Wiltshire Council
Local Transport Plan 4

Draft Core LTP4 Strategy
October 2024

Wiltshire Council

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Document history

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

Foreword

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

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

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

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

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

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

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

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

Tamara Reay,
Cabinet Member for Transport and Assets

1. Context

1.1. Introduction to the fourth Local Transport Plan

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

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

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

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

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

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

Figure 1-1 - LTP4 structure
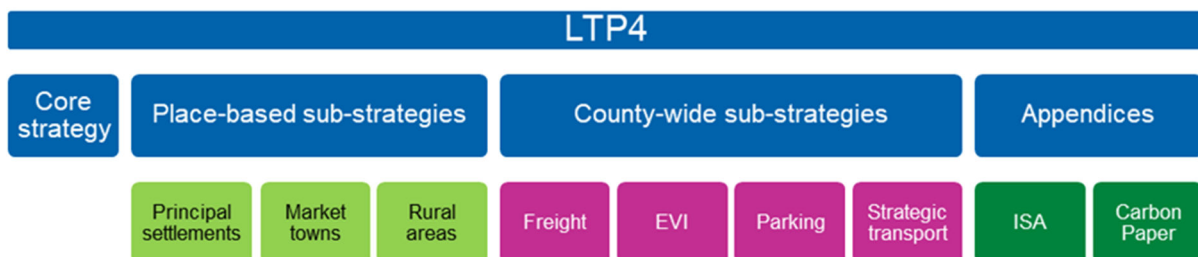
1.2. Introduction to Wiltshire

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

- Geography

- Economy

- Transport

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

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

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

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

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

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

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

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

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

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

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

Figure 1-2 - Wiltshire Council's mission

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

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

Figure 1-3 - Wiltshire Area Boards
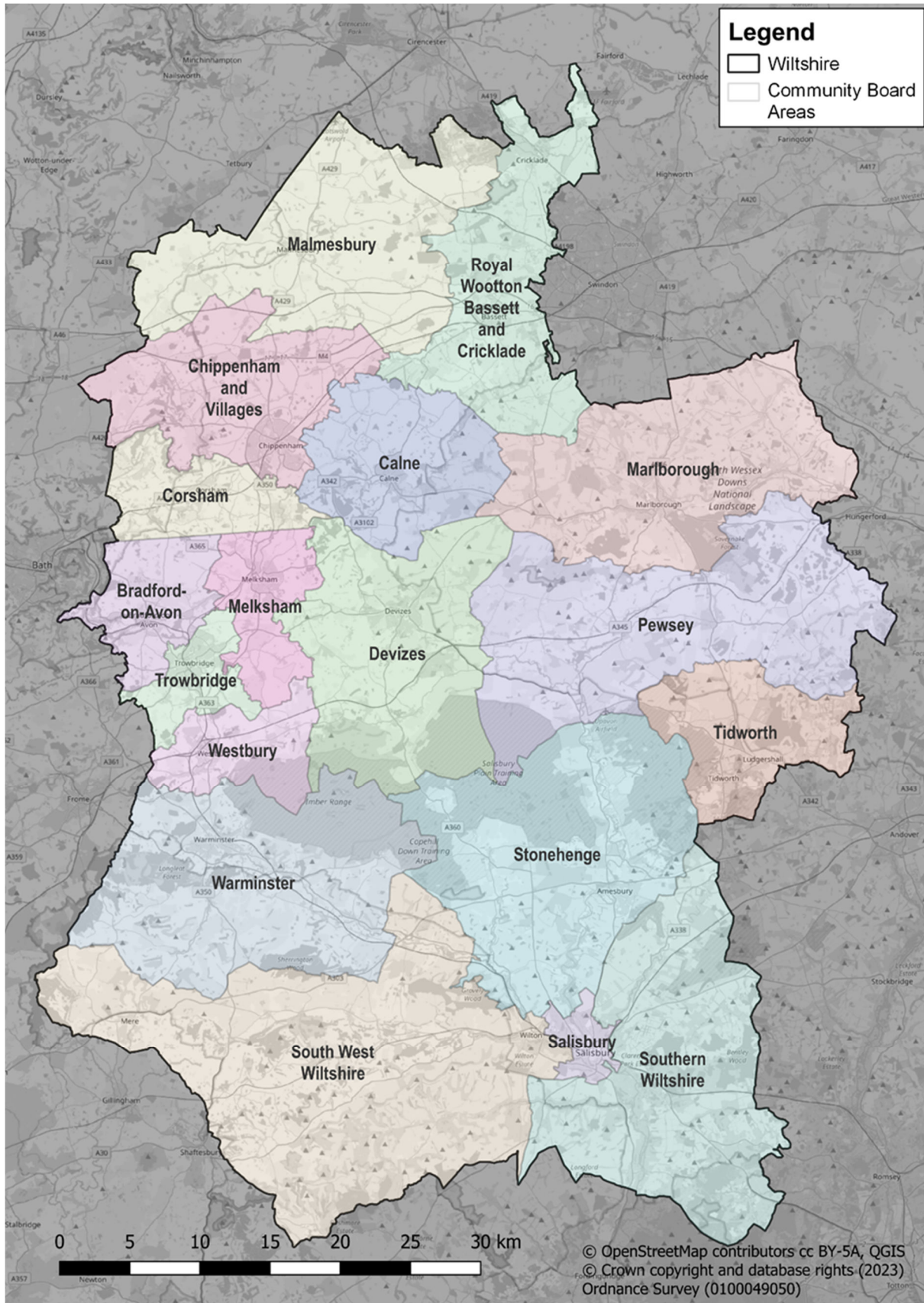
Figure 1-4 - Overview of Wiltshire
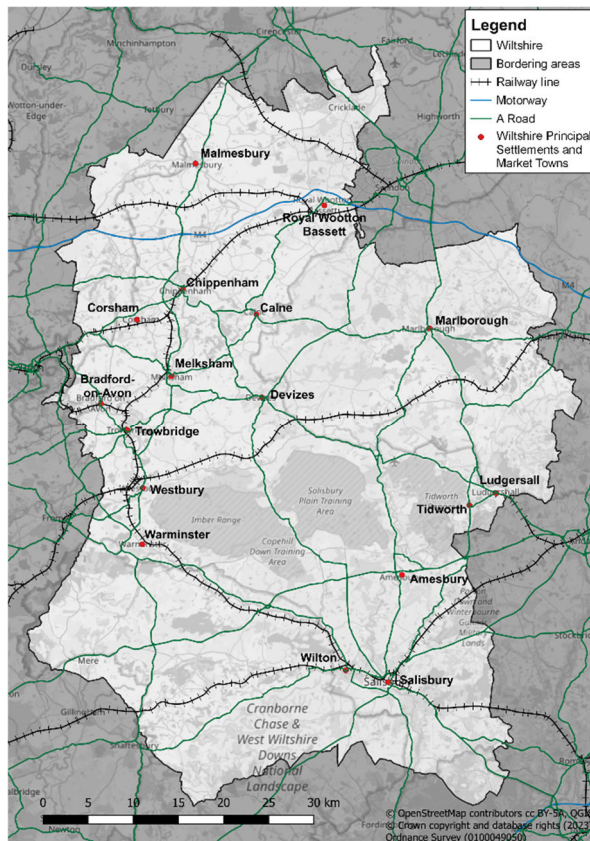
Figure 1-5 - Population density
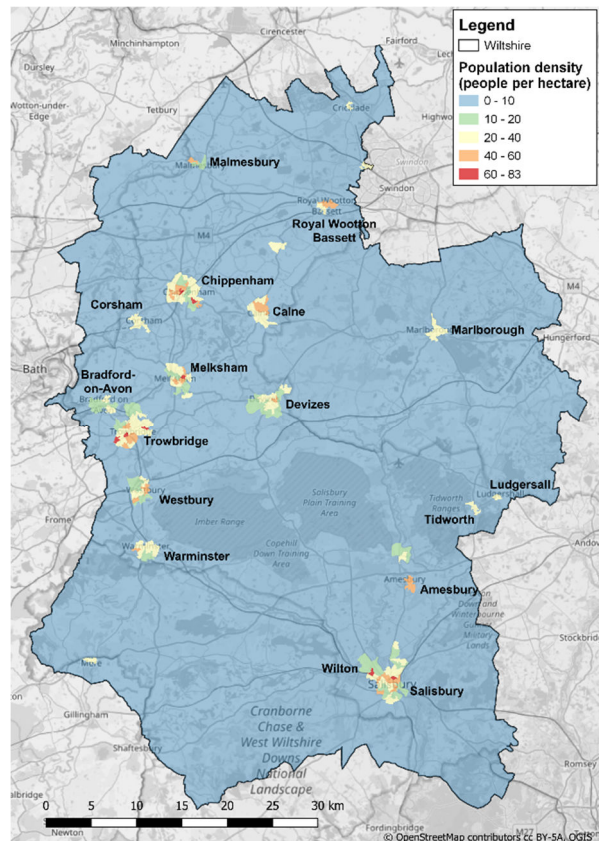
Geographical context

