

APPENDIX A

2.1 Introduction

During 2006/07, a total of £50.5m was invested in the improvement and maintenance of transport infrastructure in Wiltshire. This included an investment of £25.4m in the maintenance of the existing infrastructure including highway re-surfacing, bridge strengthening, street lighting repairs and verge/drain maintenance. Approximately £19.6m was used to support essential passenger transport services in the County. This was complemented by a further £4m investment in a comprehensive programme of integrated transport projects involving the delivery of 392 schemes to promote walking, cycling, public transport and road safety.

2.2 Overall Progress

In terms of integrated transport, the 2006/07 financial year saw the following achievements:

- ▶ the provision of 256 new and improved bus stops;
- ▶ the re-development of Chippenham Bus Station;
- ▶ the delivery of 19 new cycle schemes;
- ▶ the implementation of 19 new pedestrian schemes;
- ▶ the development of 13 safe routes to school projects;
- ▶ the provision of 17 local safety schemes; and
- ▶ the delivery of 61 traffic management schemes.

In terms of the County's highway maintenance programme, 409 kms of roads were resurfaced and 17 bridges and other highway structures were strengthened during 2006/07.

2.3 Integrated Transport Schemes

2.3.1 Public Transport Schemes

Public Transport Strategy

The year has seen good progress in delivery against the programme set out in the LTP's Public Transport Strategy. There has been continued investment in the Key Bus Route

Network and joint working arrangements have led to increased passenger numbers on a number of services through improved marketing and vehicle quality.

Demand Responsive Transport

A comprehensive review of demand responsive transport was carried out during the year (see box below). The review confirmed that the Wigglybus routes perform well in comparison with demand responsive services elsewhere in the UK, but some efficiency savings could be made through service reviews and re-tendering.

Connect 2 Wiltshire

A comprehensive study of demand responsive transport in Wiltshire by Loughborough University was completed in 2006, and the recommendations are now being implemented. The existing Wigglybus, Hopper and Boomerang services will all be re-branded under a common identity – Connect 2 Wiltshire. The roll out of the new identity has already begun, and will be completed with the re-launch of the existing Wigglybus services in October 2007. All services are being reviewed and re-modelled to improve efficiency, and £450,000 is being spent on new vehicles.

The Calne town bus service has since been revised to offer demand responsive journeys from some areas, and a new taxi-based service is being planned to replace and enhance some relatively lightly used bus routes in the Salisbury / Amesbury area.

The new strategy recommended by Loughborough University includes a 'toolbox' approach, with use of demand responsive transport being considered in other areas as appropriate.



Bus with the new 'Connect 2' livery

Community and voluntary transport

In terms of community and voluntary transport, the Wiltshire Rural Transport Partnership has been re-launched as the Wiltshire & Swindon Delivering Accessibility and Rural Transport (DART) Partnership. The new Partnership will be more closely aligned to the accessibility priorities identified in the LTP.

Education, Social Care and Health Transport

Education and public transport continue to be closely integrated, with most Council-funded bus services linked to education transport movement on weekdays.

Funding has been secured for the Wiltshire Independent Travel Supporters project which will aim to reduce the barriers to independent travel on public transport through travel training, disability awareness training for bus and taxi drivers, and better travel information.

The 16-19 Education Transport Partnership has funded a range of projects to improve access to further education. A particular concern of the group is to identify long term funding sources that will be needed for students to access the new 14-19 curriculum, which in a rural county is likely to be expensive to provide.

The cost implications of the new transport duties in the Education & Inspections Act have been estimated at around £1million per annum. However, no funding is available to extend the offer of transport to support parental choice of school beyond the low income groups specified in the Act.

Publicity and Travel Information

The Council continues to be an active member of the South West Public Transport Information (SWPTI) partnership, which runs the 'Traveline' telephone enquiry and internet journey planner service in the region.

Trials of a system to allow roadside timetable displays to be produced automatically from the SWPTI database have been successfully completed, and will be extended to other routes.

Summary of Achievements

The following is a list of some of the achievements during 2006/07:

- ▶ The implementation of Wiltshire's first bus gate at Bumpers Farm, Chippenham (see box below)

Bumpers Farm / Frogwell Bus Link

A scheme at Bumpers Farm Industrial Estate in Chippenham incorporates the first bus gate in the County that operates using automatic rising bollard technology. The bus gate provides a link between Vincients Way and Frogwell, and enables a bus service to connect the industrial estate with the town centre, bus station, railway station and local supermarket.

