

AGENDA

Meeting: Environment Select Committee

Place: Council Chamber - County Hall, Bythesea Road, Trowbridge, BA14 8JN

Date: Tuesday 14 January 2025

Time: 10.30 am

Please direct any enquiries on this Agenda to Ellen Ghey - Democratic Services Officer of Democratic Services, County Hall, Bythesea Road, Trowbridge, direct line 01225 718259 or email ellen.ghey@wiltshire.gov.uk

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Membership

Cllr Jerry Kunkler (Chairman)
Cllr Richard Budden
Cllr Tony Jackson
Cllr Mel Jacob
Cllr Jacqui Lay
Cllr Dr Brian Mathew MP
Cllr Charles McGrath

Cllr Ian McLennan
Cllr Dr Nick Murry
Cllr Tom Rounds
Cllr Iain Wallis
Cllr Derek Walters (Vice-Chairman)
Cllr Stuart Wheeler

Substitutes

Cllr Brian Dalton
Cllr Matthew Dean
Cllr Ross Henning
Cllr Jon Hubbard

Cllr Dr Mark McClelland
Cllr Stewart Palmen
Cllr Ricky Rogers
Cllr Bridget Wayman

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AGENDA

Procedural Document (Pages 7 - 8)

Standard Scrutiny Questions for Members' Reference

PART I

Items to be considered while the meeting is open to the public

1 **Apologies**

To receive any apologies or substitutions for the meeting.

2 **Minutes of the Previous Meeting** (Pages 9 - 22)

To approve and sign the minutes of the Environment Select Committee meeting held on 12 November 2024.

3 **Declarations of Interest**

To receive any declarations of disclosable interests or dispensations granted by the Standards Committee.

4 **Chairman's Announcements**

To receive any announcements through the Chair.

5 **Public Participation**

The Council welcomes contributions from members of the public.

Statements

If you would like to make a statement at this meeting on any item on this agenda, please register to do so **at least 10 minutes prior to the meeting**. Up to 3 speakers are permitted to speak for up to 3 minutes each on any agenda item. Please contact the officer named on the front of the agenda for any further clarification.

Questions

To receive any questions from members of the public or members of the Council received in accordance with the constitution.

Those wishing to ask questions are required to give notice of any such questions in writing to the officer named on the front of this agenda no later than 5pm on **Tuesday 7 January 2025** in order to be guaranteed of a written response. In order to receive a verbal response, questions must be submitted no later than 5pm on **Thursday 9 January 2025**. Please contact the officer named on the front of this agenda for further advice. Questions may be asked without notice if the Chairman decides that the matter is urgent.

Details of any questions received will be circulated to Committee members prior to the meeting and made available at the meeting and on the Council's website.

6 **Draft Local Transport Plan (LTP4)** *(Pages 23 - 632)*

The Local Transport Plan (LTP4) is a statutory document and covers the period from 2025 to 2038. It sets out strategic objectives and policies in Wiltshire, as well as the monitoring and evaluation approach for successful implementation.

LTP4 is currently undergoing a public consultation.

LTP4 will supersede the third Local Transport Plan (LTP3), which was published in 2011 (with some sections subsequently adopted in 2014 and 2015) and covered the period from April 2011 to March 2026.

7 **Previous Investment in Carriageway Surfacing Activities** *(Pages 633 - 654)*

As resolved at the Environment Select Committee meeting on 12 November 2024, the Committee are to receive a new report in January 2025 breaking down spend in detail by area and road categories.

8 **Update on Speed Limit Assessment Task Group Recommendations** *(Pages 655 - 700)*

As resolved at the Environment Select Committee meeting on 18 July 2024, the Committee are to receive a report on progress with implementing the recommendations of the Speed Limit Assessment Task Group.

9 **Wiltshire Council Housing Board Annual Report 2023/2024** *(Pages 701 - 716)*

To update the Select Committee regarding the activities of Wiltshire Council's Housing Board (WCHB) between October 2023 and November 2024.

10 **Cabinet Member Update**

To receive a brief verbal update from attending Cabinet Members (or Portfolio Holders on their behalf) highlighting any news, successes, or milestones in their respective areas since the last meeting of the Committee that are not covered elsewhere on the agenda.

11 **Forward Work Programme** *(Pages 717 - 726)*

To note and receive updates on the progress of items on the Forward Work Programme.

Under the revised Overview and Scrutiny (OS) arrangements there is now a single OS work programme controlled by the OS Management Committee, linked to priorities in the Business Plan.

Therefore, it should be noted that whilst any matters added by Members are welcome, they will be referred to the OS Management Committee for approval

before formal inclusion in the Forward Work Programme for the Environment Select Committee.

A copy of the Overview and Scrutiny Forward Work Programme for the Environment Select Committee is attached for reference.

12 **Urgent Items**

Any other items of business which the Chairman agrees to consider as a matter of urgency.

13 **Date of Next Meeting**

To confirm the date of the next scheduled meeting as 4 March 2025.

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Sample Scrutiny Questions

Below are some sample questions for scrutineers to use as a reference and adapt according to the issue or proposal under scrutiny.

Area of Enquiry	Sample Scrutiny Questions
Customers	<ul style="list-style-type: none"> • Who will benefit? Is there a demographic breakdown of those eligible for the service? • Has the proposal's impact on different groups been considered? • How has customer experience informed the proposal? • How can service users give feedback or get involved in designing or reviewing the service?
Purpose	<ul style="list-style-type: none"> • What evidence of need is there for the actions proposed? • How has the need been identified?
Link with wider objectives	<ul style="list-style-type: none"> • How does the proposal support the delivery of the council's Business Plan or other relevant strategies?
Resources	<ul style="list-style-type: none"> • What assurances can you give that the proposal can be delivered on time / within budget? • Is there a clear action plan for delivery? • What resources are in place to meet the identified need?
Workforce	<ul style="list-style-type: none"> • What staff development will be needed and how will this be achieved? • How will the staff be recruited and retained?
Performance	<ul style="list-style-type: none"> • What system is in place to monitor performance? • What are the key performance indicators (KPIs)? • How will performance indicators be used to inform planning and decision-making?

Area of Enquiry	Sample Scrutiny Questions
	<ul style="list-style-type: none"> • To what extent is the service meeting the needs of Wiltshire residents? • Is performance improving or dipping?
Impact	<ul style="list-style-type: none"> • What are the expected outcomes of the proposal? • What would success look like? • What would failure look like? • How will you measure the difference the service/change will make?
Risk Management	<ul style="list-style-type: none"> • Is there a framework in place for risk management? • What are the key risks and what actions will mitigate/reduce these risks? • At what point would the risk be unmanageable? Is there an exit strategy?
Efficiency	<ul style="list-style-type: none"> • How will efficiency be measured? • How will processes be reviewed and improvements identified?
Compliance	<ul style="list-style-type: none"> • How will you ensure compliance with regulatory standards? • Do the service standards meet external standards?
Public awareness	<ul style="list-style-type: none"> • How will you raise awareness of the service/changes proposed?
Benchmarking	<ul style="list-style-type: none"> • How well does the council perform compared to comparator authorities? • How well do service users do in comparison to those in other areas?

Environment Select Committee

MINUTES OF THE ENVIRONMENT SELECT COMMITTEE MEETING HELD ON 12 NOVEMBER 2024 AT KENNET ROOM - COUNTY HALL, BYTHESEA ROAD, TROWBRIDGE, BA14 8JN.

Present:

Cllr Jerry Kunkler (Chairman), Cllr Richard Budden, Cllr Tony Jackson, Cllr Ian McLennan, Cllr Iain Wallis, Cllr Derek Walters (Vice-Chairman), and Cllr Stuart Wheeler

Also Present:

Cllr Phil Alford, Cllr Nick Holder, Cllr Jacqui Lay (Virtual), Cllr Dominic Muns, Cllr Tamara Reay, and Cllr Graham Wright (Virtual)

67 Apologies

Apologies for absence were received from:

- Councillor Charles McGrath
- Councillor Dr Nick Murry
- Councillor Tom Rounds
- Councillor Dr Brian Mathew MP

It was further noted that Councillor Jacqui Lay would be joining the meeting remotely.

68 Minutes of the Previous Meeting

The minutes for the previous meeting held on 3 September 2024 were considered.

Following which, it was:

Resolved:

The Committee approved and signed the minutes of the previous meeting held on 3 September 2024 as a true and correct record.

69 Declarations of Interest

Councillor Iain Wallis declared an Other Registrable Interest by virtue of his role as a Trustee for Devizes Opendoors.

70 **Chairman's Announcements**

There were no specific Chairman's announcements.

71 **Public Participation**

There were no questions or statements submitted by Councillors or members of the public.

72 **Homeless Prevention Strategy Action Plan Update 2019-2024**

Councillor Phil Alford, Cabinet Member for Housing, updated the Committee on progress to deliver on the Homeless Prevention Strategy Action Plan that was approved by Full Council in November 2019, alongside John Walker, Housing Solutions Service Manager.

The progress of each of the five priority areas were briefly detailed, with the continued significant increase in demand being highlighted. Despite this, officers had worked hard to retain sustainability, manage expectations, and increase the Council's temporary accommodation portfolio. The unaffordability and unstable nature of the private rented sector alongside the rising demand for housing was noted and Members were reassured that the issues within the sector were nationwide and not affecting just Wiltshire specifically. Officers were confident that the strategy was dynamic and responsive and that it had demonstrated robustness and resilience across the service.

Finally, officers drew attention to the positive work undertaken within Priority 4, specifically the dedicated accommodation for care experienced young people and prison leavers as part of SDS40.

During the discussion, points included:

- It was confirmed that the impacts of SDS40 on the Council had been minimal.
- It was explained that the Rough Sleepers Service was very active with mechanisms in place to identify those persons who may begin rough sleeping, wraparound support for those persons with personal or health issues, and one officer dedicated to preventing rough sleeping at the outset. Furthermore, it was confirmed that the Council had a substantial rough sleeper portfolio with various temporary accommodations available for rough sleepers.
- Members raised concerns in respect of the potential for a higher rate of failure by housing rough sleepers outside of their community areas and into more central areas. In response, it was explained that as house prices varied significantly across Wiltshire, it was difficult to acquire suitable temporary accommodation stock in every community in order to meet local need. Despite this, Members were reassured that there was a

significant purchasing programme in place and that officers undertook regular operational meetings on a case-by-case basis to move people on from temporary accommodation as soon as possible. However, it was highlighted that the speed in which people were rehoused was dependent on factors such as the persons themselves in terms of readiness to live independently, and the turnover rate of suitable affordable homes of the right size.

- It was explained that the number of rough sleepers within the County was assessed by a standardised annual count in line with a national formula alongside various internal systems, such as monthly snapshots. However, it was highlighted that due to the relatively small number of rough sleepers in County, there were inherent challenges around the interpretation of the trend line as one person could make a statistically large impact/variation. Furthermore, it was emphasised that rough sleepers were generally a transient group which could be difficult to quantify at times.
- Seasonal impacts were highlighted, with it being noted that rough sleeper numbers historically rose during the summer months when the temperature was warmer. It was also highlighted that although the Rough Sleeper Team engaged closely with a persistent and core group of rough sleepers and offered support and accommodation, there were challenges with those individuals who may be disengaged from more conventional lifestyles.
- It was further explained that during the winter months where the weather was forecast to be 0°C or below for three nights or longer, all partner organisations, statutory and voluntary agencies would be notified in order for them to organise any necessary arrangements to get any person known to be sleeping rough into temporary accommodation as soon as possible.
- It was noted that the current strategy and 5 priority areas had been very effective and that those practices implemented by the strategy were now embedded into the service and would be reviewed on an ongoing basis. Further to this, officers were reflecting upon the results of the past 5 years and were intending on continuing conversations with colleagues and stakeholders to maintain best practice.
- With regard to social rented homes, it was noted that the current rate at which social rented and affordable rented homes were being built was not meeting the pace of demand. However, although officers had no control over demand, they reassured Members that officers within the Council's enabling function were working hard with landowners, developers, and housing providers/associations to develop other sites to meet the need, and that as much affordable housing as possible was being sought.
- It was noted that within the Development Programme, officers were considering all opportunities that best delivered homes in the most cost-effective way. As such, options such as prefabricated buildings or dwellings made from repurposed shipping containers were all investigated. However, it was highlighted that the priority was to acquire

sustainable properties that ensured longevity, were suitable, and met necessary space standards for the individuals moving into them.

- Finally, officers were commended for their hard work and positive report, particularly with their approach around the Rough Sleeper Partnership.

At the conclusion of the discussion, it was

Resolved:

The Committee:

- a) Welcomed the progress made on the Homeless Prevention Strategy Action Plan.**
- b) Requested that the next Homeless Prevention Strategy Action Plan is presented to the Committee when appropriate. The report to also include budgets and trends in rough sleeper numbers.**

73 **Update on Wiltshire Housing Development Partnership**

Councillor Phil Alford, Cabinet Member for Housing, updated the Committee on the Wiltshire Housing Development Partnership alongside Richard Walters, Head of Service for Major Projects, and Claire Moore, Housing Enabling Lead.

It was explained that the vast share of affordable homes were delivered through large scale housing developments with the provision of those homes therefore coming through the Section 106 agreement. As such, the Council was beholden to market forces such as the impact of inflation and interest rates on homes which led to developers considering delaying the supply of homes in order to retain the values for the consumer while ensuring that supply was sufficient, and costs were met.

Members were reminded of the roles of the Housing Enabling Team, the Housing Development Partnership, and the role of Registered Providers of Affordable Housing (RPs). It was confirmed that 532 Affordable Homes were delivered in Wiltshire in 2023/24, with 61% being rented accommodation and 39% being Affordable Home Ownership. Despite being below the annual average target of 650 homes per year, it was explained that this reflected a fall in the overall number of housing units delivered in Wiltshire. The importance of the Housing Development Partnership was emphasised, with Paragraphs 9 through 15 of the report being outlined.

Finally, officers stated that they were confident that, subject to the continued commitment of the Council and RPs, the Partnership offered the potential to continue to assist the Council in working towards its key priorities.

During the discussion, points included:

- The definition of affordable in relation to Affordable Homes was explained, and it was noted that Affordable Rented Accommodation was viability tested through the Council's Local Plan and the evidence base as part of the Council's Core Strategy suggested that officers should focus on negotiating further Affordable Rented Accommodation on Section 106 sites.
- It was explained that officers held developers to account in delivering the Affordable Housing percentage with the mix that was suggested by the Strategic Housing Market Assessment. As such, officers aimed for a 60/40 split between Affordable Home ownership and Private Rented accommodation. It was further explained that in terms of viability, the Housing Allocations Policy allowed the Affordable Housing percentage to decrease if there was an agreed viability, with 4 units lost in 2023/24 due to either viability or vacant buildings credit.
- It was confirmed that the average annual target was gross and not nett figures and so it did not account for properties which were disposed of by Housing Associations (HAs). However, it was highlighted that the number of disposals was included within the report with reasons being noted as Right to Buy Purchases or Shared Ownership properties where owners have staircased their percentage of ownership up to 100%.
- It was explained that it was not within the remit of the Housing Enabling Team to consider acquisitions of former Ministry of Defence properties, and that this would be considered by the Development and Estates Team.
- With regard to comparisons between other similar Local Authorities, the challenges within the national housing market were highlighted, with Members being reassured that the initial target accounted for loss through schemes such as Right to Buy and that officers were satisfied with delivery to date.
- It was further explained that as RPs acquired the homes that could be used for Affordable Housing, they were subject to the same elements of constraint and market conditions in the current climate, and it was noted that it was mostly Section 106 units that were being acquired through new developments.
- It was acknowledged that officers were beholden to developers delivering units to therefore be acquired by the RPs for Affordable Housing. It was further noted that there were changes in policy around rental incomes which could lead to RPs not having the financial confidence to acquire properties. However, it was highlighted that officers annually reported Wiltshire's Housing Statistic which looked at the number of final planning consents granted for Section 106 units. It was confirmed that although the figure did not include those units delivered by RPs or funded by Homes England, 556 units had been granted final planning consent in 2023/24 which officers reassured Members was a positive figure in terms of delivery moving forward into 2024/25.

At the conclusion of the discussion, it was:

Resolved:

The Committee:

- a) **Noted the contents of the report and performance of the Housing Development Partnership.**
- b) **Requested an updated on the Housing Development Partnership in 2025.**

74 **Housing Revenue Account (HRA) Landlord Compliance Report**

Councillor Phil Alford, Cabinet Member for Housing, along James Barra, Director for Assets, and Nick Darbyshire, Head of Strategic Assets Maintenance and Facilities Management, updated the Committee on the main compliance disciplines associated with the Council's landlord role in the provision of social housing.

The background to the report as per Section 2 of the report was outlined, with Members being informed that the service was reporting a high level of performance against the key compliance indicators and where compliance was not 100%, the service had a full and detailed understanding of the reasons, with plans being developed to improve performance towards achieving 100%.

Officers highlighted that the majority of reporting was around the housing landlord function, with activity routinely going to the Housing Board. As such, officers felt that as the area was one of the highest risks, the report focussed on providing greater visibility and assurance in terms of the current performance and that there was a focus on raising the profile of the service and information flowing into the organisation. It was highlighted that the Landlord Compliance Policy Framework had been reviewed and revised over the past 12 months, with key policies and corresponding procedure documents being re-written before being considered and ratified by the Housing Board.

It was explained that a structured approach was required to provide the highest levels of assurance, with compliance activity being considered, delivered, and reported against the key governing framework as outlined within the report. Officers noted that a cycle of internal audits on each discipline had been commissioned, with 2 specific key compliance areas being audited in 2024 by the South West Audit Partnership; namely, Gas Safety and Fire Safety. Furthermore, external assurance had been sought with a full review of the housing data contained within the QL Housing Management System being commissioned from a consultant provider, Savills, to provide feedback on data quality, validate the current compliance activity, and identify any data gaps. Officers were pleased to report that the assessment had commended the Council for its efforts and performance in establishing a comprehensive

compliance dataset and accurately reporting on landlord compliance obligations.

During the discussion, points included:

- The data relating to fire safety doors was raised and it was explained that as regulations had changed in recent years, a regime had been put in place to inspect each door on an annual basis and so officers had made a fresh start on data collection. As such, the figure would continue to rise in time, with an aim to employ Compliance Technicians to assist in the 12 monthly rolling programme.
- It was explained that Asbestos Surveys were undertaken on a cyclical basis every 4 years with additional surveys being undertaken when major refurbishments, demolition, or any other major construction works were required in a property when asbestos-containing materials were most likely to be disturbed. In response to a query, officers stated that they would look at how to track any remedial works as they were noted as repairs jobs at present.
- In relation to damp and mould, it was emphasised that ventilation was critical for management of any issues, with officers highlighting that work was being undertaken with landlords and tenants to encourage best practice whenever a case was identified. Furthermore, Members were informed that a routine cycle of information went out in newsletters, with the latest iteration including a video to illustrate how to do self-checks/tests of carbon/smoke detectors, and moisture management.
- It was further noted that all of the disciplines outlined in the report were the cornerstone of the Council's communications with residents, with officers looking at different approaches for continuing to ensure access to properties to undertake surveys in order to meet responsibilities and keep tenants safe.
- Officers were thanked for their hard work and presentation.

At the conclusion of the discussion, it was:

Resolved:

The Committee:

- a) Noted the contents of the report and progress being made.**
- b) Requested an update report in 2025.**

75 **Previous Investment in Carriageway Surfacing Activities**

Councillor Nick Holder, Cabinet Member for Highways, Street Scene, and Flooding, alongside Samantha Howell, Director for Highways and Transport, and Paul Bromley, Highways Asset Manager, provided an overview of recent previous investment in carriageway resurfacing activities broken down by Area Board.

It was emphasised that effective and efficient highway asset management was essential in allowing residents, businesses, and visitors to Wiltshire to undertake travel in and around the county to meet daily needs, as well as for leisure and recreation. Furthermore, officers took an evidence-led risk-based approach to asset management in line with agreed best practice and adopted policies, with frequent updates provided through the Engagement Strategy. It was explained that the principles of asset management had been applied to the maintenance of the network which involved accounting for the life cycle of the asset by undertaking regular surveys and monitoring performance of the network, interventions, and investment strategies within the objective of minimising expenditure while providing the desired outcomes for Wiltshire.

It was acknowledged that a lack of availability across the highway network could cause considerable impacts on communities and the economy. As such, the report set out investment as records allowed broadly over a 5 year period, with detailed analysis being undertaken to ensure that investment in the network continued to be targeted at the right areas. Paragraphs 9 to 11 of the report were noted as providing a full explanation of the analysis informing the Wiltshire Highways Investment Plan and historic condition data broken down by Area Board.

Finally, Paragraph 5 of the report was highlighted alongside Figure 3 through 9 which detailed planned major carriageway maintenance from 2018/19 to October 2024.

During the discussion, points included:

- It was explained that officers assessed the immediate risk to residents when undertaking reactive maintenance/treatments in different areas, hence why the data showed a spread of different activities taking place which had deemed to be the best reactive measure to tackle that immediate issue. It was noted that higher expenditure levels varied across each of the community areas which could be as a result of increased reporting by residents, and the variability in carriageway length, type, topography, geography, and traffic levels.
- It was confirmed that final testing was underway for the MyWilts app which was due to go live on 19 November 2024.
- With regard to works undertaken by utility companies, officers explained that companies were required to reinstate the network to appropriate levels, but monitoring the number of utility works across the network was resource intensive for the Council. However, Members were reassured that officers were working hard in terms of ensuring reinstatements were done correctly, in a timely manner, and then monitored. In the event that the reinstatements were not satisfactory, there were escalation processes in place and that these accounted for instances in which officers would not issue any permits for further works until an agreement was met.
- It was confirmed that not all vehicles were equipped with vehicle mounted lasers to undertake scanner surveys, however this was being

considered as part of the Fleet Replacement Strategy. Furthermore, there was an annual survey to assess defects to feed into a road condition index that picked up 50% of the A Class road network in both directions which alternated each year, 100% of the B Class road network in one direction, 50% of the C Class road network in one direction, and then 50% of unclassified roads. It was also highlighted that highway safety inspections were also carried out on a monthly basis, predominantly for safety defects, on A and B Class roads, and annual inspections on residential streets.

- Members were also informed that officers were trialling a new piece of technology called Vaisala which used AI to recognise certain defects and build a condition pattern. In tandem with current scanner data, this would enable officers to continue improving decision making, better understand deterioration curves for each road, and the best time to intervene to get the cost benefit.
- It was explained that when considering preventative maintenance and the annual Forward Work Plan, discussions were had with Area Boards, Parish and Town Councils to understand local concerns and recommendations for future work. These conversations were then assessed in line with the evidence-led risk-based approach to identify whether repairs were appropriate, and it was highlighted that recent additional investments had allowed officers to specifically address some Member concerns in areas where it might not have been feasible in the past.
- The threat to infrastructure from climate change was raised and Members emphasised the importance of understanding historic costs to determine what maintenance would be sufficient and the future needs of the county and budgeting moving forwards. Officers acknowledged Member concerns and highlighted that the report should be seen as one part of the response to climate change and adaption.
- Officers reiterated the variability of the network in terms of road types, topography, and geological conditions and noted that cost projections were difficult due to Central Government settlements not being fully understood. As such, officers had taken a proportional approach in terms of supplying historic data in an easily accessible format to then focus on the delivery of the work across the network. Furthermore, it was noted that Figure 3 demonstrated that no one community area was disadvantaged in terms of the range of investment measures across the county and mitigating risk, particularly in areas where there were higher traffic levels and therefore a higher safety concern.
- Members queried what redress the Council had against historic contractors and mutual expectations after the conclusion of the contract if repairs were needed. In terms of specific recourse, officers noted that it would be addressed in future reports once further information had been gathered. However, it was explained that there was a general recourse in terms of standards of work through the procurement process.
- Officers noted that additional investment had been allocated to support rural overrun but highlighted the challenges with regard to the extent of

the rural network across the County and land ownership constraints in many areas.

At the conclusion of the discussion, it was:

Resolved:

The Committee:

- a) **Noted the contents of the report and the progress that is being made.**
- b) **Requested a new report in January 2025, breaking down spend in detail by area and road categories.**
- c) **Requested that future Highways Review of Service reports incorporated a breakdown of expenditure information in its Highways Investment Plans.**

76 **Cabinet Member Update**

Verbal updates were provided by Councillor Nick Holder, Cabinet Member for Highways, Street Scene, and Flooding, Councillor Tamara Reay, Transport and Assets, and Councillor Dominic Muns, Cabinet Member for Waste and Environment.

Highways, Street Scene, and Flooding

Cllr Holder provided brief updates on winter preparations, Local Highways and Footpath Group (LHFIGs) requests, and pavement conditions.

It was explained that preparations were being undertaken for the winter season with a significant amount of information distributed to Members who were encouraged to share with their residents, Town and Parish Councils. Furthermore, it was highlighted that there was a high level of requests coming through the LHFIGs, with officers tackling a significant backlog, leading to longer processing times for projects. As such, the Portfolio Holder for Highways was working with officers to consider different approaches for best utilising LHFIGs and removing the current backlog of requests. It was further noted that once the additional investment allocated into the road network and further understanding on future Government settlements had been realised, officers would identify priority areas and consider how best to improve pavement conditions across the County.

Members concurred with the aim of re-evaluating the LHFIG system and clearing the backlog of requests to ensure that new schemes could be delivered in a timely manner. Furthermore, it was highlighted that there were funds available to fix pavements where any defects were identified as a safety concern, however this did not include general repairs.

Transport and Assets

Cllr Reay informed Members that the Draft Local Transport Plan for the period 2025-2038 was part of the agenda for the 19 November 2024 Cabinet meeting and it was highlighted that the draft plan aligned with the Local Plan, Business Plan, Climate Strategy, the drive for decarbonisation, and set out the strategic direction of travel for Wiltshire, recognising that one size did not fit all, particularly when considering the mix of urban and rural areas across the County. It was confirmed that there would be a two-month period of consultation, following which officers would assess all of the responses received to work on focused delivery plans to move forward towards the adoption of the plan.

It was further highlighted that a full briefing would be taken to the Climate Emergency Task Group, that the plan would be considered by the Committee in their January 2025 meeting.

Members raised increasing bus prices, and it was noted that discussions were being undertaken with bus operators through the Enhanced Partnership to see if there was any scope to further reduce fares.

Waste and Environment

Cllr Muns provided further information with regard to incinerating residual waste and associated emissions, and updated Members on the Public Space Protection Order (PSPO) for Devizes where officers, Local Members, Town Councillors, residents, and Wiltshire Police were thanked for their work in coordinating the project. It was highlighted that anti-social behaviour was taken seriously by the Council and the importance of protecting residents, communities, and spaces was emphasised.

The Waste Transformation Strategy was noted as seeking to tackle and further understand associated emissions with incinerating residual waste while continuing to improve recycling rates. Members thanked Cllr Muns for his update and work on the PSPOs.

Resolved:

The Committee noted the Cabinet Member updates.

77 **Updates from Task Groups and Representatives on Programme Boards**

Councillor Graham Wright, Chairman of the Climate Emergency Task Group, presented an update on the Task Group since 18 July 2024.

The recent activities of the Task Group were detailed, namely:

- A Climate Audit commissioned by the Council on 12 July 2024 for SWAP Internal Audit Services to look at whether the Council has appropriate

plans and structures in place to achieve carbon neutrality by 2030. Paragraphs 8 to 12 of the report detailed the seven areas covered by the audit, what was reviewed by SWAP, and the audit's conclusions.

- A meeting on 11 October 2024 to discuss the update report on the Council's response to the climate emergency which went to 17 September 2024 meeting of Cabinet and 15 October 2024 meeting of Full Council. It was noted that although the Council was on track to reach its emissions targets by 2030, significant work needed to be undertaken to lower the County's overall emissions.
- A meeting on 18 October 2024 looking at a summary of conclusions from the Climate Delivery Plan review and future priorities. It was noted that the majority of the actions in the plans had been progressed as expected, with most reaching their milestones. Furthermore, there would be a renewed focus upon the County with more Countywide projects and 7 key themes in the Council's new plan with clearer links to Key Performance Indicators (KPIs); a focus on key areas; strengthening governance, monitoring, and reporting within a new framework; and merging some of the current delivery themes.

There being no questions or comments, it was then:

Resolved:

The Committee:

- a) Noted the update on the Task Group's activity.**
- b) Approved the amended Climate Emergency Task Group Terms of Reference.**
- c) Noted the Climate Emergency Task Group's draft Forward Work Plan in Appendix 1.**

78 **Forward Work Programme**

The Committee received the Forward Work Programme for consideration.

Following which, it was:

Resolved:

The Committee approved the Forward Work Programme.

79 **Urgent Items**

There were no urgent items.

80 **Date of Next Meeting**

The date of the next meeting was confirmed as 14 January 2025.

(Duration of meeting: 10.30 am - 1.35 pm)

The Officer who has produced these minutes is Ellen Ghey - Democratic Services
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Wiltshire Council

Environment Select Committee

14th January 2025

Update on the Wiltshire Local Transport Plan (LTP4)

Proposal

That the committee:

- a) Endorse the contents of the report which sets out the progress made on the development of Wiltshire's fourth local Transport Plan (LTP4) to date, including statutory consultation which runs until 24th January 2024;
- b) request a further update to this Committee detailing progress on adoption and delivery of LTP4.

Author:

Contact details: Simon Lymn

Update on the Wiltshire Local Transport Plan (LTP4)

Purpose of report

1. To provide an overview of the Wiltshire's fourth Local Transport Plan (LTP4) including a summary of the work undertaken to date to prepare the draft LTP4 for statutory consultation which runs until 24th January 2024.

Background

2. All Local Transport Authorities (LTAs) have a statutory duty under the Transport Act 2000 (as amended by Local Transport Act 2008) to prepare a Local Transport Plan (LTP) which consists of a policy document setting the strategic framework for transport and proposals for the implementation of those policies.
3. The current Local Transport Plan for Wiltshire, LTP3, was adopted in February 2011 with subsequent supporting documents adopted in 2014 and 2015.
4. The Department for Transport announced the requirement for authorities to renew their LTP last year and developed new LTP guidance; however, the publication of this guidance has been delayed.

5. Given the importance of a safe, reliable and effective transport system in Wiltshire, the draft LTP4 has been prepared and following Cabinet approval in November, is subject to statutory public consultation until 24th January 2025. The Cabinet report is attached at **Appendix 1**.

Main considerations for the committee

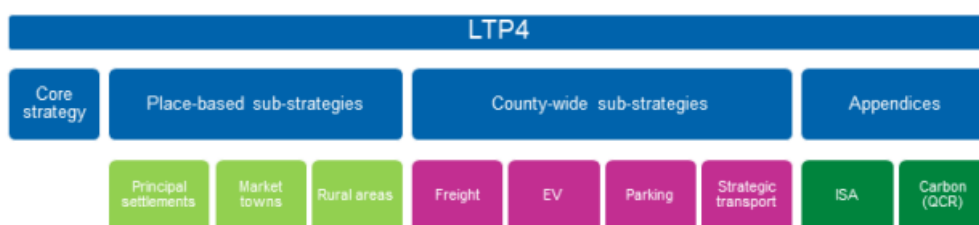
6. This report is presented to provide an update on the emerging LTP4, including consultation to date and next steps.

Draft LTP4: Structure and content

7. A comprehensive review of relevant national, regional and local policies and strategies has been undertaken to inform the preparation of the draft LTP4. This highlights several key themes for the LTP4 for Wiltshire:
 - A) Creating a LTP4 that outlines how transport integrates with, and can contribute to, achieving other policy objectives such as the Business Plan, Local Plan and Climate Strategy;
 - B) Acknowledging Wiltshire’s distinct characteristics and unique environment, which makes it important to tailor transport measures to suit the largely rural county and support the health, wellbeing and safety of its residents;
 - C) Ensuring Wiltshire futureproofs its transport systems to deliver a resilient network that is prepared for technological, environmental and societal changes and will meet the needs of future generations;
 - D) Supporting sustainable economic growth in Wiltshire;
 - E) Establishing a clear decarbonisation trajectory toward achieving net-zero carbon emissions across Wiltshire;
 - F) Using a combination of Avoid, Shift and Improve principles to reach our targets.

8. LTP4 is broken down into three overarching documents and supporting appendices under which there are a number of themed documents as detailed in Figure 1 below:

Figure 1: structure of draft LTP4



Core Strategy

9. The Core LTP4 Strategy is the strategic overarching document that forms the basis of the Wiltshire LTP4. It provides the context and background, introduces the local transport challenges and sets out the LTP4 vision and

objectives; in doing so, it details the overall forward plan for transport across the county for the LTP4 period, which is until 2038.

10. The Core Strategy explains how different documents fit together. It is proposed that the sub-strategies contain the detail of the LTP4 policies and measures; however, the Core LTP4 Strategy will provide a summary of them and signpost the reader should they wish to explore policies in more detail in the sub-strategies.

Place-Based Sub Strategies

11. The place-based approach was driven by the need to tailor the Avoid, Shift, Improve framework to Wiltshire's particular circumstances, considering the transport implications of the vast diversity of place types in the county, including predominantly rural areas.
12. Whilst the recommendation for a place-based approach includes the integration of all modes/themes in principal settlements, market towns and rural place-based sub-strategies, for some themes this place-based approach is less applicable, for example freight and asset management. Therefore, to supplement these areas a limited number of specific modal/thematic county-wide sub-strategies will be produced alongside the place-based sub-strategies.

County-wide Sub-strategies.

13. While the main approach for the LTP4 is to consider policies specific to each place type, there are some themes which will impact the whole county, regardless of place type. Accordingly, it is proposed the LTP4 will have a primarily place-based focus, and contained themed strategies including but not limited to, freight, strategic transport, electric vehicles, asset management and parking.
14. To accurately cover these topics, county-wide sub-strategies are proposed as part of the LTP4.
13. The proposed approach to LTP4 will reduce the overall number of documents that have previously been prepared as part of the LTP process, providing focus on the key considerations and confirming interdependencies between themes and place-based sub strategies where appropriate.

Consultation

14. The draft LTP4 is accompanied by a comprehensive communication strategy. This is to encourage as many Wiltshire residents as possible to comment on the draft, and to engage a wide range of stakeholders including businesses, statutory bodies and partners, and interest groups.
15. Consultation responses are accepted through an online survey/engagement portal ([Have Your Say Today - Wiltshire Local Transport Plan 2025 -](#)

[Commonplace](#)). All LTP4 information and documents are hosted on the LTP4 webpage on the Wiltshire Council website. An online event was held at the start of the consultation period on 3rd December 2024 ([Local Transport Plan \(LTP4\) consultation webinar 3-12-24 - YouTube](#)). A second online event is being held on Monday 13th January 2025. Questions can be submitted in advance of the online events.

16. We have highlighted the LTP4 consultation through the Area Board process. For those Area Boards that are hosting meetings outside of the consultation period, we are working with Area Board Chairs and our Strategic Engagement Partnership Managers to encourage public participation.
17. The consultation is also being widely promoted through the council's communications channels, including in members newsletters, the residents' newsletter, the town and parish newsletter, highways newsletter and the business newsletter. It has also been featured in the local media through press releases, and is being widely publicised on the council's social media channels.
18. There have been over one thousand visitors to the Consultation portal to date, with 139 respondents and over 500 contributions. 40 individuals attended the first webinar and 21 pre-submitted questions were received with another 6 submitted on the night.
19. Communications updates through established Wiltshire Council media channels continue and individual comments are being collated. All comments received will be considered by officers, and a detailed consultation report including officer responses will be presented to Cabinet recommending any changes considered necessary before adoption.
20. It is anticipated LTP4 will be presented to Cabinet for adoption in Spring 2025. Advance work has already commenced and a detailed programme will be confirmed for next steps once all consultation responses have been considered and responded to.

Conclusion

21. Wiltshire Council, as Local Transport Authority, is required to prepare a Local Transport Plan.
22. The draft LTP4 has been prepared following initial stakeholder engagement and is intended to contribute to national, regional and local priorities including the Wiltshire Council Business Plan, Local Plan and Climate Strategy.
23. The draft LTP4 was presented to Cabinet for consideration in November 2024.
24. Public consultation began on 28th November 2024 and is due to finish on 24th January 2025.

25. LTP4 is accompanied by a comprehensive communication strategy, including online events.
26. It is anticipated the final LTP4 will be presented to Cabinet for adoption in the Spring. A consultation report, detailing all comments received and officer responses, will accompany the LTP4. Advance work has commenced and a detailed delivery programme for next steps will be confirmed when all consultation responses have been received and fully considered.

Samantha Howell
Director, Highways and Transport

Date of report: January 2025

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Wiltshire Council Local Transport Plan 4

Draft Core LTP4 Strategy
October 2024

Table of Contents

Document history	3
Foreword	4
1. Context	5
1.1. Introduction to the fourth Local Transport Plan	5
1.2. Introduction to Wiltshire	5
1.2.1. Policy and strategic context	20
1.2.2. Draft LTP and Quantifiable Carbon Reduction (QCR) Guidance	22
1.2.3. Climate change context	22
1.2.4. Progress and changes since LTP3	27
1.2.5. LTP4 development process	28
1.3. Transport challenges in Wiltshire	30
2. Vision, objectives and policies	33
2.1. From challenges to objectives	33
2.2. Vision	42
2.3. Policy areas and policies	42
3. Introduction to the sub-strategies	49
3.1. Overview	49
3.2. Place-based areas and county-wide themes	50
3.3. Guiding principles for the sub-strategies	52
3.4. Summary of LTP4 policies and measures	53
4. Environment and sustainability	62
4.1. Overview	62
4.2. Sustainable design principles	62
4.2.1. Working in partnership	62
4.2.2. Health and equality impacts	62
4.2.3. Environmental impacts	63
4.3. Estimated carbon reduction impacts of LTP4	67
4.3.1. Estimated emissions impact	67
4.3.2. Closing the emissions gap	67
5. Delivery	69
5.1. Partnership working	69
5.2. Funding	70
5.3. Delivery plan	71

6. Monitoring and evaluation	80
Appendix A. ISA	88
Appendix B. Carbon paper	89
Appendix C. Glossary and acronyms	90

Document history

Revision	Purpose description	Originated	Checked	Reviewed	Authorised
1.0	Initial draft of sections 1-4 for client review and sign-off	GR	PB	JS	LB
2.0	Full draft for Officer and Member review	GR	PB	JS	LB
3.0	Updated draft in line with Officer and Member Steering Group feedback	SG	PB	JS	LB
4.0	Updated draft in line with Cabinet feedback	GR	PB	KC	SL
5.0	Updated draft in line with further Cabinet feedback	GR/TM	PB	JS	LB
6.0	Updated draft in line with further Cabinet feedback	PB	GR	LB	LB

Foreword

A safe, reliable and efficient transport network is an essential component of everyday life. It is especially important in a rural county where connectivity by road and rail provides access to a wide range of essential services and facilities.

Modern transport has transformed our society and economy, enabling us to take advantage of dispersed opportunities and advances in distribution methods have stimulated economic growth by helping to provide us with unparalleled consumer choices and leisure opportunities, a 24-hour society and just-in-time deliveries.

At the same time however, our reliance on distribution vehicles and the private car has led to busier and more congested roads, significant environmental impacts such as air pollution and climate change, and increased hazards for vulnerable road users. We rely on a resilient road network, especially on our key routes such as the A303, A36 and A350.

In addition, fewer people are keeping healthy through active travel as part of their daily lives, and there are increased concerns with regard to accessibility for people who rely on public transport.

Whilst transport can be viewed as simply a 'means to an end', getting us from A to B, in reality it is an important enabler; an essential element of modern society with impacts on the economy, people's health, social exclusion, climate change and the countryside.

We recognise the need to find the right balance, and to plan ahead, to ensure our transport network is fit for the future. Transport makes a significant contribution to Wiltshire Council's Business Plan priorities, and the transport network in Wiltshire must be capable of supporting sustainable economic growth in accordance with the Wiltshire Local Plan.

I am pleased to present the draft Local Transport Plan 4 for consultation, building on the work undertaken last year with key stakeholders and the significant investment we are already making in our transport network.

This draft sets out the Council's transport ambition for the decade ahead based on our guiding themes of prevention and early intervention, improving social mobility and tackling inequalities, understanding our communities and working together. The strategic objectives and policies in this plan will ensure that Wiltshire is well placed to maximise the opportunities and address the challenges facing our beautiful and vibrant county in the longer term.

Tamara Reay,
Cabinet Member for Transport and Assets

1. Context

1.1. Introduction to the fourth Local Transport Plan

This suite of documents forms a draft of the fourth Wiltshire Council Local Transport Plan (LTP4) which Wiltshire Council aims to adopt in 2025. It is a statutory document which the Council is required to produce and covers the period from 2025 to 2038.

It sets out the Council’s strategic objectives and policies for transport across Wiltshire and details the monitoring and evaluation approach we intend to use to ensure successful implementation. The implementation and delivery of policies in LTP4 will contribute to meeting the Council’s Business Plan objectives maximising opportunities and tackling the challenges currently facing Wiltshire including our concern over climate change.

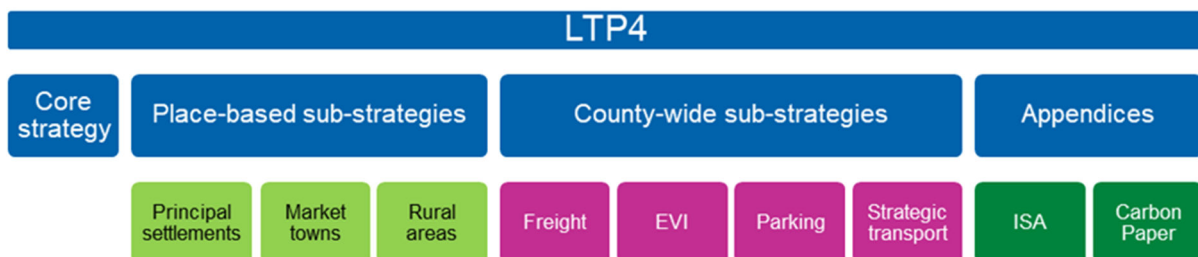
LTP4 is aligned to the Wiltshire Local Plan and will supersede the third Local Transport Plan (LTP3) for Wiltshire which was published in 2011 (with some sections subsequently adopted in 2014 and 2015) and covered the period from April 2011 to March 2026.

In light of the national requirement and updated guidance on urgently reducing the impact and mitigating the effects of climate change, LTP4 shows a commitment from Wiltshire Council to take action to deliver wide-ranging improvements for cleaner, healthier and safer transport across the county. This is particularly challenging in a rural county where many residents are reliant on the private car for a wide range of journeys. LTP4 has been developed to meet the needs of residents, businesses and visitors, seeking to balance a range of competing and sometimes conflicting objectives, whilst at the same time remaining ambitious about the contribution transport in Wiltshire can make to national and regional objectives.

The LTP4 has been developed at a time of some uncertainty for transport, considering the long-term impact of COVID-19 as travel patterns have significantly changed. Accordingly, a key focus is journey purpose rather than individual modes of transport.

LTP4 encompasses the draft Core LTP4 Strategy which provides the strategic context, purpose, and direction of the plan; three place-based sub-strategies; and four county-wide sub-strategies. This draft LTP4 is accompanied by two supporting appendices, as shown in Figure 1-1. A glossary is provided in Appendix C.

Figure 1-1 - LTP4 structure



1.2. Introduction to Wiltshire

The LTP4 has been developed to reflect Wiltshire’s unique characteristics, and the challenges and opportunities they present. The following sections provide a summary of the key context relating to:

- Geography
- Economy
- Transport

Wiltshire Council is one of the largest local authorities in England. Its area covers approximately 1,257 square miles and is home to a population of approximately 510,400 people. Wiltshire adjoins the higher tier local authorities of Dorset, Somerset, South Gloucestershire, Oxfordshire, West Berkshire, Hampshire, Swindon and Bath and North East Somerset. The urban area of Swindon, while predominantly within Swindon Borough, has expanded into Wiltshire.

Wiltshire is a largely rural area encompassing many natural and historic features which make it special and distinctive. The character of the county is shaped by parts of three National Landscapes (the new name for Areas of Outstanding Natural Beauty), part of the New Forest National Park, over 16,000 listed buildings, over 240 conservation areas, the Stonehenge, Avebury and Associated Sites World Heritage Site and significant numbers of other designated and non-designated heritage assets. Wiltshire also includes an element of the Western Wiltshire Green Belt, which protects the openness of the countryside between Bath, Bradford-on-Avon and Trowbridge.

Wiltshire also has the largest military training area in the country, the Salisbury Plain Training Area, spanning an area from Warminster and Westbury in the west and from Tidworth and Perham Down in the east.

The largest settlements in Wiltshire are the historic cathedral city of Salisbury in the south, the county town of Trowbridge in the west, and the market town of Chippenham in the north. For the purposes of consistency with the Wiltshire Local Plan, these settlements are referred to as Principal Settlements in LTP4.

Wiltshire has a number of Market Towns which play an important role in providing a good level of services, shops and jobs.

The relationships between the main settlements and surrounding villages are strong and help to characterise the identity of places.

Around half of the people living in Wiltshire live in towns or villages with populations of fewer than 5,000 people, reflecting the rural nature of the county.

Whilst generally our communities benefit from safe living and working environments, and deprivation is generally low, there are pockets of deprivation in some areas including Salisbury and Trowbridge.

Wiltshire has important relationships with the large urban centres of Bath, Bristol, Swindon and Southampton which provide a wider range of employment, leisure and cultural opportunities, and is also within commutable distance of London, South Wales and the south coast.

A safe, reliable and efficient transport network is essential to meet the Council's Business Plan priorities, which are:

- Thriving Economy
- Resilient Society
- Sustainable Environment
- Empowered People

Figure 1-2 - Wiltshire Council's mission



There are approximately 3,000 miles of road in Wiltshire and approximately 3,750 miles of public rights of way defined as public footpaths, bridleways and byways. Our highway network – the roads, bridges and related infrastructure – represent the Council's largest and most valuable public asset with a replacement value of over £5 billion.

Wiltshire also has an extensive public transport network, which despite financial challenges and changing travel patterns, has been sustained and enhanced through interventions such as Digital Demand Responsive Transport.

Figure 1-3 - Wiltshire Area Boards

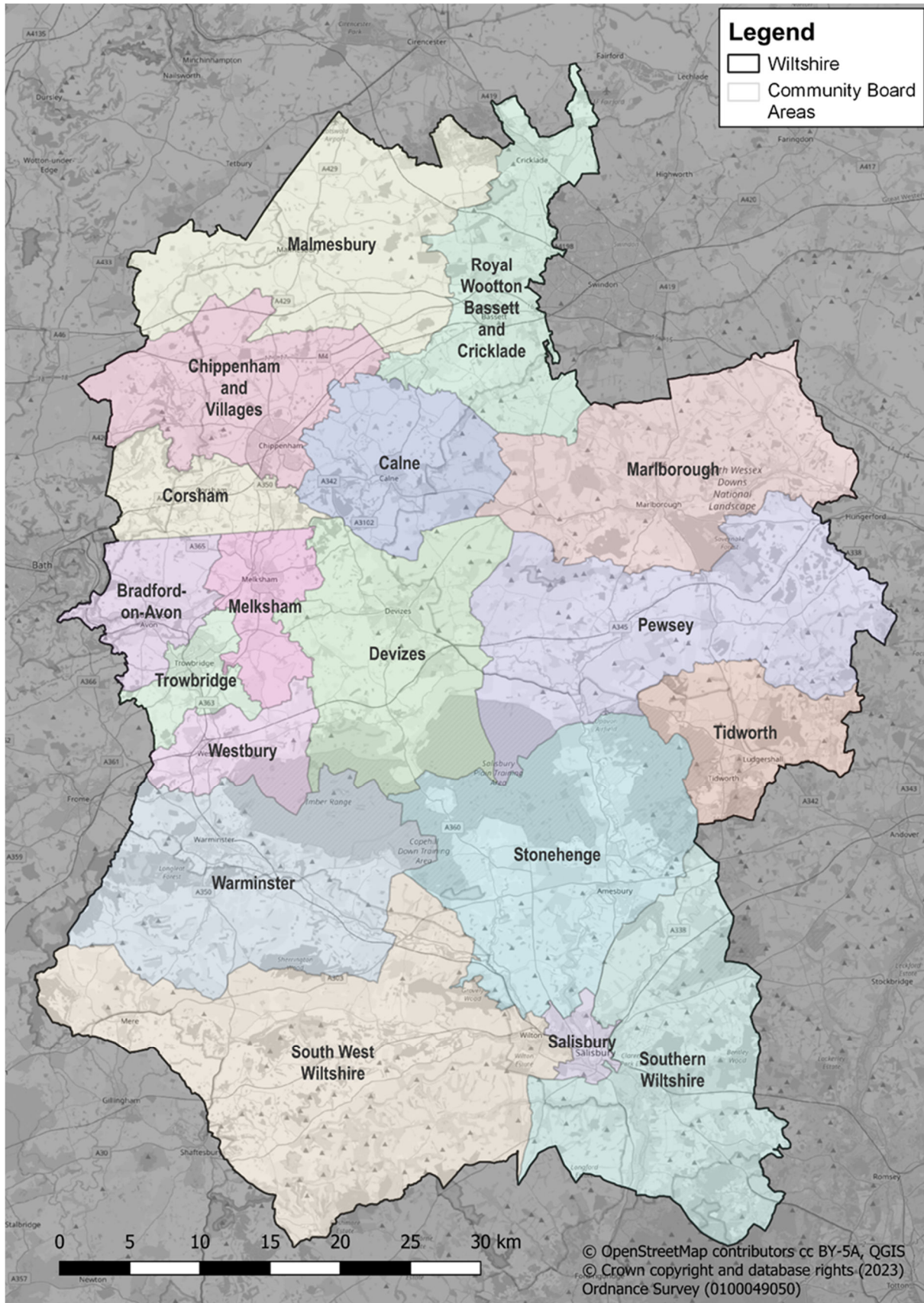


Figure 1-4 - Overview of Wiltshire

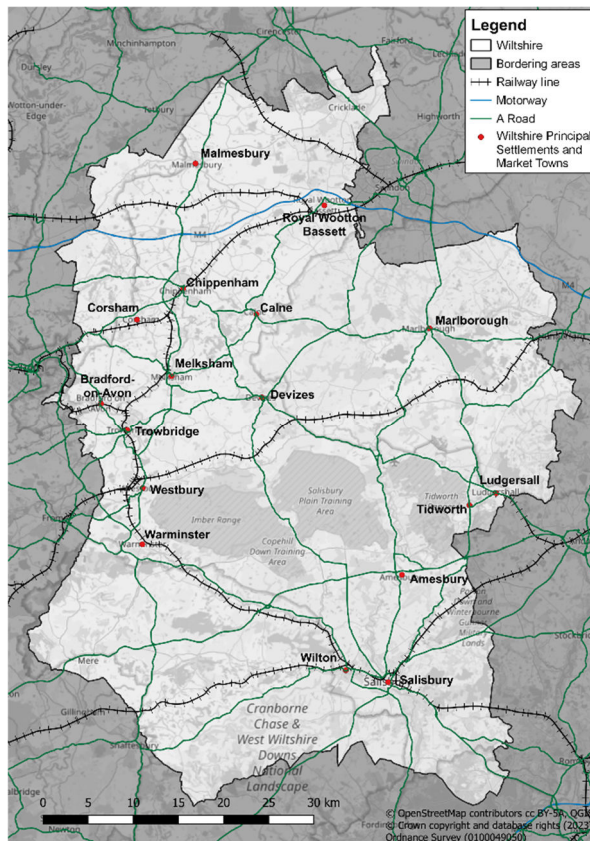
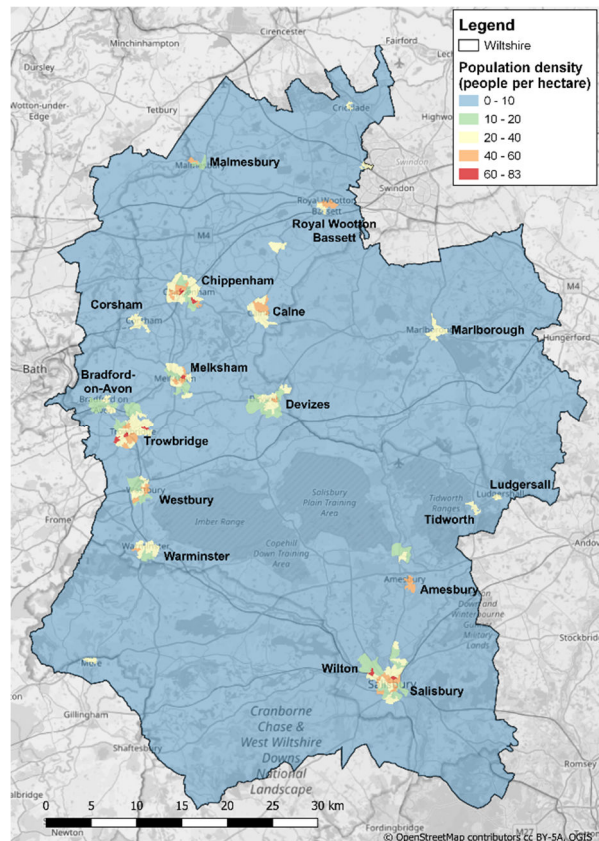


Figure 1-5 - Population density



Geographical context



Wiltshire is one of the largest unitary authorities in England, at approximately 1,257 square miles. The Community Area Boards are shown in Figure 1-3.

Wiltshire is bordered by the local authorities of Gloucestershire, Oxfordshire and Swindon to the North, West Berkshire and Hampshire to the East, Dorset to the South and Somerset, Bath & North East Somerset and South Gloucestershire to the West (Figure 1-4).



In terms of **area**, Wiltshire is predominantly rural, with **93% of the county classified as rural**¹. There are a number of landscape designations in Wiltshire, including part of the New Forest National Park and three National Landscapes which encompass almost half of the county: The Cotswolds, Cranborne Chase and West Wiltshire Downs, and the North Wessex Downs.

¹ 2021 Census. Based on Built up Area (BUA) boundaries for the defined principal settlements and market towns, with the remainder of Wiltshire being referred to as rural.



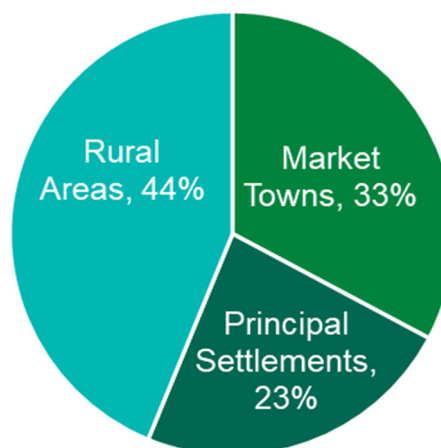
As of 2021, there are approximately 510,400 people living in Wiltshire.

Wiltshire's population is spread across the large county, resulting in an overall low population density (Figure 1-5). While Wiltshire is a largely rural county by area, **over half of its population lives in a Market Town or Principal Settlement (Figure 1-6).**

The highest densities are associated with the settlements of Salisbury, Trowbridge, Chippenham, Devizes, Melksham, Calne and Royal Wootton Bassett, each with population densities of over 30 people per hectare.

Salisbury is the largest settlement and only city in Wiltshire, followed by the towns of Trowbridge and Chippenham. In addition to these principal settlements, there are a number of market towns throughout the county.

Figure 1-6 - % of population living in each place type¹



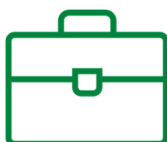
Economic context



Wiltshire's **Gross Value Added (GVA) annual growth rates** (Figure 1-7) have followed similar patterns to England and the rest of the South West, with major decreases in GVA during the COVID-19 pandemic and a sharp increase in 2021. However, due to Wiltshire's higher proportion of public sector employment, the county is more protected from immediate national and regional economic shocks.

However, Wiltshire's **GVA per head** (Figure 1-8) remains below both the averages for the South West region and England.

Median annual gross pay in Wiltshire increased at a similar rate to the South West between 2018 and 2022, overtaking the region in 2022, but remaining below the median for England as a whole. **The median annual gross pay in Wiltshire in 2022 was £26,951, compared with £26,381 in the South West and £28,000 in England.²**



Of people aged 16 to 64 years living in Wiltshire, **80.4% were employed** in the year ending December 2023, down from 81.6% in the previous year. The employment rate in Wiltshire remains higher than the South West as a whole (78.8% in 2023).³

Around **6,000 people aged 16 and over in Wiltshire (2.3%) were unemployed** in the year ending December 2023. This was a slight increase compared with 2.1% in the previous year, but remained lower

² Annual Population Survey Jan to Dec, Office for National Statistics (2023 and 2024).

³ Annual Population Survey Jan to Dec, Office for National Statistics (2023 and 2024).

than the 2023 averages for the South West (2.5%) and England (3.7%).⁴

The **total number of jobs in Wiltshire increased** between 2021 and 2022 by 0.8%, which is below the rate of increase in the South West region (1.6%) and England (1.9%).⁵



The COVID-19 pandemic saw a shift towards home working for those who were able to. Of Wiltshire's working population, 38% had worked at home in April 2020. Between January and March 2022, 13% of workers in the South West worked from home at least one day in the week surveyed.⁶

There are digital barriers in Wiltshire; a higher proportion of premises (2.2%) have a low broadband speed than the national average (1.7%).⁷



There **are pockets of deprivation within Wiltshire**, primarily focused within urban areas. The most deprived area of Wiltshire is Trowbridge John of Gaunt - Studley Green. Other areas of deprivation include Chippenham Queens, Melksham North, Trowbridge Drynham and Salisbury Bemerton.⁸

⁴ Model-based estimates of unemployment based on the Annual Population Survey and Jobseeker's Allowance, Office for National Statistics (2023 and 2024)

<https://www.ons.gov.uk/visualisations/labourmarketlocal/E06000054/>

⁵ Business Register for Employment, including self-employed, HM Forces and Government-supported trainees, Office for National Statistics (2023)

⁶ Homeworking in the UK – regional patterns: 2019 to 2022, Office for National Statistics (2023)

⁷ Needs Analysis for Wiltshire and Swindon (2021)

⁸ English indices of deprivation, Ministry of Housing, Communities and Local Government (2019). The Index of Multiple Deprivation (IMD) was last published in 2019. The IMD ranks all Lower-layer Super Output Areas (small areas with an average of approximately 1500 residents or 650 households) in England and places them in a decile from 1 (most deprived) to 10 (least deprived).

Figure 1-7 - GVA growth rate in Wiltshire, the South West and England⁹

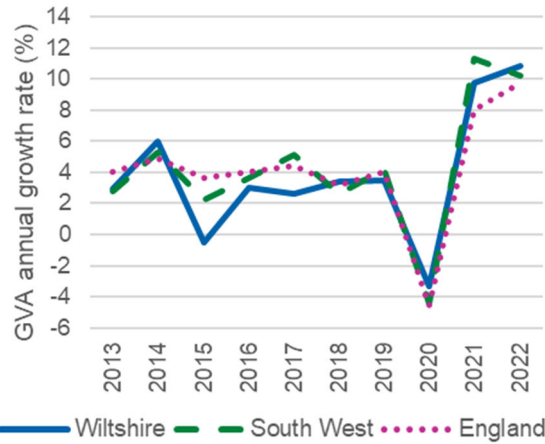
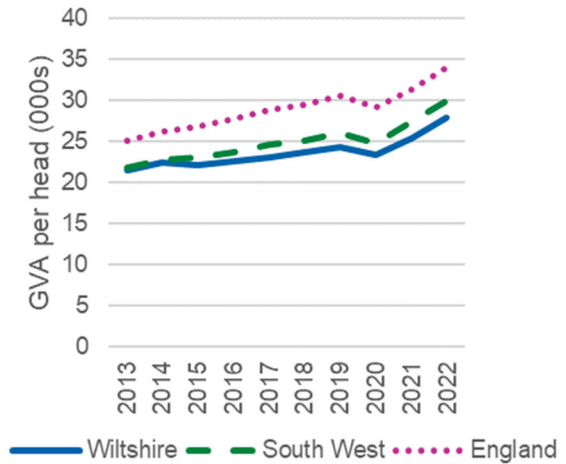


Figure 1-8 - GVA per head in Wiltshire, the South West and England⁹



The expected direction of change the number of jobs is shown below for each sector across Wiltshire and Swindon for the period 2016-2036. In total, the financial and business services, education and health and construction sectors were forecast to provide 29,100 additional jobs by 2036, out of the overall 40,200 (net) new jobs forecast for 2036.¹⁰

↑ Number of jobs increasing	↓ Number of jobs decreasing
Financial and Business Services	Manufacturing
Education and Health	Primary industries (including agriculture)
Construction	Utilities
Wholesale and Retail	
Accommodation and Food Service	
Public Administration and Defence	
Information and Communication	
Transport and Logistics	
Other Services	
Total: +44,400	Total: -4,200

Transport context



Wiltshire Council has approximately 3,000 miles of road network within its area. There are approximately 22 miles of motorways and trunk roads in Wiltshire, which are managed by National Highways. There are approximately **419 miles of A-roads**, of which, 375 miles are classed as rural, and 44 miles are classed as urban.¹¹

⁹ Regional GVA Nomenclature of Units for Territorial Statistics (NUTS), Office for National Statistics (2023)

¹⁰ Swindon and Wiltshire Functional Economic Market Area Assessment (2016)

¹¹ Wiltshire Council



Within Wiltshire, 13% of households have no access to a car or van, compared to 24% in England.¹² This is likely to reflect Wiltshire's largely rural nature and relative affluence.

The M4, which connects Swindon with Bristol and London, has the highest vehicle flow across the road network in Wiltshire and carries approximately **82,000 vehicles per day**. Other key roads such as A350, A303 and A36 carry between **12,000 to 21,000 vehicles per day**.¹³



To understand the future resilience of Wiltshire's road network, we carried out a test using our strategic highway traffic model using forecast 2036 traffic levels. The model provides an indication of future traffic demand but does not account for large scale changes in travel demands, travel patterns or any type of transport intervention, including from this LTP.

According to this test, journey times on the strategic routes would increase by 6% on average in both the morning and evening peaks. Compared to 2019, journey times were also expected to worsen on the A342 (Chippenham to Devizes), A4 (Corsham to Calne) and A361 (Trowbridge to Frome).



In late 2023, there were **20,200 battery electric cars** licensed in Wiltshire. Wiltshire has a higher number of battery electric cars as a proportion of all cars (6%) compared with the South West region (4%) and England (3%).¹⁴

In terms of access to electric vehicle charging, there are currently 6 rapid devices and 29 fast devices provided by Wiltshire Council across the county. The increasing focus on a shift towards electric vehicles means that we are always searching for new locations for charging points.



Wiltshire has **14 railway stations**, served by two main train operators: Great Western Railway and South Western Railway. There were 5.5 million entries and exits by passengers recorded across these 14 rail stations in 2022/23.¹⁵ Figure 1-10 below shows accessibility of the key urban centres by rail. Only those areas coloured green, yellow and orange can access the identified key urban centres within an hour by rail. This also shows that a large proportion of Wiltshire's residents live beyond an hour's rail journey to key urban centres.



The bus network within Wiltshire is provided by several different operators, with different primary operators in different areas (Figure 1-11 and Figure 1-12). Wiltshire Council provides **financial support to around 70% of bus services** operating in its area, the main

¹² Census 2021

¹³ Department for Transport, Road traffic statistics, 2023 (<https://roadtraffic.dft.gov.uk/local-authorities/68>). The average annual daily flow counts the number of vehicles that travel past (in both directions) the count location on an average day of the year, over a 24-hour period.

¹⁴ Licenced vehicles / ultra low emission vehicles at the end of the quarter (VEH105/VEH132), Department for Transport (2024)

¹⁵ Office of Rail and Road, Estimates of Station Usage (November 2022)

exceptions being urban services in Salisbury and a number of strategic interurban services.¹⁶



Due to the rural nature of the county, Wiltshire benefits from an **extensive network of public rights of way** across the county, spanning nearly 6,000 km (approx. 3750 miles) (Figure 1-13).

¹⁶ Bus Service Improvement Plan, Wiltshire Council (2024)

Figure 1-9 – Wiltshire’s strategic transport network and connections (SWLEP, 2022)

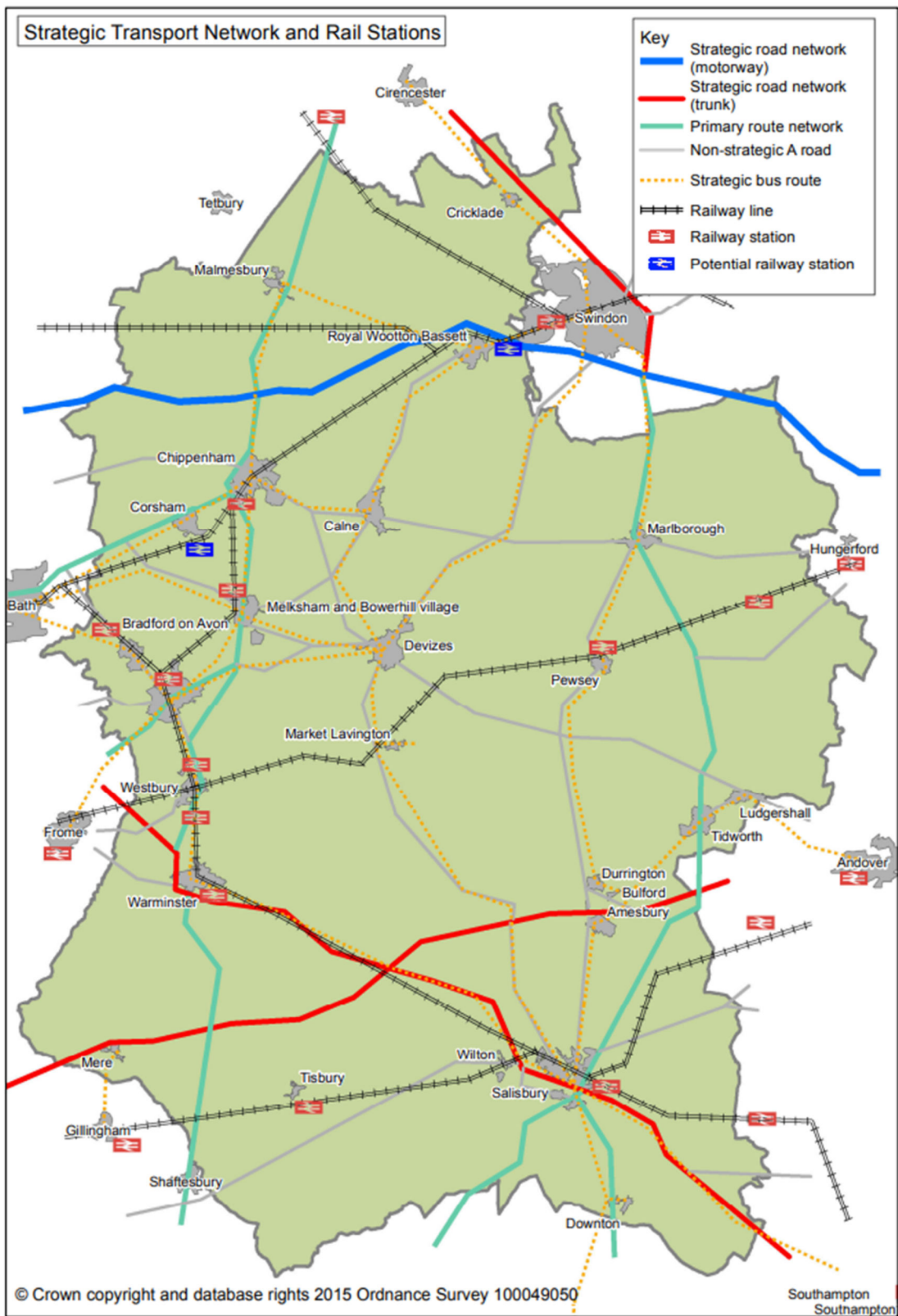


Figure 1-10 – Rail Journey Time within an hour of Key Urban Centres

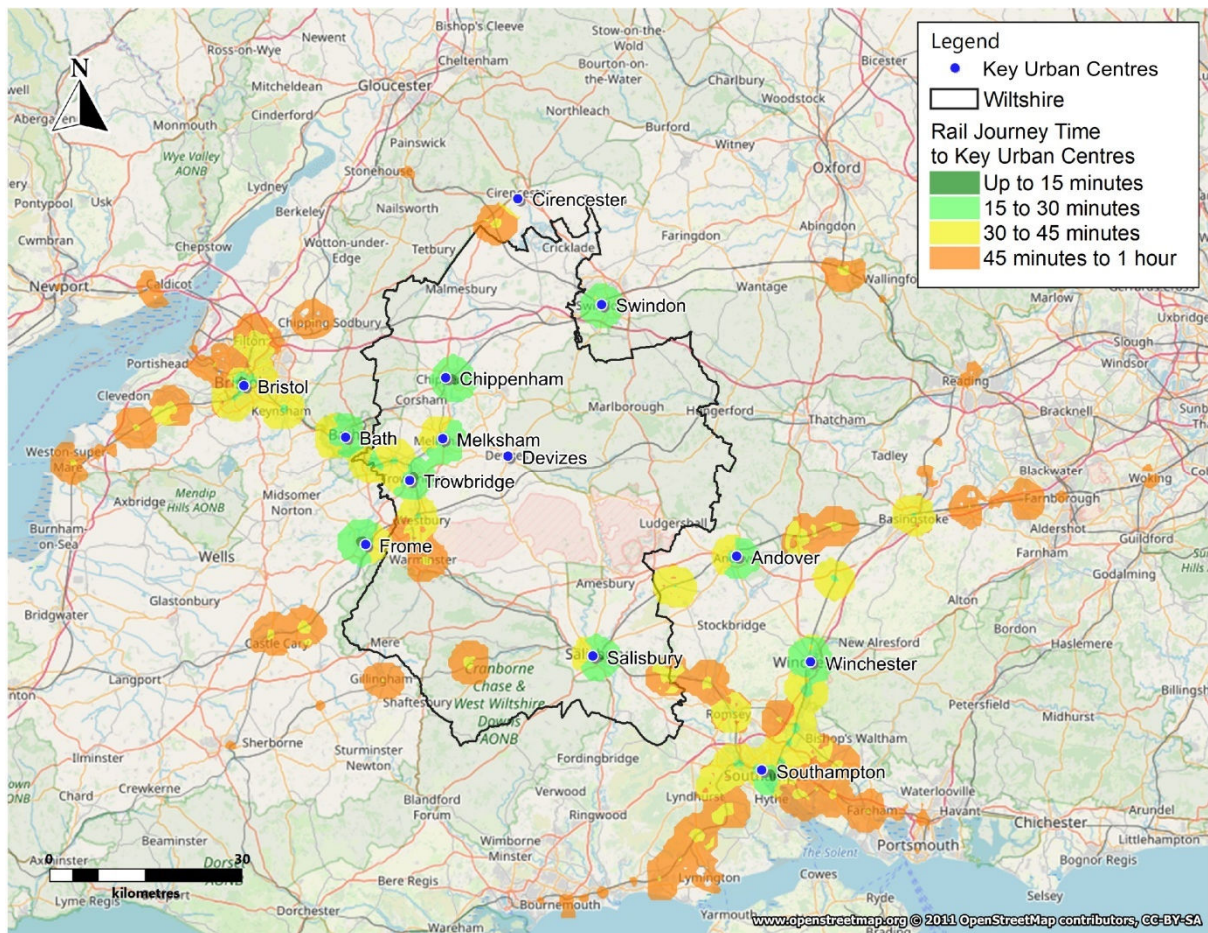


Figure 1-11 – Bus routes across Wiltshire by operator

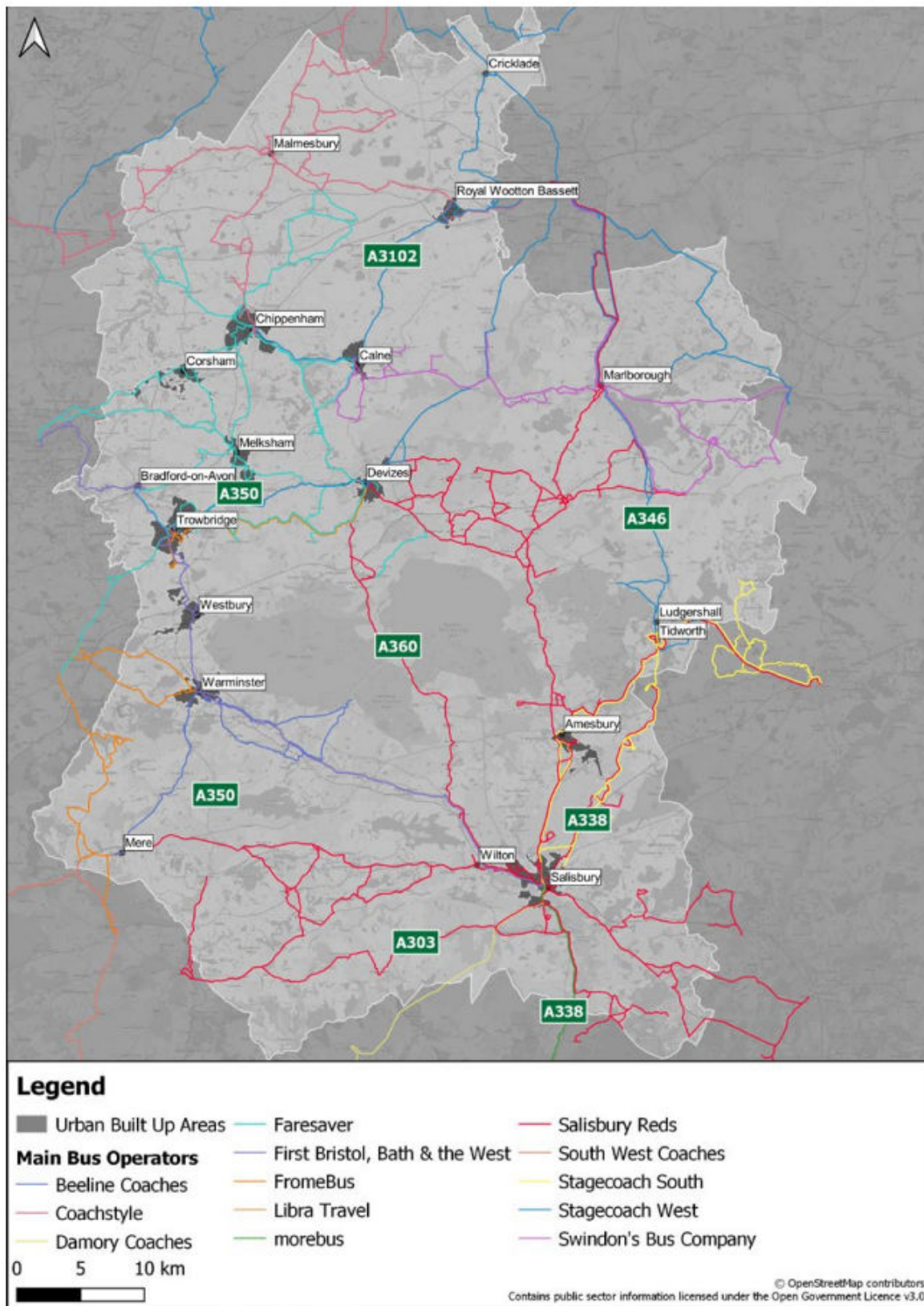


Figure 1-12 – Bus routes across Wiltshire by origin/destination



Figure 1-13 – Public rights of way across Wiltshire

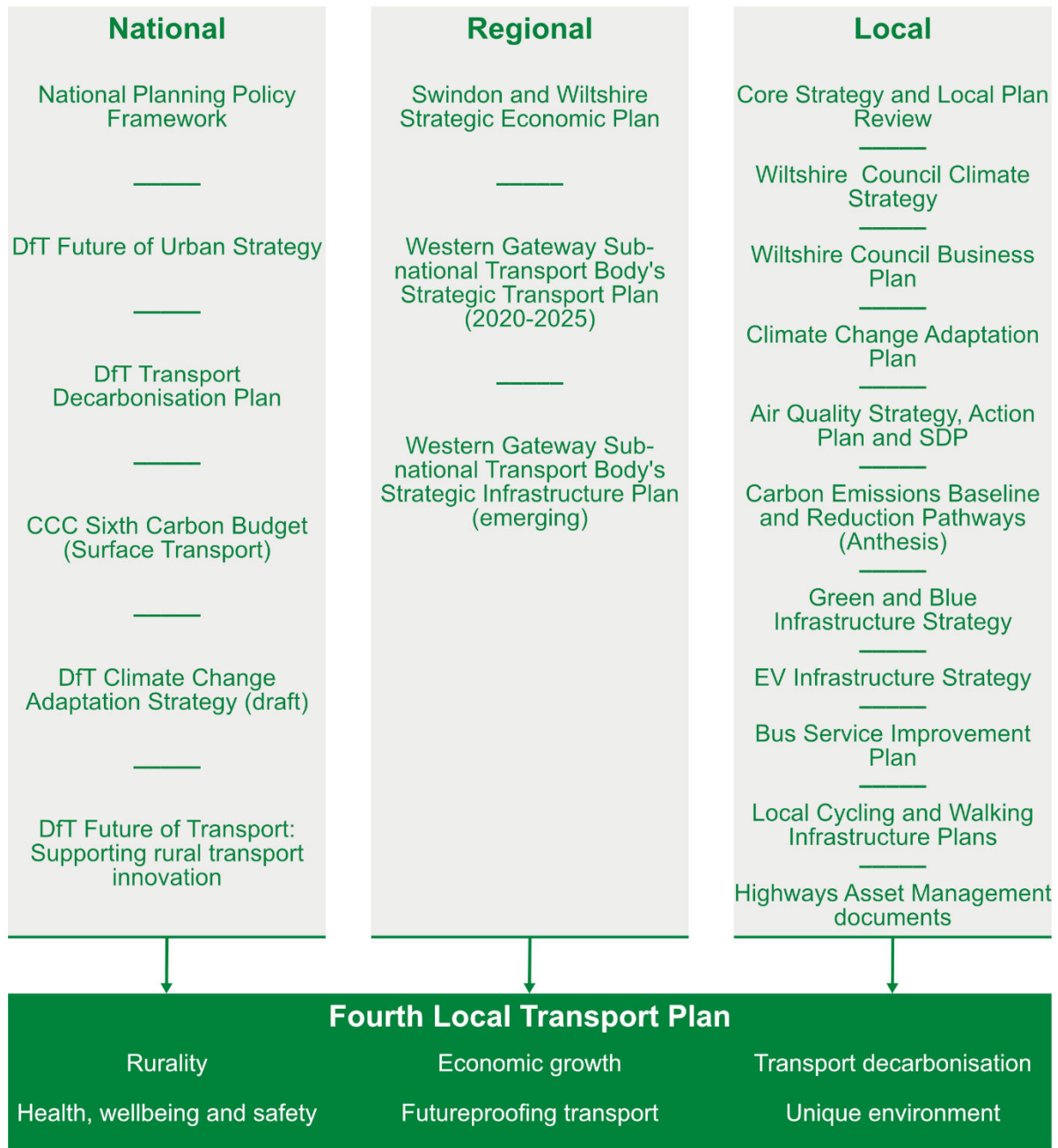


1.2.1. Policy and strategic context

A comprehensive review of relevant national, regional and local policies and strategies, including those summarised in Figure 1-14, highlights several key themes for the LTP4:

- Creating an LTP that outlines how transport integrates with and can contribute to achieving other policy objectives, such as the Local Plan, Business Plan, and Climate Strategy.
- Acknowledging Wiltshire's distinct characteristics and unique environment, which makes it important to tailor transport measures to suit the largely rural county and support the health, wellbeing and safety of its residents.
- Supporting sustainable economic growth in Wiltshire.
- Ensuring Wiltshire futureproofs its transport systems to deliver a resilient network that is prepared for technological, environmental and societal changes and will meet the needs of future generations.
- Establishing a decarbonisation trajectory toward contributing towards net-zero carbon emissions across Wiltshire.
- Using a combination of **Avoid, Shift and Improve** principles to support our objectives. Further details of this approach can be found in Section 2.3.

Figure 1-14 – Policy and strategic context



1.2.2. Draft LTP and Quantifiable Carbon Reduction (QCR) Guidance

Following publication of the Transport Decarbonisation Plan (TDP)¹⁷ in 2021, the Department for Transport (DfT) developed and consulted with local authorities on draft guidance for LTPs. No final guidance has been published, and the future development is uncertain. However, we have ensured that the Wiltshire LTP4 aligns well with the draft guidance that was shared

The guidance includes separate QCR guidance which reflects the TDP commitment to:

‘...drive decarbonisation and transport improvements at a local level by making quantifiable carbon reductions a fundamental part of local transport planning and funding.’

As LTPs are statutory documents that set out improvements to transport networks, the DfT identifies that they need to present how local authorities will deliver ambitious carbon reductions. The draft QCR guidance was developed to help to local authorities to produce LTPs that contain measures and solutions which will result in quantifiable carbon reductions. Further detail on the guidance is included in the **LTP4 Carbon Paper**.

1.2.3. Climate change context

In response to the growing awareness of the Climate Emergency, in June 2019 the UK Government passed legislation committing to achieving net zero GHG emissions by 2050. Legal commitments have also been made to budgets which set an upper limit to cumulative national GHG emissions over five-year periods up to 2037.

It is widely agreed that climate change caused by greenhouse gas (GHG) emissions poses an unprecedented threat. Action is required across all aspects of society to limit GHG emissions to avoid the worst of projected global warming and climate change and to limit the associated environmental, social and economic impacts. The scale of the challenge was communicated by the Intergovernmental Panel on Climate Change’s (IPCC) Sixth Assessment Report, which states that 1.5°C of warming is now unavoidable, but that strong action can still limit climate change, and with radical action, temperatures could stabilise in 20 to 30 years.¹⁸

In July 2021 the Transport Decarbonisation Plan (DfT, 2021) set out what the Government, businesses and society will need to do to deliver the significant emissions reduction needed across all modes of transport to achieve the pathway to meeting GHG budgets and net zero GHG emissions across the transport sector by 2050. As carbon dioxide accounts for 99 percent of GHG emissions from transport, GHG reductions are often described as decarbonisation.

Following the action by the UK Government to accelerate the path to net zero GHG emissions, many councils recognised the need to acknowledge the climate emergency and commit to achieving net zero GHG emissions by 2050. Wiltshire Council acknowledged a climate emergency in February 2019.

¹⁷ [Decarbonising Transport – A Better, Greener Britain \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/97222/transport-decarbonisation-plan.pdf)

¹⁸ As cited in Wiltshire Carbon Emissions Baselines and Reduction Pathways (Anthesis, 2022)

Summary of commitments to reduce greenhouse gas emissions



The Paris Agreement set the international target to limit global temperature rise to well below 2°C with the aim of limiting the rise to 1.5°C above pre-industrial levels. The IPCC's follow up report stated that this requires a global reduction in GHG emissions of 45% by 2030. Governments have strengthened their commitments at subsequent Conference of Party (COP) meetings for the agreement.



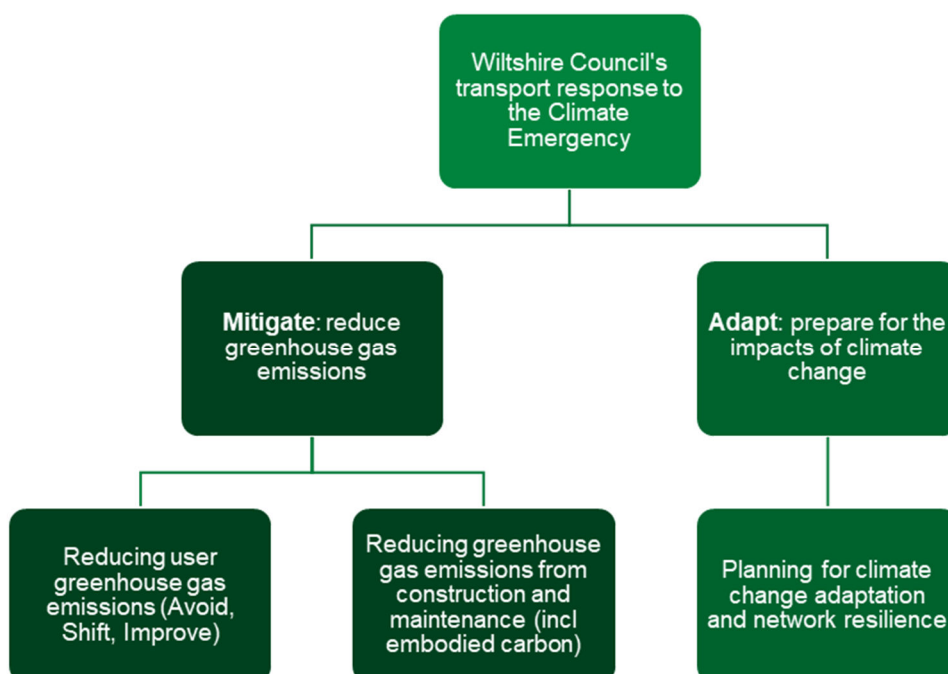
The Climate Change Act 2008 introduced a legally binding target for the UK to reduce GHG emissions by 80% by 2050. In June 2019, the target was updated to reach net zero carbon by 2050. In addition the UK Government have committed to six five year carbon budgets. The most recent, sixth, carbon budget (to 2037), was agreed in June 2021 and involves reducing all sector emissions by 78% by 2035 compared to 1990 levels.



Wiltshire Council has committed to making the council a carbon neutral organisation by 2030 and has identified the ambition to seek to make Wiltshire a carbon neutral county by 2030. Several other council plans and policies hold relevance to these commitments.

As shown in Figure 1-15, there are two parallel elements to Wiltshire Council's transport response to the Climate Emergency: reducing GHG emissions (**mitigate**) and planning for the impacts of climate change (**adapt**).

Figure 1-15 – Wiltshire Council's transport response to the Climate Emergency



Mitigate: reducing greenhouse gas emissions in Wiltshire

Wiltshire Council has identified the ambition to seek to make the county carbon neutral by 2030. Transport decarbonisation has an important role to play in supporting this ambition as the transport sector generated 38% of GHG emissions in Wiltshire in 2022, a higher proportion than any other sector (based on data from the Department for Energy Security and Net Zero, DESNZ ¹⁹).

The **LTP4 Carbon Paper** includes an overview of the main sources of transport emissions within Wiltshire in terms of:

- Vehicle type – indicating that cars account for over 60% of emissions and HGVs and vans for approximately 35% combined.
- Road type – showing that motorways account for nearly 20% of emissions and A roads for approximately 45%.
- Journey purpose – highlighting the significance of leisure and commuting trips in emissions totals.
- Population category – highlighting the variation in emissions from car travel between different population categories with higher emissions typically generated by rural households and higher income households.

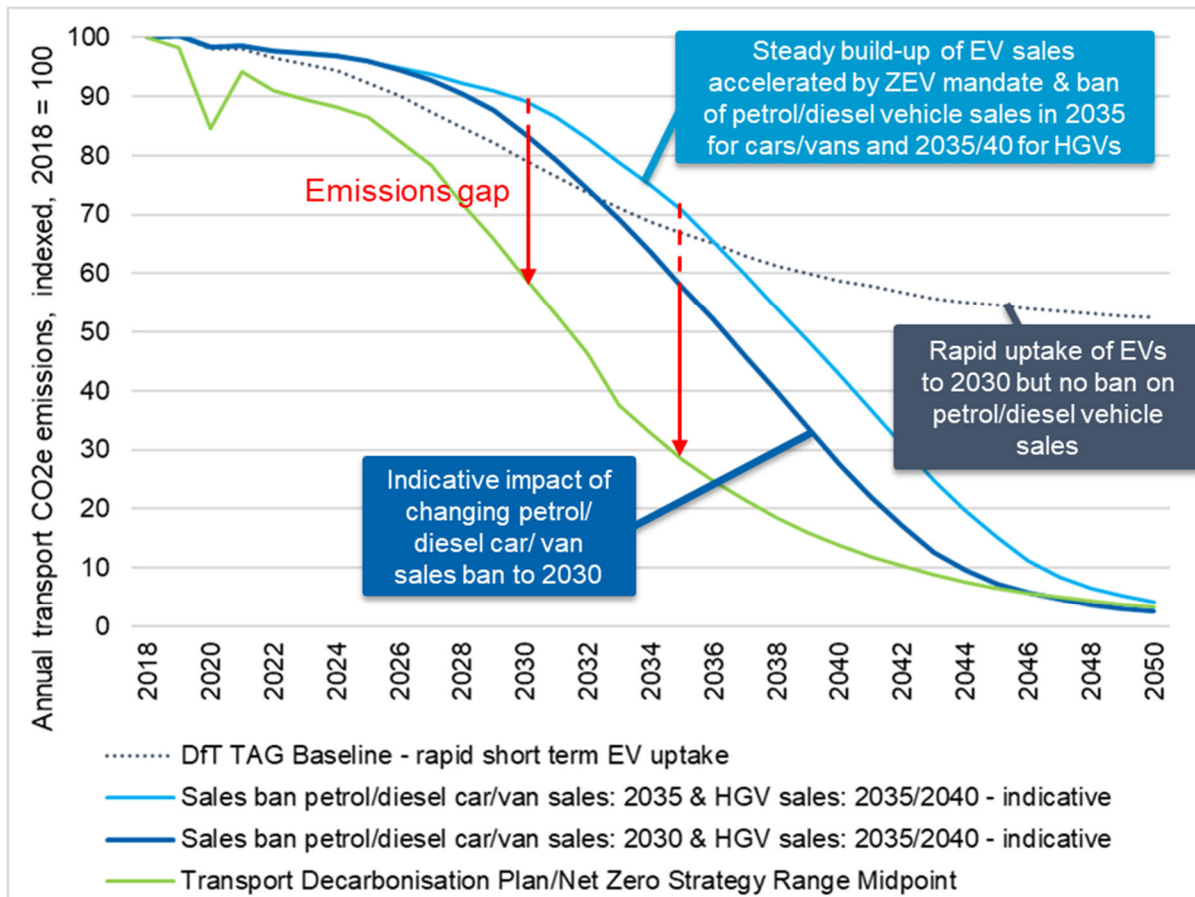
In addition to understanding the source of current emissions, it is important to understand future transport emissions and the ‘emissions gap’ that needs to be closed between projected emissions and the decarbonisation pathway that would meet carbon reduction commitments.

Figure 1-16 illustrates the scale of the estimated emissions gap in Wiltshire, based on a number of assumptions on key variables influencing the gap over which there is uncertainty (including traffic growth and change in vehicle fleet). Further details relating to assumptions and uncertainties can be found in the **LTP4 Carbon Paper**.

The red arrows on the graph indicate the emissions gaps between the blue baseline emissions projections for Wiltshire (with three projections reflecting assumed business as usual traffic growth and different views on the speed of uptake of electric vehicles and other zero emissions vehicles) and the green decarbonisation pathway (drawn from the DfT’s Transport Decarbonisation Plan) in 2030 and 2035. The comparison indicates that closing the gap in 2030 would require approximately a further 30% reduction in transport emissions from the projected baselines. This equates to approximately a 35% reduction from current emissions levels. In 2035, closing the gap would require approximately a 55% reduction in emissions relative to projected baselines (equivalent to approximately a 70% reduction from current emissions levels).

¹⁹ DESNZ, 2024, UK local authority and regional greenhouse gas emissions statistics. The dataset covers carbon dioxide emissions only, no other greenhouse gases.

Figure 1-16 - Wiltshire's estimated transport emissions gap



Closing the emissions gap is important: it is the total cumulative emissions that drive climate change. Greenhouse gases remain in the atmosphere causing warming for decades once released. Each year in which emissions remain above pathway levels adds further to cumulative emissions and make it harder for emissions to be brought back to the levels required to meet climate change commitments.

The emissions gaps identified are substantial and are consistent with the scale seen for other authorities and on a national level. They clearly highlight the scale and pace of transport emissions reduction that would be required to meet the decarbonisation pathway.

LTP4 will support transport decarbonisation in Wiltshire by:

- Supporting and promoting measures to reduce transport user emissions; and
- Establishing the importance of considering whole lifecycle carbon implications in transport decision making.

Recognising the importance of the decarbonisation challenge for transport, these considerations have informed the development of LTP4. Measures have been developed to align with the need for decarbonisation, whilst recognising the additional challenges of reducing car use in a largely rural county with a dispersed population.

Section 4.3 provides an assessment of the potential carbon reduction impacts supported by the proposed LTP4 measures and the impact they could have on helping to close the emissions gap, if they are implemented in combination with action by individuals, organisations and other sectors.

Adapt: climate change adaptation in Wiltshire

Alongside reducing greenhouse gas emissions, the underpinning theme of sustainability throughout the LTP4 also captures the need to consider the other dimension of the climate change challenge. This involves adapting and building resilience into the transport system to ensure we are prepared to cope with the impacts of climate change that are already inevitable.

Our transport networks are already under pressure: increased temperatures, more severe and more common storms, and increased flooding have all caused disruption over recent years. Without adaptation, these extreme weather events could pose serious risks to those working on and using our transport network; we have a responsibility to increase our resilience.

According to the DfT's 2024 Draft Transport Adaptation Strategy²⁰, the benefits of climate adaptation are as follows:

- Lower costs (such as for maintenance and repairs) and reduced safety risk to passengers and staff.
- Reduced disruption, enabling more constant and reliable access to services, jobs and schools, and movement of goods.
- Nature-based adaptation solutions can enhance biodiversity, improve air quality, and help to progress towards net zero carbon.

The need to increase the resilience of Wiltshire's transport networks is a consideration in developing LTP4. In parallel, we are currently progressing a number of workstreams to further develop our approach. We are currently developing:

- A Highways & Transport Climate Risks Register. This is helping us to carefully and systematically consider the potential impacts of extreme weather on our people and on our transport assets, and how we might be able to mitigate these.
- Climate change adaptation pathways for Wiltshire. We will use these pathways as a decision-making tool, helping us to determine when, how and where to implement adaptation interventions, in line with recognised best practice.

Further detail on our holistic approach to sustainability is included in Section 4.

²⁰ [Fit for a changing climate? Adapting the UK's transport system \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/131222/fit-for-a-changing-climate-adapting-the-uk-s-transport-system.pdf)

1.2.4. Progress and changes since LTP3

Our LTP3 covered the period 2011 to 2026 and will be superseded by the LTP4 upon adoption.

The LTP3 had the following overarching goals:

- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks.
- To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change.
- Promoting travel modes that are beneficial to health.
- To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society.
- To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

The progress we have made towards achieving our LTP3 goals is demonstrated through a number of our projects and schemes we have delivered over the LTP period. These include improvements to walking routes and public spaces in Salisbury and Trowbridge through the Future High Streets Fund, along with railway station forecourt enhancements in Salisbury. Active travel improvements have also been delivered in Hilperton, while Farmers Roundabout in Melksham has benefited from a new traffic signalling system, more lanes, signage and markings as well as extensive carriageway repairs to enable reduction in queues and improve journey time.

Buses play a central role to journeys in Wiltshire. However, in rural areas, conventional bus services can experience diminished passenger numbers, restricted routes, and infrequent schedules, presenting obstacles for residents in accessing essential services and opportunities. Therefore, Wiltshire Council has developed Wiltshire Connect, an on-demand bus service that operates in the Pewsey Vale and Marlborough area of the county: a large, rural area with a high reliance on private cars. Wiltshire Connect passengers are able to book journeys via an app or over the phone, at a time to suit them, and travel between any designated pick up and drop off point within each travel zone. The adaptability of the routes, shaped by passenger requests, enhances efficiency while minimising unnecessary detours, thereby improving overall accessibility. The services are being funded by a £1.2m grant from the Government's Rural Mobility Fund following a successful bid by the council.

Following a successful bid by Salisbury Reds and Wiltshire Council, a financial award from the latest phase of the Department for Transport's ZEBRA (Zero Emission Bus Regional Area) scheme will deliver 23 zero emission buses in 2026. Each bus will be equipped with tap on, tap off, technology for contactless payments, USB charging points for all seats, and next stop audio and visual announcements. The vehicles will also have a fully accessible wheelchair ramp, audio loops, dementia-friendly internal colour schemes and CCTV for added security. This joint investment between DfT, Salisbury Reds and Wiltshire Council will ensure greener, better, journeys and reduce Salisbury's overall greenhouse gas emissions.

Work is also currently underway to undertake road safety improvements on the A3102, between Swindon and Melksham, via Royal Wootton Bassett and Calne, and we have delivered a number of freight related initiatives. For example, the Freight Assessment and Priority Mechanism (FAPM) was successful in providing an equitable system for scheme prioritisation, which assisted us with requests for freight management.

Other transport projects we have delivered include TransWilts at Melksham Rail Station, which provides enhanced services from Westbury to Swindon, via stations at Trowbridge, Melksham and Chippenham. TransWilts, alongside partners including Wiltshire Council, have also delivered extensive improvements at both Melksham and Westbury stations.

Local Cycling and Walking Implementation Plan (LCWIPs) have been developed for Chippenham, Devizes, Salisbury and Trowbridge. We will continue to develop and publish further LCWIPs so that these documents can be utilised to attract valuable funding which can be used to deliver walking and cycling improvements across the county over the coming years.

We have created our sustainable travel website Connecting Wiltshire which offers comprehensive information about travel in Wiltshire. It incorporates a journey planner as well as cycle and walking maps for the different towns and areas in Wiltshire. It also provides information about bus and rail travel including live travel updates. As well as providing the home for Wiltshire Connect (on demand bus service) pages and information.

In summary, we have made good progress towards our LTP3 goals and strategic transport objectives, particularly around active travel and public transport and will continue to build on this throughout LTP4.

1.2.5. LTP4 development process

The LTP4 has been through a number of stages prior to public consultation in order to develop the strategy for transport in Wiltshire. Given the significant environmental and societal changes that have occurred since the LTP3 was adopted in 2011, the LTP4 is required to supersede the LTP3 and provide an updated future vision for Wiltshire.

Figure 1-17 provides an overview of the five stages of the LTP4 development process.

Following LTP4 adoption, we will publish subsequent documents which will provide greater detail, further developing how we will put the LTP4 policies into action.

Figure 1-17 – LTP4 development process

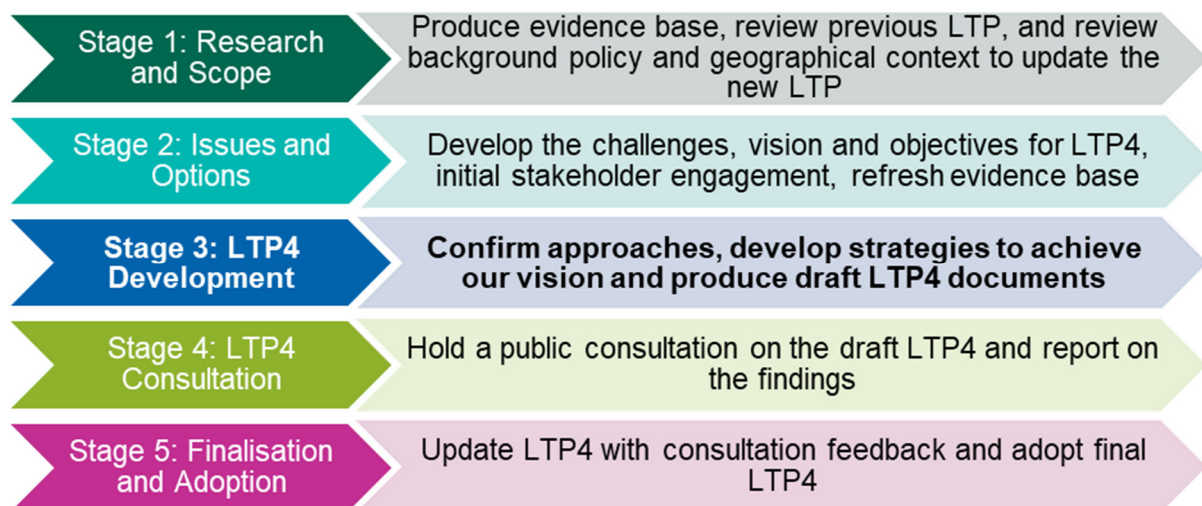


Figure 1-18 provides further detail on our progress with the LTP4 development process.

Figure 1-18 – Our progress on LTP4 development

Stage 1: Research and Scope

- Work on LTP4 begun in 2020. We compiled an evidence base (pre-pandemic) by reviewing local policies, strategies, and datasets to understand the issues faced in Wiltshire.
- In 2022, an addendum to the 2020 evidence base was produced from additional datasets including the 2021 Census.
- Due to delays in the new DfT LTP and QCR guidance, the programme was paused between Stages 1 and 2.

Stage 2: Issues and Options







- Stage 2 re-commenced in 2023, with the development of the vision and objectives, as well as an initial round of engagement with key local and strategic stakeholders.
- Based on the feedback received, we made updates to the challenges and objectives, making sure to reflect the needs of the county.

Stage 3: LTP4 Development

- This draft Core LTP4 Strategy and accompanying draft documents have been produced during Stage 3.
- These draft documents will be taken to public consultation as part of Stage 4 (late 2024), where we will receive feedback before updating and adopting the final LTP4 in Stage 5 (early 2025).

1.3. Transport challenges in Wiltshire

We have identified six key challenges that Wiltshire is facing in relationship to transport across the county, and to which the LTP4 must respond to achieve our ambitions.

LTP4 challenges	
 <p>Rurality</p>	<p>The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, which presents challenges around connectivity by other modes, which can lead to social isolation.</p>
 <p>Health, wellbeing and safety</p>	<p>There are pockets of inequality and deprivation across the county related to health, wellbeing, road safety and access to facilities.</p>
 <p>Economic growth</p>	<p>Economic growth in Wiltshire is slowing and an ageing population poses an increasing challenge.</p>
 <p>Futureproofing transport</p>	<p>The transport network in Wiltshire is not currently prepared for future maintenance, technological, environmental and societal changes.</p>
 <p>Transport decarbonisation</p>	<p>Wiltshire Council acknowledged a climate emergency in 2019, and decarbonising transport is critical to achieving the Council's carbon neutral ambitions.</p>
 <p>Unique environment</p>	<p>We have a responsibility to protect and enhance Wiltshire's unique natural, built and historic environments.</p>

As part of our background work on the LTP4, we have produced an evidence base compiling relevant data, particularly relating to transport and the environment. We have summarised the key themes from the data that fed into the identification of the LTP4 challenges.

In addition to the background research, these challenges were informed by stakeholder feedback sessions held in Summer 2023.

Our key findings are summarised in the following sections.

Car dependency and traffic flows²¹



13% of Wiltshire households have no car or van (compared to national average of 24%).



52% of residents drive to work. Traffic flows are increasing on major roads in Wiltshire (7% between 2015-19).



From 2015 traffic in the UK is forecast to grow between 17-51% by 2050. The proportion of traffic in congested conditions in 2050 is forecast to range from 8-16% depending on the scenario, compared to 7% in 2015.

Key routes in Wiltshire are expected to see an increase in journey times by 1-18% in the morning peak between 2018 and 2036. The main increases in journey times are forecast on the A432, A4 and A361.

Given the essential nature of the car for most of Wiltshire's residents, the shift to EV or other decarbonised forms of private car transport is an important driver of decarbonising our transport network.

Economy²²



Unemployment in Wiltshire between January and December 2023 was 2.3% (compared to 3.7% nationally).



In comparison to comparator Local Enterprise Partnership (LEP), areas (note that LEPs have now been replaced with Economic Advisory Boards), Swindon and Wiltshire has experienced a lower rate of GVA growth, indicating barriers to growth.

Economic output produced by high value sectors such as information and communication, and financial and insurance, is under-represented in the South West LEP area (now the Swindon and Wiltshire Economic Advisory Board).



Wiltshire has a significant productivity gap. The national average for output per job filled is £57.5k, with low productivity in Wiltshire (£45,200) resulting in a productivity gap of - £12.3k lower than the UK average. Chippenham, Salisbury and Trowbridge are all key settlements within the SWLEP area, however these all account for low productivity (<£50k).

The overall business count has been broadly static, experiencing a 1% increase since 2016 (just 160 additional enterprises), compared to 9% nationally.

Ageing population²³



Wiltshire has a higher percentage of people aged over 65 than the national average (22% in 2021, compared to 18% in England as a whole). This is expected to increase further to 29% by 2040 (compared to 24% in England).

²¹ Data sourced from LTP4 Evidence Base, 2021 Census, [Wiltshire's Bus Service Improvement Plan](#) and [DfT](#)

²² Data sourced from Office for National Statistics and [Swindon and Wiltshire Local Economic Assessment](#)

²³ [2021 Census](#)



Wiltshire has a lower proportion of working-aged people than the national average (61% of the population was aged 15-64 in 2021, compared to 64% in England). The proportion of working-aged people is expected to decrease further to 56% by 2040 (compared to 60% in England).

Funding²⁴



Wiltshire Council has significant funding challenges (for example, no funding was received for the Bus Service Improvement Plan submitted to the DfT in 2021), and therefore serious consideration will need to be given by the council and relevant partners and stakeholders as to how to fund the extensive transport improvements and strategies proposed in this document. If no DfT funding is forthcoming, it is likely to be extremely difficult to deliver on our policy aims and objectives.

Futureproofing transport¹⁸



There is a significant requirement to reduce number of trips made and distances travelled, and where this is not possible, there is a need to shift journeys to more sustainable modes and fuel types.



Currently there is a lack of sufficient infrastructure to support increased levels of journeys by sustainable modes. The transport network is not prepared for the rollout of zero emission vehicles (ZEV) and fully autonomous vehicles.

Environment, air quality and noise²⁵



Wiltshire is a largely rural area encompassing many natural and historic features which make it distinctive, including parts of three National Landscapes, part of the New Forest National Park, over 16,000 listed buildings, over 240 conservation areas and a World Heritage Site.

Wiltshire includes an element of the Western Wiltshire Green Belt, which protects the openness of the countryside between Bath, Bradford-on-Avon and Trowbridge.



Wiltshire has eight air quality management areas (AQMAs) for exceedances of the annual average of nitrogen dioxide, including a significant proportion of Salisbury. Wiltshire has 141 noise important areas, related to rail and road.

²⁴ Wiltshire Council

²⁵ Data sourced from [Wiltshire Core Strategy](#) and [Defra](#)

Climate change²⁶



The issues noted above in relation to car dependency and traffic flows are also relevant to the climate change challenge. In addition to these, a climate emergency was acknowledged by Wiltshire Council in 2019. The council made a commitment to seek to make the county carbon neutral by 2030.



In 2022, 38% of Wiltshire's greenhouse gas emissions came from transport (the largest sector in Department for Energy Security and Net Zero statistics) – over 95% of transport emissions came from on-road transport.

Digital connectivity²⁷



7% of connected broadband lines across Wiltshire do not benefit from the digital Universal Service Obligation of a download speed of 10 Mbps. This is lower than the UK average of 8%.



74% of households can access indoor 4G, compared with 78% nationally.

2. Vision, objectives and policies

The vision and objectives set the direction for the LTP4 and seek to articulate the aspiration for transport in Wiltshire.

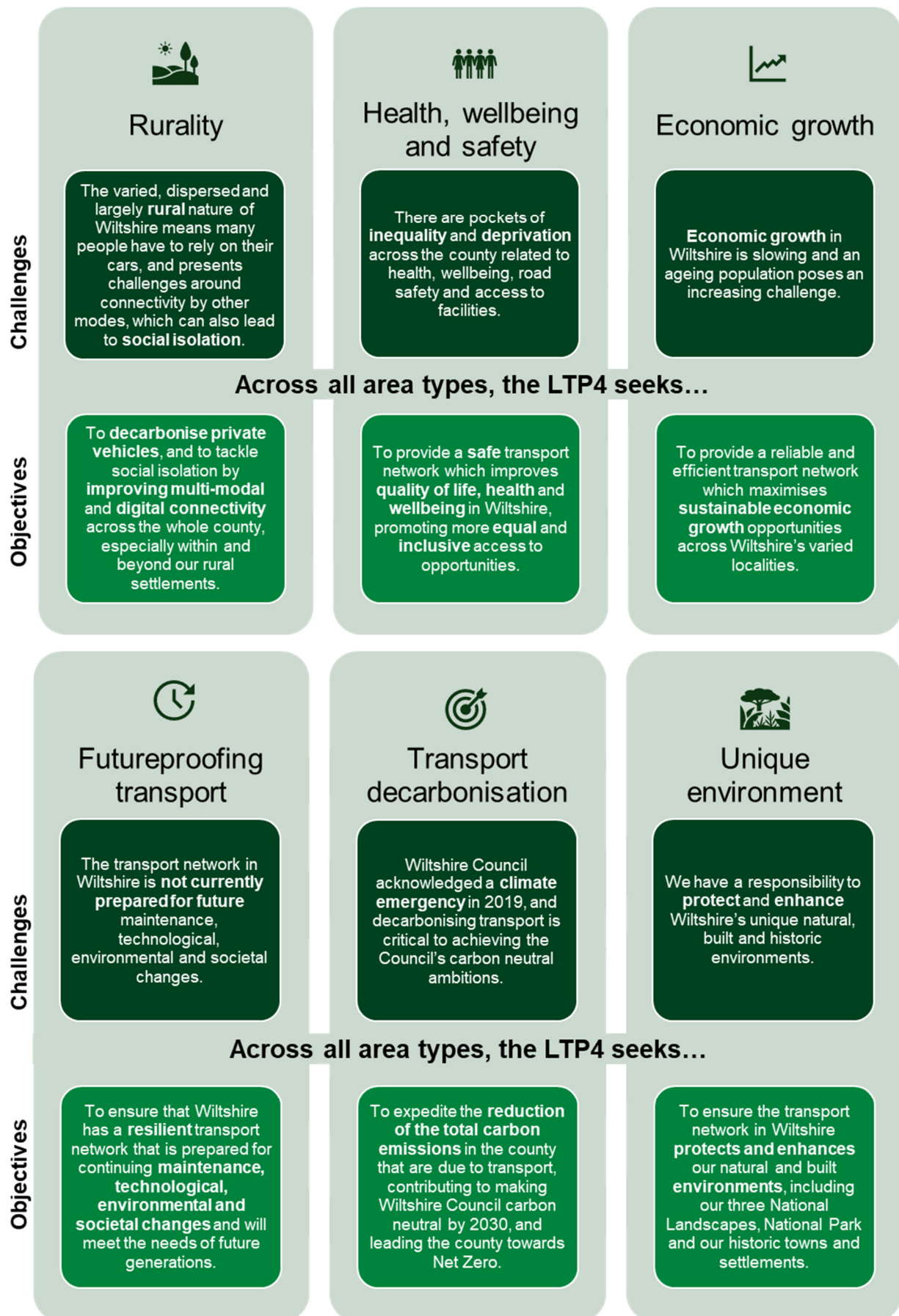
2.1. From challenges to objectives

We have defined six objectives to help guide the LTP4 in addressing the challenges identified: each objective focuses on one key LTP4 challenge, as outlined in Section 2.1, and defines the priorities for transport in the county. Figure 2-1 provides a summary of these challenges and corresponding objectives.

²⁶ Data sourced from LTP4 Evidence Base, 2021 Census, [Wiltshire Carbon Strategy](#) and [Anthesis report](#)

²⁷ Data sourced from [Ofcom \(Connected Nations 2021\)](#) and [Swindon and Wiltshire Local Economic Assessment](#)

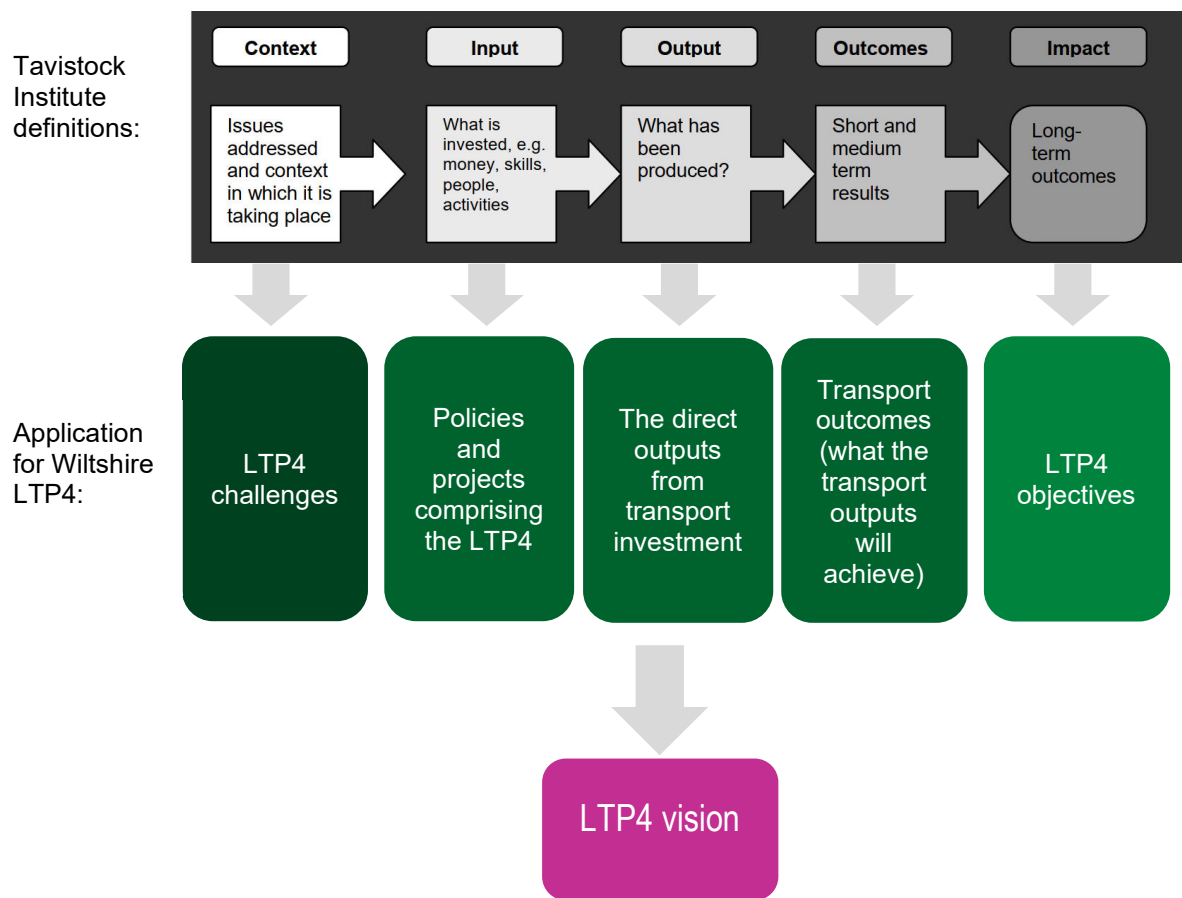
Figure 2-1 – Summary of challenges and objectives



To develop these objectives, we used the Tavistock Institute logic mapping process, as shown in Figure 2-2.²⁸ Logic mapping is a way of laying out in a clear, visual form, the key steps and links in a project or programme and identifying how different activities are believed to be linked to different sets of outcomes and impacts. In the case of the LTP4, the challenges identified in previous sections are classed as the ‘drivers of change’ that each have a number of agreed outcomes. These outcomes create an impact – which we have identified as the six LTP4 objectives. The policies included in the plan will support the delivery of the objectives and outcomes.

Figure 2-3 to Figure 2-8 show the logic maps for each of the six key challenges.

Figure 2-2 – Tavistock Institute logic mapping definitions and application for LTP4



²⁸ The Tavistock Institute is a not-for-profit organisation that applies social science to contemporary issues and problems. <https://www.tavinstitute.org/projects/report-guide-to-logic-mapping/>

Figure 2-3 – Objective 1 logic map: rurality

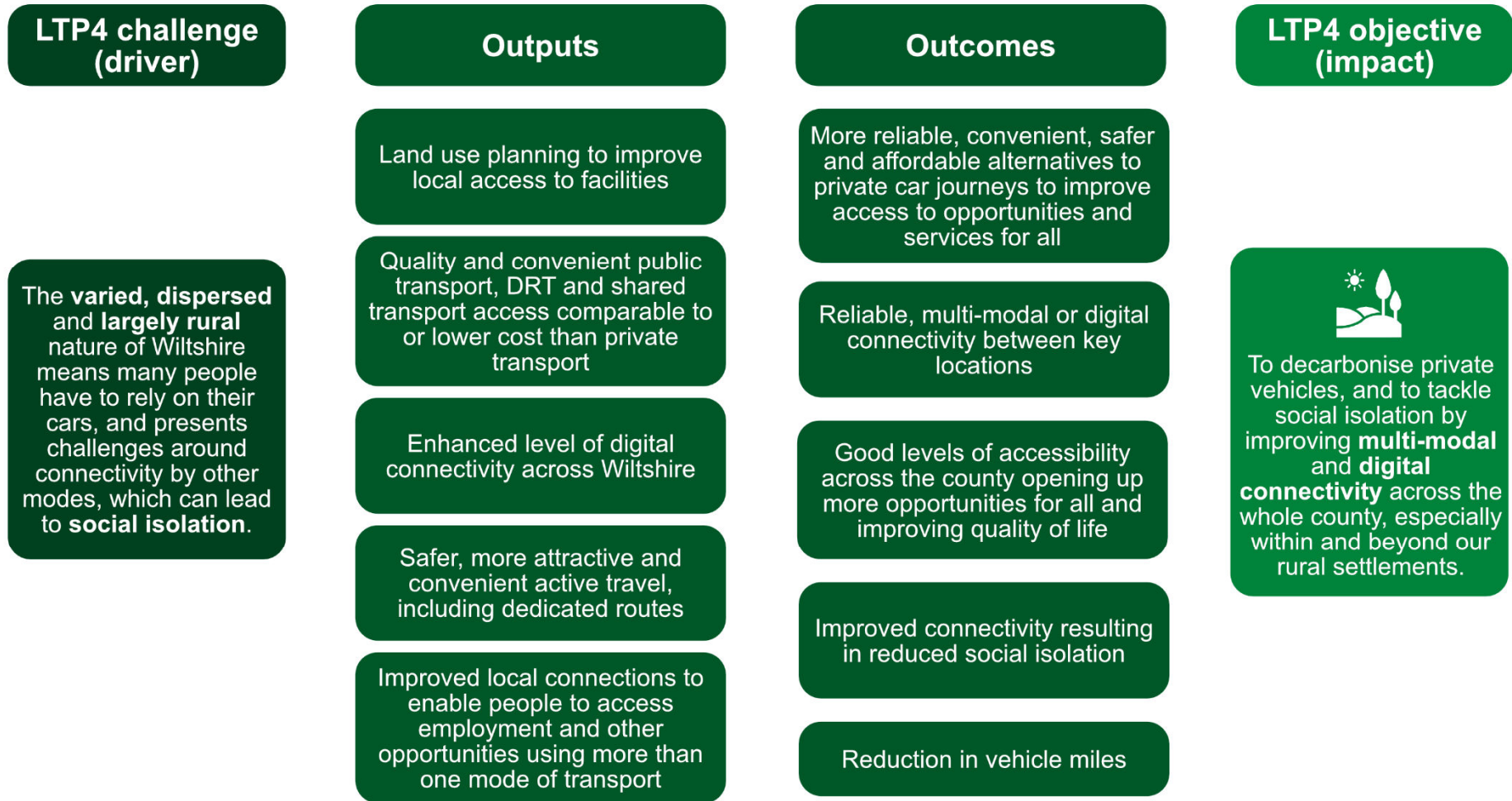


Figure 2-4 – Objective 2 logic map: health, wellbeing and safety

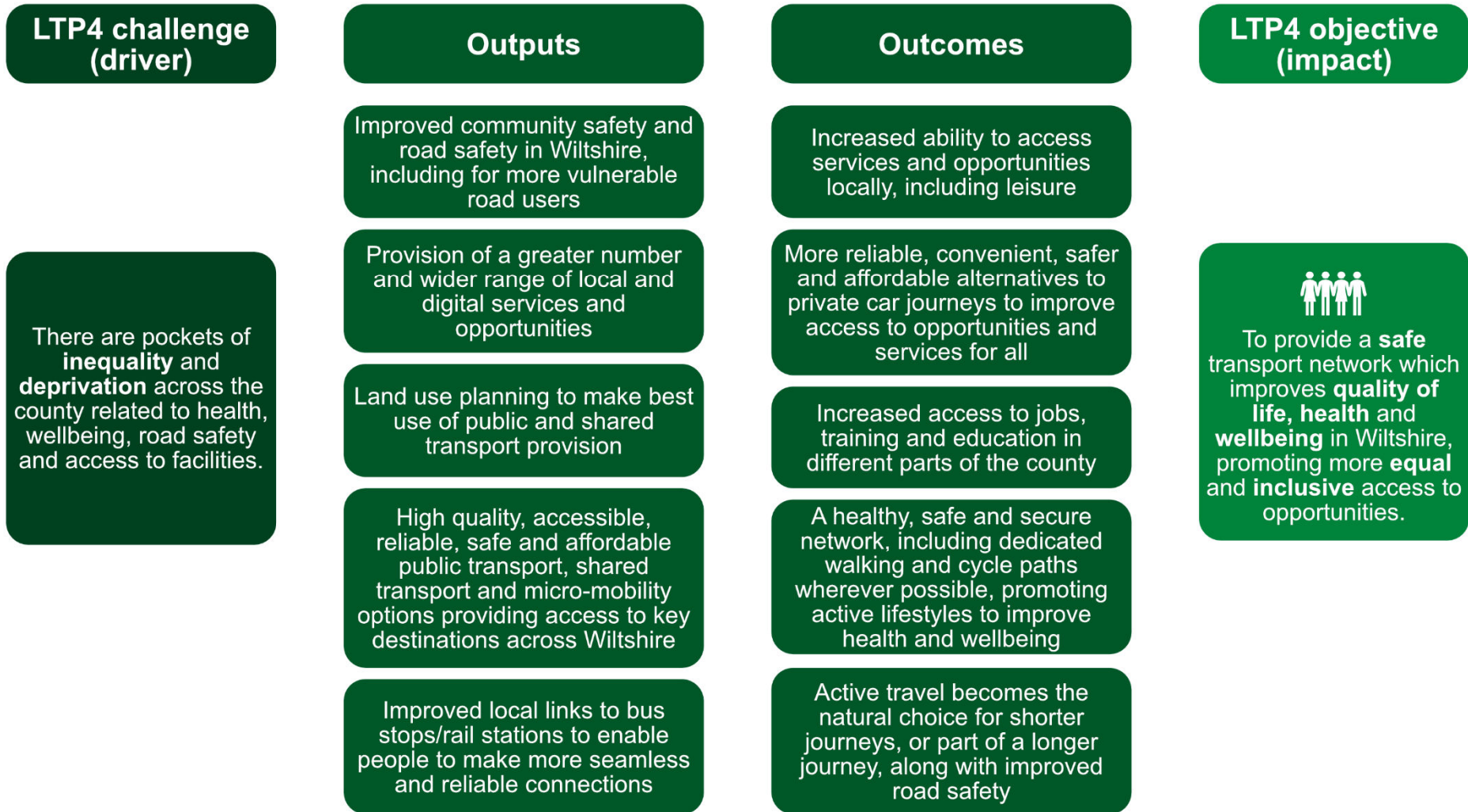


Figure 2-5 – Objective 3 logic map: economic growth

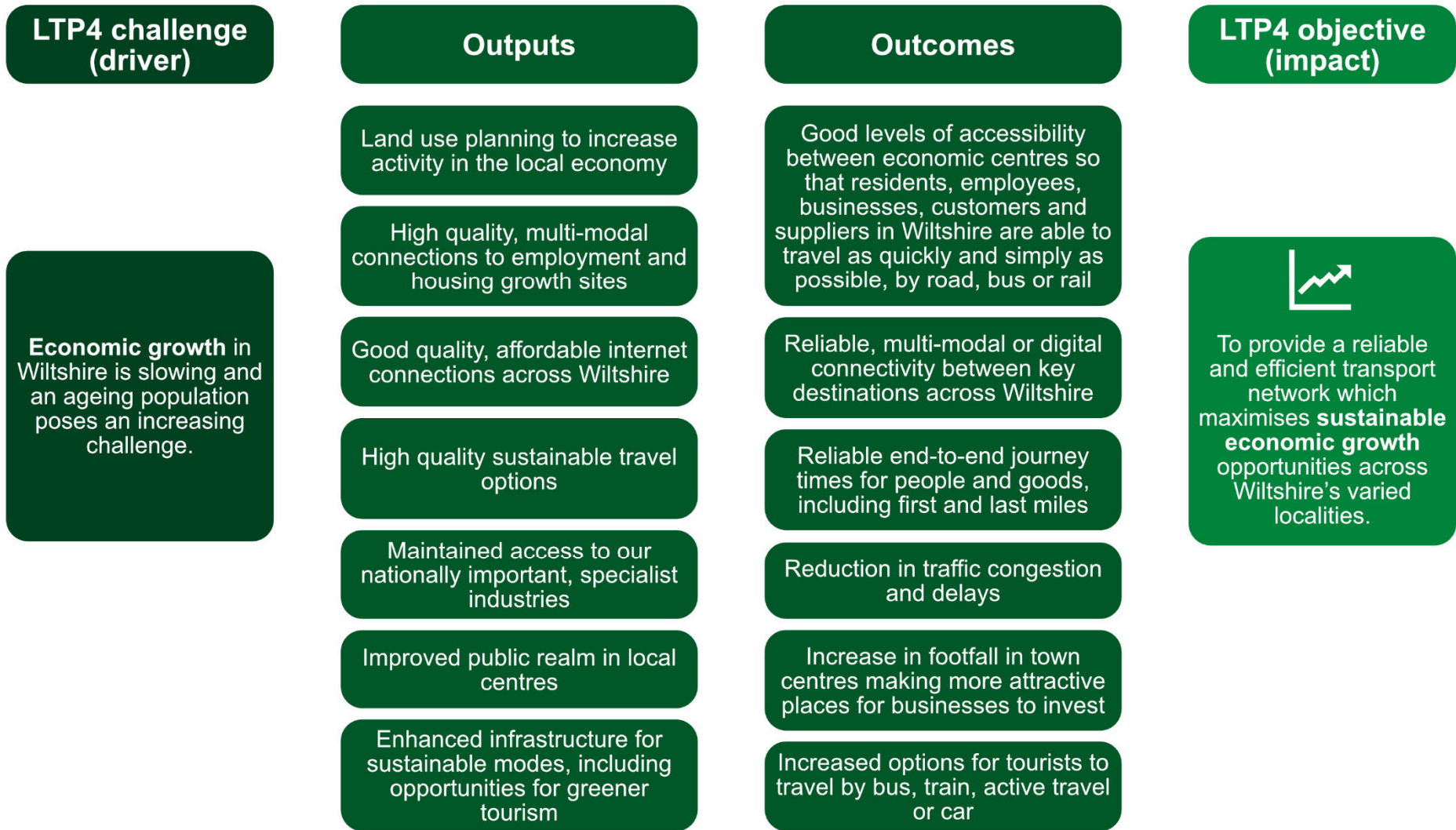


Figure 2-6 – Objective 4 logic map: futureproofing transport

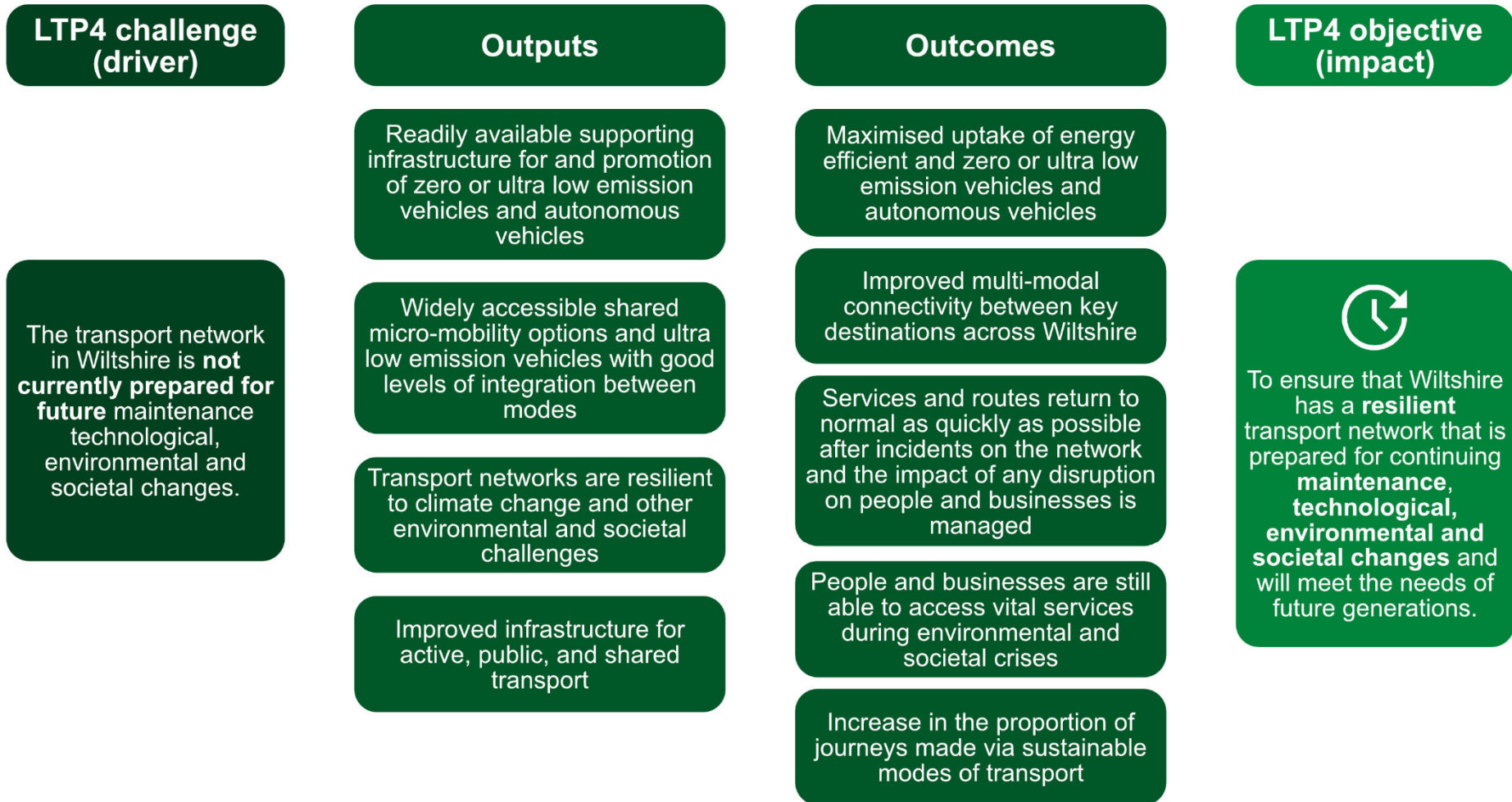


Figure 2-7 – Objective 5 logic map: transport decarbonisation

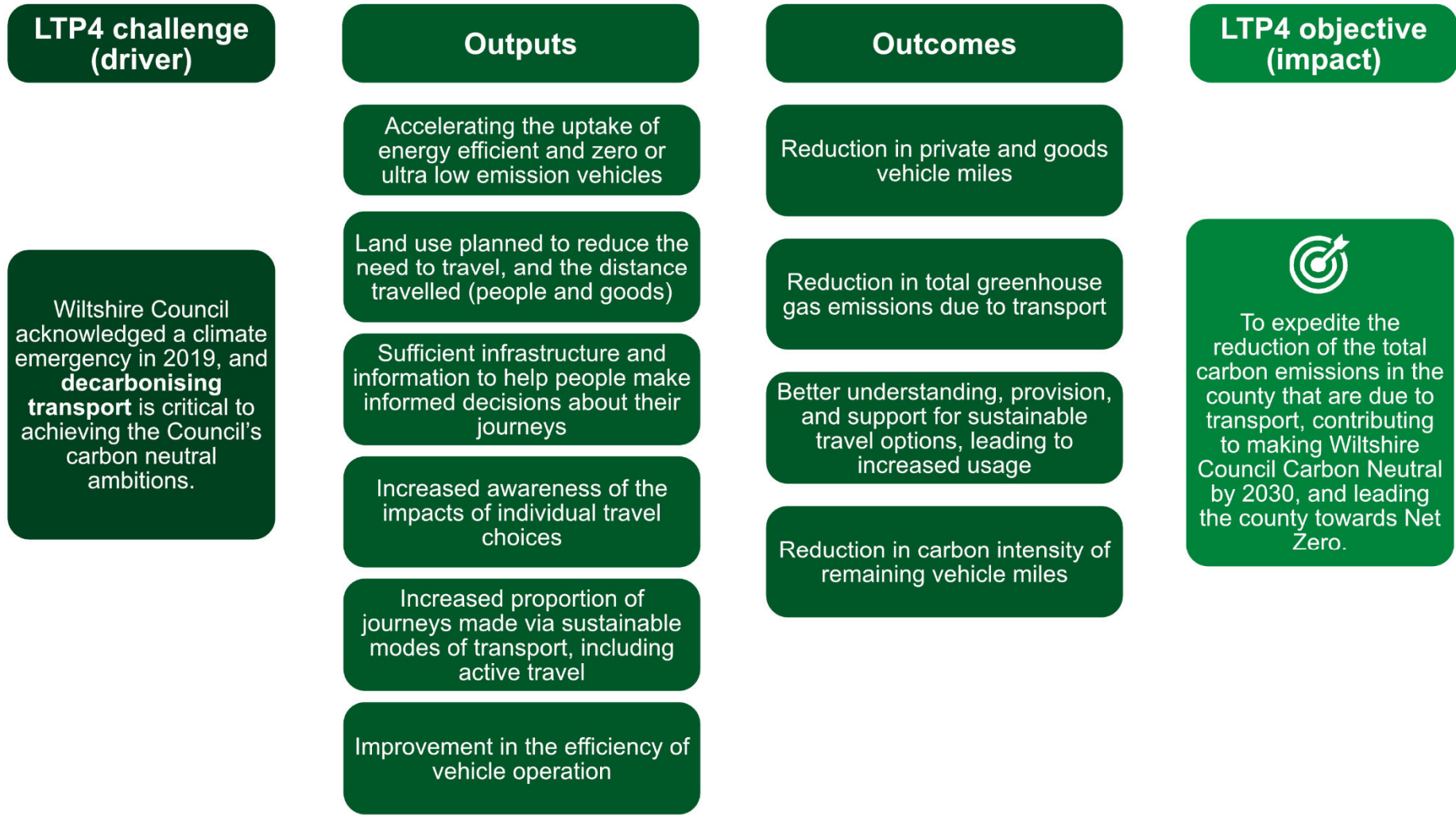
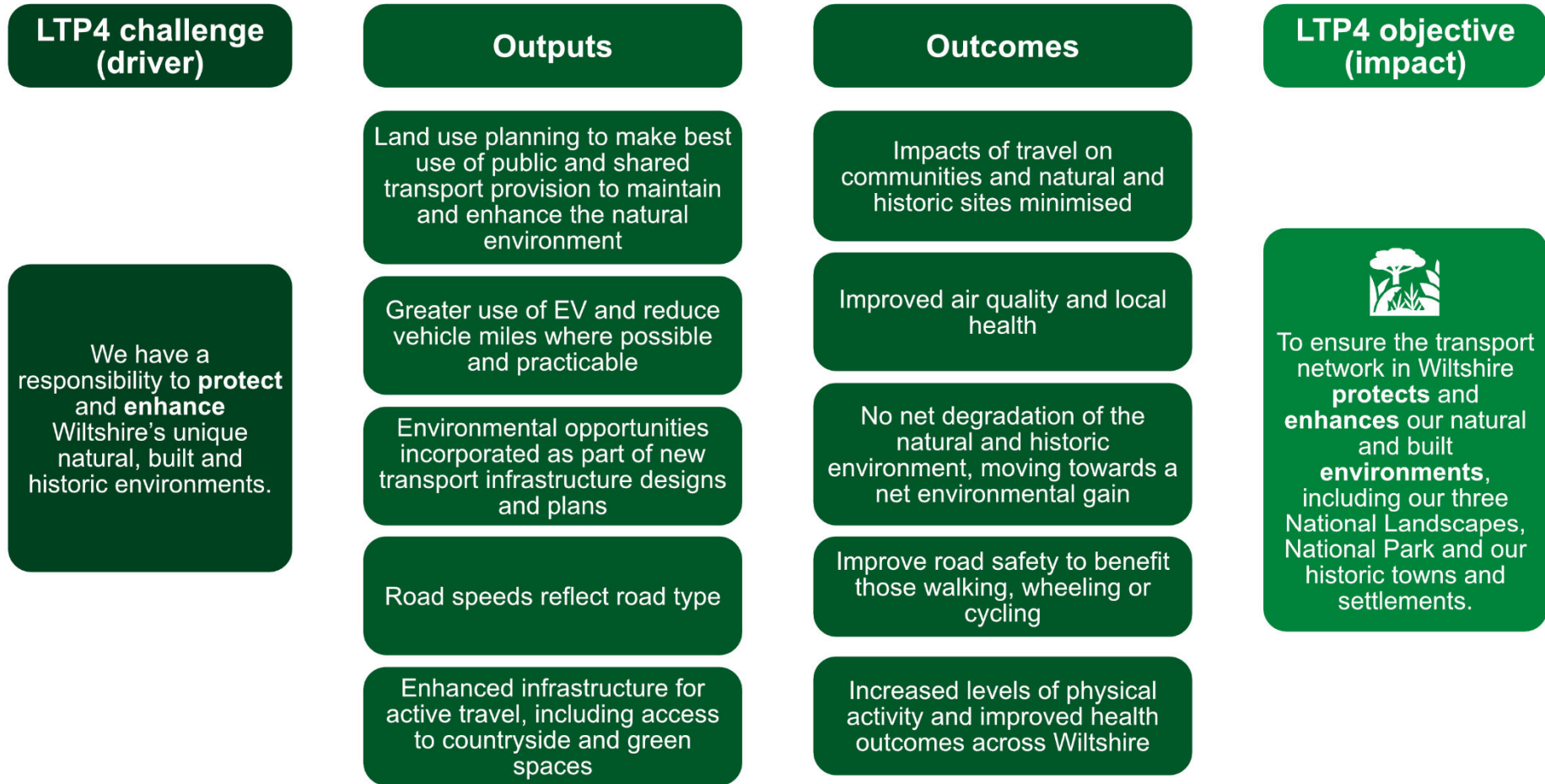


Figure 2-8 – Objective 6 logic map: unique environment



2.2. Vision

The long-term aspiration for transport in Wiltshire to 2038 and beyond, is set out in the LTP4 vision:

A safe and connected transport system which protects the county's unique built, natural and historic environment making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a low carbon future.

2.3. Policy areas and policies

This section provides an overview of our LTP4 policy areas and policies, and explains how these relate to the vision, objectives, and measures.

Policy areas

To deliver our LTP4 vision and objectives, a broad mix of policies is needed. We have defined four policy areas which provide the foundation and structure for our policies and measures. These four policy areas are based on the Avoid-Shift-Improve framework: this has been selected since it takes a holistic and balanced approach to sustainable transport, with a focus on improving the choices available. The four policy areas aim to:



Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through promoting digital connectivity, locating services, jobs and other destinations within closer reach and combining journeys.



Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel (including walking, wheeling, cycling and horse riding), shared transport, and public transport.



Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.



Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.

We have structured our LTP4 sub-strategies around this framework of Avoiding, Shifting and Improving travel patterns, alongside supporting measures. Each of these policy areas is essential for achieving our LTP4 vision and objectives; feedback from our initial round of engagement with stakeholders affirmed the need to strike a balance between them.

Vision, objectives, policy areas and policies







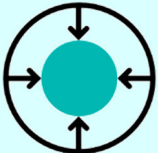
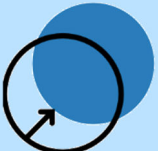
Figure 2-9 summarises how our vision, objectives, policy areas and policies fit together:









- **The vision and six objectives** are at the core of the LTP4: they summarise the LTP4’s purpose and ambition.
- **The four policy areas** set out our approach for achieving the LTP4 vision and objectives. Each policy area overlaps with multiple objectives, as set out in more detail in Table 2-1.
- Under each policy area, we have developed **several policies** which provide further detail as to how these aims will be achieved. These are included in full in Table 2-1. Within our sub-strategies, the LTP4 measures are grouped by these policies.
- **Environmental and sustainability considerations** will play a key role in everything we deliver as part of the LTP4. Our design principles, set out in Section 4, will ensure that LTP4 delivery is underpinned by a holistic approach to sustainability.

Figure 2-9 - Vision, objectives, policy areas and policies



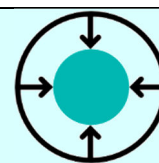
Table 2-1 - Alignment between LTP4 policies and objectives

Policy area	Policy	Objectives					
		 Rurality	 Health safety wellbeing	 Economic growth	 Futureproof	 Decarbonisation	 Unique environment
Avoid unnecessary travel 	A1 Reduce the need to travel as often through combining journeys and providing digital options	✓			✓	✓	✓
	A2 Enabling access to services, jobs and other destinations within closer reach	✓	✓	✓		✓	✓
Shift to more sustainable modes of transport 	S1 Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving dedicated walking/cycle routes, journey safety, access and quality	✓	✓	✓	✓	✓	✓
	S2 Provide more public and shared transport options, and improve service quality	✓	✓	✓		✓	✓
	S3 Provide better access to public and shared transport services	✓	✓	✓		✓	✓
	S4 Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most				✓	✓	✓
	S5 Encourage and enable shift to more sustainable modes for freight		✓	✓	✓	✓	✓

Policy area	Policy	Objectives					
		 Rurality	 Health safety wellbeing	 Economic growth	 Futureproof	 Decarbonisation	 Unique environment
	I1 Facilitate and encourage move to low and zero emission vehicles	✓	✓		✓	✓	✓
	I2 Enable safer, more efficient driving and operation of road networks		✓	✓	✓	✓	
	SU1 Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport	✓	✓			✓	✓
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all	✓	✓	✓	✓	✓	✓
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered	✓	✓	✓	✓	✓	✓

Policies in detail

Policy area: Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach, providing digital options and combining journeys.



Many people, particularly in rural areas, have no choice but to travel significant distances to access employment, education, and the services and facilities they need. These policies seek to increase the options available to those who live and work in Wiltshire, enabling access to more within closer reach.

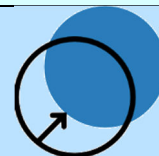
Policy A1: Reduce the need to travel as often

Reducing the need to travel can improve local safety and air quality, support inclusivity and social mobility, whilst also helping to limit the harmful greenhouse gas emissions from transport. Providing more options to access essentials remotely can open up new opportunities, such as education, training, employment, online community services, and travel information. In addition, making it more convenient to consolidate journeys, such as by locating key services near to each other, can help reduce the time needed to complete day-to-day tasks. These benefits are particularly important for those who don't have access to a car or find it difficult to travel.

Policy A2: Enabling access to services, jobs and other destinations within closer reach

Providing opportunities to access the essentials closer to home can make travel by active travel and public transport more feasible and attractive options, and can lead to travelling fewer miles overall. These are key ways we can improve local safety and air quality, and reduce the harmful greenhouse gas emissions which can result from transport and. The provision of more local services can also help to reinvigorate local communities, bring health benefits, and support economic growth by creating opportunities without the need for a car, where feasible.

Policy area: Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel, public and shared transport.



These policies seek to make active travel, public and shared transport more accessible, attractive and competitive options for all types of journeys.

Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality

Whilst cars are critical to rural areas, active travel can have substantial health and wellbeing benefits for all ages, and can be a good way of embedding physical activity into day-to-day life. These methods of travel generally have the most reliable journey times, and have less chance of being negatively impacted by delays experienced elsewhere on the network, or by possible future societal issues (such as pandemics, fuel shortages, and inflation). They are also the cleanest modes of travel with very little adverse impact on greenhouse gas

Policy S2: Provide more public and shared transport options and improve service quality

Good public and shared transport links are vital for the success and prosperity of Wiltshire's communities, allowing access to our towns and city, our schools and colleges, our places of work and leisure. Public and shared transport are essential in enabling people to get around in a sustainable way and can help to combat social isolation. Our aim is to ensure that public and shared transport meets the needs of our people, both now and into the future, and provides a viable and competitive alternative to travelling by car. We will prioritise improving the frequency,

emissions, air pollution or noise pollution. Our LTP4 measures will address concerns about safety, convenience and quality of provision which can prevent people choosing to walk, wheel and cycle, and enable these modes to become the natural choice for shorter journeys.

Policy S3: Provide better access to public and shared transport services

The benefits of improved public and shared transport services will only be unlocked if more people are able to access them and connect seamlessly between different modes of travel. To facilitate this, we will improve local links to bus stops and railway stations, simplify our services, provide better information, make payment easier and prices more affordable, and ensure our vehicles and infrastructure are safe and accessible for all. New shared transport schemes, such as e-bike hire, can create better and more flexible options for getting to and from public transport hubs, without the need to travel by car.

speed, reliability and flexibility of our bus services; supporting the enhancement of rail services through Wiltshire; and expanding on the current shared transport options.

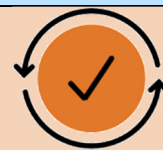
Policy S4: Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most

In order to improve road safety, reduce congestion and reduce greenhouse gas emissions, there is a need to encourage travel where possible by modes other than the private car. This is particularly challenging in a rural county where many residents are reliant on car use for a range of essential journeys. Demand management measures are some of the tools available to us to help improve access to services and facilities, ensure journey time reliability and improve the safety and wellbeing of vulnerable road users, such as active travel users. For those residents who have no choice but to travel by private car, it is essential there is adequate provision including a well-maintained road network and appropriate car parking including dedicated blue badge spaces.

Policy S5: Encourage and enable shift to more sustainable modes for freight

Freight travel is essential for the economy and for individuals. However, HGVs, vans and other delivery vehicles have a significant impact on our communities, air quality, congestion, road maintenance costs and produce significant greenhouse gas emissions. Therefore, this policy seeks to increase the use of alternative, more sustainable options for freight movement.

Policy area: Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.



These policies seek to minimise the environmental impact of the remaining miles travelled by road by making better use of our existing networks and enabling individuals and organisations to transition to less polluting vehicles.

Policy I1: Facilitate and encourage move to low and zero emission vehicles

Low and zero emission vehicles are an essential part of removing carbon emissions from transport; these include cars, vans, buses, taxis and HGVs. The Government is leading on the uptake of these vehicles at a national level, including

Policy I2: Enable safer, more efficient driving and operation of road networks

A smoother flow of traffic means better journey time reliability, more efficient businesses operation, improved road safety, and reduced greenhouse gas emissions. Our measures will prioritise safety for all users, and seek to make better

a ban on new petrol and diesel car and van sales. At a local level, this policy seeks to accelerate uptake by providing public charging points and encouraging the private sector to do likewise, providing zero emission car clubs, ensuring our own fleets are zero emission, and by awareness raising.

use of data and technology in our monitoring and managing of traffic. Where needed, additional road capacity will be considered in conjunction with the decarbonisation of private vehicles.

Policy area: Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.



The measures under the previous three policy areas will enable people and goods to travel more efficiently, with less impact on our environment and communities.

However, these benefits will only be maximised when travel behaviours change and will only be deliverable when we collaborate effectively with other organisations and put the time and resource into developing more detailed plans for the future. These supporting measures prioritise effective communication, collaboration and future planning.

Policy SU1: Empower people with the skills, knowledge, motivation and opportunity they need to safely access more sustainable and healthier transport

The Avoid, Shift and Improve policy areas will only help us to achieve our objectives if enough people change their travel behaviour. An ongoing programme of activities to make residents and businesses aware of opportunities to change behaviour, how to do so, and the benefits, will therefore be essential to make sure that enough people travel differently, at least some of the time.

Policy SU2: Work in partnership with Government bodies, stakeholders to improve transport for all

We must collaborate with other organisations, such as neighbouring authorities, national and regional Government bodies, employers, community groups and charities in order to deliver our LTP4 measures and achieve our vision and objectives. Effective partnerships will enable us to develop a coordinated approach to reduce greenhouse gas emissions, encourage sustainable growth, connect communities and provide excellent quality of life across all of our transport initiatives going forward.

Policy SU3: Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered

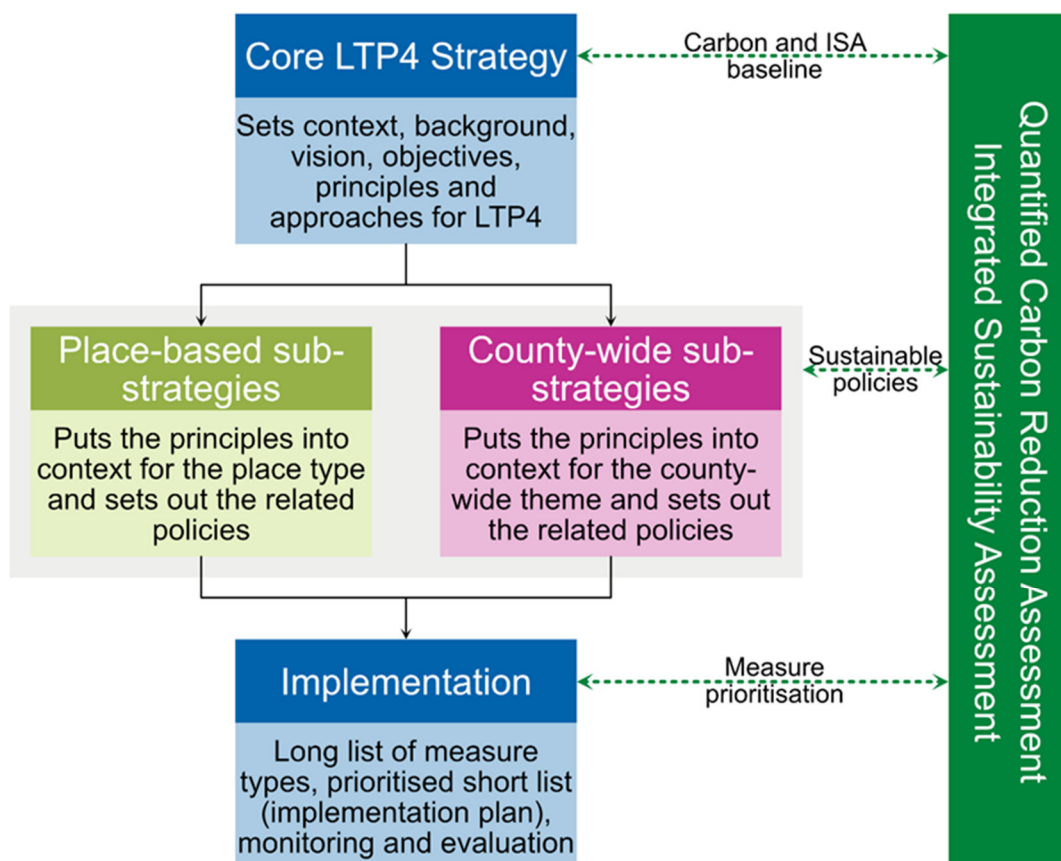
The LTP4 is the first step in the process of delivering an enhanced transport network in Wiltshire. It sets out the direction of travel but, by nature, doesn't contain all the details; we are committed to continuing this journey and, where necessary, will develop further plans to provide the details of how we will deliver on our vision and objectives.

3. Introduction to the sub-strategies

3.1. Overview

The Wiltshire LTP4 will include a number of documents sections as set out in Figure 1-1 (Section 1.1), which feed into one another as shown in Figure 3-11.

Figure 3-1 – relationships between LTP4 documents



As outlined in Section 1.1, this Core LTP4 Strategy is the strategic overarching document that forms the basis of the LTP4. It provides the context and background, establishing Wiltshire’s need for a new LTP, introducing the local transport challenges and setting out the LTP4 vision and objectives. In doing so, it sets the overall forward plan for transport across the county for the LTP4 period.

The **sub-strategies** contain the detail of the LTP4 policies and measures.

We have produced three **place-based sub-strategies** alongside the Core LTP4 Strategy: Principal Settlements, Market Towns and Rural. The place-based approach was driven by the need to tailor the Avoid, Shift, Improve framework to Wiltshire’s particular circumstances, considering the transport implications of the vast diversity of place types in the county, including largely rural areas. A place-based approach allows us to tailor the approaches to each place, and the types of journeys taken to/from these places.

Advantages of using a place-based approach

- Aligns with funding: an increasing number of funding sources are for improving places, so it is anticipated that this approach will line up better with bid requirements.
- Enables different approaches to be taken in different areas: this is beneficial for Wiltshire's mix of urban and rural areas.
- Focus on real, integrated journeys: it enables us to take a tailored approach based on how people travel from A to B, since journeys depend on place, and many journeys use more than one mode.
- Complements existing strategies: there are already some strategies in place, such as the LCWIPs and BSIP, that set out clear direction. Using a place-based approach for the LTP4 avoids repetition of these documents and instead tailors the detail to each place type.
- Vision and objectives focused: through the sub-strategies, we demonstrate how policies meet the vision and objectives in each place type, integrating with wider council policy e.g., social inclusion, decarbonisation, digital connectivity.
- Growth: a place-based structure provides the foundation for developing more detailed strategies and investment plans for each area that may have differing agendas for growth and for identifying priority places for investment. In terms of land use planning and transport planning, it makes sense to base the LTP4 around a place-based approach, following the approach taken by the Wiltshire Core Strategy (2015) and draft Wiltshire Local Plan (2023).

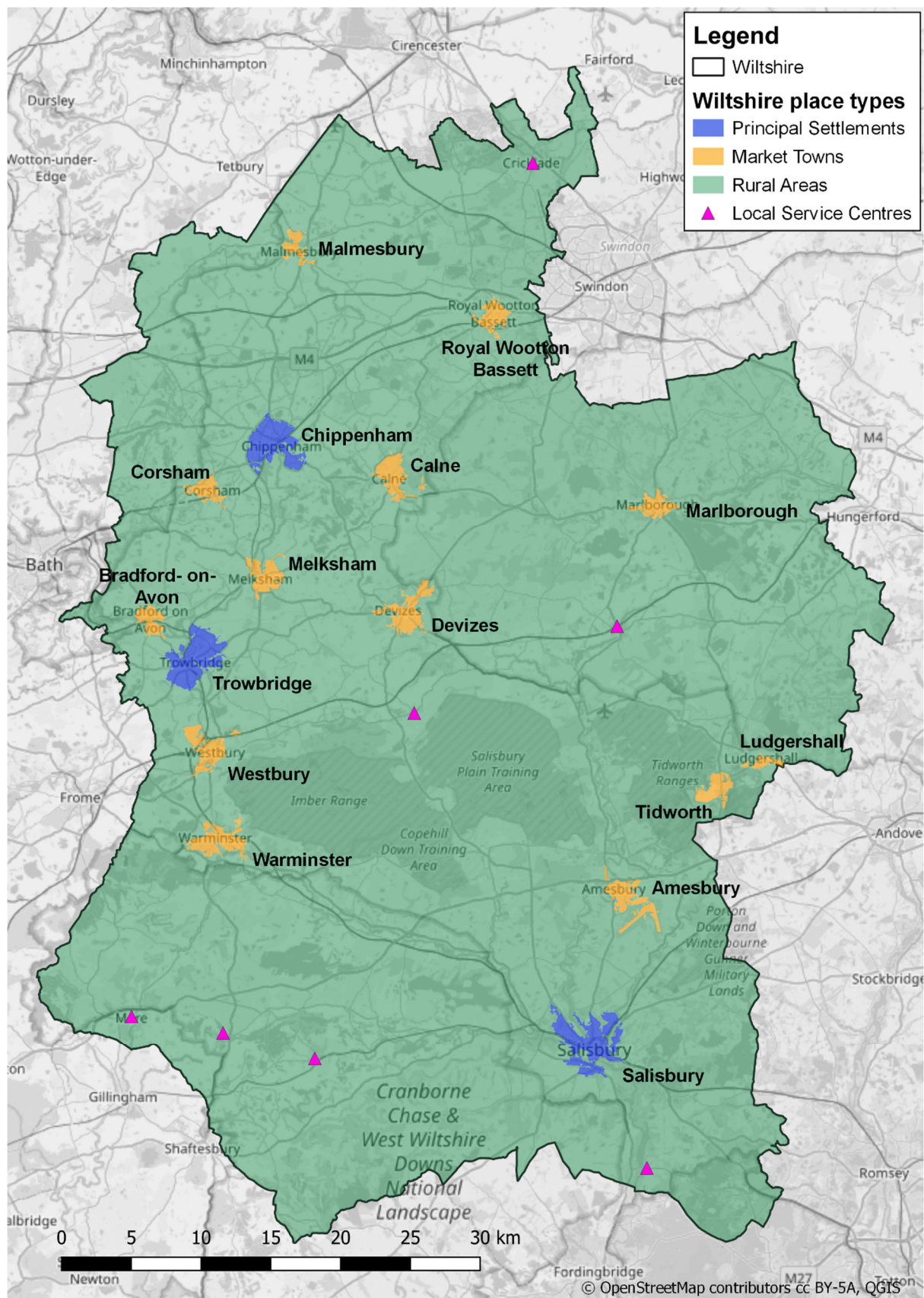
Some themes are less place-dependent or are more suited to being considered on a county-wide basis, such as freight and electric vehicles. Therefore, a limited number of specific **thematic county-wide sub-strategies** sit alongside the place-based sub-strategies. The county-wide sub-strategies demonstrate how policies meet our LTP4 objectives. Separate strategies are referred to where relevant (e.g., Local Cycling and Walking Implementation Plans (LCWIP) and the Bus Service Improvement Plan (BSIP)).

3.2. Place-based areas and county-wide themes

The Wiltshire Core Strategy (2015) and draft Wiltshire Local Plan (2023) define a number of place types. We propose to use the main three place types for the LTP4 place-based sub-strategies. These are defined as follows and shown in Figure 3-2:

- **Principal Settlements** are classified as strategically important centres and the primary focus for development. This will safeguard and enhance their strategic roles as employment and service centres. They will provide significant levels of jobs and homes, together with supporting community facilities and infrastructure, meeting their economic potential in the most sustainable way to support better self-containment. (**Chippenham, Trowbridge and Salisbury**).
- **Market Towns** are defined as settlements that have the ability to support sustainable patterns of living in Wiltshire through their current levels of facilities, services and employment opportunities. (**Amesbury, Bradford-on-Avon, Calne, Corsham, Devizes, Malmesbury, Marlborough, Melksham, Royal Wootton Bassett, Tidworth and Ludgershall, Warminster, and Westbury**).
- The rest of the county is classed as **Rural Areas**. This includes seven Local Service Centres, 58 Large Villages and 148 Small Villages.

Figure 3-2 – Wiltshire place types



Each of these place-based sub-strategies contains information on the specific policies and measures that are applicable to the place type, an overview of how each place type could look if the vision and objectives were realised, and an illustration of the potential impact on different groups of people in Wiltshire.

The county-wide sub-strategies that sit alongside this Core LTP4 Strategy and the place-based sub-strategies are:

- Freight
- Parking
- Electric vehicles
- Strategic transport (focusing on longer journeys, incorporating bus, rail and the Strategic Road Network)

3.3. Guiding principles for the sub-strategies

The seven sub-strategies all follow a similar structure:


1. **Introduction** – setting out the context for the sub-strategy, including typical challenges and opportunities
2. **Vision and objectives** – outlining how our LTP4 vision and objectives apply to each place type and county-wide theme
3. **Policies and measures** – considering measures which will enable us to deliver the relevant policies for each place type and county-wide theme


Within Section 0, the measures are grouped by policies, and the policies are grouped by our four policy areas. These four policy areas orbit the core of the LTP4: the vision and objectives. This is summarised below and in more detail in


Figure 2-9 above. We have reviewed our measures against the LTP4 objectives to ensure they contribute to our overall vision for transport in Wiltshire.


Our LTP4 sub-strategies and measures have been developed to encompass many modes of transport – including bus, rail, active travel, and driving – and transport related themes – including health, safety, wellbeing, accessibility, travel behaviours, parking, freight and land use.

Our LTP4 policy areas

- 

Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed.
- 

Shift to more sustainable modes of transport – providing better and more accessible options for sustainable travel.
- 

Improve vehicle, fuel and network efficiency.
- 

Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.



We have also developed the LTP4 measures with other policies and guidance in mind.

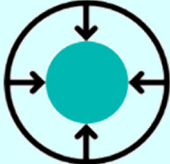
Policy 71 of the draft Wiltshire Local Plan (2023) sets out the users to be considered when assessing the transport implications of a new development.:=:


- Visually impaired and other disabled people
- Pedestrians
- Cyclists/scooting
- Public transport
- Goods and service vehicles, and emergency vehicles
- Micromobility vehicles
- Powered two-wheelers
- Car clubs, car sharing, taxis
- Private cars
- Freight

3.4. Summary of LTP4 policies and measures


The following table provides a summary of the LTP4 measures, grouped by policy. It indicates the sub-strategy or sub-strategies in which each measure is included for ease of navigation and reference.

