

Salisbury Transport Strategy

Study Objectives

December 2009

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1. Introduction

Background

- 1.1 Wiltshire Council (WC) is developing an updated transport strategy for the Salisbury and Wilton area to frame the identification of investment and network operation priorities over the coming years. In part this is because many of the components of the existing strategy for Salisbury have been implemented as part of the Council's first and second Local Transport Plans (LTPs), and the strategy needs to inform the development of LTP3. The review of transport strategy is also critically driven by the need to plan effectively for growth in both housing and employment in the South Wiltshire area, of which Salisbury and Wilton are part, over the next 15 or so years.
- 1.2 The strategy therefore needs to contribute to the formulation of the Local Development Framework (LDF) for Wiltshire – which will define and shape the county's future development and form the basis of future planning decisions. Most immediately the transport strategy will support the formulation of the Core Strategy element of the LDF which will set out the spatial planning framework for South Wiltshire.
- 1.3 The Regional Spatial Strategy (RSS) for the South West and sets out the numbers of houses and jobs that should be provided for in Wiltshire 2026. The Secretary of State's Proposed Changes to the Draft RSS for the South West indicates a housing requirement of 12,400 homes for South Wiltshire for the period 2006- 2026. This would require an average housing delivery of 620 dwellings per year. The locations and confirmed levels of development, as currently envisaged by the South Wiltshire Core Strategy, are shown in Figure 1.1; the levels and locations of other developments remain as areas of search.

Approach to Transport Strategy Development

- 1.4 WC has commissioned consultants Atkins to prepare a transport strategy according to objective-led planning principles.
- 1.5 The strategy needs to define a set of transport initiatives for the Salisbury and Wilton area that that are able to address the impacts of additional transport demand caused by expected new development in the area up to 2026.
- 1.6 The strategy development process needs:
 - to be based on a clear evidence base building upon a knowledge of existing and future transport and transport-related problems and using the transport model to identify, develop and assess alternative options as part of a systematic process of determining a preferred transport strategy.
 - to be objective-led and use an evaluation framework that is able to demonstrate how a preferred strategy best meets the County's sustainable development objectives;
 - to be developed with an appropriate level of stakeholder and public consultation to ensure that there is sufficient challenge on the transport measures within the strategy and to ensure that there is sufficient support from key stakeholders;
 - to support and be linked with the County's wider Core Strategy development approach and timetable – including consultation; and
 - to provide the framework for the subsequent development of an implementation plan and a more detailed parking strategy, including identifying funding sources
- 1.7 This overall process is shown in Figure 1.2.

