



Trowbridge Transport Strategy Development

Proposed Objectives

September 2011
Wiltshire Council

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Executive Summary

This paper introduces the Trowbridge Transport Strategy and presents the proposed objectives which will form the basis of the overall strategy as it moves forward.

A number of possible objectives for Trowbridge's transport strategy have been derived from the established policy framework.

It is proposed that the following objectives will be used to assess options for the transport strategy:

- To reduce transport related emissions and address **climate change** and **local pollution**;
- Promoting **sustainable transport**, including better local bus services (reflecting national guidance and the Local Transport Plan);
- **Integrating development sites** with established communities to increase travel choice, based on comprehensive networks and linked facilities;
- **Improving accessibility** throughout the town with new walking and cycling networks;
- Improving **road safety**, particularly for vulnerable road users;
- Creating **better environments** for people, rather than vehicles, in the town centre, development sites and elsewhere;
- To protect the **natural environment**;
- To safeguard the **historic environment** and to promote **high quality new development**;
- **Delivering local employment** opportunities which can be **accessed by sustainable modes**, particularly in the professional sector, to support local activity and limit out-commuting (reflecting local aspirations); and
- **Supporting local development opportunities** to support containment of trips, with people living near where they work (supporting economic activity locally at a scale appropriate for a county town).

1. Policy Context

1.1 Introduction: the Proposed Objectives

Mott MacDonald has been commissioned by Wiltshire Council to support the development of a transport strategy for Trowbridge. This forms part of the process of providing evidence for the emerging Core Strategy which shapes the location and form of development sites. Transport is a fundamental issue both in supporting existing activity within the town and also enabling development to take place.

This paper aims to determine the objectives for the transport strategy based on guidance at national and local levels. It is important that the objectives are agreed at the outset - the various transport initiatives will be assessed against these objectives and then the strategy options will be framed. This initial part of the process of developing the strategy is not intended to reinvent policy at a high level but instead to apply it in the Trowbridge context.

1.2 Key Issues

In developing a series of transport strategies, there are a number of inter-linked issues, each of which has implications for others. It can be expected that a combination of initiatives and infrastructure measures will have an impact overall but is likely to require a change in attitudes towards travel as well as changes to the physical options available.

“Transport has historically developed around a prosperous industrial and market town. The town has good canal, rail and road links. However, in spite of its industrial and manufacturing decline, the growth in car traffic has continued unabated. Much needed future growth in the town needs to be developed around a strategy of sustainable movement.” (Transforming Trowbridge).

1.3 Trowbridge Characteristics

Some of the key Trowbridge characteristics that influence current transport patterns and which will shape future strategy options are listed below. The information has been sourced from the evidence base used to develop the Transforming Trowbridge Project and the draft Wiltshire Core Strategy.

Travel Patterns

- 68% of the working population work within Trowbridge;
- 27% of these employees walk to work;
- 44% of these employees drive to work;
- 69% of workers are employed within the public sector;
- 80% of “out” commuters drive;
- 12% of traffic on the roads around Trowbridge passes through its built up area but does not have an origin/destination in the town;
- Trowbridge has a shopping catchment area that includes over 59,000 people;

Quality of Life

- The Transforming Trowbridge study identified a wide variation in economic wellbeing;
- Trowbridge has 5 wards within the 10% most deprived in Wiltshire;
- Trowbridge has 6 wards within the bottom 10% for child wellbeing in Wiltshire;
- Trowbridge has the highest percentage of Job Seeker Allowance claimants in Wiltshire;

Transport Services

- Trowbridge is served by regular train services which provide convenient connections to destinations including Bath, Bristol and Salisbury;
- The A350 provides good connections with towns to the south and north;
- There are a number of bus routes that connect with adjacent towns;
- The majority of residential areas are served by regular urban bus services;
- The town has over 900 public off-street parking spaces, and 450 of these are free to use;

Future Development Scenarios

- Trowbridge is expected to accommodate up to 6,000 new homes, of which 2,650 are proposed in an area to the south east of the town;
- An additional 30 hectares of employment land will be provided in the town;
- The implementation of large scale development to the south east of the town is expected to require significant improvements to the A350 road corridor.

