

4 CONSULTATION AND PARTICIPATION

4.1 REVIEW OF TRANSPORTATION PLANNING SERVICE

The County Council recognises the need for continued dialogue with stakeholders to ensure that strategies always deal with the most pressing transport problems in the County and to ensure that investment priorities remain focused and in-line with local views.

The demands of the LTP process and the new transport agenda have led the County Council to review the delivery of transportation planning services across the County to ensure best value is achieved by pooling the resources of all stakeholders. A consultant was commissioned in 1999 to review the provision of transport planning services as a result of which formal structures for partnership working with District, Town and Parish Councils have been implemented.

Following this study, a Joint Strategic Transportation Group has been established comprising senior officers from each of the four District Councils and from the County Council which meets quarterly. Biannually, senior elected members from the authorities meet with the Group prior to and subsequent to the budget process. Furthermore, the approach allows for joint County/District officer groups to support the strategic Group on a 'Task and Finish' basis.

In addition to these organisational changes, the County Council's transport planning staff resources have been considerably strengthened with the provision of an additional team concentrating on County-wide policy matters, including the development of this LTP. In order to ensure greater awareness about who is responsible for different elements of the transportation process in the County and to provide a means of setting out the latest developments, a regular transport newsletter will be produced and circulated to all the main stakeholder groups.

4.2 THE PEOPLES VOICE

The County, through strong partnership working, is developing an innovative community-area based approach to the planning of public service provision throughout Wiltshire that has been identified as a best practice example by the DETR. Community area workshops have been used to establish both short term and long term priorities and key action areas; transport has been highlighted as an issue throughout this process.

In order to keep abreast of local opinion, Wiltshire County Council, in partnership with the District Councils and the Wiltshire Health Authority has organised and recruited a citizens panel of over 3,800 Wiltshire residents, the 'Peoples Voice', as a method of obtaining the views of the public at large. The Panel is divided into four District Council areas and then further into 19 'community areas'. The target for each community is 200 active panellists.

The Panel has operated since 1998 and initial surveys have concentrated on the Panel's satisfaction with current policies and service delivery. From the perspective of the Local Transport Plan a number of key points that have influenced investment priorities can be highlighted:-

- of all the services surveyed, the public were most dissatisfied with public transport co-ordination and highway maintenance;
- the top 3 priorities for increased investment were schools, maintenance of existing roads and public transport subsidy and co-ordination;
- 80% said they would support measures to reduce car use;
- 90% felt the Council should encourage more people to use public transport;
- 90% felt the Council should encourage more people to walk and cycle; and
- 86% felt that businesses should be encouraged to reduce their transport impacts.

The views of the public have had an immediate impact on investment priorities with proposed cuts in public transport and maintenance budgets reversed for 1999/2000 and budgets increased in 2000/01.

4.3 PROVISIONAL LOCAL TRANSPORT PLAN

Following submission of the Provisional Local Transport Plan in July 1999, the Government announced its decision on funding for Wiltshire. In its settlement letter the Government noted that:-

"Your provisional plan is particularly strong in identifying problems and opportunities and in providing a coherent and logical framework for the development of your strategy. There are good linkages between the overarching objectives, the topic and area based strategies and schemes. There is clear evidence of a fundamental review of existing strategy and of joint working with neighbouring authorities on cross boundary issues....

Although encouraging progress has been made on many aspects of your plan there is still work that needs to be done in some areas. In particular we expect your final plan to show that progress has been made in developing safe routes to school, green transport plans, public transport interchanges, the role of taxis and private hire vehicles and measure to promote social inclusion. We expect the final plan to include a clear and comprehensive set of targets and performance indicators with supporting data to demonstrate that the targets are realistic.

Your authority's action plans in respect of cycling, freight transport, network management, parking, public transport, road safety and walking were not included in the documentation submitted with your provisional plan. We recommend that these documents form part of your final plan when it is submitted next year."

This feedback, and subsequent meetings with officers of the GOSW, has proved extremely helpful in prioritising the Council's efforts for the final LTP. In particular, the feedback has helped to clarify the need to include substantially more detail in the final submission than was indicated in the guidance received during the development of the provisional plan.

The main criticism of the provisional plan was that it did not include the detailed programmes and policies contained in the subsidiary 'Action Plans', these will therefore form part of the final submission and further work on these elements is underway including detailed consultation with key stakeholder groups.

The County Council's 'Major Scheme Bid' was for the Western Wiltshire area strategy and the Government settlement letter noted that:-

".. we are encouraged by the approach you are taking to improve the local transport infrastructure of West Wiltshire while encouraging the retention and expansion of existing businesses and attracting new firms to the area....", but "...The lack of details regarding the non road elements of the project make it difficult to assess how well the different elements will link together to form an effective and integrated solution to the traffic problems of the area.."

The Council is encouraged that the Government recognises the special needs of this area and accepts that further development work was needed on this strategy. The proposals have been developed in partnership with the District and Town Councils.

4.4 CONSULTATION PROCESS

Following the feedback on the provisional LTP the Joint Strategic Transportation Group met to agree a programme for consultation following discussion between officers of the County and District Councils about the main requirements and priorities for the final plan.

The agreed programme was:-

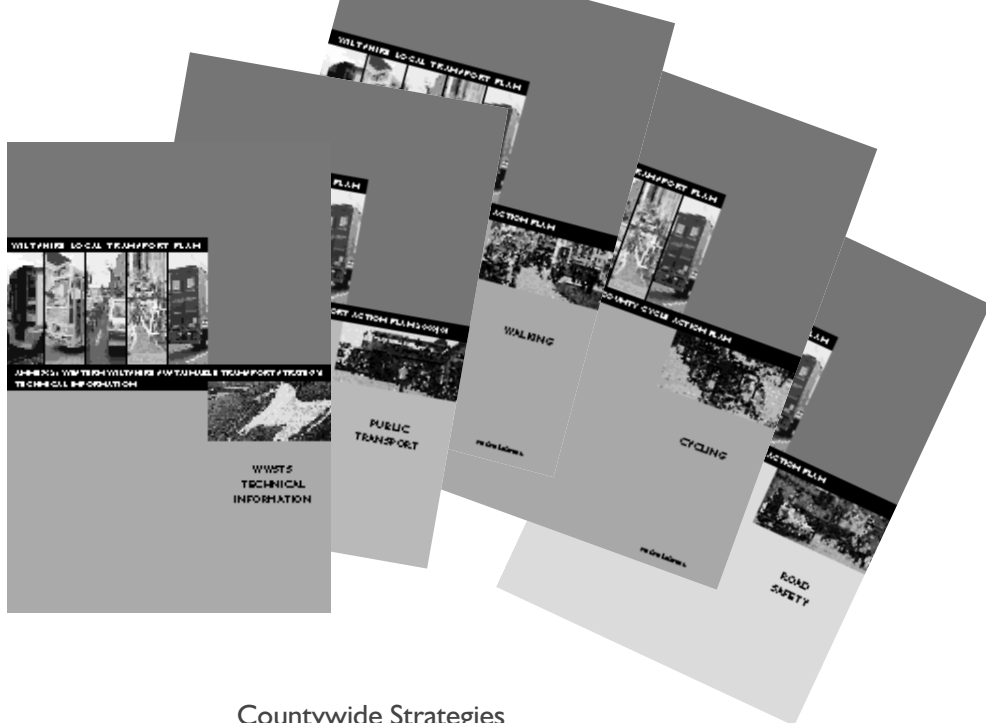
- **January 2000: Key Issues Report developed to stimulate debate and to seek views on a wide range of transport issues. Report circulated to all District, Town and Parish Councils, available in libraries and council offices and sent to a range of stakeholder groups.**
- **February 2000: ten one day workshops held with a range of stakeholder groups using independent facilitators. Morning session focused on identifying key issues facing transport in Wiltshire and afternoon session on budgeting game to identify groups' investment priorities.**

