Wiltshire Council
Local Transport Plan 4

Consultation Summary Report

March 2025

Wiltshire Council

Introduction

The draft LTP4 received Cabinet approval in November 2024 to undertake formal consultation, which is a statutory obligation as defined under the Local Transport Act 2008. The statutory consultation was open from Thursday 28th November until the 24th January using the Commonplace digital platform, an interactive website to allow respondents, including individuals and organisations, to provide their comments and suggestions on measures proposed in the plan. The website was designed to allow respondents to focus in on the area of the plan they were most interested in.

The consultation was widely promoted through the council's communications channels, including in members newsletters, the residents' newsletter (27,000 recipients), the town and parish newsletter, and the business newsletter (8,100 recipients). It also featured in the local media through the council's press release and was widely publicised on the council's social media channels. The open rate for the residents' newsletter is, on average, 52% and during the consultation the LTP feature attracted 853 clicks on the call-to-action link.

The social media campaign, across Facebook and X (Twitter) received a reach (the total number of unique users who saw the posts) of 45,200 and 57,800 impressions (the total number of times the posts were displayed to users). There were 440 clicks on the call-to-action link.

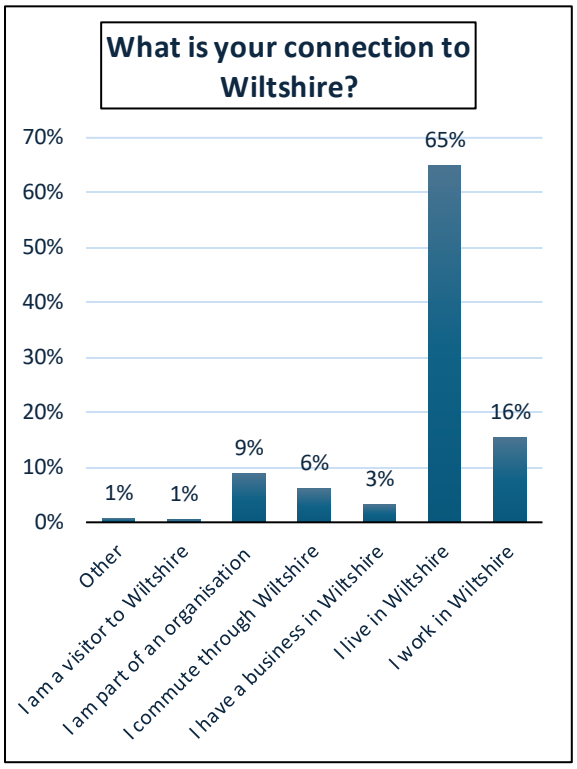
Two online engagement events were hosted during the consultation, one on Tuesday 3 December 2024 and one on Monday 13 January 2025. These events enabled people to find out more about LTP4, to find out how to take part in the consultation, and to ask questions. The events, which were hosted on Microsoft Teams, consisted of a presentation, followed by a public Q&A, with both Cabinet Members and senior officers present to answer questions.

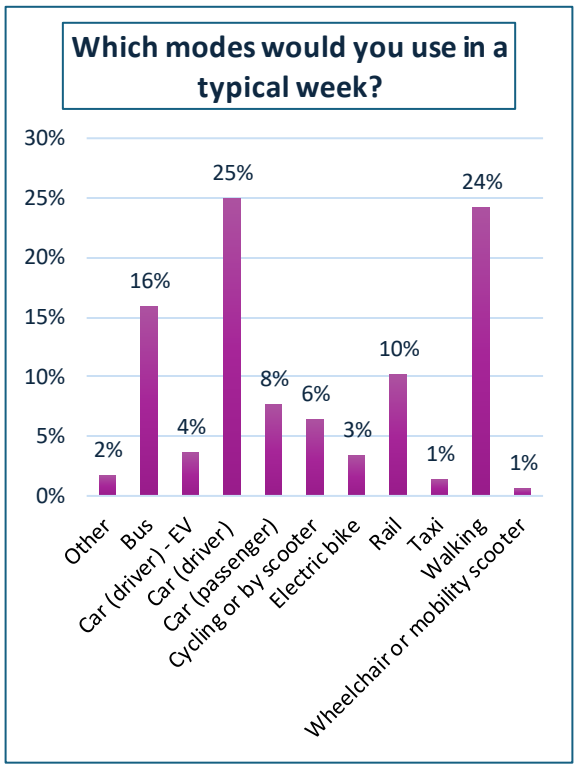
We received a total of 383 responses (348 direct responses and 35 direct via email) with 2680 visitors to the consultation portal making 1077 individual contributions.

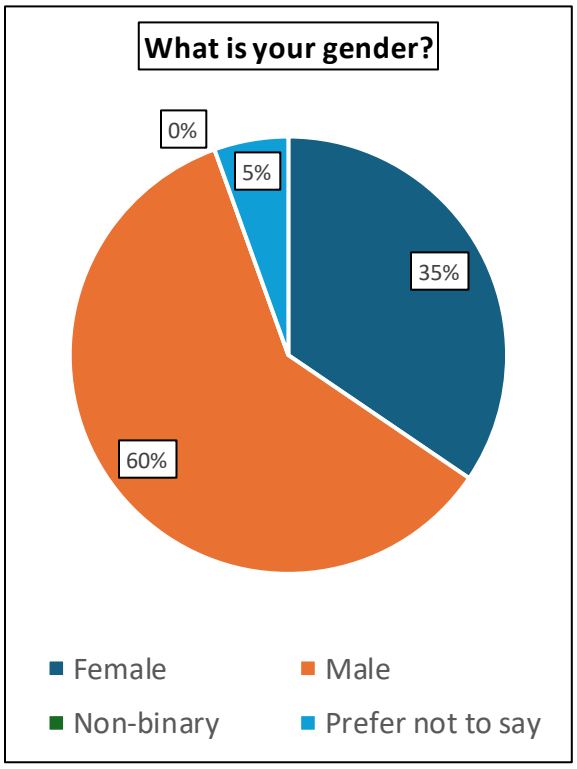
The report that follows provides a summary of the individual survey results, including demographics and the travel behaviour survey. Towards the end of the report there is a summary of the written responses that were received both via Commonplace and email.

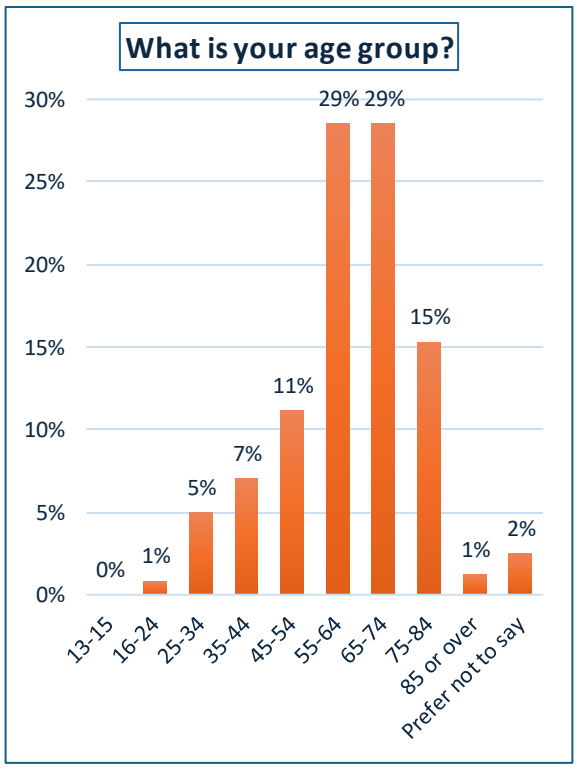
Demographics

Most survey respondents lived in Wiltshire and were car drivers, with walking being the second highest mode of travel. There was a larger proportion of male respondents, 60%, and most respondents were over 45 years old. Certain demographic groups were underrepresented: particularly females and younger people, and respondents with disabilities were also low in number.



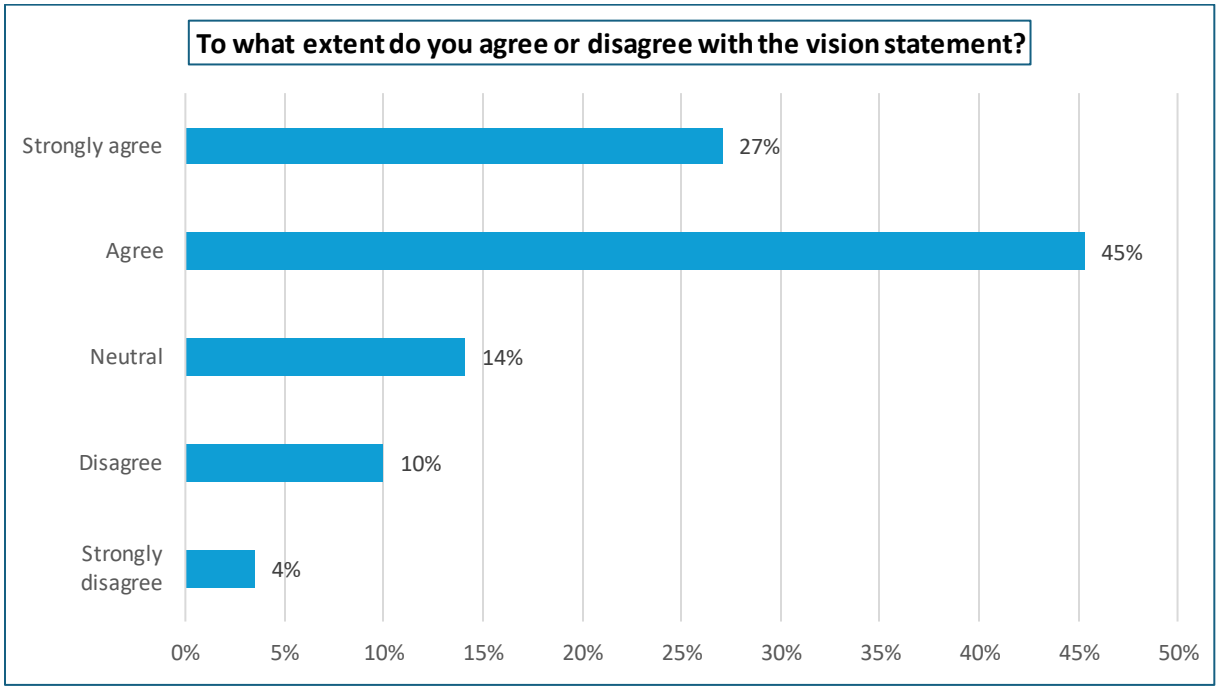


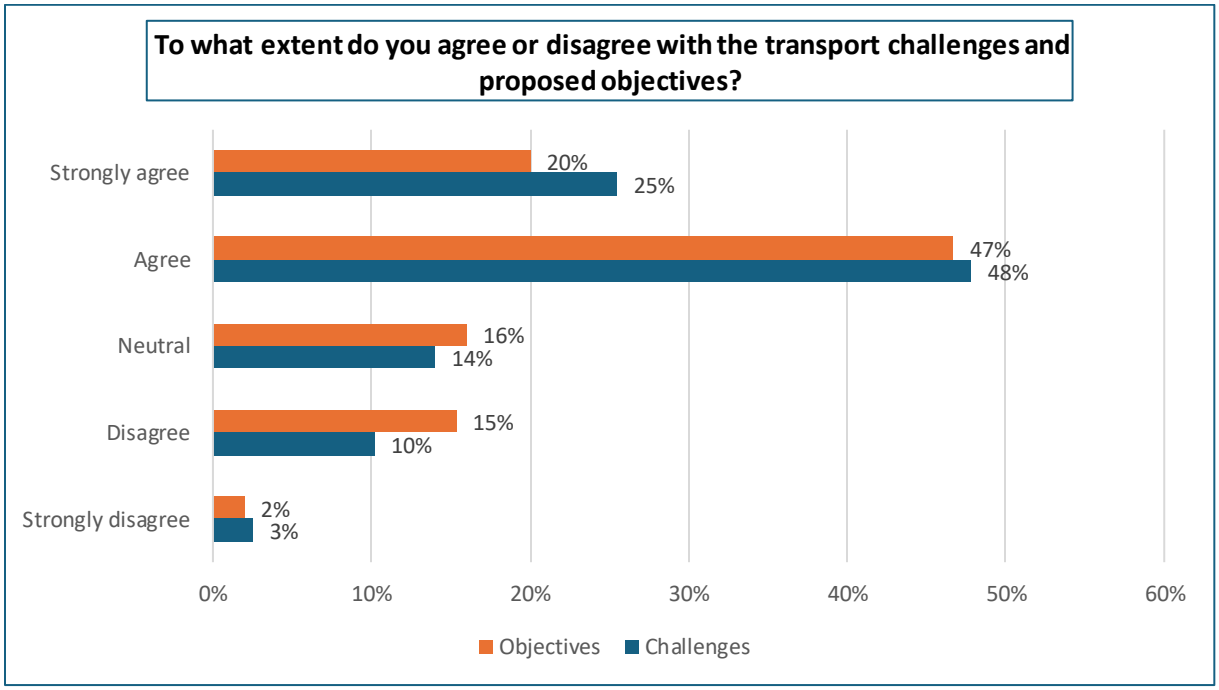


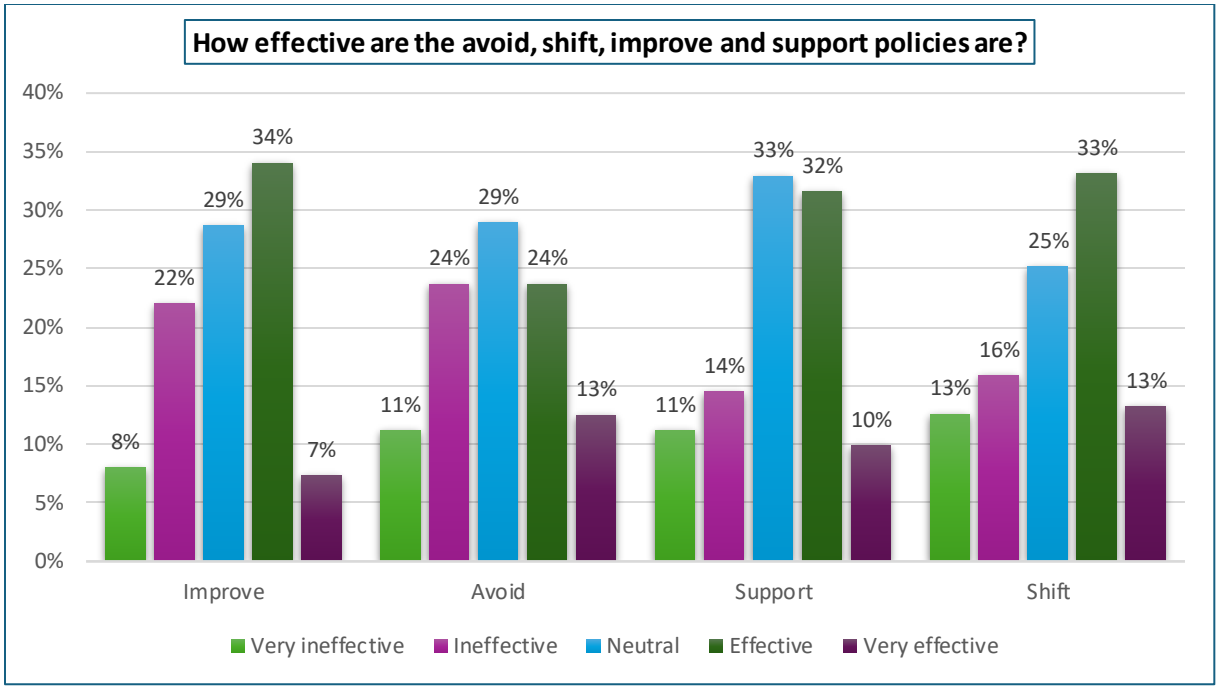


Core Strategy surveys – vision, challenges and objectives

There was strong support for the vision statement, with 72% of respondents agreeing overall. However, 14% of respondents disagree with the statement. Most respondents agreed with the transport challenges and objectives. Similarly, most respondents agreed that the avoid, shift, improve and support policies were effective or very effective.





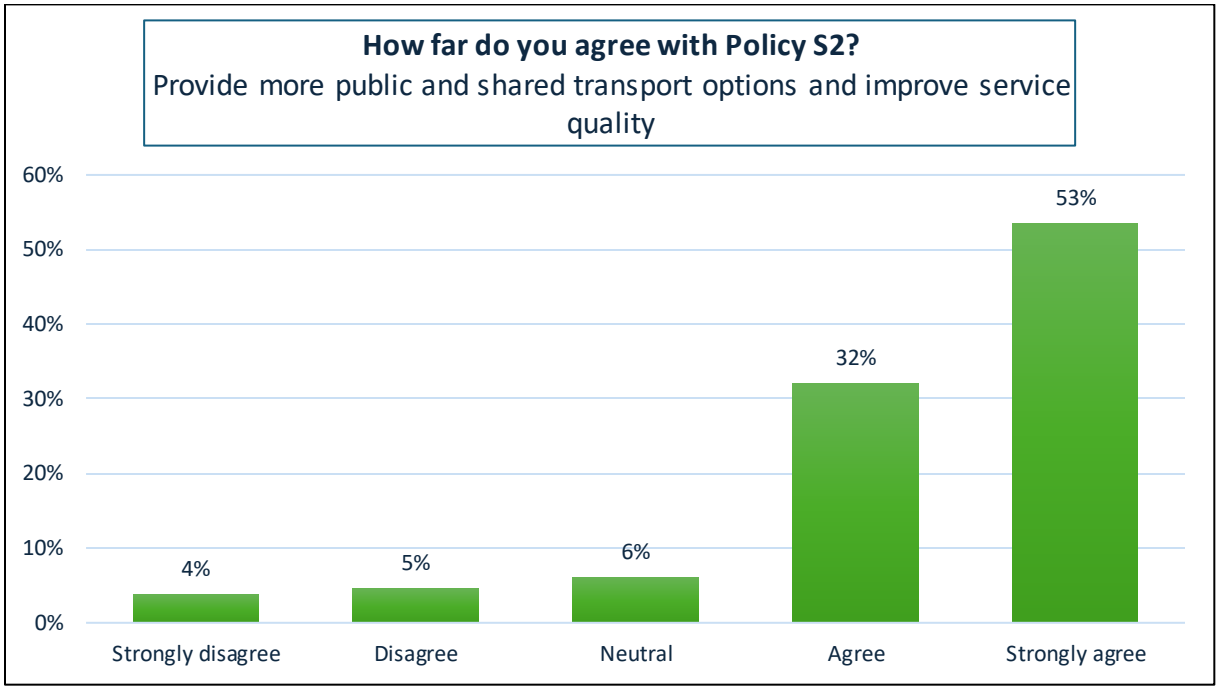

How effective are the avoid, shift, improve and support policies are?
40%
35%
30%
25%
20%
15%
10%
5%
0%
8%
22%
29%
34%
7%
11%
24%
29%
24%
13%
11%
14%
33%
32%
10%
13%
16%
25%
33%
13%
Improve
Avoid
Support
Shift
Very ineffective
Ineffective
Neutral
Effective
Very effective

