

Swindon Local Transport Plan

Implementation Plan 2017/18

Cabinet

Date: 26th April 2017

Appendix 1

Swindon's third Local Transport Plan 2011-2026 Summary

Transport Mission for Swindon

The Mission for Swindon's third Local Transport Plan is to create:

"A safe, effective and fit for purpose transport network that supports Swindon's ambitions for town centre regeneration and economic growth whilst protecting and enhancing quality of life and the environment for the benefit of local residents, visitors and businesses".

It is intended that this vision will be delivered through the set of six transport policies detailed later in this document.

Challenges facing Swindon

Swindon's transport related problems and issues have been considered in the context of the national priorities for transport and wider local policies and goals, including the emerging "One Swindon" themes of the Sustainable Community Strategy. As a result, seven key transport challenges have been identified which the Local Transport Plan must address. A series of transport outcomes have been identified that will indicate that the challenges have been addressed. The challenges are:

- 1 – Optimising the operation of key strategic transport corridors and the local road network to allow the efficient and reliable movement of people and goods, which are vital for the economic prosperity of the area.
- 2 – Delivering transport measures and interventions that will accommodate housing and employment growth in an environmentally sustainable manner.
- 3 – Contributing towards carbon reduction targets by achieving a shift to a more sustainable transport network.
- 4 – Overcoming barriers and severance caused by key transport corridors and ensuring new developments are permeable for walking and cycling.
- 5 – Improving accessibility to/from the town centre, and ease of movement within it, to support regeneration of the town.
- 6 – Delivering transport solutions which are sympathetic to the local environment and do not adversely affect local quality of life.
- 7 – Reducing the negative health impacts of the transport system both in terms of road safety, and the wider health effects of transport.

Transport Outcomes

The Local Transport Plan has defined seven outcomes that should be achieved in order to have addressed the seven key transport challenges listed above.

Swindon Local Transport Plan

Implementation Plan 2017/18

Cabinet

Date: 26th April 2017

These outcomes define the policy framework for delivery. The table below details how the draft Local Transport Plan policies contribute to each of the outcomes.

1. Improved journey time reliability for all forms of transport
2. Improved road safety
3. Increased overall share of journeys for public transport, walking and cycling
4. Reduced need to travel and reduced dependence on the private car
5. Improved accessibility
6. Improved local environment and quality of life
7. Improved access to Swindon Town Centre

Transport policies

The six emerging transport policies that follow (Policies A-F) set out the policy framework through which the Local Transport Plan will seek to address the key transport challenges by achieving the desired transport outcomes.

For each policy there is an explanation of why that policy has been chosen, how such a policy can be achieved, and a description of the proposed measures by which it will be delivered.

Policy A – Optimise the capacity of the highway network and improve journey time reliability for all forms of transport.

Increasing levels of congestion affect both the efficient operation of the main road network and journey time reliability, impacting on economic productivity and discouraging investment in regeneration and economic growth.

The Local Transport Plan will work to better manage the existing highway network to ensure that existing capacity is optimised and used efficiently. This will entail using the latest traffic signal control technology and other traffic management techniques. It will involve the provision of up to date and accurate information to allow people to make informed decisions about their travel choices. It must also include measures to improve the attractiveness of alternatives to driving alone, particularly at peak periods.

Delivery options include–

- The modernisation, removal, or conversion to part time operation of traffic lights where this will improve the operation of the highway
- Changes to road layouts and lane markings where this will improve the operation of the highway.
- Improve pre- and in journey travel information using static and mobile media
- Improve co-ordination of road works and management of special events
- Improve network resilience through planning for incidents and extreme weather events

Swindon Local Transport Plan

Implementation Plan 2017/18

Cabinet

Date: 26th April 2017

-
- Priority measures for public transport services where they currently experience delays and unreliability on the network.

Policy B – Improve road safety

Road traffic collisions, as well as causing distress to those involved, also result in wider costs to society in terms of the cost of providing healthcare treatment to those injured, and loss of productivity. Accidents create tailbacks and delays that adversely affect journey time reliability.

The Local Transport Plan will seek to reduce incidences of speeding and unsafe road user behaviour through a range of education, engineering and enforcement measures. Particular attention will be given to improving road safety amongst vulnerable road users especially where this restricts their quality of life or travel choices.

Delivery options include–

- Speed management measures where excess speeds are identified as an issue.
- Traffic management measures where accident records indicate potential issues related to the highway infrastructure. Safer Routes to School schemes and School Safety Zones.
- Road Safety education and training.

