Wiltshire Council
Local Transport Plan 4

Draft county-wide sub-strategies
October 2024

Wiltshire Council

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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

1. Introduction to county-wide sub-strategies

This document contains 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 vehicles.
- Strategic transport (focusing on longer journeys, incorporating bus, rail and the Strategic Road Network).

Each of the following 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 and better manage the demand of private car use, ensuring access for those who need it				
	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 will 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. Introduction[1]

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.

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[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
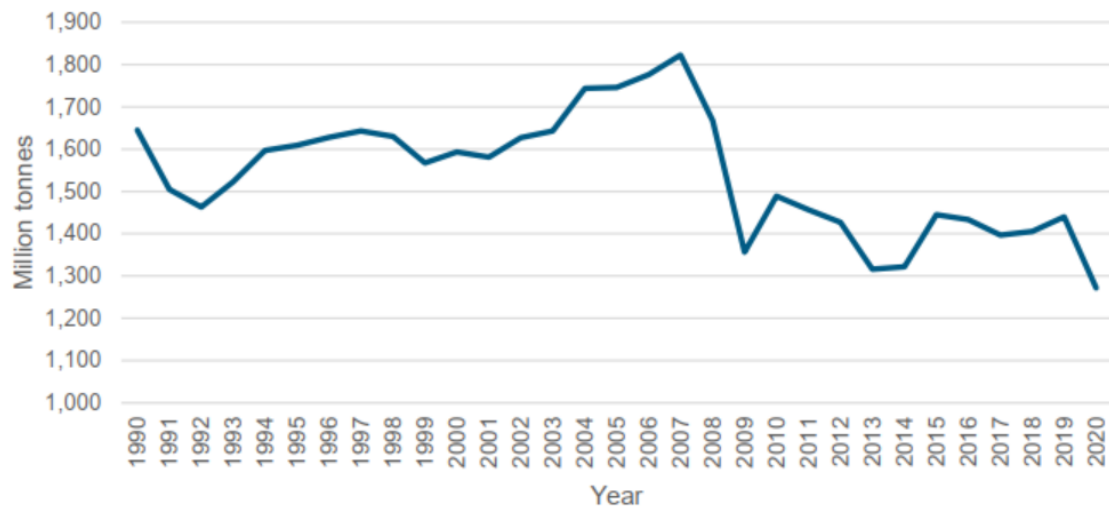
Figure 2-2 - Total annual goods moved by road freight (1990 – 2020), UK
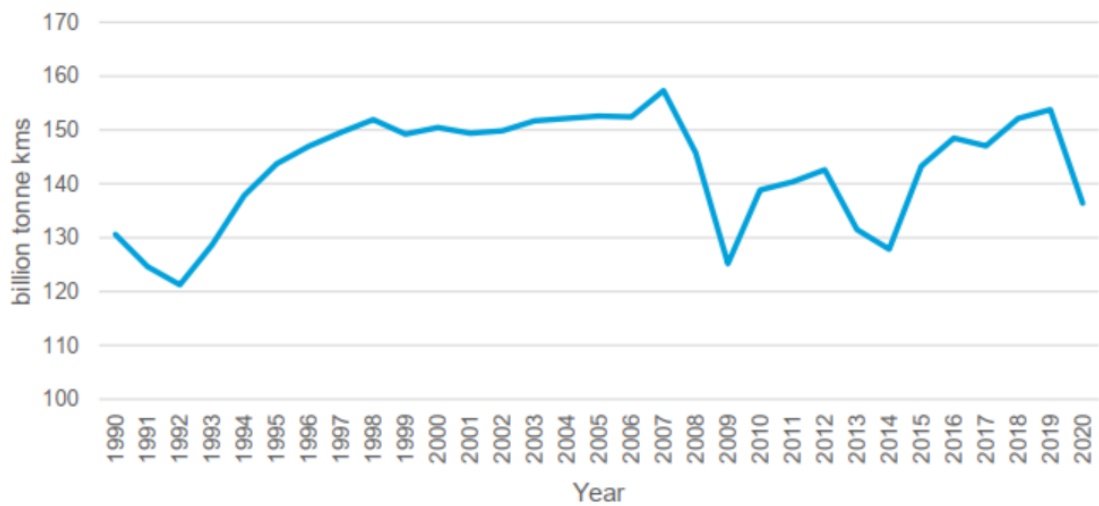
Figure 2-3 - Total annual distance travelled by road freight (1990 – 2020), UK

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 es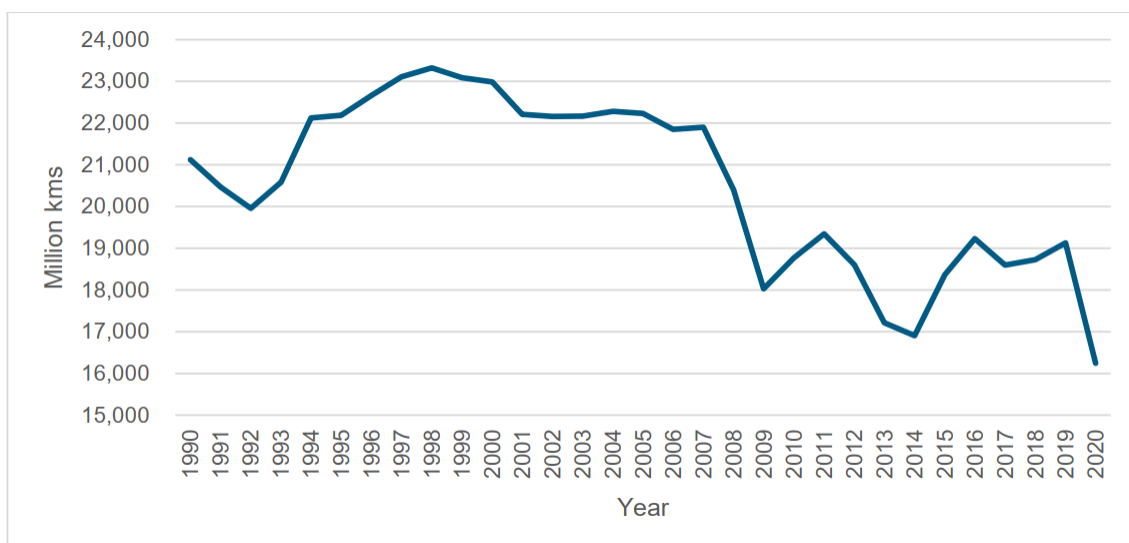tablished, high use/flow roads on the existing network; and link with strategic or similarly named routes within neighbouring authorities' networks.

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
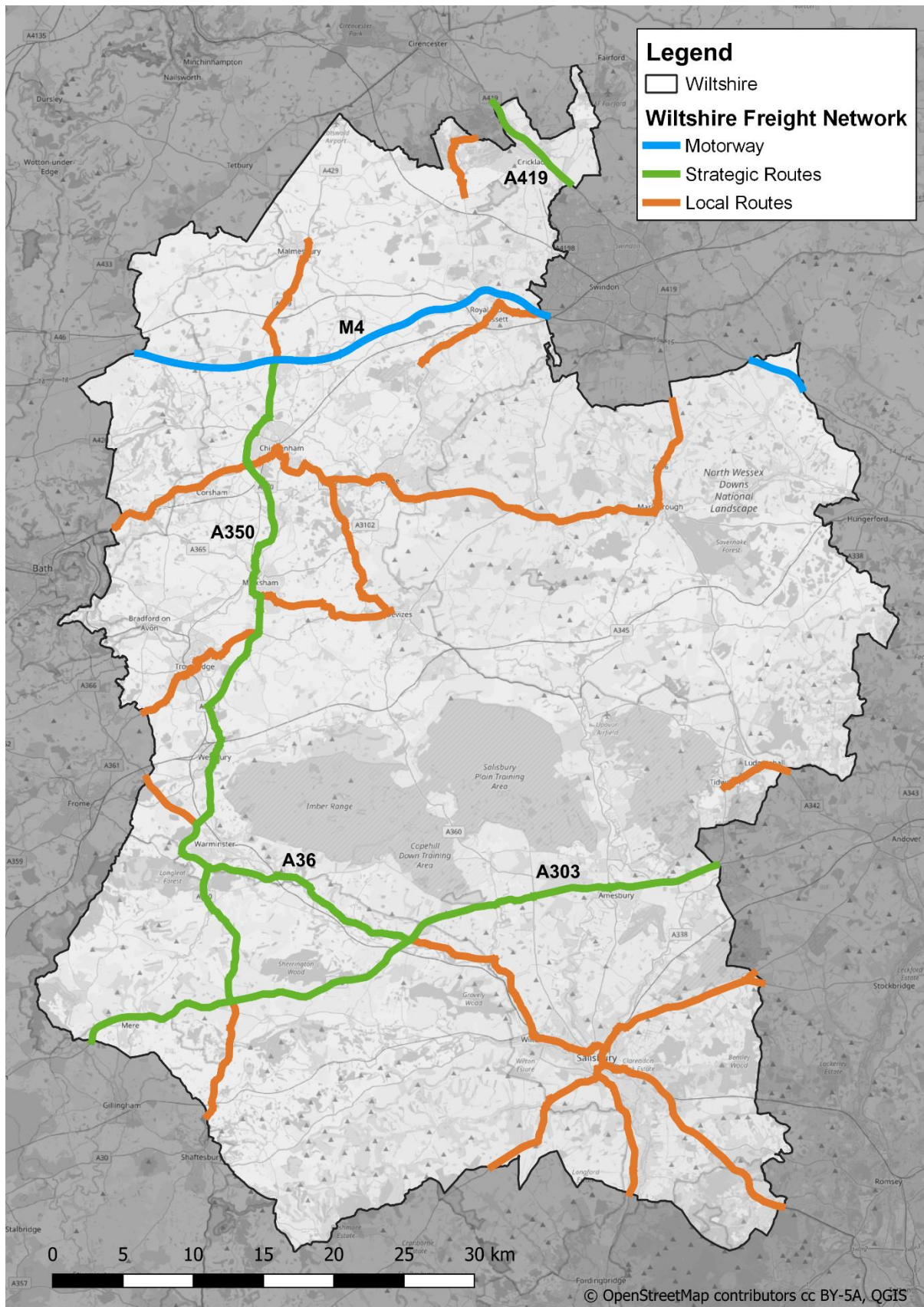
2.1.2.2.   Freight by rail

