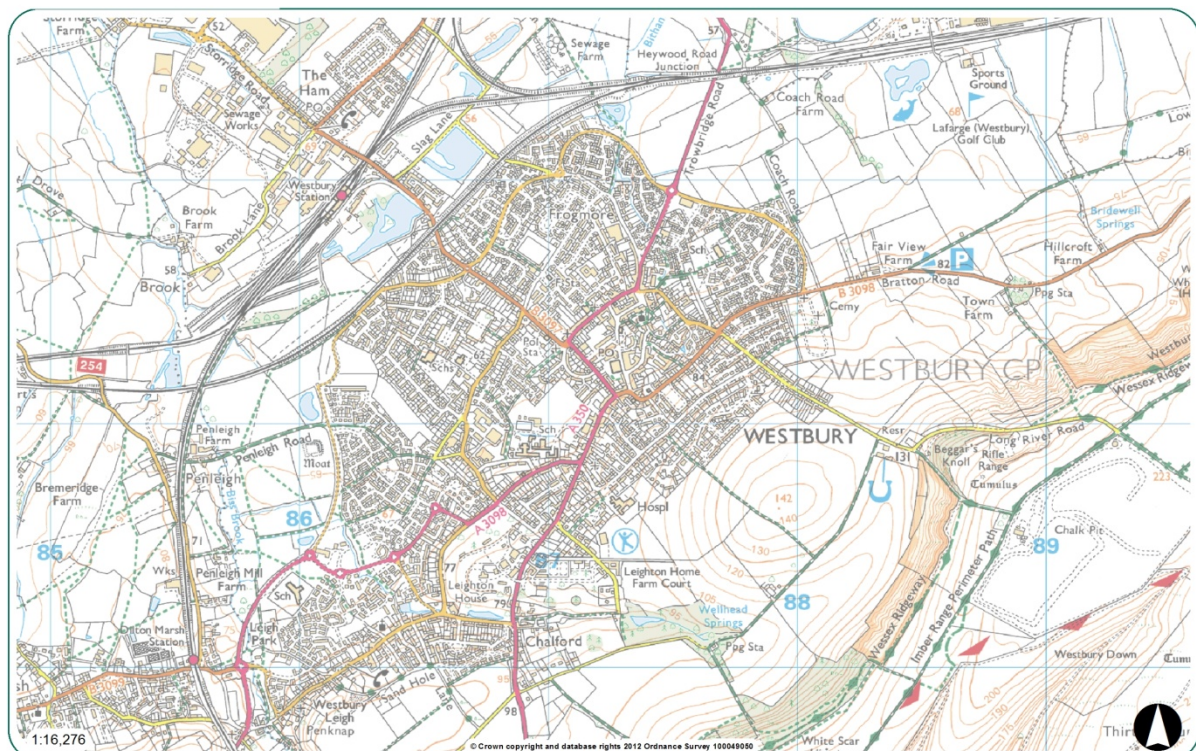


## Introduction

Westbury community area has a total land area of 73km<sup>2</sup> with a population of 18,070 (mid-year 2010).

Westbury is an important market town located between Trowbridge and Warminster. The town has seen significant housing development in recent years and enjoys very good transport connectivity and a significant employment base. However, there is a need to improve the provision of services and facilities within the town, particularly given the large level of housing already delivered in the recent past. Reflecting its role as a market town the objective is to continue to support local employment opportunities, services and facilities and to address the issue of housing affordability.

Westbury suffers from traffic issues and there is an Air Quality Management Area in the town declared for exceedence of the annual average nitrogen dioxide objective. A proposed bypass for the town was rejected at a public inquiry, therefore alternative innovative solutions will be needed to reduce congestion and ensure improvements in air quality. Nonetheless, there are good connections by bus and rail to the larger centres of Trowbridge and Warminster







## Wiltshire Core Strategy

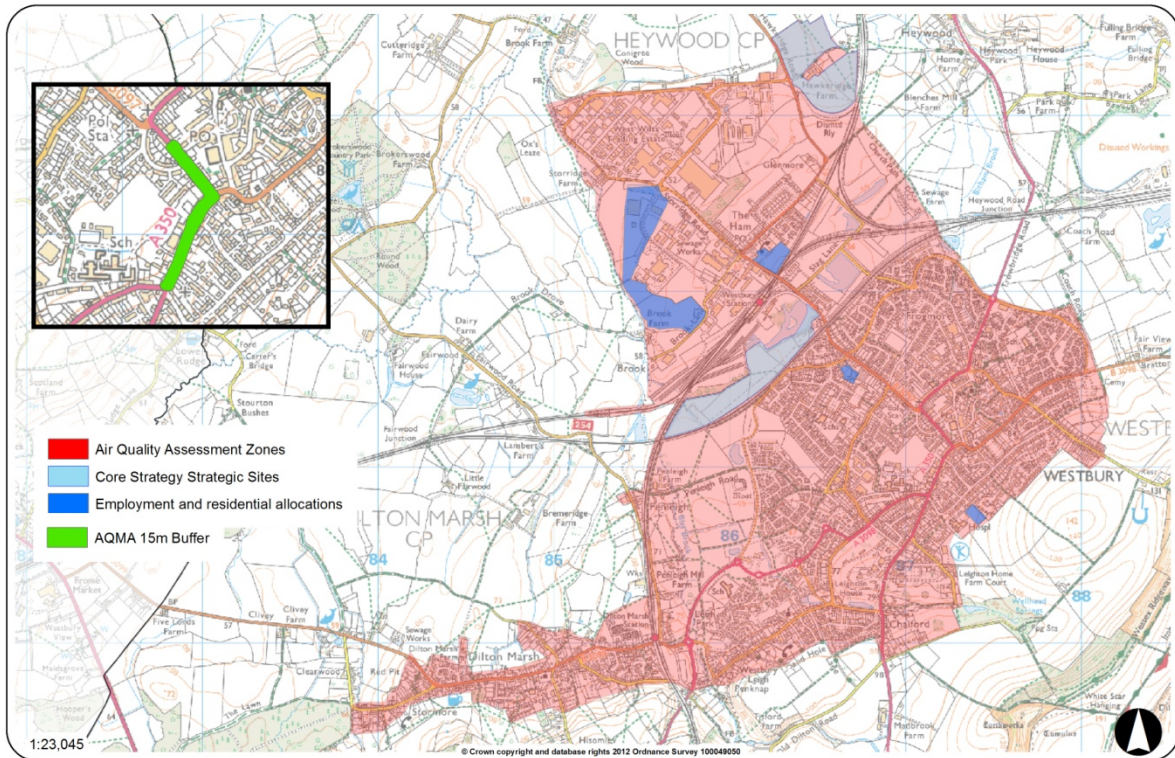
The Wiltshire Core Strategy Submission Document was formally approved for publication by Wiltshire Council on 26 June 2012. Following this decision Wiltshire Council submitted the Wiltshire Core Strategy to the Planning Inspectorate on 10 July 2012 for the purpose of initiating an independent public examination. Since submitting the Wiltshire Core Strategy to the Planning Inspectorate a further focused consultation has been undertaken.

- As part of the air quality work Wiltshire Council have included a core policy on air quality (core policy 55).
- The Wiltshire Core Strategy includes proposals for the future development of Westbury, including employment areas at West Wiltshire Trading Estate, Brook Lane Trading Estate and North Acre Industrial Estate. Over the plan period 18.5 hectares of employment land will be provided and at least 1,390 new homes will be provided, of which 1,290 should occur at Westbury, including land identified at Station Road for strategic growth.

## Delivery of Housing 2006 – 2026 Westbury

Area	Requirement 2006-26	Housing already provided for		Housing to be identified	
		Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Westbury town	1,290	515	225	250	300
Remainder	100	40	10	0	50
Community Area total	1,390	555	235	250	350

With regard to the AQAP, one of our concerns is with development in Westbury and this is reflected in zones attached to Wiltshire's Draft Air Quality Supplementary Planning Guidance.



### AQ working group

Westbury have recently formed a working group to look at how the local air quality problems in Westbury can be addressed. The work currently being undertaken by the group can be accessed via the council website. Details of minutes, presentations and other useful information will be provided on the [community involvement](#) webpage.

### Transport Plan

No separate town transport strategy exists for the town.

### Vision / Historic Core Zone/ Other initiatives

No separate initiatives exist for the town

### Community Actions

The Westbury Community Air Quality Action Plan is being developed by the Westbury air quality group and will be put to the Westbury Area Board for adoption. Progress on actions



will be reported on annually to the Area Board and subsequently to Public Health and Public Protection Services for inclusion in the annual Action Plan progress report to Defra.



**Action W01**

Westbury air quality group shall produce a ‘community air quality action plan’.

**Outline**

The community will develop actions that they can undertake, support and promote to help improve air quality within the town in line with the goals of the Westbury air quality group.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership:** Westbury Area Board

**Partners:** Local community organisations, Public Health & Public Protection Services.

**Smart Target**

<b>Specific</b>	Westbury Area Board is tasked with producing a community air quality action plan.
<b>Measurable</b>	Annual progress report to be provided to the Westbury Area Board from the Westbury Air Quality group. Data will be collated by Public Protection Services from Westbury Area Board and submitted to DEFRA in the annual action plan progress report.
<b>Achievable</b>	The community air quality action plan will be scrutinised by the Westbury Area Board and will be audited by Public Protection Services for practicality, cost benefit analysis and impact on local air quality.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy)
<b>Timely</b>	A community air quality action plan shall be adopted by Westbury Area Board within 6 months of the adoption of the Wiltshire Air Quality Action Plan



**Action CI02**

The Area Board shall report annually each January on the progress made against the community air quality action plan and priority actions.

**Outline**

Public Protection will provide a template for reporting purposes. This shall be completed by the Area Board Manager and agreed the Area Board.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership:** Area Boards

**Partners:** Public Protection Services

**Smart Target**

<b>Specific</b>	All Area Boards with an AQMA will provide annual progress reports on 31st January of each year of progress made against the community air quality action plans and priority actions. The Area Boards are as follows: Bradford On Avon Area Board, Calne Area Board, Devizes Area Board, Marlborough Area Board, Salisbury Area Board, and Westbury Area Board.
<b>Measurable</b>	Annual progress report to be provided from the Area Board to Public Protection.
<b>Achievable</b>	Public Protection will collate all Progress Reports from the Area Boards.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy) <i>SO1, SO4, SO7, SO8, SO10</i>
<b>Timely</b>	Area Boards will provide annual progress on the community air quality action plans (31 <sup>st</sup> January – annually)  Public Protection will provide an overall Progress Report on the Wiltshire Air Quality Action Plan to DEFRA (31 <sup>st</sup> April –





Summary sheet

Westbury Community Area													
Population (mid-year 2010)	18,070												
Total land area	73 km <sup>2</sup>												
<b>Air quality management area declared for exceedence of annual average nitrogen dioxide</b>													
Source of nitrogen dioxide exceedence	Exhaust emissions from traffic												
Air Quality Steering group	No												
Housing Delivery	1,390 new homes between 2006 - 2026												
Local Transport Strategy	No												
Source apportionment	<table border="1"> <caption>Source Apportionment Data</caption> <thead> <tr> <th>Vehicle Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>% Cars/ Taxis</td> <td>~65%</td> </tr> <tr> <td>% LGV</td> <td>~15%</td> </tr> <tr> <td>% HGV</td> <td>~10%</td> </tr> <tr> <td>% Buses/ Coaches</td> <td>~5%</td> </tr> <tr> <td>% Motorcycles</td> <td>~5%</td> </tr> </tbody> </table>	Vehicle Type	Percentage	% Cars/ Taxis	~65%	% LGV	~15%	% HGV	~10%	% Buses/ Coaches	~5%	% Motorcycles	~5%
Vehicle Type	Percentage												
% Cars/ Taxis	~65%												
% LGV	~15%												
% HGV	~10%												
% Buses/ Coaches	~5%												
% Motorcycles	~5%												
Community air quality action plan	No												
Community priority document	No												
<b>Actions</b>													
<b>W01</b>	To produce a community air quality action plan and priority document of actions												
<b>CI02</b>	The Area Board shall report annually each January on the progress made against the community air quality action plan and priority actions												

## Westbury Community Air Quality Action Planning Group.

The document below has subsequently been developed by the Action Plan group:

Project Detail	Progress, Actions, comments	Project Lead	Cost	Budget e.g. S106 money	Milestones
<b>Actions Underway</b>					
Cycle routes in and around Westbury	A brief is to be produced which will be issued to consultants to look at improving cycle routes in Westbury				
School Travel planning: walking and cycling	Westbury schools have a higher than average number of children walking to school but very low on cycling numbers.				
Footpath improvement plans to encourage walking	All parishes have been asked for ideas on what can be done to encourage walking. Stiles are being replaced by kissing gates on popular walking routes.				



## Appendix 4: Salisbury







## Introduction

Salisbury is a small City in the South of Wiltshire. Salisbury community area has a total land area of 19km<sup>2</sup> with a population of 41,270 (mid-year 2010). The city is the largest single urban settlement in the county and the third most populous community area after Chippenham and Trowbridge. Geographically, it is the smallest community area in Wiltshire at only 19 km<sup>2</sup>. With its Cathedral and its proximity to the internationally famous World Heritage Site of Stonehenge, Salisbury is a very popular tourist destination. As well as these world famous landmarks, Salisbury's attractive medieval town centre, laid out in its original grid system, popular market, plentiful museums and attractions provide a wide range of things for visitors to see.



There are three air quality management areas in Salisbury, declared in respect of the annual mean objective for nitrogen dioxide;

- Salisbury City
- London Road ( A30)
- Wilton Road (A36)



The City AQMA takes in the centre of Salisbury within the Churchill Way ring road. Most streets within the city centre meet the annual mean and in recent years since implementation of much of the 2003 AQAP, positive trends in air quality have been seen when compared with other towns in the county. However there is no space for complacency and Wiltshire Council is committed to achieving the Local Air Quality Management Air Quality objectives. The main actions identified in the 2003 AQAP have been implemented, with some exceptions such as the Brunel Link, which did not have community support. Some projects are being implemented on an ad hoc basis, e.g. the Bus priority lane on Downton Road, as Section 106 funding becomes available.

It is now 10 years since the adoption of the 2003 AQAP, and it is appropriate to identify further measures, that will continue improvements to air quality and secure the objective in these areas.

The source of the exceedence in Salisbury is exhaust emissions from traffic. It therefore follows that in order to achieve the objective changes to the level of emission emitted from vehicles must be brought about. This may be by changes in technology that bring about improvements to individual vehicle emissions however nationally this has been countered by increases in traffic levels. We have therefore looked at measures that;

- encourage a modal shift
- encourage fewer drivers to enter the city centre
- encourage more sustainable forms of transport

Whilst protecting and enhancing economic activity and ease of access.

Motor vehicles are however one element in a larger picture and a number of inseparable and inter-related strategies and tools will have to be deployed in order to achieve this; some of these will impact air quality but are driven by other influences. It will therefore be necessary to work within these frameworks to ensure air quality considerations are recognised and built in to them so they achieve mutually beneficial outcomes.

- South Wiltshire Core Strategy/ emerging Wiltshire Core Strategy
- Local Transport Plan 3
- Salisbury Transport Study
- Salisbury Vision
- Management of the Closure of Salisbury Bus Station by Wilts & Dorset Buses



- Salisbury Quality Bus Partnership
- Community Action planning initiatives.

### **Air quality steering group**

An air quality steering group was set up under the Salisbury Area Board to address air quality in the city at a community level.

To work together with the common goal of seeking to improve the air quality in Salisbury through behavioural, strategic and infrastructure change to ensure that the level of pollutants (nitrogen dioxide and particulates (PM<sub>10</sub>) are in line with national air quality objectives and that this work supports the principles of sustainable development.

The revised action plan is being written at a time when the Wiltshire Core Strategy has been the subject of public hearings and a new Salisbury Transport Strategy has been formulated in support of this.

### **South Wiltshire Core Strategy (adopted)**

The 2003 AQAP adopted the Salisbury Transport Plan 1 in its entirety. The latest transport strategy covers the Salisbury and Wilton area, and has been developed to support the growth identified in the South Wiltshire Core Strategy (SWCS).