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

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

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

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

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

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

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

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

Figure 1-6 - % of population living in each place type[1]

Rural Areas, 44%

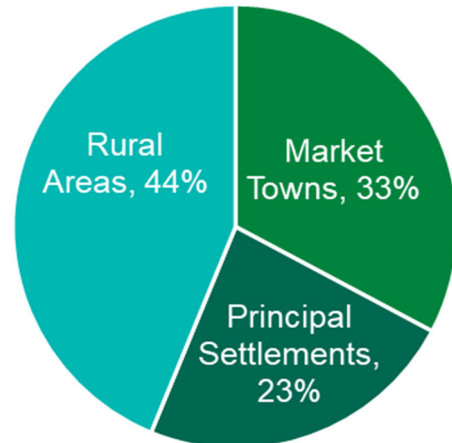Market Towns, 33%

Principal Settlements, 23%

Economic context

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

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

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

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

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

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

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

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

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

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

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

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[4] Model-based estimates of unemployment based on the Annual Population Survey and Jobseeker's Allowance, Office for National Statistics (2023 and 2024) https://www.ons.gov.uk/visualisations/labourmarketlocal/E06000054/

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

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

[7] Needs Analysis for Wiltshire and Swindon (2021)

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

Figure 1-7 - GVA growth rate in Wiltshire, the South West and England[9]
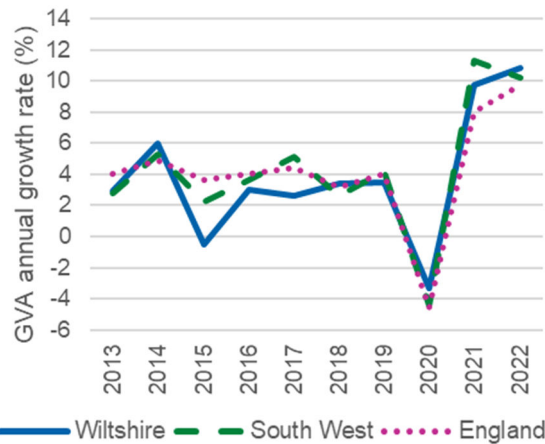
Figure 1-8 - GVA per head in Wiltshire, the South West and England[9]
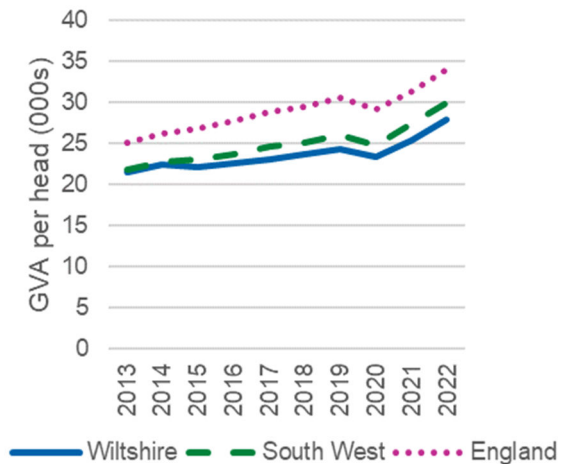
The expected direction of change the number of jobs is shown below for each sector across Wiltshire and Swindon for the period 2016-2036. In total, the financial and business services, education and health and construction sectors were forecast to provide 29,100 additional jobs by 2036, out of the overall 40,200 (net) new jobs forecast for 2036. [10]

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

Transport context

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

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

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

[11] Wiltshire Council

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

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

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

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

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

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

Wiltshire has **14 railway stations**, served by two main train operators: Great Western Railway and South Western Railway. There were 5.5 million entries and exits by passengers recorded across these 14 rail stations in 2022/23.[15] Figure 1-10 below shows accessibility of the key urban centres by rail. Only those areas coloured green, yellow and orange can access the identified key urban centres within an hour by rail. This also shows that a large proportion of Wiltshire's residents live beyond an hour's rail journey to key urban centres.

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

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[12] Census 2021

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

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

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

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

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

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[16] Bus Service Improvement Plan, Wiltshire Council (2024)

