

reflecting accessibility by other modes, new enforcement measures and a common approach to seeking development contributions to transport infrastructure. The study was agreed as the basis for the development of supplementary planning guidance/framework and the policy on maximum car parking standards has been adopted to manage the future provision and operation of car parking across Wiltshire. Further interpretation to suit local circumstances will be achieved through the preparation of Local Plans/Local Development Frameworks.

In towns served by adequate sustainable transport alternatives, public car parking management and pricing policies will seek to reduce reliance on the car and maintain the economic vitality and viability of the centre by reducing long-stay parking and increasing short-stay parking for shoppers and visitors.

Traffic Management Measures

Along with parking, traffic management measures are a key component of any integrated approach to transport planning. They can enhance the management and efficiency of the highway network through a variety of measures such as the re-allocation of road space, speed controls, pedestrian crossing facilities and intelligent transport systems.

The County Council will continue to invest in the development of traffic management schemes that enhance the environment in order to make walking and cycling more attractive, address safety and speeding issues, and contribute to the meeting of air quality targets.

Charging Measures

Charging measures, such as road user charging and the workplace levy, are likely to become important tools in reducing traffic growth and encouraging the use of sustainable transport modes over the next ten years or so. However, given the predominantly rural nature of Wiltshire, it is unlikely that these types of measures would have a significant impact on traffic levels outside of the main urban areas. Nevertheless, the County Council will keep abreast of what is happening elsewhere in the UK and will keep opportunities for charging measures under review. In addition, the County Council will support the development and implementation of appropriate charging measures in Swindon, Bath and Bristol where these assist Wiltshire's economic, social and environmental objectives.

Freight

The County Council takes seriously the need to achieve a more sustainable distribution of freight that balances the needs of the economy, the environment and society. To this end, the County Council has established a Freight Quality Partnership (FQP) and has a Freight Strategy that seeks to manage freight movements in the County. A key component of this Strategy is the establishment of a two-tier system of lorry routes, comprising a network of strategic routes and a supporting network of local lorry routes.



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Work has been undertaken during LTP1 to implement the Freight Strategy and set-up the strategic HGV route network. Once this strategic network is established, attention will turn to reviewing and developing the local lorry route network. After the introduction of the HGV route network, consideration will then be given to the implementation of a targeted programme of traffic management measures.

In terms of dealing with local HGV issues, the County Council typically follows a phased approach which first seeks to establish the significance and nature of the problem. If warranted, discussions are then undertaken with haulage operators and any appropriate signing changes are implemented. Only after these actions have been carried out would the use of traffic management measures be explored.

Further details of the Council's Freight Strategy and Freight Action Plan are provided in Appendix 3.

9.3.7 Network Improvements

Wiltshire's integrated transport programme will continue to focus investment on schemes that aim to tackle congestion and journey reliability problems by improving road safety and promoting access to other modes of transport, such as public transport, cycling and walking, thereby creating an environment where reliance on the private car can be reduced.

Cycling

The County Council will continue to develop the cycle networks that have been established in the towns of Calne, Chippenham, Melksham, Salisbury, Trowbridge, Warminster, Westbury, Wootton Bassett, and Devizes. As part of this work, the networks will be reviewed in the early part of LTP2 in order to take account of recent development and land-use changes. In addition, cycle networks will be developed in the smaller towns of Bradford-on-Avon, Corsham, Marlborough and Tidworth during LTP2. The urban networks will be complemented by the development of inter-urban cycle routes, although the prime emphasis during the LTP2 period will be on the provision of cycling facilities in Wiltshire's towns.

The measures to be implemented will include new cycle tracks, cycle lanes, 'Toucan' crossings, shared-use footways and secure cycle parking facilities. The development of these cycle facilities will be overseen by the town cycle liaison panels, which have been established in the County.

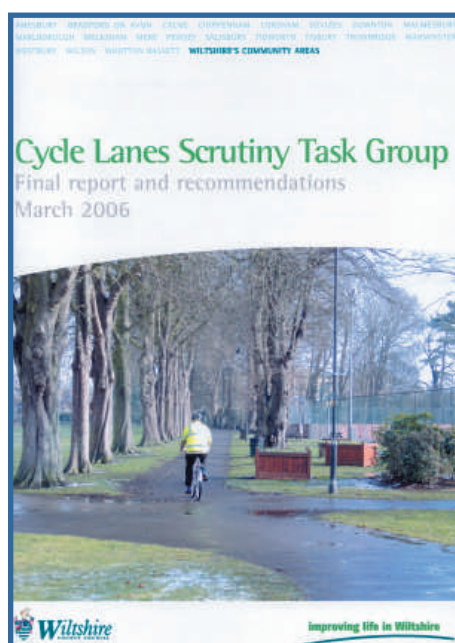


It is believed that the implementation of these schemes, and the promotion of cycle routes in the County, will increase cycling, or at the very least help to arrest the current decline in cycling, and contribute to the stabilisation of the increase of traffic and congestion.

Integration of the routes and facilities provided by Sustrans with the more urban and utility based improvements being undertaken within the larger towns will be actively pursued. In March 2006, the Council undertook a Scrutiny review of cycling in Wiltshire, where a task group of Members considered evidence from a wide range on internal and external sources, and the Group's recommendations offer advice on matters of principle and detail. One of those recommendations identifies the opportunity for the type of integration referred to above, advising that the Council should:

"...continue to develop working relationships with Sustrans, consulting with Sustrans on new developments and wherever possible improving the national route infrastructure".

A full copy of the Scrutiny report is available at: <http://194.72.162.210/documents/dscgi/ds.py/View/Collection-1109>



Walking

The promotion of walking and its integration with other transport modes is a basic tenet underlying Wiltshire's transport strategy.

During the LTP2 period, the County Council proposes to implement an ambitious programme of pedestrian schemes and street scene improvements that will encourage walking by making it a safer and more enjoyable option.

These schemes will provide new and improved pedestrian links, improved street lighting and enhanced crossing facilities that will improve the safety and connectivity



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of the walking routes that link residential areas and the places that people need to visit, such as schools, town centres and other community amenities.