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
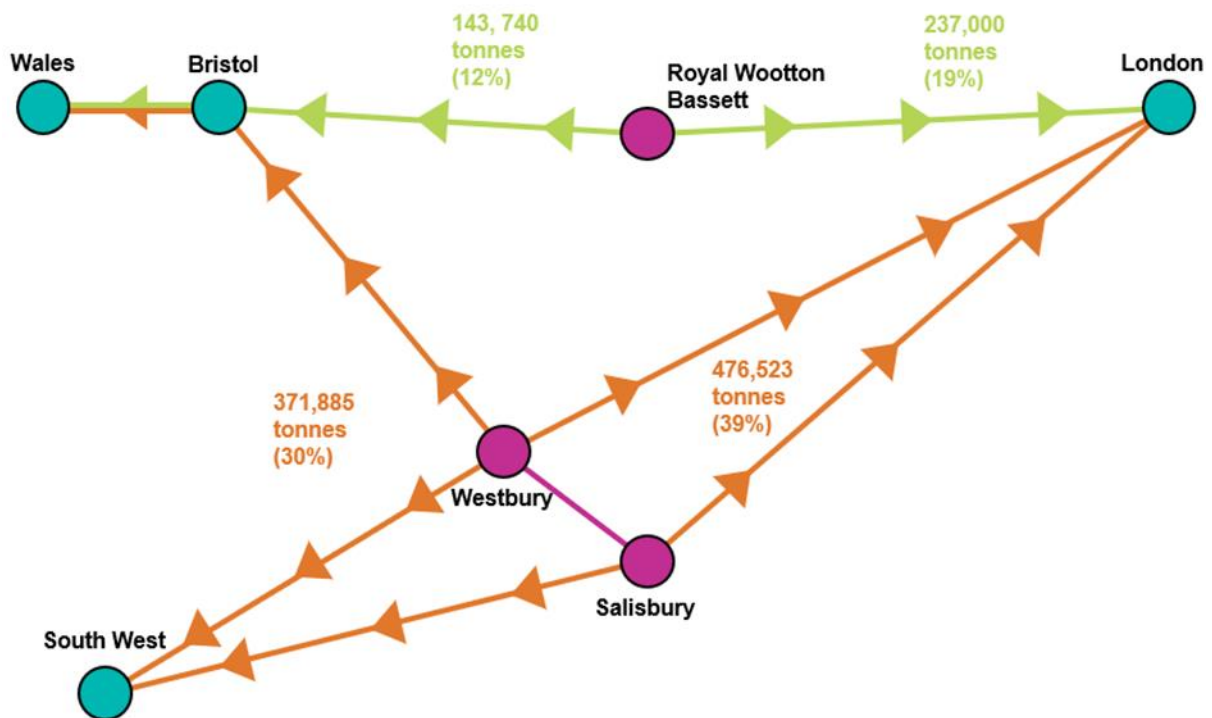
2.1.3. Freight generators

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
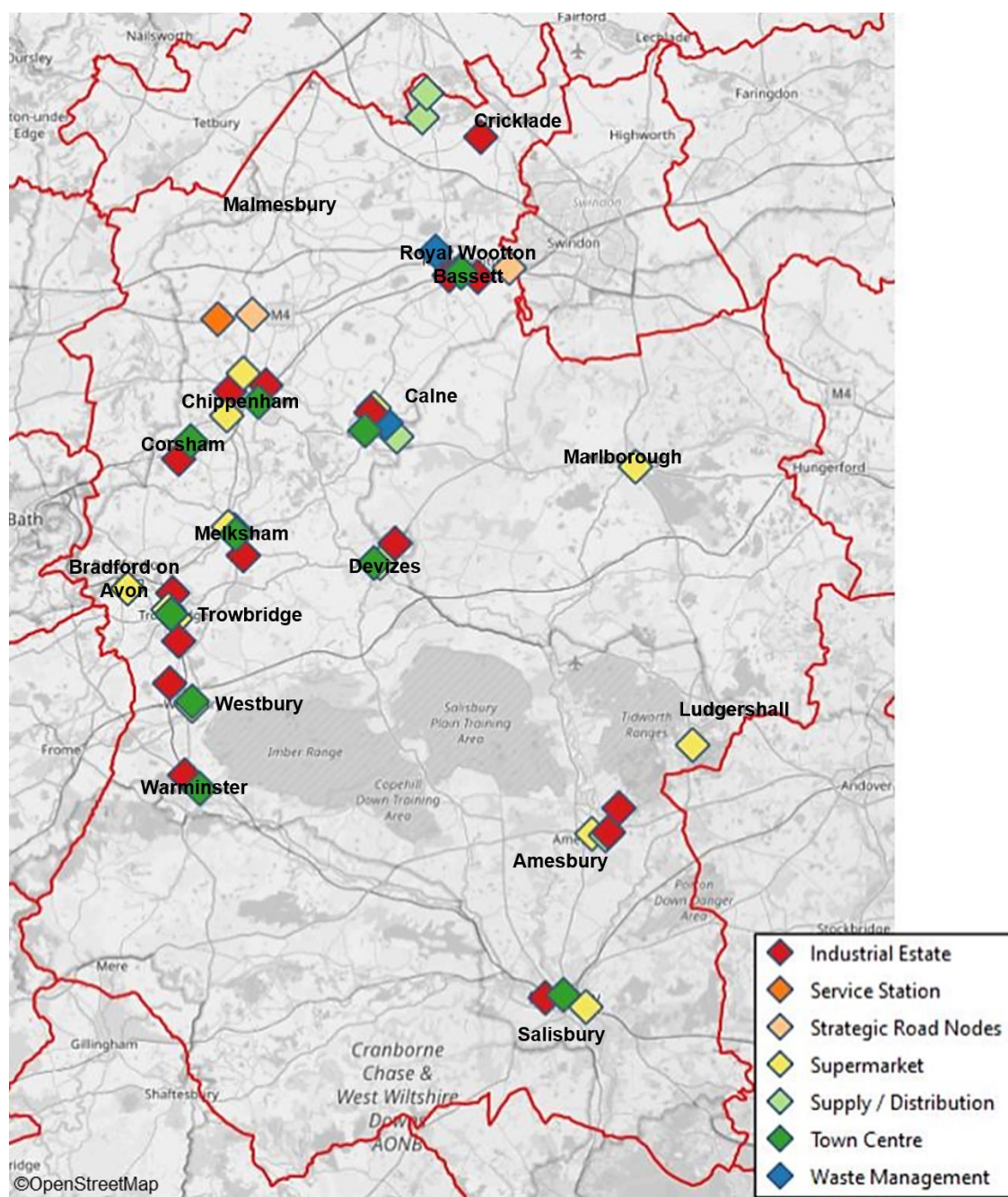
2.1.3.2. Beyond Wiltshire

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 2022[2] (DESNZ). Of these, over 95% were emissions from road transport and approximately 3% from rail.

Carbon modelling for Wiltshire[3] 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**.
	• 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**.
	• 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.

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[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)

[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). 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.
	• 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.
	• 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.
	• 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.
	• 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.
	• 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.
	• 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 and better manage the demand of private car use, ensuring access for those who need it.

Objectives met:

Measures relating to Policies S2, S3 and S4 are covered in our place-based, strategic transport and parking sub-strategies.

Measures relating to Policies S2, S3 and S4 are included within the place-based sub-strategies and parking sub-strategy.

