

Air Quality Action Plan Progress Report for Wiltshire

Final Document
November 2009



Public Protection Services

Document Control Sheet

| | | | |
|-----------------------|---|-------------|----------------------------------|
| CLIENT CONTACT | Salisbury area: Gary Tomsett (GT) West Wiltshire area: Rachel Kent (RK) | | |
| UWE CONTACT | Dr Enda Hayes, Air Quality Management Resource Centre, Faculty of Environment and Technology, University of the West of England, Frenchay Campus Coldharbour Lane, Frenchay, Bristol, BS16 1QY Tel: 0117 32 83825 Email: enda.hayes@uwe.ac.uk | | |
| DOCUMENT | STATUS | DATE | DESCRIPTION |
| STATUS | Combined Draft Report | Oct 2009 | Circulated for comments |
| | All feedback from Wiltshire Council received | 27/10/2009 | Comments received from GT and RK |
| | Revised Final Report | 24/11/2009 | Submitted to Wiltshire Council |

Table of Contents

| | |
|--|-----------|
| Document Control Sheet | i |
| Table of Contents | ii |
| List of Tables | v |
| List of Figures | v |
| 1. Description of Wiltshire Council | 1 |
| 2. Purpose of the Air Quality Action Plan Progress Report | 1 |
| 3. Introduction to the Bradford on Avon AQMA | 2 |
| 3.1 Trends in concentrations in Bradford on Avon AQMA | 2 |
| 4. Introduction to the Westbury AQMA | 4 |
| 4.1 Trends in concentrations in Westbury AQMA | 4 |
| 5. Introduction to the Salisbury AQMAs | 6 |
| 5.1 Trends in concentrations in Salisbury AQMAs | 8 |
| 6. Progress with AQAP measures specific to Bradford on Avon AQMA | 11 |
| Measure B1: Demand Management / Town Centre enhancement combined with soft options contained in Measures G1-G29 | 11 |
| Measure B2: Combination of softer measures (G1-G29) and signing of alternative routes..... | 12 |
| 7. Progress with AQAP measures specific to Westbury AQMA | 13 |
| Measure W1: Building a bypass for Westbury | 13 |
| Measure W2: Leave the town network as it is currently and continue with implementation of soft measures..... | 13 |
| Measure W3: Lobby for improvements for the A350 from the M4 to the Warminster bypass, lobby for completion of Westbury bypass, support improvements to A36 between Codford and Heytesbury..... | 14 |
| Measure W4: Support the West Wilts Industrial Estate Town Bus Link..... | 14 |
| Measure W5: Support the Westbury Cycle Liaison Panel | 14 |
| Measure W6: Implement the softer option G1-G29 | 15 |
| 8. Progress with generic options for both the Bradford on Avon and Westbury AQMAs | 16 |
| Measure G1: Continue to monitor and lobby improvements to transport and infrastructure | 16 |
| Measure G2: West Wiltshire District Council Environmental Health Department will work with Development Control to produce a Local Development Document to set out guiding policies on air quality..... | 16 |

| | |
|--|----|
| Measure G3: West Wiltshire District Plan 1 st Alteration Strategy; housing and employment allocations, recreation and open space policies, retail policy and improvements to the A350..... | 17 |
| Measure G4: West Wiltshire District Plan 1 st Alteration Environmental Aims; countryside and nature conservation policies, conservation area and listed building policies, and environmental enhancements. | 18 |
| Measure G5: West Wiltshire District Plan 1 st Alteration Transport Aims; Rail, public transport, cycling and pedestrian policies..... | 18 |
| Measure G6: Town centre shopping: Traffic management and pedestrian priority policy..... | 19 |
| Measure G7: Review of car parking charges..... | 19 |
| Measure G8: Review and implementation of decriminalisation of parking enforcement..... | 19 |
| Measure G9: Promotion of School Travel Planning..... | 20 |
| Measure G10: Encouraging car sharing and promote car share | 21 |
| Measure G11a: Encourage remote working | 21 |
| Measure G11b: Encourage compressed hours when practical | 21 |
| Measure G11c: Encourage greater use of public transport. | 21 |
| Measure G11d: Encourage greater use of public transport | 22 |
| Measure G11e: Encourage staff to walk and cycle more often..... | 22 |
| Measure G11f: Achieve more than 40% of staff using an alternative to car travel for getting to and from work at least once a week. | 22 |
| Measure G12: Encourage and promote Walk to School Schemes..... | 23 |
| Measure G13: Taking Action on School Journeys Challenge..... | 23 |
| Measure G14: Encourage Walking Bus Schemes | 24 |
| Measure G15: Undertake the Great Wilts Travel Tally | 24 |
| Measure G16: Wiltshire Cycleway Promotion and develop cycle networks. Adoption of supplementary guidance for travel planning and cycle routes. Provide Healthy Cycle Packs..... | 25 |
| Measure G17: Encourage walking for health..... | 26 |
| Measure G18: Travelwise promotions | 26 |
| Measure G19: Business travel plans | 27 |
| Measure G20: Set up travel plan network groups..... | 27 |
| Measure G21: Support local sustainable travel groups e.g. Pedla for Pleasure at BoA, Sustrans Rangers | 28 |
| Measure G22: Support Royal United Hospital Hopper | 28 |
| Measure G23: Provide Real-time Intelligent Public Transport Information System .. | 28 |

| | |
|---|-----------|
| Measure G24: Provide Public Transport Subsidy | 29 |
| Measure G25: Provide cycle improvements | 29 |
| Measure G26: Rural Transport Partnership | 30 |
| Measure G27: Implement decriminalised of parking..... | 30 |
| Measure G28: Develop footpath and pedestrian facility improvements..... | 31 |
| Measure G29: Consider bidding for the Transport Innovation Fund (TIF) | 31 |
| 9. Progress with options for the Salisbury City Centre AQMA..... | 32 |
| Measure 1: Provision of Park-and-Ride (P&R) | 33 |
| Measure 2: Balanced parking Strategy | 36 |
| Measure 3: Improvements of Public Transport Services including bus priority measures and passenger information | 36 |
| Measure 4: Intelligent Transport Systems (ITS)..... | 37 |
| Measure 5a: Other initiatives – Planning Policy..... | 37 |
| Measure 5b: Other initiatives – Brunel Link | 38 |
| Measure 5c: Other initiatives – Cycling Strategy | 38 |
| Measure 5d: Other initiatives – Community Transport..... | 39 |
| Measure 5e: Other initiatives – Motivate..... | 39 |
| Measure 5f: Other initiatives – Partnership working..... | 39 |
| 10. Progress with AQAP for the London Road AQMA and the Wilton Road AQMA..... | 41 |
| 11. Appendix 1 - Air Quality Objectives..... | 42 |

List of Tables

| | |
|--|----|
| Table 1: Emission savings per day by P&R schemes | 35 |
| Table 2: P&R patronage needed to offset emissions | 35 |
| Table 3: Air Quality Objectives included in Regulations for the purpose of LAQM in England | 42 |

List of Figures

| | |
|--|----|
| Figure 1: Bradford on Avon AQMA and monitoring locations | 2 |
| Figure 2: Trends in nitrogen dioxide concentration in Bradford on Avon | 3 |
| Figure 3: Westbury AQMA and monitoring locations | 4 |
| Figure 4: Trends in nitrogen dioxide concentrations in Westbury | 5 |
| Figure 5: Salisbury City Centre AQMA and monitoring locations | 6 |
| Figure 6: London Road AQMA, Salisbury and monitoring locations | 7 |
| Figure 7: Wilton Road AQMA, Salisbury and monitoring locations | 8 |
| Figure 8: Trends in nitrogen dioxide concentrations in Salisbury | 10 |
| Figure 9: Salisbury Park and Ride sites and bus priority routes. | 36 |

1. Description of Wiltshire Council

Wiltshire Council came into existence on April 1st 2009, bringing together the four former Wiltshire local authorities of Kennet District Council, North Wiltshire District Council, Salisbury District Council and West Wiltshire District with Wiltshire County Council. This combined Air Quality Action Planning Progress Report (AQAP-PR) integrates the reporting duties for the former District Councils into a single document. Wiltshire Council is currently working towards the integration of the Air Quality Action Plans (AQAP) for the five current Air Quality Management Areas (AQMA) into a single AQAP document, these include:

- Bradford on Avon AQMA;
- Westbury AQMA;
- Salisbury City Centre AQMA (incorporating the five AQMAs declared in previous rounds of Review and Assessment);
- London Road AQMA, Salisbury (near St Mark's roundabout); and
- Wilton Road AQMA, Salisbury (near St Paul's roundabout).

Further details and maps of each of these AQMAs can be found in the subsequent sections.

2. Purpose of the Air Quality Action Plan Progress Report

This report fulfils the requirements of the LAQM process as set out in Part IV of the Environment Act (1995), the Air Quality Strategy for England, Scotland, Wales and Northern Ireland 2007 and the relevant Policy and Technical Guidance documents. The LAQM process places an obligation on all local authorities to regularly review and assess air quality in their areas, and to determine whether or not the air quality objectives are likely to be achieved. Where exceedences are considered likely, the local authority must then declare an AQMA and prepare an AQAP setting out the measures it intends to put in place in pursuit of the objectives.

Policy Guidance (LAQM.PG(09)) and Technical Guidance (LAQM.TG(09)) state that local authorities have a duty to keep their action plans up to date. The AQAP-PR should outline what progress was made during the previous year, and compare it to the original action plan. It is important to set out the original timescales for implementation of the measures, and the dates when the measures were actually implemented. The action plan should look forward to the coming year, original targets

set in the AQAP should be reviewed and an implementation plan for the forthcoming year should be included.

3. Introduction to the Bradford on Avon AQMA

The Bradford on Avon AQMA was declared for exceedences of the annual mean nitrogen dioxide objective of $40\mu\text{g}/\text{m}^3$ and the 24-hour PM_{10} objective of $50\mu\text{g}/\text{m}^3$ not to be exceeded more the 35 times per annum due to transport sources (Figure 1). The AQMA was declared on the 26th November 2001.

