Wiltshire Council
Local Transport Plan 4

Draft freight sub-strategy
October 2024

Wiltshire Council

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Document history

Revision	Purpose description	Originated	Checked	Reviewed	Authorised
1.0	Initial draft of early sections for officer review and sign-off (three separate documents, excluding EV)	SG	PB	JS	LB
2.0	Full combined draft for Officer and Member review	SG/GR	PB	JS	LB
3.0	Updated draft in line with Officer and Member Steering Group feedback	SG	PB	JS	LB
4.0	Updated draft in line with Cabinet feedback	SG	PB	JS	LB
5.0	Updated draft in line with further Cabinet feedback	SG	PB	LB	LB
6.0	Final version	AR	PB	PB	LB

1. Introduction to county-wide sub-strategies

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

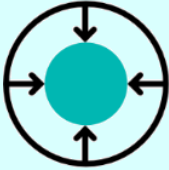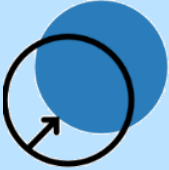The four county-wide sub-strategies are as follows:

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

Each of the four county-wide sub-strategies contains information on the current situation across Wiltshire, the specific policies and measures that are applicable, and an overview of how Wiltshire could look if the vision and objectives were realised. They all follow the same structure:

- Introduction to county-wide theme.
- Vision and objectives, applied to each county-wide theme.
- Policies and measures for each county-wide theme, structured by our Avoid, Shift, Improve and Support policy areas. A summary of the measures is included in Table 1-1.

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

Table 1-1 Summary of measures

Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
Avoid unnecessary travel	**A1** Reduce the need to travel as often through combining journeys and providing digital options				
	A1.2: Review of consolidation centres	✓			
	A1.3: Planning for HGV deliveries in new developments	✓			
Shift to more sustainable modes of transport	**S1** Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality				
	S1.8: Freight kerbside delivery management	✓			
	S2 Provide more public and shared transport options, and improve service quality				
	S2.1: Bus infrastructure and service improvements on key corridors				✓
	S2.2: Implementation of new DRT services				✓
	S2.3: Ride sharing, including shared taxis				✓
	S2.4: Support for more frequent or new direct rail services				✓
	S2.5: Support for rail capacity upgrades				✓
	S2.6: Supporting establishment of train servicing facilities				✓
	S3 Provide better access to public and shared transport services				
	S3.3: Improved waiting and interchange facilities at bus stops and stations				✓
	S3.4: Provision of real time passenger information at bus stops				✓
	S3.5: Railway station upgrades				✓
	S3.7: Explore the role and function of Park and Ride				✓
	S3.8: Smarter ticketing and payment on buses				✓
	S3.9: Accessible and inclusive buses and infrastructure				✓
	S3.10: Lower and simpler bus fares				✓
	S3.11: Multi-modal ticketing				✓
	S3.12: Coach parking				✓
	S4 Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most				
	S4.2: Improved car parking signage		✓		
	S4.3: Provision and consistency of disabled parking		✓		

Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
	S4.4: Review of parking payment methods		✓		
	S4.5: Review of parking charges		✓		
	S4.6: Review of our existing parking assets		✓		
	S4.7: Resident permit zones		✓		
	S5 Encourage and enable shift to more sustainable modes for freight				
	S5.1: Micro-consolidation and use of alternative modes for first/last mile	✓			
	S5.2: Shifting freight from road to rail	✓			
	S5.3: Safeguarding land for rail and consideration of rail freight interchange site	✓			
Improve vehicle, fuel and network efficiency	**I1** Facilitate and encourage move to low and zero emission vehicles				
	I1.1: Roll out public on-street residential charging at scale, focusing provision for residents with no off-street parking			✓	
	I1.2: Encourage and facilitate EV charging provision in new developments and refurbishments			✓	
	I1.3: Ensure that public EV charging is located through robust data analysis and community consultation, employing technology appropriate to its context.			✓	
	I1.4: Support the roll out of rapid charger hubs by the commercial sector, ensuring chargers are appropriately located and minimise any associated risks			✓	
	I1.5: Investigate the use of cable channel products to enable safe cross-pavement on-street home charging			✓	
	I1.6: Support EV uptake in corporate fleets and car clubs			✓	
	I1.7: Support and publicise regional and national schemes which help make EVs more financially accessible			✓	
	I1.8: Explore adopting policies and support to increase the number of EV taxis			✓	
	I1.9: Ensure that new EV chargers maximise accessibility for both drivers and footway users			✓	
	I1.10: Ensure new public EV charging includes provision for deprived areas and rural locations			✓	
	I1.11: Support for low emission freight			✓	
	I1.13: Support of cleaner, modernised buses and coaches, and related charging infrastructure				✓
	I1.14: Support rail electrification				✓
	I2 Enable safer, more efficient driving and operation of road networks				
	I2.3: Improvements to on-road signage on our strategic and major roads				✓

Policy area	Measure	County-wide sub-strategies			
		Freight	Parking	Electric Vehicles	Strategic Transport
	I2.4: HGV parking and rest stops	✓			
	I2.5: Moving traffic offences	✓			
	I2.6: Targeted road infrastructure or junction improvements to relieve congestion				✓
Support and enable delivery of the Avoid, Shift and Improve policy areas	**SU1** Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport				
	SU1.12: Multi-modal marketing				✓
	SU1.13: Ticketing incentives				✓
	SU2 Work in partnership with Government bodies, stakeholders to improve transport for all				
	SU2.3: Work collaboratively with our key stakeholders				✓
	SU2.4: Supporting Community Rail Partnerships				✓
	SU3 Develop more detailed plans for how our LTP4 Vision and Objectives will be delivered				
	SU3.6: Freight Assessment and Priority Mechanism (FAPM)	✓			
	SU3.7: Define route restrictions through Advisory Freight Routes	✓			
	SU3.8: Develop a detailed parking operation and delivery plan		✓		

2.   Freight sub-strategy

2.1.   Introduction to the freight sub-strategy

2.1.1.   Introduction[1]

This LTP4 sub-strategy sets out the policies for freight across Wiltshire for the period up to 2038. Freight is a key component of Wiltshire's transport network, ensuring the efficient movement of goods by both road and rail. This sub-strategy aims to deliver on the vision and objectives of the LTP4, through developing policies to decarbonise and futureproof the county's freight networks, support the delivery of economic growth, protect the unique environment of Wiltshire, and ensure the health and wellbeing of Wiltshire's residents.

The movement of goods is essential at both the local and national level. The freight system plays a key role in supporting the national economy, transporting raw materials and products to factories, finished goods to retailers and goods to ports. More locally within Wiltshire the freight system plays a key role in delivering goods to our shops, products to our homes, and serving the manufacturing and construction industries. Whilst freight movements are key to the national and local economy, there are several challenges associated with the movement of goods.