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

Measure S5.1: Micro-consolidation and use of alternative modes for first/last mile

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 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 (CO_2) 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.

Measure S5.2: Shifting freight from road to rail

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.

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

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 CO_2e 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.

Measure I2.4: HGV parking and rest stops

Possible locations

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 will 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.

Cambridgeshire Advisory Freight Map
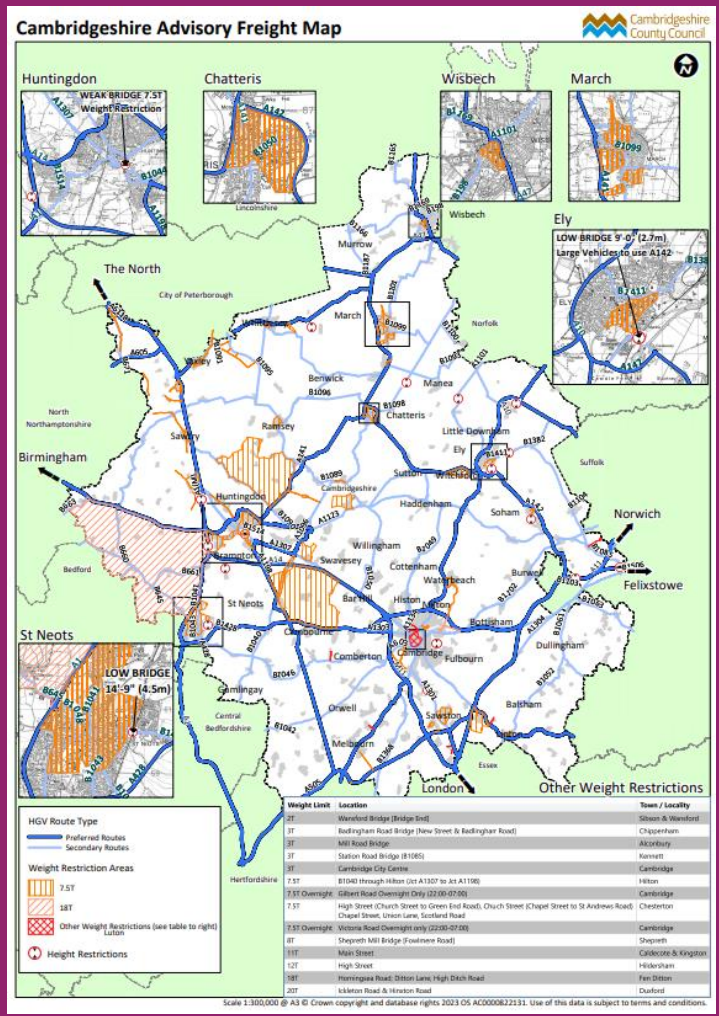
3.   Parking sub-strategy

3.1.   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.

3.1.1.   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.

3.1.2. 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 3-1 – 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.

3.1.3. Resident permit schemes

Wiltshire Council operate several residential parking permit schemes in Salisbury, Devizes, Trowbridge and Bradford on Avon[5].

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.

3.1.4. 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).

3.1.5. 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.

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[5] 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.

3.1.6. 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.

3.1.7. Typical challenges and opportunities

Table 3-1 LTP4 challenges and opportunities for parking

LTP4 challenges and opportunities for parking	
☀🌱 **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**.
• 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.	
👪 **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 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.

3.2.   Vision and objectives for parking

3.2.1.   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.

3.2.2. Objectives

The relationship between the LTP4 objectives and this parking sub-strategy are set out in Table 3-2.

Table 3-2 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.
	• 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.
	• 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.
	• 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.
	• 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.
	• 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

	three National Landscapes, National Park and our historic towns and settlements.
unique environments	

- 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.

3.3. Policies and measures

3.3.1. 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 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.

3.3.2. 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:

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

Objectives met:

Policies A1 and A2 are centred on the reduction of travel. The measures discussed in this sub-strategy are focused in shifting to more sustainable modes or improving our current parking provision. Measures relating to A1 and A2 can be found in our place-based and freight sub-strategies.

3.3.3. 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:

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 and better manage the demand of private car use, ensuring access for those who need it.

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

Measure S4.2: Provision and consistency of disabled parking

with parking standards and planning policy guidance.

Salisbury Railway Station, Wiltshire Council

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.

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 alternativ**e** 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 lead 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.

3.3.4. 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:

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

Objectives met:

Further information on these measures can be found in the the freight sub-strategy, EVI sub-strategy, strategic transport sub-strategy, and place-based substrategies.

3.3.5. Support

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

Policy SU1: Empower people will 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

Measure SU3.8: Develop a detailed parking operation and delivery plan

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.

4. Electric vehicle infrastructure sub-strategy

5. Introduction to the electric vehicle infrastructure sub-strategy

5.1. Introduction

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 2024[6], 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 Mandate[7] 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.

5.2. 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 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.

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[6] Society of Motor Manufacturers & Traders (SMMT): UK new car registration data, UK car market - SMMT

[7] 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)

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 months[8]. 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.

5.3.   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 vehicle [9], higher than the UK average of 78%.

- 24% of households have no off-street parking [10], 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 Wiltshire[11] 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.

5.4.   EVI technologies

EV charging infrastructure has established categories, classified by speed of charge. Table 5-1 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 device which matches the specifics 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.

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[8] Department for Transport, July 2024: Markdown_map_LocalAuthority_publication_template.knit (dft.gov.uk)

[9] Department for Transport, 2023: Driving licence holding and vehicle availability - GOV.UK (www.gov.uk)

[10] Field Dynamics, 2024: On Street Charging (acceleratedinsightplatform.com)

[11] Department for transport, July 2024: Vehicle licensing statistics data tables - GOV.UK (www.gov.uk)

Table 5-1 : 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	Lamppost 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.

5.5.   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' [12], 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 new back office and maintenance contracts to provide the service and reliability customers expect.

The council's public charger instals 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 5-1 allows comparison of public EVI density across the UK.

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[12] Department for Transport, July 2024: Electric vehicle public charging infrastructure statistics: July 2024 - GOV.UK (www.gov.uk)

Figure 5-1 Comparison of public EVI density across the UK (devices per 100k population)
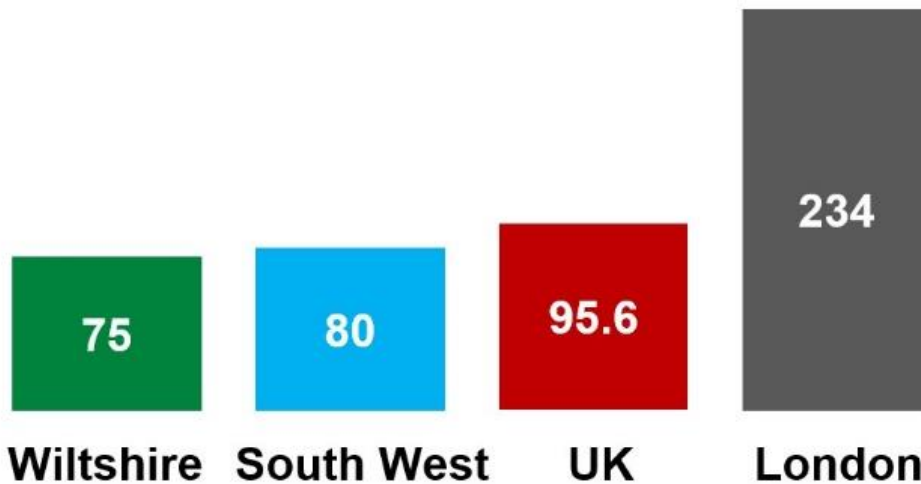
London typically benefits from dense urban layout and a higher percentage of population able to afford an EV. These factors have made EVI deployment more commercially attractive, lowering install costs and raising utilisation respectively. London's significantly higher density metric of 234 devices/100k 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 5-2 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 5-2 Map of EVI locations in Wiltshire[13]
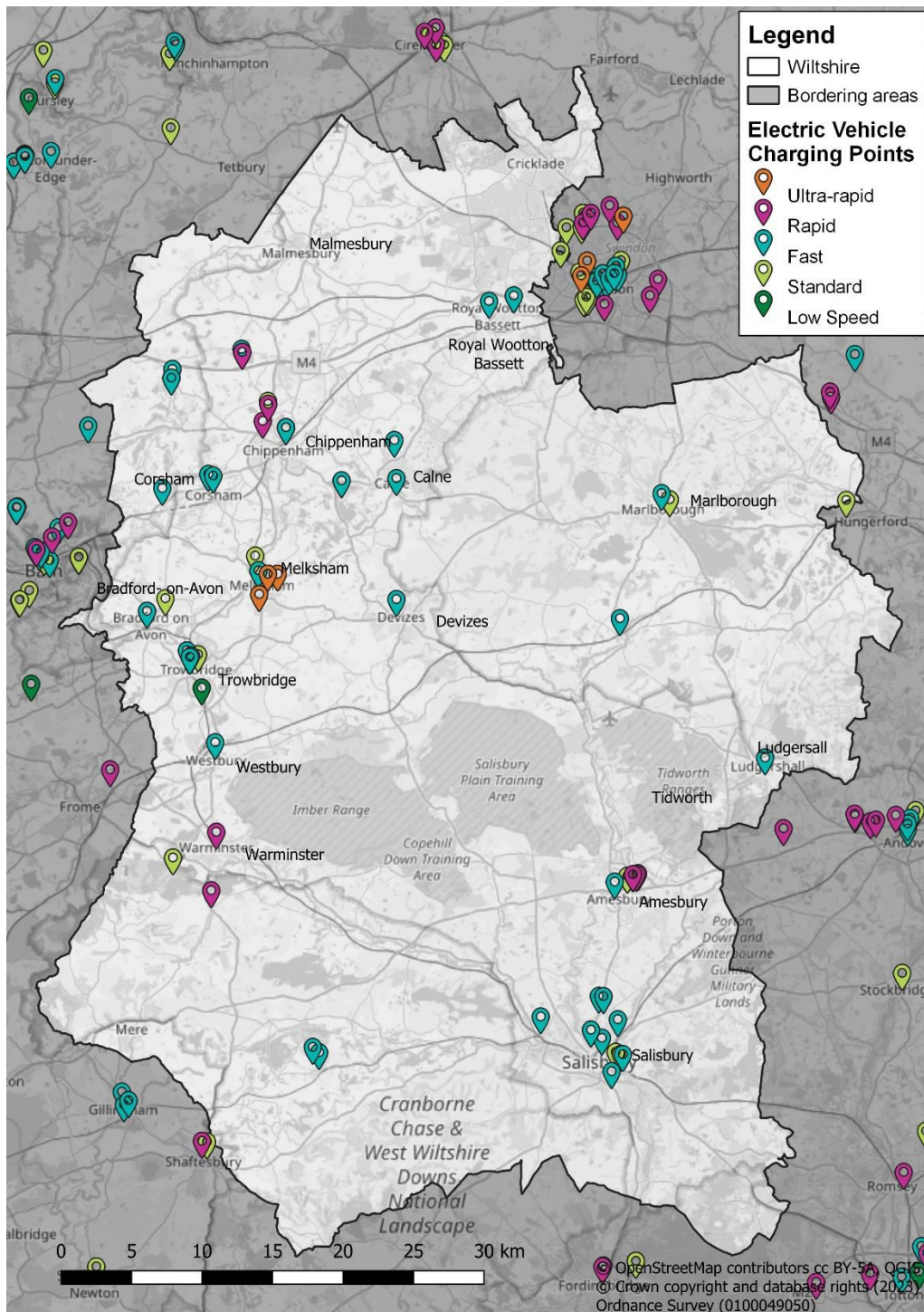
5.6.   Predictions