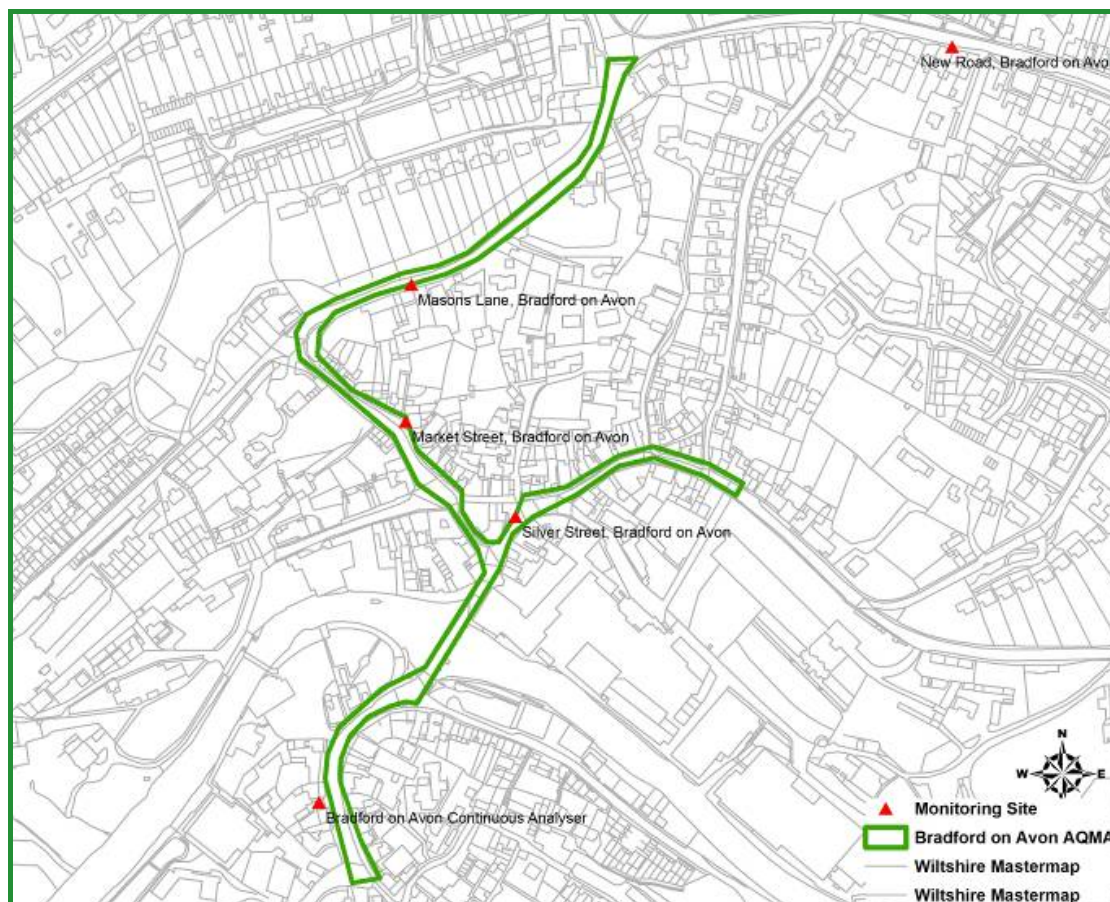


Figure 1: Bradford on Avon AQMA and monitoring locations

3.1 Trends in concentrations in Bradford on Avon AQMA

Figure 2 illustrates trends in nitrogen dioxide annual mean concentrations at long-term diffusion tube monitoring sites in or close to the Bradford on Avon AQMA. At two sites (St Margaret Street and Silver Street) measured concentrations of nitrogen dioxide appear to be reducing slightly and both sites are below the annual mean objective. However, the Masons Lane diffusion tube monitoring location at the northern end of the AQMA continues to exceed the annual mean objective with concentrations remaining relatively constant.

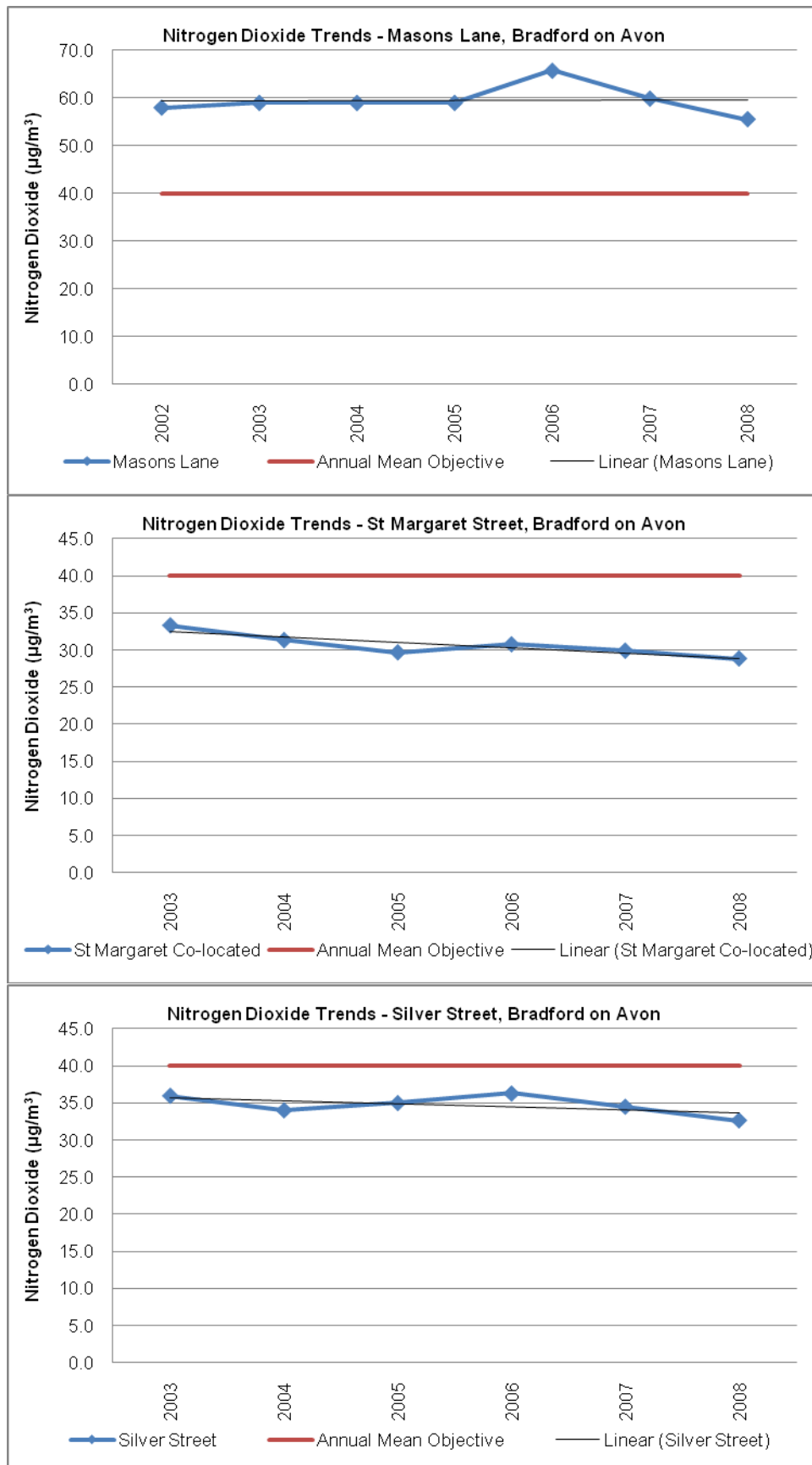


Figure 2: Trends in nitrogen dioxide concentration in Bradford on Avon

4. Introduction to the Westbury AQMA

The Westbury AQMA was declared for exceedences of the annual mean nitrogen dioxide objective of $40\mu\text{g}/\text{m}^3$ due to transport sources (Figure 3). The AQMA was declared on the 26th November 2001.

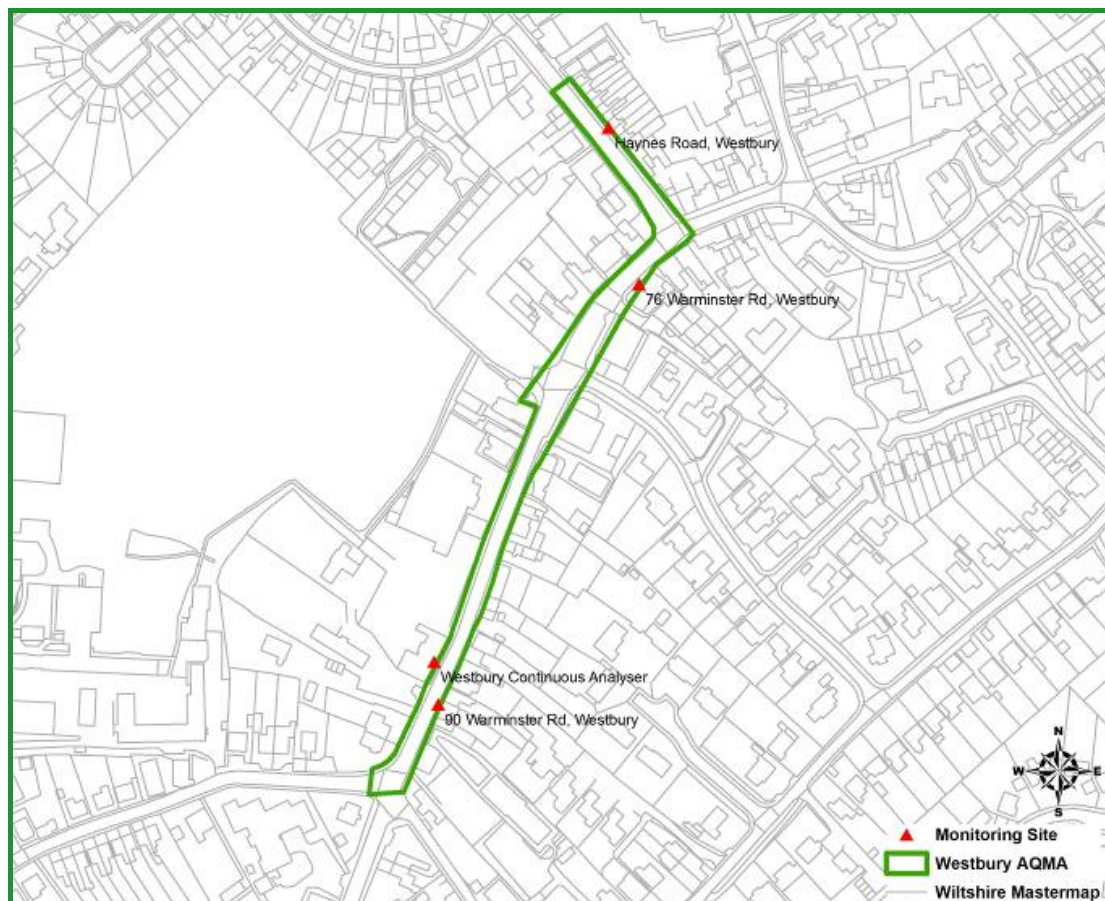


Figure 3: Westbury AQMA and monitoring locations

4.1 Trends in concentrations in Westbury AQMA

Figure 4 illustrates trends in nitrogen dioxide annual mean concentrations at long-term diffusion tube monitoring sites in or close to the Westbury AQMA. At two sites (76 Warminster Road and Haynes Road) measured concentrations of nitrogen dioxide appear to be reducing although both sites are still measuring concentrations close to the annual mean objective. However, the 90 Warminster Road site at the southern end of the AQMA continues to exceed the annual mean objective with concentrations remaining relatively constant.