Completed in January 2007 at a cost of £83,750 (with £32,500 from developer contributions), it is anticipated that the scheme will encourage more people to use buses to access the industrial estate and that this will help reduce traffic congestion and car-borne commuting.

Preparatory works for the scheme included implementing waiting restrictions in Vincients Road and Frogwell to ensure the route is accessible by buses and a 'prohibition of driving' order to limit access to buses only. The main construction works involved:

- ▶ the construction of new carriageway;
- ▶ the upgrading of existing street lighting;
- ▶ new signing and other road markings; and
- ▶ the installation of a rising bollard.

Buses on the route are fitted with a device which sends a signal to an intelligent control system that requests the bollard be lowered. Once the bus has passed over the bollard it returns to its full height to restrict access to other vehicles.



New Bus Gate at Bumpers Farm, Chippenham

- ▶ 174 bus stop improvements delivered across the county focussing on routes X72, 31 and 33
- ▶ 82 new bus stop clearways implemented
- ▶ Service 55 between Swindon, Calne and Chippenham improved by launch of KickStart project (see box below)

KickStart for Route 55

A major improvement to bus route 55 which links Swindon, Wootton Bassett and Chippenham was launched in August 2006. The scheme resulted from a successful bid for £319,000 to the DfT's KickStart competition, and has seen service frequencies increased, new easy access double decker buses introduced and the route extended to serve the new interchange at Chippenham Rail Station.

New buses have also been bought for service 54 between Swindon and Wootton Bassett, which has also been enhanced to better serve the surrounding estates and provide a combined 10 minute frequency into Swindon with service 55. The County Council has already invested £285,000 to improve bus stops and shelters along the route. The service is being extensively marketed, and passengers carried have already increased by 27%. The aim is to make the service improvements commercially viable by the end of the three-year KickStart period.



The launch of the new 55 service at RAF Lyneham

- ▶ Launch of 'Activ8' service between Salisbury and Andover (formerly service 8)
- ▶ Re-launch of TransWilts Express service between Swindon and Trowbridge
- ▶ Introduction of low floor buses on town services in Melksham, Westbury and Calne

- ▶ Interchange improvements undertaken at Chippenham bus station to improve safety and disabled access
- ▶ 'Boomerang' services in the Wootton Bassett and Malmesbury areas were reviewed and re-branded under the Connect 2 Wiltshire banner
- ▶ A new 'Boomerang' service in the Wylde Valley was launched in September 2006
- ▶ A countywide 'Wheels to Work' scheme was launched in August 2006 which loans 20 motorcycles to young people to access employment or training.

Rail

The Council's focus has been on seeking to influence the new First Great Western franchise, which was introduced in December 2006 to protect the interests of Wiltshire passengers and residents. Although the severe reductions proposed in the original franchise were averted, some services have been adversely affected, notably on the Melksham line. Council officers are working with First Great Western to develop the business case for a better service, and to consider options for services south of Westbury when the new Westbury – Southampton trains cease to be supported by the DfT in December 2007.

The County Council is also pressing for more capacity to be made available to cater for existing passengers and expected growth in western Wiltshire.

Salisbury Railway Station

Discussions have taken place between the County Council, Salisbury District Council and rail operators regarding interchange improvements on Fisherton Street.

In addition, South West Trains (SWT) have undertaken preliminary design work on remodelling the station forecourt, providing an improved bus turning circle and car park resurfacing. SWT have indicated that funding may be forthcoming from their new franchise investment programme. Further discussions and preliminary design work are planned during the 2007/08 financial year.

2.3.2 Walking and Cycling Schemes

Pedestrian Schemes

Wiltshire County Council is committed to promoting walking by providing improved facilities for pedestrians and creating a safer and better walking environment.

During 2006/07, three new footways and 16 new pedestrian crossings, including four signalised crossings, were constructed in Wiltshire. The four new signalised pedestrian crossings were in:

- ▶ Silver Street, Calne (Toucan crossing)
- ▶ Curzon Street, Calne (Puffin crossing)
- ▶ Bath Road, Marlborough (Puffin crossing)
- ▶ Herd Street, Marlborough (Puffin crossing).