The County Council is committed to improving the accessibility of the centres of its market towns as they are the natural focus of people's journeys and the setting for the County's localised congestion problems. This will be achieved by the promotion of sustainable travel options as the provision of improved transport facilities in Wiltshire's urban areas will serve the greatest number of people's trips and is likely to have the largest impact in influencing people's travel choice.

The proposed town centre accessibility improvements will embrace all transport modes and will include the provision of better public transport infrastructure, measures to reduce accidents, and facilities to improve conditions for cyclists, pedestrians and those with mobility impairments. At the same time, efforts will be made to increase the efficient movement of vehicular traffic with limited increases in road capacity where it is considered appropriate. During the LTP2 it is intended that town centre accessibility improvements will be undertaken at Trowbridge, Warminster, Westbury, Melksham, and Bradford on Avon, with the aim of enhancing conditions for pedestrians and shoppers, thereby promoting the economic vibrancy of these market towns.

9.4 Transport Innovation Fund

The Government announced the Transport Innovation Fund (TIF) in the White Paper 'The Future of Transport' (2004). The TIF aims to support the costs of additional smarter, innovative, and coherent local transport measures. Revised guidance produced by the DfT in early 2006 outlined the criteria for which projects would be supported, principally those specifically aimed at tackling congestion and improving productivity.

The County Council made an initial expression of interest to the GOSW in January 2005, the proposals of which were outlined in the County's provisional LTP2. However, the revised DfT guidance suggests that these proposals (A36 traffic management, HGV weight limits and enforcement, and linking RTP1 systems to neighbouring systems) would not satisfy the derived TIF bid funding criteria.

However, as a result of work recently completed in partnership with West Wiltshire District Council in developing its Air Quality Action Plan (AQAP), a more suitable candidate for TIF funding has been identified, outlined as follows.

9.4.1 Bradford on Avon Demand Management

The recently approved AQAP produced by West Wiltshire District Council outlines the preferred strategy for dealing with the two AQMAs in the West Wiltshire District, which covers part of Bradford on Avon town centre. The measures outlined in the AQAP specifically for Bradford on Avon are based on a combination of 'soft measures' and demand management (further details can be found in Appendix 6 'Air Quality').



The County Council considers this scheme to be a possible candidate for TIF funding as it will seek to address air pollution problems as a result of localised congestion in the town centre of a market town. The solution identified in the District Council AQAP advocates a combination of demand management measures to control the volume of traffic in the town centre along with developing a range of soft measures aimed at encouraging modal shift by improving opportunities for walking, cycling, and public transport in the town. This would fulfil the criteria established in the DfT's bidding guidance for TIF projects.

The demand management element of the AQAP proposals will need to be a system that responds to queues and delays on the critical streets within the AQMA. Once monitoring equipment has detected that traffic volumes and queuing have reached predetermined thresholds, a system of traffic signals and variable message signing would be activated on the main approaches to the town centre to hold up or divert traffic away from the town centre. Subject to the availability of funding, it is intended that such a scheme be implemented and commissioned by the end of 2008/09 in order to achieve the statutory 2010 air quality targets.

Since approval for the AQAP was only granted by DEFRA in January 2006, the detail of such a scheme has yet to be worked up in close consultation with the local community. However, the County Council has allocated a budget commitment to further develop these proposals during 2006/07, with a view to submitting a TIF bid in 2007.

9.5 Targets

Wiltshire is not subject to two of the Government's mandatory congestion targets (see Chapter 15 for further details on targets). The Government only requires the following mandatory congestion targets for authorities with urban centres populated by over 100,000 people or for former metropolitan counties, and LTP2s covering Bristol, Nottingham and Leicester:

- LTP6: Changes in peak period traffic flows to urban centres.
- LTP7: Congestion (Vehicle Delay).





CHAPTER 10

Other Quality of Life Issues

10.1 Introduction

In planning and delivering local transport measures to meet their transport priorities, the Government wants authorities to take every reasonable opportunity to improve other aspects of quality of life in their communities. Quality of life includes all four of the transport 'shared priorities' and a range of other issues (see Section 10.3).

"Improving the quality of life for people of this country is perhaps the most important duty of Government" - John Prescott, Deputy Prime Minister (Quality of Life Counts, 1999)

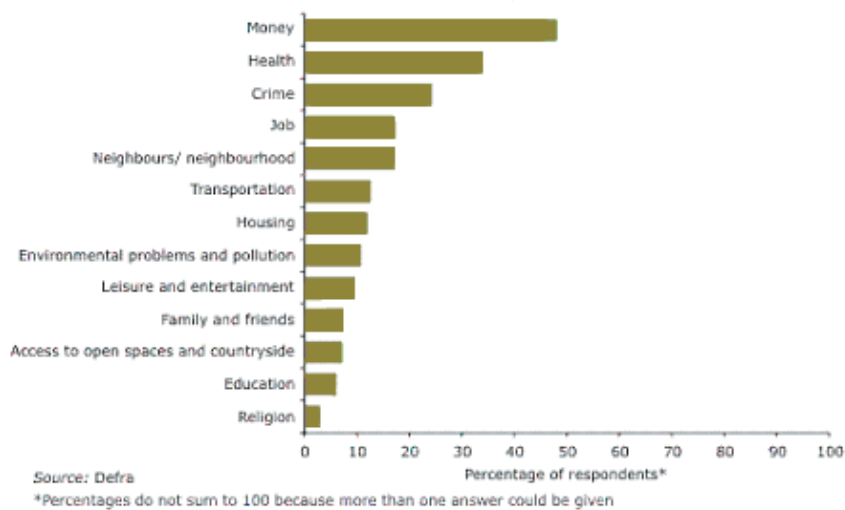
Local authorities are not necessarily expected to direct local transport strategies and LTP2s towards dealing with these 'other quality of life issues' as key priorities. However, they may often be key priorities in other corporate plans and strategies, and where transport is identified as a key factor, the Government's LTP2 Guidance states that these issues should be identified as 'local priorities' for the LTP2 - these issues have been identified as secondary objectives in the Wiltshire LTP2 (see Chapter 2).

10.2 Public Attitudes to Quality of Life and to the Environment

The above survey conducted by DEFRA in 2001 established:

- attitudes to the environment;
- knowledge and behaviour regarding environment issues; and
- explored views on a wider range of issues relating to people's quality of life.