Figure 1.1 – Location of Proposed Developments

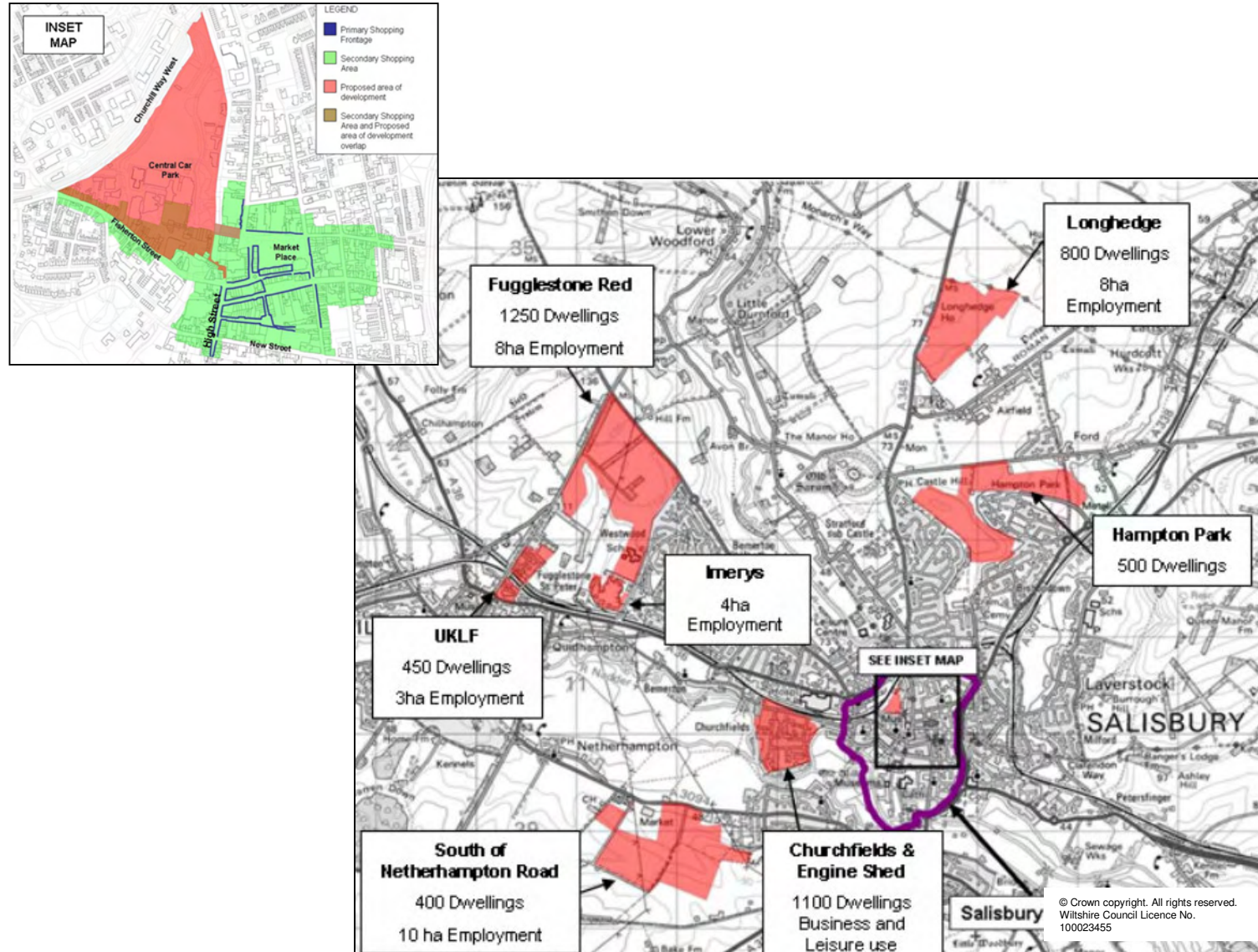
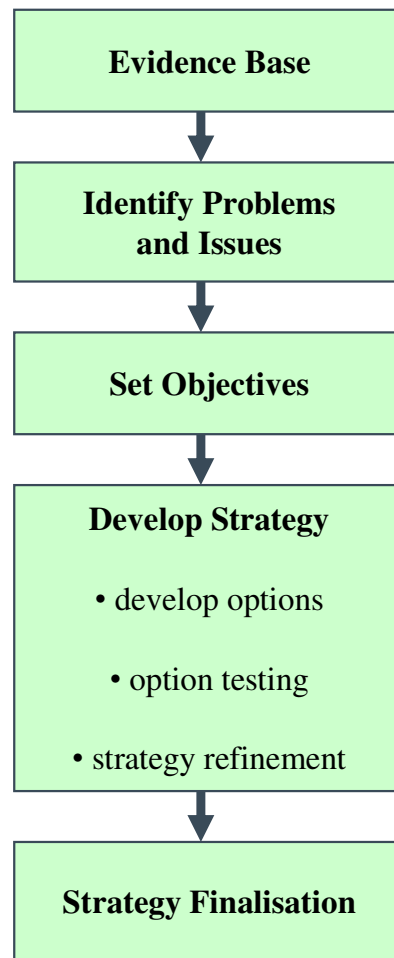


Figure 1.2 - Salisbury Transport Strategy Study Process



Role of this Document

- 1.8 This process means, first, establishing the scale, nature and impact of current and future transport problems and issues. This then enables the objectives for the transport strategy to be clearly defined and then guide the strategy development process. This document therefore presents a statement of transport objectives for the study.
- 1.9 The remainder of this document is structured as follows:
- Chapter Two summarises the transport policy background;
 - Chapter Three summarises the problems and issues; and
 - Chapter Four lists the study objectives; and

2. Transport Policy Background

Introduction

- 2.1 This Chapter provides a review of the national, regional and local transport policies relevant to Salisbury and the formulation of objectives for the Salisbury Transport Strategy.