Table 3-1 – Relationship between LTP4 policies and sub-strategies

Policy area	Measure	Place-based sub-strategies				County-wide sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	Electric vehicles	Strategic transport
Avoid unnecessary travel 	A1 Reduce the need to travel as often through combining journeys and providing digital options								
	A1.1: Improving ultrafast fibre coverage to enable access to online services	✓	✓	✓					
	A1.2: Review of consolidation centres					✓			
	A1.3: Planning for HGV deliveries in new developments					✓			
	A2 Enabling access to services, jobs and other destinations within closer reach								
	A2.1: Co-working spaces	✓	✓	✓					
	A2.2: Support improvements to services that can be provided locally to reduce travel	✓	✓	✓					
	A2.3: Ensure design requirements are met for new developments	✓	✓						
	A2.4: Parcel pick-up points at local hubs		✓	✓					
Shift to more sustainable modes of transport	S1 Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality								
	S1.1: Deliver the infrastructure improvements identified in our LCWIPs	✓	✓	✓					
	S1.2: Public realm improvements	✓	✓	✓					
	S1.3: Wayfinding	✓	✓	✓					


Policy area	Measure	Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	Electric vehicles	Strategic transport	
	S1.4: Cycle parking	✓	✓	✓						
	S1.5: Safer movement for active travel	✓	✓	✓						
	S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas	✓	✓	✓						
	S1.7: Cycle hire schemes	✓	✓	✓						
	S1.8: Freight kerbside delivery management					✓				
	S2 Provide more public and shared transport options, and improve service quality									
	S2.1: Bus infrastructure and service improvements on key corridors									✓
	S2.2: Implementation of new DRT services									✓
	S2.3: Ride sharing, including shared taxis	✓	✓	✓						
	S2.4: Support for more frequent or new direct rail services									✓
	S2.5: Support for rail capacity upgrades									✓
	S2.6: Supporting availability of train servicing facilities									✓
	S3 Provide better access to public and shared transport services									
	S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel	✓	✓	✓						
	S3.2: New stations		✓							

Policy area	Measure	Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	Electric vehicles	Strategic transport	
	S3.3: Improved waiting and interchange facilities at bus stops and stations								✓	
	S3.4: Provision of real time passenger information at bus stops								✓	
	S3.5: Railway station upgrades								✓	
	S3.6: Mobility hubs	✓	✓	✓						
	S3.7: Explore the role and function of Park and Ride								✓	
	S3.8: Smarter ticketing and payment on buses								✓	
	S3.9: Accessible and inclusive buses and infrastructure								✓	
	S3.10: Lower and simpler bus fares								✓	
	S3.11: Multi-modal ticketing								✓	
	S3.12: Coach parking								✓	
	S4 Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most									
	S4.1: Improved car parking signage							✓		
	S4.2: Provision and consistency of disabled parking							✓		

Policy area	Measure	Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	Electric vehicles	Strategic transport	
	S4.3: Review of parking payment methods						✓			
	S4.4: Review of parking charges						✓			
	S4.5: Review of our existing parking assets						✓			
	S4.6: Resident permit zones						✓			
	S5 Encourage and enable shift to more sustainable modes for freight									
	S5.1: Micro-consolidation and use of alternative modes for first/last mile						✓			
	S5.2: Shifting freight from road to rail						✓			
	S5.3: Safeguarding land for rail and consideration of rail freight interchange site						✓			
Improve vehicle, fuel and network efficiency 	I1 Facilitate and encourage move to low and zero emission vehicles									
	I1.1: Roll out public on-street residential charging at scale, focusing provision for residents with no off-street parking							✓		
	I1.2: Encourage and facilitate EV charging provision in new developments and refurbishments							✓		
	I1.3: Ensure that public EV charging is located through robust data analysis and community							✓		

Policy area	Measure	Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	Electric vehicles	Strategic transport
	consultation, employing technology appropriate to its context								
	I1.4: Support the roll out of rapid charger hubs by the commercial sector, ensuring chargers are appropriately located and minimise any associated risks							✓	
	I1.5: Investigate the use of cable channel products to enable safe cross-pavement on-street home charging							✓	
	I1.6: Support EV uptake in corporate fleets and car clubs							✓	
	I1.7: Support and publicise regional and national schemes which help make EVs more financially accessible							✓	
	I1.8: Explore adopting policies and support to increase the number of EV taxis							✓	
	I1.9: Ensure that new EV chargers maximise accessibility for both drivers and footway users							✓	
	I1.10: Ensure new public EV charging includes provision for deprived areas and rural locations							✓	
	I1.11: Support for low emission freight					✓			
	I1.12: Expand EV car club coverage	✓	✓	✓					

Policy area	Measure	Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	Electric vehicles	Strategic transport	
	I1.13: Support of cleaner, modernised buses and coaches, and related charging infrastructure								✓	
	I1.14: Support rail electrification								✓	
	I2 Enable safer, more efficient driving and operation of road networks									
	I2.1: Improve our use of technology in traffic and congestion monitoring	✓	✓							
	I2.2: Engage with and prepare for the rollout of new transport technologies	✓								
	I2.3: Improvements to on-road signage on our strategic and major roads									✓
	I2.4: HGV parking and rest stops					✓				
	I2.5: Moving traffic offences					✓				
	I2.6: Targeted road infrastructure or junction improvements to relieve congestion									✓
Support and enable delivery of the Avoid, Shift and Improve policy areas	SU1 Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport									
	SU1.1: Raise awareness of sustainable travel options				✓					
	SU1.2: Travel plans				✓					
	SU1.3: Raise awareness of local facilities, amenities and services				✓					

Policy area	Measure	Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	Electric vehicles	Strategic transport	
	SU1.4: Incentives for physical activity				✓					
	SU1.5: Interventions for vulnerable road users				✓					
	SU1.6: Cycle training to improve skills and confidence				✓					
	SU1.7: Rollout of safety apps				✓					
	SU1.8: Mobility credits				✓					
	SU1.9: Implement Mobility as a Service (MaaS)				✓					
	SU1.10: Reduced carbon intensity of travel via more efficient driving				✓					
	SU1.11: Multi-modal marketing								✓	
	SU1.12: Ticketing incentives								✓	
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all									
	SU2.1: Working with businesses to facilitate home working and flexible working				✓					
	SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities				✓					
SU2.3: Work collaboratively with our key stakeholders								✓		

Policy area	Measure	Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	Electric vehicles	Strategic transport
	SU2.4: Supporting Community Rail Partnerships								✓
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered								
	SU3.1: Coordination of street works and roadworks				✓				
	SU3.2: Network maintenance				✓				
	SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy				✓				
	SU3.4: Support for Masterplanning				✓				
	SU3.5: Adopt 'Vision Zero' ambition and Safe System approach				✓				
	SU3.6: Freight Assessment and Priority Mechanism (FAPM)					✓			
	SU3.7: Define route restrictions through Advisory Freight Routes					✓			
	SU3.8: Develop a detailed parking operation and delivery plan						✓		
	SU3.9: Refresh our transport policies and plans				✓				
	Environment and sustainability								
	Our ongoing commitment to the environment and sustainability is detailed in Section 4.								

4. Environment and sustainability

4.1. Overview

Environmental and sustainability considerations have been fundamental in developing the LTP4 and will play a key role in everything we deliver as part of it. Our design principles, as set out in the following section, will ensure that LTP4 delivery is underpinned by a holistic approach to sustainability. The Vision and Objectives informing the development of the LTP4 also have sustainability considerations at their core, including recognising the need to prepare for future societal and environmental changes, and to support the decarbonisation of the transport sector to help to close the emissions gap identified in Section 1.2.3. Section 4.2 provides a summary of our sustainable design principles, and Section 4.3 provides an assessment of the potential carbon reduction impacts supported by the proposed LTP4 measures, and the extent to which they help to close the emissions gap.

4.2. Sustainable design principles

Implementation of the LTP4 policies and measures will require maintenance and operation of the existing transport network and may require construction or enhancement of infrastructure. As such, they have the potential to impact the environment, local communities and visitors to the affected area. Throughout our design and implementation process we will ensure that we fully understand and take account of any potential impacts, and wherever possible, avoid or mitigate them or enhance them where appropriate and beneficial. All new policies and measures will be subject to the appropriate level of assessment by the relevant authority, reflective of the scale and nature of the project to understand and deal with potential impacts.

Dependent on the scheme, assessment will include, as required, Health Impact Assessment (HIA), Equalities Impact Assessment (EqIA), Habitats Regulations Assessment (HRA) and Environmental Impact Assessment (EIA). Where these statutory assessments are undertaken, where relevant they will be guided by the HM Treasury Green Book and DfT Transport Appraisal Guidance (or equivalents prevailing at the time) throughout the life of LTP4.

Further information on our approach to sustainability can be found in the Integrated Sustainability Assessment (ISA) (Appendix A).

4.2.1. Working in partnership

We will work closely with partner organisations, including town and parish councils, and community Area Boards, to ensure that consideration of sustainability, including health and equality, is made at the earliest possible planning stage for schemes. We will also work in partnership with external stakeholders, including government bodies, to improve transport in Wiltshire for all. We will identify the types of assessment that are appropriate for the scale and nature of the scheme at each stage of development and which organisation has responsibility for the assessment process. This will allow for full consideration of requirements in development plan documents and required statutory processes as necessary.

4.2.2. Health and equality impacts

Implementation of our policies and measures could have both beneficial and negative impacts on local communities, or visitors to the surrounding area. The impacts could be

experienced in different ways by different individuals. Those members of society who may be considered vulnerable due to such differentials as age, health, ethnicity, sex or income or who have protected characteristics under the Equality Act 2010 may potentially be impacted in a different manner, or to a different degree than other members of society.

As the planning and implementation of our LTP4 polices and measures gets underway, a HIA and / or an EqIA will be undertaken where required to consider potential impacts on these individuals or groups. This will then inform the process of designing and planning the policies and measures, by detailing and considering how any adverse effects can be mitigated and any beneficial effects maximised. This will help LTP4 to ensure fair and equitable access to services, facilities and amenities for all and will be a key consideration on all relevant schemes.



We will proactively consider health and equalities issues from the earliest stage in designing and specifying our LTP4 measures. We will account for the findings of any HIA or EqIA undertaken and, wherever possible, will design the LTP4 measures to have a positive impact on health and equality for all members of society. We will ensure to use the latest inclusive design standards for any new or improved infrastructure, including guidance published by the DfT.²⁹

4.2.3. Environmental impacts

The implementation of our LTP4 polices and measures could also impact many aspects of Wiltshire's unique natural, built and historic environments. In developing the policies and measures, we will work with partners to make net improvements to the local environment wherever possible and, as a minimum, will always follow the policies set out in this LTP4 to take every opportunity to protect and enhance the environment.

Assessments such as a HRA and EIA may be required to assess environmental impacts and inform the LTP4 measures, where required by relevant legislation. These assessments may also be required for LTP4 measures that require planning permission. For any measures that could potentially affect sites that are designated for nature conservation or for other reasons, such as geodiversity, we will appropriately assess any potential direct or indirect impact that may arise over the life span of LTP4. We will mitigate and / or compensate for any impacts, in line with existing best practice and relevant legislation.



Where possible, opportunities will be identified to enhance our designated sites through, for example, planting of species that will improve the quality and coverage key habitats for biodiversity, or through measures to reduce air pollution and therefore reduce deposits of pollutants on these areas.

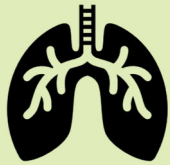
Environmental Management Plans (EMPs) will be prepared and implemented for all construction, refurbishment and maintenance contracts and will include the findings and suggested mitigation from any assessment made. The EMPs will consider material resource

²⁹ Inclusive Mobility A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure, 2021.

<https://assets.publishing.service.gov.uk/media/61d32bb7d3bf7f1f72b5ffd2/inclusive-mobility-a-guide-to-best-practice-on-access-to-pedestrian-and-transport-infrastructure.pdf>

use, energy use, and other environmental issues relevant to the scheme, and will explain how risks and impacts will be mitigated, managed and addressed.

Scheme design will proactively consider environmental protection from the earliest stage, and will ensure that the processes of scheme construction, maintenance and operation identify and take opportunities available to:



Improve air quality by

- Incorporating features into the design of new schemes which absorb or dissipate nitrogen dioxide and other pollutants.
- Incorporating measures into the design of schemes which reduce or mitigate noise or odour impacts.
- Incorporating measures into the design of schemes where required to reduce or mitigate light pollution.
- Addressing transport emission contributions to the issues identified in Air Quality Action Plans for the eight Air Quality Management Areas.

Reduce greenhouse gas emissions by

- Minimising the amount of embodied carbon 'designed in' to new infrastructure and reduce construction waste.
- Minimising the amount of operational carbon 'designed in' to service delivery, including for example minimising energy use in traffic signals and street lighting.
- Using the transport estate to generate low carbon energy.
- Helping to transition to a 'circular economy', reducing resource use.
- Helping to remove residual greenhouse gas emissions from the atmosphere, including by enhancing green infrastructure with planting to sequester carbon.



Build in resilience to climate change by

- Developing climate change adaptation pathways for Wiltshire as a roadmap for reducing the impacts of climate change. The pathways will be periodically updated based on the latest information and lessons learned as the state of climate action evolves.
- Working with partners to build resilience to flooding, including measures such as introducing green and blue infrastructure and Natural Flood Management or Sustainable Drainage Systems (SuDS) which will improve water quality.
- Avoiding sites in areas of known flood risk when possible.
- Ensuring appropriate compensatory measures are implemented when there is no other option to avoid land take from areas of flood plain.
- Building in capacity to withstand temperature extremes, with adequate heating or cooling systems on transport vehicles and in stations.
- Introducing new planting to help ameliorate the impacts of climate change, for instance by providing shade or acting as wind breaks.

- Ensuring that appropriate low carbon materials are used wherever possible.

Avoid and protect areas that are recognised at the highest levels for their importance to nature conservation and biodiversity by

- Recognising that sites such as Special Areas of Conservation (SAC), Special Protection Areas (SPA) provide essential core breeding and resting sites for a range of rare and threatened species and rare natural habitat site and therefore must be protected from direct and indirect impacts of the transport network.
- Accounting for legally required assessments (such as Habitat Regulations Assessments for works likely to have to significant effects on SPAs or SACs), submitted to the relevant bodies for approval (such as Natural England) and ensure that relevant mitigation measures noted in these assessments are enacted.
- Accounting for potential impacts on ecological networks and protect those nationally designated sites such as Sites of Special Scientific Interest (SSSI) and locally designated sites such as Local Nature Reserves.
- Accounting for the results of ecological surveys for schemes, where required, ensuring that the mitigation hierarchy (avoid – mitigate – compensate) is applied.
- Integrating ecological principles based on work with partner organisations such as Natural England, local town and parish council, community area boards and relevant conservation bodies.
- Reflecting the requirement that all schemes which need planning permission must demonstrate biodiversity net gain, with a target increase reflective of targets set by the town and parish councils for the relevant Local Plan area.
- Pursuing opportunities to contribute to the development of Nature Recovery Networks, for example through the creation of new areas of key habitats (such as woodland, wetland, or grassland), wherever possible.



Protect Wiltshire’s ecology, landscape and townscape by

- Where possible protecting features of ecological importance, such as ancient woodland and chalk habitats.
- Taking opportunities to plant species native to Wiltshire and the South West of England.
- Respecting and where possible enhancing the character of the host landscape in which a scheme is located, accounting for the diversity and distinctiveness of the landscape, including the three National Landscapes which encompass almost half of the county.
- Mitigating impacts on visual amenity through measures including screening.
- Accounting for Wiltshire’s townscape and reflecting and respecting the built environment.
- Pursuing opportunities for the implementation of green and blue infrastructure within the existing highway network, for example networks of natural or semi-natural areas within the existing



highway network e.g. water bodies, wetland, trees, parks and gardens.

Protect the historic environment by

- Ensuring that heritage assets are protected and where possible enhanced, designing schemes to take account of the impact on the significance of historic buildings, structures and landscapes, working with partners and other bodies, including our Historic Environment Team and Historic England.
- Accounting for heritage impact assessments and/or archaeological investigations.
- Where appropriate, taking opportunities to conserve and restore features of note from transport heritage such as old bridges.



Protect natural resources by



- Protecting soil and land resources (including high value agricultural land and safeguarded mineral resources).
- Maximising opportunities to use previously developed land, including contaminated land that requires remediation.
- Taking opportunities to remediate contaminated land, where appropriate.
- Ensuring that addressing incidents (e.g. spills of potentially harmful substances) a matter of standard practice for the county council and its contractors.

Protect the water environment by

- Accounting for potential water impacts throughout the design process, informed by surface water, groundwater risk assessments and by flood risk assessments where relevant.
- Undertaking Water Framework Directive assessments for new schemes where appropriate, with schemes only being progressed if and when any failures have been addressed through design changes.
- Working with partners to promote greater flood resilience.
- Establishing processes to respond promptly to transport incidents that could cause pollution.
- Introducing green infrastructure and SuDS to improve water quality.



Promote circular economy principles by



- Ensuring plans for new infrastructure or maintenance account for biodiversity net gain and future climate change. May require lessons learnt from other methods of maintenance used across Europe that limit the greenhouse gas emissions produced by works.
- Reducing the use of materials in design and increase use of recycled and renewable materials.
- Using local suppliers of sustainably sourced and locally produce materials where possible.
- Embedding sustainable waste management practices in construction and operation.

4.3. Estimated carbon reduction impacts of LTP4

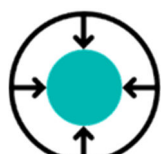
This section provides an overview of the extent to which the proposed LTP4 measures could support reductions in transport sector carbon emissions, in line with the LTP4 Vision and Objectives. Further details can be found in the **LTP4 Carbon Paper**.

4.3.1. Estimated emissions impact

An indicative assessment has been undertaken to understand the scale of carbon reduction that could be supported by the proposed LTP4 measures, if implemented in combination with wider related action by individuals, businesses and other sectors.

Given the relatively broad level of LTP4 measures at this stage, the estimate is intended to provide a high-level indication of potential impacts. It suggests that in 2030 emissions reductions of approximately 5% to 10% (from baseline levels in that year) could be supported by the combination of LTP4 measures and related action by individuals, organisations and other sectors.

Further details on the assumptions and approach applied in making the estimate are set out in the **LTP4 Carbon Paper**.



The majority of the reductions are estimated to result from **Avoid and Improve** measures. This reflects the LTP4 supporting wider action to increase online and local activity and to support the further uptake of EVs in the county, building on national action included in the baseline projections (such as the ban on the sales of new petrol and diesel vehicles). While the LTP4 has a part to play in influencing and supporting these measures, many of them will need to be funded, supported or delivered by other parties (as set out in Section 5). For example, we need to collaborate with internet providers to improve ultrafast fibre coverage, and with businesses to support EV uptake in corporate fleets. This therefore introduces substantial uncertainty as to the possible scale of emissions reduction.



The LTP4 **Shift** measures focus on bringing significant improvements in available options for travel by sustainable modes. However, their impacts on emissions are estimated to be limited due to the high levels of car ownership in the county and its largely rural nature, with the connectivity challenges this brings. For instance, in Rural Areas dispersed populations and trip patterns make it challenging to provide the viable public and shared transport services needed to provide the opportunity for individuals to switch away from car use, without potentially experiencing a loss of accessibility.

Overall, the LTP4 measures will support decarbonisation and progress towards a low carbon transport system for Wiltshire. However, they will not reduce emissions sufficiently to reach the identified decarbonisation pathway. As outlined in Section 1.2.3, closing the 'emissions gap' between projected baseline emissions and the target decarbonisation pathway would require emissions reductions from the projected baseline of approximately 30% in 2030. The estimated 5% to 10% reduction supported by LTP4 measures in combination with wider action would therefore close around a quarter of the gap.

4.3.2. Closing the emissions gap

Closing the remainder of the emissions gap **beyond the influence of the LTP4** would require wider national and regional action to reduce emissions from trips over which LTP4 measures have limited influence. This includes freight trips (for which decisions are largely

driven by commercial and national Government influences) and trips passing through the county.

In addition, achieving the level of emissions reduction required would likely necessitate an underlying change in approach to private travel and car usage. This would involve measures beyond those included in LTP4 and which are likely to be most effective if introduced at the regional or national level.

Measures considered would need to be carefully designed and implemented at the local level to ensure that they do not have negative impacts on issues such as wellbeing and accessibility given the county's rural nature.

The LTP4 support for Avoid and Improve measures and measures to increase travel choices by sustainable modes, provide the foundation for making more sustainable travel possible. This would provide a good basis for further measures and would support and enhance their decarbonisation impacts.

Overall, decarbonisation is a shared challenge, and the scale of transport decarbonisation required to fully close the emissions gap will need action both at and beyond the local level.



The Support measures of working in partnership with Government bodies and stakeholders therefore provide an important route through which the LTP4 will support decarbonisation. In recognition of this shared challenge, we are committed to collaboration and coordination with these bodies.

Further details are set out in the **LTP4 Carbon Paper**.

5. Delivery

5.1. Partnership working

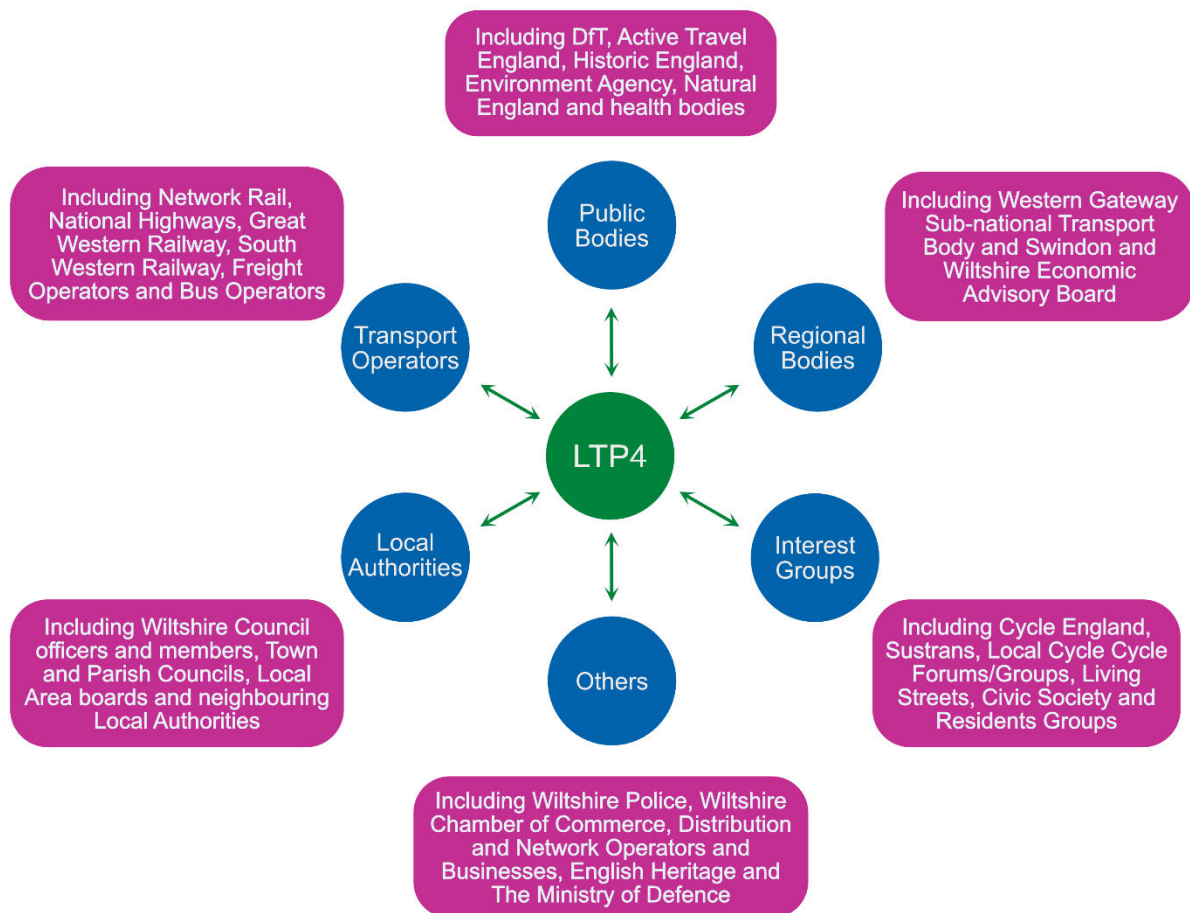
To achieve our six LTP4 Objectives, we must work collaboratively with local partner organisations, including town and parish councils, community Area Boards, partner organisations, interest groups including motoring groups, local groups, businesses and key employers (including the Ministry of Defence), communities, residents and other relevant stakeholders. The LTP4 is intentionally ambitious, and we are keen to collaborate with our partners to jointly achieve our goals.

We will lead on the delivery of the LTP4 going forward, as part of our statutory responsibility to maintain and develop transport and highways at a local level. However, many of the measures identified within LTP4 will require the involvement of other organisations, particularly the Western Gateway Sub-national Transport Body and national government. We are committed to continuing to work in close collaboration with these groups and lobby for the interests of our county.

Partners such as Network Rail, National Highways, Train Operating Companies, Freight Operating Companies, bus operators and coach operators own and/or operate significant elements of the transport infrastructure in Wiltshire. It is therefore vital that we maintain regular liaison with these organisations to ensure support for services and schemes which will bring benefits to those who live, work, and travel in Wiltshire.

Figure 5-1 illustrates some of the groups that will be involved in our delivery. Collaboration will be wide reaching, involving a wider range of local groups and organisations than those shown.

Figure 5-1 - LTP4 delivery partners



5.2. Funding

The measures identified in this LTP4 can help to deliver change in how people and goods move around our county. However, the ambitious nature of our objectives will require significant levels of funding to be achieved.

Delivery of the LTP4 measures will require both revenue funding (for ongoing running costs, repairs, and to deliver our Support measures) and capital funding (to deliver new assets and make improvements to existing infrastructure, primarily for the Avoid, Shift, and Improve measures). In particular, it is essential that our Support measures are funded alongside any new infrastructure delivered to ensure that people are informed and empowered to make the best use of it.

However, the local government funding landscape is challenging and there are additional uncertainties following the change in national government in summer 2024. We must continue to take a proactive approach whilst understanding the rural context of Wiltshire.

Funding can come from several sources:

Central government grants.

The private sector, including developer contributions.

Council sources such as Council Tax and Council owned car parks.

Regional competitive bidding processes (through the Swindon and Wiltshire Enterprise Partnership or Western Gateway Sub-national Transport Body).

National competitive bidding process (from various government departments, such as DfT, Active Travel England and Homes England).

We anticipate that many of the measures in the LTP4 will be funded, at least in part, through competitive bidding aimed at achieving specific government priorities. We have therefore aligned LTP4 priorities with those of national government as far as possible and will remain alert to new funding opportunities. If funding becomes increasingly place or outcome-based, rather than transport-specific, this could provide new funding opportunities and we will therefore consider opportunities from wider government departments, not just the DfT.

We anticipate that other agencies and third parties, such as Network Rail and National Highways, will fund or part-fund works on networks that they are responsible for managing.

5.3. Delivery plan

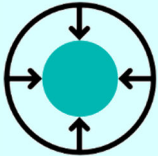
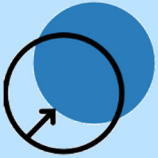
The timeframe for the delivery of measures will vary depending on the scale and complexity of each individual scheme. We have split our indicative timescales into short, medium and long term. These timescales demonstrate the potential deliverability of the measures and are dependent on securing sufficient funding.

- Short term: 0 – 3 years.
- Medium term: 3 – 5 years.
- Long term: 5+ years.

We have also stated how schemes and interventions could be delivered:


- Deliver: Wiltshire Council will be directly responsible for implementing this measure.
- Influence: the measure can be delivered in collaboration with our various partners.
- Market-led: we will investigate options to support the implementation of this measure, but it will be private sector led.

Table 5-1 – Potential delivery timescales of LTP4 measures


Policy area	Measure	Delivery Timescales			Delivery
		Short Term	Medium Term	Long Term	
Avoid unnecessary travel 	A1 Reduce the need to travel as often through combining journeys and providing digital options				
	A1.1: Improving ultrafast fibre coverage to enable access to online services		✓		Influence
	A1.2: Review of consolidation centres		✓		Influence
	A1.3: Planning for HGV deliveries in new developments			✓	Influence
	A2 Enabling access to services, jobs and other destinations within closer reach				
	A2.1: Co-working spaces		✓		Influence and Market-led
	A2.2: Support improvements to services that can be provided locally to reduce travel			✓	Market-led
	A2.3: Ensure design requirements are met for new developments	✓			Deliver
A2.4: Parcel pick-up points at local hubs		✓		Market-led	
Shift to more sustainable modes of transport 	S1 Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality				
	S1.1: Deliver the infrastructure improvements identified in our LCWIPs		✓		Deliver
	S1.2: Public realm improvements	✓			Deliver
	S1.3: Wayfinding	✓			Deliver
	S1.4: Cycle parking	✓			Deliver
	S1.5: Safer movement for active travel	✓			Deliver

Policy area	Measure	Delivery Timescales			Delivery
		Short Term	Medium Term	Long Term	
	S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas	✓			Deliver
	S1.7: Cycle hire schemes	✓			Deliver and Influence
	S1.8: Freight kerbside delivery management			✓	Deliver
	S2 Provide more public and shared transport options, and improve service quality				
	S2.1: Bus infrastructure and service improvements on key corridors		✓		Deliver and Influence
	S2.2: Implementation of new DRT services		✓		Deliver and Influence
	S2.3: Ride sharing, including shared taxis	✓			Market-led
	S2.4: Support for more frequent or new direct rail services		✓		Influence
	S2.5: Support for rail capacity upgrades			✓	Influence
	S2.6: Supporting availability of train servicing facilities		✓		Influence
	S3 Provide better access to public and shared transport services				
	S3.1: Improve access to and from rail public transport stops and stations by sustainable modes of travel	✓			Deliver
	S3.2: New stations			✓	Influence
	S3.3: Improved waiting and interchange facilities at bus stops and stations		✓		Deliver and Influence

Policy area	Measure	Delivery Timescales			Delivery
		Short Term	Medium Term	Long Term	
	S3.4: Provision of real time passenger information at bus stops	✓			Deliver and Influence
	S3.5: Railway station upgrades			✓	Influence
	S3.6: Mobility hubs		✓		Deliver and Influence
	S3.7: Explore the role and function of Park and Ride		✓		Deliver and Influence
	S3.8: Smarter ticketing and payment on buses		✓		Influence
	S3.9: Accessible and inclusive buses and infrastructure		✓		Influence
	S3.10: Lower and simpler bus fares		✓		Influence
	S3.11: Multi-modal ticketing	✓			Influence
	S3.12: Coach parking		✓		Deliver
	S4 Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most				
	S4.1: Improved car parking signage	✓			Deliver
	S4.2: Provision and consistency of disabled parking	✓			Deliver
	S4.3: Review of parking payment methods	✓			Deliver
	S4.4: Review of parking charges	✓			Deliver
	S4.5: Review of our existing parking assets		✓		Deliver

Policy area	Measure	Delivery Timescales			Delivery
		Short Term	Medium Term	Long Term	
	S4.6: Resident permit zones		✓		Deliver
	S5 Encourage and enable shift to more sustainable modes for freight				
	S5.1: Micro-consolidation and use of alternative modes for first/last mile		✓		Influence
	S5.2: Shifting freight from road to rail			✓	Influence
	S5.3: Safeguarding land for rail and consideration of rail freight interchange site			✓	Influence
Improve vehicle, fuel and network efficiency 	I1 Facilitate and encourage move to low and zero emission vehicles				
	I1.1: Roll out public on-street residential charging at scale, focusing provision for residents with no off-street parking		✓		Deliver and influence
	I1.2: Encourage and facilitate EV charging provision in new developments and refurbishments		✓		Influence
	I1.3: Ensure that public EV charging is located through robust data analysis and community consultation, employing technology appropriate to its context.	✓			Deliver
	I1.4: Support the roll out of rapid charger hubs by the commercial sector, ensuring chargers are appropriately located and minimise any associated risks		✓		Influence and Market-led
	I1.5: Investigate the use of cable channel products to enable safe cross-pavement on-street home charging		✓		Deliver
	I1.6: Support EV uptake in corporate fleets and car clubs	✓			Deliver and Influence

Policy area	Measure	Delivery Timescales			Delivery
		Short Term	Medium Term	Long Term	
	I1.7: Support and publicise regional and national schemes which help make EVs more financially accessible		✓		Influence
	I1.8: Explore adopting policies and support to increase the number of EV taxis	✓			Influence and Market-led
	I1.9: Ensure that new EV chargers maximise accessibility for both drivers and footway users	✓			Deliver
	I1.10: Ensure new public EV charging includes provision for deprived areas and rural locations		✓		Influence
	I1.11: Support for low emission freight			✓	Market-led
	I1.12: Expand EV car club coverage	✓			Market-led
	I1.13: Support of cleaner, modernised buses and coaches, and related charging infrastructure	✓			Influence
	I1.14: Support rail electrification			✓	Influence
	I2 Enable safer, more efficient driving and operation of road networks				
	I2.1: Improve our use of technology in traffic and congestion monitoring		✓		Deliver and Influence
	I2.2: Engage with and prepare for the rollout of new transport technologies			✓	Influence
	I2.3: Improvements to on-road signage on our strategic and major roads		✓		Deliver and Influence

Policy area	Measure	Delivery Timescales			Delivery
		Short Term	Medium Term	Long Term	
	I2.4: HGV parking and rest stops		✓		Influence
	I2.5: Moving traffic offences		✓		Deliver
	I2.6: Targeted road infrastructure or junction improvements to relieve congestion			✓	Deliver and Influence
Support and enable delivery of the Avoid, Shift and Improve policy areas 	SU1 Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport				
	SU1.1: Raise awareness of sustainable travel options	✓			Deliver
	SU1.2: Travel plans	✓			Deliver and Influence
	SU1.3: Raise awareness of local facilities, amenities and services	✓			Deliver
	SU1.4: Incentives for physical activity		✓		Influence
	SU1.5: Interventions for vulnerable road users	✓			Deliver
	SU1.6: Cycle training to improve skills and confidence	✓			Deliver
	SU1.7: Rollout of safety apps	✓			Market-led
	SU1.8: Mobility credits		✓		Deliver
	SU1.9: Implement Mobility as a Service (MaaS)		✓		Influence
	SU1.10: Reduced carbon intensity of travel via more efficient driving	✓			Influence
	SU1.11: Multi-modal marketing	✓			Influence
	SU1.12: Ticketing incentives	✓			Influence

Policy area	Measure	Delivery Timescales			Delivery
		Short Term	Medium Term	Long Term	
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all				
	SU2.1: Working with businesses to facilitate home working and flexible working	✓			Influence
	SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities	✓			Deliver
	SU2.3: Work collaboratively with our key stakeholders	✓			Influence
	SU2.4: Supporting Community Rail Partnerships	✓			Influence
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered				
	SU3.1: Coordination of street works and roadworks		✓		Deliver
	SU3.2: Network maintenance		✓		Deliver
	SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy			✓	Deliver
	SU3.4: Support for Masterplanning		✓		Influence
	SU3.5: Adopt 'Vision Zero' ambition and Safe System approach			✓	Influence
	SU3.6: Freight Assessment and Priority Mechanism (FAPM)	✓			Influence
	SU3.7: Define route restrictions through Advisory Freight Routes	✓			Influence
	SU3.8: Develop a detailed parking operation and delivery plan	✓			Deliver
	SU3.9: Refresh our transport policies and plans		✓		Deliver
	Environment and sustainability				

Policy area	Measure	Delivery Timescales			Delivery
		Short Term	Medium Term	Long Term	
	<p>Our ongoing commitment to the environment and sustainability includes the following actions, as detailed in Section 4.</p> <p>We will proactively consider health and equalities issues from the earliest stage in designing and specifying our LTP4 measures.</p> <p>Where possible, opportunities will be identified to enhance our designated sites.</p> <p>Scheme design will proactively consider environmental protection from the earliest stage, and will ensure that the processes of scheme construction, maintenance and operation identify and take opportunities available to:</p> <ul style="list-style-type: none"> - Improve air quality (including consideration of the Air Quality Action Plan) - Reduce greenhouse gas emissions - Build in resilience to climate change (including the development of climate change adaption pathways) - Avoid and protect areas that are recognised at the highest levels for their importance to nature conservation and biodiversity - Protect Wiltshire's ecology, landscape and townscape - Conserve and enhance the historic environment - Protect natural resources - Protect the water environment - Promote circular economy principles. 	✓	✓	✓	Deliver and Influence

6. Monitoring and evaluation



Wiltshire Council has a statutory duty to monitor the performance of the LTP4 and its Implementation Plan against our strategic objectives and policies. Feedback from the monitoring process allows the Implementation Plan to be adjusted according to the actual performance against objectives. We will monitor progress against the LTP4 objectives over its lifespan and report this via a regular progress report going forward; the first report is expected to take place three years after adoption.

Our six objectives are key to the success of LTP4, and our progress will be assessed using these objectives and their outcomes, taken from our logic mapping exercise. These objectives and outcomes will be assessed against a measurable, quantifiable baseline; this will be primarily based on the LTP4 Evidence Base and will provide an objective dataset against which all future years of the LTP4 will be measured. There may be some outcomes for which a qualitative assessment is more appropriate.


Where possible, data that is already available and collected on a national, regional or local basis will be used to track progress of the LTP4 towards achieving its aspirational objectives. We will also include data and case studies from measures which we have implemented.


The following table illustrates the type of data that may be used for monitoring – this represents a starting point, and we may explore utilising new sources of data if they become available.


Table 6-1 – Performance monitoring of LTP4


Objective	Outcome	Type of indicative indicator
 <p>Supporting rural communities</p> <p>To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.</p>	Improved alternatives to private car	Data on all licensed and registered vehicles – <i>(DfT / Driver and Vehicle Licensing Agency (DVLA))</i> Car ownership statistics – <i>(DfT / DVLA)</i>
	Reduction in vehicle miles	Road Traffic Statistics (traffic volume miles by vehicle type and road class) – <i>(DfT)</i>
	Reliable multi-modal or digital connectivity between key locations	Passenger numbers and services in operation – <i>(Bus operators)</i> Bus Reliability and Punctuality – <i>(Bus Open Data Service (BODS))</i> Measuring digital connectivity – <i>(Wiltshire Council / Statista)</i>
	Good levels of accessibility opening up more opportunities for all and improving quality of life	Concessionary usage on bus journeys – <i>(Bus operators)</i> Levels of accessibility e.g. percentage of low-level buses, accessible railway stations, RTP1 at bus stops – <i>(Wiltshire Council)</i>
	Improved connectivity resulting in reduced social isolation	Joint Strategic Needs Assessment (JSNA) – <i>(Wiltshire Intelligence)</i> Mental health statistics – <i>(NHS / JSNA / Public Health England)</i> Household surveys – <i>(Wiltshire Council)</i>
	Increased ability to live and access services and opportunities locally, including leisure	National Travel Survey – <i>(DfT)</i> NHT Public Satisfaction Survey – <i>(National Highways and Transport (NHT) Annual Report)</i> Annual passenger satisfaction survey – <i>(Wiltshire Council, funded by BSIP 2)</i>

Objective	Outcome	Type of indicative indicator
<p>Improving health, wellbeing and safety</p> <p>To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.</p>	<p>More reliable, convenient, safer and affordable alternatives to private car journeys to improve access to opportunities and services for all</p>	<p>Journey time statistics – (<i>DfT</i>)</p> <p>Bus Reliability and Punctuality – (<i>Bus Open Data Service (BODS)</i>)</p> <p>Passenger numbers – (<i>Bus operators</i>)</p>
	<p>Increased access to jobs, training and education in different parts of the county</p>	<p>Employment figures – (<i>Office for National Statistics</i>)</p> <p>National Travel Survey – (<i>DfT</i>)</p> <p>Travel to work / school data – (<i>National Travel Survey, DfT / Office for National Statistics</i>)</p>
	<p>Active travel becomes the natural choices for shorter journeys, or as part of a longer journey, along with improved road safety</p>	<p>STATS19 collision and casualty data – (<i>DfT</i>)</p> <p>Number of crime incidents associated with transport network – (<i>British Transport Police</i>)</p> <p>Walking and cycling statistics – (<i>DfT / Wiltshire Council</i>)</p> <p>Road Traffic Statistics: Pedal cycle traffic – (<i>DfT</i>)</p>
	<p>A healthy, safe and secure network, including dedicated walking and cycle paths wherever possible, promoting active lifestyles to improve health and wellbeing</p>	<p>Walking and cycling statistics – (<i>DfT / Wiltshire Council</i>)</p> <p>Road Traffic Statistics: Pedal cycle traffic – (<i>DfT</i>)</p> <p>Public Health England Statistics – (<i>Public Health England</i>)</p> <p>AQMA monitoring data – (<i>Department for Environmental Food and Rural Affairs (DEFRA)</i>)</p> <p>Construction of LCWIP routes – (<i>Wiltshire Council LCWIPs</i>)</p>

Objective	Outcome	Type of indicative indicator
 <p>Economic growth</p> <p>To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.</p>	<p>Good levels of accessibility between economic centres so that residents, employees, businesses, customers and suppliers in Wiltshire are able to travel as quickly and simply as possible, by road, bus or rail</p>	<p>Journey time statistics – (DfT)</p> <p>NHT Public Satisfaction Survey – (<i>National Highways and Transport (NHT) Annual Report</i>)</p> <p>Annual passenger satisfaction survey – (<i>Wiltshire Council, funded by BSIP 2</i>)</p> <p>Updated TRACC analysis – (<i>Wiltshire Council</i>)</p>
	<p>Reliable, multi-modal or digital connectivity between key destinations across Wiltshire</p>	<p>Journey time statistics – (DfT)</p> <p>Bus Reliability and Punctuality – (<i>Bus Open Data Service (BODS)</i>)</p> <p>NHT Public Satisfaction Survey – (<i>National Highways and Transport (NHT) Annual Report</i>)</p> <p>Annual passenger satisfaction survey – (<i>Wiltshire Council, funded by BSIP 2</i>)</p> <p>Broadband speed – (<i>Statista</i>)</p>
	<p>Reliable end-to-end journey times for people and goods, including first and last miles</p>	<p>Journey time statistics – (DfT)</p> <p>Bus Reliability and Punctuality – (<i>Bus Open Data Service (BODS)</i>)</p> <p>NHT Public Satisfaction Survey – (<i>National Highways and Transport (NHT) Annual Report</i>)</p> <p>Annual passenger satisfaction survey – (<i>Wiltshire Council, funded by BSIP 2</i>)</p>
	<p>Reduction in traffic congestion and delays</p>	<p>Journey time statistics – (DfT)</p>
	<p>Increase in footfall in town centres making them more attractive places for business to invest</p>	<p>High street footfall – (<i>Wiltshire Council / High Streets Task Force</i>)</p>

Objective	Outcome	Type of indicative indicator
		Data and feedback from local businesses – <i>(Wiltshire Council)</i>
	Increased options for tourists to travel by bus, train, bicycle or car	Leisure and tourism statistics – <i>(Wiltshire Council / Visit England / Office for National Statistics / National Travel Survey, DfT)</i> Data on vehicles/modes visiting tourist sites – <i>(Visit England / Office for National Statistics / National Travel Survey, DfT)</i>
 <p>Futureproofing transport</p> <p>To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.</p>	Maximised uptake of energy efficient and zero or ultra-low emission vehicles and autonomous vehicles	Number of EV charging devices – <i>(Wiltshire Council / DfT / DVLA)</i> Number of registered and licensed EVs in Wiltshire – <i>(DfT / DVLA)</i>
	Improve multi-modal connectivity between key destinations across Wiltshire	Journey time statistics – <i>(DfT)</i> Bus Reliability and Punctuality – <i>(Bus Open Data Service (BODS))</i> NHT Public Satisfaction Survey – <i>(National Highways and Transport (NHT) Annual Report)</i> Annual passenger satisfaction survey – <i>(Wiltshire Council, funded by BSIP 2)</i> Usage of / number of downloads of journey planning websites and apps or MaaS apps – <i>(analytics from Connecting Wiltshire website and providers of any new MaaS apps)</i>
	Services and routes return to normal as quickly as possible after incidents on the network and the impact of any disruption on people and business is managed	Number of resilience related measures, e.g. flood relief, implemented in the year – <i>(Wiltshire Council / National Highways)</i> Annual budget spend on emergency repairs, including response to winter weather conditions

Objective	Outcome	Type of indicative indicator
		e.g. gritting – (<i>Wiltshire Council / National Highways</i>)
	People and businesses are still able to access vital services during environmental and societal crises	Key indicators set out in the Climate Change Strategy – (<i>Wiltshire Council</i>) Assessment of transport network’s performance during any unexpected events (such as extreme weather, pandemics, fuel shortages, power outages), and capture of lessons learnt – (<i>Wiltshire Council / National Highways</i>)
	Increase in the proportion of journeys made via sustainable modes of transport	Journey time statistics – (<i>DfT</i>) Bus Reliability and Punctuality – (<i>Bus Open Data Service (BODS)</i>) Annual passenger satisfaction survey – (<i>Wiltshire Council</i>) Walking and cycling statistics – (<i>DfT / Wiltshire Council</i>) Road Traffic Statistics: Pedal cycle traffic – (<i>DfT</i>) Travel to work / school data – (<i>National Travel Survey, DfT / Office for National Statistics</i>)
 Transport decarbonisation	Reduction in private and goods vehicle miles	Road Traffic Statistics (traffic volume miles by vehicle type and road class) – (<i>DfT</i>)
	Significant reduction in total greenhouse gas emissions due to transport	UK local authority and regional greenhouse gas emissions statistics – (<i>DESNZ</i>)
	Better understand of, and support for, sustainable travel options, leading to increase usage	Passenger numbers – (<i>Bus operators</i>)

Objective	Outcome	Type of indicative indicator
<p>To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council carbon neutral by 2030, and leading the county towards net zero.</p>		<p>Walking and cycling statistics – (<i>DfT / Wiltshire Council</i>)</p> <p>Travel to work / school data – (<i>National Travel Survey, DfT / Office for National Statistics</i>)</p> <p>Estimates of station usage – (<i>Office of Rail and Road</i>)</p> <p>National Travel Survey – (<i>DfT</i>)</p>
	<p>Reduction in carbon intensity of remaining vehicle miles</p>	<p>Data on all licensed and registered vehicles – (<i>DfT / DVLA</i>)</p> <p>Fleet percentages of zero emission vehicles – (<i>Wiltshire Council / DfT / DVLA</i>)</p> <p>EV / low emissions car club usage – (<i>Wiltshire Council / private operators</i>)</p>
 <p>Protecting and enhancing our unique environments</p> <p>To ensure the transport network in Wiltshire protects and enhances our natural and built</p>	<p>Impacts of travel on communities and natural and historic sites minimised</p>	<p>Road Traffic Statistics (traffic volume miles by vehicle type and road class) – (<i>DfT</i>)</p> <p>STATS19 collision and casualty data – (<i>DfT</i>)</p> <p>NHT Public Satisfaction Survey – (<i>National Highways and Transport (NHT) Annual Report</i>)</p> <p>Community Watch – (<i>Wiltshire Neighbourhood Watch Association</i>)</p>
	<p>Improved air quality and local health</p>	<p>AQMA monitoring data – (<i>DEFRA</i>)</p>

Objective	Outcome	Type of indicative indicator
environments, including our three National Landscapes, National Park, World Heritage Site and our historic towns and settlements.	No net degradation of the natural and historic environment, moving towards a net environmental gain	<p>Area of green and blue infrastructure and net gain in biodiversity due to transport interventions – <i>(Wiltshire Council)</i></p> <p>Assessment of any impacts to heritage assets, National Landscapes and National Parks due to road schemes – <i>(Wiltshire Council)</i></p>
	Improve road safety to benefit pedestrians and cyclists	<p>STATS19 collision and casualty data (or STATS21 when it becomes available) – <i>(DfT)</i></p> <p>Total length of streets on which active travel improvements are delivered – <i>(Wiltshire Council)</i></p>
	Increased levels of physical activity and improved health outcomes across Wiltshire	<p>Walking and cycling statistics – <i>(DfT / Wiltshire Council)</i></p> <p>Road Traffic Statistics: Pedal cycle traffic – <i>(DfT)</i></p> <p>Joint Strategic Needs Assessment (JSNA) – <i>(Wiltshire Intelligence)</i></p> <p>Public Health England statistics – <i>(Public Health England)</i></p>

Appendix A. ISA

Appendix B. Carbon paper

Appendix C. Glossary and acronyms

	Term	Definition
A	Accessibility	In transport terms, the degree to which services and opportunities (such as health services and shops) and transport services, can be reached by all members of society at a reasonable cost and in a reasonable time scale. This includes access for those with disabilities and health conditions.
	Active travel	Making journeys in a physically active way e.g., walking, wheeling, cycling and horse riding
	Air Quality Management Areas (AQMA)	Air Quality Management Areas (AQMA) are locations where recorded levels of air pollution show that the national air quality objectives are not likely to be achieved. This area could consist of just one or two streets, or it could be much larger.
	Avoid, Shift, Improve	Avoid, Shift, Improve is an approach that seeks to modify behaviour or attitudes to reduce carbon emissions. The overarching principles are: Avoid unnecessary movements or trips, Shift to more sustainable and shared modes, Improve the environmental performance of transport modes.
	Autonomous vehicle	A vehicle that can operate itself and perform necessary functions without human intervention by sensing their surroundings (also known as self-driving or driverless vehicles).
B	Behaviour change	An adjustment in the way people act for instance in relation in the way they travel to work.
	Bus Service Improvement Plan (BSIP)	How Local Transport Authorities, working closely with their local bus operators and local communities, address improvements to the local transport bus system – by setting out a vision for delivering the step-change in bus services.
C	Car club	A pool of cars that people and businesses can pay to use on a per trip basis.
	Cargo bike	A cycle that is specially designed to carry loads such as groceries, children, deliveries or heavy equipment.
	Climate change	A long-term change in global or regional climate patterns and average temperatures, due to increased levels of greenhouse gases in the atmosphere.

	Climate emergency	A climate emergency declaration is an action taken by Governments and scientists to acknowledge that urgent action is required to halt climate change and irreversible environmental damage.
	Connectivity	In relation to transport, this means the effectiveness of the transport network at getting people from one location to another.
	Consolidation centre/hub	A place where many suppliers can have goods delivered and combined into a single fuller load on one vehicle, often smaller, for the last leg of the journey e.g. into the town centre.
D	Decarbonisation	Removing or reducing the carbon dioxide produced by human activities such as transport.
	Delivery management	Planning deliveries made by multiple companies to reduce their impact on congestion and the environment e.g. through consolidation centres.
	Demand management	The application of strategies and policies to reduce travel demand, or to redistribute this demand in order to make optimal use of available transport resources and increase the efficiency of travelling.
	Demand Responsive Transport (DRT)	A flexible form of shared, on-demand transport where people book journeys on identified routes, and vehicles alter their routes based on where the people travelling at that time wish to go, rather than fully following a fixed route or timetable.
	Deprivation	When people lack basic requirements e.g. access to healthy food or jobs.
	Digital connectivity	The ability to access services or activities through internet or mobile phone connections e.g. working from home or online doctor's appointments.
E	E-bike	A cycle with an electric battery to assist or replace pedalling.
	Electric vehicle (EV)	EVs are vehicles that are either partially or fully powered on electric power. This includes battery-powered electric vehicles (BEVs) (also known as Zero Emission Vehicles (ZEVs)), and plug-in hybrid electric vehicles (PHEVs).
	Electric Vehicle Infrastructure (EVI)	There are several components that make up EVI. The term 'Devices' is used for each physical charge point device, and the term 'Sockets' states the number of users able to access each device at a given time (usually also correlates with 'bays').
	Embodied carbon	The carbon produced during the lifecycle of a material or product. It considers the amount of carbon released throughout the entire supply chain and sometimes up until the end of its

		lifecycle. For instance, the embodied carbon of a road would include the carbon associated with making and transporting asphalt.
	Equality Act 2010	The Equality Act 2010 legally protects people from discrimination in the workplace and in wider society and replaces previous anti-discrimination laws with a single Act.
	E-scooters	A scooter with an electric battery that propels it forward.
F	First / last mile	The first or last leg of a journey, either for a person or goods being delivered (e.g., the walk to a bus stop, or the journey from a local distribution centre to a home).
G	Global warming	The gradual increase in the overall temperature of the earth's atmosphere, caused by increased levels of greenhouse gases.
	Greenhouse gas	Gases such as carbon dioxide (CO ₂), methane and nitrogen oxides (NO _x) which contribute to global warming.
	Gross Value Added (GVA)	A measure of total output in a local economy, based on the value generated by any unit engaged in the production of goods and services.
H	Healthy streets approach	The healthy streets approach focuses on creating streets that are pleasant, safe and attractive, where noise, air pollution, accessibility and lack of seating and shelter are not barriers that prevent people using streets. This is intended to lead to a healthier environment where people are able to choose to walk, cycle and use public transport more often.
	HGV	A Heavy Goods Vehicle (HGV) is a vehicle with a gross weight of over 3500kg.
I	Integrated Sustainability Appraisal (ISA)	LTP4 has been subjected to a series of assessments that cover the topics of Sustainability and Strategic Environmental Assessment (SA/SEA), Health Impact Assessment (HIA), Equality Impact Assessment (EqIA) and Community Safety Assessment (CSA). Taken together these various assessments are described as an ISA.
	Intelligent Transport Systems (ITS)	Technology that provides users with prior information about traffic, real-time running information, seat availability and other travel information.
L	LGV	A Light Goods Vehicle (LGV) is a vehicle with a gross weight of less than 3500kg, such as vans and pick-up trucks.

	Local Cycling and Walking Implementation Plan (LCWIP)	A long-term approach to developing local cycling and walking networks over a ten-year period and forms a vital part of the Government's strategy to double the number of cycling journeys made and increase walking activity substantially by 2025.
	Local Transport Plan (LTP)	A Local Transport Plan (LTP) assesses an area's transport needs and challenges and sets out different ways in which these challenges will be addressed.
	Lift share	An arrangement where people travel together in one vehicle, sharing the costs.
	Local design code	A set of simple, concise, illustrated design requirements that are visual and numerical wherever possible to provide specific, detailed parameters for the physical development of a site or area.
	Logic mapping	Logic mapping provides a way of laying out, in a clear, visual form, key steps and links in a project or programme, and identifying how different activities are believed to be linked to different sets of outcomes and impacts.
M	Micro-mobility	Refers to a range of small, lightweight, and usually single-person vehicles. Examples include bikes, e-bikes, and electric scooters.
	Mobility as a Service (MaaS)	A system through which people can access information, plan and pay for their journeys in one simple place e.g. on a mobile app. This app can cover multiple different ways to travel e.g. bus, rail, cycling and car share.
	Mobility	The action of people and goods moving around.
	Mode shift	A change in the way people travel e.g. from driving to cycling or from the bus to walking.
	Multi-modal	Involving more than one mode (type) of travelling e.g. both bus and train.
N	National Landscape	A designated area of exceptional landscape with a distinctive character and natural beauty that needs to be safeguarded in the national interest. Formally known as Area of Outstanding National Beauty (AONB).
	Net zero carbon	A situation in which any carbon dioxide emitted to the atmosphere is balanced by removals through natural processes (for instance carbon dioxide absorbed by tree growth) or technological means (such as direct air capture).
	Network management	Running the highway network so that vehicles move around smoothly and efficiently. Management involves measures like responding to incidents and congestion build up.

	NOx	In atmospheric chemistry, NOx is a generic term for the nitrogen oxides that are most relevant for air pollution, namely nitric oxide (NO) and nitrogen dioxide (NO2).
P	Parking management	Strategies to improve the efficiency of parking in an area e.g. public car parks and on street parking within a town. This may involve changing the number of spaces available and the cost to park, to influence the number of people driving into an area and hence traffic levels.
	Plug in electric vehicles	A plug-in electric vehicle (PEV) is any road vehicle that can utilize an external source of electricity (such as a wall socket that connects to the power grid) to store electrical power within onboard rechargeable battery packs, which then powers the electric motor. These can be fully electric or hybrid vehicles.
	Public transport	Transport that charges a fare, runs on fixed routes, and is available for use by the public e.g. bus, train and coach.
S	Safe System Approach	The Safe System is an approach to road safety which puts the human being at its centre and which stems from the belief that every road death or serious injury is preventable. The Safe System approach is built upon two basic facts about people, that (1) people make mistakes, and will make mistakes when on the roads, and (2) people are vulnerable to being killed or seriously injured, if they are involved in a crash.
	School streets	A proactive solution for school communities to tackle air pollution, poor health and road danger reduction. A school street scheme will encourage a healthier lifestyle and active travel to school for families and lead to a better environment for everyone. It normally involves a traffic management order to be applied to a street around a school, temporarily restricting access to motorised vehicles.
	Segregated cycle lanes	A path for cyclists that is separate to motor traffic and pedestrians.
	Shared transport	Forms of transport that are shared between users e.g. cycles, cars, scooters. They could be shared between people at the same time (lift sharing in a car) or at separate times (car club hire).
	Site of Special Scientific Interest (SSSI)	A formal conservation designation. Usually, it describes an area that is of particular interest to science due to the rare species of fauna or flora it contains or important geological or physiological features that may lie in its boundaries.
	Special Areas of Conservation (SAC)	Areas of land designated under Directive 92/43/EEC on the Conservation of Natural Habitats and of Wild Fauna and Flora.

	Special Protection Area (SPA)	Special sites designated under the EU Birds Directive to protect rare, vulnerable and migratory birds.
	Sub-national Transport Body (STBs)	Pan-regional partnerships that exist to co-ordinate activity with their member local authorities and Government. There are seven sub-national (or regional) transport bodies in England.
	Sustainable transport	Forms of transport that have a low impact on the environment e.g. public transport and active travel.
	Swindon and Wiltshire Local Enterprise Partnership (SWLEP)	The SWLEP is the Local Enterprise Partnership for Swindon and Wiltshire, established by Central Government in July 2011 as a private sector-led partnership between local businesses, Swindon Borough Council, Wiltshire Council, the military and the education sector.
U	Ultra-Low Emissions Vehicles (ULEVs)	Ultra-low emission vehicles (ULEVs) refer to all vehicles that uses low carbon technologies and emit less than 75g of CO ₂ /km from the tailpipe and/or is capable of producing zero tailpipe emissions for at least ten miles. ULEVs include Electric Vehicles (BEVs and PHEVs) as well as other hybrid and range extender vehicles.
V	Variable Messaging Sign (VMS)	Electronic signs used at the roadside to share information and key messages to road users.
	Vision Zero	Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all
W	Walking, wheeling and riding	Term to cover a wide variety of travel modes which involve physical activity (also known as active travel). For example, wheeling includes use of wheelchairs and pushchairs, and riding includes horse riding, riding a bike or e-bike, and using a scooter or e-scooter.
	Western Gateway Sub-national Transport Body (STB)	An alliance of eight Local Authorities and one Combined Authority, with a purpose of setting out transport strategy for the region, providing leadership on strategic transport matters and presenting collective priorities for greater investment in transport in the Gateway area.
Z	Zero emission vehicle (ZEV)	A vehicle which has the potential to produce no direct tailpipe emissions. The term mainly relates to buses and freight and includes Battery Electric Vehicles or vehicles using fuel cell hydrogen.

Wiltshire Council Local Transport Plan 4 (LTP4) 2024

Wiltshire Council





Wiltshire Council Local Transport Plan 4

Draft Principal Settlements sub-strategy
October 2024

Table of Contents

1.	Introduction to place-based sub-strategies	3
2.	Principal Settlements sub-strategy	7
2.1.	Introduction to Principal Settlements	7
2.1.1.	Introduction	7
2.1.2.	Typical challenges and opportunities	8
2.2.	Vision and objectives for Principal Settlements	11
2.2.1.	Vision	11
2.2.2.	Objectives	12
2.3.	Policies and measures	13
2.3.1.	Introduction	13
2.3.2.	Avoid	14
2.3.3.	Shift	17
2.3.4.	Improve	27
3.	Supporting measures across all place types	30

1. Introduction to place-based sub-strategies

This document contains one of our three place-based LTP4 sub-strategies and should be read alongside our Core LTP4 Strategy, other place-based sub-strategies, and county-wide sub-strategies, as well as the Integrated Sustainability Assessment (ISA) and Carbon Paper.

The three place types are as follows, and are shown geographically in Figure 1-1:

- Principal Settlements.
- Market Towns.
- Rural Areas, including Local Service Centres.

Each of the place-based sub-strategies contains information on the specific policies and measures that are applicable to the place type, and an overview of how each place type could look if the vision and objectives were realised. Measures relating to freight, parking, EV charging, and strategic transport (bus, rail and highways) are included in the county-wide sub-strategies rather than the place-based sub-strategies.

All the place-based sub-strategies follow the same structure:

- Introduction to place type.
- Vision and objectives, applied to the place type.
- Policies and measures for the place type, structured by our Avoid, Shift, and Improve policy areas. The final section (Section 3) contains the Support measures which would be applied across all place types in support of the Avoid, Shift, and Improve measures. All the policies and measures included in the place-based sub-strategies are summarised in Table 1-1.

A glossary of key terms and acronyms is provided in Appendix C of the Core LTP4 Strategy.

Figure 1-1 – Wiltshire place types

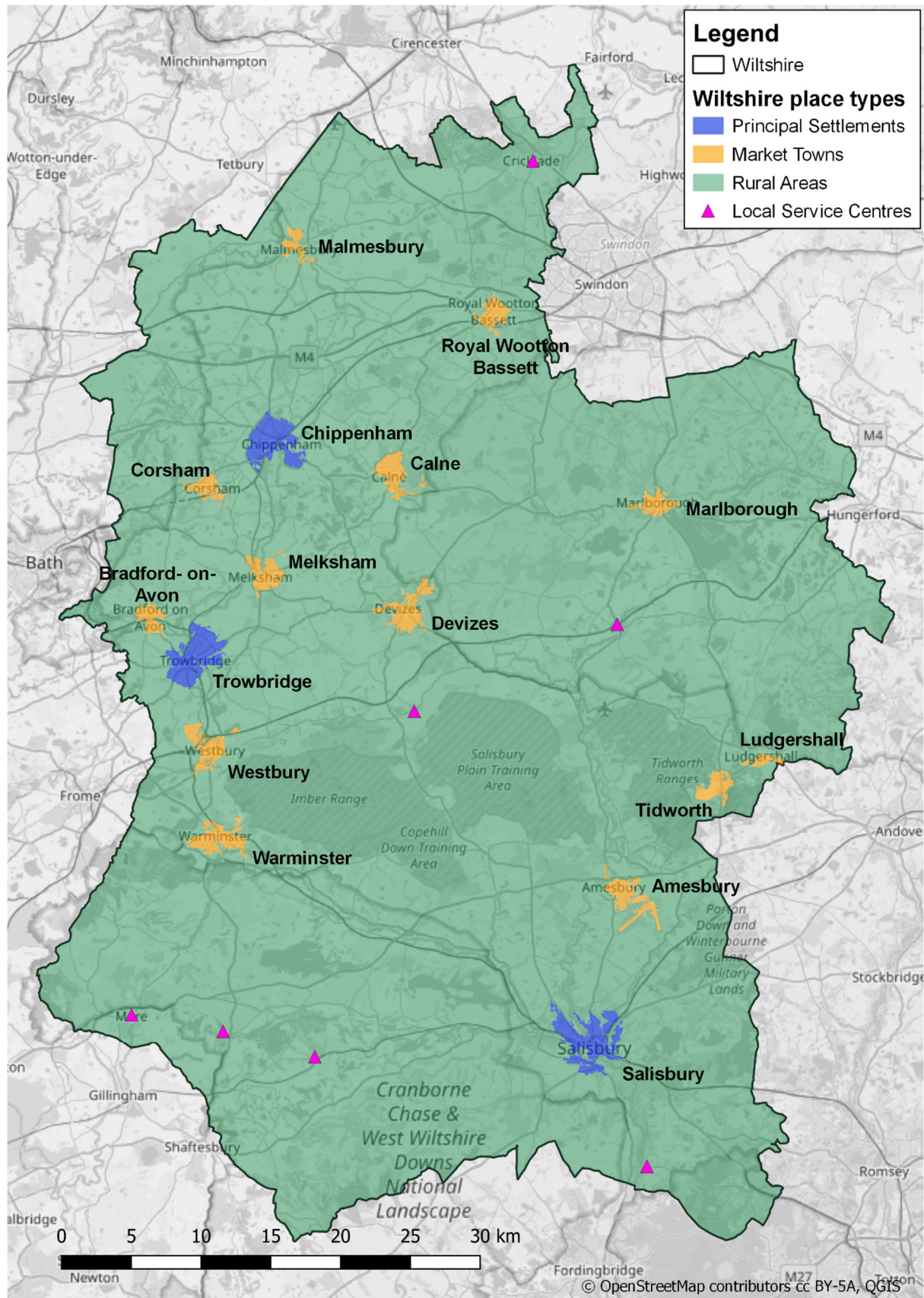
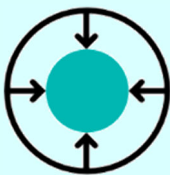





Table 1-1 Summary of place-based measures

Policy area	Measure	Place-based sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching
Avoid unnecessary travel 	A1 Reduce the need to travel as often through combining journeys and providing digital options				
	A1.1: Improving ultrafast fibre coverage to enable access to online services	✓	✓	✓	
	A2 Enabling access to services, jobs and other destinations within closer reach				
	A2.1: Co-working spaces	✓	✓	✓	
	A2.2: Support improvements to services that can be provided locally to reduce travel	✓	✓	✓	
	A2.3: Ensure design requirements are met for new developments	✓	✓		
	A2.4: Parcel pick-up points at local hubs		✓	✓	
Shift to more sustainable modes of transport 	S1 Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality				
	S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIPs)	✓	✓	✓	
	S1.2: Public realm improvements	✓	✓	✓	
	S1.3: Wayfinding	✓	✓	✓	
	S1.4: Cycle parking	✓	✓	✓	
	S1.5: Safer movement for active travel	✓	✓	✓	
	S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas	✓	✓	✓	
	S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes	✓	✓	✓	
	S2 Provide more public and shared transport options, and improve service quality				
	S2.3: Ride sharing, including shared taxis	✓	✓	✓	
	S3 Provide better access to public and shared transport services				
S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel	✓	✓	✓		
S3.6: Mobility hubs	✓	✓	✓		
Improve vehicle, fuel and network efficiency 	I1 Facilitate and encourage move to low and zero emission vehicles				
	I1.12: Expand EV car club coverage	✓	✓	✓	
	I2 Enable safer, more efficient driving and operation of road networks				
	I2.1: Improve our use of technology in traffic and congestion monitoring	✓	✓		
	I2.2: Engage with and prepare for the rollout of new transport technologies	✓			
Support and enable	SU1 Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport				

Policy area	Measure	Place-based sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching
delivery of the Avoid, Shift and Improve policy areas 	SU1.1: Raise awareness of sustainable travel options				✓
	SU1.2: Travel plans				✓
	SU1.3: Raise awareness of local facilities, amenities and services				✓
	SU1.4: Incentives for physical activity				✓
	SU1.5: Interventions for vulnerable road users				✓
	SU1.6: Cycle training to improve skills and confidence				✓
	SU1.7: Rollout of safety apps				✓
	SU1.8: Mobility credits				✓
	SU1.9: Implement Mobility as a Service (MaaS)				✓
	SU1.10: Reduced carbon intensity of travel via more efficient driving				✓
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all				
	SU2.1: Working with businesses to facilitate home working and flexible working				✓
	SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities				✓
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered				
	SU3.1: Coordination of streetworks and roadworks				✓
	SU3.2: Network maintenance				✓
	SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy				✓
	SU3.4: Support for Masterplanning				✓
	SU3.5: Adopt 'Vision Zero' ambition and Safe System approach				✓
	SU3.9: Refresh our transport policies and plans				✓

2. Principal Settlements sub-strategy

2.1. Introduction to Principal Settlements

2.1.1. Introduction

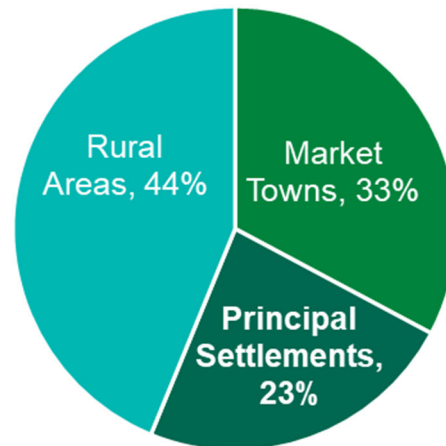
There are three **Principal Settlements** located across the county, as shown in Figure 1-1.

As defined in the Wiltshire Core Strategy (2015) and the draft Local Plan Review (2023), these are strategically important centres for services and employment, and are the primary focus for development within Wiltshire. They will provide significant levels of jobs and homes, together with supporting community facilities and infrastructure, meeting their economic potential in the most sustainable way to support better self-containment.

Wiltshire's Principal, and largest, Settlements are the historic cathedral city of **Salisbury** in the south, the county town of **Trowbridge** in the west, and the historic town of **Chippenham** in the north.

On average, the **population density of the Principal Settlements is 37 people per hectare**: the highest out of the three place types.

Figure 2-1 - Proportion of population in each place type



Overall, **23% of Wiltshire's population** (120,800 people) live across the three Principal Settlements.



Salisbury Cathedral, Salisbury

Salisbury is a well-known tourist hotspot with its cathedral and proximity to the renowned World Heritage Site of Stonehenge. It is also the only city in Wiltshire.

Trowbridge serves as an employment, administration, and service centre for the west Wiltshire area, benefiting from good transport links to nearby cities like Bath and Bristol.



St George's Works development, Trowbridge



Chippenham town centre

Chippenham, known for its busy town centre and expanding urban area, is experiencing growth in employment due to its strategic location near the M4 and frequent rail connections to Swindon, Bath, Bristol, and London.

2.1.2. Typical challenges and opportunities

Table 2-1 presents a summary of the typical transport related challenges and opportunities faced in Principal Settlements.

Table 2-1 LTP4 challenges and opportunities in Principal Settlements

LTP4 challenges and opportunities in Principal Settlements



Rurality

The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, which presents challenges around connectivity by other modes, which can lead to **social isolation**.

- Trowbridge is more at risk of transport related social exclusion than Salisbury and Chippenham.¹
- According to the 2021 Census, 51% of working people use a car or van to travel to work, 31% work from home, and 14% walk or cycle.²
- Approx. 35% travel 'less than 10km' (approx. 6 miles) (in line with national average); proportion of people who travel '30km and over' (approx. 19 miles and over) is less than the national average.
- Principal Settlements have the best level of access to public transport stops: for most places, over 90% of postcodes are within a 15-minute walk of a public transport access point. However, there is one area in Salisbury where this is not the case for 10-20% of postcodes – St Edmund and Milford.
- For Principal Settlements, around 20% of the population cannot access a town centre by public transport within 30 minutes.³



Health, wellbeing and safety

There are pockets of **inequality and deprivation** across the county related to **health, wellbeing, road safety and access to facilities**.

- There are pockets of deprivation in Wiltshire's Principal Settlements: both John of Gaunt and Studley Green (Trowbridge) are among the nation's 10% most deprived areas. Three areas of Salisbury (Bemerton West and South, and St Martin Central) as well as one area of Trowbridge (Drynam – Lower Studley) rank in the 20% most deprived areas. There are three areas in Chippenham (Audley south, Avon east and Hill Rise north west), and one further area in Trowbridge (Adcroft – Seymour) which are all in the 30% most deprived areas.⁴
- 18% of households within Principal Settlements do not have access to a car or van; 43% of households have access to one car or van.
- Approximately 18% of the population is classed as disabled under the Equality Act.
- Principal Settlements have a predominantly white population; they are less diverse than national average but more diverse than other areas in Wiltshire.
- Around 20% of the population is unable to access a town centre within 30 minutes by car.
- There are three Air Quality Management Areas in Salisbury, which all include sections of the A36 corridor. Residents who live near this or other busy routes in our Principal Settlements are more likely to be at risk of certain health conditions. The Royal College of Physicians have found that children living within 500m of a heavily used road are likely to have significantly reduced lung function in adulthood. For older people, living near a busy road increases the rate of lung function decline that is associated with ageing. Exposure to poorer

¹ *Transport for the North Transport Related Social Exclusion*. Data publicly available at [Transport-related social exclusion in England \(transportforthenorth.com\)](https://transportforthenorth.com).

² 2021 Census

³ Journey time statistics, DfT (2019). Includes up to 2km walk to access the public transport stop, 5 minutes waiting time, plus an additional 5 minutes for any interchange required. Further detail can be found on the [DfT website](#).

⁴ Index of Multiple Deprivation, 2019. This takes a wide range of factors into account, and areas may perform better against some indicators while scoring lower against others. For example, some of these more deprived areas may score well against the access to services indicator.

air quality can be associated with several health problems including asthma, type 2 diabetes, decrease in brain cognitive function, cancer and cardiovascular conditions.⁵



Economic growth

Economic growth in Wiltshire is slowing and an ageing population poses an increasing challenge.

- On average, 32% of people aged over 16 years have Level 4 qualifications or above (e.g., bachelor's degree or post-graduate)
- There is a slight skew towards L4/5/6/7 (Lower managerial, administrative and professional) and L12/13 (routine and semi-routine) classifications compared to the national average.
- Each Principal Settlement offers a unique base for tourists. Chippenham in the north is a vibrant market town with key links to London and the West Country by rail and only 4 miles from the M4. Trowbridge is steeped in rich industrial heritage, with direct trains to London, the South West, the Midlands and South Wales, and only 25 minutes by road from Bath. Salisbury is well-known for its Cathedral at the heart of the city, and is the closest Principal Settlement to Stonehenge. Salisbury is also the closest Principal Settlement to many military bases in Wiltshire.
- Both Chippenham and Salisbury are advertised as places to visit as part of The Great West Way touring route from Bristol to London.
- Salisbury has a unique scientific and research base in Defence Science and Technology Laboratory (Dstl) at Porton Down. This creates travel demand to destinations on the rural outskirts of the city.
- Historically, in terms of Gross Value Added (GVA) by the transportation and storage industry in Wiltshire, in 2010 Wiltshire had significantly higher GVA than England.



Futureproofing transport

The transport network in Wiltshire is not currently prepared for future **maintenance, technological, environmental and societal changes**.

- The Principal Settlements are currently better served by electric charging points than other areas of Wiltshire. All three Principal Settlements have a Wiltshire Council-owned rapid charging point location. Trowbridge and Chippenham each have one fast charging point location, whilst Salisbury has six locations – of these, five are located in the Park and Ride sites. There is limited data available on private charging points.
- Flooding is a key concern for all three Principal Settlements. Salisbury is at extremely high risk of flooding with its proximity to the River Avon. Trowbridge is also at risk due to the River Biss, whilst Chippenham may witness flooding to the east also due to the rising levels of the River Avon (see ISA).
- There is an even spread across age groups and broadly in line with national averages.



Decarbonisation

Wiltshire Council acknowledged a **climate emergency** in 2019, and decarbonising transport is critical to achieving the Council's carbon neutral ambitions.

⁵ Royal College of Physicians, Every breath we take: The lifelong impact of air pollution, 2016 (<https://www.rcp.ac.uk/media/jzu5jgn/every-breath-we-take-the-lifelong-impact-of-air-pollution-full-report.pdf>)

- The cars and vans we drive offer the greatest scope for decarbonisation as they account for the majority of transport greenhouse gas emissions in Wiltshire. A key element is to ensure that those residents who cannot install home EV chargers have access to other opportunities, such as safe cross pavement charging cables or access to local EV public charging (also refer to EV sub-strategy within county-wide sub-strategies).
- In general, transport related greenhouse gas emissions per person are lower in Principal Settlements than the other place types, related to better access to sustainable transport and local facilities.
- However, some pockets within the Principal Settlements fall into the top 10% of estimated emissions from transport, including Trowbridge Adcroft and Chippenham Cepen Park and Derriads. They relate to higher levels of registered car and van ownership, and a greater proportion of commuters travelling by car.⁶



Unique environment

We have a responsibility to **protect** and **enhance** Wiltshire's unique natural, built and historic environments.

- The three Principal Settlements are home to many historic buildings, with around 18 Grade 1, 80 Grade 2*, and 1,200 Grade 2 listed buildings (see ISA).

2.2. Vision and objectives for Principal Settlements

2.2.1. Vision

The LTP4 vision sets out a long-term aspiration for transport in Wiltshire, to 2038 and beyond, of:

A safe and connected transport system which protects the county's unique built, natural and historic environment, making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a low carbon future.

If the vision were to be achieved, our historic Principal Settlements would become even better places to live, work and visit, with fewer cars, safer streets and more attractive spaces. The natural choice for shorter journeys would be to walk, wheel or cycle, using safe, well connected, and easy to navigate routes. All homes would be within easy reach of a public or shared transport stop, and new shared bicycles and e-bikes would enable seamless, more flexible transitions between different modes of travel. Many more people would have access to the local railway station without needing to drive, and this would facilitate fast, long distance journeys. Zero emission vehicle car clubs would provide a convenient and flexible option for residents and employers to drive with reduced environmental impact and without needing to own a car, and ample vehicle charging points would allow zero emission vehicle owners to travel without charging anxiety.

⁶ CREDS Place Based Carbon Calculator

2.2.2. Objectives

Table 2-2 presents an overview of LTP4 objectives in the context of Principal Settlements.

Table 2-2 LTP4 objectives and relevance for Principal Settlements

LTP4 objectives and relevance for Principal Settlements	
	<p>Supporting rural communities</p> <p>To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.</p>
	<ul style="list-style-type: none"> • Improve connectivity and reduce the risk of social exclusion through access to high quality, convenient, reliable and affordable shared transport. • Deliver quieter and safer roads, helping active travel (walking, wheeling, cycling and horse riding) to become natural choices for shorter journeys.
	<p>Improving health, wellbeing and safety</p> <p>To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.</p>
	<ul style="list-style-type: none"> • Improve access to jobs, education and facilities locally in Principal Settlements particularly for those in more deprived areas. • Improve air quality within AQMAs by having regard to the measures contained within our 2024 Air Quality Action Plan. • Improve access to public and shared transport hubs within Principal Settlements and improve links with areas beyond the Principal Settlements. • Deliver quieter and safer roads, helping active travel to become natural choices for shorter journeys. • Improve air quality in our Principal Settlements, especially in existing AQMAs.
	<p>Economic growth</p> <p>To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.</p>
	<ul style="list-style-type: none"> • Increase access to employment opportunities and economic centres. • Facilitate more efficient and sustainable business travel. • Provide and publicise more sustainable travel options for visitors and tourists.
	<p>Futureproofing transport</p> <p>To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.</p>
	<ul style="list-style-type: none"> • Increase the provision of public and private electric vehicle charging facilities. • Improve the transport network's resilience to environmental challenges. • Provide viable alternatives to travelling by car travel to help prepare for possible societal and economic changes. • Understand and prepare for possible technological advancements which may impact transport.
	<p>Transport decarbonisation</p> <p>To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council carbon neutral by 2030, and leading the county towards net zero.</p>

- The cars and vans we drive offer the greatest scope for decarbonisation as they account for the majority of transport carbon emissions in Wiltshire.
- Reduce the total distance travelled by cars to minimise carbon emissions.
- Improve facilities and access to sustainable transport, making these more competitive and convenient options.
- Embed local connectivity into designs for new developments.
- Facilitate and encourage a transition to low and zero emission vehicles. A key element is to ensure that those residents who cannot install home EV chargers have access to other opportunities, such as safe cross pavement charging cables or access to local EV public charging (also refer to EV sub-strategy within county-wide sub-strategies).



Protecting and enhancing our unique environments

To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

- Reduce traffic in Principal Settlements, particularly in city and town centres, helping to reduce negative impacts on our unique environments.
- Reduce pollution in Principal Settlements.

2.3. Policies and measures

2.3.1. Introduction







The LTP4 policies are set out in detail in Section 2.3 of our Core LTP4 Strategy.

The following sections consider the policies specifically in the context of Principal Settlements and outline the relevant measures we plan to support or deliver. Within the Principal Settlements sub-strategy, the policies are grouped by the Avoid, Shift and Improve policy areas. The measures relating to the Support policy area are covered in Section 3.

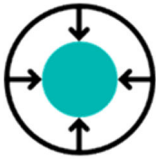
These four policy areas sit around the core of the LTP4: the vision and objectives.

Our objectives are set out in Section 2.1 of our Core LTP4 Strategy. Each policy meets some or all our objectives, and these are depicted by the relevant icons.



	Objective 1 - To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.
	Objective 2 - To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.
	Objective 3 - To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.
	Objective 4 - To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations
	Objective 5 - To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.
	Objective 6 - To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

2.3.2. Avoid



Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach; providing digital options; and combining journeys.

Policy A1: Reduce the need to travel as often through combining journeys and providing digital options.

Objectives met: 

A1.1: Improving ultrafast fibre coverage to enable access to online services

Description

Improving digital connectivity through wider rollout of fibre coverage aims to increase access and awareness to online opportunities, as well as accessibility, across our Principal Settlements. Fibre broadband offers faster and more reliable online connection than standard broadband. The UK Government’s ambition is for at least 85% of the UK to have access to gigabit capable broadband (broadband connections with speeds of one gigabit per second (1Gbps or 1,000 Megabits per second) or faster) by 2025. As of August 2024, the median broadband speed in the UK was 65Mbps, compared with a median of 57Mbps in Wiltshire (15% lower than the UK median) ⁷. As referred to in more detail in our Rural Areas sub-strategy, Project Gigabit will bring broadband improvements across the county.

Benefits

⁷ Fair Internet Report, August 2024 [Wiltshire Broadband Coverage & Stats, Aug 2024 \(fairinternetreport.com\)](https://www.fairinternetreport.com)

Improvements to fibre coverage would help to:

- Increase access to jobs, training, education and services via online platforms. Faster and more reliable connections would help to facilitate greater home working and would also improve access to online services such as online GP/health appointments and shopping.
- Improve accessibility through improved opportunities for those with limited physical mobility and reduced cost of travel.
- Reduce the need to travel to access services, especially at peak times, helping to reduce private vehicle miles and congestion.

Possible locations

Fibre coverage should be available across our Principal Settlements.

Policy A2: Enabling access to services, jobs and other destinations within closer reach

Objectives met:



Measure A2.1: Co-working spaces

Description

Co-working spaces provide a flexible option for those who can work remotely at least some of the time and who may not be able to or want to work from home. They are ideally situated in locations which are accessible by public and shared transport. Desks can generally be booked by the day, or on a longer-term basis.

Benefits

Co-working spaces / hubs would:

- Reduce vehicle miles by reducing the distance travelled to work, helping to save time and money.
- Allow people to combine people's daily commitments into one simple trip and increasing the ability to access jobs and opportunities closer to home.
- Make sustainable alternatives to travelling by car more attractive. Reduced trip lengths could facilitate a mode shift away from private vehicle to public transport or by active travel modes.

Possible locations

The centres of our Principal Settlements are ideal locations for co-working spaces since they are already relatively accessible by public and shared transport, and have existing active travel networks.

There are already some co-working spaces in Principal Settlements, such as Sonder Coffee in Salisbury, 31 Co Work in Chippenham, and the Elevate Hub in Trowbridge.

Case study: Switzerland co-working study

A study of co-working in Switzerland⁸ found that people who co-work in cities produce an average of 56% less CO2 than typical commuters, even when allowing for occasional travel to the main office. It suggests that hubs in urban areas can be particularly effective, since they are more likely to be accessed by sustainable modes of transport.

⁸ [Timo Ohnmacht et al 2020 Environ. Res. Commun. 2 125004](#)

Measure A2.2: Support improvements to services that can be provided locally to reduce travel

Description

Where there are opportunities to improve services and amenities in residential areas, these may be supported as a way to increase the availability of essentials closer to home.

Benefits

This would help to:

- Reduce the length and cost of trips, reducing private vehicle miles, by providing more opportunities locally.
- Make sustainable alternatives to travelling by car more attractive.
- Increase equality of access, by increasing the ability for all to live and access services / opportunities locally, including leisure.
- Improved sense of community and place.

Possible locations

Residential areas across Principal Settlements.

Measure A2.3: Ensure design requirements are met for new developments

Description

As detailed in the draft Local Plan Review, our Principal Settlements are expected to experience substantial growth over the coming years. It is therefore essential for the ongoing sustainability of these areas that new development is responsibly planned and delivered. Our Design Guide⁹ provides further detail on this matter, and stipulates that new developments should:

- Create a mix of uses in new developments.
- Be connected to a network of routes for all modes.
- Prioritise active travel – *“In well-designed larger schemes, people should not need to rely on the car to access local facilities such as shops, schools, public amenities and the natural environment.”*

Benefits

This would help to:

- Reduce the length and cost of trips, reducing private vehicle miles, by providing more opportunities locally.
- Reduce the number of trips by providing access to different facilities in a compact location, increasing the opportunities to combine journeys together.
- Make sustainable alternatives to travelling by car more convenient and attractive.
- Increase equality of access, by increasing the ability for all to live and access services and opportunities locally, including leisure.
- Improved sense of community and place.

Possible locations

New developments in Principal Settlements.

⁹ [Guidance for Neighbourhood Planning within Wiltshire: Integrating High Quality Design](#)

2.3.3. Shift



Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel and shared and public transport.

Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality.

Objectives met:



Measure S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIP)

Description

The LCWIPs¹⁰ provide a comprehensive evidence-based assessment of important walking and cycling routes in our main settlements and make recommendations for top priority improvements to better connect key origins and destinations. In our Principal Settlements:

- Trowbridge LCWIP is complete: top five priority cycle routes and walking routes identified, and recommended interventions set out alongside indicative costs.
- The Salisbury LCWIP has been completed and is due to be published in September 2024. The LCWIP sets out the walking and cycling schemes which are likely to be deliverable in the short term, primarily based on funding availability.
- Chippenham LCWIP is complete and will be published imminently: top five priority cycle routes and walking routes identified, and recommended interventions set out alongside indicative costs.

These include interventions such as accessibility improvements (like dropped kerbs and tactile paving), formal and informal crossing points, resurfacing, segregated routes, path widening and signage.

The availability of funding for LCWIP schemes is critical to progressing this measure. Funding will be required for scheme design and appraisal, and relevant environmental and societal impact assessments.

Benefits

Delivery of these routes would help to:

- Encourage active travel to become the natural choices for shorter journeys in our Principal Settlements, or as part of a longer journey, along with improved road safety.
- Improve access to local facilities and amenities for all, including those without a car.
- Promote the key safe and direct walking and cycling routes with the greatest potential to increase active travel and physical activity, resulting in better health and wellbeing.

Possible locations

Key routes in Principal Settlements as set out in LCWIPs.

¹⁰ [Local Cycling and Walking Infrastructure Plans \(LCWIPs\) - Wiltshire Council](#)

Case study: Trowbridge Future High Streets Fund

The Future High Streets Fund is a government programme aimed at renewing and reshaping town centres and high streets in a way that drives growth, improves the experience for everyone visiting the town centre, and ensures a sustainable future. The construction is due to be complete in 2025, and some of the pedestrian improvements are already open.

Speaking to BBC News, a local business owner said that they can already see the improvements are working and more people are coming through the town on foot.¹¹

Measure S1.2: Public realm improvements

Description

Improvements to the public realm in Principal Settlements could include measures such as public seating and places to rest, pocket parks, community artwork, trails, planting, trees, lighting, and CCTV. Public realm improvements should be inclusive for all people to enjoy, and designs should take this into account, such as by using paving that is navigable by those with impaired vision.

Benefits

These interventions would help to:

- Increase safety, security and accessibility for those spending time in our Principal Settlements.
- Enhance the sense of place and community.
- Support local businesses and encourage footfall in town centres making them more attractive places for business to invest.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Support climate change adaptation – planting and trees can increase shade and support natural water management.



Example of benches and planting, Old George Mall, Salisbury

Possible locations

Key public centres in our Principal Settlements. The Salisbury Central Area Framework (CAF) sets out the wider ambitions for Salisbury in more detail.

Case study: Salisbury Future High Streets Fund – Station Forecourt scheme

In June 2024, works commenced to deliver an extensive forecourt makeover to provide a more welcoming first impression to the historic cathedral city and be more accessible for visitors and residents. The £5.8 million enhancements include extensive landscaping featuring the planting of trees and shrubs, installation of modern street furniture, and a blend of wall-mounted and pole-mounted lighting designed to ensure safe levels of lighting and security for all.

¹¹ <https://www.bbc.co.uk/news/articles/c2x3de8kydlo>

Measure S1.3: Wayfinding

Description

Signage to support those using active travel to navigate our towns. This could include fingerpost signs (such as the Salisbury example below), maps, or floor signs. There could be opportunities to make use of technology, for example providing the ability to scan QR codes for more information or to link with journey planning apps.

Benefits

These interventions would help to:

- Promote safe, navigable and direct active travel routes for all.
- Ensure our Principal Settlements are accessible for visitors and tourists, boosting our local economy.
- Reflect local identity and provide local 'branding' to improve sense of place.
- Encourage an increase in physical activity, helping to improve health and wellbeing.



Example of wayfinding signage, Salisbury

Possible locations

Key public centres in our Principal Settlements.

Case study: Fisherton Gateway

The Fisherton Gateway scheme in Salisbury, funded by the UK government's Future High Streets Fund, aims to revitalize Fisherton Street with a £3.2 million investment. Key improvements include widening pavements, enhancing street lighting, and upgrading street furniture to create a more attractive and accessible environment for residents and visitors.

A significant aspect of the scheme is the implementation of wayfinding measures. These include clear signage to help pedestrians and cyclists navigate the area, continuous footpaths at junctions to prioritise pedestrian movement, and directions to key destinations like the train station and city centre.

Measure S1.4: Cycle parking

Description

Our Design Guide¹² for new developments states that residential cycle parking should be considered within secure storage facilities to the front of dwellings, with consideration given to larger cycles such as cargo bikes or bikes adapted for mobility needs.

For other locations in new developments, secure, covered, overlooked cycle parking (together with charging points for electric bicycles and scooters), should also be provided. This includes at bus stops, workplaces, services and facilities, and recreational areas.

In addition, existing residential areas and destinations should be reviewed for opportunities to enhance cycle parking facilities.

¹² [Guidance for Neighbourhood Planning within Wiltshire: Integrating High Quality Design](#)

Measure S1.4: Cycle parking

Benefits

These interventions would help to:

- Provide cycle hangars in urban areas, particularly flats and terraced houses, will allow residents to securely store bicycles, creating the opportunity to buy a bicycle and cycle for at least some trips.
- Provide secure cycle parking at destinations will give cyclists more confidence when parking their bikes and enable them to park nearer to their journey's end, making cycling a more attractive option.
- Increase the number of people who cycle and the number of cycle trips they make, bringing health and wellbeing benefits.
- Ensure our Principal Settlements are accessible for visitors and tourists, boosting our local economy.
- Reflect local identity and provide local 'branding' to improve sense of place.
- Encourage an increase in physical activity, helping to improve health and wellbeing.



Convenient, overlooked, sheltered bicycle storage, the Arc, Chippenham

Possible locations

Throughout Principal Settlements including residential areas and key destinations.

Measure S1.5: Safer movement for active travel

Description

Prioritising safer access for active travel in specific, targeted locations can create more pleasant environments and opportunities for more people to feel safe and comfortable to switch to active modes. This can be achieved by prioritising street space to widen footways or provide amenities (such as benches, parklets or bus shelters). Examples of such measures which may be beneficial in Principal Settlements are:

- School streets, where vehicular access is restricted near to schools at certain times of day.
- Physical measures to reduce conflict between users, e.g. bollards to slow cyclists down on a shared path, or to prevent vehicle access.
- Adjusting road space provision to review how the space is used to cater for different users, either by using road markings or physical measures.

Benefits

Delivery of these routes would help to:

- Increase road safety, particularly for vulnerable users such as those with disabilities or school children.
- Increase safety and accessibility of active travel in our Principal Settlements, making these sustainable alternatives to travelling by car more attractive, while ensuring vehicular access for those who need it.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Create space for other uses, such as shopping, play, seating and planting.

Measure S1.5: Safer movement for active travel

- Enhance the sense of place and community.

Possible locations

In areas likely to have a higher demand for active travel, such as near to schools (driven by interest expressed by schools), high streets, local centres and in residential areas.

Case study: Queen Street, Salisbury

Queen Street had been closed to motor vehicles from 10am-4pm daily for several years, but as of May 2022, buses, taxis and vehicles loading or unloading are now prohibited on Queen Street at all times. The Cabinet Member for Transport at the time explained that:

"The closure means that pedestrians and cyclists can safely walk along the road at all times, as an extension of the Guildhall Square, and the introduction of contraflow cycling in both Queen Street and High Street will encourage cycling, as the road forms part of the National Cycle Network."



Pedestrian area, Queen Street, Salisbury

Case study: Chippenham Market Place



Market Place gate, Chippenham

Wiltshire Council and Chippenham Town Council are working in partnership to enforce existing traffic restrictions at the town's Market Place to help keep pedestrians safe. Despite motor vehicles already being prohibited from entering, some people were using a gap in the barrier to access the area and park their cars.

To enable pedestrians to move freely and safely around the Market Place, Chippenham Town Council reinstalled the original gated entrance in January 2024 – although the gate can be opened to allow access for deliveries, events and emergencies. Wiltshire Council also installed extra signage to inform motorists that there is no entry to the Market Place.

S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

Description

It is important that vehicle speeds are appropriate for the road's context and purpose: right speed, for the right road. We will review vehicle speeds and engage with local communities. In some locations, where there is community support, it may be desirable to reduce vehicle speeds to improve road safety such as near to schools or in residential areas.

This can be achieved using a range of different measures. For example, school safety zones can be implemented to manage speed at specific times (pick-up and drop-off).

S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

The following definitions are used in our existing policy on 20mph speed limits and zones:

20mph zones are defined as areas subject to a 20mph speed restriction which cover a number of roads within a defined area and are supported by the appropriate traffic regulation order and signs. Typically, there will be traffic calming measures at regular intervals throughout the zone to ensure speeds remain consistent throughout its length. This may include the addition of road humps and raised junctions as well as build outs, chicanes pinch points etc., but may also include lighter touch measures where appropriate, such as carriageway roundels.

20mph limits are defined as streets where the speed restriction has been reduced to 20mph but do not include the types of physical calming measures typically associated with zones. Drivers are alerted to the presence of the restriction by the use of terminal and repeater signs only.

In addition, according to our Active Travel Infrastructure Design Standards¹³, quiet streets can provide a more practically feasible option for providing safe cycling routes. They must have under 2,500 vehicles per day, vehicle speeds under 20mph, and no obstacles.

Benefits

Delivery of new 20mph zones and limits, and quiet routes would help to:

- Improve road safety, particularly for vulnerable users such as children or those with disabilities. The first widespread evaluation of 20mph zones in the UK was carried out by the Transport Research Laboratories (TRL) in 1996. It found that over the monitoring period, injury accidents reduced by 60% and child injury accidents were reduced by some 67%. A similar positive picture on their use is reflected in Wiltshire.
- Create a more pleasant, less polluted, safer environment for active travel in our Principal Settlements, making these sustainable alternatives to travelling by car more attractive.
- Encourage an increase in physical activity, helping to improve health and wellbeing.

Possible locations

Areas in Principal Settlements where there is a high volume of vulnerable users and where they may be conflicts with vehicles, particularly residential areas and local centres.

- Roads are currently restricted to a 30mph speed limit.
- There is a proven history of road user conflict with vulnerable users such as child pedestrians.
- There are new residential developments.
- There is an alternative route existing, so drivers are able to avoid the zone.
- On major streets if there is a significant number of journeys on foot or bicycle.

20mph limits are most appropriate where speeds are already low (DfT advises under 24mph) and where the layout and character of the road gives a clear indication to drivers that a lower speed is appropriate.

¹³ [Active travel infrastructure design standards Consultation Draft.pdf \(wiltshire.gov.uk\)](#)

Measure S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes

Description

There are different types of cycle or scooter hire. Cycle hire schemes allow anyone to hire a bike or e-bike for a relatively short period of time, providing users with a quick and flexible way of making a short journey which they may have otherwise made by car or bus. E-scooter hire follows the same system, allowing anyone to hire an e-scooter for a short time. Whilst e-bikes are primarily for shorter, local journeys, the inclusion of e-bikes also opens up the possibility of using shared cycles for longer journeys, or in areas with more varied terrain. Such schemes operate in many UK towns and cities such as London, Plymouth, Milton Keynes, Belfast, Glasgow, and Leeds. These schemes would be primarily suited to our Principal Settlements.

There have also been some pilot shared e-cargo bike schemes across London; these cycles allow users to transport children or goods.

There are currently a number of organisations which offer day bike hire across our Principal Settlements, but these are primarily suited to leisure use than cycling for transport purposes.

Benefits

Shared bike, e-bike or cargo bike schemes can help:

- Provide a more flexible mode of transport for short to medium journeys.
- Increase cycling in and around our towns and city helping this to become a natural choice for shorter journeys, and reduce the number of short car trips.
- Encourage an increase in physical activity, improving health and wellbeing.
- Allow users to try out or regularly use a bike, e-bike or e-cargo bikes without the upfront cost and commitment of purchasing one, making them more accessible.

This measure is also aligned to Policy S2.

Possible locations

Pilot schemes in Wiltshire are likely to be best suited focused around urban centres and key transport and community hubs, such as railway stations, bus stations and stops, town centres and high streets, education hubs, and employment centres.

Case study: Beryl, Cornwall

The Beryl bike hire scheme, launched in Cornwall in September 2022, aims to provide a sustainable and convenient transport option for residents and visitors. The scheme initially started with 50 e-bikes and 20 docking bays in Falmouth and Penryn, and has since expanded to other towns including Penzance, Newquay, St Austell, and Truro¹. Key outcomes:

- Mileage: Cyclists have covered almost 8,500 miles since the launch, equivalent to cycling from Penzance to Phuket in Thailand.
- User Engagement: Over 1,500 people have signed up to the Beryl app, allowing them to access e-bikes at various docking bays.
- Expansion: The scheme has grown to include 250 e-bikes across five locations, with further expansions planned.

Policy S2: Provide more public and shared transport options and improve service quality.

Objectives met:



Measure S2.3: Ride sharing, including shared taxis

Description

Ride sharing seeks to combine multiple car journeys into one. For example, this could be achieved by encouraging informal ride sharing for local employers and schools or encouraging the use of ride sharing apps such as BlaBlaCar.

Benefits

Ride sharing would help to:

- Reduce private vehicle miles.
- Reduce total greenhouse gas emissions due to transport.
- Save users money by sharing the cost of a journey with others.
- Increase travel options for those without access to a car.

Possible locations

Across Principal Settlements, particularly targeted at key destinations such as schools and employment areas.

There are a number of Principal Settlement measures which primarily focus on other policies, but also contribute to Policy S2:

- Mobility hubs (Measure S3.6)
- Cycle hire schemes, including e-bikes and cargo bikes (Measure S1.8)
- Car clubs (Measure I1.12)

Policy S3: Provide better access to public and shared transport services.

Objectives met:



Measure S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel

Description

Our public transport stations are the gateway to many cross-county journeys, as well as journeys further afield. We can improve access to our stations by ensuring bus stops and services are convenient; active travel routes are safe, joined up and well signposted; and expanding shared transport options. The provision of facilities at rail and bus stations, such as storage, cycle parking, changing facilities, and provision for those with accessibility needs, will also help to make active travel attractive options for part of a journey.

Benefits

Improving access to stations can help:

- Increase access to rail and bus services for all, including those without a car.
- Increase active travel levels and boost physical activity.

Measure S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel

- Improve end-to-end journey times and reliability.
- Provide more viable, safe and attractive alternatives to driving.

This measure also aligns strongly with Policies S1 and S2.

Possible locations

Work is underway at Salisbury station to deliver station forecourt improvements. Improvements to active travel routes have been delivered at Chippenham station (2021, followed by further accessibility improvements in 2023) and between Trowbridge town centre and station. The only bus station in Wiltshire is located in Chippenham and owned by Wiltshire Council. The relevant LCWIPs highlight other key routes which could be targeted for future improvements, including those which link to the stations.

Case study: Salisbury Future High Streets Fund – Station forecourt scheme

In June 2024, works commenced to deliver an extensive forecourt makeover to provide a more welcoming first impression to the historic cathedral city and be more accessible for visitors and residents. The £5.8 million enhancements include implementation of intuitive wayfinding systems along with more sustainable travel facilities such as a bus interchange.

Measure S3.6: Mobility hubs

Description

Mobility hubs are spaces where public and shared travel modes are co-located alongside travel information, other community facilities and improvements to the public realm. They provide an attractive focal point and enable travellers to make smooth and safe transitions between different modes, swapping private cars for shared vehicles, bikes, buses, trains, scooters or walking.

Benefits

- Mobility hubs would help to:
- Make sustainable alternatives to travelling by car more attractive.
- Make provision for accessible travel information, such as printed timetables and information in languages other than English.
- Prioritise safety when travelling by ensuring well lit, overlooked spaces are sought.
- Reduce the length of trips, reducing private vehicle miles, by providing more opportunities locally.
- Reduce the number of trips by providing access to difference facilities in one location, increasing the opportunities to combine journeys together.

Possible locations

Mobility hubs can vary considerably in size; in our Principal Settlements, larger hubs are most likely to be considered at existing railway stations and bus stations, whereas smaller mobility hubs could be located on or near to high streets, bus stops, or within a residential development.

Measure S3.6: Mobility hubs



CoMoUK visualisation of a large mobility hub

Case study: West of England Future Transport Zone Mobility Hubs

The West of England Combined Authority has been awarded funding to deliver ten trial mobility hubs across South Gloucestershire and Bristol. The trial hubs have been developed and designed to consider the needs of the community and users, through extensive community engagement. Locations have been selected for the trial hubs that have a variety of use cases and purposes, ranging from smaller community-based hubs with first/last mile transport options and improvements to the public realm, through to large transport interchange hubs that offer multiple transport options and information to allow users to make informed choices about their entire journey by sustainable modes. The trial hubs are due to be delivered in 2024 and their use monitored as part of the trial to understand how users interact with the hubs and whether they should be rolled out further across the region.

Policy S4: Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most.

Objectives met:



Policy S4 is primarily focused on improvements to our current car parking strategy. These measures are covered in the parking sub-strategy, which can be found in Section 3 of the county-wide sub-strategy document.

Policy S5: Encourage and enable shift to more sustainable modes for freight.

Objectives met:



Policy S5 is focused on improvements to our current freight network. These measures are covered in the freight sub-strategy, which can be found in Section 2 of our county-wide sub-strategy.

2.3.4. Improve



Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.

Policy I1: Facilitate and encourage move to low and zero emission vehicles.

Objectives met:



Wider roll-out of EVs and related infrastructure is the main priority for Policy I1: **measures related to EV charging are included in the separate EV sub-strategy**, which can be found in Section 4 of our county-wide sub-strategy document.

Measure I1.12: Expand EV car club coverage

Description

While many may choose to own an EV, others may not want to or be financially able to. Car clubs can provide pay-per-trip access to a shared vehicle, providing a flexible option without needing to own the car. Limited car clubs are currently available across Wiltshire.

Benefits

A wider roll-out of electric vehicle car clubs could bring about the following benefits:

- Reduced need to own a car, or second car.
- Costs are more predictable than car ownership; there is no need to pay separately for servicing, maintenance, insurance and tax.
- Driving is less likely to be the default mode of choice if using on a pay-per-trip basis.
- Creates opportunities for those unable to buy their own car, particularly if public transport is not a feasible option.
- Flexibility to use the type and size of car that best suits users' needs including accessible vehicles.
- Car clubs can offer opportunities to use EV, hybrid or more efficient vehicles without needing to invest in buying a new car, reducing the greenhouse gas emissions.

Possible locations

Across Principal Settlements.

Policy I2: Enable safer and more efficient driving and operation of road networks.

Objectives met:



Measure I2.1: Improve our use of technology in traffic and congestion monitoring

Description

Implementing intelligent transport systems can allow for more dynamic management of our transport networks, adapting the approach as situations change. Examples are:

- Variable messaging signs which provide accurate, real time passenger information to reflect network conditions.
- Coordinated and dynamic signal management (e.g., Split Cycle Offset Optimisation Technique (SCOOT)).
- Bus priority signals to improve journey times of buses.
- Incorporation of data from other sources, such as weather information.
- Direct connections to emergency services.
- Data collection to enable ongoing monitoring of our transport network's performance and to inform future schemes.
- Enforcement of speed limits, traffic lights, bus lanes and cycle lanes.

Benefits

Investing in and expanding our use of technology in transport could:

- Inform users about their journey and save time, such as when searching for parking spaces or avoiding congestion.
- Reduce unnecessary stop start driving, leading to reduced harmful greenhouse gas emissions and improved traffic flow. Helping to minimise our impact of travel on communities and natural and historic sites.
- Enable a quick and coordinated response to traffic incidents, natural disasters or security threats. Services and routes can return to normal as quickly as possible after incidents on the network.
- Ensure the safety of all users and maintain the efficient operation of the network.

Further information on this measure can be found in the Network Management Plan.

Possible locations

Across Principal Settlements.

Measure I2.2: Engage with and prepare for the rollout of new transport technologies

Description

We need to be informed and prepared for new transport technologies to make sure we can realise the benefits in our counties. The Automated Vehicles Act 2024¹⁴ became law in May 2024 and it provides the most comprehensive legal framework of its kind worldwide. This means that, in theory, self-driving vehicles could be on British roads by 2026. Consideration should be given to ensuring new transport technologies are accessible and beneficial to all, including those with limited mobility.

Policies around EVs are included in the EV sub-strategy (Section 4 of our county-wide sub-strategy), low emission buses in the Strategic Transport sub-strategy (Section 5 of our county-wide sub-strategy), and Mobility as a Service in Section 3 of this document.

Benefits

Investing in and expanding our use of new technology in transport could:

¹⁴ [Automated Vehicles Act 2024 \(legislation.gov.uk\)](https://www.legislation.gov.uk)

Measure I2.2: Engage with and prepare for the rollout of new transport technologies

- Enable more efficient network operation.
- Inform users about their journey and save time, such as when searching for parking spaces or avoiding congestion.
- Reduce unnecessary stop start driving, leading to reduced harmful greenhouse gas emissions and improved traffic flow.
- Enable a quick and coordinated response to traffic incidents, natural disasters or security threats.
- Ensure the safety of all users and maintain the efficient operation of the network.

Possible locations

Across Principal Settlements.

3. Supporting measures across all place types

The following measures will support the delivery of the place-based Avoid, Shift and Improve measures and are applicable **across all place types**.



Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.

Policy SU1: Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport.

Objectives met:



Measure SU1.1: Raise awareness of sustainable travel options

Description

It is essential that public and shared transport services, as well as active travel routes, are clearly communicated to local communities and businesses. As well as publicising existing services, new schemes delivered as part of the LTP4 should be publicised, particularly those types which are not currently widespread in Wiltshire or less well understood – such as car clubs and bike share.

Principal Settlements and Market Towns tend to have higher population densities than Rural Areas, so residents are more likely to live closer to public transport stops, shared transport facilities, and walking and cycling connections. Those living in Rural Areas are much less likely to have multiple sustainable travel options; it is essential that residents are aware of the available services which provide connections to larger rural settlements, as well as to our Principal Settlements and Market Towns.

Provision should be made for those with accessibility needs or without access to digital content¹⁵, such as by providing printouts of timetables and transport information, including large print versions; content in languages other than English; and information about our current accessibility provision.

Benefits

- Improving awareness of sustainable travel options could create better understanding of, and support for, sustainable travel options, leading to increased usage.

Possible locations

This could focus on areas with higher levels of deprivation to ensure that all are aware of the affordable options available to them. Attention could also be given to areas across all place types with particularly high car and van usage to ensure that communities are aware of the alternative options available.

¹⁵ Digital information for travel planning and public transport is available at [Connecting Wiltshire](#).

Measure SU1.2: Travel plans

Description

Travel plans are packages of measures which aim to encourage more sustainable travel including active travel as well as public and shared transport. These are a long-term strategy for integrating sustainable travel into planning and should be considered alongside other development proposals. A travel plan is required for planning applications of development sites, as per our residential travel plan guidance, but they can also be produced for existing areas. They tend to contain information on local travel patterns, related policies, targets for sustainable modes as well as monitoring and evaluation to track progress.

Each travel plan should identify and promote opportunities for people to shift towards travel that doesn't rely on private vehicles.

Benefits

Travel plans should:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Reduce private vehicle miles, predominantly focusing on sole occupancy car use.
- Promote the existing active travel options available, and therefore physical activity to improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport.
- Increase awareness of local services and opportunities, increasing the ability to live, work, shop and use services locally.

Possible locations

Travel plans can be developed for a variety of settings including schools, colleges or universities, workplaces and employers (such as MOD), hospitals, residential areas and leisure facilities. Personalised travel plans can also be made for individuals to be aware of the options available to them.

Case Study: Modeshift STARS

Modeshift STARS is the Centre of Excellence for the delivery of effective travel plans in Education, Business and Residential settings. The scheme recognises schools, businesses and other organisations that have shown excellence in supporting cycling, walking and other forms of sustainable and active travel.

Measure SU1.2: Travel plans

Case Study: Salisbury NHS Foundation Trust

Salisbury NHS Foundation Trust was successful in attaining an approved accreditation through Modeshift STARS in July 2023. The Trust delivered several initiatives including installation of EV charging points for staff and visitors, promotion of a Liftshare scheme for staff, new secure cycling facilities and the introduction of an E-bike loan scheme. They also undertook a staff travel survey and took action based on feedback received.

These measures aimed to encourage sustainable travel options for staff and support them in their choices, as well as bringing benefits to staff health and wellbeing, the environment and delivering a reduction in on-site parking.



Salisbury NHS Foundation Trust (SFT) Sustainability

Case Study: The Ridge Primary School, South Gloucestershire – STARS Local Authority Primary School of the Year 2023/2024

The Ridge Primary School is located on an estate with a single entrance and exit and limited parking due to residential driveways. With the help from South Gloucestershire Council's Road Safety Team and Modeshift STARS, the school has seen a substantial increase of sustainable methods of travel. The latest survey shows car travel has reduced overall by 9% for children and 21% for staff. The school has increased green methods of travel by 5% for children and 15% for staff.

Funding received from the accreditation has been used to change the entrances to school including a bike gate, changes to pavements including dropped kerbs and removal of grass verge. This enlarged area of shared path was needed to accommodate the increase in families walking, cycling and scooting.

Measure SU1.3: Raise awareness of local facilities, amenities and services

Description

Raising awareness of local facilities, amenities and services is key to helping people live locally. It will require cross organisation working, including public-private sector working, to maximise service and facility provision and uptake across all of Wiltshire. Becoming more aware of local options should help facilitate shorter journeys which could be made via sustainable modes.

Benefits

This would help to:

- Reduce private vehicle miles.
- Increase awareness of local services and opportunities, increasing the ability to live locally.
- Make walking and cycling the natural choices for shorter journeys, or as part of a longer journey, or for journeys to be made via public transport.

Possible locations

Promotions of local facilities, amenities and services can take place across Wiltshire.

Measure SU1.3: Raise awareness of local facilities, amenities and services



Case Study: Shop Local

Shop Local UK is a national campaign. It has developed a brand image to encourage shoppers to support local retailers and local suppliers, but also one that would be recognised both locally and nationally as a symbol of an important national cause. National and local press campaigns, combined with social media coverage and endorsements aim to further spread the message of the importance of local businesses and spending money locally.

Case Study: We Are BS3

We Are BS3 is a website dedicated to shopping locally in Bedminster in Bristol. The website allows users to discover everything Bedminster has to offer, including being able to purchase goods directly from the website for collection or delivery, ordering food for dine in or pick up, or simply browsing the directory of local businesses.

WEAREBS3

Measure SU1.4: Incentives for physical activity

Description

Providing incentives for active travel, or other physical activity, can help to introduce people to another way to travel which may become a longer-term habit. They can make travelling by these modes more feasible and attractive, especially for people who don't have a car or access to a bicycle. Incentives could cover a variety of schemes, including some that may cover the entire cost of travel or some that subsidise. Examples of incentive schemes include loan bike schemes, cycle training such as through cycle buddies, or reward schemes for travelling via active travel.

Benefits

Incentives should:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Reduce private vehicle miles.
- Promote the existing active travel options available, and therefore increase physical activity and improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport.

Possible locations

Incentives can be provided across all place types, as take up of different modes varies across the county.

Case study: Cycle to Work Scheme

Cycle to work is an employee benefit which is operated as a salary sacrifice, meaning an employee agrees to give up some of their gross salary (before tax) in exchange for a benefit e.g., a new bike or accessories. By having a salary sacrifice, they are reducing the amount of income tax and National Insurance paid, which is where the savings are made. The amount saved is dependent on your tax bracket, but it is predicted that 20% taxpayers

Measure SU1.4: Incentives for physical activity

can save 28%, 40% taxpayers can save 42%, and 45% taxpayers can save 47% on the cost of a bike and accessories.

Case Study: Borrow A Bike scheme, West of England

The Borrow A Bike scheme is a free service, funded by the four local authorities in the West of England, including Bristol, Bath & NE Somerset, South Gloucestershire and North Somerset. The scheme is available to people living, working or studying within the local authority areas only. Interested parties must fill out an online application form, selecting their preferred bike from a regular bike, folding bike or e-bike. Once approved and a deposit paid, the bike can be picked up from several locations across the region.



Whilst loan periods differ across the local authorities, city bike and folding bikes tend to be loaned for 4-week period, whilst e-bikes can be kept for 2 weeks. All bikes come with a lock, storage on the bike, lights and a bell, with additional battery chargers for e-bikes.

Case Study: Health insurance providers

Some health insurance providers, such as Vitality, offer plans that reward active lifestyles. Customers with qualifying plans can download an app and connect it with a fitness tracker to earn points based on levels and intensity of activities. All movement counts, including walking, running, dancing or gym classes. These points can be turned into rewards such as free coffees or treats, free cinema tickets, and discounts on various brands such as Fitbit, Garmi, Nike and Expedia.

Measure SU1.5: Interventions for vulnerable road users

Description

Workshops intend to provide either face-to-face or virtual training to ensure the safety of older or more vulnerable road users and to support them in understanding the options available. Workshops could cover how to stay safer driving for longer and when the right time is to consider retirement from driving, the take up of new technology on our network such as EVs, supporting a shift to sustainable modes, and an overview of the travel options and facilities available.

Benefits

Workshops would aim to:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Promote the existing active travel options available, and therefore physical activity to improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport. Enabling the older population to stay mobile even if they consider retirement from driving.
- Improve road safety.
- Reduce private vehicle miles travelled and support the shift to low carbon modes, helping reduce carbon emissions due to transport.

Possible locations

Incentives can be provided across all place types, as take up of different modes varies across the county.

Measure SU1.5: Interventions for vulnerable road users

Case study: Road Safety GB Academy

Road Safety GB Academy has launched two online training courses relating to older road users. The first course is aimed at Approved Driving Instructors (ADI) and Potential Driving Instructors (PDI) who have limited experience of older drivers and want to learn how to better support them. The challenges faced by older drivers are complex, with few instructors receiving advice on these issues as part of their training. Topics covered in the course include the type of collisions experienced by older drivers, eyesight, hazard perceptions skills, diabetes and preparing for retirement from driving.

The second course introduces road safety practitioners to the range of medical conditions and societal challenges faced by older drivers, with the aim of helping them develop interventions to support and maximise the safety of older road users. The course covers a range of common issues associated with the ageing process including eyesight, hazard perception skills, cognitive processing, strength and flexibility and medication.

Measure SU1.6: Cycle training to improve skills and confidence

Description

Cycle training aims to encourage more people to cycle by building confidence and improving cycling skills. Training will also help trainees understand the rules of the road and how to stay safe. Training courses should be accessible to all children, teenagers, adults and riders with special educational needs and disabilities (SEND).

Benefits

Cycle training would aim to:

- Increase confidence in people to take up cycling, increasing the proportion of journeys made by active travel options available, and therefore physical activity to improve health and wellbeing.
- Create reliable, and convenient alternatives to private car journeys, helping to provide reliable end-to-end journeys.
- Reduce private vehicle miles travelled and support the shift to low carbon modes, helping reduce carbon emissions due to transport.
- Improve health outcomes through reduction of emissions and an increase physical activity across Wiltshire.

Possible locations

Training can be held across the county, and could be hosted at workplaces, schools for both children and parents, and leisure facilities e.g. leisure centres.

Case study: Bikeability

Bikeability is the Government's national cycle training programme, that helps trainees to learn practical skills and understand how to cycle on today's roads. The schools Bikeability programme already exists across our county, with children benefitting from access to training. Since 2007, more than five million children in England have completed Bikeability's cycle training.

Bikeability provides SEND training, specially designed to improve access to and the experience of cycling for individuals with SEND.



Measure SU1.7: Rollout of safety apps

Description

Safety apps are downloadable smartphone applications to assist with workplace or personal safety. Apps are designed to allow users to prepare for and react to emergencies quickly and easily. They can offer GPS tracking, in-app alarms, emergency panic buttons, video monitoring and notifications for selected friends and family.

Benefits

- These apps aim to improve psychological and perceived safety, enabling people to travel more comfortably and confidently, especially when travelling in dark hours.

Possible locations

Safety apps are available to anyone with access to a smartphone. Many safety apps offer free versions with access to its basic personal safety features. Membership options offer upgrades to the free plans that can include 24/7 roadside assistance, reimbursement for theft of smartphones and 24/7 emergency dispatch to the phones GPS location.

Case study: Life360

Life360 is a location-sharing app that anyone can use and has free as well as paid membership options. The app is designed to keep families, partners, and friends connected and safe. It can be used to locate someone traveling, receive alerts when a loved one arrives or leaves a location, and detect car crashes on impact. Free features include limited place alerts (e.g. alerts when a connection enters or leaves a location such as school or work), two-day location history, crash detection, and SOS help alert. Life360 has around 4 million members in the UK.



Measure SU1.8: Mobility credits

Description

Mobility credits allow for people to travel on public transport and other transport services such as car clubs, bikeshare, taxis and on-demand bus services, using 'credits'. The credits could be accessed via a mobility app or a pre-paid card for the user to spend on the services that they wish. Credits can be made available to overcome a wide range of challenges such as those on low incomes, looking for work, or at risk of social isolation.

Benefits

Benefits of mobility credits are listed below:

- For people at risk of social isolation, mobility credits provide an opportunity to try out public transport in an affordable way and access opportunities across the county and improving quality of live.
- Improve connectivity resulting in reduced social isolation.

Possible locations

Across Wiltshire, targeting deprived areas where people are at higher risk of social isolation.

Case study: Solent Future Transport Zone (FTZ)

The Solent Future Transport Zone (FTZ) is delivering the largest mobility credits trial in the UK. The Mobility Credits project has launched in four areas and is providing Breeze Vouchers to use on public transport for 760 residents aged under 30 who meet carefully selected low-income criteria. Participants will receive a £50 Mobility Credit Voucher every

Measure SU1.8: Mobility credits

month for 12 months (a total value of £600), that can be used to buy tickets for nearly all types of transport available.

Measure SU1.9: Implement Mobility as a Service (MaaS)

Description

In response to the increasing availability of data in transport, Mobility as a Service (MaaS) aims to package different modes and services together into one mobile application or online platform to make the planning and payment of trips easier for people and businesses. MaaS platforms integrate and analyse data from multiple modes of transport, such as rail, bus, taxi and cycle hire, to offer choice in journey planning to consumers, all in one place. They allow users to access service timetabling data, along with the ability to purchase tickets digitally.

MaaS platforms could also incorporate mobility credits, incentives and rewards to encourage the use of sustainable travel.

Wiltshire has its own travel planning online platform, Connecting Wiltshire, that is focused on making travel simple - simple to find information, simple to understand, simple to use. Connecting Wiltshire aims to help people travel sustainably, providing better transport information and services for residents, commuters, and visitors, and suggesting alternative ways to travel that could save money and time. It also provides practical tips on using different ways of travelling to improve health and wellbeing and protect the environment across Wiltshire.

Benefits

MaaS platforms aim to:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Provide improved transport options over and above single occupant car journeys to improve efficiency of transport movement.
- Support mode shift to sustainable and active modes; reducing private vehicle miles and therefore reducing carbon emissions associated with transport trips.
- Increase awareness and ability to access services / opportunities / amenities both locally and across the county. MaaS provides reliable, multi-modal connectivity between destinations.
- Increase reliability of the transport network as the MaaS network is more adaptable than traditional fixed-service public transport network.
- Encourage the uptake of electrically powered vehicles, with options available for app users to access EV car clubs, e-bikes and e-scooters as part of their journey.

Possible locations

Across Wiltshire, allowing for longer distance journeys across the county to be planned and paid for in one place.

Case study: Transport for West Midlands Mobility as a Service (MaaS) app

In 2018, Transport for West Midlands launched a trial for its MaaS app, with the region-wide launch planned for 2024. It provides customers with options to plan journeys, receive live travel information and book and pay for all local transport options – including buses, trains, trams, e-Scooters, walking, cycle hire, taxis, Demand Responsive Transport (DRT),

Measure SU1.9: Implement Mobility as a Service (MaaS)

car rental, car club and parking. The app provides customers with the most convenient, cost-effective and sustainable option, tailored to their individual preferences.



Solent Transport

Case Study: Breeze MaaS app, Solent Transport

The Breeze app is the UK's first multi-city MaaS platform, connecting Southampton, Portsmouth, and the Isle of Wight in one app. The app features routing for several modes including buses, trains, ferries, bikes, and e-scooters, with car sharing services soon to be available as another mode of travel. The app provides smart routes to help users quickly arrive to their destination with the best combinations of mobility modes. It includes real time transport updates, in-app tickets and integrations with e-scooter and bike sharing services, allowing for a complete end-to-end travel experience.

Measure SU1.10: Reduced carbon intensity of travel via more efficient driving

Description

More efficient driving, or eco-driving, aims to reduce fuel consumption from road transport so that less fuel is used to travel the same distance. This could be encouraged via promotional campaigns (such as via social media posts, posters, leaflets, or other advertisements) and could specifically target key employers or education providers for older teenagers (such as through travel planning or educational materials).

Eco-driving includes:

- Driving smoothly – anticipating the road as far ahead as possible to avoid unnecessary braking and acceleration. Maintaining a greater distance from the vehicle in front allows cars to adapt their speed without necessarily using the brakes.
- Shifting up early to a higher gear – driving at high revs increases fuel consumption. Changing gear by around 2,000rpm when accelerating should improve consumption.
- Avoiding excessive speeds – at high speeds fuel consumption increases dramatically. For EVs, the increase in energy consumption at high speeds is even greater.
- Switching off engines – many newer cars automatically turn off when stationary in neutral. With cars that don't, it is suggested engines are turned off if the vehicle likely to be stationary for more than a minute.
- Checking tyre pressure – under-inflated tyres increase fuel consumption and can be dangerous.
- Removing roof racks, boxes and bars when not needed – all increase drag and fuel costs, especially at higher speeds.
- Opening windows – this is more fuel efficient than using air conditioning when driving.

Benefits

More efficient driving would:

- Reduce fuel consumption on each journey, helping to save on fuel costs and reduce total greenhouse gas emissions due to transport.
- Improve road safety.

Possible locations

Measure SU1.10: Reduced carbon intensity of travel via more efficient driving

Across Wiltshire.

Case study: British Gas Young Driver Academy (YDA)

British Gas has launched a YDA to improve the safety of its employees and other road users. Whilst under 25s hold fewer than 1 in 14 licences, they are involved in 20% of fatal and serious injury crashes in the UK and are identified as the single biggest risk group.

The YDA programme comprises nine units, delivered during six 'on the job' half day visits. Fuel efficiency, or eco-driving training, is a key part of the YDA and goes hand-in-hand with safety. The eco-driving element of the training follows the format developed and approved by Energy Saving Trust, and is subsidised by Energy Saving Trust, through funding from the Department of Transport. Drivers are measured on their miles per gallon performance and safety scores generated from in-van systems that monitors harsh manoeuvres such as speed, acceleration, braking and cornering. Smartphone apps enable drivers to monitor their own safety scores and undertake weekly walk-around vehicle checks.

Policy SU2: Work in partnership with Government bodies, stakeholders to improve transport for all.

Objectives met:



Measure SU2.1: Working with businesses to facilitate home working and flexible working

Description

Working with businesses to facilitate home working and flexible working patterns to avoid peak times where possible, aims to reduce congestion and delays during the traditional peak hours and reduce overall vehicle miles travelled. Working from home and increased flexibility of hours, whilst not applicable across all industries, can reduce the need to travel from home to an office location or distributes traffic across more hours. It can also support those who are unable to travel for work some or all of the time, such as due to health conditions, enabling them to remain in or re-enter the workforce.

Benefits

Encouraging the working from home and flexible working would:

- Reduce private vehicle miles and reduce the total carbon emissions due to transport.
- Increase opportunities to employment. Less requirement to commute may open up new opportunities further afield and greater flexibility in working location can support employee wellbeing.
- Support those who are unable to travel for work some or all of the time, such as due to health conditions, enabling them to remain in or re-enter the workforce.
- Reduce traffic congestion and delays on the road network.
- Minimise the impacts of travel on communities and natural and historic sites.

Possible locations

Across Wiltshire.

Measure SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities

Description

Grant programmes aim to help business and community groups make an immediate impact by awarding funding, or supporting applications for funding, to develop, expand and improve active travel facilities, improve accessibility, and encourage uptake. Providing these facilities can make it more feasible and attractive to travel via sustainable modes. For example, businesses, or other destinations, could provide secure cycle parking, showers, and access to bicycle repair tools. Providing grant fundings enables organisations to take ownership of their own sustainable transport journey and ensure that the facilities meet their specific needs.

Benefits

The provision of grants or support in applications would help to:

- Increase the proportion of journeys made by active travel, improving physical activity and health and wellbeing.
- Make active travel the natural choices for shorter journeys.
- Reduce private vehicle miles and reduce the total carbon emissions due to transport.

Possible locations

Submissions from any business or community group across Wiltshire would be eligible to apply for grant funding.

Case Study: West of England grants and funding

North Somerset Council has offered travel grants for businesses. North Somerset-based organisations have been able to apply for match-funding of up to £3,000 for new on-site facilities and initiatives, match-funded up to a maximum of 50%. This match is usually financial but can be partly in kind (e.g. the provision of promotional events or other measures to amplify the effect of the scheme itself). Examples of initiatives include provision of pool bikes for staff, new or improved active travel facilities and provision of car sharing bays in staff car parks.

North Somerset Council also offer free Dr Bike at events for businesses, to fund an experienced mechanic to carry out minor repairs to staff bikes.

Policy SU3: Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered.

Objectives met:



Measure SU3.1: Coordination of streetworks and roadworks

Description

Streetworks and roadworks cause significant disruption to people's journeys and congestion each year, costing the economy and individuals. Streetworks are carried out by utility companies (water, gas, electricity and telecommunications) to install, repair or maintain the vital services on which we all rely. Roadworks are carried out by the highway authority to maintain the roads or, for example, to install cycle or bus lanes. Planning, managing and coordinating these works effectively, where possible, can minimise or reduce the impact that essential works have on the transport network.

Further information on this measure will be available in our upcoming Network Management Plan.

Benefits

Coordination of essential works will:

- Reduce congestion and delays on the network by minimising the disruption associated with works. This in turn should reduce emissions due to transport.
- Keep traffic flowing to maintain journey time reliability on the network.

Possible locations

The coordination of works should be considered before any installation or maintenance is undertaken on the network. This applies to all works across Wiltshire.

Measure SU3.2: Network maintenance

Description

There is a need to make network maintenance more efficient, pro-active and preventative wherever possible, as opposed to reactively responding to faults when they occur on the transport network. Maintenance should ensure that the network is safe and resilient. Further information on this measure will be available in our upcoming Asset Management Plan.

Benefits

Network maintenance will:

- Ensure that the network operates efficiently to reduce incidents, congestion and associated emissions.
- Provide reliable and efficient journey times through good quality infrastructure, helping economic growth and improving accessibility to services.
- Ensure that the network is more resilient to future changes including climate change.
- Minimise the disruption of travel on people and businesses.

Possible locations

This applies to all works across Wiltshire.

Measure SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy

Description

Roads have multiple functions serve different types of use: for example, motorways and key A roads facilitate quick, direct, longer distance journeys primarily for those driving, including buses, coaches, cars, and lorries. In contrast, residential streets provide safe

Measure SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy

access to homes for people travelling in a wide range of different ways, and can also be used for playing and socialising.

The classification, layout and hierarchy of the roads on our network need to be appropriate for their context and functions. Road layouts should prioritise the safety of people, particularly vulnerable users such as children, those with disabilities, and those travel by active modes.

The draft Local Plan Review sets out a general hierarchy of users to be considered and can be found in Section 3.3 of the Core LTP4 Strategy. We will develop a more detailed hierarchy based on different road classifications. The hierarchy will clearly outline the order in which we will consider different modes of transport in policy development and scheme design, depending on the road type.

Benefits

This will help to:

- Encourage a shift to sustainable modes, particularly in locations where users may currently feel unsafe, reducing vehicle miles. This will have positive impacts from physical activity on health and wellbeing.
- Make active travel the natural choices for shorter journeys, or part of a longer journey, helping to increase access to local services through active modes due to the hierarchy.
- Increase safety by routing different vehicle types appropriately and reducing larger vehicles interactions with people where possible. Routing traffic appropriately will also improve journey time reliability and improve traffic flow on key corridors.
- Minimise the impacts of travel on communities and natural and historic sites through routing traffic away from sensitive areas.

Possible locations

This measure would be applicable to all roads in Wiltshire, acknowledging the need for different approaches for different road types.

Measure SU3.4: Support for Masterplanning

Description

A Masterplan is a way to plan the future of an area over the long term. It sets out the vision for an area, capturing a view of how it should evolve, and includes a roadmap for managing development and growth over that time. Having a masterplan helps balance the need to develop and improve the areas where we live and work with our responsibility to make sure nature and the environment and neighbouring areas are not negatively affected. Masterplans are created in consultation with the people or groups who may be impacted by an area's development.

There are already some masterplans in place, such as the One Plan Town Centre Masterplan for Chippenham, a masterplan for Coopers Tires factory site in Melksham, and Salisbury River Park Masterplan.

We will collaborate with our Parish and Town Councils and the Wiltshire Council Spatial Planning team to support ongoing Masterplanning work and ensure that transport is a central consideration.

Benefits

Masterplans help to:

Measure SU3.4: Support for Masterplanning

- Reduce the focus on cars and private vehicle miles. Areas can be designed to promote sustainable transport and provide priority to these modes helping to increase their use.
- Increase the ability to live locally. Masterplans aim to create better spaces for people to live, work and play. People are able to access amenities via active or sustainable modes.
- Rebalance the use of local streets to improve safety and favour people rather than vehicles.
- Improve connectivity resulting in reduced social isolation.

Possible locations

Masterplans are often produced for larger towns and cities, as well as for new residential settlements, schools, specific sites, neighbourhoods or areas.

Case Study: Town Centre Masterplan for Chippenham: One Plan

The Chippenham Town Centre Partnership Board has produced the One Plan for Chippenham, which begins the process of bringing together existing plans and proposals into a single plan specifically focused on making things happen. The One Plan draws on the Town Council's Neighbourhood Plan as well as work undertaken by the Town Team and other community stakeholders. It takes on board the aspirations of landowners and the town centre business community.

The One Plan has purposely focused on several key projects that would boost the economy and support the vibrancy and sustainability of the town centre. Many of these schemes are focused on features that make Chippenham such a wonderful place to live, work and play. These include beautiful natural settings such as the river, Chippenham's historic heritage, and making more of our town centre spaces and regeneration opportunities.

Case Study: South Gloucestershire Masterplans

South Gloucestershire Council worked with local stakeholders and the community to develop an infrastructure led Masterplan for the Severnside area. The Masterplan identifies challenges and opportunities in the area and sets a vision and objectives for development over the next thirty years. The Masterplan highlights measures to take to achieve the objectives, which involves working in partnership with local businesses, the community and key stakeholders to deliver.



Severnside Masterplan, South Gloucestershire 2022

Measure SU3.5: Adopt 'Vision Zero' ambition and 'Safe System' approach

Description

We have a commitment to Vision Zero – the elimination of all deaths and serious injuries from road traffic collisions. Fatal and serious road traffic collisions have huge negative impacts on individuals, their families and communities, and disproportionately affect deprived areas.

To support this, we will be taking a Safe System approach. We understand that people make mistakes, and the human body is vulnerable. We need all parts of our transport system (roads and roadsides, speeds, vehicles, users, and post-collision response) to work together effectively to ensure safety for all, despite our vulnerabilities. Some

Measure SU3.5: Adopt 'Vision Zero' ambition and 'Safe System' approach

collisions may still occur, but the focus is on preventing death and life-changing injuries. There is a shared responsibility between many parties, such as road users, road designers and managers, and vehicle manufacturers, and we all must take appropriate action.

We will continue to work in collaboration with other public sector agencies through the Wiltshire and Swindon Road Safety Partnership.

Benefits

These commitments will help to:

- Promote a healthy, safe and secure network for all users that promotes active travel and supports improved health and wellbeing.
- Rebalance the use of local streets to improve safety and favour people rather than vehicles.

Possible locations

This approach should be applied across the transport network in Wiltshire.

Case Study: Vision Zero South West

Vision Zero South West is the road safety partnership working to reduce fatal and serious collisions in Devon and Cornwall. It is a collaboration between several organisations including Police, Fire and Rescue and NHS trusts, working together for a shared commitment to cut the number of deaths and serious injuries in the region to zero. The organisation is led by a partnership board that meets quarterly to discuss ideas and decide what actions can be taken to further drive down the number of people killed or seriously injured, whilst an Operational Delivery Group is tasked with carrying out practical projects with the specific aim of reducing deaths and serious injuries.

For winter 2024, Vision Zero South West is working with local pubs and clubs to reduce drink and drug driving. Participating venues will be offering free non-alcoholic drinks to designated drivers who are doing their bit to make sure their friends, colleagues and family members get home safely.

Measure SU3.9: Refresh our transport policies and plans

Description

We are committed to monitoring national and regional Government guidelines and requirements, and ensuring our policies and plans remain relevant. For example, we anticipate that we will regularly refresh our Bus Service Improvement Plan to ensure it remains up to date and so we can maximise national funding opportunities.

Benefits

This will help to:

- Promote a healthy, safe and accessible network, that is up to date with relevant legislation and guidelines, helping to increase access to services and opportunities for all.
- Create good levels of accessibility across the county opening up more opportunities for all and improving quality of life. Unlocking further funding will allow us to improve our infrastructure for active travel and other sustainable modes across the county, helping to provide a high quality and reliable network.
- Maximise the uptake of energy efficient and zero or ultra low emission vehicles and autonomous vehicles. National and regional guidelines have a strong focus on the shift

Measure SU3.9: Refresh our transport policies and plans

towards lower polluting vehicles, and we must be aware of funding opportunities that could help facilitate the shift in Wiltshire to low emissions vehicles through grants or electric charging infrastructure.

Possible locations

County-wide.

Wiltshire Council Local Transport Plan 4 (LTP4) 2024

Wiltshire Council





Wiltshire Council Local Transport Plan 4

Draft Market Towns sub-strategy
October 2024

Table of Contents

1.	Introduction to place-based sub-strategies	3
2.	Market Towns sub-strategy	7
2.1.	Introduction to Market Towns	7
2.1.1.	Introduction	7
2.1.2.	Typical challenges and opportunities	8
2.2.	Vision and objectives for Market Towns	10
2.2.1.	Vision	10
2.2.2.	Objectives	10
2.3.	Policies and measures	12
2.3.1.	Introduction	12
2.3.2.	Avoid	13
2.3.3.	Shift	16
2.3.4.	Improve	26
3.	Supporting measures across all place types	29

1. Introduction to place-based sub-strategies

This document contains one of our three place-based LTP4 sub-strategies and should be read alongside our Core LTP4 Strategy, other place-based sub-strategies, and county-wide sub-strategies, as well as the Integrated Sustainability Assessment (ISA) and Carbon Paper.

The three place types are as follows, and are shown geographically in Figure 1-1:

- Principal Settlements.
- Market Towns.
- Rural Areas, including Local Service Centres.

Each of the place-based sub-strategies contains information on the specific policies and measures that are applicable to the place type, and an overview of how each place type could look if the vision and objectives were realised. Measures relating to freight, parking, EV charging, and strategic transport (bus, rail and highways) are included in the county-wide sub-strategies rather than the place-based sub-strategies.

All the place-based sub-strategies follow the same structure:

- Introduction to place type.
- Vision and objectives, applied to the place type.
- Policies and measures for the place type, structured by our Avoid, Shift, and Improve policy areas. The final section (Section 3) contains the Support measures which would be applied across all place types in support of the Avoid, Shift, and Improve measures. All the policies and measures included in the place-based sub-strategies are summarised in Table 1-1.

A glossary of key terms and acronyms is provided in Appendix C of the Core LTP4 Strategy.

Figure 1-1 – Wiltshire place types

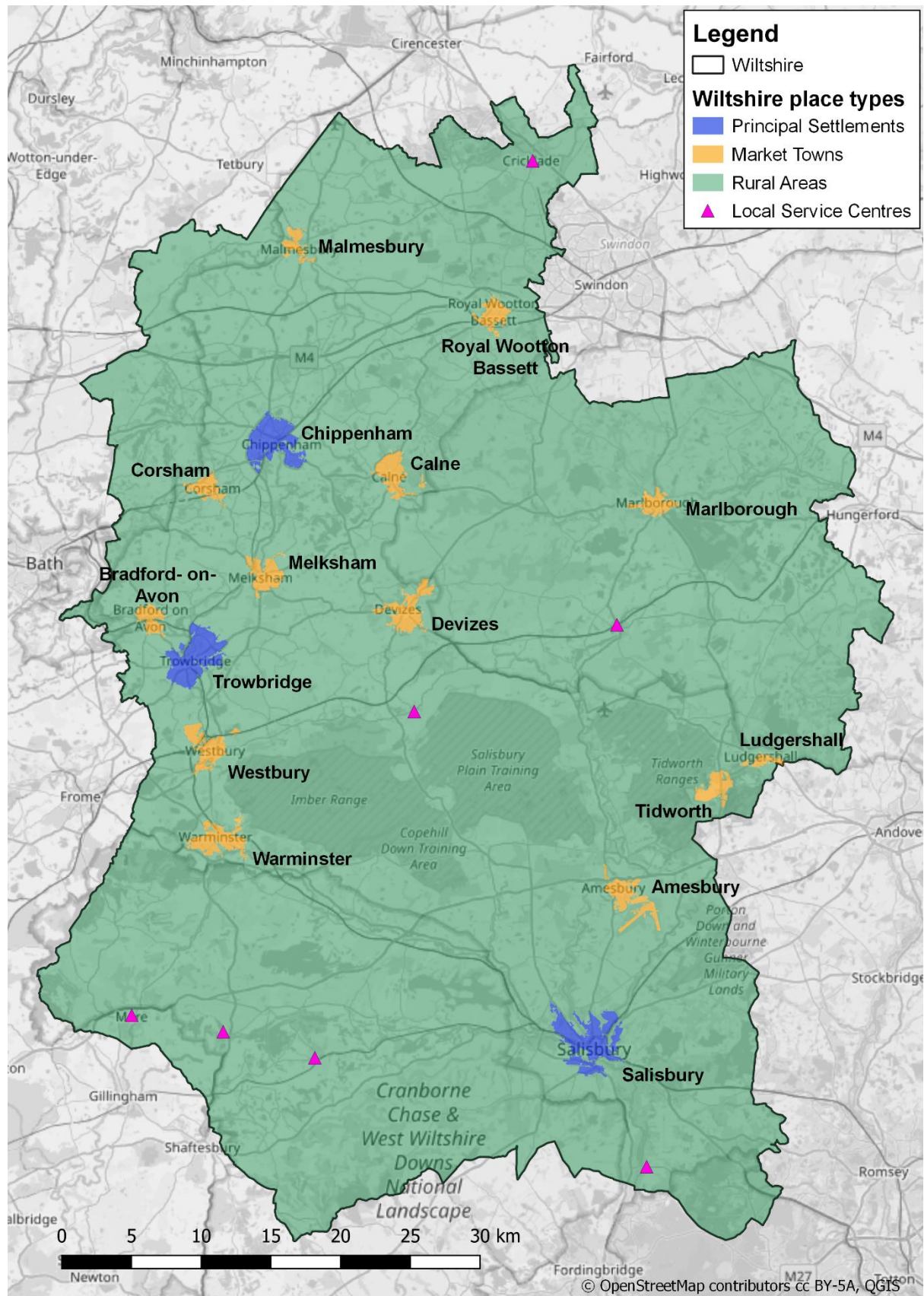






Table 1-1 Summary of place-based measures

Policy area	Measure	Place-based sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching
Avoid unnecessary travel 	A1 Reduce the need to travel as often through combining journeys and providing digital options				
	A1.1: Improving ultrafast fibre coverage to enable access to online services	✓	✓	✓	
	A2 Enabling access to services, jobs and other destinations within closer reach				
	A2.1: Co-working spaces	✓	✓	✓	
	A2.2: Support improvements to services that can be provided locally to reduce travel	✓	✓	✓	
	A2.3: Ensure design requirements are met for new developments	✓	✓		
	A2.4: Parcel pick-up points at local hubs		✓	✓	
Shift to more sustainable modes of transport 	S1 Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality				
	S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIPs)	✓	✓	✓	
	S1.2: Public realm improvements	✓	✓	✓	
	S1.3: Wayfinding	✓	✓	✓	
	S1.4: Cycle parking	✓	✓	✓	
	S1.5: Safer movement for active travel	✓	✓	✓	
	S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas	✓	✓	✓	
	S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes	✓	✓	✓	
	S2 Provide more public and shared transport options, and improve service quality				
	S2.3: Ride sharing, including shared taxis	✓	✓	✓	
	S3 Provide better access to public and shared transport services				
S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel	✓	✓	✓		
S3.6: Mobility hubs	✓	✓	✓		
Improve vehicle, fuel and network efficiency 	I1 Facilitate and encourage move to low and zero emission vehicles				
	I1.12: Expand EV car club coverage	✓	✓	✓	
	I2 Enable safer, more efficient driving and operation of road networks				
	I2.1: Improve our use of technology in traffic and congestion monitoring	✓	✓		
	I2.2: Engage with and prepare for the rollout of new transport technologies	✓			
Support and enable	SU1 Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport				

Policy area	Measure	Place-based sub-strategies				
		Principal Settlements	Market Towns	Rural Areas	Overarching	
delivery of the Avoid, Shift and Improve policy areas 	SU1.1: Raise awareness of sustainable travel options				✓	
	SU1.2: Travel plans				✓	
	SU1.3: Raise awareness of local facilities, amenities and services				✓	
	SU1.4: Incentives for physical activity				✓	
	SU1.5: Interventions for vulnerable road users				✓	
	SU1.6: Cycle training to improve skills and confidence				✓	
	SU1.7: Rollout of safety apps				✓	
	SU1.8: Mobility credits				✓	
	SU1.9: Implement Mobility as a Service (MaaS)				✓	
	SU1.10: Reduced carbon intensity of travel via more efficient driving				✓	
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all					
	SU2.1: Working with businesses to facilitate home working and flexible working					✓
	SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities					✓
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered					
	SU3.1: Coordination of streetworks and roadworks					✓
	SU3.2: Network maintenance					✓
	SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy					✓
	SU3.4: Support for Masterplanning					✓
	SU3.5: Adopt 'Vision Zero' ambition and Safe System approach					✓
	SU3.9: Refresh our transport policies and plans					✓

2. Market Towns sub-strategy

2.1. Introduction to Market Towns

2.1.1. Introduction

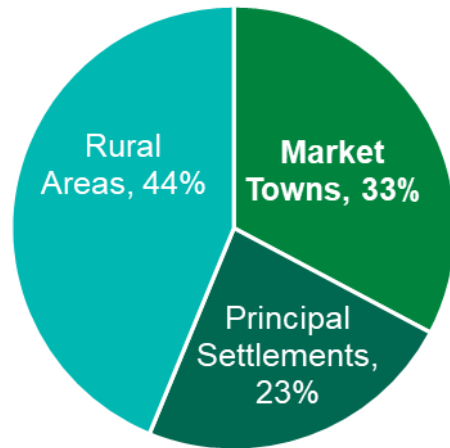
There are several **Market Towns** located across the county, as shown in Figure 1-1.

As defined in the Wiltshire Core Strategy (2015) and draft Wiltshire Local Plan Review (2023), these are settlements which can support sustainable patterns of living in Wiltshire through their current levels of facilities, services and employment opportunities.

Overall, **33% of Wiltshire's population** (169,100 people) live in Market Towns.

On average, the **population density of Market Towns is 26** people per hectare.

Figure 2-1 - Proportion of population in each place type



Devizes





Warminster

Devizes and Marlborough are located in the central and eastern parts of Wiltshire. Both have attractive town centres, and Marlborough is popular for tourism, shopping and leisure as well as business. Calne, Corsham, Malmesbury, and Royal Wootton Bassett are located in the north of Wiltshire, and Bradford on Avon, Melksham, Warminster and Westbury are located in the west. Amesbury has an important role as a Market Town in the south Wiltshire area, providing a good level of services, shops and jobs. The towns of Tidworth and Ludgershall in the east are dominated by the presence of the Army which is the largest local employer.

2.1.2. Typical challenges and opportunities

Table 2-1 LTP4 challenges and opportunities in Market Towns

LTP4 challenges and opportunities in Market Towns	
	<p>Rurality</p> <p>The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, and presents challenges around connectivity by other modes, which can lead to social isolation.</p> <ul style="list-style-type: none"> • Areas of some Market Towns are more at risk to transport related social exclusion. Areas at high risk include Ludgershall, Devizes, Melksham and Westbury.¹ • 55% of workers use a car or van to travel to work, 30% work from home, and 12% travel by walking or cycling.² • Proportion of people who travel 'less than 10km' (approx. 6 miles) for their commute by all modes is less than national average; proportion who travel '10-30km' (approx. 6 - 19 miles) and '30km and over' (approx. 19 miles and over) is more than the national average. • For most places, around 10% of postcodes are more than a 15-minute walk from a public transport access point. There are some areas where this is the case for 70-90% of postcodes, such as Royal Wootton Bassett South, Warminster West and Westbury North. • For most Market Towns, around 20% of the population is unable to access a town centre by public transport within 30 minutes. However, for Amesbury, Tidworth and some parts of Westbury, this rises to around 80%.³
	<p>Health, wellbeing and safety</p> <p>There are pockets of inequality and deprivation across the county related to health, wellbeing, road safety and access to facilities.</p> <ul style="list-style-type: none"> • There are pockets of deprivation found in Market Towns. According to IMD data, two LSOAs in Melksham are ranked in decile 2 for deprivation, suggesting they are amongst the most deprived areas in England. Several other areas in the Market Towns, including areas of Calne, Westbury, Royal Wootton Bassett, Devizes, and Amesbury, are ranked in decile 3. • 15% of households do not own a car or van; more two-vehicle households than national average. • Predominantly White; less diverse than national average, excluding Tidworth. • Around 20% of the population is unable to access a town centre within 30 minutes by car. • There are Air Quality Management Areas (AQMAs) in five of our Market Towns: Bradford-on-Avon, Calne, Devizes, Marlborough and Westbury. Residents who live in these areas or near other busy roads in our Market

¹ *Transport for the North Transport Related Social Exclusion*. Data public available here: [Transport-related social exclusion in England \(transportforthenorth.com\)](https://transportforthenorth.com) Access to underlying data provided by TfN to AtkinsRéalis team.

² Census 2021. On foot: 10%, by bicycle: 2%.

³ Journey time statistics, DfT (2019). Includes up to 2km walk to access the public transport stop, 5 minutes waiting time, plus an additional 5 minutes for any interchange required. Further detail can be found on the [DfT website](#).

Towns are more likely to be at risk of certain health conditions. The Royal College of Physicians have found that children living within 500m of a heavily used road are likely to have significantly reduced lung function in adulthood. For older people, living near a busy road increases the rate of lung function decline that is associated with ageing. Exposure to poorer air quality can be associated with several health problems including asthma, type 2 diabetes, decrease in brain cognitive function, cancer and cardiovascular conditions⁴.



Economic growth Economic growth in Wiltshire is slowing and an ageing population poses an increasing challenge.

- Level 1-3 (GCSE to A Level) most common, with exception of Malmesbury (Level 4 – bachelor’s degree).
- Socio-economic Classification: Similar to national averages with minor peaks in L4/5/6 and L10/11/12 classifications. Malmesbury also has a higher proportion of L1/2/3 classifications.
- The Market Towns are scattered across Wiltshire and encourage tourism through day trippers and weekend visitors. The Market Towns feature historic buildings, independent shops and markets, and also provide connections to wider rural walks and countryside views. Amesbury is also the nearest town to the ancient and iconic site of Stonehenge.
- As per our Local Plan, there is substantial development planned across the county. There is a particular challenge in Market Towns of linking these new developments with sustainable transport provision, such as bus routes, shared transport services and active travel routes.



Futureproofing transport The transport network in Wiltshire is not currently prepared for future **maintenance, technological, environmental and societal changes**.

- Currently there is a limited number of locations to access Wiltshire Council owned EV chargers. In the Market Towns, rapid charging points (25-150kW) can only be found in Corsham, Melksham and Warminster. Fast charging points (7-22kW) are more widely spread, with locations in Corsham, Royal Wootton Bassett, Devizes, Marlborough, Melksham, Bradford-on-Avon, Westbury, and Amesbury, however these are slower and take longer to sufficiently charge a battery for longer journeys. Data on private charging points is very limited, but this remains an important part of facilitating the shift to EVs.
- There is a risk of flooding with the South West, Severn, Thames and South East River Basin Districts located within Wiltshire. Market Towns with rivers running through them or located nearby, including Melksham, Bradford-on-Avon, Marlborough and Malmesbury, are under high risk of flooding. Flooding is expected to affect much of the county with a high risk of damage to properties and land.
- Slightly older population than the national average, excluding Tidworth (more under 40s).



Decarbonisation Wiltshire Council acknowledged a **climate emergency** in 2019, and decarbonising transport is critical to achieving the Council’s carbon neutral ambitions.

⁴ Royal College of Physicians, Every breath we take: The lifelong impact of air pollution, 2016 (<https://www.rcp.ac.uk/media/jzu5jgn/every-breath-we-take-the-lifelong-impact-of-air-pollution-full-report.pdf>)

- Whilst primarily rural areas have higher levels of transport related greenhouse gas emissions (based on car and van emissions), Devizes East falls in the highest 20% of emissions (CREDS).
- Additionally, each of the Market Towns, with the exceptions of Corsham and Bradford-on-Avon, are immediately adjacent to LSOAs that fall into the highest 20%.
- The cars and vans we drive offer the greatest scope for decarbonisation as they account for the majority of transport carbon emissions in Wiltshire.



Unique environment

We have a responsibility to **protect** and **enhance** Wiltshire's unique natural, built and historic environments.

- Wiltshire's Market Towns are home to many historic buildings, with over 25 Grade 1, and more than 150 Grade 2* and 2,300 Grade 2 listed buildings. They are also home to over 150 scheduled monuments.
- Marlborough lies within one of Wiltshire's National Landscapes, located in Berkshire and Marlborough Downs covering the east of Wiltshire.

2.2. Vision and objectives for Market Towns

2.2.1. Vision

The LTP4 vision sets out a long-term aspiration for transport in Wiltshire, to 2038 and beyond, of:

A safe and connected transport system which protects the county's unique built, natural and historic environment, making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a low carbon future.

If the vision were to be achieved, our Market Towns would become even more accessible, safe and attractive places to live, work and visit. Most essential services and facilities would be easy to get to in a short journey, for which the natural choice would be to walk, wheel or cycle using safe, well connected, and easy to navigate routes. For travel further afield, improved public and shared transport services would provide reliable and competitive options. In particular, new mobility hubs would facilitate convenient interchange between many types of transport in one location. Those travelling into our Market Towns, including visitors, would be able to enjoy all that they have to offer without needing to use a private car.

2.2.2. Objectives

Table 2-2 LTP4 objectives and relevance for Market Towns

LTP4 objectives and relevance for Market Towns



Supporting rural communities

To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity

across the whole county, especially within and beyond our rural settlements.

-
- Improve connectivity and reduce the risk of social exclusion through access to high quality, convenient, reliable and affordable shared transport.
 - Deliver quieter and safer roads, helping active travel to become natural choices for shorter journeys.



Improving health, wellbeing and safety

To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.

-
- Improve access to public and shared transport modes within Market Towns.
 - Improve public and shared transport links with surrounding Rural Areas.
 - Improve access to jobs, training and education locally in Market Towns and strengthen links with different parts of the county and wider region, helping to enhance opportunities, particularly within the pockets of deprivation.
 - Deliver quieter and safer roads, helping active travel to become natural choices for shorter journeys.
 - Improve air quality within AQMAs by having regard to the measures contained within our 2024 Air Quality Action Plan.



Economic growth

To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.

-
- Increase access to employment opportunities and economic centres, within Market Towns and by strengthening links between Market Towns and Principal Settlements.
 - Facilitate more efficient and sustainable business travel.
 - Provide and publicise more sustainable travel options for visitors and tourists.



Futureproofing transport

To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.

-
- Increase the provision of public and private electric vehicle charging facilities.
 - Improve the transport network's resilience to environmental challenges.
 - Provide viable alternatives to travelling by car travel to help prepare for possible societal and economic changes.
 - Understand and prepare for possible technological advancements which may impact transport.



Transport decarbonisation

To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council carbon neutral by 2030, and leading the county towards net zero.

-
- Facilitate and encourage a transition to low and zero emission vehicles.
 - Reduce the total distance travelled by cars to minimise carbon emissions.
 - Improve facilities and access to sustainable transport, making these more competitive and convenient options.
 - Embed local connectivity into designs for new developments.
-



Protecting and enhancing our unique environment

To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

- Reduce traffic in Market Towns, helping to reduce negative impacts on our unique, historic town centres.
- Improve air quality and reduce pollution in Market Towns.

2.3. Policies and measures

2.3.1. Introduction

The LTP4 policies are set out in detail in Section 2.3 of our Core LTP4 Strategy.

The following sections consider the policies specifically in the context of Market Towns and outline the relevant measures we plan to deliver. Within the Market Towns sub-strategy, the policies are grouped by the Avoid, Shift and Improve policy areas. The measures relating to the Support policy area are covered in Section 3.

These four policy areas sit around the core of the LTP4: the vision and objectives.

Our objectives are set out in Section 2.1 of our Core LTP4 Strategy. Each policy meets some or all our objectives, and these are depicted by the relevant icons.



Objective 1 - To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.



Objective 2 - To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.



Objective 3 - To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.



Objective 4 - To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations



Objective 5 - To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.



Objective 6 - To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

2.3.2. Avoid



Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach; providing digital options; and combining journeys.

Policy A1: Reduce the need to travel as often through combining journeys and providing digital options.

Objectives met:



Measure A1.1: Improving ultrafast fibre coverage to enable access to online

Description

Improving digital connectivity through wider rollout of fibre coverage aims to increase access and awareness to online opportunities, as well as accessibility, across our Market Towns. Fibre broadband offers faster and more reliable online connection than standard broadband. The UK Government's ambition is for at least 85% of the UK to have access to gigabit capable broadband (broadband connections with speeds of one gigabit per second (1Gbps or 1,000 Megabits per second) or faster) by 2025. As of August 2024, the median broadband speed in the UK was 65Mbps, compared with a median of 57Mbps in Wiltshire (15% lower than the UK median)⁵. As referred to in more detail in our Rural Areas sub-strategy, Project Gigabit will bring broadband improvements across the county.

Benefits

Improvements to fibre coverage would help to:

- Increase access to jobs, training, education and services via online platforms. Faster and more reliable connections would help to facilitate greater home working and would also improve access to online services such as online GP/health appointments and shopping.
- Improve accessibility through improved opportunities for those with limited physical mobility and reduced cost of travel.
- Reduce the need to travel to access services, especially at peak times, helping to reduce private vehicle miles and congestion.

Possible locations

Fibre coverage should be available across our Market Towns.

⁵ Fair Internet Report, August 2024 [Wiltshire Broadband Coverage & Stats, Aug 2024 \(fairinternetreport.com\)](https://www.fairinternetreport.com)

Policy A2: Enabling access to services, jobs and other destinations within closer reach

Objectives met:



Measure A2.1: Co-working spaces

Description

Co-working spaces provide a flexible option for those who can work remotely at least some of the time and who may not be able to or want to work from home. They are ideally situated in locations which are accessible by public and shared transport. Desks can generally be booked by the day, or on a longer-term basis.

Benefits

Co-working spaces would:

- Reduce vehicle miles by reducing the distance of commuting to work, helping to save time and money.
- Allow people to combine daily commitments into one simple trip and increasing the ability to access jobs and opportunities closer to home.
- Make sustainable alternatives to travelling by car more attractive. Reduced trip lengths could facilitate a mode shift away from private vehicle to public transport, active travel modes.

Possible locations

The centres of our Market Towns are ideal locations for co-working spaces since they are already relatively accessible by public and shared transport, and have connections with existing active travel networks. The delivery of co-working spaces will likely be market-led in appropriate locations.

There are already some co-working spaces in Market Towns, such as Digital Mansion in Corsham, Studio Bacchus in Bradford-on-Avon, and the YourSpace in Devizes.

Case study: Studio Bacchus, Bradford-on-Avon

Housed within a historic building in Bradford-on-Avon, Studio Bacchus is located 5 minutes from the train station and provides creative co-working spaces for creative workers, including artists, writers, and designers, to work alongside like-minded individuals. Membership options can be tailored to individuals, with all choices including high speed broadband, printing facilities, kitchen access, free tea and coffee, and access to informal meeting spaces. The space allows you to book a seat on a co-working desk, with the main aim of providing a supportive workspace for small, local and creative businesses and freelancers with similar mindsets.



Measure A2.2: Support improvements to services that can be provided locally to reduce travel

Description

Where there are opportunities to improve services and amenities in residential areas, these may be supported as a way to increase the availability of essentials closer to home.

Benefits

This would help to:

- Reduce the length and cost of trips, reducing private vehicle miles, by providing more opportunities locally.
- Make sustainable alternatives to travelling by car more attractive.
- Increase equality of access, by increasing the ability for all to live and access services / opportunities locally, including leisure.
- Improved sense of community and place.

Possible locations

Residential areas across Market Towns including military bases.

Measure A2.3: Ensure design requirements are met for new developments

Description

As detailed in the draft Local Plan Review, some of our Market Towns are expected to experience growth over the coming years. It is therefore essential for the ongoing sustainability of these areas that new development is responsibly planned and delivered. Our Design Guide provides further detail on this matter, and stipulates that new developments should:

- Be connected to a network of routes for all modes. This is a particular challenge in Market Towns, where public and shared transport provision is often more limited than in Principal Settlements. The need to link new developments with existing or new bus routes, for example, should be taken seriously when assessing their transport impact.
- Prioritise active travel – “In well-designed larger schemes, people should not need to rely on the car to access local facilities such as shops, schools, public amenities and the natural environment.”
- Create a mix of uses.

Benefits

This would help to:

- Reduce the length and cost of trips, reducing private vehicle miles, by providing more opportunities locally.
- Reduce the number of trips by providing access to different facilities in a compact location, increasing the opportunities to combine journeys together.
- Make sustainable alternatives to travelling by car more convenient and attractive.
- Increase equality of access, by increasing the ability for all to live and access services and opportunities locally, including leisure.
- Improved sense of community and place.

Possible locations

New developments in and around Market Towns.

Measure A2.4: Parcel pick-up points at local hubs

Description

Parcel pick-up and drop off points are external locations, often a bank of parcel lockers, a convenience store or a dedicated parcel shop, that allow people to send or receive parcels closer to their home. Customers can choose for parcels to be delivered to, or picked up from, a select pick-up point close to their home, and dependent on the location, a customer may be provided with multiple options that can be near their home, office or other convenient location.

Benefits

This would help to:

- Reduce the number of trips and vehicle miles, particularly relating to HGVs and delivery vans. It eliminates the likelihood of repeated failed deliveries.
- Reduce the number of trips by providing access to different facilities in one location, increasing the opportunities to combine journeys together. Customers can choose where and when to pick up or drop off their parcels to fit into their schedules.
- Reduce total greenhouse gas emissions due to transport.
- Reduce traffic congestion and delays.

Possible locations

These can be located across multiple different locations. The provision of pick up and drop off facilities could be found in local centres, attached to mobility hubs and shops, where they can tie in with sustainable travel connections. There are already some examples of this service through 'InPost lockers' that are currently located across our Market Towns and are used to receive and send parcels for select retailers.

2.3.3. Shift



Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel and shared and public transport.

Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality.

Objectives met:



Measure S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIP)

Description

The LCWIPs provide a comprehensive evidence-based assessment of the important walking and cycling networks routes in our main settlements and make recommendations for top priority improvements to better connect key origins and destinations. We are in the process of developing LCWIPs for all our Market Towns, but so far:

Measure S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIP)

- Consultation for Calne and Melksham LCWIPs closed in September 2024. This was the second and final stage of consultation and all comments will be considered before final LCWIPs for both Calne and Melksham are published.
- Devizes LCWIP is complete and has been published on our Wiltshire Council site. The top priority four cycle routes and six walking routes have been identified, and recommended interventions are set out alongside indicative costs.
- In order to deliver these infrastructure improvements, further studies and design stages will need to be completed, including the required environmental assessments.

These include interventions such as accessibility improvements (like dropped kerbs and tactile paving), formal and informal crossing points, resurfacing, segregated routes, path widening and signage.

The availability of funding for LCWIP schemes is critical to progressing this measure. Funding will be required for scheme design and appraisal, and relevant environmental and societal impact assessments.

Benefits

Delivery of these routes would help to:

- Encourage active travel to become the natural choices for shorter journeys, or as part of a longer journey, along with improved road safety.
- Improve access to local facilities and amenities for all, including those without a car.
- Promote the key safe and direct walking and cycling routes with the greatest potential to increase active travel and physical activity, resulting in better health and wellbeing.

Possible locations

Key routes in Market Towns as set out in LCWIPs.

Case study: Hilperton-Melksham via Semington

In 2022, we completed the new walking and cycling facility between Hilperton and Melksham on a mostly traffic-free route. Byways on the route were upgraded to provide extra space for cyclists and pedestrians, as well as improving access to and from the shared use path for cycles. Re-surfacing also ensured that all the byways were suitable for cyclists, pedestrians and horse-riders. The scheme provides a safer, quieter alternative to the A350.

Case study: Royal Wootton Bassett to Swindon cycleway

We are working with National Highways to develop and install a new cycleway between Royal Wootton Bassett and Swindon. The scheme is being funded and delivered by National Highways with support from Wiltshire Council, Swindon Borough Council and Sustrans and will provide a segregated route for cyclists travelling over the M4 between Royal Wootton Bassett and Swindon. The scheme aims to increase transport choices, reduce transport emissions and traffic, and reduce the reliance on private vehicles. The preferred route is now being developed through detailed design, and we are in discussions with third party landowners with a view to secure a long-term agreement for the cycleway. Following this, the scheme will be subject to the full statutory planning process.