The SWCS identifies the following development sites across the South Wiltshire Community Area:

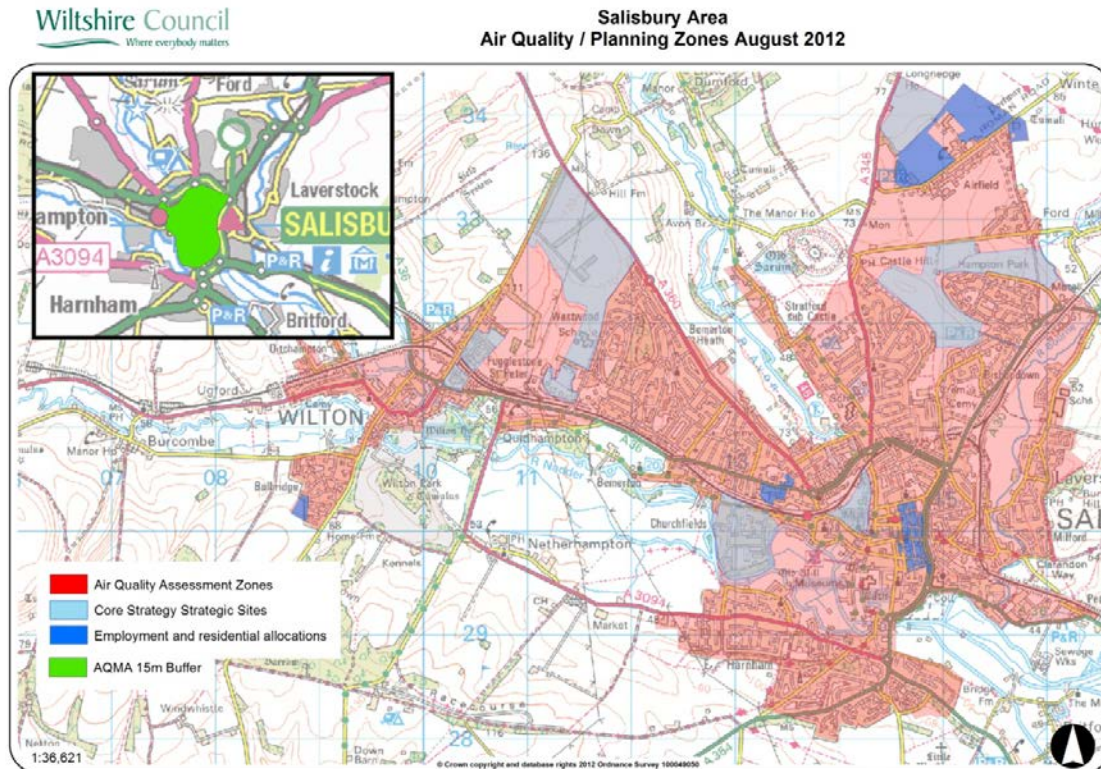
- Salisbury and Wilton            4170 homes and 29ha of employment land
- Amesbury                        2395 homes and 17ha of employment land
- Southern Wiltshire            555 homes
- Mere                                250 homes and 3ha of employment land
- Tisbury                             440 homes and 1.4ha of employment land

The housing and employment land allocation for the South Wiltshire Core Strategy therefore plans for an additional 9,910 dwellings and 10,900 jobs between 2006 and 2026.





With regard to the AQAP, we are concerned principally with development in Salisbury and Wilton and this is reflected in zones attached to Wiltshire's draft Air Quality Supplementary Planning Guidance.



Within Salisbury, the Core Strategy sites are generally located on the urban fringe, However it is proposed that the redevelopment of Churchfield's and the Central Car Park will provide space for 1300 homes within the existing urban area.

### 2003 Action Plan & Salisbury Transport Strategy (STT)

The Salisbury Transport Plan 1 was the main driver behind the first AQAP. The latest STT takes forward and builds upon STP1. Air quality is recognised by the strategy as being one of the key challenges that needs to be addressed.

An assessment of future transport challenges and issues has been made using forecasts from the Salisbury Transport Model. The model was developed to represent the travel patterns and network conditions for a 2008 'base year'. Forecasts of travel and transport network performance were estimated for a 2026 'Business as usual' scenario which assumes the level of development proposed by the Core Strategy and known changes to the transport system.





The model forecasts that there will be a 21% increase in person trip making between 2008 and 2026. The biggest increase in trips are those that start and finish within Salisbury followed by trips that start and finish within Salisbury followed by trips that start outside of Salisbury and finish in Salisbury.

The STT goes into in depth analysis of traffic pressure on junctions in and around Salisbury; Park Wall Junction, St Marks Roundabout, College Roundabout, Exeter Street Roundabout and Harnham Gyratory as they all operate close to or at capacity on a number of their approach arms. The analysis shows that there is still some capacity on all of the arms on St Paul's Roundabout and Castle Roundabout. However, in air quality terms St Paul's Roundabout is a significant concern in light of levels of Nitrogen dioxide on Wilton Road being the highest in the city. This will have to be tackled on a number of fronts (Highways Agency, Land use planning etc.).

It is also possible to forecast delays – defined as time spent in traffic queues - at junctions. Without intervention, delays are forecast to double (or more) at, College Roundabout, Exeter Street and at Park Wall Junction in the morning peak hour between 2008 and 2026 and evening peak delays are forecast to triple at College Roundabout and double at Exeter Street and at Park Wall Junction. In response to these increasing demands on the road network in and around Salisbury the strategy has evolved a multi modal response.

### **Park and Ride**

Modelling has shown that one of the biggest increases in trips is predicted to be those that start outside of Salisbury and end in Salisbury. Park and ride services are therefore essential elements of the strategy in reducing and mitigating the effects of car journeys bound for the city centre.

Park and Ride services are available on all five major approaches to Salisbury and originally formed a central plank of the STP1 & hence AQAP but they are not operating at their optimum capacity. The strategy proposes enhancing park and ride with frequencies increased to every ten minutes throughout the day. Route changes can deliver a high frequency east/west bus service from Wilton to Petersfinger Park and Ride sites. The strategy also proposes that current charge levels are increased by c10% to ensure the park and ride services remain affordable. Demand management will play a vital role in ensuring that the Park and Ride services are optimised.



### **Demand Management**

Demand management is a means of controlling the demand for travel. This can be applied across the whole network, in specific places or be targeted at particular journey types or particular vehicles. No immediate changes to parking charges are proposed given recent changes implemented by the council to harmonise parking charges following unitary status. However, the Core Strategy does propose a reduction in long stay spaces of around 698 (equivalent to 50% of public long stay stock). This will reduce car trips into the city centre and create an environment that encourages the use of Park and Ride services. The opening of Petersfinger Park and Ride means that the net level of long stay parking would be comparable to that provided in 2008.

### **Public Transport**

The largest predicted increase in trips is those that both start and end within Salisbury. This is unsurprising due to the location of the strategic housing allocations i.e. within Salisbury. Consequently, improving travel choice within Salisbury and from the new housing sites will be a key component of the transport strategy.

The Salisbury Transport Strategy includes increasing the frequency of some services to ensure that all Core Strategy Strategic Sites are served by at least two buses per hour

### **Smarter Choices**

This is the active marketing and promotion of alternative more sustainable modes of transport including travel plans, car sharing and car clubs and attempts to nudge individuals into making lasting behavioural changes to more sustainable ways of travelling.

The Salisbury Transport Strategy includes actions that continue the effective programme of school, workplace and residential travel planning and promotion of Wiltshire Car Share whilst also creating a "Social Marketing Strategy" for residents in Salisbury.



### **Walking and Cycling**

The effectiveness of smarter choices varies considerably, but the greatest rewards come from sustained participation and supporting infrastructure improvements including walking and cycling infrastructure. The strategy proposes a permanently funded team to carry out this work. Works in other cities suggest that the strategy could achieve a 10 percent reduction in peak traffic in specially targeted areas. The ITS system would be used to ensure that any benefits from this reduction in traffic could be sustained.

### **Traffic Management**

This means of controlling and ensuring the most equitable performance for traffic on road network. A number of improvements are proposed, including:

- Enhancements to the A36 Southampton Road “gateway” approach to the city from the south east
- “Shared surfaces” where all users share the same space, with no kerbs to delineate space in the city centre around Market Square giving pedestrians priority but allowing vehicular access
- HGV ban on Mill Road as HGV demand reduces at Churchfield’s Industrial Estate.
- Changes to Harnham Gyratory
- Changes to Exeter Street Roundabout
- Changes to St Paul’s Roundabout



### Intelligent Transport System (ITS)

This is an automated traffic management system that is able to detect pressures/ congestion within a traffic network and respond to these by allowing flow in areas of greater pressure greater priority in the network in order to improve safety, reduce transportation times and reduce fuel consumption. It also includes real time bus passenger information and car park capacity information that is then displayed on variable message signage.

The strategy includes a reviewing of the systems already in place to ensure that the full benefits of the system were being achieved. The strategy would then ensure that the existing Real Time Passenger Information system was up to date regarding bus timetable and stop data and that correct information was being provided to the public.

Ultimately, the ITS would aim to bring stability and reliability to the transport network and provide travellers with information to help them with their journeys.

### Strategy Performance

In implementing the transport strategy for Salisbury it is estimated that it could ensure that 45% of these new trips to the city centre are made by sustainable modes in 2026. If the Salisbury Transport Strategy was not adopted (the business as usual approach), the forecasts indicate that only 20% would be by sustainable modes. Forecasts of changes in emissions of nitrous oxides (NO<sub>x</sub>) particulates (PM<sub>10</sub>) and carbon dioxide (CO<sub>2</sub>) due to road traffic have been made for 2026. The changes shown in Table 1 include potential impacts of improved fuel and vehicle technology which could have a significant impact in reducing emissions.

**Table 1 Changes in vehicle emissions within the AQMA between base year (2008) and forecast (2026) business as usual**

Emission	Change between 2008 and 2026
NO <sub>x</sub>	-22%
PM <sub>10</sub>	- 23%
CO <sub>2</sub>	+12%



## Salisbury Transport Strategy - Cost Summary

The cost of this Salisbury Transport Strategy has been estimated. These costs are based upon feasibility estimates and therefore should be considered as indicative but are considered a reasonable basis for assessing overall affordability.

The Full Life Strategy Costs have been calculated by assuming that all operating costs are incurred from the start of the Salisbury Transport Strategy. It has been estimated that the cost of delivering the strategy is £25.6 millions, which equates to £3,300 per dwelling.

## Salisbury Vision

The Salisbury Vision is a plan that outlines a 20 year programme of change and gradual development aimed at improving the lives of everyone that lives in, works in or visits Salisbury. The objectives are closely aligned to those for creating a sustainable community.

There are three categories of project;

- Traffic and Transport,
- Development, and
- Public realm/ open spaces.

The Vision identifies a set of aspirations for Salisbury; it does not provide the detail of how we intend to achieve it.

It should also be noted that the Vision does not set out the council's planning policy. This is established by the South Wiltshire Core Strategy, which replaced the Salisbury District Local Plan from 2011. The Core Strategy for Wiltshire as a whole is currently subject to public hearings and is likely to be adopted in 2014. The vision is:

“For Salisbury to be a clean, green, safe and friendly city; a place that is consistently acknowledged as being one of England's best places to live.”



In the context of Salisbury as a historic city which attracts a high level of tourist and visitors both from within the UK and internationally:

- retaining its unique and special character both showcasing and preserving its unique heritage; it is a city with high quality streets and public spaces that complement its fine historic buildings and beautiful natural environment;
- developing a sustainable city where residents, businesses and visitors choose the highest standard environmentally friendly option in everything they do; where pedestrians and not the car have priority and where the natural and built environments exist in harmony;
- is an accessible and welcoming city, both physically and socially – a city which is easy to get into and to move around in;
- has a thriving economy with a business base that offers opportunities for all levels of skills and for a wide range of jobs and professions;
- continues to be an important shopping centre with an unrivalled mix of small independent shops and major national retailers supported by cafés, pubs, restaurants and a thriving Charter Market;
- welcomes visitors, exceeds their expectations and encourages them to return.

The vision scope is wide ranging so only those projects with the potential to influence air quality are outlined in this document.

### **Transport and movement**

The main priority of the transport and movement strategy is to facilitate and encourage the use of the highest standard of environmentally friendly methods of transport particularly within the city centre. To support this the strategy includes plans to ensure that the city's core streets give the pedestrian priority and that new non-car linkages are provided between the city's key activity areas.



### **Public Transport**

There are a number of projects in the Vision that are designed to encourage people to use public transport rather than cars. The reasons for wanting to do this are all linked to the impact that travel has on the environment. More people using buses rather than cars mean that the number of vehicles on the city's roads will drop. This makes the city safer, more attractive and easier to get around on foot. If these buses are powered by a cleaner alternative fuel to diesel it also improves the quality of the air that we breathe.

This will necessitate a regular, reliable service at the times that visitors and residents need it. Buses will also need to be clean, comfortable and provide value for money. In order to help achieve this it will also be necessary to introduce further bus priority measures on key routes.

### **Car parking**

Many of the Salisbury Vision projects will result in more people coming to the city, either for regular shopping, for leisure or simply as tourists.

The Vision carries forward past proposals to reduce city centre parking spaces either in car parks or on-street, through developments such as those proposed for the Salt Lane and Brown Street car parks, however this will only be pursued in the context of the wider Parking and Transport and Movement Strategy.

### **Vision Projects**

The Vision is a complex long-term project. The individual projects are outlined in tables later in this appendix, they indicate what the Vision team believe needs to be done to achieve specific objectives. As each objective is brought forward for implementation the proposals will be refined and consulted upon before being worked up into a detailed delivery plan.

The Market Square proposals are currently being implemented and parking has ceased, providing a flexible public space.



## Closure of Salisbury Bus Station

Salisbury Bus Station, was owned and managed by Wilts & Dorset Bus Company Ltd, straddles the city chequer between Endless Street and Rollestone Street in Salisbury City Centre. The bus station provided 10 bus stands for arriving and departing services and additional layover space for up to 10 vehicles. Services operating to/from the bus station are predominately operated by 'Salisbury reds' (a trading name of Wilts & Dorset), although Stagecoach and Wiltshire Buses also make use of the facility. It is understood that there were approximately 14 arrivals and 14 scheduled departures per hour at the bus station. The bus station was not used by either scheduled or charter coach services.

Wilts and Dorset Bus Company gave notice of its intention to end its lease on the bus station site in Endless Street in late 2012, and the station closed in January 2014.

This project was identified within the Vision of Salisbury and needs to be considered in context of wider traffic management planning for Salisbury and other Vision projects.

The Salisbury Vision sets out an aspiration to remove extraneous traffic from Blue Boar Row with a view to pedestrianisation (with exemptions for buses, coaches and cycles, and access maintained for taxis and disabled drivers) this important commercial city centre street. There is a further shared ambition to reduce the amount of traffic crossing the city in preference to using the ring road.

The Council is under no statutory obligation to provide a replacement bus station in Salisbury, but as highway authority it has a network management duty and an obligation to meet LTP objectives relating to improving public transport interchanges and facilities and promoting the use of public transport. The provision of interchange facilities and appropriate bus routing also aligns with the Council's LTP strategies and objectives for promoting accessibility, improving traffic management, enhancing the public realm, improving air quality, and promoting smarter choices.

The following primary objectives were identified as the essential points that must be addressed in developing an alternative to provision of a dedicated Bus Station facility:

- The provision of bus interchange facilities to replace those lost as a result of the closure;
- A review of bus routes to identify the most appropriate routes to service the new infrastructure facilities;





- Integration with the redevelopment of the Maltings and the proposed urban realm improvement of the Market Place with the new bus infrastructure arrangements;
- Examination of the opportunity for removing extraneous traffic from Blue Boar Row alongside the bus infrastructure provision in line with the aspiration of the Salisbury Vision;
- Integration of urban realm and development projects to culminate in holistic solution;
- Undertake an air quality assessment of the proposed scheme;
- Undertake appropriate consultation with the Vision Board, Members, stakeholders, partners and the public in accordance with the Council's Statement of Community Involvement.

The W S Atkins Consultancy was appointed by Wiltshire Council to examine the options and develop proposals. Three options for accommodating bus services displaced by the bus station closure were put forward them:

1. Re-allocate displaced bus station services to existing stops. This option would involve using any spare capacity that exists at the 13 city centre on-street bus stops to cater for the bus station services;
2. Re-allocate services across the city centre to existing stops. This option would involve reviewing all bus services within the city centre, not just those displaced from the bus station, allocating them to the most appropriate stops; or
3. Provide additional bus stops on city centre streets and re-allocate displaced services. This option would increase overall on-street bus stop capacity.

In response to these proposals information was fed back from Public Protection Services in relation to Air Quality and a scheme has been implemented. Air quality is being monitored.