Figure 10.1: Most Important Factors Affecting Quality of Life 2001

From the above chart, 48% of respondents mentioned *money*, 34% *health* and 24% *crime* as important factors that affect quality of life.

10.3 Transport Context

Given the relatively subjective nature of the topic, it is inevitable that quality of life issues have differing levels of importance for different people and groups. As part of the wide ranging programme of consultation for the LTP2, the Council sought specific views from Wiltshire residents and stakeholders on ‘other quality of life issues’, using both questionnaire and forum techniques. Opinion was sought on the relative importance of the following seven issues:

- Quality of public spaces and better streetscapes
- Landscape and biodiversity
- Community safety, personal security and crime
- Healthy communities
- Sustainable and prosperous communities
- Noise
- Climate change and greenhouse gases

The results (see Chapter 4) show a broad similarity to the national picture, with the highest priority being placed against safety and crime, health, prosperity and street scene.

Sections 10.5 to 10.11 take each of the above seven ‘other quality of life issues’ in turn.



Strategic Environmental Assessment

The objective of the European Union’s Strategic Environmental Assessment Directive is to provide for a high level of protection of the environment and

to contribute to the integration of environmental considerations into the preparation and adoption of plans. To comply with the subsequent SEA Regulations, the County Council appointed independent consultants C4S and Enfusion to undertake the SEA process alongside the production of the LTP2. The details of this process are set out in Section 4.13.

In terms of the significant effects of the provisional LTP2, the SEA Environmental Report (the Non Technical Summary is provided in Appendix 1) stated that there would be “no significant negative or significant positive effects” for the following SEA topics:

- population;
- human health;
- biodiversity;
- soil;
- landscape and townscape;
- cultural heritage;
- climatic factors;
- water;

and “no significant negative effects” for air quality and a “significant positive effect” for material assets.

In October 2005, the Countryside Agency and English Nature commissioned JMP Consulting to evaluate 16 provisional LTP2s, including Wiltshire’s, on their treatment of landscape, biodiversity, access and recreation. The subsequent report, published in December 2005, concluded that the provisional Wiltshire LTP2:

“...shows very good awareness of the designated and protected landscapes within Wiltshire, in particular its three designated AONBs and the New Forest National Park”.

“...[demonstrates] an acknowledgement that the design of new infrastructure and management of the highway network has to be considerate of landscape and biodiversity”.

“...has a good consideration of the importance of access, but not specifically in terms of accessing the countryside”.

In line with the SEA Regulations, a Statement setting out how the SEA and the consultation responses have influenced the LTP2 will be produced alongside the final LTP2.

Quality of Public Spaces and Better Streetscapes

Wiltshire Strategic Board (WSB) has identified the improvement of Wiltshire’s street and lane scene as one of its four champion projects. By 2014, the Board aims to raise local residents’ satisfaction with the street and lane scene by 20%.



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The Council has negotiated a set of Local Public Service Agreement (LPSA) targets with Government, comprising a set of 12 in total. Following the Strategic Board's lead, one of the LPSA targets relates to improving Street Scene, and will result in two work streams:

1. Removal of litter and detritus.
2. Public satisfaction with Street Scene.

These initiatives will contribute towards the attractiveness, safety, cleanliness and usability of Wiltshire's street and lane scene. The Board recognises that safe streets and attractive environments play a vital part in the local economy of Wiltshire towns. Wiltshire's settlement pattern means that there are a relatively large number of small and medium-sized market towns in a predominantly rural County.

People's safety and security (both actual and perceived) affect the local economy within market towns in relation to both tourism and local trading. The night time economy is particularly affected in relation to alcohol misuse and the resultant anti-social behaviour.

Aside from the LPSA agenda, the improvement in the quality of public spaces is now a required outcome of many LTP funded projects, particularly those where investment is being directed towards the town centres. Whilst primary outcomes will inevitably be transport based, the project teams regularly comprise consultants with expertise in urban design, and their contribution adds considerable value to the final product.

Before**After**

the WSB's commitment to this area, the LTP2 will provide part of the work for continuing to deliver improvements in the future.

10.6 Landscape and Biodiversity

Wiltshire is a very important area for biodiversity, and contains either in full, or part, ten Special Areas of Conservation and two Special Protection Areas, these being areas of international designation. There are also 136 Sites of Special Scientific Interest (SSSIs) and a wide range of National and Local Nature Reserves (NNRs and LNRs), Sites of Nature Conservation Interest (SNCIs), and Areas of High Ecological Value (AHEVs).

English Nature reports on the condition of SSSIs, grading them in to five categories. The Government has set a Public Service Agreement for 95% of SSSI to be in the top two categories by 2010. The current figure for Wiltshire is 77.5% but there is no trend data for this indicator.

The Wiltshire Biological Action Plan (BAP) includes nine habitat action plans and one species action plan (bats). Of the habitats within Wiltshire, chalk grassland is one of the most important, with the County holding over 50% of the UK's resource of flower rich chalk grassland, Salisbury Plain in particular being the largest area in North West Europe.

Wiltshire has a wide variety of habitat types, with the County encompassing parts of nine of the English Nature Natural Areas, these being bio-geographic zones which reflect the geological foundation, natural systems and processes, and wildlife within the area.

In common with the cultural heritage and biodiversity topics, Wiltshire's landscape is also one of great importance on a national scale. Three AONBs cover 43% of the County (Cotswolds, North Wessex Downs, and Cranborne Chase and West Wiltshire Downs), with the south-east tip of the County being included in part of the recently designated New Forest National Park.

The landscape of the County is anything but uniform, with 11 different Landscape Character Areas featuring to a greater or lesser extent within the County boundary. This national classification takes a broad brush approach to defining landscape character within England, and local studies have also been undertaken to classify the landscape in more detail. In Kennet, for example, the landscape has been classified into 11 local landscape character areas.

As part of the Transport Asset Management Plan process (see Section 11.6) consideration will be given to the development of biodiversity highway maintenance policies.