- March 2000: Stage 1 consultation report produced highlighting outcome of workshops and questionnaire exercise. Report circulated to all workshop participants, Government Office South West(GOSW), District, Town and Parish Councils and available in libraries and council offices to provide feedback.
- March 2000: Progress reported to Committee.
- April 2000: Draft LTP placed 'on-deposit' in all libraries and council offices, circulated to GOSW, District, Town and Parish Councils and sent to all workshop participants.
- April 2000: Further workshop held, following requests from participants in earlier workshops, with representatives of all stakeholder groups to put their views to District and County Council Chief Officers and Members. Areas of consensus and disagreement identified and agreed.
- April 2000: Locally based consultation on Salisbury (GOSW Study), Western Wiltshire and Devizes held to debate implementation details. Exhibitions held and leaflets circulated widely. Local focus groups met to identify areas of consensus and disagreement.
- May 2000: 'Final Report of Consultation' produced highlighting outcome of local consultation, final stakeholder workshop and responses to Deposit LTP. Report circulated to all workshop participants, GOSW, District, Town and Parish Councils and available in libraries and council offices to provide feedback.
- May 2000: Draft Final LTP produced reflecting outcomes from Stage 1 and 2 consultations and circulated to District Councils, GOSW and stakeholder groups.
- June 2000: Independent Panel considered Final Draft LTP and produced recommendations. Panel Report circulated to District, Town and Parish Councils and council offices and stakeholder groups.
- July 2000: County Council Environment & Transport Committee considered Panel Report and recommendations.
- July 2000: Final LTP produced and submitted to Government.

Area Strategies

The following local consultation processes have also been completed:-

- Salisbury Transport Plan: following GOSW study, exhibition of proposals held in the Guildhall Salisbury on the 18th and 19th April and in Wilton on 20th April. (1,488 responses received).
- Western Wiltshire Sustainable Transport Strategy: 40,000 leaflets/questionnaire distributed in April setting out proposals for each town. (2,000 responses received).
- Devizes Community Transport Plan: mobile exhibition held between 13th and 17th April and leaflet/questionnaire circulated. (204 responses received).



Countywide Strategies

In addition, the following Action Plans have been developed and discussed with key stakeholder groups to support the LTP and to provide more detailed short and medium term guidance for service delivery teams across the Council and its Partners:-

- Freight Transport Plan
- Network Management Action Plan
- Parking Plan
- Public Passenger Transport Action Plan
- County Cycle Action Plan
- County Walking Action Plan
- Travel Awareness Action Plan
- Road Safety Plan.

The results of consultation on these documents is reported in the Final Report of Consultation which is available on request.

4.5 SUMMARY OF CONSULTATION RESPONSES

The Guidance on Full Local Transport Plans (DETR March 2000) emphasises the need for partnership working and for the development of the LTP to be an inclusive process. Local authorities need to work with District Councils, Parish Councils, neighbouring local authorities, Health Authorities, and local education authorities, as well as actively involve local people, businesses, transport providers, environmental organisations and transport users such as young, elderly and disabled people.

Wiltshire County Council has recognised the need to put the public at the centre of the identification of local priorities and development of strategies to improve service delivery. The County, through strong partnership working with public, private and voluntary organisations, is developing an innovative community-area-based approach to the planning of public service provision throughout Wiltshire that has been identified as an example of best practice by the Department for the Environment, Transport and the Regions (DETR). This approach has identified 19 distinctive community areas and enables national and statutory requirements to be interpreted to fit local circumstances. Community area workshops have been used to establish both short-term and long-term priorities and key action areas.

In June 1998, a citizen's panel, the 'People's Voice', consisting of 3800 Wiltshire residents with sub-groups from the community areas, was established to carry out in-depth local research. The Panel has been asked about local priorities and concerns, as well as opinions on a number of subjects including transport.

In 1999 the structure of the Transportation Planning Group was reviewed in relation to its duty to Best Value and service delivery. The outcome of this review was the expansion of the Group and the formation of a new county-wide policy team for LTP and strategic matters. This enables the Group to cater for the County's approach to community based planning and the need to consult more widely on the development of transport policy and provision in the County.

The need to develop a consultation strategy

Wiltshire's 'Provisional' Local Transport Plan was submitted to the Government Office for the South West in July 1999 to cover the period from April 2000 - April 2001.

The 'Provisional' LTP was generally well received and resulted in an increase in funding for transport investment in the County. Whilst recognising that many aspects of our 'Provisional' Plan were strong, the Government Office for the South West (GOSW) outlined a number of areas where further development would be beneficial. One such area was the need for the Final LTP to be subject to wider consultation with the local community and for it to be developed with the involvement and clear support of the public and stakeholder groups.

Work is now continuing on the Final Local Transport Plan, which is due to be submitted to GOSW in July 2000 to cover the five-year period from April 2001 - April 2006.

Consultation objectives

In response to the comments from GOSW, and to ensure that the LTP had the support of the local community, Wiltshire County Council, in partnership with the District Councils through a Joint Strategic Transportation Group, developed a comprehensive and inclusive programme of participation that aimed to increase involvement in the development of the Local Transport Plan. The programme of consultation, which was designed to be open and ongoing with effective feedback and dialogue mechanisms, was agreed by the Joint Strategic Transport Group and is shown fully in Figure 4.5.1.

