Wiltshire Local Transport Plan 2011 – 2026

Consultation Issues Paper Responses

Wiltshire Council
Where everybody matters

1   Introduction

This document sets out the responses received during consultation on the provisional Wiltshire Local Transport Plan (LTP) 2011, as set out in the Consultation Issues Paper, which was carried out during March, April and May 2009.

This document is divided into sections; it starts with some general information about the LTP process, followed by the results from the questionnaires contained in the Issues Paper and concludes with the comments made in response to questions posed in the Issues Paper as well as all general comments received. Wiltshire Council has provided replies where appropriate.

2   The Local Transport Plan

The government's 1998 White Paper on transport 'A New Deal for Transport: Better for Everyone', introduced the concept of LTPs to steer the development of national transport policies at the local level. The Transport Act 2000 then made it a statutory requirement for local transport authorities to produce LTPs.

The first Wiltshire LTP was published in July 2000 and covered the five year period 2001/02-2005/06. The second and current Wiltshire LTP, published in March 2006, covers a five year period 2006/07-2010/11. In addition, we have produced annual progress reports, and the latest report for 2008 is available from www.wiltshire.gov.uk/transportpublications.

At the same time as reiterating the statutory position of LTPs, the Local Transport Act 2008 has also provided local authorities with greater flexibilities in how they develop and review their LTPs. For instance, the next LTP:

- can be reviewed as required by the local transport authority and not necessarily every five years as with the first two LTPs;
- will need to include a distinct long-term strategy with details of transport objectives and approaches etc; and
- should provide details of a shorter duration implementation plan showing how the long-term strategy will be delivered over a three to five year period.

In view of the above, it is proposed that the long-term strategy of the next Wiltshire LTP will cover the period 2011-2026 to tie in with the timescale of the emerging South West Regional Spatial Strategy. Implementation plans will then be produced every three years (starting with the period 2011-2014) to align

with local government funding settlements and the Local Area Agreement timescale. Reviews of the LTP's long-term transport strategy will then be considered every five years.

2.1   The next stage

Information and data gathered from this consultation will be utilised during the preparation of the forthcoming LTP; and with the council continuing to consult with stakeholders through mechanisms such the Local Area Boards, it is envisaged that the next Local Transport Plan will reflect, where possible, the views of the population of Wiltshire and beyond.

3   Questionnaire results

3.1   National transport goals

Section 1 of the questionnaire asked for respondents to rank, from most important to least important, the broad transport goals as recently proposed by the government, which are as follows. The transport system should:

- Support economic growth
- Tackle climate change
- Contribute to better safety, security and health
- Promote equality of opportunity
- Improve people's quality of life

Figure 1 provides a full categorization of respondent's views, and shows that the most important transport goal as perceived during this consultation was to "Improve people's quality of life". The least important was to "Support economic growth". On the whole there was a mixed range of responses.
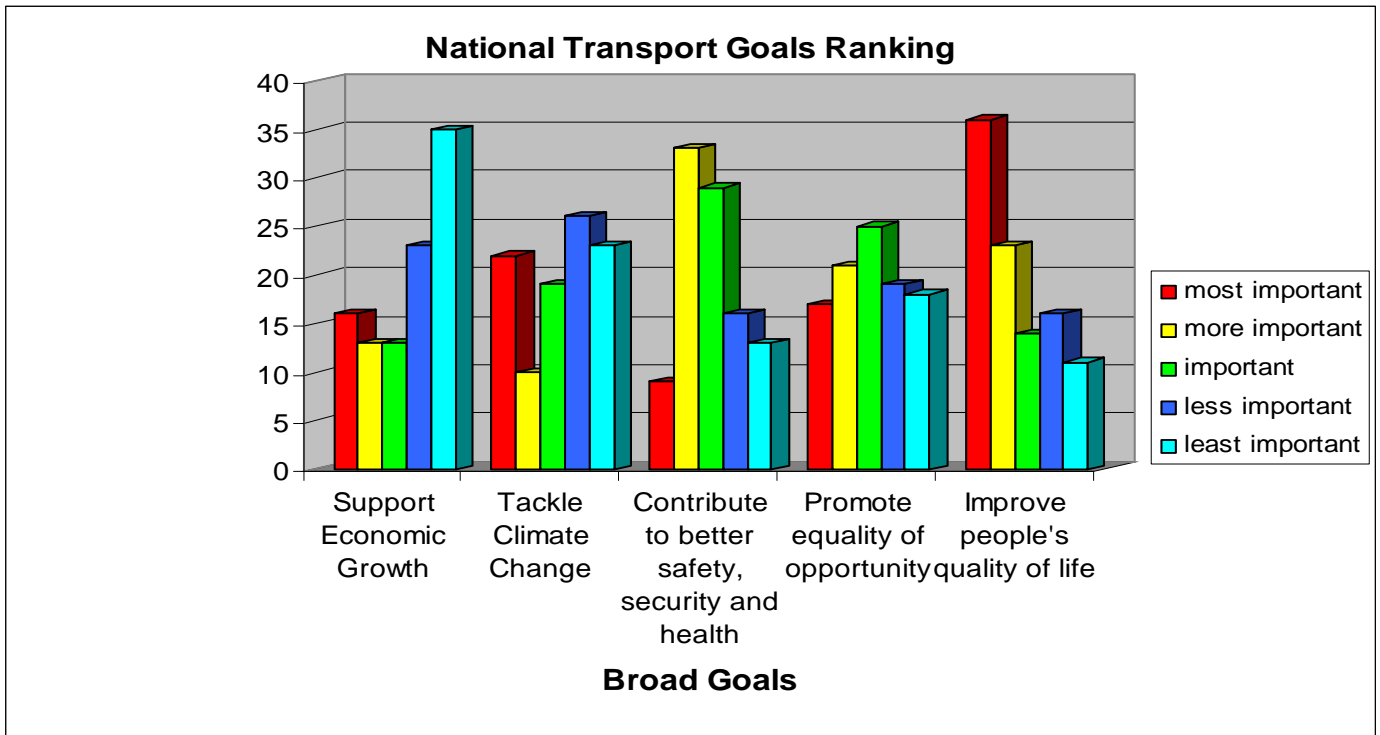
The top three most important transport goals are:

1. Improve people's quality of life
2. Tackle climate change
3. Promote equality of life

The top three least important transport goals are:

1. Support economic growth
2. Tackle climate change
3. Promote equality of life

Figure 1: National transport goals ranking

3.2 Transport issues in Wiltshire

Section 2 of the questionnaire focused on unsustainable transport issues in Wiltshire. Respondents were asked whether they agreed with a number of unsustainable transport issues, as identified in the Wiltshire Community Strategy, and whether they require addressing in the forthcoming Wiltshire Local Transport Plan.

Table 1 provides a full breakdown of the results from this section of the questionnaire.

Increases in traffic growth, including HGV's, and the associated implications of air quality and climate change all generated strong agreement but on the whole all issues were deemed necessary to address.

Table 1: Transport issues in Wiltshire

Unsustainable transport issues	Strongly agree	Agree	Agree in part	Disagree	Don't know
	%				
A lack of resources to fund major schemes and invest in local transport measures.	32	26	29	9	4
Increased social exclusion and access issues due to the centralisation of services and reductions in bus services.	28	48	18	4	3
Higher car ownership levels and use resulting in **more traffic congestion**.	53	23	18	6	0
A persistent level of road casualties on Wiltshire's roads despite a substantial reduction in the number of collisions.	22	32	36	3	7
Increased pressure on existing transport infrastructure as a result of planned population growth and new development.	39	35	19	4	3
Current and projected levels of **air quality** (nitrogen dioxide) **and climate change** (carbon dioxide) **emissions**.	56	31	6	5	2
The future impacts on people's health and society of **growing levels of obesity**, particularly amongst the young.	46	29	11	13	1
Increasing and more widespread **impact of traffic**, particularly Heavy Goods Vehicles, on communities.	52	34	13	1	0

3.3   Wiltshire's strategic transport objectives

Section 3 of the questionnaire asked respondents whether they agreed that the proposed strategic transport objectives for the Wiltshire Local Transport Plan were important, and if so on what level.

Table 2 provide a full breakdown of the results from this section of the questionnaire.

In general the objectives that received the most support were those that sought to reduce the impact of transport on the environment and those that seek to encourage the use of sustainable transport modes.

Table 2: Wiltshire's strategic transport objectives

Objective	Strongly agree	Agree	Agree in part	Disagree	Don't know
	%				
To support and help improve the vitality, viability, and resilience of Wiltshire's economy and market towns.	32	43	23	2	0
To provide support and promote a choice of sustainable transport alternatives.	69	21	4	5	0
To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment.	56	33	10	1	0
To minimise traffic delays and disruption, and improve journey time reliability on key routes.	19	29	40	11	2
To improve sustainable access to a full range of opportunities particularly for those people without access to a car.	53	37	7	3	0
To make the best use of the existing transport infrastructure through effective design, management and maintenance.	33	43	17	5	1
To enhance Wiltshire's public realm and streetscene.	15	33	36	11	5
To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads.	39	39	20	1	1
To reduced the impact of traffic speed in towns and villages.	48	29	18	4	0
To encourage the efficient and sustainable distribution of freight around Wiltshire.	40	42	17	1	0
To reduce the level of air pollutant and climate change emissions from transport.	61	25	8	5	1
To support planned growth and ensure that developments provide for their transport requirements and mitigate their traffic impacts.	39	31	22	8	1
To reduce reliance on the private motor car.	61	17	12	9	1
To encourage people to improve their health by walking and cycling.	62	22	11	4	1
To reduce barriers to transport and access for people with disabilities and mobility impairment.	38	46	14	0	2

## 3.4   Long-term transport strategy

3.4.1   Three approaches to a long-term transport strategy for Wiltshire have been put forward which group appropriate actions in line with an underlying premise:

- **The Established Approach**: "Support essential sustainable transport services and measures, but accept that the private motor vehicle will be the predominant mode of transport for the foreseeable future".

- **The Balanced Approach**: "Improve sustainable transport services and measures, and help to reduce reliance on the private motor vehicle in urban areas".

- **The Radical Approach**: "Prioritise sustainable transport services and measures, and discourage the use of the private motor vehicle in urban areas".

3.4.2   Respondents were asked to state which was their preferred approach, full results are provided in Figure 2 below.

3.4.3   The Radical Approach was the most favourable and the Established Approach was the least favourable.

Figure 2: Long-term transport strategy
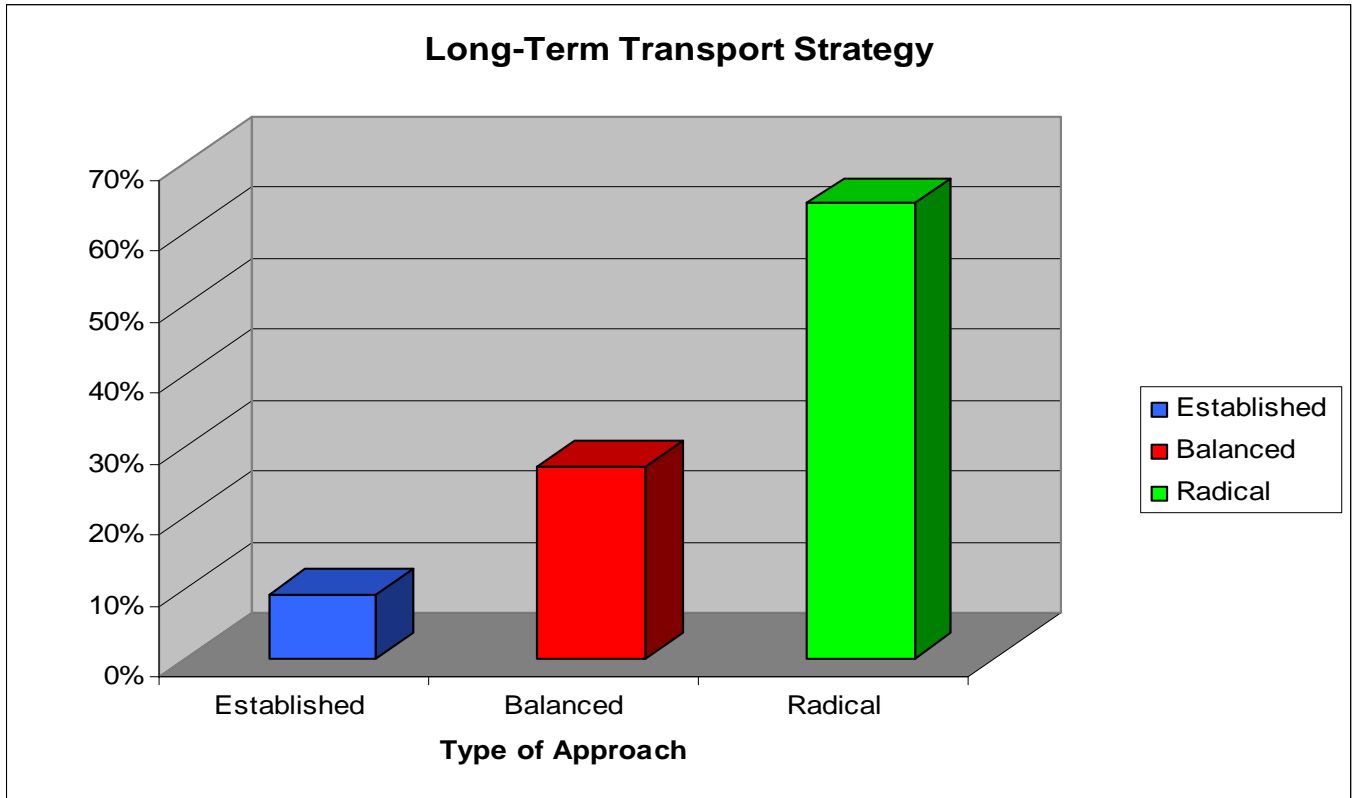
3.5   Summary of responses from the Local Transport Plan (3) Issues Paper consultation

Summary of responses	Wiltshire Council response
Question 1 – Area there any key transport trends or unsustainable aspects that haven't been included above? Which key trends and unsustainable aspects need to be addressed first and how would you tackle them?	
Wiltshire resident Petrol and diesel transport is unsustainable – oil will run out in 20 years we need to look at electric alternatives – trams, trains etc – open closed stations.	The issue of peak oil will be included as part of the LTP3's challenges and opportunities. The issue of realistic alternatives will be considered as part of the generation of options to address these challenges and opportunities.
Chairman of Community Partnership – Pewsey The control of freight vehicles to ensure that they only use those routes capable of taking heavy traffic.	The former Wiltshire County Council produced an advisory freight map in 2003 to inform both industry and drivers of the preferred through routes for HGV's within Wiltshire. This map will be updated in the Freight Strategy for the forthcoming LTP3. The term "control" can only be applicable where a restriction such as a traffic order is in place and can be enforced - HGV's are still required to enable local deliveries on local roads.
To increase the enforcement aspects of speed control by using more traffic police.	The duties of the traffic police are the responsibility of Wiltshire Police and increasing their role in controlling traffic speed is a matter for the Chief Constable.

	Enforcement of speed using safety cameras is provided through the Wiltshire & Swindon Road Safety Partnership. Additional resources could be introduced at a cost, providing an increased level of enforcement through the use of safety cameras.
Wiltshire resident Rising cost and inadequacy of public transport	Agree that rising costs are a key issue, affecting whole of UK and not just Wiltshire; options to address this will be investigated in council's forthcoming Passenger Transport review.
Melksham without Parish Council • Address bus servicing operating costs which lead to reduction in services and higher fares. • Discourage any more planned growth • Cut increases in out-commuting by providing better job opportunities for young and more professional training for them.	Agree that this is a key issue, affecting whole of UK and not just Wiltshire; options to address this will be investigated in the council's forthcoming Passenger Transport review The Regional Spatial Strategy (RSS) requires Wiltshire to accommodate new housing and employment growth. Wiltshire Council will need to plan for this growth in the most sustainable way. The Wiltshire Strategic Economic Partnership is establishing an Employment and Skills Board (ESB) for Wiltshire. The Wiltshire and Swindon Economic

	Partnership ESB will be a private sector led group which brings together key partners driving economic and workforce development in the local area. Responsibilities will include, a strong voice for employers, effectively articulating demand and supporting individuals into work. Insufficient supply of jobs for residents with higher qualifications leading to out-commuting is a historic skills issue for Wiltshire. Wiltshire Council are also working with partners to develop the Wiltshire Potential Programme (a major element of the Action For Wiltshire response to addressing the negative impacts of the recession) to provide new opportunities for developing the potential of Wiltshire's young people.
Wiltshire resident The falling cost of motoring in real terms compared to the rising cost of public transport.	This is a difficult issue for the council to address as many of the contributing factors are outside of its control.
Calne Area Transport The priorities lie with: • Reducing air pollution and greenhouse emissions • Changing the priority in transport planning from private car use to public transport, cycling or walking • Involving local communities in drawing up their own local, relevant and appropriate transport solutions which are encouraged by the local highway authority • Obtaining funding from legal agreements and car parking fees and be combined with higher	The council is already addressing many of these issues in its LTP2 (e.g. implementation of Air Quality Action Plans in a number of Wiltshire's market towns, using Section 106 agreements to fund transport infrastructure and services as part of planning permissions, and reducing the impact of traffic in Salisbury through the Salisbury Transport Plan). Further consideration of these issues will form part

subsidies to buses or taxi/buses, plus funding for cycleway improvements and maintenance. • Make town centres less accessible by private cars, and replace with more frequent and user friendly buses or taxi/buses, cycle racks in quantities, and quality toilet facilities at transport hubs or interchanges. In Towns and Cities sustainable transport should have a greater priority to roads.	of the development of LTP3 in the context of the government's five overall transport goals.
Campaign for Better Transport – Salisbury ***Trends which have not been included***: • Declining reserves of oil and an inevitable rise in fuel prices as we pass the peak of oil supply. ***Unsustainable aspects which have not been included***: • The growth in motorised transport has resulted in a 54% increase in carbon dioxide emissions from domestic transport sources since 1980, which now account for 24% of UK carbon dioxide emissions. • Both train and bus fares are rising in excess of the rate of inflation, whereas motoring costs have fallen in real terms by 13% since 1997. • Wiltshire's transport aspirations still include major costly road infra-structure projects (e.g. Westbury eastern bypass & further proposed improvements to the A350 corridor). These are hangovers from 1980s/1990s road-based transport policy. The focus should by now have moved on to better and more reliable public transport and measures to increase walking & cycling. • Walking and cycling for travel purposes have both declined significantly over the past decade. The unsustainable trends which are identified are in many cases linked, and there is no quick solution to any of them. The County's Local Transport Plan needs to identify these trends, consider how progress to counter them can be measured, and, in conjunction with the overall Regional Spatial Strategy and Local Development Framework, provide solutions which will help to tackle them all.	Issues such as peak oil, climate change, public transport costs and other transport related matters will be considered as part of the LTP3's challenges and opportunities. Appropriate measures will then be developed to address these challenges and opportunities within the context of the South West RSS and Wiltshire Local Development Framework (LDF). These measures will include transport strategies for Chippenham, Devizes, Salisbury and Trowbridge.

Campaign for Better Transport – Bristol and Bath Area

(a) The main omission is the continued location of employment, retail and services at locations that are on the fringe of town or in the countryside. Together with the general centralisation of services going on nationally, this trend continues to result in Wiltshire in: **(1)** the erosion of town centres; **(2)** a US-style distributed life style of going everywhere by car; and **(3)** difficulties in serving new or existing development with public transport. This is unsustainable in terms of CO2 emissions, bad for communities, bad for town centre vitality, and creates traffic everywhere.	Wiltshire will need to accommodate significant levels of new housing and employment growth and social infrastructure to support this in the period to 2026 in line with the emerging RSS. Opportunities to use previously developed land close to town centres are limited in Wiltshire and inevitably will mean that development will take place on the edge of existing towns. The LDF will identify where that growth will be located and how to plan for it in the most sustainable way. Accessibility by public transport and alternatives modes of travel will be an important consideration, as well as the need to plan for self containment at settlements to minimise the need to travel.
b)We are unclear what is meant by "financial pressures to reduce rail services". This is not our perception of the situation.	This is a reference to the government' s desire to limit spending on rail which has resulted in recent years in some services (such as on the Melksham line, and the Bristol – Oxford service) being reduced or withdrawn
(c) You point to "travel patterns that do not favour sustainable modes" but do not locate parking as a key aspect of this. It would be useful to tie in with our point (a).	The Council acknowledges that parking is an important aspect in helping to reduce reliance on the car and in encouraging people to use more sustainable modes. A review of the LTP1 Parking Plan will be undertaken as

	part of the development of LTP3 and will be set within the context of the RSS and the LDF.
(d) You mention skills shortage but fail to mention the lack of good cheap public transport to colleges so that young people can get the training they need. For example Lackham College is very inaccessible from many locations.	Wiltshire council recognises the importance of affordable access to post 16 education and operates a subsidised transport scheme guaranteeing transport to the nearest appropriate school or college – this includes providing a network of buses and coaches to Lackham College for students who need to attend courses there. Unfortunately the subsidised price has had to be increased in recent years due to budget pressures, but the council remains committed to the principles behind the scheme
Corsham Station Campaign The County, perhaps predictably, includes climate change as the last of its bullet points – and indeed continues to call it "the threat" as if it cannot bring itself to give the subject greater credence. This should appear as the first bullet point and be a recognisable thread which unites both policies and proposals, to limit its global impact. One item not included is the impact of parked cars which litter peripheral roads and pavements of traditional (late 19th/early 20th Century homes) and those developments of the early 21st Century. It is very unsightly, dangerous even, and a symptom of the continuing pragmatic officer choice of Park & Ride as a "sustainable" transport option, which ensures that if one is not to be disadvantaged, one must own a car.	As one of the government's five overall transport goals, climate change will be an important consideration in the development of the Wiltshire LTP3. The issue of on-street parking will be considered as part of the council's review of the LTP1 Parking Plan. As demonstrated in Salisbury, Park-and-Ride offers a sustainable alternative and reduces traffic noise, air pollution and severance in the historic town centre. Any further roll-out of Park-and-Ride in Wiltshire will be considered as part of the Passenger Transport review that the council has recently commissioned.

Also the manner in which the County continues to both plan and build residential areas and employment "sheds" at the edge – or even a distance of a few miles - from a town in order it would seem to support the Cost Benefit Analysis of their next road "improvement", eg the industrial estates built prior to the Semington bypass and presently the housing/new school to the east of Melksham. Melksham - now deemed to require another bypass – having conveniently forgotten that one was provided thirty+ years earlier!	Comments noted. The Wiltshire LDF Core Strategy that is currently being prepared will identify how Wiltshire's future employment and housing growth requirements for the period to 2026 will be planned for. This will consider what infrastructure will need to be delivered in order to support the additional growth and could include additional road improvements to mitigate the impacts of the development.
These unsustainable trends are linked, and until the County starts with a clean sheet so far as their transport strategy is concerned, we do not believe there will be a solution. Additionally, the terms of their Agreement (to accept Banes HGV traffic in exchange for their support for the E of Westbury Bypass) will exacerbate the periods of congestion along the A350/A4 – and will doubtless be used by them to ensure the additional HGV traffic will contribute to the COBA for both the dualling of the Chippenham Bypass and creation of an M25 around Melksham – when the outcome of the building of the M25 London orbital is well documented. Cynical maybe, but many of us have been involved watchers of WCC transport policy for over twenty years.	The council is undertaking to consider the full gamut of options to deal with Wiltshire's transport-related challenges and opportunities, including major schemes.
Dorset resident Not included is that walking and cycling has declined during recent years. Bus and train fares have increased by more than the rate of inflation whilst the cost of using the private motor car has fallen in real terms.	The council's monitoring has actually shown that the levels of walking and cycling have generally increased over the last few years.

Natural England	
Key Trends	
IT giving opportunities for remote working	These issues will be considered as part of the LTP3's
IT giving opportunities to work whilst on buses and trains	challenges and opportunities.
Declining reserves of, and rising price of oil	
Unsustainable aspects	
• Whilst there may be government aspiration for healthier lifestyles, this is a reaction to increasing obesity and other lifestyle illnesses associated with inactivity. This latter trend is more salient in this context.	
• Increasing levels of road danger to non vehicle users (as opposed to accident rates – the difference best illustrated by example: banning cyclists from roads would reduce killed or seriously injured (KSI) cyclists, but not reduce the danger to any cyclist still using the road).	This is a perception based evaluation of "road danger". Managing and enforcing traffic speed - cyclists are not banned on county roads
• Increasing levels of community fragmentation due to greater levels of mobility, and greater fragmentation due to traffic levels.	Community resilience and 'social capital' are key elements of the Wiltshire Sustainable Community Strategy and Local Agreement for Wiltshire. The LTP3 will be developed within the local context provided by these documents.
• Reduced childhood exposure to the natural environment as a result of perceptions of road danger.	This is addressed through the development of school travel plans

• Reductions in children walking to school.	
• Reductions in tranquillity.	It is acknowledged a reduction in tranquillity is a particular issue in sensitive areas such as the New Forest National Park and the three Areas of Outstanding Natural Beauty.
• Public rights of way failing in their LTP2 target.	The target (LB 8) was deliberately ambitious, however analysis of the survey results shows that around 80% of the sampled paths are free of any significant obstruction or difficulties and that it is the Council's ability to provide and maintain signposts at the junctions where paths meet metalled roads that is unfortunately letting down the overall figure. The council is taking action to improve upon this aspect, but with such an extensive network of paths (over 6150km), the rapid replacement of signposts that become damaged or go missing altogether will always present the council with a challenge. With regard to the suggestion that the council's ultimate target in the medium term should be 95%, with the current dedication of resources to meet the target, this is not considered to be a realistic expectation; the rights of way network in Wiltshire is simply too extensive for the council

	to keep on top of all the ongoing but ever-changing maintenance and new problems that arise, even if substantial additional resources were to become available. Wiltshire also has a higher proportion of bridleways, restricted byways and especially byways open to all traffic that are heavily used by motor vehicles, so that the costs of maintenance are higher than in many other counties. A target of 85% of paths that are easy to use and follow is in itself ambitious but is what the council is striving towards, and is likely to the best that can be achieved in the medium and possibly the long term.
• Transport system un-resilient in the face of resource depletion.	The issue of peak oil will be considered as part of the LTP3's challenges and opportunities.
Tisbury Parish Council No issues. We are glad to hear that there are *"Generally increasing levels of wealth"*! Page 4 Last bullet "*Current Wiltshire business base has not been restructured"* is unintelligible.	Comments noted.
Westlea Housing Transport from rural communities, villages and hamlets are key issues. Especially young people getting into work. Leaves older people reliant on family, friends and carers to carry out day-to-day errands such as collecting pensions, paying bills and generally keeping in touch.	Comments noted. The council has in recent years substantially increased the funding it provides to enable rural services to continue, at a time when costs have been rising much faster than inflation. The council also helps to fund Link 'good neighbour' schemes to help older people

	with either transport or other daily needs –we welcome the support that Westlea has also given to Link.
No mention of alternative sustainable forms of transport such as car share, car pools, cycling, walking and community transport initiative such as the walking school bus scheme.	These are dealt with in general terms under sustainable travel and / or school travel plans
Westlea work in partnership with Community First to deliver a 'Wheels to Work' scheme for young people. It would be useful to roll this scheme out to the long-term unemployed so they too have opportunities for training, employment and networking.	Welcome Westlea's support for 'Wheels to Work' and note this suggestion for expansion, if ongoing funding can be found to secure the long term future of the project.
There is no direct mention of the issue of car parking in communities and the associated stress this brings to residents, road traffic accidents and places focused around cars not people and pedestrians.	A review of the LTP1 Parking Plan will be undertaken as part of the development of LTP3 and will be set within the context of the RSS and the LDF.
CPRE Wiltshire Branch Key trends to tackle first: • threat of climate change • continuing growth in out-commuting to surrounding towns and cities Key unsustainable aspects to address: • financial pressures to reduce rail services; • road and pavement maintenance; • increasing and more widespread impact of traffic, particularly HGV's on some communities; and • current and projected levels of greenhouse gas emissions.	Comments noted.

Elected Councillor No - reasonably comprehensive (empty buses are certainly unsustainable as are road repairs backlogs). It would help if the aspects above were numbered and the question also raised of how respondents would like to see them tackled, e.g. I would wish to answer below: Road and pavement maintenance backlog. **My Solution:** Divert money from sustaining unsustainable bus services to road maintenance to benefit the majority. It would also save money to raise the age for free bus passes to 65, as this is the retirement age but may not be government Policy? Bus services operating costs increasing significantly, which are leading to reductions in services and higher fares. **My Solution:** Put out the word 'Use it or Lose it' – self-regulating. Why should the council taxpayer subsidise it if it's not commercially viable? *My definition of 'sustainable' would involve the reality of what people want to use for transport not what the 'Royal We' tells them they want, which usually mostly benefits minorities. People vote with their wheels. We seem to forget the old adage: 'Pay the piper, call the tune.'*	Within its limited finances, the council seeks to both improve the existing highway network and support sustainable transport modes – the latter provides accessibility to essential services and facilities for those people without access to a car.
Question 2 – Which of these national transport goals do you consider to be the most and least important in relation to transport in Wiltshire? Are some of these goals more or less important for different parts of Wiltshire (e.g. in large market towns, rural areas, south Wiltshire?	
Wiltshire resident Tacking climate change and resource depletion (see limits to growth) are most important.	Comments noted.
Chairman of Community Partnership – Pewsey Most important – safety and an improved quality of life	Comments noted.