10.7 Community Safety, Personal Security and Crime

Wiltshire has one of the lowest rates of recorded crime in England – even so, concerns about crime and anti-social behaviour are widespread across Wiltshire and other parts of the country. Public surveys in the County show that residents consistently rate 'a low level of crime' in first or second position when asked what makes somewhere a good place to live. The misuse of alcohol and drugs is also



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a cause of disquiet – local people recognise the harm that this can cause to individuals, families and communities.

Until the late 1990s, action taken against crime and drug misuse was often piecemeal and unco-ordinated, and the emphasis was placed on picking up the pieces *after* crimes had been committed. The Crime and Disorder Act, 1998, changed all that: for the first time, public bodies were given a legal responsibility to work together to *reduce* crime, a responsibility which was reinforced and extended by the Police Reform Act, 2002. As a result of these two pieces of legislation, the following Wiltshire bodies are now designated as the authorities which hold a legal responsibility for crime reduction:

- Wiltshire County Council
- North Wiltshire District Council
- West Wiltshire District Council
- Salisbury District Council
- Kennet District Council
- Wiltshire Police Authority
- Wiltshire Constabulary
- Wiltshire and Swindon Fire Authority
- Kennet & North Wiltshire Primary Care Trust
- West Wiltshire Primary Care Trust
- South Wiltshire Primary Care Trust

In addition to these organisations, other bodies are required by law to co-operate with the responsible authorities, including the Wiltshire Area of the National Probation Service, NHS hospital trusts, and Wiltshire’s parish and town councils.

The Crime and Disorder Act imposed specific duties on the ‘responsible authorities’, in particular to:

- carry out and publish an audit of crime and disorder every three years in each district council area;
- publish a three-year crime reduction strategy, based on the findings of the audit and including specific objectives and long-term and short-term performance targets; and
- implement the strategy, keeping its contents under review and making any changes to it that are ‘expedient or necessary’.

“Staying Safe, Feeling Safe”

This 2005-2008 strategy has been formulated collaboratively across the four district areas, and agreed and owned by the statutory partners across the County. It sets a framework for tackling problems of crime, anti-social behaviour and drug and alcohol misuse over the three year period. It identifies which problems will receive particularly close attention over this time, and sets clear targets, which, if they are met, will make Wiltshire an even safer place to live, work and visit than it is



There are eight priorities set out in the strategy, some of which have a direct link to the transport agenda. In total, they can be summarised as:

1. Reducing Offending Behaviour

National figures show that about 5,000 people commit nearly ten per cent of all crime. The most prolific offenders in Wiltshire will be targeted in accordance with the Prolific and Priority Offenders Scheme in order to reduce the frequency and severity of their crimes.

2. Reducing Victimization

Some individuals and groups of people are more likely to be the victims of certain crimes than others. Community Safety Partners will work hard to make sure that these people receive the protection and help that they need.

3. Prioritising Higher Crime Neighbourhoods

The differences in the rates of crime from one part of Wiltshire to another are very marked. In 2002/3 the electoral ward with the highest rate of total crime in Wiltshire had a rate more than twenty times that of the lowest crime ward.

4. Reducing Crimes of Violence

Crimes of violence cause great concern and incur very high social and economic costs. Community Safety Partners intend to concentrate their efforts on:

- Domestic violence – increasing the number of incidents reported to the police.
- Alcohol-related violence and disorder – especially when associated with the night time economy.

5. Reducing Anti-Social Behaviour

Consultation clearly shows that anti-social behaviour is a major cause of public concern in Wiltshire. Anti-social behaviour has the capacity to erode quality of life and damage the way people perceive the neighbourhood in which they live. Attention will be given in particular to:

- vandalism and graffiti;
- litter and rubbish;
- nuisance vehicles, including those that are abandoned, driven too fast, and parked and repaired without any regard to the feelings of other people;
- fire-related anti-social behaviour;
- working positively with young people; and
- alcohol related anti-social behaviour.

Reducing Drug and Alcohol Related Harm

Links between crime and the misuse of alcohol and drugs are now well known. Misuse of alcohol is particularly associated with violence, disorder and criminal



damage, and the misuse of drugs is linked to property crime, especially burglary and theft from shops and vehicles.

7. Reducing Road Casualties

The estimated economic cost of road casualties across the whole of Wiltshire is £139 million annually. Many casualties are the result of careless or criminal behaviour. Community Safety Partners will work towards:

- reducing deaths and serious injuries on Wiltshire's roads;
- maintaining targeted education campaigns directed towards young people and adults;
- achieving greater conformity with speed limits; and
- making collision hotspots safer through consultation and re-design.

8. Making People Feel Safer

Wiltshire is one of safest counties in which to live, but fear of crime and anti-social behaviour is disproportionately high.

Partners plan to make sure that a balanced picture is given of crime in Wiltshire, and that measures being taken to make communities safer are well publicised to local people. This will include:

- providing accurate figures on current trends in crime and anti-social behaviour;
- providing information on the range of measures which are being used to reduce crime and anti-social behaviour and how successful they are proving;
- advising local people on sensible precautions to take to minimise the risks of being a victim of crime; and
- encouraging individuals and community groups to play an active part in preventing and tackling crime and anti-social behaviour in the places where they live, work or visit.

Local Strategic Partnerships and the WSB have as a key theme Crime and Community Protection, and two of the four priority projects for the WSB are closely linked to Community Safety – Street Scene and Healthiest County. The Street Scene Project Group is currently developing action plans.

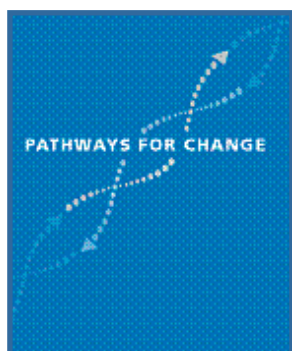
The LTP2 will provide part of the framework for delivering the strategy, perhaps most obviously in terms of the road safety agenda. More subtly, there is recognition amongst urban design professionals that the quality of the built environment and the strength of local 'culture' can have a significant impact on crime and disorder, and part of the Street Scene project referred to earlier sets out to achieve precisely that. As a "quicker win", work will continue to tackle several manifestations that may contribute to increases in crime and the fear of crime such as graffiti, abandoned vehicles, litter and the adequate maintenance of street lighting.



