



the SWRA's community strategy 'Making a Difference Together', sets out clear and wide-ranging objectives to identify, improve and promote better accessibility in the local area. In a similar way to the Pathways for Change programme outlined earlier, the SWSA's work therefore provides the ideal opportunity for accessibility planning issues to be fully considered and integrated within an existing partnership based strategy and work programme.

## 6.8 Progress on Accessibility Priorities

### 6.8.1 Accessibility Priority: Health

The County Council is involved in the Pathways for Change process in two significant ways: through its scrutiny and transport planning functions.

The County Council's Health Overview and Scrutiny Committee (set-up under the Health and Social Care Act, 2001) provides a forum for Councillors to raise health issues and address discrepancies in local need and inequality in health care. It works in collaboration with partner district councils in Wiltshire, health service bodies, neighbouring local authorities and national agencies, and produces reports and makes recommendations which advise the Cabinet and the Council as a whole on its policies, performance, budget and service delivery.

Following an initial briefing paper on Pathways for Change delivered in June 2005, the Health Overview and Scrutiny Committee, at its September 2005 meeting, considered decisions taken by the West Wiltshire PCT in response to an Audit Commission report which highlighted "...major concerns about the [PCT's] current financial standing...". As part of its resolution on these matters, the Committee set up a Task Group to review the transition and development of the PCTs' services.

One of the recommendations made by the Task Group in its Interim Report was:

*"That issues of transport are treated as urgent and issues are discussed with stakeholders and communities at the earliest opportunity to ensure that [the] development of transport links is closely aligned to [the] development of services".*

In response, the PCTs stated that they are:

*"...aware of the significance of the issue of transport to the local community. A group tasked with the express purpose of resolving this issue in light of service changes met for the first time at the beginning of December [2005]. This group will build on the work already done by Wiltshire County Council and will consider a joint approach to the development of transport links to support access to health services".*



Given the importance of transport in the Pathways for Change process, the Council has sought to engage with the PCTs over the past two years to develop a brief which would:

- identify the current pattern of travel to health service facilities;
- inform other stages of Pathways for Change, such as forecasting the effects of changes in health service provision on accessibility;
- inform operational planning seeking to co-ordinate and improve the provision of transport services to health facilities; and
- provide a baseline for future monitoring of health service accessibility in the PCTs' area.

Unfortunately, despite a number of high-level meetings and the Council's appointment of a consultant to undertake this work, significant progress has not been forthcoming. This is in part due to the PCTs' financial position. However, it is also in part due to the PCTs' seeming unwillingness to consider transport planning issues at an early stage in the Pathways for Change process.

The lack of significant progress means that, contrary to the indication in the provisional LTP2, the County Council is unable to provide an outline local accessibility action plan or targets for this priority in the LTP2. However, as stated above, a Transport Working Group has now been set up which includes representatives from the PCTs, the County Council, the Wiltshire Ambulance Trust and community and voluntary organisations. A first major task of this group is the development of an action plan. A first draft has been produced for circulation and completion by Group members and the final version is planned to be completed by the end of March 2006.

### 6.8.2 Accessibility Priority: Education, Skills and Training

In light of further analysis and evidence, the initial priority proposed in the provisional LTP2 has been supplemented by an associated focus on improving access to employment and training for young people. The reasons for this decision are as follows:

- The WSB's 'A Strategy for Wiltshire' identifies that many local communities have highlighted the need for a greater range of facilities and activities for young people.
- Two of Wiltshire's Local Public Service Agreement (LPSA) targets are related to improving working skills (see below):
  - Improve the basic skills of adult learners; and
  - Promoting accessibility to Lifelong Learning and ensuring the improvements of the skills base in the workforce.



### LPSA Target 5

Lifelong Learning Target: Improve the basic skills of adult learners

Indicators by which performance will be measured:

1. Number of adults obtaining a Skills for Life qualification at Entry Level 3.\*
2. Number of adults passing a Level 1 National Test in Adult Literacy (and/or Numeracy) from any of the accredited examining bodies.\*
3. Number of adults who gain a Level 2 qualification in Adult Literacy (and/or Numeracy) from any of the accredited examining bodies or any other Level 2 Qualification.\*

Each adult will be counted only once in each of the three parts of the target. The accredited examination bodies which currently offer National Tests – in printed or online formats – are the City & Guilds Institute and OCR (Oxford, Cambridge and RSA).

#### Current performance (Academic year ending Summer 2004)

1. 0
2. 1
3. 20

#### Performance at the end of the period of the Local PSA (Academic year ending Summer 2008)

##### *Performance expected without the Local PSA*

1. 10
2. 7
3. 25

##### *Performance target with the Local PSA*

1. 150
2. 100
3. 250

##### *Enhancement in performance with the Local PSA*

1. 140
2. 93
3. 225

\*Note: The target group is public sector workers of all kinds (in participating organisations) but excluding the Armed Forces.



**LPSA Target 12**

Promoting accessibility to Lifelong Learning and ensuring the improvements of the skills base in the workforce

Indicator by which performance will be measured:

The percentage of young people in Wiltshire aged 16-18 who are not in Education, Employment or Training (as measured by the DfES adjusted NEET indicator).

**Current performance (November 2004 – January 2005)**

5.2% (average of November '04 to January '05)

**Performance at the end of the period of the Local PSA (31 January 2009)*****Performance expected without the Local PSA***

4.5% (average of November '08 to January '09)

***Performance target with the Local PSA***

4.1% (average of November '08 to January '09)

***Enhancement in performance with the Local PSA***

0.4%

- The 'Challenging Perceptions' report highlighted that access to transport is often the most important issue facing young people in rural areas. In terms of employment, the report states that young people often experience a vicious circle whereby they need private transport to get a job and need a job in order to afford private transport.
- Participants at the Accessibility Planning Partners' Forums highlighted access for young people to employment as a priority concern.
- The Wiltshire Assembly of Youth 'Agenda for Action' includes improved and better co-ordinated access to services and facilities in the County as a key issue.
- Access to services and facilities for young people is highlighted as an issue in all the Local Strategic Partnership strategies.
- Community First, in association with JobCentre Plus and Connexions, are due to start a countywide Wheels-to-Work project in May 2006 which aims to provide mopeds for people, particularly young people, to get to work. This project therefore provides an opportunity for the LTP accessibility planning process to be joined-up with an ongoing partnership programme.