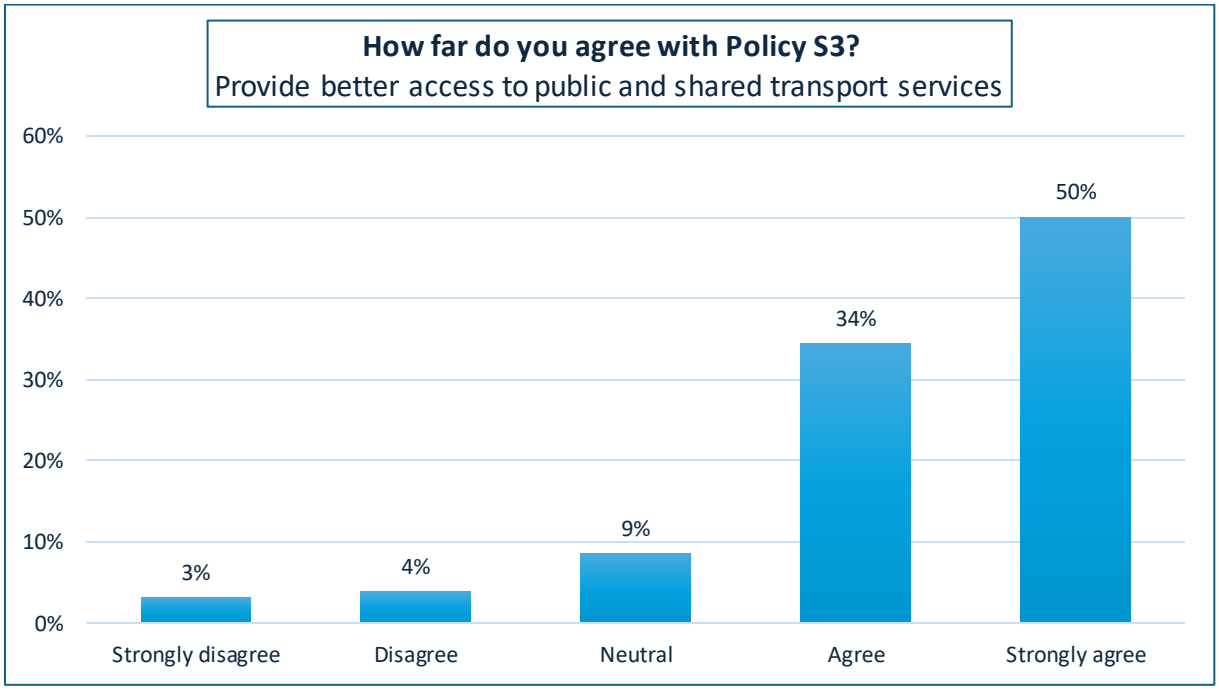
Do you have any further comments on the content of the Core LTP4 Strategy?
significant
investment
challenges
reduction
decarbonisation
traffic
vision
routes
settlements
population
provide
measures
based
given
document
support
work
future
areas
emissions
strategy
zero
infrastructure
clear
objective
carbon
travel
just
ltp4
council
needs
low
planning
far
large
towns
improve
live
rural
growth
does
core
public
lcwips
people
developments
roads
transport
sustainable
active
need
buses
delivered
example
policy
include
county
rail
terms
identified
network
residents
principle
urban
local
plan
wiltshire
increase
avoid
car
melksham
economic
targets
objectives
make
use
shift
cycling
bus
new
salisbury
delivery
cycle
way
funding
journeys
road
vehicles
area
walking
service
cars
town
achieve
including
challenge
housing
policies
services
schemes

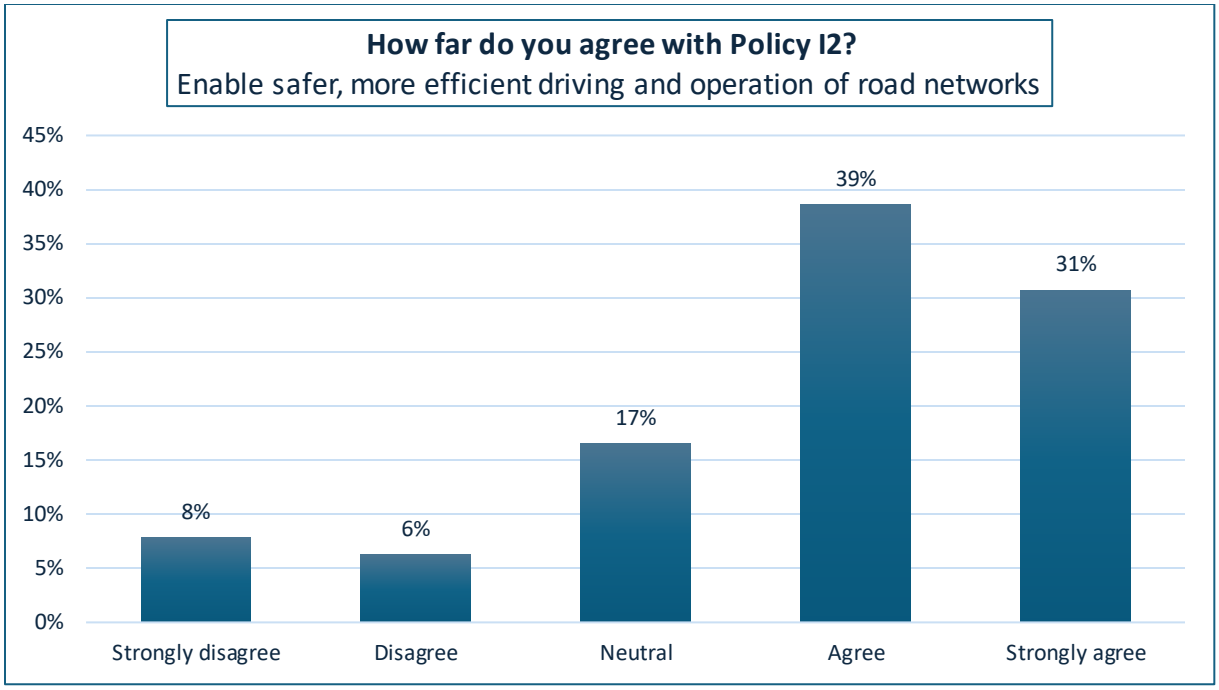
Strategic Transport surveys

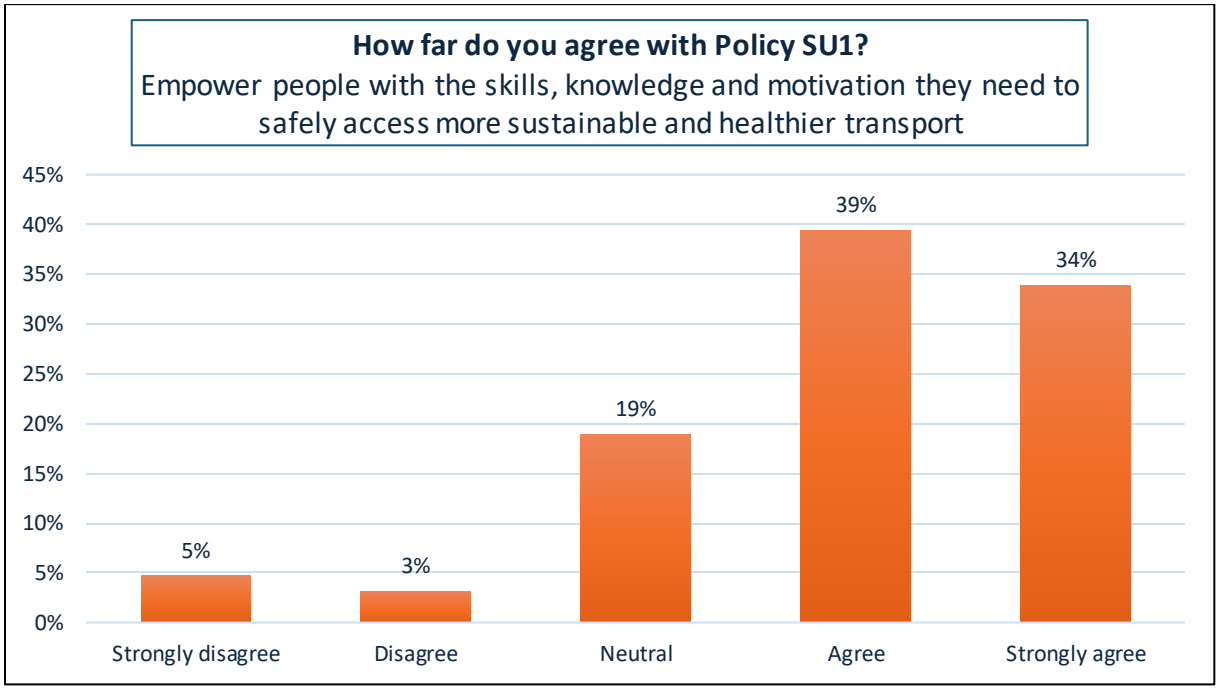
How far do you agree or disagree with the proposed policy and measures for the Strategic Transport sub-strategy?

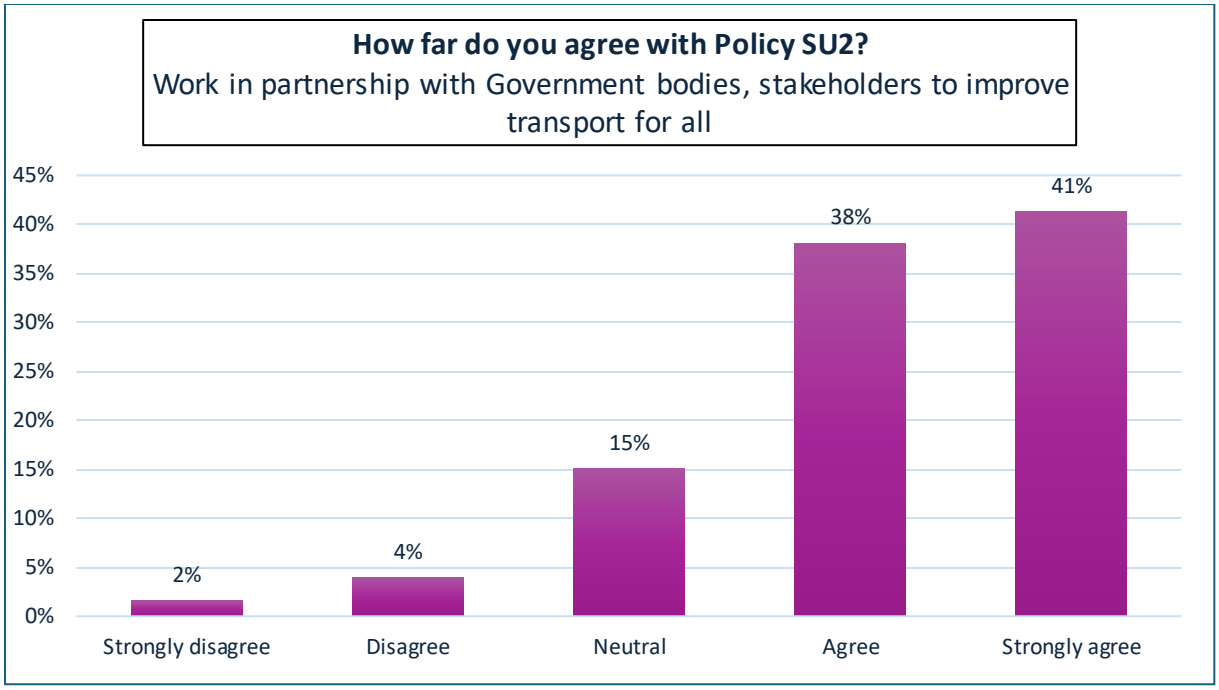
Overall, most respondents agreed with the strategic transport policies put forward. However, there was quite a high proportion of respondents that neither agreed nor disagreed, most notably for policy SU1, with 19% holding a neutral view.



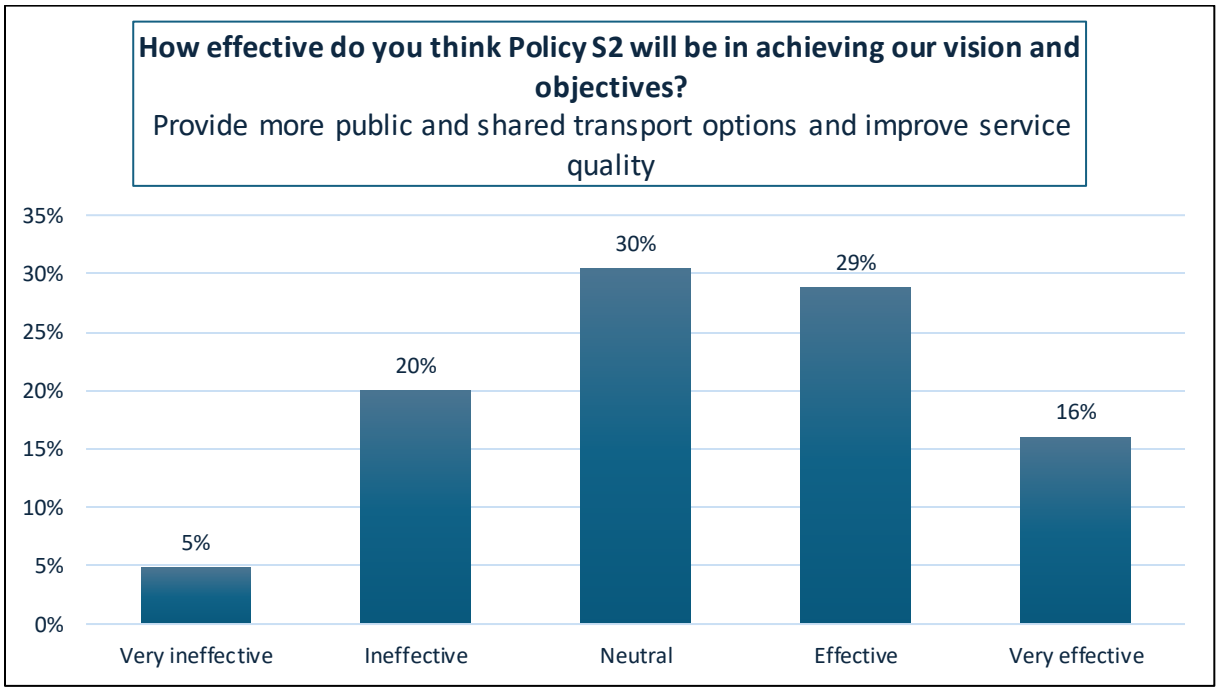


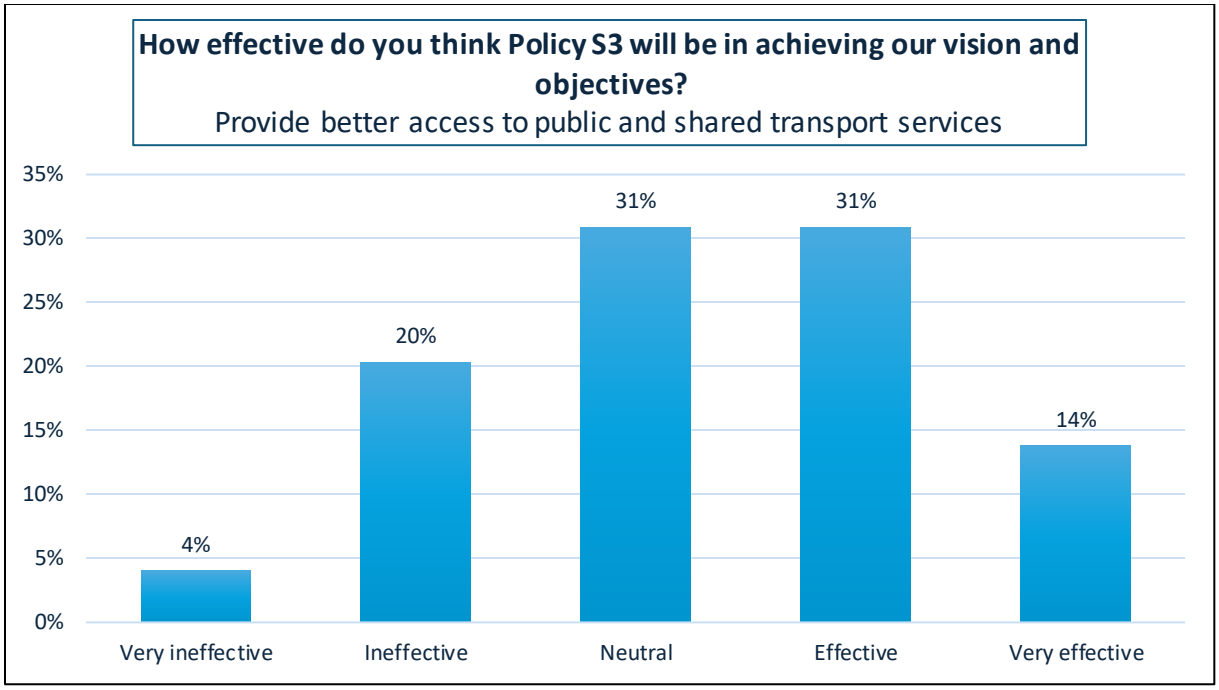

How far do you agree with Policy I2?
Enable safer, more efficient driving and operation of road networks
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
8%
6%
17%
39%
31%
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

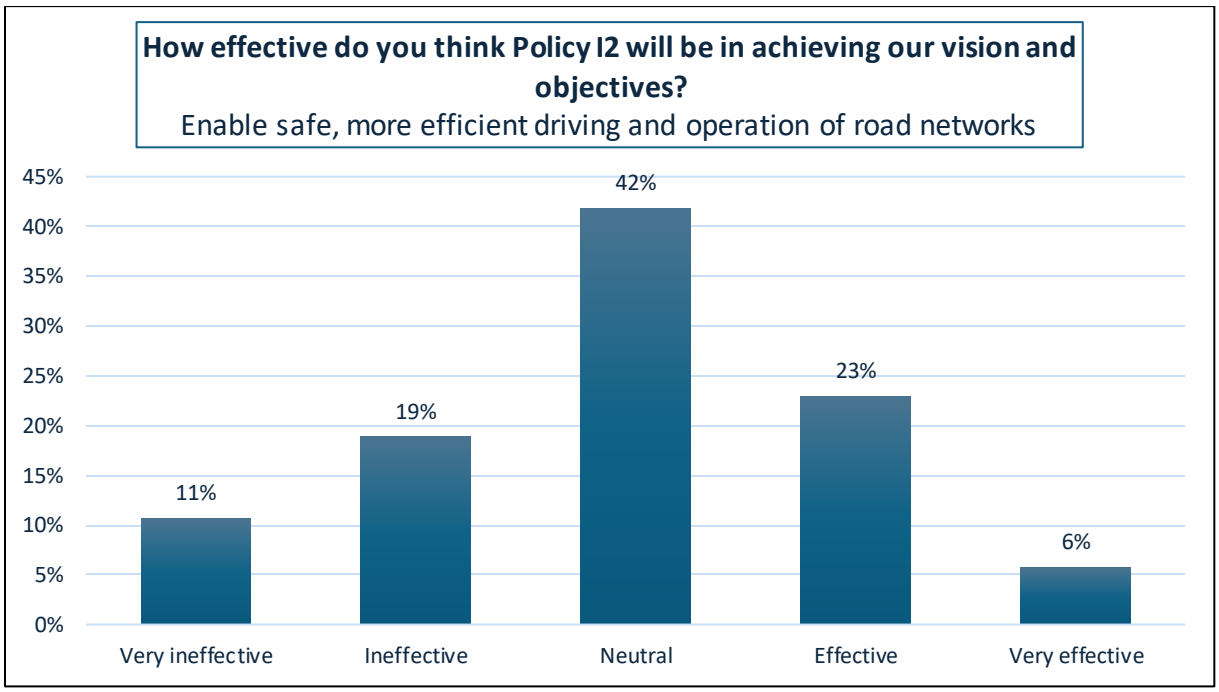

How far do you agree with Policy SU1?
Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
5%
3%
19%
39%
34%
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