Wiltshire Council has access to DfT approved modelling of future transport scenarios.[14] This modelling uses indicative estimates to provide the most realistic projections possible over the short

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[13] National Chargepoint Registry, Oct 2024: Find and use data on public electric vehicle chargepoints - GOV.UK (www.gov.uk)

[14] National EV Insight & Support (NEVIS), 2024: Home - National EV Insight & Support | Delivered by Cenex

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 5-3 Predicted Wiltshire vehicle fleet make up by fuel type
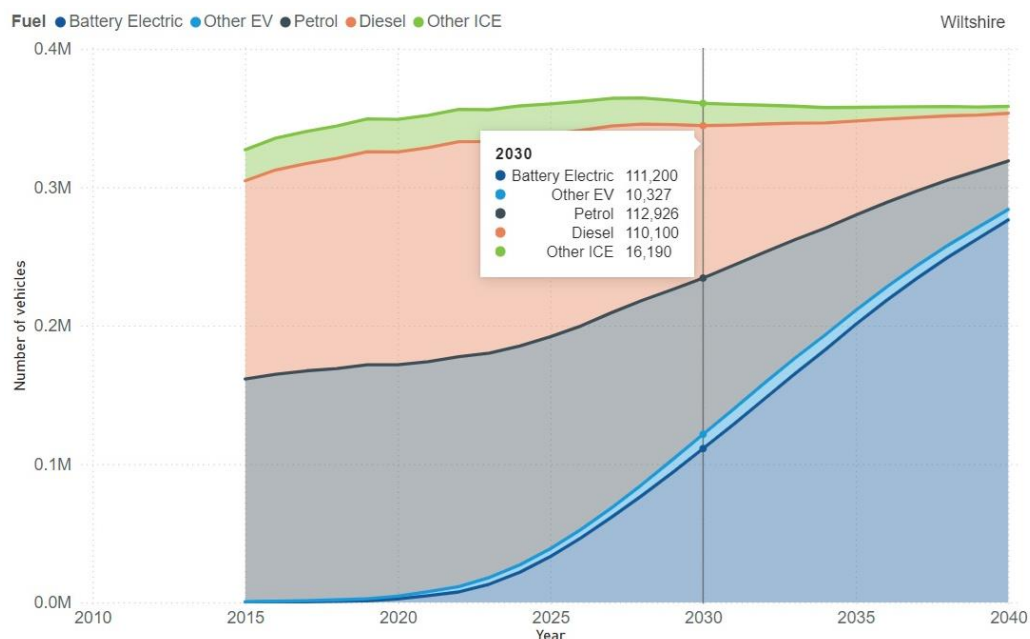
The graph in Figure 5-3 shows the NEVIS modelling predictions over time for the total vehicles based in Wiltshire. It assumes a medium uptake scenario for the transition to ultra-low emission vehicles, influenced by current regulatory drivers, including the Zero Emission Vehicles (ZEV) mandate and 2035 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 5-2 compares the current number of EV charging devices against the predicted requirements in 2030, identifying the percentage increase this represents.

Table 5-2 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.

5.7.   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'.[15] 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.

5.8.   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 (CO_2e), 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 2030 fleet CO_2e emissions are predicted to have fallen 28.9% from current values. Electric vehicles do account for some CO_2e 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 5-4. 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.

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[15] Department for Transport, 2022: UK electric vehicle infrastructure strategy - GOV.UK (www.gov.uk)

Figure 5-4 Projected NOx emissions for Wiltshire vehicles by fuel type
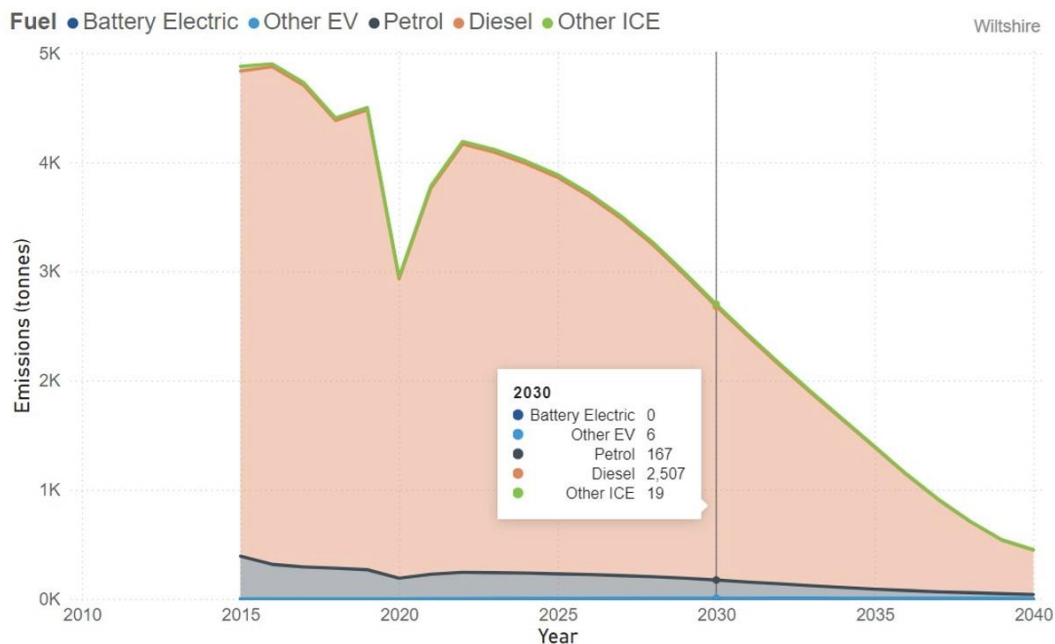
All vehicles also produce particulate matter (PM), small particles of 2.5 microns or less, which can be harmful if inhaled in quantity over time. PM is produced from tailpipe emissions of burnt fuel and from operational tyre and brake wear. Tailpipe PM emissions are predicted to rapidly reduce over time 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.

5.9. 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.

5.10. Typical challenges and opportunities

Table 5-3 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.
- 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.

6. Vision and objectives for EVI

6.1. 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.