Policy C – Achieve and sustain a high quality, resilient and well maintained highway network for all members of the community

Physical highway infrastructure deteriorates with age and use, and as a result requires regular maintenance to ensure it meets the needs of users and provides for the safe movement of people and goods. The economy of Swindon and quality of life of its residents depends on having a well maintained highway network that can cater for the movement of people and goods. The condition of the highway network is under pressure as a result of increasing numbers of extreme weather events and maintenance is of importance in order to increase the resilience of the network.

Highway maintenance investment will be targeted where it is needed most, and in a way that will ensure value for money whilst protecting and enhancing the condition of the network. Decisions will be based on the principles outlined in the Transport asset Management Plan.

Delivery options include –

- Annual maintenance programme on classified (major) roads
- Annual maintenance programme on unclassified (minor) roads
- Reactive maintenance across the network
- Annual renewal programme for street lighting
- Annual programme of maintenance of highway structures

Further information on the subject of this report can be obtained from Philip Martlew, Direct Dial Telephone Number 01793 466369, pmartlew@swindon.gov.uk.

Swindon Local Transport Plan

Implementation Plan 2017/18

Cabinet

Date: 26th April 2017

- Improvements to highway drainage at known flood risk locations.

Policy D – Integrate land use planning and transport to reduce the need to travel and mitigate the impact of new development on the transport network

The location, scale, density and design of new development and the mix of land uses have a significant influence on the demand for travel. Encouraging development in the town centre, on brown field sites close to existing shops and services, and supporting, where viable, higher density, mixed use developments helps reduce the need to travel and the length of journeys, and makes it easier for people to walk, cycle or use public transport. It also reduces the need to fund expensive highway infrastructure.

The emerging Core Strategy will encourage mixed use developments to be brought forward in locations that are accessible by a range of travel methods. There will be encouragement to locate new housing and employment development within close proximity, to help reduce the need to travel and encourage the use of public transport, cycling and walking. Good design of residential developments will ensure that key services and facilities are provided locally and that neighbourhoods are walkable with good cycle and public transport links to nearby centres. Residential and workplace travel planning will be used to effectively manage the journeys created by development.

Delivery options include–

- The emerging Core Strategy
- Emerging town centre regeneration plans
- Developer contributions to mitigate the impact of new development on existing transport networks
- Residential Travel Plans
- Workplace Travel Plans.

Policy E – Deliver a high quality public transport network that is accessible, easy to use and supported by appropriate priority measures

Improving the quality of public transport will widen travel choice giving a viable alternative to the private car for everyday journeys. For those without access to a car, buses and taxis are often the only realistic travel option for journeys to access goods and services. As Swindon town centre is regenerated more people will wish to access the area and it is essential that a good quality bus service is provided along the main corridors to the town centre. This will allow regeneration and growth to be accommodated while preventing deterioration of journey time reliability and the environmental impact of increased car use.

The Council will work closely with bus operators to support the commercial bus network. We will help plan and deliver service improvements and work towards a network of rapid transit corridors as economic growth progresses in future years. While focussed

Further information on the subject of this report can be obtained from Philip Martlew, Direct Dial Telephone Number 01793 466369, pmartlew@swindon.gov.uk.

Swindon Local Transport Plan

Implementation Plan 2017/18

Cabinet

Date: 26th April 2017

on the town centre the network will also cater for inter suburban journeys. The aim is to ensure that public transport provides a reliable and attractive alternative to the private car, with accurate and up to date information on how services are running. Measures will focus on improving the affordability, convenience and attractiveness of public transport.

Delivery options include–

- Development of proposals for a rapid transit network focussed on the town centre and an orbital bus route for implementation as economic growth continues
- New bus exchange for the town centre
- Network management measures to address congestion at locations where bus services are delayed
- Expanded traveller pre and in journey information provision.

Policy F – Encourage behavioural change in transport by promoting alternatives to driving alone, and develop supporting infrastructure where appropriate

Encouraging and making it easier for people to choose to walk, cycle or use public transport for everyday journeys offers a range of benefits for individuals and the transport network generally. By building increased physical activity, such as walking and cycling, into daily routines there are significant health benefits. An increased share of journeys undertaken by walking, cycling and public transport will reduce congestion and pollution on the road network, improving air quality and reducing accidents.

The Council will work closely with partners in the health sector (eg PCT), the bus operators, and the voluntary sector (eg Sustrans) to promote the full range of alternatives to driving alone. This work will also identify locations where additional supporting infrastructure is required.

Delivery options include–

- School Travel Plans
- Workplace Travel Plans
- Residential Travel Plans
- Personalised travel planning
- Car sharing schemes
- Improved cycle parking facilities
- Signing and way-finding for walking and cycling networks
- Promotional bus tickets
- Integrated travel information system through variety of media.