Next most important – the economy and the environment Least important – Equality of opportunity	
Wiltshire resident I believe that addressing the impact of HGV traffic should not mean building more roads! We should encourage local production and supply to reduce the amount of food and product miles. In particular, the proposed A350 Westbury bypass would create far more problems than it supposedly solves.	The council would openly encourage local supply, however for some products and services this is just not possible.
Calne Area Transport • to support national economic competitiveness and growth, by delivering reliable and efficient transport network; and • to promote greater equality of opportunity for all citizens, with desired outcome of achieving a fairer society and to improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.	Comments noted.
Campaign for Better Transport – Salisbury The primary objective should be to reduce transport's emissions of carbon dioxide and other greenhouse gases with the desired outcome of tackling climate change. Closely linked to this is the promotion of a healthy natural environment – as the emerging South West Regional Spatial Strategy says "*If everyone on the planet consumed such a quantity of natural resources and energy as an average South West resident, three planets would be needed to support life on Earth. Consequently, a shift is needed towards 'one planet', lower consumption, with lifestyles which are more resource efficient.*" Transport polices will have a key role to play if this shift is to be achieved.	Through plans and strategies such as the LTP, LDF and Sustainable Community Strategy, the council is seeking to achieve a more sustainable future for Wiltshire.
Campaign for Better Transport – Bristol and Bath Area The reduction of carbon emissions is the most important and far-reaching goal in our opinion. Wiltshire's appeal to those looking to move here its countryside and attractiveness. The future	Comments noted.

success of the area depends on its natural assets and for this reason we would put emphasis on the fifth bullet point, relating to quality of life and natural environment.	
Corsham Station Campaign The primary objective should be to reduce emissions of carbon dioxide. Sadly, to WCC, "Transport" = "Roads". If the county is to tackle climate issues, then it must surely execute an about-turn and acknowledge that its responsibilities as a "Transport Authority" require it to employ (as do other counties) rail engineers to take forward rail projects with a rail budget, equal to that spent on road schemes in past years. WCC accounting can be quite difficult to follow at times, but that equates to very many £millions - £4m for the East of Westbury scheme for example - and then there was the Codford/Heytesbury, Wylye Valley, and Salisbury schemes. Perhaps £10m is not an unrealistic figure for the purposes of comparison.	The council's LTP is demonstrably multi-modal in its approach. For example, the council successfully bid for and implemented the multi-modal Salisbury Transport Plan, and spends millions of pounds annually on supporting bus services and implementing cycle and walking schemes. A more realistic figure would be £7.4m since the start of the decade. Wiltshire Council has responsibility for the highway network and through more efficient use carbon savings will be delivered. This could include new development to support sustainable travel alternatives.
Dorset resident Transport policies will need to be much more robust to reduce CO_2.	Comments noted.
Natural England Transport policy needs to deliver all of these goals, and ranking them masks the critical point that many of these goals can be delivered through the same actions. However, in so far as the question asks for prioritisation, we regard tackling climate change as the priority.	Comments noted.

Tisbury Parish Council	
No point in imposing any ordering of these priorities. They all matter.	Comments noted.
There is no effective explanation of this complex hierarchy of strategies and agreements. A diagram should have been included. What's the difference between the Wiltshire Area Agreement and the Local Area Agreement or should that read Local Area Agreements?	The need to produce a fairly succinct document did not allow for the extensive explanations of the complex policy hierarchy. It is acknowledged that a diagram may have been a useful tool.
The A350 corridor is picked out for mention. What is Wiltshire going to do about the A303 – blame it on the central government and Highways Agency or get to work with them? The dualling of the A303 is essential not just for Wiltshire but for the whole South West. It is ludicrous for the paper to make no mention of it.	The former County Council actively supported the Highways Agency's (HA) plans for the A303 in Wiltshire and beyond but the cost of improvements at Stonehenge proved to be prohibitive. The new council will continue to support the HA in any future plans to improve the A303. The strategy and development of major improvement schemes on the trunk road network is the responsibility of the Highways Agency.
The Area Boards and Partnerships were sold to us as central to the local delivery and accountability of services and a primary compensation for the loss of our local councils. But here, as in other more recent documents, they are seriously downplayed.	Comments noted.
Page 7: says Wiltshire will "*ensure developments adequately provide for their sustainable transport*	While the Transport Development Services Group

requirements and mitigate their traffic impact". So where were the old Wiltshire CC's objections to the unsustainable Hindon Lane development in Tisbury – 90 houses on a hilltop well away from the village facilities with no proper on-site parking and off a narrow lane with no footway or scope for one? **It's one thing to promise sustainability and a different thing to apply that policy to real cases.**	provides transport-related comments on planning applications, ultimately the council's planning decisions are based on a number of considerations in addition to transport.
Westlea Housing The most important national transport goal is to promote greater equality and opportunity for all citizens. The least important is to improve quality of life for transport and non-transport users. This is because if we promote greater equality them quality of life will follow and people have more opportunities.	Comments noted.
CPRE Wiltshire Branch Most important: reduce CO2 emissions Least important: improve quality of life to promote healthy environment.	Comments noted.
Elected councillor This allows the sort of answer people may wish to give without qualification - But would benefit again from numbering the goals I would answer: **Most important** • to support national economic competitiveness and growth, by delivering reliable and efficient transport network; **Least important** • to reduce transports emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change (King Canute syndrome again)	Comments noted.

Are some of these goals more or less important for different parts of Wiltshire (e.g. in large market towns, rural areas, south Wiltshire etc.)? *My answer: NO*	
Question 3 – Which of these regional transport objectives do you consider to be the most and least important in relation to transport in Wiltshire?	
Melksham without Parish Council Most important is to encourage local economy to thrive not so much by linking to strategically important international markets but by improving local towns and smaller local businesses to serve the local economy *by developing the transport network in support of the strategy to concentrate growth and development in the Strategically Significant Cities and Towns (SSCTs)*", only refer to urban areas in the context of SSCT's? Market towns should also work to become attractive places to live and work by un-cluttering them from car parks, parked cars and through traffic.	The LTP3 will support the LDF's spatial strategy which includes SSCTs, market towns and villages.
Campaign for Better Transport – Salisbury We would suggest that the last bullet (reducing the negative impacts of transport on the environment including climate change) is the most important, and would comment that there are other elements of the RSS which are of key relevance – e.g. policy SD1 which includes "*minimising the need to travel and securing a shift to use of more sustainable modes of travel by effective planning of future development, better alignment of jobs, homes and services by improved public transport and effective planning of future development, and a strong demand management regime applied in the region's Strategically Significant Cities and Towns main centres.*"	Comments noted.
Campaign for Better Transport – Bristol and Bath Area The policies enshrined in the SW RSS, especially RTS1 and RTS2 are of greatest importance as are polices SD1-4 in the SW RSS which relate to sustainability and thus to transport.	Comments noted.

Policy SD1 includes "*minimising the need to travel and securing a shift to use of more sustainable modes of travel by effective planning of future development, better alignment of jobs, homes and services by improved public transport and effective planning of future development, and a strong demand management regime applied in the region's Strategically Significant Cities and Towns main centres.*"	
• We feel that regional policies for making SSCTs work are of absolute importance to Wiltshire, and that there needs to be a great deal more attention to traffic restraint, management, parking strategy and re-prioritisation of road space to public transport. • The regional objective of cross-boundary working, in particular in the context of the West of England Housing Market Area needs mention in LTP3. So far, we have seen very little on this aspect of things – Bath, Mendip and Western Wiltshire are one sub-region. • The SW RES talks about the need to "Promote and enhance what is best about the region" and "The South West is distinctive and the region must celebrate what makes it special – its environment, its culture and its creativity." We would like to see these ideas feature in the Wiltshire LTP and associated development documents. • We would very much like to see mention of the problems and opportunities associated with an ageing population, which the SW RES does included in its discussion.	Council officers regularly meet with colleagues from neighbouring authorities (e.g. Transport Development Services officers attend West of England Partnership forums and meetings).

- We would like to see direct support in LTP3 for the SW RSS Transport Key Diagram (see below) and how polices Wiltshire level relate to this.

Corsham Station Campaign Reducing the negative impacts, including climate change, should be in pole position being the most important. Policy SD1 of the RSS includes...... *"securing a shift to the use of more sustainable modes of travel by effective planning of future development, better alignment of jobs, homes and services by improved public transport and effective planning of future development, and a strong demand management regime applied in the region's Strategically Significant Cities and Towns main centres."* (Our response to Question 1 also refers) The aim of transport to serve Economic development should be by increasing people's ability to access rail services, thereby providing the broad spectrum of society, young as well as old, with an attractive option offering time savings of 60+ <u>minutes</u>, not 60+ <u>seconds</u>!	Rail policy including new stations will be appraised during the development of LTP3.
Dorset resident Most important is to reduce the negative impacts of transport on environment; that is environment local and global.	Comments noted.

Natural England The RSS's transport policy objectives are less coherent and comprehensive than the National goals, and as such we feel they should be downplayed. In so far as they are valid, Natural England regards "Reducing negative impacts of transport on the environment including climate change" as the most important, as health (which we construe as coming under this objective) and climate change are, we regard, the two most pressing issues facing society. We also regard the objective of "reducing traffic growth" as inadequate, and believe it should be one of "reducing traffic".	Comments noted.
Westlea Housing The most important is addressing social exclusion to ensure people can get to training and work opportunities. The least important is making urban areas work effectively as this does not assist the many socially isolated residents (young and older) who wish to maneuver around the community for a number of reasons.	Comments noted.
CPRE Wiltshire Branch Most important: Reducing negative impacts of transport on the environment including climate change Least important: Supporting economic development by maintaining and improving the reliability and resilience of links from SSCTs to other regions.	Comments noted.
Elected councillor I would need to qualify the answers as shown as the question does not allow me the freedom to answer HOW I would like to see my first choice enacted, a crucial aspect I think. Once the questions create exclusion from answering the way one wishes people will lose interest. Similarly caring for the environment is quite different from swallowing man-made climate change theory. I don't think government has yet made climate change scepticism illegal, yet!!	Comments noted.

Most important • Supporting economic development (identified in the RES) by maintaining and improving the reliability and resilience of links from the region's Strategically Significant Cities and Towns (SSCTs) to other regions (particularly the South East and London), international markets and connectivity within the region; **Qualification:** Especially in strengthening the road infrastructure to access the M4 and other main highways. **Least important** • Reducing negative impacts of transport on the environment including climate change. **Qualification:** environment and climate change can readily be seen as separate issues so I would not find this as low in importance if it were to improve local environmental issues. Hence this is really two issues and should be framed as two issues.	
Question 4 – Are there other ways in which the LTP can help achieve the vision of the Sustainable Community Strategy and support sustainable communities?	
Chairman of Community Partnership – Pewsey Communities where the movement of freight does not cause environmental and safety problems by using appropriate roads.	Comments Noted
Melksham without Parish Council Yes, by refusing to acquiesce to Wiltshire PCT decisions re removing important local health services such as Melksham MIU, thus weakening the community and making the town less sustainable and less safe. Elect a more robust Health and Overview Committee which has courage to deliver health services which local people have requested such as First Aid Station in Melksham. Yes by focusing on cycle ways as priority for at least the next two years, and re-allocating funds from	The council actively engaged with the Wiltshire PCT during its Pathways for Change process. As part of the development of LTP3, Wiltshire Council is

private road schemes to improve rural cycle paths.	reviewing its policies on cycling and the funding priority that cycling is given.
Yes by supporting the Better Rail Services for Melksham Campaign for a round robin linked town rail service, as detailed by Graham Ellis.	Comments noted. LTP3 to include a statement on involvement in Community Rail Partnerships.
Interest group Improving journey time reliability on the strategic road network conflicts with the aim to reduce dependence on the car and the aim to achieve modal split to public and non-motorised transport.	Improved journey time reliability on key routes is considered necessary to sustain the Wiltshire economy.
Wiltshire resident In other counties of the UK the approach you call radical is considered established and balanced Wiltshire is lagging behind in its approach.	As stated in the Issues Paper (section 5.2), an attempt was made to keep the approaches broadly realistic within Wiltshire's context.
Elected councillor I could not answer question 4 as it seemed only to apply to Urban areas, thus not appropriate for Rural areas.	The Wiltshire Sustainable Community Strategy relates to the whole of the county both urban and rural. The comments on how the LTP3 could support the Sustainable Community Strategy reflect this countywide context.
Wiltshire resident You need to consider the implications of peak oil and its effects on the affordability of fuel-powered transport, also the inevitable decline in non-essential transport (both passenger and freight) as a result.	The issue of peak oil will be included as part of the LTP3's challenges and opportunities.
Calne Area Transport By making clear that local initiatives will be given strong support and that there is no one size fits all for market towns, villages and rural areas and urban areas.	Comments noted.

Where the rural areas are concerned there should be emphasis on connecting villages to the nearest market towns. These towns need to have priority on cycle and pedestrian network improvements. (Calne's cycle network strategy drawn up in 1999 has simply died) Cycle liaison panels and work with Sustrans needs to improve.	During the preparation of LTP1, cycle networks were developed for all towns in Wiltshire with a population over 10,000. Since that time the council has been trying to implement these cycle networks where resources allowed and a number of links have been delivered in Calne. As part of the development of LTP3, Wiltshire Council is reviewing its policies on cycling and the funding priority that cycling is given. This review will also look at the role that cycle liaison panels will play in the future.
Schools need to be drawn into local alternative transport planning and young people's groups encouraged to be drawn into transport consultations and planning.	This process is underway through the development and monitoring of school travel plans. All travel plans are required to demonstrate pupil/young person involvement to gain approval.
Campaign for Better Transport – Salisbury The aspiration to "*improve journey time reliability on the A350 corridor including construction of the Westbury bypass*" which forms part of the current Local Agreement for Wiltshire (LAW) is at odds with the aspiration to tackle climate change by reducing carbon emissions from transport and with other sustainability objectives. That particular aspiration needs to be rewritten to encompass improvements to the railway services on the parallel railway line rather than focusing solely on road improvements.	Transport objectives will need to be developed following the emerging RSS 'corridor strategy'. This is a matter for the Wiltshire Assembly when the LAW is reviewed.

Campaign for Better Transport – Bristol and Bath Area	
We cannot see how to "*improve journey time reliability on the A350 corridor including construction of the Westbury bypass*" complies with the SW RSS nor how this can be part of a strategy to reduce carbon emissions from transport. Where is the emphasis on rail improvements?	Maintaining and improving journey time reliability on links to and from the region's SSCTs is one of the objectives of the South West Regional Transport Strategy (RTS). A number of the proposed LTP3 objectives explicitly refer to the support or improvement of sustainable transport alternatives.
Corsham Station Campaign	
The only transport aspiration of the current Local Agreement for Wiltshire (LAW) is at odds with the aspiration to tackle climate change and most other sustainability objectives. This retrograde and outdated aim needs to be removed and greater emphasis placed upon improvements to access improved rail services, school travel plans, local and inter-town/village dedicated cycle networks – another key request at the first consultation in 1998.	This is a matter for the Wiltshire Assembly when the LAW is reviewed.
We also would support the lobbying of the Department for Transport (DfT) by Wiltshire Council for the **adoption of a county (or country) wide application of a 20/25 mph speed limit for every town and village**. The present "hotch-potch" of 30 mph in some areas and 40 mph in others is confusing and leads to increasing numbers of signs and poles.	The DfT has recently published a consultation paper on a new road safety strategy which includes measures to make the introduction of 20mph speed limits easier.
Perhaps we might also emulate our continental cousins by adopting the abolition of double yellow lines, which detract from the street scene in historic towns and villages, and implement the **<u>adoption of mid-blue single lines where one is allowed to park</u>**?	Speed limits below 30mph need to be introduced in areas where some self regulation is possible. A speed limit review will remove any inconsistencies that have arisen in speed limits and their signage.

We would also **support a 40 mph speed limit on lanes** (which may encourage more cyclists to use them) although dedicated cycle ways between towns and villages should be the ideal aim for the county, to be promoted as a green tourism strategy for 2014-19.	Government are currently reviewing the national speed limit on rural roads. Any alteration to the speed limit in rural areas would need to be signed and enforced. The problems of enforcement and cost of such a proposal would outweigh the measurable benefits at this time. The parking controls in Wiltshire are signed and lined in accordance with the Traffic Signs Regulations and General Directions.
Dorset resident The required reduction of CO_2 emissions from transport and other sustainable goals can never be achieved whilst attempts to improve journey time are being promoted instead of modal shift and traffic reduction (as I highlighted in 1996).	The LTP3 will need to be developed in the context of the government's five overall transport goals: • Support economic growth • Tackling climate change • Contribute to better safety, security and health • Promote equality of opportunity • Improve quality of life and promote a healthy natural environment.
Natural England Believe that the LTP: • Can reduce community fragmentation due to roads • Can address exclusion through reducing road danger	The council is promoting improved social cohesion indirectly through encouraging sustainable travel and school travel plans. The council also carries out improvement schemes based on accident data (Local Safety Schemes) as well as school based schemes

	through the Safer Routes to School process, and town centre enhancements to benefit vulnerable road users. Dependant on locations, such improvements can also assist improvements in social connectivity.
Westlea Housing There is a real need to incentivise travel so residents really consider their journeys and whether they are necessary including highlighting how travel affects climate changes, how residents can sustain transport and promote it. Raising awareness is key.	The council intends to continue its policy of education and promotion, building travel awareness into the climate change strategy, through school travel plan activity, as well as mainstreaming it into transport planning roles.
CPRE Wiltshire Branch There is another way in which the LTP can help achieve a sustainable Community Strategy and support sustainable communities and that is by pressing for public transport and non-motorised improvements and no longer seeking to improve the reliability of journey times on the strategic road network. Under Community Context, one of Wiltshire's ambitions in their Strategy for 2007-16 is to improve journey time reliability on the A350 corridor including construction of the Westbury Bypass. This would appear to be inconsistent with the ambition to tackle climate change with balanced development,(what is this?) sustainable transport, demand and traffic management and new technology. Under Vision, there is also mention of improving journey time reliability on Wiltshire's strategic road network. However, making things easier for cars/lorries will only increase their use leading to future congestion, pollution and inequality for non car users. As stated on page 20, "What is now generally	Maintaining and improving journey time reliability on key links to and from the region's SSCTs is one of the objectives of the RTS. This is a matter for the Wiltshire Assembly which approves the Sustainable Community Strategy and the LAW. Improved journey time reliability on key routes is considered necessary to sustain the Wiltshire economy. In many instances, this will mean making better use of existing infrastructure.

recognised is that building ourselves out of transport problems cannot be a universal panacea."	
Elected councillor Adequate parking facilities at home, on road and off road and improved highways linking the county so we are not all expected to live in isolated communities or does 'sustainable' have to mean regression to isolated communities?	Comments noted. It is acknowledged that for certain communities', particularly in the more rural areas, accessibility will be an issue and use of the private car unavoidable. In order to promote sustainable development generally the RSS seeks to focus most new growth in Wiltshire at its market towns where there is access to employment opportunities, facilities and services locally. Only more limited growth to meet local needs will be appropriate in the more rural areas.
Question 5 – Do you support the strategic objectives shown in Table 1? Do they cover all the key aspects that you would like the third Wiltshire LTP to address?	
Salisbury Green Party – SO1 Are strongly in agreement with the aim of supporting the vitality, viability and resilience of Wiltshire's economy and market towns. In a low carbon future this implies less concern for competitive advantage and more attention given to creating sustainable local economies.	Comments noted
Wiltshire resident There is little about rail transport – we need some more stations re-opened and more local train services.	The priorities remain to re-open Corsham station and for an improved service on the Melksham line. Funding of rail services is primarily the responsibility of DfT via the franchising system and the council's role is to persuade

	train operators and DfT of the business case for improved services where appropriate. Value and ability to deliver rail schemes will be considered as part of the development of LTP3.
Chairman of Community Partnership – Pewsey These strategic objectives are well intended, appropriate and supportable, the problem is achieving them.	Comments noted.
Melksham without Parish Council Unfortunately there are very many fine-surrounding phrases here which in reality mean very little. Please define the meaning of "quality of life" – is this less pollution or getting a higher standard of living? Giving people a better environment does not necessarily encourage them to be less selfish and more caring. The rot of our society is very deep-seated and surely part of this is due to the pursuit of materialism. Cars are a major status symbol in society. The idea that quality is related to the abundance of possessions is not necessarily true.	The DfT has defined 'quality of life' in its Delivering a Sustainable Transport Strategy (para. 1.20) in terms of the benefits it provides to us all by "…making it possible to see the world, buy a huge range of goods and services, enjoy leisure activities, spend time with friends and relatives and have access to the natural environment".
Wiltshire Council Minerals and Waste Policy Team We support the Strategic Transport Objectives, in particular SO3, SO10, and SO12 however we question whether there is a need for an additional objective which actively seeks to 'minimise vehicular movements' within the Plan area; unless it is envisaged that this will be covered through SO10? We support SO11 in principle but question in its current form/wording, how this objective can be adequately measured through planning policy.	The council will consider revising objective SO13 to read 'To reduce the need to travel, particularly by private car'. The transport needs and impacts of new developments would be assessed as part of required Transport Assessments.
Wiltshire resident Need to reduce the need to travel.	The council will consider revising objective SO13 to read 'To reduce the need to travel, particularly by private car'.

Calne Area Transport	
These objectives are often in conflict with each other, or form part of the same, e.g. SO2 should be the priority objective with SO2 and SO3 following or linked. SO7 should form part of any text covering SO1.	The cross-cutting nature of transport means that there are tensions between some of the objectives.
SO12 and SO13 are planning issues which the LTP3 needs to be able to influence through its sustainability and carbon reduction policies.	
Suggested re-wording: **To minimise delays to rail, bus and road traffic on key routes identified in the South West Regional Spatial Strategy, by means of route management, and the evolution of an integrated public transport network for SSCTs in order to remove local traffic from these key routes**. This reflects regional policy.	Subject to minor revisions, it is considered that the current wording of these objectives reflects the wider policy context including the RSS.
SO5: agree	Comment noted.
S06: Good policy, in line with regional policy. There might be a way of relating to key routes thereby merging SO4 with SO6.	It is not considered appropriate to merge objectives SO4 with SO6.
SO7: Agree with the policy but think that under "regional transport objectives", that the text of this policy does not reflect what it says in RTS2….the mention of "reducing transport's negative effect" does not come into RTS2 or regional policy at SSCTs – inclusion of this again implies bypasses, which are not the way things are going.	The cross-reference to the RTS was simply to highlight that objective SO7 will seek to reduce transport's negative impact by enhancing the public realm and streetscene.
SO8: Again, a misunderstanding of regional policy: we don't believe that "reducing transport's negative effects" is quite the point.	As above, the cross-reference to the RTS was simply to highlight that objective SO8 will seek to reduce transport's negative impact by improving road safety and reducing

	casualties.
	This is a process objective and should be part-and-parcel of the work undertaken by the council and others to achieve the LTP3 objectives.
New policy needed: Something about working cross-boundary with neighbouring authorities.	
Campaign for Better Transport – Salisbury	
The strategic objectives in general are supported. One key objective which needs to be explicitly spelt out is that of 'reducing the need to travel'. This is supported in the government's 'Delivering a Sustainable Transport System' document which suggests that a package of measures for an urban area "*may involve public transport investment, demand management, promotion of smarter travel choices and the use of land use planning to reduce the need to travel*."	The council will consider revising objective SO13 to read 'To reduce the need to travel, particularly by private car'.
SO1: Re-word: **To support and help improve the vitality and viability of Wiltshire's town centres**. This means also separating out general economic aims as a separate consideration, in a separate policy.	Not supported. It is not considered that this objective benefits from being split.
SO2: Agree	Comments noted.
SO3: Added text under "features to include": **Countryside where people can enjoy outdoor recreation to promote health and well-being.**	The council will consider adding another objective to cover access to the countryside.
SO3: Additional text: Reducing transport's negative effects **on the natural environment in accordance with regional aims to reduce carbon emissions.**	Not supported. It is considered that objectives SO3 and SO11 deal with these issues.

(reason: current wording gives the false promise to communities of bypasses and other interventions to remove traffic from towns. The provision of these is unrealistic given tight monetary constraints, regional policy in form of RTS1, and runs counter to other polices to reduce traffic growth and carbon emissions.) SO4: Re-word. Regional policy on connectivity relates specifically to the A36 and A303 **corridors** (see RTS1- Secretary of States latest draft and RTS Key Diagram (enclosed). The corridor approach needs mention as do the corridors that this policy applies to.	Not supported. While corridor management approaches may be undertaken by the council in conjunction with the HA and neighbouring authorities, they are an 'output' and not an 'outcome'. In terms of the identification of Wiltshire's 'key routes', these will be established as part of the work being undertaken to develop the council's Network Management Plan.
Corsham Station Campaign The government's 'Delivering a Sustainable Transport System' document suggests a package of measures for an urban area such as Western Wiltshire, linked as professional studies have shown to Bath and Bristol. These it says "*may involve public transport investment, demand management, promotion of smarter travel choices and the use of land use planning to reduce the need to travel.*"	The council is to consider the future of the Western Wiltshire Sustainable Transport Strategy in light of the government's decision on the A350 Westbury Bypass.
Dorset resident What is missing is the term reducing the need to travel.	The council will consider revising objective SO13 to read 'To reduce the need to travel, particularly by private car'.

Tisbury Parish Council The Table 1 strategic objectives are all worthy but are too unspecific to be commented on. Page 13: refers to the increasing centralisation of services imposed by central government as if that was irresistible. What is Wiltshire going to do to persuade central government that these policies need modifying in rural areas?	As part of the Infrastructure Planning work that the council is undertaking to support the delivery of the Wiltshire LDF Core Strategy, the council will be working alongside public sector service providers in order to ensure the appropriate availability of services within Wiltshire.
CPRE Wiltshire Branch Support for SO1 if it means rail improvements but no support for, indeed strong objection to road building. SO4 Strong objection. SO10 Does this mean rail and canal? SO11 How will levels of pollutant from transport be reduced? All other aims supported.	The council will consider all available options in addressing Wiltshire's challenges and opportunities. Comment noted. These could be included along with other "efficient and sustainable" freight measures. To be determined through the development of the LTP3.
Elected councillor No, not all of them by any means Do they cover all the key aspects that you would like the third Wiltshire LTP to address? Not really: I would like to see a much more realistic emphasis on private cars and linking communities. We are, thankfully, not all likely to regress to medieval style 'settlements' despite the futile efforts in that direction.	Comments noted.

Question 5

Do you support the strategic objectives shown in Table 1? Do they cover all the key aspects that you would like the third Wiltshire LTP to address?

Natural England feels that the objectives could be made conceptually more coherent in the following ways:

Ref.	Consulted objective	Proposed objective	Reasoning	Council response
SO1	To support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns.	To support and help improve the economy.	Why constrain this objective?	Rather than act as constraints, it is considered that the words "vitality, viability and resilience" add clarity to the objective.
SO2	To provide, support and promote a choice of sustainable transport alternatives.		No change.	Comment noted.
SO3	To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment.	To reduce the impact of transport on people's quality of life. To reduce the impact of transport on and natural environment	These two should be split. Impact on Wiltshire's built environment is not a objective in its own right, but covered by people's quality of life.	Not supported. The wording of this objective reflects the wording of the relevant DaSTS goal – "to improve quality of life…and to promote a healthy natural environment".
SO4	To minimise traffic delays and disruption, and improve journey time reliability on key routes.	Delete.	In so far as this is an economic objective, it is covered by the first objective. In so far as it is not, what is it, and is it covered under other objectives? Furthermore why constrain this objective to "key routes"?	While it is agreed that this objective is generally covered by objective SO1, it is nevertheless important that the LTP3 reflects the more transport orientated objectives of the RTS.

				Improving journey time reliability on all routes would be poor value for money.
SO5	To improve sustainable access to a full range of opportunities particularly for those people without access to a car.		No change.	Comment noted.
SO6	To make the best use of the existing transport infrastructure through effective design, management and maintenance.		No change.	Comment noted.
SO7	To enhance Wiltshire's public realm and street scene.		No change.	Comment noted.
SO8	To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads.		No change.	Comment noted.
SO9	To reduce the impact of traffic speeds in towns and villages.	Delete.	Why if not to improve safety, or people's quality of life, both covered under other objectives. Why focus on speeds exclusively, rather than levels?	The council can legitimately seek to influence traffic speed in the interests of road safety. As local highway authority, Wiltshire Council has a duty under the Highways Act to protect and assert the rights of the highway user.

Traffic speed in villages is seen as a significant cause for concern in rural communities. Villages often face |

				problems that differ from towns due to higher proportion of fast through traffic.
SO10	To encourage the efficient and sustainable distribution of freight around Wiltshire.	Delete	Covered by other objectives. Why pick out freight, rather than other modes.	It is felt that freight should be highlighted as it performs an integral part of modern living. Whilst freight greatly contributes to economic vibrancy and growth, the council is aware of the environmental and societal impacts that need to be balanced.
SO11	To reduce the level of air pollutant and climate change emissions from transport.	To reduce the level of emissions affecting air quality from transport. To reduce of Greenhouse gas emissions from transport.	Split – two different and sometimes conflicting objectives, one impacting locally, the other impacting globally.	Not supported. It is considered that a joint objective on these issues is relevant.
SO12	To support planned growth and ensure that developments provide for their transport requirements and mitigate their traffic impacts.		No change.	Comment noted.
SO13	To reduce reliance on the private car.	To reduce the use of the private car.	The objective should pertain to "car use" not "car reliance".	Agreed in part – the council will consider revising objective SO13 to read 'To reduce the need to travel, particularly by private car'.

