

**SALISBURY**  
**TRANSPORT**  
**2000**



**SALISBURY - THE WAY TO GO**  
**A GREEN TRANSPORT PLAN**  
**FOR THE 21<sup>ST</sup> CENTURY**

**Foreword by Stephen Joseph OBE**  
**Executive Director, Transport 2000**

**December 2004**

**Salisbury Transport 2000** is a local group affiliated to Transport 2000, the national environmental transport campaign. The group was established in 1998 and campaigns for:

- improvements in the provision of public transport in the city and rural areas
- integrated and sustainable transport and a reduction in car dependency
- safer walking and cycling
- increased use of rail for passengers and freight

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**Transport 2000** was founded in 1973 and brings together individuals and organisations concerned about the environmental and social impacts of transport.

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**Salisbury: The Way to Go**  
**A Green Transport Plan for the 21<sup>st</sup> century**  
by  
**Salisbury Transport 2000**

**Foreword**

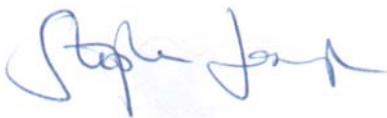
**by Stephen Joseph OBE**  
**Executive Director, Transport 2000**

Salisbury's transport problems achieved national prominence in 1997 when the proposed southern bypass was cancelled. The subsequent transport study, would, we were told, deliver something different from the road building of the past. Instead Salisbury would get multi-modal, integrated and sustainable solutions which would reduce car dependency, encourage the use of other means of travel and reduce the underlying need to travel.

It seemed that the ten-year struggle to save the landscape setting of an historic medieval city had been comprehensively won and local transport campaigners began to plan for a different kind of future. The first step was to establish a local Transport 2000 group and at its launch on the 27<sup>th</sup> April 1998 I laid out a vision of what sustainable transport would look like, based around regular, reliable and affordable public transport, pedestrianised town centres, home zones and safe routes to schools.

At the time we thought this was a vision we shared with the government. It has not turned out that way. At national level promises to put the environment at the heart of government have been forgotten and the demand for continued cheap motoring has regained the upper hand. At local level the Salisbury Transport Study drifted from its ministerial brief of 'solving the city's transport problems without building roads' into a final report skewed towards the motorist with no clear strategy for achieving the promised modal shift from the car, encouraging non-car transport, or reducing the need to travel.

I welcome this thoughtful and well-researched report which Salisbury Transport 2000 have produced. It is based on the experience of a number of local campaigners who have combined their knowledge of local problems and issues with best practise examples from elsewhere. I believe this report can and should make a real contribution to the ongoing debate on local transport options and to Wiltshire's Local Transport Plan. There is growing public awareness of the environmental consequences of our transport choices, and a demand for more sustainable alternatives. This report shows how this demand could be turned into a reality that would be fit for the city, the district and the planet in the 21st century.



December 2004

Stephen Joseph has been Executive Director of Transport 2000 since 1988. During this time he has written or co-authored many publications and has been involved in promoting policies to give priority to public transport, walking and cycling and to reduce road building and dependence on cars and lorries. He was awarded the OBE in 1996 for services to transport and the environment and is currently a member of the Commission for Integrated Transport, an independent body which advises the government on transport policy. In July 2004 he won the prestigious 'Lifetime Contribution to Local Transport Award' presented by Transport Minister Alistair Darling.



**Salisbury: The Way to Go**  
**A Green Transport Plan for the 21<sup>st</sup> Century**  
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## Executive Summary

The first 10 chapters cover the **Current Situation**, including achievements that have been gained through the Salisbury Transport Plan, **The Vision** of what could be achieved by adopting a more radical approach and **The Way Forward**, using best practice examples from other areas. Chapter 11 considers how and why the Salisbury Transport Plan has fallen short of its original aims to deliver multi-modal, integrated and sustainable solutions.

### 1. City Centre Traffic Management

Pedestrianisation and the 20mph zone have delivered improvements to the environment of the city centre but Salisbury still has air pollution levels above government targets in four core areas.