10.8 Healthy Communities

Ensuring the health and safety of all sections of the community is a cornerstone of good governance, and is the principle which underpins the WSB's vision to make Wiltshire 'a County fit for our children'. Health forms one of the headline elements of the Board's strategy, which aspires to make Wiltshire '...the healthiest county in which to live by 2014'.

The transport contribution to health is drawn from each of the four shared priorities.



In the context of accessibility, improved access to good walking and cycling routes can play a role in supporting a healthy community. Physical activity, such as walking for 30 minutes five times a week can half the chance of a heart attack or stroke, and health advantages will continue to be used to endorse the TravelWise agenda. Access to health facilities is a high priority for the Council, and we are working with the Kennet and North Wiltshire PCT and West Wiltshire PCT on their 'Pathways for Change' project which is a strategic review of health services across the PCTs, and has the potential to result in fundamental change. This is a significant piece of work that will run through the LTP2 period and there is potential for outcomes that have a significant health and access benefit (see Chapter 6).

Congestion and air pollution are regularly linked in a health context and many people are concerned about air pollution and whether it might affect their health. The fact is that most of the time, air pollution levels are low. The air is certainly a lot cleaner today than in the days of the smogs of the 1950's, when factory chimneys belched out smoke and nearly everyone had a coal fire. That said, there is a significant problem with air quality in some parts of Wiltshire, the principal cause of which is road traffic. Where AQMAs have been declared, AQAPs have been prepared, and the LTP has and will be a crucial element in delivering the necessary improvements (see Chapter 8).

The County Council has a comprehensive Road Safety Strategy, developed with the Police and Health Authority covering activities for both collision prevention and reduction (see Chapter 7). To assist in the challenging task of further reducing casualties new and innovative ideas are researched and where appropriate implemented, in addition to the Councils extensive range of traditional road safety activities. A new initiative to influence driver behaviour has been the launch of SAGE: Safer Driving with Age. The aim of the scheme will be to help older drivers keep their independence by being able to drive for as long as it is safe for them to do so by offering an assessment and advice on their driving. For motorcyclists, the

County Council will continue to run the nationally acclaimed Bike Safe Scheme to promote safer riding.



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10.9 Sustainable and Prosperous Communities

In broad terms, when selecting and pursuing specific economic measures the County Council will:

- seek to promote economic prosperity, within a sustainable development framework, based on Wiltshire's traditional pattern of market towns;
- pursue infrastructure improvements within the County, which will benefit businesses and the local economy;
- maximise the benefit of its spending, where possible, to support local businesses and key sectors of the economy;
- develop a co-ordinated approach to town centre regeneration, in close association with partner organisations and the community;
- exercise its regulatory functions in a business-friendly way;
- help people who have difficulty in getting into employment find, or create, suitable opportunities; and
- support the establishment of social and community enterprises to provide socially-important services and facilities.

The County Council will shape and influence the wider Wiltshire economy in a number of significant ways, over and above the specific economic development measures and related activities it funds and undertakes. In a transport context, these wider influences include:

- Providing strategic land-use planning in support of a sustainable economy – Structure Plan, Minerals and Waste Local Plans, the LTP, including work on major development projects and allocation of land for employment uses.
- Implementing the LTP proposals, including major capital infrastructure e.g. in the A350 corridor, in and around Salisbury, and other traffic calming and town centre enhancements.
- Maintaining the highway network in good order to ensure regular and reliable journey times for freight and business.
- Subsidising socially necessary, commercially unviable bus routes, and seeking to ensure wide coverage of travel-to-work public transport services.
- Piloting new employment and work arrangements, such as flexible working (e.g. job sharing, other part-time working, home working, etc.) and other schemes.
- Providing representation on a number of external bodies with a role in economic development, e.g. local Learning and Skills Council, Wiltshire and Swindon Economic Partnership, Wiltshire and Swindon Rural Regeneration Partnership, Wiltshire Market Towns Partnership, as well as working with the Regional Assembly and Government Office for the South West on a range of issues, including the economy, etc.
- Playing a crucial role in town centre regeneration projects through the County Council's role as a highways authority, a local landowner, and a major service provider and employer.



10.10 Noise

Mitigating the impact of traffic on the people who live alongside roads is important, whether in the context of new or existing parts of the network. Noise attenuation is therefore an important aspect of road construction and maintenance. On major highway schemes, the choice of route will take into account the effect of noise from traffic. Cuttings and false cuttings will be used to reduce levels wherever possible.

Tyre noise is a source of traffic noise and the specification of the surface wearing course of a road can significantly affect the level of the noise produced. Where roads require resurfacing near homes and sensitive buildings, the Council will give careful consideration to tyre noise in selecting the most suitable wearing course, although cost and safety (skid resistance in particular) will also be important determinants. Wiltshire has employed thin bituminous layers on several major projects and resurfacing schemes and they have proved effective in reducing tyre noise.

The Council will also exercise particular care in the design of future traffic calming schemes, where particular types of vertical deflection have become notoriously unpopular due to their noise characteristics.

10.11 Climate Change and Greenhouse Gases

The Kyoto Protocol is an international agreement by industrialised countries and those in transition to a market economy, to reduce emissions of the gases which contribute to the greenhouse effect and so lead to climate change.

Six greenhouse gases are addressed by the Kyoto Protocol. Of these, carbon dioxide (CO₂) is of most interest to companies and individuals because it is emitted by the everyday activities of burning fossil fuels for energy and transport, and it is the main contributor to human-induced climate change. The UK Government has agreed to reduce greenhouse gas emissions by 20% of 1990 levels by 2010.

Action taken in the UK throughout the 1990s has significantly reduced greenhouse gas emissions. The Government and the devolved administrations are continuing this positive approach with a substantial programme of integrated policies and measures to:

- improve business's use of energy, stimulate investment and cut costs;
- stimulate new, more efficient sources of power generation;
- cut emissions from the transport sector;
- promote better energy efficiency in the domestic sector;
- improve energy efficiency requirements of the Building Regulations;

continue the fall in emissions from agriculture and forestry; and ensure the public sector takes a leading role.