Wiltshire's strategic location within the country means that numerous roads are used by freight, making it an important area of transport to focus on as part of the LTP4. The purpose of this strategy is to outline the amount and way in which goods are being moved in Wiltshire through an understanding of key freight corridors, and how to address the challenges associated with freight. This includes the emissions caused by freight and setting the rationale for decarbonisation of the county's freight networks.

2.1.2.   Freight movements in Wiltshire and beyond

This section sets out the demand for road and rail freight using DfT data, highlighting the trends and patterns of freight movements over time.

2.1.2.1.   Freight by road

The national road freight statistics are taken from DfT's road freight statistics for 2020 and show the trends for freight over the past 15 years. Figure 2-1 shows the total annual goods lifted (the total tonnage of freight) and Figure 2-2 shows the total annual goods moved (the total tonnage multiplied by the distance it has been hauled) for the UK from 1990 to 2020.

The overall trend is a reduction in goods lifted, but a slight increase in goods moved, suggesting that some freight is travelling longer distances. However, the total annual distance travelled by road freight has still reduced, as shown in Figure 2-3 where all three graphs show a large reduction.

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[1] Data collection for domestic road freight statistics moved from a paper to online survey midway through 2021. An investigation of the data has concluded that the paper data pre-July to September 2021 (quarter 3) and online data, July to September 2021 (quarter 3) onwards, should not be compared. Therefore, this freight sub-strategy is based upon data collected up to 2020 (quarter 4).

Figure 2-1 - Total annual goods lifted by road freight (1990 – 2020), UK
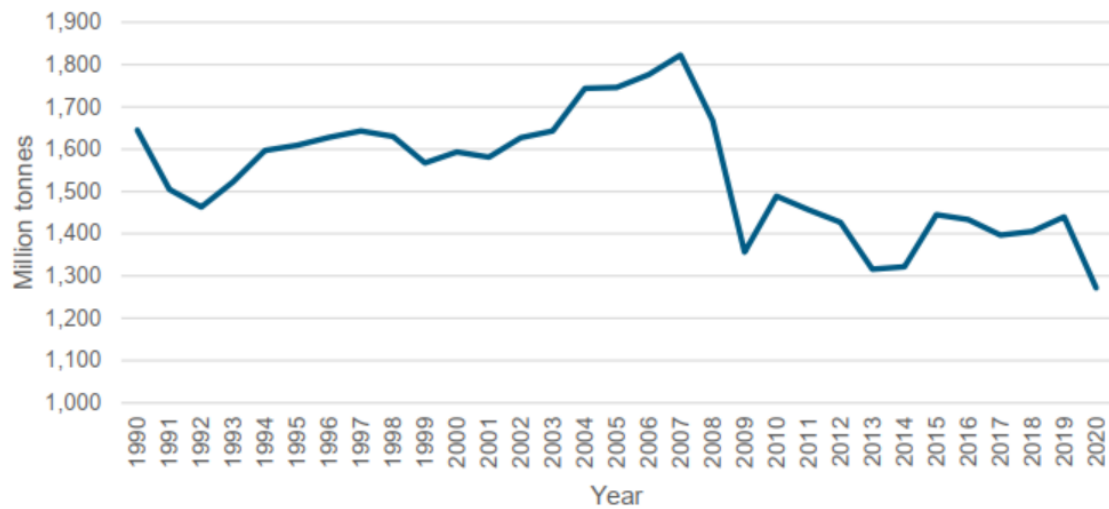

Figure 2-2 - Total annual goods moved by road freight (1990 – 2020), UK
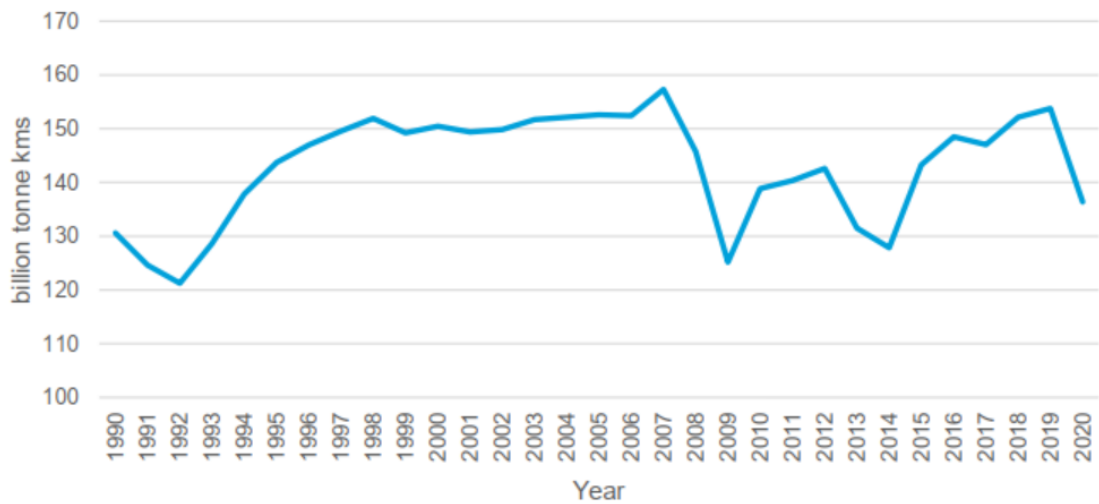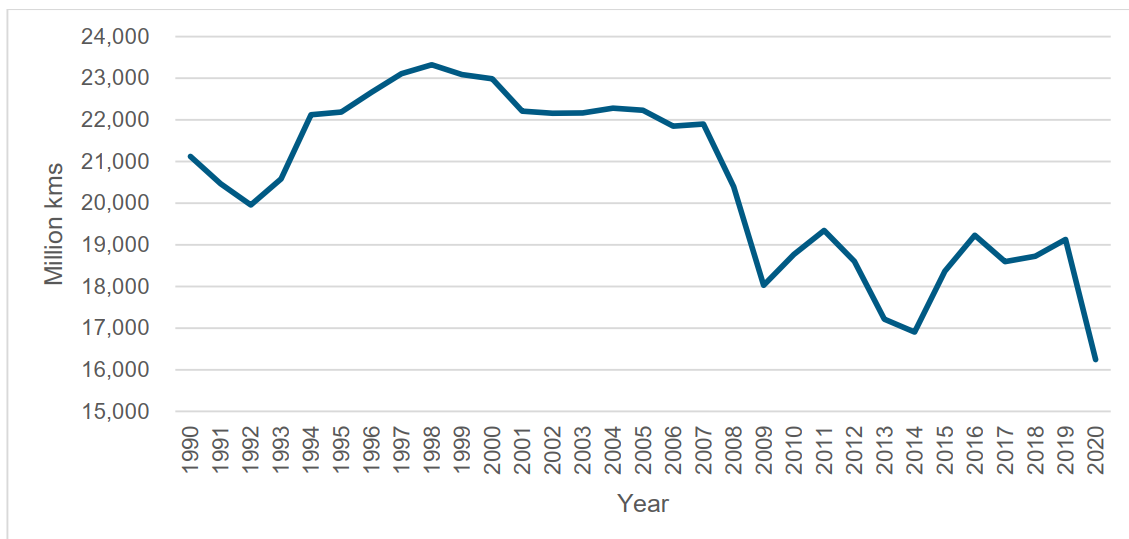