6.2. Objectives

The relationship between the LTP4 objectives and this EVI sub-strategy are set out below in Table 6-1.

Table 6-1 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.
	• Ensuring that charging devices are installed to maximise user accessibility, for both EV drivers and footway users.

- Increasing the transition from ICE to electric vehicles will improve poor air quality, which would otherwise adversely affect health.

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

- 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.
- Enabling the adoption of electric light commercial vehicles helps decarbonise the activities of Wiltshire businesses and commercial deliveries, whilst often providing reduced operating costs.

| | **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. |

- Providing EV charging will facilitate the movement towards a more sustainable future and help meet predicted long term local, regional and national transport challenges.

| | **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. |

- 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.

| | **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. |

- Facilitating the roll-out of EVs will improve air quality and reduce noise pollution, particularly in areas with high volumes of car traffic.
- Ensuring EV charging devices minimise visual impact will help to maintain the character of conservation areas.

7.   Policies and measures

7.1.   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.

7.2.   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 Guide[16] 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

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[16] 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: Papilio3, the solar EV charging hub

Installation of a Papillo3[17] solar car park at Five Rivers Health and Wellbeing Centre in Salisbury was completed in 2024, providing visitors and staff access to reliable, fast and safe EV charging. It is built around an upcycled shipping container and comprises three gullwing solar canopies, covering 70 car park spaces. The solar energy generated contributes approximately 10% of overall electricity demand at the site.

Solar car park at Five Rivers Health and Wellbeing Centre, Wiltshire Council

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.

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[17] Papilio3 Solar EV Charging Hub For Fleets & Workplaces; Papilio3 Solar EV Charging Hub For Fleets & Workplaces (wiltshire.gov.uk)

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

We undertook a review of fleet operations alongside the Energy Saving Trust, as part of our Fleet Strategy 2023-2030. The review found that of the 247 Council operated vehicles, 92% were over five years old with inefficient and high carbon emission engines. The Fleet Strategy set out a path towards a zero-emission fleet.

Unveiling of 61 electric vans in December 2023, Wiltshire Council

We reached a major milestone in December 2023, when we invested in 61 new electric vans to replace our fleet of diesel vehicles. These vans have a range of 180 miles and are used by several services across the council, including highways, parking services and facilities management.

The path towards a zero-emission fleet has since continued and, as of late 2024, we now own a fleet of over 150 electric vehicles.

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

Measure I1.10: Ensure new public EV charging includes provision for deprived areas and isolated rural communities.

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.

8. Strategic transport sub-strategy

8.1. 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 8-1). 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 8-1 - 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

8.1.1. Background context
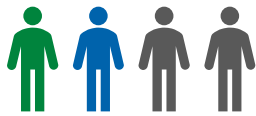
Across all modes, of those who commute to work, just under one out of every four Wiltshire residents travel 10-20km (approx. 6-12 miles), and one in four travels more than 20km (approx. 12 miles).[18]
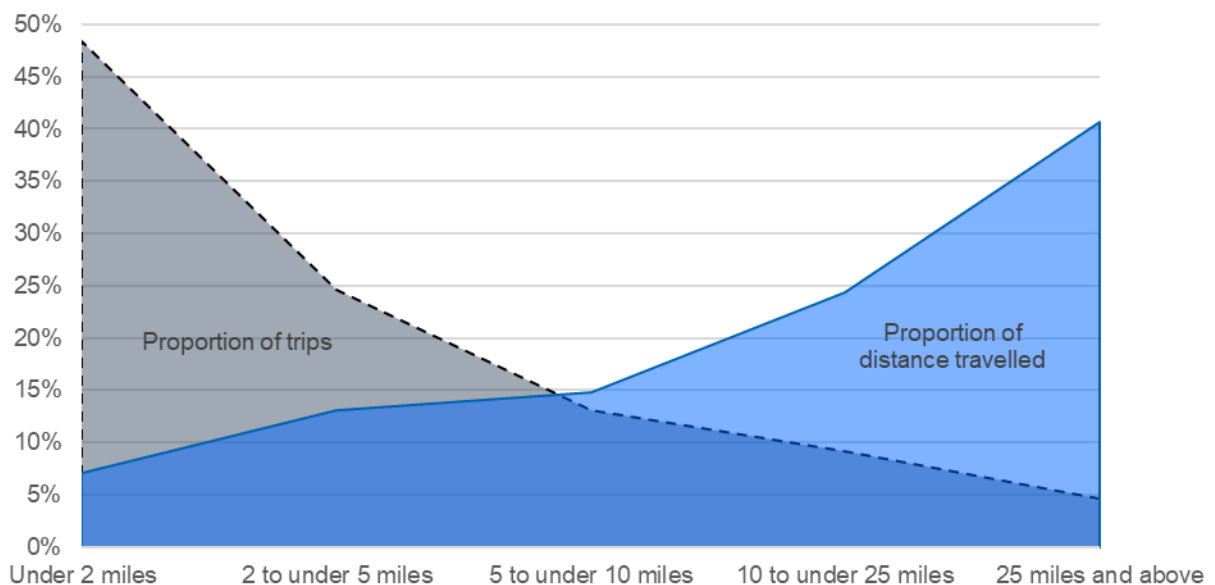
While only 14% of trips within the South West region were longer distance (over 16km / 10 miles), they made up approximately 65% of total miles travelled (Figure 8-1).[19]

In the South West region, nearly 90% of longer distance trips (over 16km / 10 miles) are made by car, van, or motorbike.[20]

Figure 8-1 - Proportion of distance travelled per trip length[19]

8.1.2. 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).

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[18] 2021 Census
[19] 2022 National Travel Survey NTS9911a, proportion of distance travelled estimated using midpoint of trip length ranges
[20] 2022 National Travel Survey NTS9916c

- Wiltshire Rail Strategic Study (Network Rail, 2024).

8.1.3.   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.[21] Figure 8-2 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 8-3) – 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.

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[21] Office of Rail and Road, Estimates of Station Usage (November 2022)