Measure S1.2: Public realm improvements

Description

Measure S1.2: Public realm improvements

Improvements to the public realm in Market Towns could include measures such as public seating and places to rest, pocket parks, community artwork, trails, planting, trees, lighting, and CCTV. Public realm improvements should be inclusive for all people to enjoy, and designs should take this into account, such as by using paving that is navigable by those with impaired vision.

Benefits

These interventions would help to:

- Increase safety, security and accessibility for those spending time in our Market Towns.
- Enhance the sense of place and community.
- Support local businesses and encourage footfall in town centres making them more attractive places for business to invest.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Support climate change adaptation – planting and trees can increase shade and support natural water management.

Possible locations

Key public centres in our Market Towns



Royal Wootton Bassett, Borough Fields Shopping Centre

Measure S1.3: Wayfinding

Description

Signage to support those using active travel to navigate our towns. This could include fingerpost signs, maps, or floor signs. There could be opportunities to make use of technology, for example providing the ability to scan QR codes for more information or to link with journey planning apps⁶.

⁶ Includes [Connecting Wiltshire - Helping You Make Travel Choices](#)

Measure S1.3: Wayfinding

Benefits

These interventions would help to:

- Promote safe, navigable and direct active travel routes for all.
- Ensure our Market Towns are accessible for visitors and tourists, boosting our local economy.
- Reflect local identity and provide local 'branding' to improve sense of place.
- Encourage an increase in physical activity, helping to improve health and wellbeing.

Possible locations

Key public centres in our Market Towns



Example of wayfinding signage, Calne

Case study: South Gloucestershire High Street Wayfinding

South Gloucestershire Council is developing a wayfinding scheme for each of their high streets and market towns. The objectives of the scheme are to help residents and visitors navigate the local area and raise awareness of key destinations that are located nearby. The scheme will also feature key services such as public toilets and highlight community facilities such as libraries, community centres and shopping and leisure destinations.

Measure S1.4: Cycle parking

Description

Our Design Guide⁷ for new developments states that residential cycle parking should be considered within secure storage facilities to the front of dwellings, with consideration given to larger cycles such as cargo bikes or bikes adapted for mobility needs.

For other locations in new developments, secure, covered, overlooked cycle parking (together with charging points for electric bicycles and scooters), should also be provided. This includes at bus stops, workplaces, services and facilities, and recreational areas.

In addition, existing residential areas and destinations should be reviewed for opportunities to enhance cycle parking facilities.

Benefits

These interventions would bring benefits as follows:

- Providing cycle hangars in residential areas, particularly flats and terraced houses, will allow residents to securely store bicycles, creating the opportunity to buy a bicycle and cycle for at least some trips.
- Providing secure cycle parking at destinations will give cyclists more confidence when parking their bikes and enable them to park nearer to their journey's end, making cycling a more attractive option.

⁷ [Guidance for Neighbourhood Planning within Wiltshire: Integrating High Quality Design](#)

Measure S1.4: Cycle parking

- Increasing the number of people who cycle and the number of cycle trips they make, will encourage an increase in physical activity and help to improve health and wellbeing.
- Ensuring our Market Towns are accessible for visitors and tourists, helping to boost our local economy.
- Reflect our local identity and provide local 'branding', improving sense of place.

Possible locations

Throughout Market Towns including residential areas and key destinations.

Measure S1.5: Safer movement for active travel

Description

Prioritising safer access for active travel in specific, targeted locations can create more pleasant environments and opportunities for more people to feel safe and comfortable to switch to active modes. This can be achieved by prioritising street space to widen footways or provide amenities (such as benches, parklets or bus shelters).. Measures to ensure safer movement for active travel would be developed in partnership with local communities to ensure access for those who most need it. Extensive local consultation and engagement would be required to ensure any schemes maximise benefits for locals. Examples of such measures which may be beneficial in Market Towns are:

- School streets, where vehicular access is restricted near to schools at certain times of day.
- Physical measures to reduce conflict between users, e.g., bollards to slow cyclists down on a shared path, or to prevent vehicle access.
- Adjusting road space provision to review how the space is used to cater for different users, either by using road markings or physical measures.

Benefits

Delivery of these measures would help to:

- Increase road safety, particularly for vulnerable users such as those with disabilities or school children.
- Increase safety and accessibility of active travel in our Market Towns, making these sustainable alternatives to travelling by car more attractive.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Create space for other uses, such as shopping, play, seating and planting.
- Enhance the sense of place and community.

Possible locations

In areas likely to have a higher demand for active travel, such as near to schools (triggered by interest expressed by schools), high streets, local centres and in residential areas.

Measure S1.5: Safer movement for active travel

Case study: Thornbury High Street, South Gloucestershire

Thornbury is a market town in South Gloucestershire that has taken the step to remove traffic passing through its High Street to enable safer active travel. Access remains for residents, disabled drivers, buses and taxis, however traffic that is intended to pass through is diverted to an alternative route away from the High Street. This has allowed market stalls to be positioned on the High Street and hospitality venues to allow their outdoor seating areas to expand.



South Gloucestershire Council

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

Description

It is important that vehicle speeds are appropriate for the road's context and purpose: right speed, for the right road. We will review vehicle speeds and engage with local communities. In some locations, where there is community support, it may be desirable to reduce vehicle speeds to improve road safety such as near to schools or in residential areas.

This can be achieved using a range of different measures. For example, school safety zones can be implemented to manage speed at specific times (pick-up and drop-off).

The following definitions are used in our existing policy on 20mph speed limits and zones as follows.

20mph zones are defined as areas subject to a 20mph speed restriction which cover a number of roads within a defined area and are supported by the appropriate traffic regulation order and signs. Typically, there will be traffic calming measures at regular intervals throughout the zone to ensure speeds remain consistent throughout its length. This may include the addition of road humps and raised junctions as well as build outs, chicanes pinch points etc., but may also include lighter touch measures where appropriate, such as carriageway roundels.

20mph limits are defined as streets where the speed restriction has been reduced to 20mph but do not include the types of physical calming measures typically associated with zones. Drivers are alerted to the presence of the restriction by the use of terminal and repeater signs only.

In addition, according to our Active Travel Infrastructure Design Standards⁸, quiet streets can provide a more practically feasible option for providing safe cycling routes. They must have under 2,500 vehicles per day, vehicle speeds under 20mph, and no obstacles.

Benefits

Delivery of new 20mph zones and limits, and quiet routes will help to:

⁸ [Active travel infrastructure design standards Consultation Draft.pdf \(wiltshire.gov.uk\)](#)

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

- Improve road safety, particularly for vulnerable users such as children or those with disabilities. The first widespread evaluation of 20mph zones in the UK was carried out by the TRL in 1996⁹. It found that over the monitoring period, injury accidents reduced by 60% and child injury accidents were reduced by some 67%. A similar positive picture on their use is reflected in Wiltshire.
- Create a more pleasant, less polluted, safer environment for active travel in our Market Towns, making these sustainable alternatives to travelling by car more attractive.
- Encourage an increase in physical activity, helping to improve health and wellbeing.

Possible locations

Areas in Market Towns where there is a high volume of vulnerable users and where there may be conflicts with vehicles, particularly residential areas and local centres.

20mph zones are to be considered where:

- Roads are currently restricted to a 30mph speed limit.
- There is a proven history of road user conflict with vulnerable users such as child pedestrians.
- There are new residential developments.
- There is an alternative route existing, so drivers are able to avoid the zone.
- On major streets if there is a significant number of journeys on foot or bicycle.

20mph limits are most appropriate where speeds are already low (DfT advises under 24mph) and where the layout and character of the road gives a clear indication to drivers that a lower speed is appropriate.



20mph zone, Station Road, Tidworth

Case Study: High Penn Park development, Calne

In July 2024, a consultation on plans to enforce 20mph speed limits on several roads at the 200-home High Penn Park development in Calne was completed. The developer will meet the costs of the signage, traffic regulation order and implementation, with the roads built to be self-enforcing 20mph. Calne Town Councillors raised no objections to the proposal.

Case Study: Bradford Road, Corsham

⁹ Transport Research Laboratory, D. Webster, A. Mackie, Review of traffic calming schemes in 20mph zone, 1996

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

In March 2024, speed limits outside of Corsham Primary School were lowered to 40mph from 50mph, with a 20mph limit during school drop off and pick up times, indicated by flashing signage.

Measure S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes

Description

There are different types of cycle or scooter hire. Cycle hire schemes allow anyone to hire a bike or e-bike for a relatively short period of time, providing users with a quick and flexible way of making a short journey which they may have otherwise made by car or bus. E-scooter hire follows the same system, allowing anyone to hire an e-scooter for a short time. Whilst e-scooters are primarily for shorter, local journeys, the inclusion of e-bikes also opens up the possibility of using shared cycles for longer journeys, or in areas with more varied terrain. Such schemes operate in many UK towns and cities such as Uxbridge, Elgin, Jersey, Fort William and Inverness. These schemes would be suited to our Market Towns.

There have also been some pilot shared e-cargo bike schemes across London; these cycles allow users to transport children or goods.

There are currently a number of organisations which offer day bike hire across our Market Towns, but these are primarily suited to leisure use rather than cycling for transport purposes.

Benefits

Shared bike, e-bike, e-scooter or cargo bike schemes can help:

- Provide a more flexible mode of transport for short to medium journeys.
- Increase cycling in and around our towns helping this to become a natural choice for shorter journeys, and reduce the number of short car trips.
- Encourage an increase in physical activity, improving health and wellbeing.
- Allow users to try out or regularly use a bike, e-bike or e-cargo bikes without the upfront costs.
- This measure is also aligned to Policy S2.

Possible locations

Pilot schemes in Wiltshire are likely to be best suited focused around urban centres and key transport and community hubs, such as railway stations, bus stations and stops, town centres and high streets, education hubs, and employment centres, including consideration for military bases.

Policy S2: Provide more public and shared transport options and improve service quality.

Objectives met:



Measure S2.3: Ride sharing, including shared taxis

Description

Ride sharing seeks to combine multiple car journeys into one. For example, this could be achieved by encouraging informal ride sharing for local employers and schools or encouraging the use of ride sharing apps such as BlaBlaCar.

Benefits

Ride sharing would help to:

- Reduce private vehicle miles.
- Reduce total greenhouse gas emissions due to transport.
- Save users money by sharing the cost of a journey with others.
- Increase travel options for those without access to a car.

Possible locations

Across Market Towns, particularly targeted at key destinations such as schools and employment areas.

There are a number of Market Town measures which primarily focus on other policies, bus also contribute to Policy S2:

- Mobility hubs (Measure S3.6)
- Cycle hire schemes, including e-bikes and cargo bikes (Measure S1.8)
- Car clubs (Measure I1.12).

Policy S3: Provide better access to public and shared transport services.

Objectives met:



Measure S3.1: Improve access to and from public transport stations by sustainable modes of travel

Description

Our railway stations are the gateway to many cross-county journeys, as well as journeys further afield. We can improve access to our stations by ensuring bus stops and services are convenient; active travel routes are safe, well lit, joined up and well signposted; and expanding shared transport options. The provision of facilities at rail and bus interchanges, such as storage, cycle parking, changing facilities, and provision for those with accessibility needs, will also help to make active travel an attractive option for part of a journey.

Benefits

Improving access to stations can help:

- Increase access to rail and bus services for all, including those without a car.
- Increase active travel levels and boost physical activity.
- Improve end-to-end journey times and reliability.
- Provide more viable, safe and attractive alternatives to driving.

This measure also aligns strongly with Policies S1 and S2.

Possible locations

Measure S3.1: Improve access to and from public transport stations by sustainable modes of travel

Currently a limited number of our Market Towns are served by railway stations, these are: Bradford-on-Avon, Melksham, Warminster and Westbury. The relevant LCWIPs highlight key active travel routes which could be targeted for future improvements, including those which link to the stations. Melksham has secured funding for station improvements, and Wiltshire Council Enhanced Partnership Plan and Scheme, published March 2022, noted improvement opportunities for Westbury Station will be explored in the future.

Case study: Melksham Masterplan

Melksham Station is set to be transformed through funding secured by TransWilts. Phase 1 of the Plan has received planning permission and includes new platform signage, destination indicators, increased parking, electric vehicle charging, cycle storage and a community café. Phase 2 would see further improvements in the layout at the station including northern pedestrian access. This would provide increased accessibility for the station from the northern side, whilst increased cycle storage will encourage travel to the station via bike.

Measure S3.2: New stations

Description

Our public transport stations are the gateway to many cross-county journeys, as well as journeys further afield. Currently only four of our Market Towns are served by a railway station.

Benefits

The development of new stations can help:

- Improve levels of accessibility between economic centres, business, employees, suppliers and customers.
- Create reliable, and convenient alternatives to private car journeys to improve access to opportunities and services for those in our Market Towns without stations.
- Reduce private vehicle miles and help to reduce total greenhouse gas emissions due to transport.
- Improve end-to-end journey times and reliability.

Possible locations

All our Market Towns have the potential to be served by railway stations, currently there are ambitions for Corsham and Devizes Gateway. There have also been longer-term ambitions to establish a railway station at Royal Wootton Bassett; this could act as a park and ride rail facility to serve Swindon, with the potential to be positioned close to Junction 16 of the M4.

We will continue to work with the industry to identify and develop the case for new stations.

Measure S3.6: Mobility hubs

Description

Mobility hubs are spaces where public and shared travel modes are co-located alongside travel information, other community facilities and improvements to the public realm. They provide an attractive, safe focal point and enable travellers to make smooth and safe

Measure S3.6: Mobility hubs

transitions between different modes, swapping private cars for shared vehicles, bikes, buses, trains, scooters or walking.

Benefits


Mobility Hubs would help to:

- Make provision for accessible travel information, such as printed timetables and information in languages other than English.
- Make sustainable alternatives to travelling by car more attractive.
- Prioritise safety when travelling by ensuring well lit, overlooked spaces are sought.
- Reduce the length of trips, reducing private vehicle miles, by providing more opportunities locally.
- Reduce the number of trips by providing access to difference facilities in one location, increasing the opportunities to combine journeys together.

Possible locations

Mobility hubs can vary considerably in size; in our Market Towns, larger hubs are most likely to be considered at existing railway stations and bus stations where applicable, whereas smaller mobility hubs could be located on or near to high streets, bus stops, or within a residential development, and could be considered in or near to military bases.

Policy S4: Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most.

Objectives met: 

Policy S4 is primarily focused on improvements to our current car parking strategy. These measures are covered in the parking sub-strategy, which can be found in Section 3 of the county-wide sub-strategy document.

Policy S5: Encourage and enable shift to more sustainable modes for freight.

Objectives met: 

Policy S5 is focused on improvements to our current freight network. These measures will be covered in the freight sub-strategy, that can be found in Section 2 of the county-wide sub-strategy.

2.3.4. Improve



Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.

Policy I1: Facilitate and encourage move to low and zero emission vehicles.

Objectives met: 

Wider roll-out of EVs and related infrastructure is the main priority for Policy I1: **measures related to EV charging are included in the separate EV sub-strategy**, that can be found in Section 4 of our county-wide sub-strategy document.

Measure I1.12: Expand EV car club coverage

Description

While many may choose to own an EV, others may not want to or be financially able to. Car clubs can provide pay-per-trip access to a shared vehicle, providing a flexible option without needing to own the car. Limited car clubs are currently available across Wiltshire, and none of these are located within our Market Towns.

Benefits

A wider roll-out of electric vehicle car clubs could bring about the following benefits:

- Reduced need to own a car, or second car.
- Costs are more predictable than car ownership; there is no need to pay separately for servicing, maintenance, insurance and tax.
- Driving is less likely to be the default mode of choice if using on a pay-per-trip basis.
- Creates opportunities for those unable to buy their own car, particularly if public transport is not a feasible option.
- Flexibility to use the type and size of car that best suits users' needs including accessible vehicles.
- Car clubs can offer opportunities to use EV, hybrid or more efficient vehicles without needing to invest in buying a new car, reducing the greenhouse gas emissions.

Possible locations

Across Market Towns.

Policy I2: Enable safer and more efficient driving and operation of road networks.

Objectives met:



Measure I2.1: Improve our use of technology in traffic & congestion monitoring

Description

Implementing intelligent transport systems can allow for more dynamic management of our transport networks, adapting the approach as situations change. Examples are:

- Variable messaging signs which provide accurate, real time passenger information to reflect network conditions.
- Coordinated and dynamic signal management (e.g., Split Cycle Offset Optimisation Technique (SCOOT)).
- Incorporation of data from other sources, such as weather information.
- Direct connections to emergency services.
- Data collection to enable ongoing monitoring of our transport network's performance and to inform future schemes.
- Enforcement of speed limits, traffic lights, bus lanes and cycle lanes.

Measure I2.1: Improve our use of technology in traffic & congestion monitoring

Benefits

Investing in and expanding our use of technology in transport could:

- Inform users about their journey and save time, such as when searching for parking spaces or avoiding congestion.
- Reduce unnecessary stop start driving, leading to reduced harmful greenhouse gas emissions and improved traffic flow. Helping to minimise our impact of travel on communities and natural and historic sites.
- Enable a quick and coordinated response to traffic incidents, natural disasters or security threats. Services and routes can return to normal as quickly as possible after incidents on the network.
- Ensure the safety of all users and maintain the efficient operation of the network.

Further information on this measure can be found in the Network Management Plan.

Possible locations

Across Market Towns, with a focus on key corridors and town centres.

3. Supporting measures across all place types

The following measures will support the delivery of the place-based Avoid, Shift and Improve measures and are applicable **across all place types**.



Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.

Policy SU1: Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport.

Objectives met:



Measure SU1.1: Raise awareness of sustainable travel options

Description

It is essential that public and shared transport services, as well as active travel routes, are clearly communicated to local communities and businesses. As well as publicising existing services, new schemes delivered as part of the LTP4 should be publicised, particularly those types which are not currently widespread in Wiltshire or less well understood – such as car clubs and bike share.

Principal Settlements and Market Towns tend to have higher population densities than Rural Areas, so residents are more likely to live closer to public transport stops, shared transport facilities, and walking and cycling connections. Those living in Rural Areas are much less likely to have multiple sustainable travel options; it is essential that residents are aware of the available services which provide connections to larger rural settlements, as well as to our Principal Settlements and Market Towns.

Provision should be made for those with accessibility needs or without access to digital content¹⁰, such as by providing printouts of timetables and transport information, including large print versions; content in languages other than English; and information about our current accessibility provision.

Benefits

- Improving awareness of sustainable travel options could create better understanding of, and support for, sustainable travel options, leading to increased usage.

Possible locations

This could focus on areas with higher levels of deprivation to ensure that all are aware of the affordable options available to them. Attention could also be given to areas across all place types with particularly high car and van usage to ensure that communities are aware of the alternative options available.

¹⁰ Digital information for travel planning and public transport is available at [Connecting Wiltshire](#).

Measure SU1.2: Travel plans

Description

Travel plans are packages of measures which aim to encourage more sustainable travel including active travel as well as public and shared transport. These are a long-term strategy for integrating sustainable travel into planning and should be considered alongside other development proposals. A travel plan is required for planning applications of development sites, as per our residential travel plan guidance, but they can also be produced for existing areas. They tend to contain information on local travel patterns, related policies, targets for sustainable modes as well as monitoring and evaluation to track progress.

Each travel plan should identify and promote opportunities for people to shift towards travel that doesn't rely on private vehicles.

Benefits

Travel plans should:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Reduce private vehicle miles, predominantly focusing on sole occupancy car use.
- Promote the existing active travel options available, and therefore physical activity to improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport.
- Increase awareness of local services and opportunities, increasing the ability to live, work, shop and use services locally.

Possible locations

Travel plans can be developed for a variety of settings including schools, colleges or universities, workplaces and employers (such as MOD), hospitals, residential areas and leisure facilities. Personalised travel plans can also be made for individuals to be aware of the options available to them.

Case Study: Modeshift STARS

Modeshift STARS is the Centre of Excellence for the delivery of effective travel plans in Education, Business and Residential settings. The scheme recognises schools, businesses and other organisations that have shown excellence in supporting cycling, walking and other forms of sustainable and active travel.

Measure SU1.2: Travel plans

Case Study: Salisbury NHS Foundation Trust

Salisbury NHS Foundation Trust was successful in attaining an approved accreditation through Modeshift STARS in July 2023. The Trust delivered several initiatives including installation of EV charging points for staff and visitors, promotion of a Liftshare scheme for staff, new secure cycling facilities and the introduction of an E-bike loan scheme. They also undertook a staff travel survey and took action based on feedback received.

These measures aimed to encourage sustainable travel options for staff and support them in their choices, as well as bringing benefits to staff health and wellbeing, the environment and delivering a reduction in on-site parking.



Salisbury NHS Foundation Trust (SFT) Sustainability

Case Study: The Ridge Primary School, South Gloucestershire – STARS Local Authority Primary School of the Year 2023/2024

The Ridge Primary School is located on an estate with a single entrance and exit and limited parking due to residential driveways. With the help from South Gloucestershire Council's Road Safety Team and Modeshift STARS, the school has seen a substantial increase of sustainable methods of travel. The latest survey shows car travel has reduced overall by 9% for children and 21% for staff. The school has increased green methods of travel by 5% for children and 15% for staff.

Funding received from the accreditation has been used to change the entrances to school including a bike gate, changes to pavements including dropped kerbs and removal of grass verge. This enlarged area of shared path was needed to accommodate the increase in families walking, cycling and scooting.

Measure SU1.3: Raise awareness of local facilities, amenities and services

Description

Raising awareness of local facilities, amenities and services is key to helping people live locally. It will require cross organisation working, including public-private sector working, to maximise service and facility provision and uptake across all of Wiltshire. Becoming more aware of local options should help facilitate shorter journeys which could be made via sustainable modes.

Benefits

This would help to:

- Reduce private vehicle miles.
- Increase awareness of local services and opportunities, increasing the ability to live locally.
- Make walking and cycling the natural choices for shorter journeys, or as part of a longer journey, or for journeys to be made via public transport.

Possible locations

Promotions of local facilities, amenities and services can take place across Wiltshire.

Measure SU1.3: Raise awareness of local facilities, amenities and services



Case Study: Shop Local

Shop Local UK is a national campaign. It has developed a brand image to encourage shoppers to support local retailers and local suppliers, but also one that would be recognised both locally and nationally as a symbol of an important national cause. National and local press campaigns, combined with social media coverage and endorsements aim to further spread the message of the importance of local businesses and spending money locally.

Case Study: We Are BS3

We Are BS3 is a website dedicated to shopping locally in Bedminster in Bristol. The website allows users to discover everything Bedminster has to offer, including being able to purchase goods directly from the website for collection or delivery, ordering food for dine in or pick up, or simply browsing the directory of local businesses.

WEAREBS3

Measure SU1.4: Incentives for physical activity

Description

Providing incentives for active travel, or other physical activity, can help to introduce people to another way to travel which may become a longer-term habit. They can make travelling by these modes more feasible and attractive, especially for people who don't have a car or access to a bicycle. Incentives could cover a variety of schemes, including some that may cover the entire cost of travel or some that subsidise. Examples of incentive schemes include loan bike schemes, cycle training such as through cycle buddies, or reward schemes for travelling via active travel.

Benefits

Incentives should:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Reduce private vehicle miles.
- Promote the existing active travel options available, and therefore increase physical activity and improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport.

Possible locations

Incentives can be provided across all place types, as take up of different modes varies across the county.

Case study: Cycle to Work Scheme

Cycle to work is an employee benefit which is operated as a salary sacrifice, meaning an employee agrees to give up some of their gross salary (before tax) in exchange for a benefit e.g., a new bike or accessories. By having a salary sacrifice, they are reducing the amount of income tax and National Insurance paid, which is where the savings are made. The amount saved is dependent on your tax bracket, but it is predicted that 20% taxpayers

Measure SU1.4: Incentives for physical activity

can save 28%, 40% taxpayers can save 42%, and 45% taxpayers can save 47% on the cost of a bike and accessories.

Case Study: Borrow A Bike scheme, West of England

The Borrow A Bike scheme is a free service, funded by the four local authorities in the West of England, including Bristol, Bath & NE Somerset, South Gloucestershire and North Somerset. The scheme is available to people living, working or studying within the local authority areas only. Interested parties must fill out an online application form, selecting their preferred bike from a regular bike, folding bike or e-bike. Once approved and a deposit paid, the bike can be picked up from several locations across the region.



Whilst loan periods differ across the local authorities, city bike and folding bikes tend to be loaned for 4-week period, whilst e-bikes can be kept for 2 weeks. All bikes come with a lock, storage on the bike, lights and a bell, with additional battery chargers for e-bikes.

Case Study: Health insurance providers

Some health insurance providers, such as Vitality, offer plans that reward active lifestyles. Customers with qualifying plans can download an app and connect it with a fitness tracker to earn points based on levels and intensity of activities. All movement counts, including walking, running, dancing or gym classes. These points can be turned into rewards such as free coffees or treats, free cinema tickets, and discounts on various brands such as Fitbit, Garmi, Nike and Expedia.

Measure SU1.5: Interventions for vulnerable road users

Description

Workshops intend to provide either face-to-face or virtual training to ensure the safety of older or more vulnerable road users and to support them in understanding the options available. Workshops could cover how to stay safer driving for longer and when the right time is to consider retirement from driving, the take up of new technology on our network such as EVs, supporting a shift to sustainable modes, and an overview of the travel options and facilities available.

Benefits

Workshops would aim to:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Promote the existing active travel options available, and therefore physical activity to improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport. Enabling the older population to stay mobile even if they consider retirement from driving.
- Improve road safety.
- Reduce private vehicle miles travelled and support the shift to low carbon modes, helping reduce carbon emissions due to transport.

Possible locations

Incentives can be provided across all place types, as take up of different modes varies across the county.

Measure SU1.5: Interventions for vulnerable road users

Case study: Road Safety GB Academy

Road Safety GB Academy has launched two online training courses relating to older road users. The first course is aimed at Approved Driving Instructors (ADI) and Potential Driving Instructors (PDI) who have limited experience of older drivers and want to learn how to better support them. The challenges faced by older drivers are complex, with few instructors receiving advice on these issues as part of their training. Topics covered in the course include the type of collisions experienced by older drivers, eyesight, hazard perceptions skills, diabetes and preparing for retirement from driving.

The second course introduces road safety practitioners to the range of medical conditions and societal challenges faced by older drivers, with the aim of helping them develop interventions to support and maximise the safety of older road users. The course covers a range of common issues associated with the ageing process including eyesight, hazard perception skills, cognitive processing, strength and flexibility and medication.

Measure SU1.6: Cycle training to improve skills and confidence

Description

Cycle training aims to encourage more people to cycle by building confidence and improving cycling skills. Training will also help trainees understand the rules of the road and how to stay safe. Training courses should be accessible to all children, teenagers, adults and riders with special educational needs and disabilities (SEND).

Benefits

Cycle training would aim to:

- Increase confidence in people to take up cycling, increasing the proportion of journeys made by active travel options available, and therefore physical activity to improve health and wellbeing.
- Create reliable, and convenient alternatives to private car journeys, helping to provide reliable end-to-end journeys.
- Reduce private vehicle miles travelled and support the shift to low carbon modes, helping reduce carbon emissions due to transport.
- Improve health outcomes through reduction of emissions and an increase physical activity across Wiltshire.

Possible locations

Training can be held across the county, and could be hosted at workplaces, schools for both children and parents, and leisure facilities e.g. leisure centres.

Case study: Bikeability

Bikeability is the Government's national cycle training programme, that helps trainees to learn practical skills and understand how to cycle on today's roads. The schools Bikeability programme already exists across our county, with children benefitting from access to training. Since 2007, more than five million children in England have completed Bikeability's cycle training.

Bikeability provides SEND training, specially designed to improve access to and the experience of cycling for individuals with SEND.



Measure SU1.7: Rollout of safety apps

Description

Safety apps are downloadable smartphone applications to assist with workplace or personal safety. Apps are designed to allow users to prepare for and react to emergencies quickly and easily. They can offer GPS tracking, in-app alarms, emergency panic buttons, video monitoring and notifications for selected friends and family.

Benefits

- These apps aim to improve psychological and perceived safety, enabling people to travel more comfortably and confidently, especially when travelling in dark hours.

Possible locations

Safety apps are available to anyone with access to a smartphone. Many safety apps offer free versions with access to its basic personal safety features. Membership options offer upgrades to the free plans that can include 24/7 roadside assistance, reimbursement for theft of smartphones and 24/7 emergency dispatch to the phones GPS location.

Case study: Life360

Life360 is a location-sharing app that anyone can use and has free as well as paid membership options. The app is designed to keep families, partners, and friends connected and safe. It can be used to locate someone traveling, receive alerts when a loved one arrives or leaves a location, and detect car crashes on impact. Free features include limited place alerts (e.g. alerts when a connection enters or leaves a location such as school or work), two-day location history, crash detection, and SOS help alert. Life360 has around 4 million members in the UK.



Measure SU1.8: Mobility credits

Description

Mobility credits allow for people to travel on public transport and other transport services such as car clubs, bikeshare, taxis and on-demand bus services, using 'credits'. The credits could be accessed via a mobility app or a pre-paid card for the user to spend on the services that they wish. Credits can be made available to overcome a wide range of challenges such as those on low incomes, looking for work, or at risk of social isolation.

Benefits

Benefits of mobility credits are listed below:

- For people at risk of social isolation, mobility credits provide an opportunity to try out public transport in an affordable way and access opportunities across the county and improving quality of live.
- Improve connectivity resulting in reduced social isolation.

Possible locations

Across Wiltshire, targeting deprived areas where people are at higher risk of social isolation.

Case study: Solent Future Transport Zone (FTZ)

The Solent Future Transport Zone (FTZ) is delivering the largest mobility credits trial in the UK. The Mobility Credits project has launched in four areas and is providing Breeze Vouchers to use on public transport for 760 residents aged under 30 who meet carefully selected low-income criteria. Participants will receive a £50 Mobility Credit Voucher every

Measure SU1.8: Mobility credits

month for 12 months (a total value of £600), that can be used to buy tickets for nearly all types of transport available.

Measure SU1.9: Implement Mobility as a Service (MaaS)

Description

In response to the increasing availability of data in transport, Mobility as a Service (MaaS) aims to package different modes and services together into one mobile application or online platform to make the planning and payment of trips easier for people and businesses. MaaS platforms integrate and analyse data from multiple modes of transport, such as rail, bus, taxi and cycle hire, to offer choice in journey planning to consumers, all in one place. They allow users to access service timetabling data, along with the ability to purchase tickets digitally.

MaaS platforms could also incorporate mobility credits, incentives and rewards to encourage the use of sustainable travel.

Wiltshire has its own travel planning online platform, Connecting Wiltshire, that is focused on making travel simple - simple to find information, simple to understand, simple to use. Connecting Wiltshire aims to help people travel sustainably, providing better transport information and services for residents, commuters, and visitors, and suggesting alternative ways to travel that could save money and time. It also provides practical tips on using different ways of travelling to improve health and wellbeing and protect the environment across Wiltshire.

Benefits

MaaS platforms aim to:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Provide improved transport options over and above single occupant car journeys to improve efficiency of transport movement.
- Support mode shift to sustainable and active modes; reducing private vehicle miles and therefore reducing carbon emissions associated with transport trips.
- Increase awareness and ability to access services / opportunities / amenities both locally and across the county. MaaS provides reliable, multi-modal connectivity between destinations.
- Increase reliability of the transport network as the MaaS network is more adaptable than traditional fixed-service public transport network.
- Encourage the uptake of electrically powered vehicles, with options available for app users to access EV car clubs, e-bikes and e-scooters as part of their journey.

Possible locations

Across Wiltshire, allowing for longer distance journeys across the county to be planned and paid for in one place.

Case study: Transport for West Midlands Mobility as a Service (MaaS) app

In 2018, Transport for West Midlands launched a trial for its MaaS app, with the region-wide launch planned for 2024. It provides customers with options to plan journeys, receive live travel information and book and pay for all local transport options – including buses, trains, trams, e-Scooters, walking, cycle hire, taxis, Demand Responsive Transport (DRT),

Measure SU1.9: Implement Mobility as a Service (MaaS)

car rental, car club and parking. The app provides customers with the most convenient, cost-effective and sustainable option, tailored to their individual preferences.



Solent Transport

Case Study: Breeze MaaS app, Solent Transport

The Breeze app is the UK's first multi-city MaaS platform, connecting Southampton, Portsmouth, and the Isle of Wight in one app. The app features routing for several modes including buses, trains, ferries, bikes, and e-scooters, with car sharing services soon to be available as another mode of travel. The app provides smart routes to help users quickly arrive to their destination with the best combinations of mobility modes. It includes real time transport updates, in-app tickets and integrations with e-scooter and bike sharing services, allowing for a complete end-to-end travel experience.

Measure SU1.10: Reduced carbon intensity of travel via more efficient driving

Description

More efficient driving, or eco-driving, aims to reduce fuel consumption from road transport so that less fuel is used to travel the same distance. This could be encouraged via promotional campaigns (such as via social media posts, posters, leaflets, or other advertisements) and could specifically target key employers or education providers for older teenagers (such as through travel planning or educational materials).

Eco-driving includes:

- Driving smoothly – anticipating the road as far ahead as possible to avoid unnecessary braking and acceleration. Maintaining a greater distance from the vehicle in front allows cars to adapt their speed without necessarily using the brakes.
- Shifting up early to a higher gear – driving at high revs increases fuel consumption. Changing gear by around 2,000rpm when accelerating should improve consumption.
- Avoiding excessive speeds – at high speeds fuel consumption increases dramatically. For EVs, the increase in energy consumption at high speeds is even greater.
- Switching off engines – many newer cars automatically turn off when stationary in neutral. With cars that don't, it is suggested engines are turned off if the vehicle likely to be stationary for more than a minute.
- Checking tyre pressure – under-inflated tyres increase fuel consumption and can be dangerous.
- Removing roof racks, boxes and bars when not needed – all increase drag and fuel costs, especially at higher speeds.
- Opening windows – this is more fuel efficient than using air conditioning when driving.

Benefits

More efficient driving would:

- Reduce fuel consumption on each journey, helping to save on fuel costs and reduce total greenhouse gas emissions due to transport.
- Improve road safety.

Possible locations

Measure SU1.10: Reduced carbon intensity of travel via more efficient driving

Across Wiltshire.

Case study: British Gas Young Driver Academy (YDA)

British Gas has launched a YDA to improve the safety of its employees and other road users. Whilst under 25s hold fewer than 1 in 14 licences, they are involved in 20% of fatal and serious injury crashes in the UK and are identified as the single biggest risk group.

The YDA programme comprises nine units, delivered during six 'on the job' half day visits. Fuel efficiency, or eco-driving training, is a key part of the YDA and goes hand-in-hand with safety. The eco-driving element of the training follows the format developed and approved by Energy Saving Trust, and is subsidised by Energy Saving Trust, through funding from the Department of Transport. Drivers are measured on their miles per gallon performance and safety scores generated from in-van systems that monitors harsh manoeuvres such as speed, acceleration, braking and cornering. Smartphone apps enable drivers to monitor their own safety scores and undertake weekly walk-around vehicle checks.

Policy SU2: Work in partnership with Government bodies, stakeholders to improve transport for all.

Objectives met:



Measure SU2.1: Working with businesses to facilitate home working and flexible working

Description

Working with businesses to facilitate home working and flexible working patterns to avoid peak times where possible, aims to reduce congestion and delays during the traditional peak hours and reduce overall vehicle miles travelled. Working from home and increased flexibility of hours, whilst not applicable across all industries, can reduce the need to travel from home to an office location or distributes traffic across more hours. It can also support those who are unable to travel for work some or all of the time, such as due to health conditions, enabling them to remain in or re-enter the workforce.

Benefits

Encouraging the working from home and flexible working would:

- Reduce private vehicle miles and reduce the total carbon emissions due to transport.
- Increase opportunities to employment. Less requirement to commute may open up new opportunities further afield and greater flexibility in working location can support employee wellbeing.
- Support those who are unable to travel for work some or all of the time, such as due to health conditions, enabling them to remain in or re-enter the workforce.
- Reduce traffic congestion and delays on the road network.
- Minimise the impacts of travel on communities and natural and historic sites.

Possible locations

Across Wiltshire.

Measure SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities

Description

Grant programmes aim to help business and community groups make an immediate impact by awarding funding, or supporting applications for funding, to develop, expand and improve active travel facilities, improve accessibility, and encourage uptake. Providing these facilities can make it more feasible and attractive to travel via sustainable modes. For example, businesses, or other destinations, could provide secure cycle parking, showers, and access to bicycle repair tools. Providing grant fundings enables organisations to take ownership of their own sustainable transport journey and ensure that the facilities meet their specific needs.

Benefits

The provision of grants or support in applications would help to:

- Increase the proportion of journeys made by active travel, improving physical activity and health and wellbeing.
- Make active travel the natural choices for shorter journeys.
- Reduce private vehicle miles and reduce the total carbon emissions due to transport.

Possible locations

Submissions from any business or community group across Wiltshire would be eligible to apply for grant funding.

Case Study: West of England grants and funding

North Somerset Council has offered travel grants for businesses. North Somerset-based organisations have been able to apply for match-funding of up to £3,000 for new on-site facilities and initiatives, match-funded up to a maximum of 50%. This match is usually financial but can be partly in kind (e.g. the provision of promotional events or other measures to amplify the effect of the scheme itself). Examples of initiatives include provision of pool bikes for staff, new or improved active travel facilities and provision of car sharing bays in staff car parks.

North Somerset Council also offer free Dr Bike at events for businesses, to fund an experienced mechanic to carry out minor repairs to staff bikes.

Policy SU3: Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered.

Objectives met:



Measure SU3.1: Coordination of streetworks and roadworks

Description

Streetworks and roadworks cause significant disruption to people's journeys and congestion each year, costing the economy and individuals. Streetworks are carried out by utility companies (water, gas, electricity and telecommunications) to install, repair or maintain the vital services on which we all rely. Roadworks are carried out by the highway authority to maintain the roads or, for example, to install cycle or bus lanes. Planning, managing and coordinating these works effectively, where possible, can minimise or reduce the impact that essential works have on the transport network.

Further information on this measure will be available in our upcoming Network Management Plan.

Benefits

Coordination of essential works will:

- Reduce congestion and delays on the network by minimising the disruption associated with works. This in turn should reduce emissions due to transport.
- Keep traffic flowing to maintain journey time reliability on the network.

Possible locations

The coordination of works should be considered before any installation or maintenance is undertaken on the network. This applies to all works across Wiltshire.

Measure SU3.2: Network maintenance

Description

There is a need to make network maintenance more efficient, pro-active and preventative wherever possible, as opposed to reactively responding to faults when they occur on the transport network. Maintenance should ensure that the network is safe and resilient. Further information on this measure will be available in our upcoming Asset Management Plan.

Benefits

Network maintenance will:

- Ensure that the network operates efficiently to reduce incidents, congestion and associated emissions.
- Provide reliable and efficient journey times through good quality infrastructure, helping economic growth and improving accessibility to services.
- Ensure that the network is more resilient to future changes including climate change.
- Minimise the disruption of travel on people and businesses.

Possible locations

This applies to all works across Wiltshire.

Measure SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy

Description

Roads have multiple functions serve different types of use: for example, motorways and key A roads facilitate quick, direct, longer distance journeys primarily for those driving, including buses, coaches, cars, and lorries. In contrast, residential streets provide safe

Measure SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy

access to homes for people travelling in a wide range of different ways, and can also be used for playing and socialising.

The classification, layout and hierarchy of the roads on our network need to be appropriate for their context and functions. Road layouts should prioritise the safety of people, particularly vulnerable users such as children, those with disabilities, and those travel by active modes.

The draft Local Plan Review sets out a general hierarchy of users to be considered and can be found in Section 3.3 of the Core LTP4 Strategy. We will develop a more detailed hierarchy based on different road classifications. The hierarchy will clearly outline the order in which we will consider different modes of transport in policy development and scheme design, depending on the road type.

Benefits

This will help to:

- Encourage a shift to sustainable modes, particularly in locations where users may currently feel unsafe, reducing vehicle miles. This will have positive impacts from physical activity on health and wellbeing.
- Make active travel the natural choices for shorter journeys, or part of a longer journey, helping to increase access to local services through active modes due to the hierarchy.
- Increase safety by routing different vehicle types appropriately and reducing larger vehicles interactions with people where possible. Routing traffic appropriately will also improve journey time reliability and improve traffic flow on key corridors.
- Minimise the impacts of travel on communities and natural and historic sites through routing traffic away from sensitive areas.

Possible locations

This measure would be applicable to all roads in Wiltshire, acknowledging the need for different approaches for different road types.

Measure SU3.4: Support for Masterplanning

Description

A Masterplan is a way to plan the future of an area over the long term. It sets out the vision for an area, capturing a view of how it should evolve, and includes a roadmap for managing development and growth over that time. Having a masterplan helps balance the need to develop and improve the areas where we live and work with our responsibility to make sure nature and the environment and neighbouring areas are not negatively affected. Masterplans are created in consultation with the people or groups who may be impacted by an area's development.

There are already some masterplans in place, such as the One Plan Town Centre Masterplan for Chippenham, a masterplan for Coopers Tires factory site in Melksham, and Salisbury River Park Masterplan.

We will collaborate with our Parish and Town Councils and the Wiltshire Council Spatial Planning team to support ongoing Masterplanning work and ensure that transport is a central consideration.

Benefits

Masterplans help to:

Measure SU3.4: Support for Masterplanning

- Reduce the focus on cars and private vehicle miles. Areas can be designed to promote sustainable transport and provide priority to these modes helping to increase their use.
- Increase the ability to live locally. Masterplans aim to create better spaces for people to live, work and play. People are able to access amenities via active or sustainable modes.
- Rebalance the use of local streets to improve safety and favour people rather than vehicles.
- Improve connectivity resulting in reduced social isolation.

Possible locations

Masterplans are often produced for larger towns and cities, as well as for new residential settlements, schools, specific sites, neighbourhoods or areas.

Case Study: Town Centre Masterplan for Chippenham: One Plan

The Chippenham Town Centre Partnership Board has produced the One Plan for Chippenham, which begins the process of bringing together existing plans and proposals into a single plan specifically focused on making things happen. The One Plan draws on the Town Council's Neighbourhood Plan as well as work undertaken by the Town Team and other community stakeholders. It takes on board the aspirations of landowners and the town centre business community.

The One Plan has purposely focused on several key projects that would boost the economy and support the vibrancy and sustainability of the town centre. Many of these schemes are focused on features that make Chippenham such a wonderful place to live, work and play. These include beautiful natural settings such as the river, Chippenham's historic heritage, and making more of our town centre spaces and regeneration opportunities.

Case Study: South Gloucestershire Masterplans

South Gloucestershire Council worked with local stakeholders and the community to develop an infrastructure led Masterplan for the Severnside area. The Masterplan identifies challenges and opportunities in the area and sets a vision and objectives for development over the next thirty years. The Masterplan highlights measures to take to achieve the objectives, which involves working in partnership with local businesses, the community and key stakeholders to deliver.



Severnside Masterplan, South Gloucestershire 2022

Measure SU3.5: Adopt 'Vision Zero' ambition and 'Safe System' approach

Description

We have a commitment to Vision Zero – the elimination of all deaths and serious injuries from road traffic collisions. Fatal and serious road traffic collisions have huge negative impacts on individuals, their families and communities, and disproportionately affect deprived areas.

To support this, we will be taking a Safe System approach. We understand that people make mistakes, and the human body is vulnerable. We need all parts of our transport system (roads and roadsides, speeds, vehicles, users, and post-collision response) to work together effectively to ensure safety for all, despite our vulnerabilities. Some

Measure SU3.5: Adopt 'Vision Zero' ambition and 'Safe System' approach

collisions may still occur, but the focus is on preventing death and life-changing injuries. There is a shared responsibility between many parties, such as road users, road designers and managers, and vehicle manufacturers, and we all must take appropriate action.

We will continue to work in collaboration with other public sector agencies through the Wiltshire and Swindon Road Safety Partnership.

Benefits

These commitments will help to:

- Promote a healthy, safe and secure network for all users that promotes active travel and supports improved health and wellbeing.
- Rebalance the use of local streets to improve safety and favour people rather than vehicles.

Possible locations

This approach should be applied across the transport network in Wiltshire.

Case Study: Vision Zero South West

Vision Zero South West is the road safety partnership working to reduce fatal and serious collisions in Devon and Cornwall. It is a collaboration between several organisations including Police, Fire and Rescue and NHS trusts, working together for a shared commitment to cut the number of deaths and serious injuries in the region to zero. The organisation is led by a partnership board that meets quarterly to discuss ideas and decide what actions can be taken to further drive down the number of people killed or seriously injured, whilst an Operational Delivery Group is tasked with carrying out practical projects with the specific aim of reducing deaths and serious injuries.

For winter 2024, Vision Zero South West is working with local pubs and clubs to reduce drink and drug driving. Participating venues will be offering free non-alcoholic drinks to designated drivers who are doing their bit to make sure their friends, colleagues and family members get home safely.

Measure SU3.9: Refresh our transport policies and plans

Description

We are committed to monitoring national and regional Government guidelines and requirements, and ensuring our policies and plans remain relevant. For example, we anticipate that we will regularly refresh our Bus Service Improvement Plan to ensure it remains up to date and so we can maximise national funding opportunities.

Benefits

This will help to:

- Promote a healthy, safe and accessible network, that is up to date with relevant legislation and guidelines, helping to increase access to services and opportunities for all.
- Create good levels of accessibility across the county opening up more opportunities for all and improving quality of life. Unlocking further funding will allow us to improve our infrastructure for active travel and other sustainable modes across the county, helping to provide a high quality and reliable network.
- Maximise the uptake of energy efficient and zero or ultra low emission vehicles and autonomous vehicles. National and regional guidelines have a strong focus on the shift

Measure SU3.9: Refresh our transport policies and plans

towards lower polluting vehicles, and we must be aware of funding opportunities that could help facilitate the shift in Wiltshire to low emissions vehicles through grants or electric charging infrastructure.

Possible locations

County-wide.

Wiltshire Council

Local Transport Plan 4

(LTP4) 2024

Wiltshire Council



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Wiltshire Council Local Transport Plan 4

Draft Rural Areas sub-strategy
October 2024

Table of Contents

1.	Introduction to place-based sub-strategies	3
2.	Rural Areas sub-strategy	7
2.1.	Introduction to Rural Areas	7
2.1.1.	Introduction	7
2.1.2.	Typical challenges and opportunities	8
2.2.	Vision and objectives for Rural Areas	13
2.2.1.	Vision	13
2.2.2.	Objectives	13
2.3.	Policies and measures	15
2.3.1.	Introduction	15
2.3.2.	Avoid	16
2.3.3.	Shift	20
2.3.4.	Improve	29
3.	Supporting measures across all place types	30

1. Introduction to place-based sub-strategies

This document contains one of our three place-based LTP4 sub-strategies and should be read alongside our Core LTP4 Strategy, other place-based sub-strategies, and county-wide sub-strategies, as well as the Integrated Sustainability Assessment (ISA) and Carbon Paper.

The three place types are as follows, and are shown geographically in Figure 1-1:

- Principal Settlements.
- Market Towns.
- Rural Areas, including Local Service Centres.

Each of the place-based sub-strategies contains information on the specific policies and measures that are applicable to the place type, and an overview of how each place type could look if the vision and objectives were realised. Measures relating to freight, parking, EV charging, and strategic transport (bus, rail and highways) are included in the county-wide sub-strategies rather than the place-based sub-strategies.

All the place-based sub-strategies follow the same structure:

- Introduction to place type.
- Vision and objectives, applied to the place type.
- Policies and measures for the place type, structured by our Avoid, Shift, and Improve policy areas. The final section (Section 3) contains the Support measures which would be applied across all place types in support of the Avoid, Shift, and Improve measures. All the policies and measures included in the place-based sub-strategies are summarised in Table 1-1.

A glossary of key terms and acronyms is provided in Appendix C of the Core LTP4 Strategy.

Figure 1-1 – Wiltshire place types

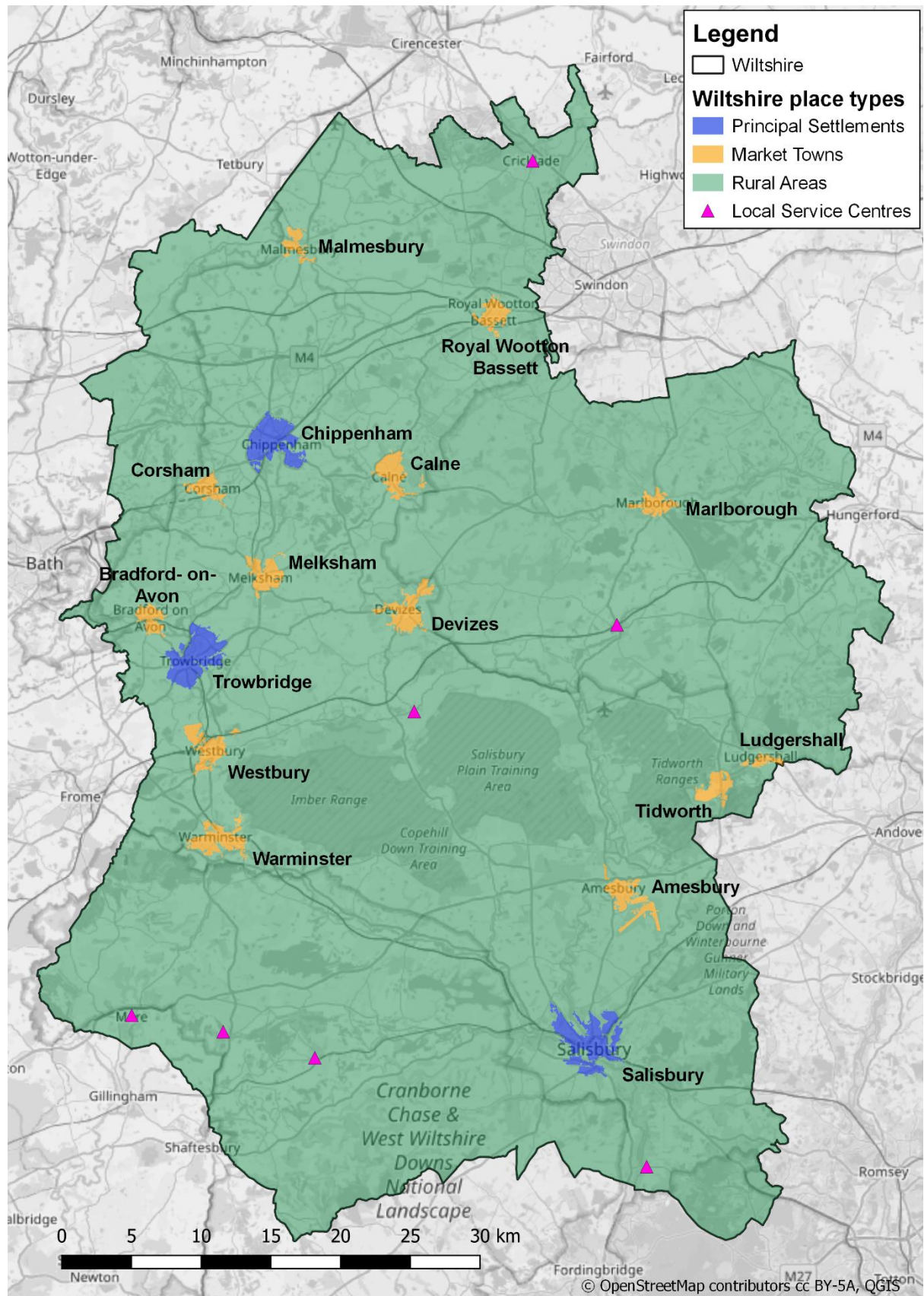






Table 1-1 Summary of place-based measures

Policy area	Measure	Place-based sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching
Avoid unnecessary travel 	A1 Reduce the need to travel as often through combining journeys and providing digital options				
	A1.1: Improving ultrafast fibre coverage to enable access to online services	✓	✓	✓	
	A2 Enabling access to services, jobs and other destinations within closer reach				
	A2.1: Co-working spaces	✓	✓	✓	
	A2.2: Support improvements to services that can be provided locally to reduce travel	✓	✓	✓	
	A2.3: Ensure design requirements are met for new developments	✓	✓		
	A2.4: Parcel pick-up points at local hubs		✓	✓	
Shift to more sustainable modes of transport 	S1 Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality				
	S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIPs)	✓	✓	✓	
	S1.2: Public realm improvements	✓	✓	✓	
	S1.3: Wayfinding	✓	✓	✓	
	S1.4: Cycle parking	✓	✓	✓	
	S1.5: Safer movement for active travel	✓	✓	✓	
	S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas	✓	✓	✓	
	S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes	✓	✓	✓	
	S2 Provide more public and shared transport options, and improve service quality				
	S2.3: Ride sharing, including shared taxis	✓	✓	✓	
	S3 Provide better access to public and shared transport services				
S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel	✓	✓	✓		
S3.6: Mobility hubs	✓	✓	✓		
Improve vehicle, fuel and network efficiency 	I1 Facilitate and encourage move to low and zero emission vehicles				
	I1.12: Expand EV car club coverage	✓	✓	✓	
	I2 Enable safer, more efficient driving and operation of road networks				
	I2.1: Improve our use of technology in traffic and congestion monitoring	✓	✓		
	I2.2: Engage with and prepare for the rollout of new transport technologies	✓			
Support and enable	SU1 Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport				

Policy area	Measure	Place-based sub-strategies				
		Principal Settlements	Market Towns	Rural Areas	Overarching	
delivery of the Avoid, Shift and Improve policy areas 	SU1.1: Raise awareness of sustainable travel options				✓	
	SU1.2: Travel plans				✓	
	SU1.3: Raise awareness of local facilities, amenities and services				✓	
	SU1.4: Incentives for physical activity				✓	
	SU1.5: Interventions for vulnerable road users				✓	
	SU1.6: Cycle training to improve skills and confidence				✓	
	SU1.7: Rollout of safety apps				✓	
	SU1.8: Mobility credits				✓	
	SU1.9: Implement Mobility as a Service (MaaS)				✓	
	SU1.10: Reduced carbon intensity of travel via more efficient driving				✓	
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all					
	SU2.1: Working with businesses to facilitate home working and flexible working					✓
	SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities					✓
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered					
	SU3.1: Coordination of streetworks and roadworks					✓
	SU3.2: Network maintenance					✓
	SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy					✓
	SU3.4: Support for Masterplanning					✓
	SU3.5: Adopt 'Vision Zero' ambition and Safe System approach					✓
	SU3.9: Refresh our transport policies and plans					✓

2. Rural Areas sub-strategy

2.1. Introduction to Rural Areas

2.1.1. Introduction

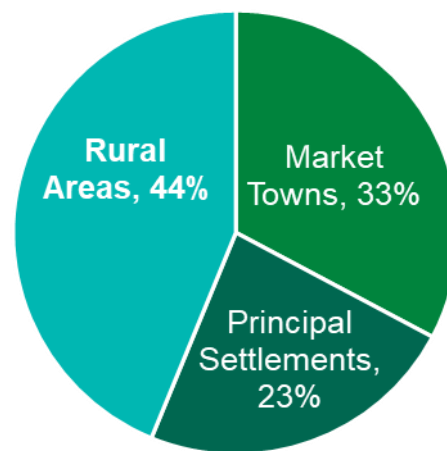
In terms of area, Wiltshire is predominantly rural as shown in Figure 41, with 93.3% of the county's area classified as rural. The LTP4's place-based approach enables different measures to be taken in different areas, which is especially beneficial with the vast differences in characteristics between the urban and rural areas of Wiltshire.

There is a large diversity of places within these **Rural Areas**: as defined in the Local Plan Review (2023), there are seven Local Service Centres, 58 Large Villages and 148 Small Villages across Wiltshire's Rural Areas.

Overall, **44% of Wiltshire's population** (226,000 people) live in rural areas.

On average, the **population density of the Rural Areas is 4 people per hectare**: by far the lowest out of the three place types.

Figure 2-1 - Proportion of population in each place type



High Street, Cricklade

The Local Service Centres are Pewsey, Market Lavington, Cricklade, Tisbury, Mere, Downton and Wilton. They each serve a surrounding rural hinterland and provide access to facilities and services. Some of Wiltshire's military bases are located in rural areas in the east of the county.


The Large and Small Villages have a more limited range of employment, services and facilities.



Semington Road Bridge, over the Kennet and Avon Canal

2.1.2. Typical challenges and opportunities

Table 2-1 LTP4 challenges and opportunities in Rural Areas

LTP4 challenges and opportunities in Rural Areas	
	<p>Rurality</p> <p>The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, and presents challenges around connectivity by other modes, which can lead to social isolation.</p> <ul style="list-style-type: none"> • Around 90% of Wiltshire’s road network is classified as rural (375 miles), and many people rely on their cars out of necessity in Rural Areas. Figure 2-2 shows the geographical barriers index of the Indices of Deprivation; many of our Rural Areas are in the most deprived 20% in terms of barriers to housing and services.¹ • There is mostly a low risk of transport related social exclusion, relating to high levels of car ownership. There are some areas that are at higher risk, however, including Purton, Pewsey, Mere and Wilton areas². • Approximately 51% use a car or van to travel to work; 39% work from home; 7% use active modes. A higher proportion of people work from home in Rural Areas compared to Principal Settlements (31%) and Market Towns (30%).

¹ English indices of deprivation 2019, barriers to housing and services index.

² *Transport for the North Transport Related Social Exclusion*, Data publicly available here: [Transport-related social exclusion in England \(transportforthenorth.com\)](https://transportforthenorth.com)

- People generally travel further to get to work than the other place types and the national average. The proportion of people who travel 'less than 10km' (approx. 6 miles) is less than the national average, while proportion who travel '10-30km' (approx. 6-19 miles) and '30km and over' (approx. 19 miles and over) is more than the national average.
- Public transport access is more limited in Rural Areas; there are many areas where up to 30% of postcodes are not within a 15-minute walk of a public transport access point, and some areas where this increases to more than 40% (such as Purton and Cricklade and Latton to the north, Kennet Valley and Pewsey to the east, Tisbury and Nadder and East Knoyle to the south, and Corsham Without and Box Hill to the west).³
- DRT provides an opportunity to provide public transport options in Rural Areas, reducing social isolation and increasing connectivity to amenities.
- There are several areas where more than 80% of the population are unable to access a town centre within 30 minutes by public transport (such as the Till and Wyllye Valley, Burbage and The Bedwyns, Aldbourne and Ramsbury, and By Brook).



Health, wellbeing and safety

There are pockets of **inequality** and **deprivation** across the county related to health, wellbeing, road safety and access to facilities.

- Overall, deprivation is lower in Rural Areas. No Rural Areas are ranked in decile 1 or 2 in the 2019 IMD rankings, whilst areas in Principal Settlements and Market Towns fall into these most deprived rankings. Purton south & Braydon is the only Rural Area that falls into the 3rd decile and suggests this is area with higher levels of deprivation.⁴
- IMD shows that many of the Rural Areas face barriers to accessing housing and services, with a vast proportion of the area falling into the top 20% most deprived relating to this index (Figure 2-2). This index relates to the physical proximity of local services, comprising road distances to important amenities and facilities, such as GPs, schools, post offices and supermarkets. This highlights the longer distances many Wiltshire residents typically face to reach local facilities.
- 8% of households in Rural Areas have no access to a car or van. While this is a smaller proportion than other areas, these residents are at higher risk of social isolation and may struggle to access work, services, leisure opportunities, and other essential facilities. For those with lower incomes who do own a car, the cost of doing so can take up a very large proportion of their income.
- The population is predominantly white; Rural Areas are less diverse than the national average and the other place types in Wiltshire.
- The population in most areas can access a town centre within 30 minutes by car. However, there are some areas where this is not possible for as much as 60-80% of the population.



Economic growth

Economic growth in Wiltshire is slowing and an ageing population poses an increasing challenge.

³ Journey time statistics, DfT (2019). Includes up to 2km walk to access the public transport stop, 5 minutes waiting time, plus an additional 5 minutes for any interchange required. Further detail can be found on the [DfT website](#).

⁴ Index of Multiple Deprivation, 2019

- Level 1-3 (GCSE to A Level) is the most common level of education, but there is also a large proportion of L4+ (e.g., bachelor's degree) qualifications.
- A higher proportion are classified as L1/2/3 (Higher managerial, administrative and professional), L4/5/6 (Lower managerial, administrative and professional) and L8/9 (Small employers and own account workers).
- There are a number of tourist attractions located in the Rural Areas of Wiltshire. Stonehenge and Avebury Stone Circle are key historic attractions; however, several other rural attractions can be found in Wiltshire including Lacock Abbey, Pewsey White Horse, Longleat Safari Park and a number of other National Trust properties.



Futureproofing transport

The transport network in Wiltshire is not currently prepared for future **maintenance, technological, environmental and societal changes**.

- Wiltshire Council owned EV chargers outside of the Principal Settlements and Market Towns are extremely limited. In the Rural Area, no rapid charging points (25-150kW) can be found, whilst fast charging points (7-22kW) are only located in Pewsey and Tisbury. Limited data is available relating to private charging points.
- The risk of flooding across Wiltshire has increased significantly. It is expected that areas to the north, south and north west of Wiltshire will be badly affected by flooding due to the proximity to the South West, Severn, Thames and South East River Basin Districts located within Wiltshire (see ISA).
- There is a skew towards older age groups compared with national average and other place types.



Decarbonisation

Wiltshire Council acknowledged a **climate emergency** in 2019, and decarbonising transport is critical to achieving the Council's carbon neutral ambitions.

- Most people based in Rural Areas have little or no choice but to own and use a car for the vast majority of their journeys, due to the relatively sparse population, large travel distances, and limited public and shared transport options. As such, these areas generally have higher levels of transport related greenhouse gas emissions than other place types. The transition to EVs will be an essential part of reducing in transport related greenhouse gas emissions in Rural Areas. Our proposed measures relating to EV charging can be found in the county-wide EV sub-strategy.
- Of the top 10% of areas relating to greenhouse gas emissions from transport, 27 out of 29 are classified as rural.⁵ These areas are concentrated to the north of the county around the M4, across the Berkshire and Marlborough Downs to the north east and east, and in the Dorset Downs and Cranborne Chase and New Forest to the south of the county.



Unique environment

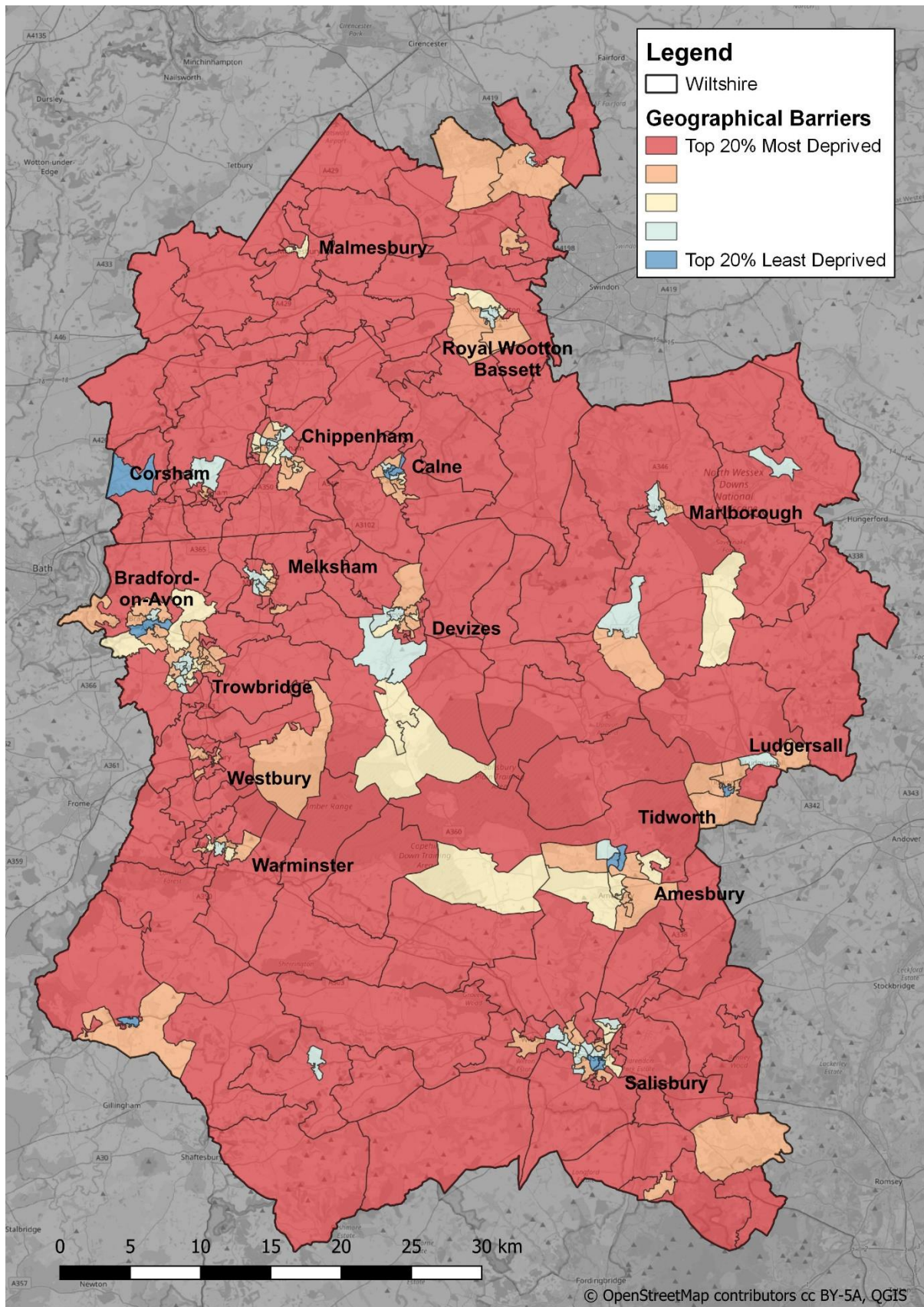
We have a responsibility to **protect** and **enhance** Wiltshire's unique natural, built and historic environments.

- Wiltshire is home to three National Landscapes which encompass almost half of the county: The Cotswolds, Cranborne Chase and West Wiltshire Downs, and The North Wessex Downs.

⁵ Centre for Research into Energy Demand Solutions (CREDS). Available at: www.creds.ac.uk

-
- Wiltshire is also home to part of the New Forest National Park, over 16,000 listed buildings, over 240 conservation areas. Rural Areas are home to the majority of these historic buildings with roughly 200 Grade 1, 450 Grade 2* and over 8000 Grade 2 Listed Buildings. Wiltshire is also home to Avebury Stone Circle and Stonehenge, two World Heritage Sites.
-

Figure 2-2 - Indices of Multiple Deprivation – Barriers to housing and services index



2.2. Vision and objectives for Rural Areas

2.2.1. Vision



The LTP4 vision sets out a long-term aspiration for Transport in Wiltshire, to 2038 and beyond, of:

A safe and connected transport system which protects the county's unique built, natural and historic environment, making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a low carbon future.

If the vision were to be achieved, our Rural Areas would become safer, more accessible, more attractive places to live. A greater number of essential services and community run facilities would be available in existing or new local community spaces, allowing residents to access multiple facilities in one location without always needing to travel into a larger town or city, and providing a focal point for social interaction. Rural communities would be less reliant on their cars, with active travel becoming the natural choice for shorter journeys. They would also have greater access to flexible, on-demand transport where there is limited traditional public transport provision. Locals, visitors and tourists alike would have better access to our beautiful countryside and our impressive landmarks via sustainable modes, such as via shuttle buses or safe cycle paths, reducing the number of cars and associated detrimental environmental impacts. Zero emission vehicle car clubs would provide a convenient and flexible option for driving with reduced environmental impact and without needing to own a car, and ample vehicle charging points would allow zero emission vehicle owners to travel without range anxiety.

2.2.2. Objectives

Table 2-2 LTP4 objectives and relevance for Rural Areas

LTP4 objectives and relevance for Rural Areas	
	<p>Supporting rural communities</p> <p>To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.</p> <ul style="list-style-type: none"> • Improve digital connectivity in Rural Areas. • Improve access to important amenities and facilities, such as GPs, schools, post offices and supermarkets. • Improve connectivity and reduce the risk of social exclusion through access to high quality, convenient, reliable and affordable shared transport. • Deliver quieter and safer roads, helping active travel to become natural choices for shorter journeys.
	<p>Improving health, wellbeing and safety</p> <p>To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.</p>

- Improve access to public and shared transport modes, such as demand responsive services, and improve links beyond Rural Areas.
- Improve access to jobs, training and education locally in Rural Areas where possible, and strengthening links with different parts of the county, helping to enhance opportunities.
- Improve access to essential amenities and facilities, such as GPs, schools, post offices and supermarkets.
- Deliver quieter and safer rural roads, helping active travel to become natural choices for shorter journeys.



Economic growth

To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.

- Increase access to employment opportunities and economic centres, strengthening links between Rural Areas and nearby towns.
- Provide and publicise more sustainable travel options for visitors and tourists.
- Improve digital connectivity in Rural Areas.



Futureproofing transport

To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.

- Increase the provision of public and private electric vehicle charging facilities.
- Improve the transport network's resilience to environmental challenges.
- Provide viable alternatives to travelling by car to help prepare for possible societal and economic changes.
- Understand and prepare for possible technological advancements which may impact transport.



Transport decarbonisation

To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council carbon neutral by 2030, and leading the county towards net zero.

- Facilitate and encourage a transition to low and zero emission vehicles.
- Provide viable alternatives to travelling by car to reduce greenhouse gas emissions.
- Improve local facilities and access to sustainable transport, making these more competitive and convenient options.



Protecting and enhancing our unique environments

To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

- Reduce traffic in Rural Areas, helping to reduce negative impacts on our unique environments, including historic settlements, monuments, biodiversity and natural landscapes.
- Improve air quality and reduce pollution in Rural Areas.

2.3. Policies and measures

2.3.1. Introduction

The LTP4 policies are set out in detail in Section 2.3 in our Core LTP4 Strategy.

The following sections consider the policies specifically in the context of Rural Areas and outline the relevant measures we plan to deliver. Within the Rural Areas sub-strategy, the policies are grouped by the Avoid, Shift and Improve policy areas. The measures relating to the Support policy area are covered in Section 3.

These four policy areas sit around the core of the LTP4: the vision and objectives.

Our objectives are set out in Section 2.1 in our Core LTP4 Strategy. Each policy meets some or all our objectives, and these are depicted by the relevant icons.



Objective 1 - To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.



Objective 2 - To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.



Objective 3 - To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.



Objective 4 - To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations



Objective 5 - To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.



Objective 6 - To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

2.3.2. Avoid



Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach; providing digital options; and combining journeys.

Policy A1: Reduce the need to travel as often through combining journeys and providing digital options.

Objectives met:



Measure A1.1: Improving ultrafast fibre coverage to enable access to online services

Description

Improving digital connectivity through wider rollout of fibre coverage aims to increase access and awareness to online opportunities, as well as accessibility, across our Rural Areas. Fibre broadband offers faster and more reliable online connection than standard broadband. The UK Government's ambition is for at least 85% of the UK to have access to gigabit capable broadband (broadband connections with speeds of one gigabit per second (1Gbps or 1,000 Megabits per second) or faster) by 2025. As of August 2024, the median broadband speed in the UK was 65Mbps, compared with a median of 57Mbps in Wiltshire (15% lower than the UK median) ⁶.

Benefits

Improvements to fibre coverage would help to:

- Increase access to jobs, training, education and services via online platforms. Faster and more reliable connections would help to facilitate greater home working and would also improve access to online services such as online GP/health appointments and shopping.
- Improve accessibility through improved opportunities for those with limited physical mobility and reduced cost of travel.
- Reduce the need to travel to access services, especially at peak times, helping to reduce private vehicle miles and congestion.

Possible locations

Fibre coverage should be available across our Rural Areas.

Case Study: Project Gigabit

Project Gigabit is the Government's flagship £5 billion programme to enable hard-to-reach communities to access fast gigabit-capable broadband.

Wessex Internet won an £18.8m contract funded by Project Gigabit to roll out faster connectivity to around 14,500 homes and businesses in South Wiltshire. The funding will allow Wessex Internet to expand its existing network in the Wylve Valley going across the Salisbury Plain connecting villages surrounding Amesbury to the east and going as far north as Chisbury and Little Bedwyn. All properties will benefit from full fibre connections, delivering connection speeds of up to 10Gbps – much improved on current speeds and reliability.

⁶ Fair Internet Report, August 2024 [Wiltshire Broadband Coverage & Stats, Aug 2024 \(fairinternetreport.com\)](https://www.fairinternetreport.com)

Measure A1.1: Improving ultrafast fibre coverage to enable access to online services

Central and North Wiltshire will soon also benefit from Project Gigabit, further improving internet connectivity for Wiltshire’s residents.

Policy A2: Enabling access to services, jobs and other destinations within closer reach

Objectives met: 

Measure A2.1: Co-working spaces

Description

Co-working spaces provide a flexible option for those who can work remotely at least some of the time and who may not be able to or want to work from home. Desks can generally be booked by the day, or on a longer-term basis.

With the increased popularity of home and flexible working policies, rural hubs that provide an office environment whilst allowing people to be close to, for example, home, schools or leisure facilities may prove to be a popular option. While they are ideally situated in locations which are accessible by public and shared transport, co-working spaces in Rural Areas may necessitate some car travel due to their dispersed nature; however, they are still likely to reduce overall distances travelled when compared to main office locations.

Benefits

Co-working spaces / hubs would:

- Reduce vehicle miles by reducing the distance of commuting to work, helping to save time and money.
- Allow people to combine people’s daily commitments into one simple trip and increasing the ability to access jobs and opportunities closer to home.
- Make sustainable alternatives to travelling by car more attractive. Reduced trip lengths could facilitate a mode shift away from private vehicle to public transport or by active travel modes.

Possible locations

Co-working spaces can vary in size, with smaller spaces likely to be suited to Rural Areas, compared to Principal Settlements and Market Towns. They could be located in a variety of places, including larger service centres.

Case Study: Hatchery

The co-founders of ‘Hatchery’ are working on a project to redevelop a former dairy farm near Sevenoaks, Kent, into a flexible, rural work hub, which will be hosted by an on-site community management team. The redeveloped site, which they describe as a “rural campus”, will offer co-working facilities, alongside flexible, private offices, workshops, studio units, meeting rooms, event spaces, a



Measure A2.1: Co-working spaces

small on-site café and personal and group training studio.

The project aims to encourage people to use the outdoor space for meetings or during breaks, with restored wetlands and new areas of trees being planted to support the local wildlife and landscape.



Hatchery at Preston Farm - McMullan Studio / Brick Visual



Royal Agricultural University – Farm491

Case Study Farm491

Farm491 is a rural workspace focused on nurturing agri-tech start-ups and people working on the future of food and farming systems, based at the Royal Agricultural University, Cirencester. It operates across three sites and offers a mix of workshop space, private offices and co-working facilities. The site provides lockers for personal use, unlimited tea and coffee, superfast fibre optic broadband, secure bike parking, fully equipped kitchen and shower facilities, alongside standard office equipment for printing and scanning.

Measure A2.2: Support improvements to services that can be provided locally to reduce travel

Description

Access to essential services can involve lengthy travel for rural residents, some of which may be inaccessible by public transport and active modes, and therefore negatively impacting members of the community who rely on these for some or all of their journeys. An example of how this could be addressed in Rural Areas would be through supporting organisations and businesses to provide mobile services. Mobile shops and services mean that providers would bring their goods and services closer to the customers and residents of our Rural Areas, avoiding the need for multiple people to travel longer distances to access the essentials. These could include mobile grocery shops, takeaways, banks, healthcare facilities and postage facilities. Another example is to support community run services such as community pubs and shops, and local nurseries and baby and toddler groups.

Benefits

This would help to:

- Reduce the number, length and cost of trips, the overall distance travelled by car, and road congestion, by providing more opportunities locally.
- Make sustainable alternatives to travelling by car more attractive.
- Improve accessibility between economic centres, business, employees, suppliers and customers.

Measure A2.2: Support improvements to services that can be provided locally to reduce travel

- Increase equality of access, by increasing the ability for all to live and access services / opportunities locally, including leisure.
- Improved sense of community and place.

Possible locations

Across our Rural Areas, particularly in village and town centres and potentially rural military bases. Mobile shops and services would be able to travel across Wiltshire, parking in safe locations where accessible for local residents.

Case Study: InHealth

InHealth is the UK's largest independent provider of mobile healthcare solutions, working in partnership with NHS Trusts and the independent sector. InHealth provides mobile and relocatable vehicles that can be established quickly, with minimal risk and low costs, putting advanced diagnostic capabilities within easy reach of patients and adding capacity to local diagnostic services. All 100+ InHealth mobile units are equipped with modern, state-of-the-art equipment. An independent power source is required, and each unit can connect to IT and telephone points.

Measure A2.4: Parcel pick-up points at local hubs

Description

Parcel pick-up and drop off points – often a bank of parcel lockers, a convenience store, or a dedicated parcel shop – allow customers to send or receive parcels. Parcels can be delivered to, or picked up from, the customer's chosen pick-up point close to their home, office or other convenient location.

Benefits

This would help to:

- Reduce the number of trips and vehicle miles, particularly relating to HGVs and delivery vans. It eliminates the likelihood of repeated failed deliveries.
- Reduce the number of trips by providing access to difference facilities in one location, increasing the opportunities to combine journeys together. Customers can choose where and when to pick up or drop off their parcels to fit into their schedules.
- Reduce total greenhouse gas emissions due to transport.
- Reduce traffic congestion and delays.

Possible locations

These can be located across multiple different locations, with delivery being market-led. The provision of pick up and drop off facilities could be found in local centres, attached to mobility hubs and shops, where they can tie in with sustainable travel connections. There are currently 'InPost lockers' located across a number of our Rural Areas which are used to receive and send parcels for selected retailers; however, they are primarily located in our larger rural settlements and there could be opportunities to further roll out these lockers.

2.3.3. Shift



Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel and shared and public transport.

Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality.

Objectives met:



Measure S1.1: Deliver the infrastructure improvements identified in our Local Cycling and Walking Infrastructure Plans (LCWIP)

Description

Our LCWIPs provide a comprehensive evidence-based assessment of the important walking and cycling networks routes in our main settlements and make recommendations for top priority improvements to better connect key origins and destinations. The overarching Wiltshire-wide LCWIP outlines the priority inter-urban routes which traverse our Rural Areas, and makes reference to key walking routes to stations which are not covered in the Principal Settlement and Market Town LCWIPs. These routes are essential for enabling active travel, both for transport and leisure purposes. Examples include linking Salisbury to Stonehenge via Porton and linking Hilperton to Semington / Melksham.

These include interventions such as accessibility improvements (like dropped kerbs and tactile paving), formal and informal crossing points, resurfacing, segregated routes, path widening, lighting and signage.

The availability of funding for LCWIP schemes is critical to progressing this measure. Funding will be required for scheme design and appraisal, and relevant environmental and societal impact assessments.

Benefits

- Delivery of these routes would help to:
- Encourage active travel to become the natural choices for shorter journeys, or as part of a longer journey, along with improved road safety.
- Improve access to local facilities and amenities for all, including those without a car.
- Promote the key safe and direct walking and cycling routes with the greatest potential to increase active travel and physical activity, resulting in better health and wellbeing.

Possible locations

The key corridors identified in the draft county-wide LCWIP.

Measure S1.2: Public realm improvements

Description

Improvements to the public realm in Rural Areas could include measures such as public seating and places to rest, improvements to green spaces, community artwork, trails, planting, trees, lighting, and CCTV. Improvements to the public realm in Rural Areas could provide attractive places for the community to gather and help to prevent social isolation.

Measure S1.2: Public realm improvements

This could include enhancing local centres, key active travel routes, and spaces which are or could be used for local events, such as markets or shows. Public realm improvements should be inclusive for all people to enjoy, and designs should take this into account, such as by using paving that is navigable by those with impaired vision. Parish Councils play a vital role in developing and delivering public realm improvements in Rural Areas.

Benefits

These interventions would help to:

- Increase safety, security and accessibility for those spending time in our Rural Areas, including accessing village halls.
- Enhance the sense of place and community, helping to tackle social isolation.
- Support local businesses and encourage footfall in Rural Areas making them more attractive places for business to invest.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Support climate change adaptation – planting and trees can increase shade and support natural water management.

Possible locations

Across Rural Areas, providing attractive spaces and places to rest, away from busy roads, is crucial to improving public experience and building a sense of community. CCTV and lighting can be used to ensure experiences are safe. Parish Councils play a vital role in developing and delivering public realm improvements.

Measure S1.3: Wayfinding

Description

Signage to support navigation when using active travel in our Rural Areas. This could include fingerpost signs, maps, or floor signs. There could be opportunities to make use of technology, for example providing the ability to scan QR codes for more information or to link with journey planning apps. Signage may be best used to locate key amenities in villages, local tourist attractions or active travel routes.

In our Rural Areas, Public Rights of Way are commonly signposted, complemented by waymarking along off-road sections of routes.

Benefits

These interventions would help to:

- Promote safe, navigable and direct active travel routes for all.
- Ensure our Rural Areas are accessible for visitors and tourists, boosting our local economy.
- Reflect local identity and provide local 'branding' to improve sense of place.
- Encourage an increase in physical activity, helping to improve health and wellbeing.



Wylve Road / Duck Street junction, opposite Langford Parish Hall.

Possible locations

Along key active travel routes, and signposting to tourist destinations and key amenities.

Measure S1.4: Cycle parking

Description

Whilst development in Rural Areas will be limited, the principles in our Design Guide ⁷ underpin our approach to cycle parking across the county.

Cycle parking at key destinations is essential in facilitating cycle travel for at least part of rural journeys, such as by local shops, in village centres, at schools, leisure facilities, railway stations, and bus stops. Parking provision should be secure, covered and overlooked, and provision of e-bike charging points should be considered.

It may be more likely that residents in Rural Areas will have space to store their own bicycles than in other areas; however, existing residential areas and destinations should be reviewed for opportunities to enhance shared, secure cycle parking facilities, including provision for e-bikes, cargo bikes, or bikes adapted for mobility needs.

Benefits

These interventions would bring benefits as follows:

- Providing secure cycle parking at destinations, including tourist destinations, will give cyclists more confidence when parking their bikes and enable them to park nearer to their journey's end (or interchange point if cycling for the first or last section), making cycling a more attractive option.
- Providing cycle hangars in residential areas, particularly flats and terraced houses, will allow residents to securely store bicycles, creating the opportunity to buy a bicycle and cycle for at least some trips.
- Increasing the number of people who cycle and the number of cycle trips they make, will encourage an increase in physical activity and help to improve health and wellbeing.
- Ensuring our Rural Areas are accessible for visitors and tourists, helping to boost our local economy.
- Reflecting our local identity and provide local 'branding', improving sense of place.

Possible locations

Throughout Rural Areas including key tourist and high street destinations and residential areas.

Measure S1.5: Safer movement for active travel

Description

Prioritising safer access for active travel in specific, targeted locations can create more pleasant environments and opportunities for more people to feel safe and comfortable to switch to active modes.. Measures to ensure safer movement for active travel would be developed in partnership with local communities to ensure access for those who most need it. Examples of such measures which may be beneficial in Rural Areas are:

- Quiet lanes on key LCWIP routes with low speeds and traffic volumes ⁸. These are *“designated minor rural roads intended to pay special attention to the needs of walkers, cyclists, horse riders and the mobility impaired. They are designed to enable*

⁷ [Guidance for Neighbourhood Planning within Wiltshire: Integrating High Quality Design](#)

⁸ Such schemes should be accompanied by measures which reduce traffic speeds to 20mph and volumes to less than 200 vehicles per hour.

Measure S1.5: Safer movement for active travel

users to enjoy country lanes in greater safety and encourage car drivers to respect more vulnerable road users".⁹ Measures to create quiet lanes can include gateway features and narrowed entrances, change of surface or planting grass in the centre of the road, and revising traffic signs to direct traffic away from these routes

- School streets, where vehicular access is restricted near to schools at certain times of day, as per our upcoming School Travel Ten Point Plan.
- Physical measures to reduce conflict between users, e.g. bollards to slow cyclists down on a shared path, or to prevent vehicle access.
- Adjusting road space provision to review how the space is used to cater for different users, either by using road markings or physical measures.

Benefits

These interventions would bring benefits as follows:

- Increase road safety, particularly for vulnerable users such as those with disabilities or school children.
- Increase safety and accessibility of active travel in our Rural Areas, making these sustainable alternatives to travelling by car more attractive.
- Encourage an increase in physical activity, helping to improve health and wellbeing.
- Create space for other uses, such as shopping, play, seating and planting.
- Enhance the sense of place and community.

Possible locations

In areas likely to have a higher demand for active travel, such as on LCWIP routes, near to schools (triggered by interest expressed by schools) and in local centres.



Pewsey Vale Quiet Lane (2003)

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

Description

It is important that vehicle speeds are appropriate for the road's context and purpose: right speed, for the right road. We will review vehicle speeds and engage with local communities. In some locations, where there is community support, it may be desirable to reduce vehicle speeds to improve road safety such as near to schools or in residential areas.

⁹ CPRE, the countryside charity.

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

This can be achieved using a range of different measures. For example, school safety zones can be implemented to manage speed at specific times (pick-up and drop-off).

The following definitions are used in our existing policy on 20mph speed limits and zones as follows.

20mph zones are defined as areas subject to a 20mph speed restriction which cover a number of roads within a defined area and are supported by the appropriate traffic regulation order and signs. Typically, there will be traffic calming measures at regular intervals throughout the zone to ensure speeds remain consistent throughout its length. This may include the addition of road humps and raised junctions as well as build outs, chicanes pinch points etc., but may also include lighter touch measures where appropriate, such as carriageway roundels.

20mph limits are defined as streets where the speed restriction has been reduced to 20mph but do not include the types of physical calming measures typically associated with zones. Drivers are alerted to the presence of the restriction by the use of terminal and repeater signs only.

In addition, according to our Active Travel Infrastructure Design Standards ¹⁰, quiet streets can provide a more practically feasible option for providing safe cycling routes. They must have under 2,500 vehicles per day, vehicle speeds under 20mph, and no obstacles.

Benefits

Delivery of new 20mph zones and limits, and quiet routes will help to:

- Improve road safety, particularly for vulnerable users such as children or those with disabilities. The first widespread evaluation of 20mph zones in the UK was carried out by the TRL in 1996 ¹¹. It found that over the monitoring period, injury accidents reduced by 60% and child injury accidents were reduced by some 67%. A similar positive picture on their use is reflected in Wiltshire.
- Create a more pleasant, less polluted, safer environment for active travel across our Rural Areas.
- Encourage an increase in physical activity, helping to improve health and wellbeing.

Possible locations

Routes through our Rural Areas where there is a high volume of vulnerable users and where they may be conflicts with vehicles. 20mph zones are to be considered where:

- Roads are currently restricted to a 30mph speed limit.
- There is a proven history of road user conflict with vulnerable users such as child pedestrians.
- There are new residential developments.
- There is an alternative route existing, so drivers are able to avoid the zone.
- On major streets if there is a significant number of journeys on foot or bicycle.

20mph limits are most appropriate where speeds are already low (DfT advises under 24mph) and where the layout and character of the road gives a clear indication to drivers that a lower speed is appropriate.

Case Study: Spaces for People, Scottish Borders Council

¹⁰ [Active travel infrastructure design standards Consultation Draft.pdf \(wiltshire.gov.uk\)](#)

¹¹ Transport Research Laboratory, D. Webster, A. Mackie, Review of traffic calming schemes in 20mph zone, 1996.

Measure S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas

In 2020, a 20mph trial in over 90 Borders towns and villages was introduced aiming to reduce the risk and severity of collisions between vehicles and vulnerable road users, encourage more active travel, reduce carbon emissions and make these areas more attractive places to visit.

The trial reported clear and obvious safety benefits through that led to the reduced speed limit being made permanent across the region as of January 2023. The trial showed positive change in driver habits, with reduced average speeds helping to reduce the potential for accidents and injuries and making communities feel safer.

Measure S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes

Description

There are different types of cycle or scooter hire. Longer term bike hire schemes provide access for a number of days or weeks and can support those who are unable to afford to buy their own bike or e-bike or those who want to try one out before purchasing their own. Shorter term hire schemes can provide users with a quick and flexible way of making a short journey which they may have otherwise made by car or bus, or not been able to make at all. The inclusion of e-bikes in these schemes also opens up the possibility of using shared cycles for longer journeys, or in areas with more varied terrain, which would be particularly valuable in Rural Areas.

Benefits

Shared bike, e-bike, e-scooter or cargo bike schemes can help to:

- Provide a more flexible mode of transport for short to medium journeys.
- Increase cycling in and around our villages and towns helping this to become a natural choice for shorter journeys, and reduce the number of short car trips.
- Encourage an increase in physical activity, improving health and wellbeing.
- Allow users to try out or regularly use a bike, e-bike or cargo bike without the upfront cost and commitment of purchasing one, making them more accessible.

This measure is also aligned to Policy S2.

Possible locations

Longer term bike hire schemes could be rolled out across our Rural Areas and could be considered for military bases. Shorter term hire schemes could be piloted in locations such as community hubs, railway stations and bus stops and tourist attractions.

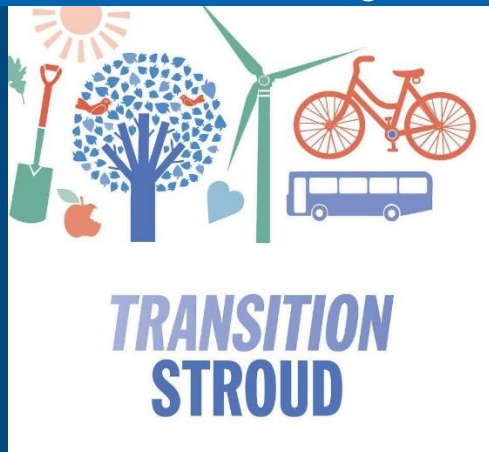
Case study: E-Move, Wales

E-Move is an electric cycle loan scheme for people living in Aberystwyth, Rhyl, Barry, Swansea, Newtown and their surrounding areas. The pilot scheme is helping people who may find the cost of e-bikes a barrier to using them. The pilot scheme offers a free four-week loan of an e-bike, with 20 e-bikes available at each location and e-cargo bikes available to businesses and organisations in certain locations. The scheme was initiated in 2021 and has been extended to 2024 after positive impacts from the scheme: 70% of people felt healthier after borrowing and using an e-bike, and 76% of people felt their wellbeing had improved.

Measure S1.7: Cycle hire schemes, including e-bikes, e-scooters and cargo bikes

Case study: Community e-bike loan, Stroud district

Transition Stroud and social enterprise The Bike Drop are working together to run three e-bike loan pilot projects across Stroud district in collaboration with the many Climate Action Networks, community groups and cycling enthusiasts in the region. Community members can reserve one of two types of e-bikes by paying a deposit amount per day, week or fortnight – the user can choose for the deposit to be refunded on safe return of the e-bike, or to donate it to support the future running of the service. The hubs are currently located in Minchinhampton, Stonehouse and Brimscombe.



Policy S2: Provide more public and shared transport options and improve service quality.

Objectives met: 

Measure S2.3: Ride sharing, including shared taxis

Description

Ride sharing seeks to combine multiple car journeys into one. For example, this could be achieved by encouraging informal ride sharing for local employers and schools or encouraging the use of ride sharing apps such as BlaBlaCar.

Benefits

Ride sharing would help to:

- Reduce private vehicle miles.
- Reduce total greenhouse gas emissions due to transport.
- Save users money by sharing the cost of a journey with others.
- Increase travel options for those without access to a car.

Possible locations

This could be used across our Rural Areas, with a key focus on linking those travelling towards similar areas and nearby destinations, such as education and employment areas.

There are a number of Rural Area measures which primarily focus on other policies, but also contribute to Policy S2:

- Mobility hubs (Measure S3.6).
- Cycle hire schemes, including e-bikes and cargo bikes (Measure S1.8).

Policy S3: Provide better access to public and shared transport services.

Objectives met:



Measure S3.1: Improve access to and from public transport stations by sustainable modes of travel

Description

Our stations are the gateway to many cross-county journeys, as well as journeys further afield. We can improve access to our stations by ensuring bus stops and services are convenient; active travel routes are safe, joined up and well signposted; and expanding shared transport options. In Rural Areas, DRT has a role to play in ensuring accessibility to stations for residents who may not have a regular and reliable bus service. The provision of facilities at rail and bus stations, such as storage, cycle parking, changing facilities, and provision for those with accessibility needs, will also help to make active travel attractive options for part of a journey.

Benefits

Improving access to stations can help:

- Increase access to rail and bus services for all, including those without a car.
- Increase active travel levels and boost physical activity.
- Improve end-to-end journey times and reliability.
- Provide more viable, safe and attractive alternatives to driving.

This measure also aligns strongly with Policies S1 and S2.

Possible locations

Currently we have six railway stations located in our Rural Areas and no bus stations. Our railway stations are Avoncliff, Bedwyn, Dean, Dilton Marsh, Pewsey and Tisbury.



Bedwyn railway station

Measure S3.6: Mobility hubs

Description

Mobility hubs are spaces where public and shared travel modes are co-located alongside travel information, other community facilities and improvements to the public realm. Since Rural Areas are more sparsely populated than other place types and often have far less comprehensive public and shared transport provision, mobility hubs can offer an essential central access point for transport and other services. They can provide an attractive focal point and enable travellers to make smooth and safe transitions between different modes;

Measure S3.6: Mobility hubs

for example, they might provide travel information, car parking, EV charging, access to a car club, cycle parking, bus or DRT stops, and / or links with dedicated active travel routes. Smaller mobility hubs are likely to be best suited to our Rural Areas, and they could be implemented at existing transport or community focal points such as at railway stations, bus stops or village halls.

Benefits

Mobility hubs would help to:

- Make sustainable alternatives to travelling by car more attractive.
- Reduce the length of trips, reducing private vehicle miles, by providing more opportunities locally.
- Prioritise safety when travelling by ensuring well lit, overlooked spaces are sought.
- Reduce the number of trips by providing access to different facilities in one location, increasing the opportunities to combine journeys together.
- Make provision for accessible travel information, such as printed timetables and information in languages other than English.

Possible locations

Smaller mobility hubs are likely to be best suited to our Rural Areas and potentially military bases. They could be considered at existing bus stops or at the existing rural railway stations in Avoncliff, Bedwyn, Dean, Dilton Marsh, Pewsey and Tisbury. Hubs could also be located near key amenities or existing community spaces in our Rural Areas, such as GP practices, community centres, village halls, sports centres and schools.

Policy S4: Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most.

Objectives met: 

Policy S4 is less relevant for our Rural Areas. The S4 measures are included in the parking sub-strategy, which can be found in Section 3 of the county-wide sub-strategy document.

Policy S5: Encourage and enable shift to more sustainable modes for freight.

Objectives met: 

Policy S5 is focused on improvements to our current freight network. These measures are covered in the freight sub-strategy, which can be found in Section 2 of the county-wide sub-strategy document.

2.3.4. Improve



Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.

Policy I1: Facilitate and encourage move to low and zero emission vehicles.

Objectives met:



Wider roll-out of EVs and related infrastructure is the main priority for Policy I1: **measures related to EV charging are included in the separate EV sub-strategy**, which can be found in Section 4 of our county-wide sub-strategy document.

Measure I1.12: Expand EV car club coverage

Description

Car clubs can provide pay-per-trip access to a shared vehicle, providing a flexible option without needing to own the car. Limited car clubs are currently available across Wiltshire, however a wider roll out to include Rural Areas, particularly near our Principal Settlements and Market Towns, would allow for residents to access an electric vehicle.

Benefits

A wider roll-out of car clubs could bring about the following benefits:

- Reduced need to own a car, or second car.
- Costs are more predictable than car ownership; there is no need to pay separately for servicing, maintenance, insurance and tax.
- Driving is less likely to be the default mode of choice if using on a pay-per-trip basis.
- Creates opportunities for those unable to buy their own car, particularly if public transport is not a feasible option.
- Flexibility to use the type and size of car that best suits users' needs, including accessible vehicles.
- Car clubs can offer opportunities to use EV, hybrid or more efficient vehicles without needing to invest in buying a new car, reducing the greenhouse gas emissions.

Possible locations

Across Rural Areas, focused on larger settlements closer to our Principal Settlements and Market Towns.

Policy I2: Enable safer and more efficient driving and operation of road networks.

Objectives met:



Further information on measures relating to Policy I2 can primarily be found in the strategic transport sub-strategy, within our county-wide sub-strategy document, and the forthcoming Network Management Plan.

3. Supporting measures across all place types

The following measures will support the delivery of the place-based Avoid, Shift and Improve measures and are applicable **across all place types**.



Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.

Policy SU1: Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport.

Objectives met:



Measure SU1.1: Raise awareness of sustainable travel options

Description

It is essential that public and shared transport services, as well as active travel routes, are clearly communicated to local communities and businesses. As well as publicising existing services, new schemes delivered as part of the LTP4 should be publicised, particularly those types which are not currently widespread in Wiltshire or less well understood – such as car clubs and bike share.

Principal Settlements and Market Towns tend to have higher population densities than Rural Areas, so residents are more likely to live closer to public transport stops, shared transport facilities, and walking and cycling connections. Those living in Rural Areas are much less likely to have multiple sustainable travel options; it is essential that residents are aware of the available services which provide connections to larger rural settlements, as well as to our Principal Settlements and Market Towns.

Provision should be made for those with accessibility needs or without access to digital content¹², such as by providing printouts of timetables and transport information, including large print versions; content in languages other than English; and information about our current accessibility provision.

Benefits

- Improving awareness of sustainable travel options could create better understanding of, and support for, sustainable travel options, leading to increased usage.

Possible locations

This could focus on areas with higher levels of deprivation to ensure that all are aware of the affordable options available to them. Attention could also be given to areas across all place types with particularly high car and van usage to ensure that communities are aware of the alternative options available.

¹² Digital information for travel planning and public transport is available at [Connecting Wiltshire](#).

Measure SU1.2: Travel plans

Description

Travel plans are packages of measures which aim to encourage more sustainable travel including active travel as well as public and shared transport. These are a long-term strategy for integrating sustainable travel into planning and should be considered alongside other development proposals. A travel plan is required for planning applications of development sites, as per our residential travel plan guidance, but they can also be produced for existing areas. They tend to contain information on local travel patterns, related policies, targets for sustainable modes as well as monitoring and evaluation to track progress.

Each travel plan should identify and promote opportunities for people to shift towards travel that doesn't rely on private vehicles.

Benefits

Travel plans should:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Reduce private vehicle miles, predominantly focusing on sole occupancy car use.
- Promote the existing active travel options available, and therefore physical activity to improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport.
- Increase awareness of local services and opportunities, increasing the ability to live, work, shop and use services locally.

Possible locations

Travel plans can be developed for a variety of settings including schools, colleges or universities, workplaces and employers (such as MOD), hospitals, residential areas and leisure facilities. Personalised travel plans can also be made for individuals to be aware of the options available to them.

Case Study: Modeshift STARS

Modeshift STARS is the Centre of Excellence for the delivery of effective travel plans in Education, Business and Residential settings. The scheme recognises schools, businesses and other organisations that have shown excellence in supporting cycling, walking and other forms of sustainable and active travel.

Measure SU1.2: Travel plans

Case Study: Salisbury NHS Foundation Trust

Salisbury NHS Foundation Trust was successful in attaining an approved accreditation through Modeshift STARS in July 2023. The Trust delivered several initiatives including installation of EV charging points for staff and visitors, promotion of a Liftshare scheme for staff, new secure cycling facilities and the introduction of an E-bike loan scheme. They also undertook a staff travel survey and took action based on feedback received.

These measures aimed to encourage sustainable travel options for staff and support them in their choices, as well as bringing benefits to staff health and wellbeing, the environment and delivering a reduction in on-site parking.



Salisbury NHS Foundation Trust (SFT) Sustainability

Case Study: The Ridge Primary School, South Gloucestershire – STARS Local Authority Primary School of the Year 2023/2024

The Ridge Primary School is located on an estate with a single entrance and exit and limited parking due to residential driveways. With the help from South Gloucestershire Council's Road Safety Team and Modeshift STARS, the school has seen a substantial increase of sustainable methods of travel. The latest survey shows car travel has reduced overall by 9% for children and 21% for staff. The school has increased green methods of travel by 5% for children and 15% for staff.

Funding received from the accreditation has been used to change the entrances to school including a bike gate, changes to pavements including dropped kerbs and removal of grass verge. This enlarged area of shared path was needed to accommodate the increase in families walking, cycling and scooting.

Measure SU1.3: Raise awareness of local facilities, amenities and services

Description

Raising awareness of local facilities, amenities and services is key to helping people live locally. It will require cross organisation working, including public-private sector working, to maximise service and facility provision and uptake across all of Wiltshire. Becoming more aware of local options should help facilitate shorter journeys which could be made via sustainable modes.

Benefits

This would help to:

- Reduce private vehicle miles.
- Increase awareness of local services and opportunities, increasing the ability to live locally.
- Make walking and cycling the natural choices for shorter journeys, or as part of a longer journey, or for journeys to be made via public transport.

Possible locations

Promotions of local facilities, amenities and services can take place across Wiltshire.

Measure SU1.3: Raise awareness of local facilities, amenities and services



Case Study: Shop Local

Shop Local UK is a national campaign. It has developed a brand image to encourage shoppers to support local retailers and local suppliers, but also one that would be recognised both locally and nationally as a symbol of an important national cause. National and local press campaigns, combined with social media coverage and endorsements aim to further spread the message of the importance of local businesses and spending money locally.

Case Study: We Are BS3

We Are BS3 is a website dedicated to shopping locally in Bedminster in Bristol. The website allows users to discover everything Bedminster has to offer, including being able to purchase goods directly from the website for collection or delivery, ordering food for dine in or pick up, or simply browsing the directory of local businesses.

WEAREBS3

Measure SU1.4: Incentives for physical activity

Description

Providing incentives for active travel, or other physical activity, can help to introduce people to another way to travel which may become a longer-term habit. They can make travelling by these modes more feasible and attractive, especially for people who don't have a car or access to a bicycle. Incentives could cover a variety of schemes, including some that may cover the entire cost of travel or some that subsidise. Examples of incentive schemes include loan bike schemes, cycle training such as through cycle buddies, or reward schemes for travelling via active travel.

Benefits

Incentives should:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Reduce private vehicle miles.
- Promote the existing active travel options available, and therefore increase physical activity and improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport.

Possible locations

Incentives can be provided across all place types, as take up of different modes varies across the county.

Case study: Cycle to Work Scheme

Cycle to work is an employee benefit which is operated as a salary sacrifice, meaning an employee agrees to give up some of their gross salary (before tax) in exchange for a benefit e.g., a new bike or accessories. By having a salary sacrifice, they are reducing the amount of income tax and National Insurance paid, which is where the savings are made. The amount saved is dependent on your tax bracket, but it is predicted that 20% taxpayers

Measure SU1.4: Incentives for physical activity

can save 28%, 40% taxpayers can save 42%, and 45% taxpayers can save 47% on the cost of a bike and accessories.

Case Study: Borrow A Bike scheme, West of England

The Borrow A Bike scheme is a free service, funded by the four local authorities in the West of England, including Bristol, Bath & NE Somerset, South Gloucestershire and North Somerset. The scheme is available to people living, working or studying within the local authority areas only. Interested parties must fill out an online application form, selecting their preferred bike from a regular bike, folding bike or e-bike. Once approved and a deposit paid, the bike can be picked up from several locations across the region.



Whilst loan periods differ across the local authorities, city bike and folding bikes tend to be loaned for 4-week period, whilst e-bikes can be kept for 2 weeks. All bikes come with a lock, storage on the bike, lights and a bell, with additional battery chargers for e-bikes.

Case Study: Health insurance providers

Some health insurance providers, such as Vitality, offer plans that reward active lifestyles. Customers with qualifying plans can download an app and connect it with a fitness tracker to earn points based on levels and intensity of activities. All movement counts, including walking, running, dancing or gym classes. These points can be turned into rewards such as free coffees or treats, free cinema tickets, and discounts on various brands such as Fitbit, Garmi, Nike and Expedia.

Measure SU1.5: Interventions for vulnerable road users

Description

Workshops intend to provide either face-to-face or virtual training to ensure the safety of older or more vulnerable road users and to support them in understanding the options available. Workshops could cover how to stay safer driving for longer and when the right time is to consider retirement from driving, the take up of new technology on our network such as EVs, supporting a shift to sustainable modes, and an overview of the travel options and facilities available.

Benefits

Workshops would aim to:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Promote the existing active travel options available, and therefore physical activity to improve health and wellbeing.
- Increase the proportion of journeys made via sustainable modes of transport. Enabling the older population to stay mobile even if they consider retirement from driving.
- Improve road safety.
- Reduce private vehicle miles travelled and support the shift to low carbon modes, helping reduce carbon emissions due to transport.

Possible locations

Incentives can be provided across all place types, as take up of different modes varies across the county.

Measure SU1.5: Interventions for vulnerable road users

Case study: Road Safety GB Academy

Road Safety GB Academy has launched two online training courses relating to older road users. The first course is aimed at Approved Driving Instructors (ADI) and Potential Driving Instructors (PDI) who have limited experience of older drivers and want to learn how to better support them. The challenges faced by older drivers are complex, with few instructors receiving advice on these issues as part of their training. Topics covered in the course include the type of collisions experienced by older drivers, eyesight, hazard perceptions skills, diabetes and preparing for retirement from driving.

The second course introduces road safety practitioners to the range of medical conditions and societal challenges faced by older drivers, with the aim of helping them develop interventions to support and maximise the safety of older road users. The course covers a range of common issues associated with the ageing process including eyesight, hazard perception skills, cognitive processing, strength and flexibility and medication.

Measure SU1.6: Cycle training to improve skills and confidence

Description

Cycle training aims to encourage more people to cycle by building confidence and improving cycling skills. Training will also help trainees understand the rules of the road and how to stay safe. Training courses should be accessible to all children, teenagers, adults and riders with special educational needs and disabilities (SEND).

Benefits

Cycle training would aim to:

- Increase confidence in people to take up cycling, increasing the proportion of journeys made by active travel options available, and therefore physical activity to improve health and wellbeing.
- Create reliable, and convenient alternatives to private car journeys, helping to provide reliable end-to-end journeys.
- Reduce private vehicle miles travelled and support the shift to low carbon modes, helping reduce carbon emissions due to transport.
- Improve health outcomes through reduction of emissions and an increase physical activity across Wiltshire.

Possible locations

Training can be held across the county, and could be hosted at workplaces, schools for both children and parents, and leisure facilities e.g. leisure centres.

Case study: Bikeability

Bikeability is the Government's national cycle training programme, that helps trainees to learn practical skills and understand how to cycle on today's roads. The schools Bikeability programme already exists across our county, with children benefitting from access to training. Since 2007, more than five million children in England have completed Bikeability's cycle training.

Bikeability provides SEND training, specially designed to improve access to and the experience of cycling for individuals with SEND.



Measure SU1.7: Rollout of safety apps

Description

Safety apps are downloadable smartphone applications to assist with workplace or personal safety. Apps are designed to allow users to prepare for and react to emergencies quickly and easily. They can offer GPS tracking, in-app alarms, emergency panic buttons, video monitoring and notifications for selected friends and family.

Benefits

- These apps aim to improve psychological and perceived safety, enabling people to travel more comfortably and confidently, especially when travelling in dark hours.

Possible locations

Safety apps are available to anyone with access to a smartphone. Many safety apps offer free versions with access to its basic personal safety features. Membership options offer upgrades to the free plans that can include 24/7 roadside assistance, reimbursement for theft of smartphones and 24/7 emergency dispatch to the phones GPS location.

Case study: Life360

Life360 is a location-sharing app that anyone can use and has free as well as paid membership options. The app is designed to keep families, partners, and friends connected and safe. It can be used to locate someone traveling, receive alerts when a loved one arrives or leaves a location, and detect car crashes on impact. Free features include limited place alerts (e.g. alerts when a connection enters or leaves a location such as school or work), two-day location history, crash detection, and SOS help alert. Life360 has around 4 million members in the UK.



Measure SU1.8: Mobility credits

Description

Mobility credits allow for people to travel on public transport and other transport services such as car clubs, bikeshare, taxis and on-demand bus services, using 'credits'. The credits could be accessed via a mobility app or a pre-paid card for the user to spend on the services that they wish. Credits can be made available to overcome a wide range of challenges such as those on low incomes, looking for work, or at risk of social isolation.

Benefits

Benefits of mobility credits are listed below:

- For people at risk of social isolation, mobility credits provide an opportunity to try out public transport in an affordable way and access opportunities across the county and improving quality of live.
- Improve connectivity resulting in reduced social isolation.

Possible locations

Across Wiltshire, targeting deprived areas where people are at higher risk of social isolation.

Case study: Solent Future Transport Zone (FTZ)

The Solent Future Transport Zone (FTZ) is delivering the largest mobility credits trial in the UK. The Mobility Credits project has launched in four areas and is providing Breeze Vouchers to use on public transport for 760 residents aged under 30 who meet carefully selected low-income criteria. Participants will receive a £50 Mobility Credit Voucher every

Measure SU1.8: Mobility credits

month for 12 months (a total value of £600), that can be used to buy tickets for nearly all types of transport available.

Measure SU1.9: Implement Mobility as a Service (MaaS)

Description

In response to the increasing availability of data in transport, Mobility as a Service (MaaS) aims to package different modes and services together into one mobile application or online platform to make the planning and payment of trips easier for people and businesses. MaaS platforms integrate and analyse data from multiple modes of transport, such as rail, bus, taxi and cycle hire, to offer choice in journey planning to consumers, all in one place. They allow users to access service timetabling data, along with the ability to purchase tickets digitally.

MaaS platforms could also incorporate mobility credits, incentives and rewards to encourage the use of sustainable travel.

Wiltshire has its own travel planning online platform, Connecting Wiltshire, that is focused on making travel simple - simple to find information, simple to understand, simple to use. Connecting Wiltshire aims to help people travel sustainably, providing better transport information and services for residents, commuters, and visitors, and suggesting alternative ways to travel that could save money and time. It also provides practical tips on using different ways of travelling to improve health and wellbeing and protect the environment across Wiltshire.

Benefits

MaaS platforms aim to:

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Provide improved transport options over and above single occupant car journeys to improve efficiency of transport movement.
- Support mode shift to sustainable and active modes; reducing private vehicle miles and therefore reducing carbon emissions associated with transport trips.
- Increase awareness and ability to access services / opportunities / amenities both locally and across the county. MaaS provides reliable, multi-modal connectivity between destinations.
- Increase reliability of the transport network as the MaaS network is more adaptable than traditional fixed-service public transport network.
- Encourage the uptake of electrically powered vehicles, with options available for app users to access EV car clubs, e-bikes and e-scooters as part of their journey.

Possible locations

Across Wiltshire, allowing for longer distance journeys across the county to be planned and paid for in one place.

Case study: Transport for West Midlands Mobility as a Service (MaaS) app

In 2018, Transport for West Midlands launched a trial for its MaaS app, with the region-wide launch planned for 2024. It provides customers with options to plan journeys, receive live travel information and book and pay for all local transport options – including buses, trains, trams, e-Scooters, walking, cycle hire, taxis, Demand Responsive Transport (DRT),

Measure SU1.9: Implement Mobility as a Service (MaaS)

car rental, car club and parking. The app provides customers with the most convenient, cost-effective and sustainable option, tailored to their individual preferences.



Solent Transport

Case Study: Breeze MaaS app, Solent Transport

The Breeze app is the UK's first multi-city MaaS platform, connecting Southampton, Portsmouth, and the Isle of Wight in one app. The app features routing for several modes including buses, trains, ferries, bikes, and e-scooters, with car sharing services soon to be available as another mode of travel. The app provides smart routes to help users quickly arrive to their destination with the best combinations of mobility modes. It includes real time transport updates, in-app tickets and integrations with e-scooter and bike sharing services, allowing for a complete end-to-end travel experience.

Measure SU1.10: Reduced carbon intensity of travel via more efficient driving

Description

More efficient driving, or eco-driving, aims to reduce fuel consumption from road transport so that less fuel is used to travel the same distance. This could be encouraged via promotional campaigns (such as via social media posts, posters, leaflets, or other advertisements) and could specifically target key employers or education providers for older teenagers (such as through travel planning or educational materials).

Eco-driving includes:

- Driving smoothly – anticipating the road as far ahead as possible to avoid unnecessary braking and acceleration. Maintaining a greater distance from the vehicle in front allows cars to adapt their speed without necessarily using the brakes.
- Shifting up early to a higher gear – driving at high revs increases fuel consumption. Changing gear by around 2,000rpm when accelerating should improve consumption.
- Avoiding excessive speeds – at high speeds fuel consumption increases dramatically. For EVs, the increase in energy consumption at high speeds is even greater.
- Switching off engines – many newer cars automatically turn off when stationary in neutral. With cars that don't, it is suggested engines are turned off if the vehicle likely to be stationary for more than a minute.
- Checking tyre pressure – under-inflated tyres increase fuel consumption and can be dangerous.
- Removing roof racks, boxes and bars when not needed – all increase drag and fuel costs, especially at higher speeds.
- Opening windows – this is more fuel efficient than using air conditioning when driving.

Benefits

More efficient driving would:

- Reduce fuel consumption on each journey, helping to save on fuel costs and reduce total greenhouse gas emissions due to transport.
- Improve road safety.

Possible locations

Measure SU1.10: Reduced carbon intensity of travel via more efficient driving

Across Wiltshire.

Case study: British Gas Young Driver Academy (YDA)

British Gas has launched a YDA to improve the safety of its employees and other road users. Whilst under 25s hold fewer than 1 in 14 licences, they are involved in 20% of fatal and serious injury crashes in the UK and are identified as the single biggest risk group.

The YDA programme comprises nine units, delivered during six 'on the job' half day visits. Fuel efficiency, or eco-driving training, is a key part of the YDA and goes hand-in-hand with safety. The eco-driving element of the training follows the format developed and approved by Energy Saving Trust, and is subsidised by Energy Saving Trust, through funding from the Department of Transport. Drivers are measured on their miles per gallon performance and safety scores generated from in-van systems that monitors harsh manoeuvres such as speed, acceleration, braking and cornering. Smartphone apps enable drivers to monitor their own safety scores and undertake weekly walk-around vehicle checks.

Policy SU2: Work in partnership with Government bodies, stakeholders to improve transport for all.

Objectives met:



Measure SU2.1: Working with businesses to facilitate home working and flexible working

Description

Working with businesses to facilitate home working and flexible working patterns to avoid peak times where possible, aims to reduce congestion and delays during the traditional peak hours and reduce overall vehicle miles travelled. Working from home and increased flexibility of hours, whilst not applicable across all industries, can reduce the need to travel from home to an office location or distributes traffic across more hours. It can also support those who are unable to travel for work some or all of the time, such as due to health conditions, enabling them to remain in or re-enter the workforce.

Benefits

Encouraging the working from home and flexible working would:

- Reduce private vehicle miles and reduce the total carbon emissions due to transport.
- Increase opportunities to employment. Less requirement to commute may open up new opportunities further afield and greater flexibility in working location can support employee wellbeing.
- Support those who are unable to travel for work some or all of the time, such as due to health conditions, enabling them to remain in or re-enter the workforce.
- Reduce traffic congestion and delays on the road network.
- Minimise the impacts of travel on communities and natural and historic sites.

Possible locations

Across Wiltshire.

Measure SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities

Description

Grant programmes aim to help business and community groups make an immediate impact by awarding funding, or supporting applications for funding, to develop, expand and improve active travel facilities, improve accessibility, and encourage uptake. Providing these facilities can make it more feasible and attractive to travel via sustainable modes. For example, businesses, or other destinations, could provide secure cycle parking, showers, and access to bicycle repair tools. Providing grant fundings enables organisations to take ownership of their own sustainable transport journey and ensure that the facilities meet their specific needs.

Benefits

The provision of grants or support in applications would help to:

- Increase the proportion of journeys made by active travel, improving physical activity and health and wellbeing.
- Make active travel the natural choices for shorter journeys.
- Reduce private vehicle miles and reduce the total carbon emissions due to transport.

Possible locations

Submissions from any business or community group across Wiltshire would be eligible to apply for grant funding.

Case Study: West of England grants and funding

North Somerset Council has offered travel grants for businesses. North Somerset-based organisations have been able to apply for match-funding of up to £3,000 for new on-site facilities and initiatives, match-funded up to a maximum of 50%. This match is usually financial but can be partly in kind (e.g. the provision of promotional events or other measures to amplify the effect of the scheme itself). Examples of initiatives include provision of pool bikes for staff, new or improved active travel facilities and provision of car sharing bays in staff car parks.

North Somerset Council also offer free Dr Bike at events for businesses, to fund an experienced mechanic to carry out minor repairs to staff bikes.

Policy SU3: Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered.

Objectives met:



Measure SU3.1: Coordination of streetworks and roadworks

Description

Streetworks and roadworks cause significant disruption to people's journeys and congestion each year, costing the economy and individuals. Streetworks are carried out by utility companies (water, gas, electricity and telecommunications) to install, repair or maintain the vital services on which we all rely. Roadworks are carried out by the highway authority to maintain the roads or, for example, to install cycle or bus lanes. Planning, managing and coordinating these works effectively, where possible, can minimise or reduce the impact that essential works have on the transport network.

Further information on this measure will be available in our upcoming Network Management Plan.

Benefits

Coordination of essential works will:

- Reduce congestion and delays on the network by minimising the disruption associated with works. This in turn should reduce emissions due to transport.
- Keep traffic flowing to maintain journey time reliability on the network.

Possible locations

The coordination of works should be considered before any installation or maintenance is undertaken on the network. This applies to all works across Wiltshire.

Measure SU3.2: Network maintenance

Description

There is a need to make network maintenance more efficient, pro-active and preventative wherever possible, as opposed to reactively responding to faults when they occur on the transport network. Maintenance should ensure that the network is safe and resilient. Further information on this measure will be available in our upcoming Asset Management Plan.

Benefits

Network maintenance will:

- Ensure that the network operates efficiently to reduce incidents, congestion and associated emissions.
- Provide reliable and efficient journey times through good quality infrastructure, helping economic growth and improving accessibility to services.
- Ensure that the network is more resilient to future changes including climate change.
- Minimise the disruption of travel on people and businesses.

Possible locations

This applies to all works across Wiltshire.

Measure SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy

Description

Roads have multiple functions serve different types of use: for example, motorways and key A roads facilitate quick, direct, longer distance journeys primarily for those driving, including buses, coaches, cars, and lorries. In contrast, residential streets provide safe

Measure SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy

access to homes for people travelling in a wide range of different ways, and can also be used for playing and socialising.

The classification, layout and hierarchy of the roads on our network need to be appropriate for their context and functions. Road layouts should prioritise the safety of people, particularly vulnerable users such as children, those with disabilities, and those travel by active modes.

The draft Local Plan Review sets out a general hierarchy of users to be considered and can be found in Section 3.3 of the Core LTP4 Strategy. We will develop a more detailed hierarchy based on different road classifications. The hierarchy will clearly outline the order in which we will consider different modes of transport in policy development and scheme design, depending on the road type.

Benefits

This will help to:

- Encourage a shift to sustainable modes, particularly in locations where users may currently feel unsafe, reducing vehicle miles. This will have positive impacts from physical activity on health and wellbeing.
- Make active travel the natural choices for shorter journeys, or part of a longer journey, helping to increase access to local services through active modes due to the hierarchy.
- Increase safety by routing different vehicle types appropriately and reducing larger vehicles interactions with people where possible. Routing traffic appropriately will also improve journey time reliability and improve traffic flow on key corridors.
- Minimise the impacts of travel on communities and natural and historic sites through routing traffic away from sensitive areas.

Possible locations

This measure would be applicable to all roads in Wiltshire, acknowledging the need for different approaches for different road types.

Measure SU3.4: Support for Masterplanning

Description

A Masterplan is a way to plan the future of an area over the long term. It sets out the vision for an area, capturing a view of how it should evolve, and includes a roadmap for managing development and growth over that time. Having a masterplan helps balance the need to develop and improve the areas where we live and work with our responsibility to make sure nature and the environment and neighbouring areas are not negatively affected. Masterplans are created in consultation with the people or groups who may be impacted by an area's development.

There are already some masterplans in place, such as the One Plan Town Centre Masterplan for Chippenham, a masterplan for Coopers Tires factory site in Melksham, and Salisbury River Park Masterplan.

We will collaborate with our Parish and Town Councils and the Wiltshire Council Spatial Planning team to support ongoing Masterplanning work and ensure that transport is a central consideration.

Benefits

Masterplans help to:

Measure SU3.4: Support for Masterplanning

- Reduce the focus on cars and private vehicle miles. Areas can be designed to promote sustainable transport and provide priority to these modes helping to increase their use.
- Increase the ability to live locally. Masterplans aim to create better spaces for people to live, work and play. People are able to access amenities via active or sustainable modes.
- Rebalance the use of local streets to improve safety and favour people rather than vehicles.
- Improve connectivity resulting in reduced social isolation.

Possible locations

Masterplans are often produced for larger towns and cities, as well as for new residential settlements, schools, specific sites, neighbourhoods or areas.

Case Study: Town Centre Masterplan for Chippenham: One Plan

The Chippenham Town Centre Partnership Board has produced the One Plan for Chippenham, which begins the process of bringing together existing plans and proposals into a single plan specifically focused on making things happen. The One Plan draws on the Town Council's Neighbourhood Plan as well as work undertaken by the Town Team and other community stakeholders. It takes on board the aspirations of landowners and the town centre business community.

The One Plan has purposely focused on several key projects that would boost the economy and support the vibrancy and sustainability of the town centre. Many of these schemes are focused on features that make Chippenham such a wonderful place to live, work and play. These include beautiful natural settings such as the river, Chippenham's historic heritage, and making more of our town centre spaces and regeneration opportunities.

Case Study: South Gloucestershire Masterplans

South Gloucestershire Council worked with local stakeholders and the community to develop an infrastructure led Masterplan for the Severnside area. The Masterplan identifies challenges and opportunities in the area and sets a vision and objectives for development over the next thirty years. The Masterplan highlights measures to take to achieve the objectives, which involves working in partnership with local businesses, the community and key stakeholders to deliver.



Severnside Masterplan, South Gloucestershire 2022

Measure SU3.5: Adopt 'Vision Zero' ambition and 'Safe System' approach

Description

We have a commitment to Vision Zero – the elimination of all deaths and serious injuries from road traffic collisions. Fatal and serious road traffic collisions have huge negative impacts on individuals, their families and communities, and disproportionately affect deprived areas.

To support this, we will be taking a Safe System approach. We understand that people make mistakes, and the human body is vulnerable. We need all parts of our transport system (roads and roadsides, speeds, vehicles, users, and post-collision response) to work together effectively to ensure safety for all, despite our vulnerabilities. Some

Measure SU3.5: Adopt 'Vision Zero' ambition and 'Safe System' approach

collisions may still occur, but the focus is on preventing death and life-changing injuries. There is a shared responsibility between many parties, such as road users, road designers and managers, and vehicle manufacturers, and we all must take appropriate action.

We will continue to work in collaboration with other public sector agencies through the Wiltshire and Swindon Road Safety Partnership.

Benefits

These commitments will help to:

- Promote a healthy, safe and secure network for all users that promotes active travel and supports improved health and wellbeing.
- Rebalance the use of local streets to improve safety and favour people rather than vehicles.

Possible locations

This approach should be applied across the transport network in Wiltshire.

Case Study: Vision Zero South West

Vision Zero South West is the road safety partnership working to reduce fatal and serious collisions in Devon and Cornwall. It is a collaboration between several organisations including Police, Fire and Rescue and NHS trusts, working together for a shared commitment to cut the number of deaths and serious injuries in the region to zero. The organisation is led by a partnership board that meets quarterly to discuss ideas and decide what actions can be taken to further drive down the number of people killed or seriously injured, whilst an Operational Delivery Group is tasked with carrying out practical projects with the specific aim of reducing deaths and serious injuries.

For winter 2024, Vision Zero South West is working with local pubs and clubs to reduce drink and drug driving. Participating venues will be offering free non-alcoholic drinks to designated drivers who are doing their bit to make sure their friends, colleagues and family members get home safely.

Measure SU3.9: Refresh our transport policies and plans

Description

We are committed to monitoring national and regional Government guidelines and requirements, and ensuring our policies and plans remain relevant. For example, we anticipate that we will regularly refresh our Bus Service Improvement Plan to ensure it remains up to date and so we can maximise national funding opportunities.

Benefits

This will help to:

- Promote a healthy, safe and accessible network, that is up to date with relevant legislation and guidelines, helping to increase access to services and opportunities for all.
- Create good levels of accessibility across the county opening up more opportunities for all and improving quality of life. Unlocking further funding will allow us to improve our infrastructure for active travel and other sustainable modes across the county, helping to provide a high quality and reliable network.
- Maximise the uptake of energy efficient and zero or ultra low emission vehicles and autonomous vehicles. National and regional guidelines have a strong focus on the shift

Measure SU3.9: Refresh our transport policies and plans

towards lower polluting vehicles, and we must be aware of funding opportunities that could help facilitate the shift in Wiltshire to low emissions vehicles through grants or electric charging infrastructure.

Possible locations

County-wide.

Wiltshire Council Local Transport Plan 4 (LTP4) 2024

Wiltshire Council

The logo for Wiltshire Council, featuring a stylized white wave or swoosh underneath the text.



Wiltshire Council Local Transport Plan 4

Draft freight sub-strategy
October 2024

Table of Contents

Document history	3
1. Introduction to county-wide sub-strategies	4
2. Freight sub-strategy	8
2.1. Introduction to the freight sub-strategy	8
2.1.1. Introduction	8
2.1.2. Freight movements in Wiltshire and beyond	8
2.1.3. Freight generators	13
2.1.4. Policy context	14
2.1.5. Typical challenges and opportunities	16
2.2. Vision and objectives for freight	18
2.2.1. Vision	18
2.2.2. Objectives	18
2.3. Policies and measures	20
2.3.1. Introduction	20
2.3.2. Avoid	21
2.3.3. Shift	22
2.3.4. Improve	25
2.3.5. Support	27

Document history

Revision	Purpose description	Originated	Checked	Reviewed	Authorised
1.0	Initial draft of early sections for officer review and sign-off (three separate documents, excluding EV)	SG	PB	JS	LB
2.0	Full combined draft for Officer and Member review	SG/GR	PB	JS	LB
3.0	Updated draft in line with Officer and Member Steering Group feedback	SG	PB	JS	LB
4.0	Updated draft in line with Cabinet feedback	SG	PB	JS	LB
5.0	Updated draft in line with further Cabinet feedback	SG	PB	LB	LB
6.0	Final version	AR	PB	PB	LB

1. Introduction to county-wide sub-strategies

This document contains one of our four county-wide LTP4 sub-strategies and should be read alongside our Core LTP4 Strategy and place-based sub-strategies, as well as the Integrated Sustainability Assessment and Carbon Paper.

The four county-wide sub-strategies are as follows:

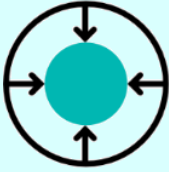

- Freight
- Parking
- Electric vehicle infrastructure
- Strategic transport (focusing on longer journeys, incorporating bus, rail and the Strategic Road Network)

Each of the four county-wide sub-strategies contains information on the current situation across Wiltshire, the specific policies and measures that are applicable, and an overview of how Wiltshire could look if the vision and objectives were realised. They all follow the same structure:

- Introduction to county-wide theme.
- Vision and objectives, applied to each county-wide theme.
- Policies and measures for each county-wide theme, structured by our Avoid, Shift, Improve and Support policy areas. A summary of the measures is included in Table 1-1.


A glossary of key terms and acronyms is provided in Appendix C of the Core LTP4 Strategy.

Table 1-1 Summary of measures

Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
Avoid unnecessary travel 	A1 Reduce the need to travel as often through combining journeys and providing digital options				
	A1.2: Review of consolidation centres	✓			
	A1.3: Planning for HGV deliveries in new developments	✓			
Shift to more sustainable modes of transport 	S1 Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality				
	S1.8: Freight kerbside delivery management	✓			
	S2 Provide more public and shared transport options, and improve service quality				
	S2.1: Bus infrastructure and service improvements on key corridors				✓
	S2.2: Implementation of new DRT services				✓
	S2.3: Ride sharing, including shared taxis				✓
	S2.4: Support for more frequent or new direct rail services				✓
	S2.5: Support for rail capacity upgrades				✓
	S2.6: Supporting establishment of train servicing facilities				✓
	S3 Provide better access to public and shared transport services				
	S3.3: Improved waiting and interchange facilities at bus stops and stations				✓
	S3.4: Provision of real time passenger information at bus stops				✓
	S3.5: Railway station upgrades				✓
	S3.7: Explore the role and function of Park and Ride				✓
	S3.8: Smarter ticketing and payment on buses				✓
	S3.9: Accessible and inclusive buses and infrastructure				✓
	S3.10: Lower and simpler bus fares				✓
	S3.11: Multi-modal ticketing				✓
	S3.12: Coach parking				✓
	S4 Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most				
S4.2: Improved car parking signage		✓			
S4.3: Provision and consistency of disabled parking		✓			

Policy area	Measure	County-wide sub-strategies				
		Freight	Parking	Electric Vehicles	Strategic Transport	
	S4.4: Review of parking payment methods		✓			
	S4.5: Review of parking charges		✓			
	S4.6: Review of our existing parking assets		✓			
	S4.7: Resident permit zones		✓			
	S5 Encourage and enable shift to more sustainable modes for freight					
	S5.1: Micro-consolidation and use of alternative modes for first/last mile	✓				
	S5.2: Shifting freight from road to rail	✓				
	S5.3: Safeguarding land for rail and consideration of rail freight interchange site	✓				
Improve vehicle, fuel and network efficiency	I1 Facilitate and encourage move to low and zero emission vehicles					
	I1.1: Roll out public on-street residential charging at scale, focusing provision for residents with no off-street parking			✓		
	I1.2: Encourage and facilitate EV charging provision in new developments and refurbishments			✓		
	I1.3: Ensure that public EV charging is located through robust data analysis and community consultation, employing technology appropriate to its context.			✓		
	I1.4: Support the roll out of rapid charger hubs by the commercial sector, ensuring chargers are appropriately located and minimise any associated risks			✓		
	I1.5: Investigate the use of cable channel products to enable safe cross-pavement on-street home charging			✓		
	I1.6: Support EV uptake in corporate fleets and car clubs			✓		
	I1.7: Support and publicise regional and national schemes which help make EVs more financially accessible			✓		
	I1.8: Explore adopting policies and support to increase the number of EV taxis			✓		
	I1.9: Ensure that new EV chargers maximise accessibility for both drivers and footway users			✓		
	I1.10: Ensure new public EV charging includes provision for deprived areas and rural locations			✓		
	I1.11: Support for low emission freight			✓		
	I1.13: Support of cleaner, modernised buses and coaches, and related charging infrastructure				✓	
	I1.14: Support rail electrification				✓	
	I2 Enable safer, more efficient driving and operation of road networks					
I2.3: Improvements to on-road signage on our strategic and major roads				✓		



Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
	I2.4: HGV parking and rest stops	✓			
	I2.5: Moving traffic offences	✓			
	I2.6: Targeted road infrastructure or junction improvements to relieve congestion				✓
Support and enable delivery of the Avoid, Shift and Improve policy areas 	SU1 Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport				
	SU1.12: Multi-modal marketing				✓
	SU1.13: Ticketing incentives				✓
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all				
	SU2.3: Work collaboratively with our key stakeholders				✓
	SU2.4: Supporting Community Rail Partnerships				✓
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered				
	SU3.6: Freight Assessment and Priority Mechanism (FAPM)	✓			
	SU3.7: Define route restrictions through Advisory Freight Routes	✓			
	SU3.8: Develop a detailed parking operation and delivery plan		✓		

2. Freight sub-strategy

2.1. Introduction to the freight sub-strategy

2.1.1. Introduction¹

This LTP4 sub-strategy sets out the policies for freight across Wiltshire for the period up to 2038. Freight is a key component of Wiltshire's transport network, ensuring the efficient movement of goods by both road and rail. This sub-strategy aims to deliver on the vision and objectives of the LTP4, through developing policies to decarbonise and futureproof the county's freight networks, support the delivery of economic growth, protect the unique environment of Wiltshire, and ensure the health and wellbeing of Wiltshire's residents.

The movement of goods is essential at both the local and national level. The freight system plays a key role in supporting the national economy, transporting raw materials and products to factories, finished goods to retailers and goods to ports. More locally within Wiltshire the freight system plays a key role in delivering goods to our shops, products to our homes, and serving the manufacturing and construction industries. Whilst freight movements are key to the national and local economy, there are several challenges associated with the movement of goods.

Wiltshire's strategic location within the country means that numerous roads are used by freight, making it an important area of transport to focus on as part of the LTP4. The purpose of this strategy is to outline the amount and way in which goods are being moved in Wiltshire through an understanding of key freight corridors, and how to address the challenges associated with freight. This includes the emissions caused by freight and setting the rationale for decarbonisation of the county's freight networks.

2.1.2. Freight movements in Wiltshire and beyond

This section sets out the demand for road and rail freight using DfT data, highlighting the trends and patterns of freight movements over time.

2.1.2.1. Freight by road

The national road freight statistics are taken from DfT's road freight statistics for 2020 and show the trends for freight over the past 15 years. Figure 2-1 shows the total annual goods lifted (the total tonnage of freight) and Figure 2-2 shows the total annual goods moved (the total tonnage multiplied by the distance it has been hauled) for the UK from 1990 to 2020.

The overall trend is a reduction in goods lifted, but a slight increase in goods moved, suggesting that some freight is travelling longer distances. However, the total annual distance travelled by road freight has still reduced, as shown in Figure 2-3 where all three graphs show a large reduction.

¹ Data collection for domestic road freight statistics moved from a paper to online survey midway through 2021. An investigation of the data has concluded that the paper data pre-July to September 2021 (quarter 3) and online data, July to September 2021 (quarter 3) onwards, should not be compared. Therefore, this freight sub-strategy is based upon data collected up to 2020 (quarter 4).

Figure 2-1 - Total annual goods lifted by road freight (1990 – 2020), UK

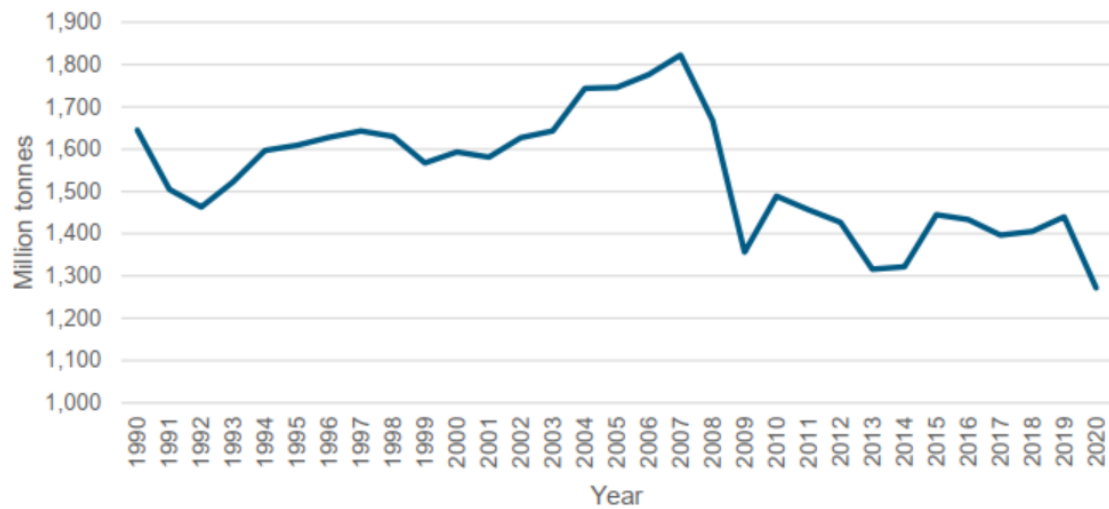


Figure 2-2 - Total annual goods moved by road freight (1990 – 2020), UK

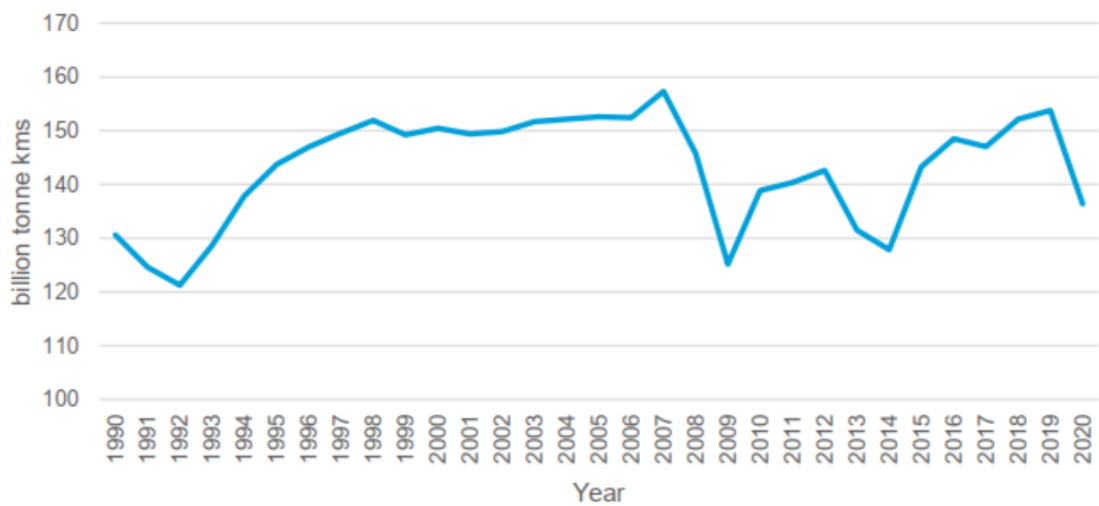
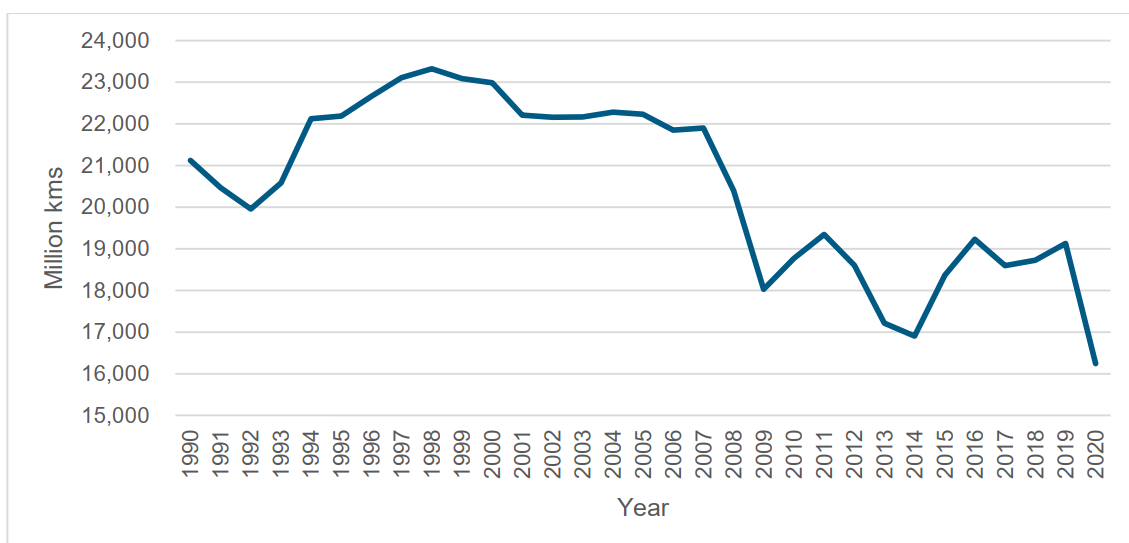


Figure 2-3 - Total annual distance travelled by road freight (1990 – 2020), UK



Currently within Wiltshire, we encourage transit and long-distance traffic to use motorways, trunk and, where appropriate, the Primary Route Network (PRN) for access to the 'local' freight routes. The current freight network is shown in Figure 2-4.

There are five roads within Wiltshire that are categorised as 'strategic' routes. The strategic routes are primarily established for through movements and to be the principal link to the other, secondary types of routes. These routes are typically established, high use/flow roads on the existing network; and link with strategic or similarly named routes within neighbouring authorities' networks.

The five strategic routes within Wiltshire

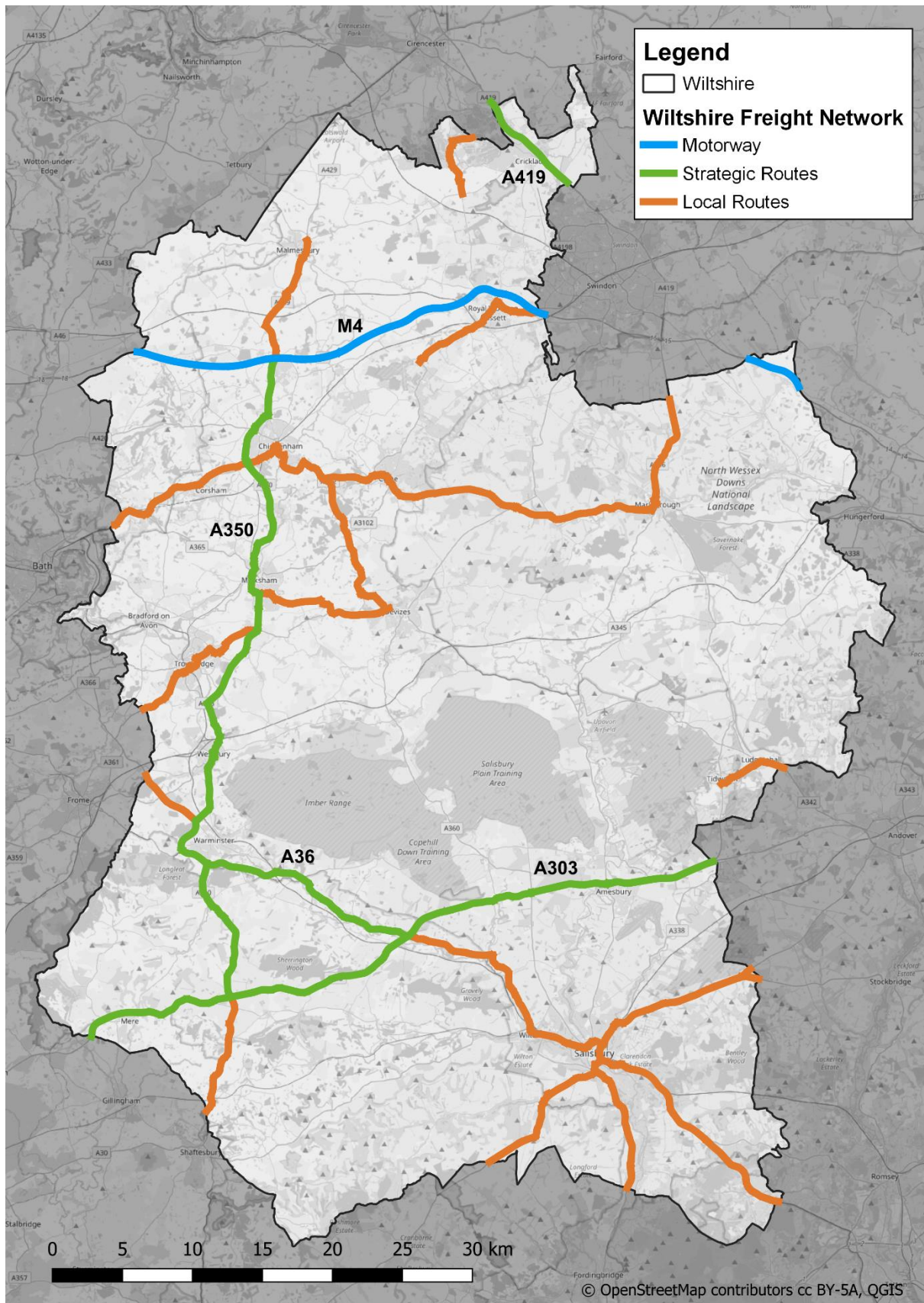
- M4
- A303
- A350
- A36
- A419

The 'local' freight routes primarily direct vehicles between urban centres and significant traffic generators; wherever possible, these routes avoid unnecessary deviation onto less appropriate routes such as residential or sensitive areas such as Westbury.

Local freight routes are not generally suggested as through-routes unless the continuation of the journey on the designated route provides a clear socio-economic and environmental benefit.

These routes are predominantly placed upon 'A' roads within the county; however, some lower classed roads are included where it is proven that no adequate alternative route is available to service a required destination, or that a clear benefit for the continuation of the journey on that route can be demonstrated.

Figure 2-4 - Wiltshire's freight network



2.1.2.2. Freight by rail

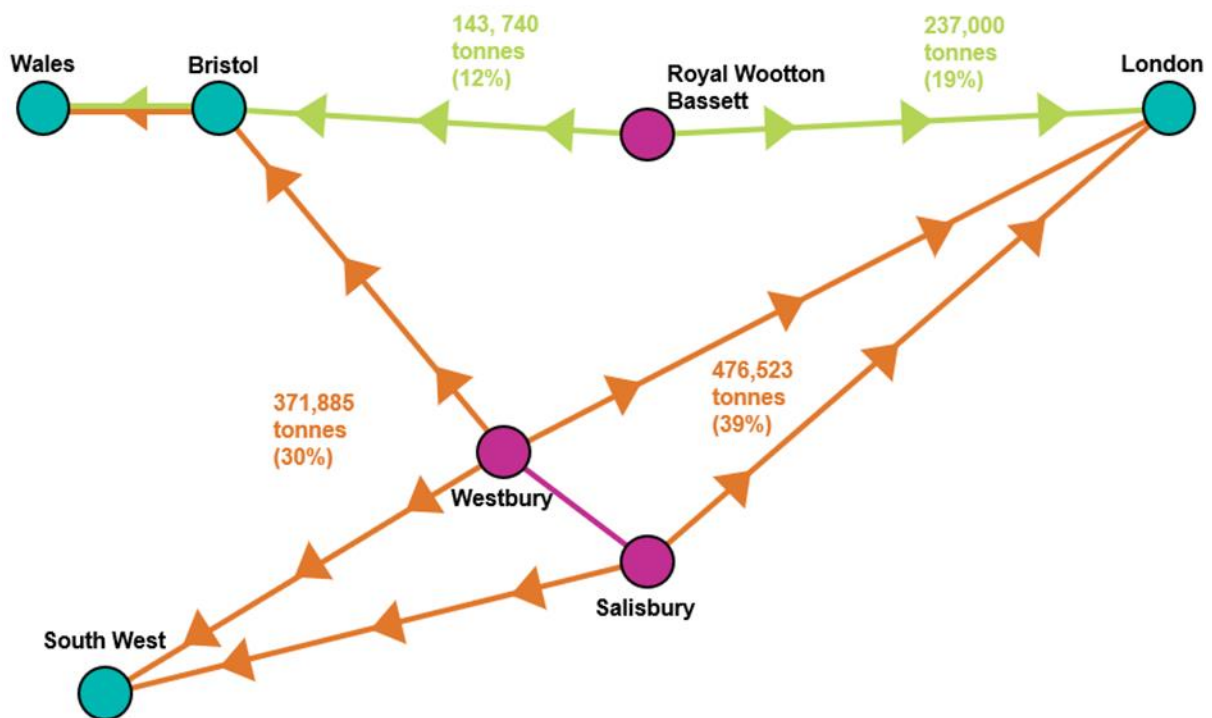
Table 2-1 shows the split of rail freight that passes through Wiltshire. Most of the rail freight (87%) passes through Wiltshire without stopping, with only 7% off all rail freight originating in Wiltshire and transporting goods out of the county, and only 6% originating outside of Wiltshire and travelling into the county. The data indicates that there are no internal rail freight trips that originate and terminate within the county.

Table 2-1 - Rail freight passing through Wiltshire (million tonnes annually)

Direction/route	To		
From	Wiltshire	Outside Wiltshire	Total
Wiltshire	0 (0%)	4.47 (7%)	4.47 (7%)
Outside Wiltshire	3.9 (6%)	55.54 (87%)	59.44 (93%)
Total	3.9 (6%)	60.02 (94%)	63.92 (100%)

Figure 2-5 shows the main routes taken by rail freight through Wiltshire. The majority of freight (69%) passing through Wiltshire passes through Westbury or Salisbury, with 39% travelling north (towards London) and 30% travelling south (away from London). A total of 31% of rail freight is travelling via Bristol or Wales i.e., on the Western Mainline, with 19% travelling towards London and 12% away from London.

Figure 2-5 - Wiltshire's rail freight by route



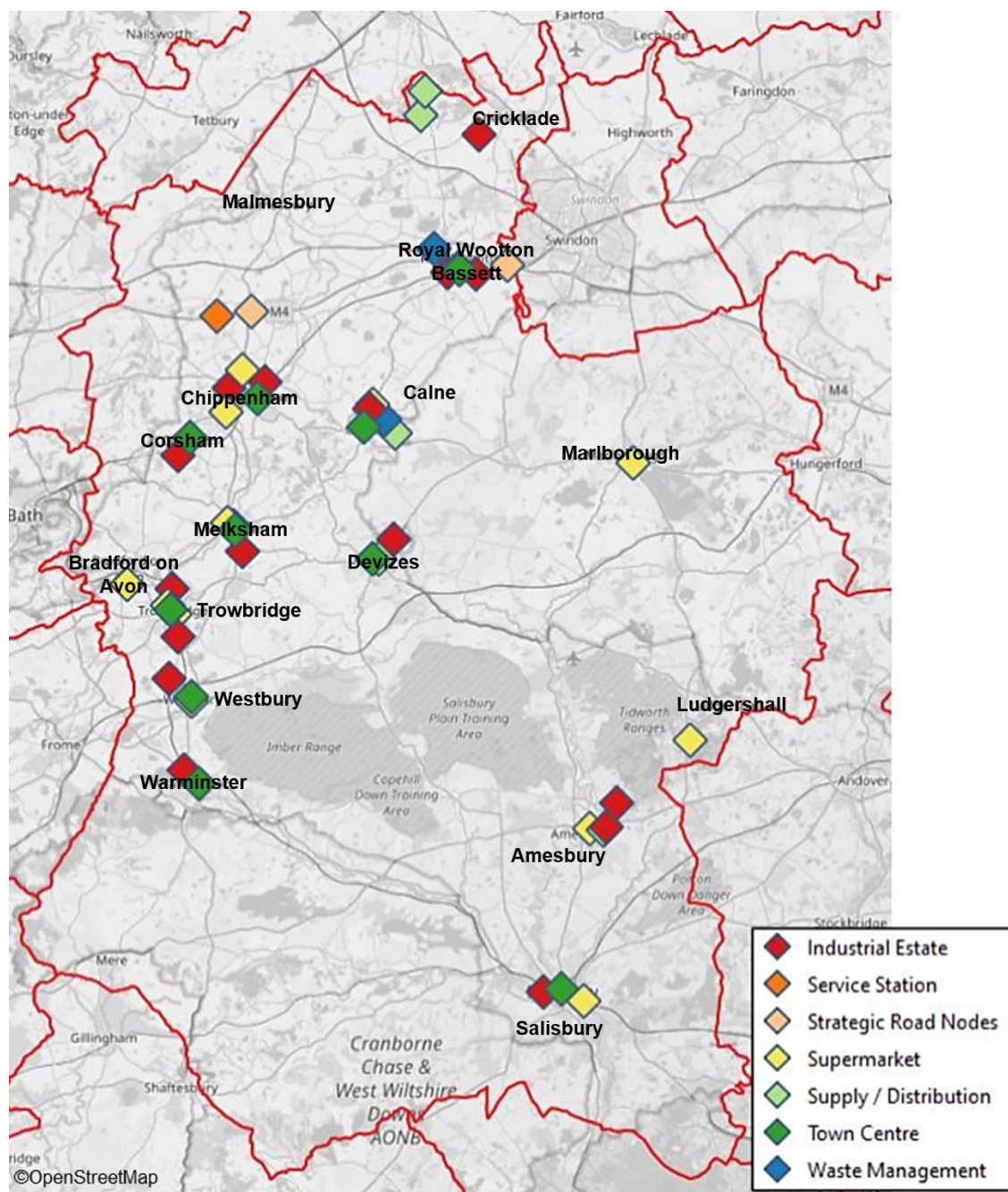
2.1.3. Freight generators

2.1.3.1. Within Wiltshire

As shown in Figure 2-6, most key freight generators within Wiltshire are located within and surrounding larger settlements (the Principal Settlements and the Market Towns), and the majority are also located along HGV freight network routes. There is a clear concentration of freight generators within the central western area around key settlements including Chippenham and Trowbridge.

There is a notable lack of freight generators within the central and south-western areas of the county, this is likely due to the military training areas and the more rural environment which, as a result, feature less recognised freight routes.

Figure 2-6 - Location of freight generators in Wiltshire



2.1.3.2. Beyond Wiltshire

It is recognised that major freight generators located outside of the county will still have a significant impact on freight movements within Wiltshire. For this reason, consideration has also been given to these large-scale freight generators beyond the county boundary which are summarised below:

- Avonmouth Industrial Estate which features major distribution centres such as Amazon, Asda and Coop as well as the Portbury and Avonmouth port-based intermodal freight terminals.
- Bath city centre. .
- Bristol city centre which includes an intermodal freight terminal 'Bristol South Liberty Lane'.
- Mendip quarry routes.
- Poole.
- Southampton Port which features a port-based intermodal freight terminal.
- Swindon town centre.

2.1.4. Policy context

More recently, there has been a shift for policy to focus on environmental change and net zero carbon goals. Within Wiltshire there is a need to establish a clear decarbonisation trajectory toward achieving net zero carbon emissions across Wiltshire, whilst also balancing other policy objectives.

Several policy documents have been published in recent years relating to freight and these are summarised below.

DfT's Future of Freight Plan (2022)

DfT's Future of Freight Plan aims to create a long-term vision for how the government plans to tackle key freight challenges across five areas:

- Aim to identify a National Freight Network (NFN) to create seamless flow of freight across road, rail, maritime, aviation, inland waterway and warehouse infrastructure.
- Creation of a Freight Energy Forum to support the entire sector in its transition to net zero by 2050.
- A planning call for evidence to explore planning reform opportunities.
- A 'Generation Logistics' campaign to reset the sector's image and raise awareness of the breadth of career options across freight and logistics, encouraging employment.
- A £7m Freight Innovation Fund, to maximise the use of technology and data across freight and logistics.

Transport Decarbonisation Plan (TDP) (2021)

The TDP sets out the government's commitments and the actions needed to decarbonise the entire transport system in the UK. The plan notes that:

- Air pollution costs to health and social care from transport could reach £5.3 billion by 2035.
- The negative impacts arising from urban road noise in England is estimated to cost between £7 to 10 billion per annum.
- TDP could deliver 200 to 220 MtCO₂e savings between 2020-2050 for the freight and logistics sector. The plan could also deliver up to £600 million air quality benefits from 2020 to 2050 from the freight and logistics sector.
- Potential dates have been given to end the sale of new non-zero emission HGVs depending on weight.

Decarbonising Transport, A Better Greener Britain, One Year On

In June 2022, a report was published summarising the progress made over the 12 months since the TDP was produced. It noted that:

- The first electric HGVs were in operation for deliveries, with a total of 9 electric HGVs expected in 2022.
- DfT will work with Great British Railways Transition Team to develop the rail decarbonisation programme.
- Following consultation, dates were announced to end the sale of new non-zero emission HGVs: 2035 for HGVs weighing 26 tonnes and under, and 2040 for HGVs heavier than 26 tonnes.

Rail Freight Transport Strategy (2016)

This strategy aims to establish a clear policy framework to support rail freight and enable it to grow, given its benefits in cutting carbon emissions and air pollution. The strategy notes that:

- Each tonne of freight transported by rail reduces carbon emissions by 76% compared to road, and each freight train removes 43-76 HGVs from the roads.

South West Freight Strategy (2022)

This strategy is a collaboration between Peninsula Transport and Western Gateway sub-national transport bodies. It outlines packages of interventions in response to key issues, opportunities and themes, aiming to positively contribute to six key themes:

- Connectivity
- Decarbonisation
- Information and awareness
- Infrastructure
- Operational efficiency
- Technology

2.1.4.1. Greenhouse gas emissions

Based on the policy context, it is important to understand the current contribution of freight to Wiltshire's greenhouse gas emissions (GHG).

Transport emissions accounted for 38% of the GHG emissions generated in Wiltshire in 2022² (DESNZ). Of these, over 95% were emissions from road transport and approximately 3% from rail.



Carbon modelling for Wiltshire³ indicates that Heavy Goods Vehicles (HGVs) accounted for approximately 18% of the county's transport emissions in 2018 and vans for a further 18%. This is comparable with the national balance, with 20% of UK transport emissions in 2021 generated by HGVs and 17% by vans.⁴

HGVs are projected to account for an increasing proportion of emissions as the car and van fleet is forecast to move to zero emissions vehicles more quickly than the HGV fleet, reducing their contribution to emissions.

2.1.5. Typical challenges and opportunities

Table 2-2 presents a summary of the typical transport related challenges and opportunities faced by freight.

Table 2-2 LTP4 challenges and opportunities for freight

LTP4 challenges and opportunities for freight	
	Rurality The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, and presents challenges around connectivity by other modes, which can lead to social isolation .
	<ul style="list-style-type: none">• There is a limited number of roads sufficient for HGV use through Wiltshire, with roads mainly rural in nature. There is a limited number of rail stations throughout the county.• On rural local roads, the rural nature can make it difficult for freight and active travel modes to co-exist on some routes.
	Health, wellbeing and safety There are pockets of inequality and deprivation across the county related to health, wellbeing, road safety and access to facilities .
	<ul style="list-style-type: none">• There is a need where possible for safe parking and rest areas for lorry drivers.• Routes for freight should be made safer with improved signage and awareness of freight. There is need to where possible to limit the proximity of HGV movements to people.• Freight can have a disruptive impact on rural communities.

² Department for Energy Security and Net Zero (2024) UK local authority and regional greenhouse gas emissions statistics, 2005 to 2022 [UK local authority and regional greenhouse gas emissions statistics, 2005 to 2022 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/uk-local-authority-and-regional-greenhouse-gas-emissions-statistics-2005-to-2022)

³ Carbon modelling using outputs from the Wiltshire Traffic Model and DfT parameters relating to vehicle fleet and emissions. Further detail is provided in the **LTP4 Carbon Paper**.

⁴ DfT (2023) Transport and Environment Statistics: [Transport and environment statistics: 2023 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/transport-and-environment-statistics-2023). Domestic transport emissions, excluding shipping.

- There is the potential for conflict between HGVs and active modes.
- STATS19 data between 2017-2022 shows that a total of 260 collisions involving HGVs occurred within the Wiltshire and Swindon area, accounting for 4.2% of the total collisions during this period. Whilst they account for a small percentage, collisions involving HGVs are far more likely to be of higher severity, with 8.8% of HGV collisions being fatal, compared to 2.1% of overall collisions. A total of 18% of all fatal collisions involve HGVs.
- There were eight collisions involving HGVs during the five year period at the A303 interchange with the A350 near Chicklade, six on the M4 by Littleton Drew, and five on the A432 Wedhampton, the M4 near Royal Wootton Bassett, and the A3094 Harnham.



Economic growth

Economic growth in Wiltshire is slowing and an ageing population poses an increasing challenge.

- Freight is needed to transport goods and services, helping to fuel the economy both domestically and globally and encouraging growth within Wiltshire and the UK. A shift towards rail can help to fuel this economic growth, whilst taking freight off the roads in the right places.
- In terms of Gross Value Added (GVA) by the transportation and storage industry in Wiltshire, in 2010 Wiltshire had significantly higher GVA than England. Over the years, the gap has reduced and in 2020 the GVA figures Wiltshire (circa £210m) are only marginally higher than the average in England (circa £200m).



Futureproofing transport

The transport network in Wiltshire is not currently prepared for future **maintenance, technological, environmental and societal changes**.

- There is a need to shift towards rail and take freight off roads. However currently the capacity for rail and the current rail network is not sufficient to facilitate a substantial shift.
- There is a need to focus on last mile delivery, particularly in Principal Settlements and Market Towns.
- Whilst rail freight and emerging modes such as e-cargo bikes can help to complement road freight, it cannot replace it entirely. Therefore, road networks must be futureproofed to ensure efficient movement of freight.



Decarbonisation

Wiltshire Council acknowledged a **climate emergency** in 2019, and decarbonising transport is critical to achieving the Council's carbon neutral ambitions.

- There is a need for sustainable fuels and power sources to be used by HGVs/LGVs, as well as to reduce the number of vehicle miles by HGVs and LGVs.
- The UK Government announced phase-out dates for diesel vehicle sales to ensure all new HGVs are zero emission by 2040 at the latest.
- Wiltshire is in line with England and the South West in terms of fuel use for HGVs, with 99% of vehicles across all three areas using diesel and 1% using 'other fuels'. As classified by DfT, other fuels include battery electric, plug in hybrids, and range extended electric vehicles.
- Petrol and diesel LGVs make up 98% of the fleet in England and 99% in the South West, Wiltshire is slightly lower at 94%, with other fuels making up the remaining 6% of LGVs.

- Transport is the largest contributor to UK domestic GHG emissions, accounting for 28% of emissions in 2022. 20% of 2021 domestic transport GHG emissions were produced by HGVs and 17% by vans. Rail accounted for 2% of emissions.
- In Wiltshire, transport plays an even more significant role in emissions generation, accounting for 38% of emission in the county in 2022. HGVs are estimated to account for 18% of the total, vans for a further 18% and rail for 3% (based on 2018 figures).



Unique environment

We have a responsibility to **protect** and **enhance** Wiltshire's unique natural, built and historic environments.