Figure 1-9 – Wiltshire's strategic transport network and connections (SWLEP, 2022)
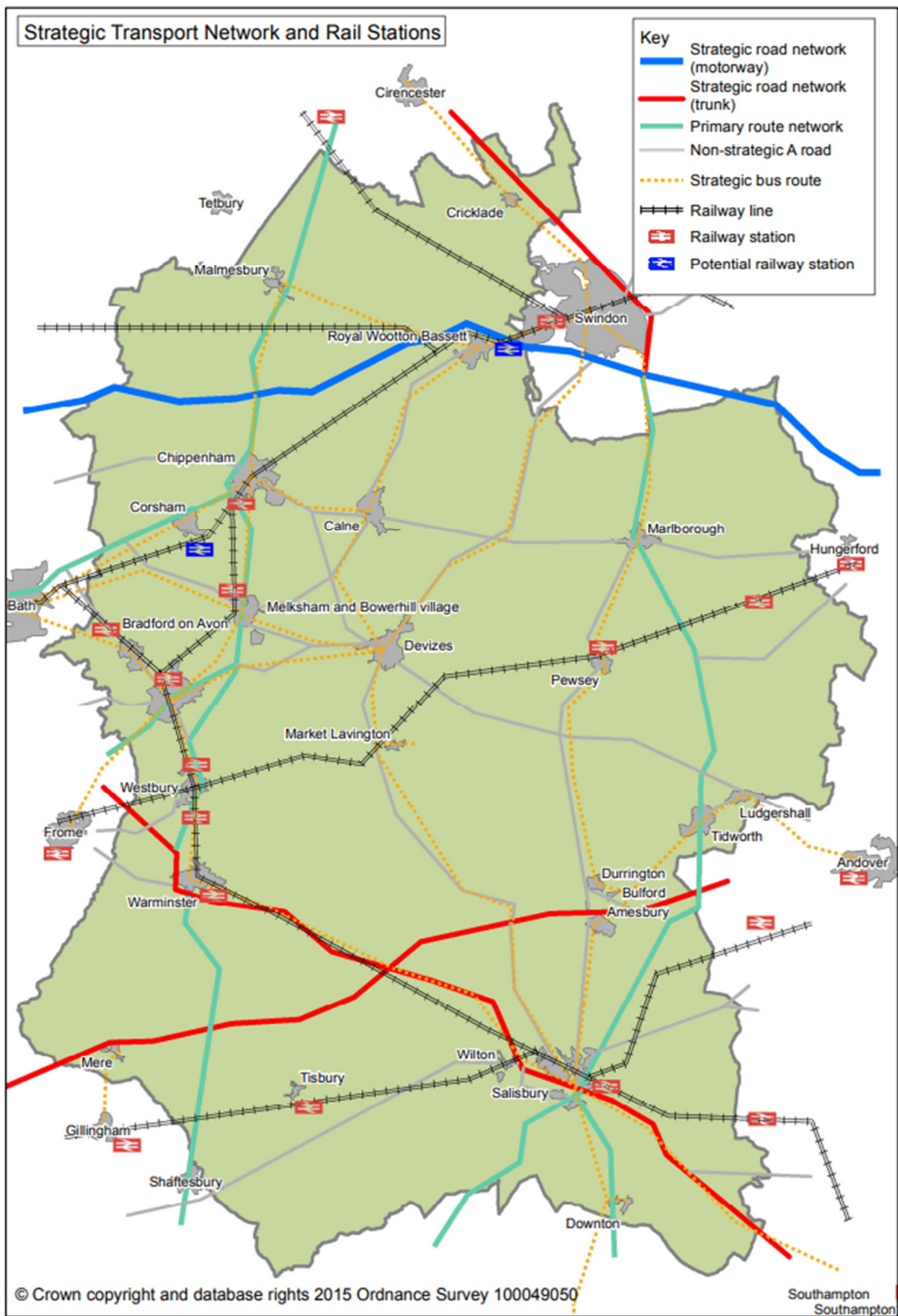
Figure 1-10 – Rail Journey Time within an hour of Key Urban Centres
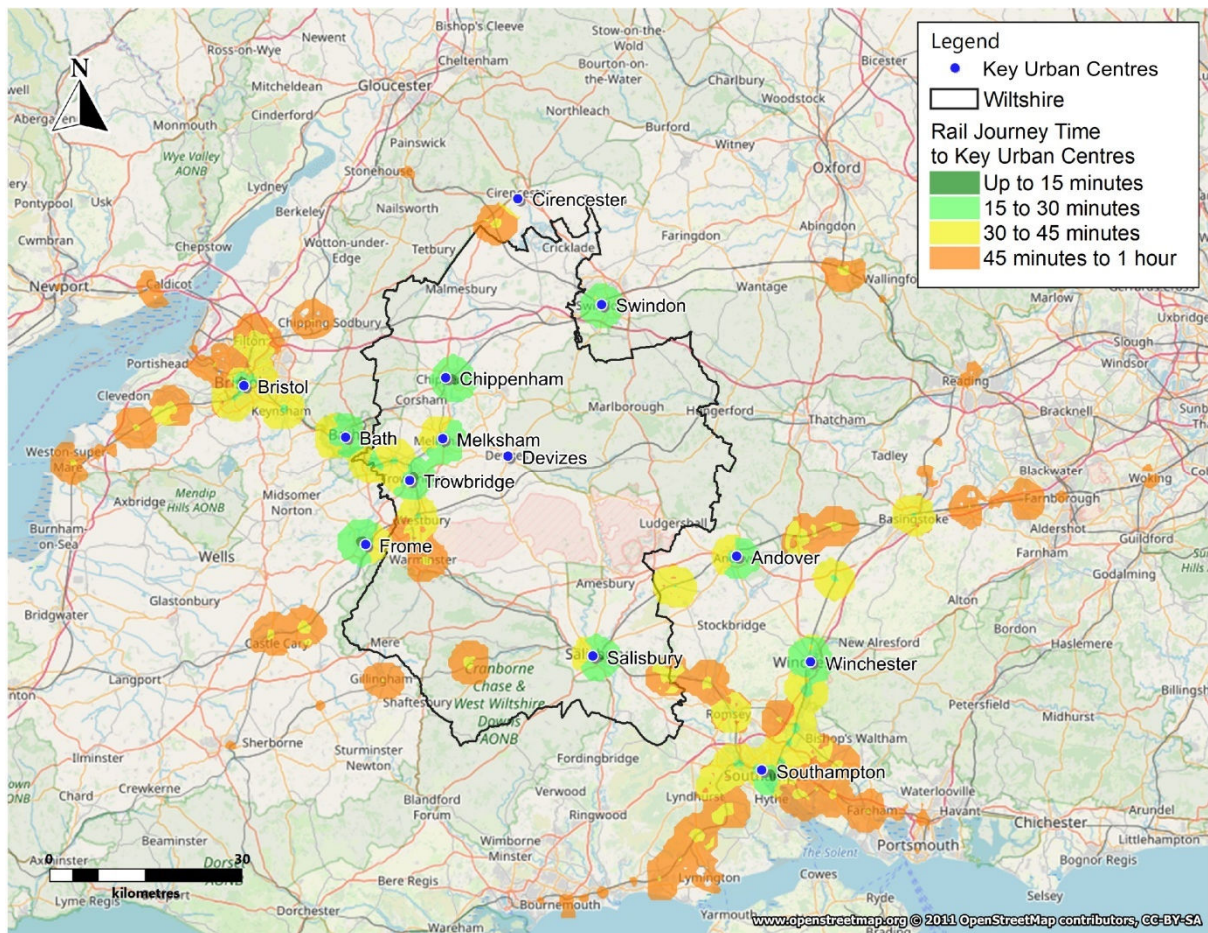
Figure 1-11 – Bus routes across Wiltshire by operator
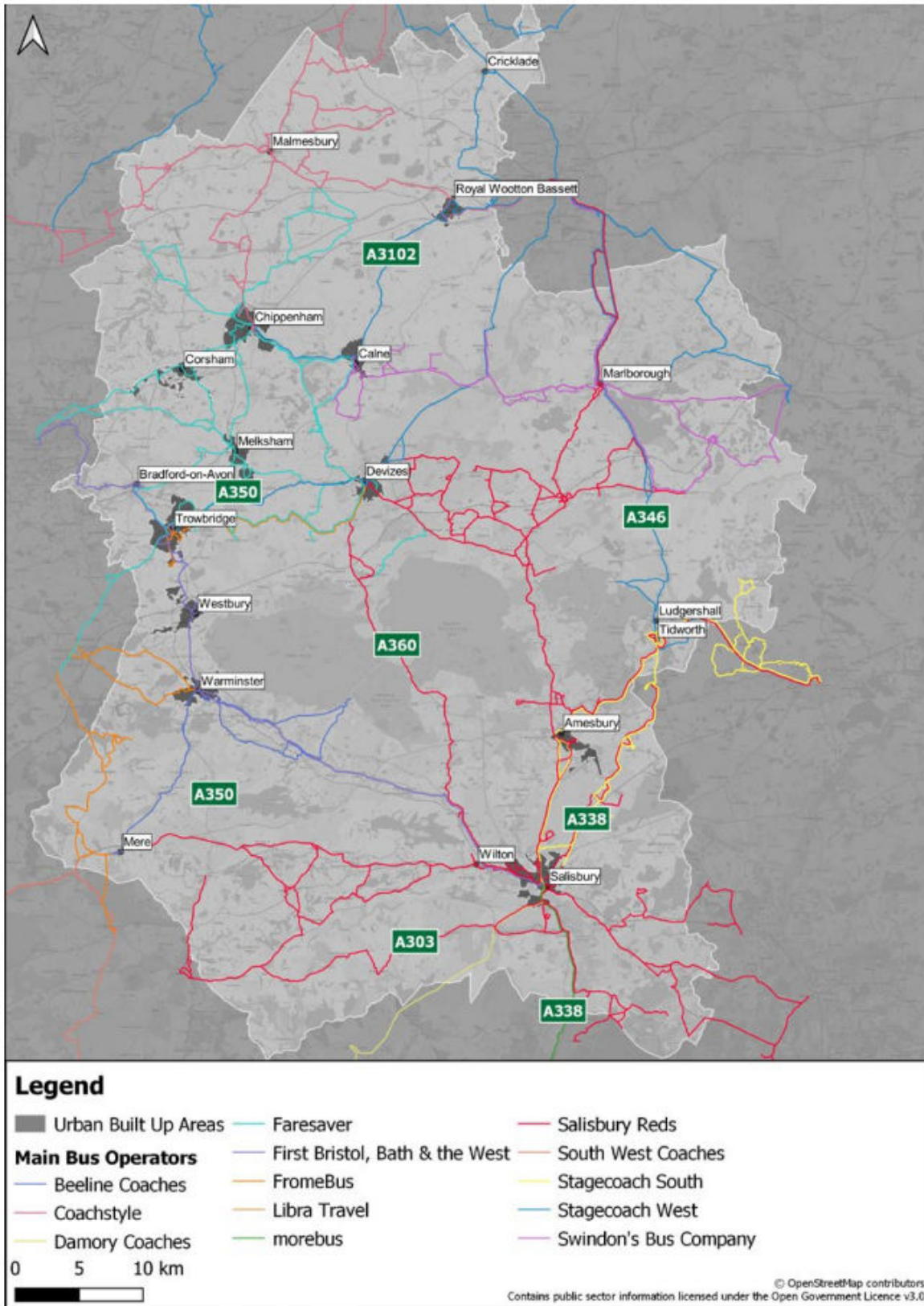
Figure 1-12 – Bus routes across Wiltshire by origin/destination

Figure 1-13 – Public rights of way across Wiltshire

1.2.1. Policy and strategic context

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

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

Figure 1-14 – Policy and strategic context

National	Regional	Local
National Planning Policy Framework	Swindon and Wiltshire Strategic Economic Plan	Core Strategy and Local Plan Review
———	———	———
DfT Future of Urban Strategy	Western Gateway Sub-national Transport Body's Strategic Transport Plan (2020-2025)	Wiltshire Council Climate Strategy
———		———
DfT Transport Decarbonisation Plan	———	Wiltshire Council Business Plan
———	Western Gateway Sub-national Transport Body's Strategic Infrastructure Plan (emerging)	———
CCC Sixth Carbon Budget (Surface Transport)		Climate Change Adaptation Plan
———		———
DfT Climate Change Adaptation Strategy (draft)		Air Quality Strategy, Action Plan and SDP
———		———
DfT Future of Transport: Supporting rural transport innovation		Carbon Emissions Baseline and Reduction Pathways (Anthesis)
		———
		Green and Blue Infrastructure Strategy
		———
		EV Infrastructure Strategy
		———
		Bus Service Improvement Plan
		———
		Local Cycling and Walking Infrastructure Plans
		———
		Highways Asset Management documents

Fourth Local Transport Plan

| Rurality | Economic growth | Transport decarbonisation |
| Health, wellbeing and safety | Futureproofing transport | Unique environment |

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

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

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

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

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

1.2.3. Climate change context

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

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

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

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

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[17] Decarbonising Transport – A Better, Greener Britain (publishing.service.gov.uk)
[18] As cited in Wiltshire Carbon Emissions Baselines and Reduction Pathways (Anthesis, 2022)