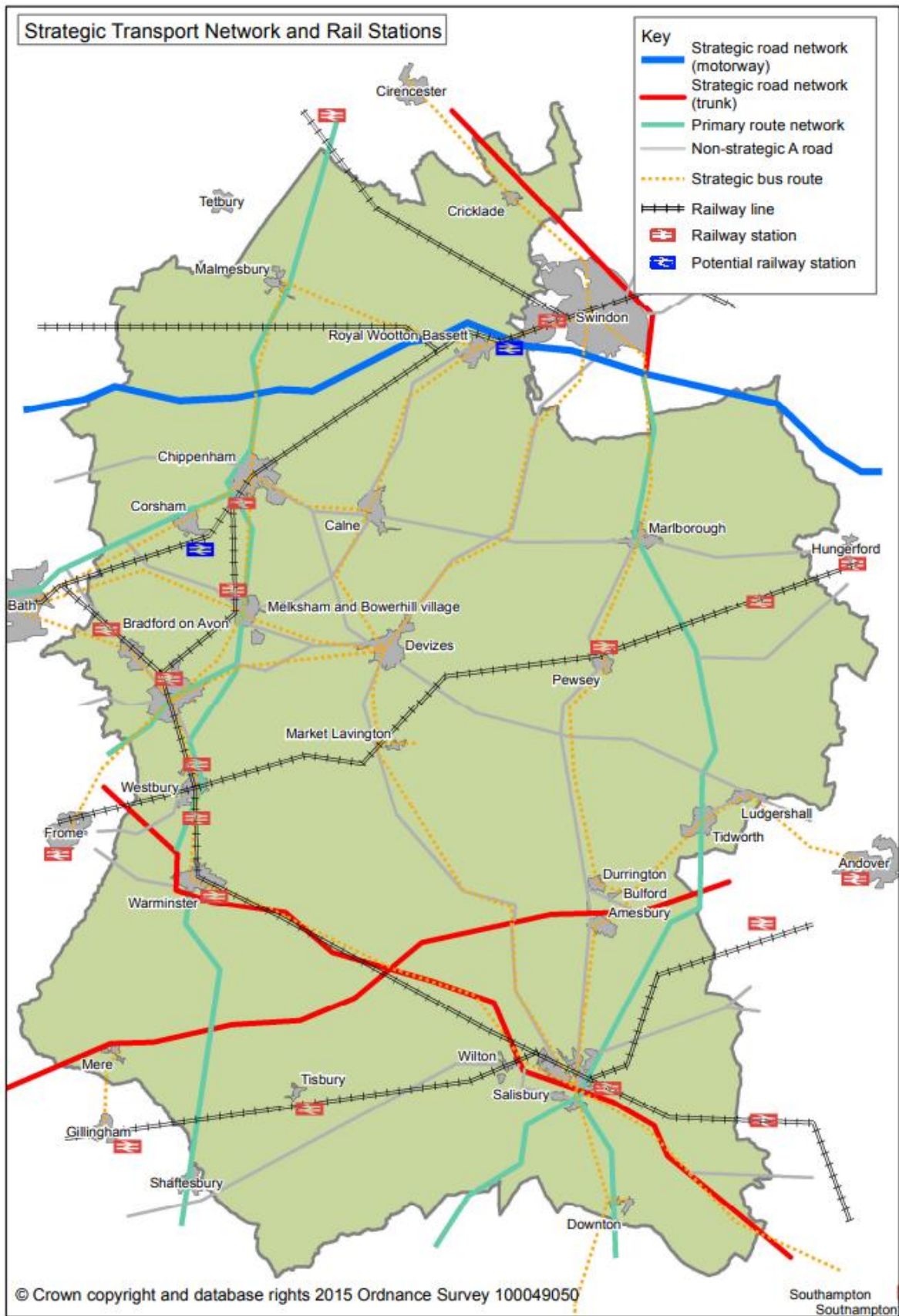**Figure 8-2 – Wiltshire's strategic transport network and connections (SWLEP, 2022)**
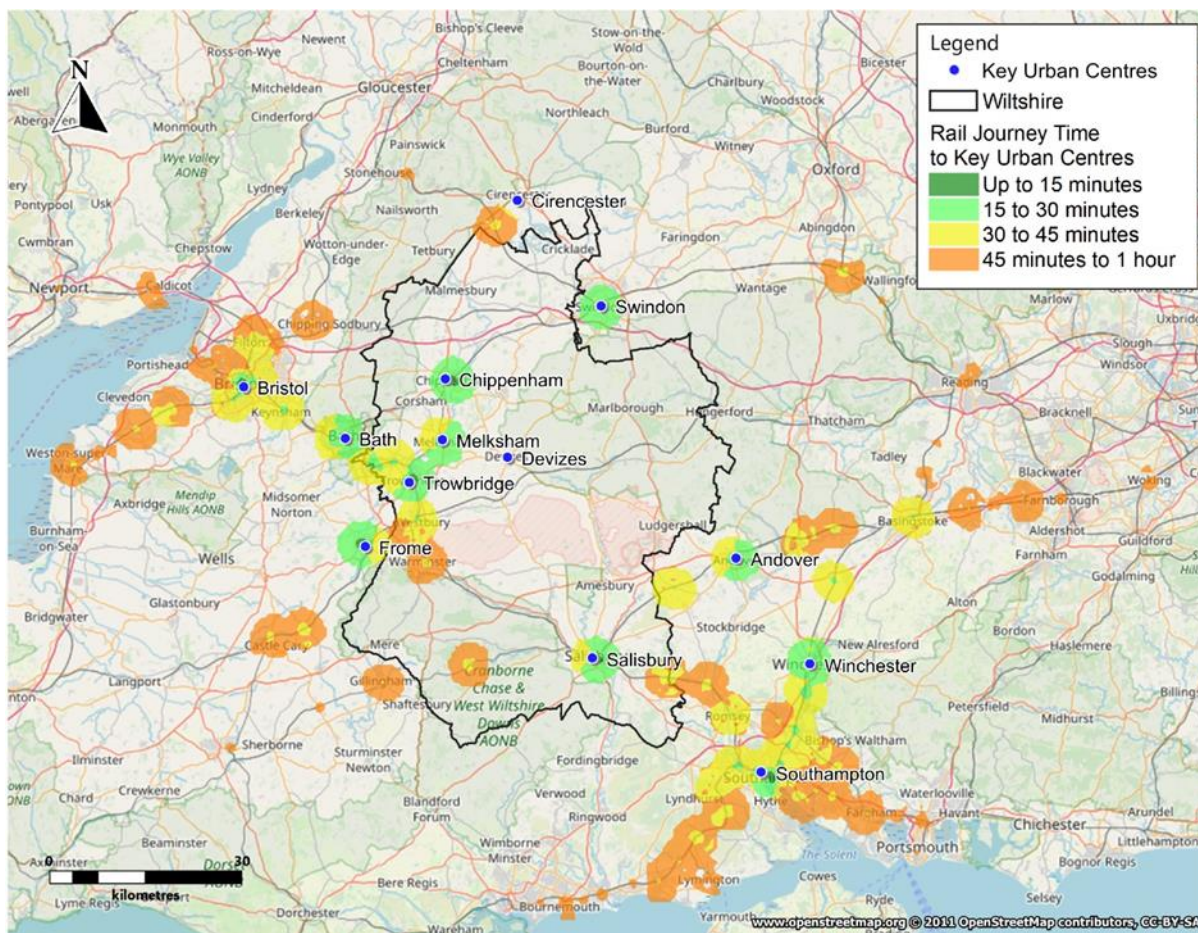
Figure 8-2 outlines Wiltshire's rail network. We are continuing to progress opportunities to enhance our rail network, such as in Devizes and Corsham, through the DfT's Restoring Your Railway fund.

Figure 8-3 - Rail journey catchment from key urban centres

## 8.1.4. 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 8-4). 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.[22]

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).[22] 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.

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[22] Bus Service Improvement Plan, Wiltshire Council (2024) ([Bus Service Improvement Plan 2024 (wiltshire.gov.uk)](#))
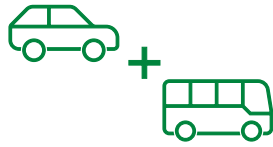
There are **five Park and Ride sites in Wiltshire**, all located around Salisbury, and these have a total capacity of 2,000 parking spaces.

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.[22]
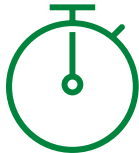
The **frequency of buses in Wiltshire differs depending on locality**, with Salisbury offering a convenient and comprehensive network of buses beyond two an hour, whilst some market towns do not have a seven day per week service.

