

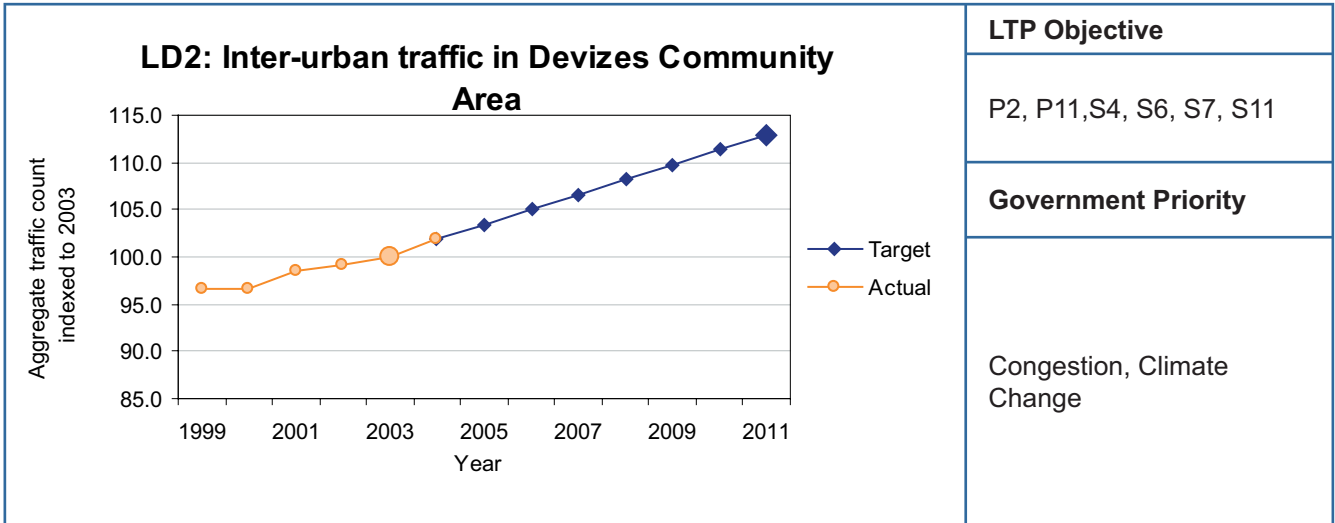
LTP Objective
P11, P15, S1, S6, S11

Government Priority
Air Quality, Congestion, Quality of Public Spaces

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Target	106.6	107.5	108.5	109.4	110.3	111.3	112.2	113.2	114.1
Actual	100	104.2	104.8						

Definition	Urban traffic in the Western Wiltshire Sustainable Transport Strategy area. Index of traffic across town screenlines 07:00-19:00. Towns included are Chippenham, Corsham, Trowbridge and Westbury.
Data source	Manual cordon counts.
Target	To limit the increase in traffic measured in the towns to less than 9% between 2001 and 2011. This target is retained from the first LTP, but is re-based to 2003.
Evidence	The target was developed for the first LTP using a SATURN/SATCHMO transport model
Benchmarking	The target is within the range seen in provisional LTPs of other authorities
Consultation	Consultation on the WWSTS was undertaken for the first LTP.
Review	This indicator forms a proxy for minimising adverse effects of traffic, including congestion. The trend since 2002 suggests that the target is sufficiently challenging.
Key Actions	Measures to increase walking, cycling and use of public transport – land-use policies.
Principal Risks & Management	Continuing increase in cost of public transport relative to the car. Insufficient investment in removing capacity constraints on the rail network and contraction of services from smaller stations. Changes in employment patterns leading to higher housing/employment imbalance. Pre-emptive risk management will include communicating with partner bodies to emphasise the link between the strategy issues and achieving desirable outcomes. Close monitoring will identify where action needs to be strengthened.





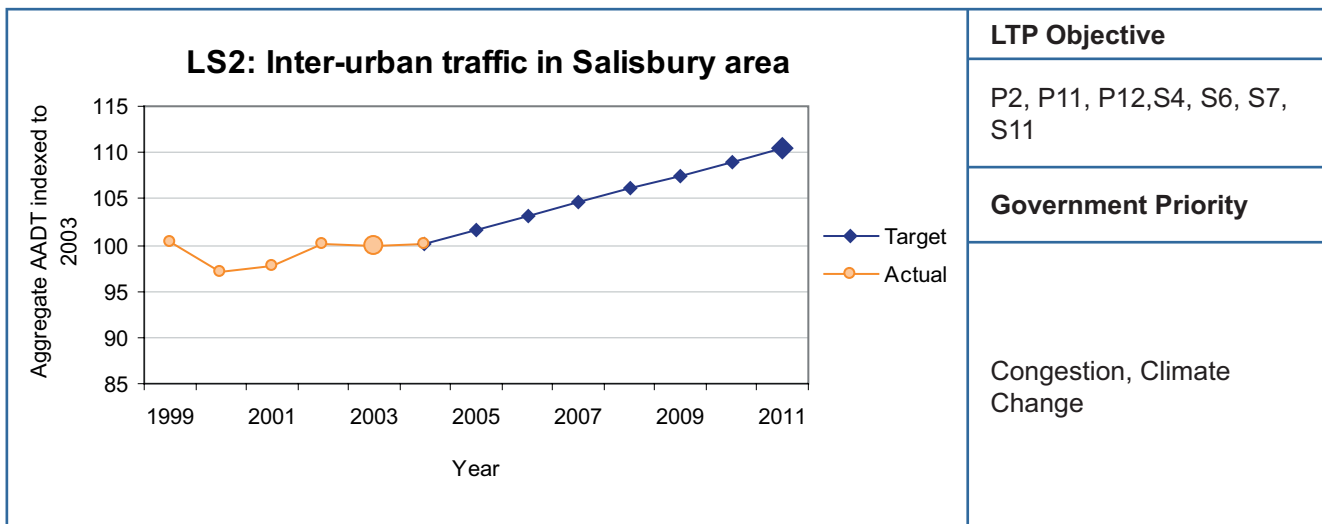
LTP Objective
P2, P11,S4, S6, S7, S11

Government Priority
Congestion, Climate Change

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Target			103.4	105.0	106.6	108.2	109.8	111.4	112.9
Actual	100	101.9							

Definition	Indexed sum of traffic flow (AADT) at Automatic count sites within Devizes Community Area.
Data source	Automatic traffic counters. Four one-week counts per year.
Target	To reduce the growth in traffic flow to a 12.9% increase by 2011 from the new 2003 baseline, equivalent to 17% above the 1999 baseline used for the first LTP target.
Evidence	The target is continued from the first LTP. Progress so far is satisfactory.
Benchmarking	The target is within the range seen in other provisional LTPs.
Consultation	There was a balanced opinion on the countywide target of a 13% increase.
Review	There is currently no evidence to support a change in the target. A review may be necessary during the LTP2 period, for example to reflect the Regional Spatial Strategy and its bearing on Swindon.
Key Actions	Land-use policy; Public Transport Strategy, particularly the Key Bus Route Network.
Principal Risks & Management	Possible higher housing/employment imbalance. Changes in real motoring costs. Progress will be reviewed, and factors over which the County has influence identified.





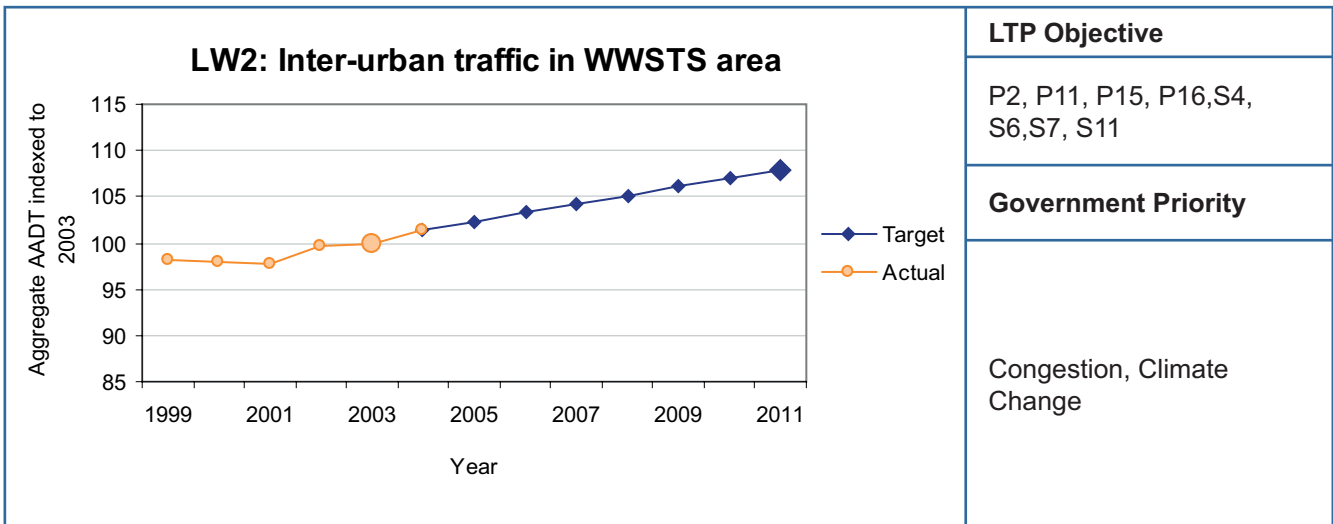
LTP Objective
P2, P11, P12, S4, S6, S7, S11

Government Priority
Congestion, Climate Change

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Target			101.6	103.1	104.6	106.1	107.5	109.0	110.5
Actual	100	100.2							

Definition	Indexed aggregate of traffic flow at Automatic count sites, predominantly on radial routes around Salisbury, taking 1999 as 100.
Data source	Automatic traffic counters. Four one-week counts per year.
Target	To reduce the growth in traffic flow to 10% above the former 1999 baseline in 2011.
Evidence	This target level is derived from modelling work and retained from the first LTP, with re-basing to 2003
Benchmarking	The target is within the range seen in other provisional LTPs
Consultation	There was a balanced opinion on the countywide target of a 13% increase.
Review	Progress so far has been very satisfactory. No change to the target has been proposed.
Key Actions	Land-use policy; Public Transport Strategy, including Key Bus Route Network enhancement and rail elements.
Principal Risks & Management	Changes in real motoring costs, particularly relative to public transport. Insufficient investment in removing capacity constraints on the rail network and contraction of services. Higher housing/employment imbalance. The target will be reviewed following a major change in external factors – the strategy used by the Council (e.g. land-use planning) can react only slowly to changes.





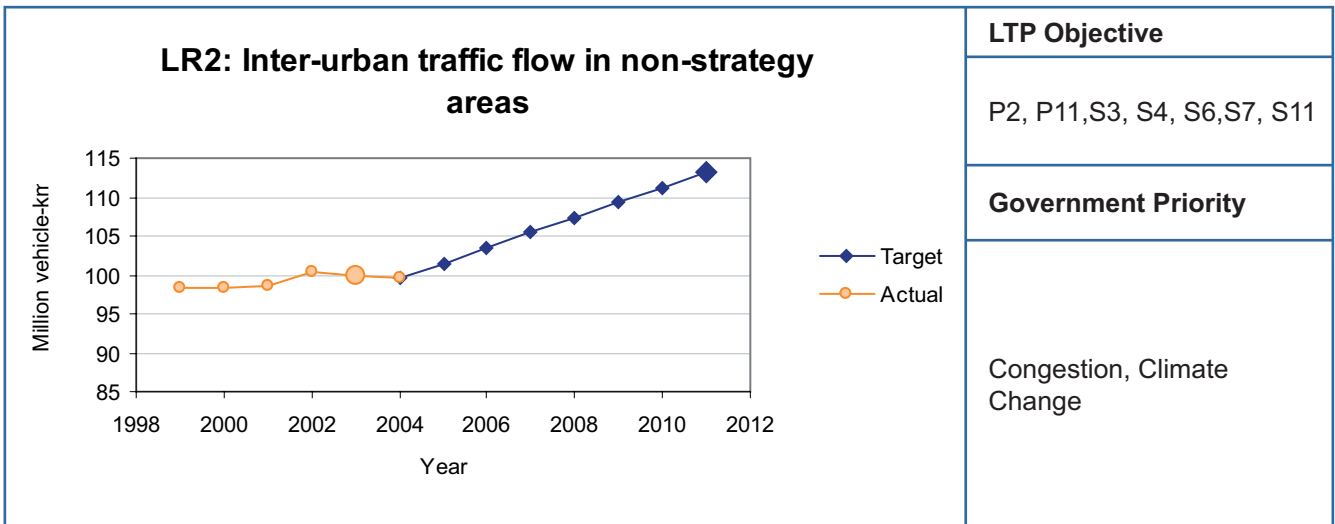
LTP Objective
P2, P11, P15, P16,S4, S6,S7, S11

Government Priority
Congestion, Climate Change

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Target			102.3	103.3	104.2	105.1	106.0	107.0	107.9
Actual	100	101.4							

Definition	Indexed aggregate of traffic flow at Automatic count sites (AADT), predominantly on inter-urban routes within the Western Wiltshire Sustainable Transport Strategy Area. Year 2003 is taken as index=100.
Data source	Automatic traffic counters; four one-week counts per year.
Target	To reduce the growth in traffic flow to 10% above the former 1999 baseline in 2011.
Evidence	This target level is derived from modelling work and retained from the first LTP, but has been rebased to 2003. Traffic growth in the area has increased since 2001.
Benchmarking	The target is within the range seen in other provisional LTPs.
Consultation	There was a balanced opinion on the countywide target of a 13% increase.
Review	On recent trends, the target allows no room for complacency.
Key Actions	Land-use policy; Public Transport Strategy, including Key Bus Route Network enhancements and rail elements.
Principal Risks & Management	Changes in real motoring costs, particularly relative to public transport. Insufficient investment in removing capacity constraints on the rail network and contraction of services. Higher housing/employment imbalance. The target will be reviewed following a major change in external factors – the strategy used by the Council (e.g. land-use planning) can react only slowly to changes.