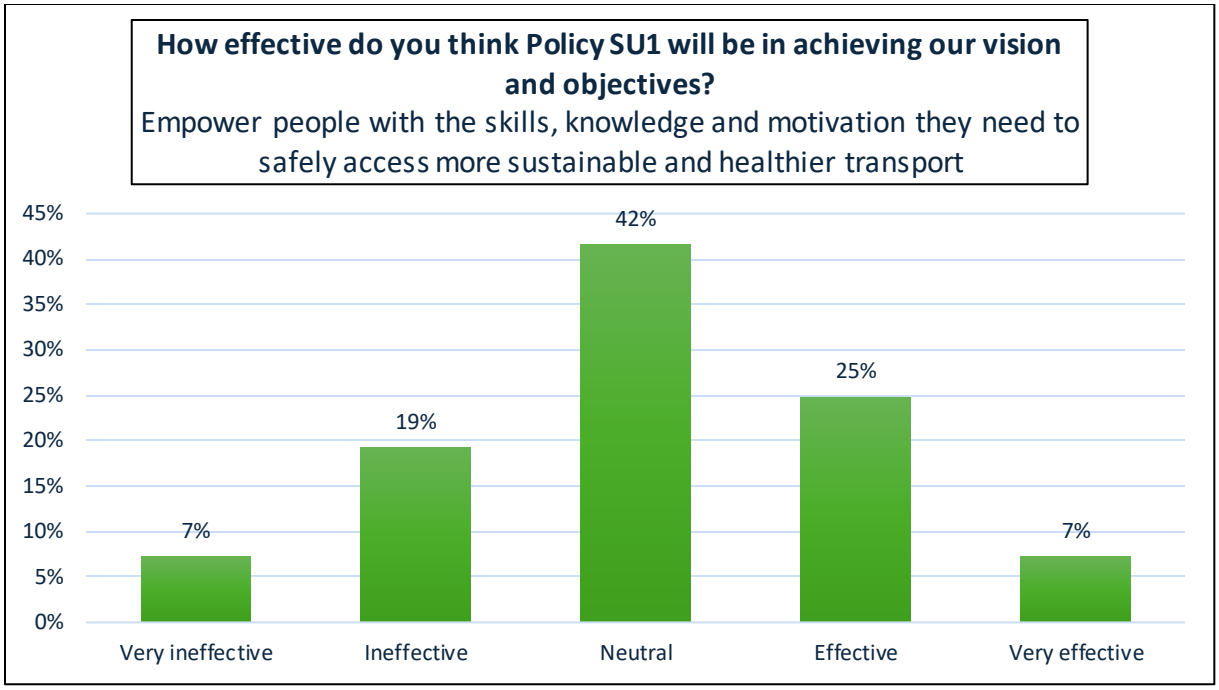


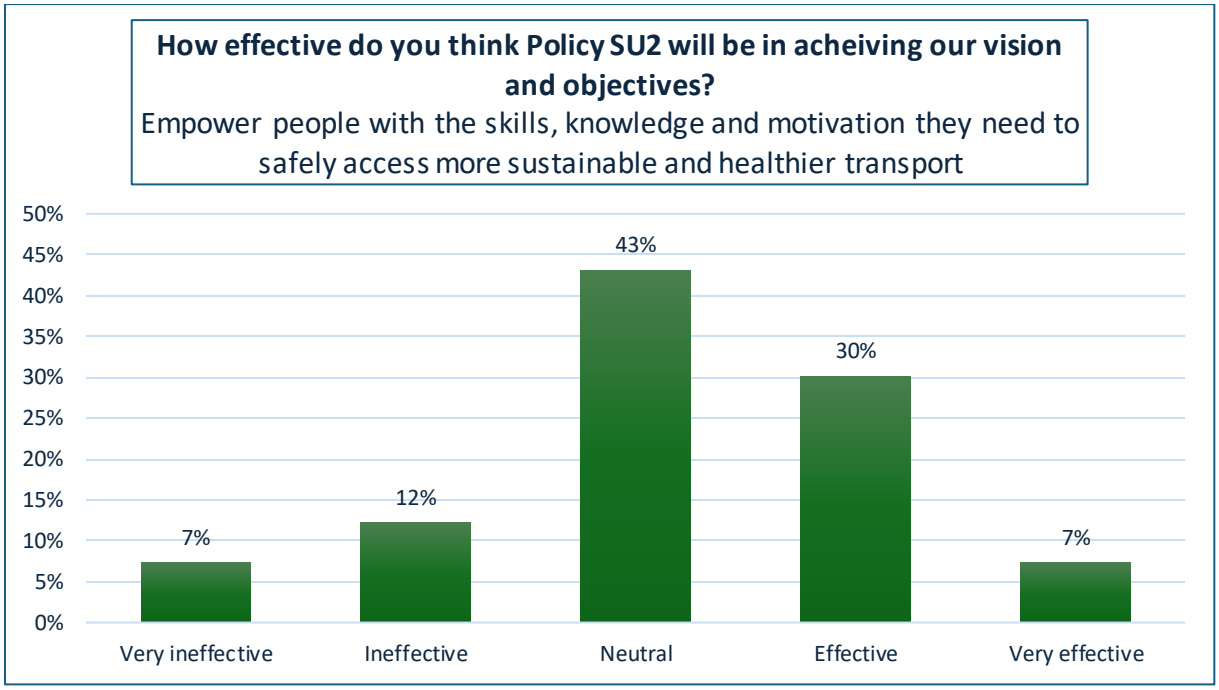
How effective or ineffective do you think the proposed policies and measures will be in achieving our vision and objectives for Strategic Transport?
Overall, there was less support for the effectiveness of the policies and measures to meet the vision and objectives with more responding neutrally or negatively. However, notably Policies S2 and S3 had strong support in terms of effectiveness.




How effective do you think Policy S3 will be in achieving our vision and objectives?
Provide better access to public and shared transport services
35%
30%
25%
20%
15%
10%
5%
0%
4%
20%
31%
31%
14%
Very ineffective
Ineffective
Neutral
Effective
Very effective


How effective do you think Policy I2 will be in achieving our vision and objectives?
Enable safe, more efficient driving and operation of road networks
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
11%
19%
42%
23%
6%
Very ineffective
Ineffective
Neutral
Effective
Very effective

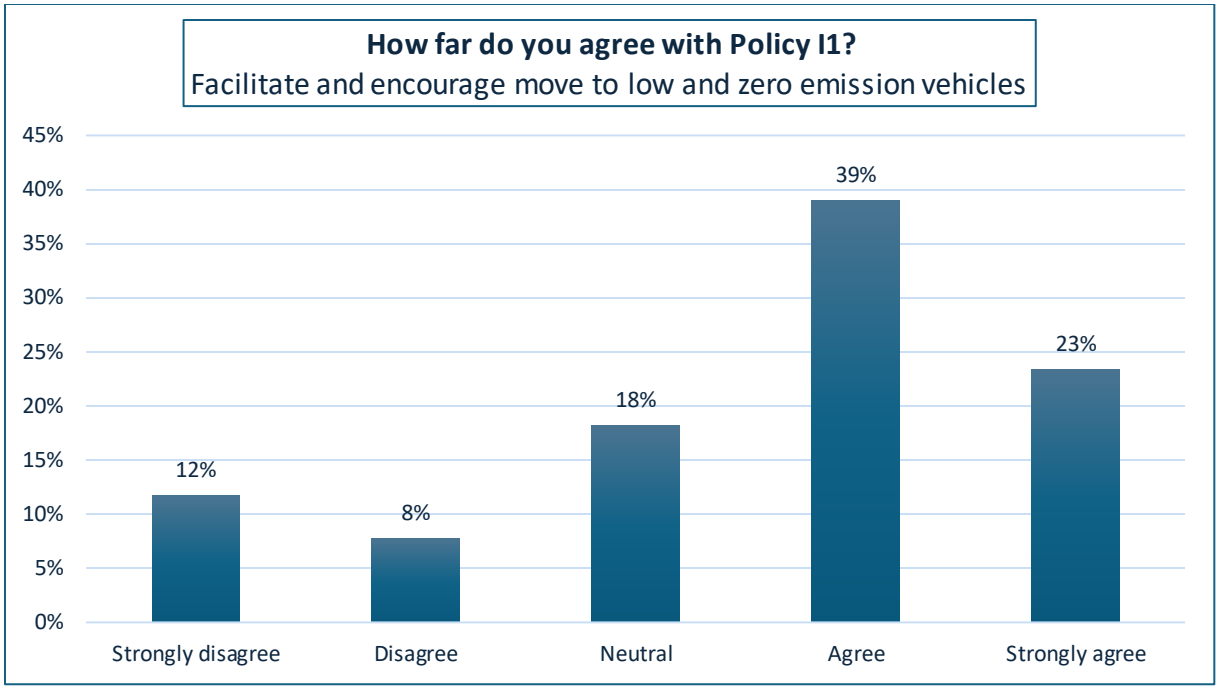

How effective do you think Policy SU1 will be in achieving our vision and objectives?
Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
7%
19%
42%
25%
7%
Very ineffective
Ineffective
Neutral
Effective
Very effective


How effective do you think Policy SU2 will be in acheiving our vision and objectives?
Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
7%
12%
43%
30%
7%
Very ineffective
Ineffective
Neutral
Effective
Very effective

Electric Vehicle Infrastructure surveys

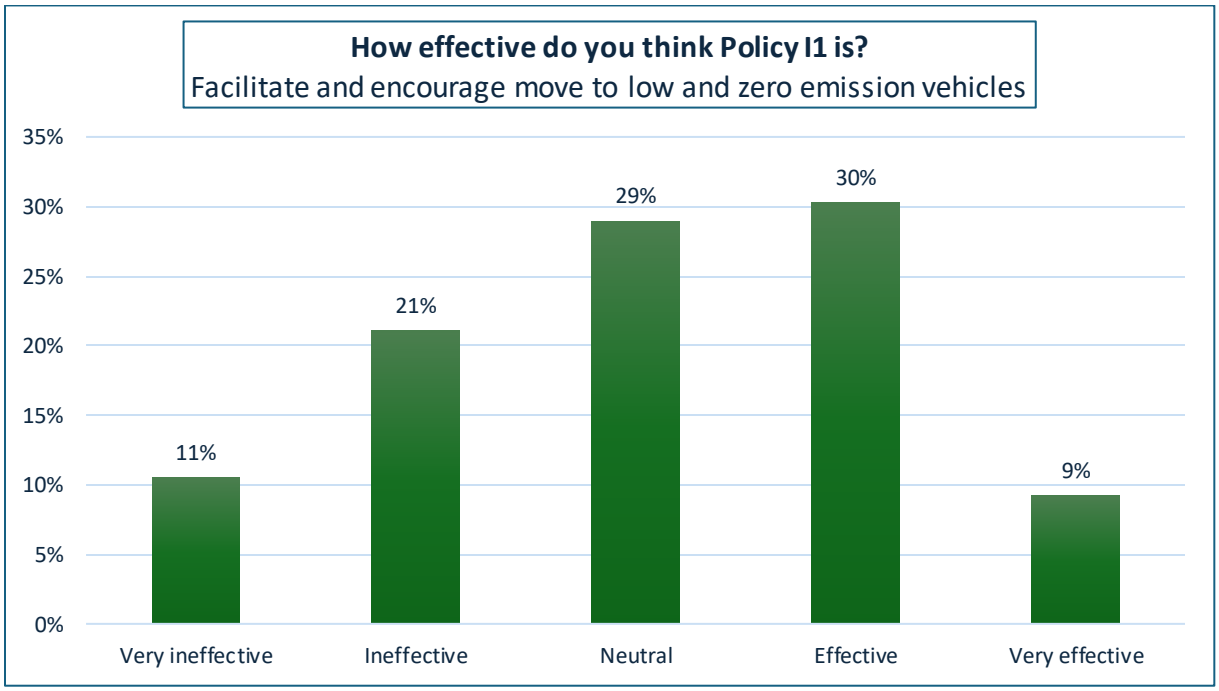
How far do you agree or disagree with the proposed policy and measures for the Electric Vehicle Infrastructure sub-strategy?

Overall, most respondents agreed with Policy I1, with 62% either agreeing or strongly agreeing.



How effective or ineffective do you think the proposed policy and measures will be in achieving our vision and objectives for Electric Vehicle Infrastructure?

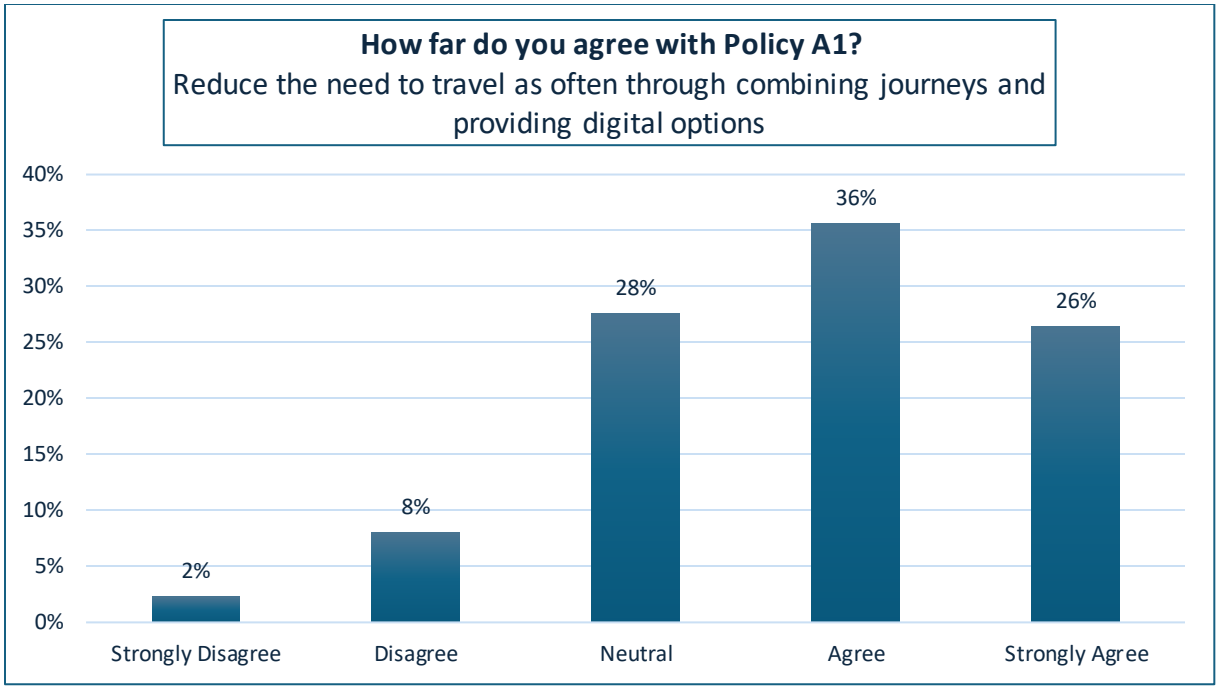
39% of respondents supported the effectiveness of Policy I1, however 32% did not feel that Policy I1 will be effective in facilitating a move to low or zero emission vehicles.

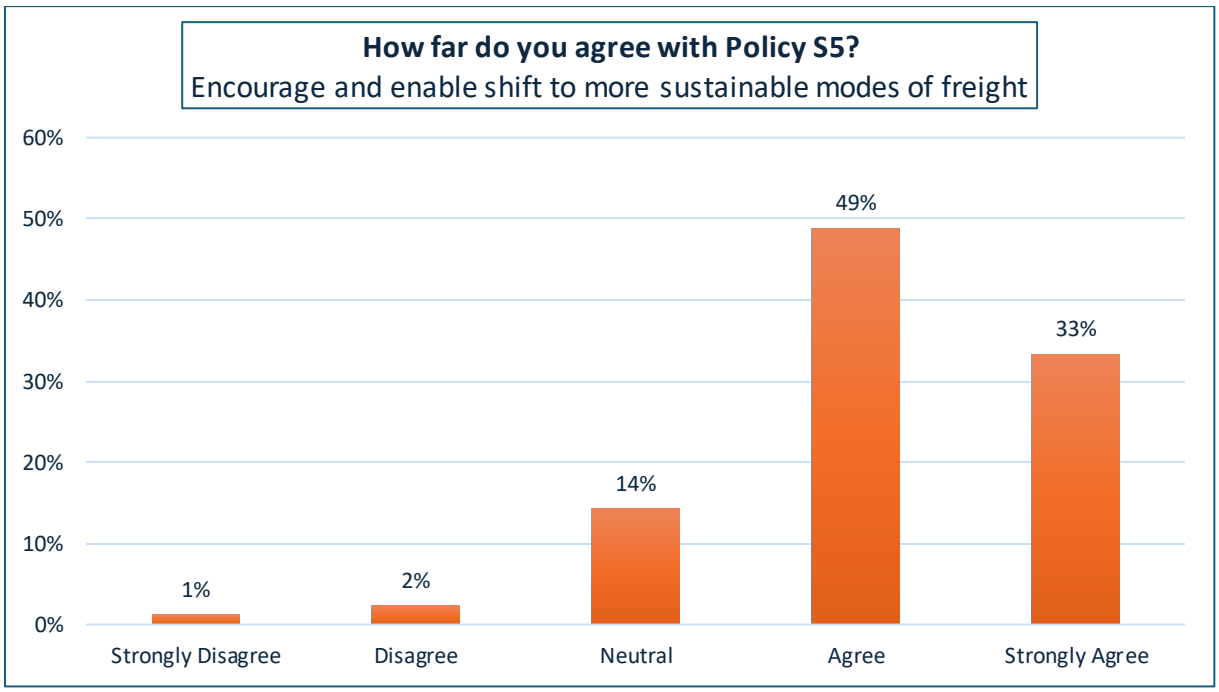


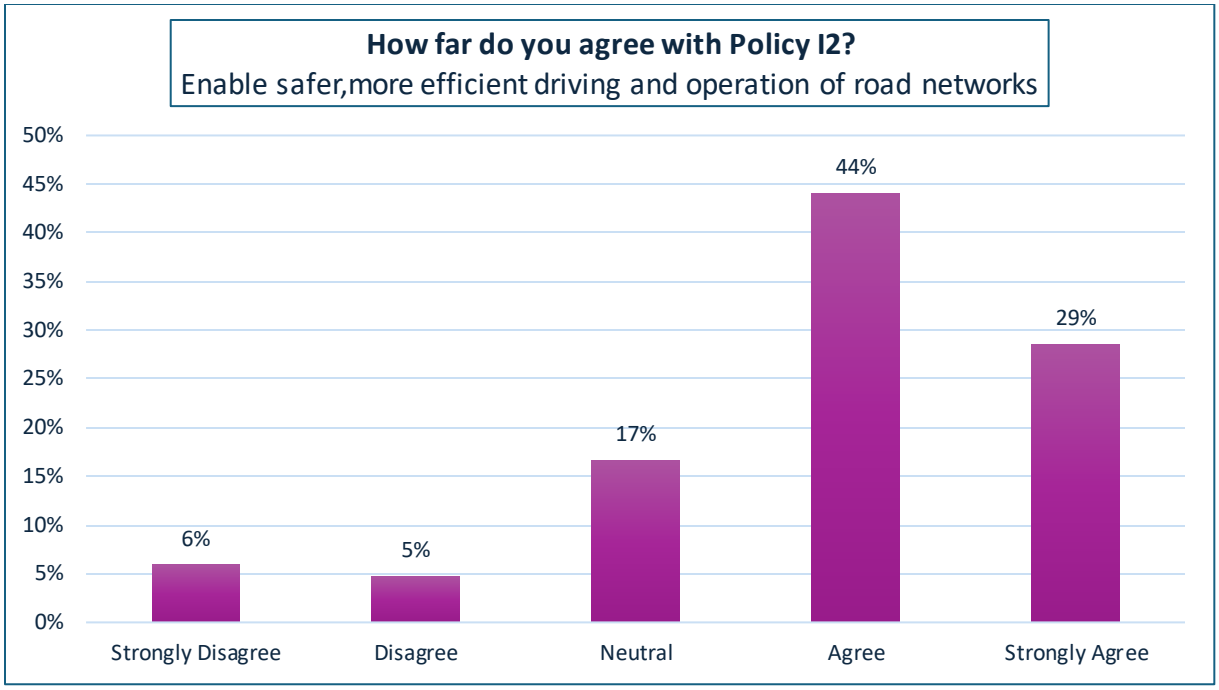
Freight surveys

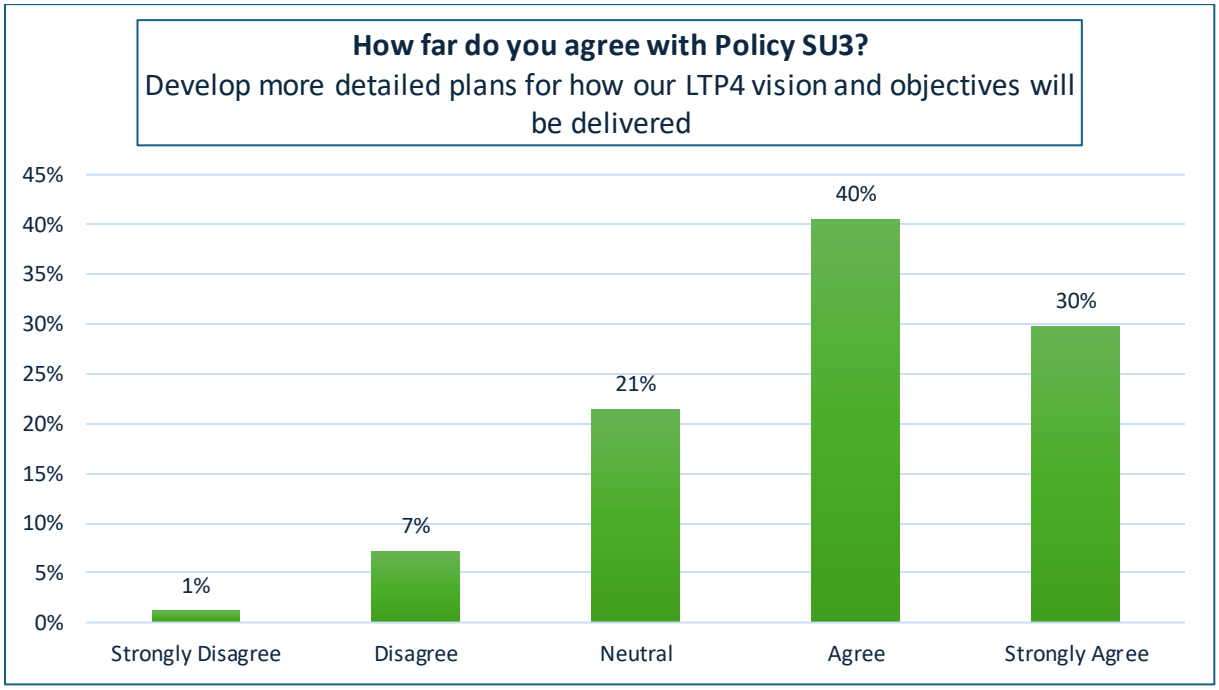
How far do you agree or disagree with the proposed policy and measures for freight?