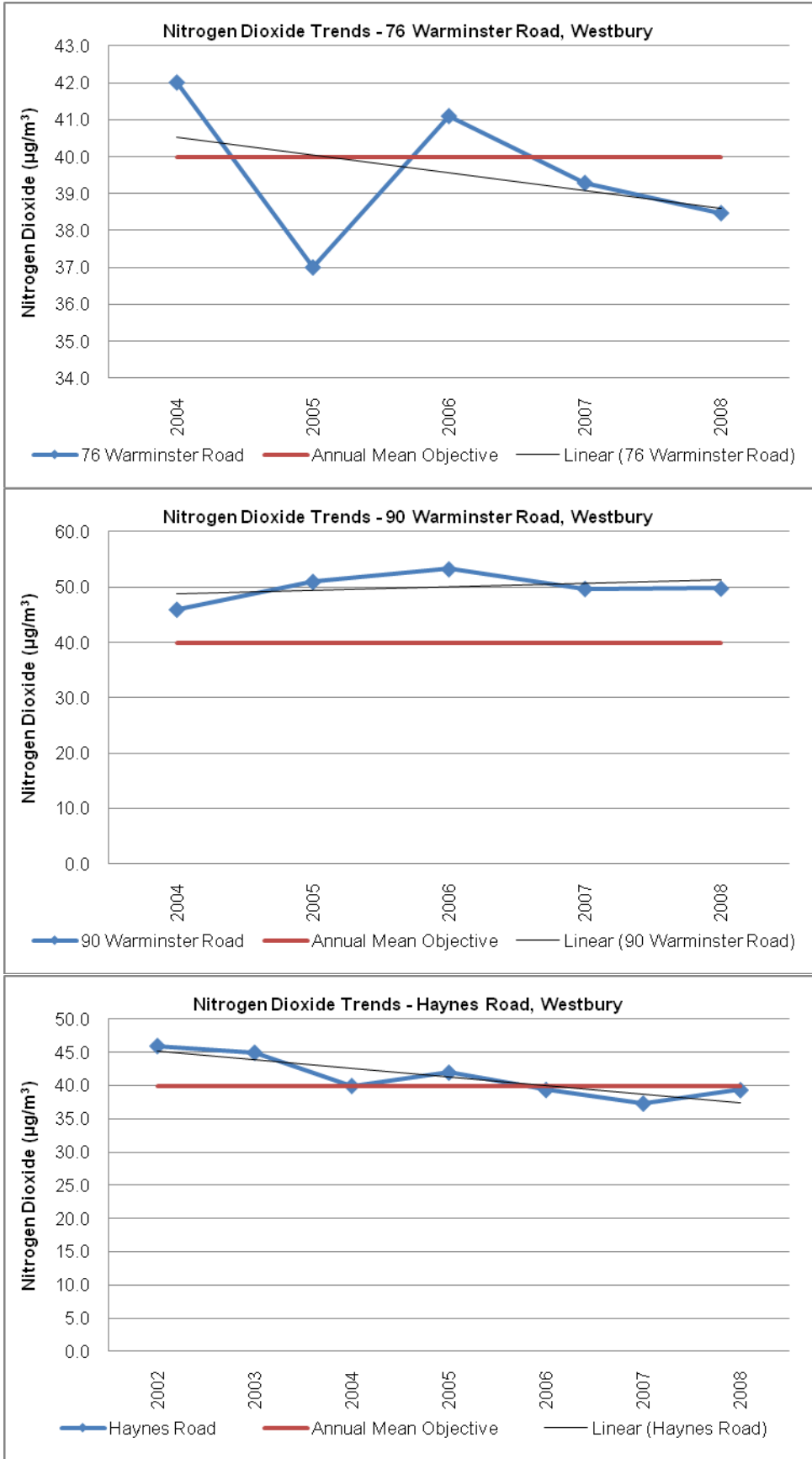


Figure 4: Trends in nitrogen dioxide concentrations in Westbury

5. Introduction to the Salisbury AQMAs

The Salisbury City Centre AQMA was declared for exceedences of the annual mean nitrogen dioxide objective of $40\mu\text{g}/\text{m}^3$ due to transport sources (Figure 5). The London Road AQMA was declared for exceedences of the annual mean nitrogen dioxide objective of $40\mu\text{g}/\text{m}^3$ due to transport sources (Figure 6). The Wilton Road AQMA was declared for exceedences of the annual mean nitrogen dioxide objective of $40\mu\text{g}/\text{m}^3$ due to transport sources (Figure 7)