The aim of the consultation process was to raise awareness of the transport issues in the County amongst the general public, local Councils and stakeholders, and obtain views on the objectives, strategies and investment priorities that should be contained within the LTP. Consultation on the area-based studies in Devizes, Salisbury and Western Wiltshire, was aimed at giving local people the opportunity to contribute to and influence the development of the detailed transport strategies for their area.

One of GOSW's criticisms of Wiltshire's Provisional LTP, outlined in the settlement letter was the lack of information and detail that was supplied to them in relation to certain areas of transport provision. Since that time action plans for walking, cycling, freight, public transport and road safety have been further developed in consultation with stakeholder groups and the wider community. In addition, further work has been undertaken on developing safer routes to school, green travel plans, transport interchanges, and measures to promote social inclusion.

The flow chart in Figure 4.5.1 illustrates how the development of countywide strategies, local strategies and action plans has fed into the production of the Final Local Transport Plan and an 'Independent Panel Review'.

Overview of the consultation strategy

Stage I of this year's consultation programme commenced in the Autumn of 1999 with the Town Councils developing their local proposals as part of the Local Plan process and the People's Voice survey of November 1999, which had a section devoted to transport.

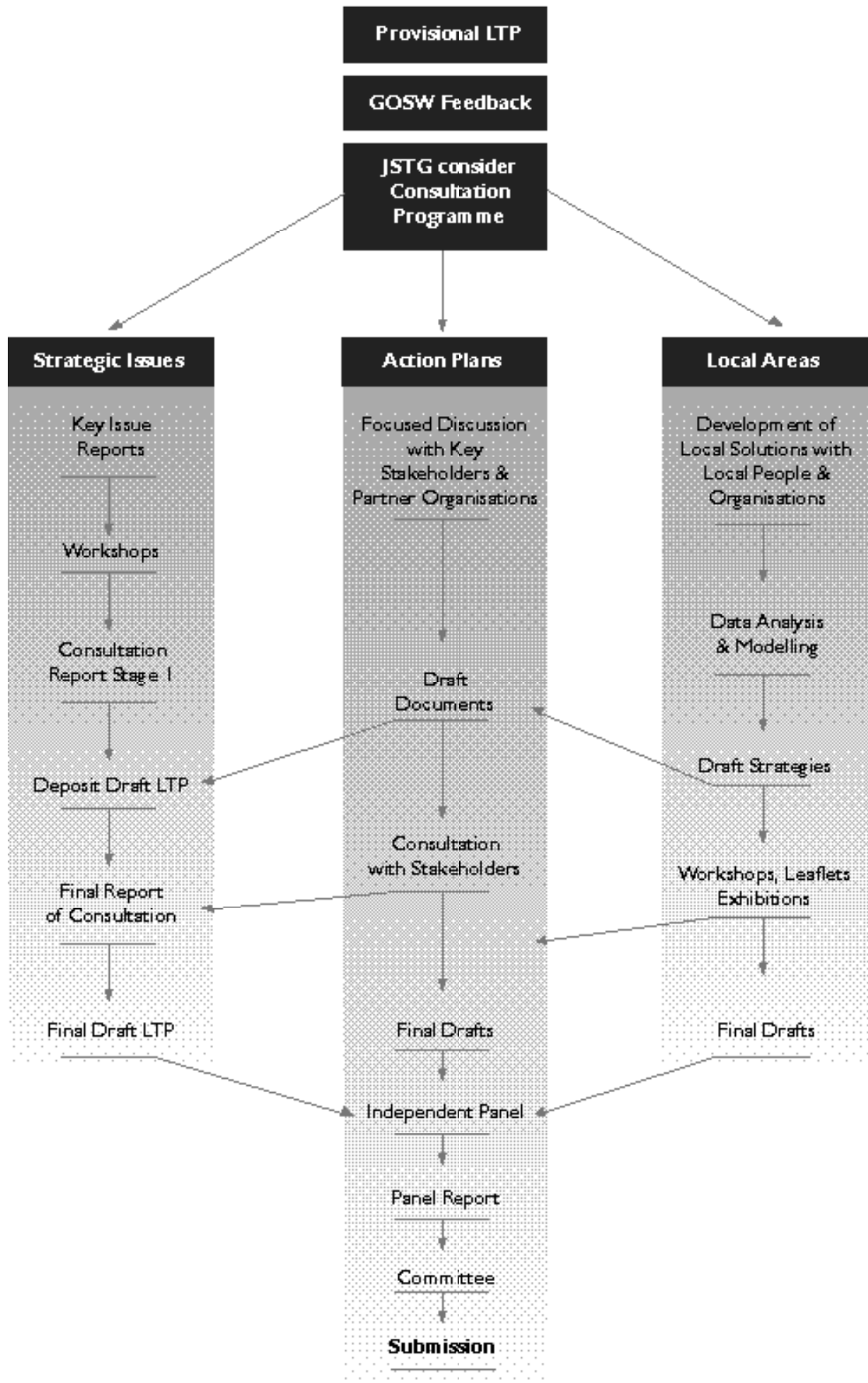
In January 2000 a 'Key Issues Report' for each of the districts was published with an accompanying reply-paid questionnaire. This document aimed to raise awareness of and stimulate discussion on the issues that affect transport behaviour, as well as provide a framework for the development of solutions.

This was followed in February and March by a series of workshop meetings with various stakeholder groups. The purpose of these stakeholder workshops was to enable interest groups to discuss the contents of the 'Key Issues Report' and add any issues that were missed, identify any radical solutions to these problems and provide information on the group's priorities for investment on transport.

In all ten workshop meetings were held, each one dealing with a different stakeholder group;

- Pedestrians, cyclists and equestrians
- Business and trade interests
- Professional organisations
- Transport providers
- Voluntary organisations
- Motoring organisations
- Transport interest groups
- Elderly people and women
- People's Voice citizen's panel
- People with mobility impairments.

Figure 4.5.1 Flow chart illustrating how consultation on the countywide strategies, local strategies and Action Plans have fed into the LTP



the pass and tokens help to reduce the cost of travel and improve mobility for around 15,000 residents (80% of those eligible).

The Council provides financial support, via Community First to seven Link schemes in the District. Funding is included for the development of a Link scheme in the Wootton Bassett/Purton area where none currently operates. The Council is a partner in the Rural Transport Partnership which aims to improve access to services and facilities for people in rural areas. Grant funds are available for both small and larger scale projects. The Partnership's work closely links to the Council's Rural Strategy for the development of sustainable rural communities.