- Wiltshire's freight network, in comparison to the size of the county and its use as a through route for many other key origins/destinations, has a limited number of main roads suitable for freight use.
- Only one motorway (M4) passes through the county to the north, with A and B roads taking much of the traffic burden.
- The rural nature of the county proves difficult for easy distribution of freight goods without disrupting flow of local traffic on the network.

2.2. Vision and objectives for freight

2.2.1. Vision

The LTP4 vision sets out a long-term aspiration for transport in Wiltshire, to 2038 and beyond, of:

A safe and connected transport system which protects the county's unique built, natural and historic environment, making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a low carbon future.

Delivery of the vision would mean that Wiltshire's freight network moves goods in a less polluting and modernised manner. This would be achieved through transitioning vehicles to sustainable and electric fuels, supporting opportunities to shift freight from road to rail, developing last-mile delivery options, improving the safety of key HGV routes and ensuring the rural and unique nature of the county is protected.

2.2.2. Objectives

Table 2-3 presents an overview of LTP4 objectives in the context of freight.

Table 2-3 LTP4 objectives and relevance for freight

LTP4 objectives and relevance for freight

	Supporting rural communities	To decarbonise private vehicles , and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.
<ul style="list-style-type: none"> • Ensure the freight network uses the most appropriate routes in order to protect Wiltshire’s rural environment. 		
	Improving health, wellbeing and safety	To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.
<ul style="list-style-type: none"> • Ensure drivers have safe routes, safe parking and adequate rest facilities. • Work to reduce impact of HGV movements on people and communities where practicable and reduce associated air quality and noise impacts. • Improve road safety in HGV collision hotspots. • Limit potential for conflict between HGVs and active modes. 		
	Economic growth	To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire’s varied localities.
<ul style="list-style-type: none"> • Deliver sustainable economic growth through supporting the freight network. • Ensure Wiltshire continues to perform its key role in the transportation and storage industry. 		
	Futureproofing transport	To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.
<ul style="list-style-type: none"> • Support the development of last mile delivery solutions, particularly in Principal Settlements and Market Towns. • Support an increase in rail freight where possible, as opportunities arise. • Support the investigation of innovative freight solutions, including autonomous platooning on strategic routes such as the M4 and A303. 		
	Transport decarbonisation	To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council carbon neutral by 2030, and leading the county towards net zero.
<ul style="list-style-type: none"> • Reduce freight movements through consolidation and last-mile planning. • Support the transition of freight towards sustainable fuels and/or electrification. • Support an increase in rail freight where possible, as opportunities arise. 		
	Protecting and enhancing our unique environments	To ensure the transport network in Wiltshire protects and enhances our natural and built environments , including our three National Landscapes, National Park and our historic towns and settlements.
<ul style="list-style-type: none"> • Ensure the freight network uses the most appropriate routes in order to protect Wiltshire’s unique environment. 		

2.3. Policies and measures

2.3.1. Introduction

The LTP4 policies are set out in detail in Section 2.3 of our Core LTP4 Strategy.

The following sections consider the policies specifically in the context of freight and outline the relevant measures we plan to deliver. The policies are grouped by our four policy areas of Avoid, Shift, Improve and Support.

These four policy areas sit around the core of the LTP4: the vision and objectives.

Our objectives are set out in Section 2.1 of our Core LTP4 Strategy. Each measure meets some or all our objectives, and these are depicted by the relevant icons identified previously.



Objective 1 - To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.



Objective 2 - To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.



Objective 3 - To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.



Objective 4 - To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.



Objective 5 - To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.



Objective 6 - To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

2.3.2. Avoid



Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach; providing digital options; and combining journeys.

Policy A1: Reduce the need to travel as often through combining journeys and providing digital options.

Objectives met:



Measure A1.2: Review of consolidation centres

Description

Multiple suppliers can have goods delivered directly to a central consolidation centre or delivery hub for storage then, when needed, this is combined into a single larger load for the onward journey. This consolidation process improves efficiency and reduces costs and overall distance travelled for logistics companies. Onward journeys can also be undertaken by smaller, less polluting vehicles, and packaging can be returned in some instances for recycling. We will review the introduction of consolidation centres across Wiltshire.

Benefits

Consolidation centres would help to:

- Reduce vehicle miles, mainly large HGV miles.
- Increase the efficiency and sustainability of the movement of freight. Reduce total greenhouse gas emissions due to transport, helping to improve air quality and noise.
- Reduce congestion on the network.
- Create a safer network. Fewer HGVs would create a safer environment for vulnerable road users, which in turn could lead to increases in active travel.
- Reduce the impact of freight on communities and natural and historic sites.

Possible locations

Consolidation centres would be most appropriate near to Principal Settlements and larger Market Towns, where there is considerable demand for freight movements. Freight consolidation centres would be best placed near strategic routes to intercept freight traffic before it enters urban centres.

Measure A1.3: Planning for HGV deliveries in new developments

Description

Planning for appropriate HGV routing and parking in new commercial developments aims to limit the disruption on the network from freight. Safe loading and parking spaces should be made available to prevent HGVs from parking on pavements or stopping on the side of the road and preventing traffic from moving freely. Routing needs to be considered to prevent HGVs from using unsuitable roads and junctions.

It has been a longstanding priority to improve north-south connectivity along the A350, and Wiltshire Council has been progressively bringing forward the dualling of the A350 Chippenham bypass, to support planned commercial development. We have previously

Measure A1.3: Planning for HGV deliveries in new developments

completed three major schemes along the A350 in Chippenham (Phases 1, 2 and 3). These works were to improve capacity and safety on the route and were largely funded through successful Department for Transport (DfT) and/or Local Enterprise Partnerships (LEP) funding bids. The final phases (4 and 5) are awaiting sign-off from the DfT for funding approval.

Benefits

Planning delivery routing and parking in new developments would help to:

- Reduce vehicle miles, mainly large HGV miles.
- Increase the efficiency and sustainability of the movement of freight, helping to improve air quality and noise.
- Reduce congestion on the network.
- Create a safer network: fewer HGVs would create a safer environment for vulnerable road users, which in turn could lead to increases in active travel.
- Reduce the impact of freight on communities and natural and historic sites.
- Access for HGVs can be planned for deliveries and emergencies.

Possible locations

Planning would need to be considered through all new commercial developments. Priority, where possible, should be given to locations close to or alongside existing strategic freight routes.

Policy A2: Enabling access to services, jobs and other destinations within closer reach

Objectives met:



Measures relating to Policy A2 are covered in our place-based sub-strategies.

2.3.3. Shift



Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel and shared and public transport.

Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality.

Objectives met:



Measure S1.8: Freight kerbside delivery management (system for booking loading bay access)

Description

Dynamic kerbside management includes providing bookable loading bays for commercial vehicles in busy areas. We will pursue opportunities to trial and/or deliver this solution.

Benefits

Measure S1.8: Freight kerbside delivery management (system for booking loading bay access)

Delivery of these bays would help to:

- Provide environmental benefits from reduction in delivery vehicles circulating whilst looking for parking spaces.
- Improve urban realm where spaces could be used at certain times for other means e.g. outdoor seating and micromobility parking.
- Increase revenue opportunities for the local authority. This can support more efficient deliveries and could also support local businesses through additional seating at certain times.
- Reduce pollution from delivery vehicles, removing the requirement for permanent loading bays, reducing visual impact and opening up street space for other uses.
- Safety benefits for pedestrians and cyclists as deliveries have set locations in loading bays.

Possible locations

Focussed mainly in Principal Settlements and larger Market Towns.


Policy S2: Provide more public and shared transport options and improve service quality.

Objectives met: 

Policy S3: Provide better access to public and shared transport services.

Objectives met: 

Policy S4: Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most

Objectives met: 

Measures relating to Policies S2, S3 and S4 are covered in our place-based, strategic transport and parking sub-strategies.

Policy S5: Encourage and enable shift to more sustainable modes for freight.

Objectives met: 

Measure S5.1: Micro-consolidation and use of alternative modes for first/last mile

Description

At micro-consolidation depots or centres, goods are unloaded, combined and distributed into smaller units prior to delivery. As well as increasing efficiency of deliveries, this can enable alternative, more sustainable modes to be used for the very first and last legs of a

Measure S5.1: Micro-consolidation and use of alternative modes for first/last mile

delivery item's journey (termed "first/last mile"), such as e-cargo bikes or electric cars or vans.

We will work with freight operators and businesses on a voluntary and ad-hoc basis to achieve shared deliveries where possible and will further investigate the potential for delivering or trialling micro-consolidation and first/last mile delivery solutions.

Benefits

- Reduction in delivery vehicle miles travelled as freight is consolidated into fewer and/or more efficient journeys.
- Reduction in carbon emissions and congestion, and improved air quality and noise levels, associated with consolidation and last mile solutions.
- Improved safety for vulnerable road users with fewer freight deliveries, helping to increase levels of active travel.
- More efficient and sustainable movement of freight. With fewer freight deliveries on the roads, this will reduce congestion and improve journey time reliability.
- Encourage the take up of smaller EV / cargo delivery vehicles.

Possible locations

County-wide, most likely to be suited to areas with higher concentrations of freight and delivery demand or targeted to support specific organisations.

Case study: Cargodale in Calderdale

Cargodale was established during 2020 as a grocery and shopping delivery service to residents of Hebden Bridge and Todmorden in Calderdale. It is run as a social enterprise funded through delivery service and hire charges, as well as from the 2020 Active Travel Fund and the UK Government's Towns Fund.



Cargodale

The scheme also delivers goods for local businesses and market stallholders. It provides a food waste avoidance scheme and assists residents who may have travelled by foot, bike or bus to transport their shopping home. In its first 6 months (March to August 2020), Cargodale delivery bikes covered just under 1,800 miles. This prevented around 500kg of carbon dioxide (CO₂) emissions from being produced, compared to using small diesel vans or multipurpose vehicles.

Measure S5.2: Shifting freight from road to rail

Description

We will pursue opportunities to shift road freight onto rail, working with stakeholders and partners to increase rail network capacity, safeguard land and promote using rail for freight.

Benefits

- Supports the decarbonisation of freight, as rail is less carbon intensive.

Measure S5.2: Shifting freight from road to rail

- Reduced vehicle miles travelled, specifically large HGVs. This will reduce emissions and improve air quality and noise.
- Reduce traffic congestion and delays, increasing journey time reliability.
- Minimises the impact of freight travel on communities and natural and historic sites.
- Improved safety for vulnerable road users with fewer freight deliveries, helping to increase levels of active travel.

Possible locations

County-wide.

Measure S5.3: Safeguarding land for rail and consideration of rail freight interchange site

Description

We will consider safeguarding land for rail where feasible to ensure Wiltshire can offer a future-proofed rail network which is ready for growth in freight demand.

Benefits

- Supports the decarbonisation of freight, as rail is less carbon intensive.
- Reduced vehicle miles travelled, specifically large HGVs. This will reduce emissions and improve air quality and noise.
- Reduce traffic congestion and delays, increasing journey time reliability.
- Minimises the impact of freight travel on communities and natural and historic sites.
- Improved safety for vulnerable road users with fewer freight deliveries, helping to increase levels of active travel.
- Increased resilience of our freight network by diversifying delivery modes.

Possible locations

County-wide with Westbury a likely focus.

2.3.4. Improve



Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.

Policy I1: Facilitate and encourage move to low and zero emission vehicles.

Objectives met: 

Measures related to electric vehicle infrastructure (EVI) are included in the EVI sub-strategy.

Measure I1.11: Support for low emission freight

Description

Measure I1.11: Support for low emission freight

The transition to a fully low or zero emission fleet is required to reach targets, since HGVs alone contribute 20% to all transport carbon emissions across the UK. We will support the transition to low emission freight. For freight, alternatives to petrol and diesel could include battery electric, plug in hybrids, range extended electric vehicles and biofuels.

Benefits

- Reduced carbon emissions and carbon intensity of travel from greater low or zero emission vehicles.
- Contributes to increased uptake of lower emission vehicles such as EV, hydrogen and synthetic fuels.

Possible locations

County-wide.

Case Study: Amazon

In 2022, Amazon launched five electric HGVs in its delivery fleet for the first time in the UK. The 37-tonne fully electric vehicles are transporting customer packages with zero tailpipe emissions and using battery power. The five vehicles replaced diesel HGVs, resulting in up to 100,000 annual road miles fuelled with renewable electricity instead of diesel, preventing 170 tonnes of CO₂e from being emitted.



Amazon UK

Policy I2: Enable safer and more efficient driving and operation of road networks.

Objectives met:



Measure I2.4: HGV parking and rest stops

Description

We will promote the creation of rest stops and HGV parking facilities on the freight network, including on the SRN. This will ensure drivers have convenient, well-located rest facilities which can support their wellbeing.

Benefits

- Reduced greenhouse gas emissions and emission intensity of travel, as it will prevent drivers from spending time searching for a convenient mandatory rest stop.
- Promotes a healthy, safe and secure network for freight drivers and other network users.
- Reliable journey times.
- HGV rest stops can be upgraded to include EV charging points to increase uptake of lower emission vehicles.

Possible locations

Measure I2.4: HGV parking and rest stops

County-wide, on or near to the signed freight network.

Measure I2.5: Moving traffic offences

Description

Local Authorities are now able to take on moving traffic enforcement (MTE) powers. The powers are in addition to existing powers to enforce parking contraventions and bus lane enforcement, which the Council has been delivering successfully since July 2006 and March 2021, respectively.

The powers enable Wiltshire Council to enforce moving traffic offences such as banned turns, yellow box waiting and breaching of weight restrictions using cameras. Wiltshire Council has applied to the DfT to take on MTE powers and is currently awaiting an outcome.

We will explore how we can best introduce this in the context of freight.

Benefits

- Will help to ensure freight traffic uses more appropriate routes through penalising unwanted behaviours.
- Minimising the impact of freight travel on communities and natural and historic sites.
- Improved air quality and local health and reduced noise levels.
- Improved safety for vulnerable road users on routes with the monitoring of moving traffic offences.

Possible locations

Where necessary across the county.

2.3.5. Support



Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.

Policy SU1: Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport.

Objectives met:



Policy SU2: Work in partnership with Government bodies, stakeholders to improve transport for all.

Objectives met:



Supporting measures relating to Policies SU1 and SU2 are covered in our place-based and strategic transport sub-strategies.

Policy SU3: Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered.

Objectives met:



Measure SU3.6: Freight Assessment and Priority Mechanism (FAPM)

Description

Wiltshire's Freight Assessment and Priority Mechanism (FAPM) has been developed to evaluate freight mitigation requests and prioritise interventions that have the highest impacts on local communities. Requests are assessed annually using the FAPM to identify the top priority scheme(s) for possible intervention. It enables us to equitably assess freight mitigation requests.

We will review the FAPM to update and redesign the system to ensure it efficiently and equitably prioritises the most effective interventions.

Benefits

- Chosen mitigation may divert HGV traffic onto more efficient and appropriate routes.
- Improved safety and air quality, and reduced noise pollution in areas benefiting from FAPM related freight intervention.
- Prevents some damage to minor roads due to heavy, inappropriate vehicles using them protecting verge degradation and habitat damage. Freight would be redirected on to more appropriate, larger roads.

Possible locations

County-wide.

Measure SU3.7: Define route restrictions through Advisory Freight Routes

Description

We will review, update and, if required, redesign the county freight map. This map sets out the county's advised freight routes to ensure freight uses the most appropriate and strategic roads in Wiltshire. Re-routing HGVs to more appropriate routes should improve delivery efficiency and have beneficial impacts on the road network and local environment. This measure would seek most appropriate corridors for efficient movement, away from communities and historic sites, where there are more people and conflicting movements.

Benefits

- Route restrictions will help to prevent misrouting and will therefore reduce vehicle miles travelled and emissions. This will enforce the use of more efficient routes.
- Improve safety for vulnerable road users on routes.
- Improve reliability for goods vehicles on the network, leading to substantial economic benefits.
- Reduces congestion and improves air quality and noise.
- Prevents some damage to minor roads due to heavy vehicles by ensuring freight movements are focused on larger roads.

Measure SU3.7: Define route restrictions through Advisory Freight Routes

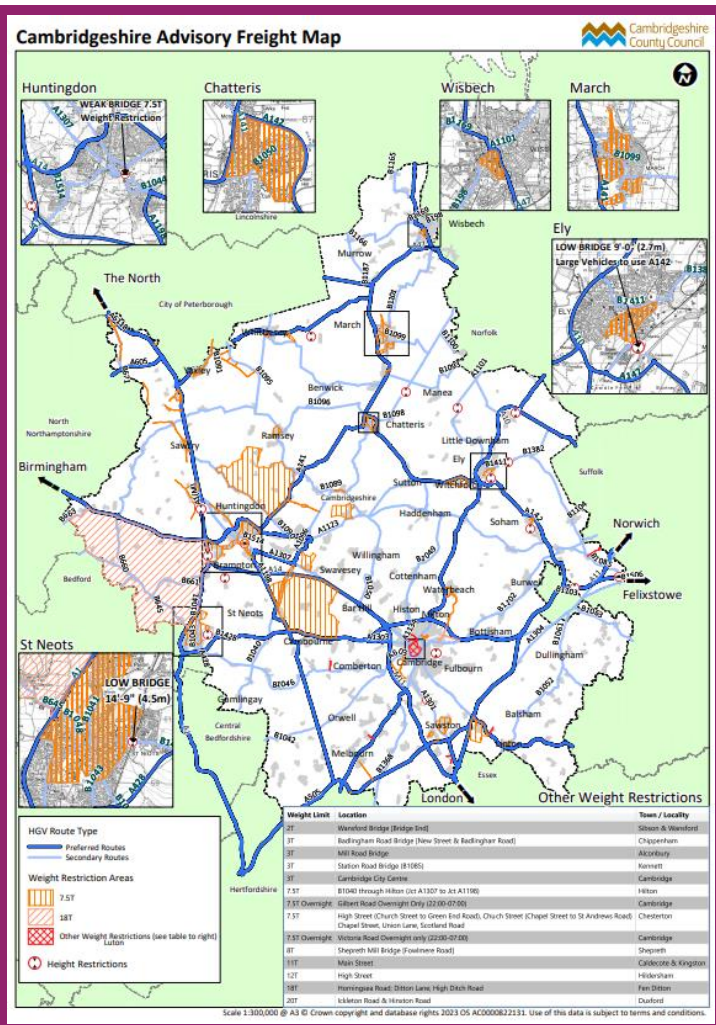
Possible locations

County-wide. We will continue to develop the existing two-tier network of freight advisory routes, as shown in Figure 2-4, developed as part of LTP3 for the county.

Case Study: Cambridgeshire County Council

Cambridgeshire County Council has agreed on the Cambridgeshire Advisory Freight Map, that sets out the routes across the county which are currently restricted for use by HGVs due to weight limits and height or width restrictions. It also shows the preferred and secondary routes which are the advised routes for use by HGVs.

The Advisory Freight Routes are displayed on the one.network website and appear as a layer on the public map that can be toggled on or off – this means they can be viewed publicly and are useful for anyone plotting a diversion route for works or events.



Wiltshire Council Local Transport Plan 4 (LTP4) 2024

Wiltshire Council

The logo for Wiltshire Council, featuring a stylized white wave or swoosh underneath the text.



Wiltshire Council Local Transport Plan 4

Draft parking sub-strategy
October 2024

Table of Contents

Document history	3
1. Introduction to county-wide sub-strategies	4
2. Parking sub-strategy	8
2.1. Introduction to the parking sub-strategy	8
2.1.1. Parking provision in Wiltshire	8
2.1.2. Parking charges	9
2.1.3. Resident permit schemes	10
2.1.4. Events and visitor attractions	10
2.1.5. Parking at rail stations	10
2.1.6. Technology and innovation	11
2.1.7. Typical challenges and opportunities	11
2.2. Vision and objectives for parking	12
2.2.1. Vision	12
2.2.2. Objectives	13
2.3. Policies and measures	14
2.3.1. Introduction	14
2.3.2. Shift	15
2.3.3. Support	19

Document history

Revision	Purpose description	Originated	Checked	Reviewed	Authorised
1.0	Initial draft of early sections for officer review and sign-off (three separate documents, excluding EV)	SG	PB	JS	LB
2.0	Full combined draft for Officer and Member review	SG/GR	PB	JS	LB
3.0	Updated draft in line with Officer and Member Steering Group feedback	SG	PB	JS	LB
4.0	Updated draft in line with Cabinet feedback	SG	PB	JS	LB
5.0	Updated draft in line with further Cabinet feedback	SG	PB	LB	LB
6.0	Final version	AR	PB	PB	LB

1. Introduction to county-wide sub-strategies

This document contains one of our four county-wide LTP4 sub-strategies and should be read alongside our Core LTP4 Strategy and place-based sub-strategies, as well as the Integrated Sustainability Assessment and Carbon Paper.

The four county-wide sub-strategies are as follows:

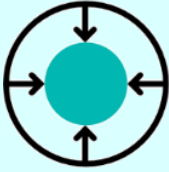

- Freight
- Parking
- Electric vehicle infrastructure
- Strategic transport (focusing on longer journeys, incorporating bus, rail and the Strategic Road Network)

Each of the four county-wide sub-strategies contains information on the current situation across Wiltshire, the specific policies and measures that are applicable, and an overview of how Wiltshire could look if the vision and objectives were realised. They all follow the same structure:

- Introduction to county-wide theme.
- Vision and objectives, applied to each county-wide theme.
- Policies and measures for each county-wide theme, structured by our Avoid, Shift, Improve and Support policy areas. A summary of the measures is included in Table 1-1.


A glossary of key terms and acronyms is provided in Appendix C of the Core LTP4 Strategy.

Table 1-1 Summary of measures

Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
Avoid unnecessary travel 	A1 Reduce the need to travel as often through combining journeys and providing digital options				
	A1.2: Review of consolidation centres	✓			
	A1.3: Planning for HGV deliveries in new developments	✓			
Shift to more sustainable modes of transport 	S1 Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality				
	S1.8: Freight kerbside delivery management	✓			
	S2 Provide more public and shared transport options, and improve service quality				
	S2.1: Bus infrastructure and service improvements on key corridors				✓
	S2.2: Implementation of new DRT services				✓
	S2.3: Ride sharing, including shared taxis				✓
	S2.4: Support for more frequent or new direct rail services				✓
	S2.5: Support for rail capacity upgrades				✓
	S2.6: Supporting establishment of train servicing facilities				✓
	S3 Provide better access to public and shared transport services				
	S3.3: Improved waiting and interchange facilities at bus stops and stations				✓
	S3.4: Provision of real time passenger information at bus stops				✓
	S3.5: Railway station upgrades				✓
	S3.7: Explore the role and function of Park and Ride				✓
	S3.8: Smarter ticketing and payment on buses				✓
	S3.9: Accessible and inclusive buses and infrastructure				✓
	S3.10: Lower and simpler bus fares				✓
	S3.11: Multi-modal ticketing				✓
	S3.12: Coach parking				✓
	S4 Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most				
S4.2: Improved car parking signage		✓			
S4.3: Provision and consistency of disabled parking		✓			

Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
	S4.4: Review of parking payment methods		✓		
	S4.5: Review of parking charges		✓		
	S4.6: Review of our existing parking assets		✓		
	S4.7: Resident permit zones		✓		
	S5 Encourage and enable shift to more sustainable modes for freight				
	S5.1: Micro-consolidation and use of alternative modes for first/last mile	✓			
	S5.2: Shifting freight from road to rail	✓			
	S5.3: Safeguarding land for rail and consideration of rail freight interchange site	✓			
Improve vehicle, fuel and network efficiency	I1 Facilitate and encourage move to low and zero emission vehicles				
	I1.1: Roll out public on-street residential charging at scale, focusing provision for residents with no off-street parking			✓	
	I1.2: Encourage and facilitate EV charging provision in new developments and refurbishments			✓	
	I1.3: Ensure that public EV charging is located through robust data analysis and community consultation, employing technology appropriate to its context.			✓	
	I1.4: Support the roll out of rapid charger hubs by the commercial sector, ensuring chargers are appropriately located and minimise any associated risks			✓	
	I1.5: Investigate the use of cable channel products to enable safe cross-pavement on-street home charging			✓	
	I1.6: Support EV uptake in corporate fleets and car clubs			✓	
	I1.7: Support and publicise regional and national schemes which help make EVs more financially accessible			✓	
	I1.8: Explore adopting policies and support to increase the number of EV taxis			✓	
	I1.9: Ensure that new EV chargers maximise accessibility for both drivers and footway users			✓	
	I1.10: Ensure new public EV charging includes provision for deprived areas and rural locations			✓	
	I1.11: Support for low emission freight			✓	
	I1.13: Support of cleaner, modernised buses and coaches, and related charging infrastructure				✓
	I1.14: Support rail electrification				✓
	I2 Enable safer, more efficient driving and operation of road networks				
I2.3: Improvements to on-road signage on our strategic and major roads				✓	



Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
	I2.4: HGV parking and rest stops	✓			
	I2.5: Moving traffic offences	✓			
	I2.6: Targeted road infrastructure or junction improvements to relieve congestion				✓
Support and enable delivery of the Avoid, Shift and Improve policy areas 	SU1 Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport				
	SU1.12: Multi-modal marketing				✓
	SU1.13: Ticketing incentives				✓
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all				
	SU2.3: Work collaboratively with our key stakeholders				✓
	SU2.4: Supporting Community Rail Partnerships				✓
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered				
	SU3.6: Freight Assessment and Priority Mechanism (FAPM)	✓			
	SU3.7: Define route restrictions through Advisory Freight Routes	✓			
	SU3.8: Develop a detailed parking operation and delivery plan		✓		

2. Parking sub-strategy

2.1. Introduction to the parking sub-strategy

This LTP4 sub-strategy sets out the policies for parking across Wiltshire, providing the strategic direction for parking measures for the period up to 2038. Wiltshire Council needs to manage parking supply so that it allows people to access local services and businesses without causing significant traffic congestion and environmental impacts. The purpose of this sub-strategy is to set out how the council will manage parking across Wiltshire. This includes both provision and enforcement of on and off-street parking stock. Wiltshire Council are in the process of reviewing the current transport requirements for development to be refreshed in the early part of the plan period.

In particular, this parking strategy seeks to:

- Support the local economy through making local services and tourist destinations accessible.
- Deliver a balance between supporting our communities and encouraging greater use of sustainable transport modes.
- Ensure access to parking for those with mobility impairments.
- Improve journey time reliability by managing on-street parking to reduce traffic conflicts and delays.
- Align parking charges and standards, working in partnership with Town and Parish Councils and other key stakeholders, to encourage and discourage short, medium, and long term stays where required.
- Support the delivery of planned growth through ensuring safe and sustainable access to sites.
- Support decarbonisation objectives through consideration of parking provision and charges.

There are three broad categories of car parking in Wiltshire:

- On-street: this is parking within the adopted highway boundary that is regulated by the council, acting as highway authority.
- Public off-street: these are parking areas provided by the council which are open for use by the general public. Typically, users are charged according to length of stay.
- Private off-street: this is parking that is privately owned for use by residents, employers, and retailers.

The following sections provide an overview of the background and context relating to parking in Wiltshire.

2.1.1. Parking provision in Wiltshire

The parking stock across Wiltshire serves many different users, including residents, visitors, tourists, commuters, and shoppers. All these groups have different requirements which can lead to competing demands across many car parks.

There are 73 chargeable pay and display car parks managed or owned by Wiltshire Council:

- These are split between short and long stay car parks: short stay parking tends to be in the centre of our towns, while long stay is more often on the periphery.
- There are electric vehicle charging points in several car parks for both public and workplace charging purposes.

- Coach and HGV parking is provided in selected car parks. There is currently no provision for motorhomes.
- Season tickets are offered in all our long stay car parks and in selected short stay car parks where exceptional circumstances apply. The number of season tickets is closely monitored, and capped within specific car parks, to avoid saturation.

Wiltshire Council-owned car parks form the majority of parking provision in the county. The proportion of council-owned parking versus privately-owned is higher in market towns, while principal settlements have some major privately-owned car parks, often relating to shopping centres and rail stations. Key privately-owned car parks include:

- The Shires Shopping Centre, Trowbridge – 1,000 spaces.
- Trowbridge rail station – 150 spaces.
- Old George Mall, Salisbury – 500 spaces.
- Salisbury rail station – 300 spaces.
- Chippenham rail station - 300 spaces.

2.1.2. Parking charges

Parking charges need to be set at an appropriate level to support the local economy, ensure sufficient space is available for those who wish to park and to also work towards the council’s environmental goals. We will undertake further work to understand the most appropriate measures for parking across the county; measures must ensure parking remains an option to those who need it, and can also encourage drivers to consider other modes of travel, such as walking, cycling or public transport.

Figure 2-1 – Signage to Station Road car park in Devizes



Charges apply in our car parks between 8am and 6pm Monday to Saturday, with a one-off fee for Sunday visits. In some of our car parks, free parking is offered by the Town Councils for up to one or two hours, only after which charges apply. Charges for parking were agreed by Full Council as part of the budget setting process in 2022.

Payment for parking can be made using cash or via the MiPermit cashless app. The council is currently undertaking a machine replacement programme which would allow payments to be made by card at every machine. Completion is expected by the end of Autumn 2024.

2.1.3. Resident permit schemes

Wiltshire Council operate several residential parking permit schemes in Salisbury, Devizes, Trowbridge and Bradford on Avon¹.

The permits are offered on a tiered basis to discourage unnecessary car ownership and also ensure residents can park near their homes.

Properties that are newly built or converted since April 2009 are not eligible to be part of a residents parking scheme. They must be self-sufficient in terms of the parking provided which should be detailed in the associated planning application. These developments must provide off-street parking or be car-free. This restriction is essential in protecting parking for existing residents due to limited capacity particularly in residents parking zones

Wiltshire offers daily visitor permits to residents, while tradesmen waivers are also available which enable a visiting vehicle to temporarily park in a restricted area.

2.1.4. Events and visitor attractions

Event charging and bay suspensions

On occasion, Town Councils and other organisations request the use of the council's pay and display car parks and on-street parking areas for various events.

Visitor attraction parking

Given the popularity of Wiltshire's built and natural environment among tourists, the provision of adequate parking for visitors and coaches at attractions is an important consideration. However, the typically seasonal nature of tourism can sometimes present challenges in dealing with the associated increase in parking demand.

The provision of adequate facilities for coaches to park and set-down / pick-up also will be considered as part of the council's approach to visitor attraction parking. In doing so, it is acknowledged that there can be challenges and tensions related to the operation of coaches as experienced by coach drivers (e.g., a lack of adequate parking facilities), other road users (e.g., traffic disruption caused by inappropriate parking) as well as local residents and businesses (e.g., noise disturbance).

2.1.5. Parking at rail stations

The provision of adequate car parking at rail stations can help to reduce the length of car journeys by attracting people onto rail for the major part of their journey. In addition, with appropriate pricing it can reduce overspill or displacement into surrounding areas.

Parking at rail stations tends to be managed by private companies and often on behalf of rail operators, with Melksham being an exception. Rail station parking includes 150 spaces at Trowbridge, 170 spaces at Bradford on Avon, and 300 spaces at both Salisbury and Chippenham.

¹ [Parking permits - Wiltshire Council](#)

While driving may be the most viable option for some journeys, especially those to or from Rural Areas, it is also important to promote the use of other, more sustainable modes where they are available.

2.1.6. Technology and innovation



We want to offer our customers a high-quality service and our machine replacement programme plays a large part in that. Since 2020 the use of cash has declined heavily; all our new machines will accept cash and cards as well as our mobile phone payment service. A number of machines will be solar powered.

Wiltshire Council has applied for Moving Traffic Powers through a designated order and is awaiting a decision from Central Government. This will be enforced using ANPR cameras and could be used to enforce existing weight restrictions.

Local authorities in England outside of London are able to apply to the Secretary of State for new powers to enforce 'moving traffic offences'. This means they can be granted powers that have previously been held only by the police and will be able to issue fines to drivers for these offences for the first time. Enforcement can include driving into a bus lane, stopping in a yellow box, banned turns and illegal U-turns.

2.1.7. Typical challenges and opportunities

Table 2-1 LTP4 challenges and opportunities for parking

LTP4 challenges and opportunities for parking	
	<p>Rurality</p> <p>The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, and presents challenges around connectivity by other modes, which can lead to social isolation.</p> <ul style="list-style-type: none"> • Driving is essential for many in Rural Areas, so it is important to find the right balance of parking supply to ensure the settlements are accessible for all user groups and encourages sustainable travel where possible.
	<p>Health, wellbeing and safety</p> <p>There are pockets of inequality and deprivation across the county related to health, wellbeing, road safety and access to facilities.</p> <ul style="list-style-type: none"> • There is a need to ensure mobility impaired users are able to access local services and town/city centres through ensuring blue badge spaces in off-street and on-street parking areas. • Ensure car parks are actively designed to be as safe as possible to encourage pedestrian priority accessing facilities and ensure car parks are safe spaces to use at all times. • Ensure on-street parking is coupled with placemaking to ensure all modes are safely catered for and does not discourage active travel. • Ensure parking enforcement enables people to safely and conveniently access destinations e.g. schools • Ensure residents parking schemes are assessed and delivered where appropriate in order to support communities.



Economic growth

Economic growth in Wiltshire is slowing and an ageing population poses an increasing challenge

- Ensure that Wiltshire’s ageing population has parking, where required, to enable access to key local services and centres.
- Ensure that the council’s parking provision adapts to the shift in travel habits, including the increase of remote and hybrid working.



Futureproofing transport

The transport network in Wiltshire is not currently prepared for future **technological, environmental and societal changes**.

- Understand and take advantage of technological innovations in parking management – for example, automated parking systems and predictive analytics.
- Ensure parking caters for the continued electrification of Wiltshire’s vehicles through provision of electric vehicle charging at on-street and off-street parking locations. It will be important to roll this out in an appropriate manner, especially for on-street locations where streetscapes can be impacted.



Decarbonisation

Wiltshire Council acknowledged a **climate emergency** in 2019, and decarbonising transport is critical to achieving the council’s carbon neutral ambitions.

- There is an opportunity to improve EVI in car parks to support the transition to cleaner vehicles.
- There is an opportunity to focus on more sustainable methods of transport, through encouraging active travel for shorter journeys and public transport for longer journeys, instead of car usage.



Unique environment

We have a responsibility to **protect** and **enhance** Wiltshire’s unique natural, built and historic environments.

- Ensure adequate and appropriate levels of parking at tourist attractions to retain accessibility for all, whilst encouraging access to sites via sustainable modes.

2.2. Vision and objectives for parking

2.2.1. Vision

The long-term aspiration for transport in Wiltshire to 2038 and beyond, is set out in the LTP4 vision:

A safe and connected transport system which protects the county’s unique built, natural and historic environment, making this accessible for all, supports sustainable economic growth across Wiltshire’s communities and contributes to a low carbon future.







Delivery of the vision would mean that Wiltshire’s parking provision ensures efficient levels of access whilst acting as a demand management tool to encourage travel by sustainable modes. This would be to ensure Wiltshire remains accessible for all whilst taking active

management of parking charges and supply to encourage sustainable movement where possible.

2.2.2. Objectives

The relationship between the LTP4 objectives and this parking sub-strategy are set out in Table 2-2.

Table 2-2 LTP4 objectives and relevance for parking

LTP4 objectives and relevance for parking		
	Supporting rural communities	To decarbonise private vehicles , and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.
		<ul style="list-style-type: none"> • Ensure Wiltshire’s rural settlements find the right balance of parking supply to ensure the settlements are accessible by car for all user groups but encourages shift to sustainable modes.
	Improving health, wellbeing and safety	To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.
		<ul style="list-style-type: none"> • Ensure that new car parks are ‘safer by design’. • Provide access to key services and facilities for vulnerable user groups and the mobility impaired.
	Economic growth	To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire’s varied localities.
		<ul style="list-style-type: none"> • Ensure parking provision allows accessibility to growth opportunities. • Ensure Wiltshire’s principal settlements and market towns are accessible.
	Futureproofing transport	To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.
		<ul style="list-style-type: none"> • Support the development of parking technology solutions, particularly in principal settlements and market towns. • Support the electrification of Wiltshire’s car fleet, where opportunities arise.
	Transport decarbonisation	To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council carbon neutral by 2030, and leading the county towards net zero.
		<ul style="list-style-type: none"> • Promote use of sustainable modes through measures that consider parking supply and charges. Measures of this type will only be considered in conjunction with supporting measures that offer realistic alternatives to the car as a mode of transport. Reduce congestion through improving off-street parking facilities, which will improve journey time reliability.
	Protecting and enhancing our	To ensure the transport network in Wiltshire protects and enhances our natural and built environments , including our

unique environments

three National Landscapes, National Park and our historic towns and settlements.

- Protect Wiltshire’s unique environment through encouraging shift to sustainable modes.
- Reduce the number of cars using car parks or circulating in city and town centres for car parking spaces.

2.3. Policies and measures

2.3.1. Introduction

The LTP4 policies are set out in detail in Section 2.3 of our Core LTP4 Strategy.

The following sections consider the policies specifically in the context of parking and outline the relevant measures we plan to deliver. The policies are grouped by our four policy areas and in this sub-strategy focus on Shift and Support.

These four policy areas sit around the core of the LTP4: the vision and objectives.

Our objectives are set out in Section 2.1 of our Core LTP4 Strategy. Each measure meets some or all our objectives, and these are depicted by the relevant icons identified previously.



Objective 1 - To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.



Objective 2 - To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.



Objective 3 - To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire’s varied localities.



Objective 4 - To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.



Objective 5 - To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.



Objective 6 - To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

2.3.2. Shift



Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel and shared and public transport.

Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality.

Objectives met:



Policy S2: Provide more public and shared transport options and improve service quality.

Objectives met:



Policy S3: Provide better access to public and shared transport services.

Objectives met:



Measures relating to Policies S1, S2 and S3 are covered in our place-based sub-strategies, freight and strategic transport sub-strategy.

Policy S4: Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most

Objectives met:



Measure S4.1: Improved car parking signage

Description

The provision of improved signage to direct people to off-street parking across Wiltshire. As well as traditional directional signage, this could be through digital signs which automatically update to communicate which car parks are more or less busy.

Car parking signage is an important tool for reducing the circulation of vehicles in our town and city centres. Signage provision should be reviewed for all car parks for opportunities to deliver improvements for all road users.

Online information for car parking can also be promoted and added to Mobility as a Service (MaaS) platforms to enable journeys to be planned and decisions to be made before travelling.

Benefits

Delivery of signage would help to:

- Make it easier for residents and visitors to find car parks, ensuring our Principal Settlements and Market Towns are accessible for all those needing to use private vehicles.
- Reduce congestion as drivers would spend less time driving around towns to find a car park with capacity.
- Increase awareness of parking options, helping to reduce on-street parking that can cause severance in our public spaces and divert drivers to less busy areas.
- Less unnecessary circulation of drivers will lower emissions and deliver air quality benefits

Possible locations

All Wiltshire Council-owned car parks.

Measure S4.2: Provision and consistency of disabled parking

Description

Ensure there is adequate provision of parking for blue badge holders across Wiltshire. Wiltshire Council-owned car parks should be reviewed to understand where the provision of disabled parking is adequate and where improvements are required.

Disabled bays should be correctly sized and located with safe and convenient access to local amenities. This must be provided in accordance with parking standards and planning policy guidance.

Appropriate enforcement should also be in place to ensure that these parking spaces are protected for those who need them.

Benefits

- Ensuring access for those who need it the most.
- Ensuring Wiltshire's parking network is as inclusive, safe and convenient as possible.
- Improve ability to live and access services and opportunities locally, reducing social isolation.

Possible locations

All Wiltshire Council-owned car parks.



Salisbury Railway Station, Wiltshire Council

Measure S4.3: Review of parking payment methods

Description

Improvements to parking payment methods will be explored across our car parks. New technologies including cashless and app-based digital payment methods will be introduced where feasible whilst maintaining support for cash payments.

We will explore opportunities to help shape digital payment methods and ensure they are convenient for users, such as the National Parking Payment Platform (NPP). The NPP lets users select their preferred payment provider at car parks, instead of having to use a specific service or app. Possible implementation of solar-powered ticketing machines will also be investigated. We will ensure that payment methods we introduce align with the Equality Act, to ensure paying for parking is convenient and simple for all.

We will continue to roll out new payment machines in our Principal Settlements and Market Towns to ensure we have a consistent and familiar parking payment system across the county.

Benefits

- Ensure parking options are easy to understand and administer, helping create accessibility between businesses, employees, suppliers, and customers and support footfall in town centres.
- Ensure parking payment methods are convenient and simple for all.
- Increase in cashless payments may reduce costs for council e.g. emptying machines and managing cash.
- Reduce journey delays due to outdated payment method.

Possible locations

Wiltshire-wide.

Case study: New parking machines in Wiltshire Council car parks

Wiltshire Council is investing £380,000 in new car park machines throughout the county and the installation of these new machines has started in car parks in Marlborough.

The new payment machines will give customers the choice of paying for their parking using cash, contactless with a card or mobile device. People can also continue to pay using the MiPermit app or by text.

The new machines are compliant with the Equality Act 2010 and all locations have been reviewed in line with the Department for Transport Inclusive Mobility guidance, with ramps installed where appropriate and ensuring the machines are positioned to allow easier access for all users.



Wiltshire Council press release

Measure S4.4: Review of parking charges

Description

We will review parking charges across Wiltshire to manage parking demand and ensure that provision is available to those where there is no reasonable alternative other than the car. We will seek to encourage travel by encourage active travel, public transport and shared transport where it is possible to do so.

The review will incorporate various ways in which parking charges can be applied, including season tickets. It could consider a more detailed town by town approach and

innovative measures such as or dynamic charging, where prices could change based on day, season or time of day. It will be important though to ensure provision of blue badge parking provision to retain and improve accessibility for those who need it most, alongside enforcement to ensure compliance.

Benefits

- Reduction in private vehicle miles will help to reduce the total greenhouse gas emission due to transport.
- Ensure affordable parking provision is available to those who need it most.
- Encourage a shift to sustainable modes.
- Less traffic and congestion may improve air quality and local environment in our historic town centres.

Possible locations

Wiltshire-wide.

Measure S4.6: Review of our existing parking assets

Description

Parking demand has lowered over the past few years, with a shift towards more home-based working, meaning that car parks are often less busy. This presents the opportunity to undertake a review as to the function, purpose and financial stability of individual car parks, and to ensure that land in our Principal Settlements and Market Towns is being utilised in the most beneficial way, while supporting our local economies and providing convenient access for those who need it.

There could be opportunities to redevelop car parks in Wiltshire as travel demands change. This could potentially involve selling or transferring ownership of some car parks or relocation of parking provision.

Benefits

- Reduced congestion closer to town centres, helping to improve air quality.
- Reduction in car distances travelled due to fewer car trips to town centres.
- Fewer cars or car parking in town centres could create space and opportunities for placemaking schemes and improve the urban environment, leading to an increase in local trips and dwell time supporting local footfall and economy.
- Unlocking of sites for potential regeneration would improve the local economy.
- Health and wellbeing benefits caused by an increase in active travel from parking locations.

Possible locations

Review parking assets in Principal Settlements and some Market Towns.

Measure S4.7: Resident permit zones

Description

In these zones, parking of vehicles is controlled and primarily reserved for residents of the zone. Residents are able to apply for a permit to park in the zone. The further roll-out of resident parking zones in Wiltshire would ensure parking in residential areas is carefully managed, ensuring there is space for local residents who need parking.

Several residential parking permit schemes are already in operation in Salisbury, Devizes, Trowbridge and Bradford on Avon.

Benefits

- May encourage more people to travel by sustainable modes.
- Less on-street parking in residential areas would rebalance the use of local streets and improve road safety and promote active travel.
- Protect residential areas from excessive visitor parking and traffic and ensure residents have the opportunity to secure a parking permit.

Possible locations

Principal Settlements and Market Towns where there is a need to actively manage on-street parking.

Policy S5: Encourage and enable shift to more sustainable modes for freight.

Objectives met: 

Measures relating to Policy S5 are covered in our freight sub-strategy.

2.3.3. Support



Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.

Policy SU1: Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport.

Objectives met: 

Policy SU2: Work in partnership with Government bodies, stakeholders to improve transport for all.

Objectives met: 

Policy SU3: Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered.

Objectives met: 

Most of our proposed supporting measures are covered in Section 5 of our Core LTP4 Strategy.our place-based sub-strategy document.

Measure SU3.8: Develop a detailed parking operation and delivery plan

Description

We are in the process of developing a detailed parking plan, which involves collecting additional parking data and will contain the outcomes of the various reviews outlined in our Shift measures.

Benefits

- Enables us to make more robust, data-driven decisions about parking including relating to disabled provision, charges, permit zones and assets.

Possible locations

Wiltshire owned car parks.

Wiltshire Council Local Transport Plan 4 (LTP4) 2024

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Wiltshire Council Local Transport Plan 4

Draft electric vehicle infrastructure sub-strategy
October 2024

Table of Contents

Document history	3
1. Introduction to county-wide sub-strategies	4
2. Electric vehicle infrastructure sub-strategy	8
2.1. Introduction to the Electric vehicle infrastructure sub-strategy	8
2.1.1. EV Charging	8
2.1.2. Wiltshire in 2024	9
2.1.3. EVI technologies	9
2.1.4. Current EVI provision in Wiltshire	10
2.1.5. Predictions	12
2.1.6. Local Electric Vehicle Infrastructure (LEVI) project	14
2.1.7. Impacts of EV adoption	14
2.1.8. Site selection process	16
2.1.9. Typical challenges and opportunities	16
2.2. Vision and objectives for EVI	19
2.2.1. Vision	19
2.2.2. Objectives	19
2.3. Policies and measures	21
2.3.1. Introduction	21
2.3.2. Improve	21

Document history

Revision	Purpose description	Originated	Checked	Reviewed	Authorised
1.0	Initial draft of early sections for officer review and sign-off (three separate documents, excluding EV)	SG	PB	JS	LB
2.0	Full combined draft for Officer and Member review	SG/GR	PB	JS	LB
3.0	Updated draft in line with Officer and Member Steering Group feedback	SG	PB	JS	LB
4.0	Updated draft in line with Cabinet feedback	SG	PB	JS	LB
5.0	Updated draft in line with further Cabinet feedback	SG	PB	LB	LB
6.0	Final version	AR	PB	PB	LB

1. Introduction to county-wide sub-strategies

This document contains one of our four county-wide LTP4 sub-strategies and should be read alongside our Core LTP4 Strategy and place-based sub-strategies, as well as the Integrated Sustainability Assessment and Carbon Paper.

The four county-wide sub-strategies are as follows:

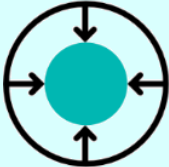

- Freight
- Parking
- Electric vehicle infrastructure
- Strategic transport (focusing on longer journeys, incorporating bus, rail and the Strategic Road Network)

Each of the four county-wide sub-strategies contains information on the current situation across Wiltshire, the specific policies and measures that are applicable, and an overview of how Wiltshire could look if the vision and objectives were realised. They all follow the same structure:

- Introduction to county-wide theme.
- Vision and objectives, applied to each county-wide theme.
- Policies and measures for each county-wide theme, structured by our Avoid, Shift, Improve and Support policy areas. A summary of the measures is included in Table 1-1.


A glossary of key terms and acronyms is provided in Appendix C of the Core LTP4 Strategy.

Table 1-1 Summary of measures

Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
Avoid unnecessary travel 	A1 Reduce the need to travel as often through combining journeys and providing digital options				
	A1.2: Review of consolidation centres	✓			
	A1.3: Planning for HGV deliveries in new developments	✓			
Shift to more sustainable modes of transport 	S1 Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality				
	S1.8: Freight kerbside delivery management	✓			
	S2 Provide more public and shared transport options, and improve service quality				
	S2.1: Bus infrastructure and service improvements on key corridors				✓
	S2.2: Implementation of new DRT services				✓
	S2.3: Ride sharing, including shared taxis				✓
	S2.4: Support for more frequent or new direct rail services				✓
	S2.5: Support for rail capacity upgrades				✓
	S2.6: Supporting establishment of train servicing facilities				✓
	S3 Provide better access to public and shared transport services				
	S3.3: Improved waiting and interchange facilities at bus stops and stations				✓
	S3.4: Provision of real time passenger information at bus stops				✓
	S3.5: Railway station upgrades				✓
	S3.7: Explore the role and function of Park and Ride				✓
	S3.8: Smarter ticketing and payment on buses				✓
	S3.9: Accessible and inclusive buses and infrastructure				✓
	S3.10: Lower and simpler bus fares				✓
	S3.11: Multi-modal ticketing				✓
	S3.12: Coach parking				✓
	S4 Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most				
S4.2: Improved car parking signage		✓			
S4.3: Provision and consistency of disabled parking		✓			

Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
	S4.4: Review of parking payment methods		✓		
	S4.5: Review of parking charges		✓		
	S4.6: Review of our existing parking assets		✓		
	S4.7: Resident permit zones		✓		
	S5 Encourage and enable shift to more sustainable modes for freight				
	S5.1: Micro-consolidation and use of alternative modes for first/last mile	✓			
	S5.2: Shifting freight from road to rail	✓			
	S5.3: Safeguarding land for rail and consideration of rail freight interchange site	✓			
Improve vehicle, fuel and network efficiency	I1 Facilitate and encourage move to low and zero emission vehicles				
	I1.1: Roll out public on-street residential charging at scale, focusing provision for residents with no off-street parking			✓	
	I1.2: Encourage and facilitate EV charging provision in new developments and refurbishments			✓	
	I1.3: Ensure that public EV charging is located through robust data analysis and community consultation, employing technology appropriate to its context.			✓	
	I1.4: Support the roll out of rapid charger hubs by the commercial sector, ensuring chargers are appropriately located and minimise any associated risks			✓	
	I1.5: Investigate the use of cable channel products to enable safe cross-pavement on-street home charging			✓	
	I1.6: Support EV uptake in corporate fleets and car clubs			✓	
	I1.7: Support and publicise regional and national schemes which help make EVs more financially accessible			✓	
	I1.8: Explore adopting policies and support to increase the number of EV taxis			✓	
	I1.9: Ensure that new EV chargers maximise accessibility for both drivers and footway users			✓	
	I1.10: Ensure new public EV charging includes provision for deprived areas and rural locations			✓	
	I1.11: Support for low emission freight			✓	
	I1.13: Support of cleaner, modernised buses and coaches, and related charging infrastructure				✓
	I1.14: Support rail electrification				✓
	I2 Enable safer, more efficient driving and operation of road networks				
I2.3: Improvements to on-road signage on our strategic and major roads				✓	



Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
	I2.4: HGV parking and rest stops	✓			
	I2.5: Moving traffic offences	✓			
	I2.6: Targeted road infrastructure or junction improvements to relieve congestion				✓
Support and enable delivery of the Avoid, Shift and Improve policy areas 	SU1 Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport				
	SU1.12: Multi-modal marketing				✓
	SU1.13: Ticketing incentives				✓
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all				
	SU2.3: Work collaboratively with our key stakeholders				✓
	SU2.4: Supporting Community Rail Partnerships				✓
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered				
	SU3.6: Freight Assessment and Priority Mechanism (FAPM)	✓			
	SU3.7: Define route restrictions through Advisory Freight Routes	✓			
	SU3.8: Develop a detailed parking operation and delivery plan		✓		

2. Electric vehicle infrastructure sub-strategy

2.1. Introduction to the Electric vehicle infrastructure sub-strategy

This LTP4 sub-strategy sets out the policies for electric vehicle infrastructure (EVI) across Wiltshire, providing the strategic direction for EV measures for the period up to 2027.

The transition from internal combustion engine (ICE) to electric powered vehicles is well underway, with electric vehicles (battery and plug-in hybrid) accounting for 25% of UK new vehicle sales in the year-to-date 2024¹, and 1,870,000 electric vehicles now on UK roads. The Government has regulated that no new ICE vehicles are to be sold from 2035, with the Zero Emission Mandate² dictating how manufacturers increase EV sales to achieve this goal (e.g. 80% EV sales by 2030).

Wiltshire Council has a role to play in enabling the transition to electric vehicles, having committed to a 2030 net zero target for its own activities and to seek to make the county carbon neutral by 2030.

Transport has the largest sector greenhouse gas (GHG) emissions in Wiltshire, predominantly created by private vehicles. In this respect the transition to EVs represents the greatest opportunity to reduce GHG emissions from our counties transport in the short to medium term.

A new, separate document, the Wiltshire EVI Strategy, is currently being developed by officers, and it will build on this LTP sub-strategy which will set the strategic direction. The Wiltshire EVI Strategy will cover 2024 to 2027. EV charging is an emerging sector with rapid innovation. After three years any EVI strategy for Wiltshire will need to be reassessed against emerging practices and technologies.

Wiltshire Council is currently applying for Department for Transport (DfT) Local Electric Vehicle Infrastructure (LEVI) capital funds to build on-street public residential EV chargers.

2.1.1. EV Charging

Electric vehicles are powered from an internal battery, which needs charging from a suitable electric supply, via an appropriate charging device. Chargers can be broadly grouped into private and public.

- Private chargers: installed for limited users
 - e.g. home chargers or business fleets.
- Public chargers: available to any paying customer
 - e.g. supermarket car park or motorway service station.

Providing these public EV chargers requires the creation of a large national infrastructure, led by a developing commercial sector of manufacturers, service providers, installers and maintenance technicians, all enabled by sizable private investment.

Most EV charging currently takes place at home, with 80% of all electricity used by EVs nationally being delivered through a charger running from a residential energy supply. Home charging is convenient and cost effective, currently benefiting from a low VAT rate on energy

¹ Society of Motor Manufacturers & Traders (SMMT): [UK new car registration data, UK car market - SMMT](#)

² Department for Transport, 2023: [A zero emission vehicle \(ZEV\) mandate and CO2 emissions regulation for new cars and vans in the UK - GOV.UK \(www.gov.uk\)](#)

and availability of specialist EV tariffs. A home charger can be installed through permitted development; however, a key requirement is access to off-street parking, leaving those households which park on-street unable to access home charging. This situation provides demand for public devices to provide on-street, overnight charging, local to those residences without access to home charging.

In recent years the numbers of EV charging devices across the UK has grown rapidly. In July 2024 the DfT registered 64,632 public charging devices, an increase of 47% over the last 12 months³. This rate of increase is necessary to ensure charger availability matches EV uptake, both meeting current demand and reassuring ICE drivers that moving to an EV is practical.

2.1.2. Wiltshire in 2024

Wiltshire has a unique character which must influence any approach to the deployment of EV charging devices.

- It is one of the largest local authorities by area in England with a population of 510,400 residents.
- The county is largely rural. When assessed by land designation it has only 7% urban areas against 93% being rural, as detailed in the Core LTP4 Strategy (Section 1.2)
- Residents are highly dependent on private vehicle usage. 85% of Wiltshire households have access to at least one vehicle⁴, higher than the UK average of 78%.
- 24% of households have no off-street parking⁵, leaving 55,121 households unable to benefit from permitted development and install a home charger.
- Wiltshire has a great variety of settlement types. The Core LTP4 Strategy (Section 3) identifies a typology of Principal Settlements, Market Towns and Rural Areas. Additionally, eleven settlements have a population greater than 10k, of which eight have significant conservation aspects.
- DfT data on private cars based in Wiltshire⁶ identifies that 2.6% are electric vehicles (plug in hybrid and battery), matching the UK average of 2.6%.

The above information shows Wiltshire is a largely rural county, with a variety of settlement types, offering varied context for charger installations. Residents are largely reliant on private vehicle usage, due to the rurality of the county, and matching the national level of electric vehicle uptake. A quarter of homes will be unable to install a home charger and are currently reliant on public EV charging provision.

2.1.3. EVI technologies

EV charging infrastructure has established categories, classified by speed of charge. Table 2-1 captures the main categories of chargers, as officially designated by DfT. Each charger category is further detailed by performance characteristics, suitable applications and an indicative cost comparison.

Charger types for public EVI encompass differences in technology, concept of use and supporting business model. These differences should allow for the selection of a charging

³ Department for Transport, July 2024:

[Markdown map LocalAuthority publication template.knit \(dft.gov.uk\)](#)

⁴ Department for Transport, 2023: [Driving licence holding and vehicle availability - GOV.UK \(www.gov.uk\)](#)

⁵ Field Dynamics, 2024: [On Street Charging \(acceleratedinsightplatform.com\)](#)

⁶ Department for transport, July 2024: [Vehicle licensing statistics data tables - GOV.UK \(www.gov.uk\)](#)

device which matches the specific requirements of a public location and the needs of its anticipated users.

Private home chargers are usually 7kW wall mounted units, benefitting from smart technology which allows access to EV specific energy tariffs. A 7kW power rating uses a standard domestic electric supply and is sufficient for overnight vehicle charging.

Benefitting from the convenience and cost benefits of home charging can be challenging for people who do not have the ability to install a home charger. This can lead to access and safety problems where cables trail across footways. Charging by trailing cables across the public highway is now prohibited in Wiltshire.

Table 2-1 : EV charger categories and their characteristics

Category (DfT recognised)	Power output	Example product tech type	Suitability and cost (£)	Typical locations
Low Speed	<3.7kW	Cable integrated	Slow overnight charging (£)	Domestic home power supply
Standard	3.7kW- <8kW	Lampost integrated	Overnight charging (£)	Home chargers & on-street residential.
Fast	8kW - 49kW	Bollard	Couple of hours charging (££)	Destination car parks, e.g. supermarkets
Rapid	50kW - 149kW	Cabinet	Quick charging mid journey (£££)	Motorway service stations
Ultra-Rapid	150kW and above	Cabinet	Quickest charging available (££££)	EV charging hubs & forecourts

Innovative new Cable Channel products are now reaching the market, which promise safe cross pavement EV home charging by capturing the charging cable securely below the footway surface when in use. There are many issues to understand around the deployment of this new product on the public highway, especially regarding whole life maintenance and operational deployment. The council is contributing to the national discussion regards cable channel use and seeking to progress a limited trial of cable channels with Wiltshire residents. Trial findings and any national guidance will be used to develop an informed approach to cable channel use in Wiltshire.

Wiltshire Council will adopt a 'Right Charger, Right Place' approach, ensuring availability of differing charger types for deployment. This will allow for charging devices to be installed that match the specific characteristics and requirements of the locality into which they are placed.

2.1.4. Current EVI provision in Wiltshire

At July 2024 Wiltshire hosted 387 public EV charge points, of which 261 were Fast and 116 Rapid type chargers. These numbers are provided through the DfT 'Electric vehicle public infrastructure statistics' ⁷, developed in collaboration with ZapMap and published quarterly.

Wiltshire council have been installing public EV charging devices since 2014. In 2020 the council began an upgrade programme replacing all physical charging devices and setting up

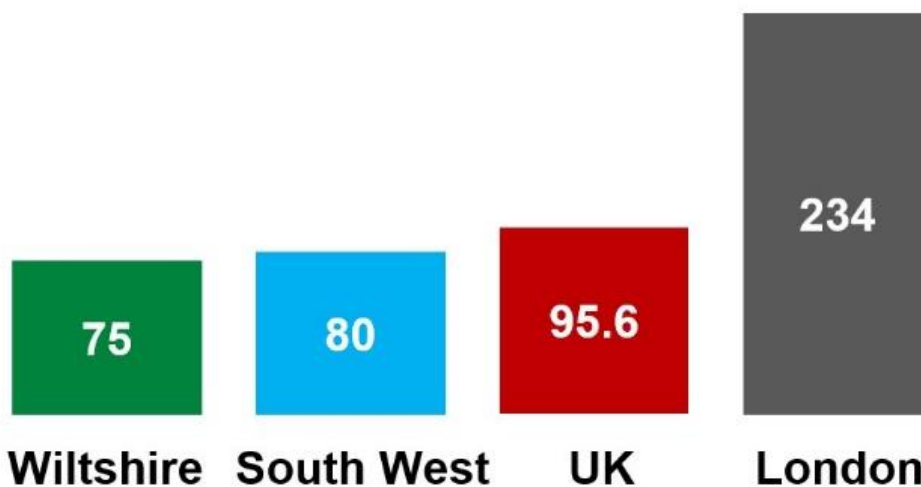
⁷ Department for Transport, July 2024: [Electric vehicle public charging infrastructure statistics: July 2024 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/electric-vehicle-public-charging-infrastructure-statistics-july-2024)

new back office and maintenance contracts to provide the service and reliability customers expect.

The council's public charger instalments have to date built 29 fast and 6 rapid charging devices. These have all been built off-street in council owned car parks, distributed to ensure settlements with over 10k population have access to at least one charger. The remaining 232 fast and 110 rapid chargers are destination chargers installed by the commercial sector.

The DfT collates national data on 'devices per 100k population', which is used to compare the density of provision across different areas. Wiltshire currently achieves 75 devices/100k pop., slightly behind West of England (80) and the UK average (95.6). The bar chart in Figure 2-1 allows comparison of public EVI density across the UK.

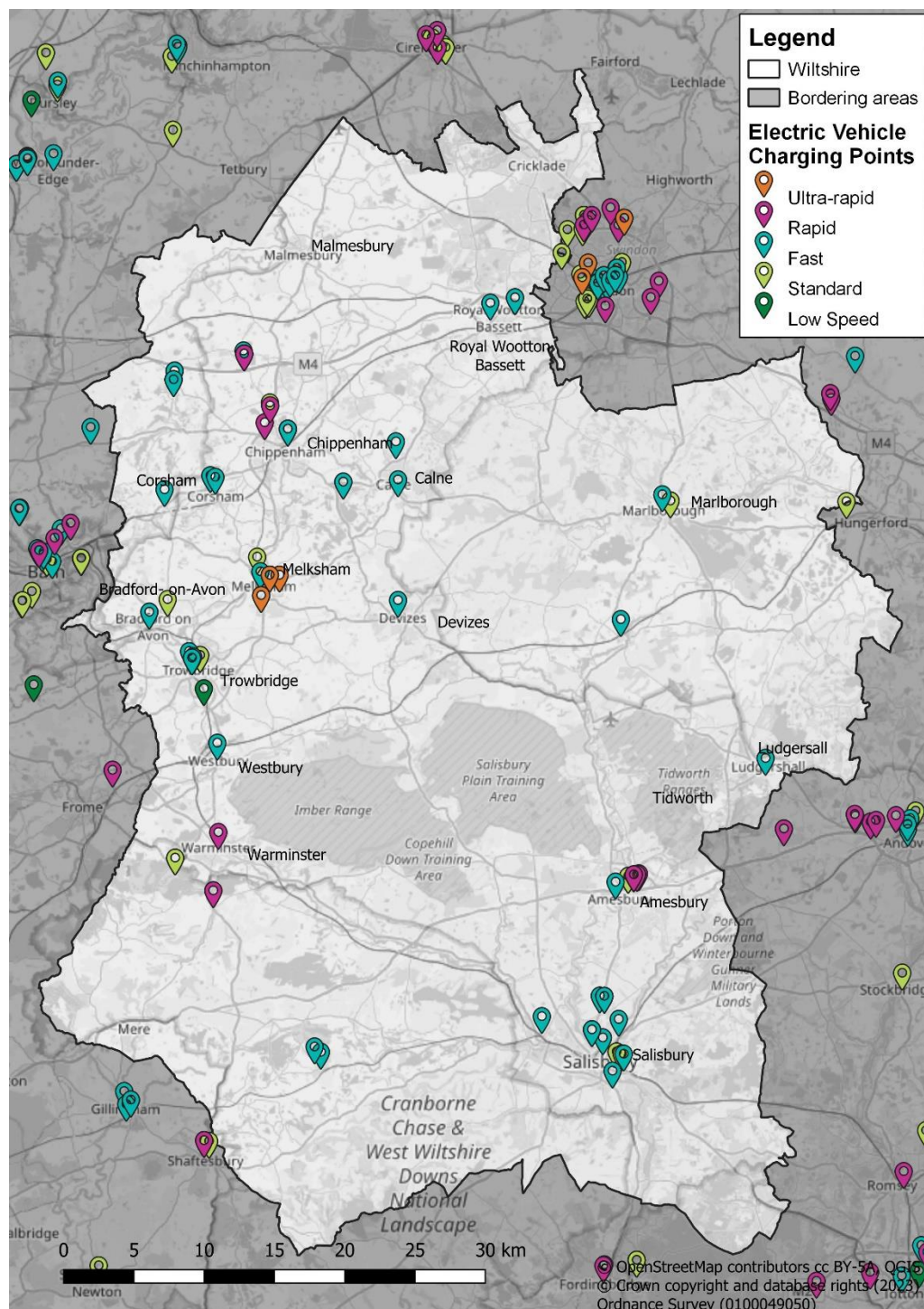
Figure 2-1 Comparison of public EVI density across the UK (devices per 100k population)



London typically benefits from dense urban layout and a higher percentage of population able to afford an EV. These factors have made EVI deployment more commercially attractive, lowering install costs and raising utilisation respectively. London's significantly higher density metric of 234 devices/100k pop raises the UK average.

Due to this Wiltshire is best compared to South West data, which measures performance against local authorities with similar geography and challenges. The geography of Wiltshire introduces challenges to providing EVI coverage. At present all council-built chargers are in settlements over 10k population, to meet the greatest demand first. However, this leaves large rural areas without access to any local public charging. Figure 2-2 shows a map of EVI locations in Wiltshire, taken from ZapMap data. This emphasises the skewed distribution of chargers to urban areas and the underserved nature of rural settlements.

Figure 2-2 Map of EVI locations in Wiltshire⁸



2.1.5. Predictions

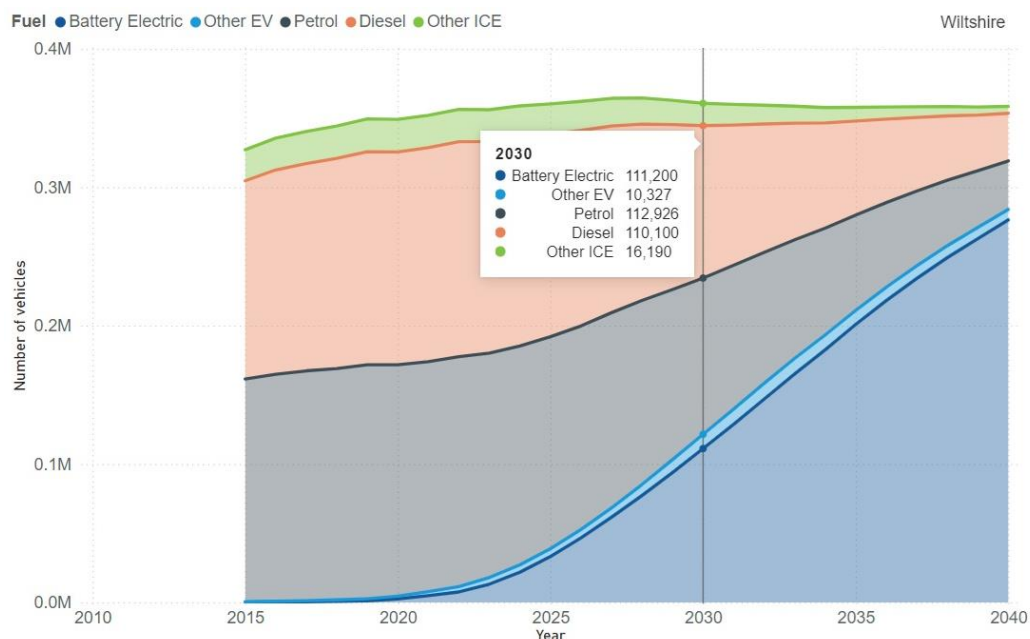
Wiltshire Council has access to DfT approved modelling of future transport scenarios.⁹ This modelling uses indicative estimates to provide the most realistic projections possible over

⁸ National Chargepoint Registry, Oct 2024: [Find and use data on public electric vehicle chargepoints - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/collections/find-and-use-data-on-public-electric-vehicle-charging-points)

⁹ National EV Insight & Support (NEVIS), 2024: [Home - National EV Insight & Support | Delivered by Cenex](https://www.gov.uk/government/collections/home-national-ev-insight-support-delivered-by-cenex)

the short and medium term. These predictions are generated from current understanding of influencing factors, such as vehicle ownership and economic growth, and how these might change over time, given anticipated future events.

Figure 2-3 Predicted Wiltshire vehicle fleet make up by fuel type



The graph in Figure 2-3 shows the NEVIS modelling predictions over time for the total vehicles based in Wiltshire. It assumes a medium uptake scenario for the transition to ultra-low emission vehicles, influenced by current regulatory drivers, including the Zero Emission Vehicles (ZEV) mandate and 2035 ICE sales ban. The fleet numbers encompass both private vehicles and light commercial vehicles only.

From 2027 onwards the total fleet numbers plateau off, representing a changing relationship of residents with vehicle ownership. Over time the fleet of ICE vehicles reduces, while electric vehicles numbers grow. Focusing on the figures for 2030, as this is the committed net zero date for Wiltshire Council, we see a prediction that a third (33.7%) of all vehicles will be electric by this date.

The NEVIS modelling also produces predictions of the number of EV charging devices required in Wiltshire to meet the demands of a greatly increased electric vehicle fleet in 2030. Table 2-2 compares the current number of EV charging devices against the predicted requirements in 2030, identifying the percentage increase this represents.

Table 2-2 Required growth in charging devices over time

Charger Type	Devices in 2024	Devices for 2030	% Increase
Fast (including Standard)	261	3,299	1,264%
Rapid (including Ultra-Rapid)	126	300	238%

In July 2024 the number of rapid charging devices in Wiltshire was already over a third of the predicted number required in 2030. Rapid chargers currently make the most profit per device for commercial operators, due mainly to the reduced dwell times and tariff premiums. These factors give confidence that the market will build the rapid devices required to meet the 2030 device target without public funding assistance.

Conversely, the target figure for fast chargers in 2030 represents an increase of over 1,200% on current device numbers. These modelled predictions go further, recommending that 93% of these chargers provide less than 8kW power output, a rating ideal for overnight EV charging. This requirement supports a focus for on building public on-street residential charging to support residents who cannot install a home charger.

Commercial Charge Point Operators (CPOs) prioritise building public chargers where there is currently a strong business case, based on existing EV ownership and socio-economic data showing high likelihood for near future EV adoption. However, the council is also concerned with the social equity of EV charging provision, ensuring that residents in economically deprived and rural areas aren't excluded from the transition to electric.

2.1.6. Local Electric Vehicle Infrastructure (LEVI) project

The UK government has recognised the nationwide problem of lack of home charging for drivers without off-street parking in 'Taking charge: the electric vehicle infrastructure strategy'.¹⁰ This strategy identifies the need for a rapid roll out of on-street residential public charging, with the Government then choosing to stimulate this through the Local Electric Vehicle Infrastructure (LEVI) project.

The £380 million LEVI funding is primarily targeted at addressing the need for EV charging in areas with lower levels of residential off-street parking, with a portion allocated to each local authority based on their scoring against associated metrics. Wiltshire has been allocated £3.88m for infrastructure and £480k to fund officers for the council EVI team.

A requirement of LEVI capital funding is that Councils leverage the expertise and investment of the private commercial sector. To this end Wiltshire will be partnering with the private sector to fund charging roll out.

2.1.7. Impacts of EV adoption

Developing public EV charging infrastructure in Wiltshire has the key practical impact of enabling residents to transition from ICE to electric powered vehicles. Residents and travellers already driving an EV will be able to make a wider selection of journeys across Wiltshire, knowing public EVI is available to fuel up mid journey. Residents considering making the move to EV will witness chargers visible on nearby streets and at often visited destinations. This will, in turn, alleviate charging anxiety suffered by drivers considering the move to EV, which is currently one of the biggest barriers to adoption.

The transition to electric vehicles will also build county resilience, moving from reliance on imported fossil fuels to electricity generated domestically, or even more positively electricity generated by community energy schemes. Practical impacts will be removal of sensitivity to fossil fuel price volatility and further distancing county activities from the impacts of global events which effect the oil supply chain.

Another tangible impact from greater EV adoption in Wiltshire is improved local air quality. Electric vehicles have zero tailpipe emissions, meaning they do not emit poisonous gases such as NOx, unlike ICE powered vehicles. Greater EV uptake in the county will help to improve local air quality by removing the point sources of polluting petrol and diesel engines. This is especially good news for the eight Air Quality Management Areas in Wiltshire, where air quality has been found to regularly exceed maximum acceptable levels due to local transport emissions.

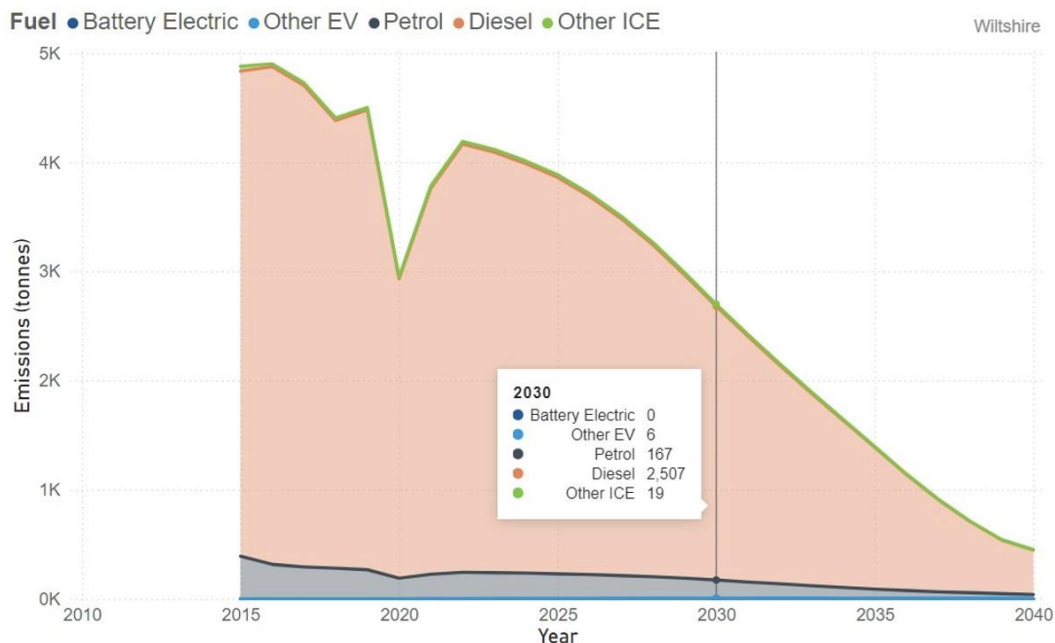
NEVIS modelling also takes the projected future Wiltshire vehicle fleet and calculates the fleet emissions over time for Carbon Dioxide (CO²e), Nitrous Oxide (NOx) and Particulate Matter (PM). Carbon emissions over the forecast period, steadily fall due to a combination of EV adoption and the continuous emissions reductions of the ICE vehicles still for sale. By

¹⁰ Department for Transport, 2022: [UK electric vehicle infrastructure strategy - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/103114/uk-ev-infrastructure-strategy-2022.pdf)

2030 fleet CO²e emissions are predicted to have fallen 28.9% from current values. Electric vehicles do account for some CO²e emissions due to the power grid emissions from producing the electricity that fuels them. This again reduces over time due to the further decarbonisation of the national power grid.

NOx emissions over the forecast period are shown in Figure 2-4. These emissions are shown to fall rapidly over time as the Wiltshire fleet changes in makeup. NOx emissions are largely produced by diesel vehicles. The rapid transition of private vehicles and light commercial vehicles from diesel to electric power is the main contributor to this effect.

Figure 2-4 Projected NOx emissions for Wiltshire vehicles by fuel type



All vehicles also produce particulate matter (PM), small particles of 2.5 microns or less, which can be harmful if inhaled in quantity over time. PM is produced from tailpipe emissions of burnt fuel and from operational tyre and brake wear. Tailpipe PM emissions are predicted to rapidly reduce over time with the transition to EV. However, PM from wear remains static over time, due to EVs emitting PM from the same mechanisms, tyres & brakes. Indeed, EVs have been shown to produce more PM emissions from wear, due to increased vehicle weights and associated tyre wear. However, it is also proposed that the change in focus for EV production from high end to mass market models will see average EV weights much reduced. The widespread use of regenerative braking on EVs will also reduce associated PM from brakes, as this uses the electric motor to slow the vehicle and recaptures energy in doing so.

Other benefits from EV adoption become evident to drivers when they make the transition from ICE vehicles. Immediately drivers notice the less stressful driving experience from the lack of engine noise and gear changes. The use of regenerative braking offers potential for one pedal driving, which can deliver a more pleasant driving experience. EVs have far fewer moving parts subject to mechanical failure and correspondingly offer cheaper lifetime maintenance costs. Fuelling an EV can be much cheaper than a comparative ICE vehicle, if the EV can use a home charger and access a supporting tariff. Relying on public charging incurs more tax and business costs, bringing cost parity with comparable ICE vehicles, especially if solely relying on rapid chargers.

2.1.8. Site selection process

The council needs to ensure that public EV charging is built in strategically appropriate locations. In the short term this is relevant to the roll-out of public on-street residential chargers provided through the LEVI funding. We will ensure that site selection is both data led and community informed, utilising data to identify general areas (e.g. postcodes, LMAOs) and then refining the precise location through dialogue with the local community and commercial partner charge point operator (CPO).


Accessing and interrogating datasets will be critical for robust site selection. The following categories are examples of datasets which will guide site selection:

- Electrical power availability
- Existing EVI locations
- Existing EV ownership
- Propensity to own an EV
- Index of Multiple Deprivation
- Buildings with no off-street parking
- Resident Parking Zones
- Conservation Areas

Once data led analysis has identified areas for public chargers, we will need to consult with the local community to refine EVI locations to reflect what is happening on the ground. The council has been collecting resident suggestions for charger sites. We will utilise the Area Boards, established community engagement meetings, to contact a wide range of local stakeholder groups. Existing parish and town council engagement meetings / newsletters will be utilised to allow councillors to inform site selection. All these routes will be explored to access local community knowledge, highlighting information such as existing resident parking activities and current resident EV charging practices. Being informed by the community will help us identify streets and locations for the installation of EV charging which are more likely to meet with community support.

2.1.9. Typical challenges and opportunities

Table 2-3 LTP4 challenges and opportunities for EVI

LTP4 challenges and opportunities for EVI	
	Rurality The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, and presents challenges around connectivity by other modes, which can lead to social isolation.
	<ul style="list-style-type: none">• Wiltshire settlements are diverse in character, with their differences varying beyond urban or rural, to reflect local socioeconomic and geographical issues.• Rural settlements often have limited road width and few footways. This reduces the availability of suitable locations to install public EV charging devices.• Rural buildings across Wiltshire vary considerably, with most villages having a mix of old housing stock with on-street parking and housing with off-street parking.• Local community organisations may be able to host EV charging devices in their car parks, for the mutual benefit of residents and local services.



Health, wellbeing and safety

There are pockets of inequality and deprivation across the county related to health, wellbeing, road safety and access to facilities.

- Providers of EV charging focus on commercially attractive site, to maximise income. This approach tends to primarily serve affluent areas with existing EV uptake.
- The price of new EV's is a barrier for residents with low incomes. However, the second-hand EV market is growing with a wider range of lower priced vehicles.
- Areas of inequality and deprivation often associated with poor air quality, which EV adoption with help improve.
- The council can help ensure all communities are enabled to drive electric by ensuring some charging devices are installed in areas suffering inequality and deprivation.



Economic growth

Economic growth in Wiltshire is slowing and an ageing population poses an increasing challenge.

- Building the new EV charging infrastructure will create economic activity in the district, from both the construction phase activity and as a draw to bring customers to businesses offering charging.
- Commercial partners engaged by the council to provide EVI will be encouraged to sub-contract delivery to local businesses.



Futureproofing transport

The transport network in Wiltshire is not currently prepared for future maintenance, technological, environmental and societal changes.

- The council provision of EVI to date has been enabled by government grants and council funds. The scale of required future growth demands commercial sector involvement and funding.
- EVs and charging infrastructure are rapidly innovating sectors, responding to emerging socio-technical factors. The Wiltshire EVI strategy will need to be reviewed regularly, as it could become inappropriate if it is based on inaccurate assumptions regards technology driven change.



Decarbonisation

Wiltshire Council acknowledged a climate emergency in 2019, and decarbonising transport is critical to achieving the Council's carbon neutral ambitions.

- The cars and vans we drive offer the greatest scope for transport decarbonisation, as they account for the majority of related carbon emissions in Wiltshire.
- A wide range of electric vehicles are now available, with options suitable for nearly all use cases. EV uptake in Wiltshire is currently slightly above the national average.
- The second-hand EV market is growing, as more lease contracts end, releasing used vehicles onto the market. The availability of more affordable, used EVs will enable access for a wider range of residents.
- Commercial fleets are driving the transition to electric vehicles, with sales to lease companies accounting for 80% of all EVs sold. A major upcoming challenge for all transport professionals is to enable this level of EV uptake for the wider public.
- The electrical network across Wiltshire has many areas that are near or over capacity. Distributed low powered chargers will usually find opportunity for

installation. However, larger charging hubs and rapid chargers often require network upgrades to enable installation.



Unique environment

We have a responsibility to protect and enhance Wiltshire's unique natural, built and historic environments.

-
- Many Wiltshire residents live in conservation areas, placing extra requirements on charging technologies deployed there in order to protect the county's unique environments.
 - The financial incentives to access EV home charging will increase pressure for residents to replace gardens with off street parking, where they have not already done so.
-

2.2. Vision and objectives for EVI

2.2.1. Vision

The long-term aspiration for transport in Wiltshire to 2038 and beyond, is set out in the LTP4 vision:

A safe and connected transport system which protects the county's unique built, natural and historic environment, making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a low carbon future.

Delivery of this vision will enable residents and travellers in Wiltshire to shift to more sustainable transport modes, such as public transport, cycling and walking. For those who need to drive, opportunities to switch to electric will be enabled by increased access to charging infrastructure where and when required.

Charging devices would have been installed at sites selected through a data led and community informed process. The broad areas in most need of charging infrastructure were identified using commercial and social equity focused data, while specific charger locations were determined in partnership with residents, at sites they agreed were appropriate.



Collaboration with commercial charge point operators would have ensured chargers were built in commercially attractive locations, alongside locations identified by Wiltshire council which serve areas suffering deprivation or rural isolation.





A range of charging technology has been deployed, minimising street furniture and blending into the local streetscape where possible. This 'right charger, right place' approach has minimised visual impact in conservation areas and enabled accessibility for both charging drivers and footway users.

2.2.2. Objectives

The relationship between the LTP4 objectives and this EVI sub-strategy are set out below in Table 2-4.

Table 2-4 LTP4 objectives and relevance for EVI

LTP4 objectives and relevance for EVI	
 Supporting rural communities	To decarbonise private vehicles , and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements. Facilitating EV charging will support residents of rural communities to sustainably access jobs and services, as these areas more often suffer from limited shared and public transport options.
 Improving health, wellbeing and safety	To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities. The council can help support all communities to drive electric by ensuring charging devices are installed in areas suffering deprivation or isolation.

	<p>Ensuring that charging devices are installed to maximise user accessibility, for both EV drivers and footway users.</p> <p>Increasing the transition from ICE to electric vehicles will improve poor air quality, which would otherwise adversely affect health.</p>
	<p>Economic growth</p> <p>To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.</p>
	<p>Private vehicle use is vital when public, shared or active travel alternatives are not feasible. Enabling travel by private electric vehicle in these areas provides residents a more sustainable journey option.</p> <p>Enabling the adoption of electric light commercial vehicles helps decarbonise the activities of Wiltshire businesses and commercial deliveries, whilst often providing reduced operating costs.</p>
	<p>Futureproofing transport</p> <p>To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.</p>
	<p>Providing EV charging will facilitate the movement towards a more sustainable future and help meet predicted long term local, regional and national transport challenges.</p>
	<p>Transport Decarbonisation</p> <p>To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council carbon neutral by 2030, and leading the county towards Net Zero.</p>
	<p>The cars and vans we drive offer the greatest scope for transport decarbonisation, particularly in Rural Areas where other modes of transport are more limited.</p>
	<p>Protecting and enhancing our unique environments</p> <p>To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.</p>
	<p>Facilitating the roll-out of EVs will improve air quality and reduce noise pollution, particularly in areas with high volumes of car traffic.</p> <p>Ensuring EV charging devices minimise visual impact will help to maintain the character of conservation areas.</p>

2.3. Policies and measures

2.3.1. Introduction

The LTP4 policies are set out in detail in Section 2.3 of the Core LTP4 Strategy.

The following sections consider policies specifically from the perspective of EVI and outlines relevant measures for how we plan to deliver them. The four policy areas orbit the core of the LTP4, its vision and objectives. In the particular case of EVI, all measures relate to the **Improve** policy area.

Our objectives are set out below, and in Section 2.1 in our Core LTP4 Strategy. Each policy meets some or all our objectives, and these are depicted by the relevant icons.



Objective 1 - To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.



Objective 2 - To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.



Objective 3 - To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.



Objective 4 - To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations



Objective 5 - To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.



Objective 6 - To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

2.3.2. Improve



Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.

Policy I1: Facilitate and encourage move to low and zero emission vehicles.



Measure I1.1: Roll out public on-street charging at scale, focusing provision for residents with no off-street parking

Description

Residents without off-street parking are currently unable to install home chargers and must rely on public EV charging. This issue is recognised as the main national barrier delaying wider EV uptake. Mass deployment of public on-street EV chargers is necessary in areas where the majority of residents lack off-street parking. It is planned that these EV chargers will be installed using Local Electric Vehicle Infrastructure (LEVI) funds from DfT in the short term to medium term.

Benefits

- Ensures those residents who cannot instal home chargers have access to local public EV charging. This helps all residents transition to EVs by removing charging anxiety through the provision of convenient local charging options.

Possible locations

Settlements across Wiltshire district, focusing on areas where the majority of residents are required to park on-street.

Measure I1.2: Encourage and facilitate EV charging provision in new developments and refurbishments

Description

It is essential that our new developments and refurbishments are responsibly planned and delivered, maximising the opportunities to roll out EVI. In particular, our Design Guide¹¹ stipulates that “*developers should incorporate electric vehicle charging points to private residential on-plot parking spaces, and communal EV charging points within residential parking courts and commercial, retail and office car parks, wherever possible.*” This is in turn supported by Building Regulations AD-S, which sets minimum EVI requirements by development type.

Benefits

- New developments and building refurbishments are commissioned with the necessary infrastructure for occupants to adopt electric vehicles immediately.

Possible locations

All new development and refurbishment sites across the Wiltshire district.

Measure I1.3: Ensure that public EV charging is located through robust data analysis and community consultation, employing technology appropriate to its context

Description

Where the council can influence the deployment of public EV charging, we must ensure that it is placed in the most appropriate location. Robust data analysis must be complimented with community consultation to find practical locations for chargers that are supported by residents. Each location will have specific characteristics and must employ

¹¹ Wiltshire Council 2024: [Guidance for Neighbourhood Planning within Wiltshire: Integrating High Quality Design](#)

Measure I1.3: Ensure that public EV charging is located through robust data analysis and community consultation, employing technology appropriate to its context

charger technology which fits into that context, e.g. minimal visual impact in conservation areas.

We will explore the deployment of solar canopies linked with EV charge points in council car parks and will identify suitable locations in which where aligning these technologies demonstrates a clear business case.

Benefits

- Public EV charging that fits into the local streetscape and has the support of residents.

Possible location

The public highway and car parks across Wiltshire.

Case Study: Five Rivers Leisure Centre, Salisbury – Car Park Solar Canopies & EV Charging

Wiltshire Council has a goal of net zero carbon emissions by 2030. Energy use in council buildings is the biggest (66%) source of location-based council carbon emissions. To address this challenge, we have a program of renewable energy instalments across council buildings.

The Five Rivers Leisure Centre in Salisbury is a high energy demand, council run site. Previously installed heat pumps and roof solar panels had decarbonised energy use as much as the building allowed.



Solar car park at Five Rivers Health and Wellbeing Centre, Wiltshire Council

However, the centre has a large car park to accommodate visitors from across the city. This area provided the opportunity to increase on-site renewables generation by installing canopies over the car parking bays, supporting roofing with integrated solar panels.

Three gullwing canopy structures were installed, in collaboration with 3ti Energy Hubs, designer and installer of solar, storage and smart EV charging, covering 70 parking spaces. The car park canopy structure was constructed from Glulam, renewable, recyclable wood laminations bonded together to offer a natural alternative to steel or concrete, reducing the constructions embodied carbon. The glulam canopy is topped with bifacial solar panels with a combined total capacity of c.220 kWp. Since installation the solar arrays have generated more than 20MWh per month.

Additionally, an innovative Papilio3¹² solar EV charging hub was added to the car park. This prefabricated unit from 3ti combines power from its solar panelled roofing with local mains supply to power ten fast EV charger bays, allowing visitors charging at Five Rivers to be literally 'driving on sunshine'.

These initiatives have maximised the sites potential for energy generation, with the combination of site renewables now providing up to 630kWp of energy generation, capable of meeting 20% of the centre's electricity demands.

¹² [Papilio3 Solar EV Charging Hub For Fleets & Workplaces; Papilio3 Solar EV Charging Hub For Fleets & Workplaces \(wiltshire.gov.uk\)](https://www.wiltshire.gov.uk/papilio3-solar-ev-charging-hub-for-fleets-workplaces)

Measure I1.4: Support the roll out of rapid charger hubs by the commercial sector, ensuring chargers are appropriately located and minimise any associated risks

Description

The council will enable the private sector in rolling out public rapid charging. Proposals will be supported where rapid charger locations meet traveller's needs and incorporate measures to minimise any associated risks.

Benefits

- The ability to rapidly charge an EV makes longer journeys possible and provides more public charging options for residents.

Possible locations

County-wide, but especially serving the major road network.

Measure I1.5: Investigate the use of cable channel products to enable safe cross-pavement on-street home charging

Description

The council will investigate the use of cable channel products to allow residents access to on-street charging from a home energy supply, via safe cross pavement charging. Policies around the deployment and operation of cable channels should be informed by a limited deployment with residents, as these new products currently lack national policy on adoption.

Benefits

- Residents who park on-street can access home charging, using a solution that ensures safe cross pavement operation. Home charging offers reduced charging costs and increased convenience.

Possible locations

Any household lacking off-street parking which meets operational requirements, anticipated to cover suitability of property curtilage, footway material and kerbside parking.

Measure I1.6: Support EV uptake in corporate fleets and car clubs.

Description

The council will encourage corporate vehicle fleets to transition to electric vehicles, referencing best practice from the council fleet transition. Where car clubs operate in Wiltshire, they will be encouraged to offer EV's, including through provision of supporting EVI.

Benefits

- Reduces the GHG emissions from the regional vehicle fleet and improves air quality in the district.

Possible locations

Business parks and commercial premises across Wiltshire.

Case study: Wiltshire Council Fleet Transition to electric

Fuel consumption of council fleet vehicles is the third biggest source of location-based council carbon emissions, after building energy usage and streetlighting.

Moving from internal combustion engine to electric powered vehicles has two main impacts: carbon emissions from fuel use are greatly reduced; and local air quality is improved through the removal of all tail pipe emissions. The business case for fleet transitions extends beyond environmental benefits with reduced running costs from fuel and vehicle maintenance.



Unveiling of 61 electric vans in December 2023, Wiltshire Council

Wiltshire Council operates a large vehicle fleet, with 195 vehicles operated by Highways alone. The market availability of electric models has seen the transition to electric power focused to pool cars and light commercial vehicles. Currently 45% of fleet vehicles driven by council employees are now electric, with plans to continue the transition whenever old vehicles come up for replacement. To ensure the EV fleet keeps running the council has installed 120 bays of fast charging across its sites and depots.

To date the carbon saving from fleet electrification is calculated at 100 tCO₂e. In future, fleet vehicles which can't be electrified will change fuel type to HVO (Hydrotreated Vegetable Oil), which offers a 90% reduction in net CO₂e over equivalent diesel use.

Measure I1.7: Support and publicise regional and national schemes which help make EV's more financially accessible.

Description

The council will keep updated on national schemes to promote the wider transition to low emission vehicles, publicising and promoting to residents as appropriate.

Benefits

- Enabling as many Wiltshire residents as possible to transition to electric vehicles.
- Ensuring the local air quality benefits of increased EV ownership to be felt in economically deprived areas.

Possible locations

All residents across the county.

Measure I1.8: Explore policies and support to increase the number of EV taxis

Description

The council will explore which policies and support measures will promote and incentivise the uptake of electric vehicles by taxi drivers serving Wiltshire. Examples of measures that could be adopted include installing taxi specific rapid chargers and offering financial incentives associated with license fees and charges.

Benefits

- Enables taxi operators to reduce their impact on local air quality and GHG emissions, whilst offering a potential reduction in operating costs.

Possible locations

Taxi ranks and taxi firms across the county, usually located in principal settlements and market towns.

Measure I1.9: Ensure that new EV chargers maximise accessibility for both drivers and footway users

Description

Public standards are now available demonstrating how to make EV charging points accessible for the greatest amount of public, including those with disabilities such as limited mobility. These accessibility standards describe appropriate charger product and bay design. The council must ensure that public EV chargers all meet a minimum level of accessibility for drivers, and that a proportion are fully accessible. EV chargers must be installed in a way as to ensure a minimum level of accessibility for footway users.

Benefits

- EV chargers become easier to use for everyone, with specific charger sites meeting the explicit needs of disabled users.

Possible locations

All public EV charger installs across Wiltshire.

Measure I1.10: Ensure new public EV charging includes provision for deprived areas and isolated rural communities.

Description

Charge point operators face financial concerns that dictate they only install chargers with an existing commercial business case. This approach leaves most rural locations and areas suffering deprivation without any EV charging provision. The council will seek to ensure social equity of charging provision, such that local public charging is available to rural residents and those living in areas of deprivation.

Benefits

- All residents have access to local public EV charging, enabling transition to EVs for the widest range of drivers and future proofing for when second hand EVs make adoption more affordable.

Possible locations

Rural settlements and areas of deprivation across Wiltshire.

Wiltshire Council Local Transport Plan 4 (LTP4) 2024

Wiltshire Council

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Wiltshire Council Local Transport Plan 4

Draft strategic transport sub-strategy
October 2024

Table of Contents

Document history	3
1. Introduction to county-wide sub-strategies	4
2. Strategic transport sub-strategy	8
2.1. Introduction to the strategic transport sub-strategy	8
2.1.1. Background context	8
2.1.2. Relevant policy	9
2.1.3. Introduction to rail travel in Wiltshire	10
2.1.4. Introduction to bus and coach travel in Wiltshire	12
2.1.5. Introduction to longer distance road travel in Wiltshire	16
2.2. Typical challenges and opportunities	19
2.3. Vision and objectives for strategic transport	20
2.3.1. Vision	20
2.3.2. Objectives	21
2.4. Policies and measures	22
2.4.1. Introduction	22
2.4.2. Shift	23
2.4.3. Improve	37
2.4.4. Support	41

Document history

Revision	Purpose description	Originated	Checked	Reviewed	Authorised
1.0	Initial draft of early sections for officer review and sign-off (three separate documents, excluding EV)	SG	PB	JS	LB
2.0	Full combined draft for Officer and Member review	SG/GR	PB	JS	LB
3.0	Updated draft in line with Officer and Member Steering Group feedback	SG	PB	JS	LB
4.0	Updated draft in line with Cabinet feedback	SG	PB	JS	LB
5.0	Updated draft in line with further Cabinet feedback	SG	PB	LB	LB
6.0	Final version	AR	PB	PB	LB

1. Introduction to county-wide sub-strategies

This document contains one of our four county-wide LTP4 sub-strategies and should be read alongside our Core LTP4 Strategy and place-based sub-strategies, as well as the Integrated Sustainability Assessment and Carbon Paper.

The four county-wide sub-strategies are as follows:

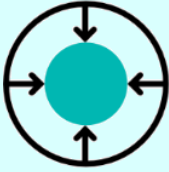

- Freight
- Parking
- Electric vehicle infrastructure
- Strategic transport (focusing on longer journeys, incorporating bus, rail and the Strategic Road Network)

Each of the four county-wide sub-strategies contains information on the current situation across Wiltshire, the specific policies and measures that are applicable, and an overview of how Wiltshire could look if the vision and objectives were realised. They all follow the same structure:

- Introduction to county-wide theme.
- Vision and objectives, applied to each county-wide theme.
- Policies and measures for each county-wide theme, structured by our Avoid, Shift, Improve and Support policy areas. A summary of the measures is included in Table 1-1.


A glossary of key terms and acronyms is provided in Appendix C of the Core LTP4 Strategy.

Table 1-1 Summary of measures

Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
Avoid unnecessary travel 	A1 Reduce the need to travel as often through combining journeys and providing digital options				
	A1.2: Review of consolidation centres	✓			
	A1.3: Planning for HGV deliveries in new developments	✓			
Shift to more sustainable modes of transport 	S1 Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality				
	S1.8: Freight kerbside delivery management	✓			
	S2 Provide more public and shared transport options, and improve service quality				
	S2.1: Bus infrastructure and service improvements on key corridors				✓
	S2.2: Implementation of new DRT services				✓
	S2.3: Ride sharing, including shared taxis				✓
	S2.4: Support for more frequent or new direct rail services				✓
	S2.5: Support for rail capacity upgrades				✓
	S2.6: Supporting establishment of train servicing facilities				✓
	S3 Provide better access to public and shared transport services				
	S3.3: Improved waiting and interchange facilities at bus stops and stations				✓
	S3.4: Provision of real time passenger information at bus stops				✓
	S3.5: Railway station upgrades				✓
	S3.7: Explore the role and function of Park and Ride				✓
	S3.8: Smarter ticketing and payment on buses				✓
	S3.9: Accessible and inclusive buses and infrastructure				✓
	S3.10: Lower and simpler bus fares				✓
	S3.11: Multi-modal ticketing				✓
	S3.12: Coach parking				✓
	S4 Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most				
S4.2: Improved car parking signage		✓			
S4.3: Provision and consistency of disabled parking		✓			

Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
	S4.4: Review of parking payment methods		✓		
	S4.5: Review of parking charges		✓		
	S4.6: Review of our existing parking assets		✓		
	S4.7: Resident permit zones		✓		
	S5 Encourage and enable shift to more sustainable modes for freight				
	S5.1: Micro-consolidation and use of alternative modes for first/last mile	✓			
	S5.2: Shifting freight from road to rail	✓			
	S5.3: Safeguarding land for rail and consideration of rail freight interchange site	✓			
Improve vehicle, fuel and network efficiency	I1 Facilitate and encourage move to low and zero emission vehicles				
	I1.1: Roll out public on-street residential charging at scale, focusing provision for residents with no off-street parking			✓	
	I1.2: Encourage and facilitate EV charging provision in new developments and refurbishments			✓	
	I1.3: Ensure that public EV charging is located through robust data analysis and community consultation, employing technology appropriate to its context.			✓	
	I1.4: Support the roll out of rapid charger hubs by the commercial sector, ensuring chargers are appropriately located and minimise any associated risks			✓	
	I1.5: Investigate the use of cable channel products to enable safe cross-pavement on-street home charging			✓	
	I1.6: Support EV uptake in corporate fleets and car clubs			✓	
	I1.7: Support and publicise regional and national schemes which help make EVs more financially accessible			✓	
	I1.8: Explore adopting policies and support to increase the number of EV taxis			✓	
	I1.9: Ensure that new EV chargers maximise accessibility for both drivers and footway users			✓	
	I1.10: Ensure new public EV charging includes provision for deprived areas and rural locations			✓	
	I1.11: Support for low emission freight			✓	
	I1.13: Support of cleaner, modernised buses and coaches, and related charging infrastructure				✓
	I1.14: Support rail electrification				✓
	I2 Enable safer, more efficient driving and operation of road networks				
I2.3: Improvements to on-road signage on our strategic and major roads				✓	



Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
	I2.4: HGV parking and rest stops	✓			
	I2.5: Moving traffic offences	✓			
	I2.6: Targeted road infrastructure or junction improvements to relieve congestion				✓
Support and enable delivery of the Avoid, Shift and Improve policy areas 	SU1 Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport				
	SU1.12: Multi-modal marketing				✓
	SU1.13: Ticketing incentives				✓
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all				
	SU2.3: Work collaboratively with our key stakeholders				✓
	SU2.4: Supporting Community Rail Partnerships				✓
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered				
	SU3.6: Freight Assessment and Priority Mechanism (FAPM)	✓			
	SU3.7: Define route restrictions through Advisory Freight Routes	✓			
	SU3.8: Develop a detailed parking operation and delivery plan		✓		

2. Strategic transport sub-strategy

2.1. Introduction to the strategic transport sub-strategy

This LTP4 sub-strategy sets out the policies for strategic transport across Wiltshire for the period up to 2038. Strategic transport, as referred to in this sub-strategy, includes longer distance journeys: those between settlements in Wiltshire, and those which cross our county border, within and beyond the South West region. Given that these journeys are likely to interact with several different place types, it is most appropriate to consider them at a county-wide level. The main modes of transport commonly used for these types of trips are bus, coach, rail, and car.

An effective and efficient transport network is a fundamental part of everyday life, whether bus, coach, rail, or road. Our networks connect people and places across the county to services and opportunities including jobs, education, leisure, new developments and tourist destinations. This sub-strategy focuses on passenger journeys rather than the movement of goods, as freight is addressed in a separate county-wide sub-strategy.

This sub-strategy sets out the long-term strategic transport priorities for our networks up to 2038, however much of the infrastructure and services related to these modes of transport are managed by bodies external to Wiltshire Council (see Table 2-1). As such, collaborative partnerships with these organisations are essential for supporting a thriving transport network in Wiltshire, and this sub-strategy aims to set the direction for our work with these partners.

Table 2-1 - Roles and responsibilities

Mode of transport	Activity	Responsible body
Road	Operation of Strategic Road Network (Motorways and major A Roads)	National Highways
	Operation of local road network (all other public roads in Wiltshire)	Wiltshire Council
Bus and coach	Service operation	Bus and coach operators (some services are subsidised by Wiltshire Council)
	Access, egress and interchange infrastructure	
	Road infrastructure and maintenance	Wiltshire Council
Rail	Service operation	Train Operating Companies
	Rail infrastructure	Network Rail

2.1.1. Background context



Across all modes, of those who commute to work, just under one out of every four Wiltshire residents travel 10-20km (approx. 6-12 miles), and one in four travels more than 20km (approx. 12 miles).¹

¹ 2021 Census

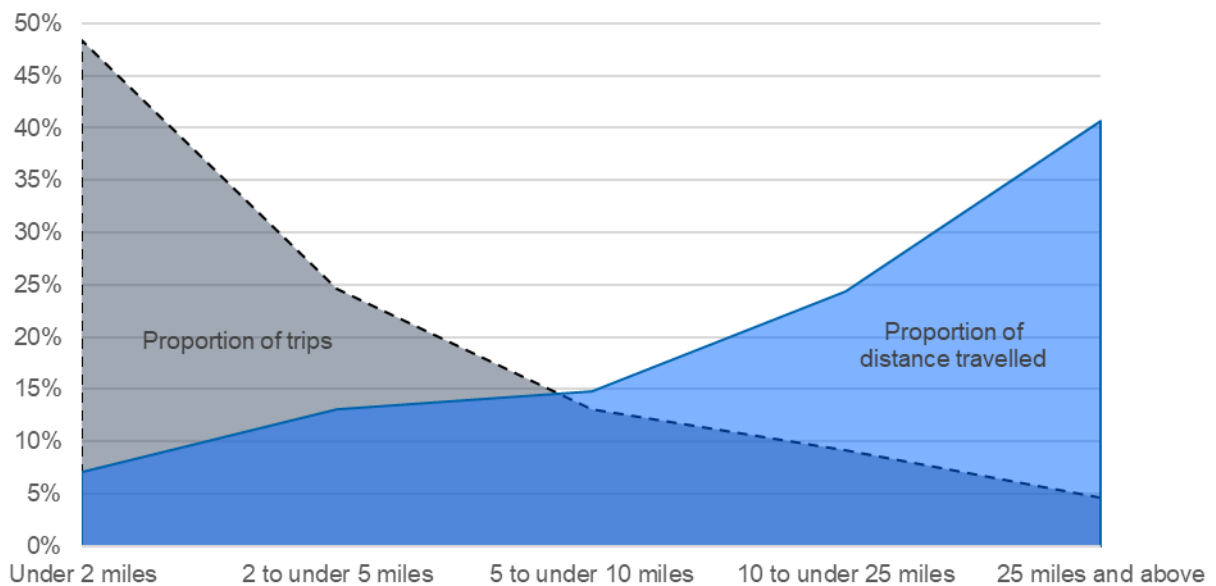


While only 14% of trips within the South West region were longer distance (over 16km / 10 miles), they made up approximately 65% of total miles travelled (Figure 2-1).²



In the South West region, nearly 90% of longer distance trips (over 16km / 10 miles) are made by car, van, or motorbike.³

Figure 2-1 - Proportion of distance travelled per trip length²



2.1.2. Relevant policy

This sub-strategy draws on existing policy and strategy documents:

- Western Gateway Strategic Transport Plan 2020-2025
- Western Gateway Rail Strategy
- National Highways Route Strategy Initial Overview Report, South West Peninsula (2023)
- Wiltshire Council Bus Service Improvement Plan 2 (2024 update)
- Wiltshire Rail Strategic Study (Network Rail, 2024)

² 2022 National Travel Survey NTS9911a, proportion of distance travelled estimated using midpoint of trip length ranges

³ 2022 National Travel Survey NTS9916c

2.1.3. Introduction to rail travel in Wiltshire



Wiltshire has **14 rail stations**, served by **two main train operators**: Great Western Railway and South Western Railway. There were **5.5 million entries and exits** by passengers recorded across these 14 rail stations in 2022/23.⁴ Figure 2-2 shows the network of services that can be accessed from Wiltshire's rail stations. Only those areas coloured green, yellow and orange can access the identified key urban centres within an hour by rail. This also shows that a large proportion of Wiltshire's residents live beyond an hour's rail journey to key urban centres.



Almost **two thirds (63%) of rail journeys in the South West were both started and completed within the region**, with Gloucestershire, Wiltshire and the Bath/Bristol area being the top origins / destinations. Outside of the South West, London and the South East are the most popular destinations.



Analysis of rail journey times to Wiltshire's key urban centres – such as Salisbury, Trowbridge, Chippenham, Frome, Melksham and Andover (Figure 2-3) – shows that **western Wiltshire and Salisbury have good accessibility by rail**. However, a **large proportion of Wiltshire does not have access** to these key urban centres within an hour's rail journey.

⁴ Office of Rail and Road, Estimates of Station Usage (November 2022)

Figure 2-2 – Wiltshire’s strategic transport network and connections (SWLEP, 2022)

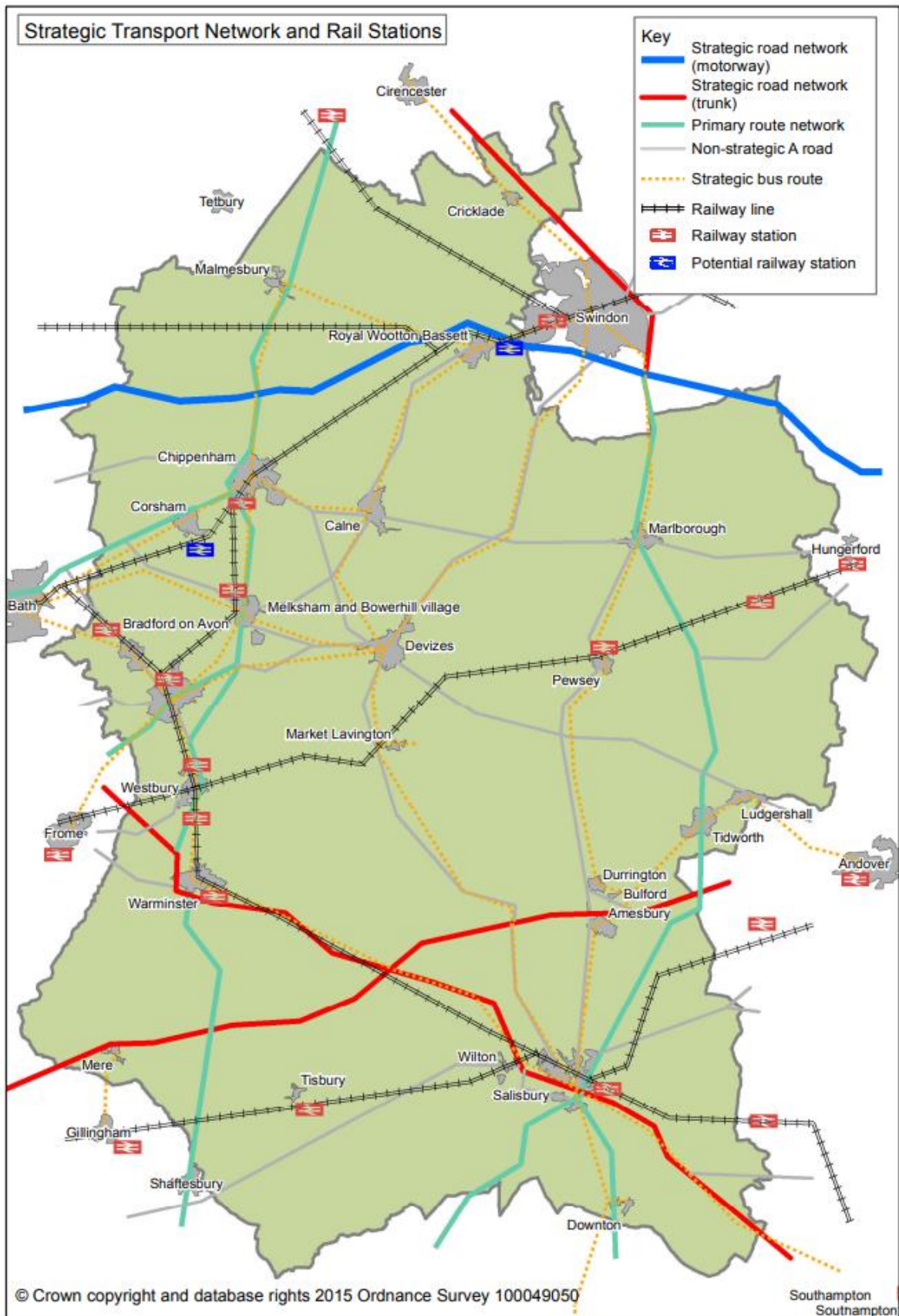
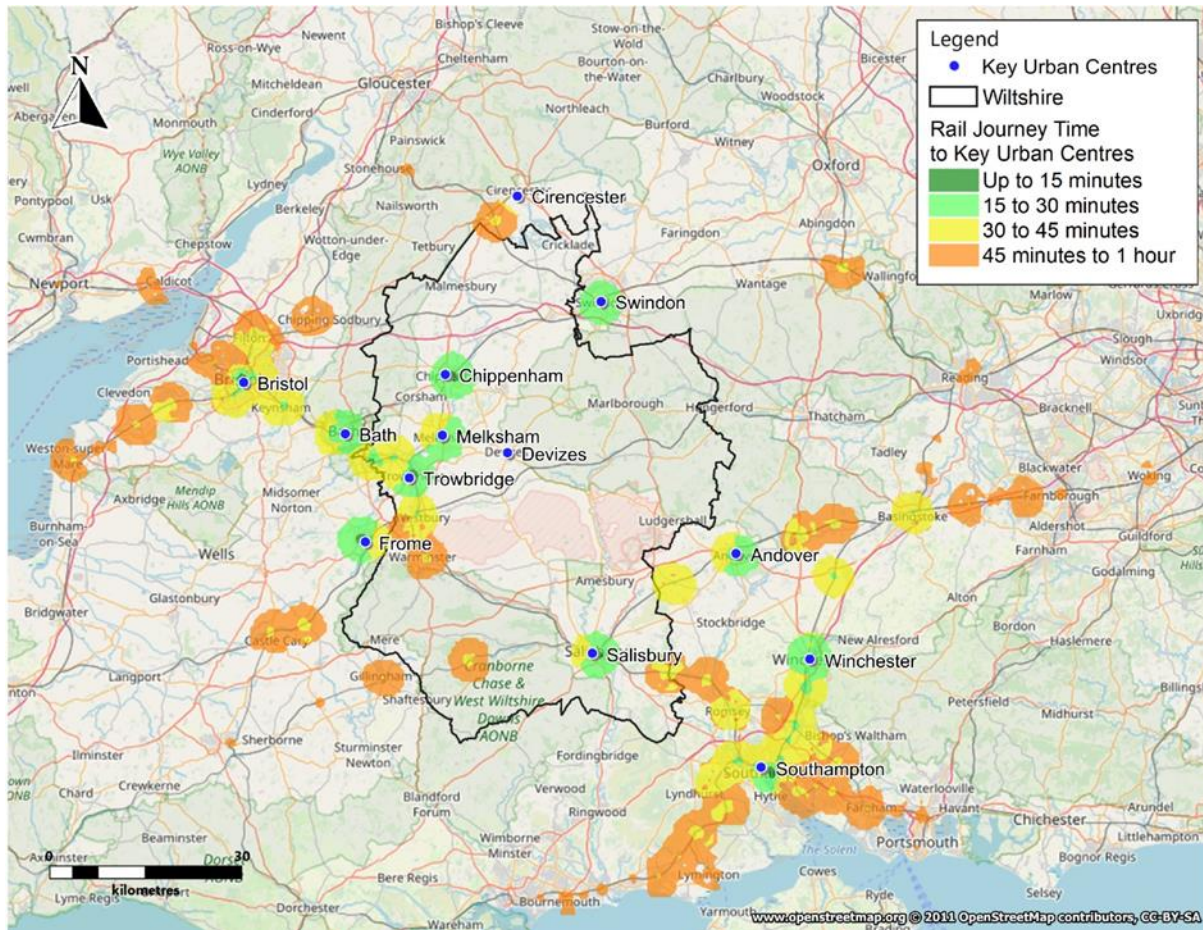


Figure 2-2 outlines Wiltshire’s rail network. We are continuing to progress opportunities to enhance our rail network, such as in Devizes and Corsham, through the DfT’s Restoring Your Railway fund.

Figure 2-3 - Rail journey catchment from key urban centres



2.1.4. Introduction to bus and coach travel in Wiltshire



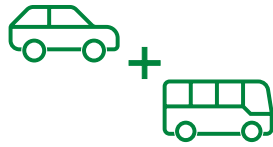
The bus network within Wiltshire is provided by several different operators, with different primary operators in different areas (Figure 2-4). Wiltshire Council provides **financial support to around 70% of bus services** operating in its area, the main exceptions being urban services in Salisbury and several strategic interurban services.⁵



Bus patronage for 2022/23 stood at **71% of patronage levels** in 2009/10.

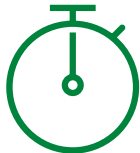
The number of bus journeys is 12% lower than pre-COVID-19 levels (2019/20).⁵ However, there were **nearly 2.5 times more journeys in 2023/24 compared to 2020/21**, highlighting the continuing recovery from COVID-19 travel restrictions.

⁵ Bus Service Improvement Plan, Wiltshire Council (2024) ([Bus Service Improvement Plan 2024 \(wiltshire.gov.uk\)](https://www.wiltshire.gov.uk))



There are **five Park and Ride sites in Wiltshire**, all located around Salisbury, and these have a total capacity of 2,000 parking spaces.

Currently, bus services run every 30 minutes to these sites (this was every 15 minutes pre-COVID-19) as patronage has struggled to recover since the Pandemic. Patronage is still at around a third of 2019 levels; this is considerably lower than the recovery observed for conventional bus services.⁵



The **frequency of buses in Wiltshire differs depending on locality**, with Salisbury offering a convenient and comprehensive network of buses beyond two an hour, whilst some market towns do not have a seven day per week service.

33% of Wiltshire's population does not have access to 1 bus per hour or more in the weekday AM peak (Figure 2-6) – this rises to 61% on Sundays.



Wiltshire Council runs a demand responsive bus service called Wiltshire Connect. Passengers can travel between any locations within the service areas: Devizes & Pewsey Vale, Pewsey and Marlborough & Hungerford. Rides can be booked up to seven days ahead and with as little as 30 minutes' notice on the day via the app or by phone.

In addition to the on-demand service, Wiltshire Connect operates a number of timetabled and semi-flexible services in the Pewsey Vale and Marlborough area.

Due to their flexible nature, these services have not been included on the maps provided.

Figure 2-4 - Bus routes across Wiltshire by operator

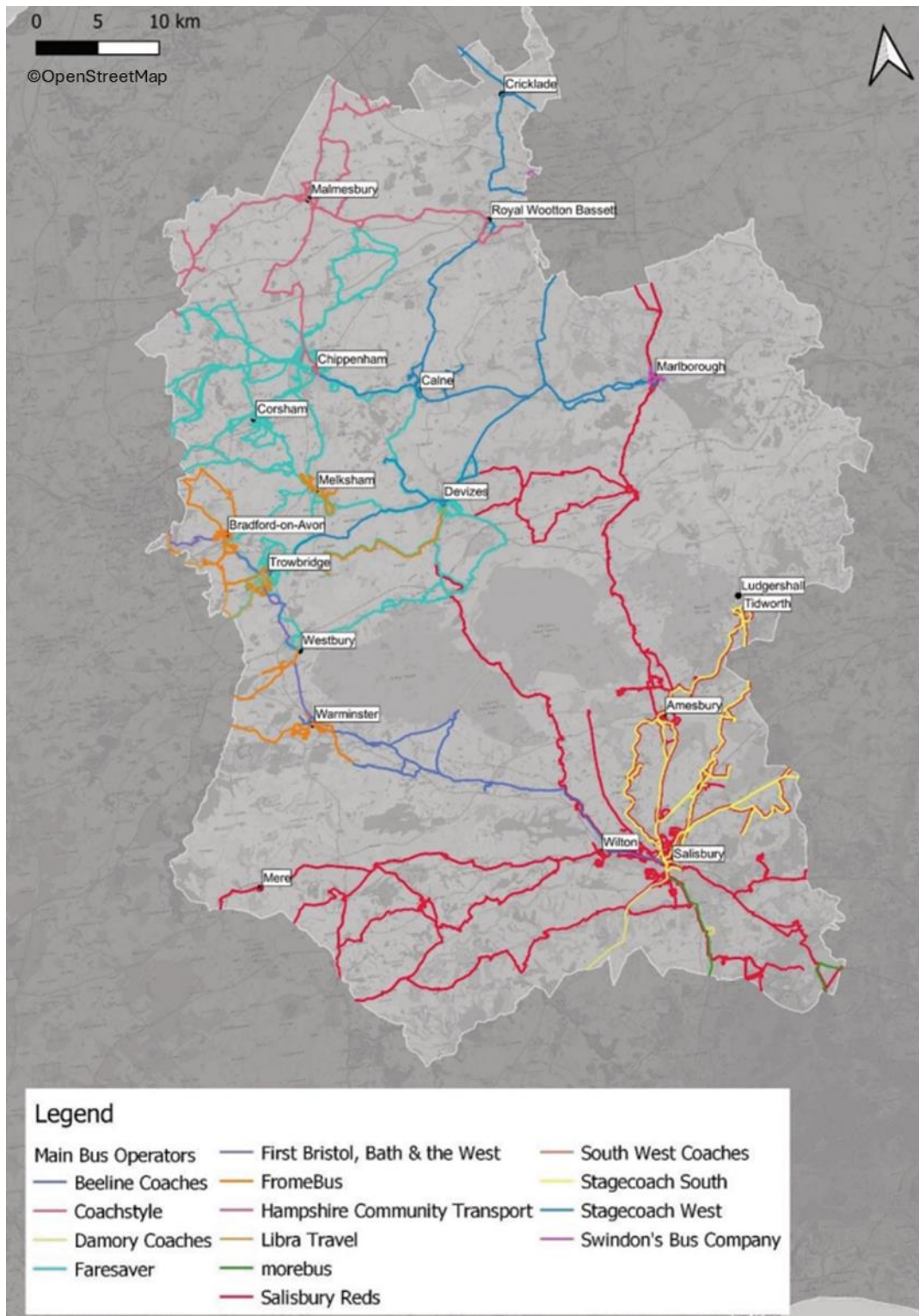
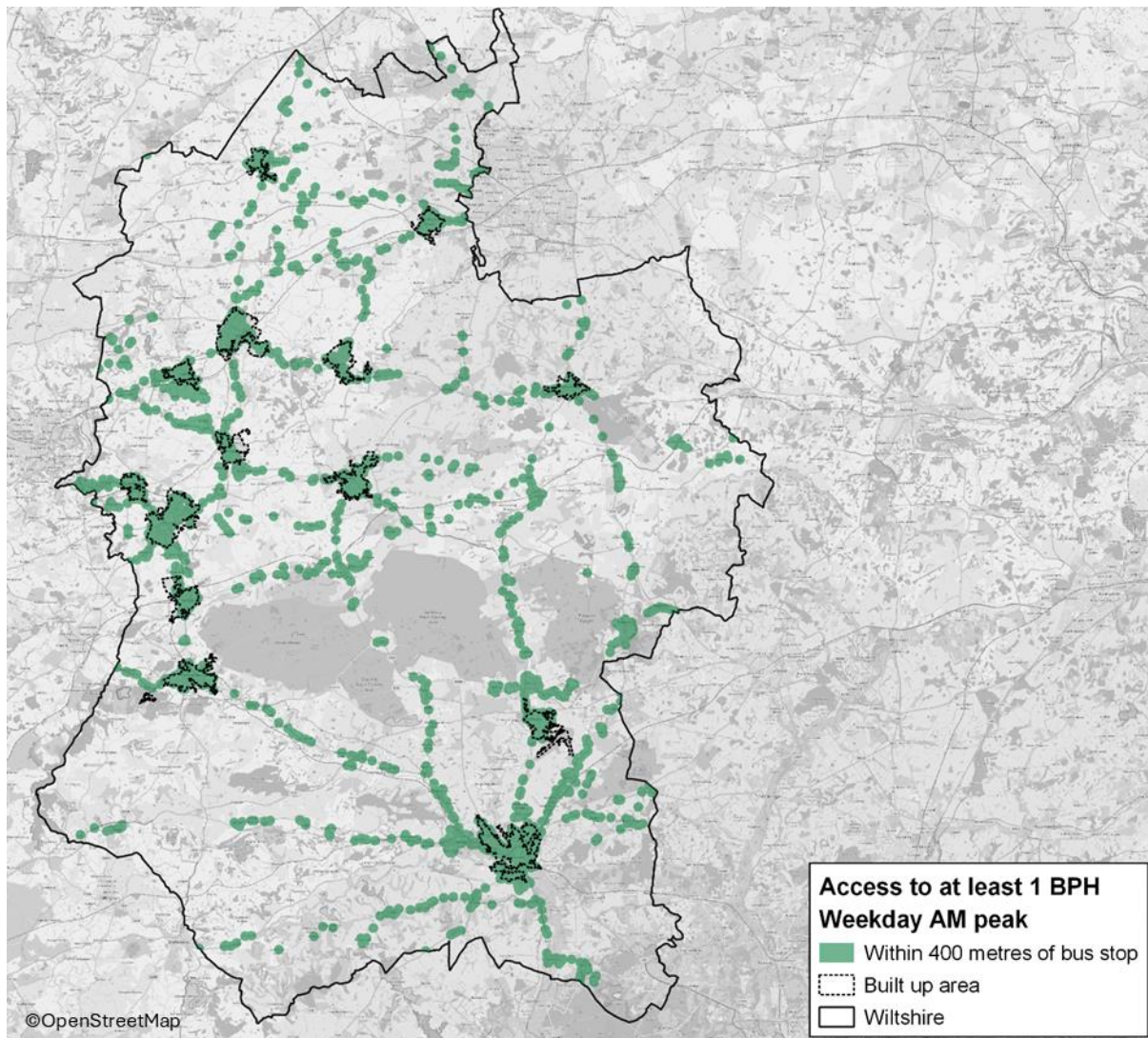


Figure 2-5 - Bus routes across Wiltshire by origin/destination (as of July 2024)



Figure 2-6 - Access to one bus or more per hour – weekday AM peak



2.1.5. Introduction to longer distance road travel in Wiltshire



Wiltshire Council has approximately 3,000 miles of road network within its area. There are approximately 22 miles of motorways and trunk roads in Wiltshire, which are managed by National Highways. There are approximately 419 miles of A-roads, of which 375 miles are classed as rural, and 44 miles are classed as urban.⁶



Within Wiltshire, 13% of households have no access to a car or van, compared to 24% in England.⁷ This is likely to reflect Wiltshire's largely rural nature and relative affluence.

The M4, which connects Swindon with Bristol and London, has the highest vehicle flow across the road network in Wiltshire and carries approximately **82,000 vehicles per day** based on 2023 data.

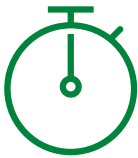
⁶ Wiltshire Council

⁷ Census 2021

The approximation of average daily traffic flows on key A-roads are listed below:⁸

- A350 – 19,000
- A303 – 21,000
- A346 – 10,000
- A429 – 12,000
- A4 – 14,000
- A36 – 13,000

The location of these roads is shown in Figure 2-7.

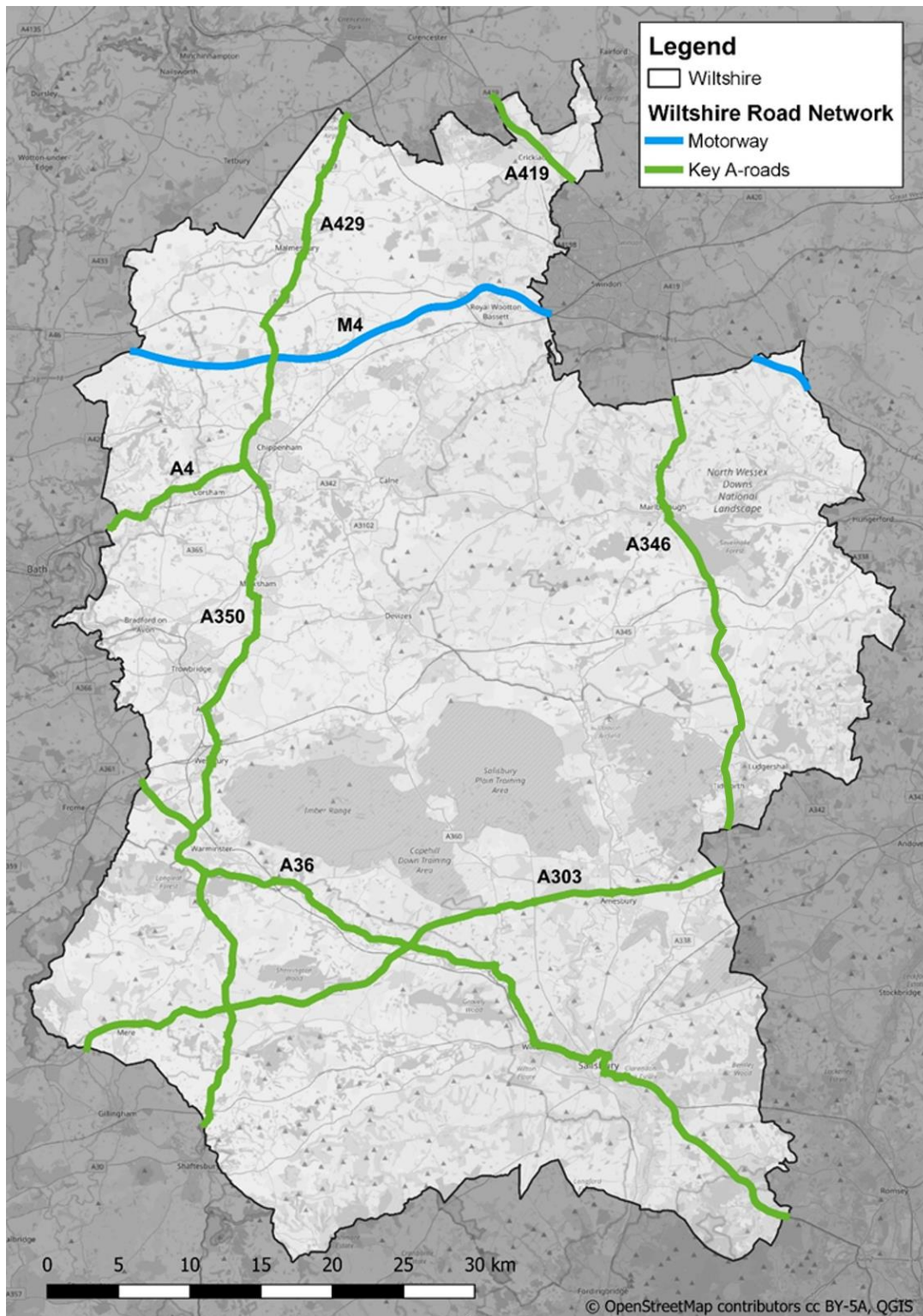


Journey times on the strategic routes will increase by 6% on average in both the morning and evening peaks by 2036.⁹

⁸ Department for Transport, Road traffic statistics, 2023 (<https://roadtraffic.dft.gov.uk/local-authorities/68>). The average annual daily flow counts the number of vehicles that travel past (in both directions) the count location on an average day of the year, over a 24-hour period.

⁹ To understand the future resilience of Wiltshire's road network, we carried out a test using our strategic highway traffic model using forecast 2036 traffic levels. The model provides an indication of future traffic demand, but does not account for large scale changes in travel demands, travel patterns or any type of transport intervention, including from this LTP.

Figure 2-7 - Wiltshire's road network¹⁰






¹⁰ The key A-roads mapped (also known as the Primary Route Network) is a subset of A-roads that are designated as they connect key destinations, such as significant towns and cities. The Primary Route Network is designed to provide clear and efficient routes for long-distance and through traffic.

2.2. Typical challenges and opportunities

Table 2-2 presents a summary of the typical transport related challenges and opportunities faced by strategic transport.

Table 2-2 LTP4 challenges and opportunities for strategic transport

LTP4 challenges and opportunities for strategic transport	
	<p>Rurality</p> <p>The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, and presents challenges around connectivity by other modes, which can lead to social isolation.</p> <ul style="list-style-type: none"> • A limited number of key A-roads act as the main connection between places. • Access to key bus routes, rail stations, and major roads is limited for those living in rural areas. • Declining bus service, with 70% of bus services requiring a subsidy to continue operation. • Across the county, 28% of people are not able to access a town centre within 30 minutes by walking or public transport.¹¹ • A large proportion of Wiltshire does not have access to key urban centres within an hour's rail journey (Figure 2-3).
	<p>Health, wellbeing and safety</p> <p>There are pockets of inequality and deprivation across the county related to health, wellbeing, road safety and access to facilities.</p> <ul style="list-style-type: none"> • Eight Air Quality Management Areas (AQMAs) are in operation in Wiltshire. The three AQMAs in Salisbury all include sections of the A36 SRN corridor. • 1,275 casualties were reported on Wiltshire roads in 2022, 16 of which were fatal.¹² 15 of the fatalities were recorded on rural roads. • 68% of surveyed residents were satisfied with safety on buses in 2023.¹³ 63% were satisfied with safety at bus stops.
	<p>Economic growth</p> <p>Economic growth in Wiltshire is slowing and an ageing population poses an increasing challenge.</p> <ul style="list-style-type: none"> • Strategic journeys are made for commuting, business, tourism purposes, which all support growth and contribute significantly to the local, regional and national economy. • The A303 is a key tourist route providing access to Stonehenge whilst performing a strategic function between the London region and Devon and Cornwall to the South West. • There are key commuting trips from and to Wiltshire, including Bath, Bristol and Swindon to/from northern Wiltshire, and Winchester and Southampton to/from southern Wiltshire.

¹¹ DfT Journey Time Statistics, 2019

¹² [Reported road casualty statistics in Great Britain: interactive dashboard, from 2018 \(dft.gov.uk\)](https://www.dft.gov.uk)

¹³ [2023 Survey Public Reports \(nhtnetwork.co.uk\)](https://www.nhtnetwork.co.uk)



Futureproofing transport

The transport network in Wiltshire is not currently prepared for future **maintenance, technological, environmental and societal changes.**

- Rail and road networks are at risk of damage and disruption from extreme weather events, which are becoming more frequent due to our changing climate as well as underinvestment in long term maintenance.
- Our transport networks should facilitate the changing needs of our people and accommodate housing and employment growth.
- Modelling tests found that peak time journey times on Wiltshire’s strategic roads could increase by 6% on average by 2036 due to housing and employment growth.



Decarbonisation

Wiltshire Council acknowledged a **climate emergency** in 2019, and decarbonising transport is critical to achieving the Council’s carbon neutral ambitions.

- Buses and coaches in Wiltshire are primarily made up of diesel run vehicles, with 95.8% powered by diesel, followed by 4.0% powered by petrol. Of the cars licensed in Wiltshire, 53.4% are petrol, 33.6% are diesel, and 13% are other fuels (including hybrid electric (petrol), plug-in hybrid electric (petrol or diesel), range extended electric and battery electric cars).
- The Great Western Main Line electrification is incomplete (rolled out between London and Chippenham only) and benefits a minority of services.
- Approximately 65% of miles travelled in the South West region are part of a longer distance journey (Figure 2-1). Since 9 in 10 of these journeys are made by car, van, or motorbike, they are likely to be responsible for a large proportion of the region’s transport-related greenhouse gas emissions.



Unique environment

We have a responsibility to **protect** and **enhance** Wiltshire’s unique natural, built and historic environments.

- Wiltshire’s road and rail networks must consider and respect our unique environments.
- Much of Wiltshire’s built environment is historic so Wiltshire’s transport network needs to find the balance between ensuring efficient movement and respecting the character of our places.

2.3. Vision and objectives for strategic transport

2.3.1. Vision

The LTP4 vision sets out a long-term aspiration for transport in Wiltshire, to 2038 and beyond, of:

A safe and connected transport system which protects the county’s unique built, natural and historic environment, making this accessible for all, supports sustainable economic growth across Wiltshire’s communities and contributes to a low carbon future.





Delivery of the vision would mean that Wiltshire’s strategic transport network ensures the efficient and effective movement of vehicles, helping connect people to place, whilst moving

towards decarbonisation of the network. This would be achieved through various measures including transitioning vehicles to sustainable and electric fuels, supporting the move towards a safer network with a Vision Zero approach, and futureproofing the network against environmental and societal crises.

2.3.2. Objectives

Table 2-3 presents an overview of LTP4 objectives in the context of strategic transport.

Table 2-3 LTP4 objectives and relevance for strategic transport

LTP4 objectives and relevance for strategic transport	
 <p>Supporting rural communities</p>	<p>To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.</p>
<ul style="list-style-type: none"> • Improve multi-modal connectivity in rural areas, ensuring residents are sustainably able to access the strategic transport network. • Support opportunities to improve the strategic transport network in rural areas e.g. new rail stations and enhanced access to existing stations. 	
 <p>Improving health, wellbeing and safety</p>	<p>To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.</p>
<ul style="list-style-type: none"> • Improved air quality near to and on the strategic transport network, particularly in AQMAs.¹⁴ • Reduction in collisions on the SRN. • All people feel safe and secure when using the public transport network. 	
 <p>Economic growth</p>	<p>To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire’s varied localities.</p>
<ul style="list-style-type: none"> • Support the transition of strategic journeys made for commuting, business, tourism purposes to more sustainable modes, where possible. • Ensure there are reliable journey times on the strategic transport network. • Support the convenience and attractiveness of using public transport for cross boundary trips. 	
 <p>Futureproofing transport</p>	<p>To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.</p>
<ul style="list-style-type: none"> • Enhance the resilience of the strategic transport network, minimising disruption from extreme weather events. • Our transport networks should facilitate the changing needs of our people and accommodate housing and employment growth. 	

¹⁴ The 2024 Air Quality Action Plan contains modelled and strategic measures to reduce emissions of nitrogen dioxide within our AQMAs.



Transport decarbonisation

To expedite the **reduction of the total carbon emissions** in the county that are due to transport, contributing to making Wiltshire Council carbon neutral by 2030, and leading the county towards net zero

- Reduction in total number of car miles travelled within and beyond the county, since more people can access services, employment and leisure closer to home, and more people have access to bus, coach and rail services.
- Support for rapid uptake of low emission vehicles for remaining longer distance car journeys



Protecting and enhancing our unique environments

To ensure the transport network in Wiltshire **protects and enhances** our natural and built **environments**, including our three National Landscapes, National Park and our historic towns and settlements.

- Consideration of our unique environments when maintaining and improving strategic transport networks.

2.4. Policies and measures

2.4.1. Introduction

The LTP4 policies are set out in detail in Section 2.3 of our Core LTP4 Strategy.

The following sections consider the policies specifically in the context of strategic transport and outline the relevant measures we plan to deliver. The policies are grouped by our four policy areas, and in this sub-strategy are focused around Shift, Improve and Support.

These four policy areas sit around the core of the LTP4: the vision and objectives.

Our objectives are set out in Section 2.1 of our Core LTP4 Strategy. Each measure meets some or all our objectives, and these are depicted by the relevant icons identified previously.



Objective 1 - To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.



Objective 2 - To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.



Objective 3 - To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire’s varied localities.



Objective 4 - To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.



Objective 5 - To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.



Objective 6 - To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

2.4.2. Shift



Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel and shared and public transport.

Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality.

Objectives met:



Policy S1 is covered in our place-based sub-strategies and freight sub-strategy.

Policy S2: Provide more public and shared transport options and improve service quality.

Objectives met:



Measure S2.1: Bus infrastructure and service improvements on key corridors

Description

We will deliver new bus infrastructure, such as prioritised traffic lights, bus lanes and bus gates, where the bus network would benefit. Our Bus Service Improvement Plan (BSIP)¹⁵ sets out several ambitions including to run services between 7am to 7pm, 7 days a week on key corridors.

Benefits

Improvements to bus infrastructure and service improvements on key corridors will help to:

- Make sustainable alternatives to travelling by car more attractive. Reduced trip lengths could facilitate a mode shift away from private vehicle to public transport.
- Reduce private vehicle miles, helping to reduce total greenhouse gas emissions due to transport.

¹⁵ Bus Service Improvement Plan, Wiltshire Council (2024) ([Bus Service Improvement Plan 2024 \(wiltshire.gov.uk\)](https://www.wiltshire.gov.uk/bus-service-improvement-plan-2024))

Measure S2.1: Bus infrastructure and service improvements on key corridors

- More reliable, convenient, safer and affordable alternatives to private car journeys to improve access to opportunities and services for all, especially those without access to their own car.
- Increase access to jobs, training and education in different parts of the county and increases the ability to live and access services and opportunities locally, including leisure.
- Improve levels of accessibility between economic centres, businesses, employees, suppliers, and customers.
- Tackle social isolation by providing accessible options for all. New infrastructure should be designed with improved public safety in mind and to meet modern accessibility standards.
- Improve accessibility and increase travel choices including for those in rural areas.

Possible locations

All bus routes in Wiltshire, prioritised based on factors set out in the Bus Service Improvement Plan.¹⁵

Case study: Wiltshire Superbus

A strong network of inter-urban services is essential in a rural county, easing congestion and reducing emissions on the county's busiest roads. Our 'Superbus' network is based on where current bus service frequencies are higher than hourly, where services link key inter-urban locations, and/or where the assessment of journey-to-work areas illustrates potential to develop services to meet latent demand.

Our proposals for Superbus include increasing frequencies and improving reliability and, along with the Salisbury urban network, is our priority for investment in roadside passenger infrastructure, passenger information including real-time and investment in bus priority measures. In return, these services would be the focus of investment by operators in high-specification vehicles. For Superbus routes, the objective is to deliver services on all routes between 7am and 7pm, 7 days a week. Services will operate at least hourly, stepping up to 2 buses per hour when demand requires.

We are conducting a detailed study on the initial route (55 - Chippenham to Swindon) which will inform the process we will follow for all other Superbus routes in the future.

Measure S2.1: Bus infrastructure and service improvements on key corridors



Wiltshire BSIP

Measure S2.2: Implementation of new demand responsive transport (DRT) services

Description

Demand responsive transport (DRT) is a flexible bus service which allows users to specify their desired location and time of pick-up and drop-off. DRT can provide a flexible shared transport option where a standard, fixed route bus service might not be viable, especially in low-density areas or at quieter times of day. They can provide a convenient option where a car would otherwise have been essential, especially in Rural Areas.

The Wiltshire Connect DRT services already run in specific locations throughout the county where fixed-route timetables are not appropriate.

Benefits

Continuing to run these services and implementing new DRT services will help to:

- Reduce private vehicle miles, helping to reduce total greenhouse gas emissions due to transport. DRT creates a reliable, convenient, safer and affordable alternative to private car journeys to improve access to opportunities and services for all.
- Improve connectivity resulting in reduced social isolation. DRT can support those with accessibility requirements such as with a door-to-door service for those with mobility requirements. Passengers who use the services are able to build relationships with drivers and other passengers due to the smaller vehicle sizes. Drivers can become aware of regular passengers' needs and provide support, alongside a familiar face.
- Increase access to services and opportunities locally, including leisure.

Measure S2.2: Implementation of new demand responsive transport (DRT) services

- Increase accessibility between economic centres, business, employees, suppliers and customers. DRT is a reliable form of transport, especially in areas with limited or no public transport services, providing connections to areas of employment, leisure, healthcare, and other key services.
- Increase travel choices.

Possible locations

Across Wiltshire, predominantly rural areas where there are limited fixed bus routes.

Case study: Wiltshire Connect

Wiltshire Connect is a new type of bus service operating in the Pewsey Vale and Marlborough area. Unlike a typical bus service, our Wiltshire Connect vehicles operate on a pre-bookable, on-demand basis, allowing you to travel between any designated pick up and drop off point within each zone. Rides can be booked using an app, an online booking portal or via phone and the smart technology will match up your journey with any other passengers travelling in the same direction at the same time.

Wiltshire Connect operates between 6am-8pm Monday to Friday and 7.30am-8pm on Saturdays, with modern, accessible and air-conditioned vehicles. Rides can be booked up to seven days ahead and with as little as 30 minutes' notice on the day, subject to availability. The operating hours provides early morning and early evening rail connections with GWR services to and from London Paddington and the West Country.



Wiltshire Connect

Measure S2.4: Support for more frequent or new direct rail services

Description

This measure focuses on support for enhancing the frequency of rail services, introducing new direct routes and therefore improving connections between different lines and stations. This policy would support and prioritise improvements which seek to make rail travel more convenient across Wiltshire. The Western Gateway Rail Strategy¹⁶ sets minimum aspirational frequencies of two trains per hour for intercity services, at least one train per hour for regional services, and one train per hour for local services.

Benefits

Improving connectivity through rail services will:

¹⁶ <https://westerngatewaystb.org.uk/strategy/rail-strategy/>

Measure S2.4: Support for more frequent or new direct rail services

- Make sustainable alternatives to travelling by car more attractive. Improved services or new services could facilitate a mode shift away from private vehicle to public transport.
- Reduce private vehicle miles, helping to reduce total greenhouse gas emissions due to transport.
- Improve access to services and opportunities, including leisure, locally and across the county. New connections would provide access to new opportunities that were previously not accessible, opening opportunities for employment, education and leisure.
- Provide reliable, multi-modal connectivity between key destinations across Wiltshire.
- Reduce car travel and associated impacts from tourism. New routes could help increase the number of tourists that use the train to existing or new connections.
- Tackle social isolation.

Possible locations

The Western Gateway Rail Strategy¹⁶ identifies the intercity services between Cardiff and Reading and between Exeter and Basingstoke, which both route via Salisbury, as requiring improvement to meet the minimum aspirational frequencies. It also identifies several new direct services to be investigated: Salisbury to Reading, Bristol Temple Meads to Oxford (via Chippenham), Southampton to Oxford (via Salisbury and Westbury), Chippenham to Gloucester/Cheltenham Spa, Chippenham to Salisbury, Chippenham to Taunton, and Westbury/Chippenham to Weston-Super-Mare. In addition, it states that interchange and service improvements at stations such as Southampton Central and Reading could have knock-on improvements to rail services in Wiltshire.

The Wiltshire Rail Strategic Study¹⁷ highlights that poor connections at Westbury in particular have been consistently raised as a concern for stakeholders, and includes investigating a new service between Paddington to Westbury as a key priority.

Opportunities for rail service improvements are being assessed in Devizes and Corsham through the DfT Restoring Your Railway fund.

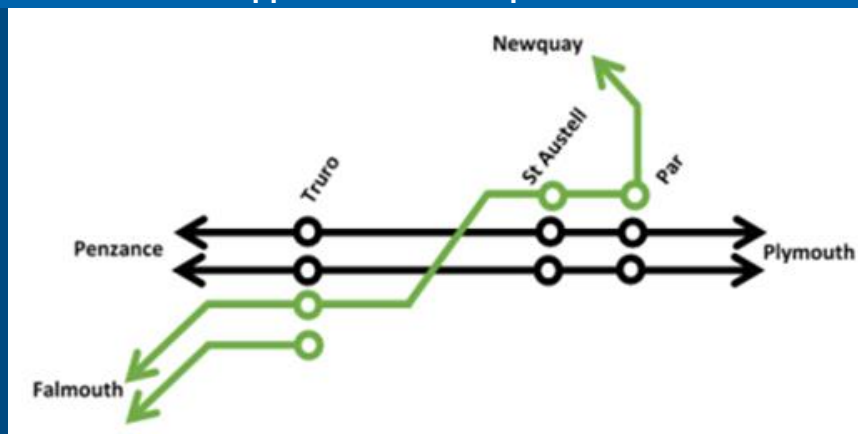
Case Study: Mid-Cornwall Metro

Cornwall Council successfully bid for a £50 million grant from the Government's Levelling Up (transport) Fund towards a £56.8 million Mid Cornwall Metro initiative. Working with delivery partners GWR and Network Rail, the new coast to coast rail service will create a sustainable transport corridor through central Cornwall. It will improve the current links between four of Cornwall's largest towns: Newquay, St Austell, Truro, and Falmouth/Penryn.

Plans include a new hourly direct train service connecting Newquay, Par, St Austell, Truro, Penryn and Falmouth, doubling of the number of rail services between Newquay and Par - an extra 700,000 seats per year both ways and increase frequency of mainline services between Par, St Austell and Truro.

¹⁷ Network Rail, 2024

Measure S2.4: Support for more frequent or new direct rail services



Mid-Cornwall Metro, Cornwall Council

Measure S2.5: Support for rail capacity upgrades

Description

Capacity upgrades would expand and modernise our railway infrastructure to meet growing demand. Expanding capacity would provide opportunities for a greater number of people to travel comfortably, especially at peak times. We will continue to work with Network Rail to lobby for and support rail improvements which bring benefits to Wiltshire.

Benefits

Rail capacity upgrades would benefit by helping to:

- Make sustainable alternatives to travelling by car more attractive and accessible. Upgrades to capacity could facilitate a mode shift away from private vehicle to public transport.
- Reduce private vehicle miles, helping to reduce total greenhouse gas emissions due to transport.
- Provide reliable, multi-modal connectivity between key destinations across Wiltshire. Upgrades may enhance connectivity within and beyond Wiltshire, providing new connectivity opportunities for residents to access opportunities including employment, tourism, and education.
- Help to futureproof the network as population and economic growth takes place. Capacity upgrades can also provide resilience, such as allowing services to be diverted or reducing the knock-on effect of service disruption.

Possible locations

Across Wiltshire.

The Wiltshire Rail Strategic Study¹⁷ highlights constraints for track capacity on the single line between Bradford Junction (Trowbridge) and Thingley Junction (Chippenham) via Melksham, with only one train able to pass through this c.9 miles stretch of track at a time. Additionally, the study points to capacity constraints between Westbury Line Junction (Reading) and Westbury, that would need to be addressed to accommodate further growth of passenger and freight services along the route.

Measure S2.6: Supporting availability of train servicing facilities

Description

Train servicing facilities offer the opportunity to maintain and service trains running on the county's rail network. We will work with Network Rail and rail operators to support the delivery of these facilities to ensure our rail network is more efficient and resilient.

Benefits

- Increase the uptake of energy efficient and zero or ultra-low emission vehicles as this would provide the appropriate facilities needed for new low emission trains.
- More reliable, convenient, safer and affordable alternatives to private car journeys to improve access to opportunities and services for all. The servicing of trains ensures the network can remain reliable and on-time. The existing Salisbury depot has been an exemplar of reliable fleet and ability to "inject" trains into service when problems occur on the route.
- Improve levels of accessibility between economic centres, business, employees, suppliers and customers. Construction of the facilities would require local employment.
- Services and routes return to normal as quickly as possible after incidents on the network and the impact of any disruption on people and business is managed.
- Make sustainable alternatives to travelling by car more reliable, attractive and accessible. Increased confidence in the rail network may encourage a modal shift.

Possible locations

Appropriate and deliverable locations on the rail network.

Policy S3: Provide better access to public and shared transport services.

Objectives met: 

Measure S3.3: Improved waiting and interchange facilities at bus stops and stations

Description

Our Bus Service Improvement Plan (BSIP)¹⁵ sets out our ambitions for improvements to bus facilities in line with the recently published Local Transport Note 1/24 Bus User Priority. LTN 1/24 sets out the importance of covering the needs of the bus user from the whole bus trip perspective, including access to the bus stop and good quality waiting facilities at bus stops, bus stations and key interchange points.

Our BSIP outlines our commitment to develop and deliver improved waiting and interchange facilities at our bus stops, to ensure access to the bus network is as convenient and comfortable as possible. All upgrades to our bus stop facilities will be designed with accessibility for all passengers in mind.

Benefits

Upgraded facilities will help to:

- Provide more convenient, reliable and safer alternative to private vehicle. Upgrades will help to improve the public realm around bus stops and stations.
- Reduce private vehicle miles, helping to reduce total greenhouse gas emissions due to transport.

Measure S3.3: Improved waiting and interchange facilities at bus stops and stations

- Increase ability to live and access services and opportunities locally, including leisure, for all through accessible facilities.
- Reduce traffic congestion and delays on the network.

Possible locations

As noted in the BSIP, we are currently underway with an audit of all bus stop infrastructure (over 4000 bus stops) across the county to develop a baseline understanding of where improvement is required.

Whilst our ambition is to improve all bus infrastructure in Wiltshire, our first priority is to improve basic bus stop provision with a marked bus stop across the county. This will be followed by improving the accessibility and safety of our stops, and improved shelter provision. Improvements to shelter standards will be firstly focused in our three Principal Settlements; Salisbury, Chippenham and Trowbridge. As our Superbus projects come forward, we will also implement upgrades on a route-by-route basis.

We are also improving Chippenham Bus Station, and as noted in the BSIP; we are proposing to undertake a study to assess its location and the condition of passenger infrastructure.

Case study: Salisbury Future High Streets Fund – Station forecourt scheme

In June 2024, works commenced to deliver an extensive forecourt makeover to provide a more welcoming first impression to the historic cathedral city and be more accessible for visitors and residents. The £5.8 million enhancements include enhanced sustainable transport provision, including a bus interchange.



Wiltshire Council

Measure S3.4: Provision of real time passenger information (RTPI) at bus stops

Description

Real time passenger information (RTPI) enables passengers to access real-time bus arrival and departure information through digital signs at bus stops, bus stations, and online via websites and apps.

As outlined in the BSIP, the provision of additional RTPI at stops will be defined when setting new standards for stops. We will focus improvements at locations with high numbers of passengers, locations with high levels of interchange and where travel choices from/to new development can influence travel behaviours.



Measure S3.4: Provision of real time passenger information (RTPI) at bus stops

Blue Boar Row, Salisbury, Wiltshire Council

Benefits

RPTI would help to:

- Make bus a more reliable, convenient, and safer alternative to private car journeys to improve access to opportunities and services for all. RTPI tracks live information, helping to inform and provide reassurance as to when buses will be arriving.
- Reduce private vehicle miles, helping to reduce total greenhouse gas emissions due to transport.
- Improve accessibility for all, opening up more opportunities and improving quality of life. Upgrades can include the provision of accessibility features such as audible information. Accessibility upgrades will ensure that our public transport network is more inclusive. Accessibility is also improved through reducing the need to wait at stops for long periods of time. This could be an issue for some users and prevent them from taking the bus.
- Increase the ability to live and access services and opportunities locally, including leisure, helping to reduce social isolation.
- Improve multi-modal connectivity between key destinations across Wiltshire. RTPI can feed into journey planning tools / apps, enabling more multi-modal sustainable journeys.
- The provision of RPTI may provide greater travel choices for those in rural areas.

Possible locations

RTPI is already available at stops in Salisbury and some key inter-urban bus routes towards Bath, Pewsey, Andover, Southampton, Poole and Bournemouth. RTPI should be available across all bus routes in Wiltshire, prioritised based on criteria set out in the Bus Service Improvement Plan.¹⁵

Case study: Salisbury Real Time Information

During 2022, Wiltshire Council embarked on a programme upgrade of the County's Bus Real time Information System which had originally been introduced in 2005 and was at the end of its natural life.

The project initially required the replacement of 173 displays in bus shelters and at key bus stops in the Salisbury area and parts of Western Wiltshire, as well as the provision of a system to predict the arrival of buses at every bus stop in Wiltshire and display this information on the signs and through a dedicated website.¹⁸

Following a rigorous tendering exercise, the contract for the project was awarded to Transport Technology specialist company R2P and the new system went live in March 2023. The new system uses data supplied by bus operator Go South Coast and the Government's Bus Open Data System and the new signs consume a fraction of the electricity when compared with those they replaced.

We are now looking for opportunities to expand the system in partnership with Town and Parish Councils, to provide RTI signs at central bus stops at in other Market Towns across Wiltshire and also at new developments where this can be financed through developer funding. We will also be trialling the use of battery powered RTI signs at bus stops which are not equipped with a mains electricity supply.

¹⁸ www.wiltshirebuses.r2p.com

Measure S3.5: Railway station upgrades

Description

Improvements to rail stations could include measures such as more seating, enhanced travel information, CCTV, lighting and accessibility improvements. Upgrades will also include the addition of accessible facilities, such as step-free access to all platforms, ensuring that all stations have access to ramps for access between the trains and platforms and accessible ticketing machines. Our rail stations should be accessible and inclusive by design to ensure that they are suitable for all Wiltshire residents.

Benefits

Rail station upgrades would help to:

- Provide more convenient, reliable and safer alternative to private vehicle. Upgrades will help to improve the public realm around bus stops and stations.
- Reduce private vehicle miles, helping to reduce total greenhouse gas emissions due to transport.
- Increase ability to live and access services and opportunities locally, including leisure, for all through accessible facilities.
- Reduce traffic congestion and delays on the network.

Possible locations

As noted in the BSIP, we are currently underway with an audit of all bus stop infrastructure (over 4000 bus stops) across the county to develop a baseline understanding of where improvement is required.

Whilst our ambition is to improve all bus infrastructure in Wiltshire, our first priority is to improve basic bus stop provision with a marked bus stop across the county. This will be followed by improving the accessibility and safety of our stops, and improved shelter provision. Improvements to shelter standards will be firstly focused in our three Principal Settlements; Salisbury, Chippenham and Trowbridge. As our Superbus projects come forward, we will also implement upgrades on a route-by-route basis.

We are also improving Chippenham Bus Station, and as noted in the BSIP; we are proposing to undertake a study to assess its location and the condition of passenger infrastructure.

Case study: Salisbury Future High Streets Fund – Station forecourt scheme

In June 2024, works commenced to deliver an extensive forecourt makeover to provide a more welcoming first impression to the historic cathedral city and be more accessible for visitors and residents. The £5.8 million enhancements include enhanced sustainable transport provision, including a bus interchange.



Wiltshire Council

Measure S3.7: Explore the role and function of Park and Ride

Description

Park and Ride (P&R) is an important tool for intercepting car trips that are heading to and from town and city centres. In Wiltshire, Salisbury has Park and Ride provision. We seek to continue providing this service and will explore the options for how to better manage and make best use of the current provision of Park and Ride.

Benefits

- Provides a reliable, convenient and affordable alternative to private car journeys to improve access to opportunities and services for all.
- Reduces car travel and associated impacts from tourism; the simplicity of P&R can make it a more attractive option for tourists and visitors for accessing local destinations.
- Encourage and incentivise people to visit and spend money in Wiltshire, and expansion could increase in footfall in town centres and at tourist destinations.
- Improve multi-modal connectivity between key destinations across Wiltshire. Cycle parking at P&R sites could increase the range of multi-modal trips.
- Expanded P&R can improve access to opportunities and deliver improvement in safety and town centres due to reduced traffic levels.
- Park and Rides will intercept vehicle trips from rural areas where there is no viable alternative for end-to-end public transport.

Possible locations

Predominantly Principal Settlements.

Measure S3.8: Smarter ticketing and payment on buses

Description

Tap On, Tap Off is a quick and easy way to travel without the inconvenience and time taken to purchase specific tickets for every trip. Bus users 'tap on' using contactless payment methods when they board a bus, and 'tap off' when alighting the bus. The system then automatically calculates the lowest fare for the user.

We will seek to further roll out Tap On, Tap Off technology on our buses.

Benefits

Smarter ticketing and payments on buses will help to:

- Make bus a more, convenient alternative to private car journeys to improve access to opportunities and services for all. The complexity and lack of clarity of payment can often be a barrier, and this can help passengers to understand the available options to travel sustainably. Integrated ticketing options may be more financially viable for users.
- Increase in the proportion of journeys made via sustainable modes of transport.
- Provide a more reliable, convenient and affordable alternatives to private car journeys through less time dwell spent at stops while passengers purchase tickets.
- Reduce social isolation, through providing access to services and opportunities for all locally, including leisure.
- Reduce traffic congestion and delays, helping to reduce total greenhouse gas emissions due to transport.
- Improve accessibility and travel choices for reaching key destinations, including for those in Rural Areas.

Measure S3.8: Smarter ticketing and payment on buses

Possible locations

Across Wiltshire, on buses that currently do not have smarter ticketing technology.

Case study: Wiltshire buses 'Tap On, Tap Off'

Across Wiltshire, three bus operators currently use "Tap On, Tap Off" (TOTO). These are Salisbury Reds, Swindon's Bus Company and First Bus. TOTO is a simple way for people to pay for their bus travel using their contactless card or device without having to buy a ticket on the bus. Passengers are able to tap their card against the reader when they get on the bus and again just before they get off. The bus operator then works out the correct fare for each journey and ensure that customers never pay more than the relevant day ticket fare each day they travel, no matter how many journeys they make. As customers travel more over the week, the system also ensures that each extra day costs less.

Benefits include removing the risk of wasting a ticket when plans change as it only charges customers for the journeys they actually take, and speeding up the boarding process, benefitting all passengers.

Measure S3.9: Accessible and inclusive buses and infrastructure

Description

We will support accessibility improvements to ensure our bus network is accessible and inclusive by design. This measure includes for bus vehicles, bus stations and stops, as well as access routes to bus stops.

We will consider improvements to bus stops which enable every person in Wiltshire to use our public transport network. We fully support making bus stops more accessible including appropriate and essential infrastructure such as shelters, seating, raised kerbs, clear bus time information, and information available at the stops and via apps. Boarding the bus should be accessible for all.



Wiltshire BSIP

Working with bus operators, the bus fleet in Wiltshire should be made accessible by including additional flexible space for a second wheelchair user or passengers with pushchairs, hearing loops, space for assistance dogs, and audible and visible information. Going forward, disabled passengers across Great Britain will be able to travel more confidently due to new rules introduced by DfT which will require almost every local bus or coach service to provide audible announcements and visual displays identifying the route and direction, each upcoming stop, and the beginning of any diversions. Clear audible and visible information will also benefit non-disabled people, helping those who are travelling on an unfamiliar bus route, and giving passengers confidence that they will not be left stranded at the wrong stop.

Benefits

- Promotes use of public transport, reducing vehicle miles and greenhouse gas emissions associated with transport.

Measure S3.9: Accessible and inclusive buses and infrastructure

- Reduces social isolation by reducing existing barriers to accessing the bus network and ensuring that every person can access key services.
- Increases access to service and opportunities, including jobs, education and leisure.
- Provides more travel choices, especially for vulnerable users, who may have new opportunities to access the bus network.

Possible locations

Across Wiltshire.

Measure S3.10: Lower and simpler bus fares

Description

We will explore opportunities to provide a lower and simpler bus fare structure in Wiltshire. This will include longer term consideration to plan for the future beyond the end of the Government's £2 fare cap.

We will work with operators to offer better value group fares within Wiltshire in order to increase the competitiveness of the bus compared to car travel. We propose to undertake a study, should the £2 fare cap end, to consider commercial fare capping and the role of Tap on, Tap Off across all our operators.

We will also work with our operators to ensure that information regarding fares is readily available on all our main websites where passengers access travel information.

Benefits

- Helps to tackle social isolation, provide people with access to key services and opportunities, both locally and across the county.
- Increase in the proportion of journeys made via sustainable modes of transport.
- Reduces private vehicle miles and total greenhouse gas emissions of transport.
- Reduces traffic congestion and delays, helping to improve air quality.
- Improves accessibility and travel choices including for those in rural areas, who often have to travel longer distance.

Possible locations

Across Wiltshire.

Case study: Faresaver, Kids Go Free

Faresaver is one of the largest independent bus operators in the South-West, providing high quality bus services across North and West Wiltshire and Bath. During the school holidays, including summer holidays and half-term holidays, Faresaver runs a 'Kids Go Free' offer, allowing up to 2 children (aged 5-18 inclusive) to travel free when accompanied by an adult during school holiday periods. Children aged 0-4 always travel for free on Faresaver buses.



Faresaver

Measure S3.11: Multi-modal ticketing

Description

We will explore and support opportunities to expand multi-modal ticketing. This is where tickets that span multiple modes of travel and multiple operators can be purchased, such as bus and rail. We will work with our bus operators to consider the introduction of a multi-operator ticketing partnership and development of commercially viable multi-operator products, to include rail.

Benefits

- Multi-modal ticketing could reduce barriers to connectivity by removing confusion associated around ticket types, helping make it more convenient to travel by sustainable modes.
- Reduce car travel and associated impacts from tourism. Simplified pricing will make it easier for tourists and visitors to use the existing network and support the county's economy.
- Encourages mode shift as public transport journeys would become more streamlined and a more convenient and attractive transport option.
- Increase access to services and key destinations through improved multi-modal connectivity.

Possible locations

All services in Wiltshire.

Measure S3.12: Coach parking

Description

We will investigate additional provision for coach parking in the most appropriate locations.