33% of Wiltshire's population does not have access to 1 bus per hour or more in the weekday AM peak (Figure 8-6) – 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.
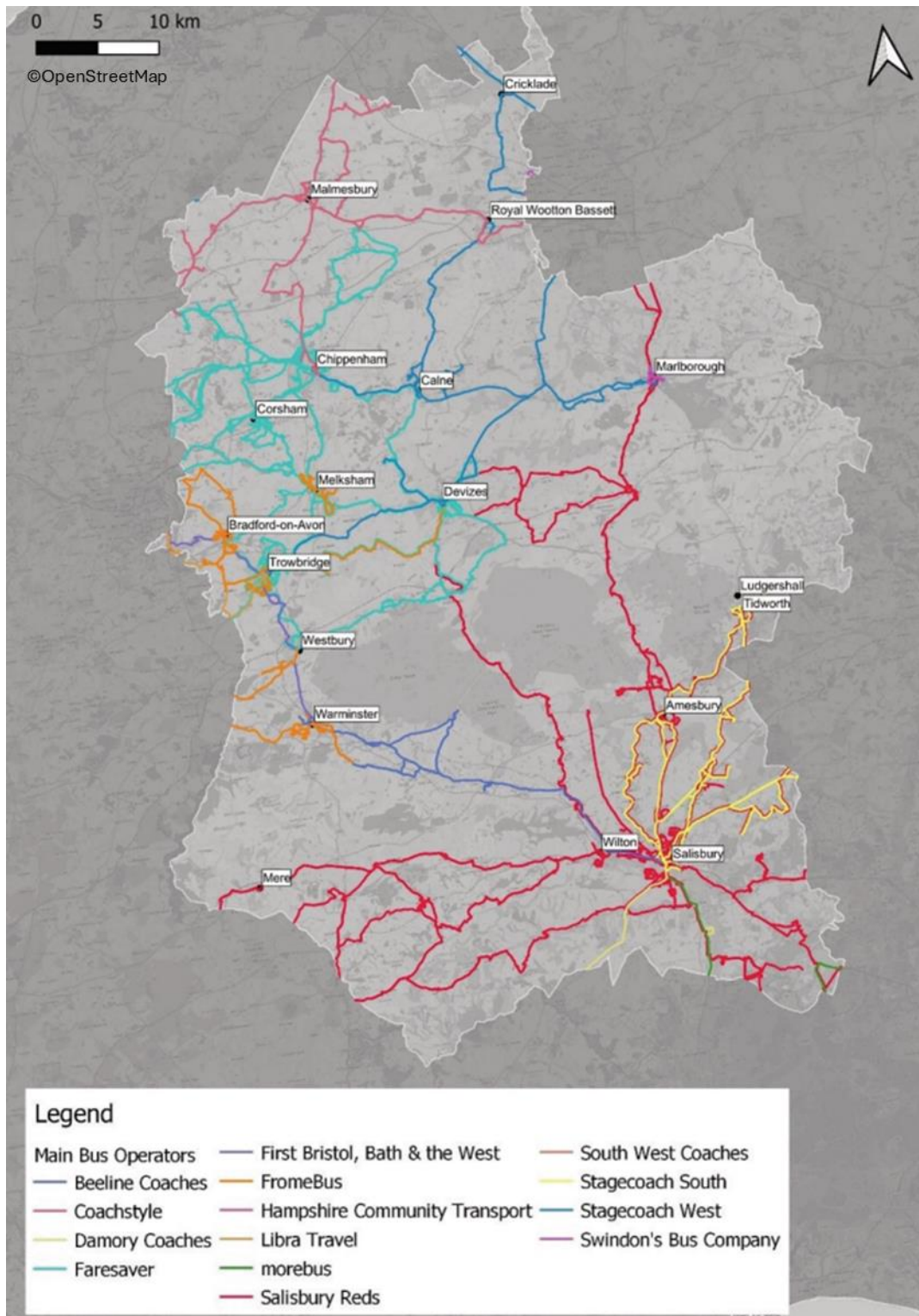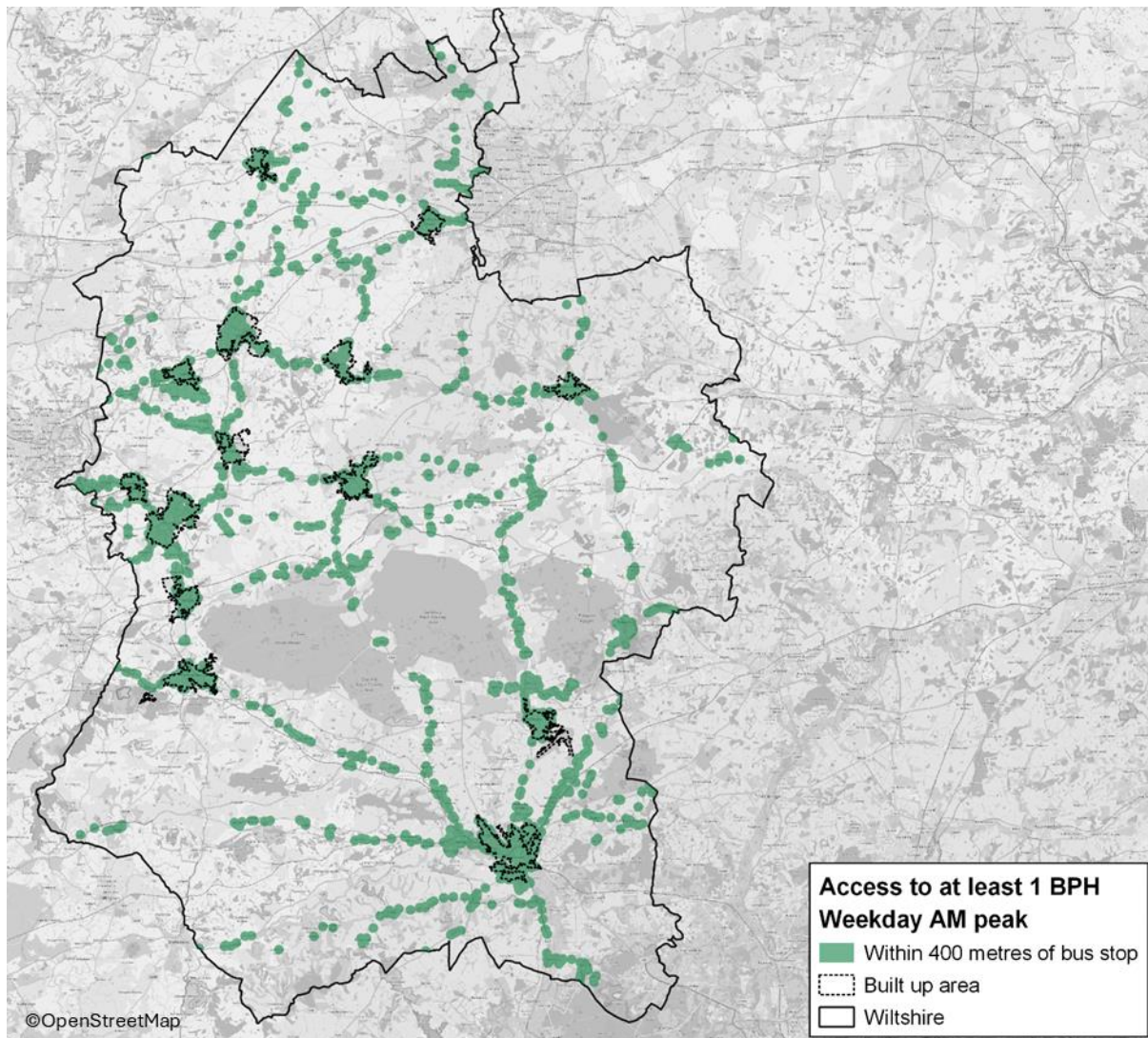
Figure 8-4 - Bus routes across Wiltshire by operator

Figure 8-5 - Bus routes across Wiltshire by origin/destination (as of July 2024)
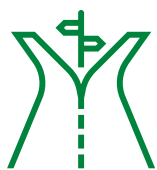
Figure 8-6 - Access to one bus or more per hour – weekday AM peak

8.1.5. 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.[23]

Within Wiltshire, 13% of households have no access to a car or van, compared to 24% in England.[24] 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.
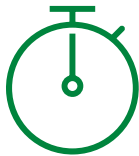
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[23] Wiltshire Council
[24] Census 2021

The approximation of average daily traffic flows on key A-roads are listed below[25]:

- 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 8-7.

Journey times on the strategic routes will increase by 6% on average in both the morning and evening peaks by 2036.[26]

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[25] 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.
[26] 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 8-7 - Wiltshire's road network[27]

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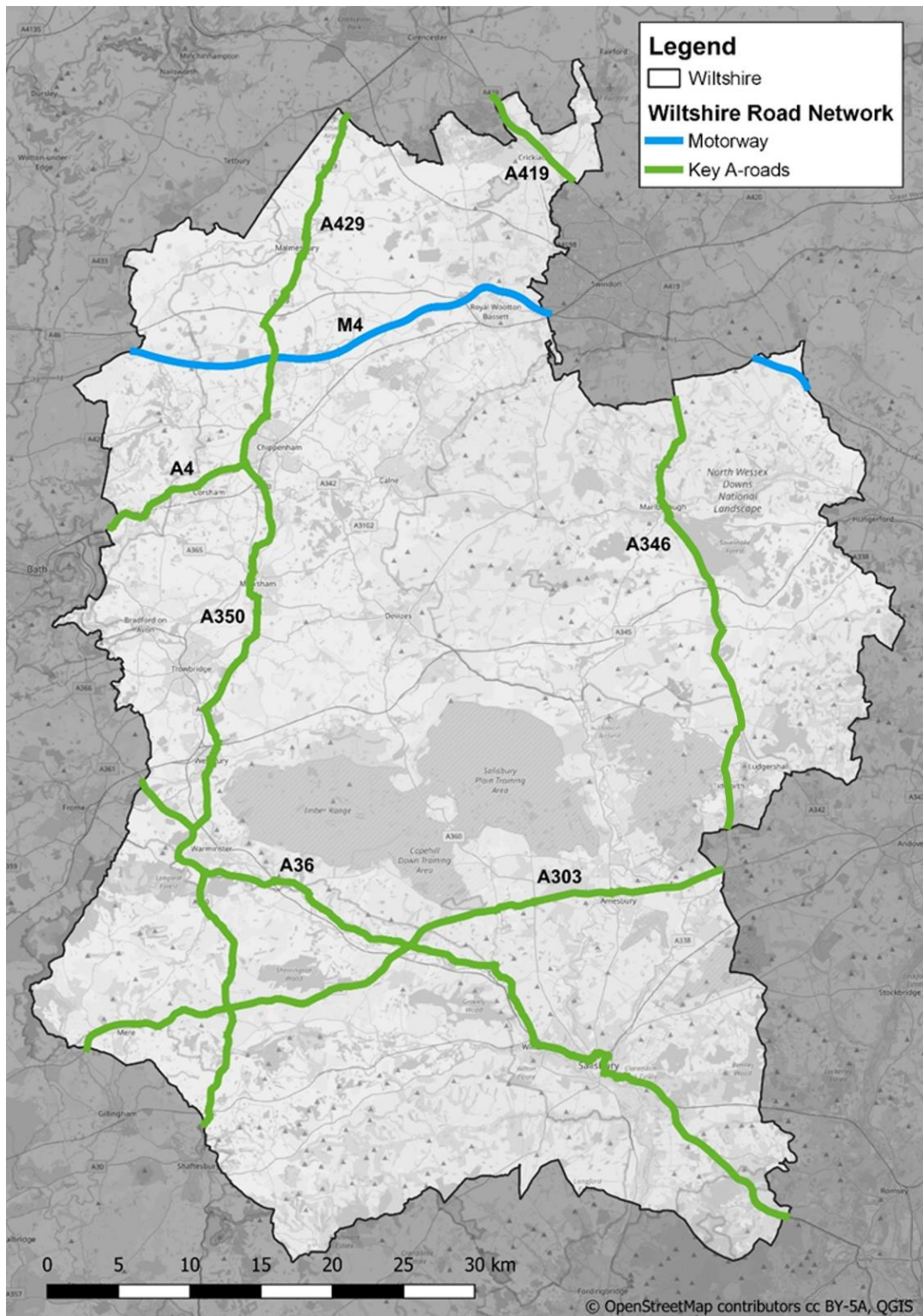
[27] The key A-roads mapped (also known as the Primary Route Network) is a subset of A-roads that are designated as they connect key destinations, such as significant towns and cities. The Primary Route Network is designed to provide clear and efficient routes for long-distance and through traffic.