Wiltshire County Council was one of 23 authorities selected to participate in the third phase of the Carbon Trust's Local Authority Carbon Management Programme which aims to provide a comprehensive process for managing the emissions of greenhouse gases produced by local authorities. The primary focuses of this programme is to reduce emissions under the control of the local authority. For Wiltshire, this has included considering emissions from council buildings and schools, street lighting, the transport fleet and business mileage.

The County Council was keen to participate in the programme in order to:

- Mitigate the Council's contribution to CO₂ emissions, Global Warming and Climate Change.
- To draw together existing initiatives to reduce energy use and carbon emissions.
- To identify further carbon reduction actions.

The action plan provides the main output from the Carbon Management Programme, which was a five step process as outlined below:

Step 1: Project planning	Completed (July 2005)
Step 2: Case for Action	Includes information on baseline emissions and projected costs (November 2005)
Step 3: Options Evaluation	To identify and evaluate possible carbon reduction opportunities, (February 2006)
Step 4: Strategy/Action Plan	Development of strategy and detailed work on action plan (May 2006)
Step 5: Implementation and Review	On-going, from approval of strategy and action plan

The development of the carbon management action plan has been supported by officers from across the authority specialising in each area of carbon management and co-ordinated by the Environmental Services Directorate with support from the Carbon Trust and consultants ESD and Impact Plus who have provided technical and change management support and guidance.

The Council will, through the LTP2, be tackling emissions by:

- concentrating investment on those areas which already experience air quality problems; and
- continuing to direct efforts towards maintaining our success in reducing the rate of growth of traffic.

LTP will also be harmonised with the Council's accreditation to the Environmental Management System (ISO 14001). Using an Environmental Management System to achieve continual improvement in environmental performance which can bring many benefits including cost savings and increased efficiency, raising the



Council's standing with local communities, and an opportunity to strengthen the importance of environmental issues at a corporate level.

Current and future areas of focus are water and energy management in County Council properties, purchasing, procurement, highway works, recycling, work travel, minerals and waste planning.





CHAPTER 11

Transport and Network Management

11.1 Introduction

Wiltshire's transport network is made up of a number of assets, including:

- Highways and footways
- Bridges
- Foot and cycle paths
- Public Rights of Way
- Signs
- Traffic signals and pedestrian crossings
- Street lighting
- Street furniture
- Bus stops/Real Time Passenger Information displays

In addition to outlining the County Council's approach to maintenance, this chapter also sets out details of the Council's Network Management Duty, Transport Asset Management Plan (TAMP) and Rights of Way Improvement Plan (ROWIP).

11.2 Statutory Responsibilities

As the Highway Authority, the County Council has a statutory duty to maintain the highway network in the County, with the exception of the M4 Motorway and the Trunk Roads (A303, A36 and A419) which are the responsibility of the Highways Agency. Some other roads may be Public Rights of Way but are privately maintained and are unadopted highways. Bodies responsible for these include District Councils, Housing Associations, military and private owners.

The Council is responsible for maintaining 4,381 kms of road and keeps a record of the highways for which it is responsible. The duties and powers of the County Council as the Highway Authority are set out in the Highways Act 1980 and other relevant legislation, including the New Roads and Streetworks Act 1991.

The County Council must ensure that the public highway network is free of obstructions and in a condition which allows the safe passage of people and goods. In order to facilitate this, the Council implements a regular programme of inspections of the highway and provides out-of-hours cover for dealing with emergencies together with a winter maintenance plan for dealing with ice and snow.



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Objectives and Priorities

of the highway network and effective management of the highway and assets are the main highway maintenance priorities for the Council.

Maintenance policies and improvement proposals reflect these priorities, with resources targeted at delivering improvements in safety and improvements in the condition of the various elements of the asset (see Appendix 7 for details of the County Council's maintenance policies). There has been significant investment to improve the structural condition of the road network and associated infrastructure, and this is expected to continue. There is also continuing expenditure on providing winter maintenance and emergency responses which remain high priorities.

The Best Value Review of Highway Maintenance has provided the opportunity to liaise with other highway authorities and to compare best practice and policies in order to develop better and more efficient methods of carrying out the management and maintenance of the highway network.

The re-tendering of the County Council's Highway Consultancy and Works contracts has provided the opportunity to build on the best of the current operations whilst obtaining improvements in key areas to ensure value for money.

11.4 Problems and Opportunities

Problems

Funding levels have been a problem in the past which has resulted in a backlog of maintenance schemes and a declining condition of the highway and bridge assets. Recent funding levels have enabled this trend to be reversed, although there remains a concern that future funding levels may not be sufficient to continue the present degree of improvements. Furthermore, the rising costs of labour, plant and materials means that less is able to be achieved with the same budget.

There are also skills shortages in various areas which can have an adverse effect on the recruitment and retention of staff, both for the County Council and for its service suppliers and contractors. These shortages, combined with rising expectations from the public with regard to the level of service they consider they are entitled to, puts additional pressures on the highway maintenance service.

Opportunities

Changes in legislation, particularly the Traffic Management Act 2004, are likely to have an effect on highway maintenance processes and will provide scope for a more pro-active control of work carried out on the highway network by other bodies.

The County Council's corporate change programme offers an exciting opportunity to refocus the culture of the Council. In particular, the opportunity to utilise the latest technologies to open up the service to more pro-active customer and public engagement is welcomed. The recent Best Value Review of Highways Management and the informal Whole Service Inspection of Transport has provided a timely opportunity to review the internal and external pressures for change acting upon the service, and to develop a coherent 'Whole Service' approach to delivery.



The contracts for Highways Consultancy and Works have recently been re-tendered. The contracts, which are due to start in June 2006, have been awarded to Mouchel Parkman and Ringway Highway Services respectively. The preparatory work for the new contracts has provided the opportunity to review the effectiveness of the current arrangements and to identify how the service might be improved in the future.

11.5 Partnership Working

The County Council works with the GOSW, the Police, District Councils, Town and Parish Councils, public utilities and other organisations and agencies to deliver highway maintenance and related functions.

To deliver the service effectively and at minimum cost to the public, the Council has entered into a range of partnerships and contracts to deliver its core activities. Of particular note is the term contract with Ringway Parkman for the provision of highway consultancy and contracting services. This has successfully delivered a number of key highway services, including weather emergency and routine highway maintenance.