Overall, most respondents agreed with the freight policies put forward. However, there was a reasonably high proportion of respondents that neither agreed nor disagreed (neutral) for each of the policies.



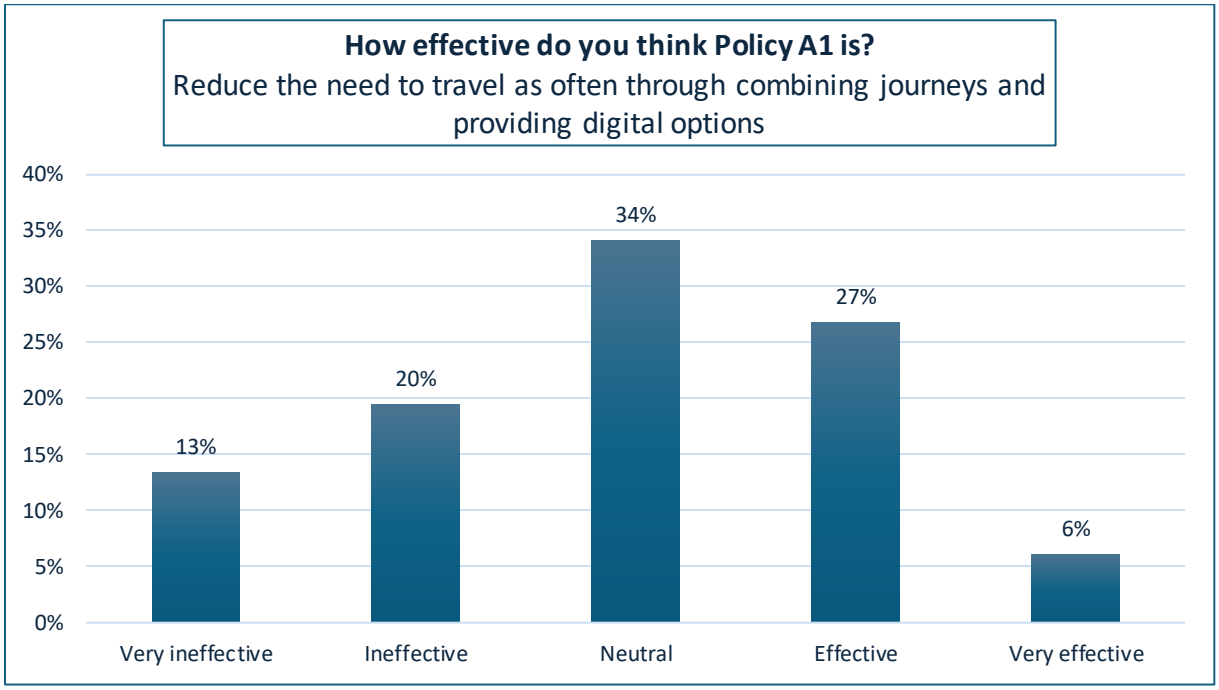


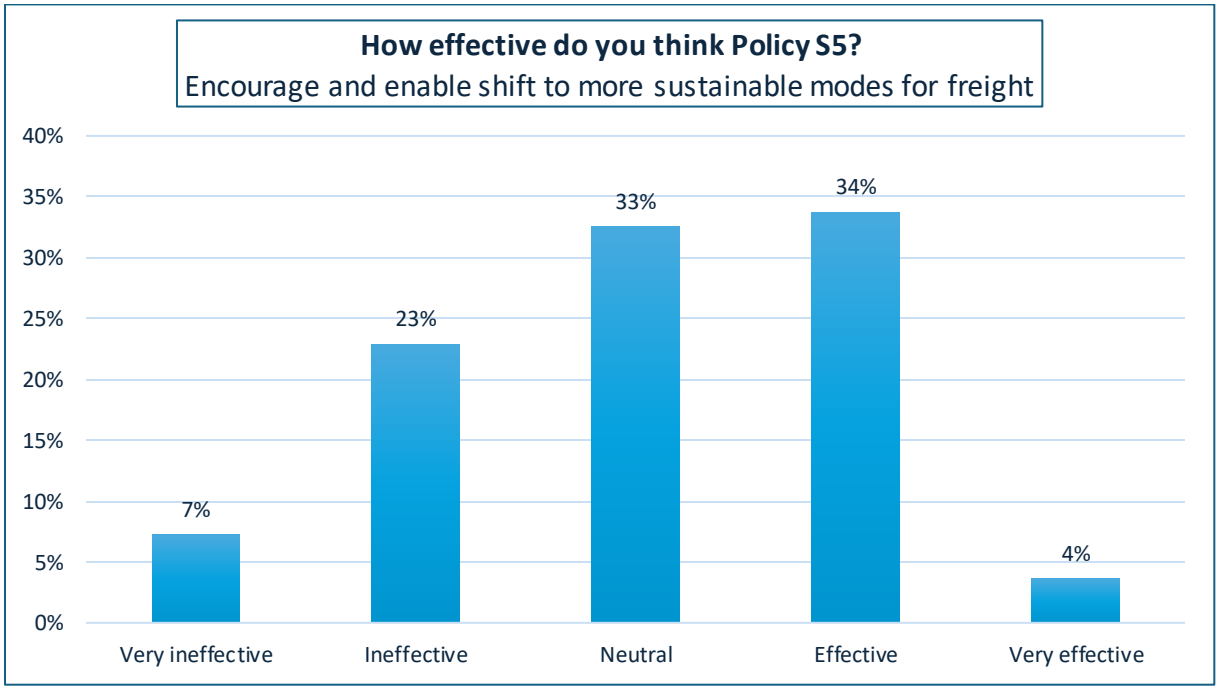

How far do you agree with Policy I2?
Enable safer,more efficient driving and operation of road networks
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
6%
5%
17%
44%
29%
Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

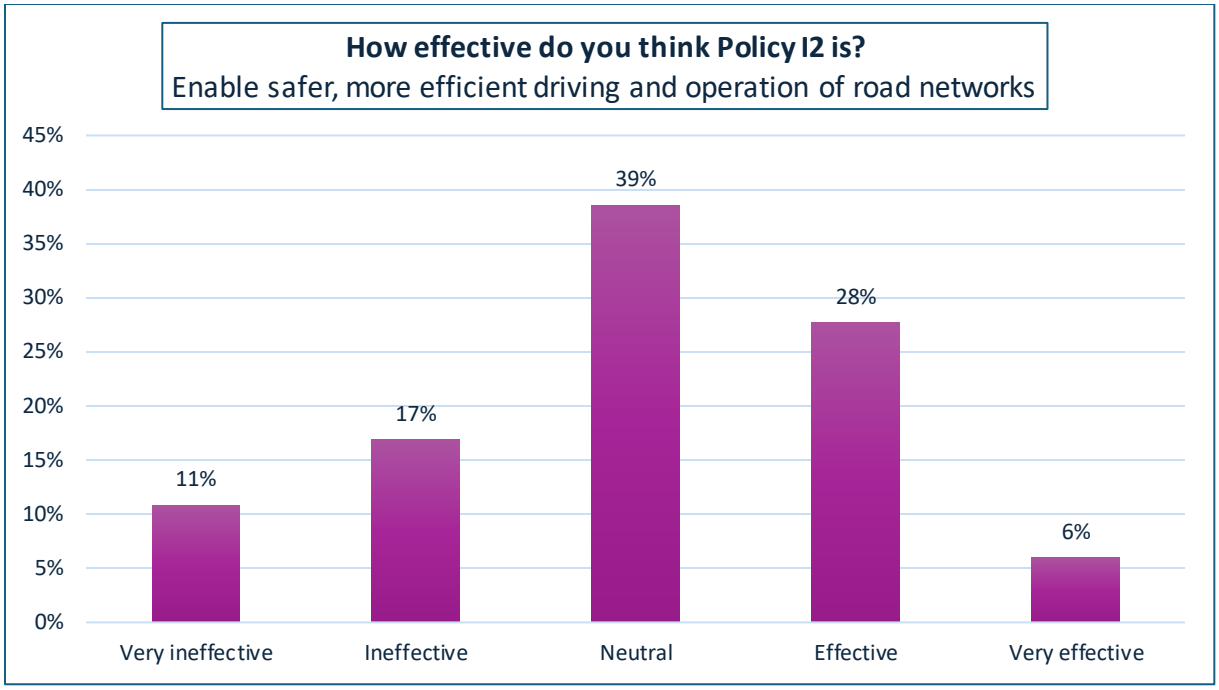

How far do you agree with Policy SU3?
Develop more detailed plans for how our LTP4 vision and objectives will be delivered
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
1%
7%
21%
40%
30%
Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

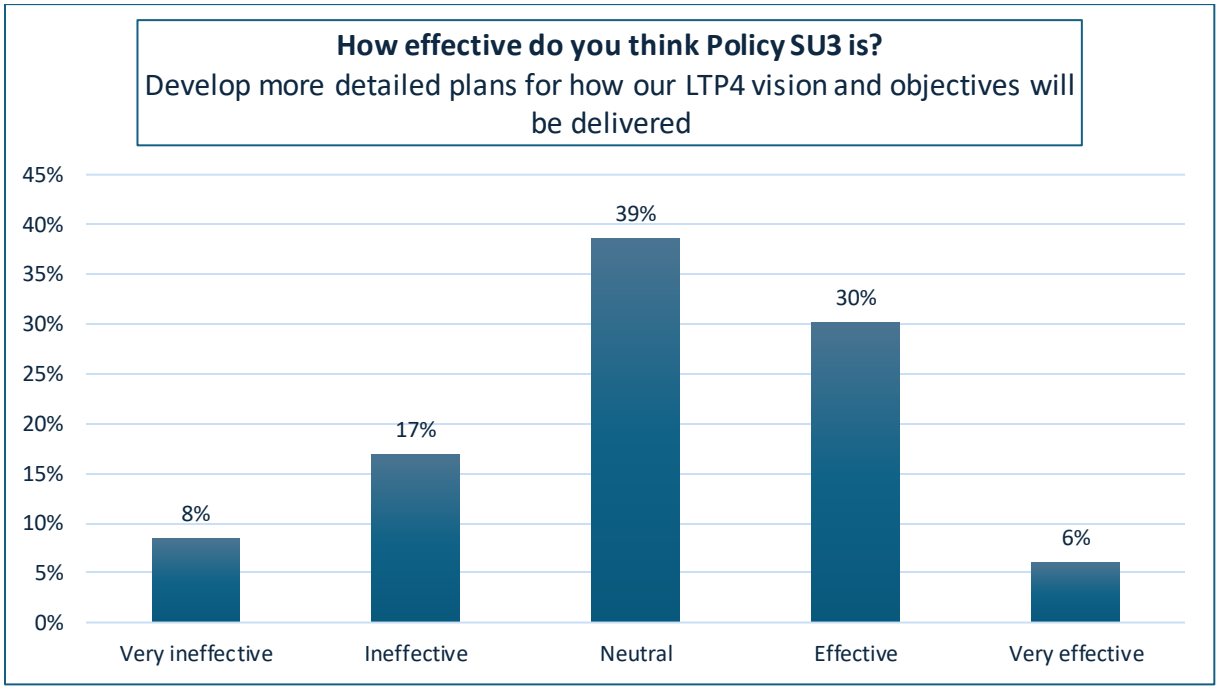
How effective or ineffective do you think the proposed policies and measures will be in achieving our vision and objectives for freight?

Overall, there was less support of the effectiveness of the policies in achieving the vision and objectives for freight with 33% of respondents feeling they were ineffective.





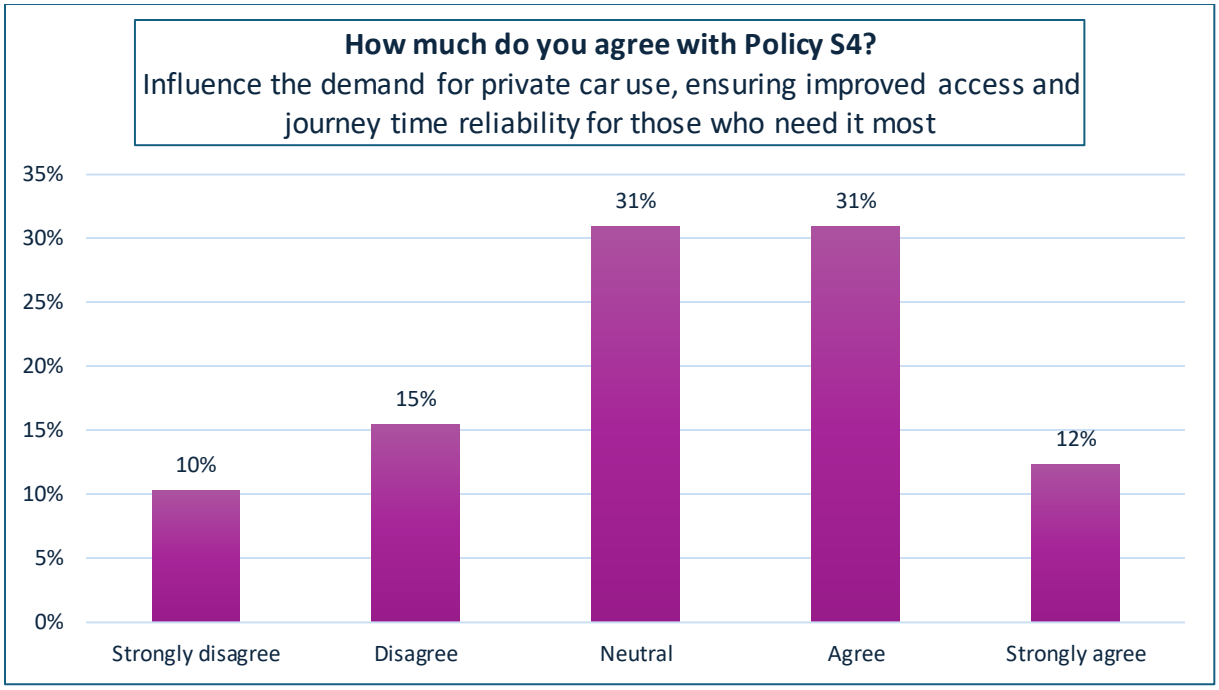

How effective do you think Policy I2 is?
Enable safer, more efficient driving and operation of road networks
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
11%
17%
39%
28%
6%
Very ineffective
Ineffective
Neutral
Effective
Very effective

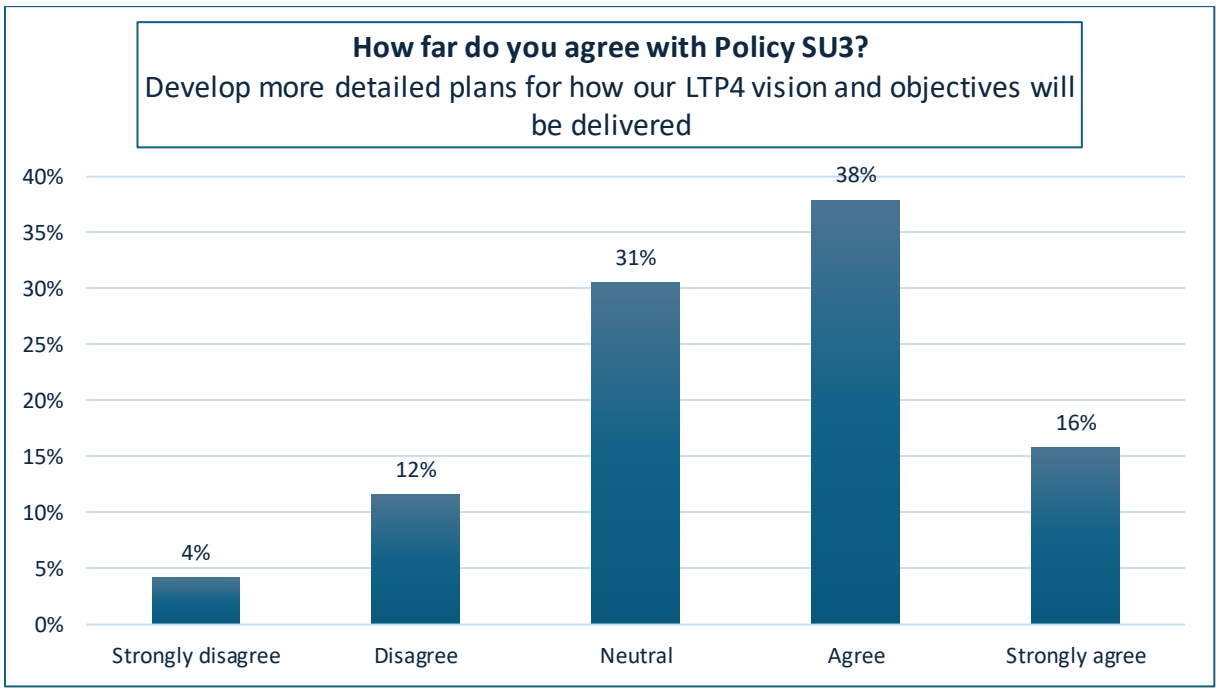

How effective do you think Policy SU3 is?
Develop more detailed plans for how our LTP4 vision and objectives will be delivered
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
8%
17%
39%
30%
6%
Very ineffective
Ineffective
Neutral
Effective
Very effective

Parking surveys

How far do you agree or disagree with the proposed policy and measures for parking?