8.2.   Typical challenges and opportunities

Table 8-2 presents a summary of the typical transport related challenges and opportunities faced by strategic transport.

Table 8-2 LTP4 challenges and opportunities for strategic transport

LTP4 challenges and opportunities for strategic transport	
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**.
• 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.[28] • A large proportion of Wiltshire does not have access to key urban centres within an hour's rail journey (Figure 8-3).	
Health, wellbeing and safety	There are pockets of **inequality and deprivation** across the county related to **health, wellbeing, road safety and access to facilities**.
• 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.[29] 15 of the fatalities were recorded on rural roads. • 68% of surveyed residents were satisfied with safety on buses in 2023.[30] 63% were satisfied with safety at bus stops.	
Economic growth	**Economic growth** in Wiltshire is slowing and an ageing population poses an increasing challenge.
• 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.	

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[28] DfT Journey Time Statistics, 2019
[29] Reported road casualty statistics in Great Britain: interactive dashboard, from 2018 (dft.gov.uk)
[30] 2023 Survey Public Reports (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 8-1). 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.

8.3. Vision and objectives for strategic transport

8.3.1. 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.

8.3.2. Objectives

Table 8-3 presents an overview of LTP4 objectives in the context of strategic transport.

Table 8-3 LTP4 objectives and relevance for strategic transport

LTP4 objectives and relevance for strategic transport	
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 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.	
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.
• Improved air quality near to and on the strategic transport network, particularly in AQMAs.[31]	
• Reduction in collisions on the SRN.	
• All people feel safe and secure when using the public transport network.	
Economic growth	To provide a reliable and efficient transport network which maximises **sustainable economic growth** opportunities across Wiltshire's varied localities.
• 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.	
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.
• 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.	

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[31] 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.	

8.4. Policies and measures

8.4.1. 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 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.

8.4.2.   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:

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

Objectives met:

Policy A1 and A2 are centred on reducing the need to travel. The measures discussed in this sub-strategy are focused in shifting to more sustainable modes or improving our current strategic transport network.

8.4.3.   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:

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)[32] 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.
- 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.[32]

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

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[32] Bus Service Improvement Plan, Wiltshire Council (2024) (Bus Service Improvement Plan 2024 (wiltshire.gov.uk))

Measure S2.1: Bus infrastructure and service improvements on key corridors

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.

Legend:
- 8 Salisbury - Andover
- 49 Devizes - Swindon
- 49 Trowbridge - Devizes
- 51 Swindon - Cirencester (then Cheltenham)
- 55 Chippenham - Swindon
- 99 Chippenham - Malmesbury - Swindon
- 231 Chippenham - Bath
- 271 Melksham - Bath
- 272 273 Devizes - Bath
- D1 Warminster - Bath
- D1x Trowbridge - Bath
- X5 Pewsey - Swindon
- X5 Salisbury - Pewsey
- X31 Chippenham - Bath
- X34 Chippenham - Frome
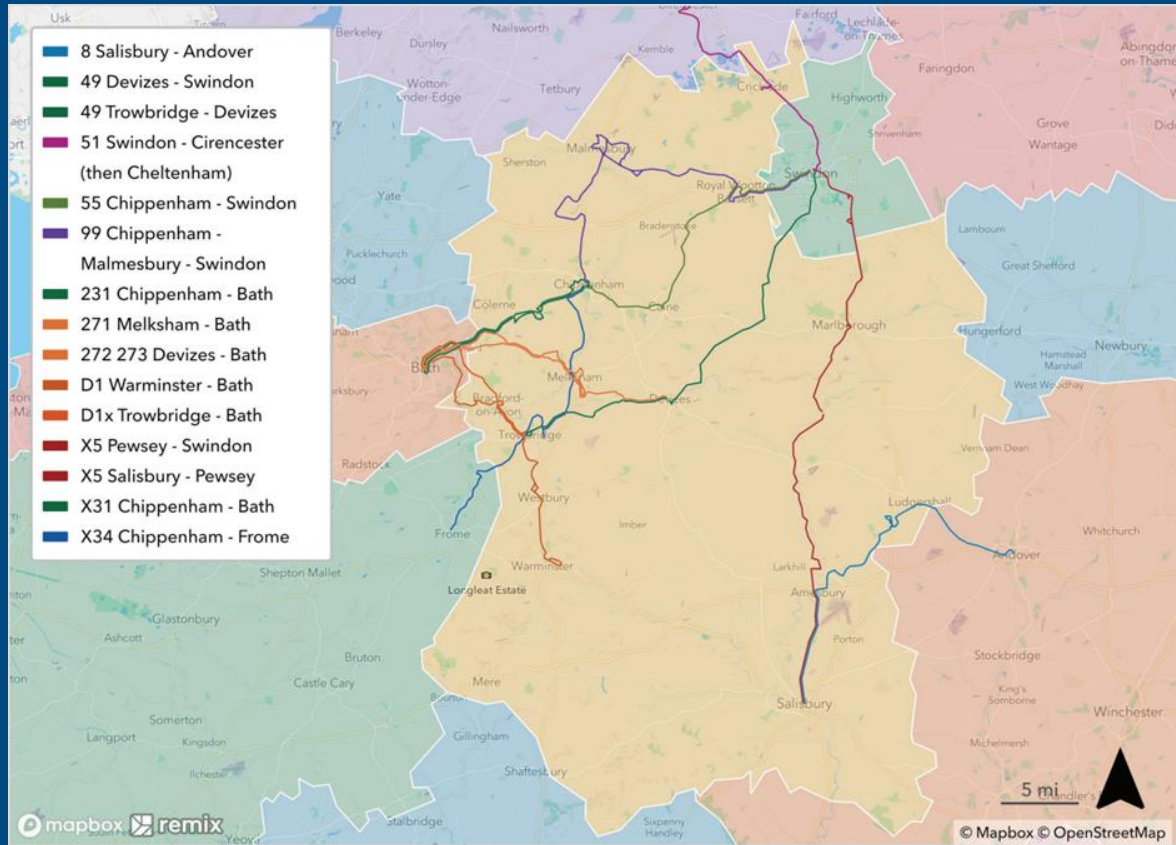
Wiltshire BSIP

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

Measure S2.2: Implementation of new demand responsive transport (DRT) services

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.

- 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 Strategy[33] 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.

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[33] https://westerngatewaystb.org.uk/strategy/rail-strategy/

Measure S2.4: Support for more frequent or new direct rail services

Benefits

Improving connectivity through rail services will:

- 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 Strategy[33] 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 Study[34] 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.

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[34] Network Rail, 2024

Measure S2.4: Support for more frequent or new direct rail services
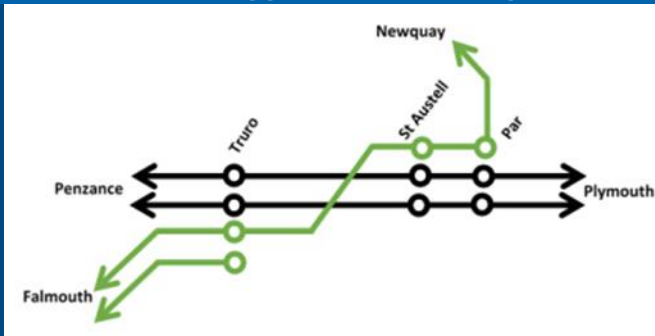
Mid-Cornwall Metro, Cornwall Council

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 Study[34] 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

Measure S2.6: Supporting availability of train servicing facilities

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)[32] 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.
- 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.

Blue Boar Row, Salisbury, Wiltshire Council

Benefits

Measure S3.4: Provision of real time passenger information (RTPI) at bus stops

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.[32]

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.[35]

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.

Measure S3.5: Railway station upgrades
Description

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[35] www.wiltshirebuses.r2p.com

Measure S3.5: Railway station upgrades

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

Measure S3.7: Explore the role and function of Park and Ride

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.

Possible locations

Across Wiltshire, on buses that currently do not have smarter ticketing technology.

Measure S3.8: Smarter ticketing and payment on buses

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.
- 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.

Measure S3.9: Accessible and inclusive buses and infrastructure

- 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

Measure S3.11: Multi-modal ticketing

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 and better manage the demand of private car use, ensuring access for those who need it.

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.

8.4.4. 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 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.[34]

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:

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.

8.4.5. Support

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

Policy SU1: Empower people will 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