The vision is to create a safe environment free from the intrusion of traffic and the pollution which goes with it, whilst enhancing the economic vitality of the city.

The way forward must be to reduce traffic entering and circulating round the city centre through:

- Re-allocation of road space.
- Parking restraint.
- Quality bus services.
- Other measures such as car-free housing and car share schemes.

### 2. Parking Strategy

The developing Park & Ride network can only be effective if parking charges are structured to ensure that there is an increasingly strong incentive to use Park and Ride as more sites become available and that city centre parking spaces are reduced.

Parking restraint is the main tool for reducing vehicle movements in the city by:

- Breaking the link between Council revenue and parking income.
- Reducing city centre parking spaces as Park & Ride sites open.
- Removing on-street metered parking.
- Parking charges which discourage city centre parking.
- Introduction of a private non-residential (PNR) parking levy.

### 3. Public Transport: Bus

Public transport is increasingly seen as the way ahead to tackle congestion on the roads. The Go-ahead group now owners of Wilts & Dorset Bus Co. have been successful in increasing bus patronage in other areas and with appropriate support in a Bus Quality Partnership with Wiltshire County Council there is no reason why similar targets cannot be set and achieved in Salisbury.

To increase bus patronage buses must be frequent, reliable, comfortable and affordable providing a realistic and attractive alternative to the car for all types of journey.

Urban Bus strategy:

- Standardise and simplify fare structures.
- Reduce congestion to improve punctuality by bus priority measures.
- Smart-card technology.
- Provision of direct bus services to the railway station.
- Re-location or improvements to the Bus Station.

Rural Bus Strategy:

- Inter-urban corridor and feeder routes.
- Demand Responsive Transport.
- Integration with other transport modes.

### 4. Public Transport: Rail

Salisbury has a major asset in the form of direct rail links to many other cities and smaller towns but the station is poorly integrated with other transport modes. While the development of railway infrastructure is difficult in the current climate the vision for future possible re-openings of stations, freight facilities and disused railway lines must not be lost and suitable sites should be protected.

Maximising use of rail requires:

- A public transport interchange at Salisbury station.

- Increased capacity on routes between Southampton and Bath/Bristol.
- Dualling of the Salisbury-Exeter line.
- Re-opening of rail stations to enable rail to be used for shorter journeys.
- Transfer of freight from road to rail.

## 5. Public Transport Interchange: Salisbury Railway Station

Salisbury Railway Station is poorly located for access to the city centre and is poorly integrated with bus, cycle and pedestrian modes.

A multi-modal public transport interchange is fundamental to encouraging greater use of public transport. It would result in reduced congestion at the station and reduced pressure on car parking.

Integration could be achieved by:

- Safe routes to the station for walkers and cyclists.
- Direct bus services to the station.
- Better signage and information.

## 6. Churchfields: a New Vision

Churchfields Industrial Estate has outgrown its restricted location and transport needs have changed. The current businesses are heavily dependent on HGV transport which contributes to the traffic congestion problems of the estate and the city.

The vision is that Churchfields could become the most significant development site in Salisbury by using its superb riverside location and proximity to the railway station and city centre to develop a vital and exciting mixed-use development in the heart of Salisbury, providing high tech. employment opportunities, housing and tourism or further education facilities.

This could be achieved by:

- Relocating HGV-generating activities, releasing prime land for more appropriate development.
- Reducing congestion and parking problems by providing effective public transport, cycling and pedestrian links between Churchfields, the railway station and the city centre
- Improved vehicle access via Fisherton Bridge.

## 7. Cycling

Promoting cycling aids the achievement of transport, environmental and health goals but cycling provision in Salisbury is patchy with dangerous sections leading cyclists into conflict with motorists or pedestrians.