SO14	To encourage people to improve their health by walking and cycling.	To improve public health.	The relevant objective is to actually improve health, not to encourage people to do so. Objectives should not include "by"as this prejudges the "how".	Agreed in part – the council will consider revising objective SO14 to read 'To promote travel modes that are beneficial to health'.
SO15	To reduce barriers to transport and access for people with disabilities and mobility impairment.	To secure a more inclusive society.	Transport can discriminate in ways other than barriers to transport and access, and to other groups other than people with disabilities and mobility impairment e.g., dis-proportionate KSI (killed and seriously injured) amongst children and old people.	Comments noted, but barriers to transport and access for people with disabilities and mobility impairment is an issue that is frequently raised in consultations and for this reason deserves particular mention. The figures do not support this contention, e.g. Child KSI total in 2008 was 16 compared to 207 for adults (7.7%) whereas the age group (0 – 15) comprises about 20% of the population.
PRO-POSED		To render Wiltshire more resilient in the face of climate change.	Additional objective not covered above.	Agreed in part – the council will consider adding an objective that seeks to improve Wiltshire's transport system adaptation and resilience to climate change.
PRO-POSED		To provide a more economically efficient transport system.	Additional objective not covered above.	Not supported. It is considered that the sum of LTP3 objectives achieve this objective.

PRO-POSED		Reduce the need to travel.	Additional objective not covered above.	Agreed in part – the council will consider revising objective SO13 to read 'To reduce the need to travel, particularly by private car'.

Question 6 – Which of the approaches do you support and why? If you support the 'Radical Approach', how does the council pay or some of the suggested measures (e.g. significant public transport enhancements) without damaging the local economy (e.g. by having to impose high parking charges)? Have we omitted anything significant from these three approaches?	
Chairman of Community Partnership – Pewsey The Established Approach is probably the most acceptable especially at a time of recession, local economies need support which the Radical Approach is not capable of delivering.	Comments noted.
Wiltshire resident A radical approach would increase the attractiveness and volume in town centres. No mention is made of support for rail services or improving links between rail, bus and cycling and walking facilities.	Each of the approaches refer to rail service and interchange improvements in their respective 'Public Transport and Accessibility' elements.
Melksham without Parish Council The radical approach should be adopted through the provision of free transport to and from work, making full use of existing rail and bus transport and extending it to link local towns more closely through better rail and bus services. This should be financed by putting on hold all major road schemes for the next five years and using the money instead for bus and rail subsidies.	Under current legislation the council does not have the power to offer free or reduced fare transport (concessionary fares) for the general public, only for certain specified groups (e.g elderly,

	disabled, young people). Capital funding that might have been secured for road schemes can not be used for revenue funding, such as would be needed for ongoing bus and rail subsidies. This is not a realistic proposition as financial support for public transport services requires council revenue funds whereas major schemes are financed by the government through capital borrowing.
Wiltshire resident The radical approach could make towns more attractive by making them better places for pedestrians. Rail service improvements and demand-management for road traffic would also contribute to this.	Comments noted.
Wiltshire resident Money should be spent on public transport & walking/cycling measures rather than new roads. There should be funding to support railway service improvements, including Trans Wilts rail. Wiltshire Council's 'radical' approach can hardly be considered radical against the current transport policy backdrop. Much more will need to be done to meet carbon emission reduction targets and other environmental goals.	An appraisal of rail opportunities will feed into the LTP3 development. As stated in the Consultation Issues Paper (section 5.2), an attempt was made to keep the approaches broadly realistic within a Wiltshire context.

Calne Area Transport	In addition to supporting the majority transport modes (e.g. cars, HGVs) vital to the Wiltshire economy, the council has also spent millions of pounds providing, supporting and promoting sustainable transport alternatives. The development of the LTP3 provides the opportunity to determine Wiltshire's transport strategy over the next 15 years,
The Radical Approach	
Unless this approach is adopted Wiltshire will never do more than tinker at the edges of its current pro-road and car position. Of course it will be unpopular with some sectors, change and adaptation to a new future always is. It is accepted in the text that this is the solution to change the present 20th century approach. Does Wiltshire want always to be in the rearguard on transport attitudes?	
The Established and Balanced Approaches are dreadful examples of last century thinking.	Comments noted.
Funding comes from s106, higher parking charges and more subsidy for public transport. Also from local communities being encouraged to bid for outside funding for local transport schemes through the Area Boards, the local Partnerships and local groups who are either charities or social enterprises. Funding should also be sought through the landfill operations.	Comments noted.
Campaign for Better Transport – Salisbury	
Salisbury Campaign for Better Transport support the **radical** approach which is proposed because none of the others would have any chance of enabling the county to play its part in reducing carbon emissions. Regarding how these measures are paid for:	Comments noted.
• Charging more for parking, or indeed charging for work-place parking, is not necessarily in conflict with the	Comments noted.

enhancement of local economies etc. Making town centres more attractive places for pedestrians and more easily accessible for those who come by public transport, walking or cycling could counter any increase in charges. Also the move to unitary status gives the opportunity for parking charges to be more standardised across the county (& the reality is that petrol/mileage charges mean that 'saving' money by travelling further for cheaper parking is likely to be a false economy).

• Currently future transport funding planned in Wiltshire is dominated by sums being requested for unsustainable measures which will increase road capacity and lead to increases in greenhouse gas emissions. Thus the agreed LTP programme for transport schemes in **2009-10** totalled some **£4.159 million** which included the following:

- £315,000 local safety schemes and road safety
- £191,000 key bus route enhancements & public transport
- £150,000 school travel plans
- £2,013,000 'local transport improvements'
- £1,490,000 'advance design fees'

However this sum is dwarfed by the estimated cost of the Westbury bypass proposals whose total capital cost has now risen to **£34.720 million**. This money should be redirected to sustainable transport solutions across the county.

This is not a realistic proposition. Even if the government had approved the A350 Westbury Bypass, the allocated funds could not have been redirected to other schemes in Wiltshire.

Key omissions from Table 2:

a) Demand & Traffic Management (p.14)

The encouragement of sustainable transport modes surely should be considered as part of the established approach,

even in Wiltshire? The Transport White Paper "A New Deal for Transport: Better for Everyone" was published in July 1998, and the current PPG13 was issued in 2001 and both these documents focused on encouraging sustainable transport modes, so these are not new or 'radical' ideas.	The Established Approach does contain elements of support and encouragement for sustainable transport modes.
It is wrong, under any of the defined approaches, to take the line that it is only in the larger towns that demand and traffic management can apply. There are many cases where even in rural village communities more people would walk or cycle to local amenities, or even to their nearest large town, if they felt the roads were safe for them to do so. And when over 50% of rural addresses are currently within 800m of a bus stop with an hourly or better weekday service surely the LTP should consider ways to get better use made of these services?	Comments noted.
The council should not explicitly exclude road user charging, nor the implementation of a workplace parking levy (as has been done in para 5.2 on p.12 of the document) since both these measures may be deemed necessary to meet traffic reduction targets which are likely to become increasingly onerous as the LTP period progresses. Even the CBI and the FTA now recognises that congestion charging would have its place ("*Business could benefit from congestion charging in cities so long as strict criteria are met, according to new research for the CBI, the UK's leading business group, and the Freight Transport Association (FTA), the leading voice on freight transport in the UK.*") Within the period which WC have set for their next LTP there seems little doubt that progress must and will be made in implementing further road user charging schemes.	Policy T6 of the Wiltshire and Swindon Structure Plan 2016 states that charging measures such as road user charging and the workplace levy will be kept under review.
b) Public Transport & Accessibility (p.15) There is no mention under any of the approaches of **support for railway service improvements**. Wiltshire Council must be aware of the revised policy for funding local and regional rail services promoted by local authorities and PTEs which was announced on 5.2.2009 – see ttp://www.dft.gov.uk/pgr/rail/strategyfinance/revisedpolicyfunding	Agreed that better promotion of services would be beneficial, subject to availability of resources, but experience suggests that significant modal shift requires better than hourly service frequencies.

It is stated in the covering press release that "*To take advantage of the new scheme local authorities must first identify the best way of meeting a local transport need. If a train service offers the best solution and has support from the rail industry, the local authority must then show that the rail scheme has a business case, secure the necessary start-up capital funding, (through sources such as the Regional Funding Allocation), and commit to funding the service for at least three years.*" There are communities in Wiltshire – such as Melksham – with a totally inadequate train service given the size of their population, and there has been growing support in recent years for a much improved service on the Trans Wilts line from Salisbury through to Swindon. The possibility of providing funding to support such a service should be included in the LTP.

Agreed that the council should consider this new guidance in respect to the Melksham line – and agree that if such an approach is adopted it should be funded through the LTP, and not at the expense of revenue funding for maintaining bus services.

The availability of ongoing funding from central Government is not guaranteed. The contribution that rail can make to the overall transport provision will be assessed as part of the LTP3 development.

Not supported. There is no such requirement in the government's DaSTS report or the LTP3 guidance. The council will consider the 'best value' (i.e. outcomes versus cost) options in

addressing Wiltshire's challenges and opportunities.

c) Other quality of life issues (including climate change) (p.16)

The only proposals suggested here (for all three approaches) are "Seek to address other quality of life issues through the relevant theme/area strategies". The DfT's draft Local Transport Plan Guidance attaches great importance to climate change issues, making the point that "*Climate change policy is a fast-developing area and transport will be required to contribute towards achieving the UK's climate change goals. It will be important for local authorities to consider the impacts of their proposals on greenhouse gas emissions and to seek to reduce (and minimise) such emissions in preparing their LTP*".

The Guidance also states (section 3.4, para 10) that "*The DfT encourages local authorities to develop strategies and implementation plans that take significant steps towards mitigating climate change, by encouraging the development of sustainable transport systems, facilitating behaviour change and reducing the need to travel through, for example, Smarter Choices measures. Many authorities have already shown their commitment to this agenda by selecting national indicators 185 and 186 relating to climate change as targets for their Local Area Agreements (LAAs). New Local Transport Plans offer local authorities the opportunity to develop transport systems that move towards more sustainable options.*"

Wiltshire Council have failed to take the opportunities which are mentioned – as yet the NIs 185 and 186 have not been selected as targets in the LAA (& indeed the inclusion of the Westbury Bypass in the LAW (see Question 4 above) puts a scheme which will actually increases CO_2 emissions compared to the 'do minimum' situation at the heart of Wiltshire's transport aspirations).

The climate change target that is contained in the LAA relates to the development of a climate change adaptation strategy (NI188). The other climate change indicators (185, 186 & 187) are included in the LAW and are equally important.

The LAW was refreshed this year and as part of this the environmental objectives were clarified so the first objective is now to 'reduce Wiltshire's carbon footprint'. The Wiltshire Environmental Alliance will be agreeing an appropriate target against NI186 before the end of the year. The council is taking part in the Local Authority Carbon Management Programme to develop a five year carbon reduction plan by March 2010 and has already set an aspirational target to reduce its footprint by 50% within 5 years

(NI185).

d) A presumption against new road building

We note that none of the approaches contains a presumption against the building of new roads. A re-direction of resources from road building towards sustainable transport alternatives will be needed to meet environmental goals, so this presumption should be added.

A presumption should not be made that new construction induces traffic. Efficient traffic movement produces far less emissions. Reductions in vehicle usage may be achieved but there will still be vehicles on our roads and objectives must be developed to ensure that their movement is as efficient as possible. Also key to sustainable transport objectives is an efficient highway network able to support improvements to the public transport service and facilities for alternative transport modes.

It is noted that Wiltshire have already submitted four 'Expressions of Interest' for Major Transport Schemes to the South West region for consideration in the longer term Regional Funding Allocation. These proposals are for Chippenham – including dualling of the A350, for the Yarnbrook/West Ashton A350 'Improvement', and for Salisbury and Trowbridge. These latter two do not contain much detail but do refer to the provision of "low and sympathetically graded embankments and cuttings". It is most concerning that requests for funding for road building packages in the LTP3 period are already being submitted for consideration at the regional level without public consultation and in advance of the 'LTP3 Strategy' document which should be helping to define the future transport direction and investment needs of

The timescale for the Government's RFA process meant that the Council had to submit these 'expressions of interest' ahead of the development of its LTP3.

the County.	
Campaign for Better Transport – Bristol and Bath Area	
We support the radical approach. Demand management in the form of higher parking charges is regional policy. The implication that this will damage the economy is false: places like Reading for example, have very high parking charges, but this is complemented with excellent bus services and local rail with interchanges. It works!	The RTS actually relates demand management measures and parking to the functional role of SSCTs and the availability of sustainable travel modes. The circumstances found in Wiltshire's market towns are very different to the circumstances found in Reading.
The biggest challenge is to push town centre locations (this applies especially to Trowbridge and other West Wilts towns) as the places to shop, use services, dine out, seek evening entertainment etc. etc. with a radical new public transport network to match. The problem in many parts of Wiltshire is that supermarkets, retail outlets, sports facilities, employment parks, even new schools, are located in places that you almost have to drive.	Wiltshire will need to accommodate significant levels of new housing and employment growth and social infrastructure to support this in the period to 2026 in line with the emerging RSS.
The coordination between planning and transport is the key to the future. In the context of other authorities in the South West, Wiltshire is rather behind on this front, with only a crude model of "build up the A350 and deliver the economic future that we have always desired". Have a look at how Swindon, Plymouth, Bristol, Weston Super Mare, Bath and Taunton are doing things – it's holistic and modern approach to planning and transport that enables one to push public transport, demand restraint and regeneration together into the future to create good places to live.	Opportunities to use previously developed land close to town centres are limited in Wiltshire and inevitably will mean that development will take place on the edge of existing towns. The LDF will identify where that growth will be located and how to plan for it in the most

	sustainable way. Accessibility by public transport and alternatives modes of travel will be an important consideration, as well as the need to plan for self containment at settlements to minimise the need to travel.
The A350 bypasses are costing local rate payers dear: the Westbury Bypass will cost, if built, £8 million of local cash (including £4 million in consultant's fees) , and subsequent bypasses will be more expensive as the DfT requires a 15% contribution to construction instead of the current 10%. How can we, on the basis of sustainable transport aspiration, afford this kind of expenditure? The money should instead go into sustainable transport initiatives and the coordination of their delivery with new housing and retail with developer contribution and parking strategy. This is how other local authorities in the south west are progressing.	This is not a realistic proposition. Even if the government had approved the A350 Westbury Bypass, the allocated funds could not have been redirected to other schemes in Wiltshire.
We are convinced that real advances can only be made once the local authority moves away from the domination of the A350 and its improvement. In–commuting and out- commuting increase each time the perception is that it's is faster by road, and bypasses inevitably give rise to car-based infill. The road has something like 18 roundabouts and 4 sets of traffic lights between the M4 and Warminster – it can never be a fast road. The DfT guidance clearly states that, "*New Local Transport Plans offer local authorities the opportunity to develop transport systems that move towards more sustainable options*". It's time to change our emphasis.	The A350 forms an important part of the Western Wiltshire Sustainable Transport Strategy which also includes improvements to bus services, public transport interchanges, cycling and pedestrian routes, and town centre enhancements.

Corsham Station Campaign

The **radical** approach is the only one which might have a chance of enabling the county to play its part in reducing carbon emissions.   Even so, there must be a root and branch reassessment of all other core strategies, documentation and budget setting, or the "radical" will wither before its first Spring.

- future transport funding planned in Wiltshire is dominated by sums being requested for unsustainable measures which will increase road capacity and lead to increases in greenhouse gas emissions. Thus the agreed LTP programme for transport schemes in **2009-10** totalled some **£4,159 million** which included.

£315,000	local safety schemes and road safety
£191,000	key bus route enhancements & public transport
£150,000	school travel plans
£2,013,000	'local transport improvements'
£1,490,000	'advance design fees'

However, the estimated cost of the Westbury bypass (the only named transport scheme for the entire county in the LAA and therefore repeated within the Core Strategy), is now predicted to be **£34.720 million**, of which the County would have to contribute a sizable sum.   However, to harness BANES' support for that project Wiltshire has agreed the A350 may be signed as Bath's alternate HGV route, the possibility of which the public has not been appraised and on which the LTP Consultation makes no mention! This funding, part WCC, part Regional Funding Allocation, and should be redirected to sustainable transport options.

Wiltshire Council must be well aware of the recent revised policy for funding local and regional rail services (promoted by local authorities and PTEs) which was announced in February 2009 – see

http://www.dft.gov.uk/pgr/rail/strategyfinance/revisedpolicyfunding

The covering press release states "*To take advantage of the new scheme local authorities must first identify the*

The Council is undertaking to consider the full gamut of options to deal with Wiltshire's transport-related challenges and opportunities.

It is incorrect to state that the council agreed to sign the A350 as Bath's alternative HGV route. The agreed position between Wiltshire Council and Bath and North East Somerset Council was included in Wiltshire's LTP2.

best way of meeting a local transport need. If a train service offers the best solution and has support from the rail industry, the local authority must then show that the rail scheme has a business case, secure the necessary start-up capital funding, (through sources such as the Regional Funding Allocation), and commit to funding the service for at least three years."

In 2002/3, when RPP funding for Corsham Station was withdrawn by the SRA, Hampshire County Council funded the building of Chandlers Ford station, with the SRA providing support for the rail service and station staff.   Had Wiltshire been as committed to rail as it is to roads, our station could have been built and the Bristol/Oxford service would have remained and doubtless extended in order to cater for those in and around Corsham who regularly commute to Bath, Bristol and South Gloucestershire.   As things are, the use of Chippenham Station is not an automatic choice, due to the lack of parking availability – even if one arrives before 9 am.   The alternative of travelling to Bradford on Avon is not readily undertaken, due to unpredictable traffic congestion delaying one's arrival at that station.   Melksham's rail service is not worthy of consideration, but were it to be improved, then we might find Corsham job-seekers looking to Trowbridge and the White Horse Business Park for their employment.

The DfT's draft Local Transport Plan Guidance attaches great importance to climate change issues, making the point that "*Climate change policy is a fast-developing area and transport will be required to contribute towards achieving the UK's climate change goals. It will be important for local authorities to consider the impacts of their proposals on greenhouse gas emissions and to seek to reduce (and minimise) such emissions in preparing their LTP*".

The Guidance also states (section 3.4, para 10) that "*The DfT encourages local authorities to develop strategies and implementation plans that take significant steps towards mitigating climate change, by encouraging the development of sustainable transport systems, facilitating behaviour change and reducing the need to travel through, for example, Smarter Choices measures. Many authorities have already shown their commitment to this agenda by selecting*

Central Government funding is not guaranteed; the risk falls upon the local authority. Access to stations will be considered during LTP3 development.

Whilst no LAA targets were set against NIs 185 and 186, both will have targets in the LAW, and both are monitored closely. The council now has a climate change team which is responsible for reducing both the council's carbon footprint and Wiltshire's carbon footprint as a whole, through the council's community leadership role. A key element of this work will be integrated with the LTP

national indicators 185 and 186 relating to climate change as targets for their LAAs. New Local Transport Plans offer local authorities the opportunity to develop transport systems that move towards more sustainable options." Wiltshire Council has failed to adopt this agenda – as yet the NIs 185 and 186 have not been selected as targets in the LAA.	process, given that 29% of carbon emissions in the UK come from transport. The council is working with the Energy Saving Trust to develop a climate change strategy focusing on reducing emissions across the county.
Dorset resident I support the radical approach. However I fail to see why this is called radical. There is a reluctance to charge for workplace parking that I fail to understand. Land is not free and neither is maintenance. One does not expect to inhabit a home, office or garage parking for free so what is the problem with parking charges? Towns which are well served by public transport and have measures which encourage pedestrians are vibrant and more likely to survive the economic downturn. Cars are an expensive luxury for those on less than the national average wage; those unemployed are under even more pressure. There must surely be scope to improve income from Park and Ride – putting those buses in direct competition with others was a retrograde step. I also understand that WCC spent a few thousand pounds on integrated transport projects 2007-8 but have spent hundreds of thousands promoting a bypass for Westbury during the same timescale – WC has a long way to go to turn around this reluctance to admit that we are now in the 21st Century.	Policy T6 of the Wiltshire and Swindon Structure Plan 2016 states that charging measures such as the workplace levy will be kept under review. A review of the LTP1 Parking Plan will be undertaken as pat of the development of LTP3 and will be set within the context of the RSS and the LDF.
Natural England To decide which of these options is most appropriate is a highly technical matter, involving detailed knowledge of the cost effectiveness of various options to deliver the suite of objectives. However, in terms of general aspiration, we feel that the radical approach would be the most appropriate given the critical issues of public health and climate change. The costs associated with the externalities and inefficiencies of the current traffic regime are very large, and from a Wiltshire PLC perspective, we feel that investment would provide a good return. Moreover, with rising fuel costs, and very challenging national greenhouse gas emission targets, a radical approach will be going with, not against the flow. Options for funding radical measures are not within Natural England's sphere of expertise, although there are some	Comments noted.

high profile road developments which if not pursued would allow resources to be redirected towards implementing the "Radical Approach".	
None of the options includes an option which clearly has a presumption against significant road construction (e.g. Westbury bypass). To this end, the consultation might be considered unsound, given this area of activity may form a very large part of the discretionary activity within the Plan.	There is no requirement in the government's DaSTS report or the LTP3 guidance to include a presumption against road building. The council therefore refutes the suggestion that the Issues Paper consultation could be considered as unsound.
Tisbury Parish Council The **Balanced Approach** is not very ambitious and incorporates a lot of weasel words – the use of *liaise* rather than *work* for example. Some of the wording in the **Radical Approach** could be imported without much difficulty.	Comments noted.
Westlea Housing I support the 'balanced approach' because it offers something more than there currently is and offers an opportunity to raise awareness and promote sustainable transport. In terms of omitting anything there is no clear way to address the issues – what is to be done? I suggest awareness-raising not only in Wiltshire but more nationally in terms of health aspects, the impact of commercial vehicles, new development and a range of other issues e.g. planning, car free approach, alternative forms of sustainable transport e.g. electric powered vehicles, cycling and walking.	The council already participates in many activities such as school travel planning, road safety week, walk to school week etc, and promotes national campaigns locally where resources permits. Nationally, the government regularly runs awareness campaigns covering the whole areas of environmental concerns.
CPRE Wiltshire Branch A radical approach is necessary if climate change is to be mitigated. Save money by not building new roads/bypasses	Comments noted.

or doing all the work of preparing to build them. Table 2 How would a Wiltshire Traffic control centre help and how much would it cost? What is the meaning of "hypothecate". Does it mean "Use"	Depending on its exact nature, a Wiltshire Traffic Control Centre would help the council monitor and control traffic on its highway network. Hypothecation refers to the allocation of revenue collected from a particular source for expenditure on another particular activity.
Elected councillor I would just about support: The 'Established Approach' because private cars will be the predominant mode of transport for the foreseeable future anyway no matter what is written so central and local government will just have to deal with the reality as it comes!! If you support the 'Radical Approach', how does the council pay for some of the suggested measures (e.g. significant public transport enhancements) without damaging the local economy (e.g. by having to impose high parking charges)? I would not support the radical approach even if Hades froze over *and it can't really until we go back to the Global Cooling theory of the 1950's and 60's - latterly termed global dimming – still our fault of course (airborne particulates this time) – the signs could be there for the next government tax hike to prevent a new Ice Age!* Have we omitted anything significant from the three approaches? Yes you have omitted one thing 'commercially viable' sustainable transport from the 'Established Approach.' This would improve our financial position.	Comments noted.

Question 7 – Should any of the three current accessibility priorities (health; education, skills and training; and the Tisbury area) be identified for continuing action? If not, what other, if any, accessibility themes and/or areas in Wiltshire should be prioritised?	
Chairman of Community Partnership – Pewsey Add Pewsey Community Area which is predominantly rural and expand the Connect 2 Wiltshire service.	The role of C2W services will be considered as part of the council's forthcoming review of Passenger Transport**.**
Melksham without Parish Council Yes – more local accessibility to basic health care, such as MIU service and professional job training for young people and local graduates. Priority given to setting up a Wiltshire University.	Absence of a higher education establishment is a historic skills issue for Wiltshire. Wiltshire Council is working alongside partners to expand higher education provision in the county. Partners have recently made a bid to New University Challenge Funding for the establishment of a university presence in south Wiltshire. Wiltshire Council is also working with partners to develop the Wiltshire Potential Programme (a major element of the Action For Wiltshire response to addressing the negative impacts of the recession) to provide new

	opportunities for developing the potential of Wiltshire's young people.
Calne Area Transport Accessibility to all public services and needs should be prioritised through a wider choice of more variable and integrated transport modes. Joining up cycle paths to schools and transport hubs, ensuring bus and train timetables integrate and respond to public need, have quality toilet facilities at all hubs, offer cycle lockups everywhere the public congregate, have real-time information at transport hubs along with cafe facilities. **Make public transport an attractive and reliable alternative to the car.**	These are the sort of things that could be considered if commitment and funding were available to pursue a more 'radical' approach. There would, however, need to be a step change in the availability and frequency of public transport, coupled with disincentives to car use, to make public transport an attractive alternative for the majority of trips in a rural / small town context.
Campaign for Better Transport – Salisbury We aren't provided with the information to enable us to judge whether continuing action on the three current accessibility priorities makes sense. It is not entirely clear why the Tisbury area should be singled out for special treatment. It is suggested that the current accessibility priorities need to be reviewed as part of the community planning process to be led by the new Area Boards and Partnerships. However one county-wide theme which would be worth prioritising is that of transport interchanges, particularly focusing on how bus/train interchanges can be improved and also looking at walking/cycling routes to bus/train stations and cycle parking facilities at interchanges.	Unfortunately, the constraints of producing a succinct Issues Paper meant that not all the background information could be included. As stated in section 6.2 of the Issues Paper, the Tisbury area was identified as a priority following a strategic accessibility assessment, the details of which are included in the LTP2. An audit of interchanges was carried out

	by the council several years ago and has been used to improve facilities at many interchange locations. This could be re-visited to provide a new list of possible schemes. However, the main barrier to bus / rail interchange is probably the difficulty of achieving co-ordination of relatively infrequent services without making the bus service unattractive to other users and this is more difficult to address.
Campaign for Better Transport – Bristol and Bath Area The context of this question is unclear. Certainly access in rural Wiltshire is generally poor and community transport essential to give access to those without a car. Is the place for this kind of specific policy?	Community transport is an essential component of the public transport strategy and was singled out in the accessibility strategy as a 'hook' for seeking external funding through the former Rural Transport Partnership / DART Partnership.
Corsham Station Campaign Why is Tisbury mentioned - when Corsham is equally well known for its MoD involvement – The Basil Hill developers, Laing, wished to be able to take forward the reopening of Corsham Station in order to fulfil their aim for theirs to be a sustainable development in travel terms?	Rail policy including new stations will be appraised during the development of LTP3.

WCC's proposal for the developers to provide funding for four sets of traffic lights is a bad joke and abomination in the eyes of those living in Neston and Corsham. A typical act who believes engineering and fripperies to be the answer to all ills. We believe the current accessibility priorities need to be reviewed as part of the community planning process and be led by the aspirations of the new Area Boards and Partnerships.	These proposals are the subject of current local public consultation. Comments noted.
Dorset resident What other areas should be included? I do not understand where these priorities came from or why Tisbury should be singled out. There are some county wide themes which should be included that require joined up thinking. For example transport interchanges. Where can I safely park my bike if I catch the bus or train?	Comments noted. As stated in section 6.2 of the Issues Paper, the Tisbury area was identified as a priority following a strategic accessibility assessment, the details of which are included in the LTP2.
Westlea Housing Education, skills and training should be identified for continuing action.	Comments noted.
CPRE Wiltshire Branch Continue the improvements to public transport so it is made an attractive alternative to the car.	Comments noted.
Elected councillor Yes, if this can be done at minimum cost to the council taxpayer.	Comments noted.
Question 8 – What do you think are the main barriers to accessing essential services and facilities in Wiltshire?	
Chairman of Community Partnership – Pewsey Very poor access to some aspect of the health service. Public transport links to the rail service.	Comments noted.
Melksham without Parish Council Poor attitude and lack of real partnership between local businesses and the community at large.	Wiltshire Council is funding full time

	manager posts for the three private sector led Local Economic Partnerships (LEPs). LEP Managers are required to work in close liaison with Community Area Managers and Economic Development officers based locally to ensure better through connection.
Campaign for Better Transport – Salisbury The closure of rural facilities such as shops, pubs & schools. The provision of leisure, sports and cultural facilities in larger centres, which require rural residents to travel to reach them, coupled with the lack of Sunday and late night bus services to enable people to take advantage of such facilities.	Comments noted. The Best Value Review of Passenger Transport in 2006 also identified lack of Sunday and evening buses as a key issue, but improvements would be expensive and funding is currently not available.
Campaign for Better Transport – Bristol and Bath Area **(a)** The location of essential services in locations out of town or on the fringe of towns. **(b)** The location of services in places which have limited public transport connections or have public transport services to only to a limited number of destination. **(c)** Lack of frequency and quality of public transport connections. **(d)** Public transport that closes down at 5.30 or 6.00 pm. **(e)** Public transport that doesn't start early enough for people in rural areas to get to early hospital appointments to jobs that start early.	Agree that all of these are important barriers to accessing key services, and demonstrate that a successful strategy will need to tackle both the availability and cost of transport and also the locations of important services.

(f) Cost of public transport.	
(g) Lack of inter-village and inter-urban cycle routes.	During the preparation of LTP1, cycle networks were developed for all towns in Wiltshire with a population over 10,000. The focus for implementation during the LTP1/2 period has been these town cycle networks, although several inter-urban routes, such as the Bradford-on-Avon to Trowbridge and Tidworth to Ludgershall cycleways, were delivered. As part of the development of LTP3, Wiltshire Council is reviewing its policies on cycling and the funding priority that cycling is given. The role of rural cycleways will be explored at that time.
(h) Lack of coordination of health care provision and accessibility issues across boundaries.	The council sought to work with the Primary Care Trust (PCT) through its 'Pathways to Change' process and supports the Connect 2 RUH Hopper.