Given the attraction of Wiltshire's built and natural environment to tourists, the provision of adequate parking for visitors and coaches at attractions is an important consideration. However, the typically seasonal nature of tourism can sometimes present problems in dealing with the associated increase in parking demand.

The provision of adequate facilities for coaches to park and set down / pick-up is essential in providing more sustainable visitor access to our historic towns, city and other tourist destinations. In doing so, it is acknowledged that there can be a number of difficulties and tensions related to the operation of coaches as experienced by drivers, other road users and local residents and businesses.

Benefits


Facilitating coach parking could:

- Reduce car travel and associated impacts from tourism, including reduced greenhouse gas emissions, reduced impact on communities and natural and historic sites, and reduced traffic congestion and delays.
- Improve reliability of multi-modal connectivity between key destinations across Wiltshire.
- Increase in footfall in town centres making more attractive places for businesses to invest.

Possible locations

Key tourist destinations across Wiltshire.

Policy S4: Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most.

Objectives met:   

Policy S5: Encourage and enable shift to more sustainable modes for freight.

Objectives met:     

Measures relating to Policies S4 and S5 are covered in our place-based, freight and parking sub-strategies.

2.4.3. Improve



Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.

Policy I1: Facilitate and encourage move to low and zero emission vehicles.

Objectives met:     

Measures related to EVI are included in the EVI sub-strategy.

Measure I1.13: Support of cleaner, modernised buses and coaches, and related charging infrastructure

Description

We have worked with bus operators towards rapid decarbonisation of our bus fleet. Over the past few years, the proportion of electric and Euro 6 buses operating on the network has significantly increased, and we have been phasing out the more polluting and older buses.

In partnership with Go South Coast, it was announced in March 2024 that we have been successful in our bid for Zero Emission Bus Regional Areas (ZEBRA) funding, which will see all buses on Salisbury city routes and the Stonehenge tour service being replaced by electric vehicles in 2026. Following this, our recent successful ZEBRA2 bid will see 23 brand new vehicles brought into operation into Salisbury from 2026 onwards. As and when opportunities become available for further funding towards zero emission vehicles, we will work with our operators to see where this will be possible.

Benefits

This is a key component in reducing emissions from buses. A cleaner bus fleet will:

- Improve air quality and local health. Cleaner infrastructure would deliver air quality improvements, which are particularly relevant for our Air Quality Management Areas (AQMAs).
- Reduce the impact of travel on communities and our historic and natural environments, through improved air quality and reduced noise pollution.

- Make bus a more attractive alternative to private vehicle, reducing private vehicle miles. Upgrades would improve journey quality for passengers.
- Help to maximise the uptake of energy efficient and zero or ultra-low emission vehicles across Wiltshire.

Possible locations

The entire bus fleet operating in Wiltshire.

Measure I1.14: Support for rail electrification

Description

We will support the further electrification of trains operating in Wiltshire, ensuring that the solution is fit for both passenger and freight services. 38% of the UK rail network has been electrified, a figure which is expected to increase over the coming years. Wiltshire will support electrification plans, including those set out by Network Rail.

Benefits

- Help to reduce total emissions from transport. Rail electrification would support decarbonisation of Wiltshire's transport network – an electric train emits between 20%-35% less carbon per passenger mile than a diesel train.
- Reduce the impact of travel on communities and natural and historic sites and improve air quality and local health. After completion of works, electrification would reduce pollution and noise produced by the rail network, particularly beneficial for those living or working close to the rail network.
- Maximise the uptake of energy efficient and zero or ultra-low emission vehicles. Rail electrification would help futureproof the county's rail network as it could be powered by renewable energy or low-carbon options.
- Potential for improvements to line speed running and thereby increased capacity for additional services.

Possible locations

Across Wiltshire. The Wiltshire Rail Strategic Study highlights that electrification of the Berks & Hants Line between Newbury and the Mendip quarries (in line with Network Rail's Traction Decarbonisation strategy) would both reduce greenhouse gas emissions from rail and increase the capacity for both passenger and freight service improvements.¹⁷

Case Study: GWR electrification

In 2020, the Great Western electrification programme was completed, enabling direct London Paddington - Cardiff Central electric services to operate for the first time. Electrification has allowed for journey times between south Wales and London to reduce by 15 minutes and provide an additional 15,000 weekdays seats compared with previous years. The new rolling stock on GWR routes has reduced diesel power consumption by around 25-30%. GWR is seeking to phase out diesel-only traction by 2040.



Network Rail

Measure I1.14: Support for rail electrification



Great Western Railway

Case Study: GWR battery train

In February 2024, GWR's innovative fast-charge battery trial achieved another significant step. The train demonstrated its capability by travelling a UK record of 86 miles on battery power alone without recharging. The train was operating under real-world conditions, at speeds of up to 60mph, stopping and starting over a hilly route, with elevation changes of up to 200m.

This fast-charge technology has been designed to solve the problem of delivering reliable, battery-only trains capable of fulfilling timetable services on branch lines, eliminating the use of diesel traction and helping to meet the Government and wider rail industry's target to reach net-zero carbon emissions by 2050.

Case Study: LNER East Coast Main Line

London North Eastern Railway (LNER) unveiled 10 "tri-mode" trains that were introduced to the East Coast Main Line in 2023. The fleet of new trains can run on battery power, electricity and diesel, making them more sustainable and environmentally friendly. The tri-mode trains will reduce carbon emissions, noise and vibration pollution and optimise energy consumption, compared to the rest of LNER's fleet. Battery options for new trains may be a feasible alternative to full rail electrification.



LNER

Policy I2: Enable safer and more efficient driving and operation of road networks.

Objectives met: Three icons: three stylized human figures, a line graph with an upward arrow, a circular arrow, and a target symbol.

Measure I2.3: Improvements to on-road signage on our strategic and major roads

Description

Improvements relating to standard on-route signage should be investigated, in collaboration with National Highways and other key operators, to ensure that all on-road signage is of appropriate standards. This includes upgrading signage for freight, tourist destinations, key locations such as hospitals, any road restrictions and general place directions.

Benefits

- Better signage will reduce unnecessary travel by limiting the number of wrong turns taken and therefore associated emissions.

Measure I2.3: Improvements to on-road signage on our strategic and major roads

- Signage could be used to create a safer network for walking and cycling by ensuring select traffic e.g. freight is away from key pedestrian areas. This will help to minimise the impact of travel on communities and natural and historic sites.
- Can inform road users of suitable alternate routes in case of congestion, helping to ease congestion and delays.
- Diversion routes can be signed in case of emergency / crises, particularly relevant in areas of Wiltshire that are vulnerable to flooding.

Possible locations

Needs based, across Wiltshire.

Measure I2.6: Targeted road infrastructure or junction improvements to relieve congestion

Description

Where there is a critical need, opportunities for targeted road infrastructure or junction design improvements may be considered, in collaboration with National Highways where required. In particular, it is likely that these schemes may be considered in areas of new development to support our growth ambitions and to ensure that any adverse impacts on our communities are minimised.

It is essential that there is a strong case for any such schemes – for example by significantly improving road safety, relieving congestion, accommodating growth, and supporting the economy – and the need for a road scheme rather than a more sustainable alternative should be clearly evidenced. Wherever possible, provision for all road users should be included, such as by incorporating new cycle lanes, safer crossings, and bus priority measures. The overall environmental impacts must be thoroughly investigated, particularly greenhouse gas emissions.

Benefits

- Reduce traffic congestion and delays. Easing congestion at significant 'hot spots' may help to maintain journey times and reliability on key routes. It may also facilitate smoother driving which could improve air quality and reduce greenhouse gas emissions from transport, as long as the overall distance travelled by car does not significantly increase.
- Reliable connectivity between key destinations across Wiltshire. Better connections between urban centres across the county and beyond, creating good levels of accessibility between economic centres, business, employees, suppliers and customers.
- Greater capacity should create a more resilient network, and such schemes may create opportunities to incorporate climate change adaptation measures (such as improved drainage).
- Create a safe and secure network that promotes active travel as part of an active lifestyle to improve health and wellbeing. Re-design of roads may improve road safety helping to decrease the likelihood of incidents.

Possible locations

Needs based, across Wiltshire's major and strategic roads.

2.4.4. Support



Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.

Policy SU1: Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport.

Objectives met:



Measure SU1.12: Multi-modal marketing

Description

We will seek to develop multi-modal marketing strategies to encourage residents and visitors to use sustainable modes of travel and improve awareness of the options available for multi-modal travel. Marketing could include network maps covering connections between rail, coach, bus and active travel routes.

Benefits

- Create better understanding of, and support for, sustainable travel options, leading to increased usage.
- Promote alternative modes for people to access tourist sites.
- Spread awareness of multi-modal connectivity which may increase the proportion of journeys made via sustainable transport, especially longer distance journeys.

Possible locations

At all rail stations, bus stations, and interchange hubs in Wiltshire.

Measure SU1.13: Ticketing incentives

Description

Ticketing incentives, such as discounts, will be explored to encourage people to use Wiltshire's public transport network. These incentives could be applicable across our rail network or bus networks.

We will work on a project of promotion and marketing to familiarise non-users with local and longer distance services and incentivise them with introductory offers. This will help make our public transport network more accessible to a wider range of people and encourage people to try travelling in a new way.

Benefits

- Better understanding of, and support for, sustainable travel options, leading to increased usage. A greater proportion of journeys across the county would be made via sustainable modes of transport.
- Incentivising bus and rail travel promotes these as affordable alternatives to private vehicles for all, helping to reduce vehicle miles and support a reduction in total greenhouse gas emissions due to transport.
- Increase the ability for people to access services and opportunities locally and across the county.

Measure SU1.13: Ticketing incentives

- Incentive measures could encourage visitors to the county to use sustainable modes as opposed to private vehicles, reducing the impact of tourism on local communities.
- Once incentives have been used, people may choose to continue travelling by sustainable modes if they understand the benefits and are aware of the travel choices available to them.

Possible locations

All rail and bus services in Wiltshire.

Case study: NHS discount on Northern trains

Northern announced in 2023 a 25% discount for thousands of key workers using its services across the North of England. NHS workers, carers, teachers and staff working for registered charities are eligible for a 25% discount on Advance Purchase tickets on Northern trains. The saving, which is delivered in partnership with Network – a company that specialises in employee discounts and benefits – is available on all the train operator's 2,500 services a day.

Policy SU2: Work in partnership with Government bodies, stakeholders to improve transport for all.

Objectives met:



Measure SU2.3: Work collaboratively with our key partners and Government bodies

Description

Organisations external to Wiltshire Council – such as regional and national government, Western Gateway Sub-national Transport Body, National Highways, Network Rail, train operators, and bus operators – are responsible for various aspects of strategic planning, operations, improvements and maintenance of our transport networks. We are committed to working closely with these bodies to ensure that the interests of our residents, employers, and visitors are taken seriously.

Benefits

- Support for the delivery of strategies, improvement schemes, and maintenance activities which will bring a variety of benefits to transport users in Wiltshire.
- Working with partners allows us all to take a more holistic and strategic approach to transport, considering solutions that bring benefits for all types of journeys.
- Working collaboratively with these bodies may unlock funding opportunities for complementary schemes which support our LTP4 objectives, such as the delivery of climate change adaptation measures as part of a National Highways scheme.

Possible locations

County-wide.

Measure SU2.4: Supporting Community Rail Partnerships (CRPs)

Description

Community Rail Partnerships (CRPs) aim to improve rail services and work to develop and promote local rail services. They bring together local groups and partners from the rail

Measure SU2.4: Supporting Community Rail Partnerships (CRPs)

industry to deliver local rail improvements. We will continue to support community rail, and partner with them to support the delivery of rail schemes.

Benefits

- Better understanding of, and support for, sustainable travel options, leading to increased usage. CRPs aim to support new users across all age groups to better understand and use the network, including areas they can reach via rail, the costs of travelling, and how to save money.
- Increased awareness facilitates improved access to services and opportunities locally, across the county, and beyond.
- CRPs promote sustainable tourism routes to access key destination.

Possible locations

All rail stations and nearby areas in Wiltshire.

Case study: TransWilts Community Rail Partnership

In Wiltshire, TransWilts Community Rail supports the Swindon to Westbury service route. They aim to act as the link between local communities and the rail industry.

TransWilts is a member of the Platform rail education scheme, whose team of qualified teachers work with local schools to encourage the next generation to travel safely and sustainably. In 2023/24, They took 3,364 students on free train trips to various places – both on the coast and inland. Of these children, more than 10% had never been on a train before. Additionally, over the year, nearly 6,000 students have taken part in classroom sessions learning about trains and rail safety and teachers have also embraced the initiative with over 600 downloads of learning.

They have worked with community partners to identify and deliver projects to brighten up local stations. In conjunction with The Arts Society, GWR and Chippenham Schools, TransWilts has masterminded the installation of artwork on the platforms and waiting areas at Chippenham Station.

They have also produced a colouring book, with funding from Community Rail Network, that features outline drawings by artists Mary Hart and Sam Lindup and celebrate the role women play in rail – both now and in the past.



TransWilts

Policy SU3: Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered.

Objectives met:



Supporting measures relating to Policy SU3 are covered in our place-based and freight sub-strategies.

Wiltshire Council

Local Transport Plan 4

(LTP4) 2024

Wiltshire Council



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Wiltshire Council Local Transport Plan 4

Draft LTP4 Carbon paper
October 2024

Table of Contents

Document history	3
1. Introduction	4
2. Climate change and net zero challenge	6
2.1. Climate emergency and international and national response	6
2.1.1. Overview	6
2.1.2. UK transport sector	7
2.2. Wiltshire's decarbonisation challenge	9
2.2.1. Wiltshire's response to the climate emergency	9
2.2.2. Current transport emissions in Wiltshire	10
2.2.3. The source of Wiltshire's transport emissions	12
2.2.4. The scale of Wiltshire's transport decarbonisation challenge	17
3. Routemap for transport decarbonisation	21
3.1. Overview	21
3.2. Routes to transport decarbonisation	21
3.2.1. Transport user emissions	21
3.2.2. Whole lifecycle emissions of the transport system	23
3.3. The role of carbon considerations in developing LTP4	23
3.4. LTP4 Measures	27
3.4.1. Scope of influence	27
3.4.2. Avoid measures	28
3.4.3. Shift	29
3.4.4. Improve	32
3.4.5. Support	35
3.5. Potential emissions impact of LTP4	37
3.5.1. Overview	37
3.5.2. Emissions impact estimate	38
3.5.3. Contributions to estimated emissions reduction	40
3.6. Closing the emissions gap	43
4. Concluding summary	46
4.1. Context and scale of the decarbonisation challenge	46
4.2. Role of LTP4	46
4.3. Closing the emissions gap	47

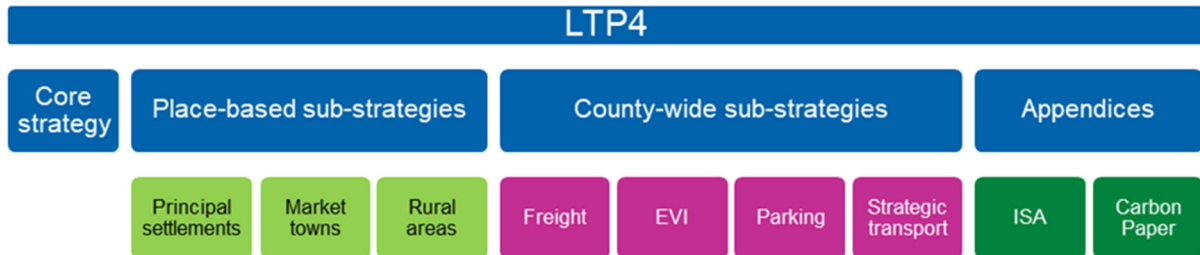
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1.0	Full draft for Officer and Member review	TM	GR	PB	LB
2.0	Updated draft in line with Officer and Member feedback	TM	PB	JS	LB
3.0	Updated draft in line with wider Cabinet feedback	TM	PB	LB	LB
4.0	Updated draft in line with further wider Cabinet feedback	TM	PB	LB	LB
5.0	Updated draft in line with further wider Cabinet feedback	TM	PB	LB	LB

1. Introduction

This Appendix to Wiltshire Council's LTP4 provides wider context and supporting detail for the consideration of greenhouse gas emissions within the rest of the LTP documents, as shown in Figure 1-1.

Figure 1-1 – LTP4 structure



The analysis and assessment presented in this Appendix align with draft LTP Quantifiable Carbon Reduction (QCR) guidance produced by the DfT for consultation, but never finalised or formally published (explained further in Annex A). The term carbon is used throughout the document as a shorthand for transport greenhouse gas emissions, as carbon dioxide accounts for nearly all of the greenhouse gas emissions from transport (see Box 1).

Box 1: Carbon, CO₂, CO₂e and greenhouse gases

The terms carbon, carbon dioxide, CO₂, CO₂e and greenhouse gases (GHGs) are often used interchangeably.

Climate change is driven by a range of GHGs including carbon dioxide (CO₂). CO₂ is the dominant greenhouse gas, particularly for the transport sector (accounting for 99% of transport GHG emissions). Other GHGs can be expressed in terms of the amount of CO₂ that would cause the same level of warming, in which case totals are expressed as CO₂ equivalent or CO₂e.

The term carbon emissions is often used as shorthand for CO₂ and CO₂e emissions by organisations such as the DfT (for instance in their Quantifiable Carbon Reduction guidance). The term is used in this way in this report.

The remainder of this Appendix comprises the following sections:

- **Section 2** provides context to explain the importance of considering carbon in the LTP4, setting out:
 - An overview of **international and national context**, the climate emergency and the role of the transport sector in generating the greenhouse gas emissions that cause climate change. A summary of the UK national response to the need for decarbonisation is given including the DfT's draft QCR guidance on including carbon considerations in LTPs.
 - A summary of **Wiltshire's response to the climate emergency** and the transport decarbonisation challenge that the LTP4 needs to contribute to addressing. Key aspects of the **sources of transport emissions within Wiltshire** are outlined, along with an analysis of the **scale of the emissions gap** between projected transport emissions baselines and a decarbonisation pathway that would align with national decarbonisation commitments.

- **Section 3** provides a summary of the ways in which transport decarbonisation can be achieved and the role of the LTP4 in supporting emissions reduction, setting out:
 - The **key drivers of transport carbon emissions** and their implications for the types of measure required to reduce emissions and the **need to account for whole lifecycle carbon implications** of any transport system changes proposed in the LTP4.
 - The **role of carbon considerations in the development** of Core LTP4 Strategy and sub-strategies, through including carbon in the LTP vision and objectives and using the need for decarbonisation to structure the four policy areas identified.
 - The **proposed LTP4 measures** within each policy area, illustrating the way in which they support carbon reduction as well as delivering wider benefits.
 - An **estimate of the scale of the potential emissions reduction that could be supported by the proposed LTP4 measures**, if implemented in combination with action from individuals, organisations and other sectors; and the proportion of the emissions gap between projected emissions and the identified decarbonisation pathway that the reduction is likely to close.
 - A review of the types of **additional action, beyond the measures included in the LTP4, that could contribute to closing the remainder of the emissions gap.**
- **Section 4** provides a concluding summary.

The report is supported by three Annexes:

- **Annex A** provides a summary flow chart from the draft Department for Transport LTP Quantifiable Carbon Reduction guidance.
- **Annex B** provides more detail on the estimation of baseline transport emissions in Wiltshire.
- **Annex C** provides more detail on the assumptions informing the estimate of the carbon reductions supported by the LTP4 measures.

2. Climate change and net zero challenge

2.1. Climate emergency and international and national response

2.1.1. Overview

It is widely agreed that climate change due to global warming caused by greenhouse gases (GHG) poses an unprecedented threat globally. Action is required across all dimensions of society to reduce GHG emissions to mitigate the levels of warming and climate change projected, to limit the significant international environmental, social and economic impacts of the projected change. The scale of the challenge was communicated by the Intergovernmental Panel on Climate Change's (IPCC) Sixth Assessment Report, which states that 1.5°C of warming (from pre-industrial times) is now unavoidable, but that strong action can still limit climate change and, with radical action, temperatures could stabilise in 20 to 30 years.¹

On a global level, 2023 was the hottest year on record. The UK is also experiencing rising temperatures and, according to the UK Government, between 2012 and 2021 the UK was on average 1°C warmer than the 1961 to 1990 average. All 10 of the warmest years in the UK have occurred since 2003, with 2022 being the UK's hottest year on record.

Global temperature rises are likely to have significant impacts in the UK. For instance, according to the Climate Change Committee's (CCC) 2021 risk assessment report², it is expected that flooding risk will increase considerably in future. Average winter precipitation will increase, both in terms of the intensity of the rainfall, and in terms of the number of wet days. Summers are expected to get drier, but the intensity of summer precipitation (when it does occur) will increase. More properties will face the risk of flooding, and areas already at risk will face more frequent flooding. Current flood defences will be subject to additional pressure which increases risk for further flooding events.

In response to growing awareness of the Climate Emergency, in June 2019 the UK Government passed legislation committing to achieving net zero GHG emissions by 2050. Legal commitments have also been made to carbon budgets which set an upper limit to cumulative national GHG emissions over five-year periods.

The budgets currently cover the period to 2037 and reflect the fact that it is cumulative emissions rather than emissions levels in any one year that are the key driver of climate change. GHG emissions stay in the atmosphere for decades causing warming once released and therefore decarbonisation pathways indicate that rapid reductions in GHG emissions to limit cumulative emissions are needed to limit climate change, rather than late 'just-in-time' action to meet the 2050 target.

The UK's national commitments were followed by decarbonisation routemaps for different sectors of the economy which were described in the previous Government's 'Build Back Greener Strategy'³, published in 2021.

¹ Anthesis (2022) Wiltshire Carbon Emissions Baselines and Reduction Pathways

² CCC (2021) Independent Assessment of UK Climate Risk. Available at: [Independent Assessment of UK Climate Risk - Climate Change Committee \(theccc.org.uk\)](https://www.thecc.org.uk)

³HM Government (2021) Net Zero Strategy: Build Back Greener: Available at: <https://www.gov.uk/government/publications/net-zero-strategy>

Summary of global and UK commitments to reduce greenhouse gas emissions¹



The Paris Agreement set the international target to limit global temperature rise to well below 2°C with the aim of limiting the rise to 1.5°C above pre-industrial levels. The IPCC's follow up report stated that this requires a global reduction in GHG emissions of 45% by 2030. Governments have strengthened their commitments at subsequent Conference of Party (COP) meetings for the agreement.



The Climate Change Act 2008 introduced a legally binding target for the UK to reduce GHG emissions by 80% by 2050 relative to 1990. In June 2019, the target was updated to reaching net zero by 2050. In addition the UK Government have committed to six five year carbon budgets. The most recent, sixth, carbon budget (to 2037), was agreed in June 2021 and involves reducing all sector emissions by 78% by 2035 compared to 1990 levels.

2.1.2. UK transport sector

2.1.2.1. Transport decarbonisation challenge

The DfT's Transport Decarbonisation Plan (TDP)⁴ was the transport sector's routemap (published in July 2021). It sets out the steps that Government, local government, businesses and society need to take to deliver the significant emissions reduction needed across all transport modes to contribute to meeting decarbonisation pathways and the carbon budgets and achieving net zero carbon emissions across the transport sector by 2050.

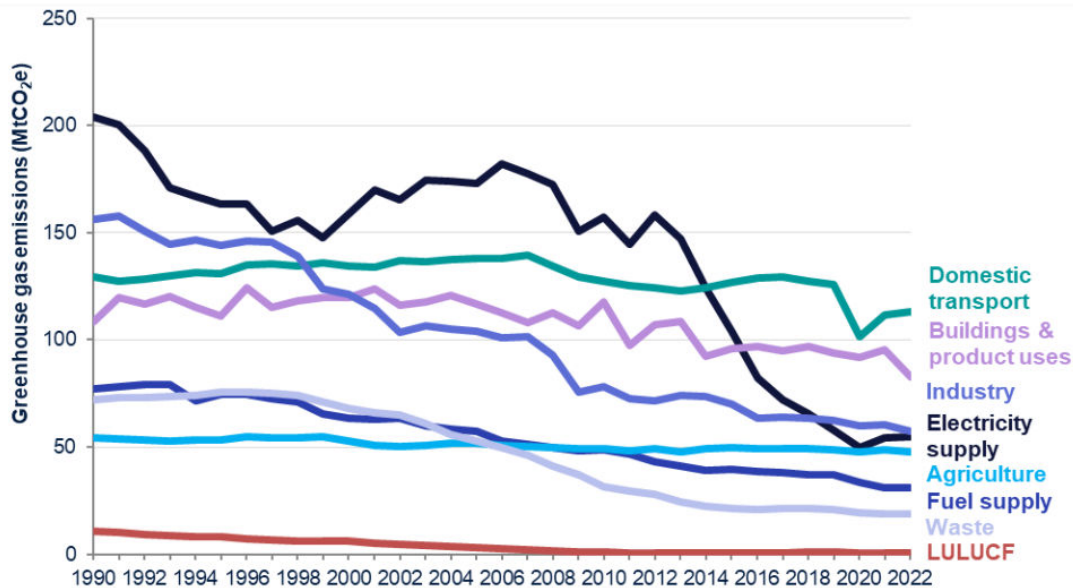
The transport sector has an important role to play in meeting national decarbonisation targets as it accounted for 28% of UK domestic greenhouse gas emissions in 2022 and has produced more emissions than any other UK sector each year since 2016⁵. As shown in Figure 2-1, transport sector emissions have remained consistently high since the 1990s (apart from a drop during the COVID-19 pandemic) whilst emissions from other sectors have generally decreased over the same timeframe.

The consistently high levels of emissions from the transport sector have been caused by growing population, a growing economy, and increased propensity to travel. Whilst vehicle efficiency has improved considerably over this timeframe, this has been largely offset by a sustained move by drivers to choose larger vehicles, particularly Sports Utility Vehicles (SUVs).

⁴ DfT (2021) Decarbonising Transport: a better, greener Britain. Available at: <https://www.gov.uk/government/publications/transport-decarbonisation-plan>

⁵ DESNZ (2024) Final UK greenhouse gas national statistics, 1990 to 2022. Available at: [Final UK greenhouse gas emissions national statistics: 1990 to 2022 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/final-uk-greenhouse-gas-emissions-national-statistics-1990-to-2022)

Figure 2-1 – Territorial UK greenhouse gas emissions by sector, 1990-2022 (MtCO₂e)



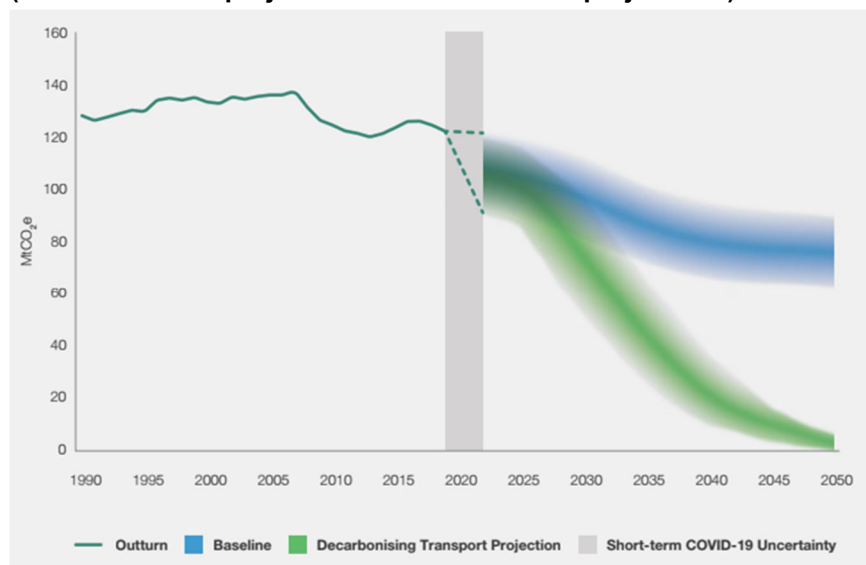
Source: Table 1.2, Final UK greenhouse gas emissions national statistics 1990-2022 Excel data tables

Note: LULUCF is land use, land use change and forestry.

Source: UK greenhouse gas emissions national statistics, 2022⁶

The need for rapid reduction in transport sector emissions was identified in the Climate Change Committee’s (CCC) Sixth Carbon Budget report⁷, the TDP⁴ and the Government’s subsequent Net Zero Strategy⁸. Figure 2-2 shows the TDP’s pathway for the required reduction in emissions from the transport system.

Figure 2-2 – DfT Transport Decarbonisation Plan domestic transport decarbonisation pathway (GHG emissions projections versus baseline projections)



Source: DfT Transport Decarbonisation Plan:

<https://assets.publishing.service.gov.uk/media/610d63ffe90e0706d92fa282/decarbonising-transport-a-better-greener-britain.pdf>

⁶ ibid

⁷ CCC (2020) Sixth Carbon Budget Report. Available at: [Sixth Carbon Budget - Climate Change Committee \(theccc.org.uk\)](https://www.theccc.org.uk)

⁸ HM Government (2021) Net Zero Strategy. Available at: [Net Zero Strategy: Build Back Greener - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

2.1.2.2. DfT draft LTP and QCR Guidance

The TDP recognises that diverse action at a range of scales will be required to achieve the pace and scale of transport decarbonisation required in the transport sector. The importance of local action is highlighted, and the plan includes a commitment to:

‘...drive decarbonisation and transport improvements at a local level by making quantifiable carbon reductions a fundamental part of local transport planning and funding.’

The TDP highlights that as LTPs are statutory documents that set out improvements to transport networks they need to show how local authorities will deliver ambitious carbon reductions. To support this process, the DfT committed to providing guidance to local authorities for producing LTPs that contain measures that will result in quantifiable carbon reductions.

Draft content of the LTP guidance was shared with local authorities. It was accompanied by Quantifiable Carbon Reduction (QCR) guidance which included a flow chart (shown in Annex A), setting out four steps to be followed in developing a LTP that delivers a quantifiable carbon reduction, involving:

- Estimating current and projected future transport emissions, including identifying the main sources of emissions.
- Establishing a local transport decarbonisation pathway to understand the emissions gap between projected emissions and the pathway.
- Considering carbon in the generation and appraisal of intervention and policy options for an LTP (using a light touch approach and considering whole-life carbon).
- Estimating the carbon impact of the proposed LTP measures.

The development and release of the guidance was paused and no final guidance has been published. It remains unclear whether the guidance will be launched. However, the draft documents available provide a useful framework for decarbonising transport and have informed the development of Wiltshire’s LTP4, as set out in this document.

2.2. Wiltshire’s decarbonisation challenge

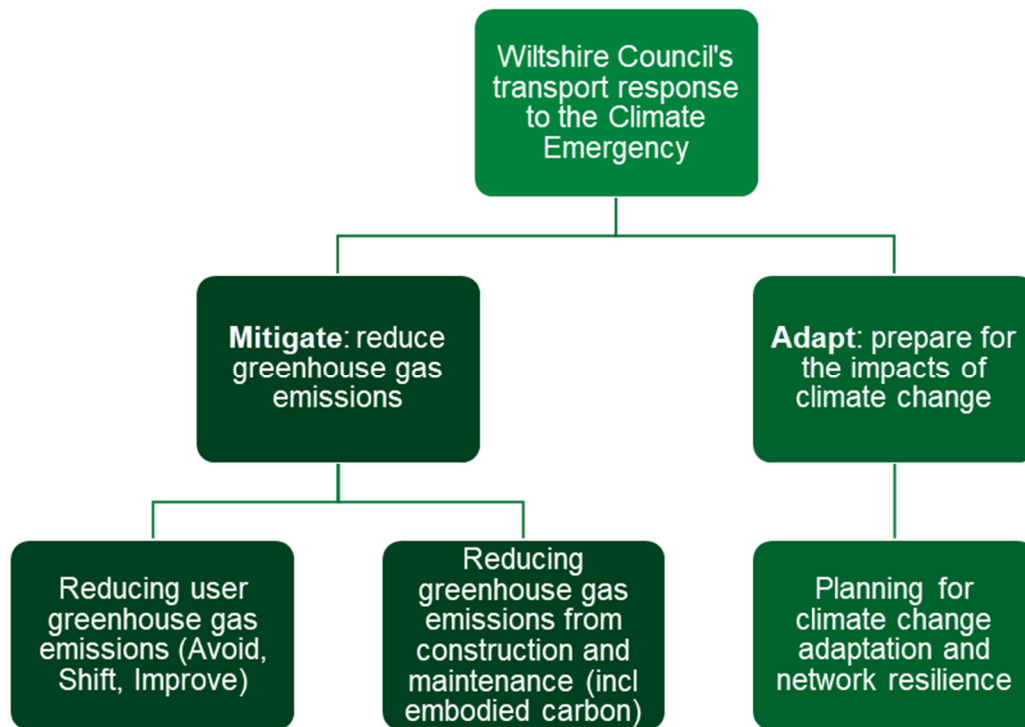
2.2.1. Wiltshire’s response to the climate emergency

Following on from the announcement by the UK Government accelerating the path to net zero carbon, a number of councils recognised the need to acknowledge a Climate Emergency and commit to decarbonisation targets, including achieving net zero carbon emissions by 2050. Wiltshire Council acknowledged a Climate Emergency in February 2019 and has committed to making the council a carbon neutral organisation by 2030 and identified the ambition to seek to make Wiltshire a carbon neutral county by 2030. The LTP4 and several other council plans and policies are relevant to contributing towards achieving these commitments.

As shown in Figure 2-3, Wiltshire Council has identified two parallel elements to its transport response to the Climate Emergency: reducing greenhouse gas emissions to limit climate change (**mitigate**) and planning for the likely impacts of climate change (**adapt**).

This Appendix focuses on the mitigate element and the need to reduce carbon emissions to limit climate change. However, the importance of the adapt element is well recognised and reflected as part of the theme of sustainability that underpins LTP4.

Figure 2-3 – Wiltshire Council's transport response to the Climate Emergency



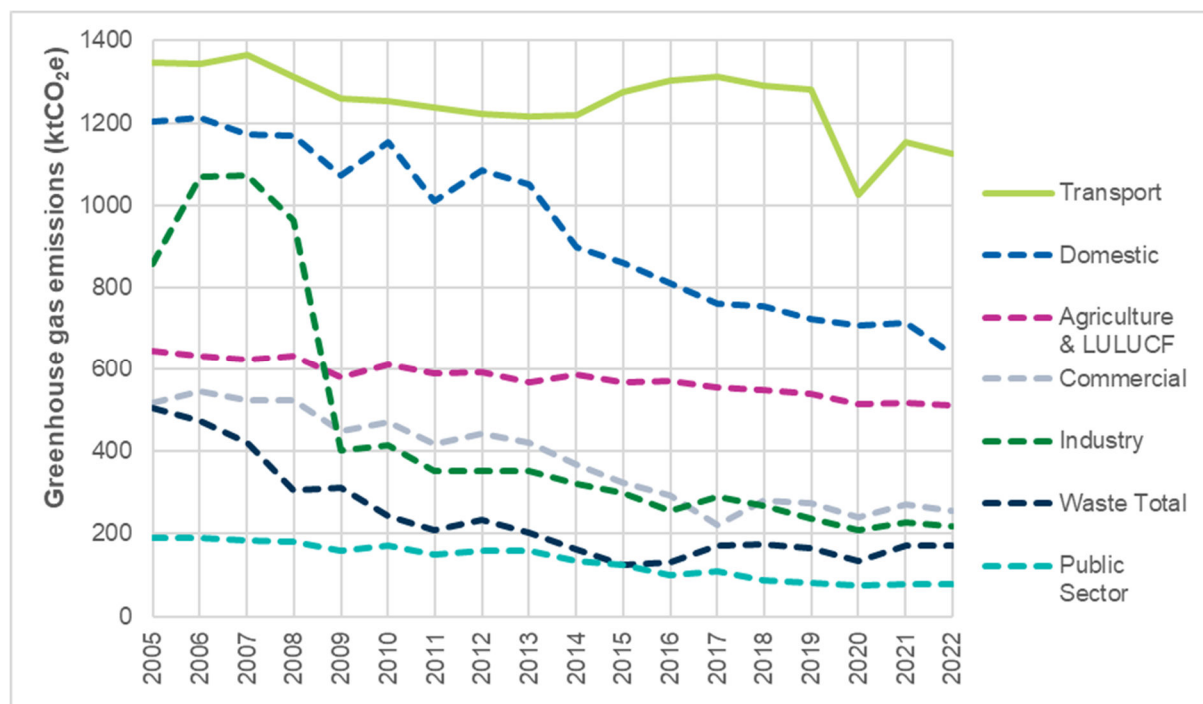
Source: Core LTP4 Strategy

2.2.2. Current transport emissions in Wiltshire

Data from the Department for Energy Security and Net Zero (DESNZ) summarised in Figure 2-4 shows that the transport sector has generated more greenhouse gas emissions than any other sector in Wiltshire since data collection started in 2005. Similar to the national picture, transport emissions have stayed consistently high (apart from during the COVID-19 pandemic) whilst emissions from other sectors have generally decreased over the same time period.

In the most recent year for which data is available, 2022, the transport sector contributed 38% of the 3000 kilotonnes of carbon dioxide equivalent (kt CO₂e) of greenhouse gas emissions that were generated from all sectors in Wiltshire. This is markedly higher than the equivalent proportion of transport accounting for 28% of national greenhouse gas emissions (as set out in Section 2.1.2.1), highlighting the importance of decarbonising the transport sector in Wiltshire.

Figure 2-4 – Greenhouse gas emissions by sector in Wiltshire ktCO₂e p.a.



Source: DESNZ, 2024, UK local authority and regional greenhouse gas emissions statistics⁹

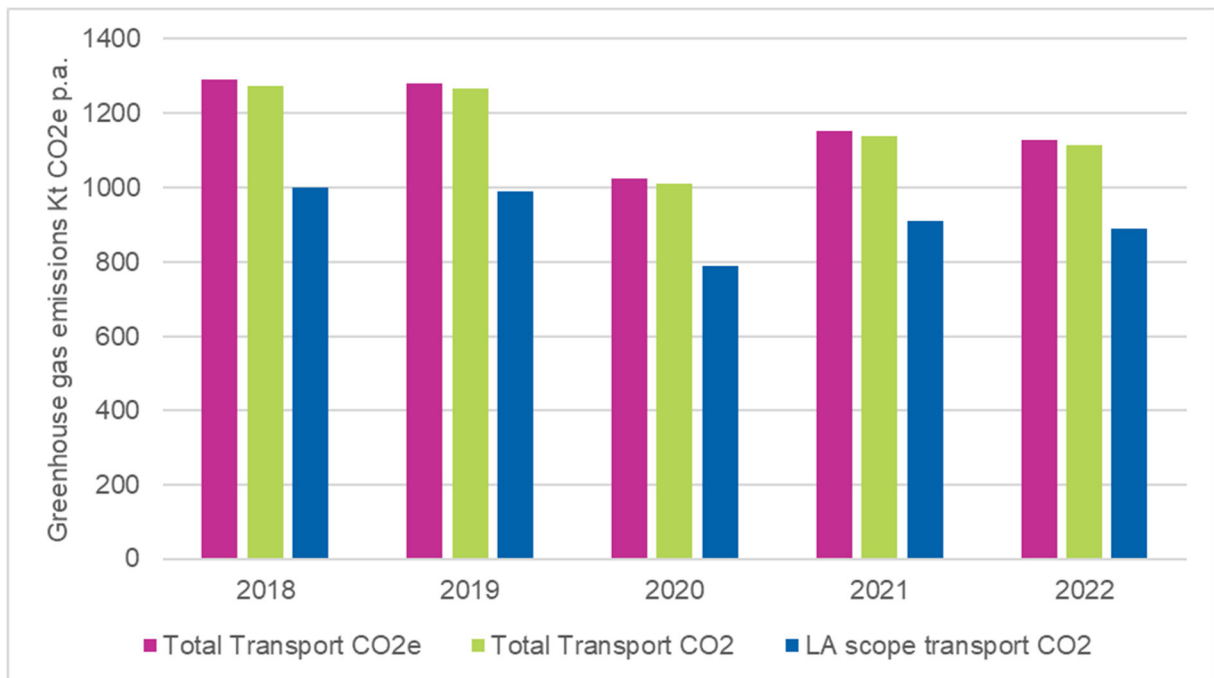
The DESNZ dataset also provides an indication of carbon dioxide emissions¹⁰ that are considered to be within scope of local authority influence. For transport this excludes emissions in the authority boundaries that are associated with rail and motorway use. For other sectors, it excludes sources such as large industrial sites.

Figure 2-5 presents the data for the last five years of available data showing total transport greenhouse gas emissions in Wiltshire, total carbon dioxide emissions in the county and carbon dioxide emissions identified by DESNZ as being within scope for local authority influence. The figures highlight that carbon dioxide accounts for 99% of transport greenhouse gas emissions, and that emissions considered to be within scope of local influence (i.e. primarily emissions from traffic on A roads and minor roads) account for nearly 80% of total transport emissions. Transport accounted for 41% of total all sector emissions considered within scope for local authority influence in Wiltshire in 2022.

⁹ DESNZ (2024) UK local authority and regional greenhouse gas emissions statistics. Available at: [UK local authority and regional greenhouse gas emissions statistics - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/uk-local-authority-and-regional-greenhouse-gas-emissions-statistics)

¹⁰ The dataset covers carbon dioxide emissions only, no other greenhouse gases.

Figure 2-5 – Transport sector greenhouse gas and carbon dioxide emissions in Wiltshire – ktCO₂e/ktCO₂ p.a.



Source: DESNZ UK local authority and regional greenhouse gas emissions statistics¹¹

2.2.3. The source of Wiltshire’s transport emissions

An understanding of the main sources of transport emissions within Wiltshire provides a useful basis for identifying the types of LTP4 measures likely to be required to reduce transport emissions.

The following sections highlight some key points about the main sources of emissions in terms of:

- Vehicle type
- Road type
- Trip type and
- Population type

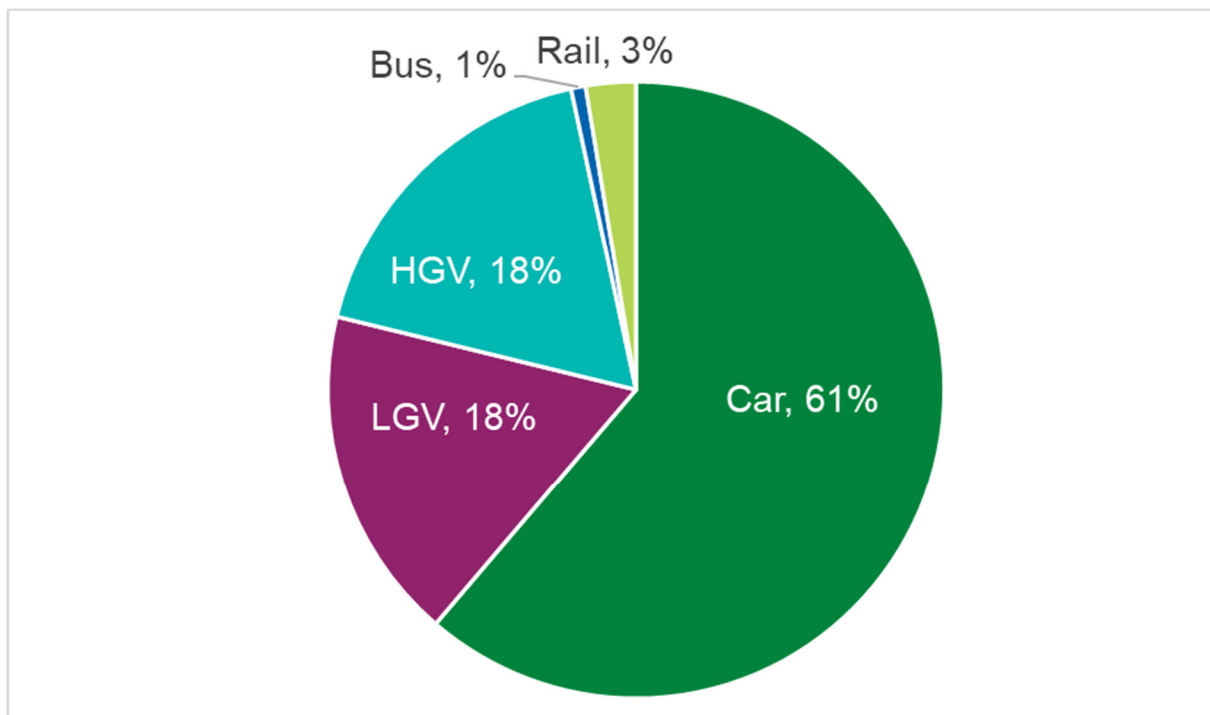
¹¹ DESNZ (2024) UK local authority and regional greenhouse gas emissions statistics. Available at: [UK local authority and regional greenhouse gas emissions statistics - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/uk-local-authority-and-regional-greenhouse-gas-emissions-statistics)

Emissions by vehicle type and road type

Current and future transport user emissions in Wiltshire have been estimated, in line with QCR Step 1, using outputs from the Wiltshire Traffic Model and a spreadsheet carbon model (as described further in Section 2.2.4 and Annex B).

Figure 2-6 summarises analysis from the carbon model indicating that cars accounted for approximately 61% of Wiltshire's transport emissions in the base year of 2018, followed by HGVs accounting for 18%, LGVs 18%, rail 3% and buses 1%. These figures are consistent with those for the UK in 2019 where cars accounted for 61% of total land transport emissions, HGVs for 17%, LGVs for 18%, rail for 3% by rail and buses for 2%¹².

Figure 2-6 – Transport CO₂e emissions within Wiltshire by vehicle type, 2018



Source: Carbon modelling for LTP4 using Wiltshire Traffic Model

The traffic model analysis also indicates that just under 20% of road emissions are generated on motorway travel and approximately 45% on travel on A roads and 35% on travel on B roads and more minor roads¹³.

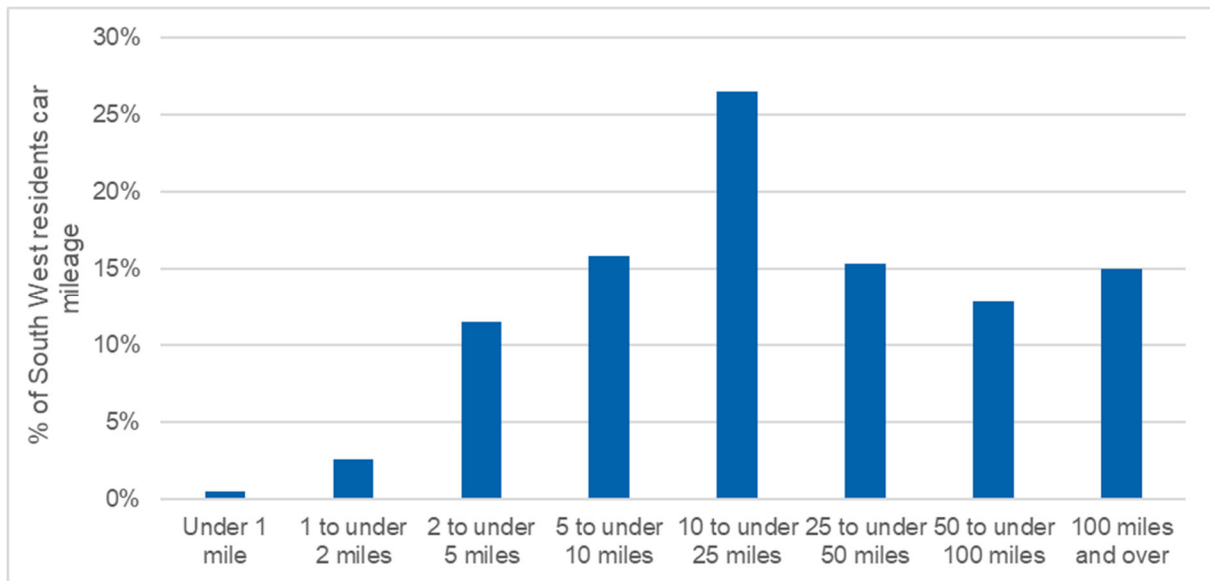
¹² As quoted in the Transport Decarbonisation Plan: DfT (2021) Decarbonising transport: A better, greener Britain. Available at: [Transport decarbonisation plan - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/95222/transport-decarbonisation-plan-2021.pdf)

¹³ The DESNZ local authority greenhouse data also provides a disaggregation of emissions by road type and shows the same pattern. DESNZ (2024) UK local authority and regional greenhouse gas emissions statistics. Available at: [UK local authority and regional greenhouse gas emissions statistics - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/123456/uk-local-authority-and-regional-greenhouse-gas-emissions-statistics-2024.pdf)

Emissions by trip type

Trip length is an important influence on carbon emissions with long trips making a significant contribution to emissions despite accounting for a relatively low proportion of trip numbers. Recent National Travel Survey data¹⁴ summarised in Figure 2-7 indicates that trips under 5 miles long only accounted for 15% of car vehicle miles driven by residents in the South West region (and therefore emissions generated by cars¹⁵), despite accounting for the majority of car trips. Trips over 10 miles long accounted for 70% of car vehicle miles driven by residents (and therefore emissions generated) and trips over 25 miles for nearly 45% of vehicle miles.

Figure 2-7 – Car/van mileage driven by South West region residents by trip length, 2019



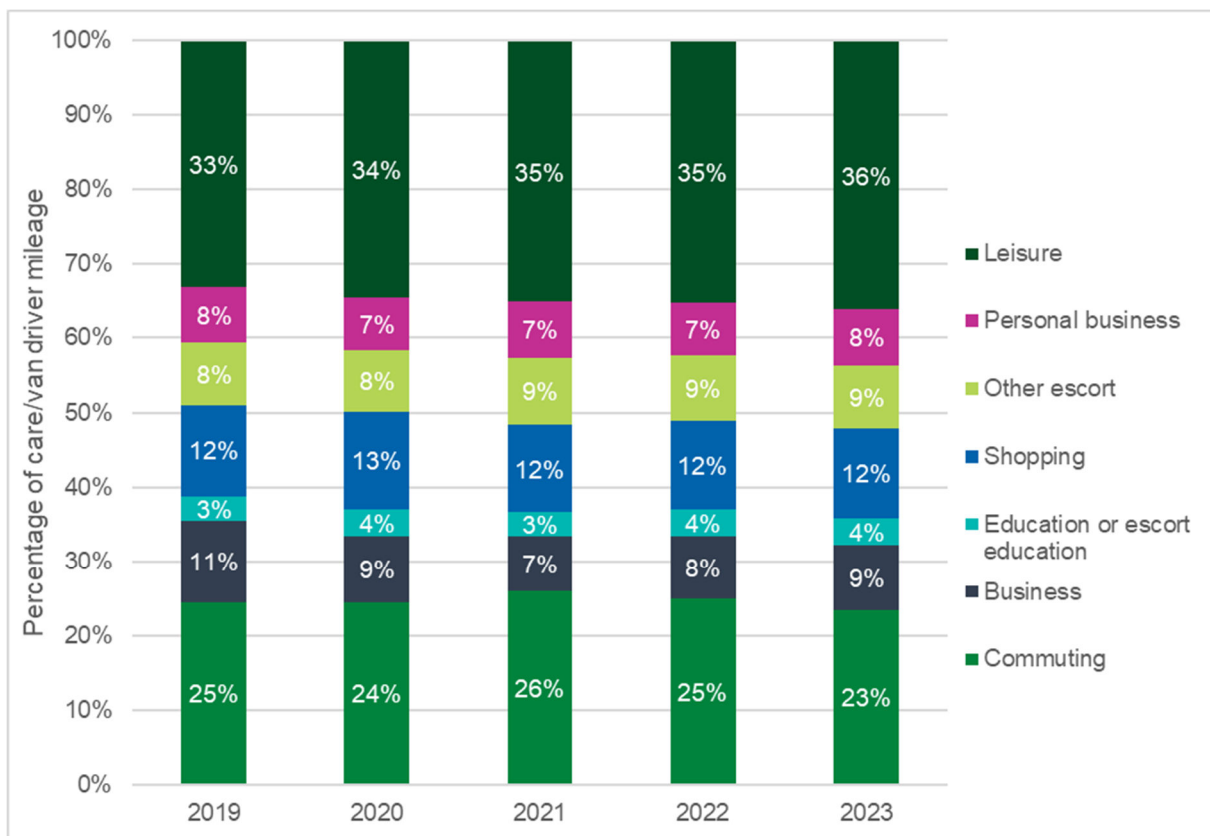
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¹⁴ NTS (2024) Table NTSQ01008: Average miles travelled by mode, region and Rural-Urban Classification of residence and trip length: England, 2018/2019. Available at: [Ad-hoc National Travel Survey analysis - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/ad-hoc-national-travel-survey-analysis)

¹⁵ This analysis effectively assumes a standard average emissions rate per vehicle mile on all trips. In practice, emissions rates will vary according to the size of vehicle typically used on different journey types and with higher emissions for slower, more congested travel and high-speed journeys. These variations will influence all trip purposes and lengths to some extent, and they are unlikely to change the pattern shown significantly.

It is also useful to understand the extent to which trips for different purposes contribute to total emissions. National Travel Survey data on national average car/van mileage by journey purpose¹⁶ shows that, although total mileage has varied between years over the last five years as a result of the travel impacts of COVID-19, the split between purposes has stayed broadly consistent. In 2019 leisure trips (including entertainment, holiday and visiting friends and family) accounted for approximately 33% of car travel, commuting trips for 25%, shopping for 12%, business for 11% and personal business and other escort each for approximately 8%. By 2023, the pattern is still similar, with a slight reduction in the proportion of travel for commuting and business trips and increase in the proportion for leisure trips.

Figure 2-8 – Car/van mileage driven by journey purpose



¹⁶ NTS (2024) Table NTS0409b: Average distance travelled by purpose and main mode (miles per person per year): England, Available at: [National Travel Survey - GOV.UK \(www.gov.uk\)](https://www.gov.uk/national-travel-survey). National data was used as the NTS reports do not provide the equivalent data at more disaggregate levels

Emissions by population category

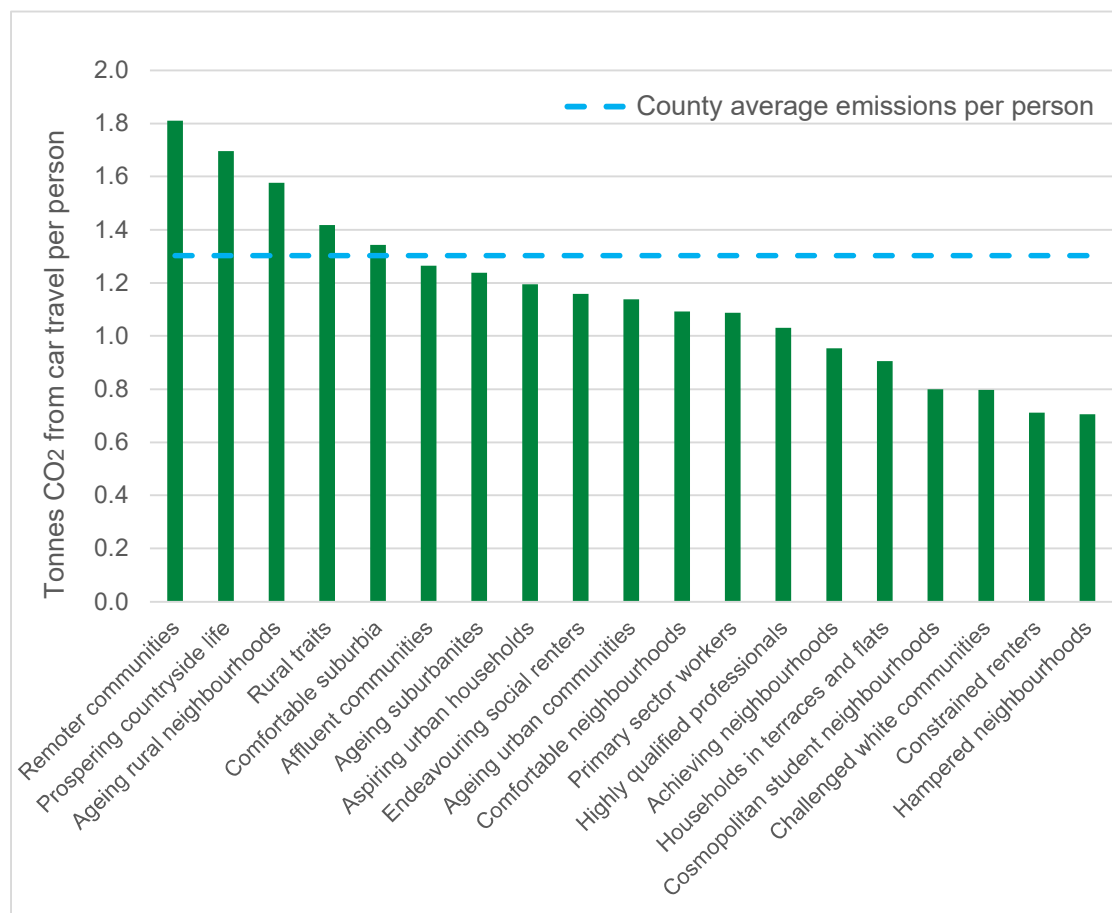
In developing decarbonisation measures, it is also important to understand how carbon emissions vary by location, reflecting the characteristics of the place and its population. The Centre for Research into Energy Demand Solutions (CREDS) place-based carbon tool¹⁷ provides estimated emissions from car driving by ONS population segment in Wiltshire in 2018. The data highlights that emissions per resident tend to be increased by living in more remote, rural locations and where residents have above average incomes. In contrast, those living in towns and those with lower incomes tend to travel less by car.

Figure 2-9 illustrates these contrasts, summarising the average annual emissions from car travel generated per resident in each of the 20 ONS population segments identified within Wiltshire, using the segment labels used by CREDS.

The bar heights show the average annual emissions from car travel generated per person in each segment and the blue dotted line shows the average across the total county population. The variation in emissions between the most emitting of the population segments and the least emitting is significant. Annual emissions generated by car use by residents in the highest emitting segments, Remoter Communities and Prospering Country Life, are two to two and a half times the emissions generated by residents in the least emitting segments, Constrained renters and Hampered neighbourhoods, and over 30% greater than the county average emissions per person.

¹⁷ CREDS Place-based carbon calculator). [Source: Morgan, Malcolm, Anable, Jillian, & Lucas, Karen. \(2021\). A place-based carbon calculator for England. Presented at the 29th Annual GIS Research UK Conference \(GISRUK\), Cardiff, Wales, UK \(Online\): Zenodo. A place-based carbon calculator for England | Zenodo](#)

Figure 2-9 – Average CO₂e emissions from car travel p.a. per person for population segments, Wiltshire, 2019. (Source: CREDS carbon tool)¹⁸



2.2.4. The scale of Wiltshire’s transport decarbonisation challenge

In addition to understanding the source of current emissions, it is important to understand the projected scale of the future transport emissions and the ‘emissions gap’ that needs to be closed, to help understand the type of transport decarbonisation measures needed. The gap indicates the difference between projected baseline emissions by year and the decarbonisation pathway that annual emissions would need to follow in order to meet decarbonisation commitments.

There is uncertainty over the scale of the emissions gap because of uncertainty over a number of key variables (see Box 2). However, an estimate can be made on the basis of assumptions about the key variables. Figure 2-10 illustrates the scale of the projected emissions gap in Wiltshire in 2030 and 2035, estimated on the basis of assuming:

- The midpoint of the TDP range for the decarbonisation pathway (the green line on the graph). Following a carbon workshop with Wiltshire Council officers, this was selected as the pathway to adopt for LTP4 as it aligns with draft DfT LTP QCR guidance on the most appropriate approach for Step 2 for authorities without a locally defined pathway. (Further detail on alternative decarbonisation pathways is provided in Annex B section 4.3.B.6.1)
- Three different projections of future baseline emissions (shown as blue lines) developed on the basis of output from the Wiltshire Traffic model and best practice emissions

¹⁸ [Ibid.](#)

factors, as outlined in Box 3 at the end of this section and in more detail in Annex B. These projections:

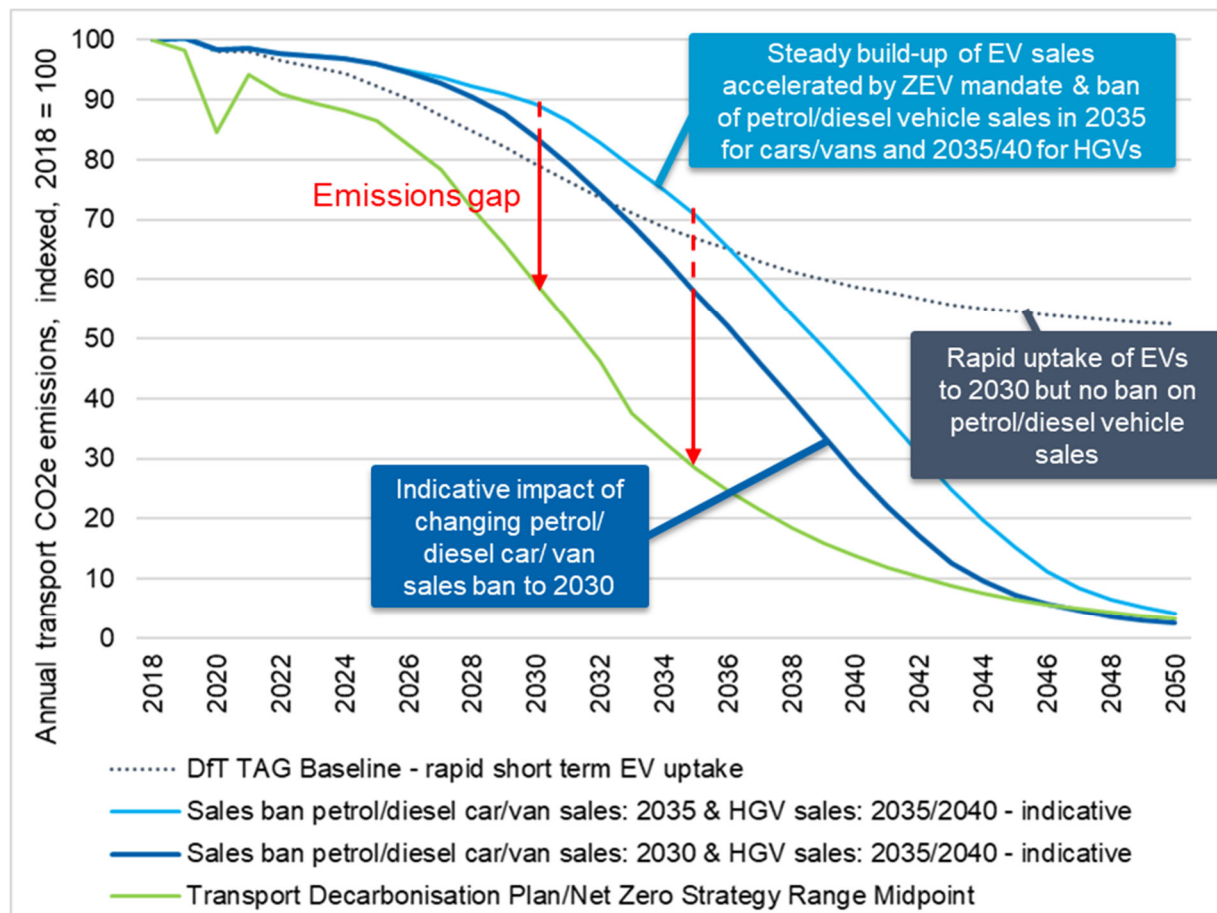
- Were all based on traffic growth from the Reference Case scenario in the Wiltshire Traffic model. These traffic model forecasts were developed before COVID-19, and this approach effectively assumes that the trend for car traffic to grow at an above average rate to return to pre-COVID-19 projections continues (see Box 2).
- Used three different scenarios of electric vehicle (EV) and zero emission vehicle uptake:
 - Rapid uptake of EVs to 2030 but no ban on petrol/diesel vehicle sales (in line with DfT's Transport Analysis Guidance assumptions).
 - Steady build-up of EV sales, accelerated by the zero emissions vehicle mandate and a 2035 sales ban on petrol/diesel cars and 2035/2040 sales ban on diesel HGVs¹⁹ (reflecting current government policy).
 - Steady build-up of EV sales, accelerated by the zero emissions vehicle mandate and a 2030 petrol/diesel car/van sales ban and 2035/2040 sales ban on diesel HGVs (reflecting previous government policy which may be reinstated by the new government).

Box 2: Key areas of uncertainty influencing the scale of the emissions gap include:

- The appropriate decarbonisation pathway to follow – different bodies identify different relevant pathways on the basis of different views of the carbon budgets allocated to the UK, Wiltshire and/or the transport sector. Annex B provides more details on a number of different potential pathways.
- Traffic growth rates, including recovery from the reduction in car travel caused during the COVID-19 pandemic. Car traffic in Wiltshire remained approximately 8% lower than in 2019 in 2023 but had grown rapidly from 2022 (according to DfT Local Authority traffic statistics, table TRA8905). If similar rates of growth continue, traffic will be back to the levels projected before COVID-19, including growth, by about 2028.
- Rate of fleet change through time, particularly the uptake of electric vehicles and other zero emissions vehicles

¹⁹ The government initially announced a 2030 date for the ban on sales of petrol and diesel cars and vans in November 2020 and a 2035 ban for HGVs under 26 tonnes and 2040 ban for HGVs over 26 tonnes in November 2021. The car/van sales ban date was delayed until 2035 in September 2023 by the previous government and has not yet been changed back to 2030 by the new government, although the possibility has been raised. HGV sales ban dates have remained unchanged

Figure 2-10 – Wiltshire’s estimated transport emissions gap



The red arrows on the graph indicate the emissions gap between the blue emissions projections and green decarbonisation pathway. The comparison indicates that closing the gap in 2030 would require approximately a further 30% reduction in transport emissions from the projected baselines. This equates to approximately a 35% reduction from current emissions levels. In 2035, closing the gap would require approximately a further 55% reduction in emissions relative to projected baselines (equivalent to approximately a 70% reduction from current emissions levels).

As outlined in Section 2.1.2.1, closing the emissions gap is important as it is cumulative emissions that drive climate change. Each year in which emissions remain above pathway levels adds further to cumulative emissions. This then makes it harder for emissions to get back to the levels required to meet climate change commitments. If decarbonisation pathways are not met globally and cumulative emissions continue to rise, temperatures will continue to rise, increasing the wide-ranging risks associated with climate change, as summarised in Section 2.1.1.

The gaps identified in Figure 2-10 are substantial and are consistent with the scale of gaps seen for other authorities and nationally. They clearly highlight the scale and pace of transport emissions reduction that would be required to meet the decarbonisation pathway. The scale of change needed is made more challenging by the fact that the baselines used to estimate the gaps already assume significant uptake of EVs and zero emissions vehicles in response to national action.

This decarbonisation challenge sets the context for the need to fully consider carbon impacts in the development of LTP4.

Box 3: Estimate of baseline carbon emissions projections

A carbon spreadsheet model was developed to estimate projected surface transport emissions within Wiltshire's boundary (in line with Step 2 in the DfT's draft QCR guidance). The estimate was based primarily on:

- Detailed model data from the SATURN Wiltshire Traffic Model, providing volume and type of traffic by vehicle category (cars, vans, goods vehicles, buses) on the roads in the modelled years of 2018 and 2036
- An estimate of traffic levels on minor roads not captured in the traffic model (using DfT traffic counts and GIS road length data)
- The composition of the fleet for each vehicle category (in terms of the proportions of vehicles of different sizes, efficiency, and power source, testing a number of different scenarios using data from the DfT's Transport Analysis Guidance and other sources, explained further in Annex B).
- Emissions factors (grammes of carbon emitted per vehicle kilometre) by vehicle type and speed band.

Emissions estimates represent well to wheel carbon dioxide equivalent (CO₂e) emissions.

A year-by-year trajectory of emissions through time was derived by supplementing the modelled data for 2018 and 2036 with estimates of traffic for the additional years at 4 to 5 yearly intervals to 2050.

These estimates were derived through interpolation and extrapolation of the data for the two modelled years, informed by the DfT's National Road Traffic Projections 2022 which provides Reference Scenario traffic forecasts at 5-year intervals to 2050 for the South-West by road type and vehicle type.

The estimated traffic forecasts for these years were combined with relevant fleet composition and emissions factors to provide emissions estimates in each year to inform the trajectory.

Further detail on the approach to calculating emissions is provided in Annex B.

3. Routemap for transport decarbonisation

3.1. Overview

This section outlines the ways in which transport emissions reductions can be achieved to help address the decarbonisation challenge highlighted in the previous section and identifies the role of the LTP4 in supporting emissions reduction.

The following sections set out:

- **Routes to transport decarbonisation** – setting context by summarising the key drivers of transport carbon emissions and their implications for the types of measure required to reduce emissions, along with the need to account for whole lifecycle carbon implications of any transport system changes proposed in the LTP4.
- **The role of carbon considerations in developing LTP4** - setting out the role of carbon considerations in the development of the Core LTP4 Strategy and sub-strategies, through including carbon in the LTP4 vision and objectives and using the need for decarbonisation to structure the four policy areas identified.
- **The proposed LTP4 measures** within each policy area, illustrating the way in which they support carbon reduction as well as delivering wider benefits.
- An estimate of the scale of the **potential emissions reduction that could be supported by the proposed LTP4 measures**, if implemented in combination with action by individuals, organisations and other sectors; and the proportion of the emissions gap between projected emissions and the identified decarbonisation pathway that the reduction is likely to close.
- A review of the types of **additional action, beyond the measures included in the LTP4, that are likely to be needed to close the remainder of the emissions gap.**

3.2. Routes to transport decarbonisation

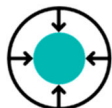
3.2.1. Transport user emissions

Transport user carbon emissions are the direct result of two influences:

- **The number of miles travelled** by each vehicle type
- **The average emissions produced per mile** by each vehicle type

This means that, at the simplest level, any measures to reduce user emissions and close the emissions gap identified in Section 2 need to:

- **Reduce the number of vehicle miles travelled** by:



Avoiding unnecessary travel by giving people and businesses the choice to make fewer and shorter journeys.



Shifting travel from use of road vehicles by improving the relative attractiveness of options for using more sustainable modes.

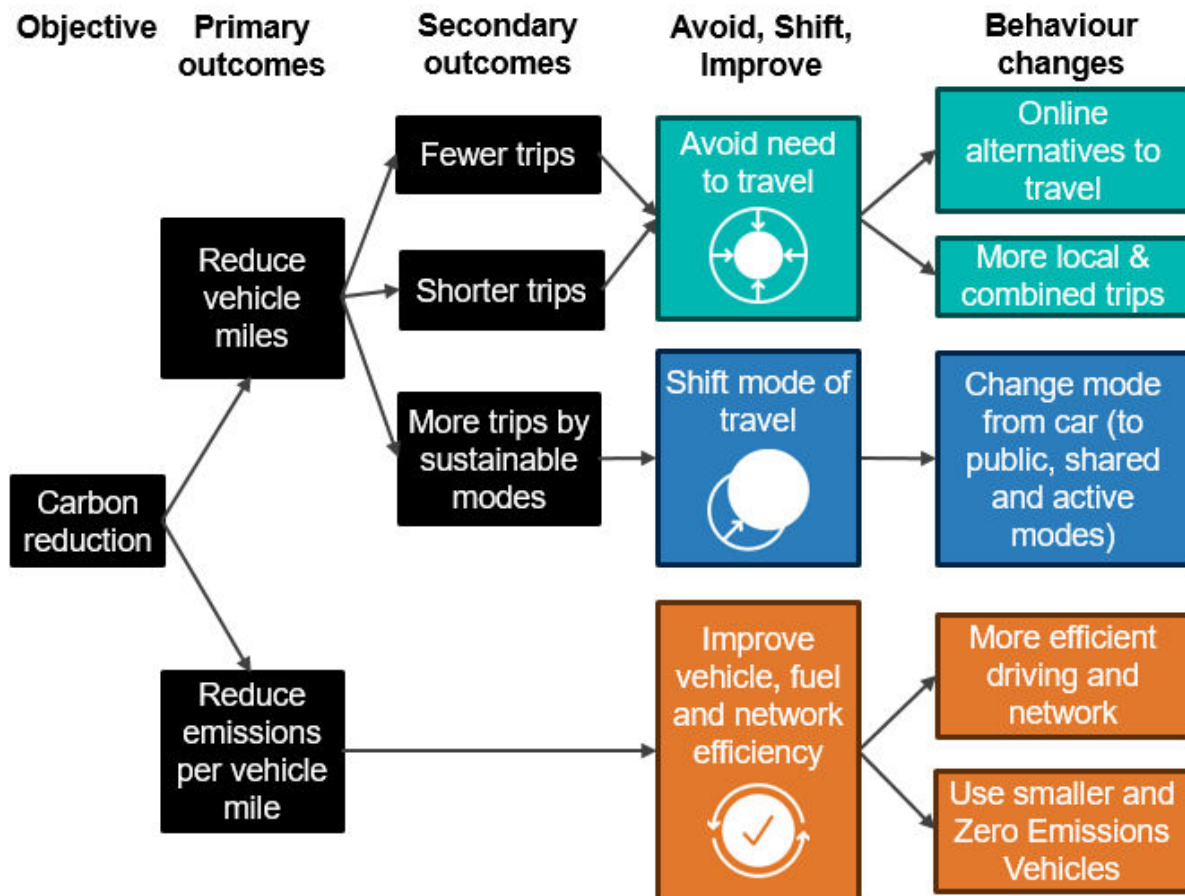
- And/or **Reduce average emissions per vehicle mile** by:



Improving vehicle fuel and network efficiency through increasing: the efficiency of driving style and network conditions, the use of smaller vehicles and the rate of uptake of low and zero emission vehicles, mainly electric vehicles (EVs).

Figure 3-1 summarises the five main types of travel behaviour change required to deliver emissions reductions, focussing on passenger transport emissions and grouped in terms of Avoid, Shift and Improve.

Figure 3-1 – Behaviour changes needed to reduce passenger transport user emissions



Closing Wiltshire’s transport sector emissions gap will require significant change in each of these areas of behaviour for passenger travel, alongside equivalent changes in freight travel choices.

There is often a focus on Improve measures and particularly EV uptake as offering the solution to closing the emissions gap. However, it is important to recognise that, although EV uptake will have an important role in transport decarbonisation, it cannot be the single route to closing the gap.

This is partly for practical reasons. The uptake required cannot be achieved through purchase of new vehicles alone, as the number of new cars bought each year typically only equates to approximately 6% of the fleet. This means that even if all new cars bought between 2025 and 2030 were EVs they would only account to about 35% of the fleet by

2030. There are also practical limits on the number of vehicles that will be built and available for purchase over that timeframe.

EVs also bring their own challenges including embodied carbon in the production of EVs (which equates to emissions from about 4 to 5 years of petrol mileage for each vehicle); continued traffic congestion and particulate (air) pollution (from tyres, brakes and road wear) as well as high purchase costs (with social exclusion implications).

The practical issues and limits to the potential rate of EV uptake, combined with these wider challenges, highlight that Improve measures cannot be the sole route to closing the emissions gap. A balance of measures from across Avoid, Shift and Improve would be required to deliver the pace and scale of decarbonisation needed to close the emissions gap and follow the decarbonisation pathway.

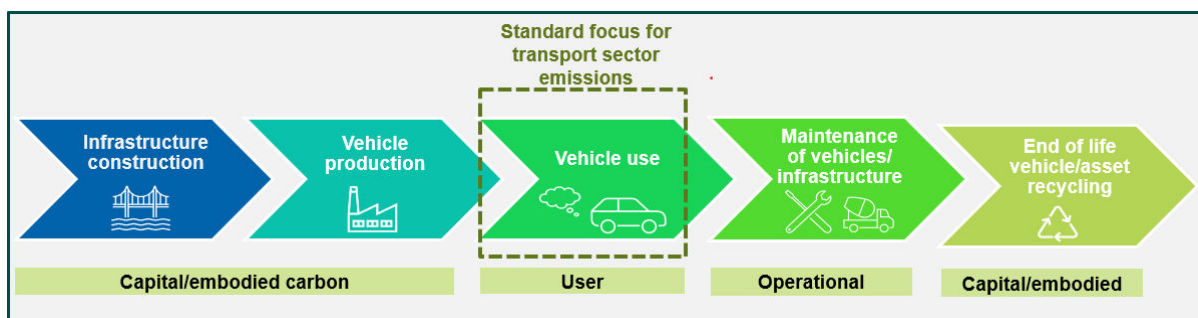
3.2.2. Whole lifecycle emissions of the transport system

The transport sector emissions included in the emissions statistics and decarbonisation pathways summarised in Section 2 relate to emissions produced by vehicles.

In developing measures to reduce transport user emissions, it is important to remember that decisions that influence the transport system have whole lifecycle carbon emissions implications. Figure 3-2 summarises the transport lifecycle highlighting that, as well as influencing transport user emissions, transport decisions also have emissions impacts by influencing the carbon required to build infrastructure, equipment and vehicles ('capital or embodied carbon'), maintain them ('operational carbon') and deal with them at the end of their lives.

Although these emissions are not allocated to the transport sector, they are the result of transport decisions and it is important that decisions related to transport measures take a whole lifecycle perspective, to ensure that intended transport user emissions savings are not offset by wider lifecycle emissions implications.

Figure 3-2 – Whole lifecycle carbon emissions of the transport sector



3.3. The role of carbon considerations in developing LTP4

LTP4 has the potential to support transport decarbonisation in Wiltshire by:

- Supporting and promoting measures to reduce transport user emissions through Avoid, Shift and Improve as described above; and
- Establishing the importance of considering whole lifecycle carbon implications in transport decision making.

Recognising the importance of the decarbonisation challenge for transport, carbon considerations have informed the development of LTP4, to ensure that the measures

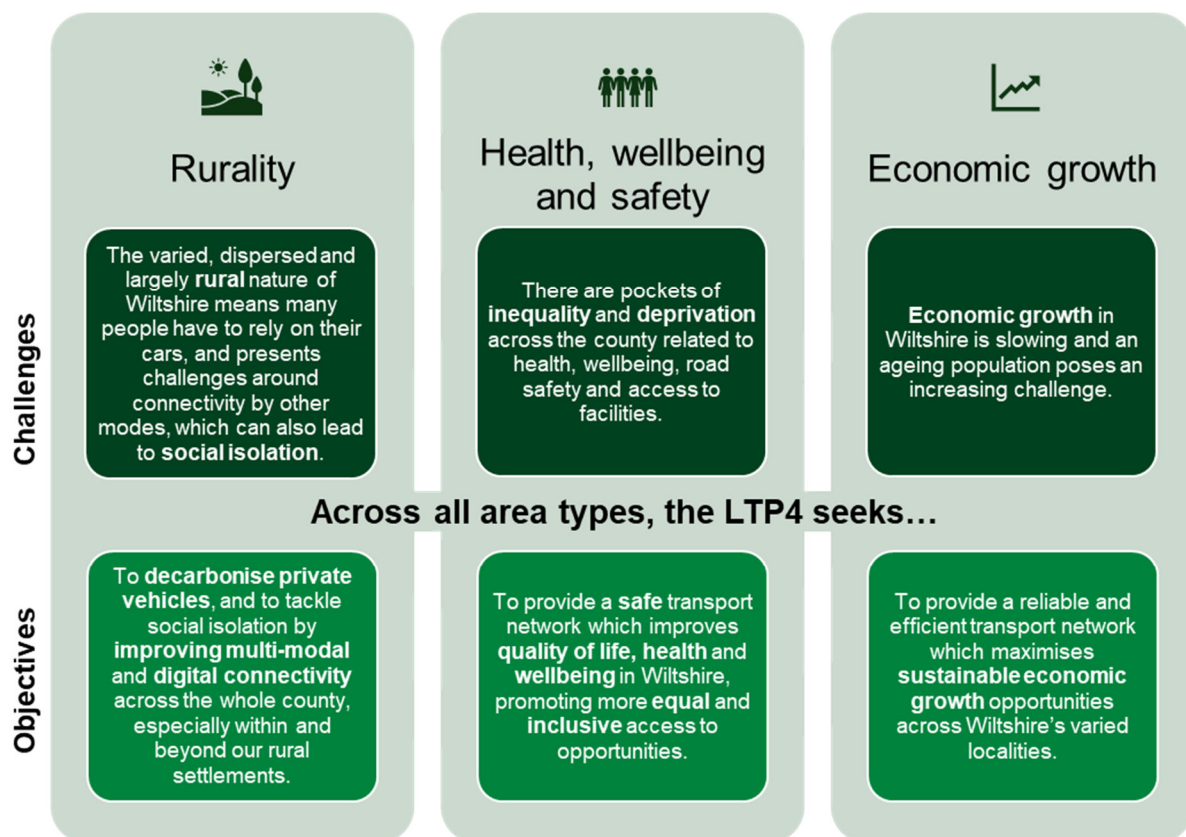
identified are aligned with the need for decarbonisation and will support wider action by individuals, organisations, other sectors and national government to decarbonise transport.

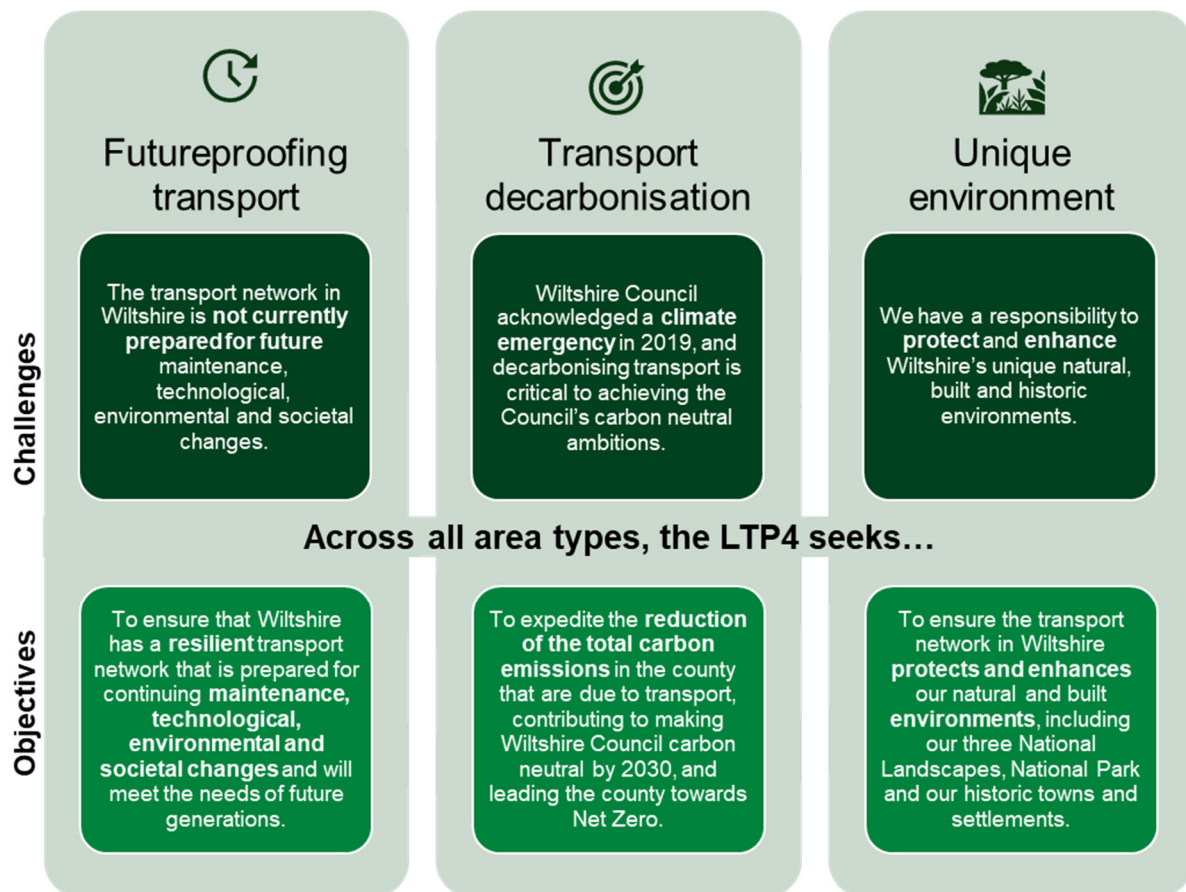
At the highest level, the importance of decarbonisation is reflected in the long-term aspiration for transport in Wiltshire to 2038 and beyond as set out in the LTP4 Vision:

A safe and connected transport system which protects the county's unique built, natural and historic environment, making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a **low carbon future**.

Decarbonisation is also one of the six objectives defined to help guide the LTP4 in addressing identified challenges and defining priorities for transport in the county, as shown in Figure 3-3.

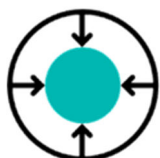
Figure 3-3 – Summary of challenges and objectives for LTP4





Consideration of decarbonisation issues has therefore informed the development of Core LTP4 Strategy and sub-strategies, based on a sound understanding of the carbon context and scale of the decarbonisation challenge (as summarised in Section 2) and an understanding of the potential scale of emissions impact of LTP4 measures, aligning with Step 3 of the draft QCR guidance. These issues have been considered alongside those associated with the other objectives, including the potential challenges of reducing car use in a county with a largely rural, dispersed population.

The need to reduce transport user carbon emissions underpins the structure of the policies and measures identified for the LTP4 which are framed around three policy areas reflecting the Avoid, Shift and Improve routes to emissions reduction, as introduced in Section 3.2.1 and summarised below. The fourth policy area of Support includes the broader policies and measures that act to support and enable action in some, or all, of the areas of Avoid, Shift and Improve.



Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through promoting digital connectivity; locating services, jobs and other destinations within closer reach; and combining journeys.



Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel (walking, wheeling, cycling and horse riding), shared transport, and public transport.



Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.

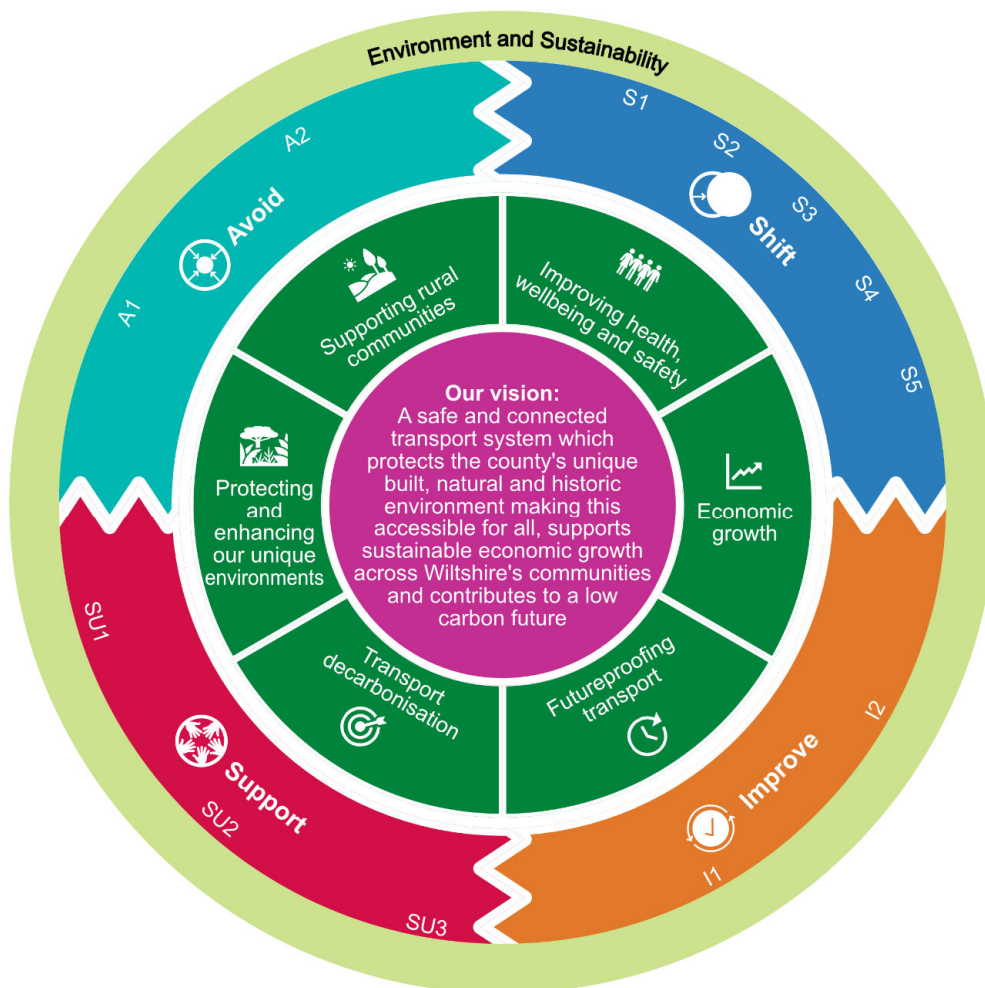


Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.

Figure 3-4 summarises how the LTP4 vision, objectives, policy areas and policies have fitted together to ensure that decarbonisation considerations have informed the development and form of the LTP4:

- **The vision and six objectives** are at the core of the LTP4: they summarise the LTP4’s purpose and ambition.
- **The four policy areas** set out the approach for achieving the LTP4 vision and objectives. Each policy area supports multiple objectives, including decarbonisation.
- Under each policy area, **several policies** have been identified which provide further detail as to how these aims will be achieved.

Figure 3-4 – LTP4 Vision, objectives, policy areas and policies



The four LTP4 policy areas focus on measures to improve transport choices and change travel behaviour and they therefore influence transport user emissions. The consideration of the whole lifecycle implications of changes to the transport system introduced through the LTP4 measures is captured by the underpinning focus on sustainability that runs throughout the LTP4 (as shown around the edge of Figure 3-4). This focus informs the design principles, as set out in the Core LTP4 Strategy, which will ensure that LTP4 delivery is underpinned by a holistic approach to sustainability.

The principles recognise the need to integrate Whole Life Carbon Management (WLCM) considerations into LTP4 and future transport programmes. This means considering both the user carbon impacts of measures (through reductions in vehicle miles or emissions per vehicle mile) and the 'carbon costs' of embodied carbon in new infrastructure, equipment and vehicles needed to unlock these benefits.

In practice, this whole lifecycle perspective is likely to lead to measures that limit the implementation of new infrastructure, instead identifying options to improve journey quality and travel choices through making better use of existing infrastructure.

This is consistent with the approach to carbon management in PAS 2080²⁰, which advocates an 'Avoid-Switch-Improve' approach to delivery of new infrastructure.

- **Avoid:** reduce the need for new infrastructure in the first place.
- **Switch:** redefine solutions to make better use of existing assets, or consider smaller-scale solutions.
- **Improve:** re-use materials in-situ or review materials choices (for example, low-carbon asphalt).

The focus on sustainability underpinning the LTP4 and its design principles also incorporate the need to adapt to climate change. This involves adapting the transport system and building in resilience to the likely impacts of climate change.

3.4. LTP4 Measures

3.4.1. Scope of influence

The LTP4 includes a wide range of measures with the potential to support transport carbon emissions reductions whilst also contributing to other LTP4 objectives. Many measures contribute to decarbonisation alongside improvements in the local environment, through reduction in traffic leading to reduction emissions of local pollutants and greenhouse gas emissions. Measures that improve wellbeing by enhancing accessibility, travel options and health through increased levels of active travel, also often have the potential to support decarbonisation by reducing vehicle mileage.

The balance of measures reflects the fact that there is most scope for the LTP4 to influence emissions generated by car trips to, from or within Wiltshire. Wiltshire Council has limited potential to influence emissions from car trips made through the county as choices about mode, vehicle type and routing for the trips are mainly driven by factors outside the county's boundaries. The main opportunity for influence on these trips is therefore by collaborating with neighbouring authorities, transport operators and other bodies on cross boundary measures.

²⁰ BSI (2023) Carbon Management in Infrastructure and Built Environment - PAS 2080. Available at: [PAS 2080:2023 Carbon Management in Infrastructure | BSI \(bsigroup.com\)](https://www.bsigroup.com/standards/PAS-2080:2023-Carbon-Management-in-Infrastructure)

There is also only limited scope for LTP4 measures to influence emissions from heavy goods vehicle freight trips because choices about freight trips, most of which are cross boundary, will largely be driven by commercial decisions made in the private sector and by national government action. The greatest potential is in influencing the 'last mile' of deliveries through measures such as consolidation centres. These measures can have significant impact on local pollutant emissions and traffic conditions in towns and urban areas but their impacts on carbon emissions are limited because they only influence a small proportion of mileage.

The following sections provide an overview of the proposed measures in each of the four policy areas, identifying the ways in which they could support user emissions reductions, particularly for car trips.

3.4.2. Avoid measures



Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach; providing digital options; and combining journeys.

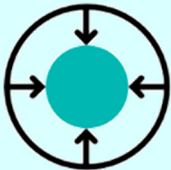
Avoid measures to provide the opportunity to reduce unnecessary travel generally include collaboration beyond the transport sector, to increase options to reduce travel by undertaking activities online or more locally.

Online options remove the need to travel at all, whilst increased local opportunities provide the potential to reduce average trip length (also increasing likelihood of mode shift) and combine journeys, further reducing travel and emissions.

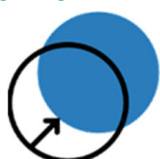
The LTP4 will influence and support measures to Avoid the need to travel so much through increases in both online and local activity. However, many of the measures will need to be funded, supported or delivered by other parties (as set out in Section 5 of the Core LTP4 Strategy). For example, collaboration with internet providers would be needed to improve ultrafast fibre coverage, and with businesses and other organisations to increase levels of online activity. Table 3-1 lists the Avoid measures included in LTP4 by place type and county-wide theme. The measures largely target reductions in car travel but a number of measures focus on reducing the travel associated with deliveries, for instance through consolidation centres and parcel pick up points.

Whilst many of the measures are relevant across the county and different place types, the emphasis will vary between places. For instance, improved coverage of fibre broadband connection is mainly required in Rural Areas, whilst the nature of local services and amenities provided will vary between Principal Settlements and Rural Areas.

Table 3-1 – Avoid measures by place type and county wide strategy

Policy area	Measure	Place-based sub-strategies				County-wide sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	EVs	Strategic Transport
Avoid unnecessary travel 	A1 Reduce the need to travel as often through combining journeys and providing digital options								
	A1.1: Improving ultrafast fibre coverage to enable access to online services			✓					
	A1.2: Review of consolidation centres					✓			
	A1.3: Planning for HGV deliveries in new developments					✓			
	A2 Enabling access to services, jobs and other destinations within closer reach								
	A2.1: Co-working spaces	✓	✓	✓					
	A2.2: Provide local services and amenities to reduce travel	✓	✓	✓					
	A2.3: Ensure design requirements are met for new developments	✓	✓						
	A2.4: Parcel pick-up points at local hubs		✓	✓					

3.4.3. Shift



Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel (walking, wheeling, cycling and horse riding), shared transport, and public transport.

Shift measures aim to reduce emissions from travel by car or road freight by encouraging a shift to make journeys instead by rail, bus, shared transport, or active travel. The measures also improve the options available to those already using sustainable modes.

Table 3-2 lists the proposed Shift measures included in LTP4 by place type and countywide strategies. They include a range of actions to:

- Encourage mode shift to active travel by increasing provision of new cycling and walking routes, facilities and interchange and making walking and cycling environments more attractive and safer. These measures are important in providing an integrated, multi-modal, low carbon transport system. The potential impact on carbon emissions of individual trips shifting from car to active travel is relatively low as they are short trips which only account for a small proportion of emissions (as outlined in Section 2). However, the potential influence increases when active travel is used as the first or last


leg of longer public transport journeys and when combined with measures to encourage more local activity, resulting in shorter and more combined trips.

- Encourage mode shift to public and shared transport by improving the coverage, frequency, quality and range of services provided and improved interchanges and accessibility and fares. These measures have the potential to encourage mode shift for longer journeys and are likely to be focussed particularly on serving journeys to and from the Principal Settlements and Market Towns. It is difficult to provide viable public transport options for the dispersed journeys in rural areas, although there may be more scope to develop shared transport options.
- Measures to encourage mode shift for freight through supporting measures to help wider moves to encourage shift to rail and more local moves to encourage shift to options such as e-cargo bikes for the last or first mile of delivery.

These measures reflect the fact that achieving successful mode shift relies on providing attractive alternatives to car use. The ability to achieve this varies by place type, with more scope in towns where dense populations and trip patterns provide more viable opportunities for providing public transport and active travel options.

The LTP4 measures will play a key role in delivering improvements in travel options by sustainable modes bringing a range of benefits, including improvements in accessibility and wellbeing. However, the potential to achieve greenhouse gas emissions reductions through these measures is limited by the well-recognised fact that it is challenging to encourage car owners to shift mode from using car to other modes, even where good options exist. This is discussed further in Section 3.6.

Table 3-2 – Shift measures by place type and county wide strategy

Policy area	Measure	Place-based sub-strategies				County-wide sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	EVs	Strategic Transport
Shift to more sustainable modes of transport 	S1 Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality								
	S1.1: Deliver the infrastructure improvements identified in our LCWIPs	✓	✓	✓					
	S1.2: Public realm improvements	✓	✓	✓					
	S1.3: Wayfinding	✓	✓	✓					
	S1.4: Cycle parking	✓	✓	✓					
	S1.5: Safer movement for active travel	✓	✓	✓					
	S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas	✓	✓	✓					

Policy area	Measure	Place-based sub-strategies				County-wide sub-strategies				
		Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	EVs	Strategic Transport	
	S1.7: Cycle hire schemes	✓	✓	✓						
	S1.8: Freight kerbside delivery management					✓				
	S2 Provide more public and shared transport options, and improve service quality									
	S2.1: Bus infrastructure and service improvements on key corridors								✓	
	S2.2: Implementation of new DRT services								✓	
	S2.3: Ride sharing, including shared taxis	✓	✓	✓						
	S2.4: Support for more frequent or new direct rail services								✓	
	S2.5: Support for rail capacity upgrades								✓	
	S2.6: Supporting availability of train servicing facilities								✓	
	S3 Provide better access to public and shared transport services									
	S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel	✓	✓	✓						
	S3.2: New stations		✓							
	S3.3: Improved waiting and interchange facilities at bus stops and stations								✓	
	S3.4: Provision of real time passenger information at bus stops								✓	
	S3.5: Rail station upgrades								✓	
	S3.6: Mobility hubs	✓	✓	✓						
	S3.7: Explore the role and function of Park and Ride								✓	
	S3.8: Smarter ticketing and payment on buses								✓	
	S3.9: Accessible and inclusive buses and infrastructure								✓	

Policy area	Measure	Place-based sub-strategies				County-wide sub-strategies				
		Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	EVs	Strategic Transport	
	S3.10: Lower and simpler bus fares								✓	
	S3.11: Multi-modal ticketing								✓	
	S3.12: Coach parking								✓	
	S4 Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most									
	S4.1: Improved car parking signage						✓			
	S4.2: Provision and consistency of disabled parking						✓			
	S4.3: Review of parking payment methods						✓			
	S4.4: Review of parking charges						✓			
	S4.5: Review of our existing parking assets						✓			
	S4.6: Resident permit zones						✓			
	S5 Encourage and enable shift to more sustainable modes for freight									
	S5.1: Micro-consolidation and use of alternative modes for first/last mile					✓				
	S5.2: Shifting freight from road to rail					✓				
	S5.3: Safeguarding land for rail and consideration of rail freight interchange site					✓				

3.4.4. Improve



Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.


Improve measures aim to reduce the emissions per vehicle mile travelled. Table 3-3 lists the proposed Improve measures included in LTP4 which aim to achieve this change through two main routes:

- Facilitating and encouraging the move to low and zero emissions vehicles through routes including expanding the coverage of EV car clubs, roll out of relevant charging infrastructure and more general support for upgrade of fleets, including buses and coaches, freight and rail (through electrification).
- Encourage and enable safer, more efficient driving and operation of road networks including measures to ease congestion resulting in more efficient driving conditions, decreasing emissions rates.

Many of these measures would be particularly focussed on the Principal Settlements and Market Towns where new charging infrastructure and car club vehicles would be accessible for more journeys and congestion is more likely to exist.

The LTP4 will be able to support and influence Improve measures but impact on carbon emissions will also require action from individuals, organisations and other sectors to fund, support and/or deliver the measures. For instance, the LTP4 measure to roll out of charging points is a necessary component of encouraging EV uptake but charging point availability is only one of many factors affecting the choice to buy an EV. Other LTP4 measures will also help to raise awareness and provide opportunities for uptake (such as through car clubs). However, a number of other influences beyond the scope of LTP4 (such as travel patterns and perceptions of vehicle types) will also affect the decisions by individuals or businesses over whether to use EVs.

Table 3-3 – Improve measures by place type and county wide strategy

Policy area	Measure	Place-based sub-strategies				County-wide sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	EVs	Strategic Transport
Improve vehicle, fuel and network efficiency 	I1 Facilitate and encourage move to low and zero emission vehicles								
	I1.1: Roll out public on-street residential charging at scale, focusing provision for residents with no off-street parking							✓	
	I1.2: Encourage and facilitate EV charging provision in new developments and refurbishments							✓	
	I1.3: Ensure that public EV charging is located through robust data analysis and community consultation, employing technology appropriate to its context							✓	
	I1.4: Support the roll out of rapid charger hubs by the commercial sector, ensuring chargers are appropriately located and minimise any associated risks							✓	

Policy area	Measure	Place-based sub-strategies				County-wide sub-strategies				
		Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	EVs	Strategic Transport	
	I1.5: Investigate the use of cable channel products to enable safe cross-pavement on-street home charging							✓		
	I1.6: Support EV uptake in corporate fleets and car clubs							✓		
	I1.7: Support and publicise regional and national schemes which help make EVs more financially accessible							✓		
	I1.8: Explore adopting policies and support to increase the number of EV taxis							✓		
	I1.9: Ensure that new EV chargers maximise accessibility for both drivers and footway users							✓		
	I1.10: Ensure new public EV charging includes provision for deprived areas and rural locations							✓		
	I1.11: Support for low emission freight					✓				
	I1.12: Expand EV car club coverage	✓	✓	✓						
	I1.13: Support of cleaner, modernised buses and coaches, and related charging infrastructure								✓	
	I1.14: Support rail electrification								✓	
	I2 Enable safer, more efficient driving and operation of road networks									
	I2.1: Improve our use of technology in traffic and congestion monitoring	✓	✓							
	I2.2: Engage with and prepare for the rollout of new transport technologies	✓								
	I2.3: Improvements to on-road signage on our strategic and major roads									✓

Policy area	Measure	Place-based sub-strategies				County-wide sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	EVs	Strategic Transport
	I2.4: HGV parking and rest stops					✓			
	I2.5: Moving traffic offences					✓			
	I2.6: Targeted road infrastructure or junction improvements to relieve congestion								✓

3.4.5. Support




Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.

Support measures are broad measures intended to support successful delivery of the Avoid, Shift and Improve measures. Table 3-4 lists the proposed Support measures in LTP4 which include:

- Measures that improve knowledge of and ability to use travel options available through awareness raising, training and measures to incentivise change in travel mode (such as apps, mobility credits and the introduction of Mobility as a Service to provide easy access to information on and booking for different travel options) and measures to encourage more efficient driving choices such as the use of efficient driving techniques.
- Activity to work in partnership with Government bodies and stakeholders to support wider measures that need collaboration to progress.
- Activity to develop more detailed plans to progress the proposed measures, such as establishing and managing a road classification, road layout and road user hierarchy.

These measures are generally county-wide and overarching, rather than being focussed on particular place types.

Table 3-4 – Support measures by place type and county wide strategy

Policy area	Measure	Place-based sub-strategies				County-wide sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	EVs	Strategic Transport
Support and enable delivery of the Avoid, Shift and Improve policy areas 	SU1 Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport								
	SU1.1: Raise awareness of sustainable travel options				✓				
	SU1.2: Travel plans				✓				
	SU1.3: Raise awareness of local facilities, amenities and services				✓				
	SU1.4: Incentives for physical activity				✓				
	SU1.5: Interventions for older road users				✓				
	SU1.6: Cycle training to improve skills and confidence				✓				
	SU1.7: Roll out of safety apps				✓				
	SU1.8: Mobility credits				✓				
	SU1.9: Implement Mobility as a Service (MaaS)				✓				
	SU1.10: Reduced carbon intensity of travel via more efficient driving				✓				
	SU1.11: Multi-modal marketing								✓
	SU1.12: Ticketing incentives								✓
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all								
	SU2.1: Working with businesses to facilitate home working and flexible working				✓				
SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities				✓					
SU2.3: Work collaboratively with our key stakeholders								✓	
SU2.4: Supporting Community Rail Partnerships								✓	

Policy area	Measure	Place-based sub-strategies				County-wide sub-strategies			
		Principal Settlements	Market Towns	Rural Areas	Overarching	Freight	Parking	EVs	Strategic Transport
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered								
	SU3.1: Coordination of street works and roadworks				✓				
	SU3.2: Network maintenance				✓				
	SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy				✓				
	SU3.4: Support for Masterplanning				✓				
	SU3.5: Adopt 'Vision Zero' ambition and Safe System approach				✓				
	SU3.6: Freight Assessment and Priority Mechanism (FAPM)					✓			
	SU3.7: Define route restrictions through Advisory Freight Routes					✓			
	SU3.8: Develop a detailed parking operation and delivery plan						✓		
	SU3.9: Refresh our transport policies and plans					✓			

3.5. Potential emissions impact of LTP4

3.5.1. Overview

This section outlines an indicative estimate of the scale of carbon emissions reduction that could be supported by the impact of the LTP4 measures outlined above, if implemented in combination with related action by individuals, organisations and other sectors.

Section 3.5.2 provides a summary of the approach used to develop the estimate, in line with Step 4 of the draft QCR guidance.

The subsequent sections then discuss how the policy areas contribute to the emissions reduction, the extent to which the estimated reductions could close the identified emissions gap and the type of further action that would be needed to close the remaining gap.

3.5.2. Emissions impact estimate

Inputs used

The indicative estimate of the potential reduction in emissions supported by the proposed LTP4 measures drew on a range of inputs including:

- The baseline transport emissions projections for Wiltshire, developed using data from the Wiltshire Traffic Model, as outlined in Section 2.2.4 and Annex B.
- Details of current and projected travel levels and patterns from sources including DfT Bus Statistics²¹, Office for Road and Rail station usage statistics²², DfT Cycling Statistics²³ DfT traffic estimates²⁴, DfT TEMPRO software²⁵ and the National Travel Survey.²⁶
- Parameters and values from sources including the DfT Transport Analysis Guidance databook.²⁷

The estimates of emissions reductions were made relative to the baseline for 2030, calculated for the baseline and pathways analysis set out in Section 2.2.4.

Approach to assessment and input assumptions

Given the relatively broad level at which the LTP4 measures are specified at this stage, it was not feasible to develop a detailed assessment of emissions reductions, which would require information about the location and characteristics of individual proposed interventions and the patterns of travel in impacted areas. Instead, the estimate was developed to provide an understanding of the scale of change that the combined Avoid, Shift, Improve and Support measures could potentially support, if implemented in combination with related action from individuals, organisations and other sectors (such as individuals and businesses choosing to use EVs, and planning and business support for digital and local activity).

The assessment was based on high-level estimates of the scale of change in travel behaviour and choices that could potentially be supported by the measures by 2030, assuming that they are implemented with a focus on improving available options for travel and alternatives, rather than introducing a step change in the balance between the costs and convenience of using car and other modes. The assumptions used are set out in Table 3-5 and focus mainly on reductions in emissions from car travel, reflecting the balance of measures outlined in the previous section.

The estimate focusses on the impact in 2030 since the degree of uncertainty around issues such as rates of behaviour change increases further into the LTP4 period.

²¹ DfT (2024) Bus statistics. Table Bus01e: Passenger journeys on local bus services by local authority. Available at: [Bus statistics data tables - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/bus-statistics-data-tables)

²² Office for Road and Rail (2024) Table 1415: Time series of passengers' entries exits and interchanges by stations. Available at [Estimates of station usage | ORR Data Portal](https://www.gov.uk/government/statistics/estimates-of-station-usage)

²³ DfT (2024), Walking and Cycling Statistics. Available at: [Walking and cycling statistics - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/walking-and-cycling-statistics)

²⁴ DfT (2024), Traffic Estimates Table TRA8905: Motor vehicle traffic by local authority and selected vehicle type in Great Britain [Road traffic estimates \(TRA\) - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/road-traffic-estimates)

²⁵ DfT Trip End Model Presentation Programme (TEMPRO 8.1). Available at: [Trip End Model Presentation Program \(TEMPro\) download - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/trip-end-model-presentation-program)

²⁶ DfT (2023) National Travel Survey 2022. Available at: [National Travel Survey - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/national-travel-survey)

²⁷ DfT (2024) Transport Analysis Guidance Databook: May 2024. Available at: [Transport analysis guidance - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/transport-analysis-guidance)

Table 3-5 – Assumptions on changes in travel behaviour and choices supported by LTP4 measures

Avoid



- Maintenance to 2030 of up to a 5% reduction in car travel from the reductions in travel still seen following the COVID-19 pandemic. Reduction is primarily assumed to be the result of reduced trip numbers due to more online activity resulting from digital trends accelerated by COVID-19 restrictions, supported by some localisation of activity.

Shift



- The target 10% growth in bus patronage by 2030 (from 2019) identified in the 2021 Wiltshire BSIP is assumed to be achieved, along with similar levels of growth in rail patronage and cycling.
- 2% to 5% increase in car sharing by 2030.
- 1% reduction in van emissions in 2030 due to last mile mode shift offsetting growing deliveries.

Improve



- Improved efficiency of car and van travel as a result of eco-driving or improved network management for up to 5% of travel in 2030.
- A further acceleration of the rapid uptake of EVs assumed to be in addition to the uptake occurring in the baseline projections as a result of national action. Uptake is assumed to accelerate by approximately 6 months to 1 year compared to levels achieved by national action alone by 2030. This equates to approximately an additional 10% to 15% of car and LGV mileage by EVs in 2030 in addition to the assumed impact based on national action.

Further detail on the basis for the assumptions set out in Table 3-5 is provided in Annex C.

Estimated impact

The estimate based on the assumptions outlined above and in Annex C indicates that the combination of LTP4 measures and relevant action from individuals, organisations and other sectors could support changes in travel behaviour and choices with the potential to reduce carbon emissions by approximately 5% to 10% by 2030 (relative to the projected baseline).

The mid-point of the range would close approximately one quarter of the identified emissions gap in 2030 (fully closing the gap would require an emissions reduction from the baseline of approximately 30%, as outlined in section 2.2.4). This indicates that the LTP4 measures, in combination with relevant action from individuals, organisations and other sectors, would support a positive contribution to decarbonisation and progress towards a low carbon transport system for Wiltshire. However, the indicated reduction leaves a significant emissions gap that would need to be closed if transport emissions are to be brought in line with the identified decarbonisation pathway that meets national decarbonisation commitments. The next section provides further discussion on the contribution to the estimated emissions reduction from Avoid, Shift and Improve measures, and Section 3.6 discusses the types of additional action beyond the measures included in LTP4 that would be likely to be needed to close the emissions gap

It is important to recognise that there are limits to the scope of emissions that LTP4 measures are able to influence. As outlined in Section 3.4.1, there is limited potential for

LTP4 measures to influence emissions from freight and through trips. For instance, HGV traffic accounts for nearly 20% of transport emissions in Wiltshire but local measures largely influence only the last leg of delivery. The measures have an important impact on local air quality, traffic and town environment, but a more limited impact on carbon emissions as the trip stage affected accounts for only a small proportion of overall HGV travel.

3.5.3. Contributions to estimated emissions reduction

Balance between Avoid, Shift and Improve measures

The LTP4's greatest potential for supporting emissions reduction through reduced vehicle mileage is through supporting the **Avoid** measures, which encourage the continued reductions in levels of car travel that have persisted since the COVID-19 pandemic, particularly for commuting, business and shopping purposes. This involves continuing to support action by businesses and other sectors to encourage and enable online activity and the localisation of trips to reduce average trip lengths and increase their scope to be combined or shift to other modes.

These measures account for approximately 40% of the estimated emissions reduction (of 5% to 10%). As outlined in Section 3.4, relevant measures to support these changes fall in the categories of:

- **A1** Reduce the need to travel as often through combining journeys and providing digital options
- **A2** Enabling access to services, jobs and other destinations within closer reach

Improve measures to accelerate EV uptake and improve efficiency of car travel also have the potential to contribute to emissions reduction by reducing emissions per vehicle mile.

These measures account for approximately 50% of the estimated emissions reduction (of 5% to 10%). Measures to deliver the changes fall within the following categories:

- **I1** Facilitate and encourage move to low and zero emission vehicles
- **I2** Enable safer, more efficient driving and operation of road networks

As outlined above, LTP4 measures could support action by individuals, organisations and other sectors to promote EV uptake. However, it is important to recognise that achieving the increases in EV uptake assumed compared to the baseline would need significant action, as the baseline projections used to calculate the emissions gap already assume relatively rapid uptake of EVs as a result of national action, which would already require support from local action such as roll out of electric charging points.

To support the additional uptake, a particular area of emphasis would need to be on encouraging EV uptake amongst vehicles with above average mileage, including company cars and car club vehicles. This approach would help to ensure that greater mileage is converted to electric power with each new vehicle, helping to overcome issues associated with limited supply of vehicles and the embodied carbon associated with their construction.

The wide range of measures in the LTP4 to encourage mode **Shift** by improving the alternatives to car use (and to a lesser extent road freight) would also make a contribution to emissions reduction and move towards a low carbon transport system, through measures in the following categories:

- **S1** Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality.
- **S2** Provide more public and shared transport options, and improve service quality.

- **S3** Provide better access to public and shared transport services.
- **S5** Encourage and enable shift to more sustainable modes for freight.

The relatively small scale of the estimated emissions reduction achieved by Shift measures (approximately 10% of the total estimated reduction) is consistent with the impact of previous programmes of measures to increase travel by sustainable modes (see Box 4) and highlights the challenge of achieving significant reductions in carbon emissions through mode shift in areas of high car ownership. This issue is discussed further in the next section.

Box 4: Local Sustainable Travel Fund Impact

Recent research by bodies such as Transport Scotland and NatCen has highlighted that evidence of the impact of integrated measures to increase travel by sustainable modes is very limited. However, one valuable source is the evaluation of impacts of the Local Sustainable Travel Fund (LTSF) through which the DfT provided £540 million of funding to local authorities between 2011 and 2015. Funding was used to make sustainable modes more attractive and improve bus and rail patronage and active travel. Measures ranged from new infrastructure to new services and training programmes and were focussed in urban areas and on 'pull factors' to attract those travelling to move to public transport rather than 'push factors'. Evaluation of the impact of the fund indicated the measures achieved a 2.3% reduction in car mileage per person and a 2.2% reduction in carbon compared to comparator locations.

Transport Scotland (2021) 20% Reduction in car km by 2030

Natcen (2020) Impact of interventions encouraging a switch from cars to more sustainable modes of transport. A rapid evidence review.

Transport for Quality of Life (2017) Impact of the Local Sustainable Travel Fund. Synthesis of Evidence

The challenge of achieving emissions reduction through mode shift

The key issue underlying the challenge of achieving significant reductions in emissions through mode shift can be illustrated by the current relative levels of travel by each mode. The number of miles travelled by car drivers in Wiltshire was estimated to be over 50 times the number of miles travelled by bus passengers in 2019 (and over 70 times by 2023 due to the post COVID-19 decline in bus patronage). For rail, the equivalent ratio was 30 to 40 in 2019 and 2023. For cycle the ratio was over 70 in 2019 (i.e. the number of car driver miles is estimated to be over 70 times the number of cycling miles).

These relative levels of travel mean that a 1% decrease in car vehicle miles through mode shift would cause an increase in bus patronage of over 50%, or an increase of over 30% in rail patronage and of over 70% in cycling levels (assuming that the car trips diverted directly to bus, rail or cycling trips of the same length).

Consequently, although the target 10% increase in public transport use assumed is relatively ambitious, the impacts on scale of car travel will be limited. Impacts on traffic levels will be further limited by the fact that, in practice, a significant proportion of the 10% increase in use of sustainable modes is likely to come from other modes, car passengers or new trips, rather than diverting from car driver trips.

These large differences in current levels of travel by mode reflect high levels of car ownership and the fact that, once people own a car, driving becomes the most convenient and cheapest option for the majority of trips. This balance between the cost and convenience of different modes represents the major challenge in delivering decarbonisation through mode shift.

Fuel costs (the main cost of car use likely to be considered on a per trip basis) only account for approximately 40% of the annual costs of owning a car on average²⁸ and parking costs only apply to a small proportion of trips. Other costs of car use are upfront (purchase/depreciation), annual (e.g. insurance and tax) or sporadic (e.g. maintenance). This means that, once someone has invested in owning a car, the extra costs of driving per trip are relatively low, particularly where parking charges are low or absent.

Car trips also rate highly for convenience, particularly as cars and road vehicles are typically prioritised in the allocation of road space and provision of convenient parking space, which reduces time and costs associated with finding and paying for parking and walking to a destination.

Day to day travel decisions are often made on the basis of either habit or the cost and convenience of different options. This means that once people own a car, in current conditions, it becomes the default choice to drive for nearly all trips even if other options are available.

COM-B model of behaviour change

The COM-B model of behaviour change²⁹ (see Box 5) illustrates this issue. The Model identifies that, in order to make a change in travel behaviour, people need all three of the Capability, Opportunity and Motivation to change. Most of the proposed LTP4 mode shift measures focus on providing Capability (e.g., improved travel information and accessibility of services) and Opportunity (e.g., improved services serving more routes) by providing attractive alternatives to car use. It is acknowledged that without elements to provide the Motivation to change, the measures are not likely to achieve significant mode shift from car drivers and therefore emissions reductions from reduced car use. Delivering motivation is likely to require a change in the balance of the costs and convenience of travelling by different modes. For Wiltshire, this approach would be considered as a secondary step once alternative travel opportunities exist.

Box 5: The COM-B theory of behaviour change suggests that three conditions need to be met for a person to change their travel behaviour:

- **Capability** - the person's psychological and physical capacity to undertake the relevant activity (such as taking a bus). It includes having the necessary knowledge and skills (*such as awareness of public transport timetables, routes and fares*).
- **Opportunity** - all of the external factors beyond a person's influence that make the behaviour possible or prompt it (*such as the availability of bus services at the relevant time and serving the relevant route*).
- **Motivation** - defined as the brain processes that energise and direct behaviour. They include habits, emotional responses and **analytical** decision-making (*including deciding on using the bus based on relative cost and convenience of available*

²⁸ Source: Research by the Nimblefins financial advice website: Nimblefins (2024), Average Cost to Run a Car UK 2024. Available at: [Average Cost to Run a Car UK 2024 | NimbleFins](#).

²⁹ Michie, S., Van Stralen, M. M., & West, R. (2011). The behaviour change wheel: A new method for characterising and designing behaviour change interventions. *Implementation Science*, 6(1). <https://doi.org/10.1186/1748-5908-6-42>

Differences between place types

The indicative emissions reductions supported by Avoid, Shift and Improve actions set out above are broad countywide averages. The balance will differ by place type.

Transport decarbonisation requires measures that reduce vehicle miles and emissions per vehicle mile in all place types. The range of relevant measures required to achieve emissions reductions will therefore be similar for each place type and it will be important to plan and implement measures in an integrated, efficient way across the county. However, the variation in characteristics between place types will mean that the impacts of measures will vary, as will the balance required between measures that reduce car miles and measures that reduce emissions per mile.

Density of population and trip attractions is a key influence on the likely balance of measures by place type. This affects the likely viability of attractive public and shared transport and active travel alternatives, and the possibility of providing and expanding local services and therefore the potential to provide suitable capability and opportunity to change travel behaviour away from car use. In Rural Areas with dispersed populations there is less potential to deliver viable alternatives to car travel which would provide the opportunity for a mode shift away from car. Therefore, measures in Rural Areas are likely to need to focus more on the need to improve the vehicles used for any travel undertaken (through increased use of more efficient and electric vehicles) and to avoid the need to travel as often and/or as far.

3.6. Closing the emissions gap

Closing the emissions gap in 2030 would require approximately a further 20% to 25% reduction in emissions in addition to the reductions supported by the LTP4 measures (in combination with relevant action by individuals, organisations and other sectors), estimated on the basis of the assumptions set out in Table 3-5.

Closing this gap would require national and regional action to address emissions from trips over which LTP4 measures have limited influence. In particular, action would be needed in relation to freight trips (for which decisions are largely driven by commercial and national Government influences) and trips passing through the county.

Wider national action would also be needed to achieve further reductions in emissions from passenger trips to, from and within the county. Achieving the level of emissions reduction required would likely necessitate an underlying change in approach to private travel and car usage. This would involve measures beyond those included in LTP4 and which are likely to be most effective if introduced at the regional or national level.

Assuming that the additional emissions reductions to close the gap are split evenly between reductions in vehicle miles (Avoid and Shift measures) and reductions in emissions per vehicle mile (Improve measures), closing the emissions gap would involve:

- 10% to 15% reduction in emissions through Improve measures.
- 10% to 15% reduction in emissions as a result of a reduction in vehicle miles through Avoid and Shift measures.

Other balances of measures could be applied instead of this even split. For instance, an even split between Avoid, Shift and Improve measures could be assumed. However, as outlined in Section 3.2.1, it is important to note that there are limits to the scale of change that can be achieved through Improve measures and the uptake of EVs alone. Practical limits are imposed through the rate at which the vehicle fleet can physically change and the rate at which new vehicles can be built and supplied. There are also important whole

lifecycle carbon implications of building new, relatively carbon intensive EVs. Additionally, EVs do not address other negative impacts of car traffic such as congestion, social exclusion, road maintenance, and some elements of air pollution.

Therefore, although, EVs are often cited as the solution to transport decarbonisation, they cannot close the emissions gap alone. A balance of measures from across Avoid, Shift and Improve would be required in addition to those included in the LTP4 to deliver the pace and scale of decarbonisation needed to close the emissions gap and reach the decarbonisation pathway.

The implied changes required to further close the emissions gap beyond LTP4 measures would require substantial changes in travel patterns and behaviour.



Achieving the further 10% to 15% reduction in emissions through **Improve** measures, in addition to the baseline rate of EV uptake already assumed and the impact of LTP4 measures, would be challenging. A change in approach to car use towards pay per use (car clubs) could support the acceleration needed. Widespread availability of pay per use EVs would accelerate their uptake more effectively than if the vehicles were privately owned, since each car club vehicle is estimated to replace about 25 private vehicles on average and drivers would not face the off-putting upfront cost of buying an EV. Pay per use vehicles would also support the use of smaller, more efficient vehicles³⁰ as drivers would be able to hire the most appropriate vehicle for a given journey rather than have a car chosen to be large enough to accommodate occasional journeys (like holidays) that is used for all journeys, regardless of size requirements.



A further reduction of approximately 10% to 15% in emissions through a reduction in vehicle miles in 2030 achieved by **Avoid and Shift** measures, in addition to the changes supported by LTP4, would represent a significantly larger reduction in car travel than has been achieved through transport plans in the past (see Box 4). The reduction would involve considerable changes in travel behaviour and choices, including substantial mode shift away from car use.



As outlined in Section 3.5.3 changes of this scale would likely require a change in the approach to car use to provide the motivation needed.

Measures to change the approach to car use have the potential to accelerate EV uptake and bring the change in balance of the cost and convenience of different modes that is needed to bring about significant mode shift and contribute to decarbonisation. Many of the measures involved are most likely to be effective if implemented at the regional or national scale.

Any measures considered would need to be carefully designed and implemented to ensure that they do not have negative impacts on issues such as wellbeing and accessibility. For instance, in Rural Areas dispersed populations and trip patterns make it challenging to provide the viable public and shared transport services which would be needed to provide the capability and opportunity for individuals to switch away from car use, without being potentially affected by a loss of accessibility.

Taking a whole lifecycle carbon perspective, any measures developed would also need to account carefully for lifecycle carbon impacts. This is likely to involve focussing on making best use of existing infrastructure and limiting the amount of new infrastructure (with

³⁰ Using a small car rather than a medium or large car can save ~ 30% emissions per km on average based on emissions factors by vehicle in the DESNZ Greenhouse Gas Conversion Factors 2024

associated embodied carbon). The LTP4 Avoid, Shift and Improve measures seek to improve travel choices by sustainable modes, and provide the foundation for making more sustainable travel possible. They would provide a good basis for any future wider action and would support and enhance the decarbonisation impacts of any such measures introduced.

Overall, addressing decarbonisation is a shared challenge and the scale of decarbonisation required to close the emissions gap will need action both at and beyond the local level. National and regional level action will be needed both to achieve larger reductions in passenger transport emissions and to address the majority of freight emissions.



The identified Support measures of working in partnership with Government bodies and stakeholders therefore provide an important route through which the LTP4 will support decarbonisation working to address this shared challenge.

4. Concluding summary

4.1. Context and scale of the decarbonisation challenge

Decarbonising the transport sector is recognised to be an important and significant challenge for Wiltshire, as it is for other authorities, nationally and internationally. The transport sector generated 38% of Wiltshire's greenhouse gas emissions in 2022 and emissions have remained at similar levels for decades, whilst emissions from other sectors have decreased. Car use accounts for approximately 60% of these emissions, with longer trips and travel by more rural and wealthier households contributing above average levels of emissions.

Projected baseline transport carbon emissions for Wiltshire indicate that, without further decarbonisation action, there will be a substantial 'emissions gap' between projected emissions and the identified decarbonisation pathway (the midpoint of the DfT's Transport Decarbonisation Plan pathway). Closing the emissions gap would require reductions of emissions from the baseline projections of approximately 30% in 2030 and 55% in 2035. These decreases are in addition to the emissions reductions already included in the baseline projections as a result of relatively rapid take up of EVs achieved by national action such as the Zero Emissions Vehicle mandate and bans on the sales of new petrol and diesel vehicles.

4.2. Role of LTP4

In recognition of the scale of the decarbonisation challenge, carbon considerations are part of the LTP4 vision and objectives and have informed the development of the LTP4, alongside the issues associated with other objectives, including the challenges of reducing car use in a county with a largely rural and dispersed population. The policies and measures developed for the LTP4 are categorised in terms of Avoid, Shift and Improve approaches to supporting carbon emissions reductions, along with a broader category of Support measures.



The importance of incorporating whole lifecycle carbon considerations and management for any changes to the transport system resulting from the LTP4 measures is recognised in the LTP4's sustainability principles.

The high-level assessment presented in Section 3 indicates that the combination of LTP4 measures with relevant action by individuals, businesses and other sectors, could potentially support transport sector emissions reductions that would close approximately one quarter of the emissions gap in 2030. This reduction is largely driven by Avoid and Improve measures to reduce the need to travel and accelerate the uptake of EVs, building on national action (for instance through a focus on upgrading high mileage vehicles and fleets).

The LTP4 measures will therefore support decarbonisation and progress towards a low carbon transport system for Wiltshire. They will also make significant contributions to the other five LTP4 objectives including benefits for health, wellbeing, safety and our unique environments through reductions in traffic levels and improved travel options.

However, the measures will not close the emissions gap to reach the decarbonisation pathway which has been identified to meet national carbon budgets and commitments. If carbon budgets are not met globally, temperatures will continue to rise, increasing the wide-ranging risks associated with climate change, as summarised in Section 2.1.1.

It is important to recognise that there are limits to the influence of LTP4 and its ability to close the emissions gap. For instance, LTP4 measures have limited opportunity to change travel choices and emissions for most freight trips (which are largely driven by commercial and national government influences) or trips passing through the county. As an example, HGV traffic alone accounts for nearly 20% of transport emissions in Wiltshire but local measures largely influence only the last leg of delivery. The measures have an important impact on local air quality, traffic and town environment but a more limited impact on carbon emissions as the trip stage affected accounts for only a small proportion of overall HGV travel.

4.3. Closing the emissions gap

Closing the remainder of the emissions gap **beyond the influence of the LTP4**, would require wider national and regional action to address emissions from trips over which LTP4 measures have limited influence, particularly freight trips and trips passing through the county.

In addition, achieving the level of emissions reduction required would likely necessitate an underlying change in approach to private travel and car usage, changing the balance of cost and convenience between car and other modes. This would involve measures beyond those included in LTP4 and which are likely to be most effective if introduced at the regional or national level.

Any measures considered would need to be carefully designed and implemented to ensure they do not have negative impacts on issues such as wellbeing and accessibility and that all six of the LTP4 objectives continue to be met. For instance, in Rural Areas dispersed populations and trip patterns make it challenging to provide the viable public and shared transport services which would be needed to provide the capability and opportunity for individuals to switch away from car use, without being potentially affected by a loss of accessibility.

Measures developed would also need to account carefully for lifecycle carbon impacts. This is likely to mean making best use of the existing transport system and limiting the amount of new infrastructure (with associated embodied carbon).

The LTP4 measures to support Avoid and Improve measures and increase and improve travel choices by sustainable modes, provide the foundation for making more sustainable travel possible. They would provide a good basis for wider action and would support and enhance the decarbonisation impacts of wider measures introduced.

Overall, decarbonisation is a shared challenge, and the scale of decarbonisation required to fully close the emissions gap will need action both at and beyond the local level. National and regional level action will be needed both to achieve larger reductions in passenger transport emissions and to address emissions from freight.



The identified Support measures of working in partnership with Government bodies and stakeholders therefore provide an important route through which the LTP4 will support decarbonisation, working together to address this shared challenge.

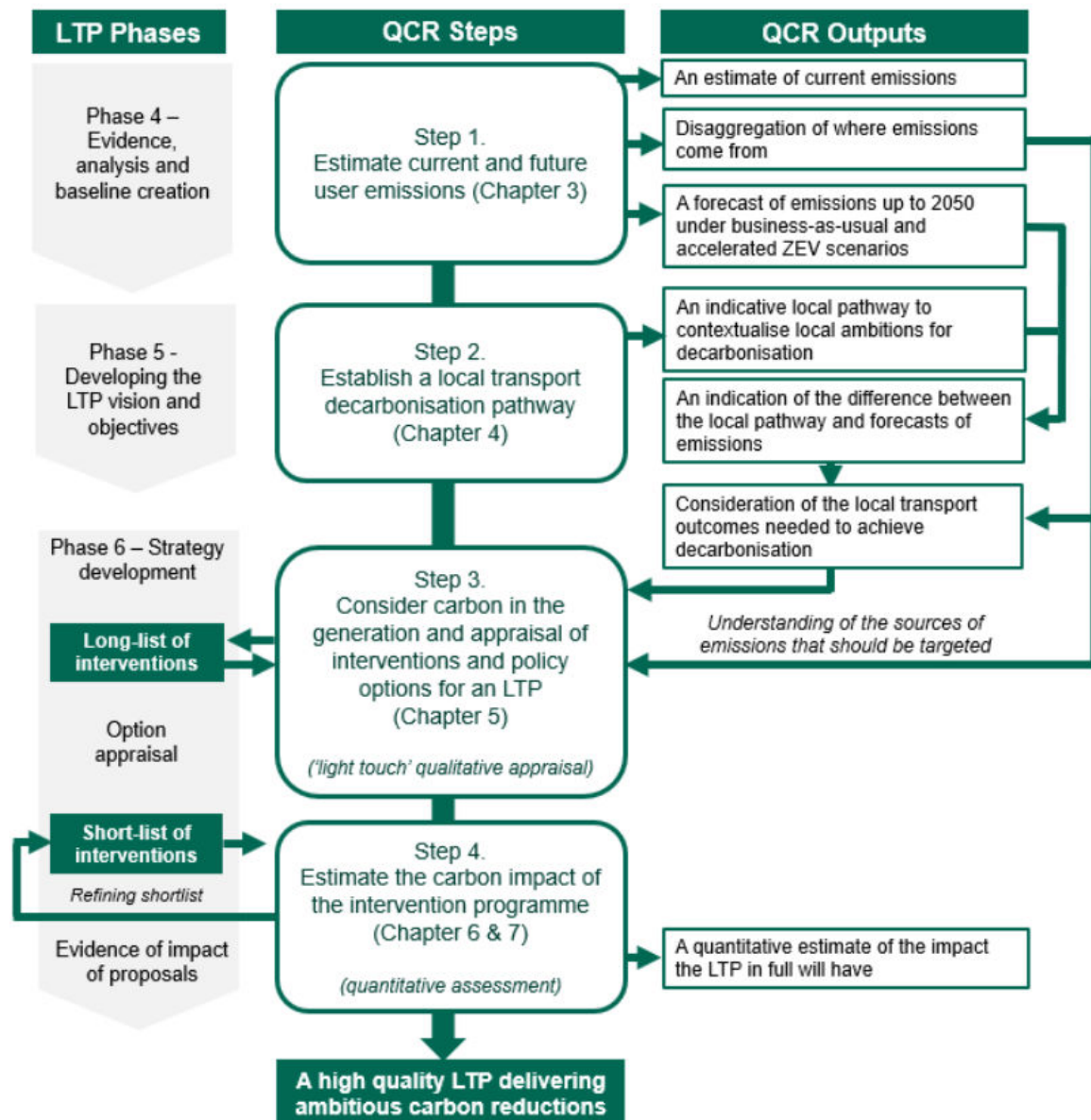
Annex A. DfT Draft Quantifiable Carbon Reduction assessment guidance

Following the publication of the Transport Decarbonisation Plan in 2021, the Department for Transport (DfT) started to produce guidance on developing LTPs. The early drafts indicated that transport decarbonisation should be an important component of updated LTPs, considering both transport user emissions and the embodied carbon associated with infrastructure, equipment and vehicle fleet.

Alongside the LTP guidance, the DfT was also developing guidance on Quantified Carbon Reduction (QCR). Early versions of the guidance, circulated amongst the local government community, included a flowchart (shown in Figure A-1), setting out the steps that should be followed in considering carbon issues within a Local Transport Plan.

The development and release of the guidance was paused, and it is not yet whether the guidance will be released. Nevertheless, the draft provides a useful framework for considering transport decarbonisation and has informed the development of Wiltshire's LTP4.

Figure A-1 – Draft DfT QCR Guidance



Annex B. Carbon assessment approach

B.1. Overview

This Annex provides further detail on the assessment approach used to estimate projected baseline transport emissions in Wiltshire as a basis for identifying the estimated emissions gap that LTP4 needs to contribute to closing.

The baseline represents surface transport emissions within Wiltshire and is based primarily on:

- Detailed Wiltshire Traffic Model (WTM) data on the volume and type of traffic on the roads in the county, by road link; and
- Emissions factors (grammes of carbon emitted per vehicle mile) by vehicle type and speed band.

Emissions estimates were produced for WTM's two modelled years of 2018 and 2036 and represent well to wheel carbon dioxide equivalent (CO₂e) emissions within Wiltshire's boundary.

The remainder of this Annex sets out:

- The data sources used for the 2018 base emissions estimate
- The additional data sources used for the future year estimates
- The calculation steps undertaken
- An overview of the baseline emissions estimates produced
- The emissions gaps implied by the baseline emissions forecast

Well to wheel, well to tank and tank to wheel emissions

Well to wheel (WTW) emissions include emissions associated with extracting, generating and transporting the fuel or energy to the vehicle (**well to tank, WTT**) as well as the emissions generated directly by vehicle use i.e. tailpipe emissions (**tank to wheel, TTW**). Many summaries of transport sector emissions focus on TTW emissions to avoid double counting (e.g. with the industrial sector of the emissions associated with diesel production). However, it is important to understand the WTT component to understand the full emissions impacts of travel, particularly for EVs which have no tail pipe (TTW) emissions. Well to wheel is consistent with the 'End user' definition of emissions used by DESNZ in their local authority emissions statistics.

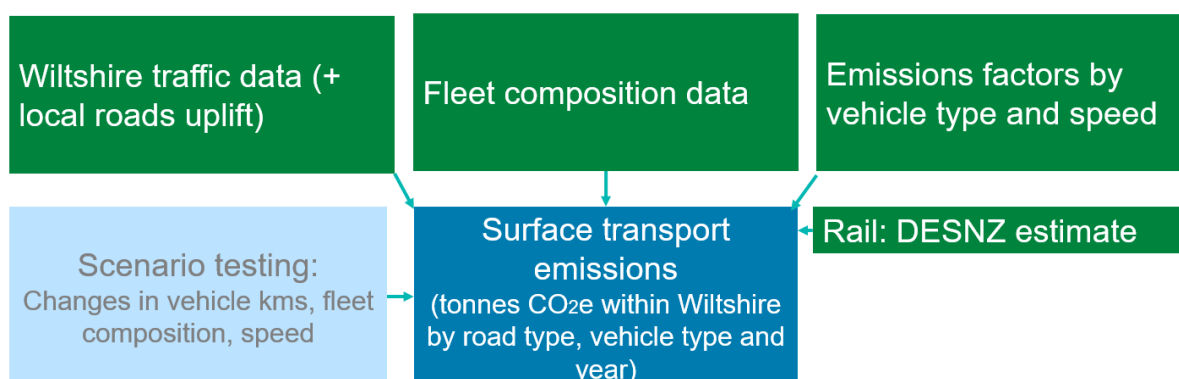
B.2. Data sources for 2018 emissions estimate

Figure B-1 provides a simple summary of the carbon calculator used to produce the carbon baseline estimates. The green boxes highlight the main inputs which fall in four main categories:

- Wiltshire Traffic Model data
- Fleet composition data
- Emissions factors
- Department for Energy Security and Net Zero (DESNZ) rail emissions estimate

Each input category is discussed in more detail in the following sections.

Figure B-1 – Summary of carbon calculator



B.2.1. Wiltshire Traffic Model data and local roads uplift

WTM traffic data for each modelled road link within Wiltshire formed the primary input to the carbon calculations.

The key inputs were traffic flows, distances, and speeds by speed band (each band covering a range of 5 mph) for each vehicle type (car, LGV and HGV), for each Wiltshire road link and for each modelled time period.

The model data was supplemented by an uplift to represent the traffic on minor roads that are not captured in the traffic model. The uplift was based on Ordnance Survey GIS data and DfT road length statistics providing length of unmodelled road links³¹ and DfT traffic count data for average traffic flows on minor roads in Wiltshire.³²

As bus services are not fully modelled in the WTM, bus vehicle kilometres used in the calculations were also uplifted to be consistent with the levels recorded for Wiltshire in DfT's Bus Statistics.³³

B.2.2. Fleet composition data

For the 2018 base year, fleet composition data (i.e. the proportions of vehicles by fuel / energy type) was taken from the DfT's Transport Analysis Guidance (TAG) data book (May 2024 version)³⁴, which is also consistent with the assumptions used in the National Atmospheric Emissions Inventory (NAEI)).

B.2.3. Emissions factors

The emissions factors (in gCO₂e/vehicle km) were derived from three key components:

- Estimates of fuel consumption/electricity use:
 - Tank to wheel energy consumption (in litres or kWh per vehicle km for each vehicle type in each speed band) using functions from the DfT TAG databook, which relate fuel consumption or electricity use to vehicle type, fuel type, speed, year, and

³¹ DfT (2023) Road length statistics. Available at: [Road length statistics \(RDL\) - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/road-length-statistics)

³² DfT traffic count data. Available at: [Map Road traffic statistics - Road traffic statistics \(dft.gov.uk\)](https://www.gov.uk/government/statistics/map-road-traffic-statistics)

³³ DfT (2024) Bus statistics. Table Bus01e: Passenger journeys on local bus services by local authority. Available at: [Bus statistics data tables - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/bus-statistics-data-tables)

³⁴ DfT (2024) Transport Analysis Guidance. Available at: [Transport analysis guidance - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/transport-analysis-guidance)

distance of travel and are drawn from the European COPERT³⁵ (Calculation Of Pollutant Emissions from Road Transport) emissions model (and are also consistent with the factors used for the NAEI³⁶).

- Carbon intensity factors to convert fuel and electricity consumption estimates to estimated emissions impacts - using kg CO₂e / litre of fuel from the DfT's TAG databook and kg CO₂e / per kWh of electricity from the Department for Energy Security and Net Zero (DESNZ) appraisal dataset^{37 38}.
- Well to tank uplift factor to apply to tank to wheel emissions from petrol, diesel, and electricity - using the uplift factors from DESNZ Greenhouse Gas Conversion Factors³⁹.

B.2.4. Rail emissions estimate

The rail emissions estimate for 2018 was drawn directly from the DESNZ Local Authority carbon emissions estimate for Wiltshire for 2018⁴⁰.

B.3. Data sources for 2036

The 2036 reference case emissions estimates were calculated in the same way as the 2018 estimates, accounting for the two key variables influencing future transport emissions i.e.:

- Changes in the number of vehicle miles travelled by different categories of vehicles (cars, vans, goods vehicles, buses etc.), reflecting changes in trip numbers, trip lengths, and mode choice; and
- The composition of the fleet for each vehicle category (in terms of the proportions of vehicles of different sizes, efficiency, and fuel / energy source), determining emissions produced per mile travelled.

Forecast vehicle miles were obtained from the WTM Reference Scenario for 2036⁴¹.

For fleet composition, five different baseline fleet scenarios were produced to reflect different assumptions regarding changes through time, in particular in relation to the uptake of zero emissions vehicles, as follows:

³⁵ COPERT is a programme, financed by the European Environment Agency (EEA), developed to calculate air pollutant emissions from road transport implementing the approaches from the European EMEP/EEA air pollutant emission inventory guidebook

³⁶ The NAEI is compiled by the National Environmental Technology Centre on behalf of the Department for Environment, Food and Rural Affairs (DEFRA), it is the standard reference air emissions inventory for the UK and includes emission estimates for a wide range of pollutants <https://naei.beis.gov.uk/>

³⁷ DESNZ data tables to support the Treasury Green Book supplementary appraisal guidance on valuing energy use and greenhouse gas (GHG) emissions. Available at: <https://www.gov.uk/government/publications/valuation-of-energy-use-and-greenhouse-gas-emissions-for-appraisal>.

³⁸ Using domestic grid average intensity from the DESNZ dataset as recommended by the DESNZ for calculation of baseline emissions rather than marginal electricity intensity, which is recommended in the TAG databook to appraise changes in energy use.

³⁹ DESNZ (2024) Greenhouse gas reporting: conversion factors. Available at. [Greenhouse gas reporting: conversion factors 2024 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2024)

⁴⁰ DESNZ (2024) UK local authority and regional greenhouse gas emissions statistics. Available at [UK local authority and regional carbon dioxide emissions national statistics: 2005 to 2018 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/uk-local-authority-and-regional-carbon-dioxide-emissions-national-statistics-2005-to-2018)

⁴¹ Scenario 1 from the traffic modelling for the Local Plan was used, including a Do Minimum allowance for Local Plan growth

- **DfT TAG baseline scenario** – rapid short term EV uptake scenario reflects the current DfT TAG databook assumptions on EV uptake⁴². Since November 2022, TAG figures have assumed rapid EV uptake rate to 2030, e.g. assuming 15% of car vehicle kms will be undertaken by EVs by 2025 (the proportion previously estimated for 2030) and 36% by 2030. The rate of uptake is explained as being due to more stringent 2025 to 2030 CO₂ regulations for manufacturers and reductions in battery prices. However, the assumptions already appear ambitious (e.g. assuming 5% of car miles by EVs in 2022, and 11% in 2024, when only 1.9% of licenced cars were battery EVs nationally by the end of 2022). The forecast does not account for the bans on petrol/diesel car, van and HGV sales initially announced in November 2020 and November 2021 by government, because they are not yet considered committed. Consequently, EV uptake is assumed to slow in the 2030s.
- **National fleet action scenarios** reflect a view of the impact of the Government's sales bans for petrol and diesel vehicles.
 - **Original national sales ban scenarios** reflect a view of the impact of the Government's initially announced dates for the sales bans for petrol and diesel vehicles (2030 for cars and vans and 2035/2040 for HGVs). The scenarios are based on forecasts produced in 2021 and assume a slower rate of EV uptake to 2030 than the most recent TAG forecasts (but more rapid than the previous TAG forecasts). The uptake forecasts are then more rapid than TAG forecasts after 2030. Two scenarios show the sequential impacts of bans on different vehicle types as follows:
 - **Petrol/ diesel car/ van sales ban 2030**, which reflects the potential impact on uptake of EVs of the national action to ban petrol and diesel car and van sales in 2030, as originally announced in November 2020. The fleet forecast is based on the Society of Motor Manufacturers and Traders (SMMT) Central Forecast published in June 2021. The HGV fleet is assumed to remain as in the baseline, i.e. a fully diesel fleet with some efficiency improvements through time.
 - **Sales ban for all petrol/ diesel vehicles 2030 onwards**. This scenario builds on the car/ van sales ban scenario to include a representation of the impact of the diesel HGV sales bans that were confirmed by Government in November 2021. The sales ban dates are 2040 for vehicles over 26 tonnes and 2035 for vehicles under 26 tonnes and the scenario assumes that the uptake of ZEV in the HGV fleet will occur in line with the forecasts in the CCC's Sixth Carbon Budget Balanced Pathway.
 - **Delayed sales ban scenarios**. In September 2023 the Government announced a delay to the date for the ban on sales of petrol and diesel cars and vans to 2035. This remains the announced date for the ban (although it is possible that the new Government will revert to the 2030 date). The last 2 fleet scenarios tested adjust the 2030 ban based scenarios to reflect the potential impact of the delay (recognising that the Zero Emissions Vehicle mandate remains in place with an 80% target for 2030). The date of the HGV sales ban is assumed to remain unchanged.
 - **Petrol/ diesel car/ van sales ban 2035**
 - **Sales ban for all petrol/ diesel vehicles 2035 onwards**

⁴² DfT (2024) Transport Analysis Guidance Databook. Available at: [TAG data book - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/121212/tag_data_book_-_gov_uk.pdf)

For all five fleet scenarios, the change in carbon intensity of electricity generated was derived from the DESNZ projections, as used in the TAG databook.

Areas of uncertainty influencing future surface transport emissions

There are a number of areas of uncertainty in forecasting future transport emissions including:

- Levels of traffic demand.
- Rate of uptake of electric cars and vans.
- Future trends in purchase of SUVs and large cars.
- Rate of development and uptake of zero emissions HGVs.
- Speed of decarbonisation of the electricity grid.

The data used for the baseline scenarios are intended to be central forecasts to provide a robust estimate. The calculations also allow for sensitivity testing as needed.

B.4. Calculations

B.4.1. Modelled year calculations

The calculations of emissions totals for both modelled years involved the following steps:

1. Calculation of vehicle miles travelled by road type, vehicle type (car, LGV, HGV), time period, and speed band (each band representing a 5 mph range).
2. Application of an uplift to allow for traffic on the minor roads that are not captured in the model, based on road length from OS Open Roads mapping layer and DfT Road Length statistics⁴³ and average traffic counts for B roads, C roads, and unclassified roads for 2015 to 2018 in Wiltshire from DfT traffic count data⁴⁴.
3. Calculation of fuel consumption/electricity use for traffic within Wiltshire for 2018, for each vehicle type, each speed band, and each time period. The calculations used the TAG fuel consumption formulae which relate fuel consumption to vehicle type, fuel type, speed, year, and distance of travel.
4. Expansion of the fuel and electricity consumption estimates (in litres and kWh respectively) for the modelled time periods to represent:
 - a. Full weeks - using the Wiltshire Traffic Model expansion factors.
 - b. Full years - on the assumption of 245 working days per year and the rest of the year being weekend days or bank holidays.
5. Conversion of fuel and electricity consumption estimates to estimated emissions impacts by year using the DfT and DESNZ carbon intensity factors (kg CO₂e / litre of fuel or kWh of electricity) by year.

B.4.2. Calculations for emissions trajectory

To provide an emissions trajectory for comparison with target decarbonisation pathways, the modelled data for 2018 and 2036 was supplemented with estimates of traffic for the additional years of 2021, 2026, 2031, 2041, 2046, and 2050. These estimates were derived through interpolation and extrapolation of the data for the two modelled years, and informed

⁴³ DfT (2023) Road length statistics. Available at: [Road length statistics \(RDL\) - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/road-length-statistics)

⁴⁴ DfT traffic count data. Available at: [Map Road traffic statistics - Road traffic statistics \(dft.gov.uk\)](https://www.gov.uk/government/statistics/map-road-traffic-statistics)

by the DfT's National Road Traffic Projections 2022⁴⁵ which provides Core Scenario traffic forecasts for the South West by road type and vehicle type.

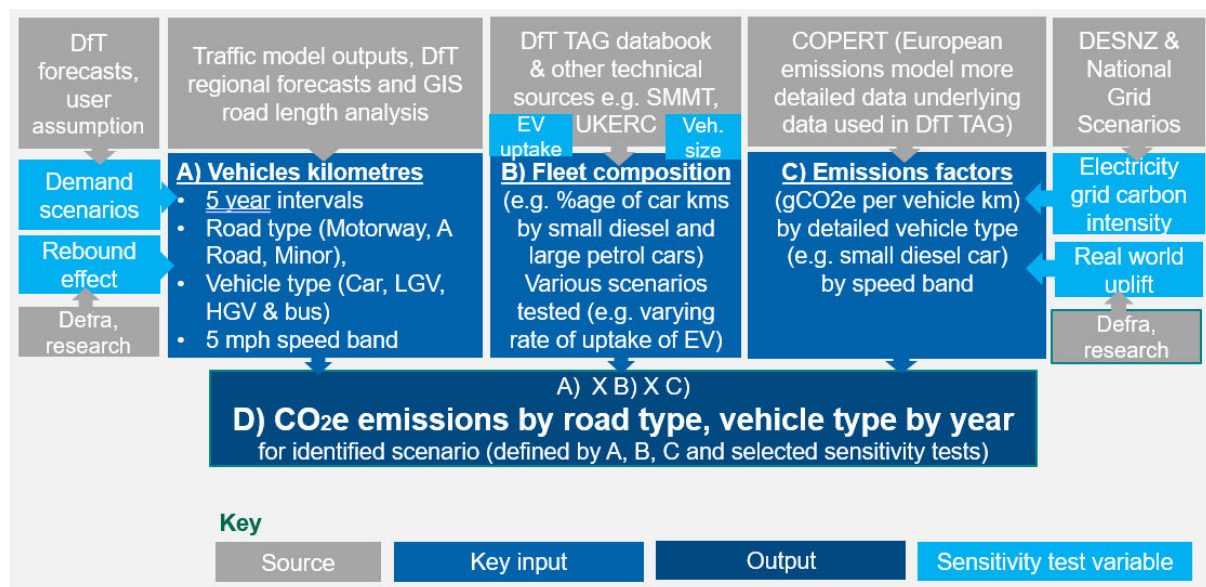
The estimated traffic forecasts for these years were combined with relevant fleet composition and emissions factors to provide emissions estimates in each year.

B.4.3. Calculation summary

Figure B-2 provides a summary of the calculations in the carbon tool, including a number of inputs that allow sensitivity testing:

- Electric vehicle uptake rates.
- Rebound effect (reflecting the tendency for people to drive more when costs are lower, for instance when driving EVs).
- Real world uplift for emissions (reflecting the fact that observed vehicle emissions in real life driving conditions are typically greater than the rates estimated in test conditions).
- Rate of decarbonisation of electricity provision.

Figure B-2 – Summary of carbon calculations



B.5. Baseline emissions

B.5.1. 2018 emissions

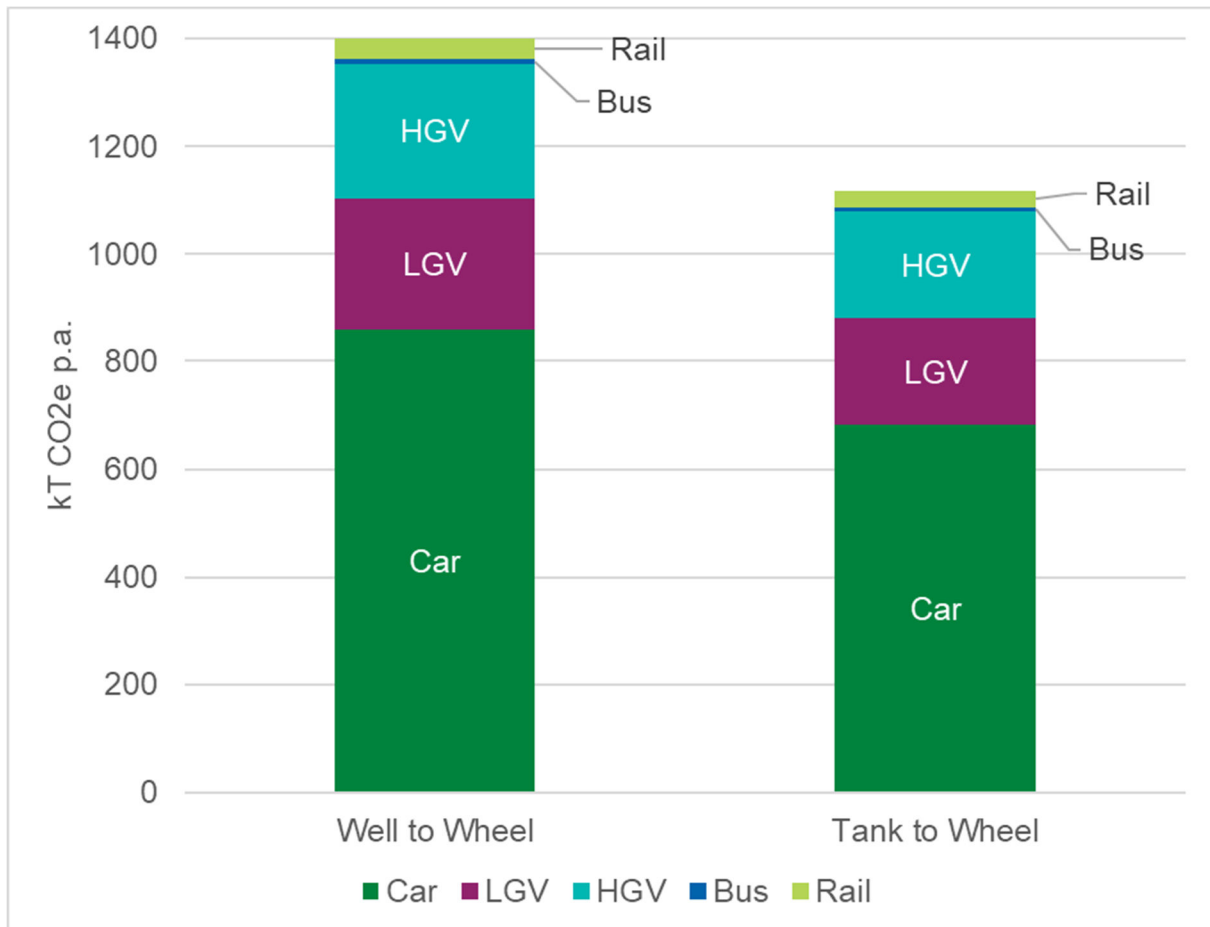
The estimated baseline transport emissions for 2018 are summarised in Figure B-3, disaggregated by vehicle type and shown separately for tank to wheel and well to wheel emissions. Total estimated emissions are approximately 1400 kilotonnes (kT) p.a. (well to wheel), with the well to tank component accounting for about 20% of the total.

Cars are estimated to account for 61% of the 2018 emissions, followed by HGVs accounting for 18%, LGVs 18%, rail 3%, and buses 1%.

⁴⁵ DfT (2022) National Road Traffic Projections. Available at: [National road traffic projections - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/102422/nrtpr-2022-01.pdf)

Of the road total, emissions from motorway travel account for just over 20% of the total, A roads for approximately 45%, and minor roads for approximately 35% of total emissions.

Figure B-3 – Estimated surface transport emissions, Wiltshire, 2018 (kT CO₂e)



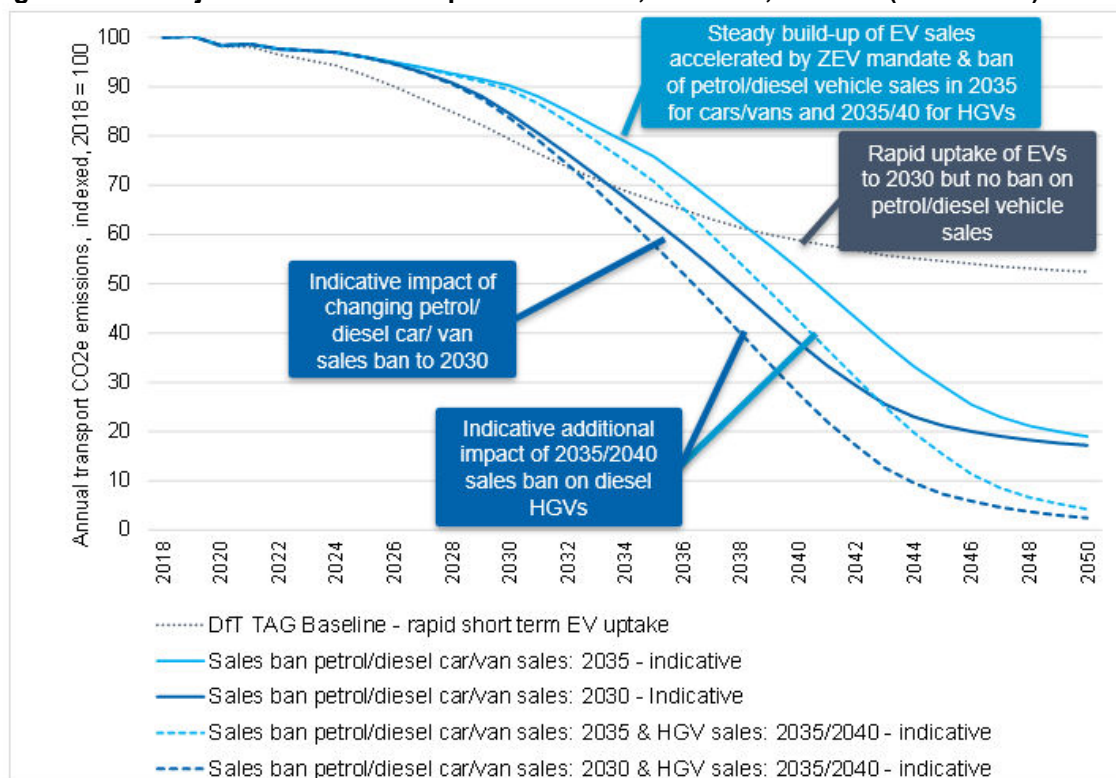
A sense check on the emissions estimate produced was undertaken, comparing the 2018 emissions estimate against the DESNZ local authority emissions estimate for Wiltshire for 2018⁴⁶. The calculated figure for the county was just under 110% of the DESNZ total. The differences are likely to be largely explained by minor differences in the process of estimating traffic totals and the distribution of traffic by speed band and in the Tank to Wheel to Well to Wheel conversion factor used.

B.5.2. Future reference case emissions

Figure B-4 shows forecast future emissions assuming reference scenario traffic growth and the five different fleet change scenarios outlined above.

⁴⁶ DESNZ, 2024, UK local authority and regional greenhouse gas emissions statistics. Available at: [UK local authority and regional greenhouse gas emissions statistics - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/uk-local-authority-and-regional-greenhouse-gas-emissions-statistics)

Figure B-4 – Projected surface transport emissions, Wiltshire, indexed (2018 = 100)



All of the scenarios show reductions in emissions over the time period to 2050. In the 2020s reductions are fastest in the TAG baseline scenario due to the rapid short term uptake in EVs assumed. However, by the early 2030s emissions reductions in the scenarios assuming a 2030 car and van ban date overtake the TAG scenario and by the mid-2030s the delayed sales ban scenarios catch up with the TAG scenario.

Decreases in emissions are slower in the 2030s and 2040s in the TAG scenario whilst they accelerate for the sales ban scenarios as uptake of EV and other ZEV's picks up speed. By the second half of the 2040s emissions levels are at very low levels for both scenarios assuming a ban on diesel HGV sales as very few petrol and diesel vehicles remain in the fleet.

B.6. Identifying the emissions gap

B.6.1. Transport decarbonisation pathways

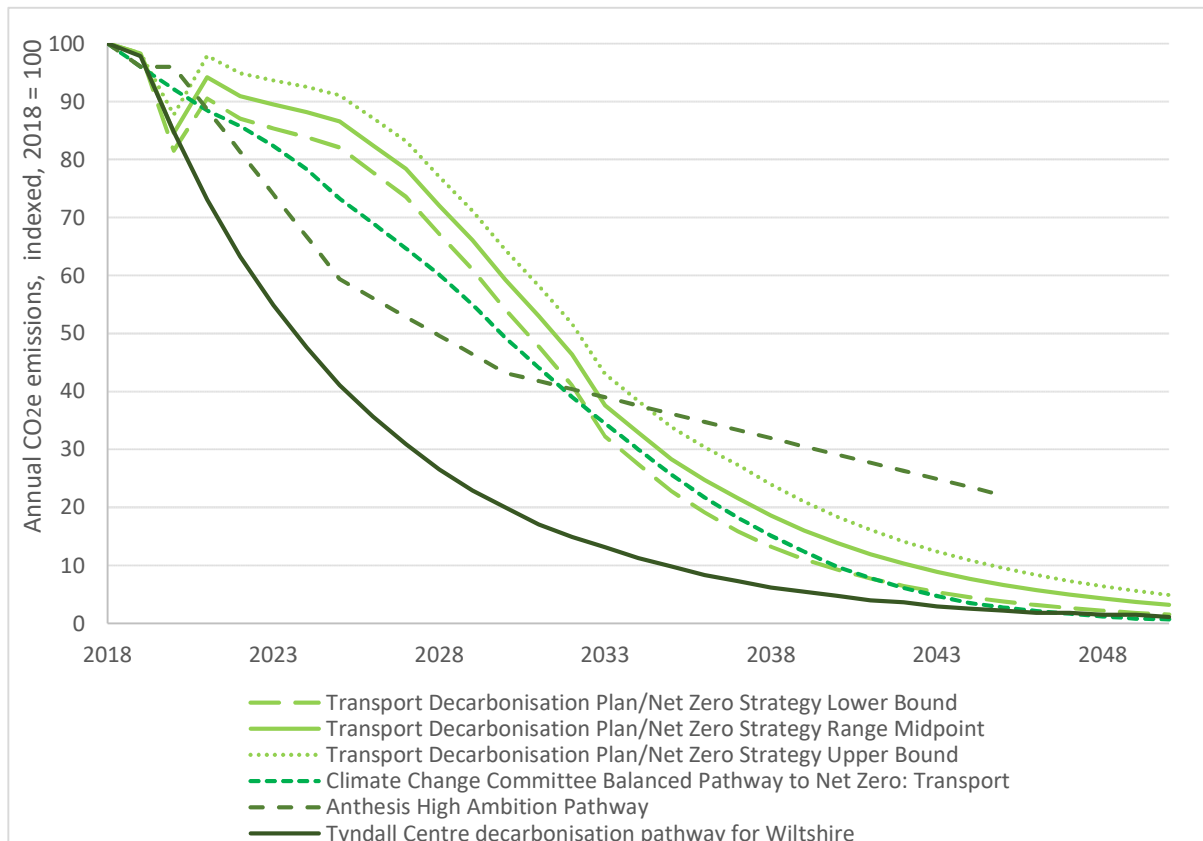
Figure B-5 shows six trajectories (decarbonisation pathways) that illustrate different views on the scale of decarbonisation required by the transport sector in Wiltshire over the decades to 2050 in order to meet decarbonisation commitments at the local and national level.