Cycling could be the first choice transport mode for short journeys with the development of a cycle network for Salisbury and implementation of:

- Traffic reduction
- Speed reduction
- Junction treatment, hazard site treatment, traffic management
- Redistribution of the carriageway (bus lanes, widened nearside lanes etc)
- Cycle lanes, segregated cycle tracks constructed by reallocation of carriageway space, cycle tracks away from roads
- Conversion of footways/footpaths to unsegregated shared-use cycle tracks

## 8. Walking

Walking is not just for leisure; it must be seen as an important transport mode and vital for the health of the nation.

The environment for pedestrians has been improved through pedestrianisation, increased crossing points and the 20mph zone in the city centre but more could be done to achieve the ambitious targets set by the County Walking Strategy.

How to achieve targets for increased walking:

- Provide pedestrians with the infrastructure that they need in the city centre, along into-city routes, within residential areas and rural villages.

- Infrastructure should be in good repair, clean, clear of litter and overhanging vegetation; city routes should be well lit with good sight lines.
- All schools should have safe routes and school entrances, where children gather, should be free from traffic.
- Green Travel Plans should be developed by all employers, schools and leisure facilities and implemented by promotion, information and incentives.

## 9. School Travel

Concern over children's health as well as the contribution of school traffic to rush hour congestion has moved school travel high up the political agenda.

Reducing the number of children who are driven to school by car requires:

- Support for schools to develop School Travel Plans that are effectively implemented and monitored.
- Infrastructure to provide 'Safe Routes to School'.
- Traffic orders to restrict congestion at the school gate.
- Increased provision of low-cost school buses

## 10. Leisure & Tourism

Salisbury is heavily dependent on tourism for its economic vitality and has developed leisure facilities within the city to reduce the need to travel elsewhere.

Encouraging tourism without traffic would encourage visitors to stay longer and explore the district without the impact of increased car traffic. This requires:

- The creation and promotion of alternative forms of transport offering real transport choices to the tourist and the local community.
- Reducing the impact of traffic, creating a safer and more attractive environment for walking and cycling.
- The production of a green tourism agenda, through effective promotion and co-operation with tourist attractions.

## 11. The Salisbury Transport Plan Revisited

The Salisbury Transport Study, set up in 1997, promised solutions which would be multi-modal, integrated and sustainable. However the package proposed in April 2000 was heavily skewed towards the motorist, with nearly 90% of the original £45 million proposed expenditure being directed towards new roads and park and ride. A further £8.2 million has been allocated to non-road elements of the package since then, to cover increases in costs of park and ride and extensions to the ITS system to cover car park guidance.

The bias towards provision for the car, rather than other elements such as public transport, walking and cycling, can be linked to the composition of the steering group set up for the original study. Also, despite the government's new appraisal process which was supposed to provide a more balanced view, there has been an emphasis on the measurable economic costs and benefits for the whole package, with environmental impacts, of whatever scale and importance, being disregarded.

Salisbury Transport 2000 believe that the time has come to acknowledge the bias of the Salisbury Transport Study and the deficiencies in the result. We need to return to the original aims of the Salisbury Transport Plan: *to reduce dependency on the car for trips, to encourage the use of other means of travel and reduce the underlying need to travel.* "Salisbury: The Way to Go" shows how these aims could be achieved to give Salisbury a Green Transport Plan for the 21<sup>st</sup> century.

## 1. City Centre Traffic Management

### 1.1 THE CURRENT SITUATION

Over recent years the first steps have been taken towards making Salisbury city centre a pleasanter place in which to work and shop. Pedestrianisation of the High Street and Queen Street, wider pavements, more pedestrian crossings and the introduction of the 20mph zone have all contributed to reducing accidents and making it easier to get about by bike and on foot. There has been a drop in urban traffic flows in Salisbury since 2000, although flows increased in 2003 above the target trajectory.<sup>1,1</sup> Over the same period cycling figures showed an initial increase but fell again in 2003. The phased opening of the remaining planned Park & Ride sites should help to reverse these trends but only if other appropriate measures are taken to discourage cars from entering the city.