Summary of commitments to reduce greenhouse gas emissions

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

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

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

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

Figure 1-15 – Wiltshire Council's transport response to the Climate Emergency
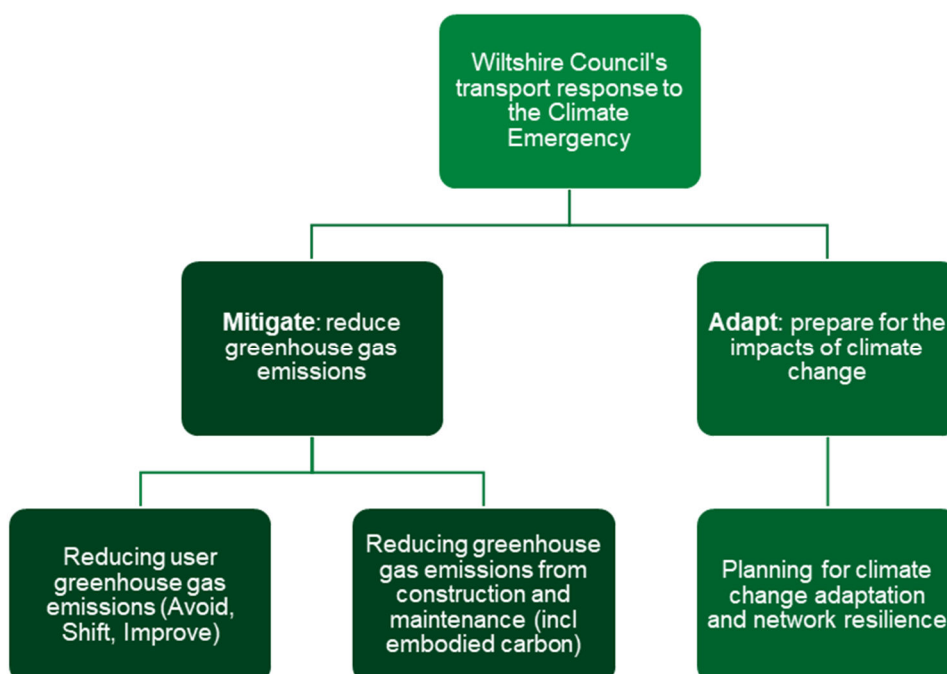
Mitigate: reducing greenhouse gas emissions in Wiltshire

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

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

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

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

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

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

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

Figure 1-16 - Wiltshire's estimated transport emissions gap
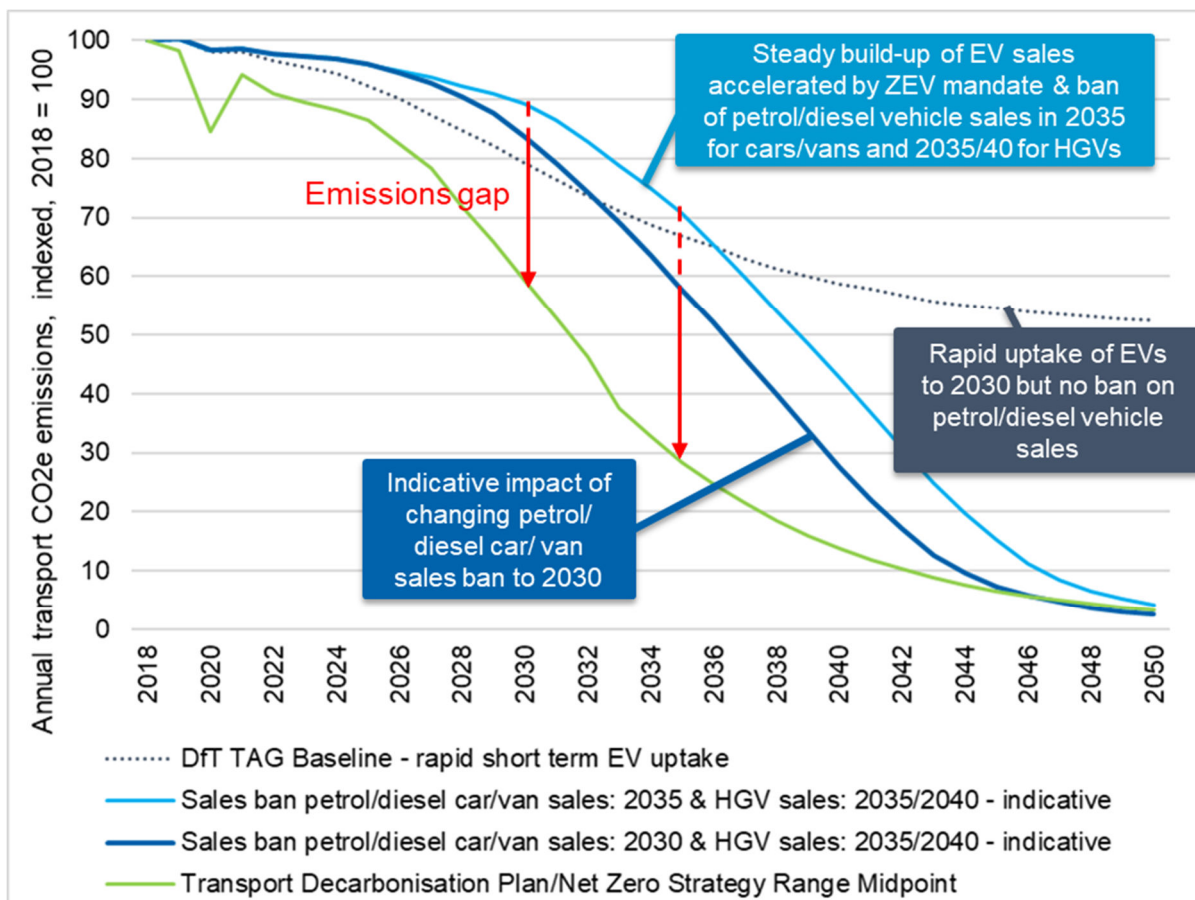
Closing the emissions gap is important: it is the total cumulative emissions that drive climate change. Greenhouse gases remain in the atmosphere causing warming for decades once released. Each year in which emissions remain above pathway levels adds further to cumulative emissions and make it harder for emissions to be brought back to the levels required to meet climate change commitments.

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

LTP4 will support transport decarbonisation in Wiltshire by:

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

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

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

Adapt: climate change adaptation in Wiltshire

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

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

According to the DfT's 2024 Draft Transport Adaptation Strategy[20], the benefits of climate adaptation are as follows:

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

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

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

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

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[20] Fit for a changing climate? Adapting the UK's transport system (publishing.service.gov.uk)

1.2.4. Progress and changes since LTP3

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

The LTP3 had the following overarching goals:

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

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

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

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

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

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

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

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

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

1.2.5. LTP4 development process

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

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

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

Figure 1-17 – LTP4 development process
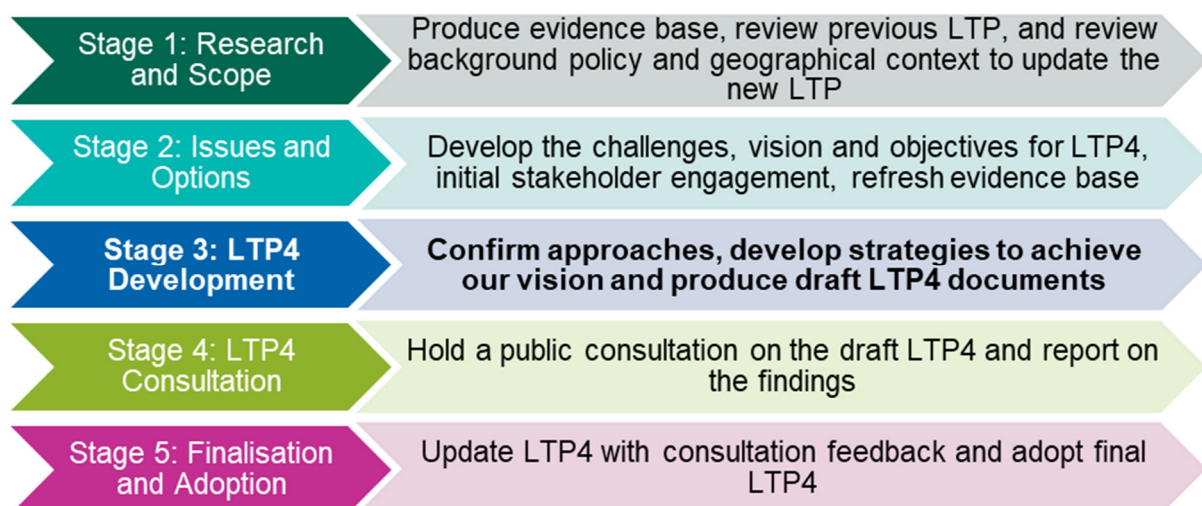
Figure 1-18 provides further detail on our progress with the LTP4 development process.

Figure 1-18 – Our progress on LTP4 development

Stage 1: Research and Scope

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

Stage 2: Issues and Options

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

Stage 3: LTP4 Development

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

1.3. Transport challenges in Wiltshire

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

LTP4 challenges

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

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

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

Our key findings are summarised in the following sections.

Car dependency and traffic flows[21]

	13% of Wiltshire households have no car or van (compared to national average of 24%).
	52% of residents drive to work. Traffic flows are increasing on major roads in Wiltshire (7% between 2015-19).
	From 2015 traffic in the UK is forecast to grow between 17-51% by 2050. The proportion of traffic in congested conditions in 2050 is forecast to range from 8-16% depending on the scenario, compared to 7% in 2015.