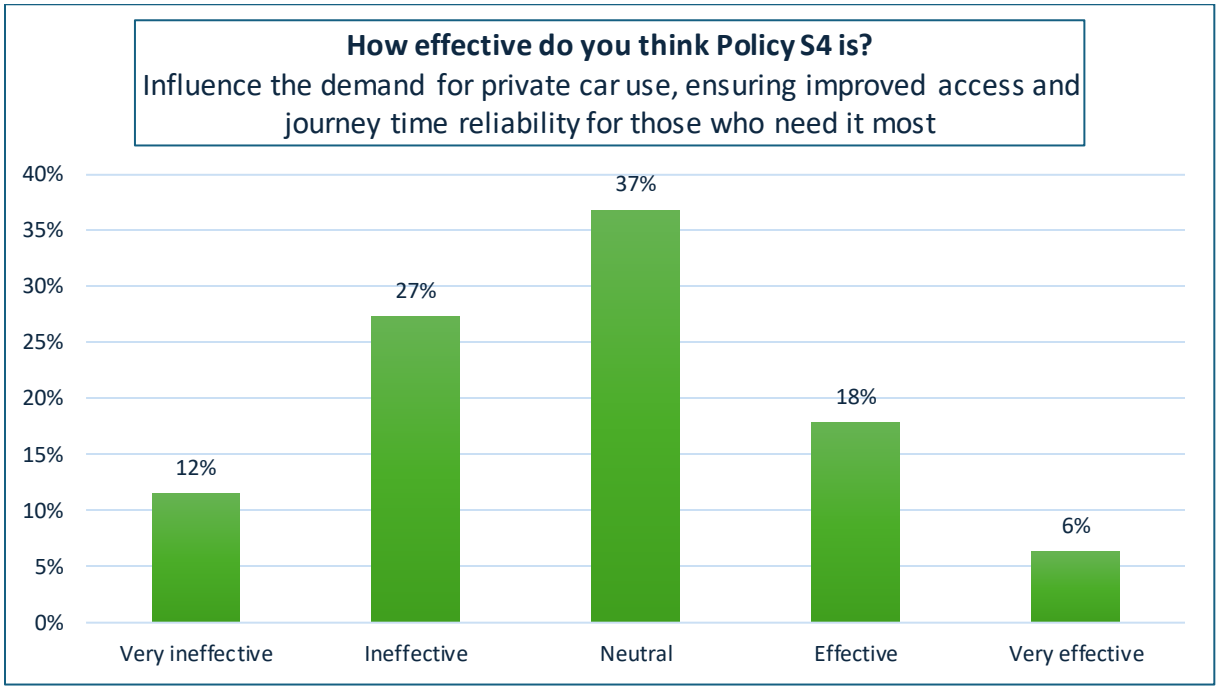
Overall, most respondents agreed with the parking policies put forward. However, there was a reasonably high proportion, about 1/3, of respondents that neither agreed nor disagreed (neutral) for each of the policies.

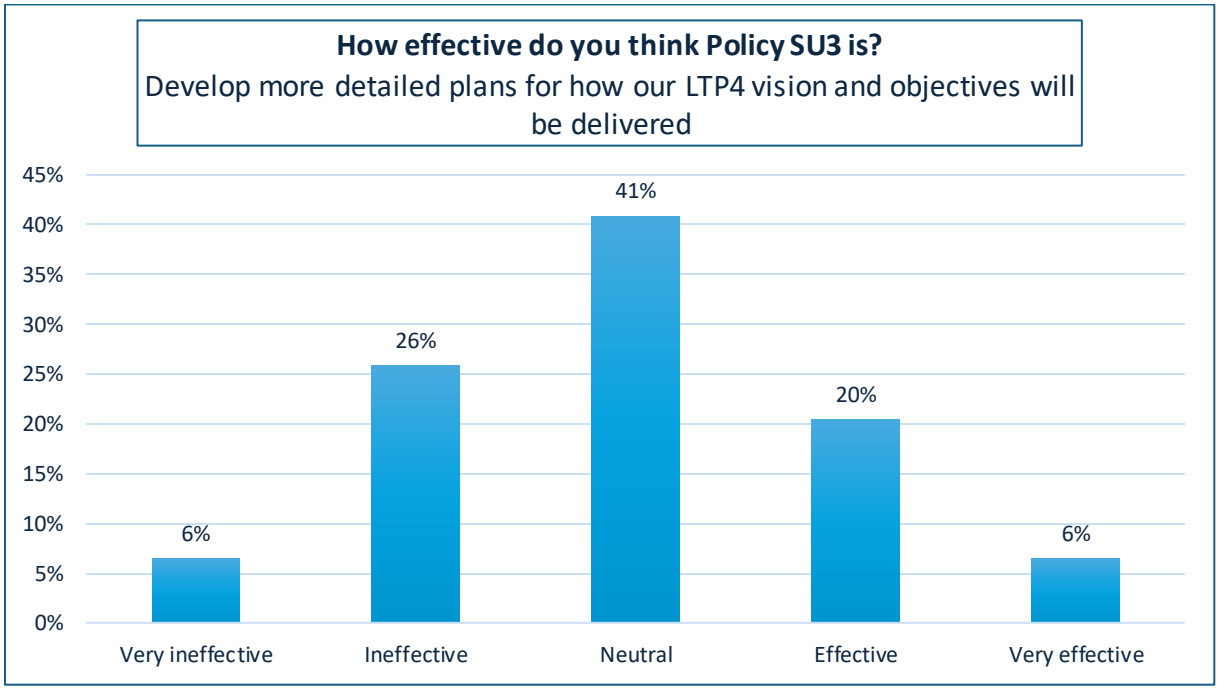




How effective or ineffective do you think the proposed policy and associated measures will be in achieving our vision and objectives for parking?

Overall, most respondents, did not feel that policies will be effective in achieving the vision and objectives for parking with most respondents either disagreeing or having a neutral view.

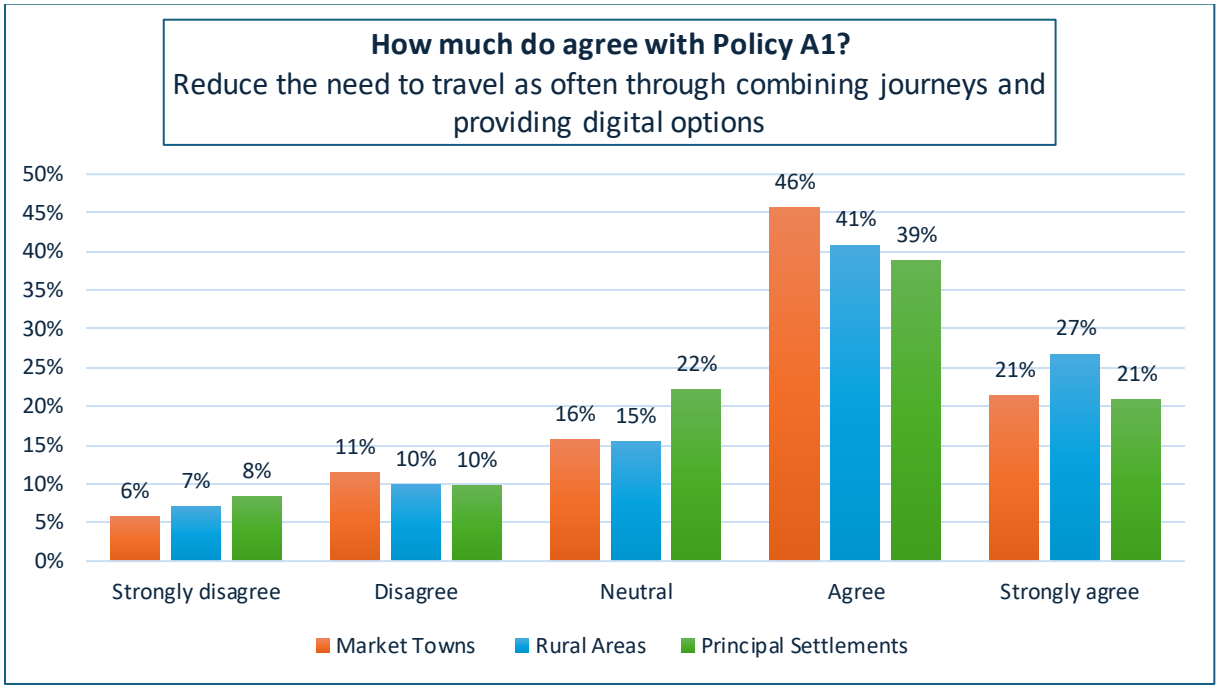


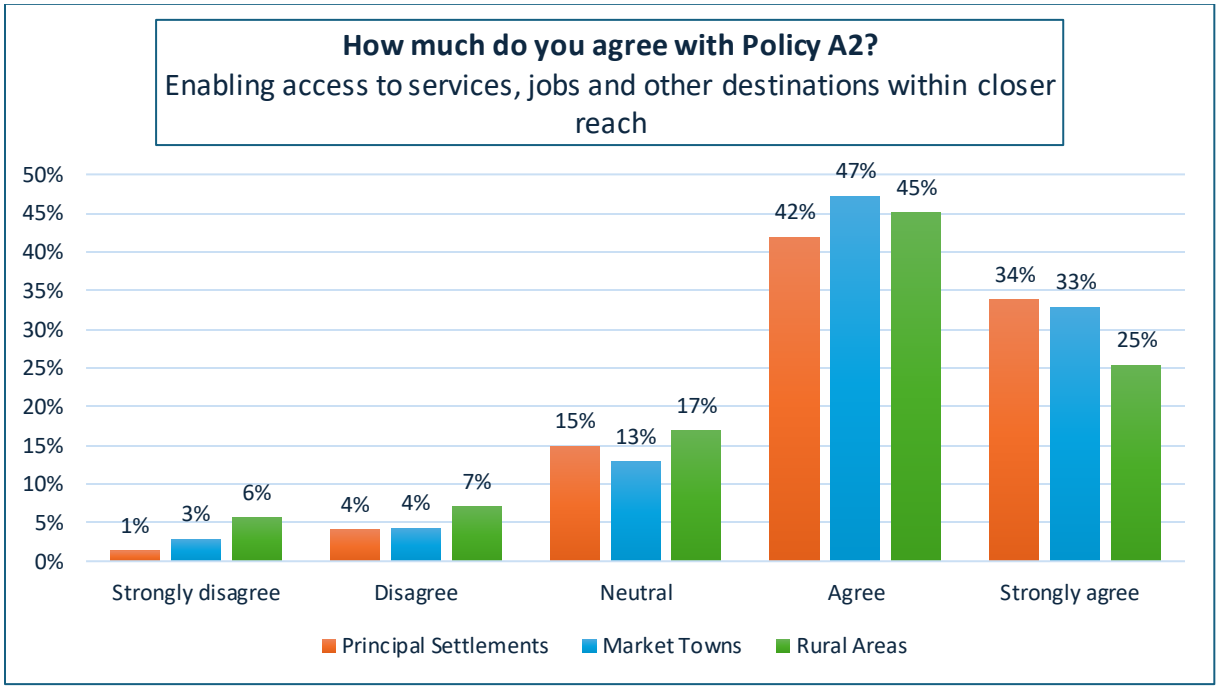


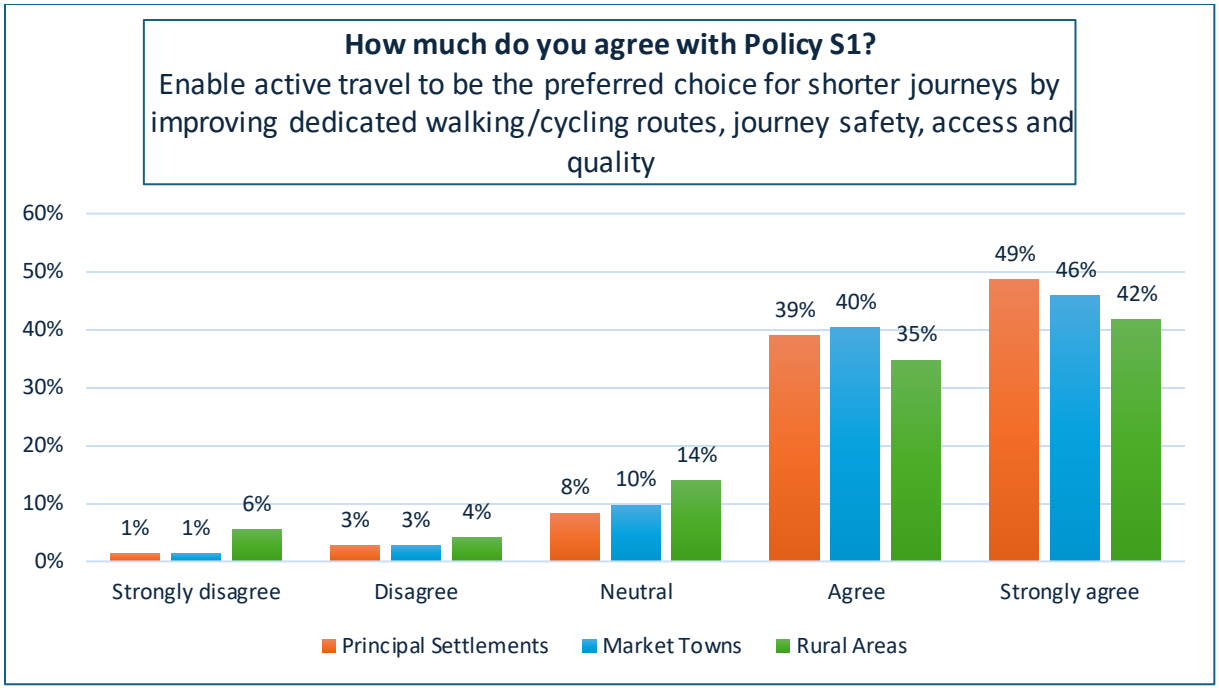
Place-based surveys

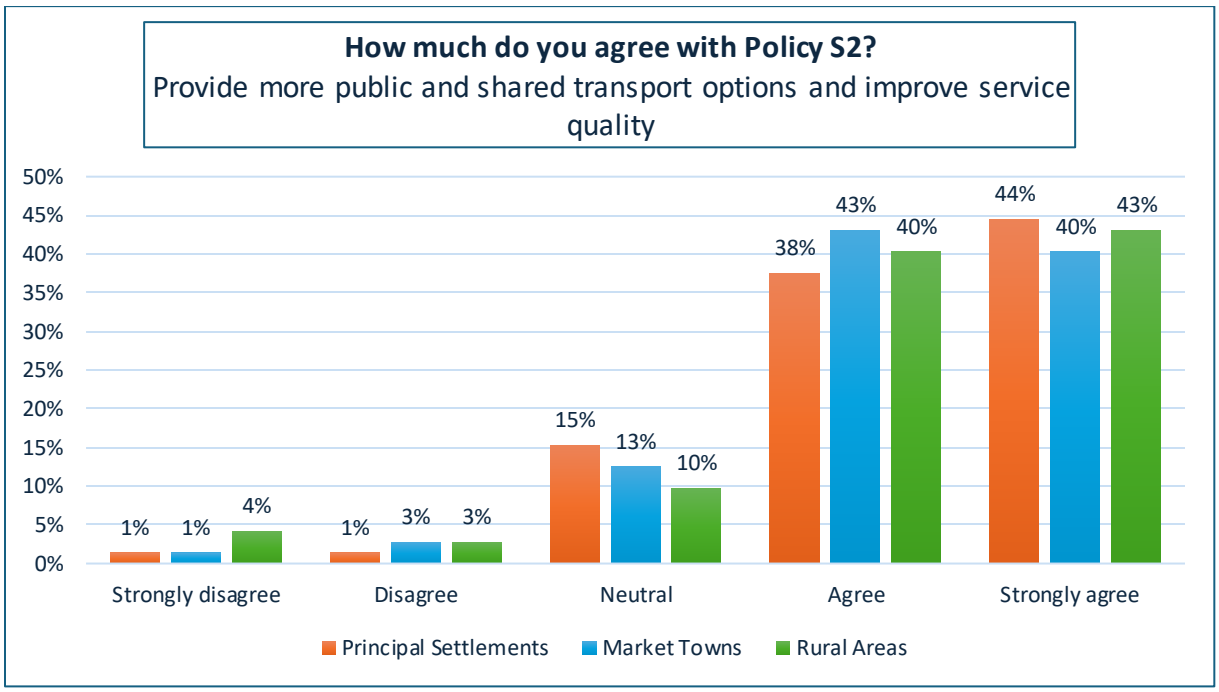
How far do you agree or disagree with the proposed policy and associated measures for each place type?

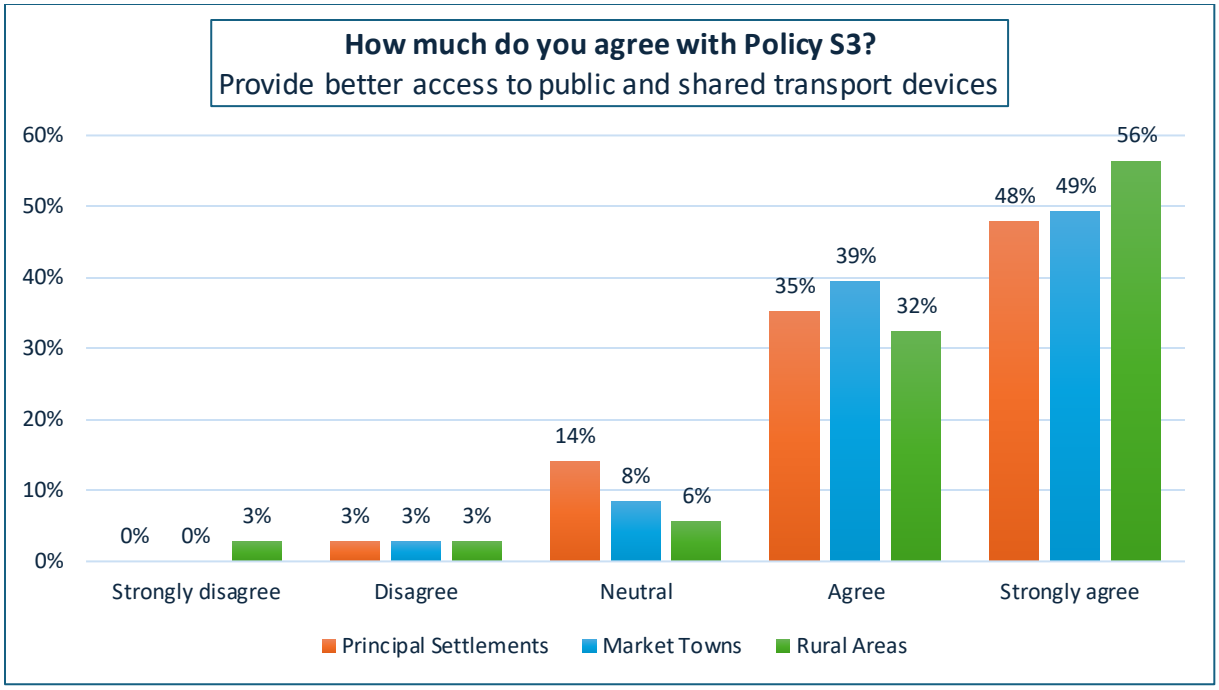
Overall, there was support for the place-based policies, with most respondents agreeing or strongly agreeing with the policies put forward. However, there was also some neutral responses, particularly so for policies I1, I2, SU1, SU2 and SU3.