While initial presentations were made to the Learning Disability Partnership Board and the Post-16 Education Transport Partnership in September 2005, further progress on this priority has been put on hold until 2006/07. At this point, further accessibility analysis will be undertaken and an appropriate partnership working



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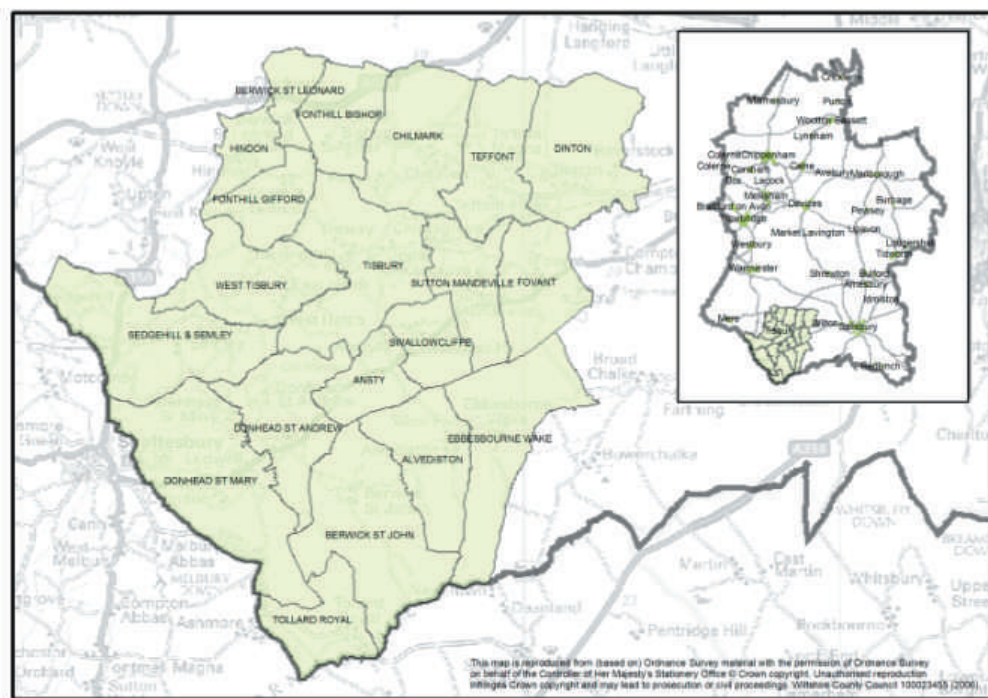
group convened. It is then envisaged that a local accessibility action plan will be developed for initial implementation in 2007/08.

### 6.8.3 Accessibility Priority: Access to Service in South Wiltshire

A report on access to services in South Wiltshire was presented to the SWSA Board in October 2005. In light of further consultation with the SWSA, a study area around Tisbury has been identified (see Figure 6.8). The reasons for identifying this area are as follows:

- A number of the Super Output Areas in the Tisbury area are ranked highest in the Index of Multiple Deprivation 'Access to Housing and Services' domain.
- Community consultation by the SWSA identified that issues relating to rural isolation get increasingly worse in the west of Salisbury District, including in the Nadder Valley (Tisbury and surrounding area).
- The results of a Peoples' Voice survey undertaken in October 2005 found that only 68.8% of residents surveyed in the Nadder Valley find it easy to access key local services. This compares with 83.4% of residents surveyed in Salisbury City.

**Figure 6.8: Tisbury Accessibility Planning Study Area**



A local working group to explore accessibility issues in the Tisbury area has been set-up and its first meeting took place in February 2006. Invitations were sent to a range of organisations and the meeting brought together service providers with local groups who are aware of the issues people face in actually accessing services in the local area. As the Tisbury area is close to the boundary with Dorset and many residents look towards places such as Shaftesbury for services, the study will



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require close joint working with partners in Dorset, and will need to complement other plans such as the Shaftesbury Community Action Plan.

The first stage of the process will enable the County Council to:

- Gain a clear idea of what accessibility related issues there are in the Tisbury area.
- Identify what resources can be pooled from all the partners.
- Understand the constraints each partner is working under.
- Consider relevant initiatives currently being undertaken elsewhere in the country.
- Identify what can feasibly be achieved to improve accessibility in the area.

It is anticipated that this stage of the process will be completed by July 2006 when a framework local accessibility assessment will be produced.

The second stage of the process will involve consulting with Parish Councils, District and County councillors to look in detail at specific issues people face. Workshops will be held in the Summer and Autumn of 2006, and from these a draft local accessibility action plan will be drawn up by November 2006. The results of further consultation will then be fed into producing a final local accessibility action plan in early 2007 which will be implemented jointly with other members of the partnership.

More widely, the SWSA is developing a 'Social Inclusion Strategy for South Wiltshire' which is seeking to address a number of social exclusion issues in the area by way of partnership working, which includes the County Council. Following further consultation, a series of jointly agreed actions are to be implemented as part of the final Strategy which the SWSA is intending to publish in the Autumn of 2006.

## 6.9 Strategic Accessibility Partnership

Potentially, the most important existing partnership in relation to accessibility planning is the WSB. Given this, the executive of the WSB (WiSBEx) has agreed to fulfil the role of Strategic Accessibility Partnership to guide Wiltshire's accessibility planning process. In addition, WiSBEx has agreed to:

- support the identified accessibility priorities, as outlined in Sections 6.7 and 6.8; and
- participate fully, through its member organisations, in the LTP accessibility planning process.



The following organisations are represented on WiSBEx:

Kennet & North Wiltshire Primary Care Trust  
 South Wiltshire Primary Care Trust  
 West Wiltshire District Council  
 North Wiltshire District Council  
 Kennet District Council  
 Salisbury District Council  
 Wiltshire Association of Local Councils  
 Wiltshire & Swindon Economic Partnership  
 Learning & Skills Council Wiltshire and Swindon  
 Wiltshire & Swindon Lifelong Learning Partnership  
 Wiltshire Constabulary  
 National Probation Service Wiltshire Area  
 Community First  
 Wiltshire Wildlife Trust  
 Voluntary Action Kennet  
 Wiltshire Churches Together  
 Devizes Town Council and Association of Wiltshire Towns  
 Wiltshire & Swindon CFA

As outlined in Section 6.2, accessibility planning is an ongoing process and therefore progress on the current priorities, and the identification of other area or theme priorities will be considered by the Strategic Accessibility Partnership during the course of the LTP2. This will include liaising with the South West Regional Development Agency (RDA) concerning its contribution to the DEFRA target of “improving productivity in rural areas and contributing towards improved accessibility of services for rural people”. In doing so, this will present opportunities for aligning the RDA’s rural transport aims and proposals with the objectives and priorities established through the Accessibility Strategy, and so help to make best use of the revenue and capital funding that might be available from a variety of sources. Further details will be reported in the Council’s future LTP progress reports.