The National Context

The Evolving Shape of Transport Policy

- 2.2 The evidence on the role of transport in wider agendas has rapidly evolved in recent years. The Eddington Transport Study¹, published in 2006, undertook a detailed investigation and analysis of the impact of transport on competitiveness and productivity in the UK. It concluded that the fundamental transport networks are well developed, with good inter-urban links and access to international markets. The report highlights the problem of high level of use associated with the network, resulting in congestion and poor reliability – which is impacting on productivity through lost time and increased costs on the transport network and is a long-term threat to the competitiveness of the UK economy.
- 2.3 The Eddington report noted that transport impacts on the UK economy through access to international markets (through international gateways), linkages in domestic markets (through strategic transport networks) and deep labour markets and sophisticated trading relationships in city regions. The Eddington Transport Study also made clear that transport investment must in future be better aligned to economic needs, with projects being prioritised on the basis of their economic benefits.
- 2.4 The Stern Report² on the economics of climate change made clear that doing nothing on carbon emissions would have profound consequences for the future of the planet, and that the costs of investment in moving towards a lower-carbon economy will be far outweighed by the benefits of avoiding the catastrophic consequences of climate change. Despite other sectors successfully reducing carbon emissions in recent years, emissions from transport remain high. The Stern Report outlines the drivers behind emissions growth. It states that the demand for transport is a derived demand: it is not demanded for its own sake, but rather for the things it enables people to do (such as get to work, take leisure trips, and move goods from one place to another). The key driver behind growth in transport emissions is income:
- As people get richer, they tend to want to transport more goods and make longer trips;
 - Associated transport emissions increase because more travel is being undertaken; and
 - As people get richer they want to travel using more carbon-intensive modes (switching from bus to train, from train to car, from small car to large car, etc).
- 2.5 Other influences on transport emissions cited are:
- Cost - an increase in prices tends to choke off relatively less demand in the transport sector than it does in the buildings and industry sectors;
 - Availability of less carbon intensive modes of transport (the balance between public and private transport for example);
 - Social choices (such as willingness to walk or use bicycles); and

¹ The Eddington Transport Study, DfT and HM Treasury, December 2006

² Stern Review on the Economics of Climate Change, HM Treasury, October 2006

- The carbon content of fuel and a large number of technical developments affecting fuel efficiency (for example, factors related to vehicle weight and design).

Delivering a Sustainable Transport System (DaSTS)

- 2.6 The government set out its response to Eddington and Stern in 'Towards a Sustainable Transport System' (TaSTS)³ and this has been followed with the recent publication (in November 2008) of 'Delivering a Sustainable Transport System' (DaSTS). DaSTS is shaping the future approach to transport in the Department for Transport (DfT), with a new series of goals developed that will profoundly shape future strategy beyond 2014. These goals are to:
- Tackle climate change;
 - Support national competitiveness and growth;
 - Promote greater equality of opportunity;
 - Contribute to better safety, security and health; and
 - Improve Quality of Life and promote a healthy natural environment.
- 2.7 DaSTS recognises that there are multiple challenges for transport, not only in terms of climate change, productivity and competitiveness, but also in terms of helping to tackle deep-seated deprivation, addressing poor health outcomes amongst many communities, improving transport safety and security, and protecting natural and urban environments.
- 2.8 The DfT has also re-shaped its Directorates and work plans into international networks, national networks and regional/city networks, to reflect the priorities identified by Eddington. Work currently being undertaken by the DfT through DaSTS is focused on the issues and priorities in relation to the five goals and the three tiers of networks. DaSTS emphasises the importance of a 'modal agnostic' approach to developing solutions. This means considering the full range of potential solutions to a problem, rather than attempting to justify a pre-determined solution.

Regional Context

South West England Plan

- 2.9 The long-term regional vision for South West England is expressed in the Regional Sustainable Development Framework for the South West of England, and the Integrated Regional Strategy (IRS) is set within the context of this framework. The IRS provides an overall strategy encompassing the Regional Spatial Strategy (RSS), Regional Transport Strategy (RTS) and the Regional Economic Strategy (RES).
- 2.10 The aims of the IRS are to:
- harness the benefits of population growth and manage the implications of population change;
 - enhance distinctive environments and the quality and diversity of cultural life;
 - enhance economic prosperity and quality of employment opportunity;
 - address deprivation and disadvantage to reduce significant intra-regional inequalities and
 - make sure that people are treated fairly and can participate fully in society.