As also identified in the Transforming Trowbridge document, the level of “trip containment” within the town is fairly high. A large proportion of workers are employed within the public sector and a significant number walk to work. The town benefits from good rail and road connections, and with the delivery of appropriate development and supporting infrastructure, significant enhancements to the town’s transport network could be achieved. Improvements to the town centre’s transport system will further assist to promote sustainable modes and avoid the need to provide extra capacity on the wider network.

The implementation of the Core Strategy development allocations has the potential to generate a significant number of additional trips. However, through the phasing of development and the integration of the development with the existing town, there is an opportunity to ensure that trips made by the private car are minimised. As already occurs, a key objective of the development strategy should be to keep worker containment levels high and limit the number of commuter trips that are made to surrounding towns.

1.4 Policy Framework

Objectives can be drawn from a number of sources and combined for application locally.

1.4.1 National policy

1.4.1.1 UK Climate Change

Climate Change is considered to be a central issue for the developing Wiltshire Core Strategy. Three of the “key drivers” in the Core Strategy Topic Paper 11: Transport relate to the need to reduce carbon emissions, these being:

- To reduce the dependency on the private car;
- Minimise long distance commuting by private and public transport; and
- Embrace new technology solutions, although recognise that this can only be part of the overall strategy.

The 2008 Climate Change Act set legally binding carbon targets and aims to cut the country’s carbon emission by 34% by 2020 and 80% by 2050. The UK Government’s Carbon Plan, published in March 2011, identifies that road transport produces 20% of all UK greenhouse gas emissions. The Plan states that the greatest priority is the development of appropriate vehicle technologies, and that this will have the largest impact in reducing overall emissions. Additionally, the need to “change behaviours” is promoted, and the

development of transport schemes at the local level is needed to influence travel choice. Such measures would need to be delivered through the LTP and other supporting local transport strategies.

Wiltshire Council is a signatory to the [Nottingham Declaration](#) which commits the council to tackling the causes and effects of climate change and to encourage all sectors to do the same.

1.4.1.2 Transport White Paper

The Department for Transport's White Paper *Creating growth, cutting carbon*¹ has a key aim to address carbon emissions from transport and 'to reduce emissions at the local level, using the tools that are available to us now, principally by encouraging people to make more sustainable travel choices for shorter journeys' (para.1.4). It also introduces the concept of localism for transport decisions and the 'big society'.

1.4.1.3 Planning Policy Guidance

Planning Policy Guidance 13: Transport (PPG13)² provides a national view with three main objectives to:

- Promote more sustainable transport choices for both people and for moving freight;
- Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and
- Reduce the need to travel, especially by car.

These are highly relevant to Trowbridge with an emphasis on sustainable travel, accessibility and reducing the demand for car use.

1.4.1.4 Guidance on Local Transport Plans

*Guidance on Local Transport Plans*³ reflects the themes of PPG13 with five 'national transport goals':

- Support economic growth;
- Reduce carbon emissions;
- Promote equality of opportunity;
- Contribute to better safety, security and health; and
- Improve quality of life and a healthy natural environment.

These goals cover a wide range of issues including accessibility, climate change, development sites and social inclusion and were directed towards local authorities such as Wiltshire Council compiling LTPs and translating national objectives to the local level.

1.4.1.5 Planning Policy

Regarding development, the *Draft National Planning Policy Framework*⁴ aims to promote the vitality and viability of town centres but allows for edge-of-centre developments and provides two objectives of transport policy, 'to:

¹ Department for Transport (January 2011) *Creating growth, cutting carbon: making sustainable local transport happen*.

² Department for Communities and Local Government (updated November 2010) *Planning Policy Guidance 13: Transport*.

³ Department for Transport (July 2009) *Guidance on Local Transport Plans*.

- Facilitate economic growth by taking a positive approach to planning for development; and
- Support reductions in greenhouse gas emissions and congestion, and promote accessibility through planning for the location and mix of development' (para.84).