(i) Closure of local shops, pubs and post offices.	Comments noted. Although planning policies can seek to control the change of use of village services to alternative uses it is not always possible for viability reasons to prevent their closure.
(j) Employment areas on out-of-town business parks which have no frequent bus service right into the employment area (not just to the gate).	Comments noted. In planning for future employment areas, the council can seek to ensure that employment areas are easily accessible by public transport.
Corsham Station Campaign Locally the speed of traffic affects the ability of parents to accept the idea of their offspring cycling independently and if the cost of car parking is to be increased, then it would be a good idea to proffer the local bus service free – not only to those whose who are retired, but also young people and students. Those working within a town should, perhaps, be offered a set of parking spaces at a yearly charge, countywide.	Free or reduced fares could be offered for young people and students, but would require significant funding – particularly if (unlike the current OAP scheme) free travel were permitted at peak times and this resulted in extra buses having to be provided. A review of the LTP1 Parking Plan will be undertaken as part of the development of LTP3 and will be set within the context of the RSS and the LDF.

Dorset resident The continued decline of rural facilities is a problem but also the fact that bus services only run 9-5 is probably a bigger issue. With there being no public transport out of office hours rural residents, in particular, are unable to access the urban centres for work, education, entertainment and so on.	Comments noted. Most areas have a service that runs 8-6 to their nearest town and provides access to work / education at these times. Agree that lack of earlier / later services limits flexibility of access, but ability to expand services is constrained by funding.
Westlea Housing Lack of affordable, regular transport in isolated rural areas.	Comments noted. Although 50% of rural households live within 800m of an hourly bus service, accept that there are many destinations and facilities that are difficult to access for those without a car.
Elected councillor The PCTs intransigence and Planning Policy Constraints are the main barriers (Comment: on the other hand the Police have gone a long way to help accessibility in reopening a number of enquiry offices – good on the new Chief Constable who actually listened to what the people want)	Comments noted.
Question 9 – Should the maintenance of existing infrastructure take precedence over the building of new infrastructure?	
Chairman of Community Partnership – Pewsey Yes to a much greater degree, especially the maintenance of road surfaces.	Better road surface conditions require higher levels of expenditure on road maintenance.
Wiltshire resident	

Yes	Comments noted.
Melksham without Parish Council	
Yes, we already have far too many roads in Wiltshire. The more you build the worse traffic congestion becomes.	Comments noted.
Public sector employee	
Yes	Comments noted.
Calne Area Transport	
New infrastructure must be considered as the priority issue when dealing with new housing or employment development.   Existing infrastructure, in urban areas and urban fringe, should be maintained and upgraded to fit new criteria (improved and safer cycling and walking to work provision, stronger traffic management (PSV routes only, peak hour access only) Rural roads should be maintained in a way which discourages their use as rat runs and short cuts, and offers to safety to non-motorised users.

New infrastructure should be funded through s106 if related to development. Existing infrastructure needs to be assessed with a view to more precise use. (freight v private cars). | At present the council avoids widening rural minor roads so as to avoid encouraging their use, but this causes problems of verge over run by passing vehicles.

Given future likely public sector cuts in spending, any new infrastructure will increasingly be funded through development funding such as S106 payments. |
Campaign for Better Transport – Salisbury	
Yes. See also comments under Q6 d above, re 'presumption against new road building'.	Comments noted.
Campaign for Better Transport – Bristol and Bath Area	
This depends what we are talking about – new stations, bus stations and interchanges are a priority, but not new road infrastructure. One cannot be "mode agnostic" to use the current DfT lingo.	Comments noted.

Corsham Station Campaign As mentioned in our preamble, this question was answered very clearly in 1998, by those participating in that Consultation. The only new infrastructure which they favoured at that time was the construction of dedicated cycle ways to link towns and villages – obviously allowing those on the periphery of towns to enjoy easy access to schools, surgeries, stations, and central shopping areas.	Comments noted.
Natural England There are two maintenance issues which we believe need to be addressed in particular. Highways are responsible for a significant amount of sediment reaching rivers in Wiltshire (either a pathway for runoff, or as a source for example due to verge erosion), including sites designated as of European importance (Special Areas of Conservation). This is contributing to a unfavourable ecological condition. Regard will need to be taken of this when undertaking the Habitats Regulation Assessment of this plan. In the LTP2 progress report 2008, it reports that target LB8 "Proportion of total length of footpaths and other rights of way which were easy to use" was missed, with 71% meeting the condition compared to the 2007/08 target of 80%. Natural England would like to see the LTP 3 adopting a much more stringent target than 80% adopted for future years, with an ultimate target of 95% in the medium term, and resources dedicated to delivering this target. We believe this would be a cost effective way of delivering across all the objectives of the plan.	This will be considered as part of the Strategic Environmental Assessment/Habitats Regulation Assessment of the LTP3. The target (LB 8) was deliberately ambitious, however analysis of the survey results shows that around 80% of the sampled paths are free of any significant obstruction or difficulties and that it is the council's ability to provide and maintain signposts at the junctions where paths meet metalled roads that is unfortunately letting down the overall figure. The council is taking action to improve upon this aspect, but with such an extensive

network of paths (over 6150km), the rapid replacement of signposts that become damaged or go missing altogether will always present the council with a challenge.

With regard to the suggestion that the council's ultimate target in the medium term should be 95%, with the current dedication of resources to meet the target, this is not considered to be a realistic expectation; the rights of way network in Wiltshire is simply too extensive for the council to keep on top of all the ongoing but ever-changing maintenance and new problems that arise, even if substantial additional resources were to become available. Wiltshire also has a higher proportion of bridleways, restricted byways and especially byways open to all traffic that are heavily used by motor vehicles, so that the costs of maintenance are higher than in many other counties. A target of

	85% of paths that are easy to use and follow is in itself ambitious but is what the council is striving towards, and is likely to be the best that can be achieved in the medium and possibly the long term.
Westlea Housing There needs to be a balance with health and safety issues taking a priority. The cost of lives should always be considered as the utmost priority i.e. road safety of pedestrians and drivers and their passengers.	Comments noted.
CPRE Wiltshire Branch Yes. Some of Wiltshire's B and C roads are badly in need of resurfacing.	Comments noted.
Elected councillor Yes it should but new infrastructure is needed much more than politically correct access themes, nebulous climate change 'tackling' and interfering in peoples' lives on healthy living, delving into bins etc etc.	Comments noted.
Question 10 – Should street lighting be removed or turned off in order to reduce climate change emissions and reduce operating costs?	
Chairman of Community Partnership – Pewsey Yes particularly during the small hours, e.g. excessive lighting on roundabouts which are left on all night, suggest turn off from 2300 to 0600.	Consideration is being given to part night lighting and reduced lighting levels to reduce carbon emissions and energy costs. However, safety considerations may mean that lighting at roundabouts

	continues to be required.
Wiltshire resident	
To some extent Yes	Comments noted.
Melksham without Parish Council	
Yes – would support a partial street lighting turn off, especially along major roads leading into towns.	Consideration is being given to part night lighting and reduced lighting levels to reduce carbon emissions and energy costs. However, safety considerations may mean that lighting at roundabouts continues to be required.
Wiltshire resident	
Yes – or at least reduced in some areas – light pollution!	Consideration is being given to part night lighting and reduced lighting levels to reduce carbon emissions and energy costs. However, safety considerations may mean that lighting at roundabouts continues to be required.
Elected councillor	
Much more effective reduction in CO_2 if promote the use of public transport (do not switch off lights - safety & crime aspects).	Consideration is being given to part night lighting and reduced lighting levels to reduce carbon emissions and energy costs. However, public safety considerations may mean that lighting

	may still be required at some locations.
Calne Area Transport Wherever possible street lighting should be reduced. Street lighting and road lighting on urban fringes, in villages with major roads bisecting them or on their edges, should be reduced in a controlled manner with a view to elimination where they would now no longer be accepted under planning permissions. Light pollution is now a Statutory Nuisance as well as leading to Night Blight and excessive energy use. Examples where lighting would now not be sought, and should be removed or reduced: A4 Avenue La Fleche Chippenham A4 between Calne and Cherhill A4 at Pewsham Way A365 Caen Hill	Consideration is being given to part night lighting and reduced lighting levels to reduce carbon emissions and energy costs. However, safety considerations may mean that lighting at roundabouts continues to be required.
Campaign for Better Transport – Salisbury Yes. Consideration could also be given to more sophisticated systems being trialled elsewhere – e.g. in Germany - whereby lights can be switched on by using a mobile phone.	Consideration is being given to part night lighting and reduced lighting levels to reduce carbon emissions and energy costs. However, safety considerations may mean that lighting at roundabouts continues to be required.
Campaign for Better Transport – Bristol and Bath Area One needs to ask the local community on these matters – it will depend on the neighbourhood and safety considerations.	Comments noted.

Corsham Station Campaign An excellent possibility which should be trialled but with the ongoing replacement of worn lighting columns, consideration should also be given to photovoltaic/solar systems.	Solar powered bollards have been installed in some areas.
Dorset resident Yes, street lights should be turned off. There must be technology available, especially in rural areas where lights are not needed for much of the time, to switch off lights when not needed. As predicted the lights in our street shine between midnight and 6am when not a soul ventures out on foot. Most houses also have powerful security light which should be addressed when inappropriate and of a danger to road users.	Consideration is being given to part night lighting and reduced lighting levels to reduce carbon emissions and energy costs. However, safety considerations may mean that lighting at roundabouts continues to be required.
Natural England Reducing street lighting can have benefits other than reduced climate change emissions and reduced operating cost. In rural areas in particular it can be of benefit to biodiversity (in particular bats), and enhance the rural landscape (reduction in light pollution).	Consideration is being given to part night lighting and reduced lighting levels to reduce carbon emissions and energy costs. However, safety considerations may mean that lighting at roundabouts continues to be required.
Westlea Housing Where the local community agrees street lighting should be reduced to reduce climate change emissions and reduce costs, however, safety should never be compromised.	Consideration is being given to part night lighting and reduced lighting levels to reduce carbon emissions and energy costs. However, safety considerations may mean that some lighting continues to be required.

CPRE Wiltshire Branch Yes, where safe to do so.	Consideration is being given to part night lighting and reduced lighting levels to reduce carbon emissions and energy costs. However, safety considerations may mean that some lighting continues to be required.
Elected councillor My answer: NO, the realities of public and road safety should be the priorities here. The first point is pathetic tokenism at its worst based on a very poor, but high spin 'King Canute' theory of climatic cause and effect. Cost reduction is always worth considering but not at the expense of public safety.	Comments noted.
Question 11 – What revisions to the existing freight policies should be made? What other policies should be considered (e.g. on satellite navigation systems, on break-bulk interchange facilities, or the promotion of HGV route network to drivers etc)?	
Chairman of Community Partnership – Pewsey Actively promote a policy to send HGV's along a road accepted/authorised freight routes and prevent them using unsuitable country roads except for deliveries. Negotiate with the Sat Nav industry to stop HGV's from using unsuitable roads. Carefully control the HGV routes in and out of new distribution points, e.g. the one at Amesbury	The former County Council produced an advisory freight map in 2003 to inform both industry and drivers of the preferred through routes for HGV's within Wiltshire. This map will be updated in the Freight Strategy for the forthcoming LTP3. The term 'control' can only be applicable where a restriction such as a traffic order is in place and can be enforced. HGV's

	are still required to enable local deliveries on local roads.

The council is actively involved with regional partners, in seeking solutions to HGV routing and satellite navigation issues. |
| **Wiltshire resident**
Improved signage in urban areas for all roads traffic, particularly freight. | Comments noted. |
| **Melksham without Parish Council**
The council fully supports the recycling of waste using rail as a means of distribution. Make more use of local rail to move freight around the county.

Waste incineration should be moved by rail from Westbury to Slough.

The government provides "Freight Facilities Grants". Wiltshire Council needs to be far more proactive in applying for such grants so that more freight can be moved by rail. | The council acknowledges the advantages that can be found by transferring road to rail, however, the interest in this concept has been marginal, particularly within the current economic climate.

Waste incineration is from Salisbury. The business case for Westbury intermodal freight terminal is not strong.

Without the generated interest from localised industry, seeking FFG prior to |

	any agreement would be premature.
Wiltshire resident Encourage as much freight as possible to use rail – or even canal/river instead of road.	Current LTP policies seek to encourage and support the use of rail freight, indeed freight moved by rail has increased nationally. However, the current financial climate has made further progress on this aspiration particularly difficult. Waterway freight movements are restricted by the nature of the canal network and economic restraints.
Elected councillor Ban HGV's from any country lanes and work with GPS providers to ensure they do not direct along unsuitable roads.	HGV's may have a legitimate reason for being on a country lane. (servicing local businesses, household deliveries, etc). The council is actively involved with regional partners, in seeking solutions to HGV routing and satellite navigation issues.
Calne Area Transport Promotion of HGV routes to distributors and companies. Discussions with different companies based on industrial estates to establish patterns of delivery times and location of	The council will update its advisory freight map as part of LTP3. The council would have limited influence

delivery origins or destinations. Seek to establish times and routes of deliveries which have least impact on the non-HGV roads. Work through Chamber of Commerce, and Area Boards.	in commercial factors and business practice. However, dialogue will be sought to investigate further.
Enter into discussion with the rail companies and start joint working.	The council will actively encourage rail representation on the FQP.
Campaign for Better Transport – Salisbury There seems increasing evidence of HGV's using inappropriate routes (e.g. Lower Road through Lower Bemerton in Salisbury) because they are following Sat Nav guidance. If WC are able to play any part in ensuring that routes which are inappropriate for HGV's could be fed into Sat Nav systems used by HGV's that would clearly be advantageous.	The council is actively involved with regional partners, in seeking solutions to HGV routing and satellite navigation issues.
Campaign for Better Transport – Bristol and Bath Area The main revisions to freight policy are those to coincide with regional policy – see Regional Spatial Strategy Key Diagram. We are most concerned that many people do not realise that Wiltshire has elicited support from Bath for the Westbury Bypass by signing an agreement implying that they will not object to the re-direction of HGV traffic down the A4 and A350 once this is built. This has been done without community consultation and should not feature in LTP3.	The agreed position between the Wiltshire (County) Council and Bath and North East Somerset Council was included in Wiltshire's LTP2 which was subject to public consultation.
We are aware that Bath and other places are adopting the idea of smaller lorries to carry goods from depots to lessen the impact of HGV's on urban areas. Rather than try to expand the road network, this is surely the way forward for Wiltshire.	Break-bulk schemes will be considered as part of the LTP3 options generation and appraisal process.
Corsham Station Campaign **a)** There seems increasing evidence of HGV's using inappropriate routes – Colerne, Shockerwick lanes, because of	The council is actively involved with

HGV Sat Nav guidance. WC should ensure that inappropriate routes are removed from all HGV Sat Nav systems.	regional partners, in seeking solutions to HGV routing and satellite navigation issues.
b) Ensure the planning system insists that all new business development has sufficient space <u>on site</u> for HGV's to wait until their slot for delivery becomes available. We believe it is negligent for a Planning Authority not to ensure the goods inward/outward facility has the capacity to allow an HGV to await his turn <u>off the road network</u>.	Each application will need to be assessed on its merits. It may not be viable or reasonable to require all new business developments to have sufficient space on site for HGVs. However, the planning system seeks to prevent these problems occurring when assessing the transport implications of any proposal and is able to control the delivery hours for HGVs to a site.
c) The Excel system operated on the outskirts of Bristol should be investigated to judge whether a similar operation could serve both major and satellite towns in Wiltshire.	Break-bulk schemes will be considered as part of the LTP3 options generation and appraisal process.
d) The County has in the past widened the access to narrow lanes which creates a totally wrong impression on the driver of an HGV, who reasonably assumes it is an indication that the lane can accommodate them along the whole of its length. In our view the entrance to a lane at its junction with a major road should be fashioned in such a way as **to indicate its width at its narrowest point.**	This would result in safety implications at junctions.

Dorset resident Any input into information provided by Sat Nav in Wiltshire would be of benefit as HGV's are increasingly led along most unsuitable routes due to faulty information causing chaos and damage to rural lanes and losing working time for HGV drivers.	The council is actively involved with regional partners, in seeking solutions to HGV routing and satellite navigation issues.
CPRE Wiltshire Branch Support for the freight policies. These could be extended to include policies re satellite navigation systems so inappropriate roads are not used and the HGV network is promoted to drivers.	Policies for the use and legislation of 'sat nav' units would be at a national level. The council intends to update its advisory freight map as part of the LTP3 process.
Elected councillor Concentrate policy more on increasing rail freight with local distribution by smaller road vehicles. Work towards moving much more freight away from roads to relieve congestion, reduce the need for road maintenance and Improve the quality of air and reduce the level of noise pollution in some areas.	Comments noted.
Question 12 – Given the difficulties in progressing rail freight policies and the fact that most freight movements in Wiltshire are by road, should the freight strategy be reoriented to focus more on road freight or should rail policies be more aggressively pursued?	
Chairman of Community Partnership – Pewsey Pursue the movement of freight by rail more vigorously.	Comments noted.
Wiltshire resident Pursue rail more assertively.	Comments noted.
Melksham without Parish Council Rail policies should be more aggressively pursued.	Comments noted.

Wiltshire resident Definitely re-focus on rail for freight.	Comments noted.
Wiltshire resident Rail freight policies need to be more aggressively pursued.	Comments noted.
Elected councillor A4 should not go into Chippenham. Also significant congestion from M4 to Morrisons roundabout.	Comments noted.
Calne Area Transport Rail policies should be more aggressively pursued.	Comments noted.
Campaign for Better Transport – Salisbury Rail policies should be more aggressively pursued.	Comments noted.
Campaign for Better Transport – Bristol and Bath Area A really concerted effort to work on small rail freight terminals Swedish-style needs to be pursued for the future.	Comments noted.
Corsham Station Campaign The freight depot in the Structure Plan at Westbury Station should be supplemented by the smaller depots (Swedish style) as indicated in the Parkman Rail Report commissioned by WCC in the late 1990s.	Comments noted.
Dorset resident Rail freight should be pursued much more vigorously.	Comments noted.
Westlea Housing Freight drivers and employers should ensure HGV's use appropriate roads so congestion is kept to a minimum.	The former County Council produced an advisory freight map in 2003 to inform both industry and drivers of the preferred through routes for HGV's within Wiltshire. This map will be updated in the Freight

	Strategy for the forthcoming LTP3.
CPRE Wiltshire Branch The freight strategy should not be re-orientated to focus more on road freight. Rail policies should be more aggressively pursued.	Comments noted.
Elected councillor Rail freight should be pursued as aggressively as possible to relieve congestion, reduce public nuisance and minimise the inconvenience it causes to people driving, walking and cycling. 'Rail for freight – Road for cars' – a realistic and logical approach. It would help air quality and could even help 'tackle' so called 'man-made climate change' theory (if it really needed to).	Comments noted.
Question 13 – Are traffic delays, disruption and congestion a significant problem in Wiltshire? If they are, where and when do problems occur, and what measures do you favour to tackle them (e.g. more junction capacity, better provision of travel information, better co-ordination of streetworks/events/incidents etc)?	
Chairman of Community Partnership – Pewsey Not persistently in this area, i.e. Pewsey Vale	Comments noted.
Melksham without Parish Council Traffic delays and disruption should be tackled by provision of more and cheaper public transport which is free for workers 7.00am to 9.00am and 4.00pm to 6.00pm.	Comments noted.
Wiltshire resident Some town gridlock during rush hours. Improve road layout, traffic management and critically examine capacity when planning applications are made. Devizes is a prime example!	Comments noted.
Calne Area Transport Only in town centres. Better information through web information, library desks and town councils would help.	Comments noted.

The solution lies in sorting out the circulation systems in the towns, and giving priority to alternative travel. Once it is seen that alternative travel modes are faster and less stressful (integrated) a modal shift will occur which addresses the delay and congestion problem.	
Campaign for Better Transport – Salisbury It is often noted in Salisbury that the most significant traffic congestion occurs during school term times. School green travel plans should be pursued more rigorously. The increase in out of town shopping developments also causes congestion – for example in Salisbury the congestion on Southampton Road is almost exclusively due to people going shopping.	It is a current requirement that all schools have a travel plan in place. Comments noted. Transport implications of development proposals are addressed when planning applications are considered. Planning policy seeks to ensure that out of town developments are accessible by alternative modes of travel to the private car.
Campaign for Better Transport – Bristol and Bath Area Other authorities are making sure that any junction improvements aren't really designed with bus priority – this should be in Wiltshire's policies.	Comments noted.
Corsham Station Campaign Yes – and increasingly so. Obviously, the most significant traffic congestion occurs during term time, although it has to be said that school holidays also mean that entire families are often somewhere else creating mayhem with their cars, not on the school run in Wiltshire! Green Travel Plans for schools, towns and areas of employment should be pursued more vigorously with children and their parents. Perhaps they could be encouraged to produce their own weekly "tree" – each leaf coloured as to the mode of transport used to access school. Perhaps the County could also encourage parents to deliver their children to another family living closer to their school, so that is where the parent parks and then	It is a current requirement that all schools have a travel plan in place. Objectives to promote sustainable travel are developed by the school and include initiatives from pupils and parents.

share the "walk" to school from that point.	
Dorset resident Traffic delays are largely caused by school traffic – it is a joy to travel around during school holidays here. Public schools should be targeted along with state schools to provide green school travel policies. Accidents are also common at public school entrances.	These issues are assessed during the development of School Travel Plans. Any role out to include public schools will be considered as part of the development of LTP3.
In Salisbury the traffic signals also contribute to traffic congestion by not having variable time available for different times of day. St Marks roundabout was a problem but I have not studies this for some time now.	All traffic signals in Salisbury are part of a linked Urban Traffic Control system which constantly monitors traffic conditions throughout the day and adjusts the signal timings to suit demand.
Westlea Housing Traffic delays are a significant problem in district hotspots. Road signage should be clear, reviewed and refreshed regularly in order to make sure routes are clearly signposted, followed with regular enforcement.	It is a current requirement that all schools have a travel plan in place.
CPRE Wiltshire Branch Traffic delays should be tackled by management as suggested. The aim to improve journey time reliability on key routes should be deleted. It is inconsistent with the need to tackle climate change, to promote greater equality of opportunity and for sustainable transport.	The council has to seek to address all the government's DaSTS goals and improving journey time reliability on key routes is important if Wiltshire is to have a vibrant and resilient economy.

Elected councillor Not really a problem in West Wilts, North Wilts and Kennet. Little experience of Salisbury but on my way to Southampton via Salisbury, I experience only minor delay. Bath (out of area, I know) is dreadful so I avoid it like the plague. It seems that the more paranoia about having to concentrate everything on a few towns and keeping existing buildings, the more difficult the traffic problems. There is so much unused land in Wiltshire, why not think more widely about out of town shopping complexes (I know this is heresy but logic and dogmatic mindsets have been in conflict throughout history)? If they are, where and when do these problems occur, and what measures do you favour to tackle them (e.g. more junction capacity, better provision of travel information, better co-ordination of street works/events/incidents etc)? More junction capacity and use of more land to ease projected problems of congestion etc.	National planning policy seeks to protect the vitality and viability of town centres by only allowing new out of town shopping developments if certain tests can be met. It is not just a case of there being land available.
Question 14 – Should the priority given to users on the road reflect the local setting of the road in question (e.g. town centres and residential streets, pedestrians and cyclists would be given priority over motor vehicles)?	
Wiltshire resident Yes	Comments noted
Melksham without Parish Council Yes pedestrians and cyclists should have priority over motor vehicles. More cycle lock ups in towns.	Comments noted
Calne Area Transport In town centres, large village centres and residential streets the roads should give priority to PSV's, cyclists and pedestrians. Road markings should be removed and pavements widened. In Bruges motorised vehicles have to give way to cycles and pedestrians in the town centre.	Comments noted. Road markings and widened pavements can only be removed / altered where infrastructure, safety and public acceptance permits. A significant

	scoping study / consultation would be required.
Campaign for Better Transport – Salisbury We support giving priority to pedestrians and cyclists in town centres and residential streets. Consideration should be given to the removal of traffic signs and markings in town centres and a 'shared space' approach, as promoted by Ben Hamilton-Baillie and others.	Comments noted
In rural areas too minor roads with low traffic flows should wherever possible be places which are made as safe as possible for shared use by walkers, cyclists, horse riders and motorised users, with traffic speeds kept low.	Projects such as 'Quite Lanes' have been introduced in some areas.
Campaign for Better Transport – Bristol and Bath Area Yes in theory, although there will be times when this is impossible and the two must co-exist. Regional policy is for the re-allocation of road space in SSCT's to public transport. LTP3 polices need to make this idea explicit.	Comments noted.
Corsham Station Campaign We support giving priority to pedestrians and cyclists in towns and larger villages and would also welcome the removal of traffic signage, etc. in town centres - the 'shared space' approach, promoted by Ben Hamilton-Baillie, has proved to be successful on the Continent so why not here. Crewkerne Civic Society members have over the past year carried out an audit of street clutter – which included signage and parking notices. Their last newsletter recorded a total of 50 poles and signs removed from the street scene – and no incidence of accidents being more prevalent!	Comments noted
Dorset resident Priority should always be given to the safety of the most vulnerable. In housing developments for instance walking and cycling must be the priority – that means providing direct routes as well as using shared space sustainably. Any new development should have the layout plan underpinned by safety and easy access for pedestrians and cyclists as number one priority.	The council works with developers to ensure that all new development is designed to be as safe, accessible and sustainable as possible by all modes. As

	such, new developments will have integral cycle and walking routes within them as well as linkages to neighbouring developments. Shared-space areas will be considered where it is appropriate.
Using green tarmac to resurface quiet rural roads would identify the priority of road users there – an economical way of designating priority without littering the countryside with signs which are overgrown by vegetation or simply ignored.	Coloured surfacing are more expensive that traditional materials and with existing budgets, this is unlikely to be a realistic alternative in most cases.
Westlea Housing Priority for road users should be given to the majority of pedestrians to ensure street scenes are safe and sustainable. Priority signage should be clear and enforceable.	Comments noted Agreed.
CPRE Wiltshire Branch Yes priority should be given to users on a road to reflect the local setting, e.g. pedestrians and cyclists should be given priority in town centres.	Comments noted
Elected councillor NO - this solution could be worse than the problem as the majority drive and such priority measures for cyclists etc could cause the congestion which we wish to avoid. Moving HGV road freight to rail could help though.	Comments noted.