³ Towards a Sustainable Transport System: Supporting Economic Growth in a Low Carbon World, DfT, October 2007

Regional Spatial Strategy

- 2.11 Currently only the Draft South West Regional Spatial Strategy is available and this covers the period up to 2026, superseding the Regional Planning Guidance 10. The RSS provides the high-level framework for the planning in the region by: providing guidance on the location and scale of development for interpretation in Local Development Frameworks; guiding transport investment and LTPs; and providing a spatial context for the plans, programmes and investment of other organisations in the South West.
- 2.12 Objectives in the RSS relevant to the Salisbury Transport Strategy include:
- SD1: stabilising and reducing the region's ecological footprint
 - SD2: reducing the region's contribution to climate change
 - SD3: protecting and enhancing the regions natural resources
 - SD4: planning and managing growth to create Sustainable Communities
 - TR1: demand management measures to be introduced in SSCTs
 - TR2: the M4 and M5 will be managed so as to ensure their function as the main strategic inter-regional links
 - TR3: create a second regional route from London in order to reduce the resilience of the inter-regional network and maintain the South West's competitiveness
 - TR5: rail infrastructure, signalling systems and stations on the inter-regional rail routes will be enhanced so as to ensure the provision of reliable train services with enhanced capacity
 - TR6: the inter-regional bus and coach network should provide for the enhancement of long distance coach services, and should make provision for interchange infrastructure
 - TR11: intra-regional public transport should be improved to facilitate sustainable travel between settlements within the region
- 2.13 The Spatial Strategy states that to deliver a more sustainable region and communities, there must be "significant change at 21 Strategically Significant Cities and Towns" (SSCT). Salisbury is one of the SSCT in Wiltshire, the Spatial Strategy therefore has an important role in developing Salisbury's transport strategy.
- 2.14 In addition to this, the RSS characterises the A36 (that passes through Salisbury) as a "Regionally Significant Road", which means that its, "upkeep and management is essential to the efficient functioning and the movement of goods across the region".

Regional Transport Strategy

- 2.15 The existing Regional Transport Strategy (RTS) for the South West is set out in Regional Planning Guidance for the South West (RPG10), published in September 2001 and provides guidance for the region for the period to 2016 and beyond. The South West Regional Assembly has included a new Regional Transport Strategy to replace RPG10 as part of its draft Regional Spatial Strategy. This new strategy rolls forward policies and proposals to 2026.
- 2.16 The RTS supports the RSS, and its aim is to reduce the rate of road traffic growth by:
- supporting the economic development by maintaining and improving the links from the region's Strategically Significant Cities and Towns (SS CTs) to other regions, international markets and connectivity within the region;
 - addressing social inclusion by improving accessibility to jobs and services;
 - making urban areas work effectively and creating attractive places to live by developing the transport network in support of the strategy to concentrate growth on SSCTs; and

- reducing the negative impacts of transport on the environment including climate change.

The Regional Economic Strategy

- 2.17 The Regional Economic Strategy (RES) provides a shared vision for the development of the region's economy and must be based on sustainable development principles set out in the March 2005 Sustainable Development Strategy.
- 2.18 The RES reinforces the aims set out in the Integrated Regional Strategy and complements the Regional Spatial Strategy.
- 2.19 Its objectives include: supporting regional business; having strong and inclusive communities; and having an effective region (this includes improving transport networks). These objectives all link in with the goals set out in the government's *Delivering a Sustainable Transport System* document.