Figure 2-3 - Total annual distance travelled by road freight (1990 – 2020), UK

Currently within Wiltshire, we encourage transit and long-distance traffic to use motorways, trunk and, where appropriate, the Primary Route Network (PRN) for access to the 'local' freight routes. The current freight network is shown in Figure 2-4.

There are five roads within Wiltshire that are categorised as 'strategic' routes. The strategic routes are primarily established for through movements and to be the principal link to the other, secondary types of routes. These routes are typically established, high use/flow roads on the existing network; and link with strategic or similarly named routes within neighbouring authorities' networks.

| The five strategic routes within Wiltshire |
| --- |
| • M4 |
| • A303 |
| • A350 |
| • A36 |
| • A419 |

The 'local' freight routes primarily direct vehicles between urban centres and significant traffic generators; wherever possible, these routes avoid unnecessary deviation onto less appropriate routes such as residential or sensitive areas such as Westbury.

Local freight routes are not generally suggested as through-routes unless the continuation of the journey on the designated route provides a clear socio-economic and environmental benefit.

These routes are predominantly placed upon 'A' roads within the county; however, some lower classed roads are included where it is proven that no adequate alternative route is available to service a required destination, or that a clear benefit for the continuation of the journey on that route can be demonstrated.

Figure 2-4 - Wiltshire's freight network
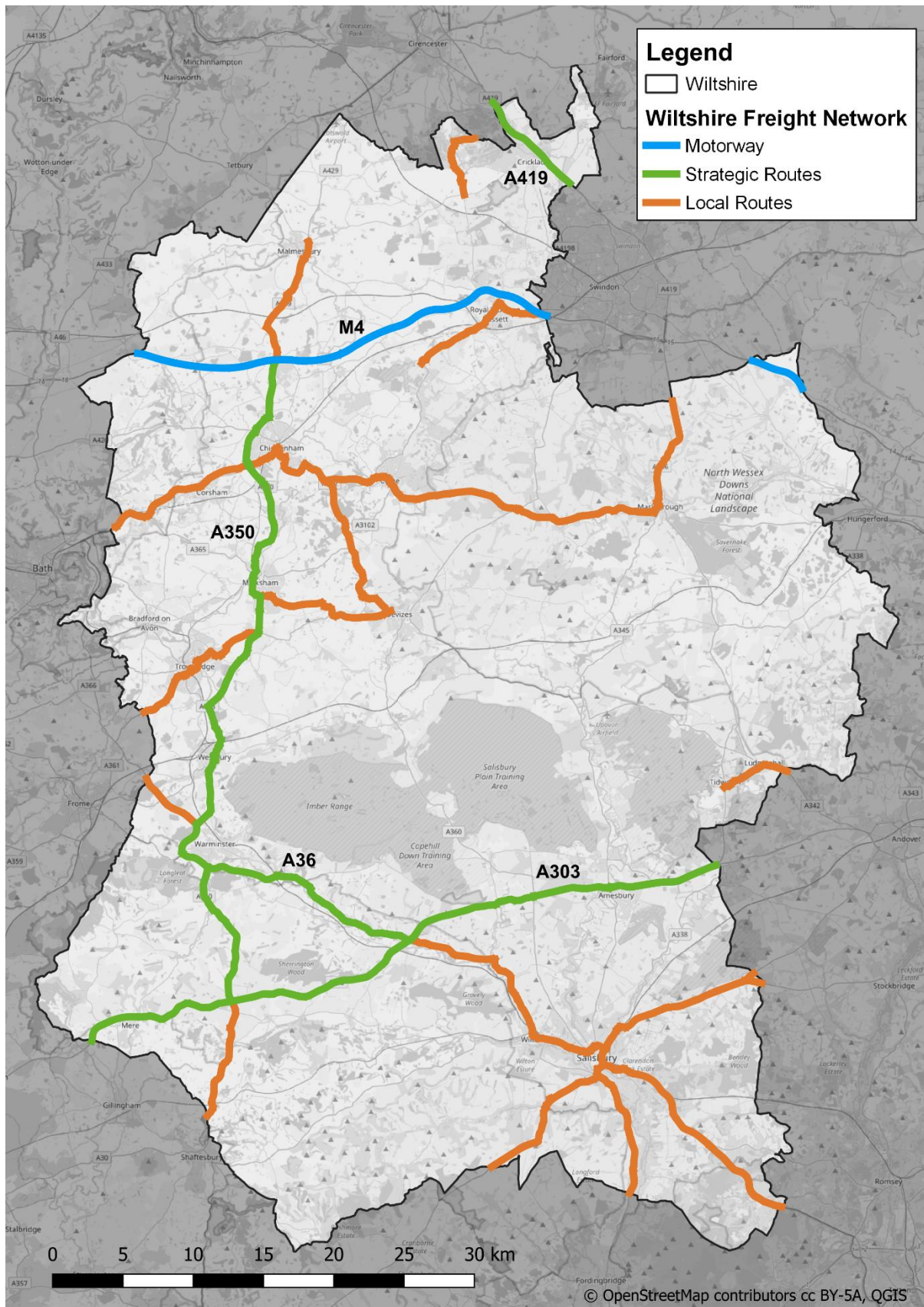
2.1.2.2.   Freight by rail

Table 2-1 shows the split of rail freight that passes through Wiltshire. Most of the rail freight (87%) passes through Wiltshire without stopping, with only 7% off all rail freight originating in Wiltshire and transporting goods out of the county, and only 6% originating outside of Wiltshire and travelling into the county. The data indicates that there are no internal rail freight trips that originate and terminate within the county.

Table 2-1 - Rail freight passing through Wiltshire (million tonnes annually)

Direction/route	To		
From	Wiltshire	Outside Wiltshire	Total
Wiltshire	0 (0%)	4.47 (7%)	4.47 (7%)
Outside Wiltshire	3.9 (6%)	55.54 (87%)	59.44 (93%)
Total	3.9 (6%)	60.02 (94%)	63.92 (100%)

Figure 2-5 shows the main routes taken by rail freight through Wiltshire. The majority of freight (69%) passing through Wiltshire passes through Westbury or Salisbury, with 39% travelling north (towards London) and 30% travelling south (away from London). A total of 31% of rail freight is travelling via Bristol or Wales i.e., on the Western Mainline, with 19% travelling towards London and 12% away from London.