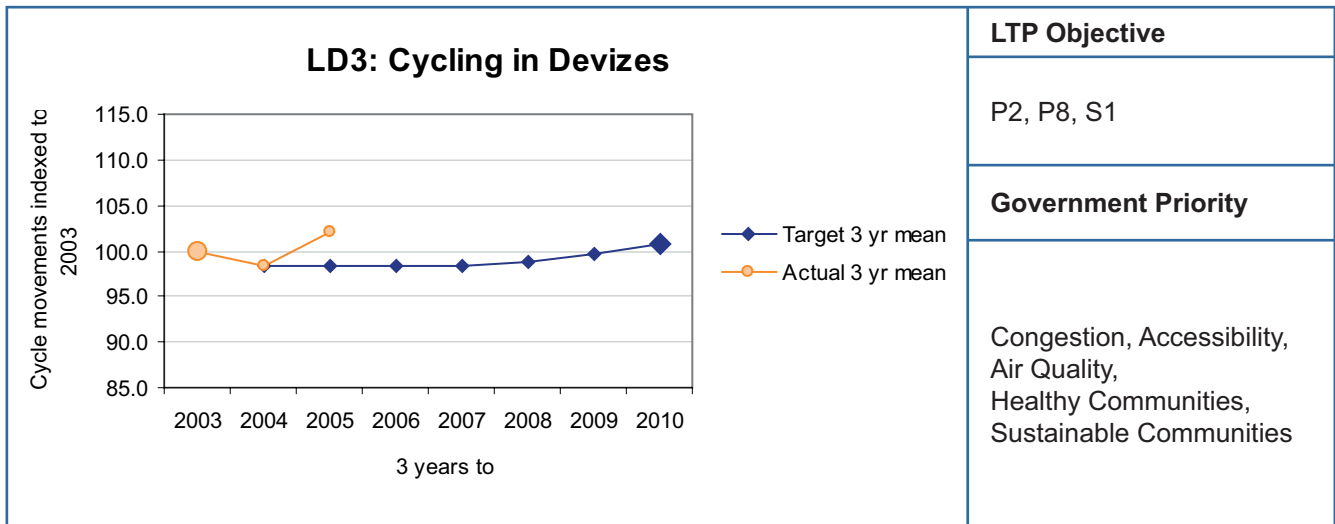


Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Target			101.5	103.5	105.4	107.3	109.3	111.2	113.1
Actual	100	99.6							

Definition	Indexed aggregate of traffic flow at Automatic count sites, predominantly on inter-urban non-trunk routes outside the Devizes / Western Wiltshire / Salisbury areas. Year 2003 is taken as index=100.
Data source	Automatic traffic counters; four one-week counts per year.
Target	To restrain the growth in traffic flow to no more than NRTF low growth by 2011 (adjusted for local conditions using National Trip End Model factors) compared with the 2003 baseline.
Evidence	This target is continued from the first LTP, and is based on NRTF low-growth forecasts. The target is for slightly lower growth than the core indicator LTP2 (Countywide vehicle-km) partly because target LR2 is not sensitive to changes in total road length, and partly because it excludes trunk roads (on which growth tends to be higher).
Benchmarking	The target was towards the high-end when compared with other authorities for which a target had been specified. This is considered appropriate for the parts of the County with no area strategy focus.
Consultation	There was a balanced opinion on the countywide target of a 13% increase by 2010.
Review	Although two further areas of the County which are included within the scope of this indicator have acquired their own area strategy, no change to the indicator is proposed.
Key Actions	Land-use policy; Travelwise initiatives (school and employer); Key Bus Route Network infrastructure.
Principal Risks & Management	Changes in real motoring costs, particularly relative to public transport. Insufficient investment in removing capacity constraints on the rail network and contraction of services. Higher housing/employment imbalance. The target will be reviewed following a major change in external factors – the strategy used by the Council (e.g. land-use planning) can react only slowly to changes.



Optimization Software:
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LTP Objective

P2, P8, S1

Government Priority

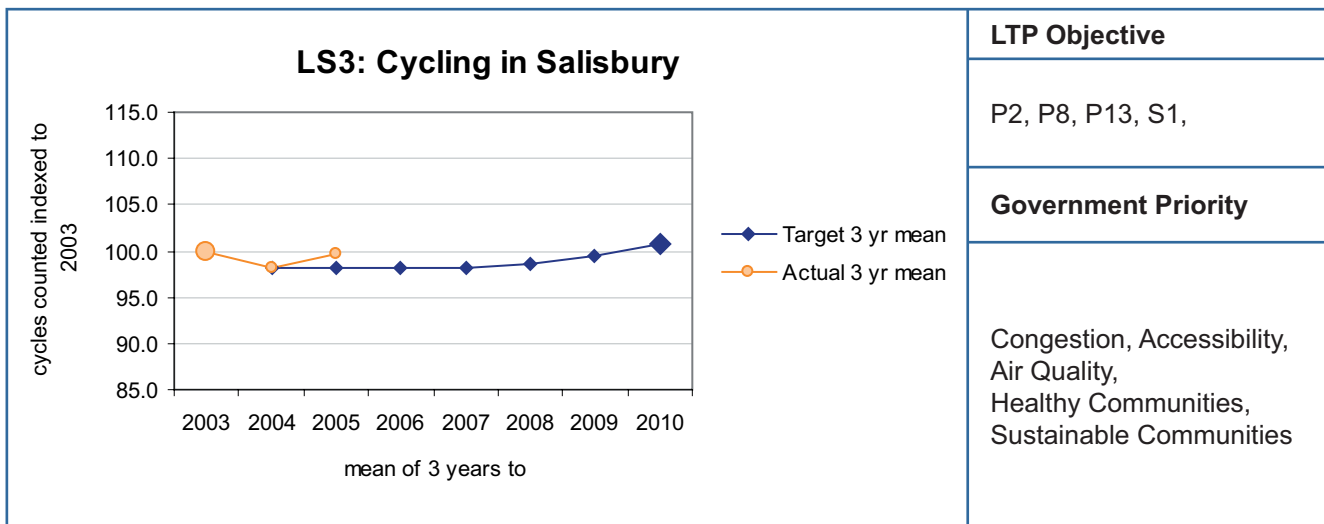
Congestion, Accessibility, Air Quality, Healthy Communities, Sustainable Communities

Year	2003	2004	2005	2006	2007	2008	2009	2010
Target (3 yr mean)	100	98.4	98.4	98.4	98.4	98.8	99.6	100.8
Actual (3 yr mean)	100	98.4	102.1					

Definition	Index of cycle counts at 10 sites in Devizes, 07:30-10:30. Year 2003 taken as 100.
Data source	Manual counts three times each year. A three year rolling mean is used.
Target	Count in 2010 to be 2% higher than the 2003 baseline. The trajectory will be level until 2007 and then rise with an increasing gradient (for an explanation, see area-wide cycling indicator, LTP3). A rolling average is used in order to reduce the effect of day-to-day variability upon the indicator. Therefore the 2% target increase for the single year 2010 is represented by a 0.81% increase in the rolling mean.
Evidence	Several significant lengths of cycle route for Devizes are planned for implementation during the LTP2 period.
Benchmarking	Of 11 authorities compared, two had targets for no growth, three had targets up to 10% and the remainder were for higher growth.
Consultation	Few respondents thought that the 2% increase proposed in the provisional LTP2 was “too hard”. Those responding that it was “too easy” marginally outnumbered respondents who thought the target was “about right”.
Review	Evidence linking cycle infrastructure improvements with progress towards the priority objectives is not particularly strong, leading to difficulty in justifying schemes to elected members. Considering the declining indicator trend noted until recently, the given target represents a challenge. The improvement seen in 2005 is cautiously welcomed, and the target will be reviewed if evidence of sustained progress is obtained. The indicator itself will be reviewed to allow the inclusion of further data sources when available.
Key Actions	Examination of the efficacy of various cycling measures in the Wiltshire Cycle Action Plan will be used to achieve better results later in the LTP2 period. Expenditure on cycling will be higher than for the first LTP period. New (and existing) infrastructure will be promoted through coordination with Travelwise.
	The strengths of various factors restraining cycle use (for example, parents’ safety concerns) are unquantified. The sampling error of the indicator and yearly variation in actual cycling levels (due to weather patterns) hinders regular review of progress. A review of the Cycle Action Plan will strengthen the evidence base. Incremental improvements to the monitoring will be sought. The massive accumulation of data will allow further analysis of local factors affecting cycling.



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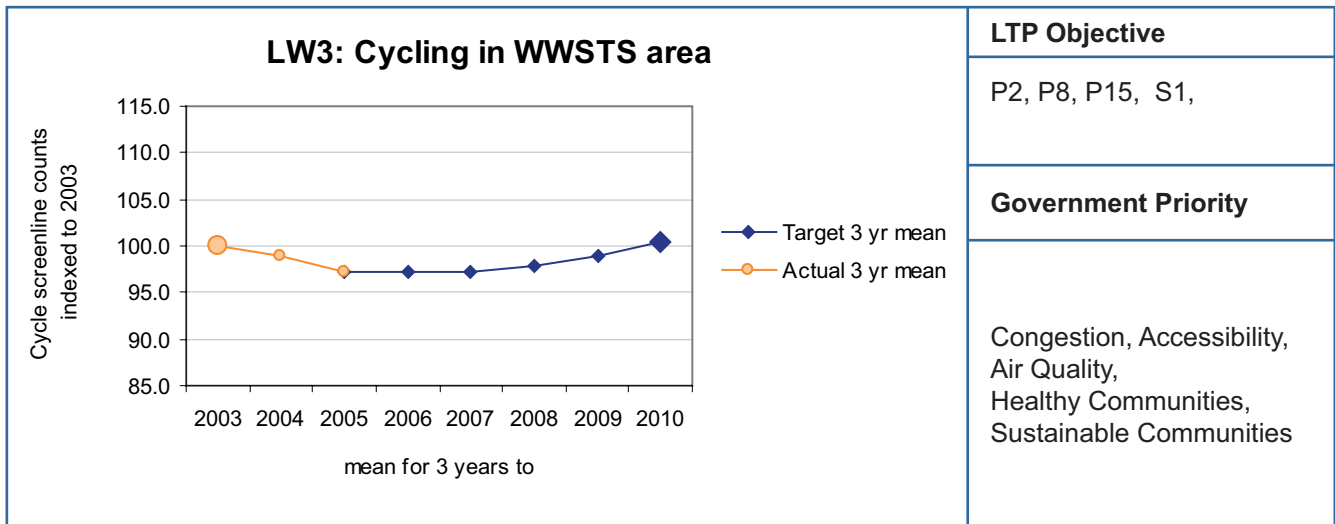