Local Context

Wiltshire Local Transport Plan 3

Wiltshire's Local Transport Plan (LTP) 3 is due to be published in March 2011. A consultation regarding LTP objectives, long term strategy and key transport themes has recently been undertaken. The current LTP objectives are as follows:

- To support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns.
- To provide, support and promote a choice of sustainable transport alternatives.
- To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment.
- To minimise traffic delays and disruption, and improve journey time reliability on key routes.
- To improve sustainable access to a full range of opportunities particularly for those without access to a car.
- To make the best use of existing transport infrastructure through effective design, management and maintenance.
- To enhance Wiltshire's public realm and streetscene.
- To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads.
- To reduce the impact of traffic speeds in towns and villages.
- To encourage the efficient and sustainable distribution of freight around Wiltshire
- To reduce the level of air pollutant and climate change emissions from transport.
- To support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts.
- To reduce reliance on the car.
- To encourage people to improve their health by walking and cycling.
- To reduce barriers to transport and access for people with disabilities and mobility impairment.

Salisbury Vision

- 2.20 The Salisbury Vision⁴ is a regeneration programme aimed at making Salisbury a better place to live, work in and visit. The Vision provides a framework for coordinating and achieving regeneration of five priority areas: Maltings and central car park, Churchfields Industrial Estate, Salisbury Guildhall, the Market Place and Southampton Road. The Vision aims to increase and substantially improve office, retail and leisure space in these locations. Salisbury’s transport infrastructure will also be changed to put the focus onto more sustainable modes.
- 2.21 The Vision works off the same key ideas that the 2003 Government paper, Sustainable Communities sets out. These components include a community that is: active, inclusive and safe; environmentally sensitive; well designed and built; well connected; thriving; well served; fair for everyone; and well run.
- 2.22 The vision for Salisbury is set out, “for Salisbury to be a clean, green, safe and friendly city; a place that is consistently acknowledged as being one of England’s best places to live.” To achieve the Vision, three overall strategies are set out: Development, Transport and Movement, Public Realm. The Transport and Movement Strategy contains five key elements:
- traffic management;
 - public transport;
 - station interchange;
 - Southampton Road; and
 - parking management.
- 2.22.1 More specific details of the Salisbury Vision objectives and proposals are shown in Table 2.1.

Table 2.1 – Salisbury Vision Objectives and Proposals

Objective	Proposal
<p>Traffic Management</p> <p>Reduce traffic entering and circulating within the core of the city centre to reduce air and noise pollution and provide safer walking and cycling routes</p>	<ul style="list-style-type: none"> • Encourage and promote the use of the Park and Ride service • Develop a hierarchy of routes that restricts traffic movement to include: <ul style="list-style-type: none"> - pedestrian-only routes - tertiary routes - pedestrian-focused streets within the central city core that are for use by buses, taxis, cyclists, servicing and existing residents only, enforced by appropriate access restrictions around the periphery - secondary routes - localised traffic routes, outside the area covered by tertiary routes, allowing cars to access local destinations. These could include Home Zone areas within new and existing residential areas such as Churchfields or St Edmund's - primary routes - all-vehicle routes, including cars, lorries, and HGV's intended to carry through traffic around the edge of the city centre • Improve the streetscape within the core of the city through shared surfaces giving priority

⁴ <http://www.salisbury.gov.uk/salisbury-vision-document.pdf>

Objective	Proposal
	<p>to pedestrians and sending the message to drivers that they are secondary users</p> <ul style="list-style-type: none"> • Minimise coach traffic through the city whilst ensuring drop-off points to service the Cathedral and city centre • Improve crossing facilities for pedestrians/cyclists and junction improvements along the A36 ring road • Provide or upgrade cycle routes along all major thorough fares including Southampton Road, Exeter Street, Churchfields Road and Castle Street. These should link, where possible, with National Cycle routes passing through the city centre
<p>Public Transport Give public transport users priority by improving public transport facilities and expanding services</p>	<ul style="list-style-type: none"> • Provide key public transport stops next to significant city centre destinations or improve existing stops to cater for the increase in demand. This includes high quality shelters, signage and cycle parking • Complete and implement the Petersfinger Park and Ride • Wherever possible introduce bus priority measures on all Park and Ride routes into the city centre • Consider extending the Park and Ride service to Churchfields • Improve the rail station as a public transport interchange • Provide a west to east public transport link from Churchfields stopping at key destinations within the city centre to Southampton Road. This includes a bus/pedestrian and cycle-only connection from Exeter Street through to Southampton Road
<p>Station Interchange Construct a public transport interchange adjacent to the railway station which includes a new Station Square</p>	<ul style="list-style-type: none"> • Increase the number of parking spaces at the station to meet extra demand from rail passengers • Create a space for bus stops and bus turn around within the station forecourt • Extend and divert some of the bus services to serve the rail station • Provide layover space and facilities for bus services • Extend the Park and Ride service to serve the rail station if appropriate • Create cycle parking and taxi ranks within the station forecourt • Create a new station square intended as an active urban space where people can meet and interact • Minimise the intrusion of car parking and