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

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

Economy[22]

	Unemployment in Wiltshire between January and December 2023 was 2.3% (compared to 3.7% nationally).
	In comparison to comparator Local Enterprise Partnership (LEP), areas (note that LEPs have now been replaced with Economic Advisory Boards), Swindon and Wiltshire has experienced a lower rate of GVA growth, indicating barriers to growth.

Economic output produced by high value sectors such as information and communication, and financial and insurance, is under-represented in the South West LEP area (now the Swindon and Wiltshire Economic Advisory Board). |
| | Wiltshire has a significant productivity gap. The national average for output per job filled is £57.5k, with low productivity in Wiltshire (£45,200) resulting in a productivity gap of - £12.3k lower than the UK average. Chippenham, Salisbury and Trowbridge are all key settlements within the SWLEP area, however these all account for low productivity (<£50k).

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

Ageing population[23]

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

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

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

[23] 2021 Census

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

Funding[24]

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

Futureproofing transport[18]

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

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

Environment, air quality and noise[25]

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

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

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

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[24] Wiltshire Council

[25] Data sourced from Wiltshire Core Strategy and Defra

Climate change[26]

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

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

Digital connectivity[27]

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

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

2. Vision, objectives and policies

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

2.1. From challenges to objectives

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

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

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

Figure 2-1 – Summary of challenges and objectives

Challenges

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 also lead to **social isolation**.

Health, wellbeing and safety

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

Economic growth

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

Across all area types, the LTP4 seeks…

Objectives

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.

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

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

Challenges

Futureproofing transport

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

Transport decarbonisation

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

Unique environment

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

Across all area types, the LTP4 seeks…

Objectives

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.

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.

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.

To develop these objectives, we used the Tavistock Institute logic mapping process, as shown in Figure 2-2.[28] Logic mapping is a way of laying out in a clear, visual form, the key steps and links in a project or programme and identifying how different activities are believed to be linked to different sets of outcomes and impacts. In the case of the LTP4, the challenges identified in previous sections are classed as the 'drivers of change' that each have a number of agreed outcomes. These outcomes create an impact – which we have identified as the six LTP4 objectives. The policies included in the plan will support the delivery of the objectives and outcomes.

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

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

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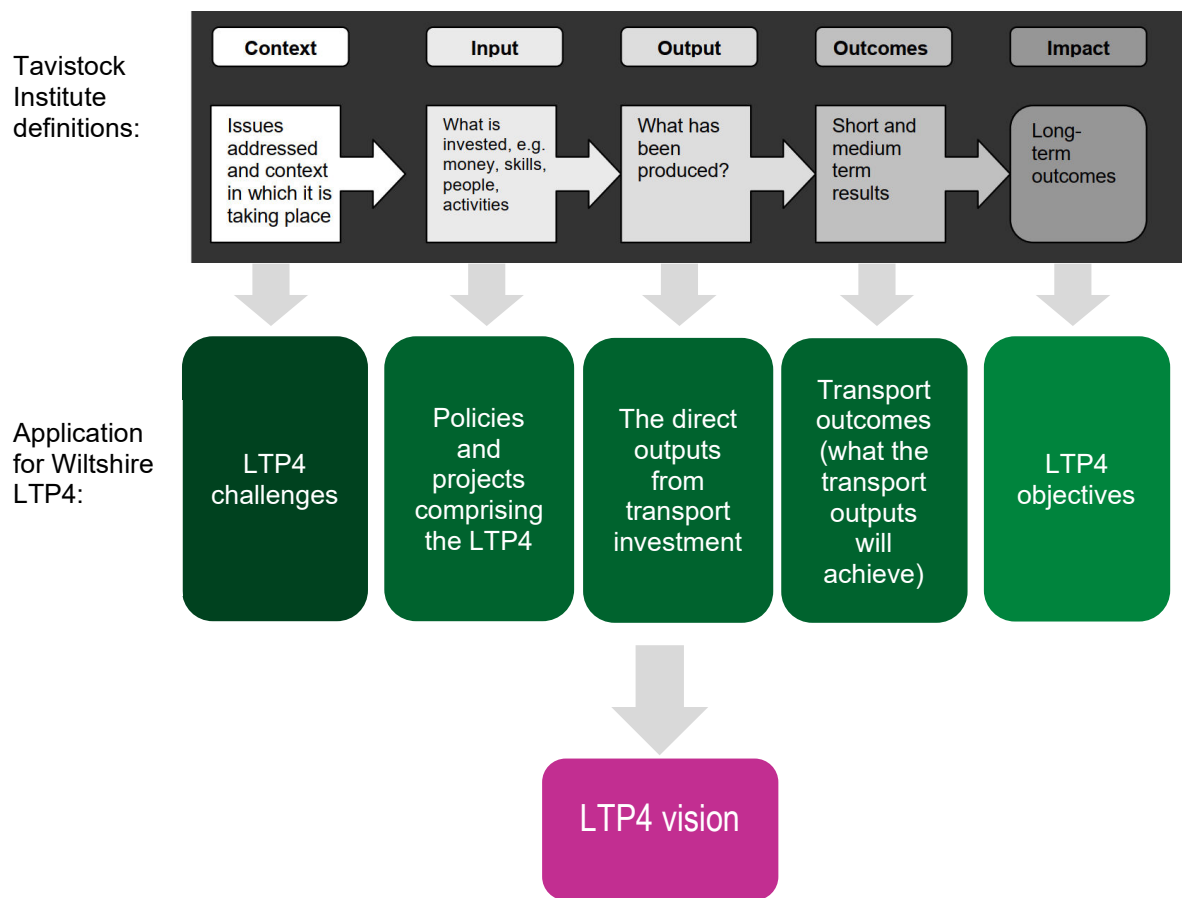
[28] The Tavistock Institute is a not-for-profit organisation that applies social science to contemporary issues and problems. https://www.tavinstitute.org/projects/report-guide-to-logic-mapping/

Figure 2-3 – Objective 1 logic map: rurality

LTP4 challenge (driver)

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**.

Outputs

Land use planning to improve local access to facilities

Quality and convenient public transport, DRT and shared transport access comparable to or lower cost than private transport

Enhanced level of digital connectivity across Wiltshire

Safer, more attractive and convenient active travel, including dedicated routes

Improved local connections to enable people to access employment and other opportunities using more than one mode of transport

Outcomes

More reliable, convenient, safer and affordable alternatives to private car journeys to improve access to opportunities and services for all

Reliable, multi-modal or digital connectivity between key locations

Good levels of accessibility across the county opening up more opportunities for all and improving quality of life

Improved connectivity resulting in reduced social isolation

Reduction in vehicle miles

LTP4 objective (impact)

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.

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

LTP4 challenge (driver)	Outputs	Outcomes	LTP4 objective (impact)
There are pockets of **inequality** and **deprivation** across the county related to health, wellbeing, road safety and access to facilities.	Improved community safety and road safety in Wiltshire, including for more vulnerable road users	Increased ability to access services and opportunities locally, including leisure	To provide a **safe** transport network which improves **quality of life, health** and **wellbeing** in Wiltshire, promoting more **equal** and **inclusive** access to opportunities.
	Provision of a greater number and wider range of local and digital services and opportunities	More reliable, convenient, safer and affordable alternatives to private car journeys to improve access to opportunities and services for all	
	Land use planning to make best use of public and shared transport provision	Increased access to jobs, training and education in different parts of the county	
	High quality, accessible, reliable, safe and affordable public transport, shared transport and micro-mobility options providing access to key destinations across Wiltshire	A healthy, safe and secure network, including dedicated walking and cycle paths wherever possible, promoting active lifestyles to improve health and wellbeing	
	Improved local links to bus stops/rail stations to enable people to make more seamless and reliable connections	Active travel becomes the natural choice for shorter journeys, or part of a longer journey, along with improved road safety	

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

LTP4 challenge (driver)	Outputs	Outcomes	LTP4 objective (impact)
Economic growth in Wiltshire is slowing and an ageing population poses an increasing challenge.	Land use planning to increase activity in the local economy	Good levels of accessibility between economic centres so that residents, employees, businesses, customers and suppliers in Wiltshire are able to travel as quickly and simply as possible, by road, bus or rail	To provide a reliable and efficient transport network which maximises **sustainable economic growth** opportunities across Wiltshire's varied localities.
	High quality, multi-modal connections to employment and housing growth sites	Reliable, multi-modal or digital connectivity between key destinations across Wiltshire	
	Good quality, affordable internet connections across Wiltshire	Reliable end-to-end journey times for people and goods, including first and last miles	
	High quality sustainable travel options	Reduction in traffic congestion and delays	
	Maintained access to our nationally important, specialist industries	Increase in footfall in town centres making more attractive places for businesses to invest	
	Improved public realm in local centres	Increased options for tourists to travel by bus, train, active travel or car	
	Enhanced infrastructure for sustainable modes, including opportunities for greener tourism		

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

LTP4 challenge (driver)

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

Outputs

Readily available supporting infrastructure for and promotion of zero or ultra low emission vehicles and autonomous vehicles

Widely accessible shared micro-mobility options and ultra low emission vehicles with good levels of integration between modes

Transport networks are resilient to climate change and other environmental and societal challenges

Improved infrastructure for active, public, and shared transport

Outcomes

Maximised uptake of energy efficient and zero or ultra low emission vehicles and autonomous vehicles

Improved multi-modal connectivity between key destinations across Wiltshire

Services and routes return to normal as quickly as possible after incidents on the network and the impact of any disruption on people and businesses is managed

People and businesses are still able to access vital services during environmental and societal crises

Increase in the proportion of journeys made via sustainable modes of transport

LTP4 objective (impact)

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.