Year	2003	2004	2005	2006	2007	2008	2009	2010
Target (3 yr mean)		98.2	98.2	98.2	98.2	98.6	99.5	100.7
Actual (3 yr mean)	100	98.2	99.6					

Definition	Index of cycle counts crossing the Salisbury city centre cordon (10 sites), 07:30-10:30. Year 2003 taken as 100.
Data source	Manual cordon counts on three days per year per site.
Target	Annual count in 2010 to be 2% higher than the 2003 baseline. Progress is anticipated to be concentrated in the final three years. The indicator used is a three-year rolling mean, for which the 2% target increase leads to the trajectory shown, with the figure for 2010 being the mean of the 2008-2010 anticipated single-year values of 99.5, 100.7 and 102.0.
Evidence	The increase in 2005 cannot in isolation be considered robust enough evidence of the reversal of a declining trend.
Benchmarking	Of 11 authorities compared, two had targets for no growth, three had targets up to 10% and the remainder were for higher growth.
Consultation	Few respondents thought that the 2% increase proposed in the provisional LTP2 was “too hard”. Those responding that it was “too easy” marginally outnumbered respondents who thought the target was “about right”.
Review	Evidence linking cycle infrastructure improvements with progress towards the priority objectives is not particularly strong, leading to difficulty in justifying schemes to elected members. Considering the declining indicator trend noted until recently, the given target represents a challenge. The improvement seen in 2005 is cautiously welcomed, and the target will be reviewed if evidence of sustained progress is obtained. The indicator itself will be reviewed to allow the inclusion of further data sources when available. While spending on cycling during the period of this LTP will be high, the thrust will be on the improvement of walking, which is reflected in the targets.
Key Actions	Examination of the efficacy of various cycling measures in the Wiltshire Cycle Action Plan will be used to achieve better results later in the LTP2 period. Expenditure on cycling will be higher than for the first LTP period. New (and existing) infrastructure will be promoted through coordination with Travelwise.
	lengths of various factors restraining cycle use (for example, parents' safety concerns) are largely unquantified. The sampling error of the indicator and yearly variation in actual cycling (e.g. due to weather patterns) hinders regular review of progress. A review of the Cycle Plan will strengthen the evidence base. Incremental improvements to the monitoring will be implemented. The progressive accumulation of data will allow further analysis of local factors affecting



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LTP Objective

P2, P8, P15, S1,

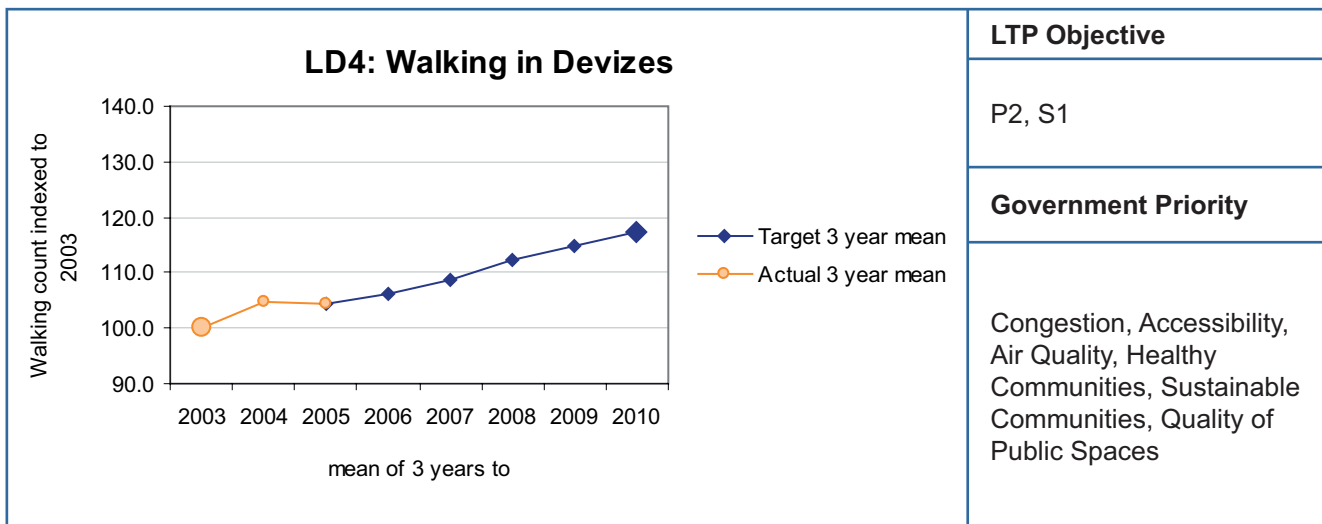
Government Priority

Congestion, Accessibility, Air Quality, Healthy Communities, Sustainable Communities

Year	2003	2004	2005	2006	2007	2008	2009	2010
Target (3 yr mean)		98.8	98.8	97.3	97.3	97.8	98.9	100.4
Actual (3 yr mean)	100	98.8	97.3					

Definition	Index of cycle counts crossing the town screenlines , 07:30-10:30. Year 2003 taken as 100. The towns counted are: Calne, Chippenham, Corsham, Melsham, Trowbridge, Westbury, and Wootton Bassett.
Data source	Manual cycle screenline counts, generally 3 times per year per site.
Target	Cycling in 2010 to be 2% higher than the 2003 baseline.The trajectory is based on an unchanged level of cycling to 2007, with an increase from then until 2010 for which year the target is 2% above baseline.The use of a rolling mean for the indicator, taken with the progress outlined, results in the trajectory shown in the chart and table above. For example, the single-year index in years 2008-2010 is 98.9, 100.4 and 102, leading to the 2010 three-year-mean of 100.4
Evidence	Considering the declining trend noted until recently, a modest target is appropriate.
Benchmarking	Of 11 authorities compared, two had targets for no growth, three had targets up to 10% and the remainder were for higher growth.
Consultation	Few respondents thought that the 2% increase proposed in the provisional LTP2 was “too hard”. Those responding that it was “too easy” marginally outnumbered respondents who thought the target was “about right”.
Review	Evidence linking cycle infrastructure improvements with progress towards the priority objectives is not particularly strong, leading to difficulty in justifying schemes to elected members. Considering the declining indicator trend noted until recently, the given target represents a challenge. The indicator will be reviewed to allow the inclusion of further data sources when available.
Key Actions	Examination of the efficacy of various cycling measures in the Wiltshire Cycle Action Plan will be used to achieve better results later in the LTP2 period.Expenditure on cycling will be higher than for the first LTP period,New (and existing) infrastructure will be promoted through coordination with Travelwise.
	The strengths of various factors restraining cycle use (for example, parents’ safety concerns) are currently unquantified. The sampling error of the indicator and yearly variation in actual cycle levels (e.g. due to weather patterns) hinders regular review of progress.A review of the Cycle Action Plan will strengthen the evidence base. Incremental improvements to the indicator will be sought. The progressive accumulation of data will allow further analysis of factors affecting cycling.





LTP Objective

P2, S1

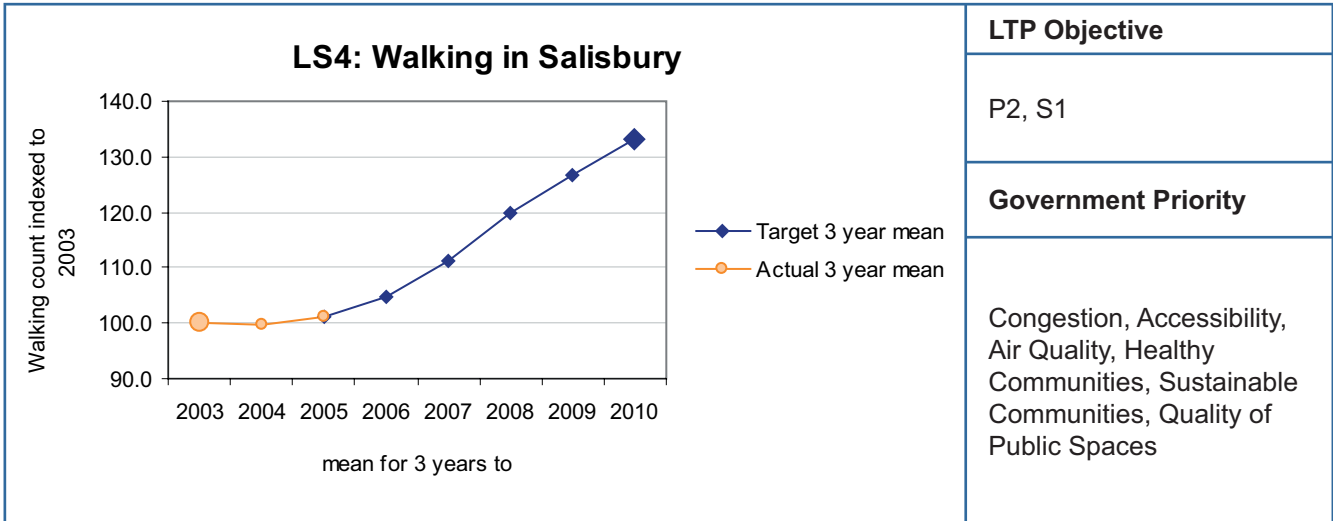
Government Priority

Congestion, Accessibility, Air Quality, Healthy Communities, Sustainable Communities, Quality of Public Spaces

Year	2003	2004	2005	2006	2007	2008	2009	2010
Target (3 yr mean)	100.0			106.3	108.9	112.3	114.9	117.4
Actual (3 yr mean)	100.0	104.7	104.5					

Definition	Index of aggregated pedestrian counts taken at 10 sites in Devizes, 07:30-10:30.
Data source	Manual screenline counts on three days per site.
Target	To increase pedestrian flows by 20% in 2010, compared with 2003 (this is a rebased version of the target used for the first LTP period to increase pedestrian flows by 30% in 2010, compared with 2001). A three-year rolling mean is used, and this in 2010 should be at least 17.4% above the 2003 baseline assuming the trajectory shown is followed.
Evidence	Part of the increase is due to anticipated population growth.
Benchmarking	Other authorities had provisional LTP2 increases in the 9%-20% range,
Consultation	The provisional LTP2 programme for pedestrian schemes and for road crossings was considered “about right”. There was support for higher spending on Safe Routes to School.
Review	The recent trend has been favourable and is sufficient to achieve the target.
Key Actions	Devizes Community Area Transport Strategy including walking route improvements; Travelwise initiatives.
Principal Risks & Management	Effectiveness of measures uncertain; schemes rejected in consultation, particularly a resistance to the “urbanisation” of areas with rural character. This could lead to a disjointed network which could hinder progress to achieve the target. The amount of scheme monitoring will be increased. Evidence from outside the County will be sought, including solutions that preserve the visual character of the area.