## 6.10 Targets

The DfT has identified a number of core accessibility indicators for all LTP areas. These indicators (see below) have been measured centrally by the DfT based on a common methodology and consistent, centrally available, data sets. These indicators have also been mapped (at Super Output Area level) by the Council and are shown in Appendix 2 (except for the school indicators due to disclosure requirements).

These include: a) pupils of compulsory school age; b) pupils of compulsory school age in receipt of free school meals within 15 and 30 minutes of a primary school and 20 and 40 minutes of a secondary school by public transport.



**Table 6.5: Accessibility to Primary and Secondary Schools**

Area	Primary a) within 30 mins	Primary b) within 30 mins	Secondary a) within 40 mins	Secondary b) within 40 mins
Wiltshire	98.8	99.5	97.7	98.0
Kennet	98.9	100.0	98.8	99.5
North Wiltshire	98.3	99.2	96.3	98.3
Salisbury	98.2	98.8	96.9	95.3
West Wiltshire	99.9	100.0	99.4	99.5

- % of 16-19 year olds within 30 and 60 minutes of a further education establishment by public transport.

**Table 6.6: Accessibility to Further Education**

Area	% of 16-19 yr olds within 30 mins of further education	% of 16-19 yr olds within 60 mins of further education
Wiltshire	82.0	98.6
Kennet	69.8	99.2
North Wiltshire	82.2	97.7
Salisbury	76.9	98.0
West Wiltshire	95.9	99.6

- % of a) people of working age (16-74); b) people in receipt of Jobseekers' allowance within 20 and 40 minutes of work by public transport.

**Table 6.7: Accessibility to Work**

Area	% of people of working age within 40 mins of work	% of people in receipt of Jobseekers allowance within 40 mins of work
Wiltshire	98.1	98.7
Kennet	98.7	99.6
North Wiltshire	97.1	98.2
Salisbury	97.9	98.1
West Wiltshire	99.0	99.4

- % of a) households b) households without access to a car within 30 and 60 minutes of a (general) hospital by public transport.



**Table 6.8: Accessibility to General Hospitals**

Area	% of households within 60 mins of a hospital	% of households without access to a car within 60 mins of a hospital
Wiltshire	67.5	88.7
Kennet	45.8	46.3
North Wiltshire	62.2	76.1
Salisbury	87.3	92.2
West Wiltshire	66.7	76.7

- % of a) households b) households without access to a car within 15 and 30 minutes of a GP by public transport.

**Table 6.9: Accessibility to GPs**

Area	% of households within 30 mins of a GP	% of households without access to a car within 30 mins of a GP
Wiltshire	94.8	97.9
Kennet	94.8	97.7
North Wiltshire	95.2	98.5
Salisbury	91.6	96.5
West Wiltshire	97.4	98.8

- % of a) households; b) households without access to a car within 15 and 30 minutes of a supermarket by public transport.

**Table 6.10: Accessibility to Supermarkets**

Area	% of households within 30 mins of a supermarket	% of households without access to a car within 30 mins of a supermarket
Wiltshire	92.1	96.6
Kennet	92.3	96.6
North Wiltshire	90.0	95.7
Salisbury	88.1	94.6
West Wiltshire	98.0	99.1

In addition, all authorities are expected to produce at least one accessibility target, based on the above core indicators, a local accessibility indicator or both. In the work Accessibility Strategy, it was stated that the intention was to base the Council's target on the first initial priority: accessibility to health services facilities in the Kennet and North Wiltshire and West Wiltshire Primary Care



Trusts' area. However, as outlined in Section 6.8.1, progress on this priority has not enabled a target to be set.

In determining the Council's accessibility targets a number of factors have been taken into consideration. Firstly, the DfT/Withinreach seminars held in the second half of 2005 and the DfT letter 'Accessibility Planning – Local Accessibility Indicators for LTP2' (November 2005) emphasised that:

- the indicator(s) should, as far as possible, be outcome based and at a spatial level that is not particular to a single project or scheme or a small geographical area; and
- the core accessibility indicators being calculated by the DfT focus solely on journey times to jobs and services and, as such, are unlikely to present a complete picture of accessibility within an area. Accessibility problems and solutions vary significantly between local areas and, in some cases, journey time might not be the most appropriate measure of local accessibility. Local authorities are encouraged to develop their own performance indicators, in support of their local accessibility objectives, and based on their own assessment and prioritisation of local accessibility problems. Authorities' local accessibility indicator(s) and target(s) for LTP2 should, therefore, focus on local priorities and might reflect influences other than journey time that are of importance locally.

Secondly, one of the County Council's Public Transport Strategy objectives is to maintain and seek to improve opportunities to access important services and facilities. However, at the same time, it is realised that many accessibility needs are too dispersed to be met effectively by conventional public transport, and therefore other types of transport services may be required.

Given the above factors, the Council has decided to adopt countywide accessibility targets which seek to maintain a 'threshold' level of accessibility and increase the coverage of voluntary car schemes which are more effective at meeting dispersed accessibility needs (see Chapter 15 and Appendix 4 for further details on these targets):

- To maintain access to an hourly or better service for at least 50% of rural households throughout the period up to 2010/11.
- To maintain access to a daily or better service for at least 80% of rural households throughout the period up to 2010/11.
- To increase the coverage of voluntary car schemes in rural areas to 94% of households by 2010/11.





## CHAPTER 7

# Shared Priority: Safer Roads

## 7.1 Introduction

The County Council is committed to making Wiltshire's roads safer and to reducing casualties from road traffic accidents.

Road casualty reduction in Wiltshire is tackled on a number of fronts, using proven strategies which, despite the growth in both population and traffic on the roads, have been successful. Improvements to road layout and infrastructure, education campaigns and enforcement have been, and will continue to be, at the forefront of our efforts to achieve challenging targets. However, the Council recognises the need to be receptive to, and evaluate new ideas, which maximise the use of new technology and engage the community in helping achieve improved standards of road safety and behaviour.

The activities for collision reduction and prevention in Wiltshire are set-out in the Swindon and Wiltshire Road Safety Partnership's 'A Strategic Plan for Road Safety' which supplements the road safety work of the Government and other agencies. The Swindon and Wiltshire Road Safety Partnership was established with the aim of reducing the number of people killed or injured in road traffic collisions. It also seeks to utilise successful joint working to achieve the casualty reduction targets. The Partnership has representation from the County Council, Highways Agency, Swindon Borough Council, Health Authority, Wiltshire Constabulary and Fire Brigade.

The Road Safety Strategy was submitted with the LTP APR in 2003 and will be reviewed within the LTP2 period as future developments present the partnership with new opportunities to take forward this important work (also see Section 7.6).