### **Salisbury Quality Bus Partnership**

The Salisbury Quality Bus Partnership is a partnership between Wiltshire Council, Salisbury Vision, Go South Coast, Stage Coach South and Hatts Travel. It was formed in recognition that the objectives of the Vision for Salisbury cannot be achieved without a high quality public transport network in Salisbury that, amongst other things, encourages car-free travel,



supports business growth, the improvement of air quality and provides levels of reliability and punctuality that gives prospective passengers confidence in using it.

The objectives of the Quality Bus Partnership are detailed below:

- generate modal shift from private cars to buses
- increase the number of passengers using buses
- facilitate and encourage intermodal journeys by passengers incorporating buses, cycling, walking, rail or park & ride, in order to maximise alternative options to car travel
- perform the role of a Bus Punctuality Partnership
- enable operators to develop and maintain financially sustainable bus services
- make buses easier for people to use
- improve the quality of the travel experience for bus users
- encourage the partners and others to invest in better facilities for buses and bus users
- ensure that appropriate and adequate public transport facilities are provided that are sympathetic to the built environment of Salisbury
- work towards reduced overall vehicle emissions in Salisbury
- reduce direct emissions of bus operation

In July 2012 the partnership published a schedule of proposed projects. These are listed below and additional comments on their likely impact on air quality within the city have been added.

### **Existing Community Initiatives**

In common with the 2003 Salisbury AQAP, the initial task for the air quality steering group was to identify what community projects were already in place that would influence air quality within the city centre. An audit of existing activity is detailed under the community action plan section of the appendix. In the main projects are around the topics of:

- Cycling
- Walking
- Public transport



## **Community Actions**

The Salisbury Community Air Quality Action Plan has been developed by the Salisbury air quality steering group and has been adopted by the Salisbury Area Board. The actions are in the ownership of the Area Board and progress will be reported on annually to the Area Board and Public Health and Public Protection Services.



**Action CI02**

The Area Board shall report annually each January on the progress made against the community air quality action plan and priority actions.

**Outline**

Public Protection Services will provide a template for reporting purposes. This shall be completed by the Area Board Manager and agreed the Area Board.

**Ownership:** Area Boards

**Partners:** Public Protection

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

<b>Specific</b>	All Area Boards with an AQMA will provide annual progress reports on 31st January of each year of progress made against the community air quality action plans and priority actions.
<b>Measurable</b>	Annual progress report to be provided from the Area Board to Public Protection.
<b>Achievable</b>	Public Protection will collate all Progress Reports from the Area Boards.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy) <i>SO1, SO4, SO7, SO8, SO10</i>
<b>Timely</b>	Area Boards will provide annual progress on the community air quality action plans (31 <sup>st</sup> January – annually)



### Action S01

Identify through partnership working with the Highways Agency, specific measures to reduce nitrogen dioxide on Wilton Road.

#### Outline

The Highways Agency is responsible for the trunk road network nationally. Direct control of traffic levels locally are more restricted than that for those administered by Wiltshire Council. Highways Agency and Wiltshire Council will need to work in partnership to identify solutions.

#### Cost Benefit Summary

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

High Benefit / low cost

#### Ownership:

Public Health & Public Protection Services, Highways Agency.

**Partners:** Transport & Highways Services

#### Smart Target

<b>Specific</b>	The principal source of nitrogen dioxide is from traffic.
<b>Measurable</b>	Measures can be identified and scoped
<b>Achievable</b>	Yes
<b>Relevant</b>	Highways Agency are responsible for Wilton Road as it is a trunk road
<b>Timely</b>	Set up a working group by autumn 2014



### Action S02

Implementation of the 'Vision' projects that provide the opportunity to improve air quality within the city.

#### Outline

The Vision is wide ranging and includes movement, public transport and public realm projects, which although not a primary aim of it have the potential to have a positive impact on air quality. For example

- Redevelopment of Churchfield's Industrial Estate
- Enhancement of the Market Square
- Redevelopment of The Maltings

#### Cost Benefit Summary

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

High cost and high benefit

#### Ownership

Salisbury Vision Board

#### Partners

Wiltshire Council, Salisbury City Council and the private sector

#### Smart Target

<b>Specific</b>	Vision projects will influence air quality
<b>Measurable</b>	Progression of Vision with individual projects. Town centre air quality.
<b>Achievable</b>	Projects are being progressively undertaken
<b>Relevant</b>	Vision board have the capability of influencing air quality through adoption of public realm, transport and parking projects
<b>Timely</b>	See individual project timetables.



### Action S03

Implementation of the Salisbury Transport Strategy (STS) measures that provide the opportunity to improve air quality within the city.

#### Outline

The STS is integrated with the Salisbury Vision and South Wiltshire Core Strategy. It contains a variety of measures including;

- Improving up take of park and ride
- Public transport
- Intelligent Transport System

#### Cost Benefit Summary

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

High cost and high benefit

**Ownership:** Wiltshire Council Transport & Highways Service, Development Control Services.

**Partners:** Salisbury Vision Board, Bus Quality Partnership and others

#### Smart Target

<b>Specific</b>	Established strategy developed in association with the Wiltshire Core Strategy
<b>Measurable</b>	Defines milestones
<b>Achievable</b>	yes
<b>Relevant</b>	yes
<b>Timely</b>	Implementation between 2011 and 2026



### Action S04

Salisbury air quality group shall produce a 'community air quality action plan'.

#### Outline

The community will develop actions that they can undertake, support and promote to help improve air quality within the city in line with the goals of the Salisbury air quality group.

#### Cost Benefit Summary

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership:** Salisbury Area Board

**Partners:** Local community organisations, Public Health & Public Protection Services.

#### Smart Target

<b>Specific</b>	Salisbury Area Board is tasked with producing a community air quality action plan.
<b>Measurable</b>	Annual progress report to be provided to the Salisbury Area Board from the Salisbury Air Quality group. Data will be collated by Public Protection from Salisbury Area Board and submitted to DEFRA in the annual action plan progress report.
<b>Achievable</b>	The community air quality action plan will be scrutinised by the Salisbury Area Board and will be audited by Public Protection for practicality, cost benefit analysis and impact on local air quality.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy)
<b>Timely</b>	A community air quality action plan shall be adopted by Salisbury Area Board within 6 months of the adoption of the Wiltshire Air Quality Action Plan.





## Summary sheet

Salisbury Community Area													
<b>Population (mid-year 2010)</b>	41,270												
<b>Total land area</b>	19 km <sup>2</sup>												
<b>Air quality management area declared for exceedence of annual average nitrogen dioxide</b>													
<b>Source of nitrogen dioxide exceedence</b>	Exhaust emissions from traffic												
<b>Air Quality Steering group</b>	Yes												
<b>Housing Delivery</b>	9,910 new homes between 2006 - 2026												
<b>Local Transport Strategy</b>	Yes Salisbury Transport Strategy and Salisbury Vision												
<b>Source apportionment</b>	<table border="1"> <caption>Source Apportionment Data</caption> <thead> <tr> <th>Vehicle Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>% Cars/ Taxis</td> <td>~65%</td> </tr> <tr> <td>% LGV</td> <td>~15%</td> </tr> <tr> <td>% Buses/ Coaches</td> <td>~10%</td> </tr> <tr> <td>% HGV</td> <td>~5%</td> </tr> <tr> <td>% Motorcycles</td> <td>~5%</td> </tr> </tbody> </table>	Vehicle Type	Percentage	% Cars/ Taxis	~65%	% LGV	~15%	% Buses/ Coaches	~10%	% HGV	~5%	% Motorcycles	~5%
Vehicle Type	Percentage												
% Cars/ Taxis	~65%												
% LGV	~15%												
% Buses/ Coaches	~10%												
% HGV	~5%												
% Motorcycles	~5%												
<b>Community air quality action plan</b>	Under development												
<b>Community priority document</b>	Under development												
<b>Actions</b>													
<b>CI02</b>	The Area Board shall report annually in January on the progress made against the community air quality action plan and priority actions												
<b>S01</b>	Identify through partnership working with the Highways Agency, specific measures to reduce nitrogen dioxide on Wilton Road.												



<b>S02</b>	Implementation of the 'Vision' projects that provide the opportunity to improve air quality within the city.
<b>S03</b>	Implementation of the Salisbury Transport Strategy (STS) measures that provide the opportunity to improve air quality within the city.



## Community air quality steering group terms of reference

### Salisbury Air Quality Steering Group

#### Overall objective/outcome of the group:

To work together with the common goal of seeking to improve the air quality in Salisbury through behavioural, strategic and infrastructure change to ensure that the level of pollutants (nitrogen dioxide and particulates (PM<sub>10</sub>)) are in line with national air quality objectives and that this work supports the principles of sustainable development.

#### Purpose of the group:

To oversee the development and implementation of an effective local Air Quality Action Plan for Salisbury.

#### Terms of Reference:

- The Salisbury Air Quality Steering Group (the group) will work together to ensure the development and implementation of the air quality action plan. Membership will comprise of officers of Wiltshire Council, community representatives and elected Councillors (see membership below). The group will co-opt other members onto the group as and when considered necessary and appropriate.
- Governance arrangements for the group will sit with members of the area board – the group itself will have no voting rights. The group will make recommendations to the area board as and when decisions are required (including commissioning decisions) and will report the progress of its work to members by means of updates at future area board meetings.
- The group will use the air quality data from the current monitoring regime to provide an objective framework for monitoring and for guiding its actions and recommendations to those areas with greatest exceedence with regard to air quality objectives.
- The group will focus activity within the city of Salisbury addressing the existing Air Quality Management Area and aligning with the Transport Strategy. However the group accepts that this will not fetter activity elsewhere in the board area if this achieves the overall objective of the group.



- The group will endeavour to work within and complement existing national and local policy frameworks such as the UK climate change strategy, Wiltshire Air Quality Strategy, Local Transport Plan, Salisbury Community Area Plan, Wiltshire Core Strategy, etc
- The group will explore any funding opportunities and recommend any commissioning decisions to Members of the Area Board.
- In order to inform its action plan the group will assess the work already completed or on progress across the city with regard to air quality.
- The group will establish a dialogue with community groups to understand existing concerns or perceptions regarding air quality and to explore a means of dealing with those concerns.
- The group will link with other steering groups across the County with a view to sharing good practice with respect to air quality management.

### **Membership**

#### **Core membership:**

- Area Board Wiltshire Councillor(s)

#### **Community representatives:**

- Salisbury Community Area Partnership
- Community Area Transport Group
- Salisbury City Council
- Representatives from the following Wiltshire Council Services:
  - Public Protection & Public Health Services
  - Highways & Transport Services
  - Spatial Planning
  - Building & Development Control Services

#### **Potential Co-optees**

- Local businesses, schools etc as appropriate



## Salisbury JSA

In addition to the actions that will be developed by the steering group, the community voted at the Salisbury Community JSA community consultation to make Air quality one of their priorities:

Air Quality – The new (action) plan needs to address short journeys making it attractive to walking and cycling

### Salisbury Quality Bus Partnership schedule of proposed projects

Project	Outcome	Target date	Potential impact on Air Quality
Churchfield's Industrial Estate	Extension of existing Park & Ride service to provide access to Churchfield's industrial estate from the city centre	Summer 2013	Net reduction of traffic into the estate from Fisherton Street/ South Western Road and via Exeter Street would have a positive impact
Personalised marketing	Quick Read (QR) codes at every city bus stop and city-wide distribution of Near Field Communication (NFC) enabled key fobs to access local bus stop departure information	2012	Indirect positive impacts
City centre passenger waiting facilities	New waiting room at bus station community based art work on wall Improvements to Tesco stop in city centre	a) March 2013 b) March 2014 c) March 2014	Neutral
Improved traffic regulation and enforcement	Improved road signage, markings and enforcement at five key pinch points, leading to more consistent journey times on R1 so that a 10 minute frequency can be maintained	March 2014	Maintains traffic flow, will assist with reducing traffic queuing.



New buses	New buses will be provided in Salisbury	March 2014	High Euro Specifications will be positive. See details on transport bid below
Bike to Bus scheme	Secure cycle facilities at bus stops in four strategic locations on main bus routes into the city, together with associated marketing and monitoring	March 2013	Potentially positive the number of private cars on the route is reduced
Low energy lighting	LED lights replace fluorescent lights on all Wilts & Dorset buses in Salisbury. The old lights will be reused on buses in other areas.	March 2014	neutral
Punctuality Improvement Programme (PIP)	To commence a programme of positive actions agreed between the partners to ensure that there is continuous improvement in bus reliability and punctuality and a process to monitor these against targets as a measure of effectiveness.	August 2012	Positive
Review bus service tender specifications	To ensure the way tenders are specified encourages fair competition, and permits operators to suggest cost-effective or innovative alternatives that will benefit the public	April 2013	Neutral
Bus use statistics	Regular publication and interpretation of figures showing how bus use contributes to the life of the city	October 2012	Encourage Air Quality to be adopted as a measure





Bemerton Heath: Quick wins	Early implementation of the most practicable improvements to maintenance, road marking and enforcement on bus routes serving Bemerton Heath in order to improve punctuality of bus journeys	April 2013	Positive
Multi-operator smart ticketing	Passengers have the option to buy tickets that can be used on the buses of more than one operator	At least some benefits during 2012	Positive
Bemerton Heath	Longer term improvements to maintenance, road marking and enforcement on bus routes serving Bemerton Heath in order to improve punctuality of bus journeys	March 2014	Positive
Network marketing	Passengers and potential passengers are inspired to use the public transport services of all operators in Salisbury as an integrated system	2013	Positive
The Central Car Park and The Maltings development and long-stay parking relocation	The removal of the majority of the long stay parking from The Maltings and car park site and optimisation of the park and ride scheme (and other public transport facilities as necessary) to provide replacement long stay arrangements	To be identified	Positive
Bus/rail interchange	New infrastructure to provide convenient transfer between train and bus at Salisbury Railway Station	2016 (subject to LSTF project timetable)	More information required



Central interchange arrangements	To ensure convenient pick-up/set-down facilities in the city centre that meet the objectives of Salisbury Vision.	To be identified	More information required
----------------------------------	---	------------------	---------------------------

### Development Projects from the Vision for Salisbury

Project	Details	Potential impact on Air Quality	Status
Maltings & Central Car Park	<p>To develop a major retail-led mixed use scheme to enhance Salisbury's position as a sub-regional shopping and cultural centre</p> <p>Include within a redeveloped Maltings and central car park area:</p> <ul style="list-style-type: none"> <li>• An opened up Market Walk creating a strong link between the new development and the Market Place.</li> <li>• A high quality landscape setting for the new development with enhancement of the River Avon and Millstream edges.</li> <li>• Develop a cultural hub.</li> </ul>	Will be considered as part of any future planning application.	<p>This project is currently being developed by partners.</p> <p>The air quality working group will feed in to any proposals. Of particular interest is access to the development. Currently the central car park can be access from both Fisherton Street and Castle Street. The Avon Approach entrance was closed to all but delivery vehicles some years ago. In order to discourage private car entry into the city centre it would be preferable to see access accept deliveries limited to access from Churchill Way.</p>



Salisbury Guildhall	Establish the Guildhall as the civic base of a new Salisbury City Council and as the focus for other complementary uses	Neutral	The Guildhall is now occupied by Salisbury City Council
Salt Lane car park	<p>Develop primarily for housing with possible live/work or small retail units and include a small public space</p> <p>Provide a small public space or square that can utilise the existing active uses around it such as places of work and public houses. This should include appropriate lighting and street furniture.</p> <p>Ensure that active frontages at ground floor in particular will contribute to natural surveillance and activity of the public space or square.</p>	Positive, if the net effect is a reduction in vehicle parking within the city centre and there is a net reduction in vehicles entering the city centre.	<p>A reduction in city centre parking was set as an objective in the first Salisbury Transport plan</p> <p>This measure was not implemented but would be supported when having regard to the alternative provision made through park and ride and the proposed Central car park/ Maltings development</p>
Brown Street car park	<p>Develop primarily for housing</p> <p>Ensure that a connection through to Catherine Street is retained.</p>	Positive. If the net effect is a reduction in vehicle parking within the city centre and there is a net reduction in vehicles entering the city centre.	<p>A reduction in city centre parking was set as an objective in the first Salisbury Transport plan.</p> <p>This measure was not implemented but would be supported when having regard to the alternative provision made through park and ride and the proposed Central car park/ Maltings development.</p>