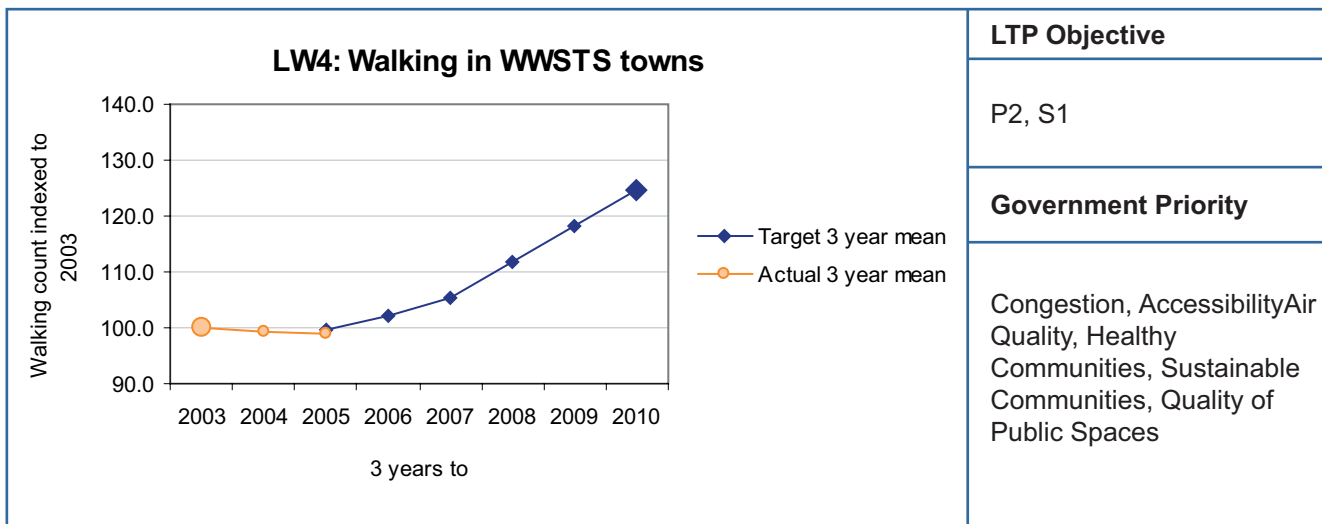




Year	2003	2004	2005	2006	2007	2008	2009	2010
Target (3 yr mean)				104.7	111.4	119.9	126.6	133.3
Actual (3 yr mean)	100.0	99.8	101.0					

Definition	Index of aggregated pedestrian counts crossing the city centre cordon, 07:30-10:30.
Data source	Manual cordon counts on three days per year per site.
Target	To increase pedestrian flows by 40% above the 2003 baseline in 2010 (this is derived from the first LTP target to increase pedestrian flows by 50% in 2010, compared with 2001). A three-year rolling average is used to reduce the effect of day-to-day variability in walking counts. As the figure reported in 2010 will be the 2008-2010 mean, the target for the rolling average is 133.3, assuming the trajectory shown.
Evidence	The target was derived from the Salisbury Transport Model.
Benchmarking	Other authorities had provisional LTP2 increases in the 9%-20% range.
Consultation	The provisional LTP2 programme for pedestrian schemes and for road crossings was considered "about right". There was support for higher spending on Safe Routes to School.
Review	Compared with past performance, and with benchmarked authorities, the target is very ambitious. It reflects the focus on this mode now that the majority of the Park & Ride schemes are implemented.
Key Actions	Salisbury Transport Plan, including walking improvements, traffic management and Parking Strategy. Travelwise initiatives (school and employer).
Principal Risks & Management	Effectiveness of measures uncertain. The amount of scheme monitoring will be increased. Evidence from outside the County will be sought.





LTP Objective

P2, S1

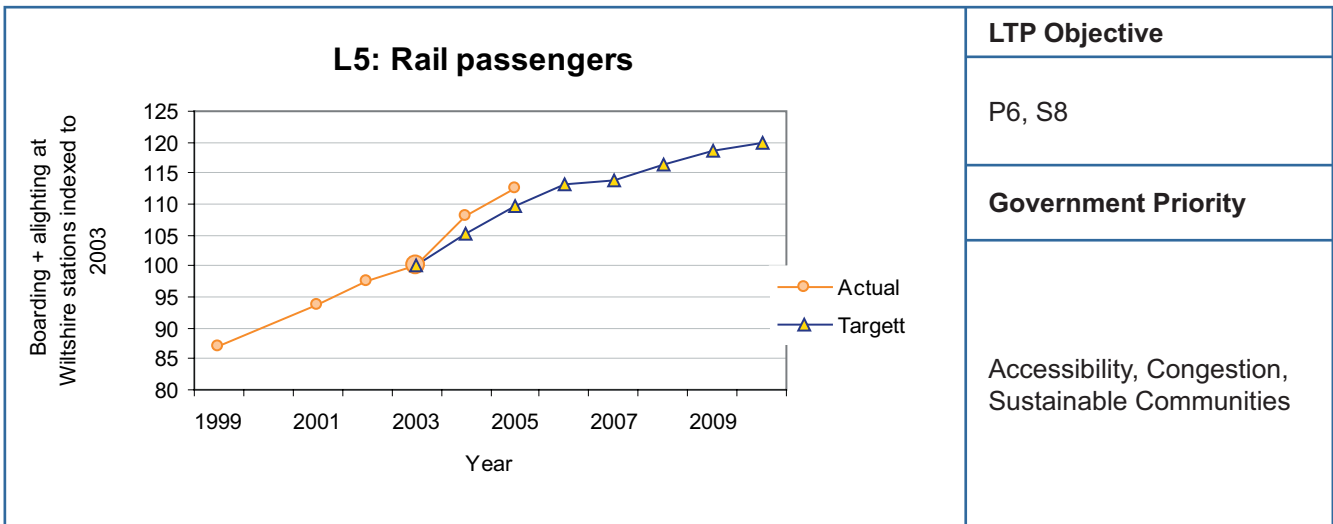
Government Priority

Congestion, Accessibility, Air Quality, Healthy Communities, Sustainable Communities, Quality of Public Spaces

Year	2003	2004	2005	2006	2007	2008	2009	2010
Target (3 yr mean)				102.1	105.3	111.8	118.2	124.6
Actual (3 yr mean)	100	99.3	98.9					

Definition	Index of pedestrian counts crossing the town screenlines 07:30-10:30. Year 2003 taken as 100. The towns counted are: Calne, Chippenham, Corsham, Melksham, Trowbridge, Westbury, and Wootton Bassett.
Data source	Manual screen line counts.
Target	The first LTP target to increase pedestrian flows by 30% in 2010, compared with 2001 is rebased as a 31% increase from 2003. A three-year mean is used to reduce the effect of sampling variability on the indicator. As the figure reported in 2010 will be the 2008-2010 mean, the target for the rolling average is 124.6, assuming the trajectory shown.
Evidence	Forecast population growth should provide part of the increase, although the trend since 2001 suggests that other factors are counteracting this. The nature of proposed developments, such as the increased emphasis on town centres (including residential development) and upon developments such as 'Vision for Trowbridge', should benefit walking. There is significant funding during the LTP2 period for schemes to improve the walking environment.
Benchmarking	Other authorities had provisional LTP2 increases in the 9%-20% range,
Consultation	The provisional LTP2 programme for pedestrian schemes and for road crossings was considered "about right". There was support for higher spending on Safe Routes to School.
Review	Judged against the recent performance of the indicator and with benchmarked authorities, the target is very stretching.
Key Actions	Appropriate land-use planning, including the redevelopment of brownfield sites. Improving the quality of provision for pedestrians. Travelwise initiatives.
Principal Risks & Management	Effectiveness of measures uncertain. The amount of scheme monitoring will be increased. Evidence from outside the County will be sought.





LTP Objective

P6, S8

Government Priority

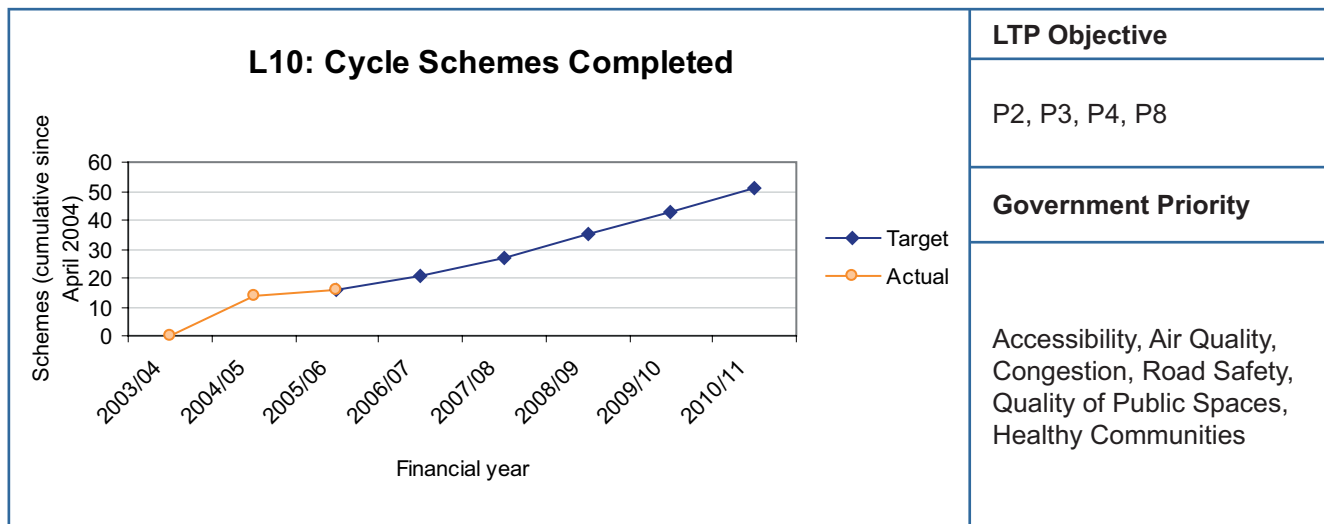
Accessibility, Congestion, Sustainable Communities

Year	2003	2004	2005	2006	2007	2008	2009	2010
Target	100	105.3	109.6	113.1	113.9	116.3	118.5	119.8
Actual	100	108.1	112.4					

Definition	Daily (weekday) aggregate boarding and alighting counts at Wiltshire stations.
Data source	All day surveys on a weekday in June and November.
Target	A 19.8% increase in passenger numbers in 2010 compared with the 2003 baseline.
Evidence	The original target from the first LTP was being closely tracked by actual growth to 2005. This trend was taken as the starting point for a review. The anticipated service level for the new Greater Western and South Western franchises was assessed and adjustments made to the expected flow from individual stations. A further adjustment was made to reflect the change in fares policy to RPI+1. The figure for 2010 includes a small reduction attributed to the effects of overcrowding on some peak time trains. The overall effect of these changes is a reduction of 11 percentage points in the target growth.
Benchmarking	Few authorities were setting a target for more than 3% per annum growth. Wiltshire's target remains at the high end of the range.
Consultation	The majority of respondents thought that the provisional LTP2 target of a 30.5% increase was "about right". There was high support for increasing the spending focus on public transport interchanges.
Review	<p>Passenger use of Wiltshire stations exhibits a mixed-purpose characteristic, suggesting that there is ample scope for increasing off peak flows (and therefore improving the financial performance of the railway). Unfortunately, the current DfT policy focus is expected to result in significant reduction to off-peak service levels. Evidence (see TRL report 593) suggests that rail travel around smaller towns will be particularly sensitive to fare increases. By inference, this will also apply to other perceived 'generalised cost' increases such as frequency reductions.</p> <p>On the other hand, the rail network in Wiltshire serves or connects regionally significant cities and towns at which the RSS concentrates growth. These include Swindon, Chippenham, Trowbridge, Salisbury, Bath and Bristol. Opportunities are identified for interchange improvements, with Trowbridge, Westbury and Salisbury being likely candidates.</p>
Key Actions	<p>Improving access to stations, including walking / cycling routes and integration with other modes of transport. Promotion, including employer travel plans. Continuing development of town centres, providing residential and employment use and enhancing the relative attractiveness of towns served by rail.</p> <p>Engagement with DfT and rail industry to ensure service continuity and incremental capacity improvements.</p>
	<p>reductions.</p> <p>ty constraints being unresolved.</p> <p>ated risks have been factored into the target. The Council will promote an evidence-supported</p> <p>r improvement of train services serving the county.</p>



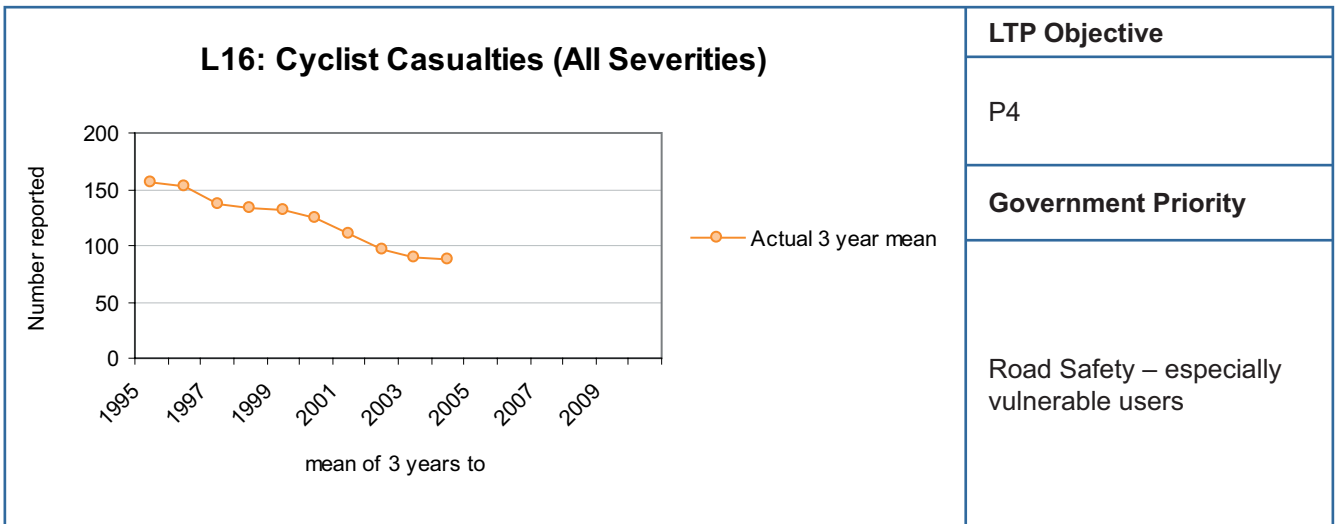
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Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Target				21	27	35	43	51
Actual	0	14	16					