Figure 5: Salisbury City Centre AQMA and monitoring locations

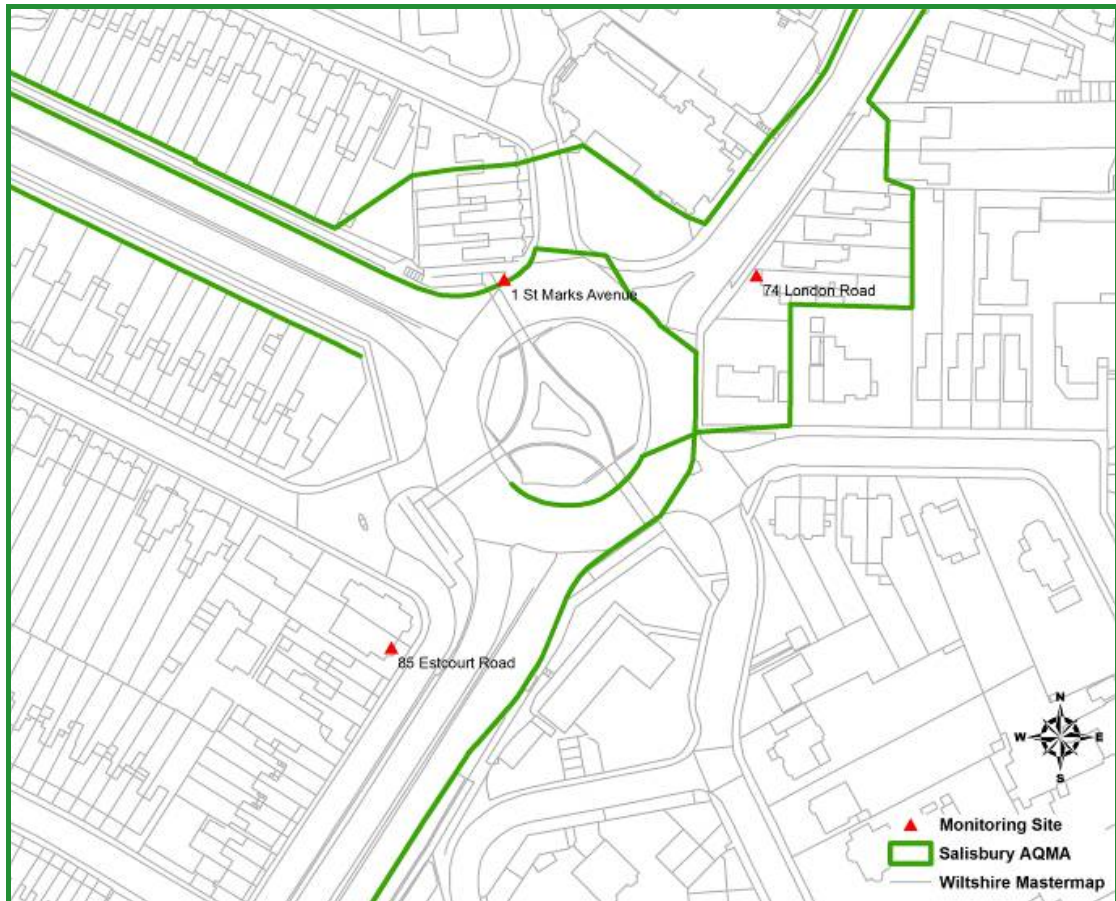


Figure 6: London Road AQMA, Salisbury and monitoring locations

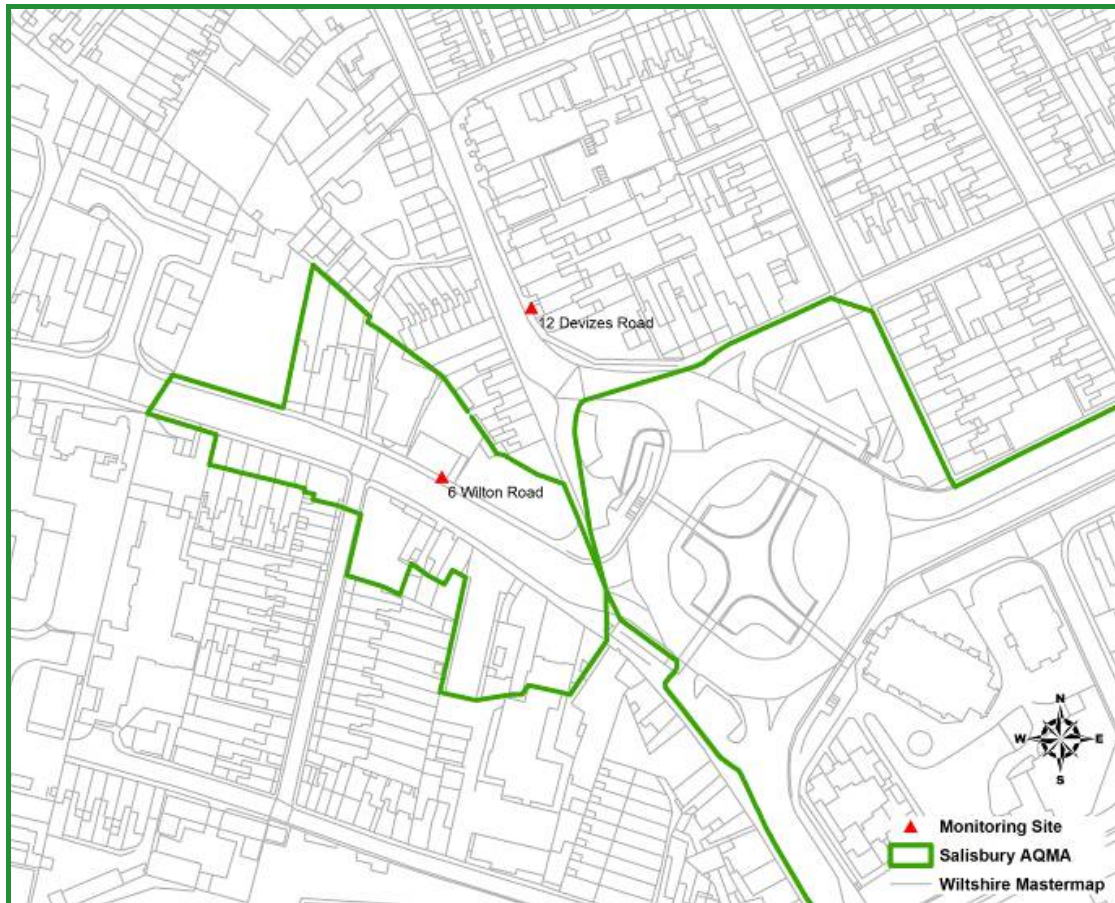
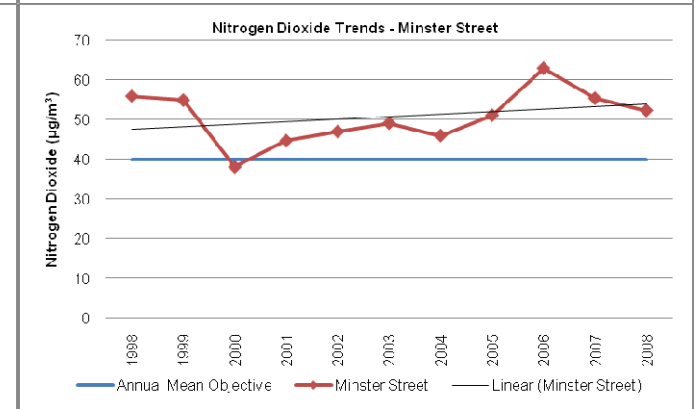
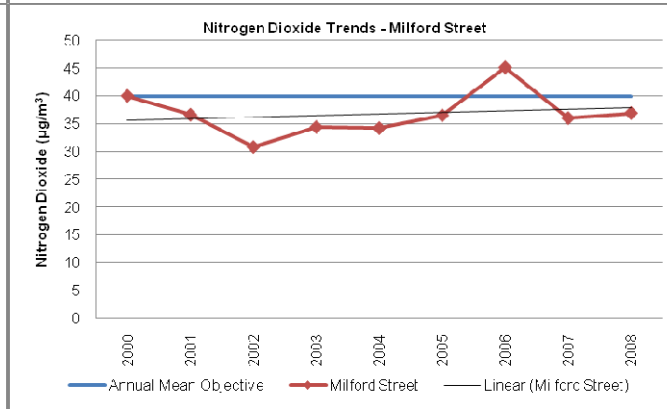
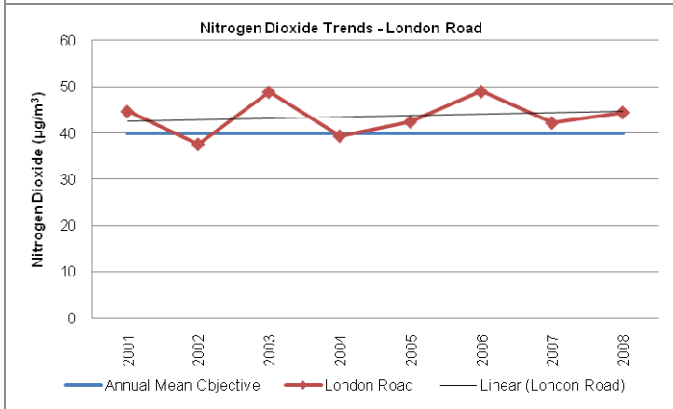
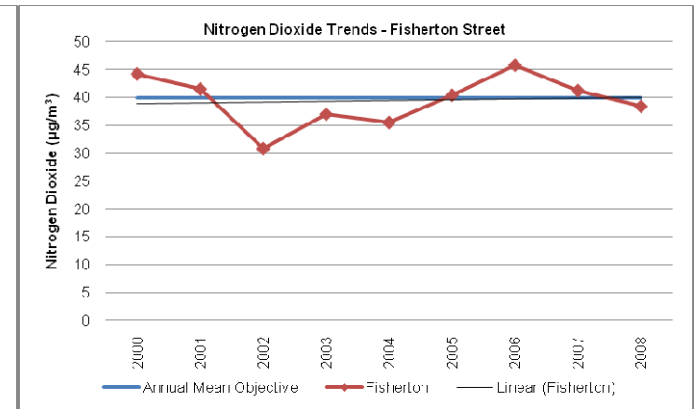
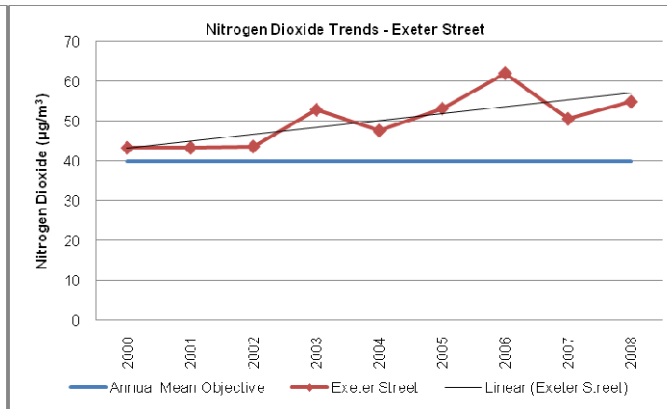
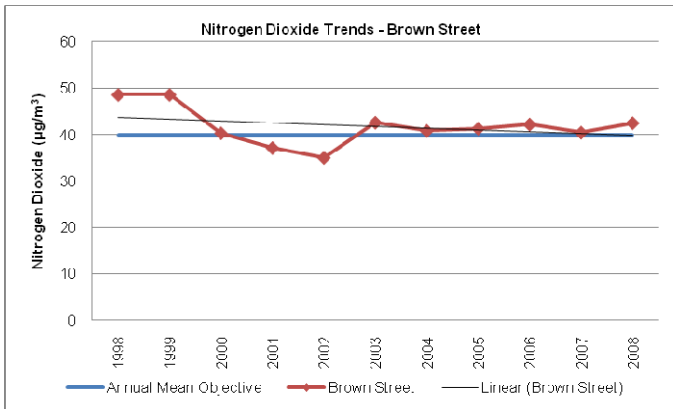


Figure 7: Wilton Road AQMA, Salisbury and monitoring locations

5.1 Trends in concentrations in Salisbury AQMAs

Figure 8 illustrates trends in nitrogen dioxide annual mean concentrations at long-term diffusion tube monitoring sites in or close to the Salisbury AQMAs. Seven of the ten sites presented indicate an increase in nitrogen dioxide concentrations (Exeter Street, Fisherton Street, London Road, Milford Street, Minster Street, Queen Street and Wilton Street) with all sites excluding Fisherton Street (2008) and Milford Street (2007 and 2008) exceeding the annual mean objective. The other three sites presented indicate reductions in concentrations (Brown Street, SouthWestern Road and Winchester Street) with Brown Street just exceeding the objective since 2003 and Winchester Street achieving the annual mean objective in 2007 and 2008.



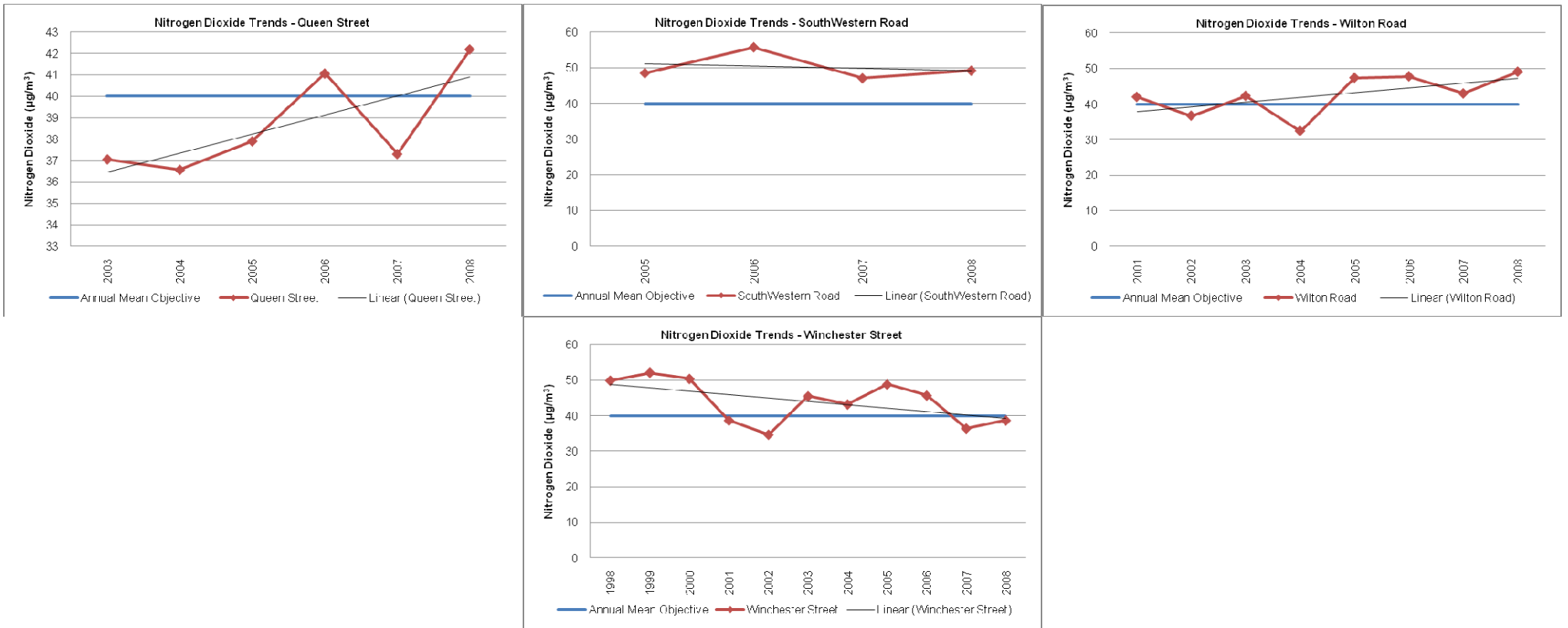


Figure 8: Trends in nitrogen dioxide concentrations in Salisbury

6. Progress with AQAP measures specific to Bradford on Avon AQMA

The following section outlines progress with the AQAP measures that are specific to the Bradford on Avon AQMA. Some background information is provided on the specific measure and then detailed notes included to track progress with the implementation of this measure.

Measure B1: Demand Management / Town Centre enhancement combined with soft options contained in Measures G1-G29

Lead Authority: Wiltshire Council

Impacts:

- Improvements to air quality;
- Will improve the environment for pedestrians;
- Will encourage tourism;
- Will lead to a reduction in traffic flows on some of the roads in the town;
- Reduction in noise from traffic on some roads; and
- May reduce road accidents and road safety

Cost: High (>£500,000)

Timescale: Various from December 2005 – December 2010

Progress with Measure: Wiltshire Council has learned that funding the planned demand management option will be problematic. Funding is unlikely to be awarded via the Transport Innovation Fund (TIF) and would be too great a draw on LTP funds. Consequently, Wiltshire Council considers the current demand management plan is not affordable. Wiltshire Council have been obliged to reconsider the AQAP and investigate alternative options that could resolve the air quality problems in Bradford on Avon.

To this end, Wiltshire Council has examined an alternative traffic management scheme on Masons Lane, which has the potential to resolve the air quality problems and meet the 2010 air quality objective. However whilst this scheme provided a theoretical solution to the air quality issues, it results in additional queues and delays being generated which are considered disproportionate to the problem being addressed.

The preferred incremental AQAP consists of the following:

- Stage 1: Household ventilation - **Commentary point:** Investigated different types of household ventilation for a property in Masons Lane. Unfortunately the residents did not want any installed and some of the systems investigated did not seem appropriate for the situation. All living accommodation is

situated at the rear of the property where the nitrogen dioxide levels have been monitored. The levels are well below the objective level. May have also come up against problems as property in a conservation area.