The new contracts with Mouchel Parkman and Ringway Parkman provide the opportunity to build on a well established partnership to ensure continuous improvement of the highway maintenance function over the life of this LTP2. The partnerships with these major private sector companies provide access to a range of expertise and resources which are of great benefit to the County Council.

In addition, the Council has entered into contractual partnerships with contractors for specialist road surfacing work and it works closely with the four District Councils in respect of 'Street Scene' improvements, which it will be seeking to develop further in the future (see Section 11.6).

Working with its private sector partners and other organisations, the County Council obtains value for money in its maintenance of the highway network. And, through its procurement strategy, the Council will achieve further efficiencies in its operations in order to meet its Gershon efficiencies.



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The County Council also liaises with the Highways Agency and neighbouring local authorities in connection with highway maintenance issues, especially with regard to winter maintenance and other cross border issues.

11.6 Approaches

The maintenance of the highway network will continue to play an important part in achieving the Council's road safety targets.

There is recognition amongst urban design professionals that the quality of the built environment and the strength of local 'culture' can have a significant impact on crime and disorder. The Council is working in partnership with other partners, through the Street Scene project, to improve the quality and operation of market towns to reduce crime, the fear of crime and incidents of anti-social behaviour. A Street Scene initiative is currently underway and a more detailed proposal will be developed during the course of the LTP2. In the interim, work is ongoing to tackle several manifestations that may contribute to increases in crime and the fear of crime such as graffiti, abandoned vehicles, litter and the adequate maintenance of street lighting.

The Wiltshire Highways Partnership provides a locally based team which enables the County Council to combine detailed local knowledge with countywide resources to provide a consistent local service. The local knowledge and expertise in the Divisional Offices allows the best use to be made of the available resources and provides a local contact for the Parish and Town Councils, the public and other organisations.

In rural areas, the Council's Parish Lengthsman scheme has proved to be particularly effective at meeting local needs with regard to highway maintenance issues and is an effective way of liaising with the Parish Councils. It is intended to expand this scheme in the near future so that it covers the market towns as well.

The County Council is committed to improving its environmental performance through effective management systems and the Council's Environmental Services Department is accredited to the international standard for environmental management ISO14001. In this respect, the management of the Council's operational premises, where there is the potential for significant environmental impacts, is particularly important. There is also the need to continue to develop maintenance procedures to enhance the environmental value of roadside verges, especially in sensitive areas of known nature conservation value. In addition, the Council will continue to seek to use sympathetic materials in the New Forest National Park, the AONBs and conservation areas where appropriate. As part of the TAMP process, consideration will be given to the development of highway maintenance policies dealing particularly with biodiversity and cultural heritage issues.





The recycling of highways materials is carried out in conjunction with major maintenance schemes when surplus excavated materials are used to improve rights of way. This initiative will continue in the future and other opportunities for the re-use of materials will be examined for feasibility.

11.7 Network Management Duty

The Traffic Management Act 2004 imposes a new duty on local transport authorities to manage their networks to secure the expeditious movement of all traffic on their network.

As such, the County Council recognises the Traffic Management Act will be an important tool in managing the highway network. The County Council has appointed Mr Peter Binley as its Traffic Manager to ensure it has a co-coordinated, planned and effective response to the network management duty across the whole organisation, and to ensure that agreed actions are implemented. Mr Binley is the Highways Network Maintenance Manager and manages the teams responsible for routine highway maintenance, major highway maintenance, rights of way and the New Roads and Streetworks Act. Mr Binley can be contacted by telephone on 01225 713412 or by e-mail at peterbinley@wiltshire.gov.uk

The new Traffic Manager has been appointed at a senior level because the role requires a direct responsibility for key areas of network management and close liaison with group managers responsible for the areas of Traffic Services, Bridge Maintenance, Highway Improvements, Passenger Transport, Development Control and Transport Planning. This appointment will enable a co-ordinated approach to be made to the Council's network management duties, including the road safety, congestion and traffic management aspects.

The Traffic Manager is seen as having an over-arching role to address the needs of all users, including pedestrians, cyclists, public transport users, businesses, and motorists as drivers. Apart from the co-ordination role, the post is also seen as being able to influence policy and strategy across the whole of the Council's operations in regard to transport issues.



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However, the effectiveness of the Traffic Management Act will depend to a large extent on the details of the associated regulations introduced and the County Council awaits future developments with interest. As the emerging regulations are introduced, it is anticipated that a regular review and monitoring of the effectiveness of the Council's Network Management Duty will be undertaken.

Many of the delays to traffic are currently caused by public utilities and others carrying out works on the highway network. At present, the County Council often has little influence on these operations. The Council is, however, one of the few authorities prosecuting public utilities under the existing New Roads and Street Works Act legislation and will continue with this practice as part of its approach to improve road safety and to help reduce traffic congestion.

The County Council has been seeking to improve the performance of its own contractors when working on the highway and the new Highways Consultancy and Works contracts include specific requirements for the contractors in this regard. The contractors' performance with regard to road works and their co-ordination with other bodies is one of the key areas to be monitored under the new contracts' arrangements. In addition, an annual review of performance is included in the contracts' management procedures.

The Council is a member of the South West Counties Traffic Managers Forum which is helping to establish a regional approach to the Traffic Manager duties and improve cross border working. The sharing of knowledge and experience is already showing benefits, and the Forum provides a good basis for developing a consistent approach.

The County Council liaises closely with adjoining authorities and other highway authorities on cross border issues. The working arrangements with the Highways Agency are currently being reviewed with a view to updating the local operating agreement. Recent work with the Highways Agency has included consideration and identification of suitable diversion routes for use during Trunk Road closures and a presentation on the role of the new Traffic Officer service.

The County Council has played a key role in co-ordinating winter maintenance with adjoining counties by hosting a Winter Service Forum in July 2005. The Forum included reviews of current practices, the previous season's performance, cross boundary working, mutual aid, and joint salt procurement. It is intended to host a similar event in 2006 in order to share experiences, best practice and improvements being introduced by the various authorities.