Definition	Number of cycle infrastructure schemes completed since April 2004, measured at end of financial year. Schemes such as cycle parking are excluded.
Data source	County Council records.
Target	To complete 51 schemes between April 2004 and April 2011.
Evidence	Progress toward the objective of completing the town cycle networks is constrained by the available funding and by the performance of the authority in delivering schemes. The trajectory for 2006/07 and 2007/08 is based upon a programme of schemes in development, while beyond this date, the number of schemes is based upon provisional levels of spending.
Benchmarking	No suitable benchmarking was contained in provisional LTP2s for other shire authorities
Consultation	There was a small balance in favour of the assertion that the provisional LTP2 funding allocation of £2.539m to cycling schemes was “too high”.
Review	The former indicator (proportion of cycle networks completed) was becoming difficult to interpret due to ongoing revisions to the town network plans, for example, to serve new developments. The replacement indicator, while simple, is focussed on stretching the ability of the authority to deliver improvements. The revised spending allocation of £1.956m reflects the consultation process and an assessment of the capacity to deliver schemes.
Key Actions	Programming of design and consultation to ensure a supply of schemes for implementation.
Principal Risks & Management	Protracted statutory procedures (including land acquisition) that are expensive in relation to the benefits of typical cycle schemes; schemes rejected in consultation. A small reserve of designed schemes will be used to allow implementation to occur to the full extent of the available funding allocation.

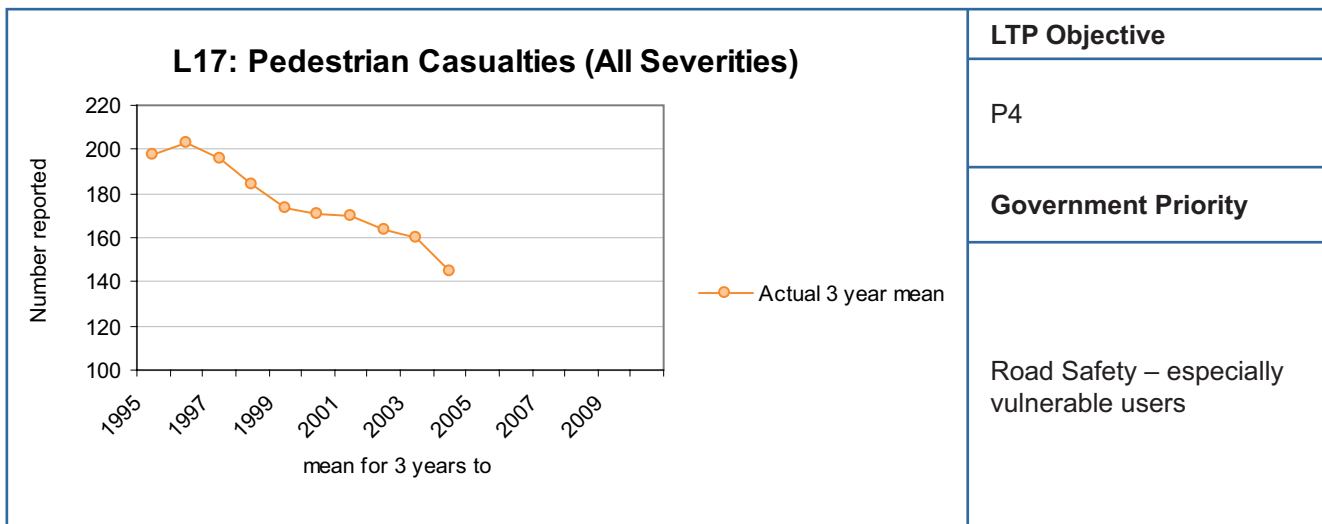




Year	2003	2004	2005	2006	2007	2008	2009	2010
Actual (3 yr mean)	89	88						

Definition	Cyclists killed or injured on public roads within the administrative County of Wiltshire, from police records. A three-year rolling mean will be used as the indicator. Trunk roads and the M4 motorway are included.
Data source	Police records.
Target	No target is set for this indicator.
Evidence	Not required as no target set.
Benchmarking	Authorities with a specific cyclist casualty target set this in line with overall casualty reduction targets.
Consultation	The overall safety targets were strongly supported. There was no consultation specific to this indicator.
Review	Road safety objectives are incentivised through the overall casualty indicators. Monitoring of cycle casualties is being published through the LTP2 process to demonstrate that the Council is aware of vulnerable road users and will take action if unforeseen circumstances lead to a deterioration in the favourable trend shown.
Key Actions	Implementation, review and monitoring of the three Es (Education, Enforcement and Engineering). New and innovative ideas researched and, where appropriate, implemented.
Principal Risks & Management	Increased numbers cycling (but below the critical threshold where improved prominence yields a safety improvement).



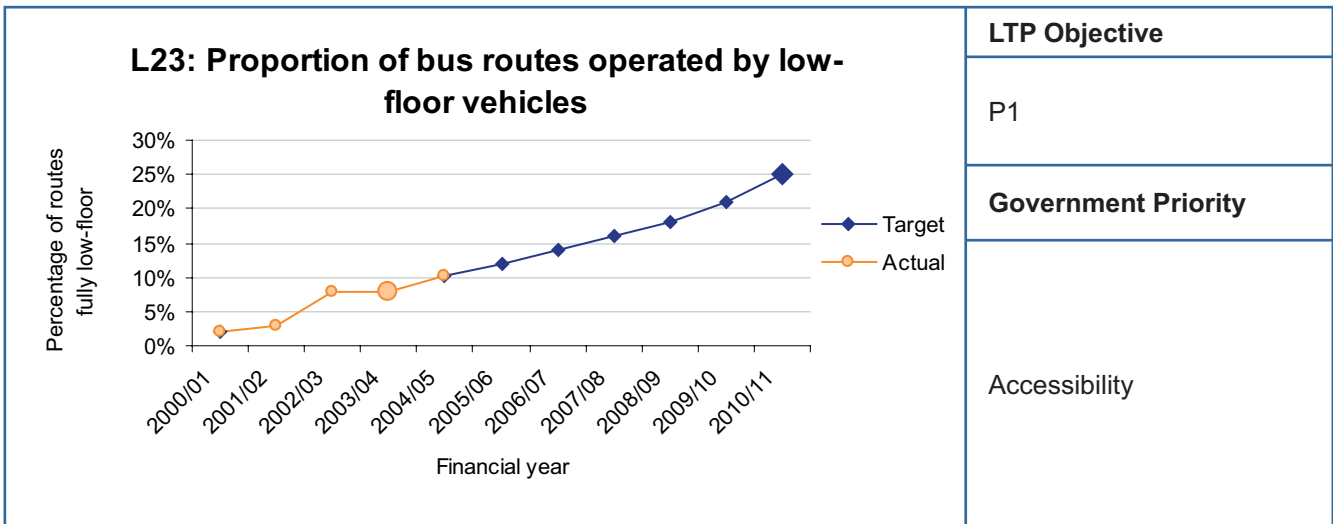


LTP Objective
P4
Government Priority
Road Safety – especially vulnerable users

Year	2003	2004	2005	2006	2007	2008	2009	2010
Actual	160	145						

Definition	Pedestrians killed or injured on public roads within the administrative County of Wiltshire, from police records. A three-year rolling mean will be used as the indicator. Trunk roads and the M4 motorway are included.
Data source	Police records.
Target	No target is set for this indicator.
Evidence	Not required as no target set.
Benchmarking	Authorities with a specific cyclist casualty target set this in line with overall casualty reduction targets.
Consultation	The overall safety targets were strongly supported. There was no consultation specific to this indicator.
Review	Road safety objectives are incentivised through the overall casualty indicators. Monitoring of cycle casualties is being published through the LTP2 process to demonstrate that the Council is aware of vulnerable road users and will take action if unforeseen circumstances lead to a deterioration in the favourable trend shown.
Key Actions	Implementation, review and monitoring of the three Es (Education, Enforcement and Engineering). New and innovative ideas researched and, where appropriate, implemented.
Principal Risks & Management	Increased numbers walking.



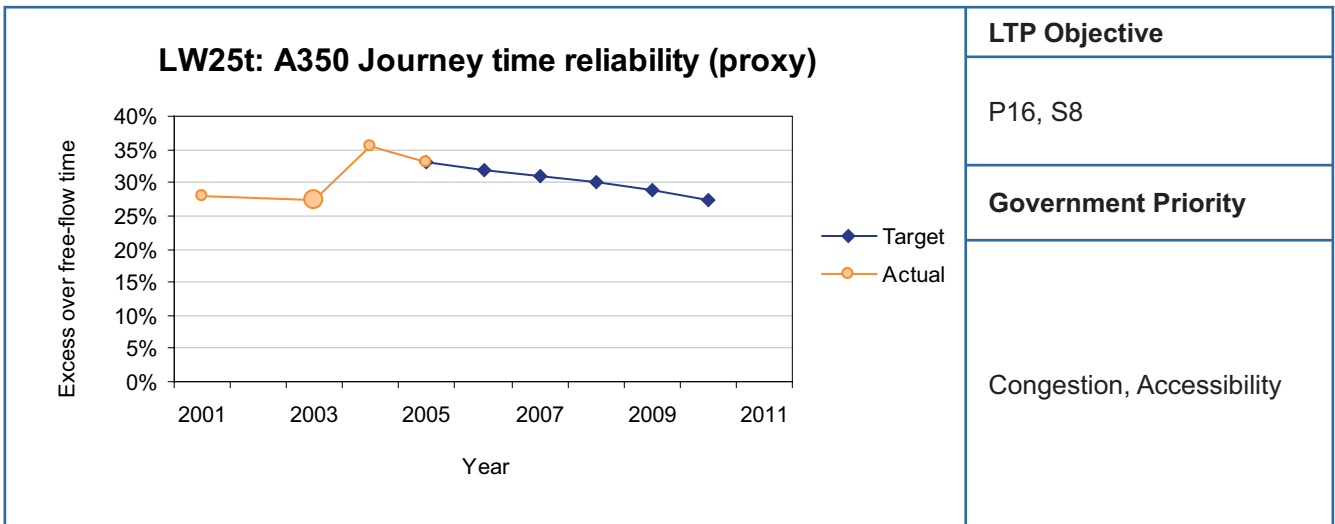


Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Target			12%	14%	16%	18%	21%	25%
Actual	8%	10%						

Definition	Proportion of bus routes operated entirely by low-floor vehicles. The indicator is independent of infrastructure provisions such as raised kerbs.
Data source	Operator information and observation.
Target	To achieve 25% in 2010/11, from a baseline of 8% in 2003/04. The trajectory is non-linear to reflect the increasing influence of vehicle accessibility regulations and the completion of partially low-floor routes through the progressive introduction of new vehicles.
Evidence	Operators are increasingly willing to introduce low floor buses on their core routes, but find it more difficult to develop a strong business case for investment on less strongly performing services. Experience of inviting tenders with a 'low floor option' on supported services over several years has shown that, on most services, it would not be affordable to introduce a requirement for low floor buses. A pragmatic approach has therefore been adopted of making improvements where affordable. Although the Disability Regulations will require all buses to be low floor by around 2017 (depending on type), it is unlikely that many of the more rural services in the County will become low floor operated until after 2010-11.
Benchmarking	The baseline position is similar to other South West shire authorities. Because the indicator measures routes operated entirely by low-floor buses, it is not directly comparable with other authorities' indicators based on the proportion of low-floor buses.
Consultation	Disabled groups continue to urge for early adoption of low floor buses on all routes.
Review	The target is considered to be realistic given the evidence above.
Key Actions	Quality Partnerships on commercial services, with Council investment in raised boarders at stops and improved shelters to encourage and complement operator investment in low floor vehicles. Kick Start bids as opportunity arises. Continue to invite tenders including a low floor option on supported services, and provide funding for low floor buses where affordable taking into account other priorities. Include a requirement for low floor buses on tenders for routes where already provided, to avoid reversion once a route is converted.
	Slower than forecast investment in new buses by bus operators; continuing contract price rises reducing Council funding for quality improvements.
	Little action (other than that already proposed) that the Council could take to promote investment by operators – except to directly fund new vehicles, which is considered a priority than continuing with the programme of Key Bus Route Network infrastructure elements and maintaining bus service frequency and coverage.