**Figure 2-5 - Wiltshire's rail freight by route**
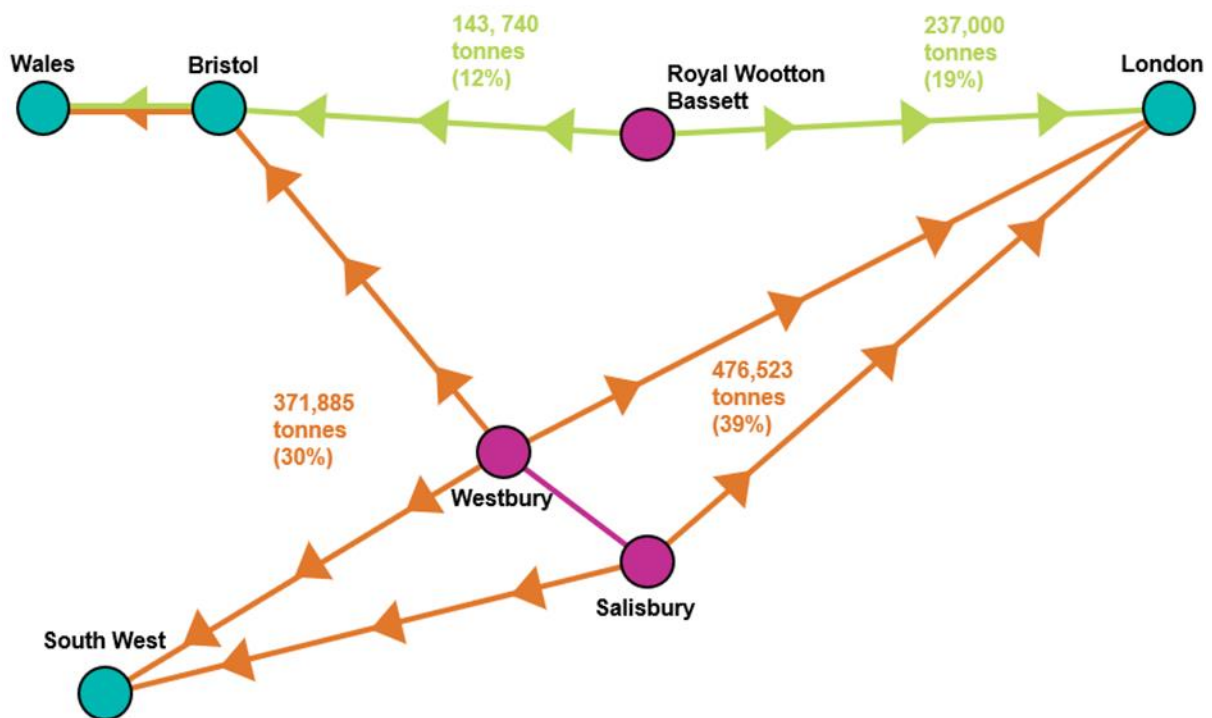
2.1.3.   Freight generators

2.1.3.1.   Within Wiltshire

As shown in Figure 2-6, most key freight generators within Wiltshire are located within and surrounding larger settlements (the Principal Settlements and the Market Towns), and the majority are also located along HGV freight network routes. There is a clear concentration of freight generators within the central western area around key settlements including Chippenham and Trowbridge.

There is a notable lack of freight generators within the central and south-western areas of the county, this is likely due to the military training areas and the more rural environment which, as a result, feature less recognised freight routes.

Figure 2-6 - Location of freight generators in Wiltshire
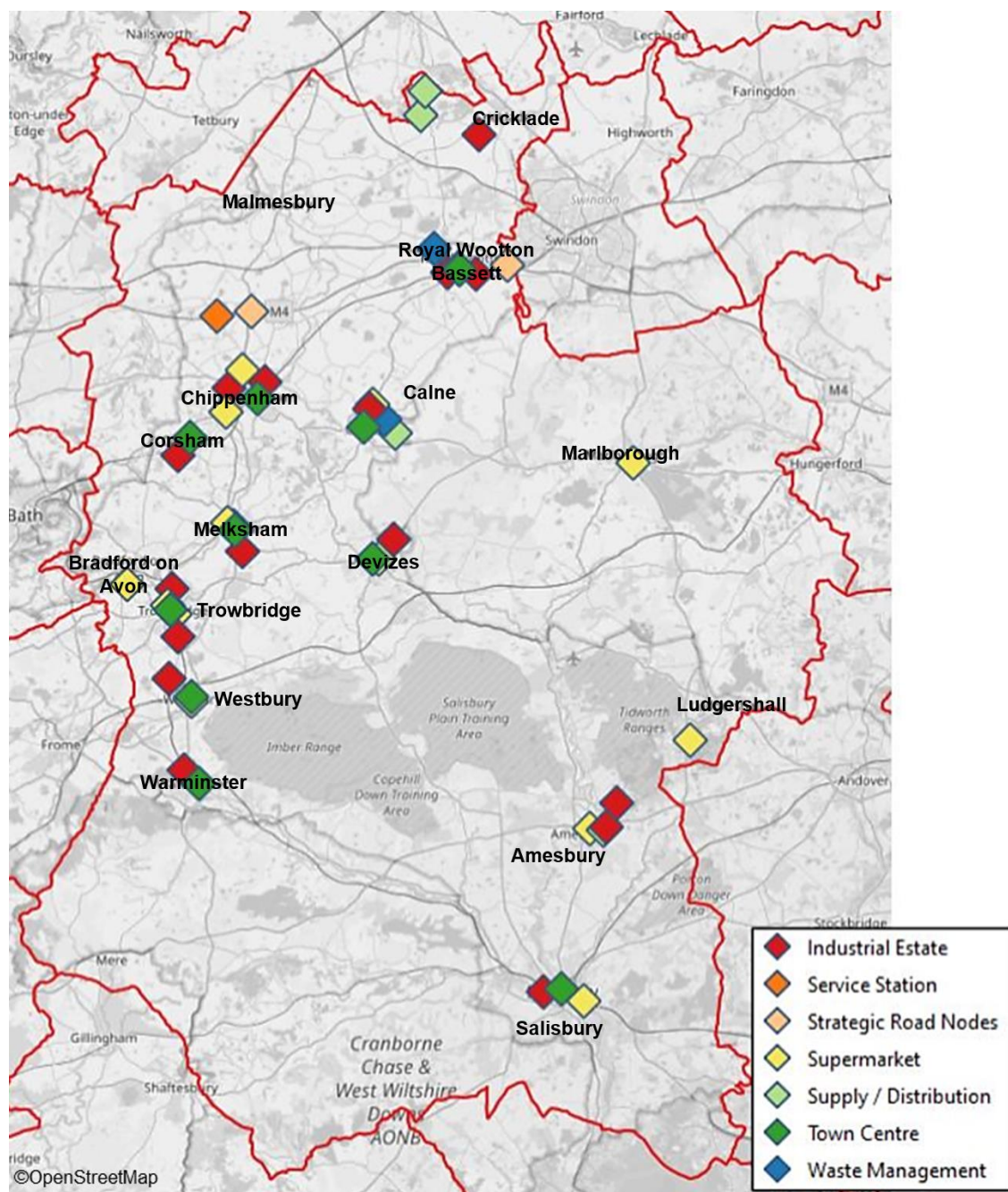
2.1.3.2. Beyond Wiltshire