There is an emphasis that 'The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel' (para.82), particularly where 'major transport infrastructure' can be avoided. However, the draft guidance is unclear about how sustainable transport can be achieved and how the inter-relationship between development and transport should be delivered successfully.

1.4.2 Local policy

1.4.2.1 Local Transport Plan 3

The Wiltshire Local Transport Plan⁵ sets out a number of strategic transport objectives that are consistent with the national guidance, with some of particular relevance to Trowbridge:

- SO1: To support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns;
- SO2: To provide, support and/or promote a choice of sustainable transport alternatives including walking, cycling, buses and rail;
- SO5: To improve sustainable access to a full range of opportunities particularly for those people without access to a car;
- SO7: To enhance Wiltshire's public realm and street scene;
- SO11: To reduce the level of air pollutant and climate change emissions from transport;
- SO12: To support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their transport impacts;
- SO13: To reduce the need to travel, particularly by car; and
- SO14: To promote travel modes that are beneficial to health.

1.4.2.2 Wiltshire 2026

The consultation on the strategy set out in *Wiltshire 2026* prompted 118 responses on sustainable transport⁶. The principle of sustainable transport was supported but many respondents pointed out that the aspiration was easier than the reality and that more needed to be done to facilitate a mode shift from car.

Regarding the potential for large scale development in Trowbridge, the south east site identified 'offers the opportunity to deliver a coherent sustainable urban extension for Trowbridge with good accessibility to employment land and it is well located to deliver the transport infrastructure required in Trowbridge' (para.3.2.9). This infers that a new pedestrian / cycle link along the River Biss corridor can link sites to the town centre, the rail station and other parts of the town.

⁴ Department for Communities and Local Government (July 2011) *Draft national planning policy framework*.

⁵ Wiltshire Council (March 2011) *Wiltshire Local Transport Plan 2011-2026: strategy*.

⁶ Wiltshire Council (August 2010) *Wiltshire 2026: Planning for Wiltshire's future – consultation methodology and output report (CoMoR)*.

1.4.2.3 Wiltshire Core Strategy Consultation June 2011

The draft Wiltshire Core Strategy was open for consultation between June and August 2011. A significant evidence base and a number of topic papers supported the main strategy document.

There are a series of overarching key principles which guide the development of the Strategy document, as follows:

- *Providing for the most sustainable pattern of development that minimises the need to travel and maximises the potential to use sustainable transport.*
- *Creating the right environment to deliver economic growth, delivering the jobs Wiltshire's population needs locally, and taking a flexible and responsive approach to employment land delivery.*
- *Phasing development to ensure that jobs and the right infrastructure are delivered at the right time to ensure that out-commuting, in particular to areas outside of Wiltshire, is not increased and development does not have a detrimental impact on infrastructure.*
- *Working towards lowering Wiltshire's carbon footprint through providing renewable energy, sustainable construction and location of development.*
- *Protecting and planning for the enhancement of the environment, wherever possible, including development of green infrastructure to support the health and wellbeing of communities.*
- *Providing high quality, well designed development, and ensuring full local community involvement in planning for significant new proposals.*
- *Providing the framework to deliver Neighbourhood Plans.*

The principles and the integration of other supporting policy guidance have helped to identify a series of strategic objectives:

- **Strategic objective 1:** to deliver a thriving economy which provides a range of job opportunities.
- **Strategic objective 2:** to address climate change.
- **Strategic objective 3:** to provide everyone with access to a decent, affordable home.
- **Strategic objective 4:** to help build resilient communities.
- **Strategic objective 5:** to protect and enhance the natural environment.
- **Strategic objective 6:** to safeguard and promote a high quality built and historic environment.
- **Strategic objective 7:** to enhance the vitality and viability of town centres.
- **Strategic objective 8:** to promote sustainable forms of transport.
- **Strategic objective 9:** to ensure that infrastructure is in place to support our communities.
- **Strategic objective 10:** to minimise the risk of flooding and effective water management.