- Stage 2: Titanium dioxide material (pavement) – **Commentary point:** Researched titanium dioxide pavement and due to a number of factors have rejected this idea for Masons Lane, Bradford On Avon.
- Stage 3 – Shuttle working traffic management option – **Commentary Point:** Shuttle working has been rejected due to the additional queues it is likely to cause.

Measure B2: Combination of softer measures (G1-G29) and signing of alternative routes.

Lead Authority: Wiltshire Council

Impacts:

- Will go some way to meeting air quality objectives;
- Public support for softer measures; and
- Fewer vehicles in the town leading to improvements for pedestrians.

Cost: Low (<£100,000)

Timescale: None fixed

Progress with Measure: The signing of alternative routes was intrinsically associated with the wider demand management proposal. Since the demand management option is not being taken forward, a review of the signing routes is deemed unnecessary by Wiltshire Council. **Commentary point:** No further work at this stage.

7. Progress with AQAP measures specific to Westbury AQMA

The following section outlines progress with the AQAP measures that are specific to the Westbury AQMA. Some background information is provided on the specific measure and then detailed notes included to track progress with the implementation of this measure.

Measure W1: Building a bypass for Westbury

Lead Authority: Wiltshire Council

Impacts:

- Will improve air quality in the town and meet air quality objectives; and
- Improve pedestrian safety in the town centre.

Cost: Major Scheme (>£5,000,000)

Timescale: Long term (Projection ahead of 2011)

Progress with Measure: A revised planning application was submitted in February 2008 and this was considered by Wiltshire County Council's Regulatory Committee in May 2008. Subsequently, the Secretary of State has decided to hold a public local inquiry which is currently taking place. Recently this proposed bypass has been cancelled and the money has not been reallocated. The implications of this setback will be fully analysed in the coming months and where possible alternative options considered. This will be reported in subsequent AQAP-PRs.

Measure W2: Leave the town network as it is currently and continue with implementation of soft measures.

Lead Authority: Wiltshire Council

Impacts:

- Will meet the 2010 nitrogen dioxide levels through improvements in vehicle fleets; and
- Low cost.

Cost: Low (<£100,000)

Timescale: Long term (Projection ahead of 2011)

Progress with Measure: Measure is ongoing

Measure W3: Lobby for improvements for the A350 from the M4 to the Warminster bypass, lobby for completion of Westbury bypass, support improvements to A36 between Codford and Heytesbury.

Lead Authority: Wiltshire Council

Impacts:

- Bypass will enable the air quality objectives for nitrogen dioxide to be met

Cost: Low (<£100,000)

Timescale: Medium term – Ongoing through attending meetings as necessary (Projection ahead of 2011).

Progress with Measure: See Measure W1 above for progress

Measure W4: Support the West Wilts Industrial Estate Town Bus Link

Lead Authority: Wiltshire Council

Impacts:

- Links key areas of Westbury, including rail station; and
- Gives people the option not to rely on their cars.

Cost: Low (<£100,000)

Timescale: Medium term – Currently under negotiation

Progress with Measure: Wiltshire Council continues to fund one journey in each direction to the Industrial Estate. There are no current plans to change the service and there is no funding available to increase the frequency of the bus link.

Measure W5: Support the Westbury Cycle Liaison Panel

Lead Authority: Wiltshire Council

Impacts:

- Promotes cycling in the town;
- Encourages debate about existing facilities and what's needed;
- Creates awareness of the cycle network;
- Creates awareness of the role of cycling in moving around the town instead of by car

Cost: Low (<£100,000)

Timescale: Short to medium term. Due to start in early 2005, then held 2 or 3 times per annum.

Progress with Measure: First meeting of Westbury Cycle Liaison Panel meeting held on the 21st June 2006. Westbury Town Centre improvement measures exhibited at the Laverton on 28th/29th/30th June 2007. Proposals include potential

improvements to the Westbury cycle network on Station Road, The Mead and Bitham Park as well as improved cycle parking facilities in the Market Place and Town Centre. Further public consultation will be undertaken as work on the Town Centre measures progress. **Commentary points:**

- Completion of schemes in current programme (Station Road and links to Matravers School)
- Investigation of potential routes arising from the meeting and review of existing network
- On-going liaison with work being undertaken on Westbury Town Centre Improvements.
- Report feedback from public exhibition.

Measure W6: Implement the softer option G1-G29

Lead Authority: Wiltshire Council

Impacts:

- Will go some way to meeting air quality objectives;
- Public support for softer measures;
- Fewer vehicles in the town leading to improvements for pedestrians

Cost: Low (<£100,000)

Timescale: None fixed

Progress with Measure: Progress is ongoing

8. Progress with generic options for both the Bradford on Avon and Westbury AQMAs

The following chapter outlines actions from the West Wiltshire Air Quality Action Plan that include generic options for both the Bradford on Avon and Westbury AQMAs and transport in general. Some background information is provided on the specific measure and then detailed notes included to track progress with the implementation of this measure.

Measure G1: Continue to monitor and lobby improvements to transport and infrastructure

Lead Authority: Wiltshire Council

Impacts:

- Bring about improvements to transport.

Cost: Low (<£100,000). Low revenue costs.

Timescale: Short term. Ongoing through attending meetings as necessary.

Progress with Measure: Meeting with relevant stakeholders ongoing

Measure G2: West Wiltshire District Council Environmental Health Department will work with Development Control to produce a Local Development Document to set out guiding policies on air quality.

Lead Authority: Wiltshire Council

Impacts:

- Will ensure new developments don't have a detrimental effect on air quality; and
- Will try and ensure new developments don't create new AQMAs.

Cost: Low (<£100,000). Low revenue costs.

Timescale: Short term – to be produced by the end of March 2006

Progress with Measure: Draft Supplementary Planning Document has been developed in association with the former Salisbury District Council. Consultation will be undertaken after June when the new unitary Wiltshire Council comes into operation and local elections have been held.

Measure G3: West Wiltshire District Plan 1st Alteration Strategy; housing and employment allocations, recreation and open space policies, retail policy and improvements to the A350.

Lead Authority: Wiltshire Council

Impacts:

- Encourages self-sustaining settlements, where employment and retail opportunities are easily accessible. Thereby reducing the length and number of private car trips generated. Hence, air quality will be maintained or enhanced because of a reduction in emissions. This mirrors the strategy set out in the Wiltshire Local Transport Plan.

Cost: Low (<£100,000)

Timescale: Medium term. LTP2 (2006-2011). West Wiltshire District Plan 1st Alteration covers the period until 2011.

Progress with Measure: There is no change in terms of the three policy areas identified within the Action Plan (G3, G4 and G5). The factual position is this: although we have a new Local Development Framework (LDF) process, which replaces the old development plan process, District Plan 1st Alteration policies remain (technically) saved until they are fully replaced by comparable LDF policies. We are currently working on the Core Strategy Development Plan Document (DPD), which will provide the broad strategic vision for the whole of the District. This document will seek to identify very broad areas for growth - in terms of population (housing), places to work, community facilities, retailing and other infrastructure. So, it will (over time) replace some of the elements identified under the Planning Policy section of the Action Plan - notably those seeking to develop sustainable communities. Wiltshire became a unitary authority in April of 2009; consequentially the four Wiltshire Core Strategies will need to be merged. In terms of identifying broad areas for future growth - it is worth noting that Trowbridge will be the focus of future growth within Wiltshire Council and the Council will have a say in where and how the residual growth will be distributed.

Measure G4: West Wiltshire District Plan 1st Alteration Environmental Aims; countryside and nature conservation policies, conservation area and listed building policies, and environmental enhancements.

Lead Authority: Wiltshire Council

Impacts:

- To protect and conserve the Green Belt, AONBs, areas of nature conservation/ scientific importance, historic conservation areas, listed buildings, SAMs and areas of open space in and around towns. This can positively influence air quality by controlling developments within these areas. Development proposals that have a negative impact will not be permitted. For example, developments that may reduce air quality through traffic generation will not be permitted.
- To identify specific locations for environmental improvements and tree planting schemes. Both of which could maintain and enhance air quality.

Cost: Low (<£100,000)

Timescale: Short term - application of development control policies. Medium term - tree planting and environmental enhancements – West Wiltshire District Plan covers the period until 2011.

Progress with Measure: See commentary points under Measure G3

Measure G5: West Wiltshire District Plan 1st Alteration Transport Aims; Rail, public transport, cycling and pedestrian policies.

Lead Authority: Wiltshire Council

Impacts:

- Encourages modal-shift from private motor cars to sustainable modes, and road-based freight to rail. In terms of air quality, the immediate impact would be a reduction of motorised traffic on roads.
- The aims seek the specific aim of maintaining air quality. This was included to identify the District Council's responsibilities towards air quality.

Cost: Low (<£100,000)

Timescale: Short term – application of development control policies.

Progress with Measure: See commentary points under Measure G3

Measure G6: Town centre shopping: Traffic management and pedestrian priority policy.

Lead Authority: Wiltshire Council

Impacts:

- Seeks site specific improvements to the town centres, which have objective of improving air quality through traffic management, pedestrian priority or environmental enhancement schemes.

Cost: Low (<£100,000)

Timescale: Medium term – West Wiltshire District Plan cover the period until 2011

Progress with Measure: This measure is covered by the District Plan and outlined in commentary points under Measure G3

Measure G7: Review of car parking charges

Lead Authority: Wiltshire Council

Impacts:

- Reduction in car based commuting by increasing long term charges.

Cost: Low (<£100,000)

Timescale: Medium term

Progress with Measure: There is no consensus on increasing parking charges. The review is about ensuring the right provision in the right place at the right time. There is no agreement or support for increasing parking charges. **Commentary point:** This measure is still ongoing

Measure G8: Review and implementation of decriminalisation of parking enforcement.

Lead Authority: Wiltshire Council

Impacts:

- Reduction of car based commuting by prevention of abuse of parking restrictions and promotion of free flowing traffic.

Cost: Low (<£100,000)

Timescale: Medium term

Progress with Measure: Decriminalised Parking Enforcement (DPE) went live throughout the former districts of Kennet and North Wiltshire on 4th September 2007 and former Salisbury District Council became decriminalised in 2001. The assumption that decriminalised parking will significantly alter traffic numbers seems a big one. The project is about effective enforcement and not reduction of traffic.

Reducing illegal parking should aid traffic flow and therefore journey times should be marginally shorter and therefore emissions may be reduced slightly. **Commentary point:** This measure started in June 2008 in West Wiltshire area.

Measure G9: Promotion of School Travel Planning.

Lead Authority: Wiltshire Council

Impacts:

- Reduction in peak flow traffic through Bradford Town Centre;
- Reduce the need to travel by car by promoting alternatives;
- Place onus on school to tackle local congestion;
- Reduce local pollution from vehicle emissions; and
- Promote awareness of environmental and health issues.

Cost: Low (<£100,000)

Timescale: Medium term – All schools anticipated having STP by 2010.