Decarbonisation pathways and targets are specified on the basis of total 'budgets' or upper limits of cumulative emissions to 2050 that are identified by climate scientists to limit the risk of serious climate change

The pathways highlight that the timing of action is important as well as meeting the challenging 2050 Net Zero target. Once emitted, carbon emissions (and other greenhouse gases) remain in the atmosphere for decades, continuing to cause warming. Cumulative emissions are therefore the main driver of climate change and limiting cumulative emissions to meet identified carbon budgets is the key requirement for achieving climate change

commitments. This means that initial rapid decarbonisation is important for successfully delivering climate change commitment and the rate of emissions reduction year-on-year will matter more in limiting climate change than meeting an identified net zero carbon target date.

Figure B-5 – Target decarbonisation pathways for Wiltshire (kT CO₂e, indexed, 2018 = 100)



The top three parallel lines represent the lower and upper bounds and midpoint of the broad decarbonisation pathway for surface transport shown in the DfT's Transport Decarbonisation Plan (TDP)⁴⁷ and the Government's subsequent Net Zero Strategy⁴⁸.

The next trajectory shows the Balanced Pathway to net zero carbon by 2050 from the Sixth Carbon Budget report, which was published by the Climate Change Committee (CCC) in December 2020⁴⁹. It represents the surface transport component of the CCC's most recent view of a feasible and balanced pathway to achieving the UK's net zero carbon and intermediate emissions reductions targets and budgets and align with the CCC's view of the UK's contribution to the Paris Agreement commitments⁵⁰.

⁴⁷ DfT (2021) Decarbonising Transport: a better, greener Britain. Available at: [Transport decarbonisation plan - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/95222/transport-decarbonisation-plan-2021.pdf).

⁴⁸ BEIS and Department for Energy Security and Net Zero (2022) Net Zero Strategy: Build Back Greener. Available at: [Net Zero Strategy: Build Back Greener - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/101381/net-zero-strategy-build-back-greener-2022.pdf) The figures shown in the graph are taken from the supporting data provided with the report which provided data for the lines annually to 2037 and then for 2050 – the figures for 2038 to 2049 have been estimated on the assumption of a steady annual rate of decrease in emissions.

⁴⁹ Climate Change Committee (CCC) (2020) The Sixth Carbon Budget. Available at: [Sixth Carbon Budget - Climate Change Committee \(theccc.org.uk\)](https://www.theccc.org.uk/reports-and-consultations/sixth-carbon-budget/)

⁵⁰ Note that the CCC Balanced Pathway represents all sector emissions pathway and follows a similar path but with a slightly less steep reduction in emissions to 2040.

The next dotted line shows the High Ambition Pathway identified by Anthesis in their Carbon Emissions Baselines and Reductions Pathways work for Wiltshire⁵¹. Rather than being based on the allocation of an identified carbon budget, this pathway is based on the maximum emissions reductions that were judged to be feasible, based on an assumption that action is not hindered by any funding, policy, skills or other local constraints.

The lowest, solid green line shows the most ambitious decarbonisation pathway, which represents the view of academic experts at the Tyndall Centre for Climate Change Research on the rate of decarbonisation required to stay within Wiltshire's remaining carbon budget⁵². The budget covers all emitting sectors and reflects their estimate of Wiltshire's proportionate share of a remaining global budget of carbon emissions. The global budget has been estimated as the level that would limit cumulative global emissions enough to achieve a high probability of meeting the global target of limiting temperature increase to 1.5°C from pre-industrial times. The Tyndall Centre take a more stringent view than the CCC on the remaining budget allocated to countries such as the UK, after taking into account issues such as international equity and the need to avoid over reliance on future carbon removals technology⁵³. This leads to a lower budget for the UK requiring a more rapid decarbonisation pathway as shown in Figure B-5.

Both the Tyndall Centre and Anthesis pathways relate to all-sector emissions (reflecting the combined effect of emissions from transport and other energy using sectors, such as buildings). The TDP and CCC pathways are both for surface transport emissions only.

All of the pathways show rapid initial decarbonisation in order to meet identified targets and budgets. The TDP range upper and lower bounds indicate that between approximately a 65% and 75% reduction in emissions would be required between 2019 and 2035. The midpoint of the range indicates a reduction of approximately 70% over the same time period. The CCC Balanced Pathway indicates a similar reduction of 70% whilst the High Ambition Pathway indicates a 60% reduction. The Tyndall Centre pathway is considerably more ambitious indicating a required emission reduction of nearly 90% over the 2019 to 2035 timeframe.

B.6.2. Projected emissions and the emissions gap

Following a carbon workshop with Wiltshire Council officers⁵⁴, the decision was made to use the midpoint of the TDP pathway to provide an understanding of the scale of the emissions gap between projected annual emissions and the levels required to meet decarbonisation commitments. This selection was in line with the approach suggested in the draft DfT QCR guidance for local authorities without a locally derived pathway. Although the Anthesis pathway was developed for Wiltshire, it is now considered out of date due to the rapid pace of development in the field and work is likely to be undertaken to update the analysis to reflect developments since the pathways were originally produced.

Figure B-6 presents the TDP pathway midpoint alongside the five baseline projections described above to illustrate the scale of the emissions gap between projected emissions and the potential pathway that needs to be followed to meet decarbonisation commitments.

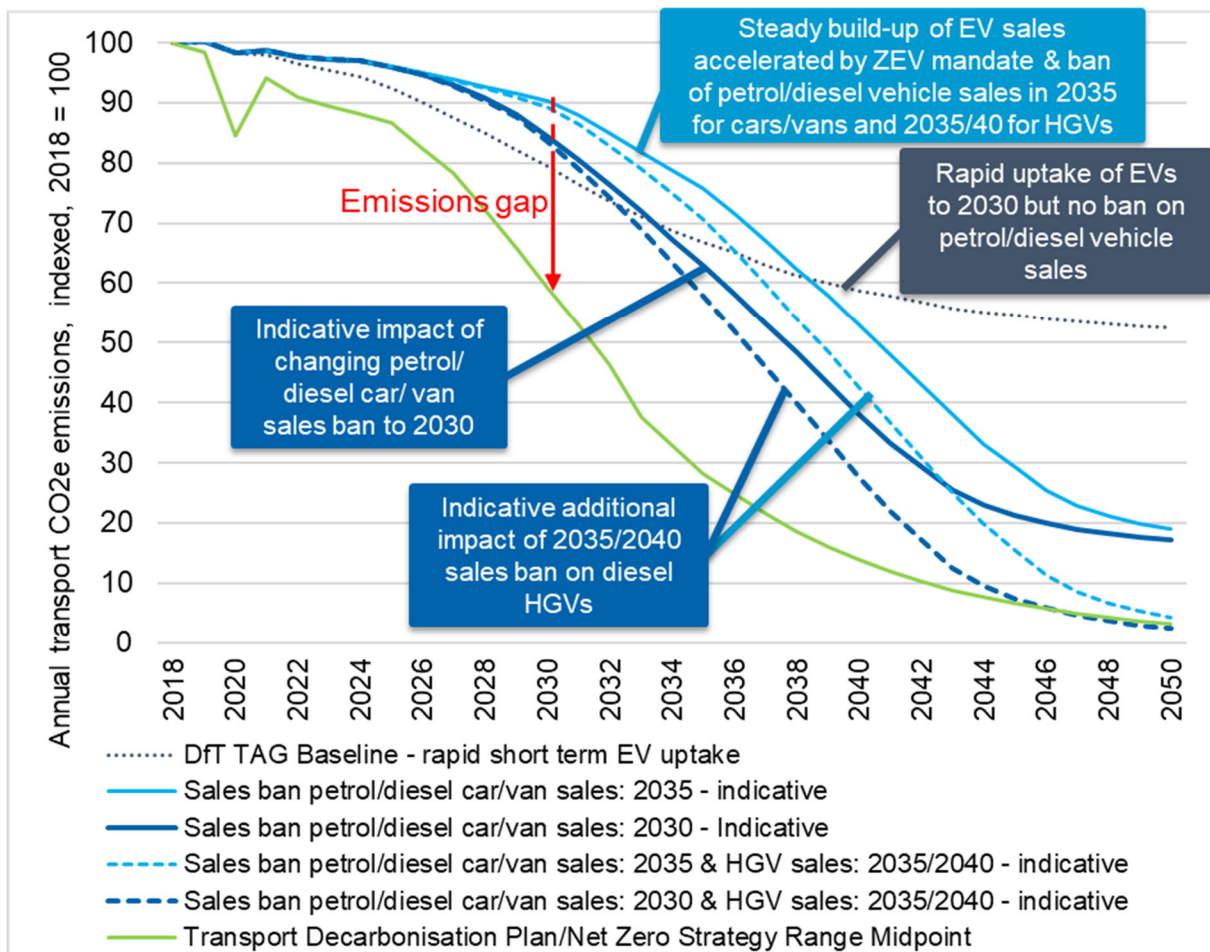
⁵¹ Anthesis, 2022, Wiltshire Carbon Emissions Baselines and Reductions Pathways

⁵² Tyndall Centre for Climate Change Research (undated) Available at: [Tyndall Carbon Budget Reports \(manchester.ac.uk\)](https://www.tyndall.ac.uk/reports/tyndall-carbon-budget-reports).

⁵³ For instance: Anderson, K. et al. (2020) A factor of two: how the mitigation plans of 'climate progressive' nations fall far short of Paris-compliant pathways, Climate Policy. Vol 20.

⁵⁴ The workshop was attended by relevant members of the Climate and Environment, Sustainable Transport and Highways teams at Wiltshire Council.

Figure B-6 – Illustrative emissions gap for Wiltshire



The comparison between the baselines and pathway in Figure B-6 highlights that, even with ambitious national action on moving to a zero emissions fleet in the baseline projections, a substantial gap remains between the projected emissions in the baseline scenarios and the target TDP pathway.

As outlined above, the emissions gap is important because it represents additional emissions being released each year beyond the target pathway emissions level, adding to the cumulative total of emissions released. The emissions gap (illustrated by the red arrow) therefore needs to be closed if Wiltshire is to make its contribution to national carbon reduction targets. This would involve a further reduction in emissions from the baselines of approximately 30% in 2030 and 55% in 2035 (as discussed further in Section 2.2.4 of the main text).


Annex C. Assumptions informing carbon reduction estimate

Table C-1 provides further detail on the basis for the assumptions informing the carbon reduction estimate, as set out in Table 3-5 of the main report.

The estimate drew on a range of inputs including:

- The baseline transport emissions projections for Wiltshire, developed using data from the Wiltshire Traffic Model, as outlined in Section 2.2.4 and Annex B.
- Details of current and projected travel levels and patterns from sources including DfT Bus Statistics⁵⁵, Office for Road and Rail station usage statistics⁵⁶, DfT Cycling Statistics⁵⁷ DfT traffic estimates⁵⁸, DfT TEMPRO software⁵⁹ and the National Travel Survey.⁶⁰
- Parameters and values from sources including the DfT Transport Analysis Guidance databook⁶¹, the Propensity to Cycle Tool⁶² and DESNZ Greenhouse Gas Conversion Factors 2024.⁶³

Table C-1 – Assumptions informing estimated carbon reduction

Measure	Assumption	Comment/basis for assumption
Avoid		
	Up to 5% reduction in car travel maintained due to increased online activity and localisation of activity	The 5% reduction equates to retaining approximately half of the reduction in car travel still seen in 2023 relative to projected baseline before the impacts of COVID-19. Car traffic levels in Wiltshire remain over 8% below 2019 levels but have grown rapidly between 2021 and 2023 and, if growth trends continued, would rejoin previous projections (including growth) by approximately 2028. The reduction in car travel is assumed to be primarily as a result of reduced trip numbers

⁵⁵ DfT (2024) Bus statistics. Table Bus01e: Passenger journeys on local bus services by local authority. Available at: [Bus statistics data tables - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/data-and-statistics/bus-statistics-data-tables)

⁵⁶ Office for Road and Rail (2024) Table 1415: Time series of passengers' entries exits and interchanges by stations. Available at [Estimates of station usage | ORR Data Portal](https://www.gov.uk/government/data-and-statistics/estimates-of-station-usage)

⁵⁷ DfT (2024), Walking and Cycling Statistics. Available at: [Walking and cycling statistics - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/data-and-statistics/walking-and-cycling-statistics)

⁵⁸ DfT (2024), Traffic Estimates Table TRA8905: Motor vehicle traffic by local authority and selected vehicle type in Great Britain [Road traffic estimates \(TRA\) - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/data-and-statistics/road-traffic-estimates)


⁵⁹ DfT Trip End Model Presentation Programme (TEMPRO 8.1). Available at: [Trip End Model Presentation Program \(TEMPRO\) download - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/data-and-statistics/trip-end-model-presentation-program-tempro)


⁶⁰ DfT (2023) National Travel Survey 2022. Available at: [National Travel Survey - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/data-and-statistics/national-travel-survey)

⁶¹ DfT (2024) Transport Analysis Guidance Databook: May 2024. Available at: [Transport analysis guidance - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/data-and-statistics/transport-analysis-guidance)

⁶² Propensity to cycle tool Available at: [The Propensity to Cycle Tool About Page \(pct.bike\)](https://www.pct.bike/). Source: Lovelace, R., Goodman, A., Aldred, R., Berkoff, N., Abbas, A., Woodcock, J. (2017) The Propensity to Cycle Tool: An open-source online system for sustainable transport planning. Journal of Transport and Land Use. 10:1, 505–528.

⁶³ DESNZ (2024) Greenhouse gas reporting: conversion factors. Available at. [Greenhouse gas reporting: conversion factors 2024 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/data-and-statistics/greenhouse-gas-reporting-conversion-factors-2024)

Measure	Assumption	Comment/basis for assumption
		due to more online activity resulting from digital trends accelerated by COVID-19 restrictions, supported by some further localisation of activity causing further reduction in levels of travel through encouraging shorter, combined trips (also supporting mode shift). For instance, a further 5% reduction in car travel could be achieved through an extra 5% of commuting, business and personal business car trips being avoided due to online alternatives and approximately 10% of shopping, personal business, leisure and escort car trips reducing by approximately one third in length as a result of more local activity.
Shift 		
Bus	10% increase by 2030	BSIP 2021 target for 2030
	Baseline bus passenger miles	DfT Bus Statistics providing bus passenger miles in Wiltshire for 2019 to 2023 and DfT TEMPRO 8.1 Core scenario providing trip growth rates for 2030 and 2035 for Wiltshire for bus.
	Proportion of additional bus passenger miles assumed to switch from car driver trips	35% - based on the DfT TAG diversion factors from car driver for bus (TAG A5.4.6)
Rail	10% increase by 2030	Equivalent to bus
	Baseline rail passenger miles	ORR station usage statistics for 2019 to 2023 for Wiltshire stations and assumption of average trip length within county of approximately 20 miles (based on analysis of the busiest movements). DfT TEMPRO 8.1 Core scenario providing trip growth rates for 2030 for Wiltshire for rail.
	Proportion of additional rail passenger miles assumed to switch from car driver trips	25% - based on the DfT TAG diversion factors from car driver for rail (TAG A5.4.6).
Cycle	10% increase by 2030	Equivalent to bus
	Baseline cycle miles	Propensity to Cycle Tool estimates for Wiltshire for commuting trips, uplifted for relative levels of cycling for different purposes derived from National Travel Survey cycling data

Measure	Assumption	Comment/basis for assumption
	Proportion of additional cycle passenger miles assumed to switch from car driver trips	65% - based on diversion rates assumed in the PCT for commuting and NTS based adjustments for other purposes
Car sharing	2% to 5% increase in the proportion of car driver trips that are shared by 2030	Assumptions on potential scale of growth in car sharing
	Current levels of single occupancy car driver trips	~ 65% sourced from National Travel Survey table NTS0905
Freight mode shift	1% reduction in van emissions due to last mile/first mile mode shift offsetting increasing van deliveries in 2030.	Assumptions on potential scale of impact recognising the small proportion of emissions in scope for LTP4 measures
Improve		
	More efficient driving for 5% of vehicle miles as a result of eco driving and targeted network management improvements by 2030.	Assumptions on potential pace and scale of uptake of efficient driving and network management measures
	Scale of impact of eco driving measures and more efficient driving conditions on emissions levels	~8% long term reduction in vehicle emissions based on estimate and evidence set out in CCC Sixth Carbon budget report ⁶⁴
	Acceleration of EV uptake by approximately 6 months to 1 year relative to national action by 2030	~10% to 15% increase in proportion of car and LGV miles by EV in 2030 equivalent to 20% to 30% of the difference between Central and High EV uptake scenarios identified by the Society of Motor Manufacturers and Traders ⁶⁵ in 2030
	Emissions impact of change in vehicle fleet composition	Carbon spreadsheet model established to estimate projected carbon baseline and gap.

⁶⁴ CCC (2020) Sixth Carbon Budget Report. Available at: [Sixth Carbon Budget - Climate Change Committee \(theccc.org.uk\)](https://www.theccc.org.uk/reports/sixth-carbon-budget/).

⁶⁵ SMMT (2021) New Car Market and Parc Outlook to 2035. Available at: [SMMT new car market and parc outlook to 2035, by powertrain - SMMT](https://www.smmt.co.uk/new-car-market-and-parc-outlook-to-2035/).

Wiltshire Council Local Transport Plan 4 (LTP4) 2024

Wiltshire Council





WILTSHIRE LTP4 ISA

Notice

This document and its contents have been prepared and are intended solely as information for Wiltshire Council and use in relation to the Integrated Sustainability Appraisal of Wiltshire's Draft Local Transport Plan 4

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Client signoff

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Contents

Abbreviations	7
Non-Technical Summary	8
Assessment of Alternatives	9
Compatibility between the LTP4 Objectives and the ISA Objectives	10
Assessment of LTP Policies, Measures and Sub-Strategies	10
Mitigation	16
Cumulative, synergistic and indirect effects	17
Monitoring	17
Next steps	18
Summary and conclusions	18
1. Introduction	21
1.1 Purpose of this document	21
1.2 The background and need for LTP4	21
2. Approach to the ISA	22
2.1 Introduction	22
2.2 Sustainability Appraisal / Strategic Environmental Assessment	22
2.3 Health Impact Assessment	23
2.4 Equality Impact Assessment	23
2.5 Community Safety Assessment	24
2.6 Reporting and Consultation as part of the ISA process	24
2.7 Habitat Regulations Assessment	25
3. Scope of the ISA	30
3.1 Geographical and temporal scope of LTP4	30
3.2 Technical scope	32
4. ISA Methodology	34
4.1 Assessment methodology	34
5. Review of relevant legislation and other plans and programmes	45
5.1 Introduction	45
5.2 Methodology	45
5.3 Themes	45
6. Baseline information and key sustainability issues	50
6.1 Introduction	50
6.2 Methodology	50
6.3 Data Analysis	51
6.4 Key sustainability issues, implications and opportunities	52



6.5	Population and health	76
6.6	Population and Equalities	82
7.	ISA Framework.....	85
7.1	Introduction.....	85
7.2	Assessment Framework	85
8.	Assessment of Reasonable Alternatives	99
8.1	Introduction.....	99
8.2	Defining the alternatives	99
8.3	Assessing the alternatives	100
8.4	Conclusions on Alternatives.....	111
9.	Compatibility between LTP Objectives and ISA Objectives	113
9.1	Introduction.....	113
9.1.1	Vision.....	113
9.1.2	LTP Objectives	113
9.2	Compatibility Assessment findings.....	114
9.3	Conclusion.....	126
10.	Assessment of LTP policy, measures and sub-strategy proposals.....	127
10.1	Introduction.....	127
	LTP4 Policies aligned to Policy Areas.....	128
10.2	Assessment of LTP4 sub-strategies.....	133
10.1	Assessment of policies	137
10.1.1	Avoid policies.....	139
10.1.2	'Shift' policies	141
10.1.3	'Improve' policies	144
10.1.4	'Support' policies.....	145
10.2	Assessment of sub-strategies	149
10.2.1	Strategic transport sub-strategy	152
10.2.2	Parking sub-strategy.....	154
10.2.3	Electric Vehicle sub-strategy.....	155
10.3	Cross cutting sustainability policy.....	156
11.	Mitigation.....	158
11.1	Introduction.....	158
11.2	Mitigation approaches applied through ISA.....	158
12.	Cumulative, synergistic and indirect effects	161
12.1	Introduction.....	161
12.2	Likely cumulative effects	161
12.2.1	In plan cumulative effects	161
12.2.2	In combination cumulative effects with other plans and projects	164
13.	Monitoring	171



13.1	Introduction.....	171
13.2	Proposed monitoring programme.....	171
14.	Summary and conclusions	175

Tables

Table 1-1	- Criteria for assessing significance of effect.....	11
Table 1-2	- Assessment of LTP4 against ISA objectives.....	12
Table 1-3	- How mitigation has been incorporated into the LTP4.....	16
Table 2-1	- Schedule of SEA Requirements	24
Table 2-2	- European sites for nature conservation within and adjacent to the LTP4 area.....	27
Table 4-1	- LTP4 preparation activities with the ISA and HRA processes	35
Table 4-2	- Criteria for assessing significance of effect.....	40
Table 6-1	- Key issues, implications and opportunities for Wiltshire LTP4.....	53
Table 6-2	- Population groups potentially vulnerable to transport measures in Wiltshire	77
Table 6-3	- Protect characteristics among the population of Wiltshire	82
Table 7-1	- ISA Objectives.....	87
Table 7-2	- Health Impact Assessment Objectives.....	94
Table 7-3	- Equality Impact Assessment Objectives	96
Table 7-4	- Community Safety Objectives.....	98
Table 8-1	- Assessment scale to compare alternatives	100
Table 8-2	- Air quality and carbon emissions objective alternatives assessment.....	102
Table 8-3	- Resilience alternatives assessment.....	103
Table 8-4	- Habitats, conservation and geodiversity alternatives assessment.....	104
Table 8-5	- Historic environment and visual amenity alternatives assessment.....	105
Table 8-6	- Water and contamination alternatives assessment.....	107
Table 8-7	- Natural resources alternatives assessment	108
Table 8-8	- Economic growth alternatives assessment	109



Table 8-9 - Health, equality and safety alternatives assessment.....	111
Table 9-1 - Compatibility assessment scoring scheme	114
Table 9-2 - Compatibility assessment summary.....	116
Table 9-3 - Identified potential areas of uncertainty	119
Table 9-4 - Overview and Recommendations to strengthen and improve compatibility.....	121
Table 9-5 - Summary of the impact of the original recommendations on the new LTP4 elements.....	123
Table 10-1 - Overview of policy areas and aligned policies.....	128
Table 10-2 - Principal Settlements identified measures	131
Table 10-3 - Market Towns identified measures	132
Table 10-4 - Rural Areas identified measures.....	132
Table 10-5 - Strategic transport sub strategy assessment	133
Table 10-6 - Parking sub strategy assessment	134
Table 10-7 - Freight sub strategy assessment	135
Table 10-8 - Electric vehicle sub strategy assessment.....	135
Table 10-9 - Criteria for assessing significance of effect	136
Table 10-10 - Overview of assessment of policies	138
Table 10-11 - Overview of assessment of sub strategies.....	150
Table 11-1 - How mitigation has been incorporated into the LTP4.....	158
Table 12-1 - Anticipated cumulative, synergistic and indirect effects for LTP4	161
Table 12-2 - Cumulative effects with other plans	164
Table 13-1 - Potential monitoring indicators.....	172

Figures

Figure 3-1 - LTP 4 area	31
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Abbreviations

AONB	Area of Outstanding Natural Beauty – now known as National Landscape
AQMA	Air Quality Management Area
CSA	Community Safety Assessment
DCLG	Department for Communities and Local Government
DfT	Department for Transport
EqIA	Equality Impact Assessment
ER	Environmental Report
EV	Electric Vehicle
GHG	Greenhouse Gas
GVA	Gross Value Added
HGV	Heavy Goods Vehicle
HIA	Health Impact Assessment
HRA	Habitats Regulation Assessment
ISA	Integrated Sustainability Appraisal
LTP4	Draft Fourth Local Transport Plan
NHS	National Health Service
NPPF	National Planning Policy Framework
ODPM	Office of the Deputy Prime Minister
PCG	Protected Characteristic Group
PPPs	Plans, Policies and Programmes
PRoW	Public Right of Way
pSPA	Potential Special Protection Area
RIGS	Regional Importance Geological Sites
SAC	Special Area of Conservation
cSAC	Candidate Special Area of Conservation
SEA	Strategic Environmental Assessment
SPA	Special Protection Area
SSSI	Site of Special Scientific Interest
SuDS	Sustainable Drainage Systems
TAG	Transport Analysis Guidance
ULEV	Ultra Low Emission Vehicle
WHS	World Heritage Site

Non-Technical Summary

This is the Non-Technical Summary of the Integrated Sustainability Appraisal (ISA) Report of the Draft Wiltshire LTP4. The purpose of this Non-Technical Summary is to set out the ISA process and the outcomes derived from this and is intended to inform people who have a general interest in the LTP4, but who are not concerned with its detailed technical assessment. Readers are advised to read the full contents of the ISA Report for more detailed information if required.

LTP4 sets out the vision for transport in Wiltshire – ‘A safe and connected transport system which protects the county’s unique built, natural and historic environment, making this accessible for all, supports economic growth across Wiltshire’s communities and contributes to a low carbon future’.

Whilst it is important that the LTP4 delivers the vision for transport in Wiltshire, it is also important that this is done in a way which protects the environment, protects the health and quality of life of the people of Wiltshire and visitors to the county and allows as many different people as possible the same opportunities for accessing the facilities and services they require whilst promoting sustainable economic growth. Therefore, the LTP4 has been subjected to a series of assessments that cover the topics of Sustainability and Strategic Environmental Assessment (SA/SEA), Health Impact Assessment (HIA) and Equality Impact Assessment (EqIA) and Community Safety Assessment (CSA). Taken together these various assessments are described as an ‘Integrated Sustainability Appraisal’ (ISA). It is also important to note that as there is a potential that the LTP4 could lead to a direct or indirect effect on sites which have been designated at the European level for nature conservation purposes (such as Special Areas of Conservation), a Habitats Regulations Assessment (HRA) was also carried out and is reported separately.

A key element of an ISA is the development of an assessment framework, against which LTP4 will be assessed in order to understand the sustainability performance of the plan. This framework contains a series of objectives as follows:

- Protect and improve air quality.
- Reduce carbon dioxide (CO₂) emissions from transport and contribute to meeting net zero carbon targets.
- Increase resilience of the transport network to the effects of a changing climate, including through reducing the risk of flooding.
- Protect and enhance protected habitats, sites, species, valuable ecological networks and promote ecosystem resilience and functionality and deliver Biodiversity Net Gain.
- Protect and enhance sites designated internationally for nature conservation purposes.
- Protect, enhance and promote geodiversity.
- Conserve and enhance heritage assets and the wider historic environment including buildings, structures, landscapes, townscapes and archaeological remains and their settings.
- Protect and enhance the character and quality of landscapes, townscapes and visual amenity.
- Protect and enhance the water environment.
- Seek to remediate contaminated land, facilitate the re-use of previously developed land, as well as conserve soil and agricultural resources.
- Promote prudent use of finite natural resources, maximise the use of alternative, secondary and recycled materials, reduce the level of waste generated.
- Promote economic growth and job creation and improve access and connectivity to jobs and skills for all.



- Support the wider coordination of land use, energy planning and transport planning across Wiltshire
- Improve health and well-being for all citizens and reduce inequalities in health (using the HIA specific sub-objectives).
 - Improve accessibility to health and leisure services and facilities and amenities for all.
 - Improve affordability of transport.
 - Improve safety of the transport network (including roads) and reduce the number of accidents and other incidents.
 - Reduce severance.
 - Improve connections between and within communities.
 - Reduce air, noise, odour and light pollution from transport.
 - Improve access to active travel modes.
 - Improve access to public transport.
- Promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society (using the EqIA specific sub-objectives).
 - Improve accessibility to services, facilities and amenities for all, in particular by active travel modes.
 - Improve affordability of transport.
 - Improve safety of the transport network (including roads) and reduce the number of accidents and other incidents.
 - Improve provision of public transport in rural areas or to those areas experiencing constraint in public transport provision.
 - Reduce severance.
 - Reduce air, noise, odour and light pollution from transport.
- Promote community safety and reduce crime and fear of crime for all citizens (using the CSA specific sub-objectives).
 - Improve safety on the transport network (including roads) and reduce the number of accidents and other incidents.
 - Improve actual and perceived safety and security issues.

These objectives were accompanied by a series of 'Decision Aid Questions' that helped to ensure that the assessment was consistent and robust. Once the ISA Framework was identified, each element of LTP4 was assessed against it.

Assessment of Alternatives

As well as understanding the sustainability performance of LTP4, it is also important to try and ascertain if implementing the plan will result in a better sustainability outcome compared to 'reasonable alternatives'. In this instance, LTP3 is in existence in Wiltshire and would continue to be implemented in the absence of LTP4. As such, it was considered that comparing likely outcome of continuing with LTP3 (a Business as Usual approach) would be more sustainable than implementing LTP4.

High level comparison between retaining LTP3 and implementing LTP4 showed that implementing LTP4 is favoured across the full range of ISA Objectives, in comparison to maintaining the present approach to transport planning in Wiltshire. Of note are that LTP4 provides a clear focus on increasing travel options , improving place making, improving active travel and public transport provision, improving digital connectivity etc., and these will all help to reduce air pollution and carbon emissions. Beneficial effects



can also be expected in other environmental areas such as reduced water pollution, improved biodiversity, improved settings of townscapes and landscape and reduced use of hydrocarbons. Of particular note are the anticipated benefits to health, wellbeing, equalities and safety, which are anticipated to be both direct and indirect effects. Important commitment is also made to ensuring consideration is made of these issues through the development of any schemes which derive from the LTP4, as well as commitment to further environmental assessment, in addition to liaison with bodies such as Natural England and other relevant organisations. These approaches should ensure that the implementation of LTP4 represents a much improved approach to managing the effects of transport on the environment and people of Wiltshire.

Compatibility between the LTP4 Objectives and the ISA Objectives

The ISA examined elements of LTP4 from the very earliest iterations. This included a particular focus on the Vision and Objectives of the plan, in order to ascertain if they were broadly aligned with the Objectives of the ISA – broad alignment would indicate that the LTP4 was starting to be developed from a perspective that would likely support good sustainability outcomes.

The results of the compatibility assessment showed that the LTP4 Vision and Objectives provided a generally firm underpinning to help ensure that the sustainability performance of the plan can be maximised. There were some areas of uncertainty relating to some environmental topics (which would be expected in a plan of this nature which is likely to result in civil engineering / construction activities), though it was considered that incorporating to the developing LTP4 greater clarity on how these issues will be addressed would ensure that these elements are in alignment with the requirement to ensure sustainability was fully incorporated to the LTP.

Assessment of LTP Policies, Measures and Sub-Strategies

In order to fulfil the vision and objectives, a series of policies have also been developed for LTP4. These policies are a broad mix and reflect four policy areas that provide their foundation and structure for the policies. These four policy areas are:

1. Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach; providing digital options; and combining journeys. It is recognised that many people, particularly in rural areas, have no choice but to travel significant distances to access employment, education, and the services and facilities they need. Policies aligned to this area seek to increase the options available to those who live and work in Wiltshire, enabling access to more within closer reach.
2. Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel and shared and public transport. Policies aligned to this area seek to make active travel, public and shared transport more accessible, attractive and competitive options for all types of journeys where possible.
3. Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements. Policies aligned to this area seek to minimise the environmental impact of the remaining miles travelled by road by making better use of our existing networks and enabling individuals and organisations to transition to less polluting vehicles.
4. Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future. It is noted that policies aligned to the areas of Avoid, Shift and Improve will enable people and goods to travel more efficiently, with less impact on our environment and communities. However, these



benefits will only be maximised when travel behaviours change and will only be deliverable when effective collaboration takes place with other organisations and time and resource are put into developing more detailed plans for the future. These supporting measures prioritise effective communication, collaboration and future planning.

Each of the above policy areas was expanded upon through a series of measures that detail how the policies will be enacted and provides information on likely, or typical, locations that relevant actions could be taken. A focus is placed on identifying measures which will be most appropriate to the identified place types within Wiltshire of 'Principal Settlements', 'Market Towns' and 'Rural Areas'.

There are also a small number of sub-strategies that are less place specific and more county-wide and provide more context and detail to key parts of the core strategy and proposed measures. These sub-strategies are:

- Strategic Transport.
- Parking.
- Freight.
- Electric Vehicles.

Each of these elements of LTP4 were assessed against the ISA Objectives using the following significance scale in Table 1-1:

Table 1-1 - Criteria for assessing significance of effect

Assessment Scale	Assessment Category	Significance of Effect
+++	Major beneficial	Significant
++	Moderate beneficial	
+	Slight beneficial	Not Significant
0	Neutral or no obvious effect	
-	Slight adverse	
--	Moderate adverse	Significant
---	Major adverse	

Results of the assessments are as follows in Table 1-2:



Table 1-2 - Assessment of LTP4 against ISA objectives

Plan Element	ISA Objectives (listed at the start of this section)															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Avoid Policies																
Reducing need to travel	++	++	+	+	+	0	+	+/-	+	+	+/-	++	+	++	++	++
Enabling access																
Shift Policies																
Enable active travel	+++	++	+/-	+/-	+/-	+/-	++	+	+	+/-	+/-	+	+	++	++	++
Provide more public and shared transport																
Provide better access to transport services																
Influence demand																
Encourage and enable mode shift																
Improve Policies																
Facilitate shift to LZEVs	++	++	+/-	+/-	+/-	0	+/-	+	+	+	+/-	++	++	++	+	+
Enable safer, more efficient driving and operation																
Support Policies																
Empower people with skills	++	++	+	+	+	0	+	+	+	+	+	++	+	++	++	++
Work in partnership																
Develop more detailed plans																

Page 464



Sub-Strategies	ISA Objectives (listed at the start of this section)																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
Strategic																		
It is the intention of this sub-strategy to ensure that Wiltshire's strategic transport network ensures the efficient and effective movement of vehicles, helping connect people to place, whilst moving towards decarbonisation of the network. This would be achieved through various measures including transitioning vehicles to sustainable and electric fuels, supporting the move towards a safer network with a Vision Zero approach, and futureproofing the network against environmental and societal crises.	+	-	+	--	-	+/-	-	0	+/-	+/-	+/-	+/-	+/-	+	+	+++	++	++
Parking																		
It is the intention of this sub-strategy to ensure that Wiltshire's parking provision ensures efficient levels of access whilst ensuring all modes are safely catered for to not discourage active travel. This would be to ensure Wiltshire remains accessible for all whilst taking active management of parking charges and supply to encourage sustainable movement where possible.	+	+	+	+/-	+/-	0	+	++	+	+	+/-	+	+	+/-	+/-	+	+	
Freight																		
It is the intention of this sub-strategy to ensure that Wiltshire's freight network moves goods in a lower carbon and modernised manner. This would be achieved through transitioning vehicles to sustainable and electric fuels, supporting opportunities to	++	++	+	+	+	0	+	+	+	0	+/-	+	+	++	+	+	+	



Sub-Strategies	ISA Objectives (listed at the start of this section)															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
shift freight from road to rail, developing last-mile delivery options, improving the safety of key HGV routes and ensuring the rural and unique nature of the county is protected.																
EV Strategy																
It is the intention of this sub-strategy to set out the policies for Electric Vehicle infrastructure across Wiltshire, providing strategic direction for EV measures up to 2027.	++	++	+	+	+	0	+/-	+/-	+/-	+/-	+/-	+	+	++	+	+/-



In addition to the above policies, measures and sub-strategies, it is important to note that LTP4 contains a sustainability policy that will be applied across all elements of the LTP4 and any scheme, or transport intervention that is derived from it. As such, this sustainability policy was considered to be 'cross cutting'.

Following recommendations made and through ongoing iterative discussion between the plan making team and the ISA team, it was recognised that there was a need to include a policy approach relating to sustainability that would apply across all policy areas of the LTP4. As such, the LTP4 now considers the recommendations made through the ISA process and sets out how the council will approach addressing sustainability during implementation of the LTP4. Of particular note, is a commitment that throughout design and implementation, efforts will be made to fully understand and take account of any potential impacts, and wherever possible, avoid or mitigate them or enhance them where appropriate and beneficial. All new policies and measures will be subject to the appropriate level of assessment by the relevant authority, reflective of the scale and nature of the project to understand and deal with potential impacts.

Note is also made that Wiltshire Council will work closely with a range of partner organisations, both internal and external to the Council and will take an approach to assessment of schemes that will consider other important elements such as those set out in development plan documents. It is anticipated that this co-ordination will help ensure effective planning and design can take place. Note is also made that liaison with other bodies will take place in respect of specific issues - for example, the Wiltshire Council Historic Environment team will work with Historic England where relevant to ensure that heritage assets are conserved and where possible enhanced, designing schemes to respect the context and setting of historic buildings, structures and landscapes.

A clear commitment is also made that dependent on the scheme, assessment will include, as required, a HIA, EqIA, HRA and Environmental Impact Assessment (EIA). Where these statutory assessments are undertaken, where relevant they will be guided by the HM Treasury Green Book and DfT Transport Appraisal Guidance (or equivalents prevailing at the time) throughout the life of LTP4. The LTP4 expands upon this in relation to potential effects on people by noting that as the planning and implementation of our LTP4 policies and measures gets underway, a (HIA) and / or an EqIA will be undertaken where appropriate to consider potential impacts on these individuals or groups. This will then inform the process of designing and planning the policies and measures, by detailing and considering how any adverse effects can be mitigated and any beneficial effects maximised. This will help LTP4 to ensure fair and equitable access to services, facilities and amenities for all and will be a key consideration on all relevant schemes.

In respect of the environment, LTP4 sets out that Wiltshire Council will work with partners to make net improvements to the local environment wherever possible and, as a minimum, will always follow the policies set out in the LTP4 to take every opportunity to protect and enhance the environment. The Council will undertake a HRA and / or EIA, as required by legislation and include mitigation where necessary.

For any measures that could potentially affect sites that are designated for nature conservation or for other reasons, such as geodiversity, Wiltshire Council will assess any potential direct or indirect impact that may arise as required by relevant legislation and best practice. The assessment will also identify where measures may be required to mitigate identified impacts.

There are also anticipated effects that may arise from LTP4 schemes during construction phases. To manage anticipated effects, Environmental Management Plans (EMPs) will be prepared and implemented where required for construction, refurbishment and maintenance contracts. These will include the findings and suggested mitigation from any assessment made. The EMPs will consider



material resource use, energy use, and other environmental issues relevant to the scheme, and will explain how risks and impacts will be mitigated, managed and addressed.

Scheme design will proactively consider environmental protection from the earliest stage, and will ensure that the processes of scheme construction, maintenance and operation identify and take opportunities available to address the Objectives set out in the ISA. Details are provided on how Wiltshire Council aim to improve air quality, reduce carbon emissions, build in resilience to climate change, avoid and protect areas that are recognised at the highest levels for their importance to nature conservation and biodiversity, protect Wiltshire’s ecology, landscape and townscape, conserve the historic environment, protect natural resources, protect the water environment and promote circular economy principles.

Mitigation

As part of the ISA assessment process, a series of mitigation measures/approaches have been identified and recommendations made as set out below in Table 1-3.

Table 1-3 - How mitigation has been incorporated into the LTP4

Approach to mitigation	How has this been incorporated into the LTP4?
Refining policies in order to better reflect the ISA Objectives and improve the likelihood of positive effects and to minimise adverse effects	Assessment was made of a draft LTP4 and recommendations were made in relation to clarifying and bolstering aspects of sustainability. Ongoing iterative discussion also took place with the plan making team. A new section relating to sustainability was added to LTP4 and this sets out approaches to addressing sustainability issues going forward. Clear commitment is made to undertaking as required, HIA, EqIA, HRA and EIA. A Construction Environmental Management Plan will also be developed as required. The policies for delivering LTP4 also include many aspects of sustainability and clear linkages can be made to the ISA Objectives.
Refining interventions / measures in order to improve the likelihood of positive effects and to minimise adverse effects	No interventions have been set out at this stage of LTP4 development – these aspects will be clarified through further work that is yet to take place. The required assessments will be undertaken as necessary, at the appropriate stages, as set out above.
Technical measures (such as setting guidelines) to be applied during the implementation phase	In addition to the assessments to be undertaken, other guidance will also be adhered to, as appropriate. For example, clear reference is made within LTP4 that Wiltshire Council will ensure to use the latest inclusive design standards for any new or improved infrastructure, including guidance published by the DfT.
Identifying issues to be addressed in scheme / intervention assessment (i.e. at project level), including but not limited to WebTAG, EIA and the development of EMPs, for certain projects types of project	LTP4 clearly sets out a process of how environmental issues will be considered in future scheme development. LTP4 sets out that dependent on the scheme, assessment will include as required, HIA, EqIA, HRA and EIA. Where these statutory assessments are undertaken, they will also be guided by the HM Treasury Green Book and DfT Transport Appraisal Guidance (or equivalents prevailing at the time).



Proposals for changing other plans and programmes

No proposals have been made to change other plans and programmes as LTP4 will act in accordance with a range of other plans and programmes e.g., local development plan documents. There are also clear commitments made within LTP4 to work closely with partner organisations and other stakeholders including town and parish councils, and community Area Boards, to ensure that consideration of sustainability, including health and equality, is made at an early stage for schemes. Wiltshire Council will also work in partnership with external stakeholders, including government bodies, to improve transport in Wiltshire for all. The Council will identify the types of assessment that are appropriate for the scale and nature of the scheme at each stage of development and which organisation has responsibility for the assessment process. This will allow for full consideration of requirements in Local Plans (and other development plan documents) and required statutory processes as necessary.

Contingency arrangements for dealing with possible adverse effects

The ISA has proposed a series of monitoring indicators. It is anticipated that the monitoring programme will cover significant social, environmental and economic effects and which will involve measuring indicators that will enable the establishment of a causal link between the implementation of the LTP4 and the likely significant effects (both positive and negative) being monitored. This will allow identification at an early stage of unforeseen adverse effects and allow appropriate remedial action to be undertaken. Note is also made that Wiltshire Council has a statutory duty to monitor the performance of the LTP4 and its Implementation Plan against their strategic objectives and policies. Feedback from the monitoring process allows the Implementation Plan to be adjusted according to the actual performance against objectives. The Council will monitor progress against the LTP4 objectives over its lifespan and report this via a regular Progress Report going forward.

Cumulative, synergistic and indirect effects

There is also a requirement to consider cumulative, synergistic and indirect effects of the LTP4 as a result of the joint implementation of all policy proposals. Secondary and indirect effects are effects that are not a direct result of the plan but occur away from the original effect or as the result of a complex pathway. Cumulative effects arise where several proposals individually may or may not have significant effects but in-combination have a significant effect due to spatial crowding or temporal overlap. Synergistic effects are when two or more effects act together to create effects greater than the simple sum of the effects acting alone.

Effects were considered in relation to those which will be just a result of LTP4 ('In-Plan' effects) and those which would be a result of interaction with other plans and projects.

Monitoring

It is important that Wiltshire Council understands the effects of implementing LTP4 and the ISA therefore outlined a potential series of monitoring indicators that will be considered and finalised alongside development of the LTP4 detailed plans and documents going forward.



Monitoring can be integral to compiling baseline information for future plans and programmes (or in this instance to future iterations of the LTP or to help inform decision making in terms of the LTP4 implementation plan), as well as to preparing information which will be needed for further assessment of projects such as EIAs, HRAs, HIAs, and EqlAs. As such, it is the intention that this ISA monitoring will complement the monitoring and evaluation plan set out in LTP4. Monitoring and evaluation of progress towards objectives and targets can form a crucial part of the feedback mechanism. Feedback from the monitoring process helps to provide more relevant information that can be used to pinpoint specific performance issues and significant effects, and ultimately lead to more informed decision-making. Note that any further assessment process such as EIA may also identify further monitoring that may be important to undertake at an appropriate time.

As such, at this stage, as the LTP4 is a high-level strategic document, the monitoring indicators outlined will be considered and finalised alongside development of the LTP4 detailed plans and documents going forward.

Next steps

This ISA Report is being published for formal consultation with the Draft LTP4. The results of the formal public consultation exercise may well result in changes to the Draft LTP4 and these may have implications for the ISA results. In addition, the consultation exercise may result in direct changes to the contents of the ISA Report. These will be reported in the next stage of development of the LTP and ISA following adoption of the plan.

Summary and conclusions

The ISA process has been undertaken in parallel to the development of the LTP4 and set out to try and understand the sustainability key issues and opportunities related to transport planning in Wiltshire and ensure that this understanding was reflected in the LTP4. A key element of this process was the identification of a series of Objectives against which the LTP4 would be tested during its development.

The ISA has shown that implementing LTP4 is favoured across the full range of ISA Objectives, in comparison to maintaining the present approach to transport planning in Wiltshire. Of note are that LTP4 provides a clear focus on increasing travel options, improving place making, improving active travel and public transport provision, improving digital connectivity etc and these will all help to reduce air pollution and carbon emissions.

Beneficial effects can also be expected in other environmental areas such as reduced water pollution, improved biodiversity, improved settings of townscapes and landscape and reduced use of hydrocarbons. Of particular note are the anticipated benefits to health, wellbeing, equalities and safety, which are anticipated to be both direct and indirect effects. Important commitment is also made to ensuring consideration is made of these issues through the development of any schemes which derive from the LTP4 as well as meeting the relevant statutory requirements. These approaches should ensure that the implementation of LTP4 represents a much improved approach to managing the effects of transport on the environment and people of Wiltshire.

The first main assessment was undertaken to ensure that the Vision and Objectives of LTP4 were broadly compatible with the ISA Objectives. This compatibility assessment made a number of recommendations for enhancement but it was shown that both sets of objectives were broadly compatible and provided reassurance that the sustainability performance of the plan could be maximised.



Following on from the Vision and Objectives, consideration was made of the developing policy areas. Consideration through the ISA of those broad policies, along with the noted series of measures that would act to implement the policies, showed that the LTP4 performed strongly in sustainability terms across a number of areas.

In relation to environmental matters, LTP4 was shown to perform well in respect of the need to protect and enhance air quality, as well as reducing carbon emissions. On other environmental issues there is anticipated to be more of a mix of beneficial effects. While many aspects of the policies and measures will bring beneficial effects across the environmental Objectives, it has to be expected from a plan that will likely result in infrastructure development and which will likely require civil engineering / construction operations, that there will also be adverse effects. Many such effects would be experienced during the construction phase in particular.

In respect of areas of sustainability that are more concerned with people or the economy, it can be anticipated that LTP4 performs more uniformly beneficial, though again there would be certain areas where adverse effects can be expected.

In relation to the use of natural resources and generation of waste, it can be anticipated that LTP4 will result in new infrastructure development and as such, particularly during construction, consumption of natural resources and generation of waste will increase. However overall, reducing the need to travel, reducing journey lengths and so on, will result in the reduced consumption of hydrocarbons.

In relation to the economy, it is anticipated that LTP4 provides a number of areas that are likely to result in beneficial effects. For example, making town centres more attractive via reducing congestion can help increase footfall and make these more attractive places to do business in. Digital connectivity will also remove the need for some people to travel to access economic opportunities, thereby increasing the available workforce, or increasing the range of customers, though of course some of these could be outside Wiltshire.

LTP4 is considered to be particularly strong in respect of health, equalities and safety. Of particular note is the clear focus on active travel provision which will have health and wellbeing benefits for many people, though it is to be noted that not all in society will be able to benefit to the same degree – LTP4 recognises this and notes the continued need for private vehicle provision to ensure some people can still access the facilities and services they need. Nevertheless, there is a clear focus in LTP4 on rebalancing streets to be more in favour of those using active modes.

Indirect beneficial effects can also be anticipated through elements of LTP4 such as reducing congestion which will improve air quality in local areas. This will directly help improve health outcomes and will also provide opportunities to improve health and wellbeing through providing opportunities for exercise and leisure. Opportunities for leisure (and subsequent boosts to mental wellbeing) will also be provided through the emphasis in LTP4 on access to green space. Well-being will be further boosted by decreasing the impact of traffic on local communities, providing a cleaner, quieter local environment with improved quality of life. The development of a 'sense of place' and community likely to be engendered through the measures outlined in LTP4 is noted for benefitting well-being.

Further indirect effects on health can also be anticipated through elements noted in LTP4, which deals with increasing access to economic opportunities. This has noted benefits for health outcomes by providing jobs or opportunities for educational advancement and may have the indirect benefit of helping to reduce crime rates by reducing economic uncertainty.

Overall, it is considered that LTP4 represents a new and more sustainably focused approach to transport planning in Wiltshire. While it will likely have some adverse effects, particularly in



construction phases and not all people within society may be able to benefit to the same degree, it nevertheless represents a well-balanced approach in terms of sustainability performance across the full range of potential key effects delineated in the ISA Framework. It should allow Wiltshire Council to meet their vision of ‘A safe and connected transport system which protects the county’s unique built, natural and historic environment, making this accessible for all, supports economic growth across Wiltshire’s communities and contributes to a low carbon future’



1. Introduction

1.1 Purpose of this document

This is the Integrated Sustainability Appraisal (ISA) Report of the fourth Local Transport Plan (LTP4) for Wiltshire, which has been prepared by AtkinsRéalis Limited on behalf of Wiltshire Council in respect of fulfilling the requirements of Sustainability Appraisal / Strategic Environmental Assessment (SA/SEA), Health Impact Assessment (HIA), Equality Impact Assessment (EqIA) and Community Safety Assessment (CSA). In addition, a Habitats Regulations Assessment (HRA) has been undertaken as a parallel process to the ISA and is reported separately. The ISA Report identifies the likely sustainability effects of implementing the LTP4 and reports on the process of developing the LTP4 from a sustainability perspective. An overview of the LTP4 is presented in the following section.

1.2 The background and need for LTP4

Wiltshire Council is developing their fourth Local Transport Plan (LTP4) which is a statutory document to cover the period from 2025 to 2038, setting out their overall objectives, policies, and plans for transport across Wiltshire as well as the proposed monitoring and evaluation approach for successful implementation. LTP4 will supersede Wiltshire's third Local Transport Plan (LTP3), which was published in 2011 (with some sections subsequently adopted in 2014 and 2015) and covered the period from April 2011 to March 2026. There are a range of challenges in Wiltshire (as with elsewhere in the United Kingdom) brought about by significant environmental and societal changes since the adoption of LTP3. It is the intention that the implementation and delivery of policies and measures in LTP4 will contribute to tackling the challenges currently facing Wiltshire. While the LTP4 has been developed at a time of some uncertainty for transport, considering the long-term impact of COVID-19 and the wider economic, funding and environmental context, these challenges can be broadly considered to be as follows.

- The varied, dispersed and largely rural nature of Wiltshire means many people have to rely on their cars, and presents challenges around connectivity by other modes, which can lead to social isolation.
- There are pockets of inequality and deprivation across the county related to health, wellbeing, road safety and access to facilities.
- Economic growth in Wiltshire is slowing and an ageing population poses an increasing challenge.
- The transport network in Wiltshire is not currently prepared for future maintenance, technological, environmental and societal changes.
- Wiltshire Council acknowledged a climate emergency in 2019, and decarbonising transport is critical to achieving the Council's carbon neutral ambitions.
- We have a responsibility to protect and enhance Wiltshire's unique natural, built and historic environments.

As such, the development of LTP4 shows a commitment from Wiltshire Council to take action to deliver wide-ranging improvements for cleaner, healthier and safer transport across the county.

The LTP4 consists of a Core LTP4 Strategy which provides the overall context, purpose and direction of the plan and which is supported by a range of supporting sub-strategies and technical documents.



2. Approach to the ISA

2.1 Introduction

In relation to this ISA, the umbrella process of SA/SEA has been followed to cover the requirement for HIA, EqIA and CSA to be undertaken. SA/SEA is a process which in the UK was originally primarily focused on assessment of plans in the land use sector, but which has become widely accepted as a way of covering environment, social and economic dimensions of sustainable development, rather than just environmental as in a traditional SEA, across a broad range of sectors.

2.2 Sustainability Appraisal / Strategic Environmental Assessment

Due to the potential for the LTP4 to lead to schemes which will require an EIA, it is a statutory requirement that SEA is undertaken under the European Directive 2001/42/EC 'on the assessment of certain plans and programmes on the environment' (the 'SEA Directive'). The SEA Directive came into force in the UK through the Environmental Assessment of Plans and Programmes Regulations 2004 (the "SEA Regulations"). While the United Kingdom has now left the EU, the SEA Regulations still apply to a wide range of plans and programmes, including transport plans, and modifications to them.

The overarching objective of the SEA Directive is:

"To provide for a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation and adoption of plans... with a view to promoting sustainable development, by ensuring that, in accordance with this Directive, an environmental assessment is carried out of certain plans... which are likely to have significant effects on the environment." (Article 1)

The main requirements introduced by the SEA Regulations are that:

- The findings of the SEA are published in an Environmental Report (ER), which sets out the significant effects of the draft plan.
- Consultation is undertaken on the plan and the ER.
- The results of consultation are taken into account in decision-making relating to the adoption of the plan.
- Information on how the results of the SEA have been taken into account is made available to the public.

Although the requirements to carry out SA and SEA are distinct, DCLG (Department for Communities and Local Government, proposed that both can be satisfied through a single appraisal process. It has produced guidance (see Chapter 4 Methodology) to ensure SAs meet the requirements of the SEA Directive whilst widening the Directive's approach to include economic and social issues as well as environmental ones.

In this ISA process, the ISA Report incorporates the SEA requirement for an Environmental Report.



2.3 Health Impact Assessment

While there is no statutory requirement to undertake an HIA in relation to the LTP4, it was recognised that it provides a useful way to support efforts to improve health of individuals and communities and help address health inequalities. In short, it was recognised that the LTP4 policies and proposals have the potential to impact on factors influencing the health of communities and individuals such as noise and air quality, access to key services and facilities, as well as the design of transport infrastructure. Undertaking an HIA ensured that potential impacts of the LTP4 on health and health inequalities have been considered as advised in National Planning Policy Framework (NPPF).

The incorporation of HIA is also in keeping with good practice. It is also the case that the Department for Transport (DfT) Transport Analysis guidance indicates that consideration of 'Human Health' is a legal requirement in a SEA and that an HIA is an integral part of an SEA to identify and inform health issues in Plans.

2.4 Equality Impact Assessment

An EqIA has been undertaken as it fulfils the statutory duties of public bodies to ensure the promotion of equalities under the Equality Act 2010 and subsequent Public Sector Equality Duty.

The purpose of an EqIA is to ensure plans and programmes do not discriminate against any individual or community and where possible promotes equality. An EqIA considers impacts on a variety of groups, mainly focussing upon the 'protected characteristic groups' (PCGs) established under the Act, namely:

- Age.
- Disability.
- Gender.
- Gender reassignment.
- Marriage.
- Civil Partnership.
- Pregnancy and maternity.
- Religion or belief.
- Race.
- Sexual Orientation.

The Act also makes explicit the concept of 'dual discrimination', where someone may be discriminated against or treated unfairly on the basis of a combination of two of the protected characteristics.

DfT Transport Analysis guidance 2009 requires an evidence-led EqIA to be completed to help inform the development of the transport plan, ensuring it addresses any equality issues identified and takes account any impacts the plan may have on the local communities. Although not defined in the Equality Act, it is also the case that the issue of 'low income' and the implications of this were considered in the assessment.

The EqIA process is fully reported in this ISA Report.



2.5 Community Safety Assessment

A further key component fully considered and reported in the ISA is a CSA. The purpose of undertaking the CSA was to ensure that a scheme, strategy or policy does not have a detrimental impact on community safety (including crime and road safety) and where possible improves the existing situation.

This CSA was undertaken in accordance with the requirements of the Crime and Disorder Act 1998 and fulfils the requirement to carry out a review of the levels and patterns of crime, disorder and community safety in the area when developing a strategy or plan. Reported crime statistics are the most tangible measure to understand community safety and were analysed against the population profile of the area.

2.6 Reporting and Consultation as part of the ISA process

Key consultation requirements are those set in the SEA Regulations which identify three organisations (in England) to act as statutory consultation authorities in the SEA process: Environment Agency, Natural England (formerly English Nature and the Countryside Agency) and Historic England.

Two consultation periods involving the statutory consultation authorities and, in the latter period, the public are also set in the SEA Regulations. The consultation periods relate to:

- Scoping. The responsible authority is required to send details of the plan or programme to each consultation authority so that they may form a view on the scope, level of detail and appropriate consultation period of the Environmental Report. The consultation authorities are required to give their views within five weeks.
- The Environmental Report. The responsible authority is required to invite the consultation authorities and the public to express their opinions on the Environmental Report and the plan or programme to which it relates.

The responses from this consultation have been used to inform the ISA and have helped refine the LTP4.

Key reporting requirements are those set by the SEA Directive and SEA Regulations:

'An Environmental Report shall be prepared in which the likely significant effects on the environment of implementing the plan or programme, and reasonable alternatives taking into account the objectives and the geographical scope of the plan or programme, are identified, described and evaluated.'

As already indicated, the SEA Report has been integrated in this ISA Report. Table 2-1 sets out the way the specific SEA requirements have been met in this report.

Table 2-1 - Schedule of SEA Requirements

Information to be included in the Environmental Report under the SEA Regulations (Regulation 12 and Schedule 2)	Where covered in the ISA Report
1. An outline of the contents, main objectives of the plan, and of its relationship with other relevant plans and programmes	Chapter 1 and 5
2. The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan;	Chapter 6 and 8



Information to be included in the Environmental Report under the SEA Regulations (Regulation 12 and Schedule 2)	Where covered in the ISA Report
3. The environmental characteristics of areas likely to be significantly affected	Chapter 6 and Appendix
4. Any existing environmental problems which are relevant to the plan including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC;	Chapter 6 and Appendix
5. The environmental protection objectives, established at international, Community or Member State level, which are relevant to the plan and the way those objectives and any environmental considerations have been taken into account during its preparation	Chapter 6 and Appendix
6. The likely significant effects on the environment, including short, medium and long-term effects, permanent and temporary effects, positive and negative effects, and secondary, cumulative and synergistic effects, on issues such as: biodiversity; population; human health; fauna; flora; soil; water; air; climatic factors; material assets; cultural heritage including architectural and archaeological heritage; landscape; the interrelationship between the above factors	Chapters 8 and 9
7. The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan	Chapter 10
8. An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information	Chapter 8
9. A description of measures envisaged concerning monitoring in accordance with Regulation 17	Chapter 11
10. A non-technical summary of the information provided under paragraphs 1 to 9	Non-Technical Summary

The ISA Report is thus an important consultation document and likely to be of interest to a wide variety of readers including decision makers, other plan/programme practitioners, statutory consultees, NGOs and members of the public. It accompanies the draft LTP4 on public consultation.

2.7 Habitat Regulations Assessment

A Habitats Regulations Assessment (HRA) is required by the Conservation of Habitats and Species Regulations 2017 (SI No. 2017/1012, as amended by The Conservation of Habitats and Species (Amendment) (EU Exit) Regulations 2019 (SI 2019/579)) for all plans and projects which may have likely significant effects on a European site and are not directly connected with or necessary to the

management of the European site. LTP4 itself is not directly connected with, or necessary to, the nature conservation management of any European sites.

European sites include Special Areas of Conservation (SAC) and Special Protection Areas (SPA). As a matter of UK Government policy, potential SPAs (pSPA), possible SACs (pSAC), listed or proposed Wetlands of international importance (Ramsar sites) and sites identified, or required, as compensatory measures for adverse effects on European sites, pSPA, pSAC, and listed or proposed Ramsar sites, are included for the purposes of considering plans and projects which may affect them. Hereafter all of the above designated nature conservation sites are referred to as 'European sites'.

There are four stages to the HRA process. These are summarised below:

- Stage 1 – Screening: To test whether a plan or project either alone or in combination with other plans and projects is likely to have a significant effect on a European site.
- Stage 2 – Appropriate Assessment: To determine whether, in view of a European site's conservation objectives, the plan (either alone or in combination with other projects and plans) would have an adverse effect on the integrity of the site with respect to the site structure, function and conservation objectives. If adverse impacts are anticipated, potential mitigation measures to alleviate impacts should be proposed and assessed.
- Stage 3 – Assessment of alternative solutions: Where a plan is assessed as having an adverse impact (or risk of this) on the integrity of a European site, there should be an examination of alternatives (e.g. alternative locations and designs of development).
- Stage 4 – Assessment where no alternative solutions remain and where adverse impacts remain: In exceptional circumstances where no alternative solutions remain and where adverse impacts remain (e.g. where there are imperative reasons of overriding public interest). Compensatory measures would usually be required to offset negative impacts.

HRA Stages 1 and 2 have been carried out for the LTP4 and the assessment results presented in a separate HRA Report.

All the international sites within the LTP4 area and up to 30km from its boundaries have been identified and are as follows in Table 2-2 (see also Figures in Appendix F, as well as the HRA Report):

Table 2-2 - European sites for nature conservation within and adjacent to the LTP4 area

	SAC	SPA	Ramsar
Within the LTP Area			
	Bath & Bradford on Avon Bats	Salisbury Plain	
	Chilmark Quarries	Porton Down	
	Great Yews		
	Kennet & Lambourn Floodplain		
	North Meadow & Clattinger Farm		
	Pewsey Downs		
	Prescombe Down		
	River Avon		
	Salisbury Plain		
	The New Forest		
Within 15km of the LTP Area			
	Cotswold Beechwoods	Avon Valley	Avon Valley
	Dorset Heaths	Dorset Heathlands	New Forest
	Emer Bog	New Forest	Dorset Heathlands
	Fontmell & Melbury Downs	Solent & Southampton Water	Solent & Southampton Water
	Hackpen Hill	Solent and Dorset Coast	
	Kennet Valley Alderwoods		
	Mells Valley		
	Mendip Woodlands		
	Mottisfont Bats		
	River Lambourn		
	Rodborough Common		
	Solent Maritime		
Within 30km of the LTP Area			
	Avon Gorge Woodlands	Chew Valley Lake	Poole Harbour



SAC	SPA	Ramsar
Cerne & Sydling Downs	Poole Harbour	Severn Estuary
Cothill Fen	Porton Down	Somerset Levels & Moors
Dorset Heaths (Purbeck & Wareham) & Studland Dunes	Salisbury Plain	Walmore Common
Hartslock Wood	Severn Estuary	
Holnest	Solent and Dorset Coast	
North Somerset & Mendip Bats	Somerset Levels & Moors	
River Itchen	Walmore Common	
River Wye		
Rooksmoor		
Severn Estuary		
Solent & Isle of Wight Lagoons		
Wye Valley & Forest of Dean Bat Sites		
Wye Valley Woodlands		

As noted, HRA Stages 1 and 2 have been carried out for the LTP4 and the assessment results presented in a separate HRA Report, however, the main conclusion is noted here for clarity. In the absence of detailed project-specific information, a high-level assessment of the potential for actions within the LTP4 to have an adverse effect on the integrity of European Sites was undertaken. Four Special Protection Areas, 16 Special Areas of Conservation and one Ramsar site were assessed against the predicted impacts arising from LTP4.

Detailed information is not yet available about the nature and extent of any works or actions as part of schemes that are likely to arise out of the LTP4. However, it is considered reasonable to anticipate from the information available that the developments could be delivered in a manner which avoids any adverse effects on the integrity of the European sites through the use of standard mitigation techniques and the policy approaches detailed in LTP4, which commit to the protection of European sites. Furthermore, it is predicted that adverse impacts can be avoided or 'designed out' and to facilitate this process early consultation with Natural England is strongly recommended, i.e. the screening and scoping stage of projects.

Taking into account the proposed mitigation measures, the robust wording in the LTP4 which commits to the protection of the European Sites, it can be concluded that the LTP4 will not have an adverse effect on the integrity of the European Sites alone or in combination with other plans and projects.



3. Scope of the ISA

3.1 Geographical and temporal scope of LTP4

The LTP4 will span the period 2025 up to 2038 and will apply to the whole of the Wiltshire county area as displayed in Figure 3-1.

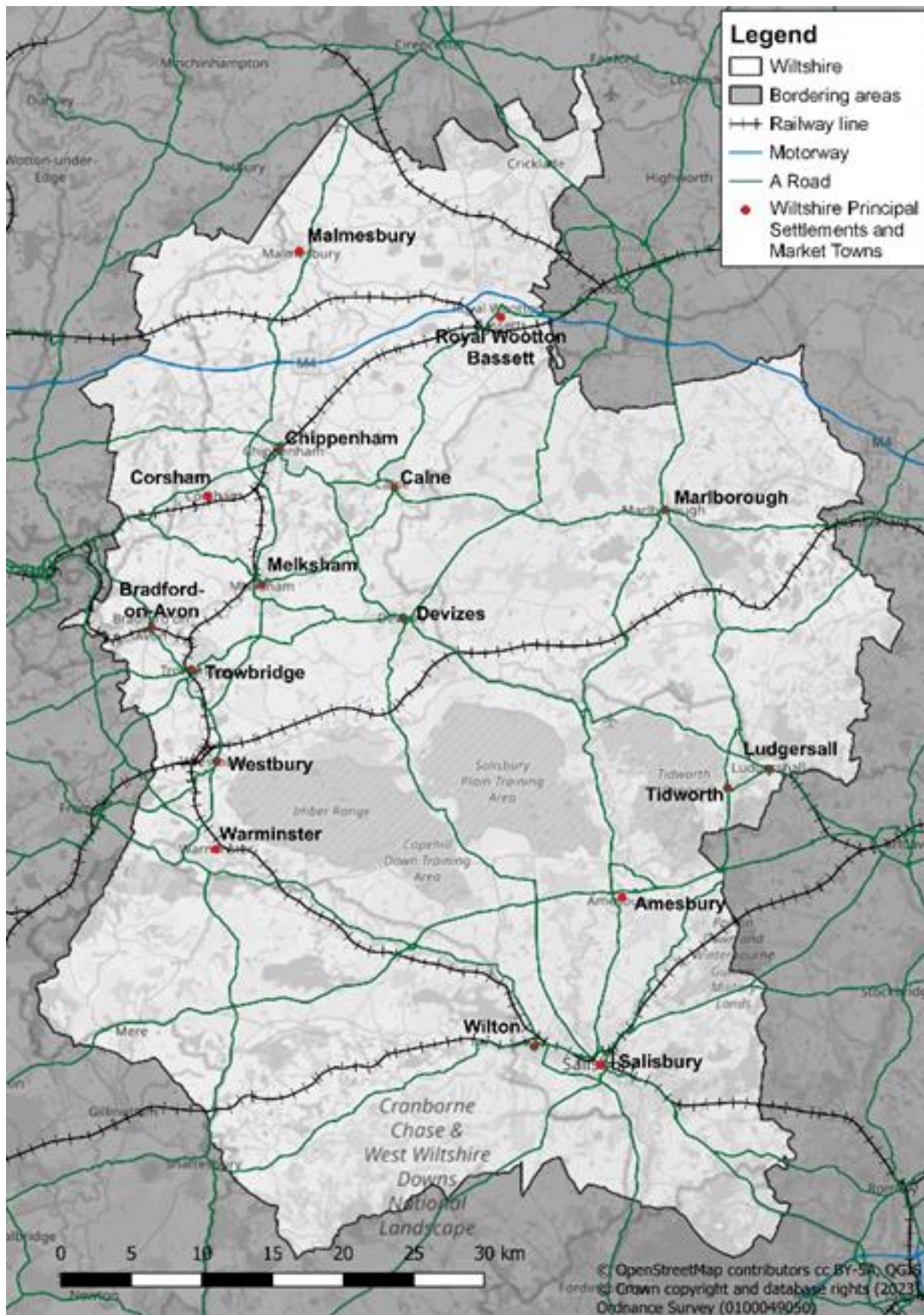
Wiltshire is a rural county but is also one of the largest unitary authorities in England, covering an area of approximately 1,257 square miles (3,255 km²). The largest settlements in the county are the city of Salisbury in the south, the town of Trowbridge in the west and the town of Chippenham in the north. There are a number of other market towns throughout the county including Amesbury and Marlborough, as well as villages and rural settlements. Additionally, the urban area of Swindon, while predominantly within Swindon Borough, has expanded into Wiltshire.

It is also important to recognise that the implementation of the LTP4 may have effects outside of the county of Wiltshire.

The local authorities adjacent to Wiltshire are as follows:

- Bath and North East Somerset.
- South Gloucestershire.
- Swindon.
- West Berkshire.
- Dorset.
- Cotswold.
- New Forest.
- Test Valley.
- Vale of White Horse.
- Mendip.
- South Somerset.

Figure 3-1 - LTP 4 area



3.2 Technical scope

The ISA has a very wide remit and considers the following topics associated with the various assessment processes it covers.

SA / SEA

The SEA Directive and the SEA regulations require that the likely significant effects on the environment are assessed, considering the following factors and interrelationship between them:

- Biodiversity.
- Population.
- Human health (covering noise issues among other effects on local communities and public health).
- Fauna and flora.
- Soil.
- Water.
- Air.
- Noise.
- Climatic factors.
- Material assets (covering infrastructure, waste and other assets),
- Cultural heritage including architectural and archaeological heritage.
- Landscape.

SA guidance requires the consideration of socio-economic factors alongside the environmental factors identified above.

HIA

Department of Health guidance recommends that the assessment of transport plans should consider the following topics:

- Transport to work, shops, schools and healthcare.
- Walking and cycling.
- Community severance.
- Frequency and severity of crashes.
- Collisions causing injury and fatal accidents.
- Air pollution, noise.
- Ageing population and increasing disability.

From an HIA perspective, in addition to the wider population as a whole (considered as residents / visitors and employees), there are vulnerable social groups that need special consideration in transport planning with regards to their health. These groups are likely to experience transport-related exclusion and / or be subject to negative externalities of transport and are as follows:

- Children and adolescents– who as non-drivers are reliant on others for motorised transport and who suffer the greatest impacts of transport policy on their health, particularly children in low-income families.



- Vulnerable travellers, including cyclists, pedestrians and commuters – this would include consideration of those who are more likely not to own a car in some communities and find it harder to travel to shops, employment, healthcare and other services.
- Older people – who may feel vulnerable using public transport, who often need to seek health services and who are particularly vulnerable to road crash related injuries. Their continuing independence at home is often dependent upon reliable transport options.
- Disabled and people with other health problems – who may not be able to access many forms of transport or need special arrangements to access those. They are more likely to find it difficult to walk and may also be disadvantaged by the cost of transport.
- Low income groups – who are likely to walk further because they cannot afford public transport or to own a car and whose lack of transport options may limit life opportunities. They suffer the most from injuries, noise pollution and air pollution.

An overview of the baseline for Wiltshire as a whole, along with the review of relevant plans and policies has shown that all of the above groups are present within Wiltshire and likely to utilise the transport network.

EqIA

The EqIA process focuses on the consideration of the potential LTP effects on nine protected characteristic groups (PCGs) identified in the Equality Act 2010 that are relevant to the transport agenda:

- Age.
- Disability.
- Gender.
- Gender reassignment.
- Marriage and Civil Partnerships.
- Pregnancy and maternity.
- Race.
- Religion or belief.
- Sexual orientation.

A degree of overlap between the HIA vulnerable social groups and the EqIA protected characteristics has been acknowledged by both HIA and EqIA processes. Consistency between the two assessments has been ensured, where appropriate, particularly in terms of assumptions, analysing techniques and findings.

An overview of the baseline for Wiltshire as a whole, along with the review of relevant Plans and Policies has shown that all of the above groups are present within Wiltshire and likely to utilise the transport network.

CSA

The approach to the CSA has considered the topics of community safety and crime and fear of crime.



4. ISA Methodology

The ISA has been used as a tool for improving the sustainability performance of LTP4. Specifically, this has been achieved through allowing sustainability objectives to be considered throughout the plan's formulation process.

As has already been stated, the ISA process fully integrates a range of assessment processes: SA/SEA, HIA, EqlA and CSA. HRA has been undertaken in parallel to the ISA and its results incorporated into the ISA as appropriate. Table 4-1 demonstrates how the integration has been planned and achieved throughout all the preparation stages of the ISA and LTP4.

4.1 Assessment methodology

The ISA methodology adopted was developed broadly based on published guidance documents:

- Transport Analysis Guidance (TAG) 2.11 Strategic Environmental Assessment for Transport Plans and Programmes, Department for Transport, 'In Draft' Guidance, April 2009.
- Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents - Guidance for Regional Planning Bodies and Local Planning Authorities, by the Office of the Deputy Prime Minister (ODPM), the Scottish Executive, the Welsh Assembly Government and the Northern Ireland Department of the Environment, November 2005.
- A Practical Guide to the Strategic Environmental Assessment Directive, by the ODPM, the Scottish Executive, the Welsh Assembly Government and the Northern Ireland Department of the Environment, September 2005.
- Draft Guidance on Health in Strategic Environmental Assessment, Consultation Document, Department of Health, 2007.
- National Planning Policy Framework, 2023 and associated Planning Practice Guidance (various dates from March 2014).

The work undertaken to-date involved the completion of SA/SEA stages A, B and C and associated tasks (see Table 4-1) together with HIA, EqlA, CSA and HRA (in parallel).

Table 4-1 - LTP4 preparation activities with the ISA and HRA processes

Transport Planning Stage	Sustainability Appraisal/ Strategic Environmental Assessment		Habitats Regulation Assessment	Health Impact Assessment	Equalities Impact Assessment	Community Safety Assessment
	Stage	Tasks	Tasks	Tasks	Tasks	Tasks
Determining the scope of the LTP4 clarifying goals; specifying the problems or challenges the authority wants to solve	A: Setting the context and objectives, establishing the baseline and deciding on the scope	Review and confirm plans/programmes and strategies at a National, Regional and Local Level		Confirm and identify Health related plans/programmes and strategies (as part of SA/SEA)	Review and confirm plans/programmes and strategies	Review and confirm plans/programmes and strategies
		Review and confirm Sustainability themes		Review and confirm health-related themes (as part of SA/SEA)	Review and confirm equality-related themes	Review and confirm community safety related themes
		Review and update Baseline data and likely future trends	Confirm identification of all international sites within and up to 20km around the Strategy area	Gather data relating to health (as part of SA/SEA).	Review and update Baseline evidence	Review and update Baseline evidence
	Review and confirm Key sustainability issues – update these if required	Confirm details of all international sites	Review and confirm health specific issues (as part of SA/SEA)	Review and confirm equalities specific issues	Review and confirm community safety specific issues	
	Review objectives and decision-making questions (SA/SEA)	Liaise with SA/SEA team to ensure SA/SEA Framework	Ensure inclusion of Health specific	Ensure inclusion of Equalities specific	Ensure inclusion of Community Safety	

Page 487



Transport Planning Stage	Sustainability Appraisal/ Strategic Environmental Assessment		Habitats Regulation Assessment	Health Impact Assessment	Equalities Impact Assessment	Community Safety Assessment
	Stage	Tasks	Tasks	Tasks	Tasks	Tasks
		Framework) – update these if required	covers international sites appropriately	objectives in SA/SEA Framework	objectives in SA/SEA Framework	specific objectives in SA/SEA Framework
		Prepare ISA Scoping Report to consult with relevant consultees	Input into ISA Scoping Report	Input into ISA Scoping Report	Input into ISA Scoping Report	Input into ISA Scoping Report
		Review consultation responses and update scoping information for ISA Report	Review consultation responses as part of SA/SEA for any aspects of note in relation to HRA	Review consultation responses and update scoping information for ISA Report	Review consultation responses and update scoping information for ISA Report	Review consultation responses and update scoping information for ISA Report
Generating options for the LTP4 to resolve these challenges; appraising the options and predicting their effects	B: Developing, refining and appraising strategic options	Review and confirm Assessment of Plan objectives against the updated SA/SEA Framework	Review proposals and considerations of likely impacts	Review and confirmation of Plan objectives and strategic options be undertaken within SA/SEA	Review and confirmation of Plan objectives and strategic options be undertaken within SA/SEA	Review and confirmation of Plan objectives and strategic options be undertaken within SA/SEA
		Review and confirm Appraisal of Plan strategic options	Identification and consideration of other plans and projects			
		Review and confirm Evaluation / selection				



Transport Planning Stage	Sustainability Appraisal/ Strategic Environmental Assessment		Habitats Regulation Assessment	Health Impact Assessment	Equalities Impact Assessment	Community Safety Assessment
	Stage	Tasks	Tasks	Tasks	Tasks	Tasks
		of Plan preferred options.				
Selecting preferred options for the LTP4 and deciding priorities	Assessing the effects of the draft LTP4	Predict and assess effects of new or revised options taken forward. Confirm findings in relation to previously assessed schemes.	HRA review of proposals in draft Strategic Transport Plan (screening and appropriate assessment)	Predict and assess effects of new or revised preferred options to be undertaken within SA/SEA.	Predict and assess effects of new or revised preferred options to be undertaken within SA/SEA.	Predict and assess effects of new or revised preferred options to be undertaken within SA/SEA.
		Review and confirm proposed mitigation measures – if required, new mitigation measures to be developed	Review and confirm and if required, propose mitigation measures	Review and confirm and if required, propose mitigation measures within SA/SEA	Review and confirm and if required, propose mitigation measures within SA/SEA	Review and confirm and if required, propose mitigation measures within SA/SEA
		Develop monitoring programme	Monitoring as part of SA/SEA	Monitoring as part of SA/SEA	Monitoring as part of SA/SEA	Monitoring as part of SA/SEA
Production of the draft LTP4	C: Preparing ISA Report		Prepare HRA Report	HIA fully documented in ISA Report (no separate output but HIA component properly identified)	EqlA fully documented in ISA Report (no separate output but EqlA component properly identified)	CSA fully documented in ISA Report (no separate output but Community Safety component properly identified)

Transport Planning Stage	Sustainability Appraisal/ Strategic Environmental Assessment		Habitats Regulation Assessment	Health Impact Assessment	Equalities Impact Assessment	Community Safety Assessment
	Stage	Tasks	Tasks	Tasks	Tasks	Tasks
Consultation on draft LTP4 (Wiltshire Council to undertake)	D: Consulting on ISA Report		HRA Report sent to Natural England for agreement on findings	HIA Consultation included in ISA Report consultation	EqIA Consultation included in ISA Report consultation	CSA Consultation included in ISA Report consultation
Production of final Local Transport Plan 4	Assessing significant changes		Assess significant changes	HIA assessment of significant changes undertaken as part of SA/SEA	EqIA assessment of significant changes undertaken as part of SA/SEA	CSA assessment of significant changes undertaken as part of SA/SEA
Adoption of Local Transport Plan 4	Post Adoption Statement		Prepare updated HRA Report	Relevant results reported in Post Adoption Statement	Relevant results reported in Post Adoption Statement	Relevant results reported in Post Adoption Statement

SA / SEA

Stage A - Setting the context and establishing the baseline

Other relevant legislation, plans and programmes

The LTP4 will both influence and be influenced by other plans, policies and programmes (PPPs) produced by local and combined authorities, by statutory agencies and other bodies with plan making responsibilities. Legislation is a further driver that sets the framework for the LTP, both directly and indirectly. Relevant legislation, plans and programmes have been identified and considered to inform the preparation of this ISA Report (see Chapter 5).

Baseline information and key sustainability issues

To predict accurately how potential LTP4 proposals will affect the current baseline, it is first important to understand its current state and then examine the likely evolution of the environment without the implementation of the plan. Baseline information provides the basis for understanding existing local environmental, economic and social issues, in particular in respect of health and equality, and alternative ways of dealing with them; formulating objectives to address these issues and predicting and monitoring sustainability effects.

Key sustainability issues in general, and those pertaining to health and equality in particular, across Wiltshire have been identified as a result of the analysis of the baseline data and the review of other plans and programmes. The identification of these issues helped focus the ISA processes on the aspects that really matter. Implications to LTP4 development and opportunities for how the LTP4 could assist in addressing these issues were also identified.

Information on key baseline and sustainability issues is presented in Chapter 6 of this report.

Developing the ISA Framework

A set of ISA Objectives has been developed, against which the policies and proposals in LTP4 could be assessed.

For each objective, assessment aid questions were set out to form the ISA framework. The assessment aid questions provided a clarification of the intended interpretation of each objective to support direction of change sought through the implementation of LTP4. The questions have guided the LTP4 assessment process.

The ISA Objectives and assessment aid questions were refined through the consultation on the Scoping Report and are presented in Chapter 7 of this report.

Stage B – Developing alternatives

Testing LTP4 Objectives against the ISA Objectives

A compatibility assessment of LTP4 objectives in its initial stages of preparation against the ISA objectives was carried out, as part of the iterative process to assess the sustainability of LTP4 objectives. This assessment ensured that consideration of the ISA Objectives informed the development and refinement of the LTP4 Objectives and provided a suitable framework for developing alternatives (see Chapter 8 of this report).



Developing, refining and appraising Strategic Alternatives

Consideration of alternative strategies for LTP4 is an integral part of the plan development. Strategic alternatives were identified by Wiltshire Council and have been assessed as part of the ISA process.

This task comprised the prediction of changes arising from the LTP's alternative strategies. While carrying out this evaluation, each alternative was considered in the context of whether it would have a likely significant effect in relation to each of the ISA objectives. The results are presented in Chapter 8 of this report.

Assessing the effects of the draft LTP4

Assessing the significance of predicted effects is essentially a matter of judgement. There are a number of factors that will determine the significance of an effect, e.g. its scale and permanence and the nature and sensitivity of the receptor. It is very important that judgements of significance are systematically documented, in terms of the particular characteristics of the effect which are deemed to make it significant and whether and what uncertainty and assumptions are associated with the judgement. The assessment of significance also includes information on how the effect may be avoided or its severity reduced.

In the current practice of ISA (influenced by SEA), the broad-brush qualitative prediction and evaluation of effects can be often based on a qualitative seven point scale in easily understood terms. In general, this assessment has adopted the scale shown in Table 4-2 to assess the significance of effects of the schemes and proposals in the LTP4.

Table 4-2 - Criteria for assessing significance of effect

Assessment Scale	Assessment Category	Significance of Effect
+++	Major beneficial	Significant
++	Moderate beneficial	
+	Slight beneficial	
0	Neutral or no obvious effect	Not Significant
-	Slight adverse	
--	Moderate adverse	Significant
---	Major adverse	

Moderate and strong beneficial and adverse effects (and combination of this type of effect) have been considered of significance, whereas no effect and slight beneficial and adverse effects (and combination of this type of effect) have been considered non-significant.

Assessments have been undertaken for proposals contained in the Draft LTP4. The results are discussed in Chapter 10.

As part of the assessment of the Draft LTP, a number of mitigation measures (recommendations) are set out in Chapter 11. Wiltshire Council has given careful consideration to these recommendations and has addressed these as appropriate in the preparation of the Draft LTP4 for public consultation.

The term mitigation encompasses any approach that is aimed at preventing, reducing or offsetting significant adverse environmental effects that have been identified. A range of measures applying one or more of these approaches has been considered in mitigating any significant adverse effects predicted as



a result of implementing the LTP. In addition, measures aimed at enhancing positive effects have also been considered. All such measures are generally referred to as mitigation measures.

However, the emphasis of the assessments has been in the first instance on proactive avoidance of adverse effects. Only once alternative options or approaches to avoiding an effect have been examined, then ways of reducing the scale/importance of the effect have been examined and proposed.

Mitigation can take a wide range of forms, including:

- Refining intervention measures in order to improve the likelihood of positive effects and to minimise adverse effects.
- Technical measures (such as setting guidelines) to be applied during the implementation stage.
- Identifying issues to be addressed in project environmental impact assessments for certain projects or types of projects.
- Proposals for changing other plans and programmes.

The assessment also considered cumulative, indirect (secondary) and synergistic effects of the Draft LTP4 as outlined in the following section.

Secondary and cumulative effects assessment

Annex I of the SEA Directive requires that the assessment of effects include secondary, cumulative and synergistic effects.

Secondary or indirect effects are effects that are not a direct result of the plan but occur away from the original effect or as a result of the complex pathway e.g. a development that changes a water table and thus affects the ecology of a nearby wetland. These effects are not cumulative and have been identified and assessed primarily through the examination of the relationship between various objectives during the Assessment of Effects.

Cumulative effects arise where several proposals individually may or may not have a significant effect, but in-combination have a significant effect due to spatial crowding or temporal overlap between plans, proposals and actions and repeated removal or addition of resources due to proposals and actions. Cumulative effects can be:

- Additive - the simple sum of all the effects.
- Neutralising - where effects counteract each other to reduce the overall effect.
- Synergistic - is the effect of two or more effects acting together which is greater than the simple sum of the effects when acting alone. For instance, a wildlife habitat can become progressively fragmented with limited effects on a particular species until the last fragmentation makes the areas too small to support the species at all.

Many sustainability problems result from cumulative effects. These effects are very hard to deal with on a project by project basis through EIA. It is at the strategic level that they are most effectively identified and addressed.

Cumulative effects assessment is a systematic procedure for identifying and evaluating the significance of effects from multiple activities. The analysis of the causes, pathways and consequences of these effects is an essential part of the process.

Cumulative (including additive, neutralising and synergistic) effects have been considered throughout the entire ISA process, as described below:



- Identification of key sustainability (including detailed health and equality) issues as part of the review of relevant strategies, plans and programmes and baseline data analysis.
- Establishing the nature of likely cumulative effects, causes and receptors.
- Identifying key receptors (e.g. specific wildlife habitats) in the process of collecting baseline information and information on how these have changed with time, and how they are likely to change without the implementation of the LTP4.
- Particularly sensitive, in decline or near to their threshold (where such information is available) or with slow recovery receptors have been identified through the analysis of environmental issues and problems.
- The development of ISA objectives and assessment aid questions has been influenced by cumulative effects identified through the process above and ISA objectives that consider cumulative effects have been identified.
- Cumulative effects of LTP4 proposals have been assessed.

The results are presented in Chapter 12 of this report.

Monitoring the effects of the LTP implementation

Monitoring involves measuring indicators which will enable the establishment of a causal link between the implementation of the plan and the likely significant effect (positive or negative) being monitored. It thus helps to ensure that any adverse effects which arise during implementation, whether or not they were foreseen, can be identified and inform actions to be taken by Wiltshire Council, or partner bodies, to deal with them.

A monitoring programme has been prepared showing, for each significant effect, what data should be monitored, the source of the data, the frequency of monitoring, as well as when and what actions should be considered if problems are identified from the monitoring.

The results are presented in Chapter 13 of this report.

Stage C – Preparing the ISA Report

This ISA Report has been prepared to accompany the draft LTP4 on consultation.

Stage D - Consulting on the draft revised LTP and ISA Report

Assessing significant changes

The ISA Report will be published for formal consultation with the Draft LTP4. The results of the formal public consultation exercise may well result in changes to the Draft LTP4 and these will have implications for the ISA Report. In addition, the consultation exercise may result in direct changes to the contents of the ISA Report. These will be reported in the Post Adoption Statement.

Post Adoption Statement

Following completion of the public consultation and preparation of the Final LTP4 document, a statement (separate document) will be prepared setting out the following:

- How sustainability considerations have been integrated into the plan, for example any changes to or deletions from the plan in response to the information in the ISA Report.
- How the ISA Report has been taken into account.



- How the opinions and consultation responses have been considered and addressed. The summary should be sufficiently detailed to show how the plan was changed to take account of issues raised, or why no changes were made.
- The reasons for choosing the plan as adopted in the light of other reasonable alternatives dealt with.
- The measures that are to be taken to monitor the significant environmental effects of implementation of the LTP.

HIA

In order to ensure that potential impacts of the LTP4 on health and health inequalities have been considered and to fulfil the requirements of health legislation, an HIA has been undertaken in a fully integrated fashion with the SA/SEA process as set out in Table 4-1. The need for HIA arises from the recognition that the LTP4 proposals may impact on the factors influencing the health of communities and individuals, including such factors as noise and air quality, accessibility to key services and facilities and the design of transport infrastructure.

Approach to HIA

The HIA objectives that have been considered have been developed in the light of HIA guidance and identified health issues, as well as the consultation that has taken place. The approach to the HIA has ensured that all relevant topics have been considered throughout the assessment process from establishing the baseline and building up the area's population profile in terms of health, identifying the key issues, developing the ISA Framework, assessing the LTP, mitigation and monitoring.

The HIA has identified actions that can enhance positive effects and reduce or eliminate negative effects of the LTP, with respect to health and health inequalities.

HIA consultation

Consultation to inform the HIA has been undertaken as part of the overall SA/SEA process. Consultation responses have been analysed to inform the HIA (see reporting and consultation as part of the ISA process).

EqIA

In order to ensure that potential impacts of the LTP4 on equality have been considered and to fulfil legislative requirements, an EqIA has been undertaken in a fully integrated manner with the SA/SEA process.

Approach to EqIA

The EqIA objectives that have been considered have been developed in the light of EqIA guidance and identified equalities issues, as well as the consultation that has taken place. The approach to the EqIA has ensured that all relevant topics have been considered throughout the assessment process from establishing the baseline and building up the area's population profile in terms of equalities, identifying the key issues, developing the ISA Framework, assessing the LTP, mitigation and monitoring.

EqIA consultation

Consultation to inform the EqIA has been undertaken as part of the overall SA/SEA process. Consultation responses have been analysed to inform the EqIA (see reporting and consultation as part of the ISA process).



CSA

To ensure that potential impacts of the LTP4 on community safety have been considered, and to fulfil legislative requirements, a CSA has been undertaken in a fully integrated manner with the SA/SEA process.

Approach to CSA

The CSA objectives that have been considered have been developed in the light of CSA guidance and identified safety issues, as well as the consultation that has taken place. The approach to the CSA has ensured that all relevant topics have been considered throughout the assessment process from establishing the baseline and building up the area's population profile in terms of crime and safety, identifying the key issues, developing the ISA Framework, assessing the LTP, mitigation and monitoring.

CSA consultation

Consultation to inform the CSA has been undertaken as part of the overall SA/SEA process. Consultation responses have been analysed to inform the CSA (see reporting and consultation as part of the ISA process).



5. Review of relevant legislation and other plans and programmes

5.1 Introduction

The first task of the ISA is the identification of other relevant plans, policies, programmes and legislation. This helps to identify relevant environmental and wider sustainability themes, baseline information and key issues. The LTP must be prepared to take these PPPs into account as it may influence and be influenced by them.

The SEA Regulations specifically states that information should be provided on:

"The relationship [of the plan or programme] with other relevant plans and programmes"

"The environmental protection objectives, established at international, [European] Community or [national] level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation"

In addition to this, the PPPs related to wider sustainability, HIA, EqIA and CSA have also been considered.

5.2 Methodology

Both the LTP and the ISA Report should be set in the context of international, national, regional and local objectives along with environmental, strategic planning, transport, health, social, economic and equality policies.

Relevant plans and programmes include those at different levels (international, national, regional and local) which influence the Transport Plan, or those in other sectors which contribute, together with the Transport Plan, to sustainability conditions of the area to which they apply.

Appendix C lists the documents reviewed to identify environmental, social (health and equality) and economic themes. A series of key generic themes which have emerged from the review are presented below.

5.3 Themes

The review of PPPs revealed a large number of common themes in terms of their objectives relating to sustainability within the context of transport planning. These are listed below:

Air Quality

- Reduce emissions of NO₂.
- Reduce emissions from road transport in particular.
- Reduce emissions from other forms of transport.
- Increase use of low emission / zero emission at point of use vehicles.



- Reduce emissions of PM10 and PM2.5.

Greenhouse gas (GHG) Emissions

- Reduce GHG emissions, particularly CO2.
- Maximise the use of renewable energy.
- Increase energy efficiency and make use of new technology.
- Minimise use of fossil fuels.
- Contribute to the achievement of Net Zero Carbon – Wiltshire Council have an ambition to seek to be a carbon neutral county by 2030.

Adaptation to a Changing Climate and Flooding

- Prepare for extreme weather events and sea level rise.
- Minimise the risk and impact of flooding.
- Avoid development in floodplains when possible.
- Help meet objectives of Flood Risk Management Plans allowing for climate change.
- Help ensure active travel routes are not subject to weather extremes (for example heat or wind).

Biodiversity, Fauna and Flora

- Protection of sites designated for nature conservation purposes.
- Protect and enhance endangered or important species and habitats.
- Contribute to the delivery of biodiversity strategies and plans.
- Increase important habitat.
- Protect, maintain and where possible enhance natural habitat networks and green infrastructure, to avoid fragmentation and isolation of networks.
- Contribute to the achievement of Biodiversity Net Gain – note that the draft Local Plan for Wiltshire seeks to exceed 20% BNG.

Cultural Heritage

- Conserve and protect historic assets (designated and undesignated) and those of cultural note, including archaeology and historic landscapes as well as the settings of heritage assets.
- Improve access to historic assets, including buildings and landscapes of value where appropriate.
- Sympathetic design and use of vernacular architecture when appropriate to enhance the local character and 'sense of place'.

Water Resources

- Protect and improve the quality of ground and surface water.
- Help to meet objectives of the Water Framework Directive (WFD).
- Make use of Sustainable Drainage Systems (SuDS).

Land Use, Soil and Agriculture

- Prioritise development on brownfield sites.
- Seek to reclaim derelict and contaminated land.



- Protect farmland and soils, particularly those of the highest value.

Landscapes and Townscapes

- Protect and enhance landscape, particularly those recognised of national importance) and townscape character and local distinctiveness.
- Protect tranquillity from the impacts of noise and light pollution.

Natural Resources and Waste

- Ensure efficient resource use and minimise resource footprint.
- Use secondary and recycled materials.
- Consider opportunities to maximise on-site re-use of materials.
- Employ waste reduction methods to minimise construction and maintenance waste.
- Reduce the amount of waste disposed of at landfill.
- Promote circular economy.
- Avoid the sterilisation of mineral resources.

Economic Themes

- Improve physical accessibility to jobs through the location of employment sites and transport links close to areas of high unemployment.
- Widen the number and range of accessible employment opportunities and support growth in employment and labour productivity.
- Make Wiltshire more attractive for inward investment.
- Improve rail and road journey reliability for business users.
- Support local businesses.
- Support enhancement of local economy and overall prosperity.
- Support development of the skills base.

Health Themes

- Tackle poor health by improving the health of everyone, and of the worst off in particular.
- Reduce health inequalities among different groups in the community (e.g. young children, pregnant women, black and minority ethnic people, older people, people with disabilities, low income households).
- Support the public to make healthier and more informed choices with regard to their health and adopt physically active lifestyles.
- Address pockets of deprivation, including those in rural areas.
- Provide physical access for people with disabilities.
- Provide or improve access to local health and social care services.
- Provide opportunities for increased exercise, thus reducing obesity, particularly in children, and illnesses such as coronary heart disease.
- Provide for an ageing population.
- Promote healthy lifestyles through exercise, physically active travel and access to good quality and affordable food, which can assist in reducing both physical and mental illnesses.



Equality Themes

- Protect human rights (e.g. the right to liberty and security of person) and fundamental freedoms (e.g. a right to freedom of thought, conscience and religion, freedom of expression, etc.).
- Prohibit discrimination, harassment and victimisation on such grounds as sex, race, language and religion.
- Promote equality of opportunity in the way services are planned, promoted and delivered.
- Treat everyone with dignity and respect.
- Recognise people's different needs, situations and goals and remove the barriers that limit what people can do and can be.
- Create sustainable communities which are active, inclusive, safe, tolerant and cohesive.
- Create sustainable communities which are fair for everyone - including those in other communities, now and in the future.
- Improve economic, social and environmental conditions particularly in the most deprived areas.
- Ensure fair access to and distribution of resources across the community, including rural areas.
- Assess and address the impacts upon diverse communities including cultural, racial, economic, generational, social (including disabilities) and religious mixes.
- Create a sense of belonging and wellbeing for all members of the community.
- Provide physical access for people with disabilities.
- Minimise isolation for vulnerable people.

Community Safety Themes

- Create communities which are safe, inclusive, fair, tolerant and cohesive.
- Maintain reductions in crime and anti-social behaviour.
- Improve perceptions that the communities are safe places to work, live and visit.
- Reduce speeding and improve road safety.

Cross cutting

- Support the UK Government's 25 Year Plan to Improve the Environment 2018 goals and key actions as follows:
 - Using and managing land sustainably, including embedding an "environmental net gain" principle into development.
 - Recovering nature and enhancing the beauty of landscapes.
 - Connecting people to the environment to improve health and wellbeing.
 - Increase resource efficiency and reducing pollution.
 - Securing clean, healthy and productive and biologically diverse seas and oceans.
 - Protecting and improving the global environment.
- Support Environment Act 2021 stipulations:
 - targets for four priority areas: (a) air quality; (b) water; (c) biodiversity; (d) resource efficiency and waste reduction to be set.
 - two priority areas: air quality (PM2.5 air quality target) and biodiversity (species abundance target) and important new target to reverse the decline in species abundance by the end of 2030



- environmental improvement plan for significantly improving the natural environment for a period no shorter than 15 years.
- 10% biodiversity net gain (BNG) required for new development (note that the draft Local Plan (2023) requires 20% BNG for new development).
- prevent waste/reduce the amount of a product that becomes waste and increase re-use, redistribution, recovery and recycling.

- Support the objectives and Policies of the Wiltshire Local Development Plan.

The development plan for Wiltshire sets out the vision and framework for future development in the county. Current planning policies are set out in the Wiltshire Core Strategy, adopted in 2015. These policies will be replaced as part of the current Local Plan Review.

Among the elements of the Core Strategy of particular note to developing the LTP4, which have cross cutting elements are the following strategic Objectives (with related policies):

- Delivering a thriving economy.
- Address climate change.
- Protecting and enhancing the natural and historic and built environment.
- Ensure essential infrastructure is in place to support communities.



6. Baseline information and key sustainability issues

6.1 Introduction

In order to assess the potential sustainability effects of the LTP4 on Wiltshire, it is necessary to establish a baseline against which predicted effects can be assessed, and then to identify issues and trends that are related to each of the environmental, social and economic interests that may be affected by, or affect, the proposed plan. This is in keeping with the SEA Regulations which states that the Environmental Report should provide information on:

"The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme" and "The environmental characteristics of areas likely to be significantly affected" (Schedule 2)

and

"Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC on the conservation of wild birds and the Habitats Directive " (Schedule 2).

To accurately predict how LTP proposals will affect the environmental characteristics, it is important to understand the current state of the environment and then examine the likely evolution of the environment without the implementation of the plan. In this report, given its remit is broader than environmental sustainability, the current state regarding wider sustainability (environment, social and economic) has been characterised.

6.2 Methodology

Existing baseline information provides the basis for the prediction and monitoring of the effects of the implementation of LTP4 and helps identify sustainability issues and alternative ways of dealing with them (implications and opportunities).

As ISA is an iterative process, subsequent stages in its preparation and assessment might identify other issues and priorities that require the sourcing of additional data and/or information and identification of monitoring strategies. This makes the ISA process flexible, adaptable and responsive to changes in the baseline conditions and enables trends to be analysed over time.

The most efficient way to collate relevant baseline data is through the use of indicators whenever possible (see below). This ensures that the data collation is both focused and effective. The identification of relevant data has taken place alongside the review of other relevant legislation, plans, policies and programmes (Chapter 5 and Appendix C), the identification of sustainability issues (this section) and developing the ISA framework (Chapter 7).



6.3 Data Analysis

Data have been collated and analysed for the following indicators (as detailed in Appendix E):

Environmental Data

- CO2 emissions.
- Climate change.
- Local air quality.
- Noise / Light pollution ('Tranquillity').
- Biodiversity, fauna and flora (including designated sites).
- Landscape and townscape.
- National Character Areas.
- Heritage assets.
- Green space.
- Soil / land classification.
- Water quality.
- Flooding.
- Waste and resources.

Economic Data

- Employment.
- Long term trends in population.
- Economic sectors, including those related to rural output.
- Performance gap and sub-regional performance.
- Identification of economic centres.

Social Data (including Health, Equalities and Community Safety)

- Population and diversity.
- General health statistics.
- Accessibility.
- Road safety and accidents.
- Physical activity in children and adults.
- Equality target groups.
- Multiple deprivation.

The baseline data provides an overview of the sustainability characteristics of the LTP4 area. This overview, together with contextual information, is presented in Appendix E. The analysis of the baseline has highlighted a number of key issues in Wiltshire. These, together with implications and opportunities arising for LTP4, have been summarised in Table 6-1.



6.4 Key sustainability issues, implications and opportunities

The SEA Regulations states that the Environmental Report should provide information on:

"Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC on the conservation of wild birds and the Habitats Directive." (Schedule 2)

This ISA is concerned with the three dimensions of sustainability (social, environmental and economic) and the identification of problems much broader than required by the SEA Regulations.

As such, the following sections provide a description of key baseline data and associated sustainability issues together with a discussion on the implications/opportunities of such issues to LTP4. The analysis of baseline data and sustainability issues has influenced the development of the ISA Framework (see Chapter 7) in terms of formulating sustainability objectives and assessment aid questions. Note that this section has been updated with information received as part of consultation responses made to the ISA Scoping Report (see Appendix E) and the identification of further relevant information during the assessment process.

It should be noted that, because HIA, EqIA and CSA are also being undertaken, the approach involved the identification of generic HIA, EqIA and CSA key sustainability issues, implications and opportunities and objectives. These have been further developed to ensure a more in-depth level of coverage of issues to satisfy specific HIA and EqIA requirements leading to the development of HIA and EqIA sub-objectives (see Chapter 7). Table 6-1 presents the key issues, implications and opportunities for the Wiltshire LTP4.



Table 6-1 - Key issues, implications and opportunities for Wiltshire LTP4

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>Air Quality</p> <p>Air pollution impacts on public health, the natural environment and the economy.</p> <p>Air quality has improved in the UK over the last sixty years as a result of the switch from coal to gas and electricity for heating of domestic and industrial premises, stricter controls on industrial emissions, higher standards for the composition of fuel and tighter regulations on emissions from motor vehicles. However, poor air quality, particularly due to emissions from motor vehicles, remains a significant issue for community health for the population as a whole but particularly for certain vulnerable or protected characteristic groups such as the elderly, children, those with existing health conditions, those who are pregnant and those living in areas of deprivation. The fraction of mortality attributable to particulate air pollution in 2021 was 5.3% for Wiltshire, higher than the South West Region (5.1%) but lower than in England (5.5%). Poor air quality also has significant implications for biodiversity e.g. due to pollutant deposition, especially in/downwind of urban areas and major transport networks.</p> <p>Poor air quality is generally associated with urban/industrial areas and major road infrastructure and this is reflected in the typical location for Air Quality Management Areas (AQMA), many of which have been designated due to high NO2 (tailpipe emissions) and Particulate</p>	<p>LTP4 should aim to protect and improve air quality in the county, particularly where it may impact on vulnerable receptors. It should seek to ensure that reducing NO2 and particulate emissions is a fundamental principle of the Plan.</p> <p>LTP4 should also aim to meet Government targets for air quality and be reflective of appropriate legislation and should consider ecological receptors alongside human receptors when dealing with air quality.</p> <p>Examples of how this could be addressed include development and promotion of sustainable modes of transport including active modes, encouraging uptake of EVs (e.g. through developing greater EV infrastructure), smarter travel management such as workplace, residential and school travel plans, creation of inter-modal interchanges, sustainable freight movements and traffic management interventions.</p> <p>The LTP4 should aim to protect and improve air quality in the county, particularly where it may impact on vulnerable receptors. It should seek to ensure that reducing NO2 and particulate emissions is a fundamental principle of the Plan.</p>	<p>Protect and improve air quality.</p>

Page 505



Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>Matter (PM₁₀ and PM_{2.5}) (emissions, tyres and brake wear). Eight AQMAs have been identified with Wiltshire, all of which have been designated for Nitrogen dioxide (NO₂). Wiltshire's Air Quality Strategy sets out that while the county's air quality is generally good there are some locations where the combination of traffic, road layout and topography result in pollutants being trapped so that concentrations increase to unacceptable levels. The Strategy focuses on improving air quality across the county, seeks to prevent any further deterioration and encourage interventions that will reduce concentrations of nitrogen dioxide and fine particulates.</p> <p>The UK Government has noted that addressing road transport emissions presents the most significant opportunity to tackle this specific exceedance problem (NO₂ pollution). However, it is important to note that there are other elements which also need to be addressed in addition to road vehicles and this includes reducing emissions from other forms of transport such as rail and aviation.</p> <p>Likely evolution of the baseline</p> <p>Improving - At the national level air quality is generally improving as industrial practices, energy sources and tighter environmental legislation have contributed to reductions in pollutants. Nevertheless, it remains a significant issue in many discrete areas and has significant ongoing issues in respect of health.</p>	<p>LTP4 should also aim to meet Government targets for air quality and be reflective of appropriate legislation and should consider ecological receptors alongside human receptors when dealing with air quality.</p> <p>Examples of how this could be addressed include development and promotion of sustainable modes of transport including active modes, encouraging uptake of EVs (e.g. through developing greater EV infrastructure), smarter travel management such as workplace, residential and school travel plans, creation of inter-modal interchanges, sustainable freight movements and traffic management interventions.</p>	
<p>Greenhouse gas emissions and a changing climate</p> <p>The release into the atmosphere of greenhouse gases (e.g. CO₂, CH₄, N₂O, O₃) resulting from fossil fuel usage, agriculture, land use change and other human activities has been linked with atmospheric warming and global climate change. By 2050 projection show that Wiltshire will experience hotter summers with an average increase of 2.0-3.9°C.</p>	<p>LTP4 should seek to ensure that reducing CO₂ emissions and achieving Net Zero carbon is a core component of all implementation plan elements in achieving Wiltshire's carbon neutral ambition. Although it should also be realistic that projected levels of traffic growth mean emissions will likely remain an issue and that removals will</p>	<p>Reduce carbon dioxide (CO₂) emissions from transport and contribute to</p>

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>Average winter temperatures are also projected to rise by 1.5-2.9°C. In terms of rainfall it is expected that summer rainfall would decrease by 20% and winter rainfall increase by 15%, although there is unlikely to be a change in the total annual rainfall¹. Changes in temperature and rainfall patterns, along with more frequent extreme weather events, create the situation where a greater degree of resilience will have to be incorporated into plans and proposals. Wiltshire Council acknowledged a climate emergency in 2019 and committed to becoming carbon neutral as an organisation by 2030.</p> <p>As noted by the Committee for Climate Change, domestic transport emissions of road transport account for around a quarter of UK greenhouse gas emissions. In Wiltshire, transport takes up the largest percentage of Wiltshire's emissions at 45%², which is a significantly higher proportion than in the UK as a whole.</p> <p>At present, fossil fuel dependency remains high and is likely to remain so for some time (even with a marked, albeit potentially temporary, decline due to Covid-19), though in recent years there have been improvements in vehicle efficiency and an increasing uptake of and provision for electric vehicles (EV). In Wiltshire's Climate Strategy 2022 - 2027, it is acknowledged that electric vehicles will need to part of the immediate solution and more charging points will be required. Wiltshire has produced an Electric Vehicle Charging Infrastructure Plan 2021-24. Based on 2021 data, the plan sets out that in Wiltshire there are currently 19 electric vehicle charging points per 100,000 population. It is forecast that up to 502 public charge points will be</p>	<p>therefore be required. This could be achieved via promotion of measures contained within the Wiltshire's Climate Strategy 2022 - 2027. The LTP4 should also seek to ensure that new transport interventions maximise the opportunity for increasing tree / vegetation cover, where practical, in order to absorb increased amounts of CO₂ from the atmosphere, e.g. through the use of street trees or planting in other areas of transport infrastructure.</p> <p>As with air quality, other examples of how CO₂ emissions could be addressed include development and promotion of sustainable modes of transport including active modes, encouraging uptake of EVs (e.g. through developing greater EV infrastructure), smarter travel management such as workplace, residential and school travel plans, creation of inter-modal interchanges, sustainable freight movements and traffic management interventions.</p>	<p>meeting Net Zero carbon targets</p>

¹ [Climate-change-adaptation-plan-2016.pdf \(wiltshire.gov.uk\)](#)

² [Climate strategy - Wiltshire Council](#)

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>needed by 2023 to meet demand from residents, businesses, and visitors. Currently Wiltshire Council has 38 charging units with 76 charging points.³</p> <p>Nevertheless, some degree of climate change will occur, with the UK's Climate Projections showing that the UK as a whole is likely to experience hotter, drier summers, warmer, wetter winters and rising sea levels. This is likely to have a significant effect on a range of environmental conditions, including the water environment. Wiltshire's Climate Strategy 2022 - 2027 recognises this fact and notes the requirement to build upon a series of measures which can be taken to increase resilience in the transport network.</p> <p>Likely evolution of the baseline</p> <p>Declining - Interventions at the local and regional level have started to reduce the rate of greenhouse gas emissions; and actions outside the LTP4 are contributing to a reduction in emissions. However, the underlying trend points towards a slowing of emissions rather than reversal of trends. Climate change is recognised as a global concern with the UK anticipated to experience hotter, drier summers; warmer, wetter winters; and rising sea levels. These trends are anticipated to continue irrespective of interventions from outside the LTP4.</p>		
<p>Biodiversity, Fauna and Flora & Geodiversity</p> <p>There are a wide range of sites designated for nature conservation within Wiltshire. There are no Ramsar sites within the county, but 'New Forest' Ramsar site is adjacent to it. 'New Forest' Ramsar site</p>	<p>The LTP4 should aim to protect and enhance all sites of biodiversity importance and should place a particular emphasis on protecting sites designated for nature conservation and geodiversity purposes. This could be achieved by ensuring that planning / design of transport</p>	<p>Protect and enhance protected habitats, sites, species, valuable ecological networks</p>

³ [Appendix 1 for Electric Vehicle Charging Strategy.pdf \(wiltshire.gov.uk\)](#)

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>which is important for breeding, feeding and roosting birds characteristic of the heathland environment and wintering raptors.</p> <p>There are two SPAs – ‘Salisbury Plain’ SPA which was classified for four breeds of birds (Hen harrier, Eurasian hobby, Common quail and Stone-curlew) and the ‘Porton Down’ SPA which when classified, the SPA supported 11 breeding pairs of Stone-curlew which comprised 10.6% of the GB breeding population.</p> <p>There are 10 SACs which include Bath & Bradford on Avon Bats SAC, Chilmark Quarries SAC, Great Yews SAC, Kennet & Lambourn Floodplain SAC and North Meadow & Clattinger Farm SAC, Pewsey Downs SAC, Prescombe Down SAC, River Avon SAC, Salisbury Plain SAC and The New Forest SAC.</p> <p>129 Sites of Special Scientific Interest (SSSIs) are distributed across the county. Some of these are designated for their biological interest and some for their geological interest.</p> <p>Wiltshire has a large ancient tree resource but information on ancient trees in Wiltshire is limited⁴. There are approximately 1,225 areas of Ancient Woodland within the Plan Area.</p> <p>There are six NNRs designated in Wiltshire. In addition, there are a range of sites designated at the local level including 12 Local Nature Reserves (LNRs).</p> <p>Key pressures and risks in respect of biodiversity and nature conservation that are particularly relevant have been identified from air pollution and climate change, which can change distribution of species and habitats.</p>	<p>interventions avoid sensitive areas and through the adoption of best practice wildlife friendly designs into transport interventions. Where this is not possible, there should be mitigation and compensation for losses.</p> <p>Consideration should also be made of protected and priority species and their habitats. In addition, consideration should be given to those sites designated for their geodiversity.</p> <p>Opportunities for new habitat creation and enhancement associated with transport developments should be explored, e.g. through use of appropriate local native species in landscaping plans, through creation of new road verges and enhancement of the existing road verge network. The potential for biodiversity creation in brownfield sites should be also taken into account. There should therefore be achievement of Biodiversity Net Gain in areas not formally designated, with guidance on the appropriate form of biodiversity enhancement taken from the relevant Biodiversity Opportunity Area (BOA) guidance.</p> <p>Other opportunities for the LTP4 include the following:</p> <ul style="list-style-type: none"> • avoid the fragmentation of green infrastructure, which contributes to protecting natural habitats and biodiversity; 	<p>and promote ecosystem resilience and functionality and deliver Biodiversity Net Gain.</p> <p>Protect and enhance sites designated internationally for nature conservation purposes.</p> <p>Protect, enhance and promote geodiversity.</p>

⁴ [Trees, forests and woodlands - Wiltshire Council](#)



Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>The Wiltshire & Swindon Local Nature Partnership (LNP) has identified a number of principles for the delivery of a Nature Recovery Network (NRN), through the development of a Local Nature Recovery Strategy (LNRS) which respects the value of natural environment in local policy and decisions for the benefit of nature, people and the economy.</p> <p>New transport interventions have the potential to impact on the sites of ecological or geological value and more generally on the network of linked multi-functional green spaces, comprising the local green infrastructure, through direct land take for infrastructure (which may contribute to fragmentation) and construction and operational disturbance (noise, vibration, light pollution, etc.) and emissions / contamination (air, water and soil), though they may also provide opportunities for enhancement. Increased accessibility to designated sites also has the potential to adversely impact on them. Direct road kill can also impact on some species. On the other hand, transport infrastructure can provide opportunities for increased biodiversity, or to aid certain species such as the range of policies developed by Defra and the Highways Agency (now Highways England) relating to pollinators.</p> <p>Likely evolution of the baseline</p> <p>Uncertain - The designated elements of Wiltshire’s biodiversity resource are afforded some protection from the pressures of development, outside the LTP4. However, much of the green infrastructure network is not designated. Climate change will likely result in decline of some habitats and species, though may afford opportunities for other species, including invasive species.</p>	<ul style="list-style-type: none"> the need for cohesive habitat networks to help habitats and species adapt to the consequences of climate change; enhancement of the green infrastructure through, for example, footpaths, cycle lanes and other public rights of ways. Increased accessibility to appropriately designed multi-functional green infrastructure can play a significant role in diverting access pressure away from more sensitive sites, such as those designated for wildlife and geological conservation. <p>In parallel with the ISA of the LTP4, HRA is being undertaken which will identify the internationally designated nature conservation areas to avoid, or where this is not possible, appropriate mitigation measures to identify very early on in the development of LTP4.</p>	



Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>Water Resources</p> <p>There are considerable pressures on water resources with resulting major impacts on many of the waterbodies across the UK. For the purposes of taking a holistic approach to management of water resources and to address the pressures on the water environment, under the Water Framework Directive (WFD), the UK has been divided into a series of River Basin Districts (RBD). Those of relevance to the LTP4 area are:</p> <ul style="list-style-type: none"> • Severn • South West • Thames • South East <p>As with most water bodies in England, there are a range of significant water management issues manifested in this RBD, with pollution from towns, cities and transport noted as being an issue for 9% of the water bodies in the South East RBD, 17% in Thames RBD, 4% in the South West RBD and 12% in Severn RBD.</p> <p>Groundwater provides a third of drinking water in England, and it also maintains the flow in many rivers. In some areas of Southern England, groundwater supplies up to 80% of the drinking water. Protecting these sources will help ensure that water is safe to drink.</p> <p>In order to help protect sources, Source Protection Zones (SPZs) for groundwater sources such as wells, boreholes and springs used for public drinking water supply have been defined. Wiltshire has a number of SPZs that need to be protected – including areas that require the highest protection levels. There are also a number of</p>	<p>LTP4 should seek to prevent pollution of water bodies (including groundwater) both during the construction and operation of any transport intervention. This could be achieved via the appropriate use of SuDS or other appropriate measures and new approaches in road drainage design / transport interventions to enhance water quality and reduce pollution and flood risk. Risk to all types of water bodies (not just main rivers) is to be considered during any scheme design.</p> <p>Recognition of the objectives of the WFD should be made and all opportunities to help meet the objectives of the WFD should be taken when possible.</p> <p>Green-blue Infrastructure should be considered in the LTP in the context of the aims of the WFD and how this can realise these, as well as other wider, benefits and objectives.</p>	<p>Protect and enhance the water environment.</p>



Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>groundwater and surface water Drinking Water Safeguard Zones within the Plan Area.</p> <p>Likely evolution of the baseline</p> <p>Improving - Surface and ground water quality is predicted to increase, though significant challenges remain as noted in the River Basin Management Plans.</p>		
<p>Adaptation to a changing climate and flooding</p> <p>Current observations indicate that the UK is continuing to warm. In 2022, five new national temperature records were set, including a highest daily maximum temperature record of 40.3°C and highest daily minimum temperature of 26.8°C. Many stations recorded their lowest December daily maximum and daily minimum temperatures since December 2010. The most recent decade (2013–2022) has been on average 0.3°C warmer than the 1991–2020 average and 1.1°C warmer than 1961–1990. Annual precipitation has increased across the UK in the last few decades. For the most recent decade (2013–2022) UK winters have been 10% wetter than 1991–2020 and 25% wetter than 1961–1990, with much smaller changes for spring, summer and autumn overall. Rainfall in 2022 was 94% of the 1991–2020 average. 2022 included the UK's eighth wettest February on record but January, March, April, July and August were all notably dry, particularly across England and Wales, and the UK had its driest summer since 1995.</p> <p>These general trends are expected to be similar in the Study Area. Significant proportions of the UK population are at risk from flooding, although the degree of risk varies, with a range of factors affecting potential risk. The Flood Directive (2007/60/EC) was transposed into English law in the form of the Flood and Water Management Act 2010</p>	<p>LTP4 should seek to ensure that transport infrastructure minimises any negative effects arising from flooding and avoids where possible areas of highest flood risk. Flood risk should be considered in any design and the implementation of SuDS and other similar appropriate measures or new approaches should be considered and encouraged where feasible.</p> <p>LTP4 should ensure that where transport interventions require a land take from the floodplain there are appropriate compensatory measures put in place.</p> <p>LTP4 should seek to explore the possibilities for creating blue infrastructure which can both help to manage localised flood risk and simultaneously create new habitats.</p> <p>LTP4 should recognise the challenges that a changing climate will bring and aim to reduce the impacts. More frequent and extreme weather events should be considered in any infrastructure design and maintenance procedures / regime.</p>	<p>Increase resilience of the transport network to the effects of a changing climate, including through reducing the risk of flooding.</p>

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>(England & Wales). The Directive requires the production of flood hazard maps and flood management plans. In relation to the LTP4 Area, there are flood management plans in place to cover the four relevant river basins. This flood management plan is at the river basin level, but at the local authority level Strategic Flood Risk Assessments are being completed. All the flood risk plans introduce a series of measures / actions to be undertaken to prevent flood risk and reduce the likelihood of flooding affecting people and property in certain locations. For example, Wiltshire Council's Local Flood Risk Strategy will seek to:</p> <ul style="list-style-type: none"> • Improve knowledge regarding flood risk. • Improve protection from flooding. • Improve resilience to flooding. • Improve the environment. • Improve communications about flooding issues. <p>Flood risk presents a significant planning issue in the development of major infrastructure projects, both in terms of potential direct impacts on the project itself and indirect impacts associated with works (such as increased run-off). In relation to transport infrastructure, there is a direct flood risk to the infrastructure itself, e.g. roads, rail lines, or development of other transport infrastructure can aggravate existing flood risk in a wide range of ways, for example by requiring land take from flood plains, or by changing the drainage regime, etc.</p> <p>Expected climate change impacts to transport infrastructure include increased risk of extreme flooding (from more frequent "heavy precipitation events") and more extreme weather events from higher temperatures and increased wind and rain in winter months. This is likely to result in:</p>		



Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<ul style="list-style-type: none"> • Direct impacts of flooding on transport infrastructure, now and into the future. • Secondary impacts of flooding such as flood damage to bridges, embankments, surfaces etc. • Other climate change impacts to transport infrastructure could include: • Impacts from extreme temperatures such as rail buckling and passenger discomfort. • Increased disruption to operations, e.g. lift of aircraft reduced through higher temperature. <p>Likely evolution of the baseline</p> <p>Declining - Climate change is recognised as a global concern with the UK anticipated to experience hotter, drier summers; warmer, wetter winters; and rising sea levels. These trends are anticipated to continue irrespective of interventions from outside LTP4.</p>		
<p>Land use, soil and contaminated land</p> <p>Land uses across the county is predominately rural but there are also more urbanised area including the city of Salisbury and areas of urban fringe associated with the main towns and distinct pockets of ‘isolated’ urban development in the form of villages and small towns.</p> <p>Soils in England are already, and continue to be, degraded by human activity including intensive agriculture, historic levels of industrial pollution and urban development (including transportation networks), making them vulnerable to erosion (by wind and water), compaction and loss of organic matter.</p> <p>Many areas of land in the UK have been contaminated by past industrial and other human activities, including former factories,</p>	<p>Soil is a non-renewable resource and is vulnerable to erosion, degradation and contamination. In addition, historic land uses have contributed to contamination across large areas.</p> <p>LTP4 should seek to make best use of areas that are already urbanised and provide an opportunity for regeneration / improvements to land quality. Where use of agricultural land is unavoidable, measures should be taken to avoid those areas of the highest quality and aim to protect soil and agricultural holdings through avoidance of impacts such as contamination or severance.</p>	<p>Seek to remediate contaminated land, facilitate the re-use of previously developed land, as well as conserve soil and agricultural resources.</p>

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>storage depots and landfills. Transportation infrastructure is also a frequent source of land contamination. Land could be contaminated by a wide range of harmful substances such as oils and tars, heavy metals, asbestos and chemicals.</p> <p>By its nature, it is often very difficult to know where land has been contaminated previously or is currently suffering ongoing contamination. As such the number of known sites of contamination is likely to be only a very small fraction of the overall number of potentially contaminated sites.</p> <p>The geology of Wiltshire is dominated by the Chalk of the Cretaceous period. This outcrops at the south and south east of the county forming the upland landscape of the downs. While in the north and north west older rocks create a varied landscape including the clay vales and the limestone of the Cotswolds.⁵</p> <p>Likely evolution of the baseline</p> <p>Declining - it is likely that greenfield sites will experience increasing pressure for development in preference to the complexities of redeveloping previously developed and potentially contaminated sites. This could reduce available high quality soil resources and fail to realise the potential of existing capacity within existing urban and previously developed areas. Remediation of contamination is likely to remain sporadic and reflective of individual site requirements.</p>	<p>LTP4 must protect soils as they are essential for achieving a range of important ecosystem services and functions. In particular, LTP4 must ensure that soil resources are protected during the construction phase of interventions.</p> <p>Dealing with the past pollution / contamination legacy is a major issue and should be addressed at all opportunities due to its ongoing environmental impact.</p> <p>LTP4 should seek to avoid land that is covered by Mineral Safeguarding Area designations, to prevent the sterilisation of key mineral resources.</p>	
<p>Cultural Heritage</p> <p>'Stonehenge, Avebury and Associated Sites' World Heritage Site is within the Plan Area. The World Heritage Site is internationally</p>	<p>LTP4 should aim to conserve and enhance designated and non-designated heritage assets and their settings.</p>	<p>Conserve and enhance heritage assets and the</p>

⁵ [Microsoft Word - Final Report January 2006.doc \(wiltshire.gov.uk\)](#)

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>important for its complexes of outstanding prehistoric monuments. Stonehenge is the most architecturally sophisticated prehistoric stone circle in the world, while Avebury is the largest.</p> <p>There are a wide range of other historic and cultural heritage features located across the Isle and which span the full range of human settlement, from the prehistoric to the present. These include Scheduled Monuments, Registered Parks and Gardens and Listed Buildings. Numbers of sites are as follows:</p> <ul style="list-style-type: none"> • Listed Buildings – 12,302. • Registered Parks and Gardens – 41. • Scheduled Monuments – 1,290. <p>There is also one Historic Battlefield within the Plan Area.</p> <p>It is important to note that the nature of cultural heritage features means that not all are known at present; in particular, buried archaeological remains.</p> <p>Likely evolution of the baseline</p> <p>Stable / Declining - Designated heritage assets benefit from protection that will continue without the LTP4. However, there is a risk of uncoordinated and piecemeal development resulting in the successive erosion of the quantum and integrity of the region's cultural heritage resource.</p>	<p>Transport related development / infrastructure should be sensitively designed to be sympathetic to its existing character and quality and opportunities for improving settings should be examined. Better accessibility to the historic environment should also be an aim for LTP4 where appropriate.</p> <p>Where schemes would involve physical development that could affect previously undiscovered archaeological assets the design of the scheme and site selection should be informed by early investigation of the potential archaeological interest of the affected land.</p>	<p>wider historic environment including buildings, structures, landscapes, townscapes and archaeological remains and their settings.</p>
<p>Landscapes and townscapes</p> <p>Wiltshire has contrasting countryside with downland, woodlands, river valleys and clay vales. The chalklands of the North Wessex Downs, Salisbury Plain, Cranborne Chase and the West Wiltshire Downs, form undulating open scenery characterised by large fields and isolated tree clumps. In contrast, the valleys appear well wooded due</p>	<p>The LTP4 should seek to preserve and enhance the character of Wiltshire's landscape and townscape by ensuring that its integrity and valuable natural open space is not lost. Design should note the local vernacular architecture when possible.</p>	<p>Protect and enhance the character and quality of landscapes and</p>

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>to the enclosure of smaller fields by hedgerows and the presence of riverside trees and copses. Extensive deposits of clay-with-flints on top of the chalk support major woodlands such as Savernake Forest and the Great Ridge, Grovely and Tollard Royal woods⁶. There are also a range of settlement types, from the smallest hamlet and isolated farmstead in rural areas, to larger conurbations centred on towns and cities such as Trowbridge and Salisbury.</p> <p>There are 11 National Character Areas within and intersecting Wiltshire. It is also intersected by New Forest National Park which includes the largest area of lowland heath in southern England.</p> <p>There are a range of pressures on landscape, many of which are altering landscapes in a direction which could be regarded as inconsistent with the traditional landscape vernacular of the area. These changes are a reflection of the fact that the landscape of the UK has changed over many years due to a range of issues such as urbanisation, changes to agriculture, reduced tranquillity and the loss of habitats and forests. The Plan Area is intersected by three National Landscapes (formerly known as Areas of Outstanding Natural Beauty); namely the Cotswolds, Cranborne Chase & West Wiltshire Downs and North Wessex Downs.</p> <p>There are 246 Conservation Areas in the county, covering a range of building characters and reflecting a diverse array of architectural styles.</p> <p>Likely evolution of the baseline</p> <p>Stable - Many of the region’s most exceptional landscape and townscapes benefit from protection through designations that will</p>	<p>The LTP4 should also aim to ensure that transport interventions avoid sensitive areas and respect particular landscape or townscape settings, with consideration made of design quality in both an urban and rural setting.</p> <p>Opportunities for landscape enhancement should be explored, e.g. through sympathetic design and enhancements to existing landscape improvement areas, new planting opportunities associated with transport development.</p> <p>Where a scheme would involve physical development within any of the three National Landscapes within the plan area, guidance should be sought from the relevant adopted National Landscapes Management Plan, and through consultation with the relevant National Landscapes Office.</p> <p>Where a scheme would involve physical development within a Conservation Area or a wider area for which a townscape/urban character appraisal has been undertaken, the design of the scheme should take account of relevant guidance for the Conservation Area / townscape character area.</p>	<p>townscapes and visual amenity.</p>

⁶ [Landscape conservation - Wiltshire Council](#)



Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>persist in the absence of the LTP4. In general terms, modern design / landscaping principles and interested parties expectations are promoting a renewed focus on the quality of scheme design and this trend is likely to continue, though risks from increased urbanisation and infrastructure development remain.</p>		
<p>Waste Management and Resource Efficiency</p> <p>The transport sector can impact on and interact with a wide range of resources such as through energy (fuel) use, use of construction materials (aggregate, concrete, etc.), waste generation and disposal, etc.</p> <p>New transport interventions’ construction contributes to increase the levels of waste generated if building materials are not efficiently used / reused. With more waste being produced, trip kilometres to transport such waste is likely to increase, thus generating more traffic.</p> <p>Transport is the largest energy consuming sector in the UK, representing 38% of final energy consumption in 2022. This share is now almost equal to that of 2019 following significant drops when Covid related travel restrictions were imposed in 2020 through to the first quarter of 2021. Despite road and air consumption increasing substantially, air consumption remains notably lower than pre-pandemic values.</p> <p>Energy use by road vehicles showed steady growth between 1970 and 1990, increasing by an average of 2.8% per annum. Growth then remained fairly stable until it peaked at 29,622 kilotonnes of oil equivalent (ktoe) in 2007, the year prior to the 2008 recession. Growth in consumption turned positive again in 2014. Traffic in 2022 was impacted by the travel restrictions that were in place across the country between March 2020 and March 2022 due to the coronavirus</p>	<p>The LTP4 should seek to reduce consumption of resources such as construction materials, through encouraging the use of recycled or secondary materials. This will also reduce the need to transport these materials and transport the waste by-products.</p> <p>The LTP4 can also help reduce the consumption of fuel by promoting a shift to more sustainable forms of transport such as active modes like cycling and walking, as well as Low- and Zero- Emission Vehicles.</p> <p>Appropriate management and maintenance of transport infrastructure can meet waste and resource goals as well as a range of other objectives.</p>	<p>Promote prudent use of finite natural resources from primary sources, maximise the use of alternative, secondary and recycled materials, reduce the level of waste generated.</p>



Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>(COVID-19) pandemic. Overall traffic levels in 2022 were estimated to be 1% higher than 2021 but remain below pre-pandemic 2019 levels. Motor vehicle traffic on Great Britain roads increased by 8.8% between 2021 and 2022. Traffic in 2022 was approximately 4.4% lower than when compared to 2019 pre-pandemic levels.</p> <p>Air passenger travel in 2021 was still well below pre-pandemic levels at only 17.4% of 2019 levels. Between 2021 and 2022, petroleum consumption increased by 96% for air transport, 47% for water transport and 7% for rail.⁷</p> <p>As of January 2022, there were 42 electric vehicle charging devices per 100,000 population in the UK. It is anticipated that uptake of EV will increase across the UK. Based on 2021 data, the plan sets out that in Wiltshire there are currently 19 electric vehicle charging points per 100,000 population. It is forecast that up to 502 public charge points will be needed by 2023 to meet demand from residents, businesses, and visitors. Currently Wiltshire Council has 38 charging units with 76 charging points.</p> <p>Likely evolution of the baseline</p> <p>Uncertain - Continued growth in the county will contribute towards a trend of increased waste and resource use. While new approaches are helping to shift towards greater efficiencies in resource use and adherence to the waste hierarchy, underlying waste generation volumes are anticipated to increase cumulatively. Energy usage within transport is falling and there will be an increase in the uptake of EVs (particularly when the EV charging network fully develops) alongside increased decarbonisation of electricity supply.</p>		

⁷ [Energy Consumption in the UK 2023 \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>Economy, Employment and Skills</p> <p>The main asset of Wiltshire is its position as an attractive place to live with suitable access to key employment opportunities nearby, for example in Swindon.</p> <p>Some of the most significant challenges facing Wiltshire are reminiscent of other rural areas across the country, these include an ageing population alongside challenges around accessing services and meeting housing demand.</p> <p>Swindon and Wiltshire are part of the top five business locations in England and approximately 30,000 businesses thrive in the area. The Swindon and Wiltshire economy contributes £20.6bn annually to the UK economy, equating to 14.6% of the South West of England's and 1.2% of England's total output. Historically, Swindon and Wiltshire's GVA growth rates have surpassed the regional and national averages, but this has slowed since 2014. Swindon and Wiltshire's GVA has been impacted by the COVID-19 pandemic, Swindon and Wiltshire saw an economic contraction of £967m between 2019 and 2020, equating to a loss of 4.5% of output.</p> <p>The Swindon and Wiltshire Local Enterprise Partnership (LEP) (now the Swindon and Wiltshire Economic Advisory Board) reported that the Gross Value Added (GVA) across Swindon and Wiltshire in 2021 stood at £19.4bn, which is the same level as in 2012, the low point of the global financial crisis.</p> <p>In 2022, over 80% of people living in Swindon and Wiltshire were economically active. The proportion of working age population economically active was 81.7%, a decrease from 82.8% in 2018. In 2022, 3.1% of the economically inactive population were currently</p>	<p>The LTP4 should improve transport links within and between employment (commercial and industrial) centres and improve connectivity to support business-to-business markets and access to wider and highly skilled labour markets.</p> <p>Improved connectivity should be achieved by sustainable and affordable modes of transport and/or improved digital connectivity.</p> <p>Reliability and resilience of transport links should be improved to enhance further the productivity and competitiveness of Wiltshire's economy.</p> <p>The LTP4 should seek to reduce road congestion (therefore reducing the time to commute and transport goods).</p> <p>The LTP4 should seek to limit the rising costs associated with travel to assist in enhancing accessibility to education, training, cultural and leisure activities and employment opportunities within the region.</p> <p>The LTP4 should consider that high quality green and blue infrastructure can play an important role in enhancing the visual appeal of transport infrastructure and help to encourage new inward investment, as well as help to retain high skilled labour.</p>	<p>Promote economic growth and job creation, and improve access and connectivity to jobs and skills for all</p>

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>unemployed, which is lower than the national rate (3.8%) but slightly higher than in the South West region (2.9%).</p> <p>Swindon and Wiltshire have a high proportion of residents working in high level occupations (46%) which is in line the South West (45%) and the England average (46%). The proportion of residents educated to Level 4+ in Swindon and Wiltshire is 32%, in line with the South West (33%) and England (34%). Occupations with the highest levels of vacancy in the LEP area include managerial and professional occupations.</p> <p>The majority of the forecast growth is anticipated in the 65+ age group which is estimated to grow by 49% between 2020 and 2043. In contrast, the working age population is expected to remain static which contrasts with the national growth anticipated.⁸</p> <p>The impact of Covid-19 and an increase in working from home, along with greater online commerce, will likely require a greater digital connectivity, which will help to reduce transport need.</p> <p>Likely evolution of the baseline</p> <p>Uncertain – while Wiltshire will likely remain a premier location for employment, with a highly skilled workforce, it is not immune to uncertainties relating to the outcome of the Covid-19 pandemic and wider macro-economic uncertainties such as that related to ‘Brexit’.</p>		
<p>Patterns of land use and transport</p> <p>Wiltshire has a relatively low population density of 156.8 people/km² (compared to a UK population density of 276 people/km²). Wiltshire is a predominantly rural county covering some 3,485 km². Around 72%</p>	<p>The LTP4 should support a co-ordinated approach to land use (including development of housing and economic growth) and transport planning across the county and inform the prioritisation for investment opportunities.</p>	<p>Support the wider coordination of land use, energy sector planning and</p>

⁸ [PowerPoint Presentation \(swlep.co.uk\)](https://www.swlep.co.uk)

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>of the county is farmed and farming continues to be an essential determinant of landscape character in all areas of the county.⁹</p> <p>The Swindon and Wiltshire LEP area is a crucial link in the prosperity of the southern England economy. Strategic connections such as the electrified Great Western Railway line allows services from London through Swindon and Chippenham and onto Bath to be undertaken in less than an hour. The M4 runs through the region connecting west London to south west Wales, and is in close proximity to Swindon and Chippenham. Furthermore, the LEP area is well positioned to access ports within close proximity, namely Portsmouth, Bournemouth and Southampton, as well as Bristol and Southampton Airports. Despite this, the rural context of Wiltshire presents a challenge to accessing key urban centres, which is noted in the Core Strategy.</p> <p>Car usage in Wiltshire was expected to rise from 17% - 28% from 2011 until 2025. It is also reported that 40% of working people in Wiltshire live within five miles of work and 26% of people live within two miles of work, yet only 15% walk, cycle or take public transport.¹⁰</p> <p>Currently Wiltshire Council has 38 charging units with 76 charging points. As EV uptake increases around the UK, so will the demand for electricity from the energy network will also increase.</p> <p>Likely evolution of the baseline</p> <p>Stable / Uncertain – Wiltshire will likely remain a relatively sparsely populated county, with patterns of land use reflective of the majority rural county. There is uncertainty how this may change over time</p>	<p>A growing EV charging network will have both implications for the energy supply sector and transport sector which the LTP4 will need to address.</p>	<p>transport planning across Wiltshire.</p>

⁹ [Microsoft Word - Final Report January 2006.doc \(wiltshire.gov.uk\)](#)

¹⁰ [Strategy \(wiltshire.gov.uk\)](#)

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>though due to a likely rise in homeworking and e-commerce and a consequent change in commuting patterns.</p>		
<p>Population and Health</p> <p>The population of Wiltshire in 2021 was 510,300 and the largest settlements in the county are the city of Salisbury in the south, town of Trowbridge in the west and town of Chippenham in the north. Both life expectancy and healthy life expectancy in the county remain higher than the national average.</p> <p>In Wiltshire, 0.6% of the population were claiming Job Seeker's allowance in 2016, while 2.0% of the population were claiming Disability Living Allowance.</p> <p>In Wiltshire in 2022, 18.0% of the total population reported a long term Musculoskeletal (MSK) problem. This is similar to the England and South West average.</p> <p>The proportion of people with a long-term illness or disability under the Equality Act in Wiltshire is 17%, in line with England (17.3%).</p> <p>Wiltshire has a lower rate of the current smokers at 11.7% than the South West (12.6%) and England (13.0%).</p> <p>The percentage of adults completing less than 30 minutes of activity per day is 22.5%, which is worse than the national average of 27.2%. It is estimated that 61.8% of adults in Wiltshire are overweight or obese which is slightly lower than the national average.</p> <p>Wiltshire has a lower mortality rate from cancer in under 75-year olds compared to the national average. The under 75 mortality rate from cancer (2020/2021) in Wiltshire is 101.1 per 100,000 people.</p>	<p>The LTP4 should seek to provide accessible and affordable transport, enabling good access to education, employment, fresh food, friends and family, leisure and health services and facilities.</p> <p>Indirectly, health levels could be improved through secondary effects of policies to reduce air pollution; decreasing noise pollution as well as traffic congestion.</p> <p>Improving walking and cycling facilities for both purposeful and recreational trips will both improve physical activity levels as well as decrease air pollution and traffic.</p> <p>Improving access to and provision of greenspace and improving the physical environment in general may increase both informal and formal physical activity levels, as well as create a general sense of wellbeing.</p>	<p>Improve health and well-being for all citizens and reduce inequalities in health (HIA specific objective)</p>



Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>The under 75 mortality rate from cardiovascular diseases (2021) in the county is 53.3 per 100,000 people, also lower than both England and the South West.</p> <p>It is important to note that COVID-19 has impacted different groups within the population in different ways.</p> <p>Likely evolution of the baseline</p> <p>While population levels are likely to continue to rise, there is uncertainty over migration levels due to a lack of clarity on issues such as 'Brexit'. Population profiles are also likely to continue to get older – this will likely result in changes to overall health outcomes with an increased number of long-term conditions.</p>		
<p>Population and Equalities</p> <p>Wiltshire is a relatively sparsely populated, with a growing and ageing population. Under 15 year olds make up approximately 17.9% of the population, whilst 16 to 64 year olds make up approximately 60.2%. Older people (those aged 65 years and over), make up 21.9% of the county's population. In England, the percentage of people between 0-15 is 18.5%, working age population is 63.2% and those aged 65+ is 18.3%.</p> <p>In England 51% of the population are female, and the remaining 49% are male. The gender split for Wiltshire, mirrors the English proportions.</p> <p>In 2021, 2.1% of Wiltshire residents identified their ethnic group within the "Asian, Asian British or Asian Welsh" category, up from 1.3% in 2011. This is lower than the English average of 9.6%. 94.3% of people in Wiltshire identified their ethnic group within the "White" category (compared with 96.6% in 2011), while 1.7% identified their ethnic group within the "Mixed or Multiple" category. The proportion</p>	<p>The LTP4 should aim for all citizens the opportunity to access transport and related services.</p> <p>The Equalities Act 2010 provides a legislative framework to protect the rights of individuals and advance equality of opportunity for all.</p> <p>When considering approaches to community engagement, it is important to understand the diversity of the populations and their needs and experiences as individuals.</p> <p>This requires examining the different issues, barriers and priorities for women and men and meeting any identified requirements. This may include, for example, not discriminating against employees because of their gender, ensuring both men and women have the same access to educational facilities, and considering safety and security issues for travelling, as research has shown that women</p>	<p>Promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society (EqIA specific objective).</p>

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>identifying as "Black, Black British, Black Welsh, Caribbean or African" was 1.1%.</p> <p>90.1% of residents in Wiltshire stated they were born in the UK. Outside of the UK, the most represented country was Germany at 1.3%.</p> <p>In 2021, 41.3% of Wiltshire residents reported having "no religion", up from 26.5% in 2011, compared to 36.7% in England. In 2021, 50.2% of people in Wiltshire described themselves as Christian (down from 64.0%) and while 6.0% did not state their religion¹¹.</p> <p>Of the 317 local authorities in England, Wiltshire is ranked 231st most deprived. In terms of income the county ranked 237th and 235th for employment.</p> <p>Likely evolution of the baseline</p> <p>Uncertain – it is unclear how economic uncertainties will impact on the diversity of the county, though it is considered that Wiltshire will likely remain less diverse than the UK as a whole. It is also unclear how economic uncertainties (relating to Covid-19 and Brexit as well as other global issues) will be reflected in deprivation across the area – it is anticipated that on the whole, the county will improve in terms of wealth in relation to the rest of the UK, but increased deprivation could be manifested in pockets.</p>	<p>experience more perceived safety issues when travelling alone than men.</p>	
<p>Population and Community Safety</p> <p>Wiltshire has a lower crime rate than England, with 59 crimes recorded per 1,000 people in comparison to England which has 84 crimes per 1,000 people.</p>	<p>The LTP4 should consider interventions that engender a sense of safety and reduce crime and fear of crime through indirect measures via incorporation of design features such as additional lighting, CCTV and rapid</p>	<p>Promote community safety and reduce crime and fear of crime for all citizens</p>

¹¹ [How life has changed in Wiltshire: Census 2021 \(ons.gov.uk\)](https://www.ons.gov.uk)

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
<p>The most common type of crime in England is violence and sexual offences (33.9 per 1,000 people) followed by anti-social behaviour (16.1 per 1,000 people). Similarly, in Wiltshire the most common crime was violence and sexual offences (26.6 per 1,000 people) followed by anti-social behaviour (18.2 per 1,000 people). A significant 10% reduction in the level of crime was estimated in the year ending September 2022 compared with the pre-coronavirus pandemic year ending March 2020. It appears too early to say whether or not the decreases seen in most crime types occurring during the coronavirus pandemic will come to represent a sustained change in long-term trends.</p> <p>In 2021, there were 845 reported road collisions in Wiltshire, of which 21 were fatal.</p> <p>Likely evolution of the baseline</p> <p>Stable / Uncertain – crime is closely linked to economic outcomes and it is unclear how economic uncertainties (post Covid-19 and Brexit as well as other global issues) will be reflected in crime statistics. It is noted, for example, that reports of sexual harassment on public transport have jumped 63% across Britain, comparative to pre-COVID 19. Overall, it is anticipated that Wiltshire will continue to have a lower crime rate relative to other parts of England. Nevertheless, the LTP should consider interventions that engender a sense of safety and reduce crime and fear of crime through indirect measures via incorporation of design features such as additional lighting, CCTV and rapid response by police / security on transport, active street frontages, development reaching ‘secured by design’ standards).</p> <p>Interventions that discourage incidences of anti-social behaviour and opportunistic crime, often attributed to ‘boredom’ or a ‘lack of things to do’, through increasing accessibility to community facilities, especially</p>	<p>response by police / security on transport, active street frontages, development reaching ‘secured by design’ standards).</p> <p>Interventions that discourage incidences of anti-social behaviour and opportunistic crime, often attributed to ‘boredom’ or a ‘lack of things to do’, through increasing accessibility to community facilities, especially open and green space and leisure facilities, should be considered in the LTP4.</p>	<p>(CSA specific objective)</p>

Key Sustainability Issue	Implications / Opportunities for LTP4	ISA Objective
open and green space and leisure facilities. Promote community safety and reduce crime and fear of crime for all citizens (CSA specific objective).		



6.5 Population and health

As set out in Chapter 2, Health Impact Assessment (HIA) is a practical approach used to judge the potential health effects of a policy, programme or project on a population, particularly on vulnerable or disadvantaged groups.

From a review of the population and human health baseline (presented in Appendix E) for Wiltshire as a whole, it has been possible to identify a number of groups who, along with the population as a whole (wider groups) could be considered vulnerable in terms of their health and wellbeing. These groups and the rationale for their identification is outlined in Table 6-2 below.

Table 6-2 - Population groups potentially vulnerable to transport measures in Wiltshire

Groups	Relevant receptor / medium	Explanation	Are these groups present within Wiltshire?
Wider Groups – adults / working people	Residents living in houses, operators and users of community land and facilities, business owners and users, users of open space, recreation and leisure activities, Non-motorised Users (NMU), public transport users and vehicle travellers	<p>The key challenge to the physical health, mental and social wellbeing of the local resident population arises from inactivity and unhealthy lifestyle choices and are also linked to the local transportation and road network.</p> <p>Residents of properties in the wider study area, employees and customers at the retail, commercial and industrial businesses interspersed throughout the area, walkers and cyclists using recreation routes and the local footpath and cycleway network, visitors to nearby visitor attractions, and public transport users are likely to be most exposed to health impacts.</p>	<p>Yes – Wiltshire had an estimated population of 510,330 in 2021. The overall proportions for the male/female population are broadly similar when comparing the county with those rates seen at a regional level and for England as a whole.</p> <p>As would be anticipated, the population profile covers all age groups, though there is a general trend toward an aging population. 21.9% of Wiltshire’s population are aged 65 years and over, compared to the England average of 18.3%.</p>
Sensitive Group - Families with children and adolescents, (pregnant women, babies, children and adolescents)	Residential houses, community services and facilities, open space, greenspace and recreational facilities, PRoW, local footpaths and cycleways, Schools nurseries, day care centres, residential houses	<p>Children and adolescents constitute a sensitive population group due partly to their need to be able to move around freely to and from school, open space, greenspace and recreational activities, whilst they lack the experience and judgement displayed by adults when moving around in traffic and public spaces¹² and when using public transport and related infrastructure.</p> <p>Hence, children and adolescents as pedestrians¹³ and cyclists are at elevated risk from danger distributed by motorised transport.</p>	<p>Yes – Wiltshire’s children between the ages of 0-15 make up 17.9% of the population, though this is lower than the England average of 18.5%.</p>

Page 529

¹² World Health Organisation (2018, December) Adolescents: health risks and solutions (<https://www.who.int/news-room/fact-sheets/detail/adolescents-health-risks-and-solutions>)

¹³ Child Accident Prevention Trust (2013) Child death from road traffic accidents (<http://makingthelink.net/child-deaths-road-traffic-accidents>)



Groups	Relevant receptor / medium	Explanation	Are these groups present within Wiltshire?
		<p>Furthermore, children are more sensitive than adults to air pollution¹⁴, noise¹⁵, odour¹⁶ and other environmental factors and their bodies and minds are less able to deal with them.</p> <p>Particularly susceptible children are those from low-income¹⁷ and/or black and minority ethnic (BME) backgrounds¹⁸ and/or living in deprived areas.</p>	
<p>Sensitive Group – People who are physically or mentally disadvantaged (elderly people, people with physical disabilities, people with other health problems or impairments)</p>	<p>Residential houses, retirement / Care homes, community services and facilities (including health centres / clinics and hospitals), open space, PRoW and local footpaths</p>	<p>Elderly people constitute a sensitive group as they are more sensitive than young and middle-aged adults. Generally, the older people are, the slower their movement and reactions and the poorer their hearing¹⁹. They can be more at risk from injury and may fear falls, steps or lack of suitable footpaths, lack of safe crossing points and short crossing times at safe crossing points and other aspects of the surrounding built environment²⁰. This can deter them from outdoor activity, especially walking, whereas walking is critical for muscle strength and reduces the risk of falls amongst other benefits.</p>	<p>Yes – the population in Wiltshire in the age range 65+ years is currently 21.9%. Numbers in this age group are 111,529 and are anticipated to grow over the coming years. Numbers of those aged 85 and over are 15,146.</p> <p>17% of the population in Wiltshire are considered to have a limiting long term illness or disability under the Equality Act.²⁷</p>

¹⁴ World Health Organisation (2018) Air pollution and child health: prescribing clean air (<https://www.who.int/ceh/publications/air-pollution-child-health/en/>)

¹⁵ World Health Organisation Data and statistics (<http://www.euro.who.int/en/health-topics/environment-and-health/noise/data-and-statistics>)

¹⁶ Agency for Toxic Substances and Disease Registry (2015, October) (<https://www.atsdr.cdc.gov/odors/faqs.html>)

¹⁷ British Medical Journals, Wickham. S, Anwar. E, Barr.B, Law. C, Taylor-Robinson.D (2016, July) Poverty and child health in the UK: using evidence for action (<https://adc.bmj.com/content/101/8/759>)

¹⁸ Parliamentary Office of Science and Technology (2007, January) (<https://www.parliament.uk/documents/post/postpn276.pdf>)

¹⁹ Transport for London (2013, April) Older Pedestrians and Road Safety, Research Debrief (<http://content.tfl.gov.uk/older-pedestrians-research-report.pdf>)

²⁰ Asher. L, Aresu. M, Falaschetti. E, Minell. J (2012) Most older pedestrians are unable to cross the road in time: a cross-sectional study (<http://ageing.oxfordjournals.org/content/41/5/690.full.pdf+html?sid=4b5142fa-92a1-4cd5-80b1-4eb35701432e>)

²⁷ Office for National Statistics (2023) *2021 Census Profile for areas in England and Wales* [2021 Census Profile for areas in England and Wales - Nomis \(nomisweb.co.uk\)](https://www.nomisweb.co.uk)

Groups	Relevant receptor / medium	Explanation	Are these groups present within Wiltshire?
		<p>Elderly people can also feel more sensitive when using public transport^{21,22}. They also often need to seek health services. Their continuing independence at home is often dependent on having available a range of transport mode and route options.</p> <p>People who are disabled and/or with physical and/or mental illnesses or impairments constitute a sensitive group as they may not be able to access many forms of transport or need special arrangements and/or support to access these²³. They are more likely to find it difficult to walk or travel independently and can also be disadvantaged by the cost of transport. Any changes in access, such as greater travel distances, diversions or replacement services during construction would have particular impacts on this group.</p> <p>Chronically ill persons, for example, people with impaired lung function, can be more adversely affected by air pollution²⁴. The same is true of hypersensitive individuals such as asthmatics²⁵.</p>	

²¹ Shrestha.B.P, Millonig.A, Hounsell.N.B, McDonald.M (2017) Review of Public Transport Needs of Older People in European Context (<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5656732/>)

²² https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/active-communities/rb_june15_the_future_of_transport_in_an_ageing_society.pdf (page 10)

²³ House of Commons Briefing Paper (2018, October) Access to transport for disabled people, Number CBP 601 (<https://researchbriefings.files.parliament.uk/documents/SN00601/SN00601.pdf>)

²⁴ DEFRA UK AIR, Air Information Resource, Effects of air pollution (<https://uk-air.defra.gov.uk/air-pollution/effects>)

²⁵ Asthma UK (<https://www.asthma.org.uk/advice/triggers/pollution/>)

Groups	Relevant receptor / medium	Explanation	Are these groups present within Wiltshire?
		<p>Noise can cause hypertension and cardio-vascular problems²⁶. Those who already have these conditions can be more troubled by noise than others.</p> <p>People with existing physical and mental illnesses, including sleep disturbance, anxiety and depression, are likely to be more sensitive to changes to their local environment.</p>	
<p>Sensitive Group - People who are materially disadvantaged</p>	<p>Residential houses, community services and facilities, local businesses, open space, greenspace and recreational facilities, PRoW, local footpaths and cycleways, public transport, bus stops</p>	<p>People on low incomes (living in deprived areas is a proxy measure for low income) and people without access to a car constitute a sensitive group as they are likely to walk further because they cannot afford public transport or to own a car, and their lack of transport options may limit life and work opportunities. Those on low incomes may be less able to adapt to changes in access, such as greater travel distance or alternative transport provision.</p> <p>People living in deprived areas tend to suffer the most from road traffic incidents (deaths and injuries), noise and air pollution, as they tend to be characterised by high traffic volume, as well as other environmental burdens such as industrial facilities. This group is generally more likely to already have reduced access to health and social care as well as reduced access to other services and amenities.</p>	<p>Yes – the percentage of people considered in Income Deprivation in Wiltshire is 7.8%.²⁸</p> <p>9,415 children are considered to live in Child Poverty along with 11,132 Older people in Deprivation (2019)²⁹.</p>

²⁶ Munzel T, Schmidt FP, Steven S, Herzog J, Daiber A, Sorensen M. Environmental Noise and the Cardiovascular System. J Am Coll Cardiol. 2018;71(6):688-97 (Extract from Journal of the American College of Cardiology 2018; <http://www.intuition-physician.com/wp-content/uploads/2018/05/Environmental-Noise-and-Cardiovascular-Health.pdf>)

²⁸ [Exploring local income deprivation \(ons.gov.uk\)](https://www.ons.gov.uk)

²⁹ [Local Health - Public Health England - Indicators: maps, data and charts](https://www.gov.uk/government/collections/local-health-public-health-england-indicators-maps-data-and-charts)



Groups	Relevant receptor / medium	Explanation	Are these groups present within Wiltshire?
Sensitive Group – People from black and minority ethnic backgrounds	Residents living in houses, operators and users of community land and facilities, users of open space, recreation and leisure activities, Non-motorised Users (NMU), public transport users and vehicle travellers	<p>This group may have increased stress levels due to the factors above. In addition, this group is more sensitive to food insecurity, which has an access dimension.</p> <p>There is a general consensus that inequalities exist in the health and healthcare experiences of ethnic minority groups in England³⁰. Access to primary health services is generally equitable for ethnic minority groups, but this is less consistently so across other health services. People from the gypsy or Irish traveller, Bangladeshi and Pakistani communities have the poorest health outcomes across a range of indicators and compared to white populations, disability-free life expectancy is estimated to be lower among several ethnic minority groups.</p> <p>While the incidence of cancer is highest in the white population, rates of infant mortality, cardiovascular disease (CVD) and diabetes are higher among black and south Asian groups. CVD and diabetes cause significant morbidity among these groups, much of which can be prevented by public health measures aimed at tackling risk factors such as obesity, poor diet, inadequate physical activity and smoking³¹.</p>	Yes – 2.1% of Wiltshire identify as Asian, Asian British or Asian Welsh and 1.1% as Black, Black British, Black Welsh, Caribbean or African.

³⁰ [BME needs assessment final.pdf \(derbyshire.gov.uk\)](#)

³¹ [The health of people from ethnic minority groups in England | The King's Fund](#)



6.6 Population and Equalities

As discussed in Chapter 2, in accordance with the Equality Act (2010) Act, EqIA considers there to be nine relevant 'protected characteristics' as follows:

- Age.
- Disability.
- Gender.
- Gender reassignment.
- Marriage and Civil Partnership.
- Pregnancy and maternity.
- Religion or belief.
- Race.
- Sexual Orientation.

The local Government Equality Duty (as set out in the Equality Act 2010) sets out a clear expectation that each year data on the nine protected character groups is collected by local authorities and published. This data is summarised in Table 6-3 below.

Table 6-3 - Protect characteristics among the population of Wiltshire

Protected Characteristic	Wiltshire presence
Age	<p>Wiltshire has a fairly even distribution of children and young adults and a smaller proportion of older adults. This is typical in developed countries and suggests a lower birth rate and a high quality of life overall.</p> <ul style="list-style-type: none"> • Population aged 0 – 4 years: 5.0% (English average 5.4%) • Population aged 5 – 15 years: 12.9% (English average 13.1%) • Population aged 16 – 24 years: 8.9% (English average 10.6%) • Population aged 25 – 64 years: 51.3% (English average 52.4%) • Population aged 65 years and over: 21.9% (English average 18.3%)²⁷
Disability	<p>In 2021, 10.4 million people (17.8%) were limited by their daily activities in England and Wales. The 2021 Census asked a question about whether day-to-day activities were limited by a long-term health problem or disability. A slightly lower proportion of people living in Wiltshire (17.0%) say that their day-to-day activities are limited a lot or a little by long term health conditions than in England as a whole (17.3%).</p>
Gender	<p>Based on ONS Mid-2021 Population Estimates, the Wiltshire ratio of males and females of all ages is moving towards one of equality, which is similar to the national picture (Males 49% and females 51%).</p> <p>In Wiltshire, males outnumber females for each year of age from 0 to 29, apart from ages 13 and 14, and, apart from ages 60 and 84, females outnumber males in each year of age from 43 upwards.</p>



	<p>This is similar to England as a whole where males outnumber females each year from 0 to 24 and females outnumber males from age 25 onwards.</p>
Gender reassignment	<p>Transgender status applies to people “whose gender identity and/or gender expression differs from their birth sex”.</p> <p>Gender Identity Research and Education Society (GIRES) is a UK wide organisation whose purpose is to improve the lives of trans and gender non-conforming people of all ages, including those who are non-binary and non-gender. They work in collaboration to empower and give a voice to trans and gender non-conforming individuals and their families. GIRES estimate 1% (650,000) of the UK population experience some degree of gender non-conformity. In Wiltshire this would approximate to 5,100 individuals experiencing some degree of gender non-conformity. GIRES also charts the growth rates of those seeking medical support in relation to transitioning. This has increased by 20% per annum among adults (who currently account for the majority cases) and 50% per annum among young people with about 26,000 individuals seeking medical care across the UK.</p>
Marriage and Civil Partnership	<p>In 2021, just over one in two people (51.1%) in Wiltshire said they were married or in a registered civil partnership, compared with 53.7% in 2011. The percentage of adults in Wiltshire that had divorced or dissolved a civil partnership increased from 9.5% to 10.0%. In Wiltshire in 2021 30.3% of those aged 16 and over had never been married or in civil partnership. This was lower than in the South West (34.7%) and England (37.9%).</p> <p>These figures include same-sex marriages and opposite-sex civil partnerships.</p>
Pregnancy and maternity	<p>Data for 2021 shows the number of live births in Wiltshire to be 4,593 (total of 595,948 for England).</p> <p>Wiltshire had a lower proportion of teenage mothers (0.4%) than in England as a whole (0.7%).</p> <p>Young mothers can often lack access to key sources of information such as antenatal classes and peer support programmes, friends with children, family and other support networks which enable breastfeeding.</p> <p>In Quarter 2 2019/20 it was recorded that 55.2% of mothers breastfed 6-8 weeks after birth. This was higher than in England where it was recorded to be 47.9%.</p>
Religion or belief	<p>In 2021, 41.3% of Wiltshire residents reported having "No religion", up from 26.5% in 2011. In England in 2021 36.7% of the population described themselves as having no religion, lower than in Wiltshire. In 2021, 50.2% of people in Wiltshire described themselves as Christian (down from 64.0%) and while 6.0% did not state their religion.</p> <p>In 2021, for the first time in a census of England and Wales, less than half of the population (46.2%, 27.5 million people) described themselves as “Christian”, a 13.1% decrease from 59.3% (33.3 million) in 2011; despite this</p>

decrease, "Christian" remained the most common response to the religion question. There were increases in the number of people who described themselves as "Muslim" (3.9 million, 6.5%) and "Hindu" (1.0 million, 1.7%). The North East and South West are the least religiously diverse regions, with 4.2% and 3.2%, respectively, selecting a religion other than "Christian".

Race

In 2021, 2.1% of Wiltshire residents identified their ethnic group within the "Asian, Asian British or Asian Welsh" category, up from 1.3% in 2011. This is lower than the English average of 9.6%. 94.3% of people in Wiltshire identified their ethnic group within the "White" category (compared with 96.6% in 2011), while 1.7% identified their ethnic group within the "Mixed or Multiple" category. The proportion identifying as "Black, Black British, Black Welsh, Caribbean or African" was 1.1%.

According to the 2021 Census, the total population of England and Wales was 59.6 million, and 81.7% of the population was white.

Sexual Orientation

This relates to whether a person's sexual attraction is towards their own gender, the opposite gender, or to both genders.

The 2021 census for Wiltshire found that 381,141 people (90.9%) identified as straight or heterosexual and 10,453 (2.5%) identify as gay or lesbian, bisexual, or other (LGB+).

The 2021 Census for England and Wales found 43.4 million people (89.4%) identified as straight or heterosexual and 1.5 million people (3.2%) identified with an LGB+ orientation ("Gay or Lesbian", "Bisexual" or "Other sexual orientation").

7. ISA Framework

7.1 Introduction

In order to follow good practice in sustainability appraisal, a number of bespoke sustainability objectives have been developed for the ISA. These ISA objectives reflect the sustainability objectives the LTP4 should be aiming to achieve and the areas of sustainability that the LTP4 is expected to impact upon or have an influence on. The expectation is that even though some objectives may not be within the LTP4's direct remit, the LTP4 should be able to influence the direction of change through setting out clear policies and approaches which could inform the work of Wiltshire's partners.

7.2 Assessment Framework

The ISA Framework is a key component in completing the ISA, through providing a set of ISA objectives against which the performance of the LTP4 can be predicted and evaluated.

The ISA objectives for the LTP4 have been worded so that they reflect one single desired direction of change for the theme concerned and do not overlap with other objectives. They include both externally imposed social, environmental and economic objectives as well as others devised specifically in relation to the context of the LTP4. It should be noted that, from an assessment perspective, all ISA objectives are considered equally important to be achieved by the LTP4 and that there is no inherent prioritisation of objectives. The ultimate aim is for the LTP4 to achieve net benefits across the three dimensions of sustainability (environmental, social and economic dimensions).