It is recognised that major freight generators located outside of the county will still have a significant impact on freight movements within Wiltshire. For this reason, consideration has also been given to these large-scale freight generators beyond the county boundary which are summarised below:

- Avonmouth Industrial Estate which features major distribution centres such as Amazon, Asda and Coop as well as the Portbury and Avonmouth port-based intermodal freight terminals.
- Bath city centre. .
- Bristol city centre which includes an intermodal freight terminal 'Bristol South Liberty Lane'.
- Mendip quarry routes.
- Poole.
- Southampton Port which features a port-based intermodal freight terminal.
- Swindon town centre.

2.1.4. Policy context

More recently, there has been a shift for policy to focus on environmental change and net zero carbon goals. Within Wiltshire there is a need to establish a clear decarbonisation trajectory toward achieving net zero carbon emissions across Wiltshire, whilst also balancing other policy objectives.

Several policy documents have been published in recent years relating to freight and these are summarised below.

DfT's Future of Freight Plan (2022)

DfT's Future of Freight Plan aims to create a long-term vision for how the government plans to tackle key freight challenges across five areas:
- Aim to identify a National Freight Network (NFN) to create seamless flow of freight across road, rail, maritime, aviation, inland waterway and warehouse infrastructure.
- Creation of a Freight Energy Forum to support the entire sector in its transition to net zero by 2050.
- A planning call for evidence to explore planning reform opportunities.
- A 'Generation Logistics' campaign to reset the sector's image and raise awareness of the breadth of career options across freight and logistics, encouraging employment.
- A £7m Freight Innovation Fund, to maximise the use of technology and data across freight and logistics.

Transport Decarbonisation Plan (TDP) (2021)

The TDP sets out the government's commitments and the actions needed to decarbonise the entire transport system in the UK. The plan notes that:
- Air pollution costs to health and social care from transport could reach £5.3 billion by 2035.
- The negative impacts arising from urban road noise in England is estimated to cost between £7 to 10 billion per annum.
- TDP could deliver 200 to 220 MtCO2e savings between 2020-2050 for the freight and logistics sector. The plan could also deliver up to £600 million air quality benefits from 2020 to 2050 from the freight and logistics sector.
- Potential dates have been given to end the sale of new non-zero emission HGVs depending on weight.

Decarbonising Transport, A Better Greener Britain, One Year On

In June 2022, a report was published summarising the progress made over the 12 months since the TDP was produced. It noted that:
- The first electric HGVs were in operation for deliveries, with a total of 9 electric HGVs expected in 2022.
- DfT will work with Great British Railways Transition Team to develop the rail decarbonisation programme.
- Following consultation, dates were announced to end the sale of new non-zero emission HGVs: 2035 for HGVs weighing 26 tonnes and under, and 2040 for HGVs heavier than 26 tonnes.

Rail Freight Transport Strategy (2016)

This strategy aims to establish a clear policy framework to support rail freight and enable it to grow, given its benefits in cutting carbon emissions and air pollution. The strategy notes that:
- Each tonne of freight transported by rail reduces carbon emissions by 76% compared to road, and each freight train removes 43-76 HGVs from the roads.

South West Freight Strategy (2022)

This strategy is a collaboration between Peninsula Transport and Western Gateway sub-national transport bodies. It outlines packages of interventions in response to key issues, opportunities and themes, aiming to positively contribute to six key themes:
- Connectivity
- Decarbonisation
- Information and awareness
- Infrastructure
- Operational efficiency
- Technology

2.1.4.1. Greenhouse gas emissions

Based on the policy context, it is important to understand the current contribution of freight to Wiltshire's greenhouse gas emissions (GHG).

Transport emissions accounted for 38% of the GHG emissions generated in Wiltshire in 2022[2] (DESNZ). Of these, over 95% were emissions from road transport and approximately 3% from rail.

Carbon modelling for Wiltshire[3] indicates that Heavy Goods Vehicles (HGVs) accounted for approximately 18% of the county's transport emissions in 2018 and vans for a further 18%. This is comparable with the national balance, with 20% of UK transport emissions in 2021 generated by HGVs and 17% by vans.[4]

HGVs are projected to account for an increasing proportion of emissions as the car and van fleet is forecast to move to zero emissions vehicles more quickly than the HGV fleet, reducing their contribution to emissions.

2.1.5. Typical challenges and opportunities

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

Table 2-2 LTP4 challenges and opportunities for freight

LTP4 challenges and opportunities for freight	
Rurality	The varied, dispersed and largely **rural** nature of Wiltshire means many people have to rely on their cars, and presents challenges around connectivity by other modes, which can lead to **social isolation**.
- There is a limited number of roads sufficient for HGV use through Wiltshire, with roads mainly rural in nature. There is a limited number of rail stations throughout the county. - On rural local roads, the rural nature can make it difficult for freight and active travel modes to co-exist on some routes.	
Health, wellbeing and safety	There are pockets of **inequality and deprivation** across the county related to **health, wellbeing, road safety and access to facilities**.
- There is a need where possible for safe parking and rest areas for lorry drivers. - Routes for freight should be made safer with improved signage and awareness of freight. There is need to where possible to limit the proximity of HGV movements to people. - Freight can have a disruptive impact on rural communities.	

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[2] Department for Energy Security and Net Zero (2024) UK local authority and regional greenhouse gas emissions statistics, 2005 to 2022 UK local authority and regional greenhouse gas emissions statistics, 2005 to 2022 - GOV.UK (www.gov.uk)

[3] Carbon modelling using outputs from the Wiltshire Traffic Model and DfT parameters relating to vehicle fleet and emissions. Further detail is provided in the **LTP4 Carbon Paper**.