Corsham Railway Station

The reopening of Corsham railway station between Chippenham and Bath on the London to Bristol line is a high priority for North Wiltshire District Council. A passenger demand study in 1998 by Oscar Faber demonstrated the viability of a new station, further enhanced by proposals for over 600 new houses adjacent to the site. Passenger levels are forecast at between 258 and 329 a day, sufficient for First Great Western to indicate they will stop trains at a reopened Corsham station.

In 1999 an engineering feasibility study to produce detailed design proposals and a revised construction cost was undertaken by Railtrack. This found that the provision of a station made up of two 125m platforms with shelters, lighting, platform CCTV, platform furniture, ticket machines, information monitors, footbridge, highway and pedestrian access is feasible.

To secure the station site the Council has bought and safeguarded the land in the Local Plan and committed £630,000 towards the estimated £1.8m construction cost. Corsham Parish Council is prepared to contribute a further £25,000, Bath and North East Somerset council have indicated they may contribute £50,000 and the developer of the adjacent housing area has indicated they will also contribute.

A bid for Rail Passenger Partnership (RPP) funding was made in December 1999 and in February 2000 the Shadow Strategic Rail Authority announced that Corsham has successfully got past Stage 1 of the funding process. Stage 2 of the bid will be submitted in July 2000. If successful the station could open in late Autumn 2001.

After Corsham reopening the station at Wootton Bassett is the Council's next rail priority. A feasibility study undertaken in 1998 found that a new station would not be economically viable. The case for a station, however, is likely to be strengthened in the future by possible major housing development near to the former station site. Plans for a new station will be dependent on Railtrack's Network Management Statement proposals for a grade separated junction at Wootton Bassett.

Chippenham Railway Station

Jointly funded by Railtrack and NWDC a consultant team produced a feasibility study for significant improvements allied with development at Chippenham Railway Station. Funding is not available for the entire scheme and partnership arrangements for the improvement of public facilities and access elements including better bus, pedestrian, cycle and disabled access, organised pick-up, set-down and short-stay facilities are being explored with Railtrack. Options are being looked at with a view towards seeking Local Transport Plan funding.

Chippenham Bus Station

Working with Wiltshire County Council proposals are being prepared for the enhancement or relocation of Chippenham bus station. Improvements, particularly in the light of increased local services resulting from the Rural Bus Grant, are urgently needed. Funding is to be sought via the Western Wiltshire Sustainable Transport Strategy bid in the Local Transport Plan.

Local Plan

Through the North Wiltshire Local Plan to 2011, currently under preparation, the District Council aims to promote development designed and located to minimise the need to travel especially by car, whilst providing people when they

4.7 FUTURE PROGRAMME OF CONSULTATION

The Council recognise that the consultation and participation process needs to be focused to achieve the constrained timetable for submitting the Local Transport Plan. However, the Council is keen to ensure that the dialogue that has now started continues well beyond the submission of the plan and proposals have been brought forward to involve the stakeholder groups on a regular basis in monitoring the delivery of the proposals in the plan. These include:-

Local Transport Forum:

The County Council has found the stakeholder groups particularly helpful in framing its transport investment programme and believes that continuing dialogue with these groups will add value to the implementation of the Plan. It is therefore proposed to bring together representatives of each stakeholder group on a regular basis to inform the annual review of progress and to discuss investment priorities once the final LTP settlement is known. This forum will report to the Joint Strategic Transportation Group and provide continuity with the LTP development process.

Transport Newsletter:

To keep the stakeholder groups, town and parish councils, adjoining authorities, transport operators and staff within the Council and its partner organisations abreast of developments, a regular newsletter will be published covering all transport planning issues within the county.

Annual Review:

The LTP guidance highlights the need for an annual performance review to be completed and the Council wishes to utilise this as a mechanism for raising public awareness of the issues and to ensure that its investment decisions and performance in delivering its objectives are open to public scrutiny.

4.8 DISTRICT COUNCIL SUPPORT

NORTH WILTSHIRE DISTRICT COUNCIL

Introduction

North Wiltshire, an area of natural beauty, picturesque villages and bustling market towns covers 76,767 hectares with a population of 124,980 (1999). Crossed by the M4 motorway and the London to Bristol railway line, an extensive network of rural roads and cycleways also criss-cross the area. Local concerns focus on the lack of public transport services, traffic levels and air pollution in the main towns and the inappropriate use of rural roads.

North Wiltshire District Council is committed to the aims, strategies and funding priorities of the Local Transport Plan for Wiltshire. Within the Plan the District Council's priorities are:

- Corsham Railway Station
- Assist implementation of Cycle Route Networks
- New Local Plan to 2011.

Planned expenditure for 2000/01 and how schemes meet and support Local Transport Plan policies and investment priorities is shown in Table One with more detail below.

Public and Community Transport

Maintaining bus services to the remoter rural parts of North Wiltshire provides essential transport links, particularly for those with no access to a car. North Wiltshire District Council helps Wiltshire County Council to provide these services. In addition the District Council's concessionary travel scheme offers senior citizens and the disabled the choice between £16 worth of National Transport Tokens a year or a half fare bus pass. Both

The responses and results from Stage 1 of the consultation process were reported in a Stage 1 Consultation Report that was circulated to participants prior to being used to produce a Deposit Draft LTP. This document also drew upon consultation work undertaken as part of area based studies being carried out in Salisbury, Devizes and Western Wiltshire, and the ongoing subject-based studies on freight, rail and parking.

In April, as part of Stage 2 of the consultation process, the Deposit Draft LTP was placed on deposit in all libraries and council offices, and sent to neighbouring local authorities, GOSW, and all local councils and workshop participants for comment.

Following the production of a Final Report of Consultation a Final Draft LTP was produced and an Independent Panel appointed to review the document in light of the comments during Stage 1 and Stage 2 of the consultation process. A Panel Hearing took place where the Panel invited consultees and stakeholder groups to discuss the contents of the plan and present their particular perspective.

Following the Panel Hearing the Panel reported their findings and recommendations to the County Council which considered the issues raised at the Environment and Transport Committee prior to the publication of the Final LTP and its submission to the Government Office.

Summary of Consultation Outcome

The consultation processes have consistently identified Public Transport, Maintenance, Walking and Cycling as the top priorities for investment. As a result of these the Deposit Draft LTP was altered to reflect these views. Table 4.5.1 below illustrates the changes in the funding profiles between the Provisional LTP, and the Final LTP.

Table 4.5.1 shows that the bid for highway maintenance, public transport, and cycling and walking have increased in real terms, whereas the bid for funding road schemes has decreased marginally in real terms (excluding Salisbury). In addition, the proportions of the bid have changed to reflect the consultation responses, placing public transport, cycling and walking as the largest element.

