

Wiltshire County Council - Response to the consultation comments on the North Wiltshire Core Strategy Issues and Options document:

General

The County Council will consider the consultation comments alongside the other requests for transport improvements submitted each year by using an objective and quantitative methodology to assess whether suggestions meet the Council's transport objectives and targets, and thereby warrant further investigation and possible implementation.

Traffic Hotspots

Journey time reliability is an issue in Wiltshire, particularly on the A350, and there is some limited and perceived congestion at specific times, at some junctions and in the County's Market towns. There can also be adverse impacts on traffic flows caused by one-off events such as accidents and road works. Given this, the County Council will continue to use a variety of methods to assess congestion and will use a number of measures, including the Traffic Management Act 2004, to utilise the existing road capacity more effectively, help reduce the use of the car and promote and improve the attractiveness of more sustainable forms of transport.

Road Safety Issues

Wiltshire's Road Safety Strategy is based on the well established methods of the three E's: education, enforcement and engineering. In terms of engineering measures, these are targeted at sites with the worst accident rates by monitoring the injury collisions that occur on the County's roads. The success of the Strategy is borne out by the significant reduction in traffic collisions that has been achieved over the last eight years.

Air Quality

The County Council works with North Wiltshire District Council in the preparation of its air quality reviews and assessments, and in the drawing up of transport related measures to deal with any declared Air Quality Management Areas (AQMAs). While there are currently no AQMAs in North Wiltshire, the County Council recently produced an 'Air Quality Strategy Framework for Wiltshire' to help develop a more holistic, integrated and consistent approach to managing air quality across the County.

Accessibility

As part of the second Wiltshire Local Transport Plan, the County Council, in consultation with stakeholders and partners, developed an Accessibility Strategy. This includes a review of current accessibility issues, an assessment of what measures are already being taken and establishes three initial accessibility priorities, two of which are relevant to North Wiltshire: access to health; and access to education, skills and training.

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