The delivery of the above objectives is through the individual area spatial strategies including the "**Trowbridge Community Area Strategy**". Specific transport issues relating to the delivery of the Strategy include the following:

- *Strategic growth at south east Trowbridge will facilitate delivery of significant and focused improvements to the A350, particularly at Yarnbrook and West Ashton where existing junction arrangements are over capacity. This is currently a source of traffic congestion and improvements will have a significant benefit to the town.*
- *There is a requirement to provide a secondary school to the south east of Trowbridge, to serve the proposed urban extension and linked by a new road to recent developments at Paxcroft Mead and other planned development to the east of Trowbridge. This would help to address cross town traffic which is currently a problem as the only secondary schools are located to the west and south west of the town.*

- *Improvement needs to be made to the River Biss corridor to provide an attractive corridor connecting the town centre with the Ashton Park Urban Extension. The River Biss is currently an under-utilised resource and new development within the town must contribute to improving connectivity with the river and thereby improve the character of this important green corridor.*

Core Policy 7 – “Spatial Strategy: Trowbridge Community Area” confirms that:

Over the plan period (2006 to 2026), 30 hectares employment land and 6000 new homes will be provided within the community area, of which 5,860 dwellings should occur at Trowbridge, including land identified to the south east of Trowbridge, which extends towards the A350 to the south and the railway line to the west, for strategic growth.

2650 dwellings, including 40% affordable housing, and the 30 hectares of employment land will be constructed in the Ashton Park Urban Extension, and it is noted that as part of the development essential infrastructure requirements will include:

- Improvements to the A350, particularly at Yarnbrook and West Ashton, and sustainable transport solutions to through town traffic.
- Improved public transport connectivity and pedestrian and cycling linkages to the town centre.

The development of the Trowbridge spatial strategy has been informed by the issues identified in the local documents reviewed in the following sections.

1.4.2.4 Core Strategy Topic Paper 11: Transport

A number of topic papers have been produced for consultation on the Wiltshire Core Strategy including one on transport⁷. This refers to the national and local policy context including the LTP and Community Plan and relates these to the core strategy. It is suggested that the following challenges should be addressed by the Core Strategy:

- Sustainable transport (reducing the need to travel and supporting sustainable modes);
- Transport and development (locating sites where sustainable transport can be achieved);
- Development impacts on the transport network (including mitigating measures and resisting access to sites from the Primary Route Network where possible);
- Transport strategies (facilitating sustainable development growth through integrated transport packages);
- Demand management (reducing reliance on car use);
- Movement of goods (improving efficiency of road, rail and water networks); and
- Strategic Road Network (improvements in support of the core strategy objectives and policies).

Policy T4 identifies the need for a Transport Strategy to be developed for Trowbridge. The strategy should identify a package of measures that will need to be implemented of the Core Strategy period, and should consider the following:

- *New and improved networks of routes for pedestrians and cyclists;*
- *Enhanced public transport services and facilities;*
- *Traffic management measures;*
- *Demand management measures;*

⁷ Wiltshire Council (June 2011) *Draft topic paper 11: Transport. Wiltshire Core Strategy consultation.*

- *Selective road improvements;*
- *Interchange enhancements that are accessible by all; and*
- *Smarter choice measures.*

The package of measures identified through the development of the Strategy will be delivered using LTP funding and the use of appropriate developer contributions.

Policy T7 “Strategic Transport Network” includes the objective to improve the A350 national primary route at Yarnbrook/West Ashton. Due to the strategic importance of the route and its connections with other towns to the north and south, the Strategy identifies that:

“The proposed improvements to the A350 primary route, including those at Yarnbrook/West Ashton where journey times are unreliable, will provide significant relief and environmental benefits, particularly for local residents.”⁸

1.4.2.5 Transforming Trowbridge – Scoping and Vision Study (August 2010)

The Transforming Trowbridge initiative⁹ includes a number of objectives associated with the partnership leading regeneration with lobbying, mobilizing investment and marketing. More specifically, an accessible and integrated transport system for Trowbridge is regarded as a key element in delivering the Urban Design Framework.

A number of key challenges are identified:

- The movement of traffic through town needs to be addressed to improve the current town environment for pedestrians;
- The town has a below national average usage of public transport, exacerbated by the lack of a bus depot facility and poor bus terminus facilities; and
- The rail station is poorly integrated with the town centre and other transport modes and there is low provision of safe pedestrian and cycle routes.