The three Puffin crossings were installed at locations near schools to assist children walking to school, the Bath Road scheme being joint funded by Marlborough College. The Toucan crossing was installed as an improvement to a cycle route as part of a safe route to school scheme that was carried out in partnership with Sustrans.



Marlborough College crossing, Bath Road

Included in the pedestrian crossing schemes were the following informal crossing points:



Riverside Road in Laverstock



Stratford Road in Stratford-sub-Castle

Pedestrian crossing facilities were also provided in Ludgershall, Kington St Michael, Hilpertown, Froxfield and Box, using developer or third party funding.

Other Walking Schemes

A key aim of Wiltshire's transport strategy is the improvement of the pedestrian environment in the County's town centres. As such, town centre traffic management and accessibility improvement schemes have been undertaken in the centre of Trowbridge.

As part of this aim, advance design work and the progression of the necessary statutory processes were carried out in Warminster and Amesbury in order that comprehensive schemes can be implemented in 2007/08. Similar schemes are in development in Melksham and Westbury for construction in future years of the LTP.

Cycle Schemes

Despite being popular with the public during LTP consultation events, and regularly appearing in community and parish plans, the delivery of cycle tracks and cycle lanes has proven problematic for the Council as they are rarely popular with affected local residents.

The solution to providing cycle ways in Wiltshire generally involves the provision of shared-use paths, which are perceived to be a hazard to pedestrians, or on-carriageway cycle lanes, which are believed to cause congestion due to the reallocation of road space. In addition, both solutions can mean the removal of on-street parking. With the provision of segregated cycleways rarely an option in Wiltshire's historic towns, both of the above solutions have generated localised public opposition and, as a consequence, political support has been difficult to secure.

Despite these difficulties, the County Council has managed to secure four new cycle way improvements.

- ▶ A shared-use path at Cocklebury Road, Chippenham, as part of the County Council's new History Centre.
- ▶ A new 170m long shared-use section of St Mark's Path, Salisbury.
- ▶ Cycle lane improvements on Victoria Road and Marlborough Road, Salisbury in the vicinity of an overbridge across the A36 Churchill Way North as part of the Castle Road corridor cycle route.
- ▶ A shared-use path to John Bentley School, Calne.



Local cyclists using the new St. Mark's Path link

In addition to new cycle links, the County Council has accelerated its programme for providing secure cycle parking in the community. During 2006/07, 13 cycle parking facilities were installed in town centres, leisure centres and public transport interchanges, including the provision of sheltered cycle parking stands in Trowbridge and Chippenham rail stations.

2.3.3 Travel Planning

Smarter Choices and TravelWise

The aim of Smarter Choices/TravelWise work is to:

- ▶ raise awareness of environmental, health, economic and social effects of inefficient car use;
- ▶ change attitudes towards car use;
- ▶ promote more sustainable modes of travel such as public transport, cycling and walking and lifestyles which require less travel; and

- ▶ encourage action to change travel behaviour and reduce unnecessary car use.

The County Council has sought to deliver these aims through a variety of means including education, promotion, publicity and capital and revenue financial support focused on the development of travel plans for schools, businesses, residential developments and other organisations.

School Travel Plans

The year 2006/07 proved to be the most successful year yet for developing new School Travel Plans (STPs) with 47 quality assured plans produced using an innovative new toolkit comprising a template, historical travel data spreadsheets, pupil distance charts and maps. This means that 58% of Wiltshire's schools now have a STP (141 STPs in total).

Business Travel Plans

During 2006/07, 11 Business Travel Plans, designed to reduce the traffic impacts of proposed developments, were developed as part of the Council's development control process.

Residential Travel Plans

A total of 14 residential developments in Wiltshire were identified during 2006/07 for either Residential Travel Plans (RTPs) or other appropriate measures such as providing car clubs, pool bikes or secure cycle parking.

Smarter Choices/TravelWise Schemes and Initiatives

To promote sustainable and safer routes to school, £100,000 of LTP integrated transport funding was allocated to 14 schools and one community partnership project in 2006/07.

Three major pedestrian enhancement schemes were undertaken including a scheme at Great Cheverell School, where a numbered footpath was upgraded in partnership with the Council's Rights of Way team to provide a link to the local primary school as an alternative to the unpaved main road through the village.