Further details can be found in the **Final Report of Consultation , May 2000** and the **Stage 1 Consultation Report, March 2000**, which are available on request.

4.6 GOSW FEEDBACK ON DEPOSIT DRAFT LTP

Following the feedback meetings resulting from last years Provisional LTP settlement, the GOSW assured the County Council that they would provide comment on draft documents to ensure that the best possible case could be made in this years LTP submission.

The GOSW have now responded to the Deposit Draft LTP and the Final Plan has been amended to reflect their views.

Table 4.5.1 Local Transport Plan Bid Comparison				
Plan Element	5 year Local Transport Plan			
	1999 Provisional LTP		2000 Final LTP	
	£'000s	Bid %	£'000s	Bid %
Maintenance & bridges	13,400	18	40,000	40 (28)
New roads	24,000	32	21,000 (48,000)	21 (33)
Public transport, cycling and walking	37,230	50	39,384 (57,384)	39 (39)
Total	76,630	100	100,384 (145,384)	100 (100)

NB Figures in brackets include the GOSWs proposed Action Plan for Salisbury

need to travel with the option to go on foot, cycle or public transport. This will be especially important for the sites of the 2,500 new homes needed in North Wiltshire for the Local Plan to 2011.

Policies in the current Local Plan to 2001 include:-

- **Corsham (RT7), Wootton Bassett (RT12) and Purton (RT19) safeguard of land for railway stations.**
- **Chippenham bus station relocation (RT5).**
- **Corsham safeguard of land for the local distributor road at Pockeredge Farm (RT6).**
- **Wootton Bypass safeguard of land bypass with funding from developers (RT11).**
- **Cycleway between Wootton Bassett and Swindon on the towpath of the disused Wilts and Berks Canal (RT14).**
- **Eastern Spine Road (RT18 and Cotswold Water Park Strategy).**

Economy

Through the Local Plan process and its Economic Development and Tourism function North Wiltshire District Council aims to develop and maintain a sustainable, stable and buoyant economy by providing sufficient land of a type and quantity to aid existing businesses and encourage new investment whilst protecting and enhancing the environment.

New sites however must be carefully chosen. Most employers wish to be accessible to the workforce and to the distribution network to send and receive products. For the former, location within an urban area and accessibility via public transport is important. However, with regard to distribution, this usually means being close to the road network or, depending on the product, rail links. The rail freight company English Welsh and Scottish are drawing up a list of potential railhead sites and it remains to be seen if there are any sites within North Wiltshire.

Parking

Supporting the vitality and viability of town centres by providing the right supply of parking for shopping and other trips will be important but this should not be at the cost of generating more car journeys or car borne commuters.

Along with Wiltshire County Council, Swindon Borough Council and the three other District Councils, North Wiltshire

District Council has funded a 'Parking in Wiltshire' study Strategy to agree a common countywide approach towards the provision and control of on and off street parking. The Council has agreed to use the study as the basis for the development of parking policies in the Local Plan to 2011.

North Wiltshire District Council manages 2,300 parking spaces in 21 car parks across eight towns in the area. Current policy on off street parking is to favour short stay over long stay parking in the main town centres. Charges, however, only apply in Chippenham and on Cross Hayes in Malmesbury although charges in Wootton Bassett and Corsham are the subject of current investigation. Where they currently apply, charges have been increased from 1 April 2000.

Green Transport Plan

The Council has taken the initiative to introduce a Green Transport Plan for its new offices in the centre of Chippenham. Parking will be reduced from the existing 232 staff spaces to just 75 spaces.

The Council's Green Transport Plan Working Group is currently working on the project. Its aims are to make recommendations to deal with the planned reduction in parking spaces for staff cars and to plan for the necessary changes by December 2001. In particular, the Group will seek to:-

- **Examine the operational needs of the Council with regard to travel arrangements for business purposes.**
- **Investigate and make recommendations on the options for meeting the needs of the Council and its staff and visitors.**
- **Provide and press for measures that might encourage staff and visitors to walk, cycle or use public transport whenever possible.**

- Take into account any environmental and community implications, including the possible future pressures on parking spaces in and around the town centre.

Cyclists and Pedestrians

The compact nature of the six main towns of North Wiltshire makes them ideally suited for promoting cycling and walking and the District Council is keen to see the early implementation of cycle route networks in Chippenham, Calne and Wootton Bassett. During 2000/2001 North Wiltshire District Council is funding £145,000 towards a comprehensive scheme of traffic calming, cyclist and pedestrian measures along Hungerdown Lane in Chippenham.

Working closely with Wiltshire County Council, North Wiltshire District Council has greatly improved town centre conditions for pedestrians and cyclists in Chippenham, Calne, Wootton Bassett and Cricklade through a mixture of pedestrianisation, repaving, new cycle parking, lighting, traffic calming measures and a programme of other ongoing town centre enhancements.

North Wiltshire Rivers Route and Cricklade Country Way

The North Wiltshire Rivers Route is a twenty mile mainly off road section of Route 4 of the National Cycle Network running from Lacock via Chippenham and Calne to Avebury. A partnership scheme, the route at a cost of £1.5m will enable a wide range of local journeys for work, school and recreational purposes to be made and provide an attractive alternative option to using the car. The route is expected to be completed in 2001.

The Cricklade Country Way is a partnership supported by North Wiltshire District Council and the Countryside Agency. It will form a significant part of the National Cycle Route 45 between Salisbury and Gloucester.

Cotswold Water Park Strategy

The District Council fully supports Gloucestershire County Council's Local Transport Plan Cotswold Water Park Strategy which aims to reduce the impact of cars and promote more sustainable forms of transport in the Park. The Council is keen to see the early implementation of improvements to the C124 Eastern Spine Road between the A419 and A417, including slip roads at Latton, to minimise the impact of gravel extraction and RAF Fairford traffic.

Environment and Air Quality

Increasing development, traffic levels and infrastructure demands place an ever growing pressure on the environment. Providing adequate and proper controls to ensure that the qualities of the natural and built environment of North Wiltshire are protected and enhanced is an important issue.

North Wiltshire District Council in accordance with the Environment Act 1995 has completed the initial review of air quality in the District and assessed whether standards for the seven specified pollutants are being met or are likely to be breached. For three pollutants: Carbon Monoxide (Dauntsey and Lydiard Tregoze, M4 motorway), Nitrogen Dioxide (Calne, Chippenham, A350 north of Chippenham, A3102 Wootton Bassett Coped Hall Roundabout, M4 and A419 Latton) and particulates PM10 (Lyneham, Calne, Chippenham, A350 north of Chippenham, M4 and A419) it will be necessary to proceed to the second stage review and assessment. Stages 2 and 3 are expected to be complete by August 2000.