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LTP Objective

P16, S8

Government Priority

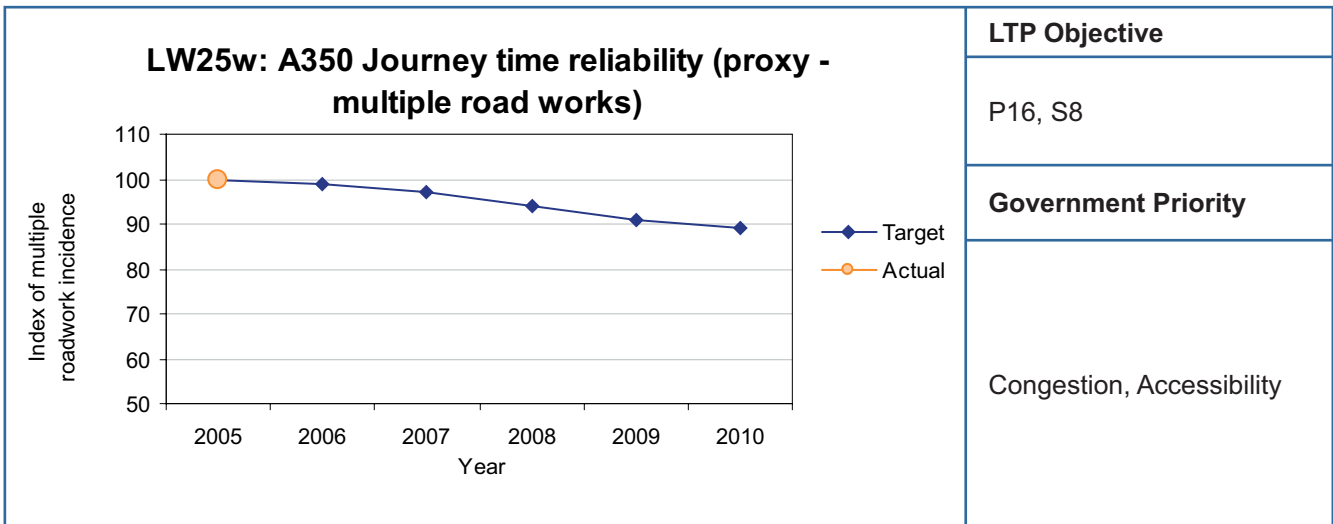
Congestion, Accessibility

Year	2003	2004	2005	2006	2007	2008	2009	2010
Target				32%	31%	30%	29%	28%
Actual	28%	36%	33%					

Definition	Journey time reliability on the A350 between its junctions with the M4 and A36 (proxy). Due to the unavailability of vehicle tracking data for this route, a proxy indicator is substituted. This takes two parts: t) Journey time excess (as higher congestion leads to less stable flows and journey times) w) Multiple road works indicator (concurrent works leading to particularly extended journey times) – see next table.
Data source	In-vehicle journey time surveys on days with an unexceptional extent of road works. These are compared with a standard “free flow” journey time obtained when traffic is minimal.
Target	The underlying target is for journey time reliability to improve by 2010. For this part of the proxy, the target is for the excess journey time to return to baseline level by 2010.
Evidence	Apart from resulting in slower journeys, increasing congestion will tend to result in more unpredictable journey times. Given a return to baseline levels of congestion in 2010, improved journey time reliability will be indicated by the improvement in the management of road works – see next table.
Benchmarking	Suitable benchmarking data was not available
Consultation	Following consultation, journey time reliability was identified as an appropriate indicator in the first LTP.
Review	Improving journey time reliability on the A350 is a core element of the Western Wiltshire Sustainable Transport Strategy. A preliminary assessment of link speed data from vehicle tracking systems (supplied via the DfT) has been undertaken, but it has not yet been possible to obtain a regular supply of this information. The indicator will be reviewed during the period of this LTP if improved sources of data become available.
Key Actions	Limiting traffic growth through land-use strategy; demand management (including support of this strategy in Bath, Bristol and Swindon), the Public Transport Strategy and Travelwise.
	Journey times will be adversely affected if traffic growth in the A350 corridor is higher than... ...st. ...dial action will be considered, bearing in mind that the objective is to improve the... ...ity of journey times, and that this indicator does not directly measure this.



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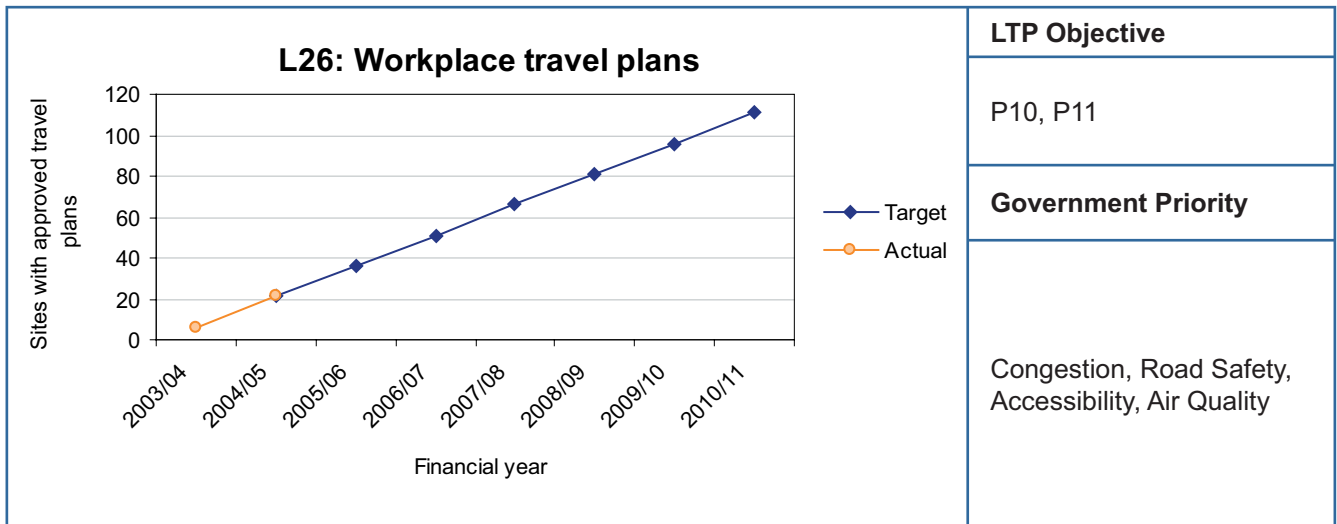
LTP Objective
P16, S8
Government Priority
Congestion, Accessibility

Year	2003	2004	2005	2006	2007	2008	2009	2010
Target				99	97	94	91	89
Actual			100					

Definition	Journey time reliability on the A350 between its junctions with the M4 and A36 (proxy). Due to the unavailability of vehicle tracking data for this route, a proxy indicator is substituted. This takes two parts: t) Journey time excess (as higher congestion leads to less stable flows and journey times) – see previous table. w) Multiple road works indicator (concurrent works leading to abnormal journey times). The multiple road works indicator is defined as the sum of the daily weighted numbers of significant road works in excess of 1 occurrence - “significant” implies disruption to the traffic flow by, for example, lane closure or single-file working. Weighting is applied so that days with high numbers of road works are treated as particularly detrimental; e.g. a day with 5 road works scores equivalent to 8 days on which there are 2 road works.
Data source	Council street works database.
Target	To achieve an 11% reduction in the value of the indicator by 2010 (This provides a reduction in the seriousness of delay attributable to the cause of multiple road works).
Evidence	Given baseline levels of congestion in 2010, improved journey time reliability will be indicated by a reduction in the number of incidences of multiple road works along the route. The baseline figure is taken from the year 2005 in which there were 48 days with multiple road works, of which two days had four sets of road works and one day had five sets. The following provides an indication of how the target may be achieved in reality: if one set of roadworks is moved from each of the days with five and four occurrences, and a set of roadworks is moved from one of the days with three occurrences, then provided these are all reallocated to days with no roadworks that would be sufficient to meet the target.
Benchmarking	No comparable indicators were located.
Consultation	Journey time reliability on the A350 was an issue identified through consultation on the first LTP.
Review	Improving journey time reliability on the A350 is a core element of the Western Wiltshire Sustainable Transport Strategy. A preliminary assessment of link speed data from vehicle tracking systems (supplied via the DfT) has been undertaken, but it has not yet been possible to obtain a regular supply of this information. The reliability indicator will be reviewed during the period of this LTP if improved sources of data become available. However, the management of road works will continue to be a key action and may justify retaining this part of the indicator. The target seems achievable given the occurrence of road works seen in the baseline year
	management of road works; particularly timing and publicity.
	it experience of the application of regulations under the Traffic Management Act 2004, certain how difficult the rescheduling of road works will be. Therefore, the target will be achieved as soon as sufficient experience and data is acquired.



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LTP Objective

P10, P11

Government Priority

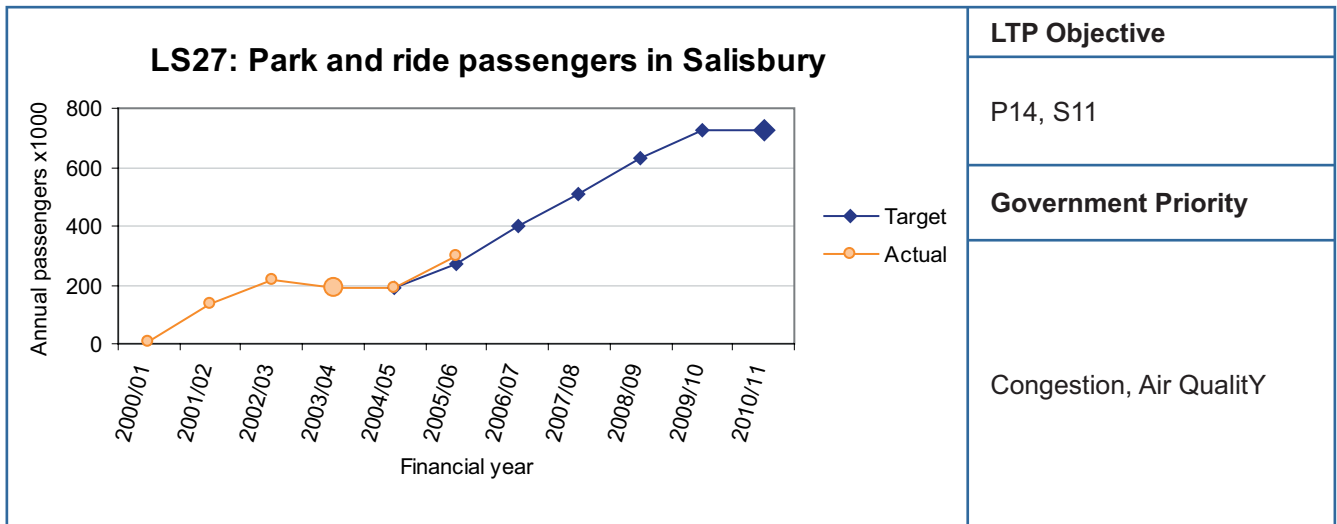
Congestion, Road Safety, Accessibility, Air Quality

Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Target	6	21	36	51	66	81	96	111

Definition	Number of sites where an effective workplace travel plan is in operation. Effectiveness is determined by a set of criteria contained in the Supplementary Planning Document: 'Development Related Travel Plans in Wiltshire: Good Practice Guide' published by the County Council in conjunction with Wiltshire's four district authorities.
Data source	Council assessment records.
Target	To have 111 travel plans approved by April 2011.
Evidence	<p>From experience in Wiltshire over the last three years and from other authorities nationwide, most workplace travel plans will be secured through the development control process. Over 50 highway Section 106 agreements were secured in 2004/05, and it is reasonable to assume that the number of travel plans required as part of S106 agreements can at least equal that achieved previously, as this represents less than a third of all planning permissions.</p> <p>Other factors leading to the development of workplace travel plans include:</p> <ul style="list-style-type: none"> • a growing 'awareness raising' campaign targeted at the business community in Wiltshire run by Travelwise in association with Chambers of Commerce, Economic Regeneration Teams, and District councils. • funding to support business travel planning and the implementation of sustainable transport measures. • the continued implementation of the Government's travel plan guidance assisted by the Council's own 'Good Practice Guide on Development Related Travel Plans' document to guide when travel plans are required. • a dedicated staff officer to promote and assist organisations to develop travel plans.
Benchmarking	Many authorities have set targets for Workplace Travel Plans but comparison is difficult. Wiltshire's target appears to be one of the more challenging.
Consultation	The provisional LTP2 target was considered to be "about right". There was a considerable spread in the prioritisation of Travelwise initiatives, although tending towards lower priority.
Review	The above suggests that the target is appropriate for the aspirations and achievable.
Key Actions	Continue to promote and encourage take-up of voluntary travel plans. Develop travel planning networking groups in key business parks. Continue to give advice and monitor travel plans linked to planning conditions and agreements.
	enforcement of travel plans. Members considering that the economic importance of a development overrides the importance of requiring a travel plan. Officers within the Development Control section of WCC are fully aware of the circumstances when workplace travel plans should be submitted. The four District Councils are improving their ability to apply the WCC Supplementary Planning Guidance document requirements. The dedicated WCC Travel Plan Officer is tasked with ensuring compliance.