In order to assess how each aspect of the LTP4 performs against each of the ISA objectives, a series of decision-making criteria have been developed. The decision-making criteria are a way of guiding the assessment. They are not the only considerations to be taken into account when determining likely effects arising from the LTP4, as it is unlikely that every relevant question can be known at this stage and not all questions may be applicable in all scenarios. But they do provide a useful starting point and a transparent structure to help demonstrate how the assessment of the effects arising from the implementation of the LTP4 has been undertaken. As the ISA progressed, they also helped in the development of a set of indicators to be included in the monitoring programme.

An ISA Framework of 16 objectives and associated decision-making questions has been drawn up, developed through the analysis of baseline information and identification of key sustainability issues and opportunities, as well as the review of relevant plans, policies and legislation. In addition, decision making questions have been identified to substantiate the proposed ISA Objectives and HIA and EqIA sub-objectives.

The proposed ISA objectives and associated Assessment Aid Questions are presented in Table 7-1. Table 7-2, Table 7-3 and Table 7-4 show proposed HIA, EqIA and CSA sub-objectives and decision-making questions, respectively. Note that the application of the Framework in relation to HIA, CSA and EqIA Sub-Objectives will be considered 'in the round' and a judgement made as to how well that aspect of the LTP4 being considered performs.

It is also to be noted that there is a certain degree of cross-over of Assessment Aid Questions within the ISA Framework i.e. the same question is asked across a number of Objectives. The rationale for this is that while the question may be the same, it is considered from a differing viewpoint and within a different



context. This is the role of the Assessment Aid Questions i.e. to help consider all aspects of an Objective in arriving at an assessment of the performance.



Table 7-1 - ISA Objectives

No.	ISA Objective	Assessment aid questions	SEA topic (relevance to HIA, EqIA, CSA and HRA shown in brackets)
Environment			
1.	Protect and improve air quality	<p><i>Will the LTP:</i></p> <ul style="list-style-type: none"> • Reduce emissions of pollutants from transport? • Improve air quality? • Promote the use of low emission or zero emissions vehicles? • Reduce traffic growth and congestion and promote more sustainable transport patterns across Wiltshire? • Promote walking and cycling and improve infrastructure for these forms of travel? • Promote enhancements to green infrastructure networks to facilitate increased absorption and dissipation of nitrogen dioxide and other pollutants? • Contribute to the National Air Quality Objectives and avoid the need to designate any AQMA's? 	Air Quality; Biodiversity; (Health ISA Objective 14; Equalities ISA Objective 15 and sub- objectives)
2.	Reduce carbon dioxide (CO2) emissions from transport and contribute to meeting net zero carbon targets	<p><i>Will the LTP:</i></p> <ul style="list-style-type: none"> • Reduce the need to travel? • Promote the use of sustainable forms of transport and reduce car use where possible? • Promote better coordination and integration of different transport modes? • Encourage greater carbon efficiency in the movement of goods and people? • Encourage use of new low or zero carbon transport technologies (EV, hydrogen)? • Encourage use of the transport estate for low carbon energy generation? • Contribute to necessary removal of residual carbon emissions from the atmosphere? • Identify opportunities to enhance carbon removal through enhancing green infrastructure? • Identify initiatives aiming to reduce traffic speed in residential areas without increasing carbon dioxide emissions? 	Climatic Factors; Biodiversity; Air Quality



No.	ISA Objective	Assessment aid questions	SEA topic (relevance to HIA, EqIA, CSA and HRA shown in brackets)
		<ul style="list-style-type: none"> • Encourage greater and more robust digital connectivity to allow increased uptake of home working, home schooling, online commerce and online health services? • Support provision of delivery consolidation centres and encourage goods delivery mode-shift? • Reduce embodied and operational carbon through the design of new transport infrastructure? 	
3	Increase resilience of the transport network to the effects of a changing climate, including through reducing the risk of flooding	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Minimise the risk of flooding through design and implementation of SuDS and upstream storage NFM when possible? • Minimise the risk of flooding by avoiding areas of flood risk / flood plain when possible? • Ensure provision of appropriate compensatory measures are in place when there is no other option to land take from areas of flood plain? • Lead to development that is flood resilient over its lifetime, taking into account the effects of climate change, without increasing the flood risk elsewhere and identifying opportunities to reduce the risk overall? • Encourage design for successful adaptation (including through green and blue infrastructure) to the predicted changes in weather conditions and frequency of extreme events (freezing, heat waves, intense storms), from a changing climate? 	Climatic Factors; Water; Material Assets
4	Protect and enhance protected habitats, sites, species, valuable ecological networks and promote ecosystem resilience and functionality and deliver Biodiversity Net Gain	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Lead to the direct physical loss of valued habitat and populations of protected/scarce species? • Avoid indirect damage or disturbance to valued habitat and populations of protected/scarce species? • Protect the integrity of designated sites including enhancement for, SSSIs, Local Wildlife Sites and National Nature Reserves, including those of potential or candidate designation? 	Biodiversity; Climatic Factors; Air Quality

No.	ISA Objective	Assessment aid questions	SEA topic (relevance to HIA, EqIA, CSA and HRA shown in brackets)
		<ul style="list-style-type: none"> • Manage highway operational and maintenance pressures on designated sites and valued habitat and populations of protected/scarce species on locally designated sites, including Key Wildlife Sites and Local Nature Reserves? • Provide opportunities to improve / enhance sites designated for nature conservation? • Protect the integrity of Ancient Woodlands / aged or veteran trees? • Protect and enhance the West Midland’s ecological networks (the Nature Recovery Network)? • Protect and enhance priority habitats, and the habitat of priority species? • Protect areas designated as Natural Greenspace? • Protect and enhance green infrastructure and avoid severance of habitats links? • Minimise habitat fragmentation and severance of species migration and commuter routes? • Promote new habitat creation or restoration and linkages with existing habitats? 	
5	Protect and enhance sites designated internationally for nature conservation purposes	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Protect (directly or indirectly) European sites (SAC, SPA, Ramsar, including those of potential candidate designation) identified as part of the HRA screening process? • Take on board the HRA findings and recommendations? • Support continued improvements to the status of the internationally designated nature conservation sites (and potential candidate sites) present? 	Biodiversity; Climatic Factors; Air Quality
6	Protect, enhance and promote geodiversity	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Protect or enhance SSSIs designated for their geological interest? • Promote or enhance accessibility to designated sites of geological interest? • Seek to avoid the degradation and removal wherever possible of Regionally Important Geological and Geomorphological Sites (RIGS)? 	Landscape
7	Conserve and enhance heritage assets and the wider historic environment including	<p><i>Will the LTP...</i></p>	Cultural Heritage; Landscape / Townscape

No.	ISA Objective	Assessment aid questions	SEA topic (relevance to HIA, EqIA, CSA and HRA shown in brackets)
	buildings, structures, landscapes, townscapes and archaeological remains and their settings	<ul style="list-style-type: none"> • Affect the integrity of designated heritage assets and their settings (such as Scheduled Monuments, Listed Buildings and structures, Registered Parks and Gardens, Registered Battlefields and Conservation Areas)? • Affect the significance of non-designated heritage assets (e.g. locally important buildings and archaeological remains, including newly discovered heritage assets) and their settings? • Lead to harm to the significance of heritage assets, for example from the generation of noise, pollutants and visual intrusion? • Maintain or improve access to heritage assets? • Promote transport schemes which tackle traffic congestion in the County's historic villages, towns and cities? • Maintain or improve the interpretation, understanding and appreciation of the significance of heritage assets? 	
8	Protect and enhance the character and quality of landscapes, townscapes and visual amenity	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Protect or enhance nationally and locally designated landscapes and townscapes and their settings? • Conserve, protect and enhance natural environmental assets (e.g. parks and green spaces, common land, woodland / forests etc)? • Be consistent with the management plan, objectives and other guidance of relevant National Landscapes? • Promote / protect Public Rights of Way (PRoW)? • Affect the intrinsic character or setting of local landscapes or townscapes through changes to views or indirectly through changes to tranquillity, light pollution and traffic? 	Landscape / Townscape; Biodiversity; (Health ISA Objective 14; Equalities ISA Objective 15 and sub-objectives)
9	Protect and enhance the water environment	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Protect ground and surface water quality in line with Water Framework Directive (WFD) requirements? 	Water; Biodiversity

No.	ISA Objective	Assessment aid questions	SEA topic (relevance to HIA, EqIA, CSA and HRA shown in brackets)
		<ul style="list-style-type: none"> • Safeguard the availability of water resources (surface and groundwater)? • Protect and enhance green infrastructure contributing to improvements in the quality of surface water run-off? • Promote the minimisation of the use of impermeable hard surfacing and promote the use of SuDS and upstream storage (Natural Flood Management - NFM)? • Provide opportunities to improve Green / blue infrastructure? • Provide opportunities to improve WFD water body status? • Promote use of SuDS in appropriate places, recognising that these may not be suitable for areas that are contaminated? 	
10	Seek to remediate contaminated land, facilitate the re-use of previously developed land, as well as conserve soil and agricultural resources	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Assist in facilitating the re-use of previously developed land? • Seek to remediate contaminated land? • Avoid permanent (irreversible) loss of the most highly productive agricultural soils? • Avoid transport-related infrastructure development upon the best and most versatile agricultural land? • Ensure the protection of soil resources and reduce soil quality degradation during transport-related infrastructure construction activities? • Avoid the sterilization of viable mineral resources? 	Landscape, Soils
11	Promote prudent use of finite natural resources, maximise the use of alternative, secondary and recycled materials, reduce the level of waste generated	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Seek to reduce the consumption of primary, natural resources through encouraging the use of recycled and / or secondary materials with transport-related infrastructure projects? • Encourage resource efficiency during the whole project life cycle of transport-related infrastructure projects i.e. from concept through design and operation to decommissioning? 	Material Assets

No.	ISA Objective	Assessment aid questions	SEA topic (relevance to HIA, EqIA, CSA and HRA shown in brackets)
		<ul style="list-style-type: none"> • Seek to reduce fuel use through fuel efficiency measures and a shift towards more sustainable forms of transport in the delivery of transport-related infrastructure projects; • Improve accessibility to the county's waste management infrastructure, particularly those facilities that support recycling, composting and material recovery; • Promote the use of local suppliers that use sustainably-sourced and locally produced materials with transport-related infrastructure projects? • Promote increasingly more sustainable waste management practices with transport-related infrastructure projects in line with the waste hierarchy? • Support the delivery of a network of sustainable waste management facilities and mineral infrastructure needed to deliver growth? • Promote a Circular Economy? 	
Economic			
12	Promote economic growth and job creation, and improve access and connectivity to jobs and skills for all	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Support economic activities in areas of high growth pressures? • Support economic activities in rural areas? • Support improved availability and accessibility to good quality education, training and employment opportunities, particularly in high unemployment areas? • Contribute to establishing an effective transport network that increases investment? • Reduce congestion and improve / enhance journey time reliability on the highways and rail network? • Support the development of transport solutions which integrate with digitally smart networks? 	Population; (Health ISA Objective 14; Equalities ISA Objective 15 and sub-objectives)
13	Support the wider coordination of land use, energy planning and transport planning across Wiltshire	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Support the development of EV charging networks and integrate these with new developments? 	Population

No.	ISA Objective	Assessment aid questions	SEA topic (relevance to HIA, EqIA, CSA and HRA shown in brackets)
		<ul style="list-style-type: none"> • Support the development of new compact, higher density mixed use development that reduces the need to travel by private car, coordinated with public transport and active travel / walking and cycling infrastructure and results in shortened trip distances, particularly for employment and education purposes? • Support digital integration to optimise use of energy systems and provide integrated real time transport information to inform decisions? • Support housing and employment development in areas that are or will be served by rail transport or other forms of public transport? • Support the development of electric transport solutions which integrate with local virtual energy networks? • Minimise cumulative and synergistic effects resulting from the in-combination effects of transport proposals and new development areas? 	
	Social		
14	Improve health and well-being for all citizens and reduce inequalities in health (<i>HIA specific objective</i>)	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Promote health and well-being, including of vulnerable groups (children and adolescents; older people; disabled people and people with long term health conditions; low-income groups and communities with high levels of deprivation; cyclists, pedestrians, commuters by public transport, drivers) and of the wider population (residents, workers, commuters, tourists and visitors)? 	Human Health (See also sub-objectives)
15	Promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society (<i>EqIA specific objective</i>)	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Promote greater equality of opportunity to the varying age groups of residents (such as the older population and younger travellers), disabled people, different nationalities and ethnic groups, different religious groups, low income and unemployed people, different sex and sexual orientation groups? 	Population (See also sub-objectives)
16	Promote community safety and reduce crime and fear of	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Improve safety of the transport network? 	Population (See also Safety sub-objectives)



No.	ISA Objective	Assessment aid questions	SEA topic (relevance to HIA, EqlA, CSA and HRA shown in brackets)
	crime for all citizens (<i>CSA specific objective</i>)	<ul style="list-style-type: none"> • Improve personal security on public transport accessing key services, facilities and amenities? • Lead to a reduced crime rate and a reduction in anti-social behaviour? • Reduce the risk of being injured or killed on the road? • Promote initiatives that enhance safety and personal security for all, without fear or hindrance from crime and disorder? • Promote the application of 'Secured by Design' principles aimed at designing out crime and reducing the fear or perception of crime in transport development schemes? • Contribute to improvements to levels of natural surveillance in the public realm to create a more welcoming environment for travel, physical activity, and accessing key services, facilities and amenities? 	

Table 7-2 - Health Impact Assessment Objectives

HIA Objective	HIA sub-objectives	Assessment aid questions
Improve health and well-being for all citizens and reduce inequalities in health	<i>Improve accessibility to health and leisure services and facilities and amenities for all</i>	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Ensure that (new and existing) developments are accessible (particularly on foot, by cycling or public transport) to health and care services, education, employment and other essential services, particularly for the most vulnerable groups? • Promote and enable measures to help all residents to adopt healthy lifestyles (e.g. active travel through walking and cycling)? • Promote accessibility (particularly on foot or by cycling or public transport) to open space and recreational activities (e.g. playing fields, sports facilities, footpaths etc), particularly for vulnerable groups? • Protect and enhance green infrastructure, a network of linked, multifunctional green spaces in and around the area's towns and cities, thus creating new or improved public green space?



	<ul style="list-style-type: none"> • Support publicity or awareness-raising campaigns and/or education and practical offers to promote active modes of transport or physical activity? • Provide overall accessibility improvements that improve the quality of life of users and therefore benefits health of residents?
Improve affordability of transport	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Provide affordable transport options to ensure accessibility to vital health services, work, education, social / leisure activities? • Provide affordable transport options to ensure accessibility to key facilities such as open spaces, employment locations etc.? • Promote use of technology to reduce transport costs for users i.e. MaaS, integrated ticketing and smart cards? • Provide transport services that provide appropriate and/or statutory fare structures (i.e. concessionary fares on public transport services) to ensure the most vulnerable groups in terms of health (children, older), can afford to use transport options to access healthcare and other key facilities?
Improve safety of the transport network (including roads) and reduce the number of accidents and other incidents	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Provide initiatives that enhance road safety and therefore reduce the number of accidents, particularly for vulnerable users– children, older people, disabled people, and those in deprived areas?
Reduce severance	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Improve access to essential facilities such as healthcare services to reduce any existing severance issues? • Reduce the physical and perceived impact of the transport system on the local environment (particularly for the most vulnerable population in terms of severance and health – including older and disabled people)?
Improve connections between and within communities	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Provide opportunities to travel within and between communities? • Provide increased opportunities to improve social interactions?
Reduce air, noise, odour and light pollution from transport	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Aim to minimise air, noise, odour and light pollution during construction and operation?

	<ul style="list-style-type: none"> • Reduce transport impact on air quality and noise, particularly around vulnerable users such as children, older people and deprived areas? • Promote practices, equipment and materials which reduce vibration and air, noise, odour and light pollution to assist in improving health levels?
Improve access to active travel modes?	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Increase opportunities to access active travel modes that may help to improve health outcomes?
Improve access to public transport	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Increase opportunities for all members of society to access public transport options, particularly those more vulnerable or isolated members of the community, as well as those who may have difficulty using active travel modes?

Table 7-3 - Equality Impact Assessment Objectives

Page 548

EqIA Objective	EqIA sub-objectives	Assessment aid questions
Promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society	Improve accessibility to services, facilities and amenities for all, in particular by active travel modes	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Improve access to essential facilities, including employment, healthcare and education, particularly for those in the most deprived areas (20% most deprived nationally), older and disabled people? • Improve public realm and overall environment including green infrastructure in the most deprived areas (20% most deprived nationally)? • Improve walking, cycling and public transport measures in the most deprived areas (20% most deprived nationally)? • Provide transport services/ initiatives that are accessible and affordable for all, including those with a physical or learning disability and those with limited mobility (this includes physical access to services and provision of accessible information on transport service)? • Provide transport services that are welcoming for all groups of society to increase availability of travel options? • Provide initiatives that improve perceptions of transport, and therefore increase range of travel options available? • Take due regard of requirements for travel by disabled and mobility impaired people?



	<ul style="list-style-type: none"> • Provide initiatives to encourage access to and uptake of Public Transport for those whose first language may not be English?
Improve affordability of transport	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Provide transport services that are financially accessible for all, specifically those in the most income deprived areas nationally or those on limited incomes? • Provide transport services or initiatives that improve the affordability of travel options in the area, specifically the most deprived areas and vulnerable users? • Provide transport services that provide appropriate and/or statutory fare structures for vulnerable users (i.e. concessionary fares on public transport services)? • Promote use of technology to reduce transport costs for users i.e. MaaS, integrated ticketing and smart cards?
Improve safety of the transport network (including roads) and reduce the number of accidents and other incidents	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Ensure safe paths for walking and cycling? • Ensure initiatives aiming to reduce traffic speeds in residential areas and promote safer driving? • Promote road safety awareness for all, with particular emphasis on more vulnerable members of society such as children and young people and those with disabilities? • Reduce the total killed and seriously injured in traffic accidents, particularly for vulnerable users in terms of accidents - children, young males, older people and those from deprived areas? • Reduce the total slight casualties? • Improve the safety of vulnerable road users such as pedestrians, motorcyclists and cyclists?
Improve provision of public transport in rural areas or to those areas experiencing constraint in public transport provision	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Increase provision of public transport (including frequency of service and extent of routes) in areas which have been more constrained in level of provision?
Reduce severance	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Improve access to essential facilities to reduce any existing severance issues? • Improve accessibility between and within communities? • Improve access to information for all users to promote a range of travel options, including active travel, available for all?

	<ul style="list-style-type: none"> • Reduce the physical and perceived impact of the transport system on the local environment (particularly for the most vulnerable population in terms of severance – including older children and disabled people)?
Reduce air, noise, odour and light pollution from transport	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Improve impact of transport on the local environment to create more welcoming areas for travel? • Provide transport options that improve / do not worsen air and noise pollution levels, particularly for the most vulnerable groups? • Manage traffic levels and congestion and promote more sustainable transport patterns across the area, particularly focusing on areas with low air quality (e.g. AQMAs)? • Promote sustainable travel to reduce the environmental impact of transport for vulnerable groups?

Table 7-4 - Community Safety Objectives

Page 550

CSA Objective	CSA sub-objectives	Assessment aid questions
Promote community safety and reduce crime and fear of crime for all citizens	Improve safety on the transport network (including roads) and reduce the number of accidents and other incidents	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Provide initiatives that enhance safety on the transport network (including road safety) and therefore reduce the number of accidents, particularly for vulnerable users– children, older people, disabled people, and those in deprived areas?
	Improve actual and perceived safety and security issues	<p><i>Will the LTP...</i></p> <ul style="list-style-type: none"> • Promote the application of 'Secured by Design' in transport development schemes? • Contribute to improvements of public realm and levels of natural surveillance to create a more welcoming environment for travel, physical activity, and accessing key facilities? • Support improved personal security on public transport and at its facilities to improve accessibility to key facilities?



8. Assessment of Reasonable Alternatives

8.1 Introduction

The Environmental Assessment of Plans and Programmes Regulations 2004 (“the SEA Regulations”) require that when an environmental report on a proposed plan or programme is prepared, it must identify, describe and evaluate the likely significant effects of implementing reasonable alternatives to the plan or programme which it assesses, as well as the likely significant effects of the plan or programme itself. The analysis of reasonable alternatives is to take into account “the objectives and the geographical scope of the plan”.

In line with the principles of good policy making and with the requirements of the SEA legislation, reasonable alternatives for implementing the aims of the LTP4 have been considered.

8.2 Defining the alternatives

Two alternative scenarios have been identified for the purpose of the assessment. These are:

- Alternative 1: To continue under the present approach to planning and investment (Business as Usual).
- Alternative 2: implement the proposed LTP4.

It is anticipated that the Business as Usual (Alternative 1) approach will continue with current transport trends in terms of:

- Trip numbers per person.
- Average trip lengths.
- Proportion of travel by walking/cycling/micromobility.
- Proportion of travel by public transport/shared transport.
- Steady increase in proportion of trips by EVs.
- New infrastructure e.g. road schemes.

It is anticipated that implementing the LTP4 policies (Alternative 2) will lead to:

- Fewer trips per person on average.
- Shorter average trip lengths.
- A higher proportion of trips by walking/cycling/micromobility.
- A higher proportion of trips by public transport/shared transport.
- A higher proportion of travel by EV.
- A reduction in traffic congestion and smoother flowing traffic.
- Potentially some new infrastructure to support the changes (e.g., cycle lanes, bus lanes, minor highway improvements).



Comparing these alternatives also allows identification of effects in the absence of implementing LTP4.

8.3 Assessing the alternatives

‘Alternative 1: To continue under the present approach to planning and investment’ and ‘Alternative 2: To Implement the proposed LTP4’ have been assessed against the ISA Framework. Note that this is a high level comparative assessment of the two Alternatives only with the purpose of identifying a preferred alternative in sustainability terms – the detailed policy approach to LTP4 is appraised in detail using the ISA Framework set out in Chapter 7.

As such, in consideration of two Alternatives, the assessment is undertaken in comparison of anticipated likely sustainability performance relative to each other and in order to draw comparison between Alternatives on a broad level, the following scale in Table 8-1 has been used:

Table 8-1 - Assessment scale to compare alternatives

Scale	Description
Large Beneficial	A significantly positive outcome is anticipated
Beneficial	Minor positive outcome is anticipated
Neutral	This alternative is anticipated to have the same outcome
Adverse	Minor adverse outcome is anticipated
Large Adverse	A significantly adverse outcome is anticipated

The assessment has been undertaken by grouping ISA Objectives that are impacted in the same way by particular proposals.

Protect and improve air quality

Reduce carbon dioxide (CO2) emissions from transport and contribute to meeting net zero carbon targets

Alternative 1: To continue under the present approach to planning and investment (Business as Usual)

Air quality has improved in the UK over the last sixty years as a result of the switch from coal to gas and electricity for heating of domestic and industrial premises, stricter controls on industrial emissions, higher standards for the composition of fuel and tighter regulations on emissions from motor vehicles. However, poor air quality, particularly due to emissions from motor vehicles, remains a significant issue for community health for the population as a whole but particularly for certain vulnerable or protected characteristic groups such as the elderly, children, those with existing health conditions, those who are pregnant and those living in areas of deprivation. The fraction of mortality attributable to particulate air pollution in 2021 was 5.3% for Wiltshire, higher than the South West Region (5.1%) but lower than in England (5.5%). While at the national level air quality is generally improving as industrial practices, energy sources and tighter environmental legislation have contributed to reductions in pollutants. Nevertheless, it remains a significant issue in many discrete areas (particularly along roads and in major urban centres) and has significant ongoing issues in respect of health.

Eight AQMAs have been identified within Wiltshire, all of which have been designated for nitrogen dioxide. Wiltshire’s Air Quality Strategy sets out that while the county’s air quality is generally good there



are some locations where the combination of traffic, road layout and topography result in pollutants being trapped so that concentrations increase to unacceptable levels. The Strategy focuses on improving air quality across the county, seeks to prevent any further deterioration and encourage interventions that will reduce concentrations of nitrogen dioxide and fine particulates. The Wiltshire Air Quality Strategy is in addition to measures proposed at a national level, as the UK has adopted ambitious, legally-binding targets to reduce significantly emissions of NOx and four other damaging air pollutants.

Nevertheless, with a growth in population and vehicle numbers, congested and slow moving traffic will be experienced more frequently resulting in higher levels of vehicle emissions localised concentrations and potential issues with local air quality, especially when including the likely diversion of traffic due to congestion onto less appropriate roads with adjacent housing. Alternative 1 is also anticipated to result in new infrastructure such as roads, with no clear focus on new approaches related to 'Avoid', 'Shift' and 'Improve', such as reducing the need to travel, areas with restricted access, shift to sustainable / active modes etc. There will be elements of sustainable modes and public transport in the current approach, but these may continue to have noted problems such as poor uptake of active modes and more rural areas experiencing poor connectivity and low frequency of bus service.

Alternative 2: To implement the proposed LTP4

The overarching principle of the LTP4 to 'Avoid, Shift and Improve' proposes policies and measures that provide options to reduce the need to travel or to shift to sustainable modes in places where current air quality challenges exist, such as Principal Settlements and Market Towns. Increasing digital connectivity means that more services and activities can be carried out online or come to where people are through mobile units to reduce the need to travel and therefore reduce air quality and carbon challenges, which can be beneficial to rural communities. Improving connectivity by active travel and public transport in places where the impact of poor air quality and carbon emission are prevalent enables informed choices to be made to use modes that are less harmful to local environments.

County wide, LTP4 also proposes policies and measures that seek to reduce the impact on air quality and carbon emissions such as improvements to bus and rail connectivity across the county and defining freight routes to ensure heavy vehicles use appropriate roads.

It must be noted that despite the proposed policies and measures of the LTP4, alternatives often do not provide the motivation for car drivers to change mode. Once they have paid the high upfront costs to own, insure and maintain a car, driving is likely to be the lowest cost and most convenient option for most journeys on a per trip basis, even where attractive alternatives exist, particularly if parking is convenient and low cost. To fully address the air quality and carbon emission challenges in Wiltshire, measures that seek to rebalance the cost and convenience of driving could be introduced to bring about significant mode shift and contribute to decarbonisation. However, this would have to be considered to prevent negative impacts on wellbeing and accessibility.

Decarbonisation is a shared challenge, and the scale of decarbonisation required to fully close the emissions gap will demand action at the national and regional levels, as well as the local level, to address emissions from both freight and passenger transport. The Support measures of working in partnership with Government bodies and stakeholders therefore provide another important route through which the LTP4 will support decarbonisation.

This is summarised in Table 8-2.



Table 8-2 - Air quality and carbon emissions objective alternatives assessment

ISA Objective	Alternative 1 – Continue under present approach	Alternative 2 – Implement LTP4
Protect and improve air quality	Negative	Positive
Reduce carbon dioxide (CO2) emissions from transport and contribute to meeting net zero carbon targets		

Increase resilience of the transport network to the effects of a changing climate, including through reducing the risk of flooding

Alternative 1 – To continue under the present approach to planning and investment (Business as Usual)

Current indications are that the climate of Wiltshire and the UK as a whole is changing. This has profound implications for the transport network, with adverse effects likely from extreme weather events. Examples include the potential for extreme heat / cold to damage rail tracks or rail infrastructure such as electric lines, as well as road surfaces. In addition extremes of temperature will likely make making journeys for passengers uncomfortable or even dangerous in some circumstances. Similarly, extremely wet conditions put transport infrastructure at risk of flooding, though transport infrastructure itself can exacerbate this situation in some locales due to impermeable surfaces, changes to flood plains, changes to hydrological regimes and so on. At present in Wiltshire, there are flood management plans in place to cover the four relevant river basins. This flood management plan is at the river basin level, but at the local authority level Strategic Flood Risk Assessments are being completed. All the flood risk plans introduce a series of measures / actions to be undertaken to prevent flood risk and reduce the likelihood of flooding affecting people and property in certain locations. It is also the case that there is a series of existing flood alleviation and flood protection measures across the county.

Alternative 2 – To implement the proposed LTP4

As with the present approach, it is anticipated that LTP4 will result in additional infrastructure. This will continue to be protected from extreme weather such as flooding by existing flood plans and flood protection measures. Nevertheless, LTP4 goes beyond the present approach by more specifically recognising the need to adapt to climate change. This notes for example in the sustainability cross cutting policies that resilience will be increased by measures such as developing climate change adaptation pathways for Wiltshire as a roadmap for reducing the impacts of climate change. The pathways will be periodically updated based on the latest information and lessons learned as the state of climate action evolves. There will also be increased working with partners to build resilience to flooding, including measures such as introducing green and blue infrastructure and Natural Flood Management or Sustainable Drainage Systems (SuDS) which will improve water quality.

During scheme planning action will be taken to avoid sites in areas of known flood risk when possible, or ensuring appropriate compensatory measures are implemented when there is no other option to avoid land take from areas of flood plain. Design of schemes will also build in capacity to withstand temperature extremes, with adequate heating or cooling systems on transport vehicles and in stations. In addition, there will be the introduction of new planting to help ameliorate the impacts of climate change, for instance by providing shade or acting as wind breaks.



It is also the case that LTP4 sets out a range of approaches to reducing the driver of climate change i.e. it has set out how carbon emissions from transport will be reduced. This includes reducing the need for travel, greater digital connectivity, a greater focus on active travel and public transport and making services and facilities closer to where people need them.

It is considered that implementing LTP4 will have a positive effect on addressing the effects of a changing climate in comparison to continuing under the present approach.

This is summarised in Table 8-3.

Table 8-3 - Resilience alternatives assessment

ISA Objective	Alternative 1 – Continue under present approach	Alternative 2 – Implement LTP4
Increase resilience of the transport network to the effects of a changing climate, including through reducing the risk of flooding	Negative	Positive

Protect and enhance protected habitats, sites, species, valuable ecological networks and promote ecosystem resilience and functionality and deliver Biodiversity Net Gain

Protect and enhance sites designated internationally for nature conservation purposes

Protect, enhance and promote geodiversity

Alternative 1 – To continue under the present approach to planning and investment (Business as Usual)

Across Wiltshire there are a wide range of sites designated for nature conservation, as well as valuable ecological networks. The designated sites include those designated for their importance at the very highest levels, including two SPAs, ten SACs and 129 SSSIs. New transport interventions have the potential to impact on the sites of ecological or geological value and more generally on the network of linked multi-functional green spaces, comprising the local green infrastructure, through direct land take for infrastructure (which may contribute to fragmentation) and construction and operational disturbance (noise, vibration, light pollution, etc.) and emissions / contamination (air, water and soil), though they may also provide opportunities for enhancement. Increased accessibility to designated sites also has the potential to adversely impact on them. Other key pressures that can impact biodiversity and which have clear linkages to transport are air pollution and climate change.

It is the case though that existing transport schemes do provide opportunities to address some areas of concern and these would continue in the absence of LTP4. For example, there is a requirement for schemes to have a minimum of 10% Biodiversity Net Gain. It is also the case that there is an existing set of requirements and mechanisms to protect those sites designated for nature conservation. Nevertheless key pressures such as habitat loss, air pollution and climate change will continue.

Alternative 2 – To implement the proposed LTP4



LTP4 has a range of implications for biodiversity and potentially sites designated for nature conservation. While there may still be continuing impacts from transport infrastructure, both during operation but also through development, LTP4 sets out a range of measures that can help to minimise effects. These include a general reduction in traffic levels e.g. through digital connectivity and increased active travel. This clear focus away from the use of private vehicles to more sustainable modes should reduce disturbance to designated sites and habitats and reduce the potential for direct strike / road kill. It is also the case that reductions in air pollution emissions may also reduce pollution deposition on valuable habitats.

Nevertheless, LTP4 also sets out a range of measures that will provide opportunities. For example, there is a focus on public realm which will provide opportunities for planting that could increase habitat or general biodiversity. Active travel routes would also provide opportunities for green infrastructure to be incorporated, as well as increase access for people to the countryside.

LTP4 emphasises the need to protect designated sites, but also to protect ecological networks, as well as integrate ecological principles based on work with partner organisations such as Natural England, local town and parish council, community area boards and relevant conservation bodies. A commitment is also made to pursue opportunities to contribute to the development of Nature Recovery Networks, for example through the creation of new areas of key habitats (such as woodland, wetland, or grassland), wherever possible.

It is considered that implementing LTP4 will have a positive effect on biodiversity through a much greater focus on the protection of designated sites, as well as the protection and enhancement of habitats, sites, species, valuable ecological networks in comparison to continuing under the present approach.

This is summarised in Table 8-4.

Table 8-4 - Habitats, conservation and geodiversity alternatives assessment

ISA Objective	Alternative 1 – Continue under present approach	Alternative 2 – Implement LTP4
Protect and enhance protected habitats, sites, species, valuable ecological networks and promote ecosystem resilience and functionality and deliver Biodiversity Net Gain	Negative	Positive
Protect and enhance sites designated internationally for nature conservation purposes		
Protect, enhance and promote geodiversity		

Conserve and enhance heritage assets and the wider historic environment including buildings, structures, landscapes, townscapes and archaeological remains and their settings

Protect and enhance the character and quality of landscapes, townscapes and visual amenity



Alternative 1 – To continue under the present approach to planning and investment (Business as Usual)

Wiltshire has a wide range of heritage assets that are of international importance. As with across the United Kingdom, there is an ongoing risk of uncoordinated and piecemeal development resulting in successive erosion of the quantum and integrity of the County’s cultural heritage resource. While these assets (and their settings) could be affected by transport interventions, in the absence of LTP4 protection will continue to be provided to these cultural heritage features (for example through protection afforded to Scheduled Monuments) and it is likely that new sites will join the list, e.g. through archaeological discovery, or new interpretations of existing sites.

In relation to landscapes, there are a number of national importance in the county and a large number of conservation areas covering a range of building characters and reflecting a diverse array of architectural styles. Many of the county’s most exceptional landscape and townscapes benefit from protection through designations that will persist in the absence of the LTP4, such as the designation of National Landscape. In general terms, modern design / landscaping principles and interested parties expectations are promoting a renewed focus on the quality of scheme design and this trend is likely to continue, though risks from increased urbanisation and infrastructure development remain.

Alternative 2 – To implement the proposed LTP4

As with continuing under the present approach, new development promoted or enabled through LTP4 could have implications for heritage assets and the wider historic environment, as well as landscapes etc. Particular effects would be dependent upon the location of the development and could be beneficial or adverse. However, LTP4 contains a range of aspects that are anticipated to help minimise effects. For example, commitment is made to ensuring that heritage assets are protected and where possible enhanced, designing schemes to respect the context and setting of historic buildings, structures and landscapes, working with partners and other bodies, including the council’s historic environment team and Historic England. Note is also made that where appropriate, opportunities to protect and restore features of note from transport heritage such as old bridges will be taken.

In respect of landscapes, LTP4 notes that measures will be taken to respect and where possible enhance the character of the host landscape in which a scheme is located, accounting for the diversity and distinctiveness of the landscape, including the three National Landscapes which encompass almost half of the county.

In addition, the focus within LTP4 to reduce the amount of congestion and provide for greater sustainable modes, as well as a focus on place making / public realm etc. will provide a range of opportunities to improve townscapes, the general landscape and the setting of heritage assets.

It is considered that implementing LTP4 will have a positive effect on the protection and enhancement of heritage assets and the wider historic environment, as well as landscapes, townscapes and visual amenity in comparison to continuing under the present approach.

This is summarised in Table 8-5.

Table 8-5 - Historic environment and visual amenity alternatives assessment

ISA Objective	Alternative 1 – Continue under present approach	Alternative 2 – Implement LTP4
Conserve and enhance heritage assets and the wider historic	Negative	Positive



ISA Objective	Alternative 1 – Continue under present approach	Alternative 2 – Implement LTP4
<p>environment including buildings, structures, landscapes, townscapes and archaeological remains and their settings</p> <p>Protect and enhance the character and quality of landscapes, townscapes and visual amenity</p>		

Protect and enhance the water environment

Seek to remediate contaminated land, facilitate the re-use of previously developed land, as well as conserve soil and agricultural resources

Alternative 1 – To continue under the present approach to planning and investment (Business as Usual)

There are significant challenges to maintaining a health water environment in the UK at present due to a range of issues such as discharges to water courses from the water supply or agricultural sectors. Transport is also recognised across the UK as being a key source of water pollution e.g. through accidental spillage, as well as contaminated road runoff and this would be anticipated to continue in the absence of LTP4. Similarly, pollution through accidental spillage or construction works can impact on soil resources, leading to contamination. Soil and agricultural resources can also be lost due to infrastructure development, including that related to the transport network.

Alternative 2 – To implement the proposed LTP4

As with continuing under the present approach, new development promoted or enabled through LTP4 could have implications for the water environment, as well as soil and agricultural resources. However, there are a range of policies and measures within LTP4 that can help address many of these issues and minimise adverse effects. For example, LTP4 places a focus on reducing overall traffic volumes through reducing the need to travel and promoting more sustainable modes. This should reduce the risk of pollution incidents through accidents and will reduce road and other runoff containing residue of tyre and brake wear. LTP4 also specifically notes that consideration will be made of potential water impacts throughout the design process, informed by surface water, groundwater risk assessments and by flood risk assessments where relevant. Water Framework Directive assessments for new schemes will also be undertaken where appropriate, with schemes only being progressed if and when any failures have been addressed through design changes. In the event of a pollution incidents processes will be in place to respond promptly to this. Similarly, LTP4 specifically notes that addressing incidents (e.g. spills of potentially harmful substances) will be a matter of standard practice for the council and its contractors.

The focus in LTP4 on public realm and general place making will also provide opportunities to generate / redevelop some areas e.g. by removing some car parks from town centres. This will also provide opportunities to remediate contaminated land. There are still though some effects from LTP4 though that could lead to a loss of agricultural land. Nevertheless, LTP4 makes clear note that there will be a commitment to protecting soil and land resources (including high value agricultural land and safeguarded



mineral resources), maximising opportunities to use previously developed land, including contaminated land that requires remediation as well as taking opportunities to remediate contaminated land, where appropriate.

On the whole though it is considered that implementing LTP4 will have a positive effect on the protection of the water environment and soil and agricultural resources in comparison to continuing under the present approach.

This is summarised in Table 8-6.

Table 8-6 - Water and contamination alternatives assessment

ISA Objective	Alternative 1 – Continue under present approach	Alternative 2 – Implement LTP4
Protect and enhance the water environment Seek to remediate contaminated land, facilitate the re-use of previously developed land, as well as conserve soil and agricultural resources	Negative	Positive

Promote prudent use of finite natural resources, maximise the use of alternative, secondary and recycled materials, reduce the level of waste generated

Alternative 1 – To continue under the present approach to planning and investment (Business as Usual)

The transport sector can impact on and interact with a wide range of resources such as through energy (fuel) use, use of construction materials (aggregate, concrete, etc.), waste generation and disposal, etc.

New transport interventions’ construction contributes to increase the levels of waste generated if building materials are not efficiently used / reused. With more waste being produced, trip kilometres to transport such waste is likely to increase, thus generating more traffic.

Transport is the largest energy consuming sector in the UK, representing 38% of final energy consumption in 2022. However, in the absence of LTP4 it is anticipated new approaches are helping to shift towards greater efficiencies in resource use and adherence to the waste hierarchy. Energy usage within transport is falling and there will be an increase in the uptake of EVs (particularly as the EV charging network expands) which will contribute to falls in the use of hydrocarbons.

Alternative 2 – To implement the proposed LTP4

It is anticipated that LTP4 will lead to a reduced need to travel (for example through digital connectivity), as well as a range of more sustainable modes for those who do wish to travel, including both active travel and public transport. This should lead to a reduce in the use of natural resources such as hydrocarbons. The roll out of the EV charging network is also anticipated to be accelerated / better facilitated. There is also an emphasis in LTP4 placed on having smaller vehicles and this will ultimately indirectly result in less requirement for natural resources and ultimately reduced waste. Specific note is made in LTP4 of



promoting circular economy, reducing the use of materials in design and increase use of recycled and renewable materials. Use will also be made of local suppliers of sustainably sourced and locally produce materials where possible. In addition there will be an emphasis on embedding sustainable waste management practices in construction and operation.

As such, it is considered that implementing LTP4 will have a positive effect on the promotion and prudent use of finite natural resources, maximising the use of alternative, secondary and recycled materials, as well as reducing the level of waste generated in comparison to continuing under the present approach.

This is summarised in Table 8-7.

Table 8-7 - Natural resources alternatives assessment

ISA Objective	Alternative 1 – Continue under present approach	Alternative 2 – Implement LTP4
Promote prudent use of finite natural resources, maximise the use of alternative, secondary and recycled materials, reduce the level of waste generated	Neutral / positive	Positive

Promote economic growth and job creation, and improve access and connectivity to jobs and skills for all

Support the wider coordination of land use, energy planning and transport planning across Wiltshire

Alternative 1 – To continue under the present approach to planning and investment (Business as Usual)

The main asset of Wiltshire is its position as an attractive place to live with suitable access to key employment opportunities nearby, for example in Swindon.

Swindon and Wiltshire is one of the top five business locations in England and approximately 30,000 businesses thrive in the area. The Swindon and Wiltshire economy contributes £20.6bn annually to the UK economy, equating to 14.6% of the South West of England’s and 1.2% of England’s total output. Historically, Swindon and Wiltshire’s GVA growth rates have surpassed the regional and national averages, but this has slowed since 2014. Swindon and Wiltshire’s GVA has been impacted by the COVID-19 pandemic, Swindon and Wiltshire saw an economic contraction of £967m between 2019 and 2020, equating to a loss of 4.5% of output. Wiltshire also has a significant productivity gap. The national average for output per job filled is £57.5k, with low productivity in Wiltshire (£45,200) resulting in a productivity gap of - £12.3k lower than the UK average. Chippenham, Salisbury and Trowbridge are all key settlements within the SWLEP area, however these all account for low productivity (<£50k), relying on Swindon to drive higher productivity for the sub-region.

While Wiltshire is anticipated to remain a premier location for employment and to do business in, it does face some challenges. For example, some of the most significant challenges facing Wiltshire are reminiscent of other rural areas across the country, these include an ageing population alongside challenges around accessing services and meeting housing demand. There are also pockets of deprivation within Wiltshire, primarily focused within urban areas. The most deprived area of Wiltshire is



Trowbridge John of Gaunt - Studley Green. Other areas of deprivation include Chippenham Queens, Melksham North, Trowbridge Drynham and Salisbury Bemerton. It is also noted that there are still considerable issues relating to the transport network and its ability to meet future challenges, such as public transport coverage and integration of services, reliability issues and road congestion that can impact economic efficiency.

Alternative 2 – To implement the proposed LTP4

LTP4 has a clear focus on supporting the economic development of Wiltshire. For example, LTP4 sets out how it is intended to address challenges relating to the transport network. It also sets out how making town centres more attractive via improved public realm and reducing congestion can help increase footfall and make these more attractive places to do business in. This can be facilitated by Park & Ride services, as well as highway improvements and better connections. It is also anticipated that simplified pricing will make it easier for tourists to use the existing network and support the county’s economy, while specific elements such as establishing train servicing facilities can help grow the local skills base and help to diversify the economy with skilled employment opportunities. Digital connectivity will also remove the need for some people to travel to access economic opportunities. This will help to improve social mobility by overcoming barriers to accessing opportunities, including an individual’s physical mobility levels and the affordability of travel costs, especially where car use is needed.

Note is also made within LTP4 how different groups will be brought together in respect of transport issues. This will ensure that those areas where the transport network are hindering economic opportunities have a forum for concerns to be raised and addressed.

It is considered that implementing LTP4 will have a large positive effect on economic growth and job creation and improving access and connectivity to jobs and skills for all in comparison to continuing under the present approach.

This is summarised in Table 8-8.

Table 8-8 - Economic growth alternatives assessment

ISA Objective	Alternative 1 – Continue under present approach	Alternative 2 – Implement LTP4
Promote economic growth and job creation, and improve access and connectivity to jobs and skills for all Support the wider coordination of land use, energy planning and transport planning across Wiltshire	Neutral / positive	Positive

Improve health and well-being for all citizens and reduce inequalities in health

Promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society

Promote community safety and reduce crime and fear of crime



Alternative 1 – To continue under the present approach to planning and investment (Business as Usual)

Wiltshire has a population over 510,000 people, with some notable urban centres including Salisbury, Chippenham and Trowbridge, though also a highly rural population scattered across the county. Wiltshire has a higher percentage of people aged over 65 than the national average (22% in 2021, compared to 18% in England as a whole). This is expected to increase further to 29% by 2040 (compared to 24% in England), though both life expectancy and healthy life expectancy in the county remain higher than the national average. On other health parameters, Wiltshire as a whole tends to perform better than the national average. Nevertheless there are of course still individuals with significant health challenges and there are also pockets of worse health outcomes – these are often linked to deprivation. Transport can also play a significant role in poorer health outcomes, due to issues such as air pollution (linked to respiratory illness, asthma and premature death) and noise (linked to mental wellbeing issues), though it also provides opportunity for active travel and of course provides links to services and facilities such as health and recreation.

As well as health outcomes, the specific nature of the county are also reflected in issues relating to equalities and safety. For example, the rural nature of much of the county means that many people in Wiltshire have to rely on their cars, and presents challenges around connectivity by other modes, which can also lead to social isolation. Access to the services and facilities that people need is also an issue for large parts of the county. Road safety on rural roads can also be an issue.

Alternative 2 – To implement the proposed LTP4

LTP4 notes a range of policies and measures that seek to address many of the health, equalities and safety issues that affect the county. For example, LTP4 places a focus on providing services and facilities in local areas. Note is also made of increasing public transport services and of the need to increase accessibility to rail and bus stations, in addition to improve accessibility in rural areas such as through Demand Responsive Transport. There will also be accessible and inclusive vehicles and public transport infrastructure in terms of bus network. This will result in improvements to bus stops etc. and will include audible announcements and visual displays identifying the route and direction, each upcoming stop, and the beginning of any diversions. Clear audible and visible information will also benefit non-disabled people, helping those who are travelling on an unfamiliar bus route, and giving passengers confidence that they will not be left stranded at the wrong stop late at night. Redesign of roads / junction improvements (including measures to reduce speed) can also help to make roads safer, particularly for the elderly or for children or those with mobility issues. Severance would be reduced by reducing the need for some vehicle travel and by improving junctions etc.

Indirect beneficial effects can also be anticipated through elements of LTP4 such as reducing congestion, or restricting car access which will improve air quality in local areas. Improved air quality will improve health outcomes across all sectors of society, with likelihood of being particularly beneficial to vulnerable groups such as children and adolescents, as well as the elderly, those with existing health conditions (particularly those related to lung and heart conditions), as well as those on low income (who tend to live in areas more heavily impacted by road traffic). In addition to zero emission vehicles and the promotion of public transport, a large element in reducing emissions will be through the emphasis on walking and cycling which is noted throughout LTP4 by providing for a much greater level of opportunities to undertake active travel. This will directly help improve health outcomes and will also provide opportunities to improve health and wellbeing through providing opportunities for exercise and leisure. Opportunities for leisure (and subsequent boosts to mental wellbeing) will also be provided through the emphasis in LTP4 on access to green space. Well-being will be further boosted by decreasing the impact of traffic on local communities, providing a cleaner, quieter local environment with improved quality of life. This will make local streets more attractive places for residents to live, work, play, socialise and move within their



neighbourhood, supporting thriving communities. The development of a ‘sense of place’ and community likely to be engendered through the measures outlined in LTP4 is noted for benefitting well-being.

Provision of a range of services, including those related to health (and including digital connections for healthcare appointments) within local areas will also make accessing these easier and will likely improve health outcomes. Further indirect effects on health can also be anticipated through elements noted in LTP4, which deals with increasing access to economic opportunities. This has noted benefits for health outcomes by providing jobs or opportunities for educational advancement and may have the indirect benefit of helping to reduce crime rates by reducing economic uncertainty.

Of particular note is that LTP4 sets out a clear approach to making sure health and equalities issues are addressed for all transport schemes. A commitment is made to proactively consider health and equalities issues from the earliest stage in designing and specifying LTP4 measures. Account will be made for the findings of any HIA or EqIA undertaken and, wherever possible, design of LTP4 measures are to have a positive impact on health and equality for all members of society. Use will be made of the latest inclusive design standards for any new or improved infrastructure, including guidance published by the DfT.

Safety will also be boosted by the clear commitment to using design standards and by managing volumes and speed of cars on the road.

It is considered that implementing LTP4 will have a large positive effect on equality of opportunity for all, improving health and wellbeing and reducing inequalities in health outcomes, as well as promoting community safety in comparison to continuing under the present approach.

This is summarised in Table 8-9.

Table 8-9 - Health, equality and safety alternatives assessment

ISA Objective	Alternative 1 – Continue under present approach	Alternative 2 – Implement LTP4
<p>Improve health and well-being for all citizens and reduce inequalities in health</p> <p>Promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society</p> <p>Promote community safety and reduce crime and fear of crime</p>	Neutral / positive	Large Positive

8.4 Conclusions on Alternatives

It has been shown that implementing LTP4 is favoured across the full range of ISA Objectives, in comparison to maintaining the present approach to transport planning in Wiltshire. Of note are that LTP4 provides a clear focus on reducing traffic volumes, improving place making, improving active travel and public transport provision, improving digital connectivity etc and these will all help to reduce air pollution and carbon emissions. Beneficial effects can also be expected in other environmental areas such as reduced water pollution, improved biodiversity, improved settings of townscapes and landscape, reduced



use of hydrocarbons and so on. Of particular note are the anticipated benefits to health, wellbeing, equalities and safety, which are anticipated to be both direct and indirect effects. Important commitment is also made to ensuring consideration is made of these issues through the development of any schemes which derive from the LTP4, as well as commitment to further environmental assessment, in addition to liaison with bodies such as Natural England and other such organisations. These approaches should ensure that the implementation of LTP4 represents a much improved approach to managing the effects of transport on the environment and people of Wiltshire.



9. Compatibility between LTP Objectives and ISA Objectives

9.1 Introduction

To help ensure that the draft vision and objectives of the LTP4 are as closely aligned with the ISA objectives as possible, a test of their compatibility has been undertaken. This test helped to identify potential synergies and inconsistencies, as well as assisting in refining the elements of the LTP4 and identifying alternatives.

The vision and objectives of the LTP4 that have been subject to this Compatibility Assessment are outlined as follows:

9.1.1 Vision

The LTP vision is:

‘A safe and connected transport system which protects the county’s unique built, natural and historic environment, making this accessible for all, supports economic growth across Wiltshire’s communities and contributes to a low carbon future’.

9.1.2 LTP Objectives

Six objectives underpin the vision, and delivery of these objectives will be the main focus of the LTP:

- Objective 1: To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.
- Objective 2: To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.
- Objective 3: To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire’s varied localities.
- Objective 4: To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.
- Objective 5: To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.
- Objective 6: To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

All of the above elements have been tested for Compatibility with the following ISA Objectives:

- 1) Protect and Improve air quality.

- 2) Reduce carbon dioxide (CO₂) emissions from transport and contribute to meeting net zero carbon targets.
- 3) Increase resilience of the transport network to the effects of a changing climate, including through reducing the risk of flooding.
- 4) Protect and enhance protected habitats, sites, species, valuable ecological networks and promote ecosystem resilience and functionality and deliver Biodiversity Net Gain.
- 5) Protect and enhance sites designated internationally for nature conservation purposes.
- 6) Protect, enhance and promote geodiversity.
- 7) Conserve and enhance heritage assets and the wider historic environment including buildings, structures, landscapes, townscapes and archaeological remains and their settings.
- 8) Protect and enhance the character and quality of landscapes, townscapes and visual amenity.
- 9) Protect and enhance the water environment.
- 10) Seek to remediate contaminated land, facilitate the re-use of previously developed land, as well as conserve soil and agricultural resources.
- 11) Promote prudent use of finite natural resources from primary sources, maximise the use of alternative, secondary and recycled materials, reduce the level of waste generated.
- 12) Promote economic growth and job creation, and improve access and connectivity to jobs and skills for all.
- 13) Support the wider coordination of land use, energy planning and transport planning across Wiltshire.
- 14) Improve health and well-being for all citizens and reduce inequalities in health.
- 15) Promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society.
- 16) Promote community safety and reduce crime and fear of crime for all citizens.

9.2 Compatibility Assessment findings

In this compatibility assessment, the following scoring scheme in Table 9-1 is used to summarise compatibility:

Table 9-1 - Compatibility assessment scoring scheme

✓	Broadly Compatible
X	Potential Conflict
?	No sufficient detail provided to ascertain compatibility
NR	Not Relevant / No Relationship

The results of the assessment are summarised in Table 9-2, and a discussion of the results then follows. Full assessment tables are provided in Appendix A to this Technical Note.

Overall, the results of the assessment indicate that there is a good degree of compatibility in a number of key elements.

Vision

By making specific reference to lowering carbon and the protection of the county's natural and built environment, the vision is considered to be broadly aligned with ISA Objectives that seek to ensure protection of key environmental topics of air quality, carbon dioxide, climate change, biodiversity, geodiversity, heritage, landscape, water, soil and waste (ISA Objectives 1-11).

In respect of the social, equalities and economic objectives (ISA Objectives 12 – 16) it is considered that the vision is broadly aligned. Clear note is made that accessibility improvements should apply to all sectors of the community. In development of a 'safe and connected' transport system that 'supports sustainable economic growth' it is considered that the vision will support economic growth, support wider coordination across planning, improve community safety, health and well-being and promote equality of opportunity with the outcome of achieving a fairer society.

LTP OBJECTIVE 1: To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.

This LTP Objective is broadly compatible with ISA Objectives 1, 2 and 11 - 16. Meeting this LTP Objective will require policy measures which result in reduced GHG emissions. Increasing travel choices, improving multi-modal (including active and public transport) and digital connectivity are likely to result in lower pollution emissions and as such will help to protect and improve air quality. Interventions in support of this objective will include encouraging a modal shift away from vehicles powered by hydrocarbons, promoting prudent use of finite natural resources (ISA Objective 11). Improving digital connectivity within and beyond rural settlements will act to promote economic growth in these areas and may facilitate job creation (ISA Objective 12). It is also noted that by tackling social isolation, improving digital connectivity, and a multi modal offering this will have beneficial effects on coordination of land use, health and well-being, equality of opportunity and promote community safety (ISA Objectives 13 – 16).

LTP OBJECTIVE 2: To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.

This LTP Objective is broadly compatible with each of the ISA Objectives. While the objective does not, the logic map for Objective 2 refers to the promotion of active travel options and improved alternatives to private car journeys. This in turn would have consequent benefits in respect of air quality and reducing carbon dioxide emissions. By promoting active travel options this in turn may reduce reliance on the private car, and pressures on the road network with the outcome of reduced need for new roads. In doing so this objective may help to protect the natural environment, for example, by reducing transport-related runoff to the water environment. The LTP Objective is considered broadly compatible with the ISA Objectives relating to economic, equalities and societal issues by making specific reference to improving quality of life, health and wellbeing, and promoting more equal and inclusive access to opportunities.

LTP OBJECTIVE 3: To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.

This LTP Objective is broadly compatible with ISA Objectives 1 – 3 and 12 - 16. The logic map for Objective 3 refers to the anticipated outcomes of reduction in traffic congestion and reduced car travel. This would have consequent benefits on air quality and carbon dioxide emissions. Resilience to climate change is expected to be a key consideration in providing a more reliable transport network.

The compatibility assessment considers there to be uncertainty in respect of ISA objectives 4 – 9. A reliable and efficient transport network may include interventions that act to reduce pressures on the road network including reducing the need to travel and encouraging active travel thereby reducing the need for new roads. In doing so pressures in respect of noise, air quality, habitat fragmentation, light among others may also be reduced. It is however acknowledged that interventions in support of this objective may involve new infrastructure which would increase pressures on the natural and built environment.

In respect of ISA Objectives 10 and 11, this LTP Objective is considered not relevant.

LTP OBJECTIVE 4: To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.

This LTP Objective is broadly compatible with ISA Objectives 1 – 3 and 11 - 16. In providing a resilient transport network it is envisaged that interventions would reflect the challenges posed by climate change. This may then have the effect of prioritising measures that would reduce reliance on fossil fuels, encourage a modal shift towards low emission / zero emission vehicles and towards active travel with consequent benefits on air quality, carbon dioxide emissions and on flood risk (ISA Objectives 1 – 3). Alignment is also considered with ISA Objectives (11 – 16) noting that the objective would, through preparation for technological, environmental and societal changes, reduce consumption of natural resources, promote coordination, economic growth and job creation, encourage health and well-being improvements, help to achieve a fairer society and promote community safety.

Uncertainty has been identified in respect of ISA Objectives 4 - 10. It is envisaged that measures would be expected to include those that reduce reliance on fossil fuels and encourage a modal shift towards low emission/zero emission vehicles and active transport, which would reduce pressures on the biodiversity, sites designated for nature conservation, geodiversity, historic assets, landscapes and the water environment. It is however recognised that this objective may involve new infrastructure which has the potential to increase pressures on the mentioned environmental considerations. While uncertainty remains, in respect of soils and contaminated land (ISA Objective 10) there is potential to support this ISA objective to remediate contaminated land, facilitate the re-use of previously developed land and conserve soil and agricultural resources.

LTP OBJECTIVE 5: To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.

This LTP Objective is broadly compatible with ISA Objectives 1 - 11, 13 and 14. This objective focuses on carbon emissions and the prospect of carbon neutrality by 2030 and in doing so is considered broadly compatible with most of the ISA Objectives focused on environmental issues and those linked with health and well-being (ISA Objective 14). ISA objectives 12, 15 and 16 are considered not relevant and no potential conflicts have been identified. No recommendations are made in respect of this LTP Objective.

LTP OBJECTIVE 6: To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

This LTP Objective is broadly compatible with ISA Objectives 1 – 14 and 16. In particular, the LTP Objective is broadly compatible with the ISA Objectives relating to the protection of the built and natural environment (ISA Objectives 1 - 11). It is also anticipated that improvements in the natural environment, including AONBs and the National Park, will help promote engagement with the outdoors and promote

physical activity with consequent benefits on health and well-being. Additionally, enhancement of the environment and heritage of Wiltshire may attract tourism and investment in the area.

ISA Objectives 15 that considers equalities is considered not relevant and no potential conflicts have been identified.

In respect of objectives that seek to protect and enhance the natural and built environment (ISA Objectives 4 -10) uncertainty has been identified. While it is acknowledged that a reduced dependence on the private car and improve multi-modal and digital connectivity is associated with a reduced pressures on the transport network, the LTP Objective seeks to improve local connections which may result in a requirement for new infrastructure. This is shown in Table 9-3.

Table 9-3 - Identified potential areas of uncertainty

LTP4 element	ISA Objectives for which compatibility is dependent upon further development of LTP4 content
Vision	N/A
LTP Objective 1: To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.	<p>ISA Objective 4: Protect and enhance protected habitats, sites, species, valuable ecological networks and promote ecosystem resilience and functionality and deliver Biodiversity Net Gain</p> <p>ISA Objective 5: Protect and enhance sites designated internationally for nature conservation purposes</p> <p>ISA Objective 6: Protect, enhance and promote geodiversity</p> <p>ISA Objective 7: Conserve and enhance heritage assets and the wider historic environment including buildings, structures, landscapes, townscapes and archaeological remains and their settings</p> <p>ISA Objective 8: Protect and enhance the character and quality of landscapes, townscapes and visual amenity</p> <p>ISA Objective 9: Protect and enhance the water environment</p> <p>ISA Objective 10: Seek to remediate contaminated land, facilitate the re-use of previously developed land, as well as conserve soil and agricultural resources</p>
LTP Objective 2: To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.	N/A
LTP Objective 3: To provide a reliable and efficient transport	ISA Objective 4: Protect and enhance protected habitats, sites, species, valuable ecological networks and promote

LTP4 element	ISA Objectives for which compatibility is dependent upon further development of LTP4 content
<p>network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.</p>	<p>ecosystem resilience and functionality and deliver Biodiversity Net Gain</p> <p>ISA Objective 5: Protect and enhance sites designated internationally for nature conservation purposes</p> <p>ISA Objective 6: Protect, enhance and promote geodiversity</p> <p>ISA Objective 7: Conserve and enhance heritage assets and the wider historic environment including buildings, structures, landscapes, townscapes and archaeological remains and their settings</p> <p>ISA Objective 8: Protect and enhance the character and quality of landscapes, townscapes and visual amenity</p> <p>ISA Objective 9: Protect and enhance the water environment</p>
<p>LTP Objective 4: To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.</p>	<p>ISA Objective 4: Protect and enhance protected habitats, sites, species, valuable ecological networks and promote ecosystem resilience and functionality and deliver Biodiversity Net Gain</p> <p>ISA Objective 5: Protect and enhance sites designated internationally for nature conservation purposes</p> <p>ISA Objective 6: Protect, enhance and promote geodiversity</p> <p>ISA Objective 7: Conserve and enhance heritage assets and the wider historic environment including buildings, structures, landscapes, townscapes and archaeological remains and their settings</p> <p>ISA Objective 8: Protect and enhance the character and quality of landscapes, townscapes and visual amenity</p> <p>ISA Objective 9: Protect and enhance the water environment</p> <p>ISA Objective 10: Seek to remediate contaminated land, facilitate the re-use of previously developed land, as well as conserve soil and agricultural resources</p>
<p>LTP Objective 5: To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by</p>	<p>N/A</p>

LTP4 element	ISA Objectives for which compatibility is dependent upon further development of LTP4 content
2030, and leading the county towards net zero.	
LTP Objective 6: To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.	N/A

In many cases, the uncertainty of outcome is driven by the nature of the LTP4 itself. It is likely, and to be expected, that the nature of LTP4 and its Objectives will potentially result in heavy engineering and construction, or schemes with a large footprint, along with the spatial and planning context in which these will take place. These types of activities have the potential for both negative and positive outcomes. In general areas of uncertainty of compatibility relate for the most part to the environmental issues as follows:

- Resilience of the transport network to a changing climate.
- Biodiversity and geodiversity, as well as sites designated for nature conservation.
- Landscapes and townscapes.
- Cultural heritage and its settings.
- The water environment.
- Soil, agricultural resource and contaminated land.
- The use of natural resources, maximising recycling and use of secondary materials and reducing waste.
- Land use, energy planning and transport planning across.

Outcomes to these areas will depend upon the policy framework and approach to mitigation that the LTP4 sets for implementation and the following recommendations in Table 9-4 are made to ensure more 'complete coverage' of ISA Objectives:

Table 9-4 - Overview and Recommendations to strengthen and improve compatibility

LTP4 element	Overview and Recommendations
General outcomes	Provide greater, yet succinct, clarity on how LTP4 can interact across the three elements of sustainability (economy, environment and society). Ideally this would be throughout the LTP, so that it is understood that all elements are to be undertaken within a wider sustainability framework.
Vision	The vision is clearly linked and shows broad compatibility to all the ISA Objectives.
LTP Objective 1: To decarbonise private vehicles, and to tackle social isolation by improving multi-modal	This Objective is clearly linked to the social and economic aspects of sustainability, though it is anticipated that implementation of these would lead to the need for new

LTP4 element	Overview and Recommendations
<p>and digital connectivity across the whole county, especially within and beyond our rural settlements.</p>	<p>infrastructure, with corresponding uncertainty in respect of environmental aspects. It is recommended that this LTP Objective be clarified to reflect the need to be sensitive to the built and natural environment.</p> <p>See Appendix A for specific recommendations. Note that these recommendations could be addressed directly via this Objective within the LTP.</p>
<p>LTP Objective 2: To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.</p>	<p>This Objective is broadly compatible with each of the ISA Objectives though could be strengthened to recognise the impact a changing climate, including flood risk, may have on the transport network by ensuring that ‘resilience’ features in the Objective text.</p> <p>See Appendix A for specific recommendations. Note that these recommendations could be addressed directly via this Objective within the LTP.</p>
<p>LTP Objective 3: To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire’s varied localities.</p>	<p>This Objective is clearly linked to the social and economic aspects of sustainability, though it is anticipated that implementation of these may lead to the need for new infrastructure, with corresponding uncertainty in respect of environmental aspects. It is recommended that this LTP Objective be clarified to emphasise sustainable modes of transport.</p> <p>See Appendix A for specific recommendations. Note that these recommendations could be addressed directly via this Objective within the LTP.</p>
<p>LTP Objective 4: To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.</p>	<p>This Objective is clearly linked to the social and economic aspects of sustainability, though it is anticipated that implementation of these may lead to the need for new infrastructure, with corresponding uncertainty in respect of environmental aspects. It is recommended that this LTP Objective be clarified to reflect the need to be sensitive to the built and natural environment.</p> <p>See Appendix A for specific recommendations. Note that these recommendations could be addressed directly via this Objective within the LTP.</p>
<p>LTP Objective 5: To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by</p>	<p>This Objective is broadly compatible with each of the ISA Objectives and no recommendations made.</p>

LTP4 element	Overview and Recommendations
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2030, and leading the county towards net zero.

LTP Objective 6: To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.

This Objective is broadly compatible with each of the ISA Objectives and no recommendations made.

As noted above, it is considered that additional elements could be added to the Objectives to address the full range of sustainability – this would help ensure that considerations of sustainability are fully embedded in all aspects of the LTP. However, the LTP and the understanding of how it interacts with sustainability could also benefit from a specific section and detailed text relating to sustainability as a whole, but in particular those environmental aspects where there is clear uncertainty of outcome at present. This is summarised in Table 9-5.

Table 9-5 - Summary of the impact of the original recommendations on the new LTP4 elements

Original LTP4 element	Original recommendation	New LTP4 element	Summary of Impact
Vision: To develop a low carbon, safe and connected transport system which provides future resilience, supports sustainable economic growth across Wiltshire’s communities and protects the county’s unique built, natural and historic environment, making this accessible for all.	It is considered that the vision could be strengthened by including ‘enhancement’ of built, natural and historic features.	Vision: A safe and connected transport system which protects the county’s unique built, natural and historic environment, making this accessible for all, supports sustainable economic growth across Wiltshire’s communities and contributes to a low carbon future.	Recommendation has not been incorporated. The Vision has maintained broad compatibility.
LTP OBJECTIVE 1: To reduce car dependency and improve multi-modal and digital connectivity within and beyond the rural settlements in our county.	It is recommended that the LTP Objective be strengthened to reflect the need to be sensitive to the built and natural environment.	LTP OBJECTIVE 1: To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond our rural settlements.	While the recommendation has not been directly incorporated, it has been broadly addressed through the Logic map for Objective 6. The Logic map highlights the need for ‘safer, more attractive and convenient travel by active travel’ and a ‘reduction in vehicle miles’. These measures

Original LTP4 element	Original recommendation	New LTP4 element	Summary of Impact
			<p>are expected to have benefits in respect of air quality, carbon dioxide emissions and flood risk, and reflect the need to be sensitive to the built and natural environment.</p> <p>Additionally, the aim to tackle social isolation is expected to reduce inequalities by increasing connectivity for poor and rural communities. This update has strengthened the Objective's broad compatibility with ISA Objectives 1, 2 and 11 – 16. Uncertainty is maintained in respect of ISA objectives 4 – 10.</p>
<p>LTP OBJECTIVE 2: To improve accessibility and connectivity to opportunities within Wiltshire and beyond, encouraging active travel options, inclusivity and social mobility, promoting greater equality of opportunity for all residents.</p>	<p>It is recommended that the objective may be strengthened to recognise the impact a changing climate, including flood risk may have on accessibility and connectivity by ensuring that 'resilience' features in the Objective text.</p>	<p>LTP OBJECTIVE 2: To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.</p>	<p>While the recommendation has not been directly incorporated, the provision of a 'safe' transport network which improves 'quality of life' and 'health and wellbeing' will help to reduce the risks associated with a changing climate. The Objective has maintained broad compatibility.</p>

Original LTP4 element	Original recommendation	New LTP4 element	Summary of Impact
LTP OBJECTIVE 3: To provide a reliable and efficient transport network which maximises sustainable economic growth across Wiltshire's varied localities.	It is recommended that this LTP Objective be clarified to reflect the need to be sensitive to the built and natural environment.	LTP OBJECTIVE 3: To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.	While the recommendation has not been directly incorporated, it has been broadly addressed through the Logic map. The Logic map emphasises the need for 'high quality sustainable travel options which increase travel options', clarifying the need to be sensitive to the built and natural environment. This update has strengthened the Objective's broad compatibility with ISA Objectives 1 – 3 and 12 – 16. Uncertainty is maintained in respect of ISA objectives 4 – 9.
LTP OBJECTIVE 4: To ensure that Wiltshire has a resilient, future ready transport network that takes account of the varied geography and dispersed nature of the county.	It is recommended that the LTP Objective be strengthened to reflect the need to be sensitive to the built and natural environment.	LTP OBJECTIVE 4: To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.	While the recommendation has not been directly incorporated, it has been broadly addressed through the Logic map. The Logic map highlights the need for 'improved infrastructure for public, shared and active transport' and 'maximised uptake of energy efficient and zero or ultra low emission vehicles and autonomous vehicles'. These measures are expected to have benefits in respect of air quality, carbon dioxide emissions and flood risk, and reflect the need to be sensitive to the built and natural environment. This update has

Original LTP4 element	Original recommendation	New LTP4 element	Summary of Impact
			strengthened the Objective's broad compatibility with ISA Objectives 1 – 3 and 11 – 16. Uncertainty is maintained in respect of ISA objectives 4 – 10.
LTP Objective 5: To reduce the total carbon emissions that are due to transport in the county, contributing to Wiltshire's aim of becoming Carbon Neutral by 2030.	No recommendations have been made in respect of this LTP Objective.	LTP Objective 5: To expedite the reduction of the total carbon emissions in the county that are due to transport, contributing to making Wiltshire Council Carbon Neutral by 2030, and leading the county towards net zero.	The Objective has maintained broad compatibility with relevant ISA objectives.
LTP OBJECTIVE 6: To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three Areas of Outstanding Natural Beauty and historic towns and settlements.	No recommendations have been made in respect of this LTP Objective.	LTP OBJECTIVE 6: To ensure the transport network in Wiltshire protects and enhances our natural and built environments, including our three National Landscapes, National Park and our historic towns and settlements.	The Objective has maintained broad compatibility with relevant ISA objectives.

9.3 Conclusion

In conclusion, the results of the compatibility assessment indicate that the LTP4 Vision and Objectives provided a generally firm underpinning to help ensure that the sustainability performance of the plan can be maximised. However, some areas of potential uncertainty remain, in particular relating to the environment. However, incorporating to the developing LTP4 greater clarity on how these issues will be addressed would ensure that these elements are in alignment with the requirement to ensure sustainability was fully incorporated to the LTP4.

10. Assessment of LTP policy, measures and sub-strategy proposals

10.1 Introduction

The LTP4 sets out a series of challenges that Wiltshire is facing in relation to transport across the county and which the LTP4 must respond to. These challenges are:

1. Transport Decarbonisation.
1. Health, wellbeing and safety.
2. Economic growth.
3. Unique environment.
4. Futureproofing transport.
5. Rurality.

Allied to these key challenges, other elements which have been considered in detail as part of the development of LTP4 include the effects of an ageing population in the county, the need to rely on cars especially in rural areas, traffic flows, a changing climate, digital connectivity, environment (including air quality and noise), the economy and funding. Consideration of all of these aspects led to the development of a Vision for LTP4 and a series of Objectives. See Chapter 9 for consideration of these elements.

In order to fulfil the vision and objectives, a series of policies have also been developed for LTP4. These policies are a broad mix and reflect four policy areas that provide their foundation and structure. These four policy areas are:

1. **Avoid** unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach; providing digital options; and combining journeys. Many people, particularly in rural areas, have no choice but to travel significant distances to access employment, education, and the services and facilities they need. These policies seek to increase the options available to those who live and work in Wiltshire, enabling access to more within closer reach.
2. **Shift** to more sustainable modes of transport – more sustainable modes of transport – providing better and more accessible options for travel via active travel, public and shared transport. These policies seek to make active travel, public and shared transport more accessible, attractive and competitive options for all types of journeys.
3. **Improve** vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements. These policies seek to minimise the environmental impact of the remaining miles travelled by road by making better use of our existing networks and enabling individuals and organisations to transition to less polluting vehicles.
4. **Support** and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future. The measures under the previous three policy areas will enable people and goods to travel more efficiently, with less impact on our environment and communities. However, these benefits will only be maximised when travel behaviours change and will only be deliverable when we collaborate effectively with other organisations and put the time and resource into developing more detailed plans

for the future. These supporting measures prioritise effective communication, collaboration and future planning.

This section predicts and evaluates likely sustainability effects arising from the policy proposals set out in the LTP4 (draft July 2024), notes recommendations in order to address shortfalls identified during the assessment.

For the purposes of assessment, these policies have been assessed on a grouped 'themed' basis as it is recognised that certain policies were mutually supportive in their aim to achieve the LTP4 framework of 'Avoid, Shift, Improve and Support'. The policies were considered as set out on Table 10-1, which also contains a brief description and explanation for the Policy.

LTP4 Policies aligned to Policy Areas

Table 10-1 - Overview of policy areas and aligned policies

Policy Area	Policy	Policy Overview
Avoid	Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach; providing digital options; and combining journeys.	Many people, particularly in rural areas, have no choice but to travel significant distances to access employment, education, and the services and facilities they need. These policies seek to increase the options available to those who live and work in Wiltshire, enabling access to more within closer reach.
	A1 Reduce the need to travel as often	Reducing the need to travel can improve local safety and air quality, support inclusivity and social mobility, whilst also helping to limit the harmful greenhouse gas emissions from transport, Providing more options to access essentials remotely can open up new opportunities, such as education, training, employment, online community services, and travel information. In addition, making it more convenient to consolidate journeys, such as by locating key services near to each other, can help reduce the time needed to complete day-to-day tasks. These benefits are particularly important for those who don't have access to a car or find it difficult to travel.
	A2 Enabling access to services, jobs and other destinations within closer reach	Providing opportunities to access the essentials closer to home can make travel by active travel and public transport more feasible and attractive options, and can lead to travelling fewer miles overall. These are key ways we can reduce the harmful greenhouse gas emissions which result from transport and improve local safety and air quality. The provision of more local services can also help to reinvigorate local communities, bring health benefits, and support economic growth by creating opportunities without the need for a car, where feasible.
Shift	Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel, public and shared transport.	These policies seek to make active travel, public and shared transport more accessible, attractive and competitive options for all types of journeys.
	S1 Enable active travel to be the preferred	Whilst cars are critical to rural areas, active travel can have substantial health and wellbeing benefits for all ages, and can be

Policy Area	Policy	Policy Overview
	choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality	a good way of embedding physical activity into day-to-day life. These methods of travel generally have the most reliable journey times, and have less chance of being negatively impacted by delays experienced elsewhere on the network, or by possible future societal issues (such as pandemics, fuel shortages, and inflation). They are also the cleanest modes of travel with very little adverse impact on greenhouse gas emissions, air pollution or noise pollution. Our LTP4 measures will address concerns about safety, convenience and quality of provision which can prevent people choosing to walk, wheel and cycle, and enable these modes to become the natural choice for shorter journeys.
	S2 Provide more public and shared transport options and improve service quality	Good public and shared transport links are vital for the success and prosperity of Wiltshire's communities, allowing access to our towns and city, our schools and colleges, our places of work and leisure. Public and shared transport are essential in enabling people to get around in a sustainable way and can help to combat social isolation. Our aim is to ensure that public and shared transport meets the needs of our people, both now and into the future, and provides a viable and competitive alternative to travelling by car. We will prioritise improving the frequency, speed, reliability and flexibility of our bus services; supporting the enhancement of rail services through Wiltshire; and expanding on the current shared transport options.
	S3 Provide better access to public and shared transport services	The benefits of improved public and shared transport services will only be unlocked if more people are able to access them and connect seamlessly between different modes of travel. To facilitate this, we will improve local links to bus stops and railway stations, simplify our services, provide better information, make payment easier and prices more affordable, and ensure our vehicles and infrastructure are safe and accessible for all. New shared transport schemes, such as e-bike hire, can create better and more flexible options for getting to and from public transport hubs, without the need to travel by car.
	S4 Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most	In order to improve road safety, reduce congestion and reduce greenhouse gas emissions, there is a need to encourage travel where possible by modes other than the private car. This is particularly challenging in a rural county where many residents are reliant on car use for a range of essential journeys. Demand management measures are some of the tools available to us to help improve access to services and facilities, ensure journey time reliability and improve the safety and wellbeing of vulnerable road users, such as active travel users. For those residents who have no choice but to travel by private car, it is essential there is adequate provision including a well-maintained road network and appropriate car parking including dedicated blue badge spaces.
	S5 Encourage and enable shift to more	Freight travel is essential for the economy and for individuals. However, HGVs, vans and other delivery vehicles have a significant impact on our communities, air quality, congestion,

Policy Area	Policy	Policy Overview
	sustainable modes for freight	road maintenance costs and produce significant greenhouse gas emissions. Therefore, this policy seeks to increase the use of alternative, more sustainable options for freight movement.
Improve	<p>Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.</p> <p>These policies seek to minimise the environmental impact of the remaining miles travelled by road by making better use of our existing networks and enabling individuals and organisations to transition to less polluting vehicles.</p>	
	I1 Facilitate and encourage move to low and zero emission vehicles	Low and zero emission vehicles are an essential part of removing carbon emissions from transport; these include cars, vans, buses, taxis and HGVs. The Government is leading on the uptake of these vehicles at a national level, including a ban on new petrol and diesel car and van sales. At a local level, this policy seeks to accelerate uptake by providing public charging points and encouraging the private sector to do likewise, providing zero emission car clubs, ensuring our own fleets are zero emission, and by awareness raising.
	I2 Enable safer, more efficient driving and operation of road network	A smoother flow of traffic means better journey time reliability, more efficient businesses operation, improved road safety, and reduced greenhouse gas emissions. Our measures will prioritise safety for all users, and seek to make better use of data and technology in our monitoring and managing of traffic. Where needed, additional road capacity will be considered in conjunction with the decarbonisation of private vehicles.
Support	<p>Support and enable delivery of the Avoid, Shift and Improve policy areas – both now and into the future.</p> <p>The measures under the previous three policy areas will enable people and goods to travel more efficiently, with less impact on our environment and communities.</p> <p>However, these benefits will only be maximised when travel behaviours change and will only be deliverable when we collaborate effectively with other organisations and put the time and resource into developing more detailed plans for the future. These supporting measures prioritise effective communication, collaboration and future planning.</p>	
	SU1 Empower people with the skills, knowledge, motivation and opportunity they need to safely access more sustainable and healthier transport	The Avoid, Shift and Improve policy areas will only help us to achieve our objectives if enough people change their travel behaviour. An ongoing programme of activities to make residents and businesses aware of opportunities to change behaviour, how to do so, and the benefits, will therefore be essential to make sure that enough people travel differently, at least some of the time.
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all	We must collaborate with other organisations, such as neighbouring authorities, national and regional Government bodies, employers, community groups and charities in order to deliver our LTP4 measures and achieve our vision and objectives. Effective partnerships will enable us to develop a coordinated approach to reduce greenhouse gas emissions, encourage sustainable growth, connect communities and provide

Policy Area	Policy	Policy Overview
		excellent quality of life across all of our transport initiatives going forward.
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered	The LTP4 is the first step in the process of delivering an enhanced transport network in Wiltshire. It sets out the direction of travel but, by nature, doesn't contain all the details; we are committed to continuing this journey and, where necessary, will develop further plans to provide the details of how we will deliver on our vision and objectives.

Note that each of the above policies is expanded upon through a series of measures that detail how the policies will be enacted and provides information on likely, or typical, locations that relevant actions could be taken. A focus is placed on identifying measures which will be most appropriate to the identified place types within Wiltshire of 'Principal Settlements', 'Market Towns' and 'Rural Areas'.

Within 'Principal Settlements' the identified measures are shown in Table 10-2:

Table 10-2 - Principal Settlements identified measures

Policy Area	Measure
Avoid	A1.1: Improving ultrafast fibre coverage to enable access to online services A2.1: Co-working spaces A2.2: Support improvements to services that can be provided locally to reduce travel A2.3: Ensure design requirements are met for new developments
Shift	S1.1: Deliver the infrastructure improvements identified in our LCWIPs S1.2: Public realm improvements S1.3: Wayfinding S1.4: Cycle parking S1.5: Safer movement for active travel S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas S1.7: Cycle hire schemes S2.3: Ride sharing, including shared taxis S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel S3.6: Mobility hubs
Improve	I1.1 Expand EV car club coverage I2.1 Improve our use of technology in traffic and congestion monitoring I2.2 Engage with and prepare for the rollout of new transport technologies
Support	As per overarching measures

Within the 'Market Towns' the identified Measures are shown in Table 10-3:

Table 10-3 - Market Towns identified measures

Policy Area	Measure
Avoid	A1.1: Improving ultrafast fibre coverage to enable access to online services A2.1: Co-working spaces A2.2: Support improvements to services that can be provided locally to reduce travel A2.3: Ensure design requirements are met for new developments A2.4: Parcel pick-up points at local hubs
Shift	S1.1: Deliver the infrastructure improvements identified in our LCWIPs S1.2: Public realm improvements S1.3: Wayfinding S1.4: Cycle parking S1.5: Safer movement for active travel S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas S1.7: Cycle hire schemes S2.3: Ride sharing, including shared taxis S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel S3.2: New stations S3.6: Mobility hubs
Improve	I1.1 Expand EV car club coverage I2.1 Improve our use of technology in traffic and congestion monitoring
Support	As per overarching measures

Within the 'Rural Areas' the identified Measures are shown in Table 10-4:

Table 10-4 - Rural Areas identified measures

Policy Area	Measure
Avoid	A1.1: Improving ultrafast fibre coverage to enable access to online services A2.1: Co-working spaces A2.2: Support improvements to services that can be provided locally to reduce travel A2.4: Parcel pick-up points at local hubs
Shift	S1.1: Deliver the infrastructure improvements identified in our LCWIPs S1.2: Public realm improvements S1.3: Wayfinding S1.4: Cycle parking S1.5: Safer movement for active travel S1.6: Reduced vehicle speeds where appropriate, especially in or adjacent to residential areas S1.7: Cycle hire schemes S2.3: Ride sharing, including shared taxis

Policy Area	Measure
	S3.1: Improve access to and from public transport stops and stations by sustainable modes of travel S3.6: Mobility hubs
Improve	I1.1 Expand EV car club coverage
Support	As per overarching measures

In addition to the measures noted above, a series of support measures have been identified which will be applied across all area types:

- SU1.1: Raise awareness of sustainable travel options
- SU1.2: Travel plans
- SU1.3: Raise awareness of local facilities, amenities and services
- SU1.4: Incentives for physical activity
- SU1.5: Interventions for vulnerable road users
- SU1.6: Cycle training to improve skills and confidence
- SU1.7: Rollout of safety apps
- SU1.8: Mobility credits
- SU1.9: Implement Mobility as a Service (MaaS)
- SU1.10: Reduced carbon intensity of travel via more efficient driving
- SU2.1: Working with businesses to facilitate home working and flexible working
- SU2.2: Providing, or supporting applications for, grants to businesses and community groups for active travel facilities
- SU3.1: Coordination of street works and roadworks
- SU3.2: Network maintenance
- SU3.3: Establish and actively manage a road classification, road layout and road user hierarchy
- SU3.4: Support for Masterplanning
- SU3.5: Adopt 'Vision Zero' ambition and Safe System approach
- SU3.9: Refresh our transport policies and plans

10.2 Assessment of LTP4 sub-strategies

In addition to the policy areas outlined above, there are also a small number of sub-strategies that provide more context and detail to key parts of the core strategy and proposed measures. These sub-strategies and their applicable measures are as shown in Table 10-5, Table 10-6, Table 10-7, Table 10-8:

Table 10-5 - Strategic transport sub strategy assessment

Strategic Transport Sub-Strategy	
Policy Area	Measure
Avoid	No measures proposed

Strategic Transport Sub-Strategy	
Policy Area	Measure
Shift	S2.1 Bus infrastructure and service improvements on key corridors S2.2 Implementation of new DRT services S2.4 Support for more frequent or new direct rail services S2.5 Support for rail capacity upgrades S2.6 Supporting establishment of train servicing facilities S3.3 Improved waiting and interchange facilities at bus stops and stations S3.4 Provision of real time passenger information at bus stops S3.5 Railway station upgrades S3.7 Explore the role and function of Park and Ride S3.8 Smarter ticketing and payment on buses S3.9 Accessible and inclusive buses and infrastructure S3.10 Lower and simpler bus fares S3.11 Multi-modal ticketing S3.12 Coach parking
Improve	I1.13 Support of cleaner, modernised buses and coaches, and related charging infrastructure I1.14 Support rail electrification I2.3 Improvements to on-road signage on our strategic and major roads I2.6 Targeted road infrastructure or junction improvements to relieve congestion
Support	SU1.11 Multi-modal marketing SU1.12 Ticketing incentives SU2.3 Work collaboratively with our key stakeholders SU2.4 Supporting Community Rail Partnerships

Table 10-6 - Parking sub strategy assessment

Parking Sub-Strategy	
Policy Area	Measure
Avoid	No measures proposed
Shift	S4.1 Improved car parking signage S4.2 Provision and consistency of disabled parking S4.3 Review of parking payment methods S4.4 Review of parking charges S4.5 Review of our existing parking assets S4.6 Resident permit zones
Improve	No measures proposed
Support	SU3.8 Develop a detailed parking operation and delivery plan

Table 10-7 - Freight sub strategy assessment

Freight Sub-Strategy	
Policy Area	Measure
Avoid	A1.2 Review of consolidation centres A1.3 Planning for HGV deliveries in new developments
Shift	S1.8 Freight kerbside delivery management S5.1 Micro-consolidation and use of alternative modes for first/last mile S5.2 Shifting freight from road to rail S5.3 Safeguarding land for rail and consideration of rail freight interchange site
Improve	I1.11 Support for low emission freight I2.4 HGV parking and rest stops I2.5 Moving traffic offences
Support	SU3.6 Freight Assessment and Priority Mechanism (FAPM) SU3.7 Define route restrictions through Advisory Freight Routes

Table 10-8 - Electric vehicle sub strategy assessment

Electric Vehicle Sub-Strategy	
Policy I1 Facilitate and encourage move to low and zero emission vehicles	
Policy Area	Measure
Improve	I1.1 Roll out public on-street residential charging at scale, focusing provision for residents with no off-street parking I1.2 Encourage and facilitate EV charging provision in new developments and refurbishments I1.3 Ensure that public EV charging is located through robust data analysis and community consultation, employing technology appropriate to its context. I1.4 Support the roll out of rapid charger hubs by the commercial sector, ensuring chargers are appropriately located and minimise any associated risks I1.5 Investigate the use of cable channel products to enable safe cross-pavement on-street home charging I1.6 Support EV uptake in corporate fleets and car clubs I1.7 Support and publicise regional and national schemes which help make EVs more financially accessible I1.8 Explore adopting policies and support to increase the number of EV taxis I1.9 Ensure that new EV chargers maximise accessibility for both drivers and footway users I1.10 Ensure new public EV charging includes provision for deprived areas and rural locations

The policies have been assessed against the ISA Objectives using the significance scale shown in Table 10-9:

Table 10-9 - Criteria for assessing significance of effect

Assessment Scale	Assessment Category	Significance of Effect
+++	Major beneficial	Significant
++	Moderate beneficial	
+	Slight beneficial	Not Significant
0	Neutral or no obvious effect	
-	Slight adverse	
--	Moderate adverse	Significant
---	Major adverse	

The policies and sub-strategies have been assessed against the following ISA Objectives:

1. Protect and improve air quality.
2. Reduce carbon dioxide (CO₂) emissions from transport and contribute to meeting net zero carbon targets.
3. Increase resilience of the transport network to the effects of a changing climate, including through reducing the risk of flooding.
4. Protect and enhance protected habitats, sites, species, valuable ecological networks and promote ecosystem resilience and functionality and deliver Biodiversity Net Gain.
5. Protect and enhance sites designated internationally for nature conservation purposes.
6. Protect, enhance and promote geodiversity.
7. Conserve and enhance heritage assets and the wider historic environment including buildings, structures, landscapes, townscapes and archaeological remains and their settings.
8. Protect and enhance the character and quality of landscapes, townscapes and visual amenity.
9. Protect and enhance the water environment.
10. Seek to remediate contaminated land, facilitate the re-use of previously developed land, as well as conserve soil and agricultural resources.
11. Promote prudent use of finite natural resources, maximise the use of alternative, secondary and recycled materials, reduce the level of waste generated.
12. Promote economic growth and job creation, and improve access and connectivity to jobs and skills for all.
13. Support the wider coordination of land use, energy planning and transport planning across Wiltshire.
14. Improve health and well-being for all citizens and reduce inequalities in health (using the HIA specific sub-objectives).
 - Improve accessibility to health and leisure services and facilities and amenities for all.
 - Improve affordability of transport.
 - Improve safety of the transport network (including roads) and reduce the number of accidents and other incidents.
 - Reduce severance.
 - Improve connections between and within communities.
 - Reduce air, noise, odour and light pollution from transport.
 - Improve access to active travel modes.
 - Improve access to public transport.

15. Promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society (using the EqlA specific sub-objectives).
 - Improve accessibility to services, facilities and amenities for all, in particular by active travel modes.
 - Improve affordability of transport.
 - Improve safety of the transport network (including roads) and reduce the number of accidents and other incidents.
 - Improve provision of public transport in rural areas or to those areas experiencing constraint in public transport provision.
 - Reduce severance.
 - Reduce air, noise, odour and light pollution from transport.
16. Promote community safety and reduce crime and fear of crime for all citizens (using the CSA specific sub-objectives).
 - Improve safety on the transport network (including roads) and reduce the number of accidents and other incidents.
 - Improve actual and perceived safety and security issues.

10.1 Assessment of policies

Table 10-10 provides an overview of results from the assessment of policies. Full details are provided in Appendix A.

Table 10-10 - Overview of assessment of policies

Plan Element	ISA Objectives															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Avoid Policies																
Reducing need to travel	++	++	+	+	+	0	+	+/-	+	+	+/-	++	+	++	++	++
Enabling access																
Shift Policies																
Enable active travel	+++	++	+/-	+/-	+/-	+/-	++	+	+	+/-	+/-	+	+	++	++	++
Provide more public and shared transport																
Provide better access to transport services																
Influence demand																
Encourage and enable mode shift																
Improve Policies																
Facilitate shift to LZEVs	++	++	+/-	+/-	+/-	0	+/-	+	+	+	+/-	++	++	++	+	+
Enable safer, more efficient driving and operation																
Support Policies																
Empower people with skills	++	++	+	+	+	0	+	+	+	+	+	++	+	++	++	++
Work in partnership																
Develop more detailed plans																

Page 590



10.1.1 Avoid policies

The policies identified under 'Avoid' are 'Reducing the need to travel as often through combining journeys and providing digital options', and 'Enabling access to services, jobs and other destinations within closer reach'. These policies were supported and expanded upon by a series of measures for each of the place types identified ('Principal Settlements', 'Market Towns' and 'Rural Areas'). A key element of the 'Avoid' policies are aimed at providing measures that reduce the need to travel and make it possible to not have to undertake journeys in the first place, reducing the number of trips or reducing travel distances. These goals are to be achieved through a series of mechanisms such as increased digital connectivity, encourage uptake of more sustainable modes such as active travel, ride sharing, development of mobility hubs, co-working spaces, parcel pick up points, as well as more general supporting the provision of local services and amenities and facilitating these through design requirements. These were considered to provide a strong basis upon which air quality could be protected or improved and carbon emissions reduced to help meet net zero carbon targets. Nevertheless, there would still be a residual need for private car use (and of course public transport such as bus and rail) and while this would result in continued emissions (air pollution and carbon) this is recognised as being important for some members of the community.

It is anticipated that reducing the need to undertake journeys, along with increased digital connectivity, will help to increase resilience in the transport network to a changing climate – in short people can remain connected during extreme weather. Development of facilities in closer proximity to users would also reduce journey length or make them more accessible to sustainable modes that may allow for journeys to be undertaken with less chance of disruption and would also provide opportunities for planting that could allow for shade in hot weather, or incorporation of sustainable drainage that could help manage water during storm events.

Planting, as part of public realm developments (or as part of wider transport schemes), also allows opportunities to increase biodiversity or ecological networks – particularly if native species are used. Biodiversity and wider habitats (including those sites designated for nature conservation) could also benefit through reduced pollution emissions (to air or water) and reduced transport related disturbance that these 'Avoid' policies would engender. The water environment would also benefit from a reduction in polluted runoff as well as reduce potential for spillage of hydrocarbons through accidents or during refuelling. As noted, revamped public realm, as well as development of transport hubs would also provide opportunities to incorporate sustainable drainage which can lead to water quality improvements.

Reducing the need to travel and making more sustainable modes more attractive as set out in the 'Avoid' policies are anticipated to result in reduced congestion and a fall in overall traffic volumes. It is anticipated this will help make landscapes / streetscapes more appealing and may provide opportunities to enhance the setting of (and reduce disturbance to) heritage assets. Setting of such assets could also be improved through its careful consideration as part of any public realm improvements. Similarly, development of facilities that support local services and amenities may provide opportunities to enhance setting or re-purpose historic buildings etc. and would also potentially revitalise town centres.

Nevertheless, the anticipation that the development of transport hubs etc., being mostly in already developed areas means that effects on soil resources should be minimal. Development of these areas, including revamping public realm would provide the opportunity to remediate contaminated land, remove invasive species etc.

Development of the transport hubs and local amenities etc will result in the use of natural resources and would lead to the generation of waste. This would, for the most part, be limited to construction phases.



However, a clear focus on reducing the need to travel, reducing journey length and encouraging sustainable and active travel modes will reduce the use of fuel over the longer term.

It is anticipated the 'Avoid' policies would help local areas to become more attractive for shopping and doing business through development of local facilities and amenities, better access to local businesses, reduced congestion etc. and this would help local economies in the towns and villages of Wiltshire. Better digital connectivity may help economic growth and make Wiltshire more attractive to do business though may also provide opportunities outside the Wiltshire area to the detriment of local business. It may also provide opportunities for people to undertake training or continued education remotely, thereby helping to grow the local skills base. Encouraging access for all will help make economic opportunities more available for a greater number of people.

10.1.1.1 'Avoid' policies – health, equalities and safety

In relation to the implication of the 'Avoid' policies on the people of Wiltshire and visitors to the county, it is anticipated that a focus on more sustainable modes would allow opportunities for more physical activity to be incorporated into daily activities. This will have clear health and wellbeing benefits. Reductions in air pollution would also have beneficial effects, particularly for children and those with certain health conditions such as those with lung or breathing difficulties.

A clear focus on providing digital connectivity and services, jobs and other destinations within closer reach will improve accessibility – note is made of a range of services to be included in development design guides and this includes health services such as GPs and pharmacies, as well as leisure facilities. While access would be improved for all groups, it is to be noted that a focus on active travel may not have the same benefit for all – for example those in older or younger population cohorts, or those with certain disabilities or health issues may not be able to avail of such modes to the same degree as other groups. Similarly, in terms of equalities, disabled groups and those who are pregnant (particularly in later stages of pregnancy) may experience some reduced access through reduced mobility, with a walk or cycle potentially not practical in some cases. For such groups there may remain a reliance on the private car or taxis. Nevertheless, the provision of mobility hubs will improve access to public transport and make this more attractive for all groups.

Measures such as ride sharing and a clear focus on active travel, as well as providing closer facilities and amenities may help to reduce (or remove) the cost of travel, with particular benefit for those on fixed incomes such as the elderly, or those on low incomes. Cost may also be largely removed through the provision of digital connectivity, though this may incur costs in terms of equipment and data charges. Similarly, there could be costs incurred for the purchase of equipment such as cycles. There is also a focus on sharing, which can reduce costs, though ride sharing may not be suitable for all groups, with gender, ethnic, sexual orientation and faith groups potentially having negative experience or perceptions.

Reducing the need to travel and improving travel choices could help to improve road safety by reducing the number of journeys taken and reducing the potential for accidents. The elderly and children, along with pedestrians and cyclists, would likely particularly benefit from a reduced risk.

Reducing the need to travel will reduce the amount of traffic on roads and therefore reduce severance from services and facilities for all groups. Locating the services and amenities that people need in their local neighbourhoods will also reduce severance across all groups.

Connections between and within communities will be improved through the reduction in traffic and a focus on new transport connections such as those provided by active travel. The provision of local services and amenities will also help to improve connections. Mobility hubs will improve connections to more distant communities.



Light levels may remain as at present, though this will help to provide for a safer nighttime environment.

A reduction in traffic levels through reducing the need to travel, as well as a focus on active travel modes, would likely reduce the number of accidents / incidents. Safety may also increase for the youngest / eldest in society. Elements of the policies may bring new safety or security challenges though (or a perception of challenges) – for example, ride sharing and sharing taxis could lead to a perception of danger for some groups such as ethnic or faith groups, gender and sexual orientation. **It is recommended that such policies could clarify how journeys will be undertaken in safety.**

Note is made of ensuring design requirements for new developments. **It is recommended that this should be expanded to note the need to ensure that safety is a top priority in the design of any new infrastructure such as mobility hubs. A focus should be placed on more vulnerable or lone travellers.**

10.1.2 'Shift' policies

The policies identified under the 'Shift' area are 'Enable active travel', 'Provide more public and shared transport', 'Provide better access to transport services', 'Influence demand' and 'Encourage and enable mode shift'. These policies were supported and expanded upon by a series of measures for each of the place types identified ('Principal Settlements', 'Market Towns' and 'Rural Areas'). These policies encourage a shift to more sustainable modes, with a focus on active travel, as well as more public and shared transport options. Service quality and infrastructure will improve and make such modes more attractive. There is a clear focus on shifting freight to more sustainable modes. It is anticipated that overall travel and congestion would reduce, allowing vehicles to be more efficient. Note is made of the need to encourage travel by modes other than the private car, though a residual need for this mode is noted. Despite these residual emissions, it is anticipated that a focus on these policies would result in large beneficial effects on air quality and will also be significantly beneficial in terms of reducing carbon emissions and helping to meet net zero targets.

These policies would likely result in the development of new active travel routes and new infrastructure such as transport hubs may result in an increase in impermeable surfacing, with a consequent increase in risk of flooding. However, note is also made of the development of public realm, including parklets and this would allow for the use of SuDS. These would also include planting which may allow for more shaded areas or to help reduce wind speed in areas, with beneficial effects at a local scale. These new routes would also provide an increase in resilience to the local transport network to help ensure access is maintained – a variety of routes will be available should one be blocked by flooding for example. Note is also made that active travel will not just be confined to the Principal Settlements, with some county wide schemes likely.

Reductions in pollution emissions and the reduction of cars on the road, with a shift to sustainable modes are anticipated to be beneficial to habitats and species by reducing pollution and disturbance. Reduced road traffic or reduced speeds may also result in a reduction in 'road kill'. There is a potential that development of some active travel routes (particularly in non urban areas) could impact on habitats and species (through loss or disturbance), though it would also provide opportunities for green infrastructure to be developed. This could also take place at transport hubs. Note is made of improvements to public realm to include planting. **It is recommended that note should be made of the need to encourage the use of native species in any planting, as well as to take opportunities for biodiversity gain, for example through planting wildflowers that can act as pollinators. Consideration could be given to managing vehicle movements, or speeds in areas that are of value to wildlife.**

In terms of those sites that are designated for nature conservation, it is anticipated that the policies would reduce pollution emissions and reduce traffic on the road network. This could reduce pollution deposition



on designated sites as well as reduce disturbance. Disturbance could also be reduced via a reduction in speed, as well as restricted access in some areas. However, the location of new infrastructure such as active travel routes could lead to encroachment or disturbance (direct or indirect) to designated sites (including those designated for geodiversity). **As such, it is recommended that consideration could be given to managing vehicle movements or speeds in areas that are designated for nature conservation, or which are nearby to such areas.**

Townscapes and the historic environment (inc. heritage assets) could benefit from a reduction in cars, as well as a reduction in speeding etc. Managing access to certain areas could provide opportunities to benefit the setting (including to tranquillity) of assets including conservation areas, individual monuments, individual buildings and so on. A reduction in pollution deposition (through reduced emissions) would help to protect heritage assets. The policies noted the need for improvements to public realm and this could provide opportunities to enhance features, or increase access, as well as promote a 'sense of place'. Effects would likely be localised. There may be a potential for effects (direct or indirect) on heritage assets and their setting through the development of new infrastructure such as active travel routes.

While it would need to be sensitively incorporated, the noted CCTV could help provide protection to historic assets that may be at risk of vandalism. New wayfinding signs could lead to clutter of the streetscape, though could likely be sensitively incorporated to historic centres. Cycle parking and other such infrastructure would also need to be incorporated with care.

It is recommended that care is to be taken in route / site selection, with opportunities for beneficial effects to be taken. Reference should also be made that working with partners and other statutory bodies, such as Historic England, the Council will aim to minimise the impact of transport on heritage assets and protect and enhance the quality environment including buildings, structures, landscapes, townscapes and archaeological remains and their settings and ensure that due regard is given to the need to undertake archaeological investigations. Improving physical access and/or interpretation, understanding and appreciation of the significance of heritage assets as part of transport development should also take place where appropriate.

While for the most part it is anticipated that new infrastructure would be of relatively small scale, landscapes, townscapes and visual amenity could benefit from a reduction in cars, as well as a reduction in speeding etc. Less congestion would benefit urban areas in particular.

In relation to the water environment, note is made within these policies of approaches that would result in an uptake of active travel and sustainable modes. This has the potential to benefit the water environment through a reduction in polluted runoff from roads (tyre degradation etc) and a reduction in the risk of pollution from accidents / accidental spillage (with reduced speeds in some areas making accidents that would cause pollution less likely). Note though that there is a potential risk to the water environment during construction of any new infrastructure, though it is anticipated this could be easily managed through standard approaches to construction and pollution prevention. **It is recommended that note is made to ensure incorporation of pollution prevention in design elements.**

It is anticipated that these policies would result new infrastructure development that would be for the most part in existing urban centres, such as public realm improvements. This could provide opportunities to facilitate the re-use of previously developed land or remediate contaminated land. Nevertheless, there is also a potential that new areas would need to be developed, for example for active travel routes and this could require greenfield sites, with potential for adverse effects on soil resource. **It is recommended that note is made of the need to take opportunities to remediate contaminated land and that route / site location should avoid areas of the best soil.**



Development would also result in a requirement to develop new infrastructure that would require the use of natural resources and generate waste. **It is recommended that note is made of the need for design of public transport hubs, active travel routes or public realm etc. to consider use of recycled materials and reduced waste generation.**

These policy areas will result in increased opportunities for people to access jobs and the services they need. This will include increased opportunities for commercial / business interactions. These policy areas will also result in reduced congestion and will therefore help to make business more efficient and will also provide businesses with new (and potentially cheaper) ways to connect with consumers. Upgrades to public realm are anticipated to support local businesses and encourage footfall in town centres making them more attractive places for business to invest. The noted improvements to the public realm (as well as making transport seamless between modes) will require wider coordination of land use and transport planning, though it is recommended that consideration of facilitating the expansion of the EV network could be made.

10.1.2.1 'Shift' policies – health, equalities and safety

These policies and associated measures will result in greater access to active travel modes through the provision of new cycleways, providing active travel access to public transport, integrating active travel measures with planning for place measures and so on. This is expected to have beneficial effects on health through allowing people more opportunities to be active. There will also be increased emphasis placed on public transport – particularly bus, which will be benefit to all groups, including those who may not necessarily be best placed to make full use of active travel modes such as older people or the disabled, or those who are heavily pregnant. Note is made that there are people and some groups (including carers) that will still need to use cars and note is made of the need for dedicated blue badge parking.

Specific note is also made of the need to make payment easier and prices more affordable. There is also a noted wish to make public transport a viable and competitive alternative to travelling by car. Greater active travel provision will also allow more journeys to be made by low / zero cost modes, though of course not all groups may be able to afford cycle / e-bike hire or the purchase of cycles.

Reducing speed, reducing overall traffic levels and congestion, provision of segregated active travel routes with good design standards etc., will enhance safety and reduce the number of accidents. This will be of particular benefit to pedestrians and cyclists. Groups such as the elderly and disabled or those who are heavily pregnant may not be able to avail of active travels to as great an extent as other groups but would still benefit from increased provision of public transport.

Severance will be reduced for all groups through reduced car use and speed, along with a greater priority given to walking and cycling and public transport, where possible. Connections between and within communities will be improved by new active travel routes – some of which will be cross county. There will also be better public transport linkages. Enhanced public realm and reduced congestion / restricted vehicle access will ensure interactions within communities are improved.

Air and noise pollution will be reduced through reduced car use and speed, along with a greater priority given to walking and cycling and public transport. Benefits would be most experienced at a local level. However, use of private cars will still occur, along with public transport of bus and rail.

Clear note is made of rural areas through the Rural Areas place-based sub strategy and this sets out a range of measures to improve provision of public transport by sustainable means. Specific note is made of improving access for all, including for those with no access to a car. In general, note is made of the aim



to prioritise improving the frequency, speed, reliability and flexibility of bus services; supporting the enhancement of rail services through Wiltshire; and expanding on the current shared transport options.

Note is also made of public realm improvements that would include CCTV and this can help to improve safety in the wider realm. Provision of good way finding signage will reduce stress and help people to navigate safely.

Note is made of good design measures e.g. in the public realm and the need for CCTV, good lighting etc. Note is also made of good design in terms of secure cycle parking. Good design in separating road users can also reduce conflict and overall stress in the travelling public. However, there may be a lingering perception of risk to safety by some people in term of using public transport or using cycleways / footways as a lone traveller.

10.1.3 'Improve' policies

It is the intention of the 'Improve' policies to facilitate and encourage a move to low and zero emission vehicles, as well as enable safer, more efficient driving and operation of the road network. Clearly these policies will have significant benefits in terms of protecting and improving air quality and reducing carbon emissions, as well as contributing to meeting net zero carbon targets. Of particular note are measures that will include the expansion of car club coverage, which will include the use of low and zero emission vehicles within the car club fleets. These should result in lower numbers of high polluting vehicles on the road network, particularly within urban areas.

Measures also include improved network management by using technology to monitor congestion and improve traffic enforcement, e.g., bus lane usage. This should alleviate congestion and improve bus journey times, contributing to improved air quality as traffic flows more freely. More efficient bus services may also lead to a modal shift to public transport away from private car use, decreasing traffic volumes.

In terms of other environmental issues, there is anticipated to be a mix of beneficial and adverse effects, though for the most part these are not considered to be significant. For example, the locations of EV charging points will need to be considered carefully as they can have adverse implications for streetscape, particularly in more historic centres. On the other hand, these charging points will help facilitate the use of EVs which would reduce noise and help improve the ambience of urban centres. Other elements of these policies, such as introducing electronic signage could have similar effects as they may look out of place in an historic centre but could help improve traffic flow and congestion levels.

The general thrust of these policies, to move away from traditionally powered vehicles to EVs and improving traffic flow will likely have beneficial effects on the water environment through reducing the potential for spillage of hydrocarbons, but also reducing tyre and brake wear contributing to polluted runoff. There would also be less airborne pollutants (with likely benefits to biodiversity). The increased use of EVs though has implications for resource use but would result in less hydrocarbon use.

Improved road network efficiency and thereby increasing capacity should improve connectivity for all road users by reducing journey times. This is anticipated to be beneficial to the economy.

10.1.3.1 'Improve' policies – health, equalities and safety

A reduction in air pollution (as well as reduction in noise) will have clear beneficial effects on health and wellbeing. This would be aided by a range of measure set out in respect of these policies such as increased EV use. Improved management / monitoring of road networks and better traffic enforcement will lower overall congestion. This should make travel by all modes easier by reducing journey times for



vehicular traffic, including public transport, as well as for active travel and will make increase accessibility to health and leisure facilities and amenities.

Perception of safety may also increase through fewer large vehicles and reduced congestion.

10.1.4 'Support' policies

These policies recognise that benefits will only be maximised when travel behaviours change and will only be deliverable through effective collaboration with other organisations and via putting time and resource into developing more detailed plans for the future. These supporting measures prioritise effective communication, collaboration and future planning and include the policies 'Empower people with the skills, knowledge, motivation and opportunity they need to safely access more sustainable and healthier transport', 'Work in partnership with government bodies, stakeholders to improve transport for all' and 'Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered'. Note that all the measures relating to these policies apply across Principal Settlements, Market Towns and Rural Areas.

While specific note is not made of air quality, these policies and support measures provide a wide range of approaches that will likely result in protecting and improving air quality. It is considered these will be beneficial over the short to long term. A key aim is to inform people and raise awareness of sustainable modes, with a view to encouraging and enabling uptake. Travel plans could also be made to help provide people with the information they need and raise awareness of local services and facilities that can help remove the need to travel. In addition, incentives or grants might be provided to help introduce people or businesses to new sustainable modes that could become a habit. Promotional campaigns would also be held to encourage more efficient driving which would help to reduce emissions. The number of journeys (or length of journey time) would also likely reduce through working with business to facilitate home and flexible working. It is anticipated beneficial effects would be greater over time as people get used to new approaches and amend their travel behaviour.

As with air quality it is anticipated that the Policies and range of associated measures would act to change people's travel behaviour and driver down emissions over time. Of particular note (in addition to those other measures outlined in respect of air quality) are the promotion more efficient driving and the promotion of home / flexible working.

Proactive maintenance is a key element of the outlined measures – this should help ensure that the transport network remains resilient to a changing climate e.g. through proactive clearance of drains etc. Travel plans and masterplanning also provide opportunities to plan for disruption caused by extreme weather events. This would be aided by a greater awareness among the population of Wiltshire of travel options in the local or wider area – this awareness could be increased through the use of Apps that can provide real time travel information. A greater emphasis on home working can also mean people can still work without the need to travel during extreme weather.

Reductions in pollution emissions and removal of cars from the road, with a shift to sustainable modes are anticipated to be beneficial to habitats and species by reducing pollution and disturbance. Benefits could also be experienced at sites designated for nature conservation through a reduction in pollution and disturbance.

These policies and measures aim to reduce car use e.g. through promoting homeworking, as well as help to live locally and would act to reduce congestion. Reduction in pollution emissions would also help to protect historic buildings. It is also noted that careful traffic routing will allow the minimisation of impact on historic sites through routing away from sensitive areas. This would likely help to improve the setting of cultural heritage assets. Masterplanning would also provide opportunities to enhance settings etc. as well



as improve landscape and visual amenity in areas where development is considered necessary. Effective masterplanning would also help to facilitate the re-use of previously developed land and it is a stated aim to help people to live locally, as well as make sure nature and the environment are not negatively affected. Note is also made of the need for masterplanning, to be created in consultation with various groups who may have an interest in the area.

Coordination of streetworks and roadworks is also important. Planning, managing and coordinating these works effectively can minimise the impact that essential works have on the transport network

These policies and measures aim to reduce car usage and move to more sustainable modes. This would potentially reduce the effect on the water environment by reducing polluted runoff (including from tyre degradation) and reducing the chance of accidents from which water pollution could occur.

Note is made of the need to make network maintenance more efficient, pro-active and preventative wherever possible, as opposed to reactively responding to faults when they occur on the transport network. Proactive maintenance is known to result in less waste / need to replace infrastructure, ultimately saving monetary as well as natural resources and materials. Promotional campaigns would also be held to encourage more efficient driving which would help to reduce the use of fuel.

In general, measures to reduce congestion etc. should promote economic growth through making business connectivity and access to economic or training opportunities easier. Note is also made for grants to the business community to enable sustainable travel facilities – this will make businesses more attractive to employees. Promotion of home or flexible working also allows flexibility for both businesses and employees and can allow uptake of jobs by people who may otherwise be excluded from the employment market e.g. those with certain disabilities or other home commitments. Note is made of the Mobility Credits system that is linked into the MaaS system will provide a range of opportunities to support sustainable travel choices, for instance providing credits that can be used for public transport or shared transport use in return for giving up car ownership or supporting job seeking with mobility credit allowances. Note is also made of the need to coordinate street works / roadworks, recognising the cost on the economy of these.

10.1.4.1 'Support' policies – health, equalities and safety

These policies and measures are concerned with raising awareness of sustainable travel and providing people with the wherewithal to avail of it. Note is made that a focus could be made on areas with higher levels of deprivation to ensure that all are aware of the affordable options available to them. Note is also made of travel plans and how these can be made for a variety of settings including schools, colleges or universities, workplaces, hospitals, residential areas and leisure facilities. While sustainable travel may not be appropriate for all, note is made of measures to encourage more marginal groups to avail e.g. cycle training for children and adults. Note is also made that training courses should be accessible to all children, teenagers, adults and riders with special educational needs and disabilities (SEND). For other groups Mobility credits and MaaS could play a role to allow people to access more sustainable modes.

Under these policy measures, incentives might be provided to help introduce people to new modes that could become a habit. Incentives could cover a variety of schemes, including some that may cover the entire cost of travel or some that subsidise. Note is also made of mobility credits that allow for people to travel on public transport and other transport services such as car clubs, bikeshare, taxis and on-demand bus services, using 'credits'. The credits could be accessed via a mobility app or a pre-paid card for the user to spend on the services that they wish. Credits can be made available to overcome a wide range of challenges such as those on low incomes, looking for work, or at risk of social isolation. Mobility as a Service (MaaS) can be used to help facilitate mobility credits.



A reduction in traffic volume and speed, as well as a reduction in car size and a move to more sustainable modes can be anticipated to improve safety and reduce accidents / accident severity, with children, the elderly and pedestrians and cyclists most likely to particularly benefit as they tend to fair worst in the event of an accident.

Note is made that there is a commitment to Vision Zero - the elimination of deaths and serious injuries from road traffic collisions. A commitment to designing infrastructure following Safe System and based around the commitment of Vision Zero should primarily focus on the safety of active measures.

It is noted that road layouts should prioritise the safety of vulnerable road users, and the hierarchy will clearly outline the order in which consideration will be made of different modes of transport in policy development and scheme design.

Proactive maintenance is a key element of the outlined measures – this should ensure that the transport network remains safe and resilient. Note is made of measures to hold workshops for older road users to ensure the safety of older road users and to support them in understanding the options available. Workshops could cover how to stay safer driving for longer and when the right time is to consider retirement from driving, the take up of new technology on our network such as EVs, supporting a shift to sustainable modes, and an overview of the travel options and facilities available.

Similarly, it is the intention to provide cycle training to children and adults to improve skills and confidence. Note is also made that training courses should be accessible to all children, teenagers, adults and riders with special educational needs and disabilities (SEND).

Safety apps will be developed. Safety apps are downloadable smartphone applications to assist with workplace or personal safety. Apps are designed to allow users to prepare for and react to emergencies quickly and easily. They can offer GPS tracking, in-app alarms, emergency panic buttons, video monitoring and notifications for selected friends and family. However, there could be implications for those on low income who may not be able to afford the required technology or for those with certain disabilities who may not be able to use an app to full advantage.

Reducing the number of vehicles on roads and the speed at which they travel, could potentially reduce severance. Establishing and actively managing a road hierarchy that is focused on the safety of active travel, as well as effective masterplanning will also benefit all groups by reducing severance and reduce social isolation (with potential particular benefits for the elderly).

These policies and measures are concerned with raising awareness of sustainable travel and providing people with the wherewithal to avail of it. Routes will be safer, better planned and designed, with a more effective maintenance regime. This should act to improve connections between all groups.

Reducing the number of vehicles overall and particularly older vehicles would likely improve air pollution and noise levels as would reducing speed limits and would be a benefit to all sections of society, but particularly those most susceptible to poor air quality such as children and adolescents, the elderly, pedestrians and the disabled – particularly those with lung conditions.

Safety apps will be developed. Safety apps are downloadable smartphone applications to assist with workplace or personal safety and can help improve perceived security. Apps are designed to allow users to prepare for and react to emergencies quickly and easily. They can offer GPS tracking, in-app alarms, emergency panic buttons, video monitoring and notifications for selected friends and family. However, there could be implications for those on low income who may not be able to afford the required technology or for those with certain disabilities or language issues who may not be able to use an app to full advantage.



Better separation between vehicles and pedestrians, along with a focus on the transport hierarchy will help to improve actual safety.



10.2 Assessment of sub-strategies

Table 10-11 provides an overview of results from the assessment of sub-strategies. Full details are provided in Appendix A.



Table 10-11 - Overview of assessment of sub strategies

Sub-Strategies	ISA Objectives																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
Strategic																		
It is the intention of this sub-strategy to ensure that Wiltshire’s strategic transport network ensures the efficient and effective movement of vehicles, helping connect people to place, whilst moving towards decarbonisation of the network. This would be achieved through various measures including transitioning vehicles to sustainable and electric fuels, supporting the move towards a safer network with a Vision Zero approach, and futureproofing the network against environmental and societal crises.	+	-	+	-	-	+/-	-	0	+/-	+/-	+/-	+/-	+/-	+	+	+++	++	++
Parking																		
It is the intention of this sub-strategy to ensure that Wiltshire’s parking provision ensures efficient levels of access whilst ensuring all modes are safely catered for to not discourage active travel. This would be to ensure Wiltshire remains accessible for all whilst taking active management of parking charges and supply to encourage sustainable movement where possible.	+	+	+	+/-	+/-	0	+	++	+	+	+/-	+	+	+/-	+/-	+	+	
Freight																		
It is the intention of this sub-strategy to ensure that Wiltshire’s freight network moves goods in a lower carbon and modernised manner. This would be achieved through transitioning vehicles to sustainable and electric fuels,	++	++	+	+	+	0	+	+	+	0	+/-	+	+	++	+	+	+	

Page 602



Sub-Strategies	ISA Objectives															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
supporting opportunities to shift freight from road to rail, developing last-mile delivery options, improving the safety of key HGV routes and ensuring the rural and unique nature of the county is protected.																
EV Strategy																
It is the intention of this sub-strategy to set out the policies for Electric Vehicle infrastructure across Wiltshire, providing strategic direction for EV measures up to 2027.	++	++	+	+	+	0	+/-	+/-	+/-	+/-	+/-	+	+	++	+	+/-



10.2.1 Strategic transport sub-strategy

This sub-strategy is wide ranging, with the intention to ensure that Wiltshire's strategic transport network ensures the efficient and effective movement of vehicles, helping connect people to place, whilst moving towards decarbonisation of the network. This would be achieved through various measures including transitioning vehicles to sustainable and electric fuels, supporting the move towards a safer network with a Vision Zero approach, and futureproofing the network against environmental and societal crises. Key elements include better (more inclusive and accessible) facilities, increased capacity on bus and rail, new and more frequent connections, better and more up to date information provision (including real time information), demand responsive transport, smarter, lower and simpler ticketing costs / fares. Note is also made that support would be provided for rail electrification. All these elements would be anticipated to reduce emissions of pollutants and carbon.

However, there are also elements of the sub-strategy which are likely to have adverse implications for air quality and carbon emissions, in both construction and operation. Note is made of targeted road infrastructure / junction improvements. While this can help to relieve congestion, or facilitate new development, it can also make continued use of the private car attractive, thereby ensuring continued pollution from road vehicles and would act to compromise reaching net zero targets.

A changing climate is a fact of the environment and as such it is a requirement that the transport network can deal with this challenge. Elements of this sub-strategy will help to do so, for example improvements to route signage will help resilience in the event of emergency / crises and is particularly relevant in areas of Wiltshire that are vulnerable to flooding. However, elements such as new road and rail infrastructure would result in new areas of hard standing that could increase flood risk, particularly at a local level. It would be vital that sustainable drainage is integrated into design of any new infrastructure and it is recommended that this is noted.

New infrastructure development also has the potential to result in the loss of biodiversity, as well as affect sites designated for nature conservation, though it would also provide opportunities for planting or the development of new ecological networks and deliver Biodiversity Net Gain. It is recommended that note is made of the need to encourage the use of native species in any planting, as well as to take opportunities for biodiversity gain, for example through planting wildflowers that can act as pollinators. The need to avoid impacting sites designated for nature conservation should also be noted.

While by making a shift to more sustainable modes easier and more attractive for people may reduce overall traffic levels as well as provide opportunities to redevelop town centres or individual buildings etc., thereby improving townscapes and their visual amenity (and general landscapes) as well as the setting of heritage features, development of new infrastructure also has the potential to affect the historic environment (including archaeological remains). Note is also made of using Park & Ride services to facilitate access to tourist destinations – while this can relieve pressure on specific sites and help to improve settings, it can also help facilitate visits by greater numbers of visitors and could potentially have adverse effects on individual sites.

In relation to the water environment, new infrastructure development such as road upgrades / junction improvements has the potential to result in greater volumes of runoff and could allow pollutants to enter watercourses (with construction periods being particularly risky), though overall reductions in traffic volumes would reduce pollution load from tyre and brake degradation, spillage of hydrocarbons etc.

In addition, new infrastructure development such as road upgrades / junction improvements has the potential to result in the loss of soil or agricultural resources, though opportunities could be provided to remediate contaminated land or regenerate areas previously developed. This development would also



require the use of natural resources (including hydrocarbons) and will generate waste. Nevertheless, a shift to more sustainable modes will help to reduce hydrocarbon use.

Elements of this sub-strategy are likely to provide benefits to the local economy. For example, making town centres more attractive via reducing congestion can help increase footfall and make these more attractive places to do business in. This can be facilitated by Park & Ride services, as well as highway improvements and better connections. It is also anticipated that simplified pricing will make it easier for tourists to use the existing network and support the county's economy, while specific elements such as establishing train servicing facilities can help grow the local skills base and help to diversify the economy with skilled employment opportunities.

10.2.1.1 Strategic transport – health, equalities and safety

Many aspects of this sub-strategy have implications for health, equalities and safety. The continued focus on facilitating the shift of people from cars will help to reduce congestion, making streets safer and improving air quality, with health benefits to be expected.

Of particular note are upgrades to rail stations to ensure these have accessible facilities, such as step-free access to all platforms, ensuring that all stations have access to ramps for access between the trains and platforms and accessible ticketing machines. Note is also made that rail stations should be accessible and inclusive by design to ensure that they are suitable for all Wiltshire residents. This will be of benefit to children, the elderly and those with certain disabilities.

Note is also made of accessible and inclusive vehicles and public transport infrastructure in terms of bus network. This will result in improvements to bus stops etc. and will include audible announcements and visual displays identifying the route and direction, each upcoming stop, and the beginning of any diversions. Clear audible and visible information will also benefit non-disabled people, helping those who are travelling on an unfamiliar bus route, and giving passengers confidence that they will not be left stranded at the wrong stop late at night.

Note is made of smarter ticketing that will automatically calculate the lowest fare for the user – this will be of benefit to all groups but of particular note to those on low incomes. In addition, ticketing incentives will also be developed and will include discounts, again benefitting all groups but being particularly useful to those on low incomes.

Exploration will also take place of a lower and simpler bus fare structure, including for groups. Information will be provided via websites and other mechanisms though care should be taken to ensure that information can reach those who may have learning difficulties, or those without access to technology / difficulty using technology like some elderly people may find and other similar hard to reach groups.

Note is made of better route signage – including to key social and health facilities such as hospitals. This can help to move inappropriate traffic such as HGVs away from key pedestrian areas.

Redesign of roads / junction improvements (including measures to reduce speed) can also help to make roads safer, particularly for the elderly or for children or those with mobility issues. Severance would be reduced by reducing the need for some vehicle travel (and thereby helping to reduce congestion on roads) and by improving junctions etc.

Connections by sustainable modes will be made easier and more attractive for people. This will be achieved through better (more inclusive and accessible) facilities, increased capacity on bus and rail, new and more frequent connections, better and more up to date information provision (including real time information), demand responsive transport, smarter, lower and simpler ticketing costs / fares.



The implementation of Demand Responsive Transport (DRT) services to improve connections to / from and within isolated communities in rural areas is of particular importance – this will run in isolated or low density areas and at low demand times of the day, including areas with no existing bus provision. This can be adapted to facilitate those passengers with specific needs or accessibility issues, with the elderly and those with disabilities likely to benefit significantly.

While a shift to public transport can help to reduce air, noise and light pollution from private vehicles, other elements can increase these, particularly in local areas. For example, increased capacity or frequency of services e.g., rail, can increase noise.

In direct relation to safety, note is made that new infrastructure can be designed with improved public safety in mind and ensure it meets modern accessibility standards. Note is also made of better route signage – including to key social and health facilities such as hospitals. This can help to move inappropriate traffic such as HGVs away from key pedestrian areas.

Redesign of roads / junction improvements (including measures to reduce speed) can also help to make roads safer, particularly for the elderly or for children or those with mobility issues. A general reduction in traffic will also provide for increased safety to all groups.

In addition, new and improved facilities would include CCTV and improved lighting. This will help to improve actual and perceived safety and security, benefiting all groups, though may be of particular note for lone travellers and those groups or individuals who may be, or perceive themselves to be, vulnerable due to reasons of sex, sexuality, ethnicity and so on.

10.2.2 Parking sub-strategy

While this sub-strategy is limited in its scope, there are clear opportunities to improve the environment in a number of key aspects (in particular rationalising existing car parks), though there may also be a number of potential adverse effects on the environment and people. On the whole, effects of this sub-strategy are anticipated to be slight for the most part.

In relation to the protection and improvement of air quality, improved car park signage (dynamically updating) will help people identify spaces quickly and will reduce congestion, or cars waiting idly. This will allow vehicles to be more efficient and less polluting. Parking provision should be managed so that it discourages unnecessary car usage and encourages public transport and active travel where appropriate. These measures would also be expected to reduce carbon emissions.

While the contribution of the parking strategy to addressing carbon emissions may be slight, it does also provide a number of aspects that could help to remediate a changing climate. The rationalising of existing car park assets may allow for the transformation of some car parks to green space, or if being redeveloped, the incorporation of SuDS or other features such as planting that would help to address effects of a changing climate.

It is recommended that note is made of the need to encourage the use of native species in any planting, as well as to take opportunities for biodiversity gain, for example through planting wildflowers that can act as pollinators. Need to ensure any new car park is not at the expense of edge of town green space or have the potential to cause direct / indirect effects on sites designated for nature conservation.

Redevelopment / regeneration and improvements to place making would make towns more attractive to visitors and to do business in. Nevertheless this would all require the use of materials and natural resources, including hydrocarbons, particularly during the construction phase.



10.2.2.1 Parking sub-strategy – health, equalities and safety

Specific note is made in this sub-strategy in relation to disabled parking provision in council car parks and that disabled parking bays are to be provided in locations that have safe and convenient access to local amenities. This would be anticipated to ensure that appropriate provision is made. A general encouragement for people to utilise active travel may free up space for those who still rely on the private car.

A general reduction in vehicle numbers due to this sub strategy would help to improve safety - streets will be rebalanced to improve safety by favouring people rather than vehicles. Reducing vehicles in town centres would make for a more pleasant and safe walking environment. Children and the elderly would benefit most.

In addition, a general reduction in vehicle numbers due to this sub strategy would also help to reduce severance caused by heavy vehicle traffic and help to improve connections between and within communities. Any reduction in the number of vehicles in town centres would make for a more pleasant and safe walking environment.

It is recommended that additional note is made in respect of the potential for some members of the community to be disadvantaged in terms of changes to parking that may be considered.

10.2.3 Electric Vehicle sub-strategy

While this sub-strategy is limited in scope (being concerned with Electric Vehicles) it does present a number of effects. For the most part beneficial effects can be found across most Objectives, including some significant effects, though there are some aspects which could be considered adverse.

Encouragement of transition to EV's would help ensure widespread access to charging facilities, either via off-street charging, on-street hubs, and within new developments. Noted that this includes provision of charging within public car parks so that visitors are also catered for, as well as rapid charging facilities to enable longer journeys. This also includes encouragement of transitioning corporate and council car clubs, as well as taxis, to EVs.

The transition to EVs, if achieved, will have a significant impact on air pollution and greenhouse gas emissions throughout Wiltshire, and therefore significantly improve air quality, particularly in urban environments with higher traffic levels.

In addition to reducing air and greenhouse gas emissions, EV's should also bring a reduction in noise, with less disturbance to habitats and biodiversity. Pollution deposition on habitats (including those designated for nature conservation) will also reduce. Pollution deposition would also reduce on historic buildings or monuments and setting could be improved. Visual amenity would also improve with less dirt on buildings or signs. However, EV charging points would represent new features in the streetscape and could be considered to clutter public spaces or look out of place – particularly in more historic towns.

Clearly EVs do not require refuelling with hydrocarbons and as such this should reduce the potential for water pollution incidents to occur, either through traffic accidents or accidental spillage during refuelling. Nevertheless, there would still be some brake and tyre wear, which could be exacerbated through the heavier nature of EVs and this would still represent a risk in terms of water runoff to watercourses.

Similarly, while the measures identified for this sub-strategy are unlikely to impact on contaminated land or agriculture, as each measure generally only impacts the existing built environment. The transition to



EV should however reduce the likelihood of spillages and therefore lead to potential contamination, as well as airborne pollution deposition that may affect soil and agriculture.

While the transition to EVs could significantly reduce the consumption of hydrocarbons for use in petrol and diesel, the EVs themselves will require various materials - particularly for their batteries - that will require mining etc. No measures are identified in the sub-strategy to account for the use of recycled materials, or the materials required to provide the necessary infrastructure or build the EVs.

The measures include the provision of EV charging points in a wide range of locations to ensure their availability to both residents and visitors. Charging points provided for residents will be made available both on and off-street, with charging hubs provided for those without access to off-street parking. Each of these measures will reduce the likelihood of charging anxiety by ensuring widespread availability.

The provision of the necessary infrastructure itself will require the necessary, planning, design, construction etc., which may contribute towards job creation and upskilling. The extensive infrastructure, such as parking, charging, cabling, signage etc., provides an opportunity to ensure that a suitably coordinated land use strategy is employed - e.g., providing public charging points near transport hubs.

10.2.3.1 Electric Vehicles sub-strategy– health, equalities and safety

There are a number of aspects of EV provision with implications for health, equalities and safety. Of particular note is that a reduction in air pollution emissions should have significant beneficial effects. This will be of benefit to young children, the elderly and those with certain health conditions such as lung or cardiovascular problems. EVs are also significantly less noisy and this can help to alleviate the stress that noise can cause for some individuals. Quieter roads can also help to contribute to a perception of safety around roads, though of course this could lead to other safety issues where people cannot hear approaching vehicles. This could have particular implications for children, the elderly and those with hearing difficulties.

EV's can be expensive to own and maintain. However, promotion of EV grant schemes and scrappage schemes will improve the affordability of the transition to EV's though it is to be noted that some groups (particularly those on low incomes), may still find these vehicles to be prohibitively expensive.

Other financial packages offered in respect of EV taxis may help to make taxis more affordable (or at least help prevent price rises) for those that rely on them to access essential services, such as the elderly taking trips to hospitals.

Other elements of concern in respect of EVs relate to charging anxiety. Providing fast charging points will help to improve connectivity for this mode, including for visitors to the area. The potential provision of EV charging hubs in the vicinity of transport hubs such as rail stations and park and ride facilities would also potentially encourage EV owners to use such facilities for commuting and longer distance journeys.

10.3 Cross cutting sustainability policy

Following recommendations made and through ongoing iterative discussion between the plan making team and the ISA team, it was recognised that there was a need to include a policy approach relating to sustainability that would apply across all policy areas of the LTP4. As such, the LTP4 now considers the recommendations made through the ISA process and sets out how the Council will approach addressing sustainability during implementation of the LTP4. Of particular note, is a commitment that throughout design and implementation, efforts will be made to fully understand and take account of any potential impacts, and wherever possible, avoid or mitigate them or enhance them where appropriate and



beneficial. All new policies and measures will be subject to the appropriate level of assessment by the relevant authority, reflective of the scale and nature of the project to understand and deal with potential impacts.

Note is also made that Wiltshire Council will work closely with a range of partner organisations, both internal and external to the Council and will take an approach to assessment of schemes that will consider other important elements such as those set out in local plans. It is anticipated that this co-ordination will help ensure effective planning and design can take place. Note is also made that liaison with other bodies will take place in respect of specific issues - for example, the Wiltshire Council Historic Environment team will work with Historic England to ensure that heritage assets are conserved and where possible enhanced, designing schemes to respect the significance, context and setting of historic buildings, structures and landscapes.

A clear commitment is also made that dependent on the scheme, assessment will include, as required, Health Impact Assessment, Equalities Impact Assessment, Habitats Regulation Assessment and Environmental Impact Assessment. Where these statutory assessments are undertaken, where relevant they will be guided by the HM Treasury Green Book and DfT Transport Appraisal Guidance (or equivalents prevailing at the time) throughout the life of LTP4. The LTP4 expands upon this in relation to potential effects on people by noting that as the planning and implementation of our LTP4 policies and measures gets underway, a Health Impact Assessment (HIA) and / or an Equalities Impact Assessment (EqIA) will be undertaken where appropriate to consider potential impacts on these individuals or groups. This will then inform the process of designing and planning the policies and measures, by detailing and considering how any adverse effects can be mitigated and any beneficial effects maximised. This will help LTP4 to ensure fair and equitable access to services, facilities and amenities for all and will be a key consideration on all relevant schemes.

In respect of the environment, LTP4 sets out that Wiltshire Council will work with partners to make net improvements to the local environment wherever possible and, as a minimum, will follow the policies set out in the LTP4 to take every opportunity to protect and enhance the environment and undertake the relevant assessments where required by legislation.

For any measures that could potentially affect sites that are designated for nature conservation or for other reasons, such as geodiversity, Wiltshire Council will appropriately assess any potential direct or indirect impact that may arise over the life span of LTP4, as appropriate. Note is made that the Council will mitigate and / or compensate for any impacts, in line with existing best practice and relevant legislation.

There are also anticipated effects that may arise from LTP4 schemes during construction phases. To manage anticipated effects, Environmental Management Plans (EMPs) will be prepared and implemented where required for construction, refurbishment and maintenance contracts. These will include the findings and suggested mitigation from any assessment made. The EMPs will consider material resource use, energy use, and other environmental issues relevant to the scheme, and will explain how risks and impacts will be mitigated, managed and addressed.

Scheme design will proactively consider environmental protection from the earliest stage, and will ensure that the processes of scheme construction, maintenance and operation identify and take opportunities available to address the Objectives set out in the ISA. Details are provided on how Wiltshire Council aim to improve air quality, reduce carbon emissions, build in resilience to climate change, avoid and protect areas that are recognised at the highest levels for their importance to nature conservation and biodiversity, protect Wiltshire's ecology, landscape and townscape, protect the historic environment, protect natural resources, protect the water environment and promote circular economy principles.



11. Mitigation

11.1 Introduction

The term mitigation encompasses any approach that is aimed at preventing, reducing or offsetting any significant adverse environmental effects that have been identified. In practice, a range of measures applying one or more of these approaches is likely to be considered in mitigating any significant adverse effects predicted as a result of implementing the LTP4. In addition, it is also important to consider measures aimed at enhancing positive effects. All such measures are generally referred to as mitigation measures.

However, the emphasis should be in the first instance on proactive avoidance of adverse effects. Only once alternative options or approaches to avoiding an effect have been examined, should mitigation then examine ways of reducing the scale / importance of the effect.

Mitigation can take a wide range of forms, including:

- Refining Intervention measures in order to improve the likelihood of positive effects and to minimise adverse effects.
- Technical measures (such as setting guidelines) to be applied during the implementation phase.
- Identifying issues to be addressed in project assessment (including but not limited to WebTAG, Environmental Impact Assessment and the development of Environmental Management Plans) for certain projects or types of project.
- Proposals for changing other plans and programmes.
- Contingency arrangements for dealing with possible adverse effects.

11.2 Mitigation approaches applied through ISA

A number of mitigation approaches have been used through development of the LTP in order to mitigate potential adverse effects. These have included the following shown in Table 11-1:

Table 11-1 - How mitigation has been incorporated into the LTP4

Approach to mitigation	How has this been incorporated into the LTP4?
Refining policies in order to better reflect the ISA Objectives and improve the likelihood of positive effects and to minimise adverse effects	Assessment was made of a draft LTP4 and recommendations were made in relation to clarifying and bolstering aspects of sustainability. Ongoing iterative discussion also took place with the Plan making team. A new section relating to sustainability was added to LTP4 and this sets out approaches to addressing sustainability issues going forward. Clear commitment is made to undertaking as required, Health Impact Assessment, Equalities Impact Assessment, Habitats Regulations Assessment and Environmental Impact Assessment. During construction phase, a Construction Environmental Management Plan will also be developed as required. The policies for delivering LTP4 also include many aspects of sustainability and clear linkages can be made to the ISA Objectives.



Approach to mitigation	How has this been incorporated into the LTP4?
Refining Interventions / Measures in order to improve the likelihood of positive effects and to minimise adverse effects	No Interventions have been set out at this stage of LTP4 development – these aspects will be clarified through further work that is yet to take place. Nevertheless, LTP4 sets out clear commitments by Wiltshire Council to undertake the required assessments at appropriate stages as set out above.
Technical measures (such as setting guidelines) to be applied during the implementation phase	Clear commitment is made within LTP4 undertake the required assessments at appropriate stages as set out above. This will require adherence to guidance etc as required. For example, clear reference is made within LTP4 that Wiltshire Council will ensure to use the latest inclusive design standards to inform any new or improved infrastructure, including guidance published by the DfT.
Identifying issues to be addressed in Scheme / Intervention assessment (i.e. at Project level), including but not limited to TAG, Environmental Impact Assessment and the development of Environmental Management Plans, for certain projects types of project	The LTP4 clearly sets out a process of how environmental issues will be considered in future scheme development. LTP4 sets out that dependent on the scheme, assessment will include as required, Health Impact Assessment, Equalities Impact Assessment, Habitats Regulation Assessment and Environmental Impact Assessment. Where these statutory assessments are undertaken, they will be guided by the HM Treasury Green Book and DfT Transport Appraisal Guidance (or equivalents prevailing at the time) throughout the life of LTP4.
Proposals for changing other plans and programmes	No proposals have been made to change other plans and programmes as LTP4 will act in accordance with a range of other plans and programmes e.g., local development plan documents. There are also clear commitments made within LTP4 to work closely with partner organisations and other stakeholders including town and parish councils, and community Area Boards, to ensure that consideration of sustainability, including health and equality, is made at an early stage for schemes. Wiltshire Council will also work in partnership with external stakeholders, including government bodies, to improve transport in Wiltshire for all. The Council will identify the types of assessment that are appropriate for the scale and nature of the scheme at each stage of development and which organisation has responsibility for the assessment process. This will allow for full consideration of requirements in Local Plans (and other development plan documents) and required statutory processes as necessary.
Contingency arrangements for dealing with possible adverse effects	The ISA has proposed a series of monitoring indicators. It is anticipated that the monitoring programme will cover significant social, environmental and economic effects and which will involve measuring indicators that will enable the establishment of a causal link between the implementation of the LTP4 and the likely significant effects (both positive and negative) being monitored. This will allow identification at an early stage of unforeseen adverse effects and allow appropriate remedial action to be undertaken. Note is also made that Wiltshire Council has a statutory duty to monitor the performance of the LTP4 and its Implementation Plan against their strategic

Approach to mitigation

How has this been incorporated into the LTP4?

objectives and policies. Feedback from the monitoring process allows the Implementation Plan to be adjusted according to the actual performance against objectives. The Council will monitor progress against the LTP4 objectives over its lifespan and report this via a regular Progress Report going forward.



12. Cumulative, synergistic and indirect effects

12.1 Introduction

Under the SEA Regulations, there is a requirement to consider cumulative, synergistic and indirect effects of implementation of the LTP4. Secondary and indirect effects are effects that are not a direct result of the LTP, but which occur away from the original effect or as the result of a complex pathway. Cumulative effects arise where several proposals or elements individually may or may not have significant effect but in-combination have a significant effect due to spatial crowding or temporal overlap. Synergistic effects are when two or more effects act together to create an effect greater than the simple sum of the effects when acting alone.

12.2 Likely cumulative effects

ISA Objectives which have the potential for cumulative effects have been identified from the analysis of plans and programmes, the baseline data, consultation responses and an examination of the identified key issues and cumulative, synergistic and indirect effects have also been considered during the ISA. These relate to air quality, carbon emissions, biodiversity, landscapes and townscapes, climate resilience, soil, agricultural resources and contaminated land, economic growth and health and well-being and equalities.

12.2.1 In plan cumulative effects

The results of the direct effects of the LTP4 proposals are discussed in Chapters 10 and 11. It is considered that the policy proposals can interact cumulatively across sustainability issues as shown in Table 12-1. The identification of these effects already takes into account the fact that recommendations to improve the sustainability performance of the LTP4 have been incorporated through iterative development between ISA team and plan making team.

Table 12-1 - Anticipated cumulative, synergistic and indirect effects for LTP4

Effects	Causes	Significance
Air pollution emissions	It is considered that the LTP4 will act to protect and enhance air quality and will have an overall cumulative beneficial effect. This beneficial effect will be derived through application of a number of policy areas, measures and sub-strategies that seek to reduce the volume of traffic, reduce the need to undertake journeys (including through better digital connectivity), put an emphasis on more sustainable modes (including active travel), promoting local services and amenities and promotion of EV uptake.	Anticipated short to long term moderate beneficial effects. There will be likely some continuing emissions due to residual reliance on private cars (for example for those who are dependent upon due to not being able to adapt to other modes due to mobility issues) and enhanced services (including increased frequency) of road / rail



Effects	Causes	Significance
Carbon emissions	It is considered that the LTP4 will act to reduce carbon emissions from transport and contribute to meeting net zero targets and will have an overall cumulative beneficial effect. This will be derived through application of a number of policy areas, measures and sub-strategies that seek to reduce the volume of traffic, reduce the need to undertake journeys (including through better digital connectivity), put an emphasis on more sustainable modes (including active travel), promoting local services and amenities and promotion of EV uptake.	Anticipated short to long term moderate beneficial effects. There will be likely some continuing emissions due to residual reliance on private cars (for example for those who are dependent upon due to not being able to adapt to other modes due to mobility issues) and enhanced services (including increased frequency) of road / rail
Biodiversity	Cumulative beneficial effects can be anticipated through policy areas, measures and sub-strategies which put an emphasis on reducing emissions (thereby reducing pollution deposition), as well as place making and the development of active travel routes, that allows opportunities for planting (ideally of native species). Disturbance to habitats (as well as 'road kill') would also be reduced through a general reduction in journeys and traffic congestion. However, adverse effects could also occur through development of infrastructure. Note is to be made of the commitments contained in the cross cutting sustainability policy that will be applied to any scheme derived from the LTP4 – this places a strong emphasis on measures such as integrating ecological principles based on work with partner organisations such as Natural England and reflect a requirement that all schemes that need planning permission must demonstrate biodiversity net gain.	While effects in the short terms are likely to be a mix of slight adverse and slight beneficial, ultimately, if net biodiversity gain is achieved, then a more substantial beneficial effect can be anticipated.
Resilience to climate change, including flooding	It is recognised that climate change is happening and the policies, measures and sub-strategies would likely result in the development of new active travel routes and new infrastructure which may result in an increase in impermeable surfacing, with a consequent increase in risk of flooding. However, note is also made of the development of public realm, including parklets and this would allow for the use of SuDS. These would also include planting which may allow for more shaded areas or to help reduce wind speed in areas, with	Overall a mix of slight beneficial and adverse over the medium to long term as schemes are developed / implemented.



Effects	Causes	Significance
	beneficial effects at a local scale. New routes, together with a shift to a greater range of modes and elements such as digital connectivity would also increase resilience. Overall, the cumulative effect will be a mix of beneficial and adverse.	
Landscapes / townscapes	It is anticipated that schemes derived from the LTP4 will result in a mix of adverse and beneficial effects on landscapes and townscapes across Wiltshire. Beneficial effects could be derived from reduction in congestion, for example in town and village centres, as well as an emphasis on elements such as master planning and place making as well as development of local facilities within development proposals, while adverse effects could be through the development of new infrastructure such as road upgrades / junction works and railway station works.	Anticipated slight beneficial and adverse effects over the medium to long term as schemes are implemented.
Soil, agricultural resources and contaminated land	There will be a range of cumulative beneficial and adverse effects on soil, agricultural resources and contaminated land. For example, the development of public realm or road upgrade / junction improvements provides an opportunity for positive effects relating to contaminated land, but it may also provide an opportunity for further land to become contaminated and could potentially lead to the loss of soil / agricultural resources.	Anticipated slight beneficial and adverse effects over the medium to long term as schemes are implemented.
Economic growth	Making town centres more attractive via reducing congestion and enhancing public realm can help increase footfall and make these more attractive places to do business in. Economic benefits are also considered likely due to efficient network management and removal or alleviation of congestion hotspots etc. as this will make travel across the county and to surrounding areas more efficient, with more reliable timings. This will likely provide better and more efficient access to jobs (by allowing the same journey time to reach a greater distance). This can be facilitated by Park & Ride services, highway improvements and better connections and public transport services. LTP4 will also result in reduced congestion and will therefore help to make business more efficient and will also provide	Anticipated major beneficial effects over the medium to long term as schemes are implemented.



Effects	Causes	Significance
	businesses with new (and potentially cheaper) ways to connect with consumers. It is also anticipated that simplified pricing will make it easier for tourists to use the existing network and support the county's economy, while specific elements such as establishing train servicing facilities or enhancing digital connectivity can help grow the local skills base and help to diversify the economy with skilled employment opportunities.	
Health and wellbeing, equalities and safety.	On the whole, cumulatively, the LTP4 will act to promote health and well-being and equalities through providing greater access to services and employment opportunities, as well as greater opportunities for active travel. There is also a clear emphasis on low traffic neighbourhoods, reducing vehicle numbers and vehicle speeds. Improvements to air quality and a reduction in noise levels will also benefit health. Connections within and between communities will also be enhanced. This will be achieved by a range of mechanisms that will work together such as enhanced services, enhanced routes, reduced congestion, digital connectivity, better provision of information, a new approach to ticketing, including simpler and lower fares and ticketing incentives and so on.	Anticipated moderate beneficial effects over the medium to long term as schemes are implemented. Note though, that not all in society will benefit to the same extent and while recognition is made in LTP4 to help such groups / individuals, there remains an uncertainty of effect on elements of the population.

12.2.2 In combination cumulative effects with other plans and projects

The ISA has also considered other plans and projects that might lead to cumulative effects when combined with the LTP4 as shown in Table 12-2.

Table 12-2 - Cumulative effects with other adopted plans

Plan	Overview	Potential for cumulative effects with LTP4
Swindon and Wiltshire Strategic Economic Plan (2014, revised 2016)	Five objectives were identified in the Strategic Economic Plan: <ul style="list-style-type: none"> • Increase the employment rate to 80%. • Sustain the number of patents granted per 100,000 population. • Increase the proportion of the workforce (resident and non-resident) with a Level 4+ qualification from 33% to 52%. 	There are clear linkages between the Strategic Economic Plan and elements of LTP4 which were noted as being beneficial to the economy. New investment will be made in transport infrastructure, including



Plan	Overview	Potential for cumulative effects with LTP4
	<ul style="list-style-type: none"> • Improve young people’s attainment at 16 (including English and Maths) and 19 to beyond the national average. • Ensure 100% superfast broadband coverage across the area including all strategic sites. <p>A key challenge identified was noted to be the inadequate transport infrastructure to support expansion plans. Five strategic objectives have been identified to help to stimulate public and business investment, including Strategic Objective 2 – Transport infrastructure improvements. The revised SWLEP identifies a need for a well-connected, reliable and resilient transport system to support economic and planned development growth at key locations.</p>	<p>digital connectivity and policy elements that help local areas to become more attractive for shopping and doing business through development of local facilities and amenities, better access to local businesses, reduced congestion etc. and this would help local economies in the towns and villages of Wiltshire. Digital connectivity may help people to access jobs, as well as training opportunities remotely. Effects are anticipated to be cumulatively beneficial.</p>
<p>Western Gateway Sub-National Transport Body Outline Case (2018)</p>	<p>This report outlines how the STB will aims to support an ambitious growth agenda over the next 20 years delivering 300,000 new homes and over 190,000 new jobs.</p> <p>The key challenges identified are listed below with the associated expected outcomes:</p> <p>1) Improving metro connectivity Expected outcomes: Multi-modal travel that unlocks the wider economic benefits associated with improved access and increased economic activity; Minimised increase in car-based travel demand derived from the scale of planned growth; The move to a low carbon transport network resulting in less journey delay and improved air quality.</p> <p>2) Improving network resilience Expected outcomes: A transport network resilient to extreme event; increased journey time reliability; The smart operation and management of the transport network through increased use of technology and live travel information.</p> <p>3) Improving strategic connectivity Expected outcomes: An efficient, safe and resilient transport network which has the capacity to accommodate planned growth; Improved access and journey time reliability; Enhancing the tourist industry’s contribution to the local and sub-national economy.</p>	<p>In addition to helping to achieve economic growth, the LTP4 provides emphasis on elements such as resilience to a changing climate. It will help to develop a greater number and range of modes / routes to increase connectivity. While many of these will be via sustainable modes (active travel and public transport) those which result in improved connections to airports may act to cumulatively adversely affect efforts to reduce air pollution and carbon emissions.</p>



Plan	Overview	Potential for cumulative effects with LTP4
	<p>4) Improving access to Bristol Airport Expected outcomes: Improved access arrangements to sub-national transport networks, enabling Bristol Airport to fulfil its potential and become a leading national airport; and improved business connectivity with international markets.</p> <p>5) Improving Access to Bournemouth Airport, the Port of Poole and Expected outcomes: Improved highway connectivity improvements linking Bournemouth Airport, the Port of Poole and Portland Port to national and sub-regional transport networks enabling growth at our international gateways.</p> <p>6) Improving digital technology and innovation Expected outcomes: Supports delivery of the Government’s Clean Growth Strategy; Enables investment in transport innovation with research and business sectors; Reduces the risk of piecemeal delivery across the Gateway areas; Improves highways assets, network management and user experience.</p>	
Wiltshire Core Strategy (2015)	<p>The plan provides an overarching planning policy framework for Wiltshire for the period up to 2026. Its sets out six strategic objectives:</p> <ul style="list-style-type: none"> • Strategic objective 1: delivering a thriving economy. • Strategic objective 2: addressing climate change. • Strategic objective 3: providing everyone with access to a decent, affordable home. • Strategic objective 4: helping to build resilient communities. • Strategic objective 5: protecting and enhancing the natural, historic and built environment. • Strategic objective 6: ensuring that adequate infrastructure is in place to support our communities. <p>Note that the draft Local Plan has not been adopted at the time of writing, so this has not been included.</p>	<p>LTP4 sets out a range of Policies and measures that will interact with the noted Strategic Objectives of the Core Strategy. It is anticipated that cumulative effects will be a mix of beneficial and adverse depending upon the topic / precise situation. For example, as a whole LTP4 is anticipated to benefit the economy (Strategic Objective 1), but as it will require new infrastructure there is a potential to adversely effect elements of the environment (Strategic Objective 5). It is to be noted that LTP4 sets out a range of Policies and measures that will address environmental effects.</p>
Wiltshire Council Climate Strategy (2022)	<p>The Climate Strategy sets out the next five years of the council's journey to becoming a carbon neutral county, covering seven delivery themes: transport; built environment; waste; green economy; energy generation, storage and</p>	<p>LTP4 provides a number of key elements that will help to achieve net zero. For example in respect of the Avoid policies it was noted</p>



Plan	Overview	Potential for cumulative effects with LTP4
	distribution; natural environment, food and farming; and carbon neutral council.	these aimed at avoiding (perhaps through digital infrastructure) or reducing the need to travel / reducing the number of trips, or reducing travel distances. Recognition is also made that reducing distances can help encourage uptake of more sustainable modes such as walking, wheeling, cycling and horse riding. As such these policies are anticipated to have moderate benefit for reducing carbon emissions and contributing to net zero carbon targets over the longer term. These Policies would not remove the need completely for private vehicle travel (and will still require bus travel) and this would still result in carbon emissions (assuming no mass shift to EVs). Cumulative effects are anticipated to be beneficial.
Climate Change Adaptation Action Plan (2016)	<p>The Action Plan allows the council to consider the impacts and opportunities across all the council services, making connections between the complimentary work of different teams, sharing information and joining up resources. The Action Plan consists of 13 Objectives meeting five key Aims. Its five Action Areas are:</p> <ul style="list-style-type: none"> • Well-being and Public Health. • Financial and Economic. • Environmental. • Civil contingencies and Emergency Planning. • Infrastructure Resilience. 	<p>LTP4 provides emphasis on elements such as resilience to a changing climate. Among noted elements noted in the sustainability cross cutting policy area are the noted commitment to work with partners to build resilience to flooding, including measures such as introducing green and blue infrastructure and Natural Flood Management or Sustainable Drainage Systems (SuDS) which will improve water quality. Commitment is also made to avoid sites in areas of known flood risk when possible; Ensure appropriate compensatory</p>



Plan	Overview	Potential for cumulative effects with LTP4
<p>As noted by the Infrastructure and Projects Authority³², over the next 10 years (from 2021) total infrastructure investment across the UK is expected to be nearly £650 billion.</p> <p>As such, there are a range of major developments or infrastructure projects underway or expected to commence within the south of England, across a range of sectors. Examples include A303, King Edmund School, Par Highway Dam, East West Rail, Hinkley Point C, NeuConnect.</p>	<p>Each of the noted schemes (along with other developments not noted) will require significant construction activities, with potential implications for the environment.</p>	<p>measures are implemented when there is no other option to avoid land take from areas of flood plain; Build in capacity to withstand extremes of temperature, with adequate heating or cooling systems on transport vehicles and in stations; Introduce new planting to help ameliorate the impacts of climate change, for instance by providing shade or acting as wind breaks; Ensure that appropriate low carbon materials are used wherever possible.</p> <p>Effects are anticipated to be cumulatively beneficial.</p> <p>While locationally spread across the South of England and likely to be constructed at varying periods, such schemes have the potential to interact with Schemes derived from the LTP4 and have a cumulative effect on the environment (beneficial or adverse). However, no significant cumulative effects are identified. Construction works associated with the LTP4, are for the most part anticipated to be relatively small scale or confined to relatively localised areas and as such with localised effects. While the location of schemes is not known at present, it is also likely that such schemes would for the most part likely to be spatially and temporally</p>

³² [Analysis of the National Infrastructure and Construction Pipeline 2021 \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)



Plan	Overview	Potential for cumulative effects with LTP4
		<p>isolated from most major infrastructure developments and will be subject to a series of further assessment as set out in LTP4.</p> <p>While separate to the LTP4, it is also the case that any major infrastructure project will be subject to its own environmental assessment process and development of mitigation e.g. through EIA and Environmental Management Plans. Mitigation measures will be developed to minimise adverse effects and maximise beneficial effects.</p>
<p>A303 upgrade road project</p>	<p>Within Wiltshire, the A303 is of particular significance. It was recognised that this road causes numerous issues for travellers, as well as those who live along it. The road also has particular impacts on significant cultural heritage assets and landscapes. Plans were proposed to upgrade the road and while (as of September 2024) a decision was taken not to proceed with this road upgrade³³, it is included here for completeness.</p>	<p>The potential environmental impact of the A303 road upgrade was considered through a significant number and range of environmental assessments. While it is not known at this stage what schemes will be derived from LTP4 and their precise locations, there is a potential for cumulative effects with such a road upgrade, should it take place. It is anticipated that there would be a mix of both beneficial and adverse effects across the full range of environmental topics but it is not possible to determine the extent or significance of these at this stage and as such these would need to be explored in a much greater level of detail when precise scheme details are known, along</p>

³³ [A303 Stonehenge - National Highways](#)



Plan	Overview	Potential for cumulative effects with LTP4
		with consideration of the prevailing environmental baseline at that time.



13. Monitoring

13.1 Introduction

Monitoring helps to examine the effects predicted through the SEA process against the actual effects of the options outlined in the LTP4 when they are implemented. It is also a requirement of the SEA Regulations (The Environmental Assessment of Plans and Programmes Regulations 2004) to describe the measures envisaged concerning how significant effects of implementing the LTP4 will be monitored. Section 17 (1) notes “*the responsible authority shall monitor the significant environmental effects of the implementation of each plan or programme with the purpose of identifying unforeseen adverse effects at an early stage and being able to undertake appropriate remedial action*”. As ODPM Guidance advises, it is not necessary to monitor everything, or monitor an effect indefinitely, but rather monitoring needs to be focused on significant environmental effects.

Monitoring should therefore focus upon significant effects (adverse or beneficial) that are likely to breach international, national or local legislation, recognised guidelines or standards or that may give rise to irreversible damage, with a view to identifying trends before such damage is caused, and significant effects where there was uncertainty in the assessment and where monitoring would enable preventative or mitigation measures to be undertaken.

Monitoring can be integral to compiling baseline information for future plans and programmes (or in this instance to future iterations of the LTP or to help inform decision making in terms of the LTP4 implementation plan), as well as to preparing information which will be needed for further assessment such as EIAs, HRAs, HIAs, EqIAs etc. of projects. As such, it is the intention that this ISA monitoring will complement the monitoring and evaluation plan set out in LTP4. Monitoring and evaluation of progress towards objectives and targets can form a crucial part of the feedback mechanism. Feedback from the monitoring process helps to provide more relevant information that can be used to pinpoint specific performance issues and significant effects, and ultimately lead to more informed decision-making. Note that any further assessment process such as EIA may also identify further monitoring that may be important to undertake at an appropriate time.

It is to be further noted that monitoring does not necessarily need to be undertaken by the responsible authority, rather information used in monitoring can be provided by other bodies. Indeed, due to typical budgetary or resource issues, it is often considered that the most effective monitoring programme utilises information that is already being collected, either by the responsible authority itself or by other bodies with whom information can be shared, rather than proposing the collection of new datasets.

13.2 Proposed monitoring programme

At this stage, as the LTP4 is a high-level strategic document, the following therefore outlines a potential series of monitoring indicators that will be considered and finalised alongside development of the LTP4 detailed plans and documents going forward. It is to be noted that Table 13-1 is not intended as an exhaustive list – it is likely that this list will be amended as further understanding of the LTP4 details and implementation plan is gained.



Table 13-1 - Potential monitoring indicators

ISA Objective	Indicators to be used	Direction of change	Suggested frequency
Protect and improve air quality	Area covered by AQMAs declared due to transport emissions	Reduce	Annual
	Levels / Concentration of transport related pollutants	Reduce	Annual
	LZEVs as a proportion of total fleet	Increase	Annual
	Development of active travel routes (measured in KM)	Increase	Annual
Reduce carbon dioxide (CO2) emissions from transport and contribute to meeting net zero carbon targets	CO2 emissions from road transport	Reduce	Annual
	Per capita transport carbon emissions	Reduce	Annual
	Uptake of active travel modes	Increase	Annual
	Number of EV charging points in the county	Increase	Annual
	Number of rail passengers utilising rail stations in the county	Increase	Annual
Protect and enhance protected habitats, sites, species, valuable ecological networks and promote ecosystem resilience and functionality and deliver Biodiversity Net Gain	Number of bus passengers in the county	Increase	Annual
	Net gain in Biodiversity (using Defra metric) due to transport schemes	Increase – target of minimum 10% BNG	Annual
	Area of green infrastructure developed as part of transport scheme / improved public realm	Increase	Annual
Increase resilience of the transport network to the effects of a changing climate, including through reducing the risk of flooding	Number of transport schemes with recognised adverse effect on sites designated for nature conservation	Reduce	Annual
	Number of transport schemes (new or improved) incorporating SuDS or upstream Natural Flood Management	Increase	Annual
	Number of transport schemes (new or improved) that include as part of design measures to adapt to climate change	Increase	Annual
	Area of flood risk / floodplain constructed upon by transport schemes	Minimise / Reduce	Annual
Conserve and enhance heritage assets and the wider historic	Number of gully pots / culverts cleaned / maintained	Increase	Annual
	Number of historic assets and historic landscapes negatively impacted by transport schemes after all design solutions have been identified	Reduce	Annual

Page 624



ISA Objective	Indicators to be used	Direction of change	Suggested frequency
environment including buildings, structures, landscapes, townscapes and archaeological remains and their settings			
Protect and enhance the character and quality of landscapes, townscapes and visual amenity	Area covered by transport schemes within or in close proximity to National Landscapes (formerly AONB) designated areas	Reduce	Annual
	% area of transport schemes that incorporate improvements to public realm and sympathetic design	Increase	Annual
Protect and enhance the water environment	Number of transport schemes (new or improved) incorporating SuDS or upstream Natural Flood Management	Increase	Annual
	Number of pollution incidents attributable to transport	Reduce	Annual
Seek to remediate contaminated land, facilitate the re-use of previously developed land, as well as conserve soil and agricultural resources	Area (in hectares) of previously contaminated land included within or impacted by transport schemes that have been treated to remediate contamination	Increase	Annual
Promote economic growth and job creation, and improve access and connectivity to jobs and skills for all	Transport improvements (e.g. service provision) in rural areas	Increase	Annual
	Provision of digital connectivity improvements	Increase	Annual
Support the wider coordination of land use, energy planning and transport planning across Wiltshire	Number of new compact, higher density mixed use developments supported by sustainable transport modes	Increase	Annual
Improve health and well-being for all citizens and reduce inequalities in health	Population within AQMAs	Reduce	Annual
	Population within Noise Important Areas	Reduce	Annual
	No. and length (Km) of Active travel schemes	Increase	Annual
Promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society	Affordability of public transport	Increase	Annual
	Accessibility and public realm improvements in most deprived areas	Increase	Annual
	Accessibility improvements in public transport schemes	Increase	Annual



ISA Objective	Indicators to be used	Direction of change	Suggested frequency
Promote community safety and reduce crime and fear of crime for all	Crime incidents associated with transport network	Reduce	Annual
	Accidents and safety incidents associated with transport network	Reduce	Annual
	Number of highway casualties	Reduce	Annual
	Number of child highways casualties	Reduce	Annual



14. Summary and conclusions

The ISA process has been undertaken in parallel to the development of the LTP4 and set out to try and understand the sustainability key issues and opportunities related to transport planning in Wiltshire and ensure that this understanding was reflected in the LTP4. A key element of this process was the identification of a series of Objectives against which the LTP4 would be tested during its development.