Furthermore whilst annual average daily traffic flows on Curzon Street, Calne and High Street, Wootton Bassett do not exceed the Department of Environment Transport and the Regions criteria, as specified in the review and assessment process, of 20,000 vehicles for nitrogen dioxide and 25,000 for PM10, previous monitoring exercises have highlighted the need for further investigation of these locations. To this end, automatic monitoring will be carried out for a year for both pollutants in Calne during 1999 and Wootton Bassett in 2000.

Summary

By investing in new railway stations, bus services and facilities, community transport, concessionary travel, green transport plans

and cycle and pedestrian routes North Wiltshire District Council is helping to provide its residents with a wider and more attractive range of transport options.

SUBMISSION ON BEHALF OF KENNET DISTRICT COUNCIL

An effective transport network is essential to maintain economic prosperity and achieve a socially inclusive society in a predominantly rural area such as Kennet. However, in recent years, the District has experienced a significant increase in the number of privately owned motor vehicles and the amount of goods transported by road. Vehicular traffic is now the primary contributor to the incidence of poor air quality in the District, potentially undermining the integrity of the District's outstanding natural environment. Traffic congestion within the principal settlement areas detracts from the visual appeal of the District's market towns. The environmental impact of building new roads to accommodate this growth in traffic necessitates a new approach to managing traffic and achieving mobility for all in Kennet.

Structure Plan Allocations and Strategy

The Council supports the overall strategy of the draft Replacement Structure Plan as reflected in the development allocations for Kennet. The Council notes the report of the Second EIP Panel makes no recommendations that would change the draft allocations for the Kennet area. The allocations recognise the essentially rural nature of the District and, in line with the Government's advice on sustainability, seek to concentrate new development in urban areas.

Through the Kennet Local Plan the Council has identified the town of Devizes as the principal focus for new development in the District. This places great onus on the development of a transport infrastructure for the Devizes community area that is capable of accommodating this new development, whilst delivering increased levels of accessibility in a more 'sustainable' manner.

The Policies of the Local Transport Plan

The Council supports in general the policies in the LTP as the most appropriate package of strategic measures for the time being for influencing the relationship between transportation and land-use planning. This inter-relationship is fundamental to the delivery of a more sustainable transport network.

The Review of the Kennet Local Plan has provided an opportunity to establish a high degree of synergy with the Final LTP. For example, the housing and employment allocations proposed for inclusion within the First Deposit Draft of the Local Plan have been considered in modelling future traffic flows and developing a list of schemes for inclusion within the Devizes Community Area Transport Plan [DCATP]. Conversely, access to good public transport and proximity to existing services have been key considerations in selecting employment and housing allocations (many on brownfield sites) for inclusion within the First Deposit version of the Kennet Local Plan.

The Council applauds the formal joint working arrangements between the County and District Councils, which has enabled the detailed development of the DCATP. For example, the parking component is borne out of work undertaken with the County Council and the other District Authorities in Wiltshire to develop a countywide approach to standards and charges. The Council considers such an agreement to be key to the delivery of a successful demand management approach to transport provision in Kennet.

Over the course of the next 12 months, the Council looks forward to the joint development of a detailed strategy for the proposed Pewsey Vale Quiet Roads initiative. The multiplicity of routes for walking, cycling and horse riding combined with the recently introduced demand responsive Wigglybus service provides good scope for a successful initiative within the vale.

Area-based Investment Priorities in the LTP

The DCATP contains a comprehensive package of measures that would significantly widen the range of transport available to residents of the Devizes community area, especially for those households without

access to a private car. The package represents a combination of long-standing goals such as the removal of through traffic to the A350/M4, thus improving safety within Devizes for all kinds of movement, with new measures to improve the use of roads within the town through demand and environmental management. It is anticipated that significant investment in upgrading infrastructure for public transport, cycling and walking will encourage less reliance on the private motor car, especially for the relatively high number of short commuter journeys. The phase two proposal to re-route through traffic within the town combined with strategic car park signposting would decrease peak period congestion and improve the town's air quality.

The DCATP has been subject to an extensive round of member and public consultation. Initially, an outline draft version of the Plan was developed and presented to Committee at both County and District level, to the Devizes Forum and at a stakeholder meeting at the Corn Exchange in Devizes. This process culminated in the development of a public consultation draft version of the Plan, which was distributed at a number of public exhibitions held throughout the community area. The feedback generated by this process has shaped the aims and objectives of the Plan.

A scoping study of the proposed Pewsey Vale Quiet Roads Strategy was completed in 1999. The recommendations from this study form the basis of the Quiet Roads proposal contained in the Final LTP. The Council anticipates the commencement of the initial phase of this strategy during the period 2001-2006.

Service-based Investment Priorities in the LTP

The Council welcomes the High Priority afforded to Public Transport, Cycling and Walking. These are areas where progress needs to be made in a rural area such as Kennet in order to assist the development of alternatives to the use of the motor car and achieve a socially inclusive society. Public Transport has a key role to play and the Council has recently introduced a subsidised bus pass scheme for elderly people. The Council supports the development of a quality partnership approach with operators to assist with the integration of the bus network with rail services and cycling facilities. Convenient interchange between these modes is essential to provide a viable and convenient transport alternative for the residents of Kennet.

The Council welcomes the County Council's identification of the maintenance of the highway network as a High Priority for investment rather than, for example, new highway works. It believes that this emphasis is important both to ensure that the existing network is maintained to a safe standard (including the Rights of Way network) and in order to divert resources away from the construction of new roads which might actually encourage increases in car use.

Implementation

The Council, working in partnership with the County Council and the Parish and Town Councils of the Devizes Community Area, is committed to the implementation of the DCATP. It recognises the very close links between the Transport Strategy, the Local Transport Plan, and the land-use Local Plan for the whole of the District.

The Council, through the current Local Plan, has already developed a process for relating the provision of critical infrastructure to the development of land, particularly in the Devizes area, and intends to develop that process further through the review of the Local Plan. Policies will emerge through that review which will indicate the levels of provision that will be expected from development to provide the necessary transport infrastructure in and between the towns in the District.

This is the only mechanism currently available to the Council to create a firm linkage between the impact of development, in terms of traffic and journey generation, and the development of alternatives to car use in a predominantly rural area. The Council will be seeking improvements to pedestrian and cycle networks within developments, as well as capital and revenue contributions to the provision of new and improved bus routes to help prevent new patterns of car travel from being established.