Bus Depot	<p>Develop the site for educational or other employment/office use led mixed-use</p> <p>Consider any proposals from Wiltshire College for the development of this site as its Salisbury campus.</p> <p>Consider any requirement for a route through this site from Castle Street to Endless Street as part of the Transport and Movement strategy.</p>	<p>More information is required as it will be dependent on the position of alternative depot.</p>	
Old Manor Hospital	<p>Redevelop the site to include healthcare facilities, key worker housing and offices</p> <p>Ensure at least one connection from Wilton Road to Churchfields Road.</p>	<p>Wilton Road currently shows the highest exceedances of the nitrogen dioxide objective</p>	
Chipper Lane / Scots Lane	<p>Redevelop this area for hotel and leisure ensuring the sensitive conversion of any Listed buildings</p>	<p>Air quality implications will be considered as part of any planning application received..</p>	
Churchfields	<p>Relocate businesses (primarily those generating HGV traffic movements) to alternative locations close to the city centre and redevelop the site as residential led mixed use scheme which includes offices and a hotel/conference centre</p>	<p>Potentially positive.</p> <p>Churchfield's represents a key component for influencing Air Quality as it necessitates the entry of HGVs to the city centre to</p>	



		make deliveries but also to access the DoT Vehicle testing centre. It also is home to the councils refuse trucks and direct works fleet.	
Southampton Road	Bring about significant transport, aesthetic and economic change to the Southampton Road area through the development of a residential-led scheme with other uses to include offices, community and local retail, retail/bulk goods alongside the existing uses	<p>The Southampton road forms part of the A36 trunk road through Salisbury. It is an important economic hub but suffers from congestion. Work has been undertaken in recent year to smooth the flow including preventing right hand turns into the various out of town retail units. There is limited relevant exposure on the road and it is relatively open, boarding the flood meadows and Public Gardens. The main receptors are Wiltshire College and Willow Cottage.</p> <p>It lies outside of the AQMAs but flows will influence levels in other parts of the network.</p>	
The Friary	Maintain the Friary as a housing area but redevelop as a high quality mixed-tenure scheme with a high level of affordable housing and links through to the city centre	The Friar forms the main public housing provision within the city centre. Projects are proposed to redevelop the low rise flats and enhance the general environment. Included in this is the investigation of the provision of	



		cycle/pedestrian and bus routes from the A36 roundabout to Exeter Street.	
--	--	---	--

### Traffic and Movement Strategy

Project	Details of proposal	Potential impact on Air Quality	Status
---------	---------------------	---------------------------------	--------



<p>Traffic Management</p>	<p>Develop and implement an effective traffic and movement strategy aimed at creating an environment which respects the needs of pedestrians, cyclists and vehicle users, and which facilitates the greater use of public transport</p> <ul style="list-style-type: none"> <li>a) Commission a Salisbury and Wilton transport model and use to develop a traffic and movement strategy</li> <li>b) Investigate the feasibility of incorporating the recommendations of the Environment and Transport Overview &amp; Scrutiny Panel sub group into the traffic and movement strategy</li> <li>c) Where possible implement a system of 'shared space' with even surfaces for streets and footpaths and where signs, kerbs, railings, bollards and traffic lights are removed</li> <li>d) Reduce traffic entering and circulating within the core of the city centre to reduce air and noise pollution and provide safer walking and cycling routes</li> <li>e) Encourage and promote the use of the Park and Ride service. Develop a hierarchy of routes that restricts traffic movement to include: <ul style="list-style-type: none"> <li>- Pedestrian-only routes.</li> </ul> </li> </ul> <p>Tertiary routes. These are pedestrian-focused streets within the central city core that are for use by buses, taxis, cyclists, servicing and</p>	<p>Positive impact. Air quality should be a major consideration in formulating traffic management proposals around Salisbury as this is the primary source of emission.</p>	
---------------------------	--	---	--





	<p>existing residents only, enforced by appropriate access restrictions around the periphery.</p> <p>Secondary routes. These are localised traffic routes, outside the area covered by tertiary routes, allowing cars to access local destinations. These could include Home Zone areas within new and existing residential areas such as Churchfield's or St Edmund's.</p> <p>Primary routes. These are an all-vehicle route, including cars, lorries and HGVs intended to carry through traffic around the edge of the city centre.</p> <ul style="list-style-type: none"> <li>a) Improve the streetscape within the core of the city through shared surfaces giving priority to pedestrians and sending the message to drivers that they are secondary users.</li> <li>b) Minimise coach traffic through the city whilst ensuring drop-off points to service the Cathedral and city centre.</li> <li>c) Improve crossing facilities for pedestrians/cyclists and junction improvements along the A36 ring road.</li> <li>d) Provide or upgrade cycle routes along all major thoroughfares including Southampton Road, Exeter Street, Churchfield's Road and Castle Street. These should link, where possible, with National Cycle routes passing through the city centre.</li> </ul>		
--	---	--	--



Public Transport	<p>Give public transport users priority by improving public transport facilities and expanding services</p> <ul style="list-style-type: none"> <li>a) Provide key public transport stops next to significant city centre destinations or improve existing stops to cater for the increase in demand. This includes high quality shelters, signage and cycle parking.</li> <li>b) Complete and implement the Petersfinger Park and Ride.</li> <li>c) Wherever possible introduce bus priority measures on all park and ride routes into the city centre.</li> <li>d) Consider extending the Park and Ride service to Churchfields.</li> <li>e) Improve the rail station as a public transport interchange.</li> <li>f) Provide a west to east public transport link from Churchfields stopping at key destinations within the city centre to Southampton Road. This includes a bus/pedestrian and cycle- only connection from Exeter Street through to Southampton Road.</li> </ul>	Positive	
Salisbury Station	Construct a public transport interchange adjacent to the railway station that includes a	The impact on air quality will be considered as part of any future planning application.	



	<p>new station square</p> <ul style="list-style-type: none"> <li>a) Increase the number of parking spaces at the station to meet extra demand from rail passengers.</li> <li>b) Create a space for bus stops and bus turn around within the station forecourt.</li> <li>c) Extend and divert some of the bus services to serve the rail station.</li> <li>d) Provide layover space and facilities for bus services.</li> <li>e) Extend the Park and Ride service to serve the rail station if appropriate.</li> <li>f) Create cycle parking and taxi ranks within the station forecourt.</li> <li>g) Create a new station square intended as an active urban space where people can meet and interact.</li> <li>h) Minimise the intrusion of car parking and vehicle access.</li> </ul>		
Southampton Road	Reduce congestion on the Southampton Road and improve the visual appearance of this key gateway to the city	Potentially positive	

### Public Realm & Open Spaces



Project	Details	Potential Impact on Air Quality	Status
The Market Place	<p>Rejuvenate the Market Place (to include the Guildhall Square, Cheese Market and Poultry Cross) and create a public square of the highest quality in terms of design and construction</p> <p>This space is intended as a lively and active urban space for people to interact in and 'people watch' which should include a high quality, coordinated set of elements (street furniture, planting, lighting, signage, public art) which complement the city's historic character.</p> <p>Remove all car parking from the Market Place and Guildhall Square.</p> <p>Make the space more pedestrian oriented through changes in surface treatment and highway design in favour of people, cyclists and buses.</p>	Positive with the reduction in car parking provision.	Market Square project was completed in 2014.
Fisherton Square	<p>Create a new lively urban space adjacent to the Playhouse, City Hall and a relocated library</p> <p>This space is intended as a lively and active urban space for people to interact in and 'people watch'. It should include a high quality, coordinated set of elements (street furniture, planting, lighting, signage, public art) which complement the city's historic character.</p> <p>Make the space more pedestrian oriented through changes in surface treatment and highway design.</p>	Potentially positive.	

### Salisbury Transport Strategy – Estimated costs



Item	Cost						Total
Park & Ride	Annual cost £0.5 million						<b>£0.5 million</b>
	Annual revenue £0.2 million						<b>£0.2 million</b>
Highway measures		<b>St Paul's</b>	<b>Harnham</b>	<b>Exeter Street</b>	<b>Market Square</b>	<b>Walking &amp; Cycling (and other)</b>	
This excludes land costs, statutory undertakings (utilities etc) and design & procurement fees	<b>Road</b>	£310k	£810k	£610k	£800k	£50k	<b>£2580k</b>
	<b>Signals</b>	£110k	£300k	£210k	£0	£500k	<b>£1120k</b>
	<b>Other</b>	£90k	£220k	£370k	£300k	£1000k	<b>£1980k</b>
	<b>Total</b>	<b>£510k</b>	<b>£1330k</b>	<b>£1190k</b>	<b>£1100k</b>	<b>£1550k</b>	<b>£5680k</b>
ITS	£0.5 million (varies greatly depending on scope and duration)						<b>£0.5 million</b>
Buses	Annual cost £0.8 million						<b>£0.8 million</b>
	Annual revenue cost £0.1 million						<b>£0.1 million</b>
Smarter choices	Annual cost £0.15 million						<b>£0.15 million</b>
Total							<b>£13.610 million</b>

## Appendix 5: Marlborough







**Introduction**

The population of the Marlborough Community Area is 17,920 (mid-year 2010) with projected growth to 18,890 in 2021. The Marlborough Community Area is made up of the town of Marlborough and the surrounding parishes including the unique landscapes of the Marlborough Downs, the River Kennet and Savernake Forest. A total land area of 281km<sup>2</sup>.

Marlborough was granted a Royal Charter in 1204. Marlborough is the archetypal English market town at the heart of the community area. Boasting a variety of shops and eating places in its wide High Street and beyond. The town also has places of historical interest including Merlin’s Mound in the grounds of Marlborough College, the Merchant’s House and a church at either end of the main thoroughfare.

Although tourism is a major source of employment across the Marlborough community area, no single sector is dominant. There is a lack of transport choices other than private vehicles. Only 22% of rural addresses in the Marlborough community area are within 800 metres of buses running hourly or better; the County average is 47%.







## Wiltshire Core Strategy

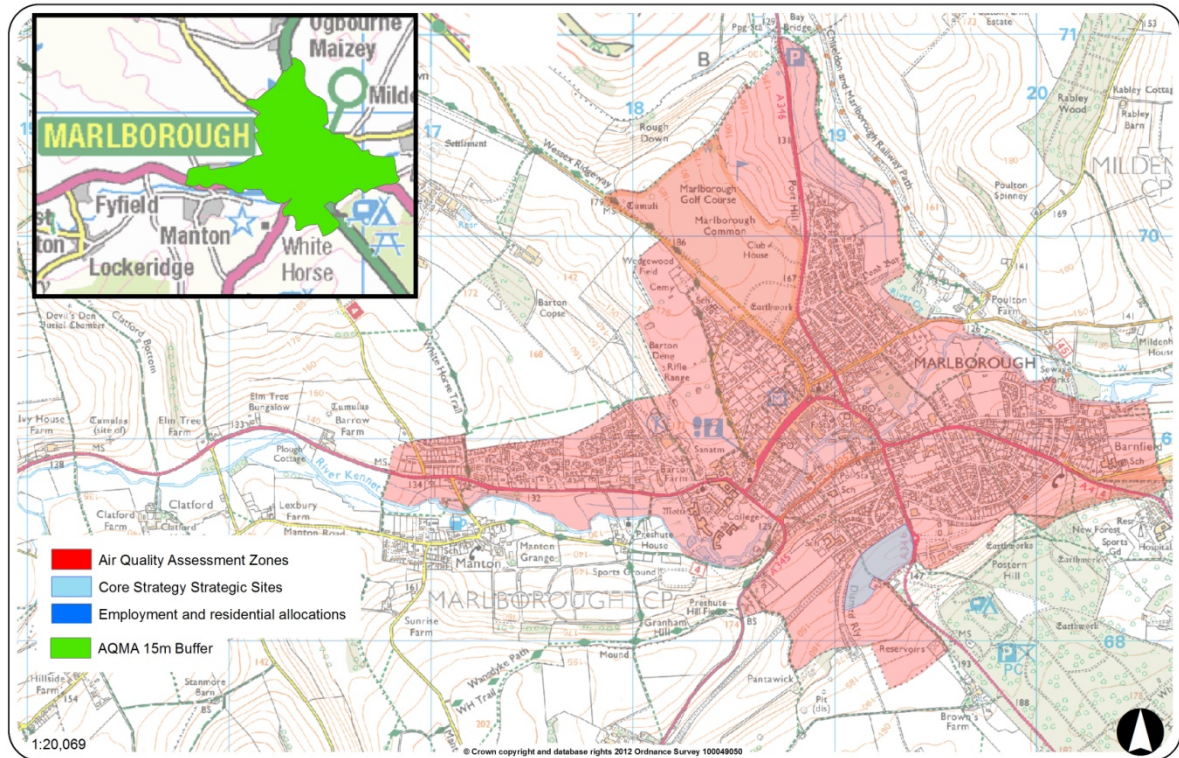
The Wiltshire Core Strategy Submission Document was formally approved for publication by Wiltshire Council on 26 June 2012. Following this decision Wiltshire Council submitted the Wiltshire Core Strategy to the Planning Inspectorate on 10 July 2012 for the purpose of initiating an independent public examination. Since submitting the Wiltshire Core Strategy to the Planning Inspectorate a further focused consultation has been undertaken.

- As part of the air quality work Wiltshire Council have included a core policy on air quality (core policy 55).
- The Wiltshire Core Strategy includes proposals for the future development of Marlborough, including 3 hectares of new employment land. Over the plan period 2006 – 2026 at least 850 new homes will be provided of which 610, should occur at Marlborough, including land identified to the west of Salisbury Road for strategic growth.

## Delivery of Housing 2006 – 2026 Marlborough

Area	Requirement 2006-26	Housing already provided for		Housing to be identified	
		Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Marlborough town	610	210	150	220	30
Remainder	240	75	20	0	145
Community Area total	850	285	170	220	175

With regard to the AQAP, one of our concerns is with development in Marlborough and this is reflected in zones attached to Wiltshire's Draft Air Quality Supplementary Planning Guidance.



## AQ working group

Marlborough has yet to set up an air quality working group to address local air quality.

Details of minutes, presentations and other useful information will be provided on the [community involvement](#) webpage.

## Transport Plan

No separate transport plan exists for Marlborough

## Community Actions

The Marlborough Community Air Quality Action Plan will be developed once an air quality sub group has been set up. The plan will be put to the Marlborough Area Board for adoption. Progress on actions will be reported on annually to the Area Board and subsequently to Public Health and Public Protection Services for inclusion in the annual Action Plan progress report to Defra.



**Action CI01**

Engage with local communities which have an AQMA through local Area Boards with a view to establishing air quality sub groups to look at ways of improving air quality in their local area and formulate a community air quality action plan.

**Outline**

Wiltshire council’s business plan seeks to help communities help themselves, by empowering Area Boards to engage with local communities to develop solutions supported by the local community.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership**

Public Health & Public Protection Services and Area Board

**Partners**

Local community groups

**Smart Target**

<b>Specific</b>	All Area Boards with an AQMA have been contacted to establish working groups for air quality. Air quality community action plans are being formulated in: Bradford On Avon Area Board, Calne Area Board, Devizes Area Board, Marlborough Area Board, Salisbury Area Board & Westbury Area Board.
<b>Measurable</b>	Annual progress report to be provided to the Area Board from the air quality sub group. Data will be collated by Public Protection from the Area Boards and submitted to DEFRA in the annual action plan progress report.
<b>Achievable</b>	All community air quality action plans will be scrutinised by the Area Boards and will be audited by Public Protection for practicality, cost benefit analysis and impact on local air quality.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy)
<b>Timely</b>	Set up air quality working groups in Area Boards as AQMAs are declared.  All community air quality action plans to be submitted to Public Protection.



**Action M01**

To produce a community air quality action plan

**Outline**

Once an air quality group has been set up under the Marlborough Area Board the group needs to identify work currently being undertaken within the community which has a positive impact on air quality and gaps in information.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership**

Marlborough Area Board

**Partners**

Local community groups and Public Health & Public Protection Services

**Smart Target**

<b>Specific</b>	To produce a community air quality action plan and identify priorities
<b>Measurable</b>	Annual report to Marlborough Area Board
<b>Achievable</b>	Public Protection will collate all Progress Reports from the Area Boards.
<b>Relevant</b>	Objective is to reduce annual average nitrogen dioxide levels in the town
<b>Timely</b>	Area Boards will provide annual progress on the community air quality action plans (31 <sup>st</sup> January – annually)  Public Protection will provide an overall Progress Report on the Wiltshire Air Quality Action Plan to DEFRA (31 <sup>st</sup> April – annually)



**Action CI02**

The Area Board shall report annually each January on the progress made against the community air quality action plan and priority actions.