## 7.2 The Partnership's Objectives

The objectives of the Wiltshire County Council and Wiltshire Constabulary Road Safety Partnership are to improve road safety in Wiltshire and reduce the number of casualties in accordance with the national targets set for 2010. The Partnership aims to do this by:

- Identifying road safety problems on the network, and investigating and implementing solutions.
- Improving road user behaviour by the use of engineering, educational and enforcement initiatives.



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### 7.3 Partnership Working

In addition to the organisations represented on the Partnership, other groups have an important part to play in seeking to achieve the above objectives and targets. These groups include:

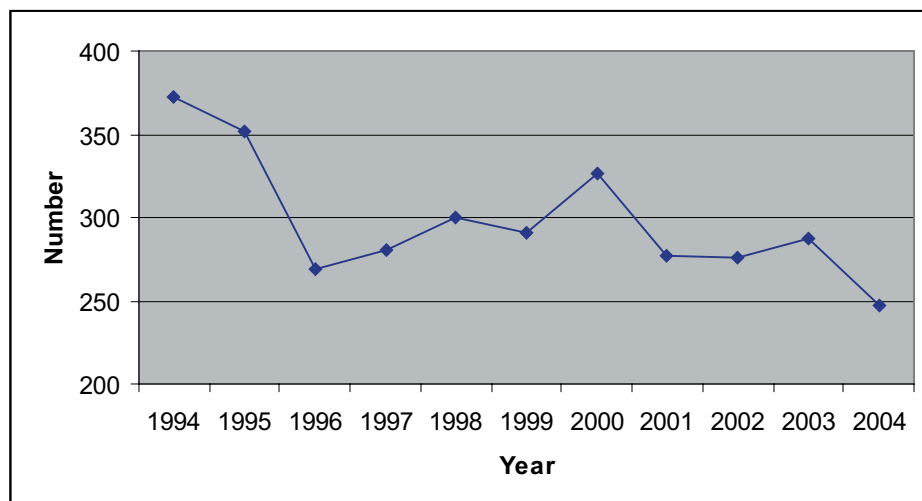
- The District Councils
- The Government and its Agencies
- Parish and Town Councils
- Voluntary groups
- Local residents
- The business community
- The media
- Individual road users

Road safety is a key theme in the District Community Safety Partnerships set up under the provisions of the 1998 Crime and Disorder Act. Strategies and action plans have been developed with key agencies.

### 7.4 Brief History of Casualty Reduction

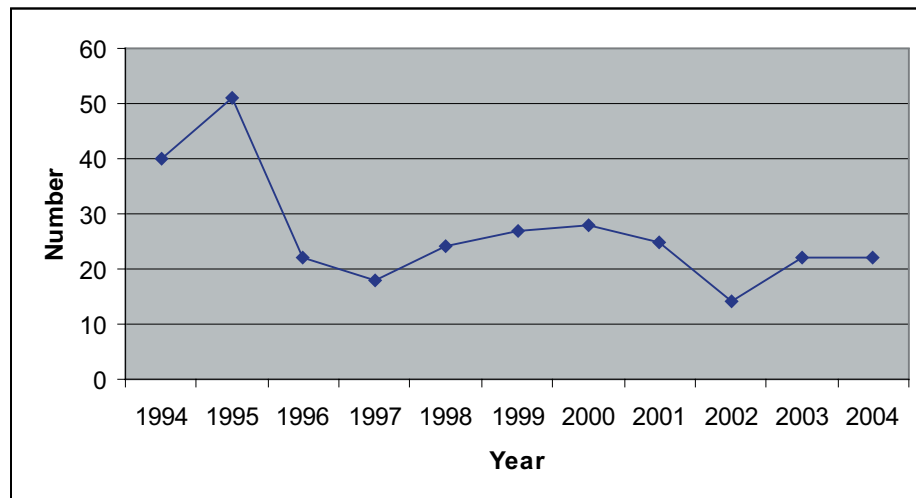
Figures 7.1, 7.2 and 7.3 below show the trend in casualties over the last ten years on the County Council's roads. The figures also demonstrate the Council's progress towards the Government's casualty reduction targets midway through the ten year period (see Section 7.8).

**Figure 7.1 Killed and Seriously Injured Casualties 1994-2004  
(County Roads)**

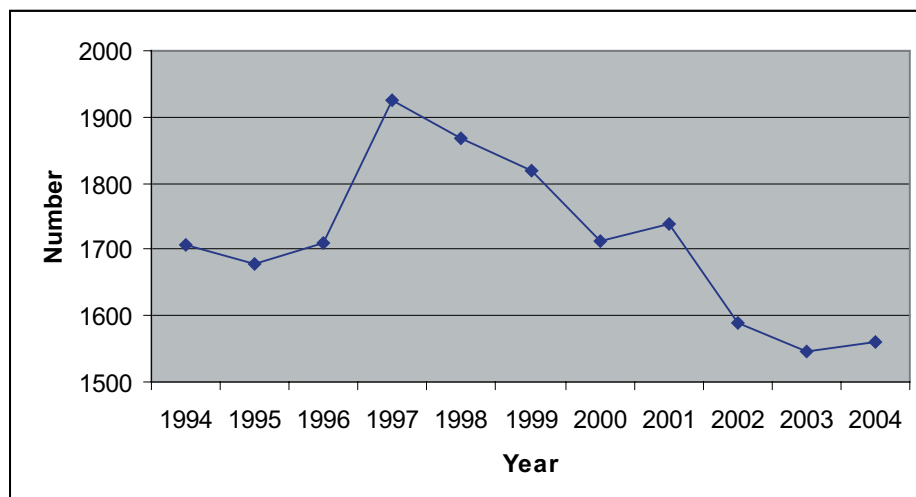


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**Figure 7.2 Child Killed and Seriously Injured Casualties 1994-2004 (County Roads)**



**Figure 7.3 Slight Injury Casualties 1994-2004 (County Roads)**



The above figures show that the County Council has already achieved a 22% reduction in Killed and Seriously Injured (KSI) casualties and a 29% reduction in child KSI casualties, and that the target for a reduction in slight casualties has already been met. However, the Best Value Performance Indicators for casualty reduction include the trunk roads and M4 motorway in Wiltshire which are the responsibility of the Highways Agency. When these roads are included, the reductions reduce to 16% for KSI casualties and 18% for child KSI casualties. This illustrates that the relatively poor safety record on the trunk roads and the M4 motorway is masking successful casualty reduction achieved by the County Council on its roads (see page 15 for further details on targets).

Figure 7.1 below shows the reduction in KSI casualties on County roads, trunk roads and the M4 motorway in Wiltshire compared to the Audit Commission's comparison authorities, the South West Region and Great Britain.