Question 15 – Given Wiltshire's predominantly rural nature and the need to support local businesses, do you think it is appropriate to increase demand management (e.g. parking standards and charges) and traffic management measures (e.g. on-street parking) in Chippenham , Salisbury, Trowbridge and other large market towns to help encourage the use of sustainable transport modes?	
Chairman of Community Partnership – Pewsey Any proposed changes to parking policy must be agreed with the applicable parish/town council who understand the effect on the local economy and businesses.	It is likely that the review of the LTP1 Parking Plan, to be undertaken as part of the development of LTP3, will be presented to the Area Boards.
Wiltshire resident Yes	Comments noted.
Melksham without Parish Council High parking charges in small market towns such as Melksham just reduce the town's viability. Provide more free edge of town parking.	Comments noted.
Calne Area Transport Parking standards for Wiltshire should reflect the RSS. The present assumption of 1.5 or 2 cars per new household is unsustainable and acts against efforts to encourage a move to alternative travel. Parking charges should rise, with shorter visits being the cheap option. (20 min free and then a steep climb to a high charge) Off street parking should be encouraged in new developments by means of shared parking spaces.	A review of the LTP1 Parking Plan will be undertaken as part of the development of LTP3 and will be set within the context of the RSS and the LDF.
Campaign for Better Transport – Salisbury Wiltshire is in fact becoming an increasingly urban county and presumption that the rural communities must continue to rely on the private car does nothing to support the minority who live in rural areas without having access to the car. See	The latest Department for Environment, Food and Rural Affairs local authority

also comments under Q6 (Demand and Traffic Management) above.	classification continues to categorise Wiltshire as 'predominantly rural'. While there is no presumption that rural communities must rely on the private car, the largely rural setting of Wiltshire and the dispersed nature of accessibility problems does present a challenging context. Nevertheless, the council does support bus services and community/voluntary transport schemes to provide people in rural areas with access opportunities to essential services and facilities.
Campaign for Better Transport – Bristol and Bath Area <u>We would question whether Wiltshire is in fact predominantly rural</u>. Western Wiltshire is increasingly suburban, for example. Although we would support demand management in larger towns, once again we re-iterate our concern that the spatial pattern of development at the periphery of towns with its continued emphasis on lots of parking, wide distributor roads, easy access onto the primary route network and so on, which needs curtailing as part of the "demand management" programme. Thus, the approach has to be multi-pronged: 1) limit parking in new housing estates and out-of-town employment, retail etc. 2) manage access onto the primary route network 3) place demand management measures in town 4) invest in	Comments noted. The latest Department for Environment, Food and Rural Affairs local authority classification continues to categorise Wiltshire, including western Wiltshire, as 'predominantly rural'. Good master planning and design of mixed use urban extensions on the periphery of town can address the issues raised. A review of the LTP1 Parking Plan will be

town centre regeneration, pavement improvements, building renovation and new development 5) add public transport interchanges and modern vehicles and high frequency to the equation. We do not see demand management as threatening to businesses in towns per se, but if planning permission is given for large supermarkets and retail parks on the fringe with cheap and ample parking, then of course town centres will decline.	undertaken as part of the development of LTP3 and will be set within the context of the RSS and the LDF.
Corsham Station Campaign We believe it is disingenuous to claim that Wiltshire is predominantly rural in nature when we all know the County is split – the east being predominantly rural whilst the west is predominantly urban in nature – the towns having grown substantially in size, as have the adjacent villages. Indeed, in the early Nineties Alan Chaplin, Forward Planning Officer for NWDC, reminded the membership of the Civic Society that although we might like to think we lived in a rural area, we were in fact increasingly urban in nature! Eighteen years on this is ever more true – and the reason we require the County to overcome their "highways" mentality and look to implement the latest – February 2009 – rail infrastructure funding offer from government and support financially our long-standing, well documented, campaign for local access to rail services – a station at Corsham. It is our understanding that Network Rail is presently undertaking engineering work at Thingley Junction which longer term would accommodate the return of the late-lamented, well used, Bristol/Oxford service. Oxfordshire CC are busy	Although the towns have grown in size and parts of Wiltshire may be perceived as more urban than others, overall much of Wiltshire is still considered to be rural in nature. The latest Department for Environment, Food and Rural Affairs local authority classification continues to categorise Wiltshire, including western Wiltshire, as 'predominantly rural'. A number of opportunities exist for co-operation with other local authorities or other organisations. The emerging LTP should accommodate this.

pressing ahead with their aim to extend rail access to Bedford and beyond. It is possible, therefore, that Wiltshire County, were it to adopt a different approach to transport provision, could work with both the WoEP and Oxfordshire and bring to fruition a new regional service to link east and west without the necessity of travelling through London. The whole question is chicken and egg – one needs to put good alternative travel choices in place before introducing higher parking charges. We would agree that there should be a standard charge across the county, apart from medical centres, surgeries, etc.	Comments noted.
Dorset resident Rural road users could be reduced if public transport provision was increased – the presumption that cars must be used is only encouraging time and money to be spent, needlessly, on cars and parking. Parking charges are important in persuading modal shift of course and must be considered. What evidence have you that any of the retail centres mentioned require us to access them by car? The problem locally is people driving to work (9-5 i.e. those that could use existing public transport) take up on road and free car parking spaces thus preventing shoppers using those spaces when they want to shop in the High Street or collect heavy packages. Out of town stores have more to do with the loss of locally distinctive retail outlets than lack of parking spaces however plus the increasing use of the Internet by those who are unwilling or unable to travel. A large percentage of the rural population do not have access to a car and should not be forgotten.	While there is no presumption that rural communities must rely on the private car, the largely rural setting of Wiltshire and the dispersed nature of accessibility problems does present a challenging context. Nevertheless, the council does support bus services and community/voluntary transport schemes to provide people in rural areas with access opportunities to essential services and facilities.
Westlea Housing There is always a difficult balance to be struck between car parking and sustainability. Westlea residents tell us it is a growing problem however measures to improve car parking are expensive and have a low impact therefore radical measures such as on street parking restrictions for local residents only and promotion of alternative forms of transport.	Comments noted.

CPRE Wiltshire Branch It is appropriate to increase demand management in large towns and market towns.	Comments noted.
Elected councillor NO – cut the majority motorist some slack!!! More out-of-town supermarkets could be helpful here with improved parking facilities in towns.	Comments noted. Planning policy does not preclude out of town supermarkets where certain tests are met including whether there is a need for the development and it would not have an adverse impact on the town centre. Having adequate car parking facilities in town centres are acknowledged as contributing towards maintaining the vitality and viability of town centres. Nevertheless, in order to promote sustainable development, accommodate new growth and address capacity issues in the road network alternative modes of travel need to be encouraged.

Question 16 – Should commuters and/or shoppers be particularly encouraged to use sustainable transport modes by the introduction of higher parking charges?	
Chairman of Community Partnership – Pewsey No, free or low cost parking essential for local economy, social engineering unnecessary. Commuters/shoppers should be encouraged to use public transport by the provision of suitable links to railheads.	The question this raises is how could the council encourage enough people to use public transport to make it viable if parking is free or low cost?
Wiltshire resident Yes	Comments noted.
Melksham without Parish Council Wiltshire Council cannot introduce higher parking charges where public transport is being reduced.	The council will set its review of the LTP1 Parking Plan within the context of the emerging RTS which states in policy RTS3 that parking charges should "Reflect the availability of alternative more sustainable travel modes".
Wiltshire resident Car-parking charges should be increased to encourage the use of alternatives and pay for more-sustainable transport.	Comments noted.
Elected councillor More parking to be provided at stations to encourage use of long distance rail services.	Parking at railway stations will be considered as part of the review of the LTP1 Parking Plan. However, it should be noted that while increased parking at railway stations can encourage modal

	shift, at the same time it can lead to some unintended consequences (e.g. people changing their location decisions).
Calne Area Transport Yes, in conjunction with shopper home delivery systems being encouraged. (Taxi/Buses could deliver shopping as well as passengers)	The role of councils' in home shopping is generally one of providing the right conditions for the services to develop. Comments noted.
Campaign for Better Transport – Salisbury Yes. In Salisbury there also needs to be a reduction of the parking spaces provided in the City Centre to encourage the use of Park & Ride.	The council is developing a transport strategy for Salisbury that will form part of LTP3 and will seek to facilitate the implementation of the LDF.
Campaign for Better Transport – Bristol and Bath Area Yes, but this will only work if public transport is elevated to higher standards with modern low floor vehicles and buses that frequent and run into the evening for late shopping and working.	Comments noted.
Corsham Station Campaign Yes, but with the proviso in answer to Question 15 in mind. If sustainable choices are increased, by whatever means, then parking charges could be increased as there would be a realistic alternative. Another possibility would be an in-depth discussion with those working in the retail and office areas of a town to see whether an equivalent to a school bus/shared taxi would meet their needs.	The council will set its review of the LTP1 Parking Plan within the context of the emerging RTS which states in policy RTS3 that parking charges should "Reflect the availability of alternative more sustainable travel modes".

Dorset resident **YES.** See above. Green travel plans for all retail outlets and offices are required. Car clubs also should be encouraged.	Travel Plans are required as part of a Supplementary Planning Document the council operates, and where new residential developments are capable of hosting car clubs, these are considered.
Westlea Housing It would be a good idea to encourage parking in local shopping schemes whereby local shops are both promoted and supported. Higher car park charges may result in some shoppers using shops less. Pilot ideas are useful to test the water.	Comments noted.
CPRE Wiltshire Branch Commuters are already encouraged to use sustainable transport modes. This should also apply to shoppers. Increasingly shops deliver.	Comments noted.
Elected councillor NO – that's not encouragement it's 'Robin Hood' syndrome – rob the majority to give to the minority – I suggest that unfair approach is not for many, except car driving hypocrites.	Comments noted.

Question 17 – With a limited budget to support public transport services, how can the council best respond to continuing above- inflation cost increases? For instance, should funding for public transport services be prioritised over other council services (with possible adverse impacts on delivery)? Should parking charges be increased to provide financial support for public transport (with possible adverse impacts on retail centres)? Or should we accept that public transport services will have to be reduced further? If you think it should be the latter, where should these reductions be made?	
Chairman of Community Partnership – Pewsey Strongly disagree that parking charges should be raised or increased to the detriment of the local economy. Are there no other areas where savings can be made to assist with the provision of public transport, for instance the £15m annual savings from unification?	One of the goals of the council's Corporate Plan is to 'Deliver high quality, low cost, customer focused services'; a number of actions sit under this goal.
Wiltshire resident Parking charges should be used to finance public transport.	Comments noted.
Melksham without Parish Council Funding for public transport should be prioritised. Money should not be made from higher parking charges but from a decrease in bureaucracy and spending on road schemes.	One of the goals of the council's Corporate Plan is to 'Deliver high quality, low cost, customer focused services'; a number of actions sit under this goal.
Calne Area Transport Public transport should be properly subsidised to encourage operators to widen their timetables. If public transport does not grow, many people in Wiltshire will be disenfranchised and be unable to access other council services. Adverse comment on parking charges will pass, as did comment on new waste collection systems. If communities are to be sustainable public transport has to improve in parallel with tighter town centre restrictions in order to deliver customers to the retail centres as efficiently and conveniently as the use of a car has done for 40 years.	Comments noted.

Campaign for Better Transport – Salisbury Parking charges should be increased to help support public transport services – on a county and country-wide basis.	Comments noted.
Campaign for Better Transport – Bristol and Bath Area This is an area where we feel Wiltshire needs to get consultancy in. Public transport simply has to increase in quality and has to link better with land use. The financing of this arrangement is certainly possible and others have done it, but it needs expert advice and planning.	Comments noted.
Corsham Station Campaign The County's budget would not be so limited were it to forgo its quest for new roads and its Western Wiltshire "Unsustainable" Transport Strategy. Were those gone, then much engineer time and therefore funding would be available for many innovative uses.	Comments noted.
Dorset resident Parking charges can help but more importantly if officer time was devoted to public transport rather than continually planning new roads we could see some real difference coming forward. WCC's public transport and school transport officers always appear to be treated as the poor relation and yet have good ideas to assist us in reaching a one planet solution.	The council spends a considerable amount of money on supporting public transport and has recently commissioned a Passenger Transport Review that will feed into the development of LTP3.
Westlea Housing There needs to be an appropriate balance and the needs of rural communities and those with special needs i.e. young, old and disable not forgotten.	Comments noted.
CPRE Wiltshire Branch With an increase of 20% in modal shift to buses, this trend should be allowed to continue. Public transport should be prioritised, and this should include resurfacing roads used for bus routes where this is necessary.	Improved road maintenance standards would require additional expenditure, or would be at the expense of other roads which could result in safety implications. At present, road safety is the priority

	because of the duty of the highway authority.
Elected councillor Make severe cuts to achieve commercially viable service provision level and look to the voluntary/charity sector to fill gaps. For instance, should funding for public transport be prioritised over other council services (with possible adverse impacts on delivery)? Definitely NOT – most people need services such as garbage collection, verge trimming and street cleaning etc but the majority doesn't need buses. Should parking charges be increased to provide financial support for public transport (with possible adverse impacts on retail centres)? NO this would be disastrous and lack public support. Or should we accept that public transport services will have to be reduced further? YES, most definitely – if they are not commercially viable cut them further until they are. Encourage voluntary organisations to help fill the gap. If you think it should be the latter, where should these reductions be made? My answer: wherever the bus service is poorest utilised – financial loss list needed to cut out the largest loss makers first.	Comments noted.
Question 18 – How can the council best deal with the dispersed pattern of passenger demand which makes delivering good public transport access so difficult to achieve? Or should this situation be accepted as inevitable in a predominantly rural area like Wiltshire and resources found to deliver more flexible, specialised, community and/or voluntary transport for those who need access?	
Chairman of Community Partnership – Pewsey Accept the nature of providing public transport in what is a difficult rural area and continue with a flexible approach (Connect 2) which has achieved a great deal, albeit at a price.	Comments noted.

Wiltshire resident	
Provide bicycle parking at bus stops. Get the "real time" bus information system working properly. Improve bus information by providing better training and management. Pressurise bus management to improve their act. Visit other areas to get ideas for improvement. Liaise with tourism.	Comments noted.
Melksham without Parish Council	
Provide free public transport to and from work.	Comments noted, but see earlier comment about legality of the council providing free travel.
Calne Area Transport	
This is a very negative question. Delivering public transport should not be difficult to achieve if the accompanying car reduction measures are also delivered. This is not just a rural issue, although the rural areas suffer most. Urban and rural are interlinked. Flexible, specialised services are needed to service the rural areas taxis and buses both community owned and operated or private operator owned. The voluntary sector can only achieve with support and funding from the council. Area Boards need to have the powers to consult and recommend solutions to local problems, but be supported in these solutions. Should Wiltshire Council be pressing government to look at the strange fuel subsidy scheme that penalises demand responsive buses and taxis?	Comments noted.
Campaign for Better Transport – Salisbury	
Consideration should be given to a range of different community transport options depending on the needs of the local community.	Comments noted.
Campaign for Better Transport – Bristol and Bath Area	
As previously explained, Wiltshire is not predominantly rural. Urban and suburban areas need entirely different transport solutions than truly rural parts of the county. Where the county is of a rural nature, indeed community transport and voluntary car schemes are essential. Research is still needed as to how to serve rural communities with transport to	The latest Department for Environment, Food and Rural Affairs local authority classification continues to categorise

access shops, services and social needs, but this is a separate issue from how to grow Trowbridge, Chippenham, Salisbury, Melksham, Corsham, Amesbury and many other places sustainably.	Wiltshire as 'predominantly rural'. Delivery of public transport and community/voluntary services will be considered as part of the 'Review of Passenger Transport Services in Wiltshire which the council has recently commissioned. The sustainable growth of Wiltshire's communities will be largely considered by the emerging LDF.
Corsham Station Campaign Across the whole county, it is necessary to get the message across that everyone has to make changes to their lifestyle and "needs" – as most of our late 20th Century needs are not truly that necessary. It could also be a good thing for the County to assess the cost and hold "free weeks" of sustainable travel options. This may help to remove the concept that bus travel, say, is "difficult" or "unpleasant" or that cycling is dangerous – once the dedicated lane is in place. Arriving at one's destination without the problem of parking the car could become a new experience for many and may prove an option longer term. The cost of a week's trial might prove worthwhile. In the east of the County consideration should be given to a range of different community transport options, depending on needs. To the west it should be possible to change the mindset of people, particularly as the message sinks in that NOT to change is unacceptable.	Comments noted.
Dorset resident Ask the public? Remind the vocal few of limited resources. Completely stop putting car drivers first and seek to improve existing services – a successful hourly service should be built upon before instigating new services. Community schemes should be just that – by the community, for the community it serves and should not compete with commercial service provision.	Comments noted.

CPRE Wiltshire Branch	
The Connect 2 buses in Pewsey/Calne work well.	Comments noted.
Elected councillor	
The council cannot achieve this. Never attempt the impossible – waste of resources	Comments noted.
Or should this situation be accepted as inevitable in a predominately rural area like Wiltshire and resources found to deliver more flexible, specialised, community and/or voluntary transport for those who need access?	
YES – the voluntary sector is definitely the way forward here.	
Question 19 - Should priority be given to public transport services which provide essential access for people without private transport, or to services which will attract car users so as to help reduce congestion, pollution and climate change emissions? The council's existing public transport strategy seeks to achieve a balance between these two aims – is the balance right?	
Wiltshire resident	
Most important – public transport (is) essential to small villages. This is more important to us than climate change. Great Britain has little effect on this. Bus usage has increased by large percentage, i.e. Service 91 and connections.	Comments noted.
Melksham without Parish Council	
Priority should be given to both. Generally if there were to be cheaper public transport, it would attract both car users and those without other forms of transport.	Comments noted.
Calne Area Transport	
At present public transport does not provide a response to all essential services for anyone. There are no weekend service in many areas, no evening services similarly, and connections with popular trains frequently fail to match. The balance does not match, and in order to persuade people that there are alternatives to the car a far greater investment	Comments noted. The present services reflect a balance between the objectives of access and sustainability, but

needs to be made in public transport and alternatives to the car.	constrained by availability of resources.
Campaign for Better Transport – Salisbury A balance is needed between the two aims.	Comments noted.
Campaign for Better Transport – Bristol and Bath Area Good quality frequent public transport accrues ridership from all sections of the community and this is what we need to aim for. All too often in Wiltshire buses are designed to be used by only the old, the poor and the needy. A high quality network of urban buses needs for our SSCT's and related settlements needs to be specified closely with operators and developers, and tied into rail, shopping centres, hospitals and schools to the point where car-drivers are also tempted to use public transport. Other notes: • Rail: always popular, faster than buses. Essential to look ahead to open more railway stations (Corsham, White Horse Business Park, Wootton Bassett, etc.) and develop the Trans Wilts Line through Melksham. Rail gets good ridership and, integrated with high quality buses, achieved modal shift door to door. • If you put on low quality buses then the only people who will use them are the old, the poor and the needy. • Low floor is essential for mothers with buggies, the old and the disabled. A Western Wiltshire Oyster card (!) might be useful in the future to get people using public transport.	Comments noted.
Corsham Station Campaign If the second option is concentrated upon, then it will improve the situation for the first category of people. Studies show that many disabled people fail to maximise on a trip to town – they tend to leave their home and complete one "need" only, perhaps due to the difficulty of achieving more, or experience has lowered their expectations. The costs of	Comments noted. National car share groups do have plenty

owning a car should be well documented and the benefits of joining a Car Club maximised. Get those who have joined to write of their experience and the blessings and savings which they have noticed.	of examples that can be used to showcase these benefits.
Dorset resident There needs to be a balance between the two however there needs to be a step change in service provision as it is severely limited in this area.	Comments noted.
CPRE Wiltshire Branch Ideally public transport services should provide access for people without cars and it should attract people out of their cars. It seems both aims should be followed. Once people start using the buses they find the benefits of not having to find a parking space.	Comments noted.
Elected councillor NO – in general people use their cars for convenience. They will not be persuaded to wait for a bus when they have an air-conditioned car sitting on the drive. With daft, hopefully amended, government and district planning policies they often suffer inadequate driveways for their cars in the first place and hence have to park cars on the road. The council's existing public transport strategy seeks to achieve a balance between these two aims – is the balance right? NO – too many empty and near empty buses in many places. This needs addressing as explained before. If a bus route does not pay its way, clip it out. I believe that psychologically some people are brainwashed into believing cars are anti-social in some way. This does not stop them using their cars or SUVs, they just think the rest of us should not use ours, hence my reference to hypocrisy in this context.	Comments noted.

Question 20 – Which of the following road users do you consider the most vulnerable? :	
car drivers **motorcyclists** **cyclists; or** **pedestrians** **Which require the highest priority in terms of road safety training and education?**	
Chairman of Community Partnership – Pewsey	
Car drivers and motorcyclists.	Comments noted.
Melksham without Parish Council	
In rural areas cyclists are most vulnerable because no provision is made for them on A or B routes. We need WC to provide proper cycle routes co cyclists can travel safely from village to town or village to village.	During the preparation of LTP1 cycle networks were developed for all towns in Wiltshire with a population over 10,000. The focus for implementation during the LTP1/2 period has been these town cycle networks, although several inter-urban routes, such as the Bradford-on-Avon to Trowbridge and Tidworth to Ludgershall cycleways, were delivered. As part of the development of LTP3 Wiltshire Council is reviewing its policies on cycling and the funding priority that cycling is given. The role rural cycleways will be explored at that time.

	Comments noted.
Get colleges and schools more involved with road safety training and education.	
Public sector employee	
Cyclists	Comments noted.
Calne Area Transport	
We cannot imagine how cyclists and pedestrians could be compared to car drivers and motorcyclists in terms of vulnerability and safety. It tends to be cars and motorcyclists which cause the damage.	More car and motorcyclists are killed or seriously injured on Wiltshire's roads.
Campaign for Better Transport – Salisbury	
A recent National Audit Office report confirms that the most vulnerable road users are cyclists, pedestrians and motorcyclists. Fatalities per 100 million passenger kilometres, average 1997-2006 for each of the groups identified is: Motorcyclists 11.144 Pedestrians 4.421 Cyclists 3.404 Car drivers 0.269 There is plenty of advice in the NAO report regarding how safety can be improved particularly for the environmentally friendly modes of walking & cycling. Among them the conclusion (p.7 of report) that "*Research has shown that some measures are effective in reducing the incidence and severity of casualties among pedestrians and cyclists. For example, 20 miles per hour zones in urban areas that is enforced by physical measures such as road humps can reduce accidents involving pedestrians by 63 per cent and cyclists by 29 per cent.*"	Comments noted.
Corsham Station Campaign	
The latter two would appear to us to be the most vulnerable, particularly as walking or cycling on country lanes as the present speed limit allows a car or motorbike to round a corner and come upon them in seconds. Therefore, it would	Comments noted.

seem the first two categories are the ones who require educating – perhaps by putting them on a bicycle or shank's pony to experience the situation for themselves.	
Dorset resident Cyclists, pedestrians and motorcyclists are most vulnerable. Road and junction layout are important (as is verge cutting at junctions) to improve visibility. Car drivers need the most education as they are responsible for the most injuries and fatalities. Killing speed is the most effective measure at reducing the severity of injuries.	Comments noted.
Westlea Housing Pedestrians followed by car drivers are the most vulnerable and should be targeted as such, especially in accident hotspots.	Comments noted.
CPRE Wiltshire Branch Cyclists seem the most vulnerable. Many motor cycle accidents seem to be caused by going too fast.	Comments noted.
Elected councillor In fatality and serious injury terms – motorcyclists. Which require the highest priority in terms of road safety training and education? Cyclists should have to pass a test.	Comments noted.
Question 21 – Should road safety publicity campaigns be based on national campaigns or should they be more Wiltshire focused? What are they key road safety messages for Wiltshire (e.g. drink driving, speeding etc)?	
Chairman of Community Partnership – Pewsey Reduce speeding and correct poor driving on Wiltshire roads.	Comments noted.
Melksham without Parish Council Publicity campaigns should focus on using public transport, or car sharing.	Comments noted.
Public sector employee Wiltshire focused	Comments noted.

Calne Area Transport They should be both, but emphasis the difference in road safety terms between cyclists and pedestrians and car users. Most safety publicity seems to slant all it's message on car related offences and issues.	Comments noted.
Campaign for Better Transport – Salisbury It is suggested that the cause of road accidents in Wiltshire should be analysed to establish whether there are particular messages which need to be given publicity. There are definitely specific stretches of road in the county with a bad accident record where there should be warnings reminding motorists of the potential fatal consequences of speeding & overtaking without a clear view of the road ahead.	Comments noted.
Corsham Station Campaign Most accident reports which appear in the local press point to excess speed being the main cause of road accidents. See comment above. The use of flashing road signage and the introduction of red carpet "30 or 40 mph max" signs prior to junctions with lane junctions would also reduce accidents. The fault often lies with the driver on the main road whose approach to the junction is too fast and the driver/cyclist/pedestrian emerging from the side road does not have a chance to safely cross his path.	Comments noted.
Dorset resident Data for Wiltshire should be analysed. It is interesting to note the high number of serious road traffic incidents on stretches of road recently "improved" by WCC. Unfortunately you cannot legislate for idiots and many will continue to drive cars not realising that these are lethal weapons so incidents will never be wiped out.	Comments noted.
Westlea Housing National campaigns reflect the greater public concerns however these should be flexible where necessary to prevent accidents and injury to life.	Comments noted.

CPRE Wiltshire Branch Support for Wiltshire road safety campaigns especially for schools. Which offences are the most numerous? Perhaps these are the ones to target.	Comments noted.
Elected Councillor National campaigns – road safety messages as national campaigns	Comments noted.
Question 22 – Speed enforcement through the use of fixed and mobile cameras is well established in Wiltshire. Do you consider that their use should be extended or complemented with other measures such as variable message type speed warning signs?	
Chairman of Community Partnership – Pewsey Compliment these measures with the addition of considerably more traffic police.	Comments noted.
Melksham without Parish Council Use more mobile cameras if necessary. There are already too many signs everywhere. The plethora of signs uses up resources which could be better allocated to cycle ways. More signs do not necessarily lead to less speeding.	Comments noted.
Public sector employee Extended to include VA warning signs.	Comments noted.
Elected councillor Locals and police to work together to monitor speed in villages using local volunteers. (As done in Somerset)	Comments noted.
Calne Area Transport Use average speed camera zones as well as a lowered average speed on all roads. Variable speeds along a single road are confusing, easy to miss and lead to stop/start driving. Engineering methods to lower speeds generally are preferred.	Comments noted.

Campaign for Better Transport – Bristol and Bath Area Many roads in Wiltshire do not have speed enforcement cameras – surely we are well behind many other authorities in this aspect (e.g. the A350 and A361). In general our members support speed cameras at accident black-spots but also believe much more could be made of speed-responsive signs and warnings.	Comments noted.
Corsham Station Campaign As stated in responses above, we favour variable message speed, or junction, warning signs. However, where local people have reported constant excess speed within a limited area, then the use of a mobile camera would be supported.	Comments noted.
Dorset resident Cluttering the countryside with signs is unlikely to make any difference. Perhaps the practice of putting black life-sized figures in strategic places (as is common in other countries) to signify where people have died might have more impact. A large proportion of the population have the reading age of a small child or do not read English at all.	Comments noted.
Westlea Housing The measures should be extended to include more hotspots and other areas to raise awareness and increase the profile of road safety.	Comments noted.
CPRE Wiltshire Branch Variable message speed warning signs do seem to be effective.	Comments noted.
Elected councillor That is a very poorly framed question and an example of not providing the scope to give one's actual views. A more inclusive question set would be: a) Should the use of fixed speed cameras be increased, kept as they are, reduced or eliminated (as they were in Swindon) in Wiltshire - Eliminated' as in Swindon. *b) Should the use of mobile speed cameras be kept as they are, increased, reduced or eliminated in Wiltshire?* :	Comments noted.

Reduced and only operated by police officers *c) Should other measures compliment speed camera operation?* YES - flashing signs to warn the motorist when exceeding the speed limit especially near schools, old folks homes etc.	
Question 23 – What 'smarter choices' marketing and promotional campaign methods can best inform people about sustainable travel (e.g. fun days, local support of national campaigns, mail drops, roadside boards, radio adverts, car park ticket adverts, etc)? And which messages can best promote 'smarter choices' (e.g. costs savings, health benefits, accessibility improvements, reduced social exclusion etc)?	
Melksham without Parish Council If, as WC says, there is a shortage of resources, do not use them on smarter choices marketing ploys. Use resources for actual pubic transport improvements. It is pointless telling people to get on their bikes or use trains for work if there are no cycle ways or the local station only has two trains per day! School Travel Plans should be made compulsory and more pressure be put on schools to enforce them.	Comments noted. Smarter choices will be considered alongside a wide range of other options during the development of LTP3. Comments noted.
Public sector employee National campaigns, road side boards', health benefits and cost savings.	Comments noted.
Calne Area Transport All those listed in first paragraph with accessibility improvements, health benefits and the advantage of sustainable travel with regard to climate change/rising fuel costs/less congestion rage.	Comments noted.
Campaign for Better Transport – Salisbury The 'smarter choices' message could also include the idea that one is behaving more responsibly by choosing a transport mode which results in lower CO2 emissions. Overall sustainability messages about the level of consumption per head and the notion that we should each be attempting to live within a 'one planet' footprint need to be much more	Comments noted. Can be considered as part of the Climate Change Strategy.

widely spread and understood by the public. This is a wider issue than purely transport choices.	
Campaign for Better Transport – Bristol and Bath Area Many people do not know what public transport is available from their home. Leaflets and timetables could be sent out, customised for recipients by post code. Practical information is perhaps more useful than simply telling people that they should change. Swipe cards for travelling on buses issued to people occupying new housing estates would be an incentive, as would be "Oyster Card" like travel cards for residents in an area.	Personalised travel planning is considered as part of residential and business travel plans
Corsham Station Campaign The 'smarter choices' message could also include the idea that one is behaving more responsibly by choosing a transport mode which results in lower CO2 emissions. Overall sustainability messages about the level of consumption per head and the notion that we should each be attempting to live within a 'one planet' footprint need to be much more widely spread and understood by the public. Although a wider issue than purely transport choice, a focus on this subject might help to make people consider the longer term effects of their continuing desire to travel further and more often than necessary in their daily lives – and also when considering choice of school or hospital.	Comments noted. Can be considered as part of the Climate Change Strategy
Dorset resident Advertising on the back of buses or in congested areas might be useful. Promoting lift share, car clubs and public transport as ways of saving money and saving the planet should take priority as we move towards a one planet future.	Comments noted.
CPRE Wiltshire Branch Promotional campaigns can include mail drops and advertisements on buses. Costs savings and health benefits are good messages and no worries about parking.	Comments noted.
Elected councillor None of the above. Wasted effort and council tax payers money. What smarter choice than to climb into a car with one's own music, environment and control over start time and usually journey time and travel from point to point without having to carry shopping, goods etc on and off a bus or train? And which messages can best promote 'smarter choices' (e.g. cost savings, health benefits, accessibility	Comments noted.

improvements, reduced social exclusion etc)? Maybe cost savings for those who are sufficiently marginalised financially to ride a bike. Others who like cycling will cycle anyway. Mostly wasted effort and waste of council taxpayers money.	
Question 24 – Would community car clubs where people pay a fee (typically a membership and time fee) to use a car be a viable option in Wiltshire? If you think they would, where should they be introduced?	
Melksham without Parish Council No definitely not!! Why not encourage local councils, town and parish, to set up "Travel Lists", rather like the "Housing List", so that residents have a place to go locally to find a car-share partner.	The council already has www.carsharewiltshire.com to do this.
Public sector employee Yes	Comments noted.
Calne Area Transport In the major towns as pilots. In these there would be sufficient local employment or interesting retail opportunities to encourage people to travel from one town to another for work, meetings, shopping etc.	The council already has www.carsharewiltshire.com to do this.
Campaign for Better Transport – Salisbury There already is a successful car share club (HOURCARS) in Salisbury – which has been operating for some years with limited support from the County Council (some start-up assistance from the Travelwise service) and some help from the former District Council (provision of a car-parking space in central car park). There is clearly scope for the further development of car clubs across the county – not just in the urban areas (where they could be a planning requirement in otherwise car-free housing developments) but also in smaller communities.	Comments noted.
Corsham Station Campaign There is scope for the development of car clubs in each town in the county – not just in the urban areas (where they could be a planning requirement in otherwise car-free housing developments) but also could have relevance in smaller communities.	The council does consider car clubs as part of the planning system.
Dorset resident There is scope in both urban and rural communities.	Comments noted.