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LTP Objective

P14, S11

Government Priority

Congestion, Air Quality

Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Target			274500	401100	506100	629500	724800	724800
Actual	189015	189960						

Definition	Annual total of passengers using all existing Park & Ride services serving central Salisbury.
Data source	Records from bus ticket machines.
Target	To carry at least 724,800 passengers per annum by 2010/11. The trajectory is based upon modelled predictions and anticipated opening dates for sites.
Evidence	London Road site opening 3rd July 2006. Petersfinger site programmed for opening Summer 2008.
Benchmarking	No suitable benchmarking was available.
Consultation	Consultation on the P&R proposals was undertaken for the first LTP. This particular target was not examined by the consultation on the provisional second LTP.
Review	Projections are based on the rate of patronage take up at the opened sites at Beehive, Wilton and Britford.
Key Actions	Completion of London Road and Petersfinger Park and Ride sites. Ongoing review and implementation of Parking Strategy including pricing.
Principal Risks & Management	Protracted statutory procedures for Petersfinger site. This risk has been factored into the programme and will be addressed by ongoing monitoring. Ringfenced funding allocation for Petersfinger site insufficient to cover build costs. A costed risk register has been developed to allow management of project costs. Possible public opposition to Parking Strategy.



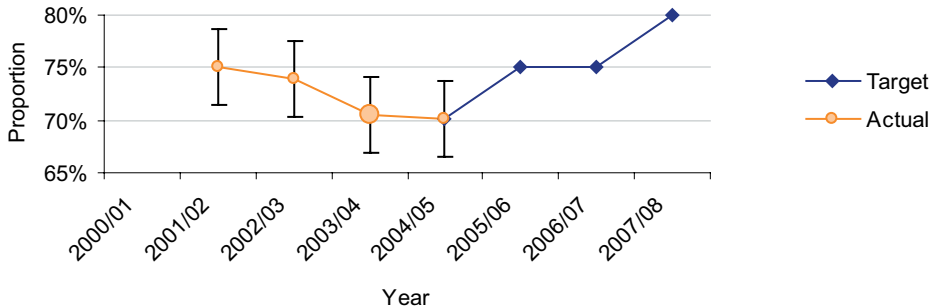
LS28 – Number of off-street long-stay parking spaces in central Salisbury	LTP Objective
	P14
	Government Priority
	Congestion

Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Target		1448						
Actual		1448						

Definition	Number of designated long-stay parking spaces within the city centre.
Data source	District Council records.
Target	The requirements for long-stay parking in central Salisbury are to be redefined as part of the ongoing development of the 'Vision for Salisbury' initiative and in conjunction with the anticipated major redevelopment at The Maltings (affecting the Central Car Park site). The existing WCC Parking Strategy remains, and a target will be set within the timescale of the work noted.
Evidence	The provisional LTP2 target of 910 spaces arises from the Parking Strategy (including Park & Ride).
Benchmarking	One other authority specified a target for reducing the proportion of long-stay parking.
Consultation	Further consultation is anticipated at the appropriate time.
Review	A target will be provided during the period of the LTP2.
Key Actions	At this stage, ongoing monitoring.
Principal Risks & Management	As there is currently a high level of uncertainty associated with central parking requirements, the setting of a target has been deferred. This indicator is an output indicator that contributes to objectives measured by other indicators, i.e. LS27, LS1 and LTP8s. If the parking target is set higher than the provisional LTP2 figure then it may be necessary to invoke alternative measures to achieve these other objectives.



LB8: Proportion of footpaths and other rights of way which were easy to use by members of the public (BV178)



LTP Objective

P1, S1, S3

Government Priority

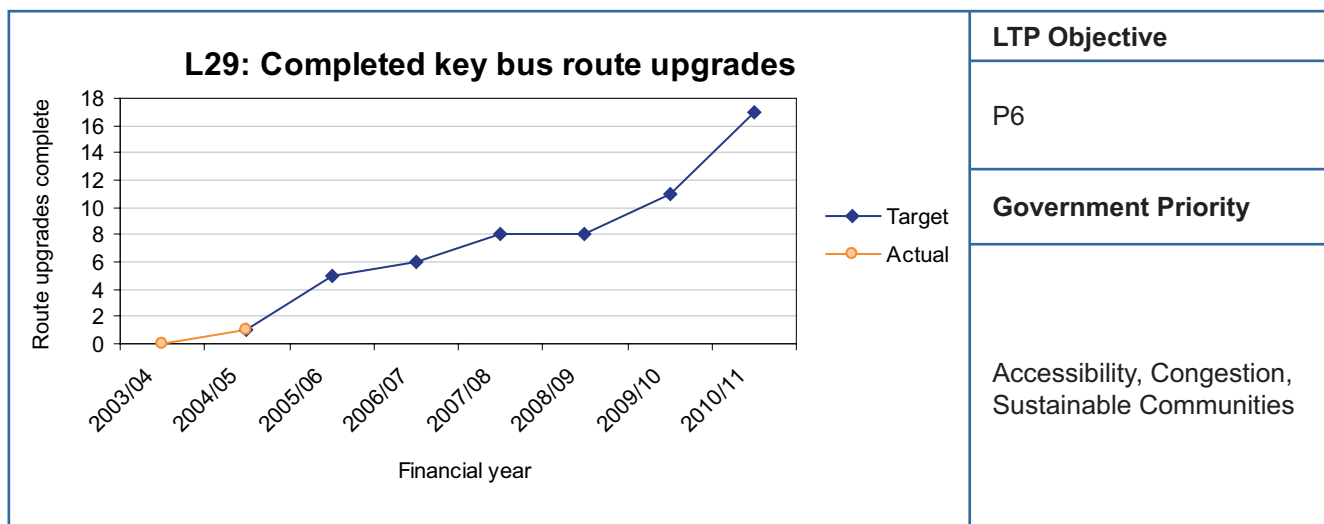
Accessibility, Quality of Public Spaces, Healthy Communities

Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Target	70%	70%	75%	75%	80%	80%	80%	80%
Actual	70%	70%	69.1%					

Definition	Percentage of total length of footpaths and other Rights of Way which were easy to use by members of the public, i.e.: <ul style="list-style-type: none"> • Sign posted where they leave the road. • Easy to use. • In good repair.
Data source	A random 5% length sample survey generated by computer programme is carried out according to the standard national methodology agreed with the Audit Commission. The programme randomly selects individual paths until the required length is identified. The same trained surveyors are used for all the survey work in order to ensure consistency, with random checks carried out by members of the County Council’s Rights of Way team for verification purposes. A single fault along the whole length of an individually surveyed path causes the whole of that length to fail, even if the remainder of the path meets the required standards.
Target	To achieve 80% ‘easy to use’ in 2007/08. Longer term target to be determined from work on the Rights of Way Improvement Plan.
Evidence	Completed standard survey forms are returned by the surveyors and analysed by Council officers. The sampling error of the approved survey methodology gives a 90% confidence interval of ±3.6%, e.g. if the true value of the indicator is 70%, then there is a 0.9 probability of the measured value being between 66.4 % and 73.6%.
Benchmarking	The provisional LTP2 target of 80% was towards the more stretching end of a range of shire counties in terms of absolute level. The rate of change required was more optimistic than for comparable authorities.
Consultation	The provisional LTP2 target was “about right” by the majority of respondents.
Review	It is necessary to take an overview of year-on-year results to identify the underlying accuracy of the figures and any emerging trends. The results to date suggest a reasonably consistent performance reflective of the year-on-year funding levels for Rights of Way maintenance, which has seen little change over the period.
Key Actions	Signposting of footpaths. Disputes with landowners, failure of funding for Rights of Way maintenance to keep slightly of inflation. Two new full-time Rights of Way Inspectors posts are proposed, which will problems to be identified at an earlier stage and the development of more targeted work mmes. It is considered that 80% is a realistic target that would be acceptable to the majority s as a reasonable minimum standard for the Rights of Way network. The achievement of a ambitious target across the County as a whole is unlikely to be possible due to factors beyond control of the authority.



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LTP Objective

P6

Government Priority

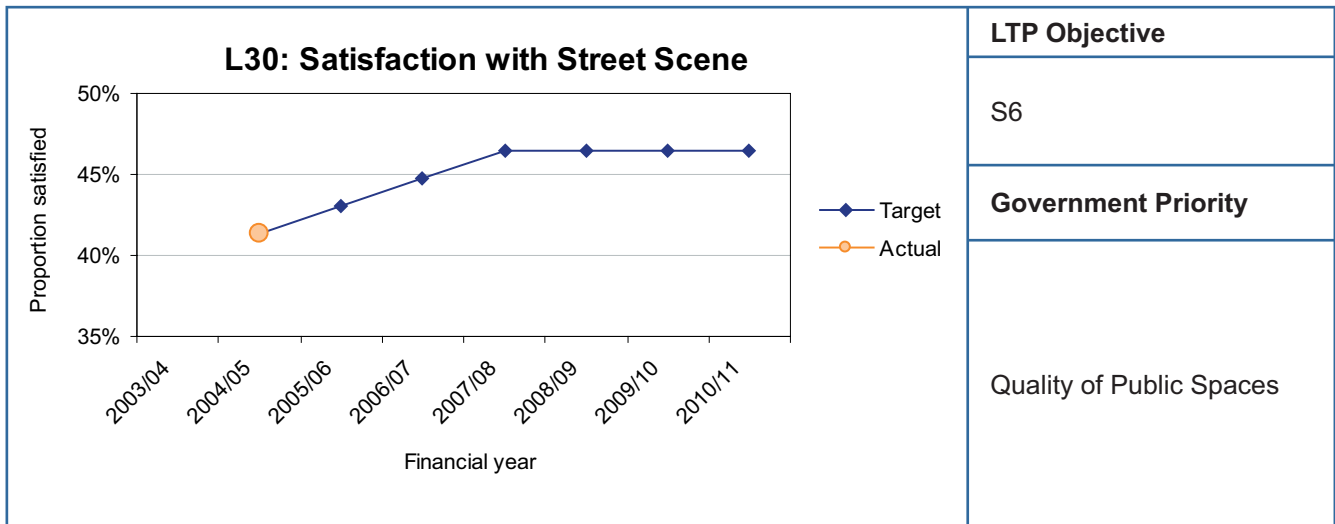
Accessibility, Congestion, Sustainable Communities

Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Target			5	6	8	8	11	17
Actual	0	1						