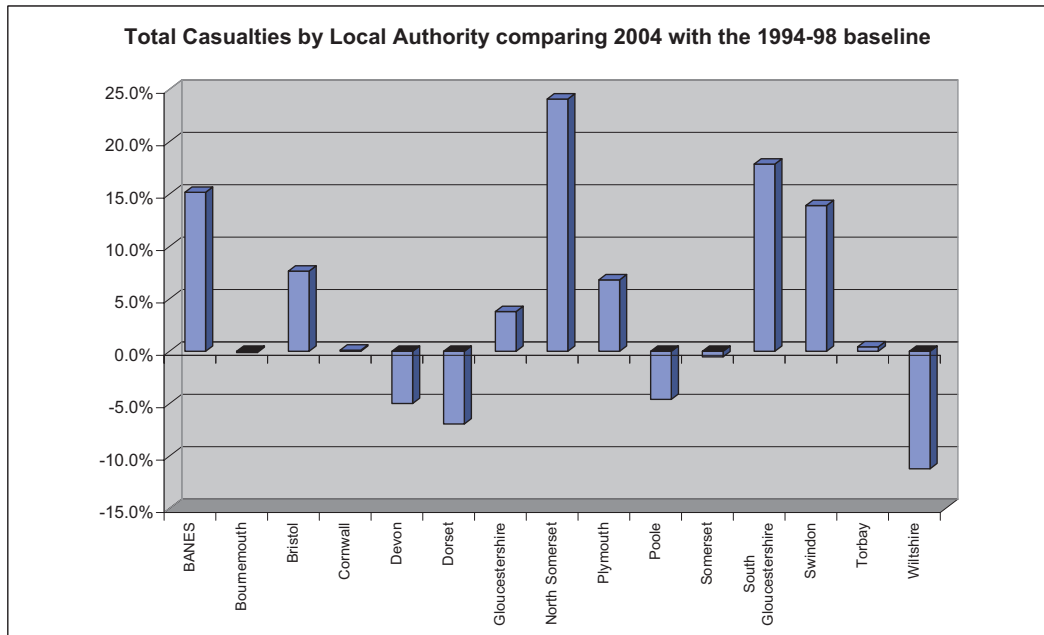


**Table 7.1 KSI Casualty Reduction Comparison of 1994-1998 Average with 2004**

Highway Authority	Killed and Seriously Injured Casualties (KSI)		
	1994 – 98 Average	2004	% Change
Berkshire	332	367	+ 11
Buckinghamshire	407	512	+ 26
Gloucestershire	360	276	- 23
Oxfordshire	385	381	- 1
Wiltshire	388	326	- 16
South West Region	3,262	2,619	- 20
Great Britain	47,656	34,351	- 28

Figure 7.4 below shows the total casualty reduction achieved by highway authorities across the South West region. This clearly shows Wiltshire to be the lead authority in total casualty reduction in 2004.

**Figure 7.4 Total Casualty Reduction Comparison across the South West**



## 7.5 Methodology

The Partnership has identified target user groups, established objectives for each group, and will seek to achieve these objectives by utilising the key tools outlined in the following sections.

To assist in the rather difficult task of further reducing casualties, new and innovative ideas are researched and where appropriate, implemented alongside our extensive range of traditional road safety activities.

### 7.5.1 Key Tools for Implementation

Wiltshire's Road Safety Strategy is fundamentally based on the well established three E's:

- Education
- Enforcement
- Engineering

#### Education

The collision prevention work undertaken by the County Council's Road Safety Officers is centred on Education, Training and Publicity. A comprehensive range of activities is carried out to influence driver behaviour and to improve the skills of all age groups and to give vulnerable road users, such as children, the necessary skills to make them safe throughout the highway network. Influencing behaviour is considered particularly important as research shows that in 95% of collisions driver behaviour is a contributing factor. The key areas of work are listed below:



#### **Children:**

- Working with teachers on key stage objectives.
- Cycle training for children from the age of 10 years and upwards. Off-road cycle training for 7-9 year olds.
- Pedestrian training, via specially developed "Walk Safe" scheme.
- Development of school travel plans to reduce school run by car.
- Visits to playgroups and nurseries to talk to parents about safety issues, particularly in car safety restraints.
- Pre-driver training in secondary schools/colleges.
- Road safety projects with uniformed groups, e.g. Cubs, Brownies, etc.



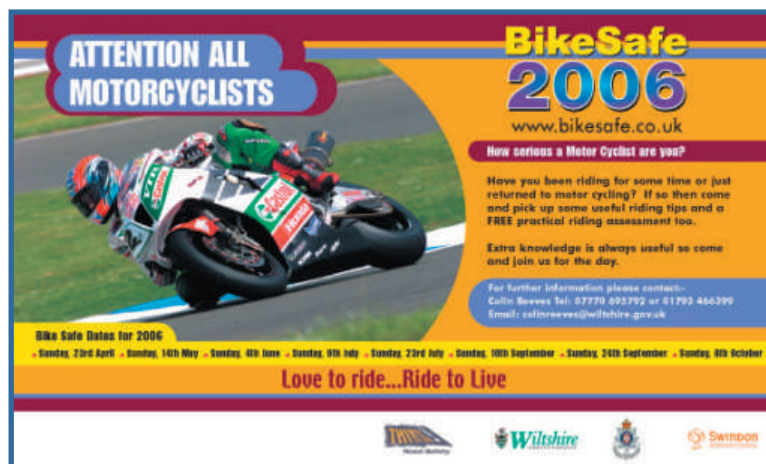
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**Drivers:**

- Contribution towards cost of “PASS PLUS” to give newly-qualified drivers enhanced skills.
- SAGE (Safer Driving with Age) to help older drivers stay safe on the road with driving assessment and advice.
- Driver Improvement Scheme, part of a national scheme for some drivers as an alternative to prosecution for careless or inconsiderate driving.
- Support for the Government’s “THINK” road safety publicity campaign to influence driver behaviour concerning:
  - Drink driving
  - Speeding
  - Seat belt use
  - Fatigue
  - Drugs
  - Pedestrian safety
  - Driver training and assessment for company drivers.

**Motorcyclists:**

- BikeSafe Scheme – riding assessment and safety advice for motorcyclists, particularly aimed at the mature biker to encourage further training.



- Wiltshire is involved in the Multi-Agency Steering Group set up by the Casualty Reduction Forum to address the lack of a suitable retraining course specifically designed for motorcyclists. A national course for motorcyclists as an alternative to prosecution for a riding offence in accordance with section 3 of the Road Traffic Act 1988 is being developed.

**Equestrians:**

- Advice on “the riding and road safety test”.

**ists:**

ice and training for all age groups.

ounty Council's road safety staff are actively involved at the national level  
fluencing the Road Safety Strategy and Policy, occupying such roles as

the national Vice Chair, Local Authorities Road Safety Officers Association, and representing the authority on the Royal Society for the Prevention of Accident's National Road Safety Commission and the Parliamentary Advisory Council for Transport Safety.