Two major on-site projects were also completed at:

- ▶ Hardenhuish School in Chippenham where new cycle parking and segregated pedestrian routes were provided; and
- ▶ John Bentley School in Calne where a new cycle shed and a segregated shared use path from the school entrance to the existing local cycle network was provided in partnership with Sustrans.



Segregated pedestrian route at Hardenhuish School

Furthermore, a number of smaller scale schemes to promote walking and cycling were implemented, including at:

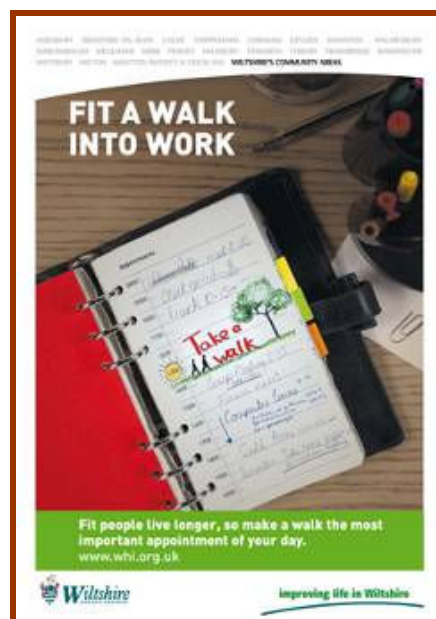
- ▶ Ivy Lane Primary School, Chippenham;
- ▶ John of Gaunt School, Trowbridge;
- ▶ Pembroke Park Primary School, Salisbury; and
- ▶ Bowerhill Primary School, Melksham.



New cycle facility at John of Gaunt School

In addition to the capital funded schemes outlined above, £45,000 and £79,000 from the County Council's revenue budget and a DfT bursary grant respectively were allocated towards the marketing and promotion of Smarter Choices/TravelWise and for school travel planning, including:

- ▶ National Bike Week – a full week of events, rides and competitions supported by direct mail marketing to over 10,000 residents.
- ▶ Walking for Health Initiative.



- ▶ Walk on Wednesday School Promotion.
- ▶ A schools training event held with Sustrans to engage with "school champions" to promote sustainable travel.
- ▶ Promotion and support for www.carsharewiltshire.com, the Wiltshire Wildlife Trust 'Climate Friendly Communities' initiative and the Rail Arts Festival.

2.3.4 Traffic Management and Casualty Reduction

The County Council is committed to improving safety on Wiltshire's roads and continues to work in partnership with the Police and Health Authority on the development and implementation of our joint Road Safety Strategy.

Following the publication of the Audit Commission report 'Changing Lanes', the County Council has actively sought to strengthen its relationship with partners to improve current practice. As part of this process, the Wiltshire and Swindon Road Safety Board has been tasked with reviewing the strategic approach to road safety in the County.

Road safety – ‘3E Measures’

Wiltshire’s Road Safety Strategy is fundamentally based on the established three E’s: education, enforcement and engineering.

Education

A comprehensive range of activities is carried out to influence driver behaviour and improve the skills of all age groups, and give vulnerable road users, such as children, the necessary skills to make them safe on the highway.

The ongoing programme of road user training includes the National Driver Improvement Scheme, the National BikeSafe Scheme, ‘PASS-PLUS’ and SAGE (Safer Driving with Age Scheme). Achievements in 2006/07 included:

- ▶ 4,500 children given Cycling Proficiency Training;
- ▶ 200 adults trained as National Standard Cyclist Instructors and
- ▶ 10,000 children and adults given instruction under the child pedestrian training scheme ‘Walk Safe’.

The County Council and its partners have also actively supported the Government’s “THINK” campaign to influence driver behaviour through publicity including attending and sponsoring local events, radio adverts and specific campaigns.

Enforcement

The County Council continues to support the Wiltshire and Swindon Safety Camera Partnership (WSSCP) with the aim of reducing casualties from road accidents by the operation of safety cameras to positively influence driver compliance with speed limits.

The WSSCP has increased its activity in the area of driver education in order to change the attitudes of both offenders and the general public. It has provided information to schools and businesses, and attended events such as the West Wilts Show and the Crimestoppers Family Fun Day at Bowood House.

A review of speed restrictions on the County Council’s Group 1 roads is being undertaken to enable changes to be implemented by 2011 in accordance with Government requirements.