In response to the challenges identified, the Study highlights a series of areas where improvements to the transport network could be implemented. It is recognised that such improvements will need to be delivered through the LTP schemes or as part of major development proposals.

1.4.2.6 The Community Area Plan (Trowbridge 2011 – 2016)

The draft Plan has been developed by the Trowbridge Community Area Future Partnership (TCAF). TCAF is a Community Area Partnership (CAP) which is a local, independent and non-political body, and aims to bring together representatives from across the entire community. The Plan reviews the main transport planning issues as:

- More bus services and/or other transport solutions, particularly for the villages, rural areas and also in the evenings.

⁸ Wiltshire Council (June 2011) *Draft topic paper 11: Transport. Wiltshire Core Strategy consultation.*

⁹ *Draft Transforming Trowbridge delivery plan* (www.transformingtrowbridge.org.uk/transport_delivery_plan_v3.doc)

- Cheap train journeys to Bath, as part of supporting the Community Area Young People's Issues Group (CAYPIG) in its campaign to improve public transport for young people going to or from college, work or leisure activities.
- A local transport plan/strategy is required for the Trowbridge Community Area.
- A comprehensive parking strategy.
- A better road system and road signage around Trowbridge.
- Improvements to Trowbridge railway station facilities e.g. fully surfaced car parks and additional covered waiting rooms.
- Tackling speeding in the villages.
- Better access for people with disabilities, including more dropped kerbs.
- Reducing car journeys.
- Improving road safety.
- Upgrading pavements, particularly on the estates.

2. Objectives and Options

2.1 Objectives

From the policy framework, the key strands can be drawn out. These require an understanding of sustainable transport and how developing better local links requires traffic and parking to be addressed. The inter-relationship between transport and the local economy also needs to be widely accepted.

Many of the transport issues to be considered will have wide implications, particularly for the local economy, land uses and environment. Some of these may be incompatible or difficult to reconcile, therefore choices need to be made in the full knowledge of the expected outcomes.

The objectives for the Trowbridge Transport Strategy are proposed as:

- To reduce transport related emissions and address **climate change** and **local pollution**;
- Promoting **sustainable transport**, including better local bus services (reflecting national guidance and the Local Transport Plan);
- **Integrating development sites** with established communities to increase travel choice, based on comprehensive networks and linked facilities;
- **Improving accessibility** throughout the town with new walking and cycling networks;
- Improving **road safety**, particularly for vulnerable road users;
- Creating **better environments** for people, rather than vehicles, in the town centre, development sites and elsewhere;
- To protect the natural environment;
- To safeguard the historic environment and to promote high quality new development;
- **Delivering local employment** opportunities which can be **accessed by sustainable modes**, particularly in the professional sector, to support local activity and limit out-commuting (reflecting local aspirations); and
- **Supporting local development opportunities** to support containment of trips, with people living near where they work (supporting economic activity locally at a scale appropriate for a county town).

2.2 Strategy Considerations

The development of the strategy options will need to consider the issues identified in Table 2.1. These considerations are not specific to Trowbridge; however, this review stage helps to start the process of identifying appropriate schemes and also how these may or may not contribute towards the overall strategy objectives.