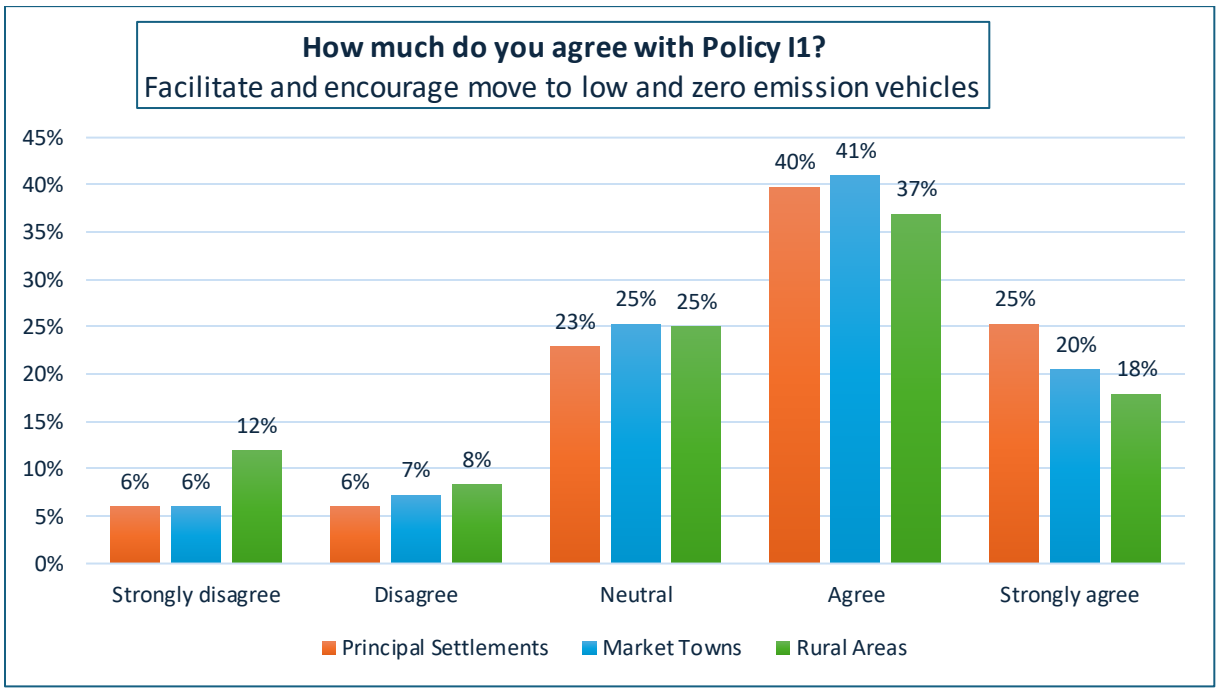


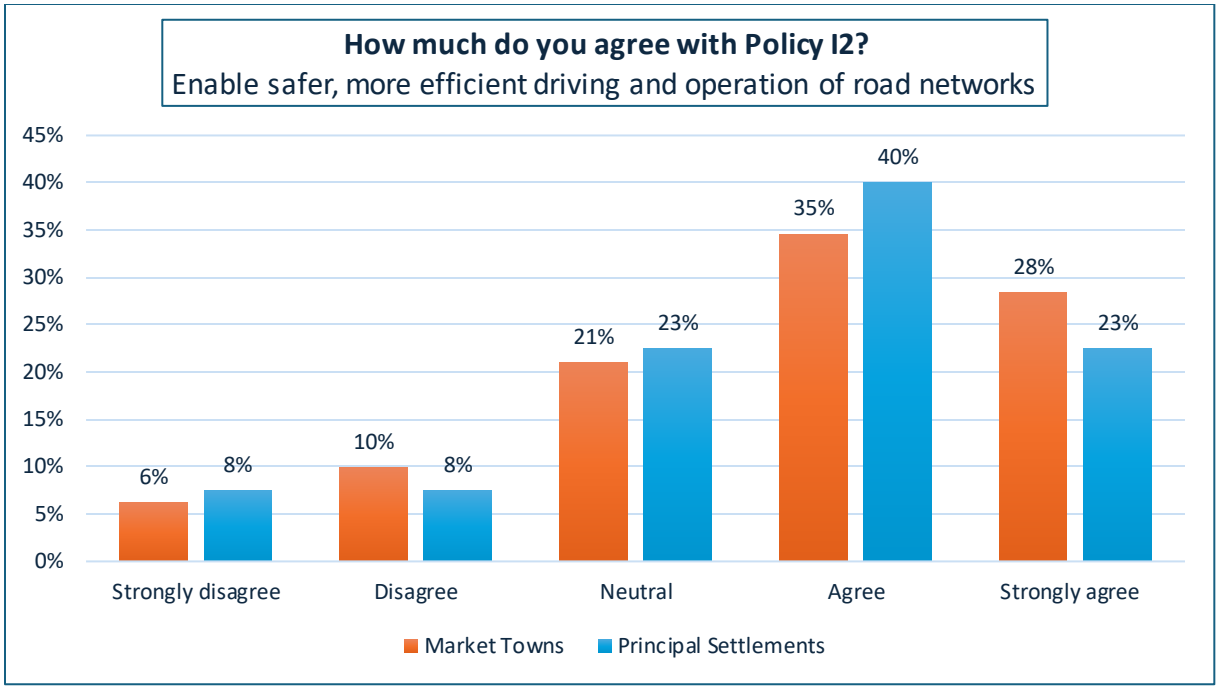


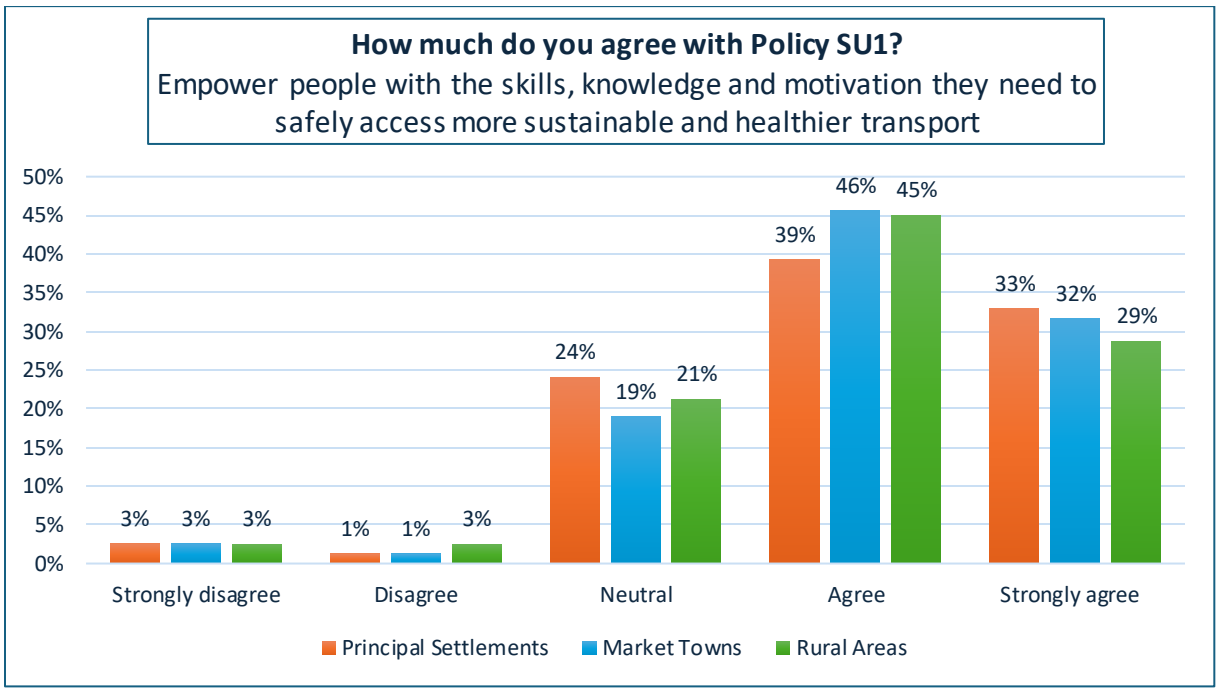

How much do you agree with Policy S1?
Enable active travel to be the preferred choice for shorter journeys by improving dedicated walking/cycling routes, journey safety, access and quality
60%
50%
40%
30%
20%
10%
0%
1%
1%
6%
3%
3%
4%
8%
10%
14%
39%
40%
35%
49%
46%
42%
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Principal Settlements
Market Towns
Rural Areas

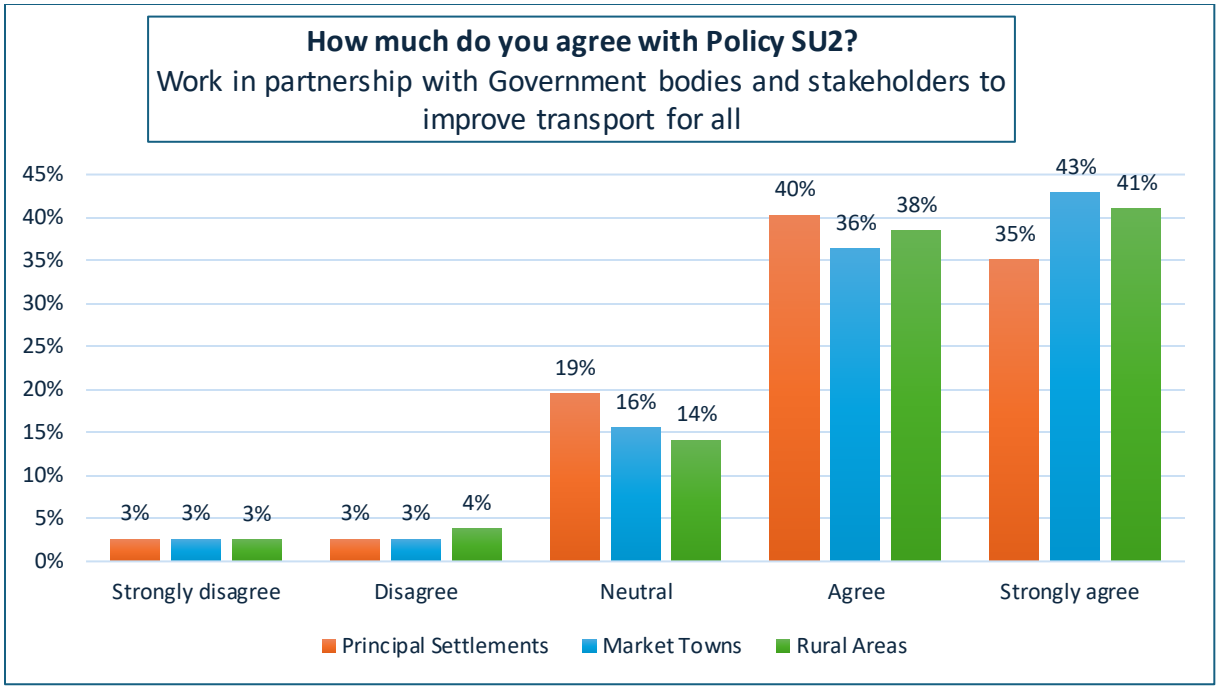

How much do you agree with Policy S2?
Provide more public and shared transport options and improve service quality
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
1%
1%
4%
1%
3%
3%
15%
13%
10%
38%
43%
40%
44%
40%
43%
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Principal Settlements
Market Towns
Rural Areas

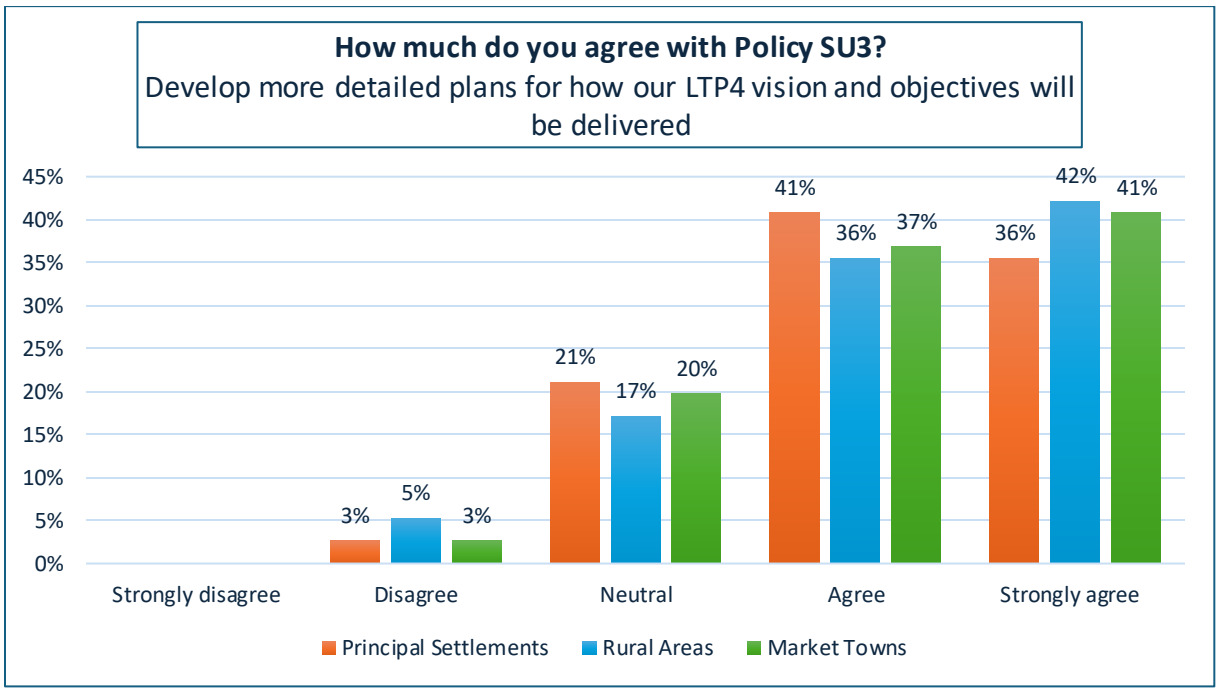

How much do you agree with Policy S3?
Provide better access to public and shared transport devices
60%
50%
40%
30%
20%
10%
0%
0%
0%
3%
3%
3%
3%
14%
8%
6%
35%
39%
32%
48%
49%
56%
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Principal Settlements
Market Towns
Rural Areas


How much do you agree with Policy I1?
Facilitate and encourage move to low and zero emission vehicles
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
6%
6%
12%
6%
7%
8%
23%
25%
25%
40%
41%
37%
25%
20%
18%
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Principal Settlements
Market Towns
Rural Areas

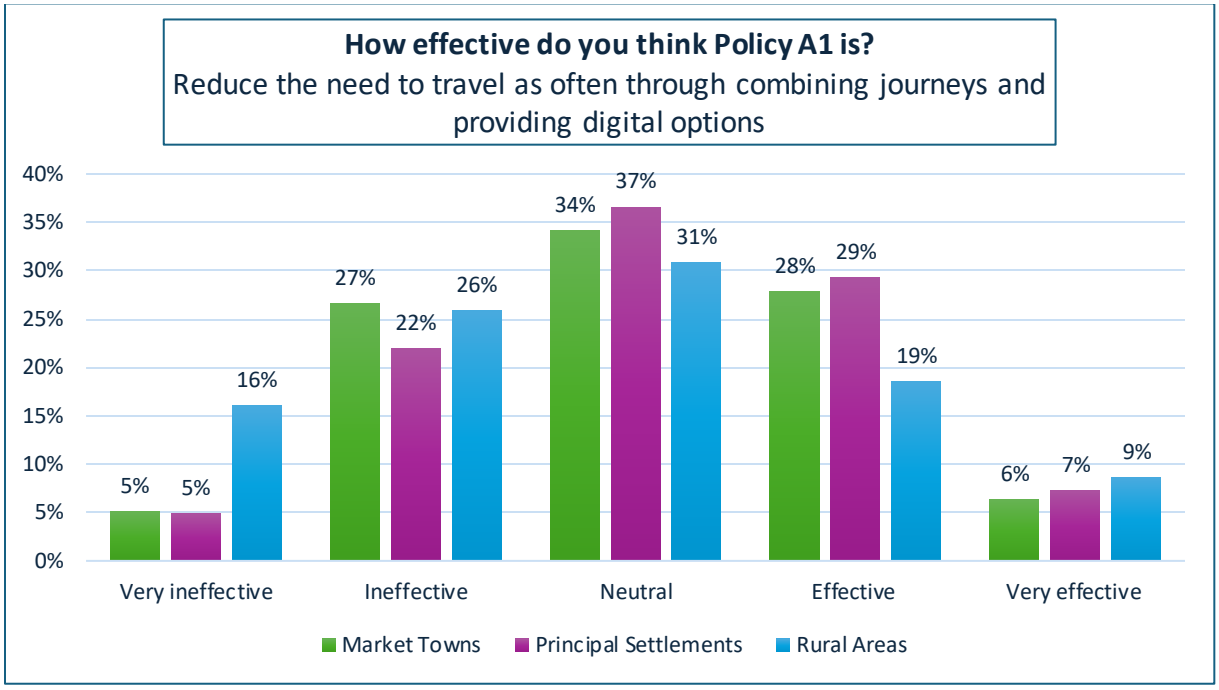

How much do you agree with Policy I2?
Enable safer, more efficient driving and operation of road networks
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
6%
8%
10%
8%
21%
23%
35%
40%
28%
23%
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Market Towns
Principal Settlements

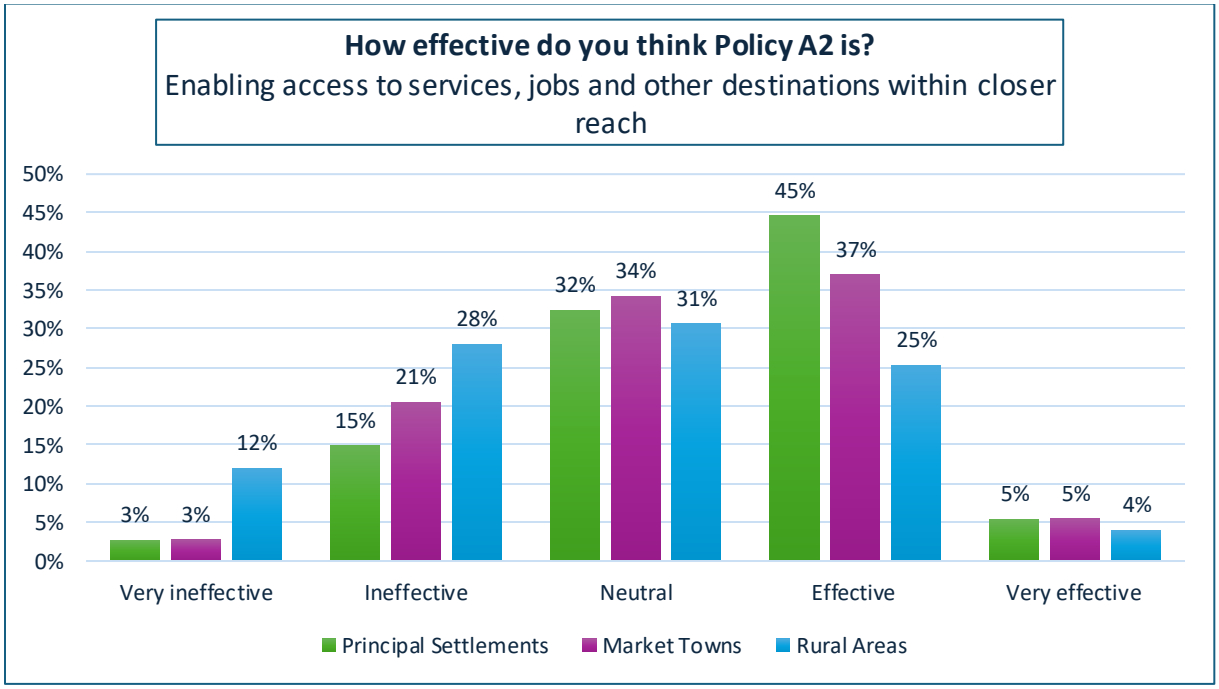

How much do you agree with Policy SU1?
Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
3%
3%
3%
1%
1%
3%
24%
19%
21%
39%
46%
45%
33%
32%
29%
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Principal Settlements
Market Towns
Rural Areas