**Outline**

Public Protection will provide a template for reporting purposes. This shall be completed by the Area Board Manager and agreed the Area Board.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership**

Area Boards

**Partners**

Public Health & Protection Services

**Smart Target**

<b>Specific</b>	All area boards with an AQMA will provide annual progress reports on 31st January of each year of progress made against the community air quality action plans and priority actions. The area boards are as follows: Bradford On Avon area board, Calne area board, Devizes area board, Marlborough area board, Salisbury Area Board & Westbury Area Board.
<b>Measurable</b>	Annual progress report to be provided from the area board to Public Protection.
<b>Achievable</b>	Public Protection will collate all Progress Reports from the area boards.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy) <i>SO1, SO4, SO7, SO8, SO10</i>
<b>Timely</b>	Area boards will provide annual progress on the community air quality action plans (31 <sup>st</sup> January – annually)  Public Protection Service will provide an overall Progress Report on the Wiltshire Air Quality Action Plan to DEFRA (31 <sup>st</sup> April – annually)



Summary sheet

Marlborough Community Area													
Population (mid-year 2010)	17,920												
Total land area	281 km <sup>2</sup>												
<b>Air quality management area declared for exceedence of annual average nitrogen dioxide</b>													
Source of nitrogen dioxide exceedence	Exhaust emissions from traffic												
Air Quality Steering group	No												
Housing Delivery	850 new homes between 2006 - 2026												
Local Transport Strategy	No												
Source apportionment	<table border="1"> <caption>Source Apportionment Data</caption> <thead> <tr> <th>Vehicle Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>% Cars/ Taxis</td> <td>~65%</td> </tr> <tr> <td>% Motorcycles</td> <td>~10%</td> </tr> <tr> <td>% Buses/ Coaches</td> <td>~10%</td> </tr> <tr> <td>% LGV</td> <td>~10%</td> </tr> <tr> <td>% HGV</td> <td>~5%</td> </tr> </tbody> </table>	Vehicle Type	Percentage	% Cars/ Taxis	~65%	% Motorcycles	~10%	% Buses/ Coaches	~10%	% LGV	~10%	% HGV	~5%
Vehicle Type	Percentage												
% Cars/ Taxis	~65%												
% Motorcycles	~10%												
% Buses/ Coaches	~10%												
% LGV	~10%												
% HGV	~5%												
Community air quality action plan	No												
Community priority document	No												
<b>Actions</b>													
<b>M01</b>	To produce a community air quality action plan and priority document of actions												
<b>CI01</b>	Engage with local communities which have an AQMA through local Area Boards with a view to establishing air quality sub groups to look at ways of improving air quality in their local area and formulate a community air quality action plan.												
<b>CI02</b>	The Area Board shall report annually in January on the progress made against the community air quality action plan and priority actions												



### **Marlborough Community Action Plan Working Group.**

This is the final group to be established. Contact has been made with all the area boards and managers.

Once the group has been established further details will be added as it is intended the community pages should be living and updated as groups identify their priorities.



## Appendix 6: Devizes







## Introduction

Devizes community area has a total land area of 216km<sup>2</sup> with a population of 30,730 (mid-year 2010). Devizes lies at the very heart of Wiltshire. Founded in Norman times at the boundaries (the Latin 'ad Divisas') of surrounding villages, the town grew up around the castle. The outline of the town walls shows in the 'D' shape of the centre which retains its mediaeval street plan. The town is compact and, being on the level, easy to walk round.

Wadworth's Brewery is a landmark at the north end of the Market Place and their famous shire horses make daily deliveries in town. The Market Place hosts many of the town's coffee shops, restaurants, pubs, shops and the indoor market; more are to be found in the streets and alleys leading off.

The spectacular Caen Hill flight of 29 locks leading up to Devizes was a major engineering feat when built at the end of the 18thC. The tow path from the Wharf leads to the locks and provides excellent views of the countryside.





There is one air quality management area in Devizes, declared in respect of the annual mean objective for nitrogen dioxide. Originally the AQMA was declared at a location called Shanes Castle on Bath Road, however further monitoring in the town identified further annual exceedence of nitrogen dioxide. This led to the recent revised AQMA declared at the end of 2012 covering the town centre and main routes into and out of the town.

The source of the exceedence in Devizes is exhaust emissions from traffic. It therefore follows that in order to achieve the objective changes to the level of emission emitted from vehicles must be brought about. This may be by changes in technology that bring about improvements to individual vehicle emissions however nationally this has been countered by increases in traffic levels. We have therefore looked at measures that;

- encourage a modal shift
- encourage fewer drivers to enter the town centre
- encourage more sustainable forms of transport

Whilst protecting and enhancing economic activity and ease of access.

Motor vehicles are however one element in a larger picture and a number of inseparable and inter-related strategies and tools will have to be deployed in order to achieve this; some of these will impact air quality but are driven by other influences. It will therefore be necessary to work within these frameworks to ensure air quality considerations are recognised and built in to them so they achieve mutually beneficial outcomes.

- Emerging Wiltshire Core Strategy
- Devizes Transport Strategy
- Local Transport Plan 3
- Community Action planning initiatives

### **Air quality working group**

An air quality steering group was set up under the Devizes Area Board to address air quality in the town at a community level.

‘To work together with the common goal of seeking to improve the air quality in Devizes through behavioural, strategic and infrastructure change to ensure that the level of pollutants (nitrogen dioxide and particulates (PM<sub>10</sub>)) are in line with national air quality objectives and that this work supports the principles of sustainable development.’



Details of minutes, presentations and other useful information are provided on the [community involvement](#) webpage.

### **Wiltshire Core Strategy**

The Wiltshire Core Strategy Submission Document was formally approved for publication by Wiltshire Council on 26 June 2012. Following this decision Wiltshire Council submitted the Wiltshire Core Strategy to the Planning Inspectorate on 10 July 2012 for the purpose of initiating an independent public examination. Since submitting the Wiltshire Core Strategy to the Planning Inspectorate a further focused consultation has been undertaken.

As part of the air quality work Wiltshire Council have included a core policy on air quality (core policy 55).

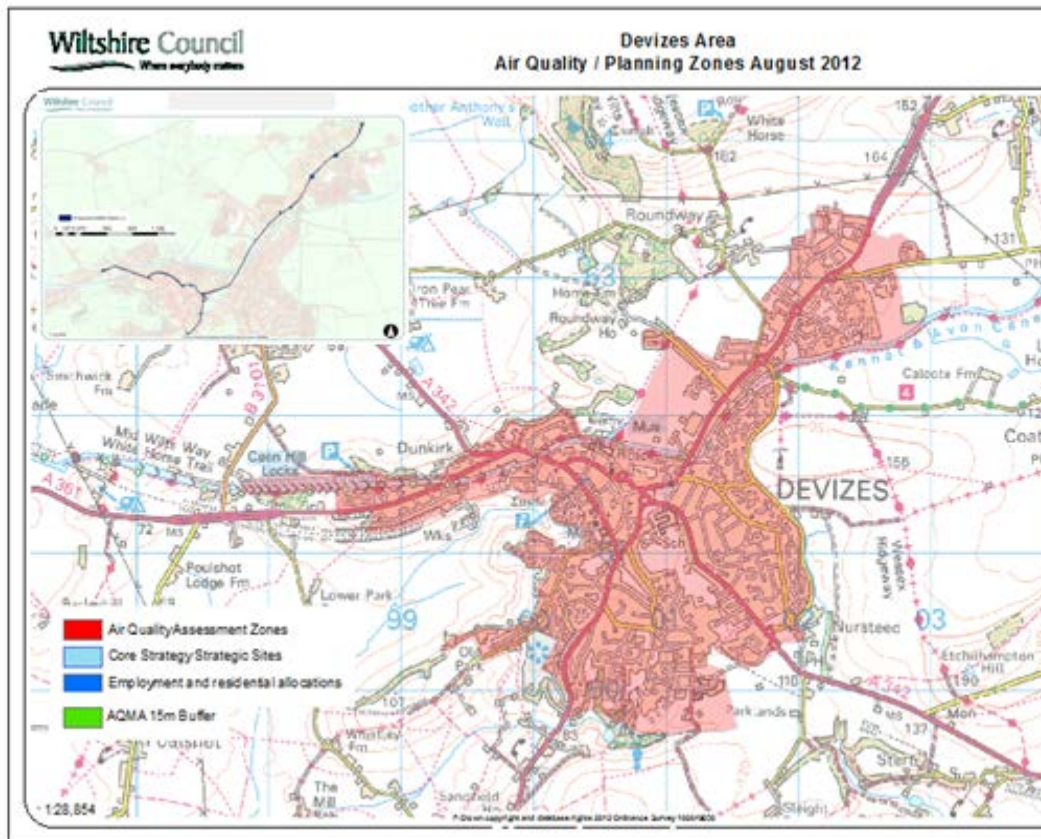
The Wiltshire Core Strategy includes proposals for the future development of Devizes, including a new employment site at Horton Road and at least 2,150 new homes of which, 1,730 should occur in Devizes over the period 2006 – 2026. There are no strategic housing sites allocated in Devizes.

### **Delivery of Housing 2006 – 2026 Devizes**

Area	Requirement 2006-26	Housing already provided for		Housing to be identified	
		Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Devizes town	1,730	1,070	255	0	405
Remainder	420	195	20	0	205
Community Area total	2,150	1,265	275	0	610

With regard to the AQAP, one of our concerns is with development in Devizes and this is reflected in zones attached to Wiltshire's Draft Air Quality Supplementary Planning Guidance.





### Devizes Transport Strategy (DTS)

In early 2012 the Council published the results of testing the impact of the proposed growth in Devizes using the Devizes S-Paramics Traffic Model which had been developed specifically to model existing road use and to predict future traffic conditions in the town. The analysis demonstrated that the growth outlined in the emerging Wiltshire Core Strategy will result in an increase in vehicle trips and forecasted an increase in journey times and delays.

In order to mitigate the predicted impact on the road network, a [Transport Strategy](#) for Devizes town has been developed. The strategy considers the many different options available to help:

- Reduce overall traffic volumes and improve traffic circulation
- Promote greater use of non-car based transport
- Improvements to road junctions

A vision for the town was created:



*'The vision for the Devizes Transport Strategy is to generate a sustainable community where transport plays a vital role whilst its negative impacts are minimised'*

A number of measures have been considered that will contribute to achieving the objectives. In isolation the impact of each measure may be limited, however in combination a package of measures will be effective in developing a more sustainable transport culture with an emphasis on walking, cycling, more efficient car use and greater use of public transport resulting in the improvement of air quality and relieving traffic pressures in the town.

Given the high proportion of local journeys that are made by car in the Devizes area, considerable effort is needed to increase the role of sustainable transport options to a level where the number of car trips in and around Devizes reduces. Junction improvements are also needed in certain areas to reduce the impact of traffic congestion.

The following measures therefore form the basis of the strategy.



### Walking

- Introduction of controlled at-grade crossings on key pedestrian corridors
- Strategy to develop safe walking routes between residential areas and the town centre, supported by signing and appropriate lighting and vegetation and parking control
- Ensure that all future development proposals incorporate a 'permeable' walking network with surrounding areas

Restricting the use of Maryport Street by traffic

### Cycling

- Implement a comprehensive, convenient and safe cycle network including parking at employment and retail sites and educational leisure facilities
- Cycle campaign (to include Bike It investment)
- Develop and promote safe routes from villages to Devizes

### Public Transport

- Undertake a feasibility study of potential rail connection options on the Westbury to Pewsey railway
- Promote inter-urban bus service connections (in particular those to Swindon/Salisbury/Trowbridge/Bath) and develop marketing campaign
- Explore options for demand responsive transport and/or community transport/taxi-buses
- Promote better integration e.g. bus/rail ticketing and interchange arrangements





### **Travel Plans**

- Introduce residential travel plans for all new development proposals
- Support the development of workplace travel plans at all major employment sites
- Continue to implement school travel plans and develop a 'safer routes to school' strategy for each education facility
- Individual journey planning using community resources

### **Traffic and air quality**

- Implement measures to manage movement and to slow traffic in residential areas
- Traffic management and capacity measures on key town centre corridors
- Capacity enhancements of key junctions
- Improved town 'gateways', way finding (including routes to car parks) and junction arrangements

### **Demand Management**

- Develop a road hierarchy and limit movements in 'sensitive' town centre and residential locations
- Review local on and off street parking arrangements and enforcement and develop traffic management measures to reduce the traffic impact of car parking space-seekers.



## Modelling of key junctions

Some key junctions within the town are at capacity resulting in delays and these are likely to worsen with the predicted traffic growth. Options to alter layouts to improve traffic flows and reduce queuing have been developed and tested using the PARAMICS model which gives a good indication of likely outcomes.

Junction improvements are considered possible and would yield significant benefits at the following junctions:

- A361 Shanes Castle – a signalised junction could be provided, with the possibility of local widening within the highway boundary to provide a right turn lane for westbound traffic to Dunkirk Hill (the right turn movement from Dunkirk Hill to the westbound A361 would be banned) This scheme is shown to offer **moderate** journey time improvements in both peak periods, however the scheme is predicted to have a **significant positive impact** on emissions at the site.
- A361/A360/A342 mini roundabout (Roses) and Southbroom gyratory – a separate lane could be provided for eastbound A361 traffic passing through the mini roundabout, together with minor improvements at the gyratory to maximise capacity
- A361 London Road / Windsor Drive roundabout – the roundabout would be improved but the preferred option is to convert to a signalised junction as this allows most control over balancing flows on London Road and Windsor Drive. Modelling work indicates that this work will have a **significant positive** impact on the operation of the highway network in peak periods.
- A361 London Road / Hopton Road roundabout – localised widening on London Road would allow two southbound lanes to pass through the junction, relieving the congestion for traffic heading into the town in the evening peak.

## Devizes Transport Strategy – Cost Summary

The costs associated with the lifetime of the Strategy are:

- Capital costs £2.985 million
- Revenue costs £1,820 million



- Total costs £4,805 million

This assumes that schemes are completed in their entirety although some will be implemented with lower costs than indicated.

### **Existing Community Initiatives**

The initial task for the air quality steering group was to identify what community projects are already in place that has a positive impact on air quality within Devizes. In the main projects are around:

- Walking
- Cycling
- Public transport
- Business Transport Planning
- Schools
- Information & communication
- Demand management

From the initial list a table has been formulated indicating links to the Devizes Transport Strategy, ownership of the initiative and any gaps in information. Subsequently this has been used as the basis of the community air quality action plan for the town.

### **Community air quality action plan**

The Devizes Air Quality Action Plan is being developed by the Devizes Air Quality and Transport group (part of CATG) and will be put to the Devizes Area Board for adoption. Progress on actions will be reported on annually to the Area Board and subsequently to Public Health and Public Protection Services for inclusion in the annual Action Plan progress report to Defra.



### Action D01

Devizes Air Quality group shall produce a 'community air quality action plan'.

#### Outline

The community will develop actions that they can undertake, support and promote to help improve air quality within the town in line with the goals of the Devizes Air Quality group.

#### Cost Benefit Summary

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

#### Ownership

Devizes Area Board

#### Partners

Local community organisations, Public Health & Public Protection Services

#### Smart Target

<b>Specific</b>	Devizes Area Board is tasked with producing a community air quality action plan.
<b>Measurable</b>	Annual progress report to be provided to the Devizes Area Board from the Devizes Air Quality Group. Data will be collated by Public Protection from Devizes Area Board and submitted to DEFRA in the annual action plan progress report.
<b>Achievable</b>	The community air quality action plan will be scrutinised by the Devizes Area Board and will be audited by Public Protection for practicality, cost benefit analysis and impact on local air quality.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy)
<b>Timely</b>	A community air quality action plan shall be adopted by Devizes Area Board within 6 months of the adoption of the Wiltshire Air Quality Action Plan.



**Action D02**

Implementation of the Devizes Transport Strategy (DTS) measures that provide the opportunity to improve air quality within the town.

**Outline**

The Devizes Transport Strategy contains a variety of measures including to address:

- Reduce overall traffic volumes and improve traffic circulation
- Promote greater use of non-car based transport
- Improvements to road junctions

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x		x	x		x	4

High cost and high benefit

**Ownership**

Highway & Transport Services

**Partners:** DCAP

**Smart Target**

<b>Specific</b>	Traffic schemes designed to improve traffic flow and air quality within Devizes
<b>Measurable</b>	Implementation of the identified traffic schemes, soft measures and monitoring of air quality after schemes have been implemented.
<b>Achievable</b>	The Devizes Transport Strategy has been adopted.
<b>Relevant</b>	Traffic has been identified as the cause of the air quality exceedence in the town.
<b>Timely</b>	Programme of works through to 2026 (in line with LTP3 and emerging Wiltshire Core Strategy)



**Action D03**

Implement the identified key junction improvements identified within the Devizes Transport Strategy.