Table 2.1: Strategy development considerations

Strategy topic	Strategy considerations
Traffic congestion & road improvements	<p>Traffic congestion is often perceived to be a problem but may be of limited duration and confined to particular locations. Reductions in traffic volumes can only be achieved if:</p> <ul style="list-style-type: none"> ■ There is a reduction in the demand for travel (e.g. home working, internet shopping, etc); and/or ■ An improvement in car occupancy is achieved (car sharing) with a more efficient use of road space; and/or ■ There is a shift from car use to other modes including rail, bus, walk and cycle. <p>Hence traffic problems can be addressed through the promotion of sustainable modes, as well as better management of vehicle movements.</p>
Parking control mechanisms	<p>Private non-residential parking at workplaces is a strong influence on travel mode: if parking is not available or is costly then other options are more likely to be considered. Free parking is often seen as a requirement to work in a particular location but uses space that could be used more productively and costs money to provide and maintain the parking.</p> <p>Residential parking standards may allow over-provision which may encourage car ownership. This can be addressed in the new development area, provided that inappropriate on-street parking is not a consequence.</p> <p>Public on- and off-street parking is often priced cheaply for public use. The availability and cost of parking influences how and when people use cars – put simply, if there is no parking available, then car use is not an option. Relatively modest charges will not deter users and the local economy is not likely to be affected adversely.</p>
Public transport enhancements	<p>Current options for inter-urban and local travel are limited and hampered by a complex bus network with limited evening and weekend services. Simplification of timetables and fares would help encourage use.</p> <p>A variety of irregular buses provide links to small settlements but there is no clear network that would appeal to potential users. Bus reliability is affected by traffic delays caused by car users which undermines the image of bus use and extends journey times.</p> <p>Rail serves some of the main centres (Warminster/Salisbury and Bath/Bristol) but capacity for additional services may be limited by infrastructure constraints. However, there are only two services per day to Melksham and Chippenham that undermine regular use.</p> <p>In addition, the use of public transport services can be supported by workplace travel plans involving larger employers such as Wiltshire Council.</p>
Cycling improvements	<p>Extending the dedicated infrastructure both on- and off-road will create a safe and attractive local network, rather than an uncoordinated series of routes where traffic dominates.</p> <p>Support through local campaign groups is likely to be available for new and returning cyclists and educational initiatives will support any new cycling infrastructure.</p> <p>Secure cycle parking needs to be in place in the town centre, at public facilities and workplaces.</p>
Walking improvements	<p>Improving walking route options could include better access to the town centre and employment/other facilities.</p> <p>Signing, lighting, good surfacing and maintenance are all important for wayfinding and personal security.</p>
Demand Management	<p>Containing the demand for travel, particularly by sole occupancy car, will be needed if there is to be any meaningful shift towards sustainable modes and to complement other measures.</p>

2.3 Possible Outcomes

2.3.1 LTP Context

The Wiltshire LTP indicates three approaches which can be reflected at a local strategy level, and therefore within the Trowbridge transport strategy:

- **Conventional** – traditional, non-controversial, economically focussed, largely popular, car friendly, engineering focussed, mobility centric, limited support for sustainable modes, segregated (mode and policy);
- **Balanced** – a mixture of/middle ground between the conventional and radical approaches; and
- **Radical** – new/innovative, controversial, climate change focussed, largely unpopular, reduce car use, behaviour focussed, accessibility centric, prioritise sustainable modes, integrated (mode and policy).

The extent to which the selected strategy will be effective will depend on the extent to which its proposed measures are implemented, as the LTP indicates. However, some may take time to take effect and may have repercussions in other ways. Some possible scenarios are set out below.

The spectrum of possible strategies ranges from accommodating growth in car use (the LTP's 'Conventional' approach) to promoting sustainable travel at the expense of car users (the 'Radical' approach); the consequences of these two extremes needs to be thought through and explained to the stakeholders who will ultimately be invited to adopt the strategy.

For example, the Conventional approach with more car use will result in more community severance, declining air quality, traffic congestion and further out-commuting to the exclusion of benefits to other means of travel. However, it may mean that Trowbridge remains an attractive town to live in rather than suffering from economic decline through competition with other centres. Investment in car parking and more road space may appeal to investors who wish to avoid other more congested centres.

Conversely, an extreme application of sustainable travel in a Radical approach could alienate car users to a point at which they will drive further to access the facilities they wish to use and hence undermine the local economy. Alternatively, a combination of new infrastructure and concerted campaigning could avoid a culture of car dependency with a much improved local environment that would attract businesses to the area and demonstrating healthy living across the community.

There is a danger that while the preferred strategy is likely to lie between the two extremes, too much compromise will dilute the impacts of the measures such that the overall impact is very limited. Those initiatives that deliver conspicuous results are most likely to attract support and resources.