[4] DfT (2023) Transport and Environment Statistics: Transport and environment statistics: 2023 - GOV.UK (www.gov.uk). Domestic transport emissions, excluding shipping.

- There is the potential for conflict between HGVs and active modes.
- STATS19 data between 2017-2022 shows that a total of 260 collisions involving HGVs occurred within the Wiltshire and Swindon area, accounting for 4.2% of the total collisions during this period. Whilst they account for a small percentage, collisions involving HGVs are far more likely to be of higher severity, with 8.8% of HGV collisions being fatal, compared to 2.1% of overall collisions. A total of 18% of all fatal collisions involve HGVs.
- There were eight collisions involving HGVs during the five year period at the A303 interchange with the A350 near Chicklade, six on the M4 by Littleton Drew, and five on the A432 Wedhampton, the M4 near Royal Wootton Bassett, and the A3094 Harnham.

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

- Freight is needed to transport goods and services, helping to fuel the economy both domestically and globally and encouraging growth within Wiltshire and the UK. A shift towards rail can help to fuel this economic growth, whilst taking freight off the roads in the right places.
- In terms of Gross Value Added (GVA) by the transportation and storage industry in Wiltshire, in 2010 Wiltshire had significantly higher GVA than England. Over the years, the gap has reduced and in 2020 the GVA figures Wiltshire (circa £210m) are only marginally higher than the average in England (circa £200m).

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

- There is a need to shift towards rail and take freight off roads. However currently the capacity for rail and the current rail network is not sufficient to facilitate a substantial shift.
- There is a need to focus on last mile delivery, particularly in Principal Settlements and Market Towns.
- Whilst rail freight and emerging modes such as e-cargo bikes can help to complement road freight, it cannot replace it entirely. Therefore, road networks must be futureproofed to ensure efficient movement of freight.

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

- There is a need for sustainable fuels and power sources to be used by HGVs/LGVs, as well as to reduce the number of vehicle miles by HGVs and LGVs.
- The UK Government announced phase-out dates for diesel vehicle sales to ensure all new HGVs are zero emission by 2040 at the latest.
- Wiltshire is in line with England and the South West in terms of fuel use for HGVs, with 99% of vehicles across all three areas using diesel and 1% using 'other fuels'. As classified by DfT, other fuels include battery electric, plug in hybrids, and range extended electric vehicles.
- Petrol and diesel LGVs make up 98% of the fleet in England and 99% in the South West, Wiltshire is slightly lower at 94%, with other fuels making up the remaining 6% of LGVs.

- Transport is the largest contributor to UK domestic GHG emissions, accounting for 28% of emissions in 2022. 20% of 2021 domestic transport GHG emissions were produced by HGVs and 17% by vans. Rail accounted for 2% of emissions.
- In Wiltshire, transport plays an even more significant role in emissions generation, accounting for 38% of emission in the county in 2022. HGVs are estimated to account for 18% of the total, vans for a further 18% and rail for 3% (based on 2018 figures).

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

- Wiltshire's freight network, in comparison to the size of the county and its use as a through route for many other key origins/destinations, has a limited number of main roads suitable for freight use.
- Only one motorway (M4) passes through the county to the north, with A and B roads taking much of the traffic burden.
- The rural nature of the county proves difficult for easy distribution of freight goods without disrupting flow of local traffic on the network.

2.2. Vision and objectives for freight

2.2.1. Vision

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

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

Delivery of the vision would mean that Wiltshire's freight network moves goods in a less polluting and modernised manner. This would be achieved through transitioning vehicles to sustainable and electric fuels, supporting opportunities to shift freight from road to rail, developing last-mile delivery options, improving the safety of key HGV routes and ensuring the rural and unique nature of the county is protected.

2.2.2. Objectives

Table 2-3 presents an overview of LTP4 objectives in the context of freight.

Table 2-3 LTP4 objectives and relevance for freight

LTP4 objectives and relevance for freight

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

- Ensure the freight network uses the most appropriate routes in order to protect Wiltshire's rural environment.

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

- Ensure drivers have safe routes, safe parking and adequate rest facilities.
- Work to reduce impact of HGV movements on people and communities where practicable and reduce associated air quality and noise impacts.
- Improve road safety in HGV collision hotspots.
- Limit potential for conflict between HGVs and active modes.

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

- Deliver sustainable economic growth through supporting the freight network.
- Ensure Wiltshire continues to perform its key role in the transportation and storage industry.

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

- Support the development of last mile delivery solutions, particularly in Principal Settlements and Market Towns.
- Support an increase in rail freight where possible, as opportunities arise.
- Support the investigation of innovative freight solutions, including autonomous platooning on strategic routes such as the M4 and A303.

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

- Reduce freight movements through consolidation and last-mile planning.
- Support the transition of freight towards sustainable fuels and/or electrification.
- Support an increase in rail freight where possible, as opportunities arise.

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

- Ensure the freight network uses the most appropriate routes in order to protect Wiltshire's unique environment.

2.3. Policies and measures

2.3.1. Introduction

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

The following sections consider the policies specifically in the context of freight and outline the relevant measures we plan to deliver. The policies are grouped by our four policy areas of Avoid, Shift, Improve and Support.

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

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

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

2.3.2. Avoid

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

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

Objectives met:

Measure A1.2: Review of consolidation centres

Description

Multiple suppliers can have goods delivered directly to a central consolidation centre or delivery hub for storage then, when needed, this is combined into a single larger load for the onward journey. This consolidation process improves efficiency and reduces costs and overall distance travelled for logistics companies. Onward journeys can also be undertaken by smaller, less polluting vehicles, and packaging can be returned in some instances for recycling. We will review the introduction of consolidation centres across Wiltshire.

Benefits

Consolidation centres would help to:

- Reduce vehicle miles, mainly large HGV miles.
- Increase the efficiency and sustainability of the movement of freight. Reduce total greenhouse gas emissions due to transport, helping to improve air quality and noise.
- Reduce congestion on the network.
- Create a safer network. Fewer HGVs would create a safer environment for vulnerable road users, which in turn could lead to increases in active travel.
- Reduce the impact of freight on communities and natural and historic sites.

Possible locations

Consolidation centres would be most appropriate near to Principal Settlements and larger Market Towns, where there is considerable demand for freight movements. Freight consolidation centres would be best placed near strategic routes to intercept freight traffic before it enters urban centres.

Measure A1.3: Planning for HGV deliveries in new developments

Description

Planning for appropriate HGV routing and parking in new commercial developments aims to limit the disruption on the network from freight. Safe loading and parking spaces should be made available to prevent HGVs from parking on pavements or stopping on the side of the road and preventing traffic from moving freely. Routing needs to be considered to prevent HGVs from using unsuitable roads and junctions.