### Enforcement

The Police generally take the lead on enforcement of road traffic law. However, of particular importance is the enforcement of speed restrictions which is considered a partnership matter.

In April 2002 the Wiltshire and Swindon Safety Camera Partnership was accepted into the Government's safety camera costs recovery scheme which allows the fine revenue from enforcement by speed and red light cameras to be used to refund the costs of their installation, operation and maintenance.

The Camera Partnership comprises representatives of Wiltshire Constabulary, the County Council, Swindon Borough Council, Highways Agency, Magistrates' Court Service, Crown Prosecution Service and Health Authority.

The aim of the Partnership is to reduce casualties from road accidents by the operation of safety cameras to positively influence drive compliance with speed limits and by increased activity in the area of education and information aimed at changing the attitude of offending drivers and society in general.

Casualty saving is very important in improving the quality of life of local communities. It also has important secondary benefits in savings in hospital bed occupation and ambulance, Police and fire service costs.

The key areas of work are listed below:

- Aid the targeting of offenders by the use of high technology equipment.
- To participate in the safety camera project to reduce road casualties.
- To progress the introduction of decriminalised parking enforcement, with the District Councils taking over responsibility from the Police. This will allow more financial resources to be reinvested to deal with traffic problems.
- Carry out intelligence led police enforcement.

With regard to speed limits, in general, a cautious approach to the introduction of new speed restrictions is being adopted. The aim in Wiltshire is to introduce speed restrictions that are respected and observed by drivers, thus making a positive contribution to road safety.

From the extensive research undertaken on behalf of the Government, there is no doubt that just making an Order and providing speed limit signs does not automatically mean that vehicle speeds are reduced. The most important factor influencing the speed at which drivers travel is the character and appearance of the road. Accordingly, criteria have been established in an attempt to ensure speed restrictions are introduced on a uniform basis where drivers will observe a lower speed limit and road safety will consequently be improved.



### 20mph restrictions



Government regulations allow two types of 20mph restriction:

- 20mph zones requiring traffic calming features (road humps, chicanes etc) to physically constrain traffic speeds.
- 20mph speed limits requiring signs only, but only where the physical limitations of a road currently limit the speed to just above 20mph.

The County Council's requirements for 20mph restrictions were agreed in 1999 as follows:

- Integrated Transport Plans include the introduction of 20mph zones for towns where vulnerable road users are likely to be found in greater numbers.
- 20mph zones are considered for villages only where there is a current 30mph limit and a record of injury accidents involving vulnerable road users.
- In either towns or village locations, sign only 20mph speed limits will only be considered where existing 85th percentile speeds are 24mph or less.

### 30mph restrictions

In March 2004 the County Council resolved to adopt the updated recommendations of the DfT (Traffic Advisory Leaflet 1/04 'Village Speed Limits') as interim criteria for the introduction of 30mph speed limits in Wiltshire villages. This is based on the following requirement:

- 20 or more houses fronting the road; and
- minimum length of 600 metres.

As a visual message to drivers that they are in a village, a measure of density is also recommended:

- at least 3 houses per 100 metres over the extent of the 30mph limit.

### 40mph restrictions

The revised 30mph village criteria has subsumed the requirements for 40mph speed limits previously agreed by the County Council. Finalised guidance from the Government to local authorities on rural speed management has previously been promised but is still awaited. On receipt of this guidance, it is anticipated that the County Council will agree criteria for 40mph limits in Wiltshire.

### 50mph restrictions

Current County Council policy permits the introduction of 50mph limits where:

- the accident rate of a road exceeds the typical accident rate for roads of that class; and on roads without frontage development bounding an urban environment, where there are junctions serving the development including right turns and where there is some pedestrian activity.



The expected advice from the Government on rural speed management could influence future County Council policy on 50mph limits.

## Engineering

The resources available for collision reduction, Local Safety Schemes, involving engineering measures are targeted at the sites with the worst collision problem. This is done by monitoring the injury collisions that occur on County roads to establish the cluster sites, and A and B classification roads with an above typical collision rate. The cluster sites are the locations i.e. bends and junctions, etc., where three or more injury accidents have occurred in the last three year period. The collision data is subject to detailed analysis to establish characteristics, causes and to identify treatable action. Regular liaison takes place with the Traffic Police and Safety Camera Unit on collision sites. Each year, the County Council decides the collision sites from the cluster list and sections of roads with above typical collision rates to be treated in the forthcoming year with the funds allocated for Local Safety Schemes.

The key areas of work are listed below:

- Identify accident problem sites.
- Introduce traffic calming.
- Improve traffic signing and road markings.
- Review speed limits.
- Improve skidding resistance at problem sites.
- Improve junction layouts.
- Improve crossing facilities for pedestrians and cyclists.
- Further develop the use of vehicle activated road signs.
- Use new materials such as coloured surfacing to enhance safety measures.
- Use new technology to collect traffic data.
- Consider the application of new equipment for keeping roads safer in winter conditions.

The County Council was involved in the trial of Vehicle Activated Signs to assess their effectiveness in reducing road collisions. More recently, Wiltshire has been involved with consultants, TRL, who were commissioned by the Government to develop and test traffic calming techniques which make greater use of psychological (non-physical) measures to reduce traffic speeds.



A scheme was developed and implemented in 2004 for the village of Latton involving the construction of stone gateways, removal of centre white line markings, provision of coloured surfacing material and lowering of the light columns. The scheme has resulted in significant reductions in speed through the village and, from a residents' survey, is a scheme which the majority of residents support and consider has been successful.



Optimization Software:  
[www.balesio.com](http://www.balesio.com)

In addition to the three E's, a number of other methods are also utilised to help achieve the Road Safety Strategy objectives and targets:

### Marketing and Publicity

A proactive and robust communications strategy will ensure that a constructive relationship with the public and the media is cultivated in order to achieve a lasting change in driver behaviour.

The communications strategy includes the following elements:

- Regularly inform members of the public through the media, on progress made in reducing road casualties.
- Offer road safety advice on a regular basis by way of campaigns and participate in those sponsored by Government and, where appropriate, other organisations.
- Promote the 'Think!' campaign.
- Provide advice, leaflets and information on road safety issues.
- Use Partnership internet sites to promote road safety.
- Place advertisements in publications to promote road safety themes and campaigns.

## 7.5.2 Target User Groups

The Partnership has identified the following target user groups. They each have specific requirements when using roads and improvements can be obtained by delivering safety objectives tailored to their needs.

**Figure 7.5: Target User Groups**



### People with Reduced Mobility

Some people, by the nature of their impairment, may face greater difficulties when using the roads. The objective is to ensure that all facilities are accessible at minimum risk.