Progress with Measure: All schools should have a School Travel Plan by 2010 – the County Council's Travelwise team will work with schools to assist them towards this aim.

Schools in the Bradford on Avon Community Area

- Bradford-on-Avon Christ Church Church of England Controlled Primary. TP Status: Approved. Comment: Update required
- Fitzmaurice Primary School. TP Status: Approved. Comment: Being implemented
- Holt Voluntary Controlled Primary School. TP Status: Approved. Comment: Update required
- St Laurence School. TP Status: Plan currently in development.
- Westwood-with-Iford School. TP Status: No Plan
- Winsley Church of England Voluntary Controlled Primary School. TP Status: Approved. Comment: Update required

Schools in the Westbury Community Area

- Bitham Brook Primary School. TP Status: No Plan.
- Bratton Primary School. TP Status: Approved and to be implemented soon.
- Dilton Marsh Church of England Primary. TP Status: Approved. Comment: Update required.
- Matravers School. TP status: Approved. Comment: Update required.
- Westbury Church of England Junior School. TP Status: No Plan.
- Westbury Infants School. TP Status: Approved. Comment: Update required.

- Westbury Leigh Church of England Primary School. TP Status: Approved.
Comment: Being implemented.

Measure G10: Encouraging car sharing and promote car share

Lead Authority: Wiltshire Council

Impacts:

- West Wiltshire District Council to reduce the number of miles travelled by staff currently travelling to work by car on their own by 10% by 2007;
- Promote efficient use of private cars;
- Encourage schools and private organisations to set up their own car share groups;
- Ease parking problems; and
- Reduces mileage travelled, hence vehicle emissions.

Cost: Low (<£100,000)

Timescale: Short term – Countywide scheme. Medium term –Wiltshire Council.

Progress with Measure: Currently a total of 59 of the 966 registered members on www.carsharewiltshire.com are from the BA13 postcode area that covers Westbury and 41 are from BA15 that covers Bradford-on-Avon. The road side boards promoting the scheme remain on one site in Bradford-on-Avon and two new sites are on either side of the A350 approach to Westbury. **Commentary point:** Ongoing county-wide promotions of car sharing schemes will continue indefinitely.

Measure G11a: Encourage remote working

Measure G11b: Encourage compressed hours when practical

Measure G11c: Encourage greater use of public transport.

Lead Authority: Wiltshire Council with personnel support by Corporate Transport Group.

The measures G11a – G11f were set by the former West Wiltshire District Council. Since the emergence of Wiltshire Council these targets can no longer apply to the Action Plan, however it is hoped that new targets for Wiltshire Council can be developed in the future. Below is the progress that had been made prior to Wiltshire Council in April 2009.

Impacts:

- Decrease the Council's business mileage for cars by 5% per FTE by 2007; and
- Help work towards the targets contained within LTP2.

Cost: Low (<£100,000)

Timescale: Short term

Progress with Measure:

Measure G11a: Encourage remote working: West Wiltshire District Council developed and launched a comprehensive home working policy in September 2005. This policy was designed to provide clear guidelines and a framework for staff and managers so that this method of working could be accessed more easily. Following the launch of the policy a number of officers in different services of the Council have applied for and been supported in working remotely from home. At the present time officers in Revenues and Benefits, Housing and Sustainable Communities work from home. The home working policy has been widely publicised and any officer can make a request to work from home through our flexible working policies. Further to staff trying out home working we have no evidence regarding a reduction in business mileage as a number of staff have found that they actually prefer coming into the offices some time during the week to avoid feeling isolated from colleagues.

Measure G11b: Encourage compressed hours: West Wiltshire District Council work life balance policies in place have the capacity to facilitate any requests from staff regarding this working pattern.

Measure G11c: Encourage greater use of public transport: West Wiltshire District Council has set up an arrangement with Virgin Mobile to enable staff to use their staff bus which will pick up staff in the town centre and drop them by the Bradley Road offices.

Measure G11d: Encourage greater use of public transport

Measure G11e: Encourage staff to walk and cycle more often.

Measure G11f: Achieve more than 40% of staff using an alternative to car travel for getting to and from work at least once a week.

Lead Authority: Wiltshire Council.

Impacts:

- Reduce the amount of CO₂ produced through staff travel by 20% per FTE by 2007.

Cost: Low (<£100,000)

Timescale: Medium Term

Progress with Measure:

Measure G11d: Encourage greater use of public transport:

Measure G11e: Encourage staff to walk and cycle more often. Achieve more than 40% of staff using an alternative to car travel for getting to and from work at least once a week: The Council has promoted bike to work week for the last 5 years. We have installed shower facilities for staff to use on site so that should they choose to walk / cycle to work they have appropriate facilities to support this. We also have staff bicycles for staff so that they can use these to travel to meetings locally. We also have dedicated car sharing bays in the car parking to encourage. **Commentary Point:** West Wiltshire District Council promoted a bike to work / walk to work week from 16th to the 20th June 2008 for staff. A number of activities have been planned as part of the week to encourage more staff to walk / cycle. Additionally the West Wiltshire District Council has a number of informal groups of 'walkers' set up who go on walks during lunchtimes rather than using their cars.

Measure G11f: Achieve more than 40% of staff using an alternative to car travel for getting to and from work at least once a week:

Measure G12: Encourage and promote Walk to School Schemes

Lead Authority: Wiltshire Council

Impacts:

- Help work towards the targets contained within LTP2; and
- Reduce the amount of CO₂ produced.

Cost: Low (<£100,000)

Timescale: Medium term – Ongoing.

Progress with Measure: From April 2007, the Walk on Wednesday promotion was replaced with 'Walk around the World'. This promotion focuses on all modes of sustainable transport and is run as an inter-class challenge. Wiltshire County Council currently has 9 West Wiltshire schools taking part. **Commentary point:** Ongoing Walk around the World campaigns by Travelwise. As School Travel Plans are developed this should increase participation levels.

Measure G13: Taking Action on School Journeys Challenge

Lead Authority: Wiltshire Council

Impacts:

- Help work towards the targets contained within LTP2; and
- Reduce the amount of CO₂ produced.

Cost: Low (<£100,000)

Timescale: Medium term – Ongoing.

Progress with Measure: In the 2008/9 round of 'Taking Action on School Journeys', 1 West Wiltshire School, Churchfields, was successful in gaining funding for a feasibility study to look at improving pedestrian facilities through the village. Assuming affordable options are identified, Wiltshire County Council would look at implementing the scheme in 2009/10, assuming funding continued to be available and that the school updated their travel plan.

Measure G14: Encourage Walking Bus Schemes

Lead Authority: Wiltshire Council

Impacts:

- Enable parents lacking the time to walk pupils to school to give responsibility for their wellbeing to trained volunteers;
- Reduces cars to school; and
- Improves health and environment.

Cost: Low (<£100,000)

Timescale: None fixed

Progress with Measure: Nine West Wiltshire Schools were successful in gaining funding from the DfT for Walking Buses or Walking Initiatives. These schools are: Walwayne Court, Southwick, Sambourne, Churchfields, The Mead, Forest and Sandridge, St Georges' RC, Fitzmaurice and The Avenue. From information that Wiltshire County Council have requested from schools, we are aware that the following West Wiltshire schools are running walking buses: Christchurch (two buses one day per week each), Churchfields (one day per week) and Fitzmaurice.

Commentary point: Wiltshire County Council will continue to encourage other schools through their School Travel Plans (as and when developed) to consider Walking Buses as a key option to encourage less driving to school. Proposed timescale of 2010.

Measure G15: Undertake the Great Wilts Travel Tally

Lead Authority: Wiltshire Council

Impacts:

- Promotes the need to think about sustainable travel to school;
- Enables annual comparison of what changes in travel to school are occurring; and
- Enables resources to be targeted accordingly.

Cost: Low (<£100,000)

Timescale: Short Term Tally 1: March 2003. Tally 2: March 2004. Tally 3: Jan 2005. Tally 4: September 2005. Two annually there after

Progress with Measure: Tally surveys undertaken in Bradford-on-Avon and Westbury schools in March 2003, March 2004, January 2005 and September 2005. The September 2006 Tally had to be abandoned due to mode of travel data being collected as part of the January 2007 School Census. **Commentary point:** Wiltshire County Council no longer carry out the tally.

Measure G16: Wiltshire Cycleway Promotion and develop cycle networks. Adoption of supplementary guidance for travel planning and cycle routes. Provide Healthy Cycle Packs

Lead Authority: Wiltshire Council

Impacts:

- Provides alternatives to the car;
- Links places of need;
- Promotes sustainable travel;
- Addresses safety issues;
- Reduction of travel by car to new or expanded businesses;
- Reduction of traffic by provision of cycle facilities by developers;
- Promotes cycling in all WW Market Towns;
- Provides clear short, medium and long routes with maps;
- Encourages people trying to get fit, including GP referrals, and residents, to use their cycles for local trips; and
- Reduces in town vehicle mileage and emissions.

Cost: Low revenue. High capital. Medium (£100,000-£500,000)

Timescale:

- Already Achieved June 2004 High profile ride around the route.
- September 2005 development of new leaflet and guide.
- Launch of new guide – date to be arranged.
- Short Term (Feb 2003 – Feb 2005) Development of routes and guide packs (still being developed 03/05).
- March 2005 launch of the packs.

Progress with Measure: Wiltshire Cycleway – improved signing continues to be developed. The development and launch of the Healthy Cycle Packs has been delayed until 2011/12.

Commentary Point: Westbury was to receive a new route guide as part of the Westbury Bypass proposal. As a bypass is no longer going ahead this measure needs to be revised.

Measure G17: Encourage walking for health

Lead Authority: Wiltshire Council

Impacts:

- Promotes walking in and around all WW Market Towns;
- Provides clear short, medium and long routes with maps;
- Provides trained walk leaders;
- Encourages people trying to get fit, including GP referrals, and residents, to start walking, and hence continue for all local trips; and
- Reduces in town vehicle mileage and emissions.

Cost: Low (<£100,000)

Timescale: Medium term.

Progress with Measure: The administration of the West Wilts Walking for Health Group, as well as financial support, now rests with the County Council's Travelwise team. Programmes are printed quarterly and distributed across the area. The West Wilts Walking for Health Group currently has >80 members, all over 50 years old.

Commentary point: This measure is ongoing.

Measure G18: Travelwise promotions

Lead Authority: Wiltshire Council

Impacts:

- Promotes sustainable travel for business, school, retail, and leisure trips; and
- Raises awareness of alternatives to the car.

Cost: Low (<£100,000)

Timescale: Short – Medium Term - Ongoing

Progress with Measure: Following reorganisation, Wiltshire County Council Travelwise promotions have been scaled back with the loss of the team and halving of the budget. Further, all responsibility for school related activities now lies with the Road Safety Unit. Limited promotion of car sharing and walking for the wider community remains an ongoing commitment. **Commentary point:** Support ongoing on a cyclical basis.

Measure G19: Business travel plans

Lead Authority: Wiltshire Council

Impacts:

- Promotes sustainable travel to work;
- Promotes efficient use of company vehicle fleets;
- Manages car parking efficiently; and
- Discourages single occupancy private car trips.