Objective	Proposal
	vehicle access
<p>Southampton Road Reduce congestion on the Southampton Road and improve the visual appearance of this gateway to the city</p>	<ul style="list-style-type: none"> • Improve the A36 Southampton Road as an important gateway to the city making it attractive for commuters and tourists; this could include priority measures for buses and cyclists and high quality public transport stops. • Carry out a feasibility study on measures to reduce congestion • Increase the local bus frequency for local commuters • Rationalise the number of access points on to Southampton Road from adjacent streets and access roads • De-clutter, where possible, areas of the public realm through the rationalisation of highway signage, barriers, bollards and other highway related items • Include high quality, simple and coordinated public realm elements such as boulevard planting, street furniture, lighting, paving and public art.
<p>Parking Management Make it easier for motorists to park on the outskirts of the city centre</p>	<ul style="list-style-type: none"> • Maintain the existing car parks near the A36 ring road such as Culver Street, whilst closing car parks within the city centre such as Brown Street, Salt Lane, and Market Place • Remove on-street public short-stay car parking from the city centre, particularly within the historic Chequers area, and allocate the spaces for local residents, disabled people, cyclists and loading/unloading • Provide more tourist coach parking and layover at Park and Ride sites with drop off and pick up points close to the Cathedral and city centre • Design and implement a signage and car park management system that directs the driver to the nearest car park at their initial entry corridor to the city centre and/or at Park and Ride entry points • Consider reducing the spaces at private car parks by implementing planning policy and utilise the spaces for commercial development • Provide new car parking arrangements at the rail station interchange (multi-storey) and central car park as part of redevelopment proposals

Source: <http://www.salisburyvision.co.uk>

Sustainable Community Strategy

- 2.23 The Sustainable Community Strategy (SCS) covers all of Wiltshire, and delivered by the Wiltshire Strategic Board was published in September 2007. The SCS covers the period to 2016. The vision is to create “strong and sustainable communities within Wiltshire”, which is supported by a range of community challenges and issues.
- 2.24 The elements of the Sustainable Community Strategy are:
- Communities where people want to live and work. People are there by choice, and take pride in the distinctiveness of their towns and villages.
 - Communities which are inclusive. People of different backgrounds, ages and beliefs feel a valued part of the community, not separate, marginalised or disadvantaged by, amongst other things, a lack of transport or affordable housing.
 - Communities which are lively, busy places. People get together to tackle local concerns, to organise cultural events, and to socialise. People readily volunteer and feel encouraged to do so. There are many social ‘networks’ between individuals and families, which allow people to live active, varied and independent lives.
 - Communities where people feel safe, and are treated with respect.
 - Communities which possess the skills and businesses to remain competitive, and generate enough jobs to meet local employment needs.
 - Communities where children and young people enjoy life, and achieve their potential in and out of school.
 - Communities which have effective political processes, characterised by trust and openness, high political participation, and effective working relations between public, voluntary and business sectors.
 - Communities which actively promote the health of residents, and seek to reduce local health inequalities.
- 2.25 Transport has a role to play in most of these objectives and an important role in some.

Summary

- 2.26 Salisbury Transport Strategy must be consistent with the national and regional objectives contained with DaSTS and the South West Plan. The Salisbury Transport Strategy must also be consistent with the Sustainable Community Strategy. Wiltshire Council LTP3 Objectives provide a means of ensuring this consistency whilst also maintaining consistency across the county.
- 2.27 The LTP3 objectives are shown below, with modifications to represent the particular needs of transport in Salisbury:
- To support planned growth in South Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts.
 - To make the best use of existing transport infrastructure through effective design, management and maintenance.
 - To reduce the level of air pollutant and climate change emissions from transport, particularly in the city centre AQMA zone.
 - To support and help improve the vitality, viability and resilience of Salisbury’s economy.
 - To provide, support and promote a choice of sustainable transport alternatives and reduce reliance on the car.