2.3.2 Critical Policy Objectives

To achieve a positive outcome, there is a need for this strategy to contribute towards the wider objectives that are promoted by the Wiltshire Core Strategy and the Transforming Trowbridge project in particular but taking into account the wider policy framework. The issues identified within the following sections are considered to be critical in the development of a successful Trowbridge strategy.

2.3.2.1 Resisting Out-Commuting

Addressing the large number of out-commuters from Trowbridge to other centres – a result of the town's location relative to other activity – can be addressed by creating more employment locally, thus reducing the need to travel, by improving inter-urban train and bus services to provide alternatives to car use and promoting home working or more flexible working where possible. However, increasing the cost of car use, such as through a substantial rise in fuel cost, would be influential but is well beyond the scope of the strategy. The consequences of not addressing car out-commuting would require an acceptance of the consequences (lack of local growth, traffic congestion, car dependency, emissions, etc) tempered by measures to better manage traffic movements.

2.3.2.2 Emphasis on Sustainable Transport

To promote sustainable modes, car use will need to be reduced. This could involve reflecting the strategy's objectives on the ground by reallocating road space for walking (wider footways and more pedestrianisation) and cycling (more on-road cycle routes and priority measures alongside reductions in traffic speeds). Currently, a high proportion of local people walk to work and this could be better reflected in the route options and quality of those routes. Creating a town-wide walk and cycle network would be most effective if more parking controls were introduced, especially to deter long stay parking at the workplace. A comprehensive and legible network of walking and cycling routes would have considerable benefits in reducing traffic, improving air quality and encouraging a culture of community interaction. Should the strategy not consider sustainable modes to be a key issue then traffic management measures may be needed to deal with more traffic.

2.3.2.3 Development Opportunities

The planned development offers a major opportunity to create a culture of improved accessibility throughout the town. To avoid creating more traffic congestion from generated trips associated with the site, a range of measures will be needed to promote sustainable transport through design to discourage further car dependency. Successful integration of the new development with the established area requires more containment of employment locally to avoid further out-commuting to the centres. With more activity taking place nearby, more walking and cycling can be achieved with the local bus services being improved. A culture of better local transport can be promoted with changes in the town centre to make it a fully functioning local focus and throughout the town so that communities are linked and vehicular traffic no longer dominates.

2.4 Potential Measures

2.4.1 LTP Priorities

The LTP prioritises measures with which any strategy for Trowbridge should be consistent, these measures are summarised in Table 2.2 below.

Table 2.2: Wiltshire LTP Priorities

High Priority	Medium Priority	Low Priority
Buses (including community and voluntary transport); Car parking management; Carriageway maintenance; School travel plans; Sustainable transport packages; and Walking network.	Congestion management; Cycle network; Cycle parking; Freight information; Freight management; Freight routing; Local safety schemes; Passenger rail; Rights of way; Road safety education, training and publicity; Smarter choices; Structures; and Travel plans.	Freight break bulk/consolidation; Freight parking; Rail freight; Road/User hierarchy; and Urban Traffic Control

Source: Wiltshire LTP3 2011 - 2016

However, while the LTP Implementation Plan identifies integrated transport expenditure totalling £2.5 million across the county, the impact at a local level is likely to be marginal at best and considerably greater resources will be needed if there is to be comprehensive and lasting change. The scale of development promoted by the Wiltshire Core Strategy for the Trowbridge area presents an opportunity for significant developer contributions to be made towards the adopted Transport Strategy. The release of developer funding would be dependent on the development coming forward and the implementation timescales, both of which are hard to predict. However, the contributions represent the best opportunity for significant funding in the period to 2026.

2.4.2 Potential Measures

When the strategy objectives and priorities have been agreed, the potential measures can be considered. These could include the following schemes and measures:

Walking

- Develop a network of legible “safer” walking routes;
- Enhance pedestrian routes between the town centre and the rail station ;
- Develop “at grade” crossing facilities along key routes into the town centre;
- Improved road crossings and improved lighting and signing.

Cycling

- Creating a comprehensive network may require features such as road space reallocated from general traffic, new road crossings and land take;
- Installation of secure cycle parking at a wide range of locations;
- Introduce cycle corridors on key radial routes into the town centre (River Biss corridor for example);
- Cycling education/campaigning is also likely to be needed to raise awareness and participation and can be linked to school and workplace travel plans.