The Council is already committed to the development of innovative approaches to transport provision through its involvement in the 'Wigglybus' Project, and will look for other similar opportunities for innovation within the District. For example, the Council has, for many years, been investing in the restoration and maintenance of the Kennet and Avon Canal, not least because of the opportunities which exist for increasing the level of water-borne freight traffic but also because of its importance as a cycling and walking corridor through the District.

The Council has pioneered the provision of Community Buses to communities within its area, financing the provision of buses and assisting with establishing the mechanisms to enable the community to run the project thereafter. These projects include consideration of provision for the mobility impaired in ways which are not always achievable through scheduled bus services.

In all the Council spends almost £400,000 annually on transport-related services. This represents a significant commitment by a District Council of the size of Kennet. Even so the Council has also appointed a Transport Policy Planner to join its Policy Team to further enhance the contribution which it makes to the transport debate within the County. He now plays a significant part in the Councils contribution to the LTP.

Consultation Mechanisms

The Council has entered into a formal joint Working Party with the County Council and all of the Districts, initially to deal with the creation of the LTP but also, in due course, to enable all authorities in the County to have a co-ordinated input into all transport matters. The Council supports and welcomes this development as the beginning of an integrated approach to transport and land-use planning in Wiltshire.

The Council has, itself, pioneered the development of an extensive consultation process in relation to the review of the Local Plan and welcomes both the involvement of the County Council in this process and the commitment of the County Council to the development of further consultative procedures to inform the evolution of transport planning in Kennet.

SUPPORTING STATEMENT BY SALISBURY DISTRICT COUNCIL

Introduction

Salisbury District Council welcomes the switch by Government requiring the preparation of a five year Local Transport Plan that recognises the role of the District Council in delivering the objectives of the Plan within the local area. The County Council are to be applauded for the extent of the public consultation undertaken to ensure that the plan fully reflects the views of the people of Wiltshire. The District Council also welcomes the review by the County Council of its Transport Planning Service and the instigation of joint working between the County and Wiltshire District Councils.

The District Council endorses the County Council's view that Salisbury has "special" status for transport funding priority in the light of the cancelled bypass. It also accepts the view of the Government Office that, pending the outcome of the Government's A36/A46 Study, the funding mechanism for the Salisbury Transport Strategy will be the Wiltshire Local Transport Plan. Accordingly, whilst acknowledging the pressing difficulties experienced elsewhere in the county, the District Council would wish to see the Salisbury Transport Strategy promoted as an urgent funding priority within Wiltshire. The following statement demonstrates how the District Council intends to underpin capital investment and achieve value for money in support of this bid for funding.

The Salisbury District Council Approach

The District Council works through the South Wiltshire Alliance, which includes the County Council, the Police and health providers, to deliver coordinated services in the most cost efficient manner to all the residents and businesses across South

Wiltshire. The District Council already has established partnership working with businesses and communities, for example through the South Wiltshire Economic Partnership (SWEPP), Tourism 2000 and City Centre Partnership and through Community Area Planning. This is enabling the development of transport agendas specific to business sectors and to community areas. In this context the joint approach taken by the Government Office, Highways Agency, Wiltshire County Council and Salisbury District Council, and the strong focus on public consultation at every stage during the Salisbury Transport Study has provided a template for continued joint and partnership working during the implementation phase.

The Government Salisbury Transport Study

In July 1997 the Government cancelled the Salisbury Bypass. There has followed an exhaustive study to look at alternative solutions to Salisbury's traffic problems. The study is being managed by a Steering Group led by the Government Office for the South West and including the Highways Agency, Wiltshire County Council and Salisbury District Council. The Government, in responding to previous bids for funding has said that the strategy to be adopted for Salisbury is the one that will emerge from the Study.

Following three years of intensive work the Study has recently completed the final stage of public consultation. The Study has been comprehensive and has taken full account of Government transport policy to emerge during the study period. This is a pilot study that is the first nationally to adopt the Governments' new multi-modal approach to address transport problems.

The Study presents the best ever analysis of Salisbury's transport problems. It has included an exhaustive investigation of all possible solutions to the problems that have been identified and has prepared a strategy that is realistic, achievable and jointly endorsed by the participating authorities. The inclusion of the strategy to emerge from the Study in the first full Local Transport Plan for Wiltshire presents a unique opportunity to address the traffic problems that have characterised Salisbury for so many years.

The Study has demonstrated that Salisbury's transport problems are inextricably linked to transport issues in the surrounding towns, villages and countryside. Part of the solution for Salisbury lies in finding workable solutions for people in the rural parts of the district to access services and facilities. Whilst the Study boundaries have therefore been drawn close to the built up areas of Salisbury and Wilton, the

success of the Strategy will to a large extent be determined by its success in dealing with the wider transport picture.

The Established Joint Working Arrangements for Salisbury

The County and the District Councils have established joint working relationships since 1997 to develop and implement the current Salisbury Transport Plan. These arrangements have included a Joint Member Working Group, a Joint Transport Planning Officer Group and the Salisbury Joint Transportation Team. The latter is, comprised of county and district officers and is based in Salisbury. Building on this relationship the County and District Councils have recently established the Salisbury Joint Committee with executive powers to develop and implement a programme of transportation works within the allocated funding. As a result, in Salisbury the political and the officer structures are already in place to ensure effective and complete delivery of the Salisbury Transport Strategy. These structures acknowledge the role to be played by the district council in delivering demand management measures.

Funding and Progress to Date

1) Salisbury Transport Plan

The District Council is fully committed to the Government Study and has accepted the funding position whilst the Study has been in progress. In the meantime the County and the District Councils have started with implementation of the most urgent measures that will be needed whatever the outcome of the Study. These measures are set out in the Salisbury Transportation Plan and include enhancements for walking, cycling and public transport and the first phase of park and ride. The funding for this work has been made available through Government settlements to Wiltshire County Council

and from the District Council's own capital programme as set out in the table below. These measures have been fully endorsed by the Government Study. This demonstrates the District Council's substantial financial commitment to solving Salisbury's transport problem and the urgency it places on developing and implementing a complete solution to Salisbury's transport problems.

Funding Sources to date for Salisbury Transportation Plan	SDC Capital Programme (£000's)	WCC allocation of countywide integrated transport funding from Government (£000's)
1998/1999	£200	£250
1999/2000	£250	£375
2000/2001	£250	£419

The District Council has also set aside £2,000,000 during this financial year to enable the purchase and the construction of the first park and ride site at Beehive. The acquisition and planning of the site has also taken considerable financial and staff resources.