- To reduce the impact of traffic on people's quality of life and Salisbury's built and natural environment.
- To minimise traffic delays and disruption, and improve journey time reliability on key routes.
- To encourage the efficient and sustainable distribution of through traffic and freight around Salisbury
- To improve sustainable access to a full range of opportunities particularly for those without access to a car, including reducing barriers to transport and access for people with disabilities and mobility impairment.
- To enhance Salisbury's public realm and streetscene.
- To improve safety for all road users and to reduce the number of casualties on Salisbury's roads, including reducing the impact of traffic speeds in Salisbury.
- To encourage people to improve their health by walking and cycling.

3. Key Problems and Issues

Introduction

- 3.1 This Chapter presents the key problems and issues identified in the Problems and Issues Report as a result of a review of current (2008) transport forecasts for 2026. The only change in the transport network for 2026 includes Petersfinger Park and Ride. The problems and issues are arranged according to DaSTS objectives, as these are currently the key DfT objectives behind transport assessment and appraisal.

Summary of Problems and Issues

3.2 Network constraints

- The highway network is currently constrained by the capacity of the A36 junctions at Park Wall Junction, St Mark's Roundabout, Castle Roundabout, St Paul's Roundabout and College Roundabout. The performance of these junctions affects the movement along the A36.
- The highway network is presently further constrained at Exeter Street Roundabout and problems here, as a result of delays due to buses, pedestrian crossings and drop-off traffic, affect New Harnham Bridge Road.
- The Harnham Gyratory currently performs well once traffic is able to access the gyratory, but there are delays on the approach roads.
- There is evidence of some through traffic between Wilton and Southampton Road routing through Harnham rather than the A36 as a result of constraint at the junctions along the A36.
- Approximately 30% of traffic currently on Salisbury's roads is through traffic, and a higher proportion of HGV traffic is through traffic. This through traffic has to be accommodated at the same junctions as traffic accessing / egressing Salisbury.

3.3 Network reliability

- Constraints at Park Wall Junction, St Mark's Roundabout, Castle Roundabout, St Paul's Roundabout, College Roundabout and Exeter Street Roundabout affect journey time reliability to motorists and bus passengers and results in re-routing to avoid these congestion hotspots.
- By 2026, highway congestion is forecast to increase by approximately 50% and delays are forecast to more than double in the morning peak and evening peak. As a result speeds are predicted to reduce by approximately 15% and 25% in the morning and evening peaks respectively.

3.4 Environmental factors

- Salisbury has an air quality problem in the city centre, the entire city centre is currently air quality management area. With little industry within the city centre, the main cause of poor air quality is traffic, with HGV and bus traffic contributing most to poor air quality.
- Salisbury's narrow streets the high demand for car parking within the city centre and HGV route to Churchfields are key contributors to the air quality problem and will continue to do so to some extent in the future.
- Whilst fuel and vehicle technology is predicted to reduce the impact of some vehicle emissions, carbon is forecast to increase in the future.

- High traffic volumes also creates noise and visual intrusion problems.

3.5 Economic vitality

- Congestion will start to affect the economic vitality of Salisbury as business and retail seek different locations to avoid congestion. Tourism may also suffer if Salisbury is perceived to be difficult to access due to congestion.

3.6 More attention to walking and cycling

- Heavy traffic and lack of sufficient walking and cycling facilities (safe crossings, dedicated and well signed routes etc) is view as a deterrent to walking and cycling.
- Increased traffic will act as a further deterrent.
- Walking and cycling can provide a healthy form of travel but increased congestion and lack of facilities will reduce the attractiveness of walking and cycling.

3.7 Public transport is city centre focused

- There is currently only one high frequency, cross-city route (between Salisbury School and Salisbury Hospital) and limited service provision to the railway station to Churchfields. For a number of other cross-city movements, an interchange is required.
- The public transport network is forecast to receive considerable additional patronage and this may require additional service frequencies and routes

3.8 Public transport is also considered to be expensive and has limited services

- Bus provision for journeys within Salisbury presently has limited service provision early in the morning, at night and at the weekend.
- Salisbury Station does not have a bus interchange, and has limited parking

3.9 Public transport has limited priority over cars

- Whilst there is some bus priority (bus lanes and select vehicle detection), this is limited to certain corridors and is not comprehensive.