Cost: Low (<£100,000)

Timescale: Short – Medium Term - Ongoing

Progress with Measure: Limited impact in the area given the lack of significant developments. Nevertheless, several potential applicants including residential developments in the town have been advised that a Travel Plan will be required should they wish to proceed with their project. **Commentary point:** Wiltshire County Council staff resource issues will mean that Business Travel Plans will not be a priority for future actions.

Measure G20: Set up travel plan network groups

Lead Authority: Wiltshire Council

Impacts:

- Bring like minded employers together to share ideas and network regarding sustainable travel;
- Facilitate joined up thinking; and
- Promote greater efficiency savings and environmental benefits through combined efforts.

Cost: Low (<£100,000)

Timescale: Short term - West Wilts Industrial Estate Group to be established by December 2005.

Progress with Measure: Difficulties in engaging the site owners plus Wiltshire County Council staff resource issues has mean that the Travel Plan Network Group for the West Wiltshire Industrial Estate Group has unfortunately not been set-up.

Commentary point: Due to difficulties in engagement and resource concerns this measure has been cancelled so that resources may be utilised elsewhere on more productive measures.

Measure G21: Support local sustainable travel groups e.g. Pedla for Pleasure at BoA, Sustrans Rangers

Lead Authority: Wiltshire Council

Impacts:

- Promote local participation in sustainable travel, and its development; and
- Facilitate local action.

Cost: Low (<£100,000)

Timescale: Medium term - Ongoing

Progress with Measure: Wiltshire County Council Travelwise team has continued to support local groups that promote sustainable travel including the Sustrans NCN4 Cycle Rangers group, West Wilts Walking for Health Group, and Wiltshire Wildlife Trust. **Commentary point:** This measure has been rationalised due to resources reallocated, hence support is provided for limited groups, specifically Walking the way to Health (WHI).

Measure G22: Support Royal United Hospital Hopper

Lead Authority: Wiltshire Council

Impacts:

- Enables people to access the RRH at Bath without using their cars; and
- Efficient use of flexible and innovative public transport.

Cost: High (<£500,000)

Timescale: Medium term - Ongoing

Progress with Measure: The Hopper continues to operate despite the ending of Government funding and the withdrawal of funding by the Primary Care Trust – now 100% funded by Wiltshire County Council. Wiltshire County Council has agreed a budget strategy to allow the service to continue. This service has now been relaunched under the new 'Connect 2 Wiltshire' brand, with new vehicles, and extended to serve Chippenham and Devizes. **Commentary point:** Continue to monitor service performance and seek to increase cost effectiveness where possible.

Measure G23: Provide Real-time Intelligent Public Transport Information System

Lead Authority: Wiltshire Council

Impacts:

- Gives public transport users quality information about bus times; and
- Helps promote bus patronage.

Cost: High (<£500,000)

Timescale: Medium term - Ongoing

Progress with Measure: Real time information installed on service from Bath – Trowbridge – Warminster – Salisbury. **Commentary point:** Due to high cost and competing investment priorities is unlikely to be further expansion of system during LTP2 period (up to 2010/11).

Measure G24: Provide Public Transport Subsidy

Lead Authority: Wiltshire County Council

Impacts:

- Gives public transport users quality bus infrastructure and journeys;
- Raises profile of bus travel; and
- Helps promote bus patronage.

Cost: High (<£500,000)

Timescale: Medium term - Ongoing

Progress with Measure: Wiltshire County Council provides over £3.8million per annum to fund non-commercial bus services, and has increased funding by nearly 300% since 1999 to allow services to be maintained in the face of rising transport operating costs (West Wiltshire District Council withdrew its funding contribution in April 2005). **Commentary point:** Budget strategy agreed which has so far allowed service levels to be maintained, but coming under pressure from continued cost increases including recent rises in fuel prices.

Measure G25: Provide cycle improvements

Lead Authority: Wiltshire Council

Impacts:

- Provides cycles parking at locations where needed, including rail stations, town centres, schools, workplaces etc.; and
- Delivering cycle networks.

Cost: High (<£500,000)

Timescale: Medium term - Ongoing

Progress with Measure: Wiltshire County Council is planning the development of a cycle network for Bradford on Avon. The implementation of the cycle networks in Melksham, Trowbridge, Warminster and Westbury is ongoing. A cycleway has been implemented along Fairfield Road, Warminster and Wiltshire County Council is developing schemes to link this into Imber Road and Station Road. Schemes are

being developed in Station Road, Westbury, Nightingale Road, Trowbridge, and Redland Lane/Indigo Gardens, Westbury, which will hopefully be implemented in 2009/10. Cycle parking has been provided at Trowbridge Rail Station and numerous other locations in West Wiltshire District Council. **Commentary point:** Develop and consult on the Bradford on Avon cycle network (2008/9). Delivery of cycle networks. Implementation – long term

Measure G26: Rural Transport Partnership

Lead Authority: Wiltshire Council

Impacts:

- Provide support to rural transport partnership;
- Promotes the needs of residents of rural areas for sustainable access to facilities and goods;
- Provides funding for innovative systems; and
- Encourages local groups to find local solutions.

Cost: Medium (£100,000-£500,000)

Timescale: Medium term - Ongoing

Progress with Measure: The Rural Transport Partnership has been re-launched as the Wiltshire & Swindon Delivering Accessibility and Rural Transport (DART) Partnership, and is continuing its work to support and develop community and voluntary transport, including the development of community transport 'hubs' (e.g. in Melksham) and the recently launched countywide 'Wheels to Work' scheme.

Commentary point: The future of the partnership is being reviewed again as a result of further changes to rural funding frameworks and the move to Wiltshire Council.

Measure G27: Implement decriminalised of parking

Lead Authority: Wiltshire Council

Impacts:

- Help maintain a free flow of traffic; and
- Prevent abuse of car parking restrictions.

Cost: High start up costs.

Timescale: Medium term - Ongoing

Progress with Measure: See Measure G8

Measure G28: Develop footpath and pedestrian facility improvements

Lead Authority: Wiltshire Council

Impacts:

- Provides alternatives to the car;
- Links places of need;
- Promotes sustainable travel; and
- Addresses safety issues.

Cost: High (<£500,000)

Timescale: Medium term - Ongoing

Progress with Measure: During 2006/07 the County Council undertook a street scene improvement along Castle Street in Trowbridge. Further street scene work was carried out in Castle Street during Spring 2008. Phase 1 of a traffic management and accessibility improvement scheme was implemented in Warminster during 2007-08. Phase 2 will be implemented during 2008-09. A similar traffic management and accessibility improvement scheme is being developed in Melksham Town Centre, the first phase of which will hopefully be implemented during 2009-10. During 2007-08, a pedestrian refuge was installed on Bradley Road, Trowbridge and an enhanced crossing point was implemented in Pound Street, Warminster. During 2008-09 Puffin crossings will be installed on Frome Road, Southwick and West Ashton Road, Trowbridge. **Commentary point:** New pedestrian schemes will be developed and designed during 2008-09 for delivery in future years. Short – Long term

Measure G29: Consider bidding for the Transport Innovation Fund (TIF)

Lead Authority: Wiltshire Council

Impacts:

- Encourage generation of innovative ideas for the towns.

Cost: Low (<£100,000)

Timescale: Medium term

Progress with Measure: See Measure B1

9. Progress with options for the Salisbury City Centre AQMA

The following chapter outlines actions from the Salisbury Air Quality Action Plan. Some background information is provided on the specific measure and then detailed notes included to track progress with the implementation of this measure. The Salisbury City Centre AQAP is largely based upon the Salisbury Transport Plan (STP).

The STP area faced a 20% increase in traffic if no measures were taken. The declared aims of the STP were to:

- Allow the effective flow of through traffic around the outskirts of the city;
- Reduce local congestion;
- Deliver the highway back to pedestrians in the city centre;
- Reduce the number of vehicles entering the city centre;
- Create bus priority at traffic signals;
- Reduce car dependency;
- Protect and enhance the historic setting of Salisbury and Wilton;
- Maintain and enhance the economic vitality of the Salisbury area; and
- Improve the local environment and enhance the setting of the city.

Mechanisms to achieve aims of the STP included:

- Measures to support initiative to reduce traffic and car dependency;
- Provision of park and ride;
- Improvement to public transport;
- Traffic restraint measures;
- Improve facilities for cyclists and pedestrians; and
- City centre traffic management measures.

As the majority of the measures detailed in the Salisbury Transport Plan are largely complete and in light of the move to becoming a unitary authority, the Air Quality Action Plan for Salisbury will be reviewed and will integrate the London Road and Wilton AQMAs. It is important that this is carried out in a joined up manner and is considered along side other strategies and policies currently in existence or which are also currently subject to review. These include the Salisbury Vision project and the revised Local Development Framework. As part of the LDF, Wiltshire transport planners are testing the impact of proposed development by developing a new traffic model for Salisbury. This involves collection and collation of detailed transport data to

construct a model of existing traffic flows. From this the impact of changes to the system can be tested & the results predicted in order the most efficient and effective mechanism can be put in place as development occurs. The new Salisbury model will be a vital tool in informing any revised AQAP.

Measure 1: Provision of Park-and-Ride (P&R)

Lead Authority: Wiltshire Council

Impacts:

- Reduce traffic on the city centre, particularly during peak travel periods;
- Provide a high quality alternative to those who do not need to bring their cars right into the city centre;
- Enable reallocation of city centre parking for the benefit of shopper, visitors, and disabled people who need their vehicles with them and to support local business;
- To provide a genuine alternative for travellers from rural areas who have a car and for whom public transport can seldom provide a realistic alternative to the car for access;
- Improve peak hour speed and reliability of bus services and safety for cyclists on the main radial routes into the city;
- Enable reuse of the city centre road space for the benefit of other road users; and
- Reduce the level of noise and air pollution emitted from cars in the city centre and on the main radial routes.

Cost: > £10,000,000

Timescale: Phased approached to the implementation of five park-and-ride schemes.

Progress with Measure: Five park-and-ride schemes have been proposed and four are now open with the fifth currently under construction (Figure 9). Progress with each park-and-ride scheme is outlined below:

- Beehive Park-and-Ride was opened in 2003;
- Wilton Park-and-Ride was opened in 2005;
- Britford Park-and-Ride was opened in 2005;
- London Road Park-and-Ride was opened in 2006; and
- Southampton Road Park-and-Ride is currently being constructed and should be open in the spring of 2010. This P&R will serve traffic entering the city from the South East along the A36. It will have a capacity for 650 vehicles and will

run a bus service operating at 15-minute intervals during the day and 10-minute intervals at peak times.

The Salisbury Park and Ride Progress Report, 2008 states that since inception Salisbury Park & Ride network has been used by 1,309,823 cars, whilst 4,417,327 passenger trips have been made on the bus services. The number of cars parked at the sites has decreased in 2008 mostly due to higher car occupancy levels. The number of concessionary pass holders using the service to park has tripled over 2008. The number of bus passengers has decreased by 2% in 2008, predominantly in the latter months of the year. This is probably related to the current economic conditions reducing employment and retail trips.