Public transport

- The scope for more trains could be investigated e.g. TransWilts proposals for trains from Trowbridge to Melksham, Chippenham and Swindon subject to line capacity and pathing constraints;
- Changes to the local bus network would make it legible to potential users together with better stop arrangements in the town centre, improved service information and on-street priority measures;
- Identification and review of interchange locations, especially bus-bus and rail-bus;
- Introducing bus priority measures at local congestion pinch-points;
- Rationalise existing and future (which may be implemented by new development) bus routes;
- Revenue support for additional services is unlikely to be available through current arrangements but other streams such as parking revenue may be channelled towards other aspects of transport;
- Continuing the Local Transport Fund bid for rail service enhancements and station improvements.

Smarter Choices

- Introduce residential travel plans for all new development proposals;
- Support the development of workplace travel plans; and
- Continue to implement school travel plans and enhance measures.

Demand Management and Parking

- Rationalise access to the town centre car parks;
- Implement a parking information management system;
- Develop a road hierarchy and limit movements in “sensitive” areas;
- Restrictions on vehicle movements and speeds;
- Road user charging.
- Implementing a strategy for public off-street parking spaces, especially for long stay users, which could reduce the demand for commuter parking, improve short stay parking availability and help generate revenue to fund other strategy measures;
- Introduce facilities for “new technology” vehicles;
- Restrictions on private non-residential spaces could be achieved through the development control process.

Traffic

- Measures to manage movement and slow traffic in residential areas;
- Further pedestrian prioritisation within the town centre (allowing for delivery vehicles, cycling and buses);
- Local strategy for delivery vehicle access and routes for goods vehicles passing through the town;
- Improved town “gateways”, wayfinding and junction arrangements;
- Enhancements to strategic road network.

.Having identified the types of measure that support the preferred strategy, individual initiatives need to be determined, again with an emphasis on those which will have the most impact within the deliverability constraints. For example, bus/rail smart card payment would bring considerable benefits but is high cost and requires considerable coordination between operators while providing revenue support for more bus services would require longer term commitment.

2.5 Scheme Delivery

2.5.1 Assessing Benefits

Potential measures are a combination of infrastructure and other initiatives requiring capital and/or revenue funding. Assessment will be needed to understand where returns on investment can best be achieved and the profile of revenue support needed. Some schemes could be hugely expensive, for example major road improvements or the introduction of a comprehensive bus network. The benefits of such schemes need to be considered in this context in comparison with other options.

The acceptability of the measures will need to be supported widely, hence the importance of community engagement throughout the process. Some initiatives may be unpopular, for example more parking controls can be expected to generate pressure from the retail sector, so it is important to maintain the objectives as agreed and to consider the wider opportunities that would result.

2.5.2 Time Scale

Some measures can be introduced in the short term but most will be longer term. Infrastructure schemes will need to be designed and may require approvals through the planning process. Other initiatives, such as travel plans, will take some time to become established before discernable changes are evident; this may involve some management of expectations, particularly when initiatives are introduced in response to current problems. Given that measures need to work in combination, it may be some time before the full effects can be demonstrated.

3. Conclusion

The various components of the policy framework are broadly consistent in that there is an emphasis on rebalancing demand away from car use towards sustainable transport which is likely to include some forms of demand management. At a national level, there is a clear view that sustainable travel modes have much to offer and that the planning system should be able to support them. At a local level, it is suggested that sustainable travel should be promoted as a priority in response to local economic and environmental conditions.

Trowbridge has a number of transport opportunities, many of which are associated with planned development. In the policy context of supporting sustainable communities, transport is a major feature with the promotion of walking, cycling, bus, rail and a range of associated initiatives being a key means of containing demand and ensuring that local journeys are made in a sustainable way. This also implies that car trips, particularly those that are sole occupancy, are undesirable in the longer term. Many of the car journeys are associated with employment centres elsewhere and creating more job and other opportunities within the town is key to reducing inter-urban car journeys.