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

LTP4 challenge (driver)	Outputs	Outcomes	LTP4 objective (impact)
Wiltshire Council acknowledged a climate emergency in 2019, and **decarbonising transport** is critical to achieving the Council's carbon neutral ambitions.	Accelerating the uptake of energy efficient and zero or ultra low emission vehicles	Reduction in private and goods vehicle miles	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.
	Land use planned to reduce the need to travel, and the distance travelled (people and goods)	Reduction in total greenhouse gas emissions due to transport	
	Sufficient infrastructure and information to help people make informed decisions about their journeys	Better understanding, provision, and support for sustainable travel options, leading to increased usage	
	Increased awareness of the impacts of individual travel choices	Reduction in carbon intensity of remaining vehicle miles	
	Increased proportion of journeys made via sustainable modes of transport, including active travel		
	Improvement in the efficiency of vehicle operation		

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

LTP4 challenge (driver)	Outputs	Outcomes	LTP4 objective (impact)
We have a responsibility to **protect** and **enhance** Wiltshire's unique natural, built and historic environments.	Land use planning to make best use of public and shared transport provision to maintain and enhance the natural environment	Impacts of travel on communities and natural and historic sites minimised	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.
	Greater use of EV and reduce vehicle miles where possible and practicable	Improved air quality and local health	
	Environmental opportunities incorporated as part of new transport infrastructure designs and plans	No net degradation of the natural and historic environment, moving towards a net environmental gain	
	Road speeds reflect road type	Improve road safety to benefit those walking, wheeling or cycling	
	Enhanced infrastructure for active travel, including access to countryside and green spaces	Increased levels of physical activity and improved health outcomes across Wiltshire	

2.2.   Vision

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

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

2.3.   Policy areas and policies

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

Policy areas

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

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

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

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

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

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

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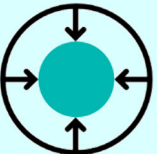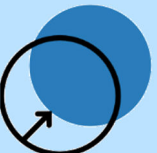
Figure 2-9 summarises how our vision, objectives, policy areas and policies fit together:

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

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

Table 2-1 - Alignment between LTP4 policies and objectives

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

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

Policies in detail

Policy area: Avoid unnecessary travel – giving people the choice to reduce the number and length of car trips needed through locating services, jobs and other destinations within closer reach, providing digital options and combining journeys.
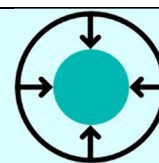
Many people, particularly in rural areas, have no choice but to travel significant distances to access employment, education, and the services and facilities they need. These policies seek to increase the options available to those who live and work in Wiltshire, enabling access to more within closer reach.

Policy A1: Reduce the need to travel as often

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

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

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

Policy area: Shift to more sustainable modes of transport – providing better and more accessible options for travel via active travel, public and shared transport.
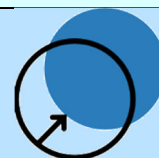
These policies seek to make active travel, public and shared transport more accessible, attractive and competitive options for all types of journeys.

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

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

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

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

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

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

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

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

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

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

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

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

Policy area: Improve vehicle, fuel and network efficiency – through roll out of electric vehicles and charging infrastructure, alternative fuels and technology improvements.
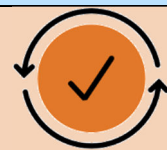
These policies seek to minimise the environmental impact of the remaining miles travelled by road by making better use of our existing networks and enabling individuals and organisations to transition to less polluting vehicles.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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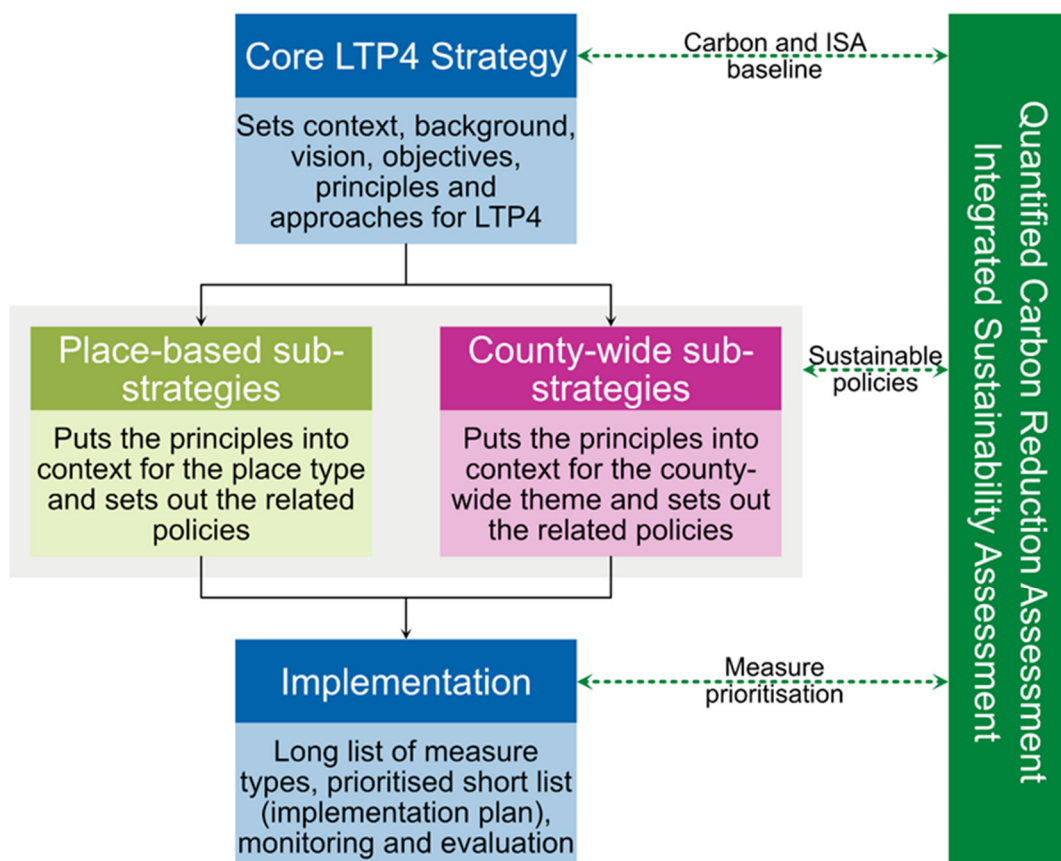
3. Introduction to the sub-strategies