Engineering

The use of engineering measures to reduce collisions is targeted at the sites with the worst collision problems.

The County’s data-base for road traffic collisions is monitored to identify collision ‘cluster sites’ and prioritise highway engineering measures, known as Local Safety Schemes. During 2006/07, the County Council undertook:

- ▶ 3 substantive Local Safety Schemes requiring physical road improvements;
- ▶ 11 low cost signing schemes at junctions and bends; and
- ▶ the Installation of Vehicle Activated Warning signs at 3 sites.

Traffic Management

The use of traffic management is employed in the County in order to manage parking, HGV’s and speeding traffic. In total, 61 traffic management schemes were delivered in 2006/07 including 35 new speed limits, 24 new rural gateway treatments and enhancements to the College Road Home Zone in Trowbridge and the Westleigh Home Zone in Warminster.

The Salisbury Car Park Guidance System continues to function well and was extended in 2006/07 to include the Britford and London Road Park and Ride sites.

In terms of the Salisbury Urban Traffic Control (UTC) system, measures were implemented to improve the functionality of the system as the result of extensive monitoring. As part of further development of the system, works are being undertaken to establish further bus priority measures in Salisbury City Centre.

Traffic calming measures were implemented in Purton Road, Cricklade in order to ameliorate the impacts of HGV movements in the town as part of the ongoing implementation of the Council’s Freight Strategy. Further freight management schemes were developed in 2006/07 for implementation in 2008/09 in Downton, and Maiden Bradley/Corsley Heath/Chapmanslade.

Wylve Valley Traffic Management Scheme

The County Council has been working in partnership with the Highways Agency to develop traffic management and interchange improvements in the Wylve Valley on the A36.

An agreed scheme was reached with stakeholders and full detailed design carried out based on the outcomes of the consultation procedures. The scheme has currently reached the construction stage, where it was agreed that work would be carried out in two phases.

Phase 1 is substantially complete, with the following elements completed:

- ▶ installation of a Puffin crossing in South Newton;
- ▶ construction of an uncontrolled crossing in South Newton;
- ▶ re-location of the safety camera in South Newton; and
- ▶ reductions in speed limits through the villages of South Newton and Stoford.



Controlled puffin crossing at South Newton

Phase 2 is due for implementation in 2007/08 and will involve the construction of the public transport interchange at Stoford. This will involve the introduction of a new section of footway to link to the southbound bus shelter and a new controlled Puffin crossing facility. The exact timescale for delivery will depend on negotiations with the proprietor of the Swan Inn as a small parcel of land is required to implement the above measures.

Further measures are proposed at Stapleford including:

- ▶ implementation of a ghost island right turn lane at the 90 degree bend;
- ▶ bus stop enhancement work; and
- ▶ the introduction of a 30mph speed limit.

Traffic Signals

The refurbishment at the signal controlled junction at The Borough, Downton was completed in April 2006. This refurbishment also upgraded the pedestrian facilities at the junction and improved capacity by installing Microprocessor Optimised Vehicle Actuation (MOVA).

The layout of the junction at Stoney Gutter on the A350 near Trowbridge was altered to allow the right turn movement from the main road to be signalled separately. This should improve safety at the junction by reducing confusion for drivers waiting to turn right.

A design for a signalled junction at Bradford Leigh incorporating signalled crossing facilities was completed in 2006/07. In addition, several timing reviews have been completed at junctions within the County in order to improve operation of the junctions.

Miscellaneous Integrated Transport Schemes

Decriminalised parking enforcement was introduced in North Wiltshire and Kennet District Council's areas with work being undertaken to extend this to West Wiltshire in 2007/08.

3.3 Performance Issues

This section highlights areas where progress towards targets has diverged from the expected trajectory. Where possible, the reasons are explained and remedial actions are proposed. Where progress is ahead of the trajectory, the County Council will consider re-evaluating the target itself for the 2008 Progress Report.

3.3.1 Cycling

Despite huge efforts to deliver cycling infrastructure and promote cycling in the County the index of cycle flows has fallen slightly short of the 2006/07 target. As outlined in section 2.3.2, although cycling is popular with the public, the cycle solutions that the County Council has proposed have sometimes encountered opposition amongst local residents and politicians. This has resulted in schemes being delayed or abandoned, and this has limited the number of schemes that have been implemented.