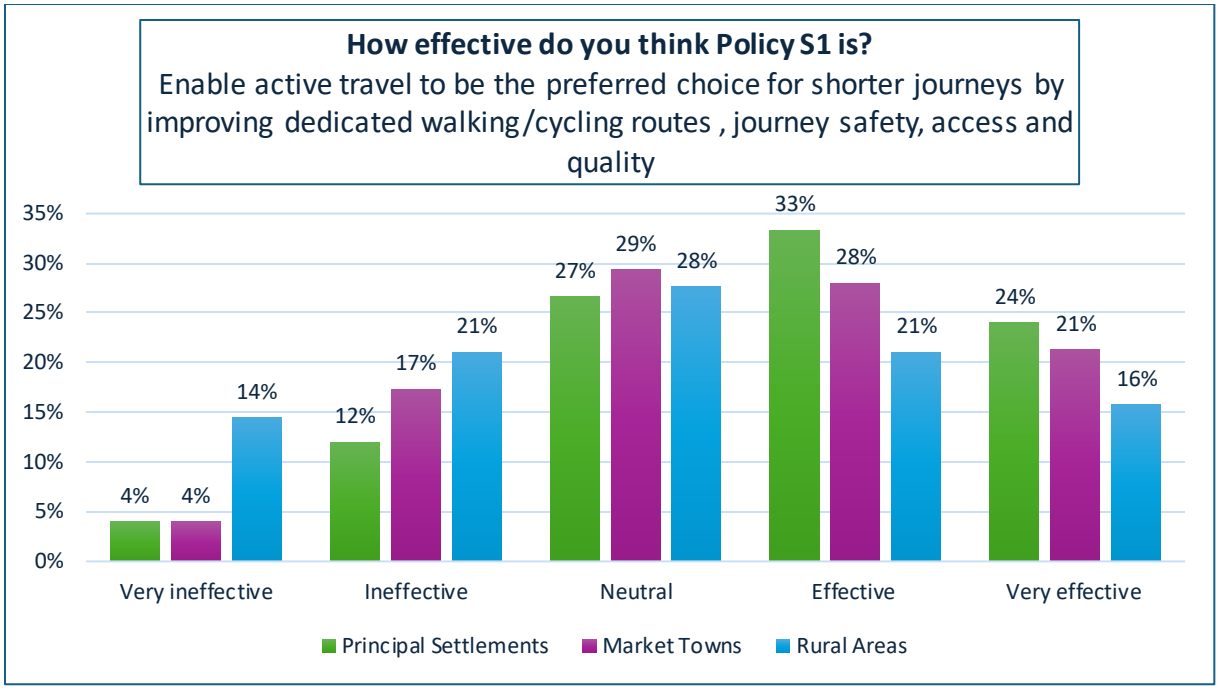

How much do you agree with Policy SU2?
Work in partnership with Government bodies and stakeholders to improve transport for all
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
3% 3% 3%
3% 3% 4%
19% 16% 14%
40% 36% 38%
35% 43% 41%
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Principal Settlements
Market Towns
Rural Areas

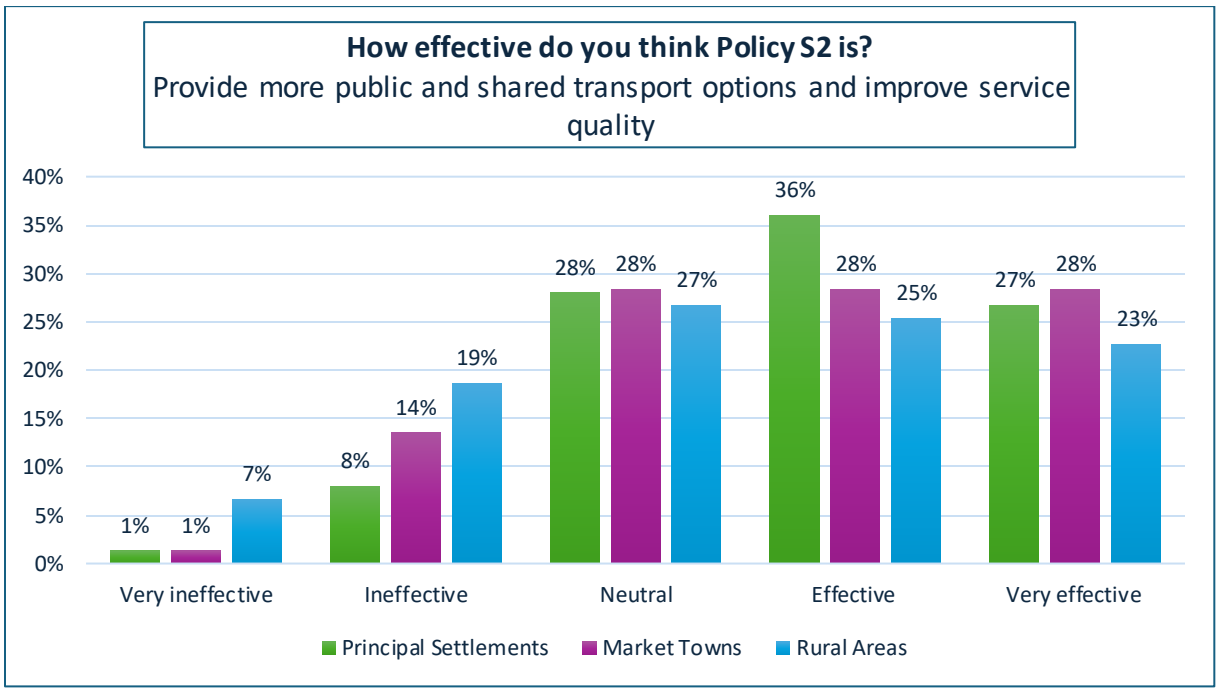

How much do you agree with Policy SU3?
Develop more detailed plans for how our LTP4 vision and objectives will be delivered
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
3% 5% 3%
21% 17% 20%
41% 36% 37%
36% 42% 41%
Strongly disagree
Disagree
Neutral
Agree
Strongly agree
Principal Settlements
Rural Areas
Market Towns

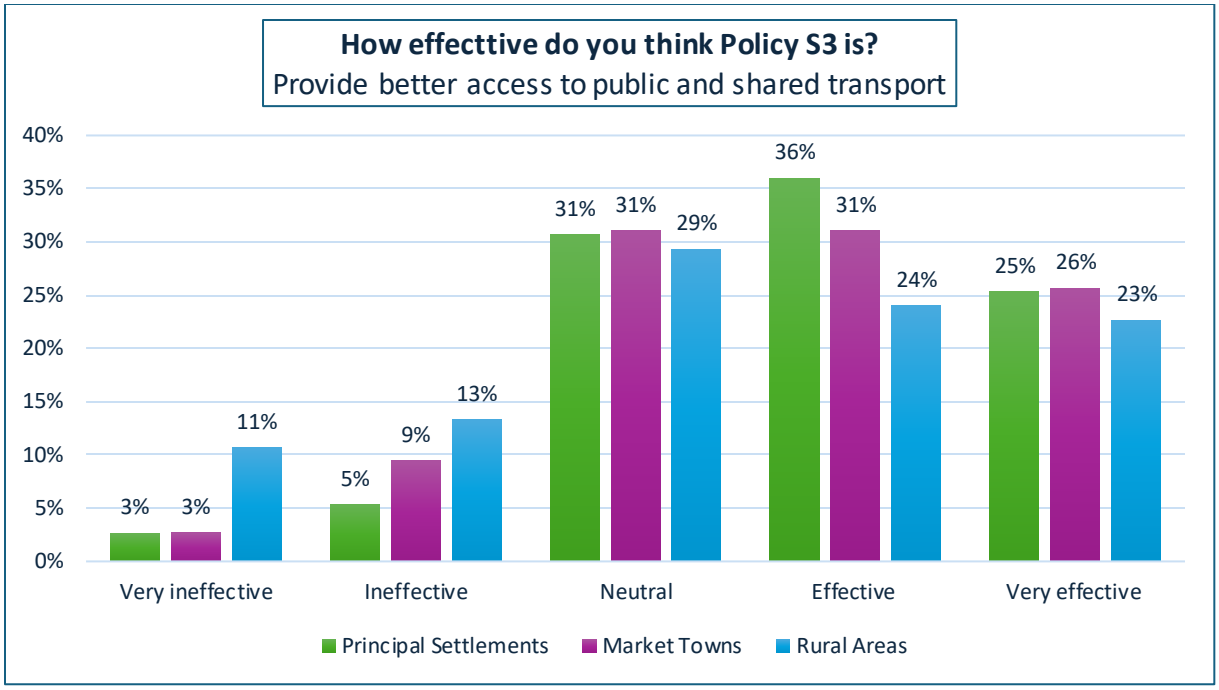
How effective or ineffective do you think the proposed policy and associated measures will be in achieving our vision and objectives for each place type?
Generally, there was an even spread of responses across all the policies put forward, with effective, neutral and ineffective receiving the most responses overall. Principle Settlements received more positive responses where modal choice and quality of service were included in the policies. Conversely, rural areas received more negative responses where modal choice and service quality were included in the policies.

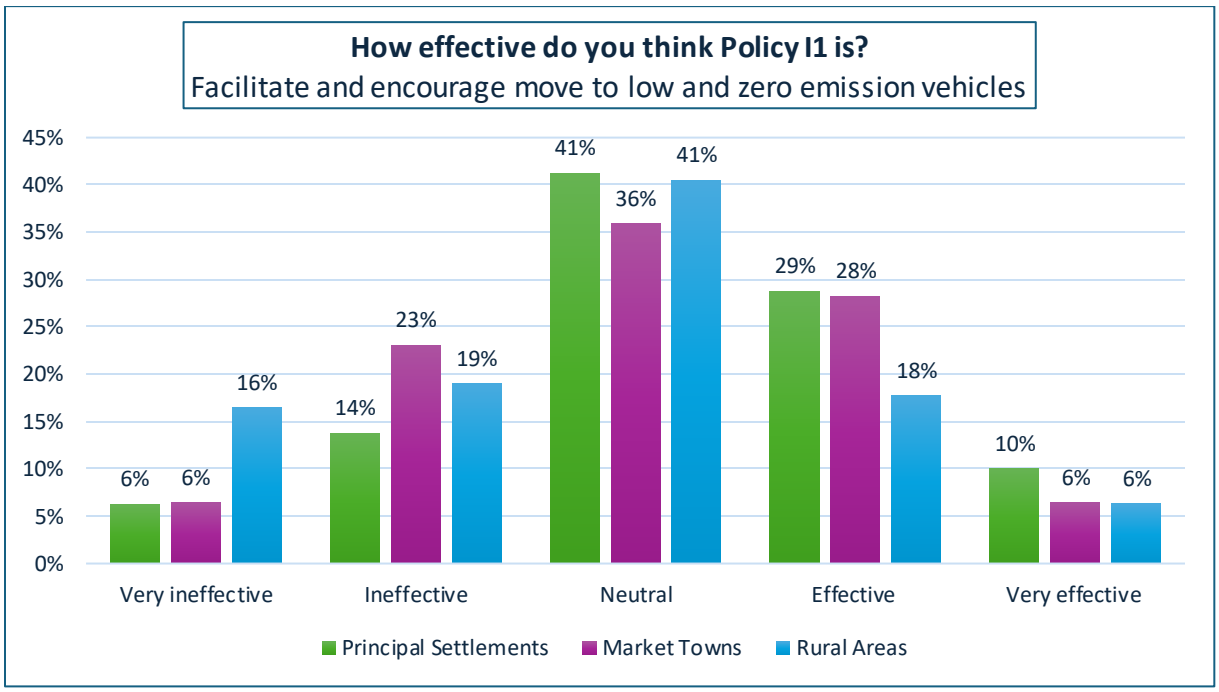


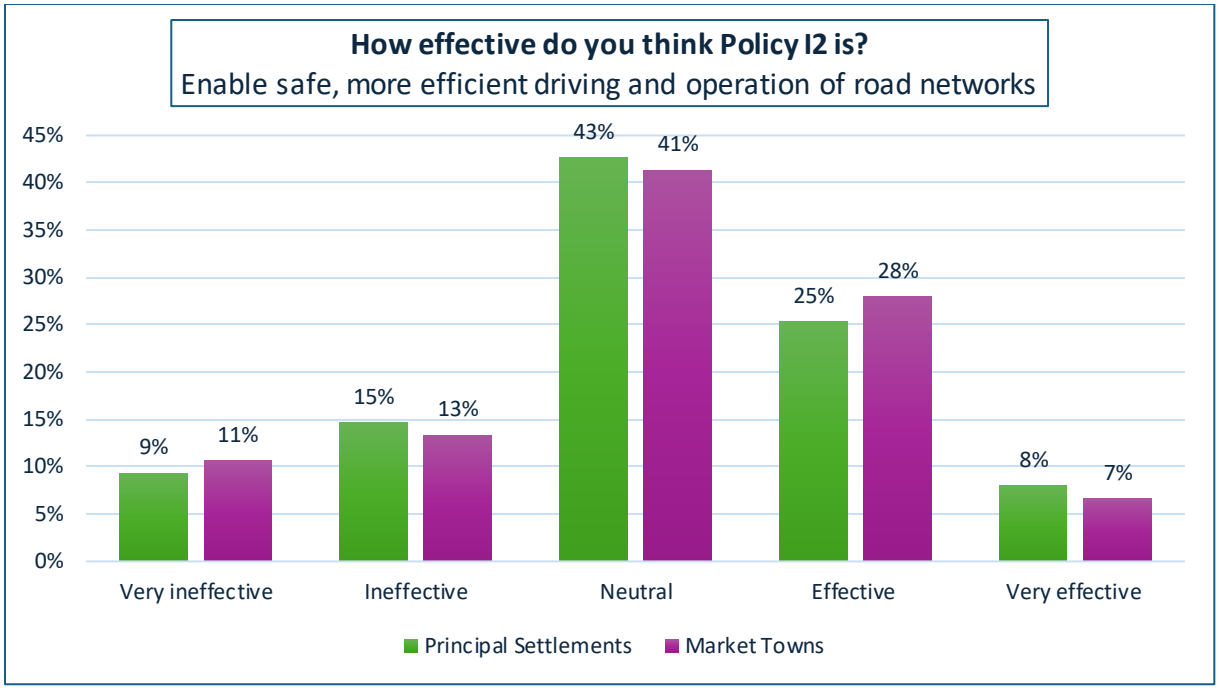


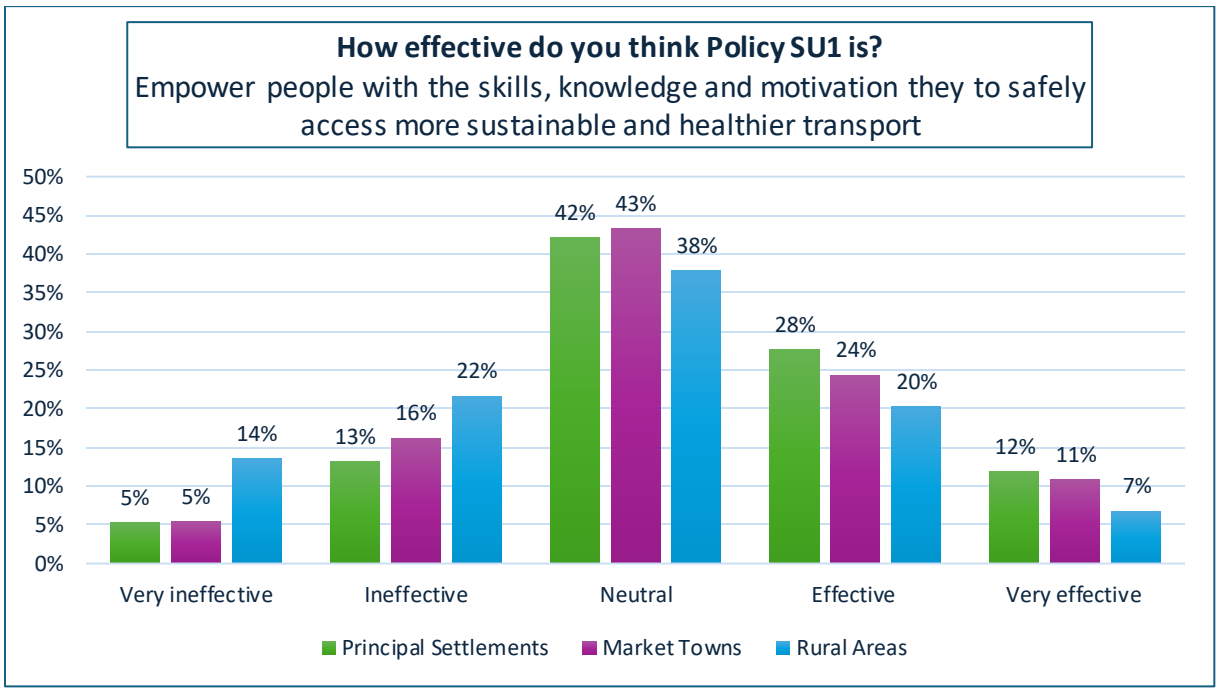

How effective do you think Policy S1 is?
Enable active travel to be the preferred choice for shorter journeys by improving dedicated walking/cycling routes , journey safety, access and quality
35%
30%
25%
20%
15%
10%
5%
0%
4% 4% 14%
12% 17% 21%
27% 29% 28%
33% 28% 21%
24% 21% 16%
Very ineffective
Ineffective
Neutral
Effective
Very effective
Principal Settlements
Market Towns
Rural Areas

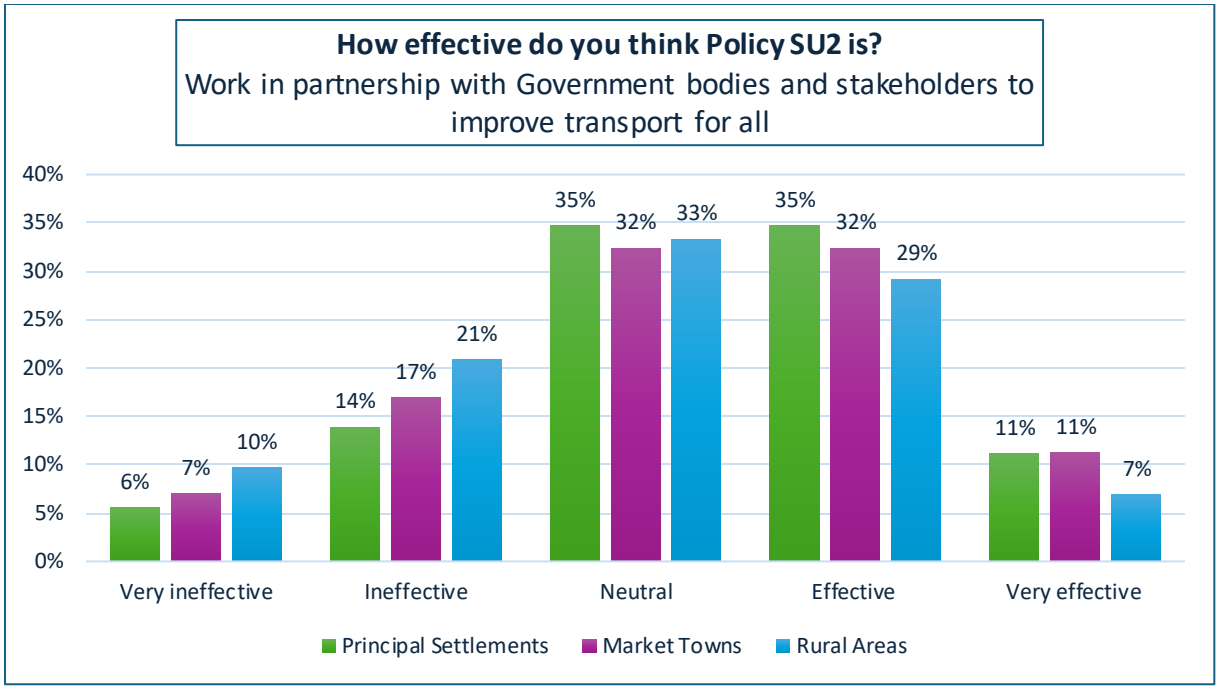

How effective do you think Policy S2 is?
Provide more public and shared transport options and improve service quality
40%
35%
30%
25%
20%
15%
10%
5%
0%
1% 1% 7%
8% 14% 19%
28% 28% 27%
36% 28% 25%
27% 28% 23%
Very ineffective
Ineffective
Neutral
Effective
Very effective
Principal Settlements
Market Towns
Rural Areas