The Best Value Reviews of both Highway Maintenance and Passenger Transport services recently undertaken by the County Council, identified a number of opportunities where the Traffic Management Act may be able to provide improvements for all road users including cyclists, pedestrians and public transport

users. Indeed, a Bus Punctuality Partnership is being set up with bus operators to identify problem areas and to work together and make full use of the potential provided by the Traffic Management Act.

Local challenges are to make best use of the highway network, whilst improving road safety, which will be particularly difficult given the rural nature of the County,



and the limited highway capacity, particularly in the market towns. The increasing journeys to work and school, and the large number of public utilities and others with plant and equipment in the highway, results in conflicting interests which are going to have to be balanced. The role of the Traffic Manager will become increasingly important, especially as the TAMP is developed and implemented.

11.8 Transport Asset Management Plan

Local Authorities, including the County Council, have been required to demonstrate that they are making the best use of their assets, in the form of Asset Management Plans, in a number of areas. The DfT is now requiring local authorities to extend this to all transport related assets by drawing up TAMPs in support of their LTP2 submissions.

The County Council is therefore adopting a more strategic approach to asset management by developing a TAMP. This will involve the identification, registering and valuation of transport assets, together with a regime to monitor the condition of those assets. It will demonstrate the value of the highway network and produce robust, consistent and comparable valuations to assist in the management of the highway network and associated infrastructure.

The main objectives of the Asset Management Strategy are as follows:

- Support delivery of the statutory obligations of the Authority.
- Improve the strategic management of assets and service provision.
- Improve and demonstrate the long term value of asset improvement options.
- Provide and prioritise services to improve customer satisfaction levels.
- Use asset performance information to inform decision making processes and improve transparency of the process.
- Integrate risk management into the management of services and assets.
- Reflect current best practice in the provision of services.
- Discharge statutory responsibilities for valuation and financial reporting.

The County Council has already made significant steps in adopting this approach with the use of the Exor Pavement Management System and the collecting and registering of a highway inventory. A database is also being produced of the County's stock of bridges and structures, a drainage management system (HDAM) has been developed in conjunction with WRC and assessments are being carried out on the condition of the County's street lighting.

In order to develop these various approaches into a consistent methodology, the County Council has appointed Mouchel Parkman with Chris Britton Consultancy to work with the Council to produce the TAMP. These organisations have specialist knowledge and expertise in the development and operation of Asset Management



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Successful implementation of the TAMP will assist the Council in identifying present and future user's requirements for the highway network, and seek to maximise effective funding through cost benefit analysis and a 'whole asset

life' approach. This will help in the delivery of Best Value targets and provide the information to inform Members and officers in their decision making processes.

A series of meeting and interviews with County Council staff have been facilitated to provide the management experience, technical skills and local knowledge to carry out a health check and data review of the asset inventory and current processes. This course of action has taken into account the County Council's wider policy aspirations, as well as national and regional policies.

The initial workshop identified the asset type plan requirements and started to agree the condition standards to provide relevant levels of service and the future approach to decision making. The second workshop then outlined some options for the inclusion of whole life costing principles into the design and procurement processes of highway and transport related schemes, together with routine and cyclical maintenance activities. The key aspects of inventory, inspection, maintenance and performance monitoring have been identified for the main Asset Groups, and future work will involve the development of a similar analysis for the individual Asset Types. Based on the outcomes of 'gap analysis', it is intended to produce a prioritised Initial Improvement Plan from the agreed actions.

The work already completed on the draft TAMP has proved extremely useful in identifying potential improvements in data, systems and operations for future implementation, and in defining new outcome-focussed Levels of Service – the Gap Analysis is shown in Appendix 7. These will be the subject of review before being finalised in order to ensure a robust and effective management plan. The TAMP will be finalised during 2006.

It is acknowledged that an Asset Management Strategy may require some significant changes to the processes and procedures used in the provision of some services. The Asset Management Strategy will be based on the new Levels of Service, bringing together all aspects of managing this diverse asset. It may require the adoption of new systems for the management and use of asset information based around a central core system, using Exor's Highway Management System. It is intended that the TAMP will become a major driver for continuous improvement of the service through the delivery of prioritised actions included in an Improvement Plan within the TAMP. The TAMP will also include a prioritised Implementation Plan for the various Asset Groups.

One desired outcome for the TAMP is to move away from the historically based budgeting allocation and move towards a 'needs assessed' budget allocation system. This starts with setting targets for Levels of Service and the minimisation and management of risk. It is later expected to incorporate the development of whole life costing of asset management options for longer term planning. This will also be supported by the introduction of an asset valuation regime and depreciation models, which will be developed for the different asset types. These models will be fairly simplistic, but over time they will be developed to provide a robust rate of changes in asset value.

The TAMP will be the subject of an annual review and improvement planning, and it is acknowledged that the full development and implementation of the



Asset Management Strategy will take a number of years. However, by phasing its development and implementation, it is intended to prudently utilise resources whilst maintaining best value and practice throughout the process to full implementation.

11.9 Rights of Way Improvement Plan – Progress Report

Introduction

The Countryside and Rights of Way Act 2000 introduced a duty for all local highway authorities to prepare a ROWIP, to be published by November 2007. Over the course of the second LTP period, ROWIPs will be progressively incorporated into local transport planning. This will provide the opportunity to ensure that local transport planning makes the best use of the Rights of Way network in urban and rural areas, with an emphasis on providing better networks for walkers and cyclists.

The ROWIP will:

- provide an assessment of the extent to which Rights of Way meet the present and future needs of the public;
- provide an assessment of the opportunities provided by local Rights of Way for exercise and recreation; and
- provide an assessment of the accessibility of local Rights of Way to all members of the community, including those with visual impairment or mobility problems.

The ROWIP for Wiltshire will follow on from the 2004 policy document, “Framework for Managing the Rights of Way Network in Wiltshire 2004 – 2009”. The County Council has set a vision for Rights of Way in Wiltshire to:

“provide a well maintained, easy to use and fit for purpose range of Rights of Way and routes in Wiltshire that are appropriately promoted to both locals and visitors, in order to enhance their enjoyment of the countryside.”

These aims will be achieved through consultation and partnership working with other local councils at District, Town and Parish level, Rights of Way user groups, landowners and occupiers, conservation and heritage organisations, individual members of the public and the Wiltshire and Swindon Local Access Forum.



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