3.1. Overview

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

Figure 3-1 – relationships between LTP4 documents

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

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

We have produced three **place-based sub-strategies** alongside the Core LTP4 Strategy: Principal Settlements, Market Towns and Rural. The place-based approach was driven by the need to tailor the Avoid, Shift, Improve framework to Wiltshire's particular circumstances, considering the transport implications of the vast diversity of place types in the county, including largely rural areas. A place-based approach allows us to tailor the approaches to each place, and the types of journeys taken to/from these places.
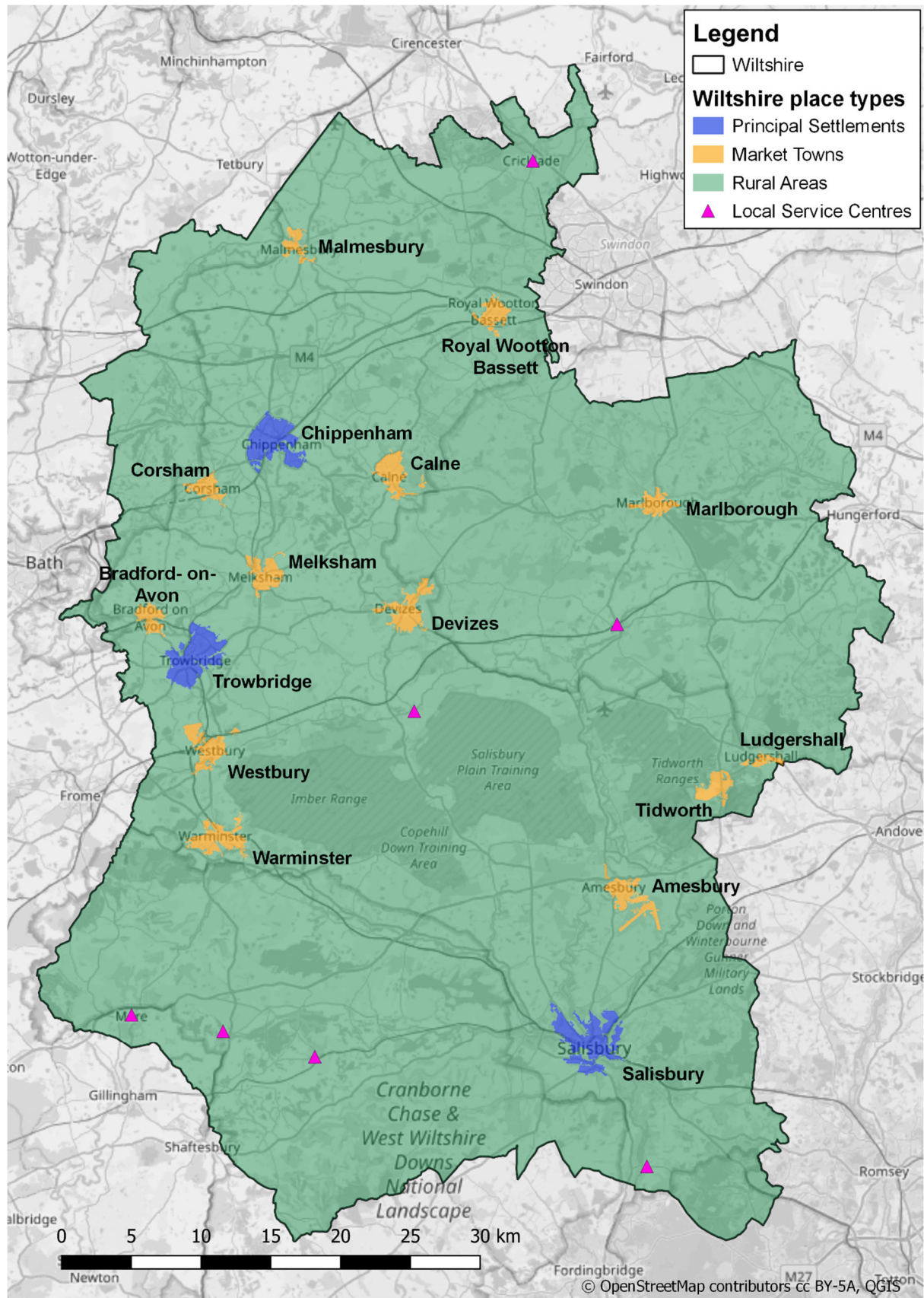
Some themes are less place-dependent or are more suited to being considered on a county-wide basis, such as freight and electric vehicles. Therefore, a limited number of specific **thematic county-wide sub-strategies** sit alongside the place-based sub-strategies. The county-wide sub-strategies demonstrate how policies meet our LTP4 objectives. Separate strategies are referred to where relevant (e.g., Local Cycling and Walking Implementation Plans (LCWIP) and the Bus Service Improvement Plan (BSIP)).

3.2. Place-based areas and county-wide themes

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

- **Principal Settlements** are classified as strategically important centres and the primary focus for development. This will safeguard and enhance their strategic roles as employment and service centres. They will provide significant levels of jobs and homes, together with supporting community facilities and infrastructure, meeting their economic potential in the most sustainable way to support better self-containment. **(Chippenham, Trowbridge and Salisbury).**

- **Market Towns** are defined as settlements that have the ability to support sustainable patterns of living in Wiltshire through their current levels of facilities, services and employment opportunities. **(Amesbury, Bradford-on-Avon, Calne, Corsham, Devizes, Malmesbury, Marlborough, Melksham, Royal Wootton Bassett, Tidworth and Ludgershall, Warminster, and Westbury).**

- The rest of the county is classed as **Rural Areas**. This includes seven Local Service Centres, 58 Large Villages and 148 Small Villages.

Figure 3-2 – Wiltshire place types

Legend
- Wiltshire
- **Wiltshire place types**
  - Principal Settlements
  - Market Towns
  - Rural Areas
  - ▲ Local Service Centres

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

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

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

3.3.   Guiding principles for the sub-strategies

The seven sub-strategies all follow a similar structure:

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

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

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

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

Our LTP4 policy areas

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

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

Improve vehicle, fuel and network efficiency.

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

We have also developed the LTP4 measures with other policies and guidance in mind.
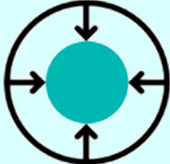
Policy 71 of the draft Wiltshire Local Plan (2023) sets out the users to be considered when assessing the transport implications of a new development.=:

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

3.4. Summary of LTP4 policies and measures

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

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

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

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

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

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

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

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

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

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

4.   Environment and sustainability

4.1.   Overview

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

4.2.   Sustainable design principles

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

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

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

4.2.1.   Working in partnership

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

4.2.2.   Health and equality impacts

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

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

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

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

4.2.3. Environmental impacts

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

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

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

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

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[29] Inclusive Mobility A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure, 2021.
https://assets.publishing.service.gov.uk/media/61d32bb7d3bf7f1f72b5ffd2/inclusive-mobility-a-guide-to-best-practice-on-access-to-pedestrian-and-transport-infrastructure.pdf

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

Scheme design will proactively consider environmental protection from the earliest stage, and will ensure that the processes of scheme construction, maintenance and operation identify and take opportunities available to:
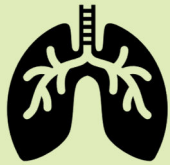
Improve air quality by
- Incorporating features into the design of new schemes which absorb or dissipate nitrogen dioxide and other pollutants.
- Incorporating measures into the design of schemes which reduce or mitigate noise or odour impacts.
- Incorporating measures into the design of schemes where required to reduce or mitigate light pollution.
- Addressing transport emission contributions to the issues identified in Air Quality Action Plans for the eight Air Quality Management Areas.

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

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

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

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

- Recognising that sites such as Special Areas of Conservation (SAC), Special Protection Areas (SPA) provide essential core breeding and resting sites for a range of rare and threatened species and rare natural habitat site and therefore must be protected from direct and indirect impacts of the transport network.

- Accounting for legally required assessments (such as Habitat Regulations Assessments for works likely to have to significant effects on SPAs or SACs), submitted to the relevant bodies for approval (such as Natural England) and ensure that relevant mitigation measures noted in these assessments are enacted.

- Accounting for potential impacts on ecological networks and protect those nationally designated sites such as Sites of Special Scientific Interest (SSSI) and locally designated sites such as Local Nature Reserves.

- Accounting for the results of ecological surveys for schemes, where required, ensuring that the mitigation hierarchy (avoid – mitigate – compensate) is applied.

- Integrating ecological principles based on work with partner organisations such as Natural England, local town and parish council, community area boards and relevant conservation bodies.

- Reflecting the requirement that all schemes which need planning permission must demonstrate biodiversity net gain, with a target increase reflective of targets set by the town and parish councils for the relevant Local Plan area.

- Pursuing opportunities to contribute to the development of Nature Recovery Networks, for example through the creation of new areas of key habitats (such as woodland, wetland, or grassland), wherever possible.

Protect Wiltshire's ecology, landscape and townscape by

- Where possible protecting features of ecological importance, such as ancient woodland and chalk habitats.

- Taking opportunities to plant species native to Wiltshire and the South West of England.

- Respecting and where possible enhancing the character of the host landscape in which a scheme is located, accounting for the diversity and distinctiveness of the landscape, including the three National Landscapes which encompass almost half of the county.

- Mitigating impacts on visual amenity through measures including screening.

- Accounting for Wiltshire's townscape and reflecting and respecting the built environment.

- Pursuing opportunities for the implementation of green and blue infrastructure within the existing highway network, for example networks of natural or semi-natural areas within the existing

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

Protect the historic environment by

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

Protect natural resources by

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

Protect the water environment by

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

Promote circular economy principles by

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

## 4.3. Estimated carbon reduction impacts of LTP4

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

4.3.1. Estimated emissions impact

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

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

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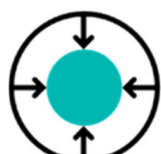
The majority of the reductions are estimated to result from **Avoid** and **Improve** measures. This reflects the LTP4 supporting wider action to increase online and local activity and to support the further uptake of EVs in the county, building on national action included in the baseline projections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