These measures will include:

• Install Puffin crossings which incorporate electronic detection equipment to automatically increase crossing times for those with mobility difficulties.



- To provide dropped kerb crossings with tactile paving at junctions and other places where there is a demand to cross the road.
- Continuing to work with support groups who represent reduced mobility users to ensure our facilities meet their needs.

### **Pedestrians**

In 2004, pedestrian casualties were 7% of all road casualties on the County's roads.

Actions will include:

- Give particular emphasis to child pedestrian safety.
- To install pedestrian crossings.
- To prioritise funding at sites that have a higher proportion of accidents involving pedestrians.
- To introduce further traffic calmed areas where there are accidents involving pedestrians.
- To introduce 20mph schemes and Home Zones where appropriate.
- The needs of pedestrians will be considered within all traffic management and local safety schemes to create a safe, convenient, direct and attractive walking environment.

In 2003, consultants TRL were commissioned by the County Council to investigate the issues surrounding the installation of 20mph zones outside schools. The purpose of the investigations was to provide robust evidence of the desirability, or otherwise, of installing such zones. Comparison was made with other local authorities. It was concluded that considering the very large number of pedestrian movements into and out of schools each day in Wiltshire, child pedestrian casualties are an extremely rare event. There is no hard evidence to show such restrictions will make a contribution to road safety since the majority of schools do not have an accident problem in the first place. On considering the consultant's findings, the County Council has agreed a policy for speed restrictions at schools in urban and rural locations:

- In urban areas, priority will be given to requests for traffic calming and consequential 20mph zones in areas that include a school with an effective and active School Travel Plan where there are roads that are likely to be used by significant numbers of children walking and cycling to and from school.
- In rural areas, all schools are to have a 30mph speed limit unless there are circumstances that make the introduction of such a limit inappropriate.

### **Cyclists**

In 2004, cyclists accounted for 5% of all casualties on County roads.

Actions will include:

- Give particular emphasis to child cycle safety.
- Priority funding for sites which have a high proportion of accidents involving cyclists.
- Detailed accident investigations to determine where and when cyclists are more vulnerable.



- Conversion of Pelican crossings to Toucans on appropriate designated cycle routes.
- Consider the introduction of further advanced stop lines for cyclists at new and existing traffic signals.
- Continue to consider the needs of cyclists in all traffic schemes and maximise opportunities to improve the cycling environment.
- Encourage the wearing of cycle safety helmets.

### Equestrians



Even under the control of an experienced rider, horses can be unpredictable and therefore vulnerable when their route is close to motorised traffic. The objective is to make road users more aware of the unpredictability of horses and to reduce the speed of traffic in their vicinity.

Actions will include:

- Consider whether roads of a rural character can be designated as 'Quiet Lanes' once the Pewsey Vale scheme has been fully evaluated.
- Consider enhanced signing and marking of rural roads, junctions and other hazards in the vicinity of equestrian centres.

### Motorcyclists

Although motorcycles represent only a minority of all licensed vehicles, there is concern nationally at the number of motorcycle casualties. Motorcyclists amounted to 9% of all casualties on County roads in 2004. Of the riders who were injured, 27% suffered fatal or serious injuries. The objective is to reduce motorcycle casualties and to influence both rider and driver behaviour.

Actions will include:

- To continue with the 'Bike Safe 2000' initiative which supports the national campaign to target adults returning to new and high powered motorcycles.
- To provide education and advice via the media.
- Targeted speed enforcement.

### Car Occupants

In terms of accidents per unit distance travelled, while car occupants are among the least vulnerable of users on the road network they accounted for over 72% of all casualties on the County's roads in 2004. Driver error coupled with excess or inappropriate speed is often the cause, with the majority of accidents occurring at junctions. Of particular concern is the fact that 53% of all child casualties occur when they are passengers in cars. Our objective is to make road improvements, educate drivers, support campaigns and initiatives and target speed enforcement to reduce casualties in this major road user group.



Actions will include:

- Give particular emphasis to in-car child safety.
- Introducing road layouts that will encourage safer driving behaviour, particularly at junctions.
- Providing traffic sign and road marking improvements.
- Supporting national campaigns on drink driving, speed, seat belts and fatigue.
- Continue the use of safety cameras at proven speed-related casualty sites.
- Continue to support the national driver improvement scheme.
- Campaign for correct use of seat belt and child restraints.
- Provide S.A.G.E. (Safer Driving with Age) training.
- Encourage new drivers to become better drivers including subsidising PASS PLUS.

## 7.6 Changes to Safety Camera Funding

In mid-December 2005, the DfT announced that safety camera activities and partnerships are to be integrated into the wider road safety delivery process.

The County Council welcomes this announcement and the integration of safety camera funding into the LTP system from 2007/08. The flexibility offered by this change will be used to pursue with our partners the mix of road safety measures which will make the greatest contribution to reducing road casualties on the county and trunk road network. In light of this, the County's Road Safety Strategy, developed with the Police and Health Authority to prevent and reduce casualties, will be reviewed in the LTP2 period.

However, as a first step, as part of the evidence-based approach to tackling problems at collision sites, when appropriate remedial schemes are being developed, the deployment of safety cameras will be considered alongside other measures, such as traffic calming. This will integrate more closely the use of safety cameras into the process of selecting the most effective solution to collision problems. In addition, where our monitoring of the collision data highlights a driver behaviour problem, consideration will be given to using the revenue based funding allocated via the LTP for training or publicity to address the issue identified.

## 7.7 Management and Monitoring

The injury collisions that occur throughout the County are monitored and the casualty data analysed.

The monitoring of the collision situation at the locations where road safety measures have been introduced enable the effectiveness of individual measures

scrutinised on a uniform basis and, if necessary, enable the road safety strategy to be modified.

Each year the data is used to produce the report 'Road Casualties in Swindon Wiltshire' – the sixth joint report (June 2005) is included as Appendix 5. This is a detailed analysis of the casualty situation in the County, including a child



safety audit. Comparison is made between the performance of the three highway authorities in the County and the national, regional and comparator authorities as identified by the Audit Commission (see Table 7.1). The Partnership annually agrees the areas where particular focus is required within the overall Road Safety Strategy as highlighted by the casualty analysis.

## 7.8 Targets

The national road safety strategy 'Tomorrow's Roads – Safer for Everyone' (2000) set out that by 2010, compared with 1994 to 1998 averages, the following targets are to be achieved (see Chapter 15 for further details on targets):

- a 40% reduction in the number of people killed or seriously injured in road accidents;
- a 50% reduction in the number of children killed or seriously injured; and
- a 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.