CPRE Wiltshire Branch Car clubs would be viable in the large towns e.g. Chippenham, Trowbridge Salisbury. They might also work in Marlborough, Wootton Bassett, Westbury and other towns.	Comments noted.
Elected councillor NO - I don't think they would. It's too constraining for the vast majority. You can buy an old used car for less than £300 and use it when you like until it falls apart. If fees and costs were very low, it may be an option for a few. Many car clubs failed even around London when I worked in that place.	Comments noted.
Question 25 - As it is expensive to implement, should the council just use personalised travel planning in appropriate new developments? If you think it should also be established housing area, where is the best place to set-up a pilot scheme?	
Melksham without Parish Council Wiltshire Council should get local councils involved in travel planning so that it can be implemented fully.	There are currently insufficient resources to achieve this, although it could possibly be explored through the Area Boards process.
Public sector employee Developer contributions for new developments but more work is needed to support existing businesses with travel plans required.	The council currently lacks the resources to achieve this although it has produced guidance for businesses to develop travel plans.
Calne Area Transport It should be used in established housing areas as well as new developments. In older longer established estates where car dependency was built in to the lay-outs by developers.	Comments noted.

Corsham Station Campaign	
How successful has this been south of Gloucester? Depending on its success, then it should be trialled in Wiltshire.	Comments noted. Due to significant resources, it is understood that good progress has been made in Gloucester.
Dorset resident	
Trowbridge – home of the road builders.	Comments noted.
CPRE Wiltshire Branch	
What is meant by personalised travel planning and customised sustainable travel information?	Basically it is informing individuals how to get to their most frequent destinations by means other than a car.
Elected councillor	
Personalised travel plans are up to persons if they want them. No need for councils to get involved or spend any money on them.	Comments noted.
Question 26 – Do you think it is right that the council is proposing to prepare a two-wheeler strategy which sets out policies and objectives for cycles, motorbikes, mopeds and scooters? Or should we develop separate cycle and powered-two wheeler strategies?	
Chairman of Community Partnership – Pewsey	
Have separate cycle and powered-two wheeled strategies.	Comments noted.
Wiltshire resident	
Separate.	Comments noted.
Melksham without Parish Council	
Yes	Comments noted.
Sustrans	
Transport represents over a quarter of the UK's carbon emissions so priority has to be given to action here if climate	Comments noted.

change is to be tackled. Sustrans does consider supporting economic growth an important factor in transport policy but the response is intended to emphasise the impact on economic growth of not adopting transport plans which seek to reduce the impact of climate change, peak oil and the obesity crisis, all of which will have a major impact on economic growth. Based on the evidence of the Stern Review on the Economics of Climate Change (2006) Sustrans argues that only the radical approach will enable Wiltshire to sustain economic growth into the future. We note the proposed "two wheeler" strategy and would advise against formulating a strategy intended to cover both powered and non-powered two wheelers. In our experience the needs and behaviour of both types of road user are very different and cannot be covered by the same set strategy.	
Public sector employee Separate cycle strategy is best.	Comments noted.
Wiltshire resident Bicycles need separate consideration from powered two-wheelers. Cycles are environmentally-friendly, quiet and healthy; motorcycling is noisy and dangerous to all.	Comments noted.
Wiltshire resident Develop a separate policy for cycles, as their needs are totally different to motorbikes, mopeds and scooters. Relating to cycles, ensure continuity of routes, make them easy to use, well signed and safe.	Comments noted.
Wiltshire resident There needs to be a separate cycle strategy, it should not be combined with a strategy for Powered Two Wheelers (PTWs). PTWs are dangerous to themselves and others & polluting & they are not a 'green' alternative to the car. Cycling on the other hand is a healthy and environmentally friendly means of travel, much more needs to be done to support this mode across the county, not just in urban areas.	Comments noted.
Calne Area Transport Cycles should have a separate strategy to motor powered two wheelers. The principles of use are entirely different. Motor powered two wheelers cannot travel on bridleways/footpaths which cycles can.	Comments noted.

Campaign for Better Transport – Salisbury	Comments noted.
We do **not** believe that powered two-wheelers should be dealt with in the same strategy as cycles. Motorcyclists, like cyclists, are vulnerable road users (see accident figures quoted under Q20) and there are a number of issues where the two groups have interests in common. For instance, both groups are concerned about drivers who fail to see them, poorly maintained road surfaces and sudden road narrowings (which create conflict between two and four wheeled vehicles).	
However, Salisbury Campaign for Better Transport support the CTC (Cyclists' Touring Club) view there is a distinction between policies to improve motorcyclists' safety (which we feel should be supported) and those which would lead to increased use of motorcycles (which we do not believe can be justified). We quote from the CTC website on the matter: "*We believe that, in addition to the risks which motorcycles and other Powered Two Wheelers (PTWs) pose to their riders, policy decisions in relation to motorcycling also need to reflect the threat which motorcycling poses to other road users and to the environment. PTWs are:*	
• ***Dangerous to themselves and to others.*** *Motorcyclists place not only themselves at risk, but they are also disproportionately hazardous to pedestrians' and cyclists' safety as well. Per mile travelled, PTWs are about 1.5 as likely as cars to be involved in collisions which cause serious injury to cyclists, twice as likely to be involved in causing them serious injuries and about three times as likely to be involved in killing them.*	
• ***Polluting.*** *Compared with cars per vehicle-km travelled, PTWs emit 11.3 times as much methane, 6.3 times as much carbon monoxide, 9 times as much volatile organic compounds (VOCs other than methane), 7.2 times as much benzene, 12 times as much 1,3 butadeine and 8.2 times as much particulate matter, according to the latest available government figures*. They are also a lot noisier. The Royal Commission on Environmental Pollution stated that "Although motorcycles, mopeds and scooters, take up less road space than cars, we have not received any information*	

that would indicate that they would have an environmental advantage over cars in other respects". • **A threat to pro-cycling policies.** *Encouraging more motorcycle use will undermine efforts to promote cycling, not only because those switching to motorcycling might otherwise have switched to a healthier, safer and cleaner alternative (e.g. cycling) but also by adding to the risk faced by those who do cycle or who might be thinking about doing so."* [*the figures in fact date from 2002 and there are improvements in more modern motorcycles, nevertheless it would still be the case that motorcycling should not be seen as a 'green' alternative] For the above reasons we believe that the issues to be dealt with regarding cyclists and PTW are very largely different, and they should each be dealt with in a separate strategy.	
Corsham Station Campaign We believe there should be separate strategies – not least because cyclists can be aged 7+, whilst many motorcyclists are sixteen – and particularly prone to overzealous use of the throttle having not yet gained sufficient experience or road sense and the responsibilities for other people's lives when they are astride a powered, powerful machine. A visit to A&E (via DVD) could bring home the message that two wheels can be dangerous and excessive speed even more so.	Comments noted.
Dorset resident This is incorrect. Motorcycles do not equate to cycles. They have similar problems with vehicle drivers not seeing them and getting squeezed out when lanes are merged or narrowed but otherwise they cannot be seen as one entity. Motorcycles are nowhere near as environmentally friendly; they contribute to traffic noise and do not provide exercise.	Comments noted.

Westlea Housing So long as the strategy deals with powered and non-powered 2 –wheelers discreetly then there is no reason why the over-arching strategy shouldn't be sufficient.	Comments noted.
CPRE Wiltshire Branch It seems that cycles and powered two wheelers travel at different speeds and use different parts of the road so there should be separate strategies.	Comments noted.
Elected councillor No, I don't think it makes any sense at all except the very small part needed to promote greater safety for this vulnerable minority. Or should we develop separate cycle and powered-two wheeler strategies? I suggest separate strategies, because pedal cycles only increase CO2 emissions when the cyclist breathes heavily and exhales more but that won't count. Got to keep the 'climate change bandwagon rolling', I guess!	Comments noted.
Question 27 – What do you think are the best ways of promoting the benefits of two-wheelers? What measures do you think should be implemented to encourage people to make greater uses of two-wheelers?	
Chairman of Community Partnership – Pewsey Emphasize environmental, health and cost benefits.	Comments noted.
Melksham without Parish Council Make it safer to travel on two wheels by having designated cycle ways, combined with a campaign to get motorists to respect other road users.	Comments noted.
Public sector employee Improved dedicated cycle lanes especially to areas of large employment in rural areas.	Comments noted.
Wiltshire resident Relating to cycles, ensure continuity of routes, make them easy to use, well signed and safe.	Comments noted.
Calne Area Transport	

What is meant by this question...motorised two wheelers, or cycles?	Consultation on this matter has confirmed that separate strategies should be developed for both cycles and powered two wheelers.
Campaign for Better Transport – Salisbury For the safety and environmental reasons given in Q26 above we do not believe that Powered Two Wheelers should be encouraged in the same way as cycling. As regards encouraging the greater use of cycles, we should suggest: • Building coherent and complete cycle networks in the county • Following best practise in cycle infrastructure provision • Ensuring cycle routes are signed • Cycle training (Bikeability) in schools across the County, and provided as a holiday activity for those who want it • Cycle training/refresher courses for adults • Copious cycle parking, including covered cycle parking • Routes to schools, colleges, stations etc being properly developed and marked • Learning from best practise elsewhere, including the six Cycle Demonstration Towns. We would fully support the thrust of the current Early Day Motion 1431 which "*acknowledges the evidence that cyclists gain from safety in numbers, in other words cycling gets safer the more cyclists there are; welcomes the target in the government's draft Road Safety Strategy to halve the risks of cycling within 10 years; believes that this target can best be met by also aiming for substantial increases in cycle use in order to maximise the safety in numbers effect, thereby also benefiting health, communities, the economy and the environment; urges*	Comments noted. During the preparation of LTP1 cycle networks were developed for all towns in Wiltshire with a population over 10,000. The council is now beginning to develop cycle networks for the smaller towns. The council is also planning a review of the existing cycle networks to ensure that they are coherent and deliverable. The council always tries to follow national guidance and best practice on the provision of cycle infrastructure. The council has a current active training programme which could be extended if

that the Road Safety Strategy should tackle the fears which deter people from cycling, such as traffic speeds, irresponsible driving, hostile roads and junctions and lorries; and calls for cycle training to be made available to people of all ages so as to achieve more as well as safer cycling.	additional resources are available. A school infrastructure audit is currently underway. Promotion of cycling is important and mirrors current policy. Resources available are limited and greater investment would be required.
Corsham Station Campaign Having benefited from reading the response of the Salisbury CfBT response, we would not wish to promote the use of two-wheelers, unless this goes hand in hand with written – and continually repeated emailed information – on safety aspects.	Comments noted.
Dorset resident Cycles need designated road space providing direct routes to schools, colleges, retail outlets, hospitals, GP surgeries, libraries etc. Parking that is secure and in highly visible areas (not tucked down an alley to the side of buildings) and in some cases covered parking must be provided.	Comments noted.
Westlea Housing These should be promoted in terms of flexibility, health, sustainability and value for money. Awareness needs to be raised with cost benefit comparisons for all road users. Security of two-wheelers can be a problem which can be addressed via promotion of security measures, security 'marking'. Personal safety awareness can also be raised to promote further safe use.	Comments noted.
CPRE Wiltshire Branch By providing safe routes away from motorised traffic.	Cycle networks are being developed in the majority of Wiltshire's towns. Each

	link of the network is assessed in order to determine the most appropriate cycling infrastructure required to implement the link. As such, in delivering the cycle networks, it is not always necessary to provide segregated cycle routes away from motorised traffic. In addition, in Wiltshire's historic towns it is not always possible to provide segregated cycle facilities and provide all of the cycle links that would constitute a comprehensive and coherent cycle networks.
Elected councillor I believe the choice of answers is again too limited here. There should be an initial question, which asks 'should we be promoting two-wheelers at all?' My answer: No My answer to the actual question: Fewer tyres to buy is the only benefit that comes to mind. Vulnerability to fatal injury, cold weather, hot weather and discomfort would be good 'discouraging' points though.	Comments noted.

Question 28 – Which of the following walking themes do you consider to be most and least important? • **Improving health through regular physical activity – e.g. by encouraging people to walk to school or work.** • **Promoting tourism – e.g. by focusing on 'tourist towns' and recreational walking routes.** • **Reducing greenhouse gas emissions – e.g. by maximising occasions where walking can replace private car journeys.** • **Making walking routes suitable for 'all weathers' and improving rest opportunities.** • **Improving community cohesion and access to local green spaces – e.g. enabling children to have independent access to friends and play areas.**	
Melksham without Parish Council Most important - a) Reducing emissions by maximising occasions for walking instead of car use b) Encouraging people to walk to school or work, c) Community cohesion through improving access to local green spaces. Least important – making routes suitable for all weathers.	Comments noted that all measures are considered important – no "winner". The LTP3 will seek to consider if it is possible to combine tourist routes in rural areas with local access improvements.
Elected councillor Improve 'pavement strategy'. E.g. Kington St Michael is isolated as no footpath on road towards Chippenham which is on corner and up steep hill. Very dangerous for pedestrians.	Comments noted that all measures considered important – no "winner". The LTP3 will seek to consider if it is possible to combine tourist routes in rural areas with local access improvements.
Public sector employee Most important health benefits followed by reducing greenhouse gases.	Comments noted that all measures considered important – no "winner". The

	LTP3 will seek to consider if it is possible to combine tourist routes in rural areas with local access improvements.
Calne Area Transport Most Important - Improving health through regular physical activity - Reducing greenhouse gas emissions – e.g. by maximising occasions where walking can replace private car journeys**.** - Making walking routes suitable for 'all weathers' and improving rest opportunities. - Improving community cohesion and access to local green spaces – e.g. enabling children to have independent access to friends and play areas**.** For the policy which encourages improved street scene and public realm and supports the local economy in market towns.	Comments noted that all measures considered important – no "winner". The LTP3 will seek to consider if it is possible to combine tourist routes in rural areas with local access improvements.
Campaign for Better Transport – Salisbury All the walking themes listed are important, they are all interlinked. Walking should be seen as a form of transport for short journeys to work, school, shops and leisure facilities. Routes to these destinations should be safe, well lit, satisfy 'desire lines' with good crossings points on main roads and suitable for use in all weathers. This would have automatic health benefits and improve community cohesion. Walking routes are as important in small towns and rural villages where residents often have no choice but to use their cars as the narrow roads are dangerous with no pavements. Wiltshire should raise the standard of its rights of way network to capitalise on the increasing popularity of walking as a recreational pursuit, encourage people to visit their local countryside and promote environmental tourism. This would bring economic benefits to rural communities.	Comments noted that all measures considered important – no "winner". The LTP3 will seek to consider if it is possible to combine tourist routes in rural areas with local access improvements. Comments noted.

Campaign for Better Transport – Bristol and Bath Area The latter two are the most important.	Comments noted that all measures
Corsham Station Campaign The first two bullet points both appear to have the benefit of creating new "green" habits and the second, green tourism, would be a win/win situation, bringing in its wake economic activity and also supporting the concept of dedicated inter-town and village cycle ways. So green tourism has our support in first place. The Salisbury Walking Map of which I heard some years ago should be unrolled and copied in all other towns across the County. The last bullet point is exceedingly important and perhaps more parents would allow their children this freedom were local councils encouraged to fund the employment of a reliable Park Keeper, who would not only keep a watchful eye open, but whose presence would make petty vandalism less of a problem.	considered important – no "winner". The LTP3 will seek to consider if it is possible to combine tourist routes in rural areas with local access improvements.
Dorset resident All of these things are important. Walking and cycling should be the top priority and all else should then follow. Safe routes to all community facilities will assist community cohesion, help people to get fit and reduce the need for short vehicle journeys.	
Westlea Housing The most important theme is improving health and the least important is improving community cohesion and access to local green spaces.	Comments noted that all measures considered important – no "winner". The
CPRE Wiltshire Branch Most important: Reducing greenhouse gas emissions. Least important: Promoting tourism and making routes suitable and improving rest opportunities could be combined to make one point.	LTP3 will seek to consider if it is possible to combine tourist routes in rural areas with local access improvements.

Elected councillor	
Promoting tourism may assist most as ordinary people have more time when on holiday. Generally, if people want to walk they will walk; *if they want to drive, cycle, catch a bus, ride on a horse, drive a yak cart or hop round on a pogo stick they will.* Who am I to intrude into their lives – free choice?	Comments noted.
Reducing GHG emissions has to be the least important (except to Green disciples). If there is a bit of (natural) global warming, the couple of degrees increase in the UK, as predicted in 20 years by Nicky Stern's report, it may help as walking is more pleasant for most when it's a little warmer. If only the IPCC's climate models were not as unreliable as governments' economic models, this could be a positive point for climate change and, on average, save UK lives too (lower number of hypothermia victims).	
Question 29 – Do you think that resources to implement walking measures should be concentrated on selected routes/areas in order to achieve the best value for money? Or should resources be directed to achieving a basic minimum standard for pedestrian links to essential facilities?	
Melksham without Parish Council Resources should be directed to all routes to achieve a basic minimum standard of pedestrian links to essential facilities.	It is considered that the responses generally suggest a preference for achieving a basic minimum standard of route (and not the concentration of funds where value is highest – probably the busiest routes).
Calne Area Transport Select routes/areas which offer pedestrian links to essential facilities for a majority of the people from any one community.	
Campaign for Better Transport – Salisbury There should be a basic minimum standard of pedestrian links but much more could be done if funds were transferred from road building to sustainable and healthy modes of transport such as walking and cycling.	
Campaign for Better Transport – Bristol and Bath Area There has to be general emphasis on improving existing pavements and walk-ways so that they area safe, clean and	

pleasant. Town centre regeneration (for example in Trowbridge) is a consideration when it comes to prioritisation of funds.	
Corsham Station Campaign The latter	
Dorset resident Walking can be made safer in the majority of places for very little money. Both rural and urban areas will need some infrastructure.	
Westlea Housing I think resources should be concentrated and if successful rolled out to provide a basic minimum standard. Are there lessons from the pilots that can be used in Wiltshire?	
CPRE Wiltshire Branch There should be a basic minimum standard of pedestrian links to essential facilities. These should have been provided with development. Some areas seem to have benefited more than others up to now. It is noticeable that in old towns there are often many more pedestrian links that in more recent developments.	Comments noted – the permeability of new developments is considered as part of the planning system, usually in conjunction with accessibility planning.
Elected councillor My answer: Just waste as little council tax money on this as possible. If any resources have to be wasted on this then they should achieve best VFM of course. Or should resources be directed to achieving a basic minimum standard of pedestrian links to all essential facilities? My answer: NO – waste of resources.	Comments noted.

Question 30 – Should the highest priority for funding continue to be directed at the area transport strategies for Western Wiltshire (particularly Chippenham and Trowbridge), Salisbury and Devizes? Or should more transport funding be distributed to some of the other areas in Wiltshire (with the implication that the existing high priority area would receive less funding)?	
Chairman of Community Partnership – Pewsey No – those living in East Wiltshire also pay taxes.	Comments noted
Melksham without Parish Council Some areas of Wiltshire should not be unfairly penalised by less funding because they do not have an area-based strategy. Transport funding should be distributed equitably across the country, so that rural areas have a "fair slice of the cake".	The council is reviewing its transport strategies and will endeavour to develop and adopt transport policies and strategies that will be both fair and capable of tackling the transport problems and pressures affecting the county. However, given that the RSS concentrates future growth in the SSCTs of Chippenham, Salisbury and Trowbridge, it is likely that a higher proportion of transport investment will have to be directed to these areas.
Wiltshire resident – Section 4 – I would support option 3 (The Radical Approach) but a) it is a long term approach; b) in the short term option 2 must be considered as the practical response with a view to "3" eventually. Public transport must improve.	Comments noted.
Elected councillor Finance both existing and proposed new schemes – get more money from government!	This seems very unlikely in the near

	future considering the pressures on the government's spending plans.
Calne Area Transport Transport funding should be distributed fairly to all areas where problems are know, and solutions can be found by the communities involved. If this is not the policy then a two tier system will develop with some communities being starved of resources.	Comments noted.
Campaign for Better Transport – Salisbury We do not believe that money directed at the proposed Westbury bypass is well-spent, nor do we support the widening of the A350 at Chippenham which is proposed.	Comments noted.
Campaign for Better Transport – Bristol and Bath Area Currently Trowbridge and Chippenham have been neglected in terms of transport spending as the A350 improvements have taken too much of valuable resource. The area strategies need to be re-visited in light new policy, regional and national, and local aspiration for truly sustainable transport.	The council is reviewing its transport strategies. Given that the RSS concentrates future growth in the SSCTs, including Chippenham and Trowbridge, it is likely that a higher proportion of transport investment will have to be directed to these areas.
Corsham Station Campaign NO NO NO!! How many times do the people of Wiltshire have to say NO! We have answered this question quite clearly in the preceding text. The WWSTS has to be withdrawn and a truly sustainable county wide strategy drafted and adopted. We do not believe that funding should be directed to be spent on one corridor within the county, but more widely in order to bring forward more sustainable travel patterns across the widest possible areas. Each Community Area should examine the statistical information gathered at the last Census and consider whether they believe the travel	The council is reviewing its transport strategies, including the WWSTS, in light of the RSS and RTS which concentrates future growth in the county in the SSCTs of Chippenham, Salisbury and Trowbridge.

patterns remain similar. Each could then discuss how best to introduce change into those travel patterns, whether by a new car club; car share scheme; community bus - or widen the use of the local school bus into the evenings - so that young people can access a film, sports facility or event in a nearby town. Alternatively, extend the concept of the Mobile Library by considering the possibility of a weekly Mobile Post Office, evening drama or music session.	The advent of the Community Area Boards will enable and encourage transport issues to identified and addressed at a community level.
Dorset resident Western Wiltshire? What about the rest of the County? For many years money has been thrown at unsustainable road schemes in Western Wiltshire whilst the rest of the County has to suffer pot holes, blocked culverts and drains, no salt in forecast temperatures of -10c and more… Bypasses in Western Wiltshire must stop. They are not good value for money and will never decrease our CO2.	The council is reviewing its transport strategies, including the WWSTS, in light of the RSS and RTS which concentrates future growth in the county in the SSCTs of Chippenham, Salisbury and Trowbridge.
Westlea Housing The highest priority for funding should continue to be directed at the areas transport strategies with special focus on the SSCT's with lessons learned rolled out, subject to resources being available to some of the other areas in Wiltshire.	Comments noted. The council is indeed reviewing its transport strategies in light of the RSS and RTS which concentrates future growth in the county in the SSCTs of Chippenham, Salisbury and Trowbridge.
CPRE Wiltshire Branch Transport funding should be distributed to areas where it is needed in order to provide sustainable transport. In West Wilts greater use should be made of rail. Priority should not be given; indeed no funding should be given for strategies that will increase car use.	The transport strategies that the council developed for LTP1 all set out to achieve a reduction in traffic growth and promote sustainable transport. The council is now

	reviewing these transport strategies in light of the RSS and RTS which concentrates future growth in the county in the SSCTs of Chippenham, Salisbury and Trowbridge.
Elected councillor The answers you will receive to Q30 will depend where people live. Trowbridge Chippenham, Devizes and Salisbury will say 'Yes' to the first 'No' to the second of course. Should the highest priority for funding continue to be directed at the area transport strategies of Western Wiltshire (particularly Chippenham and Trowbridge), Salisbury and Devizes? My answer: No but if it means other towns like Melksham being exempt from some of the more unacceptable and unrealistic transport policies, then it could be a bonus. Or should more transport funding be distributed to some of the other areas in Wiltshire (with the implication that the existing high priority areas would receive less funding)? My answer: Yes but only for real improvements to life like better roads and realistically re-sized sidewalks (far too wide in many places for the number of people who use them and a bit narrow in other places), improved and cheaper parking facilities (closer to shops top encourage trade) and better located bus shelters (e.g. the illogicality of placing three bus shelters clustered within a few hundred metres on one side of the road and only one opposite on Spa Road in Melksham gave residents the impression that the council had money to burn).	Comments noted.

Summary of comments – general issues	Wiltshire Council response
Wiltshire resident – Great Somerford The country lane outside my house is incredibly dangerous and nothing is being done about it. It is in a 30 mph limit, on a blind corner, no pavement, a shop and pub nearby, only wide enough for one car, school kids walking to school on the road, a 60 mph straight road before it, so most cars are doing 50 mph + , blind access to several houses. A pavement is desperately needed. A lorry has run over the post on the grass verge. This could have been a child. Do something before someone is killed.	Speeding issues are managed through the local community and can be raised at Area Boards. Action can be taken to assess traffic speed and measures such as Community Speed Watch undertaken should the speed be excessive. In addition, established procedures are in place with the Safety Camera Unit to manage speeding issues through enforcement. New pavements and footways are provided from assessing a site arising from a public request supported by the Parish or Town council. In addition, on routes to and from schools improvements can be implemented through our School Travel Planning process. Schools are encouraged to identify improvements that give a positive benefit to children and encourage them to walk and cycle to school.
Enford Parish councillor (Highways) Wiltshire Local Transport Plan 2006/7-2010/11 strategies are not being met due to the constant answer 'lack of funding' and so it goes on! So why make promises on highway issues if they cannot be attained.	In many ways, the LTP2 was a continuation of LTP1's ten-year strategies which were based on a presumption of significantly

	increased levels of transport funding. In the event, while funding levels were generally increased they did not reach the levels required to implement the proposed strategies in full.
Hampshire resident There is virtually no mention to be found in this document of the care that should be taken in spatial and transport planning to be aware of the effects of Wiltshire's (and the South West Region's) actions on neighbouring authorities. Wiltshire planners should not be thinking up to Wiltshire's borders and not beyond. Roads and traffic do not end at the county borders. Section 3 includes the question on "*To support planned growth and ensure that developments provide for their transport requirements and mitigate their traffic impacts*". The overall spatial planning for the County no doubt has this in mind, and it should be right at the top of the priorities, not just for individual developments. Again, neighbouring authorities need careful Wiltshire Policies to protect these from traffic impacts. An example could be developments in south-east Wiltshire traffic routes would mainly cross the New Forest to Southampton to London. There does not appear to be much importance attached to the natural environment. This in particular affects neighbouring authorities. For instance, the first objective is "*to support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns".* Unfortunately it can sometimes be easy to do this by routeing the adverse effects on to the roads and villages of neighbouring authority! There should be a strong policy stating that this must **never** be the case – particularly where the New Forest National Park is concerned, where this is not unknown. Examples can be supplied if you are not aware of these cases.	The need to produce a succinct document meant that not all aspects of transport planning could be included in the Issues Paper. However, council officers do regularly communicate and periodically meet with colleagues from neighbouring authorities, including those from the New Forest and Hampshire areas. The Traffic Management Act requires authorities to facilitate the "…expeditious movement of traffic…" on other authority networks and this is reflected in the council's emerging Network Management Plan. Not supported. The implementation of the Downton/New Forest area-wide weight limit in association with Hampshire County Council demonstrates both successful cross-

	boundary working and the importance Wiltshire Council places on quality of life issues.
Wiltshire resident Q1 section 2 is at least 3 questions, with potentially contradictory policy answers e.g. 'major shows' could include road building and increased traffic generation and no modal shift whereas 'local transport measures' could include a community transport project that would reduce reliance on the car and address social inclusion and access issues especially in rural areas.	Comments noted.
Wiltshire resident Attractiveness rather than punishment must be the basis for any public bus transport development schemes. Low fares and much improved availability instead of punitive car parking charges should be the approach. There must be recognition that there are some needs (probably parts of rural areas) for which the car has to be the best and only reasonable means of transport. Private companies should be invited/encouraged to supply local town bus services for a specific and satellite villages (the Community Partnership Areas) and national bus services used to provide high speed links between towns and cities.	It is likely that the LTP3 will need to be based on both 'carrots' (e.g. improved passenger transport services) and 'sticks' (e.g. increased use of demand management measures) in order to achieve a sustainable transport system. Having said this, the reality is that in a predominately rural area such as Wiltshire, the car will continue to play an important and significant role. All bus services are provided by private companies, either on a commercial basis or under contract to the Council where there is an identified need but the service is not

	commercially viable. All operators have the opportunity to tender for contracted services.
Community Area Boards to be tasked with the development and eventual provision (with funding) of public transport for their Partnership areas. Specifications to be developed and offers invited.	Community Area Boards will be involved in identifying the need for public transport in their area, but in most cases patterns of travel extend beyond a single community area and so co-ordinated planning is needed.
Costings to be based on the provision of a subsidy at the start with the exception that there will be a progressive migration to the full costs being eventually borne by the users.	The experience of funding supported bus services is that, except on the busiest inter urban and city routes, they are rarely able to be self-financing.
Concessionary fares for the elderly to be phased out except for those on Benefit Support.	There is a statutory obligation on authorities to provide concessionary (free) fares for the elderly.
Subject to it being practical large businesses to be encouraged financially to provide their own bus transport for their employees.	Comments noted.
Wherever possible privately owned heritage railways to be assisted to become part of the local transport network.	Comments noted.

The restoration of unused railway track beds to be actively investigated for the installation of light railways.	
Government MPs to be lobbied to: Agree to Road Tax for both cars and lorries being significantly reduced in return for lower annual mileage, or the use of railways in part for transporting heavy goods from point of despatch to destination.	Vehicle tax rates for cars registered after March 2001 are now related to CO2 emissions.
Financially assist the development and introduction of alternatives to the petrol and diesel engine.	The Council provides support for businesses in Wiltshire through its Economic Development Department.
Place more emphasis on restoring town centres, and discouraging out of town shopping unless centres are supported by their own financially viable and attractive public transport system.	Comments noted. Planning policy for Wiltshire at national and local level places emphasis on ensuring the vitality and viability of Wiltshire's town centres. However, it is not always possible to meet all of the communities retail needs in central locations and in such circumstances out of town retail facilities may be appropriate. The importance of having good access by public transport to Wiltshire's town centres is recognised.
Return much of the business rates to the relevant Local government authorities for the improvement of town centres. Funding to be released against an approved scheme the intent of which is to encourage higher usage of town centres by the local populace.	This is not something that can realistically be addressed by the council's transport service.