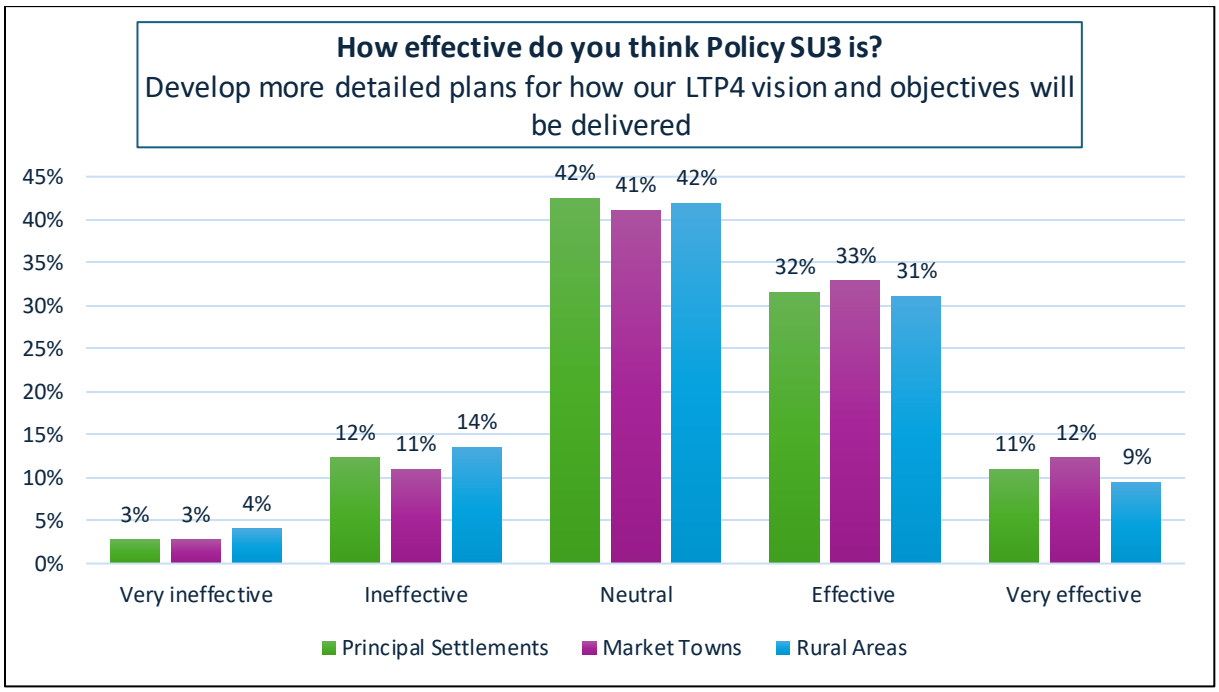

How effecttive do you think Policy S3 is?
Provide better access to public and shared transport
40%
35%
30%
25%
20%
15%
10%
5%
0%
3%
3%
11%
5%
9%
13%
31%
31%
29%
36%
31%
24%
25%
26%
23%
Very ineffective
Ineffective
Neutral
Effective
Very effective
Principal Settlements
Market Towns
Rural Areas


How effective do you think Policy I1 is?
Facilitate and encourage move to low and zero emission vehicles
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
6%
6%
16%
14%
23%
19%
41%
36%
41%
29%
28%
18%
10%
6%
6%
Very ineffective
Ineffective
Neutral
Effective
Very effective
Principal Settlements
Market Towns
Rural Areas


How effective do you think Policy I2 is?
Enable safe, more efficient driving and operation of road networks
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
9%
11%
15%
13%
43%
41%
25%
28%
8%
7%
Very ineffective
Ineffective
Neutral
Effective
Very effective
Principal Settlements
Market Towns


How effective do you think Policy SU1 is?
Empower people with the skills, knowledge and motivation they to safely access more sustainable and healthier transport
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
5%
5%
14%
13%
16%
22%
42%
43%
38%
28%
24%
20%
12%
11%
7%
Very ineffective
Ineffective
Neutral
Effective
Very effective
Principal Settlements
Market Towns
Rural Areas

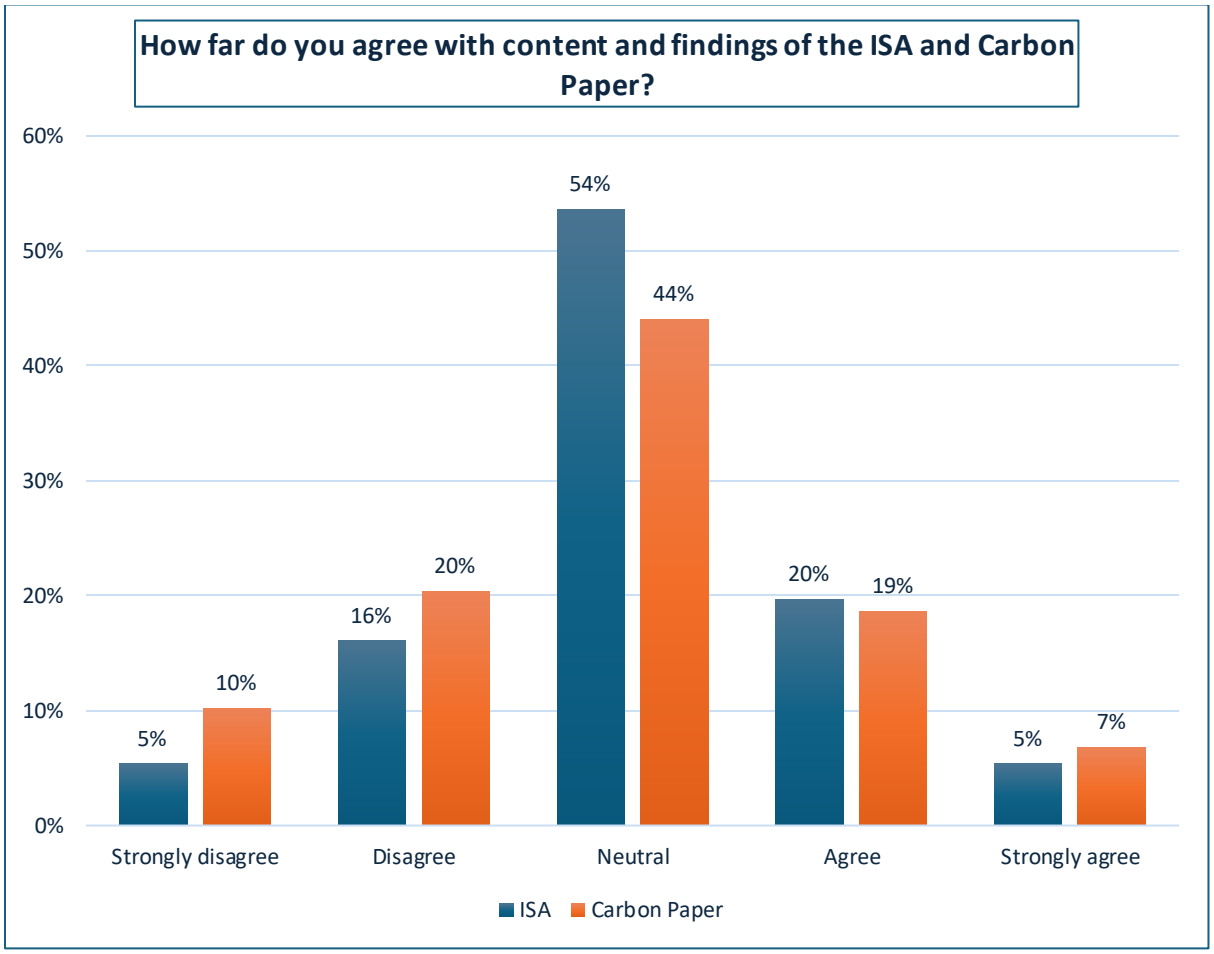

How effective do you think Policy SU2 is?
Work in partnership with Government bodies and stakeholders to improve transport for all
40%
35%
30%
25%
20%
15%
10%
5%
0%
6%
7%
10%
14%
17%
21%
35%
32%
33%
35%
32%
29%
11%
11%
7%
Very ineffective
Ineffective
Neutral
Effective
Very effective
Principal Settlements
Market Towns
Rural Areas


How effective do you think Policy SU3 is?
Develop more detailed plans for how our LTP4 vision and objectives will be delivered
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
3%
3%
4%
12%
11%
14%
42%
41%
42%
32%
33%
31%
11%
12%
9%
Very ineffective
Ineffective
Neutral
Effective
Very effective
Principal Settlements
Market Towns
Rural Areas

Integrated Sustainability Appraisal

How far do you agree or disagree with the content and findings of the Integrated Sustainability Assessment (ISA) and Carbon Paper?

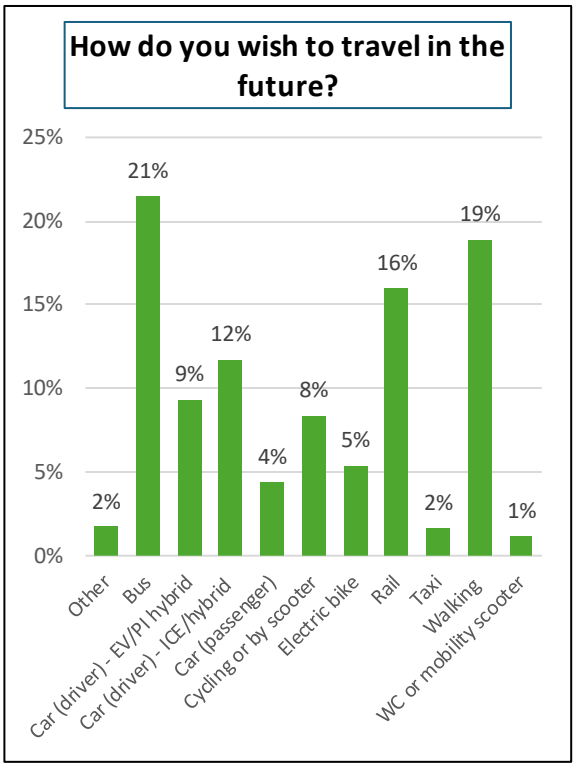
The responses for the ISA and Carbon Paper were mixed with responses across all the options, most notably the neutral category.

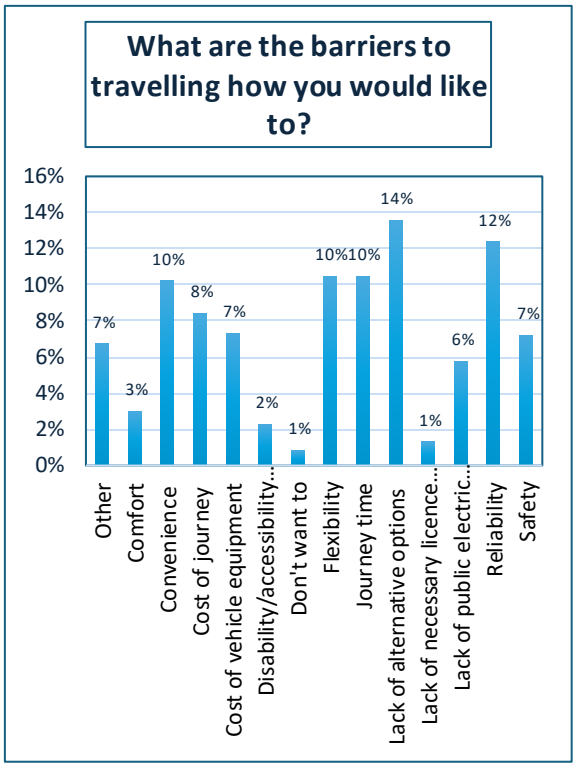


Travel behaviour surveys

Tell us about how you travel now and how you wish to travel in the future.

The travel behaviour survey showed that many wish to have a wide range of travel modes to choose from when travelling in the future, including high percentages of responses for bus travel 21%, walking 19%, rail 16% and cycling 8%. Lack of alternative modes,14%, was the highest barrier, to travelling how respondents would like to.





Summary of all survey responses

The consultation survey responses show overall broad strong support for all policies, however, there was less support for the effectiveness of the policies and associated measures.

The travel behaviour survey showed that people wish to have a wide range of travel modes to choose from when travelling in the future, including high percentages for bus travel 21%, walking 19%, rail 16% and cycling 8%. Lack of alternative modes, 14%, was the highest barrier to travelling how respondents would like to.

Summary of free-text comments

Buses

People support improving buses services and say they would like to use them more, and want to see increased bus frequencies, particularly so for evening and weekend services. Increased buses are considered an essential 'lifeline' for many people.

Public transport to and from rural areas is seen as another challenge and provision is currently perceived as poor. Better connections to other bus services and integration with other modes of transport is seen as essential.

Improving the availability of public transport is seen as crucial for 'improving' transport and encouraging modal shift. People would like to see cheaper fares, cleaner and more comfortable buses.

It was also noted that buses restrict the number of pushchairs and wheelchairs, and this can lead to some people with pushchairs or wheelchairs being excluded from boarding.

There was also support for an increase to the Park and Ride services in Salisbury.

Rail

Respondents felt there is a need to understand in more detail what type of rail trips are being made across Wiltshire, i.e. the key origins and destinations and how these might and could change in the future. This could help design future rail services and infrastructure to meet those needs. Several respondents pointed out that rail services are unreliable and expensive, with insufficient stations and limited capacity.

There were also calls to highlight the important role of rail (including local stations) to be complementary with the M4 and A36/303 as strategic links particularly further south and west of the county.

Other issues included inadequate parking facilities at Salisbury railway station and poor bus and rail integration. There were calls for reopening of stations and some suggestions supported increased rail freight use.

There was also support for significantly more cycles to be carried on trains. There could also be encouragement for buses / coaches to have bike racks or trailers so they could also be nudged into making similar provision.

Respondents felt that accessibility issues had not been fully recognised. There are rail stations in Wiltshire which are not accessible between platforms for people with pushchairs, buggies, wheelchairs and heavy luggage.

Key suggested improvements include:

- Restoring direct train services from Bradford on Avon and Trowbridge to London Waterloo.
- Initiate rail freight terminals and improve routes, focusing on connections to existing rail networks.

- Opening of more railway stations in Wiltshire, particularly Corsham.
- Increase the frequency and reliability of railway services across the county.
- Improved accessibility at rail stations for all, particularly for those with disabilities.

Active Travel

People would like to see a dedicated Active Travel Strategy. Whilst it was recognised that a decision was made to a adopt a place-based approach, more detail was required to see what ambition Wiltshire Council has for walking and cycling. Road-based travel is seen to be a priority as it has several dedicated strategies, e.g. EV, Freight, Buses and Parking.

There was frustration about the lack of progress with the production of the Local Cycling and Walking Infrastructure Plans (LCWIPs), especially in Market Towns.

There was support for segregated cycle paths within new developments with connections to existing cycle routes. People would like to see e-bikes, e-cargo bikes, and cycle hire promoted.

There is opportunity for public transport and cycling to be more integrated, e.g. increase the ability of bikes to be carried on trains and buses. Respondents also wanted to see more application of Low Traffic Neighbourhoods, school streets policy and 20mph speed limits.

People expressed some concern around user conflicts that can arise, e.g. between pedestrians, cyclists and e-scooters.

Respondents felt that pavement parking obstructs facilities for people with disabilities and other people walking and therefore needs to be properly enforced. Similarly scaffolding on narrow streets hinders pedestrian movement especially for those with disabilities or pushchairs.

Overall, there was a desire to see urgent enhancements to cycling and walking infrastructure in Wiltshire.

Parking

There was a consistent theme running through responses on charges and the request for lower charges and free parking. However, some pointed out that historically free parking periods have proven this does not necessarily encourage visitors but allows existing users to exploit the free offering at the detriment of potential new users.

It was also noted that motorcycle parking provision did not feature in the sub-strategies.

There was support to reduce parking provision to encourage behaviour change and improve the customer experience through and improved public realm.

Electric vehicle charging infrastructure

There was general support for public charging infrastructure development. There was a particular desire to see demand for access to on-street EV charging, via home energy supply for residents without off-street parking.

There were concerns, however over affordability of public charging tariffs in comparison to much the cheaper cost of home charging, and the cost inequality this creates based on housing type.

There were calls for climate action on sustainable transport initiatives such as public transport and active travel and not just continuation of private vehicle ownership driven by reliance on transition of vehicles to electric power.

Some comments were critical of the lack of detail in the LTP, suggesting it was a 'plan for a plan'. There was also some challenge around the reliance on electric vehicles as technology.

Other areas highlighted which have not been covered in the EVI sub-strategy were:

- How to support driving instructors in enabling future EV drivers.
- Providing public charging with bays large enough to accommodate commercial vehicles and HGV's.
- Ensuring public charge points to be designed to be fully accessible to all potential users, including disabled people, those with reduced mobility and older people in line with PAS 1899:2022 or other recognised technical standards.

Freight

The comments received questioned Wiltshire Council's ability to influence freight and fund aspirations in the LTP4. Key areas of focus include assessing north-south connectivity between the M4 and the south coast, evaluating freight routes in villages and rural roads, and investigating the feasibility of freight hubs and multimodal centres. Challenges such as commercial interest, economic feasibility, and substantial costs are noted, particularly for shifting freight from road to rail and implementing urban consolidation centres.

Additionally, the questions highlighted weight restrictions, and the enforcement challenges associated with non-advisory routes, emphasising the need for HGVs to use lower class roads for deliveries. Various responses raised the issue of route assessment via FAPM and how this will be implemented over the course of the LTP. Overall, most comments reflected residents' concerns about various routes within the county and the lack of sufficient detail on specific issues due to the strategic nature of the LTP.

There was support for freight hubs and multimodal centres however, such schemes face challenges such as commercial interest, economic feasibility, and substantial costs.

There was support from mode shift from road to rail however there are several challenges like funding, land use, and suitable locations, which are limited in Wiltshire.

Air pollution was raised as a concern, especially in Salisbury and Devizes. Many residents express a need for improvements to transport infrastructure and air quality measures, including stricter regulations for HGVs.

Decarbonisation

Comments highlighted the need for more of a focus on local plans, calling for clearer targets and strategies to enhance active travel and reduce emissions. Respondents also stated that comprehensive transport strategies and robust management of traffic are essential for tackling the air quality crisis. Overall, there was a desire to see effective and targeted actions to improve air quality in Wiltshire.

Key suggestions:

- Improve public transport reliability,
- Incentivise the utility companies and other stakeholders to minimise the effect and duration on traffic flow, pollution and public transport reliability of road works.
- Increase Park & Ride frequencies to reduce emissions.
- Implement a policy that restricts the size of vehicles that can use certain routes, and which restricts the size of vehicles that can traverse Salisbury within the ring road.
- Reduce parking spaces in city centres to decrease congestion and pollution.

Some respondents raised concerns that some policies could increase the reliance on cars despite 60% of residents living in urban areas like Salisbury. While some comments acknowledge positive elements in the plan, comments had expressed some frustration over the lack of concrete targets for carbon reduction and ambition regarding environmental sustainability. Doubts exist about the council's commitment to truly address these issues, especially regarding emissions from transport-related activities. There was a desire to see implementation of active travel infrastructure to encourage walking and cycling. Urban areas should be prioritised in planning to ensure adequate transport facilities can accommodate the population's needs. Greater measures that support local services and alternative transport solutions was welcomed. To ensure the impacts of policy measures is understood, respondents were keen to ensure that there would be improve monitoring and reporting on the delivery of schemes.

Wiltshire Council
Local Transport Plan 4 (LTP4) 2025

Wiltshire Council

This document was published by Wiltshire Council