**Outline**

- a) A361 Shanes Castle – a signalised junction will be provided, with local widening within the highway boundary to provide a right turn lane for westbound traffic to Dunkirk Hill
- b) A361/A360/A342 mini roundabout (Roses) and Southbroom gyratory – a separate lane will be provided for eastbound A361 traffic passing through the mini roundabout, together with minor improvements at the gyratory to maximise capacity
- c) A361 London Road / Windsor Drive roundabout – the roundabout will be improved or converted to a signalised junction to allow control over balancing flows on London Road and Windsor Drive.
- d) A361 London Road / Hopton Road roundabout – localised widening on London Road to allow two southbound lanes to pass through the junction, relieving the congestion for traffic heading into the town in the evening peak.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x			x	x	x	4

High cost, high benefit

**Ownership**

Highways & Transport Services.

**Partners**

Public Health & Public Protection Services

**Smart Target**

<b>Specific</b>	Traffic schemes designed to improve traffic flow and air quality within Devizes
<b>Measurable</b>	Implementation of the identified traffic schemes and monitoring of air quality after schemes have been implemented.
<b>Achievable</b>	It is the identified strategic goal within the adopted Devizes Transport Strategy.
<b>Relevant</b>	Traffic has been identified as the cause of the air quality exceedence in the town and modelling work has identified these junction improvements (particularly a) as having a positive impact on the levels of nitrogen dioxide.
<b>Timely</b>	To be implemented as funding becomes available up to 2026 in line with LTP3 and the Emerging Wiltshire Core Strategy.





**Action CI02**

The area board shall report annually each January on the progress made against the community air quality action plan and priority actions.

**Outline**

Public Protection will provide a template for reporting purposes. This shall be completed by the Area Board Manager and agreed the area board.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	X	x	x	x	x	6

Low cost, high benefit

**Ownership**

Area Boards

**Partners**

Public Health & Public Protection Services

**Smart Target**

<b>Specific</b>	All Area Boards with an AQMA will provide annual progress reports on 31st January of each year of progress made against the community air quality action plans and priority actions. The Area Boards are as follows: Bradford On Avon Area Board, Calne Area Board, Devizes Area Board, Marlborough Area Board, Salisbury Area Board and Westbury Area Board.
<b>Measurable</b>	Annual progress report to be provided from the Area Board to Public Protection.
<b>Achievable</b>	Public Protection will collate all Progress Reports from the Area Boards.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy) <i>SO1, SO4, SO7, SO8, SO10</i>
<b>Timely</b>	Area Boards will provide annual progress on the community air quality action plans (31 <sup>st</sup> January – annually)  Public Protection will provide an overall Progress Report on the Wiltshire Air Quality Action Plan to DEFRA (31 <sup>st</sup> April – annually)



Summary sheet

Devizes Community Area													
Population (mid-year 2010)	30,730												
Total land area	216km <sup>2</sup>												
<b>Air quality management area declared for exceedence of annual average nitrogen dioxide</b>													
Source of nitrogen dioxide exceedence	Exhaust emissions from traffic												
Air Quality Steering group	Yes												
Housing Delivery	2,150 new homes between 2006 - 2026												
Local Transport Strategy	Yes: Devizes Transport Strategy												
Source apportionment	<table border="1"> <caption>Source Apportionment Data</caption> <thead> <tr> <th>Vehicle Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>% Cars/ Taxis</td> <td>~65%</td> </tr> <tr> <td>% Motorcycles</td> <td>~10%</td> </tr> <tr> <td>% Buses/ Coaches</td> <td>~5%</td> </tr> <tr> <td>% LGV</td> <td>~15%</td> </tr> <tr> <td>% HGV</td> <td>~5%</td> </tr> </tbody> </table>	Vehicle Type	Percentage	% Cars/ Taxis	~65%	% Motorcycles	~10%	% Buses/ Coaches	~5%	% LGV	~15%	% HGV	~5%
Vehicle Type	Percentage												
% Cars/ Taxis	~65%												
% Motorcycles	~10%												
% Buses/ Coaches	~5%												
% LGV	~15%												
% HGV	~5%												
Community air quality action plan	Yes, in draft												
Community priority document	Yes, in draft.												
<b>Actions</b>													
D01	Devizes Air Quality group shall produce a 'community air quality action plan'.												
D02	Implementation of the Devizes Transport Strategy (DTS) that provide the opportunity to improve air quality within the town												
D03	Implement the identified key junction improvements within the Devizes Transport Strategy: Shanes Castle/Dunkirk Hill												
CI02	The Area Board shall report annually in January on the progress made against the community air quality action plan and priority actions												



## Devizes Community Air Quality & Transport Action Plan Working Group.

### Devizes Air Quality Steering Group

#### Overall objective/outcome of the group:

To work together with the common goal of seeking to improve the air quality in Devizes through behavioural, strategic and infrastructure change to ensure that the level of pollutants (nitrogen dioxide and particulates (PM<sub>10</sub>)) are in line with national air quality objectives and that this work supports the principles of sustainable development.

#### Purpose of the group:

To oversee the development and implementation of an effective local Air Quality Action Plan for Devizes Town.

#### Terms of Reference:

- The Devizes Air Quality Steering Group (the Group) will work together to ensure the development and implementation of the air quality action plan. Membership will comprise of officers of Wiltshire Council, community representatives and elected Councillors (see Membership below). The group will co-opt other members onto the group as and when considered necessary and appropriate.
- Governance arrangements for the Group will sit with Members of the Area Board – the Group itself will have no voting rights. The Group will make recommendations to the Area Board as and when decisions are required (including commissioning decisions) and will report the progress of its work to Members by means of updates at future Area Board meetings as appropriate.
- The Group will use the air quality data from the current monitoring regime to provide an objective framework for monitoring and for guiding its actions and recommendations, focusing on those areas with greatest exceedence with regard to air quality objectives.
- The Group will focus activity within the town of Devizes addressing the existing Air Quality Management Area and aligning with the Transport Strategy. However the Group accepts that this will not fetter activity elsewhere in the Board area if this achieves the overall objective of the Group.
- The Group will endeavour to work within and complement existing national and local policy frameworks such as the UK climate change strategy, Wiltshire Air Quality Strategy, Local Transport Plan, Devizes Community Area Plan, Wiltshire Core Strategy, etc
- The Group will explore any funding opportunities and recommend any commissioning decisions to Members of the Area Board.
- In order to inform its action plan the Group will assess the work already completed or on progress across the town with regard to air quality



- The Group will establish a dialogue with community groups to understand existing concerns or perceptions regarding air quality and to explore a means of dealing with those concerns.
- The Group will link with other steering groups across the County with a view to sharing good practice with respect to air quality management.

### **Membership**

#### Core membership:

- Area Board Wiltshire Councillor(s)
- Community representatives:
  - Devizes Community Area Partnership
  - Community Area Transport Group
  - Devizes Town Council
  - Roundway Parish Councillor
- Representatives from the following Wiltshire Council Services:
  - Public Health & Public Protection Services
  - Highways & Transport Services
  - Spatial Planning Services
  - Building & Development Services

#### Potential Co-optees

- Local businesses, schools and others as appropriate



## Devizes Transport Strategy Objectives

- Reduce transport related emissions and address **climate change** and **local air quality problems**;
- Create **better environments for people**, rather than vehicles, in the town centre and residential areas;
- Reduce the **traffic congestion** and delays that are experienced within the town and reduce the use of unsuitable routes (e.g. Church Walk, Avon Terrace) and rural rat runs (e.g. Consciencs Lane, Whistley Road, through Bishops Cannings/ Coate);
- Promote and improve **sustainable transport**;
- Enable appropriate **high quality new development**;
- **Integrate development sites** with established communities to increase travel choice, based on comprehensive networks and linked facilities;
- Create the conditions to support **local employment** opportunities which can be **accessed by sustainable modes** to support local activity;
- **Improve accessibility** throughout the town to encourage walking and cycling;
- Promote **healthier lifestyles** for all residents, particularly those of school age;
- Support **road safety** initiatives, particularly for vulnerable road users;
- Protect and enhance the **natural environment**; and
- Safeguard the **historic environment**.



## Devizes preferred Strategy components and estimated costs

Ref	Measure	Estimated capital cost	Estimated annual revenue cost
<b>Walking</b>			
W1	Introduction of controlled at-grade crossings on key pedestrian corridors	£350,000	-
W2	Strategy to develop safe walking routes between residential areas and the town centre, supported by signing and appropriate lighting & vegetation & parking control	£200,000	-
W3	Ensure that all future development proposals incorporate a 'permeable' walking network with surrounding areas	-	-
W5	Restricting traffic in Maryport Street and reversing the flow out of the car park into Sheep Street	£100,000	-
<b>Cycling</b>			
C1	Implement comprehensive cycle network including parking at major sites and educational facilities	£630,000	-
C2	Cycle campaign (to include Bike It campaign)	-	£20,000
C3	Promote routes from villages	£100,000	£5,000
<b>Public Transport</b>			
PT1	Undertake a feasibility study of potential rail connection options on the Westbury to Pewsey railway	-	£15,000
PT2	Promote existing bus service connections (in particular those to Swindon/Salisbury/Trowbridge/Bath) and develop marketing campaign	-	£5,000
PT3	Introduction of higher frequency bus service	-	£130,000
PT4	Explore options for demand responsive transport and/or community transport/taxi buses	-	£15,000
PT5	Promote better integration e.g. bus/rail ticketing and interchange arrangements	-	£10,000
<b>Travel Planning</b>			
TP1	Introduce residential travel plans for all new development proposals	-	£10,000
TP2	Support the development of workplace travel plans at all major employment sites	-	£20,000
TP3	Continue to implement school travel plans and develop 'safer routes to school' strategy for each education facility	-	£15,000
TP4	Individual journey planning using community resources	-	£20,000
<b>Traffic and Air Quality</b>			
T1	Implement measures to manage movement and to slow traffic in residential areas	£250,000	-
T2	Traffic management and capacity measures on key town centre corridors	£1,000,000	-
T3	Capacity enhancements of key junctions	£300,000	-
T4	Improved town 'gateways', wayfinding (including routes to car parks) and junction arrangements	£55,000	-
<b>Demand Management</b>			
DM1	Review local on and off street parking arrangements and enforcement and develop traffic management measures to reduce the impact of car parking space - seekers	-	£10,000
DM2	Develop a road hierarchy and limit movements in 'sensitive' town centre and residential locations	-	£5,000
	<b>Total</b>	<b>£2,985,000</b>	<b>£280,000</b>

Green highlight of Suggested Actions to identify actions for the working group

Devizes Community Air Quality Initiatives ~ to inform development of community action plan					Suggested Action
Our ref	Measure	Ownership/ Contact	DTS Ref	Information	
<b>Walking</b>					
1	'Get Walking' Initiative	Rosie Golding	W2	<p>Info of free weekly walks distributed at Cycle On The Green – commuter walking to be targeted (rather than hobby)</p> <p>Is there integration with pre-existing groups? Awaiting feedback from Rosie.</p> <p>Ramblers meet regularly, there is a running club and U3A have regular organised walks. These people would form a core group for assisting with an audit as individuals and groups are interested in improving the town footpath network.</p> <p><i>Comment made: walking needs to be a more pleasant experience in the town centre: less traffic, easier crossing points, better signing of shortcuts.</i></p> <p>Large number of councils involved in the 'Walking the way to Health Initiative' established by the British Heart Foundation and the Countryside Agency</p>	Audit of footpaths and signage.
2	Wiltshire Challenge	*****	W2	<p>Promotion of incorporating walking into daily routine – provision of free pedometers allows people to track and improve their activities</p> <p>Could this idea be developed into school/commuter challenges?</p> <p>Part of Safe Routes to School Travel Plan and Travel to Work Travel Plans</p>	Walking Challenge?
3	Strategy to develop safe walking	Highways –	W2	An audit of walking routes in the town to highlight	Audit of walking





	routes between residential areas and the town centre, supported by signing and appropriate lighting and vegetation and parking control	Gareth?		<p>areas for improvement and priority corridors.</p> <p>Define where the 'safe walking routes' are – what would need to be done to establish and maintain them?</p> <p>Audit to highlight areas for improvement in the town centre and other priority corridors</p>	<p>routes and details regarding what is needed to establish and maintain them.</p>
4	Ensure that all future development proposals incorporate a 'permeable' walking network with surrounding areas	Planning/Highways	W3	<p>Emphasis of importance in planning stage:                      &lt;50 units – no assessment required                      &gt;50&lt;80 units – transport assessment required                      &gt;80 units – transport assessment/travel plan required</p> <p>'Smarter Choices' as part of the Transport Policy Team at WC</p> <p>Travel plans for new developments (larger developments) have been received through planning application process – can these plans be rolled out to existing developments and integrated by 5(resident groups, parish councils, Area Board, etc)?</p> <p>“The developer will either produce themselves or provide find to Wiltshire Council to update/produce local walking/cycling maps, with three copies to every household in residents welcome packs.” (source: Land by Lay Wood Travel Plan)</p> <p>Sign posting of walking routes with timed journeys and destination</p>	<p>Investigate potential of rolling out travel plans to existing residential areas.</p>
5	School walking buses etc	Ruth Durrant, School Travel Plan Advisor	TP3	<p>More info needed</p> <p>Potential of St Jo's to share school bus with Devizes School? (Tony)</p>	<p>Liaise with Ruth re: current travel plans and their effectiveness.</p>



				When were School Travel Plans for Devizes schools last monitored for progress? Can a list of travel plan co-ordinators be obtained?	
<b>Cycling</b>					
6	Cycle Devizes	Margaret Nightingale & Tony Cosstick Cycle Devizes	C1-3	<p>Possible development of website to provide info on personalised route planning (CycleStreets, Google maps) and bicycle hire (Roses)</p> <p>Aster Communities would like to work with cycle Devizes on cycle maps from various home zones</p>	Ongoing work between Cycle Devizes and Aster
7	Cycle On The Green 15 <sup>th</sup> June – Campaigns and awareness raising	Cycle Devizes, public health Wiltshire	C2	<p>Stall involving info on CycleStreets to direct public to open source of mapping – quietest route, quickest route, balanced route (time, distance, calories, carbon saving). ‘Do You Know’ facts about the possible savings and info to highlight benefits of using alternate transport.</p> <p>Cycle Devizes to work with ‘Bike It’ campaign and extend it beyond schools possibly?</p>	Continue with campaigns including ‘Bike It’ involvement
8	Implement comprehensive cycle network including parking at major sites and educational facilities	Highways	C1	<p>To be developed - map to show cycle ways, shared paths, bicycle parking in town (Potential link to travel planning in regards to planning applications)</p> <p>Agreed safe cycle routes – where are we with signage etc</p> <p>Can a timetable for action on implementing network and signposting be produced?</p>	Development of timetable for implementing audit outcomes
9	Increase cycle parking in the town centre	Devizes Transport Strategy	C1	<p>Map to show existing and proposed cycle parking produced *appendix 1*</p> <p>Audit of cycle parking has been undertaken by Cycle</p>	Continue work with Town Council re: audit by Cycle Devizes



				Devizes and will be presented to the Town Council. Desire to increase cycle stands in the Market Place and make existing cycle stands more visible and attractive to users.  The plan needs Cycle Authority's support and negotiation	on cycle parking
10	Cycle path over The Green	Devizes Transport Strategy  Cycle Devizes	C1	Where are we with signage, crossing, lighting etc?  Highway engineers to report on timetable.	Timetable from Highways.
11	Cycle campaign (to include Bike It investment)	Highways	C2	Sustrans to move into schools in Devizes (Ruth Durrant) – awaiting more info following steering group meeting 10.07.13	Continue with campaigns including 'Bike It' involvement (see ref 7)
12	Bike hire in town – how can this be promoted? Is there the possibility to liaise between Roses and employers to create a deal of some description?	Roses		<i>Adults</i> - 8 Hrs: £12; 24 Hrs: £15; 2 Days: £30; 3-7 Days: £60; Wk/End: £30 <i>Children</i> - 8 Hrs: £9; 24 Hrs: £10; 2 Days: £18; 3 Days: £30; 4-7 Days: £48 Wk/End: £18 <i>Electric</i> - 24 Hrs: £25; 2 Days: £45; 3 Days: £60; 4-7 Days: £75; Wk/End: £45  Info should be linked to business travel plans	Link to business travel plans
<b>Public Transport</b>					
13	Devizes Passengers with DCAP– need more detail	DP and DCAP supported from PTU		The TAS Partnership review of town bus services commissioned by DCAP co-managed with DP	Ongoing
14	Devizes 'tube' map – need more info	Devizes Passengers		Bus stand numbering needs to correspond with; 'where to catch your bus' on the 'tube map'.  Other bus shelter information needs auditing and upgrading (along the same lines as the cycle Devizes audit of cycle parking)	Audit of bus shelters and existing information on display