The County Council is planning a review of the County's Cycle Action Plan which will update the policies and measures needed to promote cycling in the County. In addition, over the next year or so we will be reviewing the town cycle networks to determine whether the planned links could be modified to ease implementation. Furthermore, cycle networks will be developed for those few towns that don't currently have them.

3.3.2 Road Safety

Regrettably, during 2006, there was an increase in the numbers of road users killed and seriously injured in Wiltshire. Whether this is a temporary or more permanent reversal of the previously downward trend remains to be seen. While no clear reasons for the increase have been identified at this stage, the trend is less marked on county roads than on trunk roads and motorways, the relative increases being 10% and 63% respectively. The increase on the Highways Agency's roads clearly has a marked impact on the County Council's targets and discussions have taken place with the Highways Agency to explore the reasons and what might be done to improve the situation.

At the same time, there has been a marked reduction in the number of accidents resulting in slight injury. The possibility that a more rigorous reporting of injuries has in some way

affected the breakdown of the figures has been investigated, although nothing which might account for the 2006 trend in the slight accident figures has been identified.

In order to identify what can be done to improve the situation and meet the road safety targets in the future, the County Council commissioned a study from its consultant Mouchel Parkman. The key recommendations of the resulting report were that:

- ▶ road maintenance should be programmed to cover accident cluster lengths and locations coordinated by an accident saving working party;
- ▶ best practice should be identified and adopted generally; and
- ▶ enhanced education, training and publicity combined with enforcement should concentrate on pedestrian safety in towns and speed reduction in rural areas.

3.3.3 Highway Condition

Changes to the methodology for the performance indicators for road maintenance (BV223 and BV224a) have made it difficult to obtain consistent results and set targets in this area of the County Council's service. Given this, the Council has continued to operate local performance indicators based on the superseded BV96 and BV97a which have enabled progress on improving road conditions to be monitored and corporate goals to be set. It is intended to review maintenance indicator results for BV223 and BV224a in 2008, when there should be sufficient information available to set meaningful targets.

As the fluctuating results obtained for footway conditions (BV187) in recent years were of concern, the sampling methods were revised last year in order to obtain more consistent results. This is therefore the first year of the new sampling regime and it is too early to determine whether the objective of better consistency has been achieved. Planned footway improvements through the Council's own investment and the Streetscene initiative are expected to improve the condition in future years.

3.3.4 Bus Patronage

The large increase in passenger journeys observed in 2006/07 is due to increased use of the services provided by all the major

operators, particularly as a result of the introduction of free bus travel for disabled users and senior citizens in April 2006. There has also been increased use of Park and Ride, with new sites coming into operation during the year.

The passenger target assumed that there would have to be some reduction in service frequencies across the county. However, it has been possible to maintain services despite increasing operating costs.

It is intended to revise the target for the submission of the 2008 Progress Report to reflect the ongoing impact of these factors and of further changes to the free fare scheme from April 2008.

3.3.5 Satisfaction with Bus Services

It is disappointing that the results of the 2006 satisfaction surveys are below target, given that there have been no significant changes to services or frequencies and that progress continues to be made with improvements to bus stops and shelters, publicity and information, vehicle standards and other aspects of service quality. It is possible that a change in survey methodology (from face-to-face interview to postal survey) may have had some impact.

It is proposed to carry out consultation with older people during 2008 as part of an LAA activity to engage with older people on transport issues, and this could be used to seek views on trends in satisfaction

3.3.6 Traveline Data Verification

The County Council depends upon the bus operators for assistance with the verification of this indicator. Although all the major operators have done so, it has been more difficult to achieve verification of the timetables of the many smaller operators who provide services in Wiltshire. This will be the focus of activity during the year, with the aim of achieving the 2007/08 target.

3.3.7 Salisbury

Although traffic entering central Salisbury has fallen by about 4% since 1999, a further drop of nearly 8% is required to meet the challenging target set for 2011. While the number of passengers on the Park and Ride services is close to the target, there is some evidence that the Park and Ride services are not actually reducing car journeys into Salisbury but are accommodating growth in total travel. Further

investigation would be needed to confirm this. The operation of the Park and Ride services should be assisted when the new parking strategy under development is implemented.

A further issue affecting the traffic levels in central Salisbury is the limited success in switching local journeys to walking or cycling.