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

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

4.3.2. Closing the emissions gap

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

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

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

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

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

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

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

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

5.   Delivery
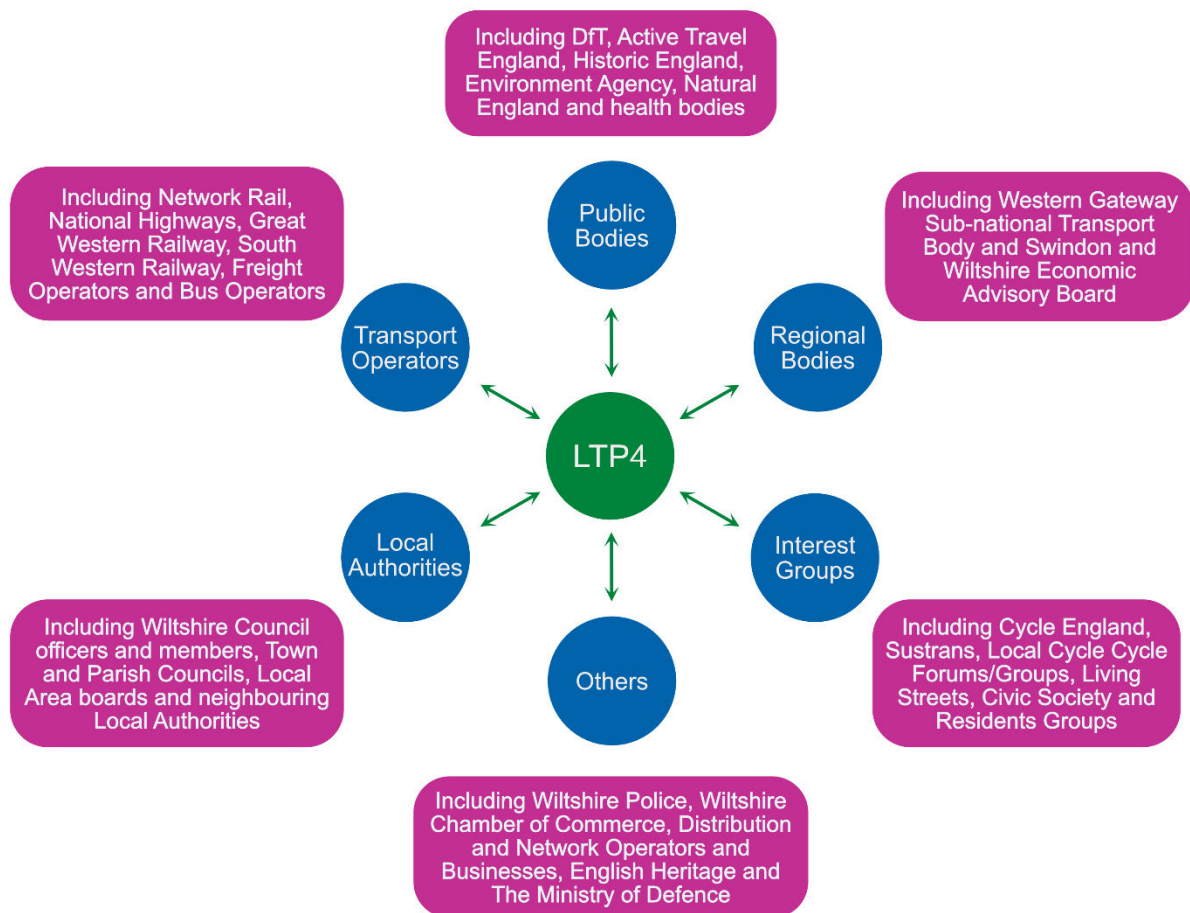
5.1.   Partnership working

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

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

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

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

Figure 5-1 - LTP4 delivery partners

Including DfT, Active Travel England, Historic England, Environment Agency, Natural England and health bodies

Including Network Rail, National Highways, Great Western Railway, South Western Railway, Freight Operators and Bus Operators

Including Western Gateway Sub-national Transport Body and Swindon and Wiltshire Economic Advisory Board

Public Bodies

Transport Operators

Regional Bodies

LTP4

Local Authorities

Interest Groups

Others

Including Wiltshire Council officers and members, Town and Parish Councils, Local Area boards and neighbouring Local Authorities

Including Cycle England, Sustrans, Local Cycle Cycle Forums/Groups, Living Streets, Civic Society and Residents Groups

Including Wiltshire Police, Wiltshire Chamber of Commerce, Distribution and Network Operators and Businesses, English Heritage and The Ministry of Defence

5.2. Funding

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

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

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

Funding can come from several sources:

Central government grants.

The private sector, including developer contributions.

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

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

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

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

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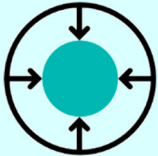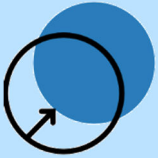
5.3. Delivery plan

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

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

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

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

Table 5-1 – Potential delivery timescales of LTP4 measures

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

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

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

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

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

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

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

Policy area	Measure	Delivery Timescales			Delivery
		Short Term	**Medium Term**	**Long Term**	
	Our ongoing commitment to the environment and sustainability includes the following actions, as detailed in Section 4. We will proactively consider health and equalities issues from the earliest stage in designing and specifying our LTP4 measures. Where possible, opportunities will be identified to enhance our designated sites. Scheme design will proactively consider environmental protection from the earliest stage, and will ensure that the processes of scheme construction, maintenance and operation identify and take opportunities available to: - Improve air quality (including consideration of the Air Quality Action Plan) - Reduce greenhouse gas emissions - Build in resilience to climate change (including the development of climate change adaption pathways) - Avoid and protect areas that are recognised at the highest levels for their importance to nature conservation and biodiversity - Protect Wiltshire's ecology, landscape and townscape - Conserve and enhance the historic environment - Protect natural resources - Protect the water environment - Promote circular economy principles.	✓	✓	✓	Deliver and Influence

6.   Monitoring and evaluation

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

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

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

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

Table 6-1 – Performance monitoring of LTP4

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

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

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

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

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

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

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

Appendix A. ISA

Appendix B.   Carbon paper

Appendix C. Glossary and acronyms

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

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

		lifecycle. For instance, the embodied carbon of a road would include the carbon associated with making and transporting asphalt.
	Equality Act 2010	The Equality Act 2010 legally protects people from discrimination in the workplace and in wider society and replaces previous anti-discrimination laws with a single Act.
	E-scooters	A scooter with an electric battery that propels it forward.
F	First / last mile	The first or last leg of a journey, either for a person or goods being delivered (e.g., the walk to a bus stop, or the journey from a local distribution centre to a home).
G	Global warming	The gradual increase in the overall temperature of the earth's atmosphere, caused by increased levels of greenhouse gases.
	Greenhouse gas	Gases such as carbon dioxide (CO_2), methane and nitrogen oxides (NOx) which contribute to global warming.
	Gross Value Added (GVA)	A measure of total output in a local economy, based on the value generated by any unit engaged in the production of goods and services.
H	Healthy streets approach	The healthy streets approach focuses on creating streets that are pleasant, safe and attractive, where noise, air pollution, accessibility and lack of seating and shelter are not barriers that prevent people using streets. This is intended to lead to a healthier environment where people are able to choose to walk, cycle and use public transport more often.
	HGV	A Heavy Goods Vehicle (HGV) is a vehicle with a gross weight of over 3500kg.
I	Integrated Sustainability Appraisal (ISA)	LTP4 has been subjected to a series of assessments that cover the topics of Sustainability and Strategic Environmental Assessment (SA/SEA), Health Impact Assessment (HIA), Equality Impact Assessment (EqIA) and Community Safety Assessment (CSA). Taken together these various assessments are described as an ISA.
	Intelligent Transport Systems (ITS)	Technology that provides users with prior information about traffic, real-time running information, seat availability and other travel information.
L	LGV	A Light Goods Vehicle (LGV) is a vehicle with a gross weight of less than 3500kg, such as vans and pick-up trucks.

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

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

	Special Protection Area (SPA)	Special sites designated under the EU Birds Directive to protect rare, vulnerable and migratory birds.
	Sub-national Transport Body (STBs)	Pan-regional partnerships that exist to co-ordinate activity with their member local authorities and Government. There are seven sub-national (or regional) transport bodies in England.
	Sustainable transport	Forms of transport that have a low impact on the environment e.g. public transport and active travel.
	Swindon and Wiltshire Local Enterprise Partnership (SWLEP)	The SWLEP is the Local Enterprise Partnership for Swindon and Wiltshire, established by Central Government in July 2011 as a private sector-led partnership between local businesses, Swindon Borough Council, Wiltshire Council, the military and the education sector.
U	Ultra-Low Emissions Vehicles (ULEVs)	Ultra-low emission vehicles (ULEVs) refer to all vehicles that uses low carbon technologies and emit less than 75g of CO_2/km from the tailpipe and/or is capable of producing zero tailpipe emissions for at least ten miles. ULEVs include Electric Vehicles (BEVs and PHEVs) as well as other hybrid and range extender vehicles.
V	Variable Messaging Sign (VMS)	Electronic signs used at the roadside to share information and key messages to road users.
	Vision Zero	Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all
W	Walking, wheeling and riding	Term to cover a wide variety of travel modes which involve physical activity (also known as active travel). For example, wheeling includes use of wheelchairs and pushchairs, and riding includes horse riding, riding a bike or e-bike, and using a scooter or e-scooter.
	Western Gateway Sub-national Transport Body (STB)	An alliance of eight Local Authorities and one Combined Authority, with a purpose of setting out transport strategy for the region, providing leadership on strategic transport matters and presenting collective priorities for greater investment in transport in the Gateway area.
Z	Zero emission vehicle (ZEV)	A vehicle which has the potential to produce no direct tailpipe emissions. The term mainly relates to buses and freight and includes Battery Electric Vehicles or vehicles using fuel cell hydrogen.

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