15	DCAP Transport Group: Cycle Devizes, Passenger Transport, bus routes, revision of bus services – 2 year contract pending review by DCAP/WC undertaken by TAS	DCAP		Agreed and commencing end of July	Ongoing
16	Passenger Transport Unity at WC: Phil Grocock, Eric Egar Policy Development Principal Assistant and Ian White Head of Service Passenger Transport Unit	Wiltshire Council – Passenger Transport Unit			
<b>Business Transport Planning</b>					
17	Pool bicycle for local travel	Tony Sedgwick	TP2 & 4	Encourage employers whose employees travel locally for appointments to provide bicycle pools to reduce/eliminate need for car use during the working day	To promote as part as business travel plan project (See ref 19)
18	Cycle scheme		TP2 & C1	<a href="http://www.cyclescheme.co.uk">www.cyclescheme.co.uk</a> Allows employers to register, employees can purchase tax free bicycle – average saving of nearly half the cost – can this be promoted??	To promote as part as business travel plan project (see ref 19)
19	Trial working with businesses on Hopton Industrial Estate to introduce travel plans	Frances Chinemana – Public Health, Wiltshire Council Tony Sedgwick Kate Freeman	TP2	More information needed regarding links already made with Aster and any other businesses. DCAP to put on lunch for large employers in the town – ideas and networking opportunity (Sept/Oct)	Develop travel plan toolkit. Make contact with Hopton businesses re travel plans. DCAP to arrange lunch.
20	Devizes.org (Devizes Development			Improved use of these tools to promote information on	Contact site



	Partnership) Devizes.co			'green' travel – details of bike hire, bike parking, link to cyclestreets.net and other such resources (direct link to cycle routes page of visitwiltshire.co.uk)	management re better use of website
21	Devizes Commuter Challenge	Frances Chinemana – Public Health, Tony Sedgwick			(see ref 19)
22	'Devizes Means Business'?			Is there potential to create a 'start up kit' to give guidance on all aspects of community action plan from the beginning of a business?	(see ref 19 and provide as toolkit for business start up)
<b>Schools</b>					
23	Maps to show where people live in comparison to the school they attend. Do you want to concentrate on schools where most people live within walking distance or on schools where the children come from all over the town e.g. St Joseph's?	Ruth Durrant, School Travel Plan Advisor  Devizes Air Quality Steering Group	TP3	Data to show methods of travel – Sustrans moving into schools in Devizes to encourage cycling. School travel plans to encourage 'green' ways of travelling to school.  Maps to show areas of focus (concentric circles, Kendal example) – people within the town? Areas to indicate how far away pupils live. (800m is average cut off point between driving or alternate)  Links with Devizes School to utilise pupil involvement – data collection? AS level pupils study "Air quality: particulate pollution, photochemical smog and pollution reduction policies" as part of syllabus – is there an opportunity to engage them at this stage? Liaise with Devizes School [Climate on a local scale: Urban Climates, AQA GCE Geography]	Liaise with schools re involvement – which schools should be focus?
24	School Commuter Challenge?		TP3		(see ref 23)
25	Educating students on air quality – what is it, where does it come from, what does it do, how can it be improved?			Liaise with the Royal Geographic Ambassador scheme to engage pupils in lessons/workshops	(see ref 23)



Information & Communication					
26	Social Marketing (personalised) – potential of Travel Portal		TP4	See <a href="http://www.goeasy.org.uk">www.goeasy.org.uk</a> for example of travel portal that provides information to encourage and promote green travel	Ongoing – Wiltshire wide level involvement with LSTF bid
27	Text alert system to warn individuals with respiratory problems of poor air quality	Public Protection/ Public Health		DEFRA bid – awaiting more info	Ongoing
28	External air quality website for Wiltshire Council to provide public with access to real time monitoring	Public Protection/ Public Health		'pollen count' band style system to highlight areas of county.  Link to DEFRA system already on WC website	Ongoing
29	Pre-existing access to information about public transport, parking schemes etc		PT3, 5,	Parking refund scheme – more info needed  Access to bus timetables etc – all timetables published on WC website. Can this be improved/promoted better?  Map to show cycle parking existing and proposed changes	Ongoing – TAS review, LSTF bid  Action to be taken on Cycle Devizes audit  Production of cycle parking map – displayed at key location e.g.; toilets in Central car park off New Park Street
30	Campaign	Tony Sedgwick		To promote...?	
<b>Other</b>					
31	Shopping delivery – Ocado			Morrisons to start home deliveries from 2014 - online shopping, home delivery, information provided about Use By date on website to ensure fresh produce with longer life	Ongoing
32	Feasibility of home delivery scheme from local traders e.g. central drop	Tony Sedgwick		Would it be feasible to set up a home delivery scheme – liaise with local traders as to whether this has	Feasibility study of potential

## DEVIZES



	off point then delivery			potential?	
33	Respond to Local Transport Plan sub strategies consultations when they arise (e.g. Accessibility, cycling, powered two wheelers, smarter choices strategies out currently)	Devizes Air Quality Steering Group			Ongoing
34	Make representation on planning applications that the group think impact adversely on air quality within the town	Devizes Air Quality Steering Group	TP1		Ongoing
35	Parking demand management	Tony Sedgwick			





### Devizes Community Air Quality Action Plan – Draft, April 2014

Topic	Projects	Progress, Actions & Comments	Project Group Leader	Cost	Budget	Milestones
<b>TRAVEL PLANNING</b>			Martin Aldam			
	Modelling Work for Hopton Industrial Estate and Police HQ	Completed				
	Work with Aster to produce action travel plan				£4k	Action Plan by Apr 2014
	School Travel Planning with all Devizes Schools: establish effective green travel plans	Ruth Durrant (School Travel Planner) has met with the group and will be arranging a meeting with all the Devizes schools.			Separate funding source available	
<b>WALKING</b>						
	Quakers Walk path towards Town (pedestrian and cycling)	The draft consultation documents have gone to the research team (Phil Morgan) and awaiting his feedback. Once this is obtained it will be sent to RR and KF prior to wider circulation.			Funding available through S106.	
	Create safe walking routes - Wayfinding project	We have been successful in elevating Devizes up the LSTF programme. Devizes will be starting shortly. Steve Corbin is dealing with the wayfinding project and will contact us when the drafts are ready for circulation.				

DEVIZES



	Look for a walking group similar to Cycle Devizes	Meeting with Devizes walking group to see if they will act as informal consultation group. Spoken to Tony Aldridge and working with him and the walking group to explore 'Devizes welcomes walkers' accreditation scheme				
<b>CYCLING</b>			Kate Freeman			
	Toucan Crossings (Southbroom Road & Nursteed Road). Crossing Green, Street Lighting	Started work on 17th Feb. This may take longer than anticipated due to heavy rain and wanting to protect verge.				
	Produce cycle maps	Work will start on this early 2014. Steve Corbin is the lead officer and while some elements & format of the leaflet will follow WC's existing leaflets for Trowbridge and Salisbury he will be hoping to have some direct input on the content from local cyclists, specifically the journey time/distance/calories matrix. Walking to also be included where possible. The Trowbridge and Salisbury leaflet can be found on line at: <a href="http://www.connectingwiltshire.co.uk/cycle/cycle-maps-and-routes/">http://www.connectingwiltshire.co.uk/cycle/cycle-maps-and-routes/</a>				
	Canal Footpath	The whole scheme which has 3 sections would cost @£1.5m. Some segments are high cost such as between Park Bridge and the Wharf. Due to Sustrans insisting on the path being a minimum of 2.5m, there are only parts that qualify for their external funding. A new date for meeting is 14th March, 12:30pm. ACTION – Need letter from WC of support. (MA)				

DEVIZES



	Increase number and quality of cycle parking in Devizes	Priority list sent to Highways department. This will now be added to the work plan.				By Feb 2014
<b>PUBLIC TRANSPORT</b>			Kate Freeman			
	Town Service Tender / Review including Audit of bus shelters and existing information on display	There is some confusion over what is required now that the tender has been taken over by new consultants. ACTION - Speak to consultants, possibly face to face in order to clarify the situation (KF) <b>Completed</b> audit of bus shelters				
	Connections to Pewsey Station	Options are being considered for the Pewsey Connect 2 bus including non fixed routes to help achieve better service and cut costs to get to Pewsey Station. Included in this is greater use of booking technology. The survey at Pewsey Station was a long time ago (2003) and the sample was small (about 30 out of 180 passengers). None of these came from Devizes, although there was one from Seend. Since then, daily passenger numbers have gone up by about 100, I don't know if they have come from the same or a wider catchment than 2003.  Looking at the 2001 Census, there were only ca. 24 using rail as a mode. Our evidence suggests that most of these are using Chippenham (they show up clearly on the Chippenham rail OD information				

DEVIZES



	Shanes Castle Highways Improvements	Topographical Survey under way. Options are being developed				June 2014
<b>DEMAND MANAGEMENT &amp; PARKING</b>			Tony Sedgwick			
	Car parking review (on street and off street)	<p>Tony Sedgwick has produced a preliminary paper</p> <p>ACTION – Organise presentation of the findings to the Town Council (JO / TE)</p> <p>ACTION – Arrange an on street parking Count (DCAP)</p> <p>ACTION – More data to be collected from WC to help inform options (PW)</p>				
<b>COMMUNICATION</b>			Rachel Kent			
	How to communicate to the general public the work of the group and air quality projects	<p>ACTION - Put links to air quality information on other web sites including DCAP. (RK)</p> <p>ACTION – Arrange an annual gathering of those connected to air quality. (RK)</p> <p>ACTION - Any suggestions of branding to Rachel Kent. (All)</p> <p>Communications team have been informed of the potential for future media coverage particularly of the travel planning work with ASTER</p>				



# Appendix 7: Calne







## Introduction

The Calne Community Area is located to the north of Wiltshire south of the M4 and contains the market town of Calne, a market town, which is surrounded by a number of smaller rural settlements. Calne community area has a total land area of 133 km<sup>2</sup>, with a population of 21,920 (mid year 2010).

The close proximity of the area to the M4 has attracted key employers to Calne in the past and it is identified as a strategic employment location in Wiltshire. This close proximity to the M4, Swindon and Chippenham does however mean that the town has a low level of economic self-containment and people often travel elsewhere for jobs and services. However, Calne is one of the more affordable settlements in the county.



There is one air quality management area in Calne, declared for exceedence of the annual mean objective for nitrogen dioxide. This AQMA was declared in February 2013.

The source of the exceedence in Calne is exhaust emissions from traffic. It therefore follows that in order to achieve the objective changes to the level of emission emitted from vehicles



must be brought about. This may be by changes in technology that bring about improvements to individual vehicle emissions, however nationally this has been countered by increases in traffic levels. We are therefore looking at measures that;

- encourage a modal shift
- encourage fewer drivers to enter the town centre
- encourage more sustainable forms of transport

Whilst protecting and enhancing economic activity and ease of access.

Motor vehicles are however one element in a larger picture and a number of inseparable and inter-related strategies and tools will have to be deployed in order to achieve this; some of these will impact air quality but are driven by other influences. It will therefore be necessary to work within these frameworks to ensure air quality considerations are recognised and built in to them so they achieve mutually beneficial outcomes.

- Emerging Wiltshire Core Strategy
- Local Transport Plan 3
- Community Action planning initiatives

### **Wiltshire Core Strategy**

The Wiltshire Core Strategy Submission Document was formally approved for publication by Wiltshire Council on 26 June 2012. Following this decision Wiltshire Council submitted the Wiltshire Core Strategy to the Planning Inspectorate on 10 July 2012 for the purpose of initiating an independent public examination. Since submitting the Wiltshire Core Strategy to the Planning Inspectorate a further focused consultation has been undertaken.

- As part of the air quality work Wiltshire Council have included a core policy on air quality (core policy 55).
- The Wiltshire Core Strategy includes proposals for the future development of Calne, including over the plan period 2006 – 2026 at least 1,380 new homes of which 1,240 should occur at Calne. There are no strategic housing sites allocated in Calne.

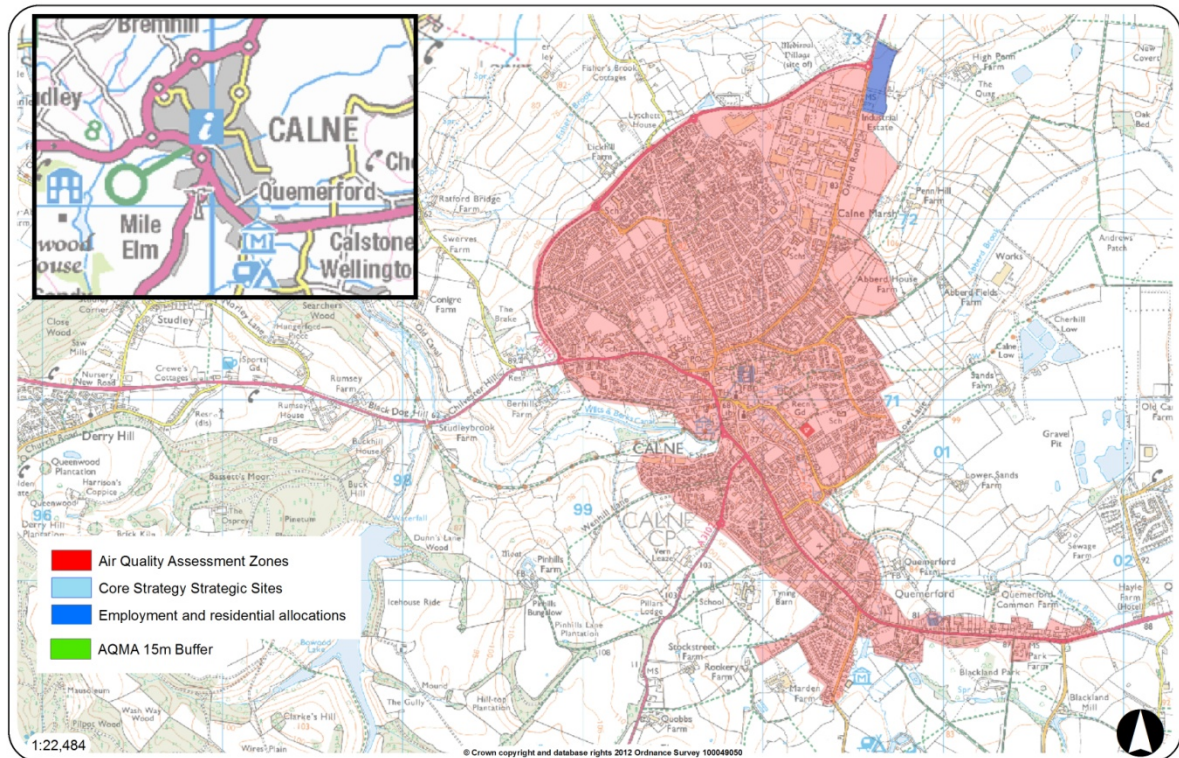




## Delivery of Housing 2006 – 2026 Calne

Area	Requirement 2006-26	Housing already provided for		Housing to be identified	
		Completions 2006-11	Specific permitted sites	Strategic sites	Remainder to be identified
Calne town	1,240	420	450	0	370
Remainder	140	65	35	0	40
Community Area total	1,380	485	485	0	410

With regard to the AQAP, one of our concerns is with development in Calne and this is reflected in zones attached to Wiltshire's Draft Air Quality Supplementary Planning Guidance.





## **Air Quality working group**

In May 2012 a Calne Air Quality Working Group was established to address the local air quality problems being experienced in the town. The group have identified projects that they would like to work on further. The main project being a 'Clean Air Town', which will have a strong school travel plan element.

Details of minutes, presentations and other useful information will be provided on the [community involvement](#) webpage.

## **Local Transport Strategy**

No separate transport strategy currently exists for the town

## **Community Actions**

The Calne Community Air Quality Action Plan is being developed by the Calne Air Quality group and will be put to the Calne Area Board for adoption. Progress on actions will be reported on annually to the Area Board and subsequently to Public Health and Public Protection Services for inclusion in the annual Action Plan progress report to Defra.



**Action C01**

To produce a community air quality action plan and priority document of actions

**Outline**

An air quality group has been set up under the Calne area board. This group is now working on identifying work currently being undertaken within the community which has a positive impact on air quality and gaps in information.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	x	6

Low cost, high benefit.