By comparing bus emissions to car emissions, we can see the improvements to air quality produced by the Park & Ride service. Data used is from the NAEI (2002, 2003)¹. In contrast to previous assessments, this uses the emissions of the average UK car, rather than the Euro III petrol model. Since an estimated 17% of cars in the UK are diesel models, and this proportion is rising, this is a more accurate model of emissions. The figures for NO_x and PM₁₀ also take account of cold starts, since cars produce more pollutants when first started. In the new model, a more realistic average speed of 21kmph (13mph) was used rather than 16kmph (10mph). This is based on timetabled peak journey times². Updated car occupancy figures have also been used.

In Salisbury's Air Quality Management Area, objectives for PM₁₀, benzene, CO and 1,3 Butadiene are being met. However there are exceedences of standards for NO₂. At current patronage levels, the Park & Ride produces significant savings for carbon monoxide and hydrocarbons. There are small improvements in Benzene, and a negligible increase in 1,3 Butadiene. There is a small increase in PM₁₀ and a large increase in NO_x. In order to offset the NO_x emissions, an increased number of cars would need to be replaced by bus trips, or technological improvements would need to be made to the buses. However, it is important to note that the proportion of diesel cars is rising which means that in the future, the average car may produce more NO_x and PM₁₀. (Table 1 and

Table 2)

¹ http://www.naei.org.uk/datachunk.php?f_datachunk_id=8 ;
http://www.naei.org.uk/other/uk_fleet_composition_projections_v2.xls

² Off-peak journey times indicate a speed of 23kmph. Since journeys do not always run to the timetable, the peak speed was used.

Table 1: Emission savings per day by P&R schemes

| Site | Emissions savings (g/day) | | | | | |
|--------------|---------------------------|------------------|----------------|---------------|--------------|---------------|
| | NO _x | PM ₁₀ | CO | Hydrocarbons | Benzene | 1,3-Butadiene |
| Beehive | 1338.5 | 8.1 | -2485.1 | -155.2 | -6.4 | 0.5 |
| Wilton | 2591.8 | 27.8 | -3682.4 | -213.1 | -9.6 | 1.3 |
| Britford | 1276.6 | 10.8 | -1762.4 | -93.5 | -4.7 | 1.0 |
| London Road | 723.6 | 6.2 | -642.4 | -17.2 | -1.8 | 1.0 |
| Total | 5930.6 | 52.9 | -8572.3 | -479.1 | -22.6 | 3.8 |

Table 2: P&R patronage needed to offset emissions

| Patronage needed to offset emissions (assuming car occupancy of 1.8) | Actual patronage | | |
|---|------------------|------------------|------|
| | NO _x | PM ₁₀ | 2008 |
| Cars per bus | 11.5 | 5.5 | 3.6 |
| Passengers per bus | 21.1 | 10.2 | 6.8 |

Additionally Zip cards have been introduced making use of the Park and Ride services in Salisbury quicker and easier. It is a pre-pay card for Park and Ride, which works in much the same way as a mobile phone top-up card. Credits are loaded on a Zip Card via the site payment machines and then use it in much the same way as a regular Park and Ride ticket.



Figure 9: Salisbury Park and Ride sites and bus priority routes.

Measure 2: Balanced parking Strategy

Lead Authority: Wiltshire Council

Impacts:

- Better traffic flow;
- Progressive reduction in the use of long-stay spaces;
- Widespread introduction of on-street 'pay and display' meters;
- Implementation of residents parking zones; and

Cost: £272,000

Timescale: Action implemented

Progress with Measure: Implemented (please note: the regime has been implemented however residential parking has not been universally popular and some areas have not gone ahead after local opposition).

Measure 3: Improvements of Public Transport Services including bus priority measures and passenger information

Lead Authority: Wiltshire Council

Impacts:

- Introduction of bus priority measures (e.g. bus lanes, priority signals, full width bus lay-bys to be replaced by half-width or removed all together); and
- Better public transport information including real-time bus passenger information.

Cost: >£1,500,000

Timescale: Timescale linked with Park and Ride schemes.

Progress with Measure: Implemented

Measure 4: Intelligent Transport Systems (ITS)

Lead Authority: Wiltshire Council

Impacts:

- Reduce the amount of traffic circulating or passing through the city centre;
- Improve bus quality and reliability; and
- Supplementary pollution monitoring.

Cost: £196,900

Timescale: Real-time information December 2003. UTC August 2003, Car Park Guidance System December 2003.

Progress with Measure: Implemented

Measure 5a: Other initiatives – Planning Policy

Lead Authority: Wiltshire Council

Impacts:

- Encouraging the use of environmentally friendly modes of transport such as public transport, walking and cycling in planning policies such as Local Plans;
- Planning policies should compliment the support the goals of the STP; and
- Development of a Supplementary Planning Document

Timescale: Ongoing

Progress with Measure: Draft Supplementary Planning Document has been developed in association with the former West Wiltshire District Council. Consultation will be undertaken after June when the new unitary Wiltshire Council comes into operation and local elections have been held.

Measure 5b: Other initiatives – Brunel Link

Lead Authority: Wiltshire Council

Progress with Measure: This option would have provided a road link across the water meadows for traffic entering the Churchfield's Industrial Estate. Currently traffic has to pass through the city centre. The scheme although part of the STP1 proposals has been abandoned. It was felt that it would provide a route into the city that would encourage more traffic rather than less. Examination of local geography shows that the countryside currently runs into the heart of the city and the cathedral close. This countryside is something that is a source of pride and is valued by local residents and therefore construction of the Brunel link would have severed this link with the countryside.

Measure 5c: Other initiatives – Cycling Strategy

Lead Authority: Wiltshire Council

Impacts:

- Encourage walking and cycling for short trips by providing safer and more convenient routes.

Cost: >£1,000,000

Timescale: Short term – Long term.

Progress with Measure: The Joint Transportation Team leads a Cycle Liaison Panel consultation group comprised of members of COGS (Cycle Opportunities Group for Salisbury), Wiltshire County Council's Road Safety and Travelwise teams and a Salisbury District Council elected Councillor. The CLP aims to increase the level of cycling in the city through developing an improved network and publicising cycling through maps and local events. The CLP meets bi-monthly to look at and comment on designs and proposals drawn up by the Joint Team for new cycle infrastructure improvements and discuss any current issues. The CLP also plans and manages the annual National Bike Week events held every June in Salisbury. Past events have included a Commuter Challenge, a ride round the City led by the Mayor and a Cycling Picnic. In 2000, the CLP produced a Cycling Strategy for Salisbury and Wilton which sets out the aspirations for the promotion of cycling in Salisbury.

Measure 5d: Other initiatives – Community Transport

Lead Authority: Wiltshire Council

Timescale: Ongoing

Progress with Measure: There are 12 LINK schemes in the district. These offer a good neighbourhood and transport service to local people who are in need because of age, disability, low income, temporary illness or because their existing transport services are poor. LINK transport services are provided for:

- medical appointments
- shopping
- visiting relatives or friends in hospital
- attendance at luncheon clubs or day centres
- Collecting prescriptions or library books

Community buses provide local door-to-door minibus services that are organised and driven by volunteers. These are mainly to benefit the elderly or those with mobility problems.

Measure 5e: Other initiatives – Motivate

Lead Authority: Wiltshire Council

Impacts:

- Salisbury District Council joined Motivate in 2002;
- Reduce CO₂ emissions from the Council's three fleets by 12% of which 3% is derived from mileage reductions; and
- Win-win between climate change and air quality.

Progress with Measure: Ongoing - the new Wiltshire Council has formed a new dedicated climate change department tasked with reducing CO₂, adaptation etc and the air quality team will seek to work in a joined up manner with them to progress both agendas.

Measure 5f: Other initiatives – Partnership working

Lead Authority: Wiltshire Council

Impacts:

Wiltshire Council continues to work in joint partnership with a number of stakeholders for the future of Salisbury. These stakeholders include:

- Highways Agency;
- Salisbury Bus Quality Partnerships;
- Salisbury Bus User Group;

- Cycle Liaison Panel;
- Salisbury Walking Forum;
- Wheelchair Users Access Forum;
- Taxi Liaison Panel; and
- South Wiltshire Strategic Alliance

Timescale: Ongoing

Progress with Measure: This partnership working is ongoing.

10. Progress with AQAP for the London Road AQMA and the Wilton Road AQMA

The AQAP for the London Road and Wilton Road AQMA will be integrated into the revision of the Salisbury City Centre AQAP in the coming months. Progress with the AQAP will be updated in the Council's next AQAP-PR due in 2010.

11. Appendix 1 - Air Quality Objectives

The air quality objectives applicable to LAQM in England are set out in the Air Quality (England) Regulations 2000 (SI 928), The Air Quality (England) (Amendment) Regulations 2002 (SI 3043), and are shown in Table 3. This table shows the objectives in units of microgrammes per cubic metre $\mu\text{g}/\text{m}^3$ (milligrammes per cubic metre, mg/m^3 for carbon monoxide) with the number of exceedences in each year that are permitted (where applicable).

Table 3: Air Quality Objectives included in Regulations for the purpose of LAQM in England

| Pollutant | Air Quality Objective Concentration | Measured as | Date to be achieved by |
|---|---|---------------------|------------------------|
| Benzene | 16.25 $\mu\text{g}/\text{m}^3$ | Running annual mean | 31.12.2003 |
| | 5.00 $\mu\text{g}/\text{m}^3$ | Running annual mean | 31.12.2010 |
| 1,3-Butadiene | 2.25 $\mu\text{g}/\text{m}^3$ | Running annual mean | 31.12.2003 |
| Carbon Monoxide | 10.0 mg/m^3 | Running 8-hour mean | 31.12.2003 |
| Lead | 0.5 $\mu\text{g}/\text{m}^3$ | Annual mean | 31.12.2004 |
| | 0.25 $\mu\text{g}/\text{m}^3$ | Annual mean | 31.12.2008 |
| Nitrogen Dioxide | 200 $\mu\text{g}/\text{m}^3$ not to be exceeded more than 18 times a year | 1-hour mean | 31.12.2005 |
| | 40 $\mu\text{g}/\text{m}^3$ | Annual mean | 31.12.2005 |
| Particles (PM ₁₀) (gravimetric) | 50 $\mu\text{g}/\text{m}^3$, not to be exceeded more than 35 times a year | 24-hour mean | 31.12.2004 |
| | 40 $\mu\text{g}/\text{m}^3$ | Annual mean | 31.12.2004 |
| Sulphur Dioxide | 350 $\mu\text{g}/\text{m}^3$, not to be exceeded more than 24 times a year | 1-hour mean | 31.12.2004 |
| | 125 $\mu\text{g}/\text{m}^3$, not to be exceeded more than 3 times a year | 24-hour mean | 31.12.2004 |
| | 266 $\mu\text{g}/\text{m}^3$, not to be exceeded more than 35 times a year | 15-minute mean | 31.12.2005 |