Wiltshire resident	
There needs to be a greater determination to deter HGV commercial traffic from using minor roads as "rat runs" in the country.	The former County Council produced an advisory freight map in 2003 to inform both industry and drivers of the preferred through routes for HGV's within Wiltshire. This map will be updated in the Freight Strategy for the forthcoming LTP3. Wiltshire Council operates a freight priority assessment system, upon which, issues of perceived unsuitable use by HGV's on any road can be reported. The system allows for equitable decisions on freight use of unsuitable roads to be prioritised for consideration. If a particular road is considered a priority, further studies and possible traffic management solutions could be sought.
The police need to be more determined to prosecute motorists exceeding 30mph speed limits by 5 mph.	Enforcement is the responsibility of the Police and as the responsible authority it is for them to set the standard and level of resource. Motorists exceeding the speed limit are subject to prosecution, however in some

	circumstances Speed Awareness Courses are offered to educate drivers and encourage safe driving behaviour.
Wiltshire resident Much of the Report is predicted on the assumption that fossil fuels especially oil will continue to be available relatively cheaply for the period of the plan up to 2020. With peak oil likely to occur fairly soon, I would suggest that this assumption cannot be sustained. Coupled with the implications of climate change, fundamental changes in our economy and transport in particular are essential to enable us to move towards a sustainable low carbon economy and transport system.	The issue of peak oil will be included as part of the LTP3's challenges and opportunities. The issue of realistic alternatives will be considered as part of the generation of options to address these challenges and opportunities.
Wiltshire resident I consider that we need to reverse the erosion of "public" transport facilities in the UK and encourage the use of walking, cycling, buses and trains by providing efficient, reliable and value for money services not by simply making private transport more expensive. It needs a substantial political and financial backing.	The significant difficulty is that the council only has limited financial resources in order to support and encourage the use of more sustainable transport modes.
Wiltshire resident Section 3 objective "To support growth and ensure that developments provide for their transport requirements and mitigate their traffic impacts" – This has not happened in Devizes. We have been bombarded with new housing with NO THOUGHT to existing infrastructure, hence the town is now gird locked at busy times of the day. We residents could see this would happen together with the emissions, which are awful – it seems those "above" us could not!!!	Comments noted. The capacity of Devizes and infrastructure investment required to accommodate further housing growth at the town is being considered as part of the Wiltshire LDF Core Strategy. In light of the traffic issues at Devizes, a traffic model has been prepared for the Town that is informing this work.

I don't see any point! As always happens- those in authority, from government down, get their way in the end and make decisions, all this "public consultation" is pretence of democracy! In most aspects of life in modern Britain democracy is dead!! In spite of cynicism I thought I would send you my views on PT (public transport). We, Joe Public, are still allowed to opine, as here, on most things, but that as far as it goes! No wonder there is complacency, it's what the government has trained us all for, then they will be able to do, as they are doing now, JUST AS THEY LIKE!!	Comments noted
Wiltshire resident There is still no decent bus connection at peak times with Swindon and Pewsey stations from the Devizes area.	Comments noted.
Wiltshire resident Devizes needs a Park & Ride, this would cover half of the questions with answers on your form. Ground on the Hopton site would cover the Swindon and A432 direction and make such a difference to the environment within the centre.	The council is developing a transport strategy for Devizes that will form part of LTP3 and will seek to facilitate the implementation of the LDF.
Wiltshire resident Section 4 – Because we need more public transport and diversity in public transport for people without cars, i.e. where I live has no train station but used to (Devizes) train track still there, why not put back trains to Devizes?	New rail stations will be considered as part of the development of LTP3. Having said this, funding for such schemes is increasingly difficult to obtain.
Wiltshire resident Reinstate the railway station at West Lavington. Provide Devizes with a by-pass.	New rail stations and the need for bypasses will considered as part of the development of

	the LTP3. Having said this, funding for such schemes is increasingly difficult to obtain.
Chairman of Community Partnership – Pewsey As a final comment it seems to me having responded to all previous LTP's, that there is too many plans, strategies, and yet more strategies and not much action! Please less writing more doing!	The LTP, like the LDF, is a statutory document that the council is required to produce. Having said this, good planning is essential and needs to be realistic if associated actions are to be implemented.
Dorset resident We need really radical approach.	Comments noted.
Dorset resident We need radical. This is not radical. We need more buses and trains not more roads with potholes, speed and accidents. (Children should walk to school or cycle. Parents should not park outside my house for free so that my friends have to park a long way away. Salisbury Hospital needs better access. We do not want a bypass..	As stated in the Issues Paper (section 5.2), an attempt was made to keep the approaches broadly realistic within a Wiltshire context.
Interest Group Yet again this is a weak attempt to tackle the big issues of CO_2 reduction and climate change issues. WC's idea of radical is not what we would call radical at all, for instance Park and Ride should mean park your car in the garage and ride your bicycle for all short trips. Unfortunately the continued promotion of car use makes cycling more dangerous. Workplace parking should be charged. All large companies – including GP surgeries and hospitals – should have a green travel plan. Parking outside schools should be banned. Employees should be rewarded for using public transport.	As stated in the Issues Paper (section 5.2), an attempt was made to keep the approaches broadly realistic within Wiltshire's context. The issue of what the council and its partners could do to address Wiltshire's challenges and opportunities, including climate change, will be considered as part of the generation and appraisal of options.

Interest group Our local community group (Transition Community Corsham) is committed to work for improvements to the sustainability of transport in the Corsham Community Area. We are working with the Corsham Area Board on local issues and would like to strongly express our support for an integrated, sustainable transport policy at Wiltshire level.	Comments noted.
Wiltshire resident Not radical enough. Rural traffic has increased more than urban. In no way can private motor be predominant mode. We must cut traffic to cut CO_2.	Comments noted.
Dorset resident We need radical. This is not radical. We need more buses and trains not more roads with potholes, speed and accidents. (Children should walk to school or cycle. Parents should not park outside my house for free so that my friends have to park a long way away. Salisbury Hospital needs better access. We do not want a bypass..	As stated in the Issues Paper (section 5.2), an attempt was made to keep the approaches broadly realistic within a Wiltshire context.
Wiltshire resident Section 2 – Lack of resources is an issue – partly because too much spent on unsustainable activities. Section 4 – How long is "foreseeable future"? This country needs to get real about its vulnerability to oil price rises and future disruption to supplies. This is not an "economy vs. environment debate"! The section of consultation document on resilient communities very important – shows how many of Wiltshire's objectives can be tacked simultaneously, not either/or.	As recorded in the 2008 LTP Progress Report, the council spent… The issue of peak oil and the desire to achieve both economic growth and CO2 emission reductions will be reflected in the LTP3's challenges and opportunities.
Public sector employee Manchester University's Tyndall Centre for Climate Change Research has stated that the world must see energy-related carbon emissions peak in 2015, and decline thereafter by 6-8% per year. The scale of this challenge far exceeds anything that has been considered to be politically, economically or socially acceptable to date. Even the,	As stated in the Issues Paper (section 5.2), an attempt was made to keep the approaches broadly realistic within a Wiltshire context.

so-called, radical approach in the LTP consultation document falls far short of the action required, as profound changes will be needed to both lifestyle, and the way the economy functions. With respect to the latter, the aim of national economic *growth* as an overriding objective will need to be rethought, as the world's resources are finite. For instance with respect to electric cars, there will be a major need for lithium for batteries, and this is in very short supply. The implications for transport are considerable.

I disagree fundamentally with the national Delivering a Sustainable Transport System report paragraph 9 that states that 'There is no reason why we cannot tackle emissions and achieve continued economic growth.

The LTP needs to divide transport activities into priority order. Clearly the economy and jobs need to be a high priority, but **not** the objective to promote economic *growth.* Other sorts of transport categories   e.g. leisure trips, need to be seen as a lower priority. It would be useful if the LTP could contain an analysis of the Wiltshire situation on different types of travel, e.g. commuting, haulage and delivery of goods, leisure travel, through traffic, food and other shopping, etc. and the amounts and proportions of the County's CO_2 emissions each type of travel generates. The LTP needs then to have a different sub-strategy for each of these types of travel. Peak oil, and the inevitable rise in oil prices, will force this sort of prioritisation, both at the strategic and the personal level.

We need to audit the Wiltshire economy (including its impacts and links outside the County), and identify those activities which are either high energy users/CO_2 emitters (including those which are heavily dependent on transportation and haulage, and which attract high levels of long distance commuting by employees), and those which are using raw materials which are in short supply, and which are environmentally damaging to extract. We need then to plan to move, over time, to a low carbon economy which minimises haulage, commuting, and natural resource use. The LTP will need to respond to, and facilitate this move.

However, the DaSTS sets the national context for transport and the development of the LTP3.

The economic goal in DaSTS is to "support national economic competitiveness and growth…". The LTP3 will include a section setting out the significant transport-related challenges facing Wiltshire over the next 15 years. The LTP3 will also include 'daughter documents' on parking, freight, cycling, passenger transport etc.

With respect to personal transport, there needs to be a step change in the availability, frequency, reliability, capacity, and cost of public transport, and the modes of public transport themselves will need to improve their energy efficiency. This will require a huge investment plan to put new sustainable infrastructure in place, and offer a real alternative to the use of the private car.	The LTP3 will address the five DaSTS goals and will play its part in supporting other relevant strategies (e.g. RSS, Regional Economic Strategy, Wiltshire Sustainable Community Strategy).
The prospects for such investment being made available have not been helped by the economic recession. This means that there needs to be a greater effort to identify current transport costs (Vehicle Excise Duty, fuel costs and tax, vehicle insurance and the tax associated with it, vehicle purchase and depreciation, vehicle maintenance and MOT costs, the costs of scrapping vehicles, etc.) and start a debate locally and nationally about whether these existing costs could be used to better effect in Wiltshire to deliver transport objectives.	While the council regularly communicates with the Government Office for the South-West on financial matters, issues such as vehicle tax, insurance, maintenance etc are for central government to determine.
If transport infrastructure money is not available at the required level, it may be that the LTP should flag up the likely impacts, in terms of congestion, emissions, parking, traffic noise and intrusion, accidents, increased wear and tear on roads, and lengthening journey times. Much of the development will contribute to already congested areas and commuting routes (e.g. the Trowbridge area), and if there is not the money to improve the public transport alternatives in these key corridors, the area will become less sustainable, and the quality of life will be affected.	Revised indicators and targets will be included in the LTP3 which will show progress or otherwise on congestion, air quality emissions, accidents, journey times etc.
The reduction in car ownership and use is one of the most fundamental aims the LTP needs to achieve, as many of the other aims depend on this e.g. air pollution, CO_2 reduction, reduce road accidents, reduce traffic intrusion and community severance, and encouraging more walking and cycling, etc. As an interim measure we should encourage people to shift to more fuel efficient vehicles, and give them information and incentives to do this. I hope this is of help in developing your ideas around the LTP. Regardless of whether the investment necessary to	The council will consider revising objective SO13 to read 'To reduce the need to travel, particularly by private car'.

move to a truly sustainable transport system in the County becomes available, the LTP needs to have information in it which sets out the need to reduce CO_2 emissions from current levels (do we know them?) and by how much they need to reduce each year over the course of the LTP if we are to meet national CO_2 reduction targets e.g. 80% by 2050.	
Wiltshire resident The questionnaire at section 3 is poorly constructed – one would have to be very out of touch not to 'strongly agree' with all statements. 'Rail Services' - inaccurate –investment in rail, infrastructure and rolling stock is at an all time high, with the exception of the Salisbury to Swindon service. Wiltshire has the best rail service it has ever had. However, something should be included in your reports about the impact of community rail partnerships (Heart of Wessex and Three Rivers).	Agree that Wiltshire has its most frequent rail service ever. LTP will reflect opportunities for Community Rail Partnerships.
Melksham without Parish Council Section 1 – Transport cannot really tackle climate change, or promote equality of opportunity without the help of other sections of society: e.g. industry, education etc. In Wiltshire the priority is to have a viable transport system, not to get caught up in government bus ideas which sound good politically but which do nothing financially to improve Wiltshire Transport. Section 2 – There needs to be a distinction between unsustainable transport issues which Wiltshire Council can change and those aspects it cannot really influence. The "lack of resources" is primarily due to council and officers' refusal to "go green". Too much of our council tax is spent on road schemes and improvements to please the motorist. There needs to be a change of attitude at the top towards giving priority to cycling and rail transport in the county. Numerous transport plans to date have included plans to improve cycle ways in the Melksham area but nothing ever happens on the ground. There is little	A sustainable transport system includes buses as these provide many people with the means to get to work, to the shops and to other services and facilities. Comments noted. During the preparation of LTP1 cycle networks were developed for all towns in Wiltshire with a population over 10,000. Since that time we have been trying to

tangible evidence of cycle paths actually being installed on our major roads, or of roundabouts being made safe for cyclists.	implement these cycle networks where resources allowed. As part of the development of LTP3, Wiltshire Council is reviewing its policies on cycling and the funding priority that cycling is given.
In rural areas, residents have little choice about whether to use the car because rural bus services are too expensive and infrequent. Why not have a new policy to run free bus services from 7.00am to 9.00am and 4.00pm to 6.00pm in the county so that there is some incentive for workers to use them?	Apart from the huge cost (the council would have to compensate operators both for lost revenue and to provide additional services at the busiest and most expensive time of the day), current legislation does not allow local authorities to run concessionary fares schemes for the general public or provide free services in competition with existing commercial services.
Obesity relates more to individual choice rather than local authority decisions. However more young people could be persuaded to use bikes for school if: a) A bicycle purchase scheme was made available to parents. b) Safe cycle routes were placed along all major road routes, as in other European countries. c) Schools took a more active part in teaching road safety and promoting bike use.	Comments noted.
Section 3 – Wiltshire Council needs to focus as a priority on providing one good sustainable transport option for each route, rather than trying to increase choice of alternatives and thus ending up with none of the options being	The LTP3 will seek to provide a choice of sustainable transport alternatives for people

very efficient. Traffic delays and disruption need to be tackled by proactive measures to get people out of their cars and on to public transport. More road improvements to cut journey time just results in people using their cars more and driving faster. This leads to more traffic, more congestion and more casualties on the roads.	to use. Network Management Plan…see earlier for journey time.
Wiltshire Council should encourage local councils, town and parish councils to provide better local street scenes through a good grant scheme and joint financial partnership with WC which will be a far cheaper option in the long-run.	Comments noted.
Serious thought needs to be given to get freight back on to rail. The county certainly does not need more efficient distribution of lorries on our roads. There are too many already. Set up freight-sharing scheme to encourage co-operation between companies to move stock.	Some 80% of all freight in Wiltshire is carried by road, which with the current economic climate, is unlikely to change in the short to medium term. Having said this, the council will seek opportunities to achieve modal shift and will consider rail freight in the development of its LTP3.
As regards planned growth, Wiltshire has already grown too much and needs a period of consolidation rather than more housing which in itself causes more increases in traffic. However if council business rates in smaller towns were cut, more local businesses would survive and thrive.	Comments noted. The RSS requires Wiltshire to accommodate new housing and employment growth in the period to 2026. In planning for this growth, the traffic implications of this growth and need for additional transportation infrastructure will need to be addressed.

Section 4 – The radical approach is the only viable option because without drastic change in policy direction and practice, transport in such a rural county as Wiltshire will never improve.	Comments noted.
Wiltshire resident To improve safety for road users (particularly pedestrians) and the quality of life generally should be given higher priority. Wiltshire, compared with neighbouring authorities, seems to be slow introducing lower speed limits and traffic calming measures. A charge of parking necessary. Where necessary the council should be prepared to make the case for new road building (e.g. a relief road for Bradford on Avon). Traffic volume through Bradford on Avon is clearly a problem which seems insolvable without a relief road.	Comments noted. While the council will not rule out the option of road improvements, a relief road for Bradford-on-Avon is not considered a viable option.
Wiltshire resident I support the established approach but think that owners and lovers of private motor vehicles could be surcharged as an alternative to introducing a plethora of "Cinderella" services, e.g. sale of quarterly/annual Wiltshire wide parking permits allowing a maximum of 30 minutes in authorised spaces – this could include commercial business premises who receive reductions in business rates for inclusion in scheme. Longer stays would require the relevant payments. Key would be to ring-fence the funds raised and to reinvest in shuttle buses.	These types of issues will be considered as part of the review of the LTP1 Parking Plan that the council is undertaking during the development of the LTP3.
Wiltshire resident Effective measures need to be taken to facilitate enhancements for cyclists and those with limited mobility. A train service north-south across Wiltshire. Less emphasis on private motorcar based access. Recognition that cyclists wish to access rural as well as urban areas. Localisation when it comes to decision making. No mention of economic benefits from enhanced green tourist provision, i.e. national cycleway, canals, or rail facilities/services for that matter. Habitat fragmentation caused by busy roads not considered.	Comments noted.

Public sector employee The use of speed indicator devices would be welcomed in Corsham Parish.	Comments noted.
Wiltshire resident Improve flows on existing roads by traffic control measures. Do not build any more fast roads (bypasses) as this just ultimately increases the amount of through traffic attracted to an area. Please complete Salisbury Park and Ride site ASAP. Keep price of these very low compared to city centre parking.	Comments noted.
Interest group I fully endorse the response to the Consultation Issues Paper made to the Salisbury Campaign for Better Transport.	Comments noted.
Wiltshire resident I have proposed a cycleway/path to be added to the existing Swindon road stretch from Wootton Bassett to junction 16 of the M4, to improve access, health, reduce congestion and pollution. I have been informed that the cost will be too high, but as an addition to any re-surfacing work planned, I believe it would be a cost effective, long term investment.	There have been longstanding ambitions to provide a cycle path between Wootton Bassett and Swindon recognising that such a link would provide a useful alternative to car travel between these two locations. However, the provision of such a link, which would most likely be located alongside the A3102, is made difficult due to the potential costs involved, the potential limited number of cyclists that would use it and the difficulties associated with cyclists negotiating Junction 16 of the M4 Motorway. It is hoped that as part of the development of the Swindon Southern Development Area

	(SDA) there will be improvements to the roundabout at Junction 16 which will provide better facilities for pedestrians and cyclists that will either be able to connect with a future cycleway between Wootton Bassett and Swindon or provide such a connection between the two settlements.
Wiltshire resident What about rail Services?	Rail services will form an important part of the LTP3 strategy, but recognising that the primary responsibility for funding these lies with the DfT.
Private sector employee Improved bus services in south Wiltshire.	This will depend on the strategy adopted and the funding available.
Private sector employee The fact we are a rural area always makes implementing government initiatives with regard to public transport virtually impossible and we should accept this. It is important to provide public transport but bear in mind we live in a rural location therefore some people need cars. I work for Wiltshire Council and part of my contract is I have to have a car for work, my partner works nights so also needs a car. We live in an isolated village and buses only go from the next village at 'key' times of the day, not times that would get us to work. The cost of pubic transport in England is also astronomical the countries were public transport are used throughout provide them as a cheap option, it would be more expensive and impossible for me to use public transport to get to work, shop, gym, see friend, etc all the usual daily activities. So although I support whole heartedly the implementation of sustainable,	Comments noted. Although not all of Wiltshire is entirely rural and the chosen strategy will need to reflect geographical differences across the county

affordable and regular public transport I don't support the use of a car being discouraged as currently I don't feel we have any option.	
Wiltshire resident Discrepancy in this document with use of terms 'traffic' and 'transport'. 'Traffic' in this document appears to mean 'road traffic' e.g. Q3 'To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment' presumably means road traffic, which makes sense. However, 'To minimise traffic delays and disruption, and improve journey time reliability on key routes' should really apply to the wider 'transport' not just road traffic. Hope that makes sense and is not too pedantic - I think there is an important distinction.	This helpful comment will be considered in any revisions to the proposed LTP3 objectives.
Wiltshire resident 1. Why do you keep using the word 'sustainable'? It's nothing more than p.c. blather.	Strongly disagree. Sustainability is at the heart of government…
2. I would have preferred to be able to write in my own answers rather than choose from those that you have already decided are the most relevant.	As with most questionnaires, a standard format was adopted so that responses could be analysed against a consistent background. As demonstrated in this document, the Issues Paper provided the means for people to express their other views.
3. First, please fill the potholes!	Comments noted.
4. I shall not use buses as long as so many of them are rattletrap minibuses with inadequate interior comforts and passenger protection.	The quality of buses on many routes has improved significantly in recent years.

	However, it is recognised that a strategy to increase use of public transport will need to include further improvements to vehicle quality.
5. Nor shall I use them so long as my daily journey to work, from the centre of one large town to the centre of another, takes 25 minutes by car and 45 minutes plus 15 minutes walking, by bus, and I can only travel by bus once an hour.	Comments noted. It is accepted that buses will not be suitable for all journeys.
6. Why are not all bus stations and train stations co-located? Why can I not buy a through ticket by train + bus even when both are run by the same operator company? Why is train pricing and ticketing so abominably complex and confusing?	Bus and train stations are not always co-located because the majority of bus passengers do not want to go to the train station, and in some cases to co-locate would make the service less attractive to other passengers and increase costs. There are an increasing number of journeys for which a 'Plusbus' bus/ rail ticket can be purchased, although there are still technical difficulties which hinder more general adoption of bus / rail ticketing. Train pricing / ticketing is used by individual train operating companies as a way of maximising their income and meeting their franchise commitments; however, there have been recent moves to introduce a

	degree of standardisation.
7. Abolish speed cameras and stop pretending they do anything at all to improve road safety. Invest the savings in alternative signage and in road engineering safety improvements, e.g. better surfaces, better cambers, fewer potholes, new lighting at danger spots etc. (Don't tell me -- there will be no savings, as the cameras raise so much money. Ha!! I thought so!)	Evidence indicates that sites where safety cameras are used have shown a significant decrease in collisions.
8. Why do so many so-called road improvement schemes amount to the creation of bottlenecks by lane narrowing or constriction or deletion -- or the insertion of expensive and completely unnecessary islands, bollards, mini-roundabouts and/or traffic lights? "Set the traffic free" should be the approach -- including, by removal of many (even most) of the existing circles and lights. Traffic will take care of itself and flow more smoothly and perfectly safely.	The Network Management Act requires the council to facilitate the 'expeditious' movement of traffic. However, 'traffic' in this context refers to all traffic including buses, pedestrians and cyclists.
Public sector employee More walking and cycle paths; we have a path from Trowbridge to Bradford on Avon, but how about from Trowbridge to Westbury?	During the preparation of LTP1 cycle networks were developed for all towns in Wiltshire with a population over 10,000. The focus for implementation during the LTP1/2 period has been these town cycle networks, although several inter-urban routes, such as the Bradford-on-Avon to Trowbridge and Tidworth to Ludgershall cycleways, were delivered. As part of the development of

	LTP3 Wiltshire Council is reviewing its policies on cycling and the funding priority that cycling is given. The role rural and inter-urban cycleways will be explored at that time.
Elected councillor I will support the enhancement of quality of life in residential areas by constraint on traffic speed and weight. I will support the enhancement of traffic through-access by provision of enhanced through-roads around residential areas.	Comments noted.
Wiltshire resident Although Wiltshire is a rural county it is vital to increase and improve sustainable modes of travel, and to reduce dependency on the car.	Comments noted.
Wiltshire resident It is essential that a radical re-think of transport sustainability is undertaken to reduce CO2 emissions and change people's mindsets about the way they travel. This means drastically improving efficient, low carbon public transport and positively encouraging non-carbon travel for short journeys.	Comments noted.
Public sector employee Overall the document gives the impression that the proposed LTP3 will be more vehicle based as the authors have highlighted the dis-benefits of sustainable transport this is specifically relevant in section 6.10. It also appears that the council is not committed to the smarter choices agenda.	The council will consider a range of options, including smarter choice measures, as part of its development of LTP3.
Public sector employee I think everyone will go on using their cars for the independence it brings. I bet you all have cars, I do. For the same	Within its limited finances, the council seeks

reason people will go on buying them. More second hand ones with the recession. My point is 'stop wasting our rates trying to change the inevitable.' Mend and improve our roads and build us new ones! That's your job - so serve your customers!! It's your fault we have such bad awkward roads causing congestion!!!	to both improve the existing highway network and support sustainable transport modes – the latter provides accessibility to essential services and facilities for those people without access to a car.
Wiltshire resident I think that the wording of your survey has been chosen to deliberately confuse and to give the council the opportunity to do just about anything it likes and then use this survey as justification. As a resident, tax payer and motorist I am fed up with being treated as the enemy with the "Eco-nutters" running the asylum. Public transport is a thing of the past to the vast majority of people just as the public phone box has been replaced by the mobile phone. Accept it, plan for it and accommodate it. The word sustainability used in the context of this survey should NOT provide the council with the opportunity to adopt road pricing, lower speed limits or further restrictions on motorists or to further promote the junk science of man made Climate Change.	The council will consider the results of the Issues Paper as it develops its LTP3. In line with the government's DaSTS report, the council will seek to deliver sustainable transport system that supports and benefits our economy, society and environment
Regular visitor to Wiltshire This is a highly tendentious questionnaire, clearly designed to justify Wiltshire's backward-looking road-based anti-environmental mindset. The two dominant un-sustainability issues (climate change and post-peak-oil resource depletion) are completely ignored in this travesty of a questionnaire. The range of transport 'approaches' is manifestly absurd. The 'Established' approach belongs to the 1960s, the 'balanced' (i.e. balanced between right and wrong) approach to the 1970s and the radical approach to the 1980s. Where is the approach that even begins to recognise the world that has changed over the last decade and the 100 months we have left to avoid climate tipping? Wiltshire seems to be in the Balnibarbi world of Gulliver's Travels - persisting in error years after the error has been demonstrated beyond doubt.	Previous LTPs and Progress Reports clearly demonstrate that the council has supported sustainable transport modes and accorded with environmental requirements. As stated in the Issues Paper (section 5.2), an attempt was made to keep the approaches broadly realistic within the context of Wiltshire.

Wiltshire resident I feel Wiltshire desperately needs new development in the road infrastructure. I live in Salisbury City Centre near the 1960s inner bypass and there is a serious traffic problem. By not dealing with the issues of traffic jams the city centre is becoming more polluted. Surely it is more environmentally friendly for cars to travel at 50mph rather than being stationary? Salisbury needs a bypass. The new park and ride next to Tesco's is in completely the wrong location and how is it going to help shutting Petersfinger? Serious investment is needed.	Through the Salisbury Transport Plan the council invested over £20m in improving the transport system in Salisbury and Wilton. The council is currently developing a new transport strategy for Salisbury that will form part of LTP3 and will seek to facilitate the implementation of the LDF.
Public sector employee I live in Winchester but go to Salisbury twice a month. It is better than Winchester. However there is too much traffic and too many private cars.	The council is developing a transport strategy for Salisbury that will form part of LTP3 and will seek to facilitate the implementation of the LDF.
Transport consultant The "radical" approach is hardly that. It does not for example, anticipate peak oil, or severe climate change, and certainly does not mention the need for major investment in public transport. The current approach has landed Wiltshire with the most rapid increase in car use and pollution of all the SW.	Actually, Wiltshire's traffic growth is slower than in South West region as a whole.
Adjoining council Would like to see far more emphasis on the main policy plank being the development of sustainable public transport and safe walking and cycling routes, along with plans to encourage greater use of railways particularly for freight. Time for a truly radical plan!	Comments noted.
County neighbour Encouraging people out of their cars should be a major part of the strategy. To aid this, the design of new road junctions and new roads should follow the Department for Transport's guidelines in LTN 1/04. These emphasise	The LTN 1/04 guidelines are followed in the design of new road layouts where practicable.

the substantial shift in government policy towards better provision for pedestrians and cyclists in order to promote more and safer foot and cycle travel. A notable section in the guidance deals with the hierarchy of users (section 3.3) which places the needs of pedestrians and cyclists above those of motorised vehicles when planning new highway schemes. At present there is little sign of this policy being implemented in Wiltshire.	A review of hierarchies for all elements of the highway network is currently being developed as part of the LTP3. The finalised hierarchies will be subject to continuous review to ensure that the network continues to reflect and support travel patterns within Wiltshire.
Interest group The most pressing need is to improve rail and other public transport links, and to make a real effort to put freight on rail - not build yet more roads in a crowded and beautiful countryside.	Comments noted.
Wiltshire resident This is not nearly radical enough.	As stated in the Issues Paper (section 5.2), an attempt was made to keep the approaches broadly realistic within the context of Wiltshire
Wiltshire resident The questionnaire appears biased. I wish the areas I have ticked to be addressed but stress that the remedy is NOT more roads bypasses etc, but elimination of the need for a private car. All answers therefore need to be associated with the RADICAL approach. I do not wish my answers to be misinterpreted statistically.	Comments noted.
Wiltshire resident Remarkably, there is no mention of railways (an obvious sustainable transport system), or of any support for our railways, or of improved access to our railway stations.	Rail services (and access to them) will form an important part of the LTP3 strategy, but recognising that the primary responsibility for

	funding these lies with the DfT
The 'radical approach' seems not to go far enough.	As stated in the Issues Paper (section 5.2), an attempt was made to keep the approaches broadly realistic within the context of Wiltshire.
The absurd counter-productive Westbury Bypass scheme is an example of badly wrong thinking. I do not want WC to use any of my response to justify building new roads.	Comments noted.
Cycling issues mostly relate to safety & security and the constant danger to cyclists from car drivers. This cannot be resolved without a radical approach, involving education for car owners.	Comments noted.
The 'cycle network', which is presently limited and even counter-productive, seems targeted on recreational cycling rather than on cycling as a viable means of travel. Again, this needs a radical approach. Proper defined bicycle stowage on trains would be useful. Another hazard for cyclists is badly-maintained roads, which could obviously be resolved simply were WC inclined.	During the preparation of LTP1 cycle networks were developed for all towns in Wiltshire with a population over 10,000. The focus for implementation during the LTP1/2 period has been these town cycle networks as this was seen as the best way to bring about modal shift from car to bicycle. To this end, much progress has been made in developing a number of the town cycle networks. As part of the development of LTP3, Wiltshire Council is reviewing its

	policies on cycling and the funding priority that cycling is given. The 'Wiltshire Cycleway' is an on-highway route that was adopted by Wiltshire County Council over 20 years ago and aims to cater for leisure cycling rather than utility cycling.
Wiltshire resident There should be greater emphasis on public transport especially integration of buses with trains and a priority to re-instate more train services between Salisbury and Swindon. If climate change happens it will outweigh all other considerations. I think that building more roads is counter-productive.	Integration – and the barriers to achieving this – will be reviewed as part of the LTP3 development.
Wiltshire resident The document admits that the present approach adopted by WCC has not worked and therefore a radical change in approach is called for. I support the radical approach where vast expenditure on new roads is abandoned in favour of real sustainable alternatives. At the very least the principles of PPG13 should be adopted by County planners which has not been the case up to now. Where cycling and walking has been encouraged, levels of these modes can reach 10% of all journeys-if only they were given 10% of the transport budget! Public transport services need to be rethought completely as far too many are much centralised to particular regions and make journeys linking centres quite difficult. Linking the north to the south of the county by rail and direct bus services would be an advantage. Bus priority schemes need to be employed more widely as it is unrealistic to expect motorists to change to buses if they are caught in the same traffic congestion.	Actually, the 'Balanced Approach' was put forward as the 'preferred option' in the Issues Paper. The principles of PPG13 are utilised by the council along with other relevant policies and guidance. Comments noted.