**Ownership**

Calne Area Board

**Partners**

Local community groups and Public Health & Public Protection Services

**Smart Target**

<b>Specific</b>	To produce a community air quality action plan and identify priorities
<b>Measurable</b>	Annual report to Calne Area Board
<b>Achievable</b>	Public Protection will collate all Progress Reports from the area boards.
<b>Relevant</b>	Objective is to reduce annual average nitrogen dioxide levels in the town
<b>Timely</b>	Area boards will provide annual progress on the community air quality action plans (31 <sup>st</sup> January – annually)  Public Protection will provide an overall Progress Report on the Wiltshire Air Quality Action Plan to DEFRA (31 <sup>st</sup> April – annually)



**Action CI02**

The area board shall report annually in January on the progress made against the community air quality action plan and priority actions.

**Outline**

Public Protection will provide a template for reporting purposes. This shall be completed by the Area Board Manager and agreed the area board.

**Cost Benefit Summary**

Air Quality	Public Health	Climate/ Sustainability	Transport	Sustainable Development	Community	Rating
x	x	x	x	x	X	6

Low cost, high benefit

**Ownership**

Area Boards

**Partners**

Public Health & Public Protection Services.

**Smart Target**

<b>Specific</b>	All Area Boards with an AQMA will provide annual progress reports on 31st January of each year of progress made against the community air quality action plans and priority actions. The area boards are as follows: Bradford On Avon Area Board, Calne Area Board, Devizes Area Board, Marlborough Area Board, Salisbury Area Board and Westbury Area Board
<b>Measurable</b>	Annual progress report to be provided from the area board to Public Protection.
<b>Achievable</b>	Public Protection will collate all Progress Reports from the area boards.
<b>Relevant</b>	Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy) <i>SO1, SO4, SO7, SO8, SO10</i>
<b>Timely</b>	Area Boards will provide annual progress on the community air quality action plans (31 <sup>st</sup> January – annually)  Public Protection will provide an overall Progress Report on the Wiltshire Air Quality Action Plan to DEFRA (31 <sup>st</sup> April – annually)



Summary sheet

Calne Community Area													
Population (mid-year 2010)	21,920												
Total land area	133 km <sup>2</sup>												
<b>Air quality management area declared for exceedence of annual average nitrogen dioxide</b>													
Source of nitrogen dioxide exceedence	Exhaust emissions from traffic												
Air Quality Steering group	Yes												
Housing Delivery	1380 new homes between 2006 - 2026												
Local Transport Strategy	No												
Source apportionment	<table border="1"> <caption>Source Apportionment Data</caption> <thead> <tr> <th>Vehicle Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>% Cars/ Taxis</td> <td>~65%</td> </tr> <tr> <td>% Motorcycles</td> <td>~10%</td> </tr> <tr> <td>% Buses/ Coaches</td> <td>~10%</td> </tr> <tr> <td>% LGV</td> <td>~10%</td> </tr> <tr> <td>% HGV</td> <td>~5%</td> </tr> </tbody> </table>	Vehicle Type	Percentage	% Cars/ Taxis	~65%	% Motorcycles	~10%	% Buses/ Coaches	~10%	% LGV	~10%	% HGV	~5%
Vehicle Type	Percentage												
% Cars/ Taxis	~65%												
% Motorcycles	~10%												
% Buses/ Coaches	~10%												
% LGV	~10%												
% HGV	~5%												
Community air quality action plan	No												
Community priority document	No												
<b>Actions</b>													
<b>C01</b>	To produce a community air quality action plan and priority document of actions												
<b>CI02</b>	The Area Board shall report annually in January on the progress made against the community air quality action plan and priority actions												



## Calne Community Action Plan Working Group

### Terms of Reference

#### Calne Area Board Air Quality Working Group Terms of Reference

- The Air Quality Working Group will consist of no more than 5 voting members including the Chairman. Decisions will be made by majority vote; in the event of a tied vote, the Chairman will have a deciding vote. Other persons may be co-opted onto the Working Group in a non-voting capacity for one or more meetings if required by the Group members.
- The Group will acknowledge and understand Wiltshire Council's legal obligations with respect to air quality with particular reference to the Council's statutory duty to manage local air quality under part IV of the Environment Act 1995.
- The Group will assess the work already completed or in progress in the Calne Community Area with regard to air quality; in particular to ensure that the new county-wide Air Quality Strategy is relevant to Calne.
- The Group will link with existing groups established in other Areas with a view to assessing and recommending best practise regarding Air Quality management.
- The Group will establish a dialogue with Community groups to understand existing concerns or perceptions regarding air quality within the Calne Community Area and explore means of dealing with those concerns.
- The Group will make recommendations to the Area Board as and when decisions are required and will report the progress of its work to the Area Board by means of updates at future Area Board meetings.

### Action Plan

The Calne Air Quality Management Area is the most recent to have been declared.

The AQ working group has met on several occasions and will develop an action plan over the coming months. It will be added to the Wiltshire Action plan once drafted and approved by Calne Area Board.

## Appendix 8: Actions brought forward from Wiltshire Air Quality Strategy 2011- 2015.

No.	Action	Departments required to take forward action	Linked Strategies	Shared strategic objectives	Air Quality Strategic Objective	Comments At July 2014.
1	Set up links with other LAs within the South West	Public Protection Services	Wiltshire Air Quality Strategy		SO5 SO6	Via Bristol, Somerset, Gloucester & Wiltshire Environmental Protection group.
2	Investigate introduction of Eco Stars scheme for commercial freight vehicles	Highways Climate Change Public Protection Services	LTP3 Freight Strategy LTP3 Public transport Strategy LTP3 Air Quality Action Plan Energy Change & Opportunity Strategy	Efficient freight movements Increased usage of low emission vehicles Reduce level of air pollutants and climate change emissions	SO1 SO2 SO4 SO10	This will be now be considered by individual some community Action planning groups
3	Develop and introduce Supplementary Planning Document and Developer Toolkits	Public Protection Services Spatial Planning Development Control: Planning	Air Quality Action Plan Draft National Planning Policy Framework Wiltshire Core Strategy	Support planned growth in Wiltshire  Reduce impact on quality of life and built and natural environment	SO1 SO4 SO5 SO10	Guidance produced & in Use. Awaiting formal adoption Wiltshire Core Strategy.



## WILTSHIRE STRATEGIC AIR QUALITY ACTION PLAN

No.	Action	Departments required to take forward action	Linked Strategies	Shared strategic Aims	Air quality Strategic Objective	Comments at July 2014
4	Develop an air quality policy for inclusion in the Wiltshire Core Strategy	Public Protection Services Spatial Planning	Air Quality Action Plan Wiltshire Core Strategy	Reduce impact on quality of life and built and natural environment	SO5 SO7	Completed (Core Policy 55). Awaiting adoption of Wiltshire Core Strategy
5	Work with relevant authorities and communities to develop and deliver agreed Air Quality Action Plans	Public Transport Highways Public Protection Services Spatial planning Highways Agency	LTP3 Air Quality Action Plan Wiltshire Local Plan Infrastructure Delivery Plan	Efficient freight movements Sustainable transport alternatives	SO1 SO4 SO5	Community Air Quality action planning groups established & action plans under development.
6	Prioritisation of existing and new air quality sites	Public Protection Services	Air Quality Action Plan Wiltshire Core Strategy Minerals & Waste Core Strategy		SO2 SO3	Monitoring location reviewed on an annual basis having regard to proposed development & requests from the community.
7	Improve information on the website – possible formation of independent website page	Public Protection Services	Air Quality Action Plan Wiltshire Council Business Plan		SO8 SO9	Stand alone website to go live in Sept/ October 2014 & will include real time data from our stations.
8	Investigate use of the Wiltshire Intelligence Network and South West Observatory websites for displaying AQ information	Public Protection Services Public Health Wiltshire	Air Quality Action Plan Wiltshire Council Business Plan		SO8	Up to date information is now provided on the Wiltshire Intelligence Network site.

## WILTSHIRE STRATEGIC AIR QUALITY ACTION PLAN

No.	Action	Departments required to take forward action	Linked Strategies	Shared strategic Aims	Air quality Strategic Objective	Comments at July 2014
9	Produce summary reports on air quality to include in the Joint Strategic Assessment annually for Area Boards	Public Protection Services	Wiltshire Air Quality Strategy		SO7 SO8	Produced on an Ad Hoc basis where requested. However reports will provided annual to community support community action planning.
10	Produce a consolidated and updated Wiltshire Air Quality Action Plan	Public Protection Services	Wiltshire Air Quality Strategy	Reduce levels of air pollutants and climate change emissions	SO1 SO4 SO8	Draft document produced & public consultation to follow.
11	Investigate the introduction of a Text Alert System warning of poor air quality to people with respiratory illness	Public Health Wiltshire Public Protection Services	Wiltshire Air Quality Strategy Health Strategies Public Health White Paper		SO8	Know & Respond Wiltshire to go live in October 2014.
12	Work with Spatial Planning and Development Services on locations of new residential accommodation for the elderly	Wiltshire PCT Public Protection Services Development Control: Planning	Wiltshire Core Strategy	Reduce levels of air pollutants and climate change emissions	SO5	Sensitive development should captured through the development control process & reflect Core Policy 55
13	Investigate the feasibility of innovative solutions for school travel plans focusing on AMQA areas first	Public Transport Highways Education	LTP3 Public transport Strategy	Reduce travel by private car Develop school transport plans Sustainable transport alternatives	SO1 SO4 SO5 SO10	Being pursued by some of the community action planning groups.

## WILTSHIRE STRATEGIC AIR QUALITY ACTION PLAN

No.	Action	Departments required to take forward action	Linked Strategies	Shared strategic Aims	Air quality Strategic Objective	Comments at July 2014
14	Produce summary AQ documents for the public in plain English	Public Protection Services	Wiltshire Air Quality Strategy Wiltshire Business Plan		SO8	Produced on an ad hoc basis as requested.
15	Minimise traffic delays and disruption where they cause air quality exceedances in AQMAs	Highways	LTP3 Network Management Plan	Reduce levels of air pollutants and climate change emissions	SO1	Being addressed by individual groups & Town Transport Strategies.
16	Manage identified freight issues through appropriate interventions and improve the enforcement of weight and other restrictions through initiatives such as	Highways	LTP3		SO1 SO4 SO5	Lorry watch continues through community groups.
17	Consider the development and adoption of a low emission strategy	Spatial Planning Development Control Green Economy Public Protection Services	Wiltshire Core Strategy Wiltshire Air Quality Strategy		SO1 SO4 SO5 SO10	To be considered by community action planning groups.

## Strategic objectives from the Wiltshire air quality strategy

Reference	Strategic Objective
<b>SO1</b>	Secure improvements to existing Air Quality Management Areas.
<b>SO2</b>	Implement a prioritisation system to manage and schedule proposed improvements to existing air quality management areas.
<b>SO3</b>	Implement a prioritisation system to manage the investigation of new sites
<b>SO4</b>	Maintain or improve air quality in areas currently meeting the statutory standard.
<b>SO5</b>	Improve interdepartmental working on common strategic objectives with an outcome focused approach.
<b>SO6</b>	More efficient use of equipment and resources.
<b>SO7</b>	Community and Area Board involvement in the air quality management process.
<b>SO8</b>	Provide high quality information and guidance on air quality. This will be made available to the council, the public and developers.
<b>SO9</b>	Provide improved mapping layers and data via the corporate graphical information system (GIS) to identify current and potential air quality management areas.
<b>SO10</b>	Support planned economic growth, sustainable transport alternatives and reductions in climate change emissions.



## Appendix 9 Summary Table of Action: Wiltshire Air Quality Action Plan 2014

Ref	Action	Theme	Owner	Date
CI01	Establish community air quality action plan groups under the Area Boards	Community Involvement	Public Health & Public Protection Services & Area Boards	To be set up as an AQMA is declared
CI02	Area Boards shall report to Public Protection Services annually on progress made with the community air quality action plans and priority actions.	Community Involvement	Area Boards	31 <sup>st</sup> January annually
CI03	Provide air quality data and information to Area Boards to assist with the production of Community AQAPs and Community Neighbourhood Plans.	Community Involvement	Area boards & Public Protection	Annually
CI04	Support Wiltshire Forum Community Area Partnerships (WFCAP) in enabling the dissemination of good practice air quality projects.	Community Involvement	Wiltshire Forum Community Area Partnerships & area boards	Annually
T01	Support the implementation of LTP3 and supporting strategies to secure improvements in air quality.	Transport	Development control services, Highways & Transport Services	2011 - 2026
DSP01	Integrate air quality into wider policies and strategies within the council and the adoption of Core policy 55 in the Wiltshire Core Strategy.	Development & Spatial Planning	Spatial Planning and Public Health & Public Protection Services.	Autumn 2014
DSP02	Adoption of the draft air quality supplementary planning guidance	Planning & Spatial Planning	Spatial Planning and Public Protection	Autumn 2014
DSP03	Integrate green infrastructure considerations into Wiltshire Council policy and strategy and to adopt the Wiltshire Council Green Infrastructure Strategy to support core policy 52 of the Wiltshire Core Strategy.	Planning & Spatial Planning	Green Economy Team	Autumn 2014

## SUMMARY OF ACTIONS

DSP04	Incorporate minerals and waste related matters into any revised air quality supplementary planning guidance document.	Planning & Spatial Planning	Public Protection	2015
DSP05	Provision of funding for AQAP and related matters through Section 106 agreements with developers and the Community Infrastructure Levy.	Planning & Spatial Planning	Public Protection	Present- 2026
GE01	Integrate wider climate change policies that share common goals on carbon and nitrogen dioxide reduction into Wiltshire strategies and policies.	Green Economy	Green Economy	Reviewed annually
GE02	Exploration and identification of funding streams that have common goals of reducing green house gases and nitrogen dioxide.	Green Economy	Public Health & Public Protection, Green Economy Team.	Reviewed annually
PH01	Develop in conjunction with Public Health Wiltshire a text alert system which will be targeted at people with respiratory health issues.	Public Health	Public Health and Public Protection Service	Summer 2014
PH02	Develop in conjunction with Public Health Wiltshire a standalone air quality website enabling access to the general public of real time air quality monitoring data.	Public Health	Public Health and Public Protection Service	Summer 2014
PH03	Upgrade automatic monitoring equipment to enable remote access via a website to monitoring data and expand our automatic monitoring network.	Public Health	Public Protection	Summer 2014
PH04	Wiltshire Council's Public Protection Services will continue to be members of the Health & Environment Group and contribute to the groups work and development.	Public Health	Public Health	Quarterly
PH05	Public Protection Services will contribute to the Joint Strategic Assessments and State of the Environment Reports on air quality within the county.	Public Health	Public Protection	Annually
BOA01	Bradford on Avon Air Quality Alliance shall produce a 'community air quality action plan'.	Bradford on Avon	Bradford on Avon area board	Within 6 months of the adoption of the Wiltshire AQAP
W01	Westbury air quality group shall produce a 'community air quality action plan'.	Westbury	Westbury area board	Within 6 months of the adoption of



## SUMMARY OF ACTIONS

				the Wiltshire AQAP
S01	Identify through partnership working with the Highways Agency, specific measures to reduce nitrogen dioxide on Wilton Road	Salisbury	Public Health & Public Protection Services, Highways & Transport Services, area board.	Set up working group by Autumn 2014
S02	Implementation of the 'Vision' projects that provide the opportunity to improve air quality within the city	Salisbury	Salisbury Vision Board	See individual project timetable for the 'Vision' project.
S03	Implementation of the Salisbury Transport Strategy (STS) measures that provide the opportunity to improve air quality within the city	Salisbury	Highways & Transport Services, Development Control Services.	Between 2011 and 2026 (in line with the LTP3)
S04	Salisbury air quality group shall produce a 'community air quality action plan'.	Salisbury	Salisbury area board	Within 6 months of the adoption of the Wiltshire AQAP
M01	Marlborough air quality group shall produce a 'community air quality action plan'.	Marlborough	Marlborough area board	Within 6 months of the adoption of the Wiltshire AQAP
D01	Devizes air quality group shall produce a 'community air quality action plan'.	Devizes	Devizes area board	Within 6 months of the adoption of the Wiltshire AQAP
D02	Implementation of the Devizes Transport Strategy (DTS) measures that provide the opportunity to improve air quality within the town.	Devizes	Highway & Transport Services	Between 2011 and 2026 (in line with the LTP3)
D03	Implement identified key junction improvements identified within the Devizes Transport Strategy. Priority will be the improvements to the Dunkirk Hill junction by Shanes Castle	Devizes	Highways & Transport Services	Between 2011 and 2026 (in line with the LTP3)
C01	Calne air quality group shall produce a 'community air quality action plan'.	Calne	Calne area board	Within 6 months of the adoption of the Wiltshire AQAP