This resulted in an iterative approach that has been thorough and comprehensive and continuous dialogue took place between the ISA team and the Plan development team. It is considered that this has resulted in an enhanced incorporation of sustainability considerations as the draft LTP4 evolved up to and including the current draft consultation version, particularly in terms of providing clarity of approaches and commitment to undertaking further environmental, health and equalities assessment as the need arises.

The ISA has shown that implementing LTP4 is favoured across the full range of ISA Objectives, in comparison to maintaining the present approach to transport planning in Wiltshire. Of note are that LTP4 provides a clear focus on reducing traffic volumes, improving place making, improving active travel and public transport provision, improving digital connectivity etc. and these will all help to reduce air pollution and carbon emissions. Beneficial effects can also be expected in other environmental areas such as reduced water pollution, improved biodiversity, improved settings of townscapes and landscape, reduced use of hydrocarbons and so on. Of particular note are the anticipated benefits to health, wellbeing, equalities and safety, which are anticipated to be both direct and indirect effects. Important commitment is also made to ensuring consideration is made of these issues through the development of any schemes which derive from the LTP4, as well as commitment to further environmental assessment, in addition to liaison with bodies such as Natural England and other such organisations. These approaches should ensure that the implementation of LTP4 represents a much improved approach to managing the effects of transport on the environment and people of Wiltshire.

How these key elements of LTP4 are to be derived is set out in the Vision and Objectives of LTP4, which are then expanded upon via a series of Policies, Measures and Sub-Strategies. All of these elements were assessed against the ISA Objectives and a series of recommendations made where it was considered the sustainability performance of the LTP4 could be enhanced.

The first main assessment was undertaken to ensure that the Vision and Objectives of LTP4 were broadly compatible with the ISA Objectives. This compatibility assessment made a number of recommendations for enhancement but it was shown that both sets of objectives were broadly compatible and provided reassurance that the sustainability performance of the plan could be maximised. While, some areas of potential uncertainty remained, in particular relating to the environment, this was not considered to be unusual in respect of a transport plan and the likely issues that would arise in respect of the environment. As such it was considered that incorporating to the developing LTP4 greater clarity on how environmental issues will be addressed would ensure that these elements are in alignment with the requirement to ensure sustainability is fully incorporated to the LTP4 and reassurance could be demonstrated that such issues would form a cornerstone of any future scheme development. Following on from the Vision and Objectives, consideration was made of the developing Policy Areas. These Policy areas would apply either to Principal Settlements, Market Towns or Rural areas in the county, or across the county as a whole. The Policies were based on the broad principles of 'Avoid unnecessary travel', 'Shift to more sustainable modes of transport', 'Improve vehicle, fuel and network efficiency' and 'Support' to those principles.

Consideration through the ISA of those broad policies, along with the noted series of measures that would act to implement the policies, showed that the LTP4 performed strongly in sustainability across a



number of areas. In relation to environmental matters, LTP4 was shown to perform well in respect of the need to protect and enhance air quality, as well as reducing carbon emissions. Reductions in pollution and carbon will be anticipated through avoiding the need to travel in the first place, reducing the number of trips or reducing travel distances. These aspects will be achieved by mechanisms such as increased digital connectivity, encourage uptake of more sustainable modes such as active travel, ride sharing, development of mobility hubs, co-working spaces, parcel pick up points, as well as more general supporting the provision of local services and amenities and facilitating these through design requirements. Of particular note is the support to be given to the uptake of Electric Vehicles. There will also be a shift to different transport modes for goods and people, with public transport identified as a significant element and strong support is given to trying to ensure people are given the knowledge and ability to achieve this. This includes a range of support measures such as travel plans or measures that will help people to meet the cost of using such modes.

On other environmental issues there is anticipated to be more of a mix of beneficial effects. While many aspects of the policies and measures will bring beneficial effects across the environmental objectives, it has to be expected from a plan that will likely result in infrastructure development and which will likely require civil engineering / construction operations, that there will also be adverse effects. Many such effects would be experienced during the construction phase in particular.

For example, in relation to biodiversity, new infrastructure development such as highway improvements has the potential to result in the loss of biodiversity, as well as affect sites designated for nature conservation, though it would also be the case that such schemes would provide opportunities for planting or the development of new ecological networks and deliver Biodiversity Net Gain. LTP4 does note the need for public realm enhancement and development and this would provide particular opportunities in areas that may have been lacking biodiversity previously. Biodiversity would also benefit from the overall reduction in travel through less disturbance, less road kill and less pollution deposition.

Less pollution deposition can also be anticipated in respect of the water environment. Reduced traffic volumes will reduce wear and tear on tyres and breaks, thereby reducing pollutants carried by road runoff and there would also be less chance of accidents that result in hydrocarbon spillage incidents. On the other hand, new infrastructure will involve construction activities which could result in pollution incidents, or which could result in new areas of hard standing. This could also increase the risk of flooding in places. Soil and agricultural resources could also be lost or damaged, though opportunities would present themselves to re-use previously developed land or remediate land that had been contaminated.

While by making a shift to more sustainable modes easier and more attractive for people may reduce overall traffic levels as well as provide opportunities to redevelop town centres or individual buildings etc., thereby improving townscapes and their visual amenity (and general landscapes) as well as the setting of heritage features, development of new infrastructure also has the potential to affect the historic environment (including archaeological remains). Note is also made of exploring the role and function of Park & Ride services to facilitate access to tourist destinations – while this can relieve pressure on specific sites and help to improve settings, it can also help facilitate visits by greater numbers of visitors and could potentially have adverse effects on individual sites.

In respect of those areas of sustainability that are more concerned with people or the economy, it can be anticipated that LTP4 performs more uniformly beneficial, though again there would be certain areas where adverse effects can be expected.

In relation to the use of natural resources and generation of waste, it can be anticipated that LTP4 will result in new infrastructure development and as such, particularly during construction, consumption of natural resources and generation of waste will increase. However overall, reducing the need to travel, reducing journey lengths and so on, will result in the reduced consumption of hydrocarbons.



In relation to the economy, it is anticipated that LTP4 provides a number of areas that are likely to result in beneficial effects. For example, making town centres more attractive via reducing congestion can help increase footfall and make these more attractive places to do business in. This can be facilitated by highway improvements and better connections. It is also anticipated that simplified pricing will make it easier for tourists to use the existing network and support the county's economy, while specific elements such as establishing train servicing facilities can help grow the local skills base and help to diversify the economy with skilled employment opportunities. Digital connectivity will also remove the need for some people to travel to access economic opportunities, thereby increasing the available workforce, or increasing the range of customers, though of course some of these could be outside Wiltshire.

LTP4 is considered to be particularly strong in respect of health, equalities and safety. Of particular note is the clear focus on active travel provision which will have health and wellbeing benefits for many people, though it is to be noted that not all in society will be able to benefit to the same degree – LTP4 recognises this and notes the continued need for private vehicle provision to ensure some people can still access the facilities and services they need, especially given the rural context of the county. Nevertheless, there is a clear focus in LTP4 on rebalancing streets to be more in favour of those using active modes.

LTP4 also places a focus on providing services and facilities in local areas. Note is also made of increasing public transport services and of the need to increase accessibility to railway and bus stations, in addition to improve accessibility in rural areas such as through Demand Responsive Transport. There will also be accessible and inclusive vehicles and public transport infrastructure in terms of bus network. This will result in improvements to bus stops etc. and will include audible announcements and visual displays identifying the route and direction, each upcoming stop, and the beginning of any diversions. Clear audible and visible information will also benefit non-disabled people, helping those who are travelling on an unfamiliar bus route, and giving passengers confidence that they will not be left stranded at the wrong stop late at night. Redesign of roads / junction improvements (including measures to reduce speed) can also help to make roads safer, particularly for the elderly or for children or those with mobility issues. Severance would be reduced by reducing the need for some vehicle travel and by improving junctions.

Indirect beneficial effects can also be anticipated through elements of LTP4 such as reducing congestion which will improve air quality in local areas. Improved air quality will improve health outcomes across all sectors of society, with likelihood of being particularly beneficial to vulnerable groups such as children and adolescents, as well as the elderly, those with existing health conditions (particularly those related to lung and heart conditions), as well as those on low income (who tend to live in areas more heavily impacted by road traffic). In addition to zero emission vehicles and the promotion of public transport, a large element in reducing emissions will be through the emphasis on walking and cycling which is noted throughout LTP4 by providing for a much greater level of opportunities to undertake active travel. This will directly help improve health outcomes and will also provide opportunities to improve health and wellbeing through providing opportunities for exercise and leisure. Opportunities for leisure (and subsequent boosts to mental wellbeing) will also be provided through the emphasis in LTP4 on access to green space. Well-being will be further boosted by decreasing the impact of traffic on local communities, providing a cleaner, quieter local environment with improved quality of life. This will make local streets more attractive places for residents to live, work, play, socialise and move within their neighbourhood, supporting thriving communities. The development of a 'sense of place' and community likely to be engendered through the measures outlined in LTP4 is noted for benefitting well-being.

Provision of a range of services, including those related to health (and including digital connections for healthcare appointments) within local areas will also make accessing these easier and will likely improve health outcomes. Further indirect effects on health can also be anticipated through elements noted in LTP4, which deals with increasing access to economic opportunities. This has noted benefits for health



outcomes by providing jobs or opportunities for educational advancement and may have the indirect benefit of helping to reduce crime rates by reducing economic uncertainty.

Importantly, LTP4 sets out a clear commitment by Wiltshire Council to make efforts throughout design and implementation of schemes to fully understand and take account of any potential impacts, and wherever possible, avoid or mitigate them or enhance them where appropriate and beneficial. All new policies and measures will be subject to the appropriate level of assessment by the relevant authority, reflective of the scale and nature of the project to understand and deal with potential impacts.

Note is also made that Wiltshire Council will work closely with a range of partner organisations, both internal and external to the council and will take an approach to assessment of schemes that will consider other important elements such as those set out in local plans. It is anticipated that this co-ordination will help ensure effective planning and design can take place. Note is also made that liaison with other bodies will take place in respect of specific issues - for example, the Wiltshire Council historic environment team will work with Historic England to ensure that heritage assets are conserved and where possible enhanced, designing schemes to respect the significance, context and setting of historic buildings, structures and landscapes.

A clear commitment is also made that dependent on the scheme, assessment will include, as required, Health Impact Assessment, Equalities Impact Assessment, Habitats Regulations Assessment and Environmental Impact Assessment. Where these statutory assessments are undertaken, where relevant they will be guided by the HM Treasury Green Book and DfT Transport Appraisal Guidance (or equivalents prevailing at the time) throughout the life of LTP4. The LTP4 expands upon this in relation to potential effects on people by noting that as the planning and implementation of our LTP4 policies and measures gets underway, a Health Impact Assessment (HIA) and / or an Equalities Impact Assessment (EqIA) will be undertaken where appropriate to consider potential impacts on these individuals or groups. This will then inform the process of designing and planning the policies and measures, by detailing and considering how any adverse effects can be mitigated and any beneficial effects maximised. This will help LTP4 to ensure fair and equitable access to services, facilities and amenities for all and will be a key consideration on all relevant schemes.

Overall, it is considered that LTP4 represents a new and more sustainably focused approach to transport planning in Wiltshire. While it will likely have some adverse effects, particularly in construction phases and not all people within society may be able to benefit to the same degree, it nevertheless represents a well-balanced approach in terms of sustainability performance across the full range of potential key effects delineated in the ISA Framework. It should allow Wiltshire Council to meet their vision of ‘A safe and connected transport system which protects the county’s unique built, natural and historic environment, making this accessible for all, supports economic growth across Wiltshire’s communities and contributes to a low carbon future’.

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Wiltshire Council

Environment Select Committee

14 January 2025

Previous investment in carriageway surfacing activities by Area Board and road class

Purpose of report

1. To provide additional information of recent previous investment in carriageway surfacing activities by Area Board and road class.

Background

2. A report detailing spend on carriageway surfacing activities in previous years broken down by Area Board was presented to Environmental Select Committee on 12th November 2024. Committee resolved to receive an additional report in January 2025 confirmed Area Board spend by road categories.
3. Tables setting out spend in the requested format are included at **Appendix A.** and comprise the following:
 - Table A: Major Maintenance – including resurfacing, patching, surface dressing and micro asphalt, for the period between 2018/19 to October 2024;
 - Table B: Reactive Maintenance Patching, for the period 2021/22 to October 2024
 - Table C: Pothole Gangs, for the period 2021/22 to October 2024;
 - Table D: Preventative Bobcat surfacing, for 2024/25 financial year.
4. For ease of reference a copy of the previous report is included at **Appendix B.**

Conclusions

5. All community areas have received a level of expenditure through both planned and reactive works to effectively maintain the network.
6. A variety of surfacing processes and treatments are used, and these are selected based on technical surveys and site inspections to ensure cost effective maintenance and to address identified road safety issues.
7. The level of expenditure is variable across each of the communities areas, which is to be expected given the variability in carriageway length, type, topography, geology and traffic levels.

8. Planned interventions are based on surveyed need with works taking place in accordance with Asset Management principles after analysis of robust and consistently collected data.

APPENDIX A

Table A - Major Maintenance								
Area Board/Road Class	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024	2024/2025	Grand Total
Stonehenge	£913,246.09	£1,185,255.77	£622,812.38	£532,175.97	£405,959.44	£649,424.84	£548,346.47	£4,857,220.96
A	£723,036.63	£965,840.64	£311,316.14	£199,169.87	£10,179.95	£100,886.02	£469,905.72	£2,780,334.97
B	£26,224.85	£16,136.25	£146,792.19	£0.00	£45,246.92	£213,973.18	£6,446.79	£454,820.18
C	£92,885.32	£130,983.25	£66,565.16	£282,812.91	£320,155.07	£60,843.87	£0.00	£954,245.58
UC	£71,099.29	£72,295.63	£98,138.89	£50,193.19	£30,377.50	£273,721.77	£71,993.96	£667,820.23
Bradford on Avon	£337,691.02	£263,950.07	£182,833.00	£276,067.22	£361,736.05	£555,139.25	£957,981.11	£2,935,397.72
A	£155,371.64	£13,687.70	£1,114.91	£0.00	£79,408.38	£0.00	£0.00	£249,582.63
B	£85,778.34	£200,556.39	£57,960.86	£62,472.94	£186,727.68	£364,435.72	£820,869.50	£1,778,801.43
C	£60,971.03	£0.00	£12,764.34	£25,648.32	£0.00	£111,205.37	£24,619.33	£235,208.39
UC	£35,570.01	£49,705.98	£110,992.89	£187,945.96	£95,599.99	£79,498.16	£112,492.28	£671,805.27
Calne	£541,887.00	£561,476.14	£959,244.47	£322,219.19	£350,076.14	£522,534.50	£296,120.91	£3,553,558.35
A	£427,973.10	£245,646.11	£735,542.62	£69,961.06	£30,779.91	£316,571.35	£15,411.63	£1,841,885.78
C	£67,783.26	£294,958.25	£188,424.14	£247,617.90	£258,874.00	£159,945.57	£253,425.52	£1,471,028.64
UC	£46,130.64	£20,871.78	£35,277.71	£4,640.23	£60,422.23	£46,017.58	£27,283.76	£240,643.93
Chippenham	£552,585.53	£652,063.01	£664,348.63	£437,868.80	£1,022,426.59	£571,066.38	£1,048,005.44	£4,948,364.38
A	£317,308.82	£233,855.89	£0.00	£282,146.98	£767,073.89	£276,673.83	£23,267.10	£1,900,326.51
B	£615.00	£152,129.47	£200,494.49	£0.00	£0.00	£29,672.05	£151,225.52	£534,136.53
C	£163,972.10	£48,311.47	£292,996.32	£36,722.89	£110,759.13	£139,917.31	£674,597.06	£1,467,276.28
UC	£70,689.61	£217,766.18	£170,857.82	£118,998.93	£144,593.57	£124,803.19	£198,915.76	£1,046,625.06
Corsham	£461,162.30	£403,856.60	£804,018.03	£224,342.36	£466,209.58	£856,371.40	£661,432.14	£3,877,392.41
A	£178,355.41	£85,610.01	£654,582.79	£53,226.02	£220,807.13	£295,409.94	£164,033.26	£1,652,024.56
B	£106,135.67	£0.00	£0.00	£0.00	£36,623.88	£14,154.26	£0.00	£156,913.81
C	£126,815.11	£272,383.77	£82,205.81	£156,254.19	£109,686.54	£292,722.07	£398,043.65	£1,438,111.14

UC	£49,856.11	£45,862.82	£67,229.43	£14,862.15	£99,092.03	£254,085.13	£99,355.23	£630,342.90
Devizes	£459,806.73	£625,836.63	£847,498.35	£708,061.10	£199,362.97	£771,382.01	£604,983.39	£4,216,931.18
A	£42,354.76	£113,744.75	£675,102.78	£555,557.53	£89,785.44	£449,819.69	£425,612.09	£2,351,977.04
B	£49,734.50	£0.00	£0.00	£0.00	£58,274.08	£159,702.25	£94,660.54	£362,371.37
C	£289,047.93	£491,761.34	£48,183.86	£97,866.69	£10,823.56	£36,976.34	£0.00	£974,659.72
UC	£78,669.54	£20,330.54	£124,211.71	£54,636.88	£40,479.89	£124,883.73	£84,710.76	£527,923.05
Malmesbury	£692,400.44	£1,253,394.29	£302,015.81	£441,677.73	£324,309.66	£1,077,717.73	£930,003.54	£5,021,519.20
A	£66,048.21	£179,636.68	£0.00	£200,668.71	£118,786.43	£665,772.22	£8,687.16	£1,239,599.41
B	£277,089.20	£375,223.68	£93,488.30	£17,292.90	£0.00	£85,874.51	£0.00	£848,968.59
C	£126,355.23	£686,018.16	£193,431.06	£184,823.49	£107,558.80	£204,240.92	£720,996.20	£2,223,423.86
UC	£222,907.80	£12,515.77	£15,096.45	£38,892.63	£97,964.43	£121,830.08	£200,320.18	£709,527.34
Marlborough	£690,191.02	£1,126,512.13	£759,632.85	£633,879.37	£401,854.88	£626,792.49	£332,058.39	£4,570,921.13
A	£452,759.18	£1,023,179.87	£610,582.51	£440,612.34	£128,789.89	£410,796.67	£219,949.64	£3,286,670.10
B	£145,878.52	£35,335.19	£9,039.27	£7,167.73	£30,167.71	£110,706.12	£102,277.36	£440,571.90
C	£59,067.12	£56,622.56	£0.00	£41,150.99	£41,992.94	£78,853.64	£9,831.39	£287,518.64
UC	£32,486.20	£11,374.51	£140,011.07	£144,948.31	£200,904.34	£26,436.06	£0.00	£556,160.49
Melksham	£628,481.88	£706,402.76	£433,000.23	£709,420.80	£536,763.17	£849,379.49	£449,880.72	£4,313,329.05
A	£295,243.68	£244,277.38	£258,036.45	£391,168.39	£283,019.37	£485,828.99	£200,260.35	£2,157,834.61
B	£0.00	£121,257.49	£23,888.37	£0.00	£0.00	£88,920.52	£41,138.04	£275,204.42
C	£301,949.08	£77,475.66	£26,729.30	£251,782.76	£94,460.16	£82,468.85	£26,023.50	£860,889.31
UC	£31,289.12	£263,392.23	£124,346.11	£66,469.65	£159,283.64	£192,161.13	£182,458.83	£1,019,400.71
Pewsey	£635,901.94	£144,618.23	£244,330.83	£531,281.31	£572,003.59	£551,892.68	£745,544.85	£3,425,573.43
A	£379,084.54	£98,042.31	£84,427.60	£370,200.25	£318,833.26	£362,588.63	£287,328.89	£1,900,505.48
B	£0.00	£19,282.48	£48,530.00	£69,328.32	£93,899.68	£15,212.17	£0.00	£246,252.65
C	£113,161.63	£13,317.04	£48,252.07	£76,482.19	£78,897.72	£167,740.96	£361,228.32	£859,079.93
UC	£143,655.77	£13,976.40	£63,121.16	£15,270.55	£80,372.93	£6,350.92	£96,987.64	£419,735.37
Salisbury	£245,635.21	£173,433.92	£961,001.48	£621,967.88	£485,712.77	£684,951.21	£380,180.98	£3,552,883.45
A	£85,697.08	£2,741.03	£516,482.03	£286,469.88	£168,421.82	£420,216.16	£32,719.20	£1,512,747.20
C	£23,912.15	£37,682.96	£121,646.66	£17,774.18	£73,574.70	£12,056.92	£66,957.96	£353,605.53

UC	£136,025.98	£133,009.93	£322,872.79	£317,723.82	£243,716.25	£252,678.13	£280,503.82	£1,686,530.72
South West Wiltshire	£1,509,375.36	£1,354,295.31	£792,796.85	£705,234.43	£746,537.56	£930,519.01	£951,860.10	£6,990,618.62
A	£245,543.97	£376,114.94	£189,098.35	£176,232.29	£171,022.55	£88,482.26	£517,007.89	£1,763,502.25
B	£439,600.16	£401,571.59	£198,672.13	£103,203.66	£89,682.58	£86,403.82	£11,234.68	£1,330,368.62
C	£718,435.81	£535,761.10	£288,629.82	£324,370.89	£291,624.64	£618,542.24	£317,120.65	£3,094,485.15
UC	£105,795.42	£40,847.68	£116,396.55	£101,427.59	£194,207.79	£137,090.69	£106,496.88	£802,262.60
Southern Wiltshire	£608,305.06	£937,190.98	£941,129.34	£431,602.78	£1,108,573.58	£527,183.32	£590,171.25	£5,144,156.31
A	£81,057.17	£684,435.64	£406,256.59	£58,954.80	£292,634.61	£0.00	£142,979.48	£1,666,318.29
B	£0.00	£26,689.02	£25,816.54	£22,393.99	£133,374.64	£0.00	£5,638.05	£213,912.24
C	£327,653.08	£201,469.70	£399,434.26	£205,620.22	£436,176.58	£408,575.61	£222,995.41	£2,201,924.86
UC	£199,594.81	£24,596.62	£109,621.95	£144,633.77	£246,387.75	£118,607.71	£218,558.31	£1,062,000.92
Tidworth	£423,710.00	£163,340.05	£237,091.73	£318,067.17	£364,982.53	£544,094.51	£297,100.92	£2,348,386.91
A	£364,944.05	£39,726.30	£87,979.84	£228,188.65	£130,028.31	£143,371.92	£45,648.59	£1,039,887.66
C	£43,679.24	£84,520.42	£10,267.99	£0.00	£141,432.46	£384,744.20	£43,088.25	£707,732.56
UC	£15,086.71	£39,093.33	£138,843.90	£89,878.52	£93,521.76	£15,978.39	£208,364.08	£600,766.69
Trowbridge	£458,875.68	£528,890.23	£959,475.62	£553,914.79	£596,550.80	£968,433.22	£1,017,470.26	£5,083,610.60
A	£41,653.87	£386,883.74	£178,067.84	£245,579.07	£58,363.10	£356,488.41	£252,589.87	£1,519,625.90
B	£5,651.88	£27,850.12	£402,986.73	£40,739.37	£5,788.56	£0.00	£375,266.18	£858,282.84
C	£338,721.58	£89,582.82	£214,683.58	£108,482.59	£310,205.84	£434,902.65	£128,900.22	£1,625,479.28
UC	£72,848.35	£24,573.55	£163,737.47	£159,113.76	£222,193.30	£177,042.16	£260,713.99	£1,080,222.58
Warminster	£700,618.49	£325,889.40	£481,056.67	£674,217.59	£963,407.83	£966,751.24	£523,070.41	£4,635,011.63
A	£550,989.52	£61,080.48	£362.82	£263,410.71	£126,785.92	£246,382.12	£947.18	£1,249,958.75
B	£0.00	£0.00	£180,262.85	£34,653.98	£149,000.66	£307,704.03	£37,890.65	£709,512.17
C	£106,749.61	£238,637.85	£152,854.74	£273,154.40	£578,555.22	£305,282.07	£421,810.01	£2,077,043.90
UC	£42,879.36	£26,171.07	£147,576.26	£102,998.50	£109,066.03	£107,383.02	£62,422.57	£598,496.81
Westbury	£112,387.91	£835,730.79	£213,211.89	£326,796.84	£403,558.66	£249,789.91	£788,849.95	£2,930,325.95
A	£7,943.79	£781,346.75	£44,138.44	£17,769.89	£232,034.54	£32,615.84	£596,787.87	£1,712,637.12
B	£0.00	£33,422.30	£83,177.74	£196,359.95	£70,888.37	£0.00	£0.00	£383,848.36

C	£0.00	£7,067.98	£47,055.14	£33,691.33	£0.00	£83,678.23	£111,105.95	£282,598.63
UC	£104,444.12	£13,893.76	£38,840.57	£78,975.67	£100,635.75	£133,495.84	£80,956.13	£551,241.84
RWB and Cricklade	£576,024.27	£1,164,194.50	£591,539.20	£594,365.63	£1,172,143.68	£801,311.35	£552,251.55	£5,451,830.18
A	£95,951.77	£328,982.04	£6,281.90	£42,701.50	£277,841.00	£0.00	£0.00	£751,758.21
B	£83,882.64	£285,297.14	£202,005.20	£197,298.45	£208,815.43	£240,994.47	£8,932.03	£1,227,225.36
C	£373,055.63	£538,570.94	£257,640.86	£204,556.85	£509,430.56	£433,876.71	£322,721.87	£2,639,853.42
UC	£23,134.23	£11,344.38	£125,611.24	£149,808.83	£176,056.69	£126,440.17	£220,597.65	£832,993.19
Wiltshire Total	£10,548,285.93	£12,406,330.81	£10,997,037.36	£9,043,160.96	£10,482,169.48	£12,704,734.54	£11,675,312.38	£77,857,031.46
A	£4,511,317.19	£5,864,832.26	£4,759,373.61	£3,882,017.94	£3,504,595.50	£4,651,904.05	£3,403,135.92	£30,577,176.47
B	£1,220,590.76	£1,694,751.12	£1,673,114.67	£750,911.29	£1,108,490.19	£1,717,753.10	£1,655,579.34	£9,821,190.47
C	£3,334,214.91	£3,805,125.27	£2,451,765.11	£2,568,812.79	£3,474,207.92	£4,016,573.53	£4,103,465.29	£23,754,164.82
UC	£1,482,163.07	£1,041,622.16	£2,112,783.97	£1,841,418.94	£2,394,875.87	£2,318,503.86	£2,513,131.83	£13,704,499.70
Notes: Calne, Salisbury and Tidworth – no roads classified B								

Table B - Patching				
Area Board & Road Class	2021/22	2022/23	2023/24	2024/25
Bradford-on-Avon	£22,063.01	£53,835.14	£57,471.72	£76,701.47
A	£0.00	£3,262.74	£6,049.65	£10,226.86
B	£9,455.57	£21,207.78	£18,148.96	£20,453.73
C	£3,151.86	£11,419.57	£3,024.83	£5,113.43
UC	£9,455.57	£17,945.05	£30,248.27	£40,907.45
Calne	£12,607.43	£14,682.31	£22,350.11	£15,340.29
A	£0.00	£5,505.87	£2,793.76	£0.00
C	£6,303.72	£5,505.87	£2,793.76	£10,226.86
UC	£6,303.72	£3,670.58	£16,762.58	£5,113.43
Chippenham and Villages	£75,644.59	£61,991.98	£62,261.03	£112,495.49
A	£4,727.79	£6,525.47	£10,629.93	£0.00
B	£7,879.65	£0.00	£9,111.37	£5,113.43
C	£20,487.08	£9,788.21	£30,371.23	£43,464.17
UC	£42,550.08	£45,678.30	£12,148.49	£63,917.89
Corsham	£29,942.65	£34,258.72	£39,910.91	£107,382.06
A	£7,879.65	£3,262.74	£4,434.55	£0.00
B	£1,575.93	£4,894.10	£8,869.09	£15,340.29
C	£9,455.57	£4,894.10	£11,825.46	£53,691.03
UC	£11,031.50	£21,207.78	£14,781.82	£38,350.74
Devizes	£33,094.51	£29,364.62	£27,139.42	£92,041.77
A	£7,879.65	£12,235.26	£10,619.77	£23,010.44
B	£3,151.86	£0.00	£0.00	£0.00
C	£4,727.79	£9,788.21	£8,259.82	£20,453.73
UC	£17,335.22	£7,341.16	£8,259.82	£48,577.60
Malmesbury	£11,031.50	£14,682.31	£23,946.55	£51,134.32
A	£0.00	£0.00	£1,330.36	£0.00
B	£0.00	£4,894.10	£2,660.73	£10,226.86
C	£3,151.86	£4,894.10	£10,642.91	£30,680.59
UC	£7,879.65	£4,894.10	£9,312.55	£10,226.86
Marlborough	£17,335.22	£30,995.99	£14,367.93	£81,814.90
A	£0.00	£0.00	£3,192.87	£12,783.58
B	£0.00	£1,631.37	£1,596.44	£17,897.01
C	£1,575.93	£3,262.74	£4,257.16	£20,453.73
UC	£15,759.29	£26,101.89	£5,321.46	£30,680.59
Melksham	£55,157.52	£45,678.30	£97,382.63	£76,701.47
A	£15,759.29	£3,262.74	£13,694.43	£15,340.29
B	£0.00	£1,631.37	£38,040.09	£2,556.72
C	£12,607.43	£9,788.21	£12,172.83	£25,567.16
UC	£26,790.79	£30,995.99	£33,475.28	£33,237.30
Pewsey	£9,455.57	£14,682.31	£20,753.68	£92,041.77
A	£1,575.93	£1,631.37	£3,609.33	£12,783.58
B	£0.00	£0.00	£1,804.67	£0.00
C	£4,727.79	£6,525.47	£9,023.34	£30,680.59
UC	£3,151.86	£6,525.47	£6,316.34	£48,577.60

RWB and Cricklade	£351,432.18	£199,026.88	£73,436.08	£66,474.61
A	£0.00	£6,983.40	£6,205.87	£7,670.15
B	£1,604.71	£1,745.85	£9,308.80	£5,113.43
C	£8,023.57	£8,729.25	£24,823.46	£30,680.59
UC	£341,803.90	£181,568.38	£33,097.95	£23,010.44
Salisbury	£53,581.59	£32,627.36	£51,085.97	£86,928.34
A	£6,303.72	£6,525.47	£4,257.16	£7,670.15
C	£6,303.72	£8,156.84	£9,933.38	£12,783.58
UC	£40,974.16	£17,945.05	£36,895.42	£66,474.61
South West Wiltshire	£42,550.08	£24,470.52	£49,489.53	£117,608.93
A	£3,151.86	£0.00	£2,151.72	£5,113.43
B	£1,575.93	£0.00	£4,303.44	£15,340.30
C	£9,455.57	£13,050.94	£21,517.19	£48,577.60
UC	£28,366.72	£11,419.57	£21,517.19	£48,577.60
Southern Wiltshire	£29,942.65	£34,258.72	£17,560.80	£74,144.76
A	£3,151.86	£1,631.37	£0.00	£5,296.05
B	£3,151.86	£0.00	£0.00	£0.00
C	£6,303.72	£8,156.84	£13,428.85	£29,128.30
UC	£17,335.22	£24,470.52	£4,131.95	£39,720.41
Stonehenge	£34,670.44	£13,050.94	£15,964.37	£79,258.19
A	£7,879.65	£0.00	£0.00	£10,226.86
B	£3,151.86	£6,525.47	£1,228.03	£0.00
C	£4,727.79	£4,894.10	£8,596.20	£46,020.88
UC	£18,911.15	£1,631.37	£6,140.14	£23,010.44
Tidworth	£12,607.43	£9,788.21	£3,192.87	£12,783.58
A	£4,727.79	£0.00	£1,596.44	£2,556.72
C	£3,151.86	£4,894.10	£1,596.44	£2,556.72
UC	£4,727.79	£4,894.10	£0.00	£7,670.15
Trowbridge	£83,524.24	£119,089.85	£87,804.01	£102,268.63
A	£3,151.86	£13,050.94	£14,394.10	£6,669.69
B	£3,151.86	£1,631.37	£2,878.82	£2,223.23
C	£6,303.72	£8,156.84	£11,515.28	£33,348.47
UC	£70,916.81	£96,250.70	£59,015.81	£60,027.24
Warminster	£74,068.66	£234,916.97	£44,700.22	£94,598.48
A	£1,575.93	£8,156.84	£1,208.11	£0.00
B	£3,151.86	£8,156.84	£3,624.34	£4,851.20
C	£29,942.65	£45,678.30	£7,248.69	£29,107.22
UC	£39,398.23	£172,924.99	£32,619.08	£60,640.05
Westbury	£18,911.15	£66,886.08	£39,910.91	£58,804.46
A	£3,151.86	£8,156.84	£8,257.43	£5,113.43
B	£3,151.86	£1,631.37	£1,376.24	£0.00
C	£1,575.93	£3,262.74	£11,009.91	£5,113.43
UC	£11,031.50	£53,835.14	£19,267.34	£48,577.60

Patching by road class	2021/22	2022/23	2023/24	2024/25
Wiltshire total	£967,620.43	£1,034,287.22	£748,728.76	£1,398,523.52
A	£70,916.81	£80,191.03	£94,425.51	£124,461.24
B	£41,002.94	£53,949.62	£102,951.01	£99,116.20
C	£141,977.53	£170,846.43	£202,040.74	£477,648.07
UC	£713,723.15	£729,300.14	£349,311.50	£697,298.01

Table C - Pothole Gangs				
Area Board & Road Class	2021/2022	2022/2023	2023/2024	2024/2025
Bradford-on-Avon	£25,346.51	£45,930.72	£83,464.64	£32,934.96
A	£1,621.49	£3,936.92	£7,441.13	£2,105.43
B	£8,790.21	£19,684.59	£29,764.51	£11,128.71
C	£4,011.06	£7,786.35	£14,262.16	£6,015.52
UC	£10,923.75	£14,522.86	£31,996.85	£13,685.30
Calne	£14,007.02	£26,826.75	£59,162.75	£48,544.42
A	£3,650.31	£5,596.95	£9,810.91	£9,177.55
C	£5,687.70	£11,000.90	£28,243.52	£17,630.56
UC	£4,669.01	£10,228.90	£21,108.32	£21,736.31
Chippenham and Villages	£42,073.06	£71,865.06	£131,007.24	£96,549.06
A	£4,096.36	£8,043.29	£7,684.44	£9,023.28
B	£3,242.95	£10,141.54	£13,137.91	£8,722.50
C	£15,190.68	£22,818.47	£64,821.94	£44,815.61
UC	£19,543.06	£30,861.76	£45,362.96	£33,987.68
Corsham	£40,280.43	£57,129.06	£94,572.59	£68,125.74
A	£3,328.26	£8,486.25	£8,552.44	£6,917.85
B	£2,560.20	£2,974.56	£4,957.93	£3,759.70
C	£18,092.06	£22,484.18	£46,728.53	£32,934.96
UC	£16,299.92	£23,184.08	£34,333.69	£24,513.24
Devizes	£82,174.53	£90,846.56	£165,733.41	£143,218.12
A	£25,132.71	£32,874.19	£57,308.76	£44,921.70
B	£8,406.16	£10,304.79	£15,236.46	£13,283.30
C	£30,022.01	£24,592.42	£53,868.27	£46,129.28
UC	£18,613.65	£23,075.15	£39,319.91	£38,883.84
Malmesbury	£32,174.61	£38,449.58	£71,986.20	£77,284.65
A	£2,377.02	£3,455.44	£5,537.40	£4,105.75
B	£5,008.71	£9,486.74	£15,057.84	£23,909.94
C	£15,195.92	£18,785.01	£37,401.74	£37,193.24
UC	£9,592.96	£6,722.39	£13,989.22	£12,075.73
Marlborough	£33,192.40	£60,438.72	£111,428.03	£91,775.53
A	£13,140.44	£17,841.93	£36,076.70	£28,498.72
B	£4,437.03	£7,505.46	£14,490.64	£12,800.27
C	£10,153.97	£21,528.82	£35,676.96	£35,502.64
UC	£5,460.96	£13,562.50	£25,183.73	£14,973.90
Melksham	£37,209.03	£48,068.57	£68,706.41	£29,776.81
A	£6,998.03	£9,875.91	£10,293.56	£7,519.40
B	£1,194.79	£2,796.72	£2,480.38	£1,203.10
C	£18,007.12	£15,556.74	£28,400.30	£12,181.42
UC	£11,009.09	£19,839.21	£27,532.17	£8,872.89
Pewsey	£36,577.37	£71,873.07	£173,213.75	£161,573.23
A	£6,689.92	£17,366.16	£39,084.13	£27,774.17
B	£2,085.17	£2,915.49	£6,711.42	£5,071.81
C	£17,202.66	£28,330.92	£72,246.42	£87,428.26

UC	£10,599.62	£23,260.51	£55,171.79	£41,298.99
RWB and Cricklade	£55,180.98	£56,920.46	£121,531.35	£86,945.24
A	£8,190.93	£9,064.17	£15,656.21	£14,007.84
B	£5,345.66	£6,718.90	£13,405.63	£8,694.52
C	£21,727.51	£21,868.10	£52,448.31	£38,642.33
UC	£19,916.89	£19,269.29	£40,021.19	£25,600.54
Salisbury	£76,692.28	£94,572.04	£91,908.90	£72,975.33
A	£7,637.41	£13,098.29	£7,069.92	£7,660.39
C	£14,956.59	£19,587.35	£18,016.88	£18,143.04
UC	£54,098.29	£61,886.40	£66,822.10	£47,171.90
South West Wiltshire	£51,393.38	£70,778.82	£127,562.55	£117,728.16
A	£2,545.80	£8,531.91	£10,338.80	£12,901.72
B	£4,136.93	£5,647.89	£7,602.06	£5,442.91
C	£27,685.60	£32,925.97	£66,213.94	£63,903.81
UC	£17,025.05	£23,673.05	£43,407.76	£35,479.72
Southern Wiltshire	£34,368.33	£73,542.68	£73,511.91	£65,113.95
A	£4,455.15	£10,214.26	£7,830.12	£10,281.15
B	£2,068.46	£2,163.02	£1,444.39	£1,814.32
C	£14,161.02	£40,256.20	£38,846.52	£32,657.77
UC	£13,683.69	£20,909.19	£25,390.88	£20,360.71
Stonehenge	£16,229.49	£25,956.24	£52,654.25	£46,163.95
A	£2,836.22	£6,609.23	£9,891.69	£6,047.68
B	£630.27	£3,004.19	£5,250.21	£4,636.55
C	£6,460.28	£7,570.57	£18,794.22	£17,336.68
UC	£6,302.71	£8,772.25	£18,718.13	£18,143.04
Tidworth	£8,114.74	£12,983.60	£18,853.11	£18,949.40
A	£4,296.04	£5,598.43	£6,537.77	£8,869.93
C	£1,272.90	£2,620.54	£3,877.05	£3,225.43
UC	£2,545.80	£4,764.63	£8,438.29	£6,854.04
Trowbridge	£16,641.65	£22,921.61	£52,583.97	£16,542.67
A	£1,365.47	£3,761.94	£3,844.58	£4,210.86
B	£1,280.13	£1,224.82	£3,224.49	£1,052.72
C	£2,218.89	£4,811.79	£9,301.41	£2,556.59
UC	£11,777.17	£13,123.06	£36,213.49	£8,722.50
Warminster	£23,127.63	£34,119.96	£57,544.72	£32,634.18
A	£1,365.47	£1,399.79	£1,844.38	£902.33
B	£938.76	£2,187.18	£3,688.76	£2,556.59
C	£7,936.79	£10,585.94	£15,246.89	£9,324.05
UC	£12,886.61	£19,947.05	£36,764.68	£19,851.21
Westbury	£10,753.07	£16,097.62	£40,182.09	£22,708.58
A	£1,792.18	£1,574.77	£5,793.12	£4,812.41
B	£1,621.49	£2,274.66	£6,409.41	£4,361.25
C	£1,536.15	£3,412.00	£5,793.12	£2,406.21
UC	£5,803.24	£8,836.19	£22,186.43	£11,128.71

Pothole Gangs by Road Class	2021/2022	2022/2023	2023/2024	2024/2025
Wiltshire Total	£635,536.50	£919,321.11	£1,595,607.86	£1,229,543.98
A	£101,519.21	£167,329.82	£250,596.06	£209,738.16
B	£51,746.92	£89,030.55	£142,862.04	£108,438.20
C	£231,518.91	£316,522.26	£610,188.18	£508,027.40
UC	£250,751.46	£346,438.47	£591,961.58	£403,340.22

Table D – Bobcat	
Area Board/Road Class	Spend by Area Board and Road Class
Bradford-on-Avon	£48,177.00
A	£0.00
B	£16,059.00
C	£21,412.00
UC	£10,706.00
Calne	£42,824.00
A	£5,353.00
C	£5,353.00
UC	£32,118.00
Chippenham and Villages	£214,119.98
A	£16,059.00
B	£16,059.00
C	£96,353.99
UC	£85,647.99
Corsham	£267,649.98
A	£21,412.00
B	£5,353.00
C	£123,118.99
UC	£117,765.99
Devizes	£91,000.99
A	£21,412.00
B	£5,353.00
C	£10,706.00
UC	£53,530.00
Malmesbury	£58,883.00
A	£0.00
B	£26,765.00
C	£21,412.00
UC	£10,706.00
Marlborough	£85,647.99
A	£37,471.00
B	£16,059.00
C	£26,765.00
UC	£5,353.00
Melksham	£64,236.00
A	£21,412.00
B	£5,353.00
C	£16,059.00
UC	£21,412.00
Pewsey	£96,353.99
A	£10,706.00
B	£5,353.00
C	£48,177.00
UC	£32,118.00

RWB and Cricklade	£117,765.99
A	£5,353.00
B	£16,059.00
C	£80,294.99
UC	£16,059.00
Salisbury	£139,177.99
A	£10,706.00
C	£37,471.00
UC	£91,000.99
South West Wiltshire	£219,472.98
A	£5,353.00
B	£5,353.00
C	£139,177.99
UC	£69,588.99
Southern Wiltshire	£85,647.99
A	£5,353.00
B	£0.00
C	£32,118.00
UC	£48,177.00
Stonehenge	£176,648.99
A	£21,412.00
B	£16,059.00
C	£64,236.00
UC	£74,941.99
Tidworth	£26,765.00
A	£10,706.00
C	£10,706.00
UC	£5,353.00
Trowbridge	£0.00
A	£0.00
B	£0.00
C	£0.00
UC	£0.00
Warminster	£80,294.99
A	£5,353.00
B	£0.00
C	£37,471.00
UC	£37,471.00
Westbury	£10,706.00
A	£0.00
B	£0.00
C	£0.00
UC	£10,706.00
Wiltshire Total	£1,825,372.86
A	£198,060.98
B	£133,824.99

C	£770,831.94
UC	£722,654.94

Previous investment in carriageway surfacing activities

Purpose of report

1. To provide an overview of recent previous investment in carriageway surfacing activities broken down by Area Board.

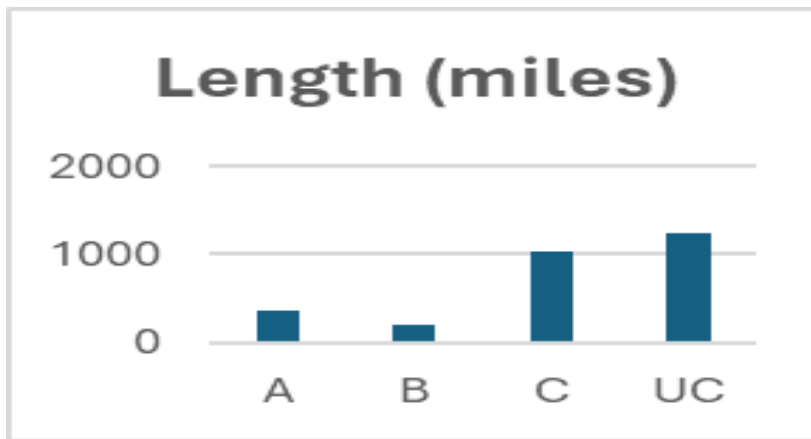
Background

2. Further to a request at a previous Environmental Select Committee, and in line with our commitment to improve communications and engagement with residents relating to Highways and Transport matters, this report details previous investment in carriageway surfacing activities by Area Board.
3. The local highway network in Wiltshire comprises over 2,800 miles (4,554 kilometres) of road. Effective and efficient highway asset management is essential to allow residents, business and visitors to undertake travel in and around the county to meet daily needs, as well as for leisure and recreation.
4. The highway infrastructure in Wiltshire is the Council's most valuable asset, with a replacement value of over £5 billion, and its lack of availability can have a considerable impact on communities and the economy.
5. Whilst the A and B class roads are a small proportion of the network, they carry the most traffic and have a higher number of accidents.

Table 1: Length of road by classification

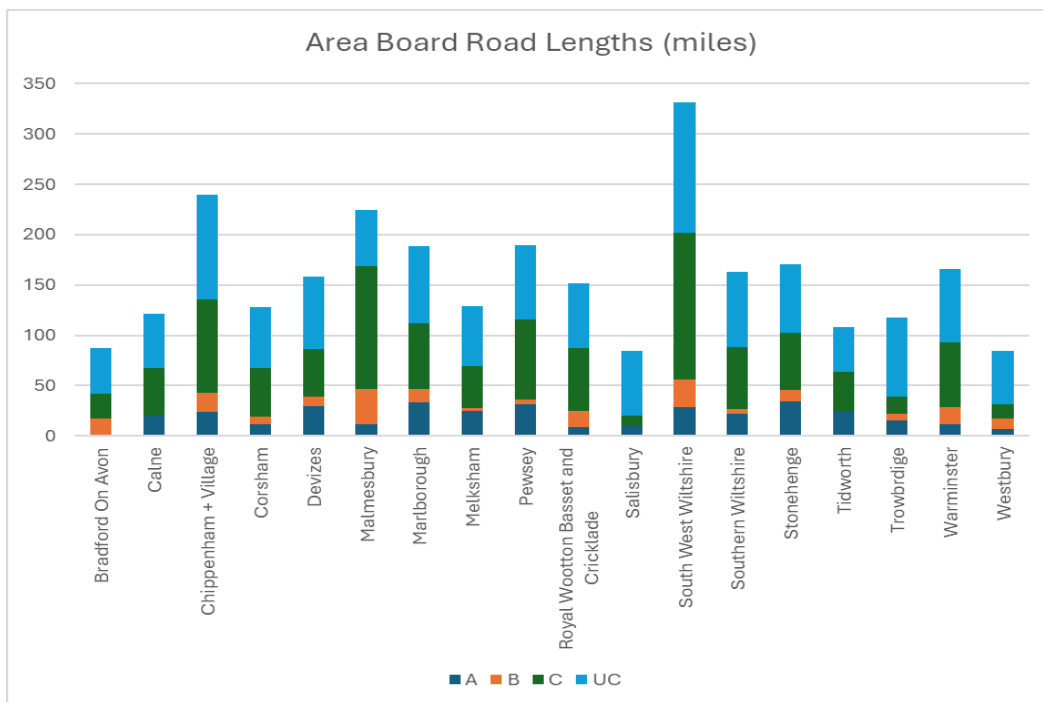
Description	Length (miles)
Principal A Class Road	356
B Class Road	201
C Class Road	1042
Unclassified Road	1251
Total	2850

Figure 1: Length of road by classification



6. In Wiltshire, the lengths of road in each Area Board area vary considerably, with different proportions of road types, topography, and geological conditions.

Figure 2: Breakdown of Area Board road lengths by classification



7. The Council undertakes preventative and reactive maintenance to effectively and efficiently maintain the network and a variety of surfacing processes and treatments are used. These processes and treatments have been selected based on technical surveys and site inspections to ensure cost effective maintenance of the carriageways and to address identified road safety issues.
8. The Council has robust processes in place to monitor road conditions and skid resistance to identify priority sites in need of treatment, and these form the basis of the annual planned work programmes.

Wiltshire Highways Investment Plan

9. The Council's Asset Management Policy and Strategy sets out the approach to maintaining the Council's highway infrastructure. The Council has applied the principles of asset management to the maintenance of its highway network for many years. This involves taking into account the lifecycle of the assets and monitoring performance of the intervention and investment strategies, with the objective of minimising expenditure while providing the required performance.
10. Carriageways represent the largest element of the highway asset. The condition of carriageways is assessed by means of various regular surveys, including the use of vehicle mounted lasers and visual inspections. This information is used to prioritise sites based on their condition and anticipated deterioration.
11. A detailed analysis of current carriageway condition has been undertaken to ensure that investment in the network continues to be targeted at the right areas. A full explanation of the analysis carried out to inform the programme and historic condition data broken down by Area Board is set out in the **Wiltshire Highways Investment Plan 2024 to 2025**, a copy of which can be found at [Highways maintenance - Wiltshire Council](#).

Expenditure By Area Board

12. The following tables have been prepared to illustrate expenditure in carriageway surfacing activities for planned activities (forward work programme) from 2018/19, and reactive activities from 2021/22, to date. The difference in reporting timescales is due to the dates in which the Highways Infrastructure Asset Management System (HIAMS) modules went live.
13. HIAMS allows this level of data analysis where the previous software solutions available to the Council did not.

Planned Major Carriageway Maintenance (2018/19 – October 2024)

Figure 3 - Total Planned Major maintenance including resurfacing, patching, surface dressing and micro asphalt.

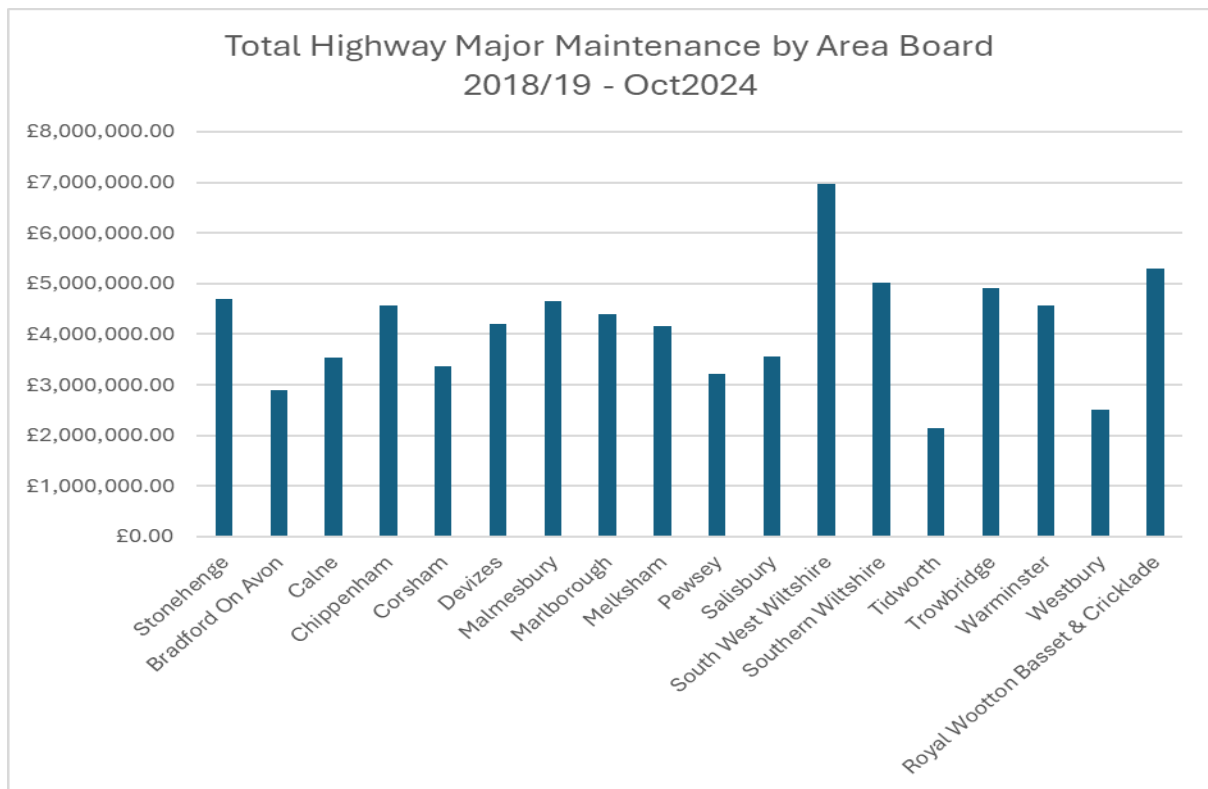
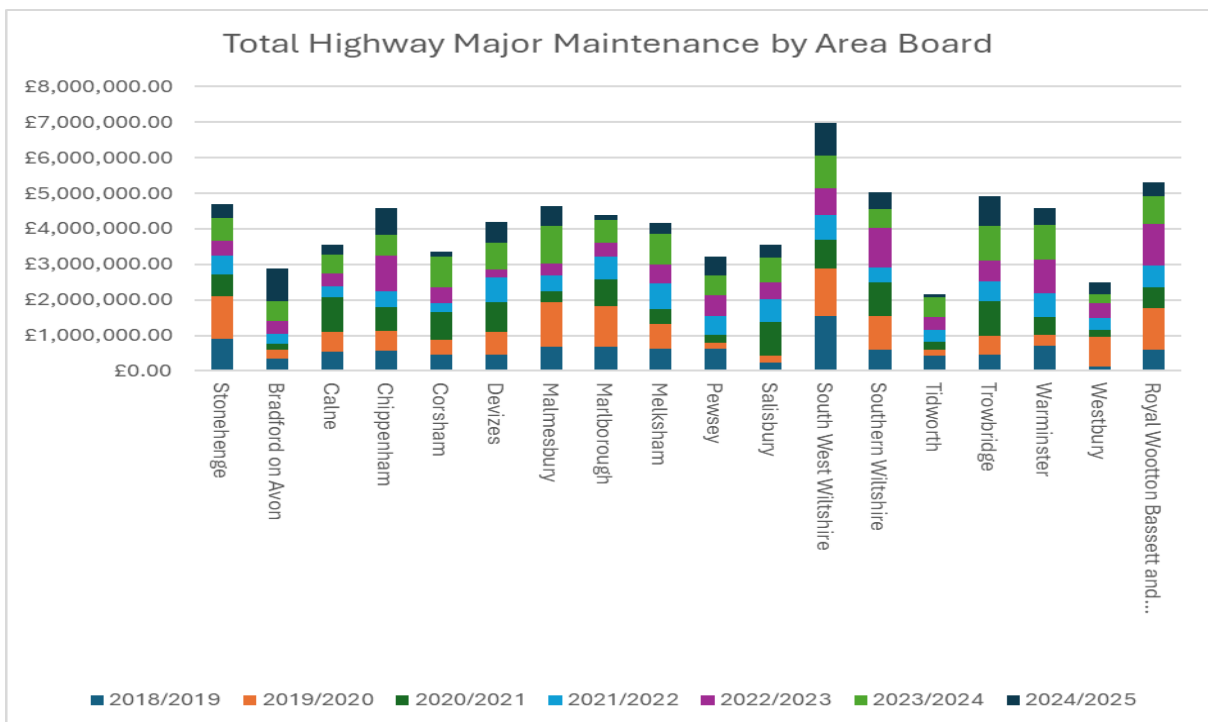


Figure 4 - Total Planned Major maintenance including resurfacing, patching, surface dressing and micro asphalt by annual expenditure.



Reactive Maintenance Patching (2021/22 – October 2024)

Figure 5 – Patching works.

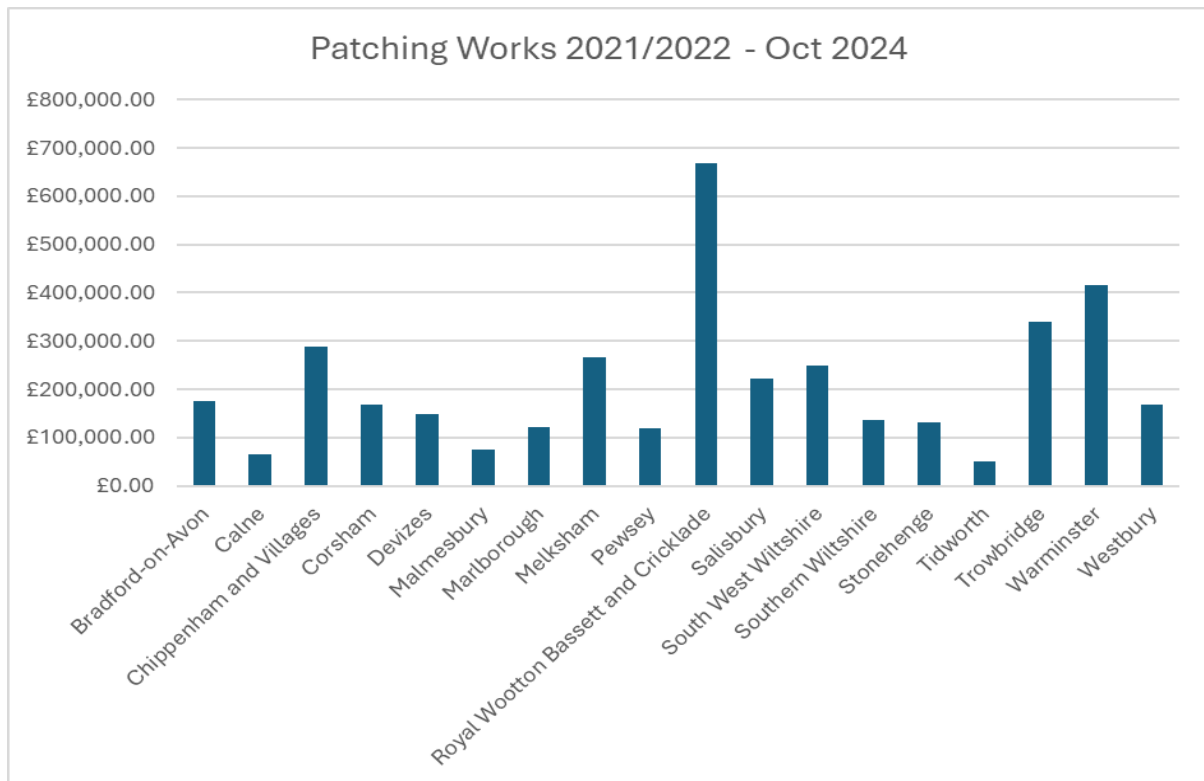
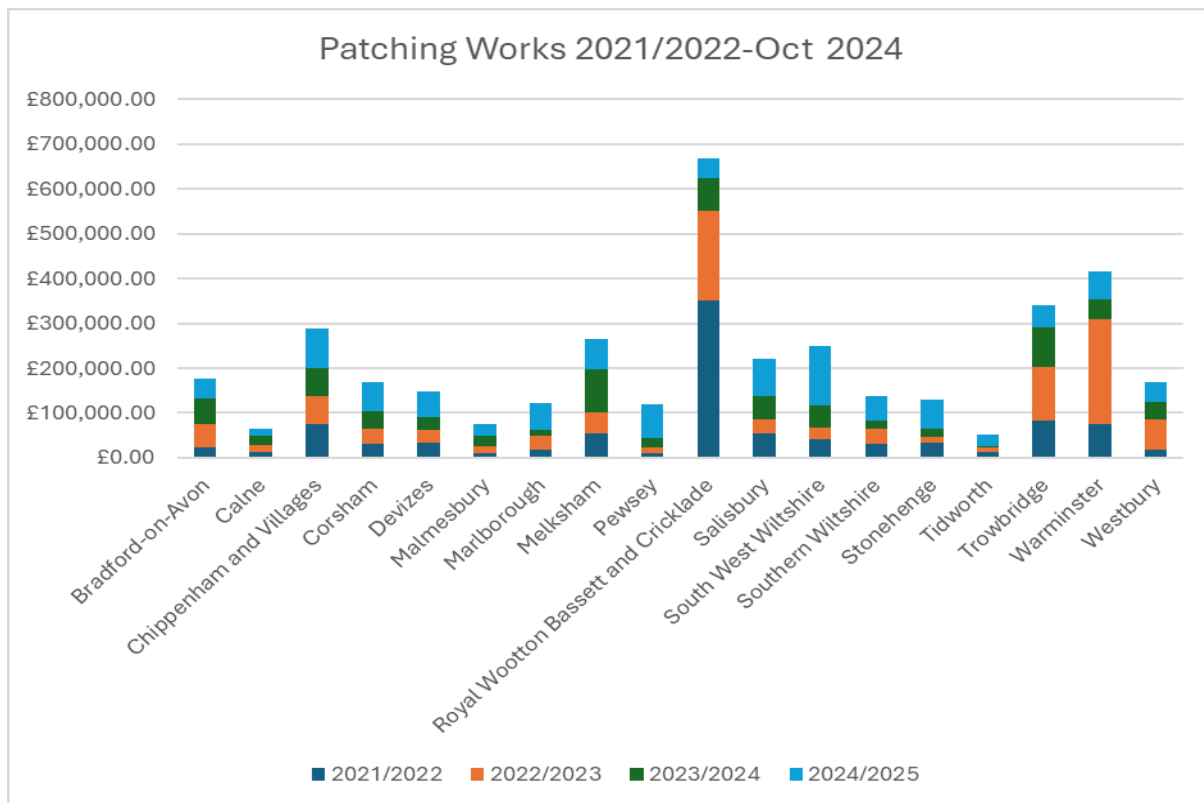


Figure 6 – Patching works by annual expenditure.



Pothole Gangs (2021/22 – October 2024)

Figure 7 – Pothole Gangs

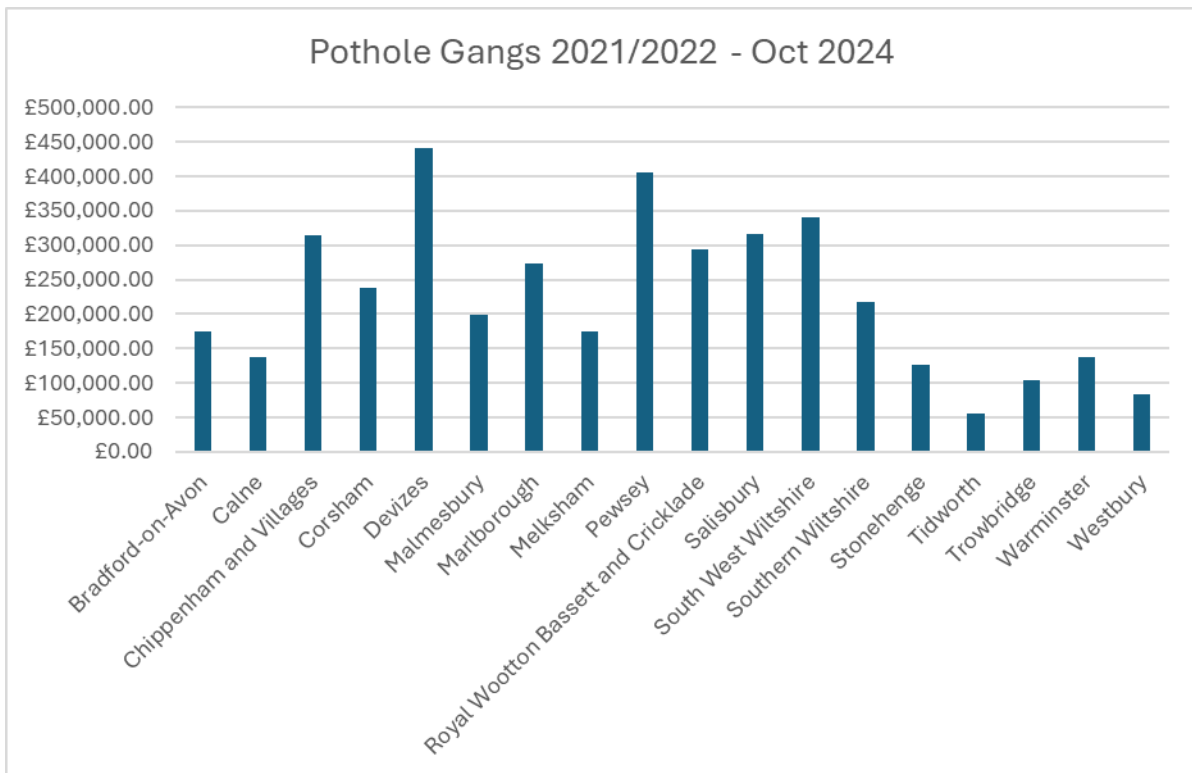


Figure 8 – Pothole Gangs by annual expenditure

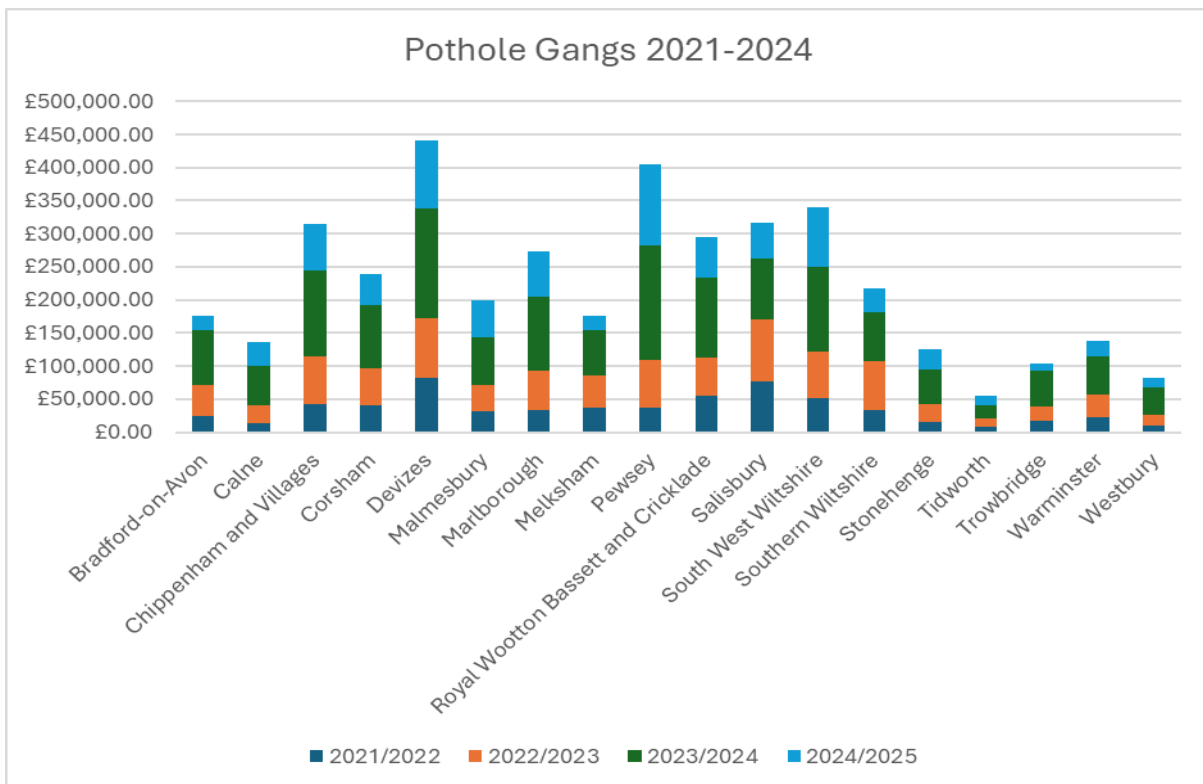
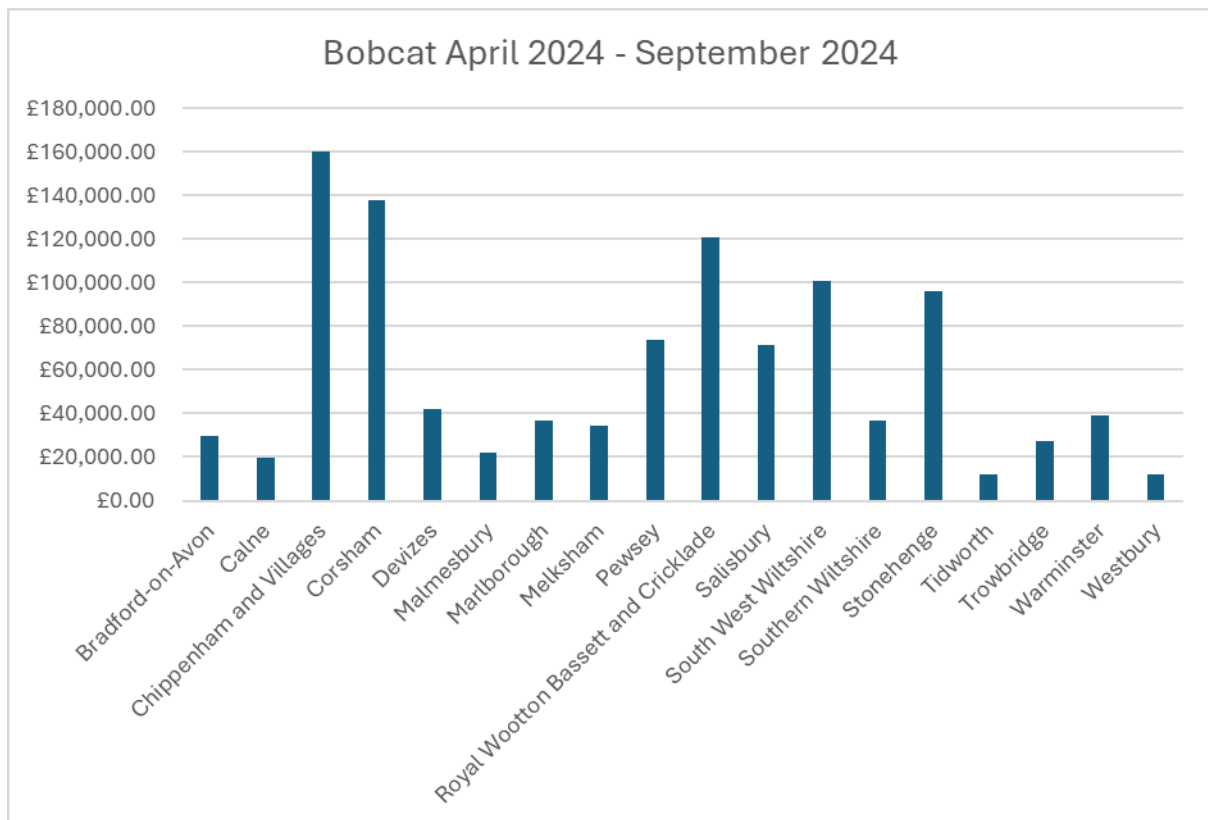


Figure 9 – Preventative Bobcat surfacing 2024/25 financial year.



Conclusions

- 14. All community areas have received a level of expenditure through both planned and reactive works.
- 15. The level of expenditure is variable across each of the Community areas. This is to be expected given the variability in carriageway length, type, topography, geology and traffic levels.
- 16. Planned interventions are based on surveyed need with works taking place in accordance with Asset Management principles after analysis of robust and consistently collected data.

Wiltshire Council

Environment Select Committee

14 January 2025

Speed Limit Assessment Task Group Update on recommendations

Purpose of report

1. To provide an update on progress of implementing the recommendations of the Speed Limit Assessment Task Group.

Background

2. The Speed Limit Assessment Task Groups findings were reported to this committee on the 18th July 2024 and members resolved to make a number of recommendations for change to the existing process to the Cabinet Member for Highways, Street Scene and Flooding. After due consideration the Cabinet Member accepted all the recommendations, and this was formally advised to this Committee in September 2024.

Main considerations for the committee

3. Work to review and action the 8 accepted recommendations has been ongoing and the current status is summarised in the updated Executive response included at **Appendix A**.
4. A revised speed limit policy has been prepared addressing each of the points listed and is included at **Appendix B**. This is currently in draft format and comment and feedback is welcomed prior to a final version being formally presented to the Cabinet Member for adoption.

Conclusion

5. Good progress has been made on 7 of the 8 accepted recommendations.
6. A Draft Speed Limit Policy document and supporting information has been prepared.
7. Comments and feedback received on the draft Policy will be used to inform the final adopted Policy.
8. Work on recommendation 8 is still required but is still within the agreed timeline.

Background papers

The following unpublished documents have been relied on in the preparation of this report:

None

Appendices

Appendix A – Updated Executive Response

Appendix B – DRAFT Speed Limit Policy

APPENDIX A

Recommendation 1	Develops a publicly available policy statement covering speed assessments, including: a) The purpose of speed assessments b) Alternatives to a full assessment c) How to initiate an assessment d) The criteria and guidance used to make an assessment e) The assessment process (data collection, analysis, feasibility, consultation, implementation, and monitoring) f) The decision-making procedure		
Executive response	August 2024	Accept	
Action		Success criteria	
A policy will be developed.		Adoption of new policy	
Target date		Implementation date	
January 2025		January 2025	
Current Status			
A revised speed limit policy has been drafted addressing each of the points listed and is provided as an appendix.			

Recommendation 2	Provides guidance on the types of information to be submitted with a speed assessment request.		
Executive response	August 2024	Accept	
Action		Success criteria	
A policy will be developed. An appendix will be included which details the expected information to be included within the request.		Adoption of new policy.	
Target date		Implementation date	
January 2025		January 2025	
Current Status			
The revised policy document sets out the information that is required and includes a specific proforma for speed limit assessment requests to guide the parish/town councils as to what information to provide.			

Recommendation 3	Ensures that the ‘Local concerns’ section and an analysis of all DfT assessment criteria of the speed assessment report is always published with the final assessment reports and is completed fully.		
Executive response	August 2024	Accept	
Action		Success criteria	
The current version of recommendation reports already includes this and will continue to be included. The provision of Recommendation 2 will assist with the report detailing a response to “Local Concerns”.			
Target date		Implementation date	
Aug 2024		Aug 2024	
Current Status			
A template for the reporting of speed limit assessment outcomes has been developed and is included as an appendix to the revised speed limit policy. This template includes a section to be completed outlining and addressing local concerns.			

Recommendation 4	Provides the full traffic survey data with each speed assessment report.		
Executive response	August 2024	Accept	
Action		Success criteria	
The recommendations report will be amended to incorporate the publication of data collected during the assessment process			
Target date		Implementation date	
September 2024		September 2024	
Current Status			
A template for the reporting of speed limit assessment outcomes has been developed and is included as an appendix to the revised speed limit policy. Data collected is addressed within each report with full data included as an appendix to each recommendation report.			

Recommendation 5	Issues guidance to LHFIGs regarding alternatives to undertaking a speed assessment.		
Executive response	Aug 2024	Accept	
Action		Success criteria	
A policy will be developed. An appendix will be included which details the expected information to be included within the request.			
Target date		Implementation date	
January 2025		January 2025	
Current Status			
The revised speed limit policy sets out the alternatives to a speed limit assessment and situations whereby measures other than speed limit reduction should be considered.			

Recommendation 6	Creates an open, evidence-based appeals process for challenging speed assessment outcomes.		
Executive response	Aug 24	Accept	
Action		Success criteria	
To discuss with Cabinet Member for Highways, Streetscene & Flooding the process by which appeals can be considered. Determination of appeals will need to be undertaken by the Cabinet Member. The process will be included in the updated Policy as an Appendix.			
Target date		Implementation date	
January 2025		January 2025	
Current Status			
The revised policy document sets out the appeal process and provides a proforma for the submission of appeals.			

Recommendation 7	Reports on progress with implementing the recommendations to the Environment Select Committee in January 2025.		
Executive response	Aug 24	Accept	
Action		Success criteria	
A report on progress will be provided to the Environmental Select Committee in January 2025.			
Target date		Implementation date	
January 2025		January 2025	
Current Status			
Report provided for ESC in Jan 2025.			

Recommendation 8	Completed speed assessments are mapped/collated and published		
Executive response	Aug 2024	Partially Accept	
Action		Success criteria	
The methodology by which this recommendation is actioned requires further consideration by officers to determine the feasibility of the request.			
Target date		Implementation date	
August 2025		August 2025	
Current Status			
Not yet started.			

Speed Limit Policy

Xxxxx 2025



Document Control Sheet

Project Title: Speed Limit Policy

Report Title: Speed Limit Policy

Revision: Version 1

Status: Draft

Date: December 2024

Record of issue

Issue	Status	Author	Date	Check	Date	Authorised	Date
1	Draft	GTR	12/24	DMT	12/24	SH	12/24

Contents

<u>Document Control Sheet</u>	8
<u>1. Introduction</u> 10	
<u>2. Speed Limit Assessments</u> 12	
<u>3. The Speed Limit Assessment Process</u>	18
<u>4. The decision-making procedure</u>	24
<u>5. Appeal Process</u>	25
<u>Appendix 1 – Highways Improvement Request Form</u>	26
<u>Appendix 2 – Speed Limit Assessment Request – Additional Information Form</u>	28
<u>Appendix 3 – Example Speed Limit Assessment Report Format</u>	30
<u>Appendix 4 – Speed Limit Assessment – Appeal Proforma</u>	41
<u>Appendix 5 – 20mph speed restrictions - Frequently Asked Questions</u>	43

1. Introduction

- 1.1 As set out in its adopted 'Wiltshire Local Transport Plan 2011-2026 Road Safety Strategy', Wiltshire Council is committed to maintaining safety on Wiltshire's highways and reducing casualties from road traffic accidents.
- 1.2 The council's casualty reduction strategy is founded on gathering smarter intelligence and collision investigation to understand the local and national trends. This enables the council to identify road safety targets, the high priority areas, themes and locations for casualty reduction, and to develop suitable interventions to give the greatest benefit to reducing casualties.
- 1.3 The casualty reduction interventions are developed following the approach of the 3E's: Education, Enforcement and Engineering as identified in the Audit Commission report 'Changing Lanes' (2007). Depending upon the desired outcome, any combination of the 3E's can be used and this blended approach maximises the potential benefits in achieving the road safety targets.
- 1.4 Speed management through enforcement of existing speed limits and setting speed limits at appropriate levels are a key part of the Council's Road Safety Strategy.
- 1.5 A partnership approach is taken with the Wiltshire and Swindon Road Safety Partnership having developed a speed management strategy setting out evidence-based intervention levels, including Community Speed Watch, Speed Indicator Devices, engineering measures and police enforcement. The Police lead on enforcement of road traffic law including speed limit enforcement.
- 1.6 Setting appropriate speed limits with the aim of achieving safe driving speeds plays a key role in making the public highway safer and reducing the risk of harm to all users. Lower driven speeds may also encourage greater uptake of walking, cycling and wheeling.
- 1.7 The Department for Transport Circular 01/13 Setting Local Speed Limits sets out guidance for traffic authorities in setting local speed limits. Speed limits should be evidence-led and self-explaining while seeking to reinforce people's assessment of what is a safe speed to travel.

- 1.8 Speed limits should not be used to attempt to solve the problem of isolated hazards, such as a single road junction, reduced forward visibility or difficulties in crossing the road. In these circumstances, engineering measures should be considered with the aim of mitigating these issues.

- 1.9 The principal aim in determining appropriate speed limits should be to provide a consistent message between appropriate travel speed and the road's environment. Changes in speed limit need to be reflective of changes in the road layout and characteristics. This approach will provide consistency across the country for drivers.

- 1.10 Experience has shown that introducing lower speed limits as a standalone measure is not always effective in reducing driven speeds to comply with the lower limit, particularly where existing mean speeds are much higher than the proposed lower limit.

2. Speed Limit Assessments

- 2.1 The purpose of a speed limit assessment is to undertake a technical review of a route or road network against the criteria set by the Department for Transport Circular 01/13 'Setting Local Speed Limits' whilst considering any local concerns raised as part of the assessment request process.
- 2.2 The application of the speed limit assessment process is to ensure consistency in setting speed limits throughout the County and to align with wider national policy to ensure consistency across authority boundaries.
- 2.3 In England, there are three default speed limits applicable to the highway network. These are:
- The 30mph speed limit on roads with a system of street lighting (referred to as Restricted Roads)
 - The national speed limit of 60mph on single carriageway roads
 - The national speed limit of 70mph on dual carriageways and motorways.
- 2.4 These limits are not appropriate for all roads and as such the authority may seek to introduce 20mph, 40mph or 50mph speed limits in accordance with the advice and guidance set out in the aforementioned circular. The authority to make changes to speed limits is granted through the Road Traffic Regulations Act (1984) and communicated to road users in accordance with the Traffic Signs Regulations and General Directions (TSRGD).

Alternatives to a full assessment

- 2.5 There are several instances where a speed limit assessment may not be the most appropriate initial step when concerns are raised regarding vehicle speeds. In the following instances, alternative approaches may be more effective at resolving the issues raised rather than a review of the existing speed limit.

Vehicles exceeding the existing speed limit

- 2.6 Where incidences of vehicles exceeding the speed limit are raised as a concern, enforcement measures may be considered the most appropriate course of action. The enforcement measures taken will vary depending upon the severity and frequency at which the speed limit is being exceeded and

may range from locally delivered measures such as Community Speed Watch and / or use of Speed Indication Devices, or through targeted enforcement by the Police.

- 2.7 To determine the extent at which vehicles are exceeding a speed limit and identify the appropriate course of action, a traffic survey should be requested.
- 2.8 Traffic surveys differ from a speed limit assessment in that they provide traffic speed and volume data at one location, providing a 'spot check'. The criteria in Table 1 is used to identify, based on recorded 85th percentile speeds, the appropriate intervention level.

	No Further Action	CSW & SID
20 mph limit	85%ile speed up to 23.9 mph	85%ile speed 24.0 mph and over
30 mph limit	85%ile speed up to 34.9 mph	85%ile speed 35.0 mph and over
40 mph limit	85%ile speed up to 45.9 mph	85%ile speed 46.0 mph and over

Table 1: CSW and SID criteria

- 2.9 Further information regarding CSW and SID deployment can be found in the Wiltshire and Swindon Road Safety Partnership practice note '*Community Speedwatch, Temporary Speed Indicator Devices, & Civilian Deployed ANPR Cameras - Site Eligibility and Deployment Criteria*'.
- 2.10 Traffic survey requests can be made to Wiltshire Council by Town and Parish Councils using the 'Traffic Survey Request' form and guidance document provided here: <https://www.wiltshire.gov.uk/article/6149/Local-Highway-and-Footway-Improvement-Groups>.

Identified hazards

- 2.11 In accordance with the adopted Road Safety Strategy, resources are prioritised to focus on sites with the highest casualty risk as determined by monitoring the injury collisions that occur on Wiltshire's roads to establish the cluster sites, and A and B classification roads with an above typical collision rate. The cluster sites are the locations where three or more injury accidents have occurred in the last three-year period. The collision data is subject to detailed analysis to establish characteristics, causes and to identify treatable action. Regular liaison takes place with the Police on collision sites.

2.12 Annually, Wiltshire Council identifies the collision sites from the cluster list and sections of roads with above typical collision rates to be treated in the forthcoming year with the funds allocated for local safety schemes.

2.13 The key areas of work are to:

- identify accident problem sites
- improve traffic signing and road markings
- review speed limits
- improve skidding resistance at problem sites
- improve junction layouts
- improve road surfaces and crossing facilities for pedestrians and cyclists
- introduce traffic calming
- use permanent vehicle activated road signs (VAS)
- use new materials such as coloured surfacing to enhance safety measures
- use new technology to collect traffic data
- consider the application of new equipment for keeping roads safer in winter conditions

2.14 Local communities may have concerns relating to road safety and identified hazards at locations that do not meet the above cluster site criteria. Where concerns are raised relating to the impact of vehicle speeds and identified hazards, such as side road junctions, accesses, narrow roads or bends, consideration must be given to engineering solutions. Engineering measures may include signs and road markings, minor physical alterations or larger scale engineering measures such as junction alignment changes or signalisation.

2.15 These concerns should be raised in the first instance through the Local Highway and Footway Improvement Groups. Members of the public can use the Highway Improvement Request form (see Appendix 1) to outline their concerns and submit them to their local Town or Parish Council in the first instance.

Vulnerable road users

2.16 It is recognised that both perceived and actual vehicle speeds can be a concern to vulnerable road users, particularly those walking, wheeling or

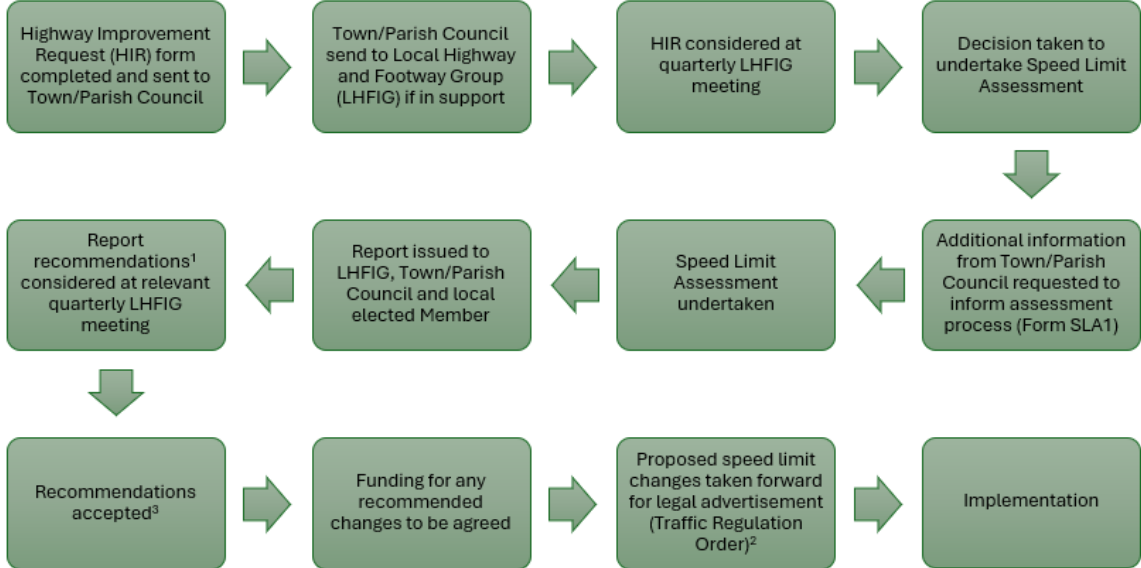
cycling and that vehicle speeds and volumes influence the uptake of sustainable transport modes for shorter journeys.

- 2.17 In situations where large numbers of vulnerable users can be impacted by interactions with vehicles, for example outside of schools, in town centre environments or on key active travel routes, or where vulnerable users experience severance within their local community by the highway network, it is important that the concerns raised are considered holistically. This means investigating not only vehicle volumes and speeds, but also addressing the problems faced – e.g. lack of safe crossing point, narrow or no footway provision.
- 2.18 Where communities have concerns such as those outlined above, it may be appropriate to request investigation through the Local Highway and Footway Improvement Groups (LHFIG) by completing the Highway Improvement Request form (see Appendix 1).
- 2.19 For school related road safety concerns, the council's Taking Action on School Journeys Fund offers schools with an up-to-date travel plan, the opportunity to apply for an engineering review to identify and implement measures to mitigate those concerns. Schools can access more information through the 'Right Choice' portal or on the council website <https://www.wiltshire.gov.uk/schools-learning-transport-cycling-walking>.

How are speed limit assessments initiated?

- 2.20 Requests for speed limit changes are made using the established Local Highway and Footway Improvement Group process. The initial requestor must complete a Highway Improvement Request (HIR) form (found in Appendix 1 and at <https://www.wiltshire.gov.uk/article/6149/Local-Highway-and-Footway-Improvement-Groups>) and submit this to their Town or Parish Council in the first instance.
- 2.21 It is important that the request includes sufficient detail to allow the Town or Parish Council to fully understand the concerns raised and to determine if they support this request. This information will also be used by engineers undertaking the speed limit assessment to gain an understanding of local concerns. An addendum to the HIR specifically for speed limit assessment requests provides space for this and requestors should include the following information where possible:
- What are the issues faced?
 - Where are these issues occurring?
 - When do these issues occur?
 - Who is affected?
 - What has previously been done to address concerns?
- 2.22 An example of a completed form can be found in Appendix 2.
- 2.23 Once the form is received by the Town or Parish Council, they should consider whether they agree with the concerns raised and support the request. If this is the case, then they should refer the request to the Local Highway and Footway Improvement Group (LHFIG) for further consideration.
- 2.24 LHFIG's are sub-groups of the Area Boards, of which there is one for each Community area in the County and have a discretionary budget for delivering local highway related priorities. The terms of reference for the groups and more information about their role can be found here <https://www.wiltshire.gov.uk/article/6149/Local-Highway-and-Footway-Improvement-Groups>.
- 2.25 The LHFIG considers all requests put forward by Town and Parish Councils to determine if the requests are supported. In the case of speed limit assessments, if supported a funding allocation from the LHFIG and contribution from the Town or Parish Council will be required to fund the

assessment process. The assessment can then be taken forward by Highways Officers either using internal Wiltshire Council resources or using the Council’s term consultant.



1. The outcome of an assessment may recommend no changes be made
2. Objections to the TRO will require a Cabinet Member decision to be made as to whether to proceed to implementation
3. Where recommendations are not accepted, Town/Parish Councils may appeal. See section 5 of the Speed Limit Policy document for details on process.

Figure 1: Speed Limit Assessment Request Process

3. The Speed Limit Assessment Process

3.1. In Wiltshire, assessing a road to determine an appropriate speed limit includes taking the following factors into account:

- Functional hierarchy of the route
- The length of the route to be subject to the speed limit
- Collision history
- Existing traffic speeds
- Composition of road users
- Road geometry
- Road environment
- Local concerns
- Other means of intervention to improve road safety

Functional hierarchy of the route

3.2. The functional hierarchy of a route is set out by the adopted Wiltshire Council Road Network Hierarchy which aligns with the 'Code of Practice for Maintenance Management' DETR 2001. The descriptors are shown in Table 2.

Hierarchy Description	Type of Road / General description	Detailed Description
Motorway	Limited access motorway regulations apply.	Routes for fast moving long distance traffic. Fully grade separated and restrictions on use.
Strategic Route Category 2	Trunk and some Principal "A" roads between Primary Destinations.	Routes for fast moving long distance traffic with little frontage access or pedestrian traffic. Speed limits are usually in excess of 40 mph and there are few junctions. Pedestrian crossings are either segregated or controlled and parked vehicles are generally prohibited.
Main Distributor Category 3A	Major Urban Network and Inter-Primary Links. Short-medium distance traffic.	Routes between Strategic Routes and linking urban centres to the strategic network with limited frontage access. In urban areas speed limits are usually 40 mph or less, parking is restricted at peak times and there are positive measures for pedestrian safety.
Secondary Distributor Category 3B	Classified Road (B and C class) and unclassified urban bus routes carrying local traffic with frontage access and frequent junctions	In rural areas these roads link the larger villages and HGV generators to the Strategic and Main Distributor Network. In built up areas these roads have 30 mph speed limits and very high levels of pedestrian activity with some crossing facilities including zebra crossings. On street parking is generally unrestricted except for safety reasons
Link Road Category 4A	Roads linking between the Main and Secondary Distributor Network with frontage access and frequent junctions.	In rural areas these roads link the smaller villages to the distributor roads. They are of varying width and not always capable of carrying two-way traffic. In urban areas they are residential or industrial inter-connecting roads with 30 mph speed limits random pedestrian movements and uncontrolled parking.
Local Access Road Category 4B	Roads serving limited numbers of properties carrying only access traffic	In rural areas these roads serve small settlements and provide access to individual properties and land. They are often only single lane width and unsuitable for HGV. In urban areas they are often residential loop roads or cul de sac

Table 1: Road Function Hierarchy

- 3.3. Functional hierarchy relates to how a road is being used and the likely mix of vulnerable road users and motorized vehicles.
- 3.4. In many cases, particularly in the case of 20mph speed restriction requests, the functional hierarchy will be a primary determinant in the speed limit assessment. More information on the application of various speed limits is addressed further in this document.

Length of route to be assessed

- 3.5. When setting speed limits, it is important to achieve a balance between providing reasonable consistency of speed limits along a route and the need to encourage awareness, understanding and compliance. Lengthy sections of speed limit that do not align with the functional hierarchy, environmental triggers or frequent changes resulting in short sections of speed limit along a route should be avoided.

- 3.6. The recommended minimum length of a speed limit is 600m (Circular 01/13). In some circumstances, such as compact village environments, exceptions can be made to reduce this to 400m. An absolute minimum of 300m is permitted by Department for Transport but should be avoided unless deemed absolutely necessary
- 3.7. On the basis of above, any speed limit assessments undertaken in Wiltshire must be over a minimum length of 600m.
- 3.8. Circular 01/13 recognises that there may be instances where it would be appropriate to introduce a short section of 40mph or 50mph speed limit as a transition from a higher to lower limit, however the use of these transitional limits, or buffers, should be restricted and only used where immediate speed reduction may introduce additional safety risks or is less likely to be effective.

Traffic Data

- 3.9. The speed limit assessment process requires the calculation of time over distance to establish an average speed for each section of road being reviewed in free-flowing conditions i.e. not adversely influenced by peaks in traffic, rather than the use of localised point data collected by an individual traffic survey. As a minimum, a total of seven journeys are made for each 600m length of road under review and an average speed calculated from this analysis. The method of journey time analysis is considered a more robust analysis of vehicle speeds over the full length of each section to determine average speeds throughout the route rather than to rely on the use of point speeds which only offer a reading for vehicle speed at a single point of the route.
- 3.10. Single point traffic surveys will be used as part of the data collection process to provide vehicle volume and classification data which will also inform the assessment process. The location and frequency of survey points along a route will be determined on a case-by-case basis.
- 3.11. These single point traffic surveys will also provide 85th percentile speeds. 85th percentile speeds are used to identify the speed distribution and is the speed at which 85% of vehicles are travelling at or below. It is this measurement of speed that is used to determine whether enforcement of a limit is necessary.
- 3.12. 85th percentile speeds which are close to the mean speed typically indicate that the distribution of vehicle speeds are consistent, this can be due to the volume of traffic or the surrounding environment. A significant difference

between the two numbers would indicate that other factors are influencing vehicles speeds. Typically this is associated with factors such as congestion, whereby large numbers of slow moving vehicles will result in lower speeds being recorded and the average speed recorded being affected as a result and not reflective of higher vehicle speeds when traffic is free flowing. It may also indicate that drivers have difficulty determining the appropriate speed for the road suggesting a better match between speed limit and road design is needed.

Collision Data

- 3.13. As specified in the Department for Transport Circular 01/13 Setting Local Speed Limits, the measurement of collisions is undertaken by considering recorded personal injury collisions. Damage only and unrecorded incidents are not a material consideration. Collision data covering a 6-year period is used for assessment purposes and is sourced from the Police STATS19 database.
- 3.14. The use of personal injury collisions is universal across the United Kingdom not only in the assessment of speed limits but also in identifying schemes to improve highway safety. This accords with the principles set out in the Road Safety Code of Good Practice. (A Road Safety Good Practice Guide for Highway Authorities, 2006).

Road Geometry and Environment

- 3.15. The road geometry will be taken into consideration as part of the speed limit assessment process. This will consider the physical road layout features that may impact driver behaviour, vehicle speeds and road safety such as gradient, carriageway width, curvature etc as well as features that highlight the character of the route to drivers such as frontage development, local amenities and adjacent landscape.

20mph speed restriction criteria

- 3.16. Where a request is made for the introduction of a 20mph speed restriction, specific eligibility criteria is considered in addition to the other criterion set out in this policy.
- 3.17. There are two types of mandatory 20mph speed restrictions that may be introduced where criteria allows. 20mph speed limits are 'sign only' whereas 20mph zones require the introduction of other traffic calming features. In both cases, it is expected that the restrictions be self-enforcing therefore the criteria set out below must be adhered to.

3.18. 20mph limits can be considered:

- Where mean 'before' speeds are at or below 24mph and in those locations where the mean speeds are just above 24mph and the use of lighter touch engineering measures such as road markings and signing are likely to result in 'after' mean speeds below 24mph.
- On roads that do not have a strategic function or where the movement of motor vehicles is not the primary function and in those areas where significant pedestrian and cycle movements are demonstrated to take place. 20mph speed restrictions are not to be used where through movement of vehicles is the predominant function of a route.
- In those areas set out in paragraph 84 and 97 of Circular 01/13
- In rural areas where the location, in addition to the above conditions, also meets the definition of a village as set out in Traffic Advisory Leaflet '01/04 - Village Speed Limits'

Typically, 20mph speed limits are suitable for roads that are classified as '4B – Local Access' in the road function hierarchy set out in Table 2.

3.19. 20mph zones can be considered:

- On roads subject to an existing 30mph speed restriction.
- Where there is a proven history of road user conflict with vulnerable road users i.e. child pedestrians.
- In new residential housing developments.
- Where a suitable alternative route exists to enable drivers to avoid the zone.
- In those areas set out in paragraph 84 of Circular 01/13
- Where the use of traffic calming features is supported by the emergency services.

3.20. Appendix 5 includes a number of frequently asked questions relating to 20mph speed restrictions.

3.21. In addition to the mandatory restrictions, the introduction of advisory 20mph speed limits outside of schools is permitted. Denoted by amber flashing lights and in operation during school drop off and pick up times, these advisory limits may be considered for introduction outside of Wiltshire schools. The request for consideration must be submitted by the school in question

through the Taking Action on School Journeys (TAOSJ) process and the school must have an up-to-date travel plan. More information on TAOSJ and school travel plans can be found here: <https://www.wiltshire.gov.uk/schools-learning-transport-cycling-walking>.

3.22. It should be noted that advisory limits cannot be introduced in close proximity to traffic signal junctions or crossings, Zebra or Parallel crossings due to Department for Transport rules regarding the siting of flashing amber lights.

3.23. The Cabinet Member decision paper HT-04-16 'Speed limits outside schools in Wiltshire' sets out the background to the adoption of advisory 20mph limits and can be found here:

<https://cms.wiltshire.gov.uk/ieDecisionDetails.aspx?Id=1091>

Local Concerns

3.24. The road safety issues raised by users of the route, local residents and elected councillors will be considered as part of the speed limit assessment process. In addition to considering how the speed limit and any changes to it may impact upon the concerns raised, engineers will also consider any engineering measures that may address these concerns and mitigate the difficulties faced. These measures may range from the introduction of warning signs and road markings to influence driver behaviour, alterations to improve visibility at junctions or more significant infrastructure changes such as new footway or pedestrian crossing facilities.

Such concerns may include, but are not limited to:

- Community severance as a result of difficulty crossing a road
- Poor visibility when exiting junctions
- Lack of footway provision requiring pedestrians to walk in the verge or carriageway
- Lack of pedestrian/cycle provision on routes to key facilities – doctors surgery, village hall, school, bus stops etc.
- Inadequate footway provision – i.e. narrow footway unable to accommodate wheelchair users etc

Outcome of assessment reporting

3.25. The outcome of each speed limit assessment will be presented in a formal report that addresses the considerations outlined in this policy and the application of the guidance found in Circular 01/13 'Setting Local Speed

Limits'. The report will set out recommendations as to whether any speed limit changes and/or engineering measures are considered to be appropriate.

- 3.26. It is important to note that there must be a legal basis for any speed limit change, and all required legal processes followed correctly. Promoting a speed limit that does not meet the required criteria is likely to result in objection from the Police as enforcement authority and from members of the public. Substantive objections will result in the proposed changes being abandoned however costs will still be incurred to cover the legal process.
- 3.27. Should the legal processes not be followed correctly, this can open the authority to legal challenge.
- 3.28. The report will follow an adopted template which can be found in Appendix 3

4. The decision-making procedure

- 4.1 The final report will be circulated to the relevant LHFIG, Parish/Town Council and elected Wiltshire Council members for consideration. Where recommendations have been made for speed limit changes to take place, acceptance of the proposed changes from those parties will be sought. Should the recommendations be accepted, the LHFIG and Parish/Town Council will need to agree funding for the legal advertisement and implementation of the proposed speed limit changes. The estimated costs will be set out in the report alongside the recommendations.
- 4.2 The implementation of any new or change to an existing speed limit must follow the legal procedure to introduce a Traffic Regulation Order (TRO). This process requires formal advertisement and consultation providing members of the public and statutory consultees with an opportunity to comment on the proposal. The enforcement authority for speed limits currently resides with the Police, therefore agreement and support must be sought before any changes are implemented.
- 4.3 Where recommendations for engineering measures are made, implementation will again be subject to acceptance by the above parties with funding agreement required. In some circumstances, engineering measures may reach the threshold required to allow a Substantive LHFIG Scheme Funding bid to be made.
- 4.4 If the recommendations set out in the report are disputed, Parish/Town Councils may pursue an appeal following the process set out in this policy.

Any dispute will only be considered valid where there are technical arguments. Disputes on the basis that the recommendations don't meet the local aspirations will not be eligible for an appeal submission.

5. Appeal Process

5.1 The flowchart below outlines the appeal process, which requires the Appeal Proforma (SLA2) in Appendix 4 of this document to be submitted. The appeal must have the support of the LHFIG before being submitted to the Cabinet Member for Highways Street Scene and Flooding.

5.2 Any changes to speed limit resulting from a Cabinet Member decision during the appeal process will be subject to the Traffic Regulation Order process. Funding for this process and any subsequent implementation will be the responsibility of the LHFIG and Town/Parish Councils.

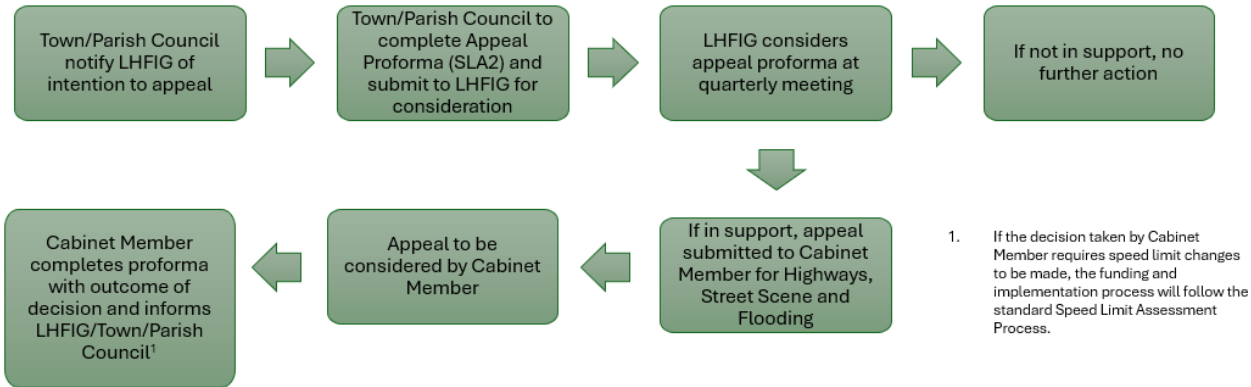


Figure 2: Speed Limit Assessment Appeal Process

Highways Improvement Request Form

Contact Details

Name:		Date:	Click here to enter a date.
Address:			
Telephone No:			
Email Address:			

Issue Details

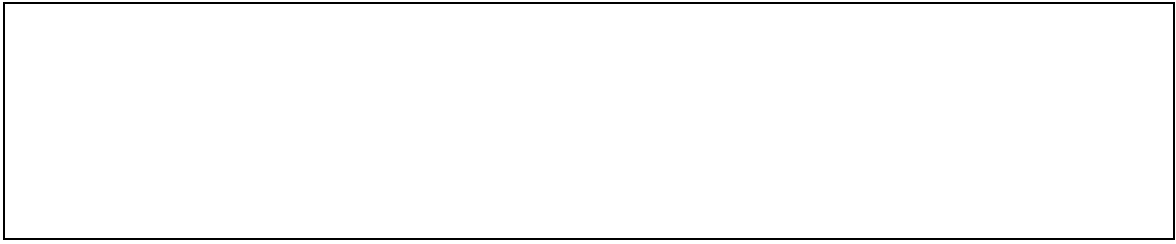
Location of Issue:	
Community Area:	Choose an item.
Parish or Town Council:	
Nature of Issue. If requesting a speed limit change, please also complete the 'Speed Limit Assessment Request' form to be submitted alongside this one.	
How long has it been an issue?	
What would you like done to resolve this issue?	
Have you been in touch with your local Wiltshire Councillor? (Yes/No)	Choose an item.

This form needs to be completed and e-mailed or sent to your local Town or Parish Council.

Town and Parish contact details are available via the link below:

<https://cms.wiltshire.gov.uk/mqParishCouncilDetails.aspx>

Town or Parish Council Comments: (To be completed by Town or Parish Council only)
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Speed Limit Assessment Request – Additional Information

Please refer to Wiltshire Council's adopted Speed Limit Policy 2024 (provide link) when completing this form.

Contact Details

Name:		Date:	Click here to enter a date.
Address:			
Telephone No:			
Email Address:			

Issue Details

Location of Issue:	
Community Area:	Choose an item.
Parish or Town Council:	
<p>Why is a change of speed limit being requested?</p> <p><input type="checkbox"/> Vehicles exceeding the speed limit</p> <p><input type="checkbox"/> Inappropriate speeds</p> <p><input type="checkbox"/> Concerns for vulnerable road users (e.g. cyclists, equestrians, pedestrians)</p> <p><input type="checkbox"/> Concerns relating to a specific junction or access</p> <p><input type="checkbox"/> Concerns relating to road traffic collisions</p>	
<p>Please provide additional details outlining the current impact of vehicle speeds on this route. You should include information about the specific issues faced, who is impacted by these issues and the frequency of occurrence.</p>	

Do you have existing traffic speed and volume data?	Yes/No (if yes, please include this with your submission)
Is CSW operational on this route?	Yes / No (if yes, please provide location details and frequency of operation)
Is a SID in use on this route?	Yes / No (if yes, please provide location details and frequency of operation)
Please outline any projects that have been undertaken in the past 10 years to address the issues outlined above	
Are any of the following present within the request area?	<input type="checkbox"/> School <input type="checkbox"/> Doctors Surgery <input type="checkbox"/> Care Home <input type="checkbox"/> Hospital <input type="checkbox"/> Children's Nursery <input type="checkbox"/> Village Hall <input type="checkbox"/> Recreation Ground <input type="checkbox"/> Sports Centre <input type="checkbox"/> Retail outlet <input type="checkbox"/> Bus stop <input type="checkbox"/> Right of Way (e.g footpath, bridleway, byway etc) <input type="checkbox"/> Cycle route (e.g. part of local or national cycle network) <input type="checkbox"/> Other – please provide details

TRAFFIC & NETWORK MANAGEMENT

[Site Photo]

**[Road Name, Town]
Speed Limit Assessment**

Document Control Sheet

Project Title: Road name, Town

Report Title: Speed Limit Assessment

Revision: Version 1

Status: Final

Date: month / year

Record of issue

Issue	Status	Author	Date	Check	Date	Authorised	Date
1	Final						

Document Control Sheet	31
1.0 Introduction and background	33
2.0 Data Collection	36
2.1 Site observations	36
2.2 Local Concerns	36
2.3 Journey time analysis	36
2.4 Traffic speeds and volumes	36
2.5 Collision data	36
3.0 Analysis	37
4.0 Recommendation and Costs	38
5.0 References	39
6.0 Appendix A – Speed limit assessment extent plan	40

1.0 Introduction and background

This assessment has been undertaken at the request of [area] Local Highways and Footways Improvement Group following concerns raised by [Town/Parish] Council.

[Area] Town Council fully supports the request for a speed limit assessment on [road name]. [further introduction information about the location to be added here]

The Department for Transport Circular 01/13 Setting Local Speed Limits sets out guidance as a basis for assessments of local speed limits, traffic authorities set local speed limits in situations where local needs and conditions suggest a speed limit which is lower than the national speed limit. Speed limits should be evidence-led and self-explaining and seek to reinforce people's assessment of what is a safe speed to travel. Speed limits should be seen by drivers as the maximum rather than a target speed.

Speed limits should not be used to attempt to solve the problem of isolated hazards, such as a single road junction or reduced forward visibility. The principal aim in determining appropriate speed limits should be to provide a consistent message between speed limits and what the road environments looks like, therefore, changes in speed limit need to be reflective of changes in the road layout and characteristics. This approach will provide consistency across the country for drivers.

The underlying aim should be to achieve a 'safe' distribution of speeds. The key factors that should be considered in any decisions on local speed limits are:

- History of collisions;
- Road geometry and engineering;
- Road function;
- Composition of road users;
- Existing traffic speeds; and
- Road environment.

While these factors need to be considered for all road types, they may be weighted differently in urban or rural areas. The impact on community and environmental outcomes should also be considered.

Circular 01/2013 Setting Local Speed Limits states that whilst traffic authorities should continue to routinely collect and assess both mean and 85th percentile speeds, mean averages should be used as the basis for determining local speed limits.

For clarity, the distinction between the mean and 85th percentile value is:

- Mean speeds are the average speeds that vehicles travel at
- 85th percentile speeds are the speeds at or below which 85% of vehicles are observed to travel under free-flowing conditions. This is a nationally recognised method of assessing traffic speeds. (Setting local speed limits, 2013).

What is a village?

The criterion for a 30mph limit is detailed in the Department for Transport Traffic Advisory Leaflet 01/04; Village Speed Limits, and is based on the amount of frontage development, with a requirement for 20 or more houses over a minimum length of 600 metres. This length may be reduced to 400 metres when the level of development density over this shorter length exceeds the 20 or more houses criterion and in exceptional circumstances a reduction to 300 metres is permissible. If there are just fewer than 20 houses, then the Highway Authority can make extra allowance for key buildings, such as a church, shop or school. The measurement of frontage development is based only on those houses that front onto the main road. It does not include groups of houses that access the main road from a side road. Frontage development density has to achieve an average of three houses per 100 metres throughout the length but particularly at the entrances to the limit. This ensures appropriate reinforcement of a village environment to the motorist. Please refer to Figure 1 below for an example. (DfT Traffic Advisory Leaflet 01/04 Village Speed Limits, 2004)

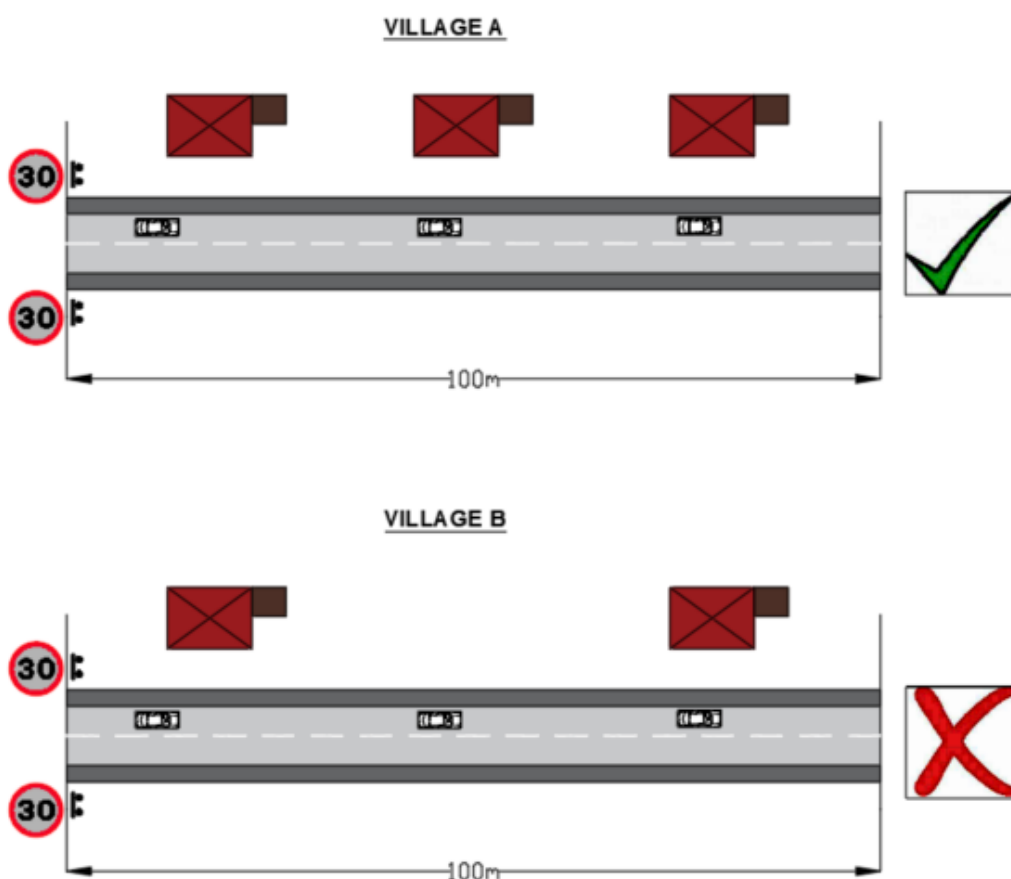


Figure 1 example of measure of density

Method of Analysis

The speed limit assessment process requires the calculation of time over distance to establish an average speed for each section of road being reviewed rather than the use of point speed data at a single location as would be collected by a metro count survey.

Generally, a total of seven journeys are made for each section of road under review and an average speed calculated from this analysis. The method of journey time analysis is considered a more robust analysis of vehicle speeds over the full length of each section to determine average speeds throughout the route rather than to rely on the use of point speeds which only offer a reading for vehicle speed at a single point of the route.

Collision Data

As specified in the Department for Transport Circular 01/13 Setting Local Speed Limits Speed Limit Appraisal Tool, the measurement of collisions is undertaken by establishing the number of recorded collisions that have taken place that have resulted in personal injury. Damage only and unrecorded incidents are not a material consideration. Collision data covering a 6-year period is used for assessment purposes, which is sourced from the police database and updated as and when resource permits. (DfT The Speed Limit Appraisal Tool: User Guide, 2013)

The use of personal injury collisions is universal across the United Kingdom not only in the assessment of speed limits but also in identifying schemes to improve highway safety. This accords with the principles set out in the Road Safety Code of Good Practice. (A Road Safety Good Practice Guide for Highway Authorities, 2006)

Legal Traffic Regulation Order Process

There must be a legal basis for any speed limit change, it must meet the required criteria otherwise the restriction can be challenged in court. The enforcement authority for speed limits currently resides with the Police, therefore agreement and support must be sort before any changes are implemented.

The implementation of any new or change to an existing speed limit requires the legal procedure to introduce a Traffic Regulation Order (TRO). This process requires formal advertisement and consultation providing members of the public with an opportunity to comment on the proposal. The associated costs with conducting this legal process are in the region of £3,000 (current cost as at October 2022) and it can take between twelve to eighteen months to complete.

2.0 Data Collection

2.1 *Site observations*

2.2 *Local Concerns*

2.3 *Journey time analysis*

[insert table of results]

2.4 *Traffic speeds and volumes*

[insert table of results]

2.5 *Collision data*

An interrogation of the Police collision database indicates there has been [reported personal injury collisions] in the 72 months preceding this report.

[if required produce a table of results]

3.0 Analysis

Examples:

A journey time section survey was carried out on Monday 16th May 2022 am. The route was split into 7 sections and each section was driven 8 times at the existing free flowing speed to obtain an average journey time. The free flowing speed is where an individual vehicle is followed along the route keeping a set distance back from it. It is repeated 8 times to achieve a representative average speed

Collision data between 1st October 2015 and 30th September 2021 at the junction and the 4 approaches have been reviewed. A total of 8 accidents were recorded. 7 of the accidents were classified as 'slight' and 1 was classified as 'serious'. The majority of the accidents involved vehicles coming out of the minor road from C20 Worton Road and failing to give way at the crossroad to traffic travelling on the A360. As 7 out of the 8 accidents were 'slight', this would indicate that speed may not be an issue.

The assessed speed limit was calculated based on the journey times, collision data and traffic counts in accordance with Traffic Advisory Leaflet (TAL) 2-06 - Speed Assessment Framework and Dft Circular 01/13 – Setting Local Speed Limits. The assessment proposed that the existing speed limit for all sections are appropriate except for section 7 (C20 between A360 Black Dog Crossroads to 60/40mph speed limit change at Broadway) where the assessed speed limit is 40mph whilst the existing speed limit is national speed limit. This would suggest that a reduced speed limit may be appropriate for this section. When considering the collision data, assessed speeds and character of this route, a reduction to 50mph is deemed appropriate. This brings consistency to the speed limits approaching the crossroads.

4.0 Recommendation and Costs

Outline recommendations using DfT criteria and analysis from above to determine outcome.

<u>Description</u>	<u>Cost</u>
Traffic Regulation Order (TRO)	£3,000
Temporary Traffic Management	
Signing	
Associated electrical costs	
Road Markings	

5.0 References

GOV.UK. 2013. *Setting local speed limits*. [online] Available at: <<https://www.gov.uk/government/publications/setting-local-speed-limits/setting-local-speed-limits>> [Accessed 3 August 2022].

Webarchive.nationalarchives.gov.uk. 2004. *DfT Traffic Advisory Leaflet 01/04 Village Speed Limits*. [online] Available at: <<https://webarchive.nationalarchives.gov.uk/ukgwa/20120606202850/http://assets.dft.gov.uk/publications/tal-1-04/tal-1-04.pdf>> [Accessed 3 August 2022].

Assets.publishing.service.gov.uk. 2013. *DfT The Speed Limit Appraisal Tool: User Guide*. [online] Available at: <https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/50262/user-guidance.pdf> [Accessed 3 August 2022].

Masseguridadvial.com. 2006. *A Road Safety Good Practice Guide for Highway Authorities*. [online] Available at: <https://masseguridadvial.com/FILES/Complete_Guidance_EN.pdf> [Accessed 3 August 2022].

6.0 Appendix A – Speed limit assessment extent plan

Speed Limit Assessment – Appeal Proforma

Please refer to Wiltshire Council's adopted Speed Limit Policy (provide link) when completing this form.

Contact Details

Name:		Date:	Click here to enter a date.
Address:			
Telephone No:			
Email Address:			

Assessment Details

Location of Assessment:	
Community Area:	Choose an item.
Parish or Town Council:	
<p>What is the basis of this appeal?</p> <p><input type="checkbox"/> The adopted process set out in the 'Speed Limit Policy' has not been followed</p> <p><input type="checkbox"/> The data collected is incorrect</p> <p><input type="checkbox"/> The recommendations do not align with the guidance set out in 'Circular 01/13 Setting Local Speed Limits'</p>	
<p>Evidence must be provided to support the appeal, relevant to the above reasons. Please outline your case here. Additional supporting information may be appended to this document.</p>	
<p>As Cabinet Member for Highways, Street Scene and Flooding, I have reviewed the appeal submission and have made the following decision:</p> <p><input type="checkbox"/> Appeal to be upheld</p> <p><input type="checkbox"/> Appeal dismissed</p> <p>Additional comments:</p>	

Any funding implications resulting from the outcome of this appeal process are the responsibility of the relevant Local Highway and Footway Improvement Group and Parish/Town Council.

20mph speed restrictions - Frequently Asked Questions

Q1. How effective are 20mph speed limits in reducing actual vehicle speeds?

A1. *Results from area wide 20mph speed limits introduced in Portsmouth and other areas have shown an average reduction in speed of 1 to 2mph where 'before' speeds were already low. Where before speeds were higher (greater than 25mph) speed reduction is greater but the resultant reduced speeds remain above 24mph and overall compliance remains low. The Wiltshire village trials resulted in an overall reduction in mean speed of 1.6mph which supports the advice given by the DfT. (para 95 and 96 of Circular 01/13)*

Q2. Why is a mean speed of 24mph used as the threshold level?

A2. *All speed limits are set where it can be expected that overall compliance with the limit can be expected. As demonstrated above where mean speeds are greater than 24mph the overall compliance is low and it can be considered that the limit is then ineffective. A mean speed of 24mph is considered to be the statistical level where the limit remains effective.*

Q3. What are the benefits of 20mph limits?

A3. *There is some early evidence from the sign only 20mph pilot schemes that whilst speed reduction is small there are quality of life and community benefits that can be accrued. (para 83 Circular 01/13).*

Q4. Will 20mph limits reduce the numbers of road casualties?

A4. *Whilst it is accepted and there is substantial evidence to show that reduced traffic speeds result in reductions in collisions and casualty severity (para 82 Circular 01/13) there is no clear long term evidence that 20mph limits on their own result in a reduction in road casualties. The results from pilot area wide urban 20mph in other parts of the country have proved inconclusive with reductions on some roads and increases on others. Longer term monitoring is required before definitive conclusions can be made.*

Q5. Will 20mph limits mean the introduction of road humps or other forms of traffic calming?

A5. *No. The basis of 20mph limits is that they should be self enforcing negating the need for traditional traffic calming features such as horizontal and vertical deflections. However lighter touch measures, such as carriageway roundels, are permitted at locations where speeds remain of concern.*

Q6. Will 20mph limits result in an increase in the number of signs?

A6. *Yes. There is a requirement that repeater signs are provided at regular intervals throughout the length of road subject to a 20mph limit.*

Q7. Why won't you be implementing 20mph limits on rural main roads? - this is where the problem is.

A7. *The DfT guidance is clear in that 20mph limits in rural villages should not be provided where the primary function of the road is that of through vehicle movement. (para 132 Circular 01/13). It is highly likely that in rural areas where roads are subject to significant through vehicle movements that 'mean' speeds would not be of a level that a 20mph limit can be considered.*

Q8. Is Wiltshire Council implementing blanket 20mph limits in large residential areas like some other local authorities?

A8. *Area wide limits will be considered as part of the adopted process.*

Q9. Will a 20mph limit / zone be enforced by the Police?

A9. *Up until recently ACPO have said that all 20mph restrictions should be self enforcing and as such they will not receive routine enforcement. However the Police have confirmed that targeted enforcement can be undertaken based on local intelligence.*

Q10. Can Community Speed Watch (CSW) operate in areas covered by 20mph limits?

A10. *Yes, CSW can operate in 20mph speed limits.*

Q11. Can the temporary Speed Indication Device (SID) be deployed in a 20mph limit / zone?

A11. *Yes. As an addition to support CSW activities.*

Q12. Will existing 20mph limit / zones be reviewed to find out if they meet the criteria? Will action be taken to make changes to those that do not?

A12. *No, however if concerns are raised locally through the Area Board issues system and supported by the Community Area Transport group a reassessment could be considered.*

Q13. How much do 20mph speed limits and zones cost?

A13. *20mph zones and limits vary considerably in size and nature. As such it is difficult to provide definitive costs at this stage. Typically the on ground delivery cost of a 20mph limit covering a village is in the order of £10,000 to £15,000. A typical area wide 20mph zone with physical calming features would cost in the region of £80,000 to £250,000. These estimates exclude the upfront assessment and design costs.*

Q14. How can you tell if a newly implemented 20mph limit has been successful?

A14. *We will undertake ongoing monitoring.*

Q15. Will 20mph simply lead to increased delays to traffic and driver frustration?

A15. *By carefully choosing the areas for 20mph restrictions additional delays to motorists are not anticipated.*

Q16. You are only allowing 20mph limits in streets where average speeds are already below 24mph – what's the point?

A16. *Whilst further speed reduction is likely to be small, the presence of the limit is likely to bring about an overall change in driver attitude and introduce positive community benefits.*

Q17. I do not want a 20mph limit / zone to be implemented where I live – how do I object?

A17. *Any change in the speed limit will be subject to a formal traffic order advertisement at which time objection can be made.*

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Wiltshire Council

Environment Select Committee

14 January 2025

Subject: Wiltshire Council's Housing Board Annual Report

**Cabinet Member: Cllr Phil Alford
Cabinet Member for Housing**

Executive Summary

The purpose of this report is to update the select committee regarding the activities of Wiltshire Council's Housing Board (WCHB) between October 2023 and November 2024.

The primary role of WCHB is to develop and approve the Housing Revenue Account (HRA) Business Plan and then to ensure that Plan is being implemented by the HRA Housing Management Services (HMS) and provide scrutiny to and seek assurance from the service.

Throughout the year, WCHB is regularly updated about the HRA budget position, HRA Scorecard (key performance indicators), and other key activities and issues across the service.

This Annual Report was presented to WCHB at the AGM on 27 November 2024. It was presented to the Environment Select Committee (ESC) on 14 January 2025. It is being presented to the Cabinet on 21 January 2025.

WCHB is in its third cycle of 4 years, linked to the council's local electoral cycle; this cycle commenced after elections in May 2021 and will run until May 2025.

Proposal(s)

For the select committee to:

- 1) Note this Annual Report.

Reason for Proposal(s)

To present the report to the select committee.

Wiltshire Council

Environment Select Committee

14 January 2025

Subject: Wiltshire Council's Housing Board Annual Report

**Cabinet Member: Cllr Phil Alford
Cabinet Member for Housing**

Purpose of Report

1. To update the Environment Select Committee regarding the activities of Wiltshire Council's Housing Board (WCHB) between October 2023 and November 2024 and provide an overview of the activities and performance across the Housing Revenue Account (HRA) service.

Relevance to the Council's Business Plan

2. This report supports the Business Plan 2022 to 2032, in particular our mission to ensure 'The people of Wiltshire are empowered to live full, healthy and enriched lives', 'Our communities continue to be beautiful and exciting places to live', 'Our local economy thrives and is supported by a skilled workforce' and 'We lead the way in how councils and counties mitigate the climate challenges ahead'. Additionally, the Housing Revenue Account (HRA) actions support: 'We have vibrant, well-connected communities', 'We ensure decisions are evidence-based', 'We live well together', 'We have the right housing', 'We take responsibility for the environment' and 'We are on the path to carbon neutral (net zero)', and more around supporting vulnerable customers and supporting the local economy.

Background

3. The current WCHB was appointed between May and July 2021 following a recruitment process and interviews by the Cabinet Member for Housing and senior officers. WCHB meets bi-monthly to consider all matters relating to the delivery of the HRA Business Plan and the activity of Housing Management Services (HMS). The Board considers policy, performance, strategy, and high-level operational issues relating to the delivery of that service.
4. Development and Investment ('Place') Sub-Committee covers: investment programme, asset management plan, design guide (including climate change), garage strategy, sheltered housing strategy, development programme, audit, regeneration strategy (including better use of stock) and local plan policies as consultee (including Neighbourhood Development Plans).
5. Finance and Policy ('Pounds') Sub-Committee covers: business plan, income (including bad debt), rents and service charges, budgets, efficiency and audit.

6. Performance and Risk ('People') Sub-Committee covers: operational policies, key performance indicators (including benchmarking) in the HRA Scorecard, challenge and change group (scrutiny) reports, risk register, community and resident engagement, regulatory framework, customer satisfaction, service development (for example, voids process and specification), audit, annual report and TPAS (tenant participation advisory service).

Main Considerations for the Council

Context

New Regulatory Agenda

7. The Regulator of Social Housing (RSH) plays a crucial role in overseeing the new Regulatory Framework for local authority social housing. Its primary responsibility is to ensure that housing providers comply with legal and regulatory standards focusing on tenant safety, service quality, and value for money. Under the new framework, the Regulator enforces stricter accountability, including regular inspections, tenant feedback, and the monitoring of repairs and maintenance standards. By holding local authorities to higher standards, the Regulator is aiming to drive improvements in the housing sector. This enhanced scrutiny ensures that tenants live in safe, well-maintained homes while fostering transparency, trust, and better overall service delivery from housing providers.
8. From April 2024, the RSH introduced an inspection regime for all social landlords based on a revised set of 'Consumer Standards'.
9. These standards are:
- The Safety and Quality Homes Standard
 - Neighbourhood and Community Standard
 - Tenancy Standard
 - Transparency, Influence and Accountability Standard
10. The RSH will inspect large landlords (over 1,000 stock) at least once every four years and publish gradings as follows:

Grading	Description
C1	Our judgement is that overall the landlord is delivering the outcomes of the consumer standards. The landlord has demonstrated that it identifies when issues occur and puts plans in place to remedy and minimise recurrence.
C2	Our judgement is that there are some weaknesses in the landlord delivering the outcomes of the consumer standards and improvement is needed.

C3	Our judgement is that there are serious failings in the landlord delivering the outcomes of the consumer standards and significant improvement is needed.
C4	Our judgement is that there are very serious failings in the landlord delivering the outcomes of the consumer standards. The landlord must make fundamental changes so that improved outcomes are delivered.

Housing Ombudsman

11. A co-regulatory approach between the Housing Ombudsman and RSH has been adopted. A statutory Complaint Handling code now applies requiring streamlined, two-stage complaint processes, clear timescales and transparent reporting. The Ombudsman will monitor compliance, and non-compliance could result in public Complaint Handling Failure orders. This aims to improve resolution rates and address barriers to tenant complaints.
12. A noticeable shift in the way the Housing Ombudsman is reviewing complaints has been noted by the council and confirmed amongst our partner social housing providers of the more rigour and investigation that the Ombudsman is now giving to all complaints.

Cost of Living Pressure

13. We continue to support tenants who are struggling with cost-of-living pressures and utility prices. Support is provided via our Tenancy Sustainment team who have access to various funds which offer financial support. In the last 12 months we have completed 703 cases and attained £844,530 in financial gains for our tenants.

Inflation

14. The CPI rate of inflation dropped over this reporting period. However within the key area of property maintenance the cost of materials and services continued to rise above the CPI rate adding budget pressure. Much of the activity in this area is non-discretionary and providing good quality, well maintained and safe homes for our tenants is a regulatory requirement. Therefore, the inflationary increases result in increased levels of spending across all areas of maintenance, which then exerts pressure and creates challenges in all other areas of the budget.

HRA Business Plan Pressure

15. All of the pressures described so far collectively exert pressure on the HRA Business Plan. Rising costs of building, maintaining and improving the housing stock have an impact on the long-term financial performance of the service. The general requirement to improve the standard of housing and the relationship we, the provider, has with our tenants requires increase in spend on both maintenance activity and staff resources. These increases need to be delivered within a comparatively static level of income from rent, with increases in income not meeting the increase in demands.

16. **Prioritised action plan**

17. In response to the new regulatory regime and changes across the sector, the service has been working to improve the following areas in a consolidated HRA Action plan:

- Addressing gaps in service provision.
- Increased the outward reach by engaging more with sector partners and professional organisations (eg: HouseMark, Advantage Southwest, Local providers)
- Assurance re performance and compliance
- Managing our reputation and profile.
- Complaints
- Data and insight improvements

18. **Overview of Key Achievements over the past 12 months**

i. **HRA Action Plan**

The service has amalgamated several action plans into one master action plan (HRA Action Plan). This incorporates all areas of our business and is reviewed periodically by our Housing Board for progress.

ii. **Compliance data review by Savills**

The service commissioned Savills to undertake a comprehensive data review of all compliance activity against the regulatory requirements. The result was a high degree of assurance that the council's data is in good standing with only very few queries raised and now actioned.

iii. **Electrical Safety Testing Improvements**

Previously, the service undertook a 5 yearly Electrical Safety inspection programme, however, some due in year 5 of our cyclical programmes were going over the 5-year anniversary of the last inspection. This has now been addressed and all inspections are now within the 5-year cycle. As a result of the changes, our compliance has risen from 90% to almost 99% compliance.

iv. **Damp and Mould Cases**

The sector has seen a huge increase in the number of reported damp or mould cases and Wiltshire Council is no exception. The service has now created a system where all reports of damp and mould are now handled in the case management system. Cases are categorised and severity rated and the service has created a robust in-house inspection survey carried out by surveyors on mobile devices. Active cases have reduced through 2024 due to the categorisation process where cases move from "active" cases to "monitoring" cases and where necessary to "Tenancy" cases, depending on each individual case.

v. **Compliance Audit programme**

The service has established a regular review of all compliance activity carried out by South West Audit Partnership (SWAP). Gas Safety, Fire Safety and Housing Rents have been completed this period. Gas Safety received a "Reasonable Assurance" with 1 x minor action. Fire Safety received a "Reasonable Assurance" with only 2 x minor actions. Housing Rents received a "Substantial Assurance" with only 1 x minor action to resolve.

- vi. **HouseMark Mock Inspection**
The service commissioned HouseMark to carry out an inspection against the RSH Consumer Standards. The key objective of this inspection was to assess the council's compliance with the four current consumer standards. The council had 'limited' 'adequate' and 'substantial' assurance across the four standards. Of the total 77 applicable criteria across all standards, nine were 'substantial', 38 were 'adequate', and 30 were 'limited'. The actions from the mock inspection have been incorporated into the HRA action plan. The service has resolved some of these actions and is working on those remaining as part of the HRA Action plan.
- vii. **Complaints Process Review**
In response to the Housing Ombudsman's requirements and the new regulatory framework, the service has undertaken a full review of the complaints process and procedures. All staff have undergone mandatory training and dedicated officer support for complaints, has been put in place. This has led to a 100% compliance in the handling of complaints.
- viii. **Tenant Satisfaction Measures (TSM) completed**
The service has now carried out the second year of the TSMs in accordance with the RSH requirement. From this, an Action plan has been produced and incorporated into the master HRA Action Plan. Results from 2024 showed a clear improvement from the 2023 results.
- ix. **Decent Homes data cleanse**
The service has undertaken a review of all DecentHomes data and data cleansing has resulted in an improvement which as at November 2024 is at 98.2%. Average compliance in England was 8% of homes were non-decent during 2022/2023. The council reported 4% non-compliance in 2022-2023 and only 2% in 2023/2024.
- x. **Reduction in Void homes**
The service has established a voids working group to intensely manage the void properties. As a result, the number of voids has reduced by approximately 50%. Work continues on trying to reduce this further despite the challenges of contractor resource and increasing numbers of new properties coming through, including new properties purchased under the "Homes for Ukraine" and "Homes for Afghan" scheme.
- xi. **Stock Condition Programme established**
A full Stock Condition Survey programme is currently underway with Penningtons Choices Ltd, which includes full stock condition, EPC (Energy Performance Certification) survey and HHSRS (Housing Health & Safety Rating System) inspection. The programme started in September 2024 and is due to deliver 1,600 full surveys by the end of February 2025. Following this first phase the programme will be extended with the intention to have 100% coverage of Stock Condition Surveys by the end of the 2025/2026, with a further procurement exercise undertaken to achieve this if required.
- xii. **Reduction in Arrears**
The service has reduced Current Tenant Arrears over the last twelve months by 1.34% of the Gross Rent Debit with cash value of £305k. The arrears percentage, at end of October 24, is 2.32% against a target of 2.50%. There is high confidence that arrears will continue to reduce towards year end.

xiii. **New HRA Scorecard**

The service has undertaken a complete re-write of all performance reporting and consolidated into a single scorecard which is used for many of the service reporting areas including the Housing Board, Senior Management CLT and other performance reporting bodies.

xiv. **Mobile working expanded**

The service has introduced an array of new mobile working forms for officers. All mobile forms have background processing that update our Housing IT system and produce all necessary reports automatically, meaning a huge reduction in administration for all officers using mobile devices. All development has taken place in-house using line of business software but with no consultancy required – saving time and money. This includes:

- Tenancy Check inspections
- Tenancy Sign up forms
- Pre-End Tenancy forms
- Damp and Mould Inspection forms
- Repairs and Inspection processing forms
- Case management forms
- Post Void inspection forms
- Fire Door safety
- Mutual Exchange forms

xv. **Housing Board Review**

Members were notified of the Director – Asset's intention to review Housing Board arrangements. Private meetings were arranged between Board members (except 1 former member) and the Director – Assets. Housing Board arrangements were updated; this included updating the Terms of Reference. All 3 sub-committees were retained as they provided a good forum for informal discussion of topics and were seen as successful by Board members. For the main Housing Board meetings, there would be 3 held in-person (May, November and January) and 3 held remotely (July, September and March). Strategic Planning and Development Days (half-day sessions) would be scheduled for 2 times per year, held in-person and immediately before an in-person main Housing Board meeting; these would be in May and November. ModGov access was extended beyond Councillors and officers, to all Board members, which includes independents and tenants. A SharePoint external collaboration site would be retained. Performance reviews conducted by the Chairman would be incorporated into a board development plan, along with one-to-one performance review meetings.

xvi. **HRA Business Plan Review**

The significant budget pressures arising from the increase in construction costs and the impact on the Council House Build Programme, and the increase in maintenance costs were such that a full review of the HRA Business Plan was required. In late 2023 the review took place and a report was produced by Housing Finance Specialists. The report was included in the HRA Budget and Rent Setting, and 30-Year Business Plan Review that went to Cabinet in February 2024.

xvii. The review and report concluded that the business plan model was showing a sustainable long-term HRA that supported its investment plans. Repayment of existing

and new borrowing is achieved over the life of the plan and minimum balances are maintained. However the resilience of the plan was considered to be limited particularly in the early years of the plan due to the investment in the Council House Build Programme.

- xviii. A further review of the plan has been undertaken in the autumn of 2024. A specific review of depreciation and an increased understanding of the revenue pressures caused by increased maintenance have been included in the recent review and further modelling is underway. This will inform the budget setting process for 2025/26 and Cabinet will be updated of the full financial position at its meeting in February 2025.

Community Support

Continuing Actions

19. The Housing Support Services stats listed below are reported from the last twelve-months (Tenancy Sustainment and Mental Health Housing Support combined):

128 cases currently being actively worked on
703 completed cases
31 pending referrals
413 Drop-in presentations out in the community

Additional yearly income generated: **£549,200**
Backdated benefits: **£77,625**
Grants: **£217,705** (including HSF rent arrears £118,010,79)

Total additional financial gains generated: £844,530

20. Plus an abundance of extra help for tenants, with non-monetary value such as: food bank parcels, bus passes, disabled parking badges and clothing.
21. Housing Income have also just secured another £60,000 from the Household Support Fund provided by the Government to support our tenants through the winter months who are suffering financial hardship and may need help with food, fuel, white goods, flooring, unexpected expenses and emergencies. This is to be distributed from October 2024 to the end of March 2025.
22. The Housing Income Team have also recruited an enhanced Tenancy Sustainment Officer who's role is to concentrate on property conditions and supporting those tenants with hoarding tendencies.

23. Resident Engagement

- Monthly Neighbourhood Reviews with improved outcomes and improved capture and reporting systems.
- Scrutiny ("Challenge and Change Group") continued with in-person meetings and optional remote attendance where necessary. New projects undertaken by the group and presented to the service and reported at Housing Board meetings.
- Return to in-person engagement as well as continued online sessions.
- Resident Engagement Plan 2024-2027.

- Final Small Improvement Bids delivered.
- Community Club and Sheltered Scheme meetings held.
- Live cookery training sessions plus an online cookery course delivered.
- In response to addressing issues in the TSM results, the team is looking more at supporting 'core services' and addressing better communications across all areas of the service.
- Continued the physical edition of the Housing Matters magazine every year
- Monthly newsletter to all tenants via email is in operation, including a monthly Haper draw (in collaboration with Tesco).
- Communications group ("Comms and Tech Group") now established and meeting regularly to discuss service communication
- Feedback to our tenants through "you said – we did" and Resident Engagement visits.
- Sheltered Housing Forum now re-established
- Continued expansion and presence of social media platforms (Facebook, Instagram)
- Partnership working with contractors on social value projects across the housing sheltered schemes.

24. Planned Investment in Homes

25. Planned Maintenance Programmes

26. The majority of the planned maintenance works are delivered across a range of works contracts. All of these were re-procured in 2023 with new contracts starting in October. The new number of contracts increased with a previous single contract for fabric works being split into 5 separate lots, encouraging smaller and more specialist providers to bid for the works. These contracts have been mobilised and new work programmes have been agreed.

27. Housing Energy Efficiency Programme (HEEP)

28. Progress has continued with the works to improve the energy performance, reduce costs for tenants, and reduce carbon emissions from across all properties in the HRA. Work has focused on those properties with the lowest EPC rating and include the installation of Air Source Heat Pumps and solar panels, and the upgrading of insulation, ventilation systems, doors and windows. The council continues to receive positive feedback from tenants who have benefited from HEEP works.

29. The key achievement this period was the completion of two model properties in the same street in Bemerton Heath. Each has been fully refurbished with identical insulation, fixtures and fittings including solar panels and electric vehicle charging points, but with different heating systems. One house uses an Air Source Heat Pump, the other is heated by infra-red panels. We will be working with the tenants to monitor performance and cost from each system.

30. Council House Build Programme – Phase 3, 1000 homes (1 x single phase)

31. Programme headlines:

- a) 157 homes completed, 421 homes in the pipeline, including:
- a. Total of 380 of the above land-led homes delivered as zero carbon in use, with air source heat pumps, PV panels and EV charging.
 - b. 53% of the programme is acquisitions (ex-local authority homes, purchases from the market, and new build s106 and development agreements), leaving the remainder of the programme to be delivered as land led on council owned land.
- b) Current land led schemes are all MMC (save for ECH and Sheltered). including:
- a. Completed scheme at Durrington (1 unit)
 - b. Under construction at Corsley and Rowde (18 units) with occupations to take place in early 2025.
 - c. Planning achieved in Ludgershall (18 units) and Salisbury (7 units).
 - d. Planning submitted in Devizes (32 units) having acquired the site from the NHS and Salisbury (6 units).
- c) Acquisitions continue to feature heavily in the programme:
- a. Homelessness properties completed via SHAP funding (9 units).
 - b. S106 sites in Semington and Trowbridge (20 units), Salisbury (13 units) and Chippenham (13 units) all either secured or on site, with some completions having taken place.
 - c. Local Authority Housing Fund for Ukrainian and Afghan Refugees, also part funded by Homes England (30 units) all completed.
 - d. ex-MOD accommodation in Devizes (18 units) have completed.
- d) Shared Ownership Sales – The team now has dedicated resource with currently 21 units available for sale.
- e) Customer satisfaction – New build/s106 acquisition occupied homes achieving an average of 91% satisfaction rate from residents.
- f) Breakdown of the current programme by delivery type:

Activity	Programme Units	Average Cost per Home
S106 Acquisitions	85	£189,565
Individual Purchases	146	£236,202
MMC Land Led – Agile	7	£264,313
Development Agreement Acquisition – Additionality	20	£288,450
MMC Land Led – Rollalong	176	£383,604
Sheltered Housing Land Led	144	£453,264
Sheltered minus Communal and Core Areas	N/A	£299,463
Total	578	£302,123

32. Programme risks and experiences:

- Increase in house prices, impacting costs of market and s106 acquisitions.
- Increased build cost to meet space standards and achieving zero carbon in use.
- General needs homes using MMC solutions currently delivered at a premium.
- New Build Sheltered Schemes have viability challenges due to high levels of communal and circulation spaces. Additional costs due to need for decanting/home loss payments.
- Inflation and pressure on the economy remains high.
- Whilst materials cost increases have stabilised, not seen in lower costs.
- Labour costs increase, as part of wider challenges for the industry.

33. Programme Expenditure:

Current Budget Allocation	Spend to Date 19/11/2024	Committed Budget	Headroom for further delivery
£195,000,000	£50,584,710	£184,414,489	£10,585,511

- All current projects (578 units) within the programme within the agreed £195m cabinet approval.
- To achieve 1,000 units further capital will be required, with amount to be confirmed as part of budget setting 2025/26.

34. Future programme:

- a) Development Strategy being drafted awaiting completion of Business Plan review to understand programme affordability. Plan likely to increase level of acquisitions on cost basis.
- b) Financial viability under review as 40 years payback parameter for land led is challenging, with options being considered.

35. MMC 3 Year procurement process Update:

- a) In 2023, 3-year contract via Southwest Procurement Alliance Framework entered into with MMC partner (Rollalong) to deliver homes for Wiltshire Council and Magna Housing Association.
- b) Magna Housing collaboration enables competitive price against contracting alone. It also creates the opportunity for shared knowledge and lessons learned with all parties involved.
- c) The tender included fixed price guarantee for period of time, resulting in initial order for 83 homes, across 3 sites.
- d) Working with Rollalong to improve on their on-site delivery performance and lessons learnt on the MMC process/experience as further sites and projects develop.

36. Service Performance and Tenant Satisfaction

- a) The service has replaced its Key Performance Indicator(s) document with a Housing Revenue Account (HRA) Scorecard which was first presented to the Housing Board in draft in November 2023. It was intended that the HRA Scorecard would continue to be developed over time. As the data presented for Residential Development was considered unhelpful, the Board agreed at its meeting held in September 2024 to remove this from the HRA Scorecard and instead have performance against annual targets for that area presented in the General Housing Services Update paper, which it receives on a monthly basis. The HRA Scorecard will continue to be developed with input from the Board.
- b) The HRA previously carried out a STAR Survey every 2 years to understand our residents' views about our services. In 2023 the STAR survey was replaced with the Regulator of Social Housing's (RSH) Tenant Satisfaction Measures (TSM) survey. This approach involves surveying one-half of our tenants each year, with the pattern repeated every 2 years.

The ARP Research (research partner) report states that:

"The survey was carried out between 08 June and 19 July 2024, with a half census of 2,599 LCRA (low cost rental accommodation) tenant households. In the first phase, an email invitation and reminders were distributed to all 2,061 households for whom a valid email address was available inviting them to complete the survey online, resulting in 385 eventual responses (19%).

In the second phase, a paper survey was distributed to the 2,279 households that did not complete online within the first 2½ weeks.

In total 781 tenant households took part in the survey, which represented a 30% response rate (error margin +/- 3.2%). The returns exceeded the stipulated TSM target error margin of +/- 4%. Over half of the responses were received online (54%).

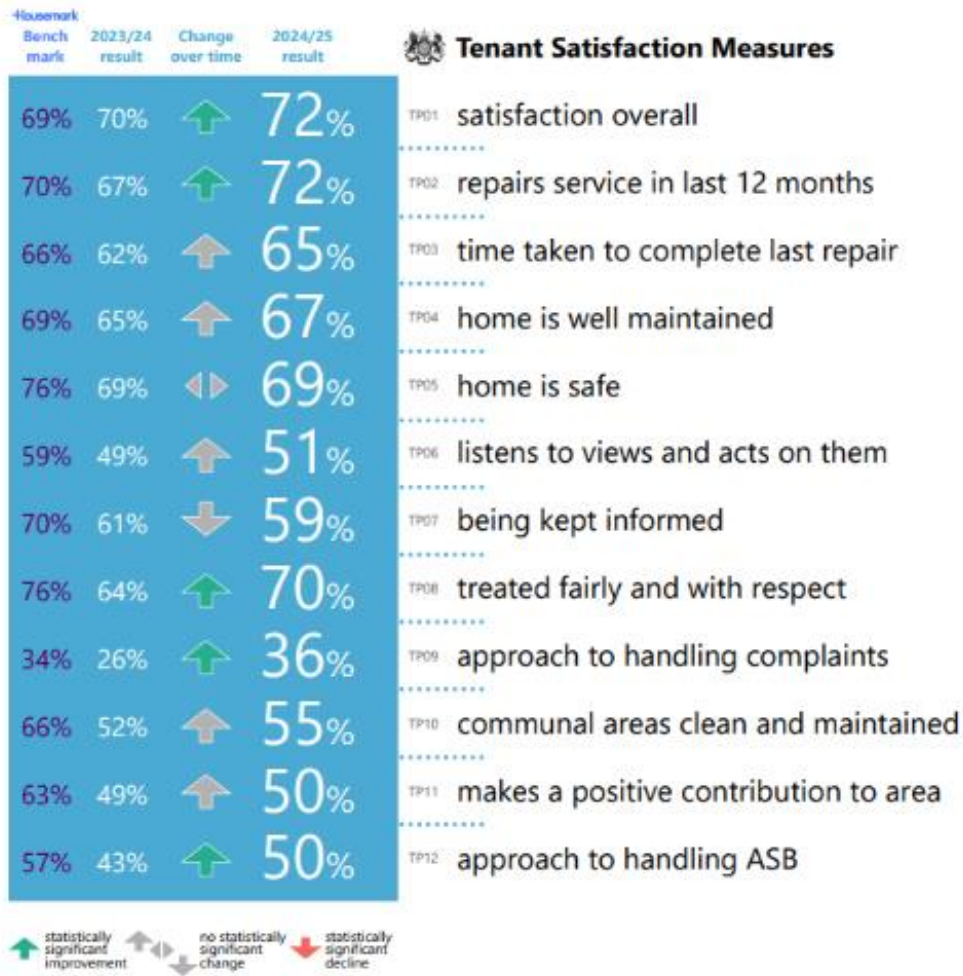
The final survey data was weighted by interlaced age group, property type and stock type to ensure that the survey was representative of the tenant population as a whole."

As with the STAR survey, the service takes the results of the TSM and the information it provides about the tenants' views of our service and generates an improvement action plan to address the areas of concern. The service has reviewed the results of the TSM survey and for each measure has produced an action plan.

The survey will be repeated in July 2025 to the remaining households that were not surveyed this time in order to gain a full census survey.

The questions are benchmarked against ARP Research's (research partner) client database of completed TSM compliant surveys. For the overall satisfaction score this includes 14 landlords, amongst which 7 are local authorities and 3 are ALMOs.

The Executive Summary is replicated below (TSM Survey 2024, page 2):



In September 2024, report outcomes were presented to the Housing Board. The Housing Board agreed to note the contents of the cover report and the full Tenant Satisfaction Measures (TSMs) report that was attached to it.

In November 2024, the Housing Board were asked to comment on and have input into the action plans which were presented to the Housing Board.

- c) iHousing portal
 - i) More residents are signed up to use our digital option.

Customer Facing iHousing Portal: Approximate Registered Users				
Former iHousing	New iHousing			
to November 2020	October 2021	14 November 2022	27 October 2023	11 October 2024
900	1,900	2,467	2,576	2,890

- ii) More efficient and positive outcomes for customers.
- d) Resident Engagement Plan
 - i) A new Resident Engagement Plan was due to be introduced for 2024 onwards. The Housing Board agreed to introduce this new Resident Engagement Plan at its meeting held on 29 November 2023. Outcomes since implementation have continued to be delivered, benefitting residents and their families throughout the year.
- e) Challenge and Change Group
 - i) Repairs Reporting Guide, Tenant Handbook, and Damp and Mould Guide
 - ii) Customer Interface Element of Responsive Repairs: Appointments, Communication and Customer Care (suggested by the Director – Assets)
 - iii) Key Performance Indicators (this may not be progressed as the HRA Scorecard has already been introduced)
 - iv) This was recorded in the Housing Board minutes, 27 March 2024, as being “either something coming from the Housemark Mock Inspection or Service Charges. If a Housemark Mock Inspection topic were inserted, then the Service Charges topic would remain but be pushed back and a new topic inserted before it.” The service charges topic may be pushed into the next financial year so that it is aligned with the service charges audit, which the Board agreed on 25 September 2024, as per the draft minutes, “That, once completed, a service charges audit should follow the rents audit.”

37. Membership and Attendance Record (October 2023 – November 2024)

WCHB Member	29/11	19/12	31/1	27/3	29/5	31/7	25/9	27/11	TOTAL
Councillor Member 1	✓	✓	✓	✓	✓	✓	✓	✓	8 (100%)
Tenant Member 1	✓	✓	✓	✓	✓	✓	✓	✗	7 (87.5%)
Tenant Member 2	✓	✗	✓	✓	✓	✗	✗	✓	5 (62.5%)
Councillor Member 2	✓	✓	✓	✓	✓	✓	✓	✓	8 (100%)
Former Tenant Member	✗	✗	✓	Not a member.					1 (33.3%)
Independent Member 1	✗	✗	✓	✓	✗	✓	✓	✓	5 (62.5%)
Tenant Member 3	Not a member.						✓	✓	2 (100%)
Independent Member 2	✓	✓	✓	✓	✗	✓	✓	✓	7 (87.5%)
Independent Member 3	✓	✓	✓	✓	✗	✗	✓	✓	6 (75.0%)
Councillor Member 3	✓	✓	✓	✓	✓	✗	✓	✓	7 (87.5%)

38. Attendance relates to Board meetings only (that is, the figures exclude Away-Days, sub-committees, etcetera).

Safeguarding Implications

39. There are no specific safeguarding implications associated with this report.

Public Health Implications

40. There are no specific public health implications associated with this report.

Procurement Implications

41. There are no significant corporate procurement implications associated with this report; although should the Board make recommendations regarding procurement of services to be delivered to residents, then this will become a consideration.

Equalities Impact of the Proposal

42. All Board members operate in and treat all residents in a fair and balanced manner, maintain their independence and make recommendations to Housing Management Services. Board members do not represent a particular area; they represent all council residents in the county of Wiltshire and make recommendations in the best interests of all council residents in Wiltshire. The service continually works toward Housing Board membership better reflecting council house residents, in respect of the protected characteristics of the Equalities Act.

Environmental and Climate Change Considerations

43. There are no significant environmental or climate change implications associated with this report. That is because the report is for noting not making a decision. Members may consider the HEEP programme discussed above and net-zero MMC housing in relation to environmental and climate change considerations.

Workforce Implications

44. There are no significant workforce implications associated with this report.

Risks that may arise if the proposed decision and related work is not taken

45. Wiltshire Council's Housing Board would fail to meet the requirements of its Terms of Reference, namely to provide an Annual Report to Cabinet.

Risks that may arise if the proposed decision is taken and actions that will be taken to manage these risks

46. Vacancies can occur from time-to-time; there is a risk that there may not be any applicants for vacant posts, however recent experience demonstrates that there was a wealth of applicants for member types (councillor, independent or tenant). We will continue with the same recruitment approach, where necessary.

Financial Implications

47. There are no significant financial implications directly associated with this report.

Legal Implications

48. There are no significant legal implications associated with this report.

Overview and Scrutiny Engagement

49. This Annual Report is for noting by Cabinet. This Annual Report was presented to WCHB at the AGM on 27 November 2024. It was presented to the Environment Select Committee (ESC) on 14 January 2025. It is being presented to the Cabinet on 21 January 2025.

Conclusions

50. There is increasing evidence that Wiltshire Council's Housing Board is having a positive impact on the quality of service provision to residents and their families, has itself created an additional opportunity for residents to engage with the service and shaped further engagement opportunities.

James Barrah (Director - Assets)

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Appendices

None

Environment Select Committee Forward Work Programme

Last updated 2 January 2025

Environment Select Committee – Current / Active Task Groups		
Task Group	Start date	Final report expected
Climate Emergency Task Group	September 2019	Standing

Meeting Date	Item	Details / purpose of report	Associate Director	Responsible Cabinet Member	Report Author / Lead Officer
4 March 2025	Environment Select Committee - legacy report (2021-2025)	To highlight key aspects of the work undertaken by the Select Committee during the 2021-2025 council and to recommend topics as legacy items to the Management Committee for possible inclusion in a new overview and scrutiny work programme after the elections in May.			Simon Bennett (Senior Scrutiny Officer)
4 March 2025	Highways Annual Review of Service 2024	As resolved at ESC 20 March 2024, to receive a further annual report in 2025.	Samantha Howell (Director of Highways and Transport)	Cllr Nick Holder	Dave Thomas (Head of Highways Assets & Commissioning)
4 March 2025	Leisure Services	As resolved at the ESC-meeting on 20 March 2024 the committee will receive a further update that includes the outcome of the continued public holiday pilot and further enhanced financial information.	David Redfern (Director Leisure Culture and Communities)	Cllr Ian Blair Pilling	

Meeting Date	Item	Details / purpose of report	Associate Director	Responsible Cabinet Member	Report Author / Lead Officer
4 March 2025	Update on the Maintenance and Management of Public Rights of Way	As resolved at the ESC meeting 3 September 2024 to receive an update including how the council is learning from good practice at other local authorities, service budgets, work with volunteer groups, the enforcement activities of countryside officers and the development of network use data.	Samantha Howell (Director of Highways and Transport)	Cllr Nick Holder	Chris Clark (Head of Local Highways)
4 March 2025	Task group update	To receive update from task groups regarding activity and its forward work plan			Cllr Graham Wright Simon Bennett (Senior Scrutiny Officer)
10 June 2025(tbc)	Review of the Housing Allocations Policy	As recommended by the Housing Allocations Policy Task Group and agreed by the Executive 11 January 2024	Emma Legg (Director Adult Social Care)	Cllr Phil Alford	Nicole Smith (Head of Housing Migration & Resettlement)
10 June 2025	Task group update	To receive update from task groups regarding activity and its forward work plan			Simon Bennett (Senior Scrutiny Officer)

Meeting Date	Item	Details / purpose of report	Associate Director	Responsible Cabinet Member	Report Author / Lead Officer
15 July 2025(tbc)	Wiltshire Programme Town	As resolved at the ESC meeting on 4 June 2024, the select committee will receive an update in 12 months time. To include a Part II item regarding town's footfall data	Parvis Khansari (Corporate Director Place)	Cllr Richard Clewer	Victoria Moloney (Head of Economy & Regeneration)
15 July 2025(tbc)	Broadband Provision in Wiltshire	As resolved at the ESC meeting on 4 June 2024, the select committee will receive an update in 12 months time.	Parvis Khansari (Corporate Director Place)	Cllr Ashley O'Neill	Victoria Moloney (Head of Economy & Regeneration)
15 July 2025	Task group update	To receive update from task groups regarding activity and its forward work plan			Simon Bennett (Senior Scrutiny Officer)
2 September 2025(tbc)	Household Management Update Waste Strategy	As resolved at the ESC meeting 3 September 2024 to receive a further strategy update to include additional information on waste carbon emissions and communication/education programmes.	Sarah Valdus (Director – Environment)	Cllr Dominic Muns	Martin Litherland (Head of Service – Waste Management)

Meeting Date	Item	Details / purpose of report	Associate Director	Responsible Cabinet Member	Report Author / Lead Officer
2 September 2025(tbc)	Streetscene and Grounds Maintenance Contract Update	As resolved at the ESC meeting 3 September 2024 to receive an update to include further information on annual carbon emissions and reductions and service delegations savings.	Samantha Howell (Director of Highways and Transport)	Cllr Nick Holder	Adrian Hampton (Head of Highway Operations)
2 September 2025(tbc)	Milestone - Highways Term Maintenance Contract	As resolved at the ESC meeting 3 September 2024 to receive an update.	Samantha Howell (Director of Highways and Transport)	Cllr Nick Holder	Chris Clark (Head of Local Highways)
2 September 2025	Task group update	To receive update from task groups regarding activity and its forward work plan			Simon Bennett (Senior Scrutiny Officer)
tbc	Passenger Transport Service Update	As resolved at the ESC-meeting on 19 September 2023 the committee will receive an update on the Passenger Transport Service.	Samantha Howell (Director of Highways and Transport)	Cllr Tamara Reay	Jason Salter (Head of Service Passenger Transport)
tbc	Community Infrastructure Levy (CiL) Review	As resolved at the ESC meeting on 4 June 2024, the select committee will receive a full report by the end of 2024.	Parvis Khansari (Corporate Director Place)	Cllr Nick Botterill	Nic Thomas (Director of Planning)

Meeting Date	Item	Details / purpose of report	Associate Director	Responsible Cabinet Member	Report Author / Lead Officer
tbc	MyWilts app potholes reporting functionality	As resolved at the ESC-meeting on 20 March 2024 the committee will receive an update on the implementation of the new MyWilts app.	Mark Tucker (Director ICT)	Cllr Ashley O'Neill	
tbc	Local Nature Recovery Strategy	As discussed at meeting with the Cabinet Member (20 Oct 2023) the select committee to receive a report on the Plan.	Sarah Valdus (Director – Environment)	Cllr Dominic Muns	Lynn Trigwell (Head of Natural & Historic Environment)
tbc	UK Shared Prosperity Fund	As discussed at the ESC-Executive meeting on 23 November 2022 on the economic development portfolio.	Parvis Khansari (Corporate Director Place)	Cllr Richard Clewer	Victoria Moloney (Head of Economy & Regeneration)
tbc	Economic Strategy	As discussed at the ESC-Executive meeting on 23 November 2022 on the economic development portfolio.	Parvis Khansari (Corporate Director Place)	Cllr Richard Clewer	Victoria Moloney (Head of Economy & Regeneration)
tbc	LHFIG Review	To receive an update report on the implementation of the Local Highway & Footway Improvement Groups (LHFIG)	Samantha Howell (Director of Highways and Transport)	Cllr Nick Holder	Dave Thomas (Head of Highways Asset Management & Commissioning)

Meeting Date	Item	Details / purpose of report	Associate Director	Responsible Cabinet Member	Report Author / Lead Officer
tbc	Planning transformation programme	As resolved at the ESC-meeting on 19 September 2023 the committee will receive updates on the planning transformation programme.	Parvis Khansari (Corporate Director Place)	Cllr Nick Botterill	Nic Thomas (Director of Planning)
tbc	Private sector renewal strategy	As resolved at the ESC meeting on 8 November 2022, the select committee will receive an update report when appropriate.	Emma Legg (Director – Adult Social Care)	Cllr Phil Alford	Nicole Smith (Head of Housing)
tbc	Minerals & Waste Plan	As discussed at meeting with the Cabinet Member (18 Oct 2023) the select committee to receive a report on the plan.	Parvis Khansari (Corporate Director Place)	Cllr Nick Botterill	Nic Thomas (Director of Planning)
tbc	Parking Strategy	As discussed at the ESC-Executive meeting on 6 December 2022 on the highways and transport portfolio.	Parvis Khansari (Corporate Director Place)	Cllr Caroline Thomas	
tbc	Active Travel	As resolved at the select committee meeting on 14 June 2022, the committee will receive a further update. (Deferred from July 2023)	Samantha Howell (Director of Highways and Transport)	Cllr Caroline Thomas	Spencer Drinkwater (Principal Transport & Development Manager)

tbc	Leisure Strategy	As discussed at the ESC-Executive meeting on 12 October 2023 on the leisure and libraries portfolio.	David Redfern (Director Leisure Culture and Communities)	Cllr Ian Blair Pilling	
tbc	Review of the Waste Delivery Plan	As discussed at the ESC-Executive meeting on 20 October 2023 on the leisure and libraries portfolio.	Sarah Valdus (Director – Environment)	Cllr Dominic Muns	Martin Litherland (Head of Service Waste Management)
tbc	Housing Development Strategy	As discussed at the ESC-Executive meeting on 21 November on housing, development management and assets.	James Barrahan (Director Assets)	Cllr Phil Alford	
tbc (early 2026)	Cultural Strategy	As resolved at select committee 18 July 2024, to receive an update on the strategy in 18 months' time.	David Redfern (Director Leisure Culture Communities)	Cllr Ian Blair-Pilling	

Information briefing				
Meeting Date	Item	Details / purpose	Associate Director	Responsible Cabinet Member

tbc	Environment Act 2021	To receive a (series of) briefing regarding the implications of the Environment Act.		
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