Salisbury has four Air Quality Management Areas (AQMAs) within the city centre. Salisbury District Council (SDC) has a statutory duty to meet the air quality objectives set by central government by December 2005. These are expected to be achieved after the opening of three of the planned Park & Ride sites and the introduction of the Intelligent Transport System. However the impact of climate change is already being felt resulting in an increase in the number of days when pollution rises to unacceptable levels, this reduces the expectation that the air pollution targets will be met unless more radical measures are taken to reduce the number of vehicles entering the city.

### 1.2 THE VISION

The aim of city centre traffic management is to create a pleasant environment in which residents and visitors can enjoy all that the city has to offer in a safe environment free from the intrusion of traffic and the pollution which goes with it. There is a widely held belief that equates the economic vitality and viability of the city centre with endless circulation of cars and overflowing car parks, whereas what the city centre needs is more people, not more cars.



#### **Oxford counters the myth that restricting cars will adversely affect local trade**

High levels of parking restraint combined with extensive park and ride facilities has resulted in a 17% reduction in traffic entering the centre of Oxford. The centre has been increasingly turned over to pedestrians, cyclists and buses. Buses now surpass the car as the main mode of travel to the city centre. Early results showed that there was no fall in visitor numbers and *'increased numbers of people visiting the city centre are expected in the future as people are attracted to the safer and more pleasant environment that cutting out traffic brings'*<sup>1,2</sup>

Salisbury still has too much traffic circulating around its streets. Curbing traffic further would improve the quality of life for residents, and visitors. Less traffic encourages walking and cycling in a cleaner, safer environment whilst encouraging people to stay longer to enjoy the many specialist shops, markets and pavement cafes available, thereby contributing to the economic vitality of the city.

### 1.3 THE WAY FORWARD

Salisbury Transport 2000 suggests a number of ways by which air quality and safety could be improved through traffic reduction. These measures include:

1. The reduction of traffic entering the city by the introduction of Park & Ride, the reduction in city centre parking spaces, improvements in public transport and the provision of a safe cycling and walking network.
2. The reduction of circulating traffic within the city by the implementation of parking restrictions, the closure of certain streets to cars and closure of city centre access routes to the Central Car Park.
3. The removal of through traffic.
4. Quality buses.
5. Other policies to encourage a reduction in car dependency within the city, such as support for car sharing schemes and car free housing.

### 1.3.1 Reduction of traffic entering the city centre

Parking restraint is the main tool which can be used to reduce traffic entering the city. The key element of this strategy is the phased introduction of five Park & Ride sites but if this is countered by increased short stay and on-street parking, which will increase traffic movements in the city, then any benefits in improved air quality and safety would be lost. → Parking strategy is covered in Chapter 2

Less traffic will make the city centre more attractive for pedestrians and those on bicycles, and there are other things that can be done to encourage these benign transport modes for short trips. → Cycling and Walking are covered in Chapters 7 and 8.

### 1.3.2 Reduction of circulating traffic within the city centre

The recently completed Bristol Bath to South Coast Study includes the following recommendations for Bath '*Demand management measures in the City centre such as increased pedestrianisation, greater emphasis on travel plans, removal of on-street parking and higher charges for other parking*'.<sup>1,3</sup> A similar strategy if adopted in Salisbury together with Park & Ride, good bus services and safe cycling and walking routes would enable the city to achieve its air quality targets and set more ambitious traffic reduction targets.

#### 1.3.2.1 On-street (metered) car parking

On-street parking spaces generate unnecessary vehicle movements and associated pollution. Because of their high turnover, they impede traffic flow (particularly buses) and are a hazard to cyclists using the street and to pedestrians wishing to cross it. This problem was intensified in 2003 by the introduction of a new low tariff of 20p for a 15-minute stay. The availability of on-street parking spaces discourages the much more socially and environmentally desirable use of off-street car parks.

The removal of metered parking would allow for additional disabled parking in areas where this is inadequate, wider pavements and the provision of cycle-ways, to the benefit of all visitors to the city.