2) The Balanced Parking Strategy

In addition to works included in the above programme the District and the County Councils have been implementing a 'Balanced Parking Strategy for Salisbury'. This includes a comprehensive package of measures to:

- control on-street parking in residential areas;
- reduce illegal parking through establishing a decriminalised parking zone;
- introduce on-street charges in the city centre;
- strict reduction in onsite parking allocation associated with new development;
- conversion of city centre off street car parks from long stay to short stay;
- increases in parking charges; and
- introduction of park and ride for long stay parking.

As a result of the above strategy all the demand management measures are planned or will be in place to enable the effective use of parking as part of an integrated transportation strategy. This work is fully consistent with and being

undertaken in advance of the countywide parking plan which has resulted from the joint working of the County Council and the Wiltshire District Councils (and Swindon Borough Council).

3) District Council Revenue Support for Transport

In addition to the capital resources referred to above, the District Council also commits substantial revenue resources to transport support as set out in the table below.

SDC Revenue Support for Transport Services	Value of Support for 1999/2000
Support for Rural Bus Services	£60,000
Concessionary Fares Scheme	£157,000
Community Transport	£30,000
Salisbury Joint Transportation Team	£125,000
Total	£372,000

4) Integration of Local Planning, Development Control and Transportation Planning

The Local Inquiry into the Replacement Draft Salisbury District Local Plan has recently concluded. The Plan has at its core the overarching aim to "promote the principles and practice of sustainable development". In accordance with this aim the General Policy of the Plan states that, "priority will be given to ensuring that development proposals achieve an overall pattern of land uses which reduce the need to travel and support increased use of public transport, cycling and walking".

The Draft Local Plan allows for the reopening of railway stations at Wilton, Porton and Dinton. The linkage of these new stations to proposed or possible future development will be fully explored to maximise opportunities for rail travel.

The District Council has already developed an approach to securing contributions from developers to support bus access, cycling and walking into new housing and industrial developments before a pattern of car travel is established. This approach has received the endorsement of the Government Office for the South West. Building on the countywide parking plan, this approach is now being developed into Supplementary Planning Guidance that will support the implementation of the Draft Local Plan through the development control process.

The District Council has adopted a corporate approach to the issues of community safety, the environment and human rights and will ensure that these are fully reflected in its contribution to implementing the Local Transport Plan.

Conclusion

The District Council fully endorses the approach taken by the County Council in preparing the first Wiltshire Local Transport Plan. The District Council would wish to see the Salisbury Transport Strategy promoted as an urgent funding priority within Wiltshire.

The joint approach taken by the Government Office, Highways Agency, Wiltshire County Council and Salisbury District Council, and the strong focus on public consultation at every stage during the Salisbury Transport Study provides a template for continued joint and partnership working during the implementation phase. The study presents the best ever analysis of Salisbury's transport problems. It has included an exhaustive investigation of all possible solutions to the problems that have been identified and has prepared a strategy that is realistic, achievable and jointly endorsed by the participating authorities.

The inclusion of the strategy to emerge from the study in the first full Local Transport Plan for Wiltshire presents a unique opportunity to address the traffic problems that have characterised Salisbury for so many years.

In Salisbury the political and the officer structures are already in place to ensure effective and complete delivery of the Salisbury Transport Strategy.

WEST WILTSHIRE DISTRICT COUNCIL SUPPORTING STATEMENT

Introduction

West Wiltshire District Council covers an administrative area of about 200 square miles and is centred on the five towns of Bradford-on-Avon, Melksham, Trowbridge, Warminster and Westbury. The five towns are located along the north south A350 road/ rail corridor. The A36, which runs parallel to the A350, and the A303 (T), which runs east to west to the District's extreme south, also serve the District. There are also good rail opportunities within the District, with connections to London (Paddington), Penzance, Cardiff, Southampton, Swindon, Bath, Bristol and Weymouth.

As the local planning authority, the District Council has an important role in the implementation of transportation issues through the development control process, and through the policies contained within the West Wiltshire District Plan. The District Council is committed to maintaining and regenerating the area's economic climate in order to provide a strong economy, a sustainable environment and an inclusive society. It is worth noting that the District Council is taking an integrated, corporate approach towards addressing transport issues. Consequently, the District Council will also be seeking to implement the Local Transport Plan through its work on economic development, tourism, Local Agenda 21, environmental health and in social exclusion.

The District Plan

The West Wiltshire District Plan is the primary implementation-tool for bringing forward the LTP.

There is an adopted District Plan that covers the period 1996 - 2001. The West Wiltshire District Plan First Alteration is under preparation and will cover the same

- The Cotswold Water Park Strategy continues to be developed by Gloucestershire County Council in association with Wiltshire County Council with the aim of managing the demand for transport access to this unique area of countryside. The area's landscape and transport pressures result from its three predominant land uses: gravel extraction, nature conservation and tourism. The Transport Strategy seeks to apply an integrated transport policy to the emerging Cotswold Water Park Strategy that is being developed to manage these pressures. This has a direct impact upon the County in that the administrative boundary runs through the Water Park. Wiltshire County Council supports the proposals, including the Eastern Spine Road, and will continue to work with Gloucestershire and the Highways agency to progress the implementation of this strategy.
- The Highways Agency can have a considerable impact on strategic vehicle movement patterns through the signing it adopts on the trunk road network. The County Council will be working closely with the Agency to support the proposals of the Wiltshire Freight Strategy which seeks to reduce the amount of through running, especially by HGVs, across the county.

Neighbouring Authorities

Wiltshire is bordered by 9 other Highway Authorities; Swindon, Oxfordshire, West Berkshire, Hampshire, Dorset, Somerset, Bath & North East Somerset, South Gloucestershire and Gloucestershire. Whilst the authority would like to arrange joint meetings with these authorities this can prove very difficult and liaison tends to be on a one to one basis. However, this does serve to strengthen links between officers and enables issues to be addressed more quickly.

There are a number of common areas of interest, some projects shared locally and some conflicts to be resolved; these are detailed in Appendix 4.

Wiltshire Health Authority and Health Promotion Service

Liaison with Wiltshire Health Authority and Wiltshire Health Promotion service has proved invaluable in developing both the TravelWise Taking Action on School Journeys and TravelWise to School campaigns as well as playing a vital role in the development of the Get Wiltshire Walking initiative. The TravelWise Get Wiltshire Walking Initiative highlights the benefits to , individual health benefits and the wider community of more sustainable transport.

Wiltshire County Council has agreed to contribute upto £30,000/year to support joint working on the Health Improvement Programme. It is anticipated that this funding will enable additional staff to be employed to co-ordinate HiMP programmes with Travel Awareness and School Travel initiatives.