Lowered speed limit s through villages and towns are good to see and these should be employed in more areas to reduce road casualties.	Comments noted.
Speed limits and traffic control measures need not apply all the time, for example, many traffic lights and speed limits could operate part time (in the USA there are strict speed limits past schools that operate only at school opening and closing times.) Roundabout traffic lights need not operate outside peak times.	Comments noted.
Travel plans for schools and businesses must be better supported to ensure that the sustainable measures they contain are carried out effectively. It is not sufficient for the plan to be produced and not implemented-greater use of bonded travel plans should be made so that the obligations in travel plans are complied with and planning permission is conditional on them.	Generally agree, although this requires additional resources to be allocated and the stringent application of enforcement as part of development control work.
Also greater section 106 contributions need to be negotiated from developers in order to provide funding for sustainable measures.	Comments noted.
There are a number of large towns (and the city of Salisbury) that lack an integrated transport system or a system of signed cycle-ways (Devizes, Trowbridge, Warminster) and these and the cycle routes that cross the county too often rely on volunteers for their promotion, signage and maintenance. The County should be actively promoting them.	During the preparation of LTP1 cycle networks were developed for all towns in Wiltshire with a population over 10,000, including the towns listed. To this end, much progress has been made in developing a number of the town cycle networks. As part of the development of LTP3, Wiltshire Council

	is reviewing its policies on cycling and the funding priority that cycling is given. A strategy for the promotion of cycling in the county will be considered at that time. The cross-country routes referred to are part of the National Cycle Network which is developed by the charity Sustrans assisted by its volunteer wardens.
The undue importance given to the A350 corridor in the plan is a puzzle to me. Perhaps I have missed something, but this road appears to have no strategic importance whatever and carries a low level of traffic compared with the A303 and A36. The county is a wonderful place to live and the new council needs to stop indulging in "big projectitis" and concentrate on smaller scale measures that can enhance people's lives in a significant way.	The A350 forms part of the multi-faceted WWSTS and was identified as a route of intra regional importance in the government sponsored Bristol/Bath to South Coast Study.
Interest group COGS believe that the present approach adopted by WC is not working and therefore a radical change in approach is called for. COGS support the radical approach where the increased and unsustainable expenditure on new roads is reduced in favour of real sustainable alternatives.	Comments noted.
The principles of PPG13 should be adopted by County planners. For too long WCC and now WC have adopted a softly, softly approach to traffic management – cycling can be part of that choice, providing an alternative that results in a "win win" for the community in reducing traffic and resulting in health gains for the population as a whole – cycling development towns and London in particular have demonstrated this only too clearly.	Comments noted.
Cyclists need to be given more priority to gain access to towns and cities. This would be particularly beneficial for	The council is developing transport strategies

employers and schools. It is clear from cycling development towns that where cycling and walking has been encouraged, levels of these modes can reach 10% of all journeys. Park and Ride came with promise of additional bus lanes to assist cyclists in accessing and exiting the city of Salisbury – this has not happened. Car drivers must be forced to use Park and Ride – the only way to do this is to increase car parking charges in the city. Routes like London Road have no cycle way and with yet another industrial unit having been given the go ahead will lead to additional traffic and increased traffic queues into the city. Bus priority schemes need to be employed more widely as it is unrealistic to expect motorists to change to buses if they are caught in the same traffic congestion.	for Chippenham, Devizes, Salisbury and Trowbridge that will form part of LTP3 and will seek to facilitate the implementation of the LDF.
Salisbury city centre and Bishopdown have benefited from the lowered speed limits of 20mph- these should be employed in more areas to reduce road casualties and make estates and towns more pleasant places for pedestrians and cyclists.	The council introduces 20mph zones where appropriate.
Training for cyclists should be expanded.	Current training programmes are well attended and follow national standards. Further training would require greater promotion and resources.
Travel plans often seem a waste of time as Wiltshire County have no way of ensuring that companies/schools implement them. It is not sufficient for the plan to be produced and not implemented-greater use of bonded travel plans should be made so that the obligations in travel plans are complied with and planning permission is conditional on them.	The council will consider these issues as part of its LTP3 options generation and appraisal process.
With the only monies to be spent on cycling in Salisbury to be the matched funding through the Sustrans Connect 2	Comments noted.

bid then section 106 contributions are an easy route to increasing infrastructure – there needs to be a much greater amount of money negotiated from developers in order to provide funding for sustainable measures.	
For many years now COGS have identified that Salisbury does not have an integrated network system or a system of signed cycle-ways - COGS volunteers have signed the whole of the Sustrans routes within a 10-30miles radius of Salisbury and funded the way pointers that have been installed for the Sustrans routes – despite having a single membership of £2.00. Imagine what WC could do for the local community if they invested in signs for the cycle routes that cross the county. The County should be actively promoting them.	Comments noted.
Despite being a prominent group and being active with what was SDC and WCC COGS were astounded to see the introduction of a zebra crossing on Ashley road recently (May 2009). This zebra crossing which connects two heavily used cycle-ways now has cyclist dismounts signs and lamp post in the middle of the path. The local Salisbury officers claim that they had not seen the design – if this if carried out by a full time planning officer then WC really has a lot of work on its hands. This is a blatant error of misjudgement and misunderstanding of the requirements of the local cycling community.	The zebra crossing in Ashley Road was installed at a cost of about £20,000 to address the concerns of pedestrians. Pedestrians are the majority users of the facility and while cyclists are able to use the crossing, they are required to dismount. The cost of a toucan crossing at this location was not justified by the level of use.
Powered two wheelers – please refrain from mixing cyclists and powered two wheelers in the same strategy. Cyclists can be a vulnerable and should be protected from what are a high risk group.	Comments noted.
Wiltshire resident In Section 2, it is wrong to link 'major schemes' & 'local transport measures' together (1st issue) - Wiltshire Council focus too much on 'major schemes' (by which they seem to mean new roads) and not enough on local transport measures.	The link was made because the council lacks resources to implement both major schemes and local transport measures.

	Prior to recent changes, the funding for major schemes and local transport schemes came from two different sources and could not be switched. The council has implemented both road-based major schemes (e.g. Semington-Melksham Diversion) and multi-modal based schemes (e.g. Salisbury Transport Plan).
Wiltshire resident I think that we have to have a real vision for promoting cycling in our city and county. Traffic free centre of town - promoting a Cambridge of the south west culture. Introduce real cycle only routes and maintain them. I have had 2 accidents on my bike in the last year - both as a result of the state of the cycle path from the town centre to the sports centre!	As part of the development of LTP3, Wiltshire Council is reviewing its policies on cycling and the funding priority that cycling is given.
Representative organisation High priority should be given to introducing 30mph speed limits in all villages and built-up areas, with 20mph limits near schools. The inability of respondents to rate items of equal importance on this form reduces the validity of the responses.	Current training programmes are well attended and follow national standards. Further training would require greater promotion and resources. Comments noted.

Wiltshire resident I have a car, which is for essential use only. I manage very well on my bicycle for all daily use throughout Salisbury. E.g. Shopping, Drs, swimming, college etc. I need more designated cycling paths and much better road surfaces. I have been knocked off once already.	As part of the development of LTP3, Wiltshire Council is reviewing its policies on cycling and the funding priority that cycling is given. In addition, the council has a comprehensive cycle training programme.
Wiltshire resident It is symptomatic of the outdated, road-based priorities of the document itself that Option 3 above in Section 4 is the 'Radical approach'. There is nothing 'radical' about prioritising good modern practice to achieve sustainable transport as the basis for sustainable development!	As stated in the Issues Paper (section 5.2), an attempt was made to keep the approaches broadly realistic within the context of Wiltshire
Wiltshire resident Having lived in Salisbury for 50 years PLEASE could we strive for a bypass like Chippenham etc? Tinkering with the present system and trying to incorporate Park and Ride etc will not work without one.	The council is developing a transport strategy for Salisbury that will form part of LTP3 and will seek to facilitate the implementation of the LDF.
Calne Area Transport 1.1**Transport Today** The text refers to "sustainable transport issues" or sustainable transport systems" yet under the three bullet points puts economic prosperity first, with climate change covered last. The sentence "even moving further towards a sustainable transport system will require very careful consideration and planning" explicitly weakens any resolve to confront the adverse impacts of our present system with immediacy and urgency. A far more robust approach must be taken.	Wiltshire needs a sustainable transport system that supports and benefits our economy, society and environment.

National and Regional goals and objectives We note that in both cases in the text of this document economic growth is put in first place with climate change and quality of life second or last. This approach needs reversing. As above, if climate change is not addressed immediately and seriously there will be no long term outlook for economic growth and public well-being. Sustainability comes with localism which market town and large villages can encourage aided by efficient public transport with cycling and walking.	The order of the bullet points in sections 3.2 National Context and 3.3 Regional Context reflected the order of the original documents (i.e. DaSTS and the RSS).
2.2 **Key Transport Trends and Unsustainable Aspects** The threat of climate change should feature first and explicitly in both of these sections. The increase in car use and ownership leading to out-commuting, combined with housing growth figures and increased requirement for access to work, services, education and leisure all combine as factors leading to climate change. Climate change will enforce itself on the population, there will be no multiple choices on this issue, and it has to be addressed through radical new policies and approaches if the other issues such as economic prosperity, freedom to travel, and a wide choice of lifestyles are to be met. This paramount issue is not given sufficient priority and importance in the approach.	Comments noted.
3.5 Community Context None of the ambitions seeks to reduce car use. Ambition 1 refers to local solutions to ensure improved access, but as public transport decisions is to be made at Unitary Level , how likely are local solutions to be implemented?	The LAW is endorsed by the Wiltshire Assembly which includes the full range of organisations operating in Wiltshire.

Ambition 2 refers to a single road scheme and the rest is concerned with the principal road network. Ambition 4 sets out such a complicated "family of partnerships" that it is impossible to imagine how the community voice and aspirations will ever achieve anything. It is not explained what the relationship between the CCAP/Bs and the Thematic Delivery Partnerships will be, and whether they will have different membership. For the majority of those who work voluntarily in the community, and with community groups, all this jargon and partnerships acts as a disincentive.	

4.0 Vision and Strategic Objectives
  i) By what means is it believed that any of these objectives can be achieved. When taxi/bus services are removed at virtually no notice and without any consultation, communities do not feel as though they are valued or esteemed.
  ii) All the bullets fail on the ground when it transpires that what is required needs higher subsidy or more co-ordinated working between groups.
  iii) People do not always readily volunteer to tackle local concerns. They only do so, and remain so, when they see that their efforts are taken seriously and valued.
	The idea behind this section of the Issues Paper was to suggest ways in which the LTP3 would be able to support the Wiltshire Community Strategy. As stated in section 4.2, these have then been used in determining the proposed strategic objectives of the LTP3.

Campaign for Better Transport – Salisbury - Spatial coverage of the LTP The draft guidance on LTP3 says that "*Under the Transport Act 2000, as amended by the Local Transport Act 2008, all local transport authorities are required to produce an LTP relating to transport to, from and within their area. In considering this duty authorities should bear in mind that patterns of transport use are not necessarily restricted by local authority boundaries.*" The scope of the LTP needs to cover cross-boundary travel movements and the need to liaise with neighbouring	The LTP3 will consider cross-boundary transport issues and Council officers regularly communicate and periodically meet with colleagues from neighbouring authorities, including those from the New Forest and

authorities regarding bus and train services, preferred freight routes and other trans-boundary transport links. The LTP & spatial planning for Wiltshire also needs to consider the impacts and consequences of their proposals on neighbouring authorities and protected areas – for example in south east Wiltshire the impact of traffic movements on the New Forest National Park would be a major concern.

Hampshire areas. The Traffic Management Act requires authorities to facilitate the "…expeditious movement of traffic…" on other authority networks and this is reflected in the council's emerging Network Management Plan.

Proposed time-span of the LTP

The suggested duration of the LTP – from 2011 to 2026 (para 1.2, page 2) – seems long given the rapidly changing nature of transport policy. The draft LTP Guidance suggests that climate change policy in particular is a fast-developing area – see also the comments under Q6 item c above. The issues document suggests that '*reviews of the LTP's long term strategy will then be considered every five years*' (para 1.3, page 3) – it is not entirely clear whether this means that a review **will** be undertaken every five years of whether the review will be considered, but may not be undertaken. This needs to be clarified, as does the overall length of the LTP3 period.

The LTP3 timescale (2011 -2026) will match that of the RSS and Wiltshire LDF. As stated in the Issues Paper.

Long-term trends

A forward thinking Local Transport Plan strategy will need to consider how long-term issues such as the following might affect transport and local planning:

• Rise in fuel prices as we pass the period of peak oil production

• Alternative power sources such as hybrid and battery-electric cars will be more expensive than fossil fuel to purchase and operate.

• Given that no alternative low carbon fuel sources are presently envisaged for HGV's alternatives to road-based distribution systems may be needed for food and other necessities.

Significant transport-related challenges and opportunities in Wiltshire will be considered in the LTP3.

• Rising costs of distribution could have profound effects on transport and land use planning generally. The need for greater self sufficiency in UK food production may change the economics of land use against new road construction and other land hungry development on green-field sites which are, or could be, used for farming.	
Campaign for Better Transport – Bristol and Bath Area We are very concerned that there is insufficient cross-boundary working with, Mendip, Hampshire and West of England authorities in working up Wiltshire's LTP3.	Council officers regularly meet with colleagues from neighbouring authorities (e.g. Transport Development Services officers attend West of England Partnership forums and meetings).
We are concerned that there is insufficient evidence to work from when it comes to congestion analysis on the roads, commuter patterns, land use analysis and location of primary health care provision, higher education and major business parks and employment centres.	Within its resource constraints, the council will seek to base the LTP3 on a sound and robust evidence base (e.g. IT IS/TrafficMaster data is being used to better understand congestion patterns in Wiltshire and Accession software is used to map accessibility issues).
There seems to be a lack of conviction or interest in rail, which we feel is missing real opportunities.	Rail will be considered as part of the 'Review of Passenger Transport Services in Wiltshire' the council has recently commissioned.
Corsham Station Campaign - Spatial coverage of the LTP Draft Guidance for LTP3 states "*Under the Transport Act 2000, as amended by the Local Transport Act 2008, all*	Council officers regularly attend forums and

local transport authorities are required to produce an LTP relating to transport to, from and within their area. In considering this duty authorities should bear in mind that patterns of transport use are not necessarily restricted by local authority boundaries."	meet with colleagues from the West of England Partnership.
We consider that Wiltshire should be working far more closely with the WoEP in order to create good trans-boundary sustainable transport links now – not in ten years' time.	The WWSTS will be reviewed as part of the development of LTP3.
We should like to be informed when the LAA comes before the new Wiltshire Council Committee as the following LAA comment to WCC Committee in March 2009 is far wide of the mark and Members were obviously not well-informed of the previous comments made by those asked to contribute to the 1998 LTP 1 Consultation: To reiterate – to have a hope of providing sustainable transport in, into, and across the County, it has to cut its umbilical link to the WWSTS – nothing less will allow a countywide, sustainable, set of proposals to be considered and implemented :-	
1. *"Wiltshire's LAA was developed in a considered, inclusive and well evidenced manner. This has meant that it has not been knocked off course by the economic downturn – what was important when the LAA was signed in summer 2008 remains important for Wiltshire in spring 2009. The refresh of targets has been an opportunity to reflect the new economic climate without the need to radically overhaul the LAA.*	
2. *Further government guidance was received on 30 January 2009 that may have implications for the refresh. We are seeking clarification on this from the GOSW.*	The council's committee process enables written and verbal comments to be made on committee papers.

Environmental Impact of the Proposal	
3. The LAA reflects Wiltshire's ambitions to 'Tackle climate change and promote a high quality, natural environment that enriches the lives of people'. There is no specific impact on the environment from this proposal". The above quote from Committee papers is laughable, were it not so sad and pitiful for the future of both the county and the planet.	
English Heritage (124) The national significance of the county's urban and rural historic landscape should not be underestimated. Likewise the potential impact, both positive and negative, of transport planning and management should not be underestimated. As a statutory consultee and governments' advisor our comments support the preparation of a transport plan that helps preserve and enhance, shape and sustain the historic environment in a positive way. Our submission reflects Transport and the Historic Environment (EH March 2004) and recent policy advice/guidance provided by a number of key agencies including Manual for Streets (CLG, 2007), Transport Management and Streetscape (DfT, 2008), Civilised Streets (CABE, 2008) and Streets for South West (EH 2005) and case studies May 2008, Accessing the Effect of Road Schemes on Historic Landscape Character (HA/DfT/EH March 2007) We anticipate the Plan will reflect the above and how those national concerns expressed will be addressed. In addition to the concerns of local stakeholders, community groups and individuals, these documents will help identify "key trends and unsustainable aspects and how to tackle them".	Comments noted. Significant transport-related challenges and opportunities in Wiltshire will be considered in the LTP3.

Issues to consider will include, for example, the direct and indirect adverse impact of large, small and incremental transport related works on the historic environment; the quality of public realm and townscape (excessive municipal guard rails?); inhospitable and unattractive streets and public realm for walking and cycling; the setting of World Heritage Sites; inappropriate and excessive signage.	
Your authority's design, conservation, landscape, archaeology and planning professionals will also, no doubt, identify issues and solutions during the Plan preparation.	The council will consider these quality of life issues as part of its LTP3 options generation and appraisal process.
It may be worth establishing in the Plan Glossary that the *historic environment* includes all designated and non-designated features of historic and architectural interest. This includes World Heritage Sites, listed buildings, conservation areas, historic parks and gardens, and scheduled monuments. It is also includes their settings; the wider urban and rural landscape and the potential for unrecorded archaeology. The manifestation of an area's heritage assets can be as subtle as the historic street patterns, below ground archaeology and discrete architectural features. It can include key views, settings and those familiar and cherished local scenes. These historic environment features combine to make a vital contribution to a sense of place and local identity.	Comments noted.
All types of transport schemes and measures have a real potential impact on the historic environment, whether directly or indirectly. For example this can range from the direct impact of land take associated with major new road schemes and changes to the existing road network, to the introduction of traffic management measures and their impact on the character and appearance of historic townscapes and rural landscapes. It should be emphasised that it is not enough just to consider the impact of designated sites; a broader view of the historic environment should be taken that addresses local character. A significant issue relating to major transport schemes will be the potential impact unrecorded archaeological sites or remains, and this should be factored into	English Heritage should be aware of the extensive archaeological survey work carried out in connection with all major schemes and redesign to avoid significant discoveries where appropriate. For smaller schemes in urban areas, extensive intrusive investigation prior to the start of site work may be

the appraisal process. In particular, this is relevant for schemes located within river valleys, which can retain important organic archaeological remains and other features of historic interest. The indirect impact of increased noise levels and visual intrusion can effect the setting and enjoyment of the historic environment including designated features.	impracticable. In these situations, a watching brief will be required.
In this context it is imperative that all programmes, major schemes and other major elements proposed as part of the Plan are carefully appraised as to their potential impact on the historic environment. The overall aim of the appraisal process should be to seek to avoid or minimise any adverse effects and to maximise potential benefits for the historic environment including opportunities for enhancement.	Opportunities for the enhancement of the historic environment through careful design and the choice of high quality materials are sought where appropriate.
To acknowledge the significance of the historic environment as a specific issue we recommend either a separate objective or include the word *historic* to Objective SO3. We also suggest including *urban* and *rural landscape* in the objective to address the requirements of the European Landscape Convention.	It is considered that these issues are a subset of the built and natural environment.
We support the inclusion of SO7 but would suggest you add *to help retain Wiltshire's character, identity, sense of place and local distinctiveness.* As a consequence of such an objective a sensitive approach to day to day highway maintenance will no doubt prevail.	It is considered that this suggestion would restrict the remit of the objective (e.g. an enhanced public realm may also facilitate social interaction).
We strongly endorse a conscious programme that seeks to enhance the built and natural environment through asset and network management. The Plan will need to demonstrate by what means and when this will be achieved.	Comments noted.
Traffic Calming and Management – In preparing the transport plan it should be clearly recognised that schemes	The potential impact of traffic calming and

associated with traffic calming and management can adversely affect the character and appearance of historic areas through the introduction of poorly designed infrastructure. These issues are applicable to rural settlements, urban areas, and the wider countryside as, for example, in the 'urbanisation' of the rural road network through the use of standardised structures. In the design, implementation and management of all transport schemes, the underlying aim should be to ensure that the proposed measures are integrated sensitively into the surrounding townscape or landscape so that local character and distinctiveness is reinforced rather than eroded.

traffic management schemes on the environment is assessed and discussed with the local conservation officer where appropriate. Integration into the local scene through the use of appropriate materials is achieved where practicable.

Great care must be taken when addressing, for example, highway and pedestrian safety matters. Often costly, over engineered interventions are ineffective, unsightly and unnecessary, for example contrary to perceived assumptions the removal of municipal guard railings can result in better highway and pedestrian behaviour and improve both the quality of the environment and reduce the number of accidents.

These issues are acknowledged and every effort is made through liaison with conservation officers and statutory bodies to ensure that traffic management measures are undertaken sensitively but without compromising safety and the needs of disabled people.

Car parking – again, great care must be taken. We recommend you refer to previous guidance (1.2) ad *Car Parking- what works where* (EP, 2008).

Comments noted

Design – the transport plan should incorporate overarching design principles. In many cases, the cumulative impact of smaller scale projects on the character and appearance of an area can often be as damaging as larger schemes. Hence, general design principles should ensure that all proposed programmes and schemes respect and seek to enhance the character, appearance and local distinctiveness or urban and rural areas. This should involve conserving distinctive heritage features in situ, reinstating when appropriate, ensuring the sympathetic design and sighting of new street furniture (including lighting), and promoting the use and, where appropriate, re-

Council officers utilise nationally recognised design guides and 'material palettes', and liaise with conservation officers where appropriate.

use of local natural materials.	
The contribution that floorscape, street furniture, signage, lighting, and roadside trees can make to the appearance and character of Wiltshire's towns is significant.	Comments noted.
We recommend local and national good practice is referred to and championed in Wiltshire. New Road in Brighton and approaches to highway safety in London are two recent examples of note.	The council will utilise best practice where practical and appropriate
English Heritage strongly advises that historic environment professionals are closely involved throughout the preparation of the transport plan as they are best placed to advise on: local historic environment issues and priorities, including access to data held in the Historic Environment; the nature and design of any required mitigation measures; and opportunities for securing wider benefits for the future conservation and management of historic assets.	English Heritage is identified as a statutory consultee in the SEA process and therefore will have the opportunity, along with others, to provide comments on the development of the LTP3.
Wiltshire resident There are not enough (rural and urban) **cycle ways** generally to encourage people to use their bikes rather than the private car to get to work or to the shops. For example, I live in Corston, work mainly from Chippenham and shop in Malmesbury. The A429 is an extremely unsafe road to cycle on because of the volume of traffic, of large lorries in particular. I have raised on a number of occasions the fact that the **footpath Between Corston and Malmesbury** could and should be upgraded, to make it safer for people to use for both walking and cycling. The **A429** gets an **unacceptably large volume of traffic** (last recorded figure I have was 11,000 vehicles a day), particularly of **large lorries WHICH ARE USING IT AS A SHORT CUT BETWEEN THE M5 AND M4.** Previous Highways engineers have been in denial about this, insisting they are just using it to access Malmesbury, but this is	As part of the development of LTP3, Wiltshire Council is reviewing its policies on cycling and the funding priority that cycling is given. Wiltshire Council operates a freight priority assessment system, upon which, issues of perceived unsuitable use by HGV's on any road can be reported. The system allows for

not the case....I live by the road, which cuts the village of Corston in two and ruins our quality of life, and have noted both the types of lorries using the road and their provenance. They are definitely using it as a short cut from M4-M5 and from M5 to the south. There should be a weight restriction on lorries to deter them from using this route, which is simply **NOT SUITABLE for large volumes of freight**.	equitable decisions on freight use of unsuitable roads to be prioritised for consideration. If a particular road is considered a priority, further studies and possible traffic management solutions could be sought. The A429 has been assessed within the mechanism, but has not scored sufficiently to be deemed a priority.
We need a **proper pedestrian crossing over the A429 in Corston**, where children have to cross the road at least twice a day to access school buses and the play area. At present we simply have a line of different coloured paint and a couple of bollards...this is not acceptable nor suitable, and nor is it safe.	The council uses a portion of its LTP integrated transport block funding to take forward requests from local communities for transport schemes such as pedestrian crossings, footways and traffic calming. This request will be assessed, prioritised and considered for potential inclusion within our future LTP scheme programme.
Recent works to define the minor road verges between Corston and Foxley, Norton to Hullavington have resulted in large volumes of inert waste being dumped on the road verges....the material used includes a lot of tarmac and rubble, which, whilst inert, has been dumped at such a depth that it is likely now to compromise their botanical diversity. These road verges were a particular feature of this area of Wiltshire, being characterised by an abundance of meadow cranesbill, an uncommon plant in many parts of the country. Whilst they were not	Comments passed to relevant officer for a detailed reply.

designated as protected road verges (I know all about the scheme, having helped to set it up when I worked for the Wiltshire Wildlife Trust), nevertheless they were very attractive and unusual, and will now be colonised by nettles and other aggressive weed species. This really has been an exercise in the dumping of waste, presumably without licence, and justified by the need to define the road verges. It is inexcusable at a time when there is such concern about the loss of biodiversity, and central government has a target to take action to halt its loss by 2010. I would be very grateful if you could explain the circumstances that lead to this action being taken.	
TransWilts Save the Train Campaign The LTP3 Consultation Issues Paper comes with an associated questionnaire, which is badly constructed, key flaws being that you can't undo answers to some questions...... ...and that it doesn't mention rail either.	The need to be succinct imposed a number of constraints on the construction of the questionnaire. However, the Issues Paper as a whole provided people with the opportunity to make comments as they saw fit. Rail is not specifically mentioned in the questionnaire as the proposed LTP3 objectives are largely 'outcome' based and "sustainable transport alternatives", "sustainable access" and "sustainable distribution" include rail.
Also, several forward-thinking authorities are waking up to the fact that, far from being a 'Radical Approach', investing a significant amount in public transport enhancements is actually rather a good idea in economic, environmental and social terms.	Comment noted.
In these areas, investing a significant amount in public transport enhancements has not caused vital services to	Comments noted.

collapse, and doing so has not brought the local economy to its knees.	
A large majority of the 676 signatories so far to the pledge for an improved TransWilts rail service (http://www.transwilts.org.uk/sf.html) come from Wiltshire. I suspect that an equally large majority of those would not consider themselves to be "radical", nor would they consider the act of signing up to be a 'Radical Approach.'	While it was unfortunate that the transition to Wiltshire Council caused the Issues Paper to be unavailable on the website for a few days at the start of April, it was not considered a significant issue given the 12 week duration of the consultation period.
Another concern is that the consultation paper was offline for a number of days at the end of March/beginning of April, due to problems with the new Wiltshire Council website. The consultation period has not been extended to compensate.	
Finally, we would argue that Wiltshire Council should give serious consideration to proving at least some funding for an improved TransWilts Salisbury-Swindon passenger rail service.	
Westrail A policy issue that should be built into the new LTP would be for the council to lead and encourage the development of a rail/bus interchange on the derelict land adjacent to Trowbridge railway station, thus providing a focal point for all public transport in the county town.	Rail/bus interchanges will be considered as part of the 'Review of Passenger Transport Services in Wiltshire' the council has recently commissioned.

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