3.10 Parking and park and ride are not optimised to manage demand into Salisbury

- Salisbury presently has plentiful parking, which is well used and a good source of revenue, but this ready availability of parking may be resulting in high car dependency and related problems.
- At the moment Salisbury also has a high quality park and ride service that attracts passengers yet this service does not maximise financial return.

3.11 Limited focus on sustainable means of travel

- The motorised mode share of travel in Salisbury is car dominated. Although the car mode share is below the County average for the journey to work, analysis shows high levels of car use for journeys to and from Salisbury both now and in the future.
- Without a focus on sustainable travel, there is little feedback to ensure that the transport system delivers for everybody.

4. Study Objectives

Introduction

- 4.1 This Chapter lists the objectives for the Salisbury Transport Strategy and aligns the national, regional and local policy goals described in Chapter Two with the Problems and Issues described in Chapter Three.

Study Objectives

- 4.2 The starting point for the study objectives is the Wiltshire LTP3 objectives. These objectives flow from DaSTS and regional policy objectives and, as demonstrated in Chapter Two, can provide due consideration to the objectives of Salisbury Vision. In addition, the transport strategy must be affordable and deliverable.
- 4.3 The study objectives are listed below:
- To support planned growth in South Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts.
 - To make the best use of existing transport infrastructure through effective design, management and maintenance.
 - To reduce the level of air pollutant and climate change emissions from transport, particularly in the city centre AQMA zone.
 - To support and help improve the vitality, viability and resilience of Salisbury's economy.
 - To provide, support and promote a choice of sustainable transport alternatives and reduce reliance on the car.
 - To reduce the impact of traffic on people's quality of life and Salisbury's built and natural environment.
 - To minimise traffic delays and disruption, and improve journey time reliability on key routes.
 - To encourage the efficient and sustainable distribution of through traffic and freight around Salisbury
 - To improve sustainable access to a full range of opportunities particularly for those without access to a car, including reducing barriers to transport and access for people with disabilities and mobility impairment.
 - To enhance Salisbury's public realm and streetscene.
 - To improve safety for all road users and to reduce the number of casualties on Salisbury's roads, including reducing the impact of traffic speeds in Salisbury.
 - To encourage people to improve their health by walking and cycling.
 - To ensure that the Salisbury Transport Strategy is affordable and capable of being delivered.
- 4.4 The problems and issues are listed in Table 4.1, along with a code, for reference when matching the problems and issues against the study objectives Table 4.2.

Table 4.1 – Problems and Issues

Problems and Issues	Code
Network constraints	A
Network reliability	B
Environmental factors	C
Economic vitality	D
More attention to walking and cycling	E
Public transport is city centre focused	F
Public transport is also considered to be expensive and has limited services	G
Public transport has limited priority over cars	H
Parking and park and ride are not optimised to manage demand into Salisbury	I
Limited focus on sustainable means of travel	J

Table 4.2 - Problems and Issues against Objectives

Study Objective	Problem and Issue
To support planned growth in South Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts.	A B C D E F G H I J
To make the best use of existing transport infrastructure through effective design, management and maintenance.	A B C H I J
To reduce the level of air pollutant and climate change emissions from transport, particularly in the city centre AQMA zone.	C
To support and help improve the vitality, viability and resilience of Salisbury's economy.	B D
To provide, support and promote a choice of sustainable transport alternatives and reduce reliance on the car.	E J
To reduce the impact of traffic on people's quality of life and Salisbury's built and natural environment.	A B C D
To minimise traffic delays and disruption, and improve journey time reliability on key routes.	A B D
To encourage the efficient and sustainable distribution of through traffic and freight around Salisbury	A B D
To improve sustainable access to a full range of opportunities particularly for those without access to a car, including reducing barriers to transport and access for people with disabilities and mobility impairment.	E
To enhance Salisbury's public realm and streetscene.	F
To improve safety for all road users and to reduce the number of casualties on Salisbury's roads, including reducing the impact of traffic speeds in Salisbury.	G
To encourage people to improve their health by walking and cycling.	J