#### 1.3.2.2 Off-street parking

Salisbury should aim to achieve the maximum reduction in parking spaces within the city centre with the phased closure of Market Square, Lush House, Brown Street and Salt Lane car parks. Unless this happens the gradual conversion of long-stay spaces to short-stay, as more Park & Ride sites are opened, will increase the number of traffic movements per day. WS Atkins Salisbury Transport Study showed that a short-stay parking space generates about five times as many car movements as a long-stay space. In order to reduce the impact of these additional movements on air quality, access to the Central Car Park should be via the Ring Road alone as is currently the case for Culver Street.

Central Car Park offers motorists three methods of access/egress, via a direct link to the ring road, via Millstream Approach and Castle Street or via Summerlock Approach and Fisherton Street (an AQMA). Unfortunately only about half of the motorists using Central Car Park choose to enter and leave via the direct link to the ring road. The other half are roughly equally divided between Millstream and Summerlock Approaches. Closure of these access points would significantly reduce unnecessary traffic circulation and pollution on city centre streets within the ring road.

Too many motorists use Millstream and Summerlock approaches because the Churchill Way access junction can't cope with both Central and Waitrose car park traffic. The problem will be made worse by the proposed major expansion of Sainsbury's and by the progressive replacement of long-stay by short-stay parking spaces. There should be an investigation into how capacity at this junction can be improved.

#### 1.3.2.3 Streets for people

The pedestrianisation of Queen Street and part of the High Street has proved to be successful and popular in spite of initial reservations. Having seen the success of these pilot schemes the extension of the pedestrian priority area in the city centre is likely to meet less resistance from traders. Further measures need to be taken to manage traffic in some key streets where traffic dominates the street scene. Currently there is no control over traffic along New Canal and with the traffic lights at the junction of the High Street and Bridge Street air pollution in this area remains considerable. Catherine Street is a busy shopping street with

narrow pavements where there is barely enough room for two people to pass each other. Salisbury Transport 2000 would like to suggest three possible alternative solutions to air quality and safety problems in this core area:

- Closure of Catherine Street, New Canal and the north end of the High Street to all car traffic except taxis and disabled drivers, allowing access for buses at all times and delivery vehicles before 10am and after 4pm. This would however be difficult to enforce, involve a number of restriction notices at the entrance to Catherine Street and limit the scope for improvements to the pedestrian environment in Catherine Street.
- Improvements to the street-scape which gives priority to pedestrians and sends the message to car drivers that they are 'not welcome'. This would be based on new ideas on street design, which allow vehicular access but promote behavioural change in drivers by blurring the division between road space and social space.<sup>1.4</sup>
- Pedestrianisation of Catherine Street with closure to all traffic between 10am and 4pm. A new route for buses (and other traffic) from Exeter Street could be provided by opening a short section of St. Ann's Street and Brown Street to two-way traffic as far as the junction with Milford Street. Buses would then turn left into Milford Street to reach New Canal. Brown Street is wide enough for two-way traffic up to this point. With bus priority at all traffic lights this should not increase bus journey times.

This last suggestion has a number of advantages. The whole length of road from Brown Street through to Fisherton Street would be one way allowing road space in New Canal and the western section of Milford Street to be reduced to one lane with bus bays, loading/unloading provision, taxis and disabled parking. The north side of New Canal could be enhanced to provide social space for pedestrians and the provision of secure, covered cycle storage in a central situation. It would also provide the opportunity for 'greening' of the street scene with tree planting. Parking provision for private coaches on Tuesday market days could be made available on the north side of Milford Street.

Without a reallocation of road space reduction in traffic entering the city centre will not achieve the desired aim; less traffic congestion

has the potential to increase speed and encourage drivers to use available space by taking shortcuts through city streets.

### 1.3.3 Removal of through traffic

Suggestions for the removal of HGV's accessing Churchfields Industrial Estate via the city centre is covered elsewhere → Churchfields - A New Vision Chapter 6. Through car traffic would be reduced by restricted access to New Canal [1.3.2.3]. Minster Street would subsequently carry less car traffic and this is likely to be further reduced by closing the Fisherton Street entrance to the Central Car Park. [1.3.2.2].