It has been a longstanding priority to improve north-south connectivity along the A350, and Wiltshire Council has been progressively bringing forward the dualling of the A350 Chippenham bypass, to support planned commercial development. We have previously

Measure A1.3: Planning for HGV deliveries in new developments

completed three major schemes along the A350 in Chippenham (Phases 1, 2 and 3). These works were to improve capacity and safety on the route and were largely funded through successful Department for Transport (DfT) and/or Local Enterprise Partnerships (LEP) funding bids. The final phases (4 and 5) are awaiting sign-off from the DfT for funding approval.

Benefits

Planning delivery routing and parking in new developments would help to:

- Reduce vehicle miles, mainly large HGV miles.
- Increase the efficiency and sustainability of the movement of freight, helping to improve air quality and noise.
- Reduce congestion on the network.
- Create a safer network: fewer HGVs would create a safer environment for vulnerable road users, which in turn could lead to increases in active travel.
- Reduce the impact of freight on communities and natural and historic sites.
- Access for HGVs can be planned for deliveries and emergencies.

Possible locations

Planning would need to be considered through all new commercial developments. Priority, where possible, should be given to locations close to or alongside existing strategic freight routes.

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

Objectives met:

Measures relating to Policy A2 are covered in our place-based sub-strategies.

2.3.3. Shift

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

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

Objectives met:

Measure S1.8: Freight kerbside delivery management (system for booking loading bay access)

Description

Dynamic kerbside management includes providing bookable loading bays for commercial vehicles in busy areas. We will pursue opportunities to trial and/or deliver this solution.

Benefits

Measure S1.8: Freight kerbside delivery management (system for booking loading bay access)

Delivery of these bays would help to:

- Provide environmental benefits from reduction in delivery vehicles circulating whilst looking for parking spaces.
- Improve urban realm where spaces could be used at certain times for other means e.g. outdoor seating and micromobility parking.
- Increase revenue opportunities for the local authority. This can support more efficient deliveries and could also support local businesses through additional seating at certain times.
- Reduce pollution from delivery vehicles, removing the requirement for permanent loading bays, reducing visual impact and opening up street space for other uses.
- Safety benefits for pedestrians and cyclists as deliveries have set locations in loading bays.

Possible locations

Focussed mainly in Principal Settlements and larger Market Towns.

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

Objectives met:

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

Objectives met:

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

Objectives met:

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

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

Objectives met:

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

At micro-consolidation depots or centres, goods are unloaded, combined and distributed into smaller units prior to delivery. As well as increasing efficiency of deliveries, this can enable alternative, more sustainable modes to be used for the very first and last legs of a

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

delivery item's journey (termed "first/last mile"), such as e-cargo bikes or electric cars or vans.

We will work with freight operators and businesses on a voluntary and ad-hoc basis to achieve shared deliveries where possible and will further investigate the potential for delivering or trialling micro-consolidation and first/last mile delivery solutions.

Benefits

- Reduction in delivery vehicle miles travelled as freight is consolidated into fewer and/or more efficient journeys.
- Reduction in carbon emissions and congestion, and improved air quality and noise levels, associated with consolidation and last mile solutions.
- Improved safety for vulnerable road users with fewer freight deliveries, helping to increase levels of active travel.
- More efficient and sustainable movement of freight. With fewer freight deliveries on the roads, this will reduce congestion and improve journey time reliability.
- Encourage the take up of smaller EV / cargo delivery vehicles.

Possible locations

County-wide, most likely to be suited to areas with higher concentrations of freight and delivery demand or targeted to support specific organisations.

Case study: Cargodale in Calderdale

Cargodale was established during 2020 as a grocery and shopping delivery service to residents of Hebden Bridge and Todmorden in Calderdale. It is run as a social enterprise funded through delivery service and hire charges, as well as from the 2020 Active Travel Fund and the UK Government's Towns Fund.

Cargodale

The scheme also delivers goods for local businesses and market stallholders. It provides a food waste avoidance scheme and assists residents who may have travelled by foot, bike or bus to transport their shopping home. In its first 6 months (March to August 2020), Cargodale delivery bikes covered just under 1,800 miles. This prevented around 500kg of carbon dioxide (CO_2) emissions from being produced, compared to using small diesel vans or multipurpose vehicles.

Measure S5.2: Shifting freight from road to rail

Description

We will pursue opportunities to shift road freight onto rail, working with stakeholders and partners to increase rail network capacity, safeguard land and promote using rail for freight.

Benefits

- Supports the decarbonisation of freight, as rail is less carbon intensive.

Measure S5.2: Shifting freight from road to rail

- Reduced vehicle miles travelled, specifically large HGVs. This will reduce emissions and improve air quality and noise.
- Reduce traffic congestion and delays, increasing journey time reliability.
- Minimises the impact of freight travel on communities and natural and historic sites.
- Improved safety for vulnerable road users with fewer freight deliveries, helping to increase levels of active travel.

Possible locations

County-wide.

Measure S5.3: Safeguarding land for rail and consideration of rail freight interchange site

Description

We will consider safeguarding land for rail where feasible to ensure Wiltshire can offer a future-proofed rail network which is ready for growth in freight demand.

Benefits

- Supports the decarbonisation of freight, as rail is less carbon intensive.
- Reduced vehicle miles travelled, specifically large HGVs. This will reduce emissions and improve air quality and noise.
- Reduce traffic congestion and delays, increasing journey time reliability.
- Minimises the impact of freight travel on communities and natural and historic sites.
- Improved safety for vulnerable road users with fewer freight deliveries, helping to increase levels of active travel.
- Increased resilience of our freight network by diversifying delivery modes.

Possible locations

County-wide with Westbury a likely focus.

2.3.4. Improve

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

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

Objectives met:

Measures related to electric vehicle infrastructure (EVI) are included in the EVI sub-strategy.

Measure I1.11: Support for low emission freight
Description

Measure I1.11: Support for low emission freight

The transition to a fully low or zero emission fleet is required to reach targets, since HGVs alone contribute 20% to all transport carbon emissions across the UK. We will support the transition to low emission freight. For freight, alternatives to petrol and diesel could include battery electric, plug in hybrids, range extended electric vehicles and biofuels.

Benefits

- Reduced carbon emissions and carbon intensity of travel from greater low or zero emission vehicles.
- Contributes to increased uptake of lower emission vehicles such as EV, hydrogen and synthetic fuels.

Possible locations

County-wide.

Case Study: Amazon

In 2022, Amazon launched five electric HGVs in its delivery fleet for the first time in the UK. The 37-tonne fully electric vehicles are transporting customer packages with zero tailpipe emissions and using battery power. The five vehicles replaced diesel HGVs, resulting in up to 100,000 annual road miles fuelled with renewable electricity instead of diesel, preventing 170 tonnes of CO_2e from being emitted.