Air quality in Salisbury is covered in section 3.3.11.

3.3.8 Western Wiltshire

The County Council continues to invest heavily in promoting walking in the Western Wiltshire Sustainable Transport Strategy (WWSTS) Area. During 2006/07, a street scene footway enhancement was undertaken in Trowbridge and five pedestrian crossings were delivered in the WWSTS area. However, the focus has been on the development of projects to improve traffic management and accessibility in the town centres. On this theme, major projects are planned for Warminster in 2007/08 and Melksham in 2008/9. These will improve the pedestrian environment and enhance accessibility to and within the commercial centres. It is hoped that this investment will assist with making progress towards our walking targets.

3.3.9 Workplace Travel Plans

The shortfall in the number of travel plans secured in 2006/07 is largely attributed to the County Council having no dedicated officer in post for the second half of the financial year. Having addressed this situation, progress towards achieving the target for 2007/08 should be forthcoming.

3.3.10 Rights of Way

During 2006/07, the Council's Rights of Way work was focussed on the replacement of bridges. However, while this was essential work, it did have less impact upon the indicator per pound spent than other cheaper measures.

In addition, vacancies and the resignation of one of the three regular contractors compromised the Council's Rights of Way performance in 2006/07. These setbacks are expected to be resolved shortly, enabling the condition of Wiltshire's Rights of Way to be improved.

3.3.11 Air Quality

While the proxy air quality indicators for Bradford-on-Avon, Westbury and Salisbury are encouraging, the County Council will continue to work with its partners to investigate and implement measures included in the Air Quality Action Plans (AQAPs).

Following the findings of the last Updating and Screening Assessment in April 2006, Salisbury District Council commissioned Bureau Veritas to undertake a Detailed Assessment of a number of areas in Salisbury for Nitrogen Dioxide (NO₂) levels.

Overall, the assessment paints a mixed picture. Despite the ongoing implementation of the STP, levels of NO₂ are increasing in several areas in the city centre which has led to exceedances in the annual mean objective. The source of the pollutant is the combustion of fossil fuels by road traffic which particularly build up during periods of congestion. In addition, hot weather and poor air dispersion in the narrow historic street exacerbate the situation. The resulting Detailed Assessment recommended the extension of the five existing Air Quality Management Areas (AQMAs) to include:

- ▶ the main through routes in the city centre;
- ▶ Wilton Road at St Paul's Roundabout; and
- ▶ London Road at St Mark's Roundabout.

In considering these recommendations, the County Council is working with Salisbury District Council and the Highways Agency as part of an ongoing joint working group, and is undertaking an extensive programme of traffic surveys to provide further data on traffic flows and speeds. It is envisaged that a revised AQAP will be produced by early 2008.

With regard to the West Wiltshire AQMAs, the District Council is providing an update of its AQAP to DEFRA by the summer of 2007. As outlined in paragraph 2.5.1, the County Council is making good progress on the A350 Westbury Bypass – the bypass will meet the air quality objectives in the Westbury AQMA.

In Bradford-on-Avon, the County Council has established that funding the proposed demand management option in the original AQAP would have been problematic. Given this position, the County Council and District Council have been

obliged to reconsider the AQAP and investigate alternative options to resolve the air quality issues in Bradford-on-Avon.

The County Council has therefore examined an alternative traffic management scheme on Mason's Lane in Bradford-on-Avon. However, while this scheme provides a theoretical solution to the air quality problem, it also results in additional queues and delays being generated which are considered to be disproportionate to the problem being solved.

Instead, the following options have been put forward in a revised AQAP which was endorsed by West Wiltshire District Council's Cabinet on 7th February 2007:

- ▶ Stage 1 – Household Mechanical Ventilation System
- ▶ Stage 2 – Titanium Dioxide Material (if proven to be successful at trial sites in the UK)
- ▶ Stage 3 – Shuttle Working Traffic Management Option.

It is anticipated that these AQAP options would be implemented on an incremental basis, whereby moving to a higher degree of intervention would only be made after monitoring had demonstrated the need to do so.

3.3.12 Traffic Management (A350)

The recorded journey time along the A350 in the absence of major roadworks showed an improvement in 2006. However, there was a large increase in the number of days on which roadworks were present at multiple sites, up from 17 in 2005 to 38 in 2006. The principal cause was long-term utility works.