Definition	Number of key bus routes (as defined in Appendix 4, Fig 4.1) on which bus stop and shelter upgrades completed. A route is defined as completed once all programmed improvement work has been carried out.
Target	To complete stop and shelter upgrades on all 17 key bus routes by 2010/11. The trajectory will depend upon detailed programme scheduling, but the indicative trajectory shown is a consequence of concurrent work on a number of routes, resulting in completions being concentrated towards the end of the LTP2 period.
Evidence	The key bus route upgrade programme was commenced during LTP1, and it is anticipated that 6 of the highest priority routes will be completed by the end of 2005-06. It is estimated that £3 million will be required to complete the remaining 11 routes, and this has been built into the proposed capital programme for LTP2.
Benchmarking	There were few directly comparable indicators.
Consultation	The dominant response was that the target was “about right”. However, the indicative spending of £4.1m over the LTP2 period was considered “too high” by a slight majority (revised estimates suggest that £3 million will be sufficient to complete the programme). Specific consultation with the major bus operators on their priorities for the LTP2 capital programme indicates that they support completion of the key routes programme as a high priority. Stakeholder consultation as part of the Best Value Review of passenger transport suggested that ‘visible’ improvements to infrastructure (such as new shelters) may have been a significant influence on the improved survey score for ‘satisfaction with local bus services’ in 2003. Consultation with disabled groups suggests strong support for the stop improvements which include raised ‘bus boarders’ to facilitate easy access.
Review	The target is considered to be justified by (a) the support from bus operators; (b) the impact on public satisfaction, (c) the sound basis it provides for Quality Partnerships, which have encouraged operator investment of over £10 million to date in new vehicles; (d) the benefits of an improved waiting environment for passengers; (e) easier access to the bus for disabled people and those with pushchairs or heavy luggage. It is considered achievable given the resources available through LTP funding.
Key Actions	Key Bus Route Network programme. Interchange improvements.
	es in costs – will be monitored through regular service delivery meetings and corrective action necessary. Delays due to consultation process, land ownership issues or contractor slippage programme will be designed to provide a regular flow of work to the contractor, with adequate allowed for consultation and sufficient flexibility to allow for changes to the scheduling of works individual stops without disrupting the programme as a whole. Progress to be monitored at regular delivery meetings and corrective action taken to adjust the programme as necessary.



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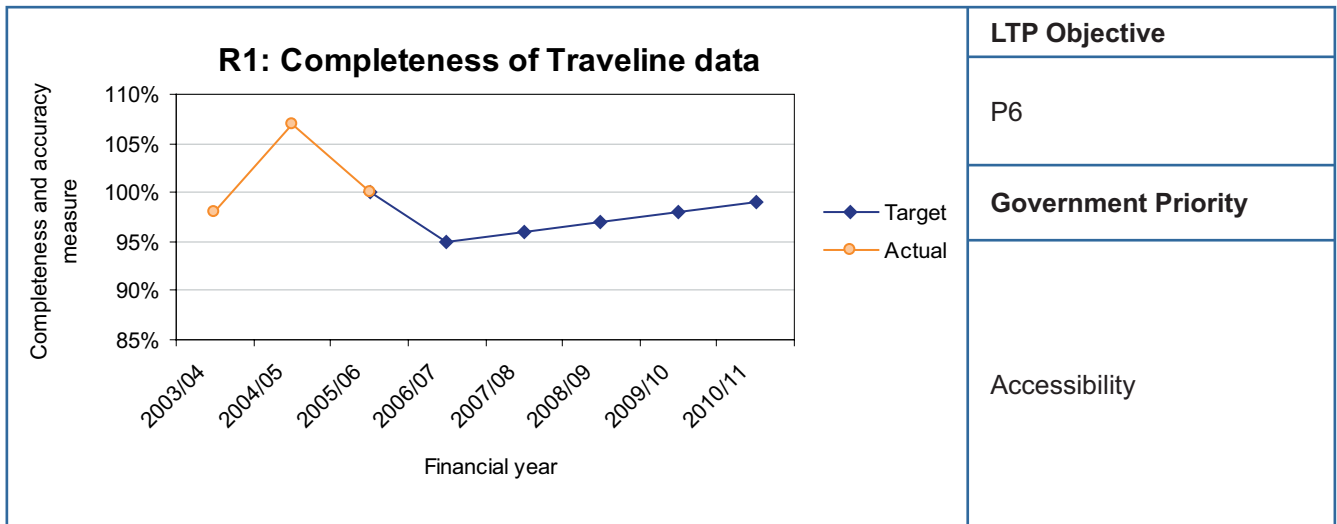


LTP Objective
S6
Government Priority
Quality of Public Spaces

Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Target			43.0%	44.8%	46.5%	46.5%	46.5%	46.5%
Actual		41.3%						

Definition	Composite public satisfaction indicator based on the recorded percentage satisfied or very satisfied with the following: quality and location of street furniture (e.g. benches, street lighting, signs, litter bins, railings) condition of the road and pavement surface well lit public spaces litter-free town centre weed killing, and maintenance of grassed areas enforcement of parking restrictions removal of abandoned vehicles
Data source	Survey using a panel of 5000 Wiltshire residents (known as “People’s Voice”).
Target	To improve the public satisfaction rating to 46.5% by the end of year 31st March 2008
Evidence	Improving the Street Scene is a key objective adopted by the County Local Strategic Partnership (Wiltshire Strategic Board)The target has been negotiated as part of a Local Public Service Agreement (LPSA)
Benchmarking	No comparable indicators were located.
Consultation	The issues for improvement have been identified from a number of sources including Peoples’ Voice. The target has been agreed with ODPM.
Review	The LPSA has set the target to 2007/08. A provisional target to maintain this improved position to 2010/11 has been shown. This will be subject to review.
Key Actions	Audit to identify priority locations for improvement of lighting and street furniture; coordinating management of abandoned vehicles; decriminalised parking enforcement
Principal Risks & Management	Many of the actions involve partner organisations, and there are potential resource constraints.The commitment of partners will be promoted through the Wiltshire Strategic Board.





LTP Objective

P6

Government Priority

Accessibility

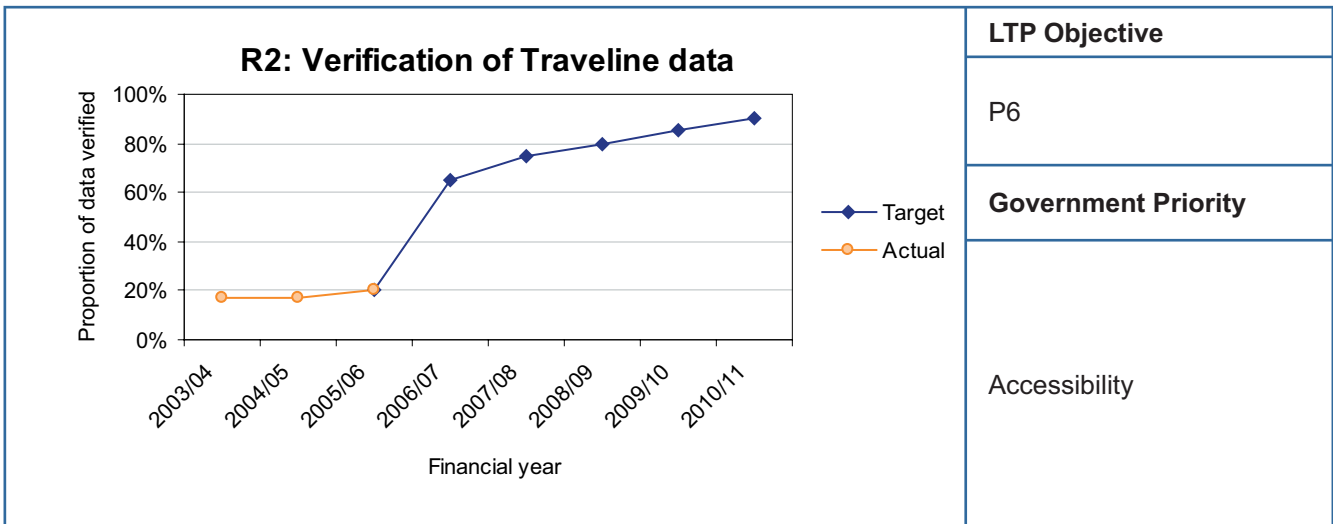
Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Target				95%	96%	97%	98%	99%
Actual	98%	107%*	100%					

* Anomaly due to changes in service data being processed before corresponding changes to SOCL data

Definition	Completeness and accuracy of Traveline Data (all-stop level). Data completeness and accuracy measurement to stop level is a measurement of the numbers of timetables for Wiltshire, live on the regional Traveline database, that include times for all bus stops and are up to date, divided by the number of timetables listed for Wiltshire on the Service Ownership Confirmation List (SOCL).
Data source	The yearly measurements will be taken as an average of 12 x monthly measurements taken by South West Public Transport Information Ltd (SWPTI). (Note that the three Actual figures shown above are September snapshots).
Target	For data supplied by WCC to exceed the indicated regional target of 99% in 2010/11. The trajectory arises from a common regional approach and does not imply that the Council is anticipating a decline.
Evidence	The South West region of Traveline is already the best English region in terms of performance and demand but significant work remains to ensure that timeliness and accuracy of changes to service information can be maintained at consistently high levels. If the service is on the database with one or more of its timetables out-of-date, it will be counted as incomplete. The target is slightly lower than would be set for data at timing points only because there are several times more stops than timing points, and there is thus more scope for errors.
Benchmarking	This will be available in the future as SWPTI will calculate figures for each transport authority using a consistent methodology.
Consultation	The indicator was approved by all South West transport authorities at a General Meeting of SWPTI Ltd.
Review	The target is objective-based but appears to be achievable.
Key Actions	Ensuring details of service changes are promptly actioned and timeliness recorded.
Principal Risks & Management	Maintenance of the data relies on the continuing availability and resourcing of staff with the necessary understanding of bus timetable issues and data processing procedures. This is achieved through the regional Traveline project. As the project is at the development stage, it is funded through the LTP process as a capital expense, but there is currently no source of revenue funding to maintain the project once fully developed. It is anticipated that the development phase will continue throughout the five-year LTP2 period. Electronic Registration of bus services, currently being trialled, could make it more difficult for local authorities to ascertain changes to bus services unless the Traffic Commissioner devises an appropriate procedure for bus operators to follow, and ensures it is followed. This issue is being considered by the Regional Traveline Board as part of a long term review of Traveline. This issue is monitored at quarterly meetings of SWPTI Ltd.



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LTP Objective
P6
Government Priority
Accessibility

Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Target				65%	75%	80%	85%	90%
Actual	17%	17%	20%					

Definition	Proportion of Travel Data verified. This is a measurement of the numbers of timetables for Wiltshire live on the regional Traveline database that have been verified as correct and up-to-date by the bus operator, divided by the number of timetables for Wiltshire live on the regional Traveline database.
Data source	The yearly measurements will be taken as an average of 12 x monthly measurements taken by SWPTI Ltd (note that the three Actual figures shown above are September snapshots).
Target	For data supplied by WCC to achieve the indicated regional target of 90% in 2010/11. The trajectory is from a region-wide agreement.
Evidence	The South West region of Traveline is already the best English region in terms of performance and demand but continuous work is required to ensure that accuracy is maintained. Data from some data suppliers in the South West region have already passed 90% but timeliness of verification is an issue. When bus services are changed, new data must be submitted and these must be verified again by the bus operator. Hence, this figure can go down if re-verification is not carried out promptly.
Benchmarking	This will be available in the future as SWPTI will calculate figures for each transport authority using a consistent methodology.
Consultation	The indicator was approved by all South West transport authorities at a General Meeting of SWPTI Ltd.
Review	The step-change for 2006/07 is particularly challenging for the County Council.
Key Actions	Ensuring details of service changes are promptly verified by the bus operator.
Principal Risks & Management	The biggest potential risk is the willingness of bus operators to carry out verification since this involves a commitment of their staff time. However, all large bus operators in the South West region are members of SWPTI Ltd, have signed a legally binding agreement and are committed to the project at senior level. The quality of the unverified data will affect how quickly it can be verified as inaccurate data must be corrected first. However, the experience with Wiltshire data has identified few inaccuracies. Maintenance of this data relies on the continuing availability and resourcing of staff with the necessary understanding of bus timetable issues and data processing procedures. This is achieved through the regional Traveline project. As the project is at the development stage, it is funded through the LTP process as a capital expense, but there is currently no source of revenue funding to maintain the project fully developed. It is anticipated that the development phase will continue throughout the five-year period. Progress is monitored at quarterly meetings of SWPTI Ltd.



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