Amazon UK

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

Objectives met:

Measure I2.4: HGV parking and rest stops

Description

We will promote the creation of rest stops and HGV parking facilities on the freight network, including on the SRN. This will ensure drivers have convenient, well-located rest facilities which can support their wellbeing.

Benefits

- Reduced greenhouse gas emissions and emission intensity of travel, as it will prevent drivers from spending time searching for a convenient mandatory rest stop.
- Promotes a healthy, safe and secure network for freight drivers and other network users.
- Reliable journey times.
- HGV rest stops can be upgraded to include EV charging points to increase uptake of lower emission vehicles.

Possible locations

Measure I2.4: HGV parking and rest stops

County-wide, on or near to the signed freight network.

Measure I2.5: Moving traffic offences

Description

Local Authorities are now able to take on moving traffic enforcement (MTE) powers. The powers are in addition to existing powers to enforce parking contraventions and bus lane enforcement, which the Council has been delivering successfully since July 2006 and March 2021, respectively.

The powers enable Wiltshire Council to enforce moving traffic offences such as banned turns, yellow box waiting and breaching of weight restrictions using cameras. Wiltshire Council has applied to the DfT to take on MTE powers and is currently awaiting an outcome.

We will explore how we can best introduce this in the context of freight.

Benefits

- Will help to ensure freight traffic uses more appropriate routes through penalising unwanted behaviours.
- Minimising the impact of freight travel on communities and natural and historic sites.
- Improved air quality and local health and reduced noise levels.
- Improved safety for vulnerable road users on routes with the monitoring of moving traffic offences.

Possible locations

Where necessary across the county.

2.3.5. Support

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

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

Objectives met:

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

Objectives met:

Supporting measures relating to Policies SU1 and SU2 are covered in our place-based and strategic transport sub-strategies.

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

Objectives met:

Measure SU3.6: Freight Assessment and Priority Mechanism (FAPM)

Description

Wiltshire's Freight Assessment and Priority Mechanism (FAPM) has been developed to evaluate freight mitigation requests and prioritise interventions that have the highest impacts on local communities. Requests are assessed annually using the FAPM to identify the top priority scheme(s) for possible intervention. It enables us to equitably assess freight mitigation requests.

We will review the FAPM to update and redesign the system to ensure it efficiently and equitably prioritises the most effective interventions.

Benefits

- Chosen mitigation may divert HGV traffic onto more efficient and appropriate routes.
- Improved safety and air quality, and reduced noise pollution in areas benefiting from FAPM related freight intervention.
- Prevents some damage to minor roads due to heavy, inappropriate vehicles using them protecting verge degradation and habitat damage. Freight would be redirected on to more appropriate, larger roads.

Possible locations

County-wide.

Measure SU3.7: Define route restrictions through Advisory Freight Routes

Description

We will review, update and, if required, redesign the county freight map. This map sets out the county's advised freight routes to ensure freight uses the most appropriate and strategic roads in Wiltshire. Re-routing HGVs to more appropriate routes should improve delivery efficiency and have beneficial impacts on the road network and local environment. This measure would seek most appropriate corridors for efficient movement, away from communities and historic sites, where there are more people and conflicting movements.

Benefits

- Route restrictions will help to prevent misrouting and will therefore reduce vehicle miles travelled and emissions. This will enforce the use of more efficient routes.
- Improve safety for vulnerable road users on routes.
- Improve reliability for goods vehicles on the network, leading to substantial economic benefits.
- Reduces congestion and improves air quality and noise.
- Prevents some damage to minor roads due to heavy vehicles by ensuring freight movements are focused on larger roads.

## Measure SU3.7: Define route restrictions through Advisory Freight Routes

Possible locations

County-wide. We will continue to develop the existing two-tier network of freight advisory routes, as shown in Figure 2-4, developed as part of LTP3 for the county.

Case Study: Cambridgeshire County Council

Cambridgeshire County Council has agreed on the Cambridgeshire Advisory Freight Map, that sets out the routes across the county which are currently restricted for use by HGVs due to weight limits and height or width restrictions. It also shows the preferred and secondary routes which are the advised routes for use by HGVs.

The Advisory Freight Routes are displayed on the one.network website and appear as a layer on the public map that can be toggled on or off – this means they can be viewed publicly and are useful for anyone plotting a diversion route for works or events.
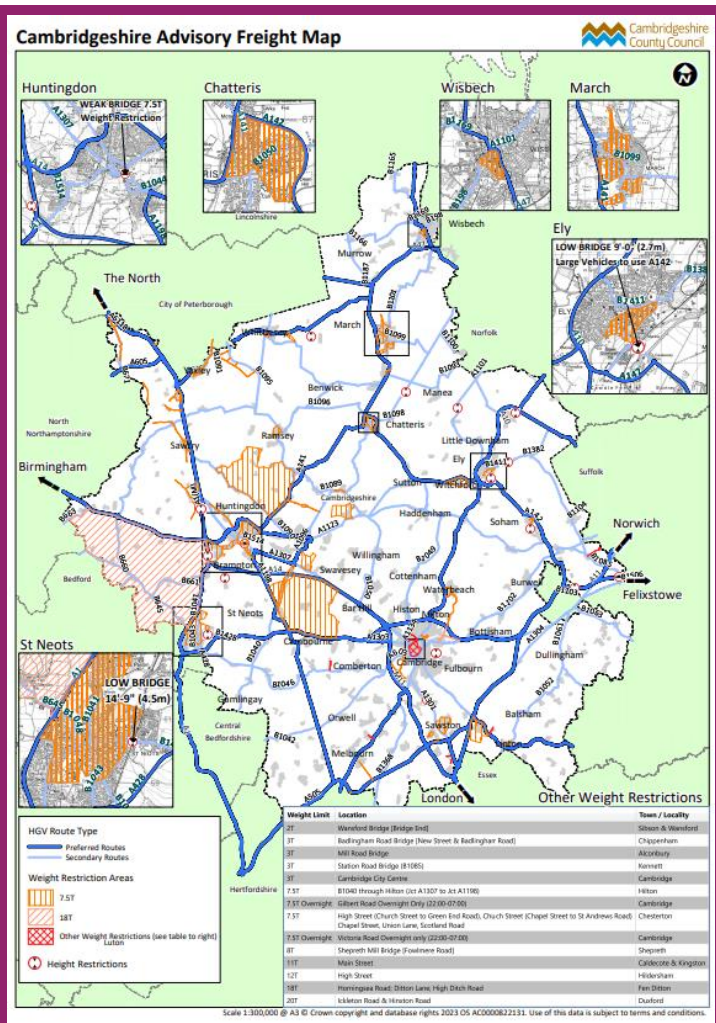
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