## CHAPTER 8

# Shared Priority: Better Air Quality

## 8.1 Introduction

Poor air quality needs to be tackled because of the identified linkages between air quality and the quality of life, and the need to minimise the risk to human health. Short-term high pollution periods are particularly threatening to people with lung diseases and heart conditions, and more longer-term exposure can lead to a reduction in life expectancy.

The Air Quality Strategy for England, Scotland, Wales and Northern Ireland sets health based objectives for nine air pollutants and two for the protection of ecosystems. Local authorities have a duty to review and assess local air quality against seven of the pollutants subject to the strategy: benzene, 1,3-Butadiene, carbon monoxide, lead, nitrogen dioxide (NO<sub>2</sub>), particles (PM<sub>10</sub>) and sulphur dioxide. Where it is found that the objectives for these pollutants are unlikely to be met by the due date, local authorities must declare Air Quality Management Areas (AQMAs) and prepare Air Quality Action Plans (AQAPs) setting out proposals to tackle the problems.

## 8.2 Air Quality Review And Assessments

A review and assessment of air quality is the first step in the Local Air Quality Management (LAQM) process. For each of the following objectives (see Table 8.1), local authorities have to consider present and likely future air quality, and assess whether the objectives are likely to be achieved in time.



**Table 8.1: Local Air Quality Management Objectives**

Pollutant	Air Quality Objective		Date to be achieved by
	Concentration	Measured as	
Benzene	16.25 µg/m <sup>3</sup> 5 µg/m <sup>3</sup>	running annual mean annual mean	31.12.2003 31.12.2010
1,3 Butadiene	2.25 µg/m <sup>3</sup>	running annual mean	31.12.2003
Carbon Monoxide	10.0 mg/m <sup>3</sup>	maximum daily running 8-hour mean	31.12.2003
Lead	0.5 µg/m <sup>3</sup> 0.25 µg/m <sup>3</sup>	annual mean annual mean	31.12.2004 31.12.2008
Nitrogen Dioxide	200 µg/m <sup>3</sup> not to be exceeded more than 18 times a year 40 µg/m <sup>3</sup>	1-hour mean annual mean	31.12.2005 31.12.2005
Particles (PM <sub>10</sub> ) (gravimetric)	50 µg/m <sup>3</sup> not to be exceeded more than 35 times a year 40 µg/m <sup>3</sup>	24-hour mean annual mean	31.12.2004 31.12.2004
Sulphur Dioxide	350 µg/m not to be exceeded more than 24 times a year 125 µg/m not to be exceeded more than 3 times a year 266 µg/m no to be exceeded more than 35 times a year	1-hour mean 24-hour mean 15-minute mean	31.12.2004 31.12.2004 31.12.2005

For the first round of reviews and assessment, local authorities undertook a three staged process that increased in detail at each stage:

- Stage 1: a desktop review in order to identify all sources of pollution within the area.
- Stage 2: simple screening assessments.
- Stage 3: detailed monitoring and modelling programmes.

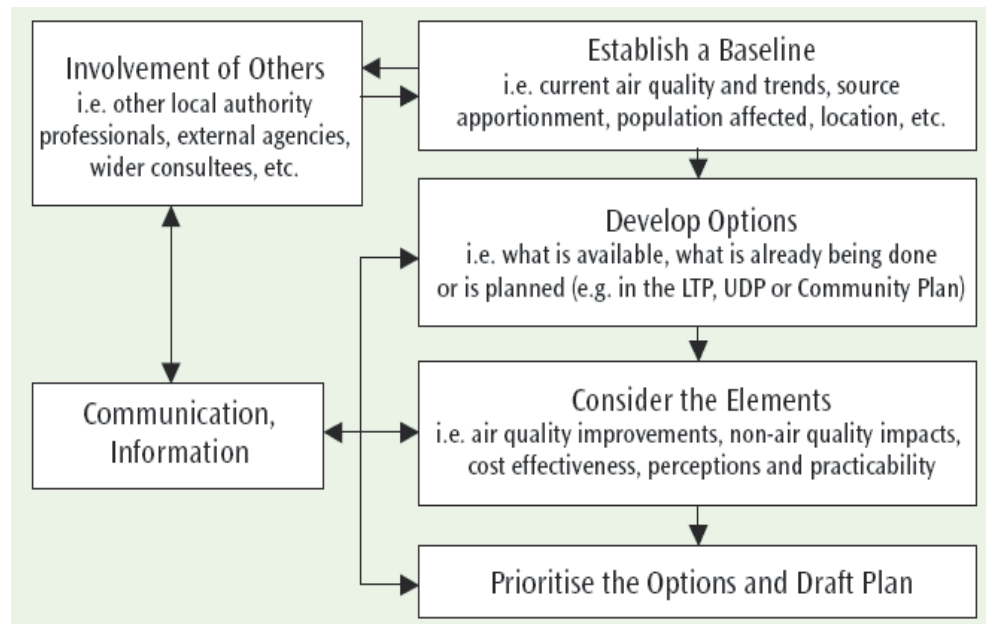
Where this process highlighted that the relevant air quality objectives are unlikely to be met, the local authority is required to declare an AQMA under section 83(1) of the Environment Act 1995.

Having declared an AQMA, the local authority is then required to confirm the findings of the above process through a further monitoring or modelling assessment – Stage 4. This work also provides information on the relative contribution or source apportionment of the different pollutant emissions in order to identify the level of pollutant reduction required to meet the air quality objectives.

The Environment Act 1995 imposes a duty on local authorities with AQMAs to then prepare an AQAP. This provides the mechanism by which local authorities, in collaboration with others, set out their plans for working towards the air quality objectives through the powers they have available. One of the key features of an AQAP is that the measures it proposes must be cost-effective.



**Figure 8.1: The Process for Developing Air Quality Action Plans**



(Source: National Society for Clean Air and Environmental Protection)

For the second round of air quality reviews and assessments, local authorities have to prepare a number of other reports to set timescales:

- an Updating and Screening Assessment (USA) for identifying those aspects that have changed since the first round.
- a Detailed Assessment of those pollutants and specific locations that have been identified as requiring further work.
- a Progress Report.

Air quality is also one of the topic areas considered by the Strategic Environmental Assessment that the County Council commissioned consultants to undertake on the LTP2 (see Chapter 4, Chapter 10 and Appendix 1 for further details).

### 8.3 Air Quality in Wiltshire

The four District Councils in Wiltshire have the responsibility for carrying out the required air quality reviews and assessments. The County Council, as the local transport authority, works with the District Councils in the preparation of these reviews and assessments by collecting, analysing and providing details of traffic data.

The results of the air quality reviews and assessments by the District Councils are outlined below.



#### Kenet District

on a Stage 2 first round review and assessment, Kenet District Council declared that the air quality standards in their area would be met by the

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