Further possibilities which could be explored include the proposals put forward in the Salisbury Transport Plan for closure of the eastern end of Fisherton Street, Bridge Street and Silver Street.

### 1.3.4 Quality buses

Improvements in traffic flow in the city centre would enable buses to move more freely so reducing their emissions. The introduction of more Park & Ride sites will increase the numbers of buses on the streets so it is vital that Wilts & Dorset continue to improve their engines to the cleanest available, as technology improves. Bus drivers must be required to switch off their engines while waiting at bus stops, for longer than a specified time, in New Canal, Blue Boar Row and Endless Street. [→ Ch. 3 Public Transport: Bus].

### 1.3.5 Other measures

There are many measures, both large and small scale, which can be taken to encourage those who live in, or visit, the city centre to manage without cars. Examples from elsewhere have proliferated over recent years as awareness of the detrimental impacts of motor traffic has risen. Ideas which have been tried elsewhere and could work in Salisbury include:

**Congestion charging** – despite predictions this has been very successful in London and will be coming to other cities. Could it be adopted here within the Ring Road?

**Car share schemes** – regular journeys to work and school during peak hours are the major cause of traffic congestion. Car sharing schemes can produce significant increase in multi occupancy car use and help reduce the number of car parking spaces required. The government has recently issued guidelines covering both car share schemes and car clubs<sup>1.5</sup> and Wiltshire County Council have recently set up a county wide online scheme accessible at [www.carsharewiltshire.com](http://www.carsharewiltshire.com).

**Car clubs** – there are now many examples of successful clubs across the UK as well as Europe, and Salisbury hOURCARS is going from strength to strength (see box).



### Salisbury hOURCARS – a car when you need it

Car Clubs have been around for many years in Europe, and have now come to the UK. Shared cars can be booked via the Internet for as little as an hour, and the car club looks after all the details like insurance, tax and servicing. The joining fee and annual subscription are less than a year's car tax, and the overall cost works out much cheaper than owning and running a car. For many who need to use a car from time to time, but prefer to make trips by more environmentally friendly means when they can, this is the perfect solution. There is now a Car Club up and running in Salisbury, and the fleet available includes a car based in the Central Car Park. Visit [www.hourcars.co.uk](http://www.hourcars.co.uk) or call 0845 458 0338 for more information.

**Car free housing** – Can help to revitalise a city centre by providing housing without the unattractive car parking or traffic fumes which usually come with it. Winchester is trying hard to ensure the heart of its historic city is kept free from cars by supporting this concept (see box).

**Help for shoppers** – Shoppers should not feel they need to bring a car into town just so they can get their shopping home more easily. There are many measures which can be taken to address this – free home deliveries, rickshaws for shorter trips, lockable storage for shopping to be left so it doesn't have to be carried around all day.



### Winchester City Centre introduces car-free housing

Winchester is similar to Salisbury in many ways, but has adopted a more radical approach to the issue of car ownership in city centre housing developments. Recent examples of developments in the city include:

- New homes which are being built with no parking spaces and no entitlement to purchase a resident's parking permit, since these schemes are already over-subscribed. The leader of the City Council says the policy is not anti-car but "pro-people"<sup>1.6</sup>.
- A major new development at Broadway-Friarsgate in the city centre where it is anticipated that only half of the 364 homes will have a parking space. This is to comply with the policy of reducing car usage in the city centre, where 40% of households do not currently own cars.<sup>1.7</sup>



### Cutting wasted delivery journeys

It is estimated that 60% of parcel deliveries fail<sup>1.8</sup> because there is no-one at home to accept them, leading to many wasted journeys. Collectpoint is a secure alternative to home deliveries – goods can be delivered to a late opening convenience store near to home or work, whichever the customer prefers. More information, including local collection points, is available at [www.collectpoint.com](http://www.collectpoint.com)

## 1.4 CONCLUSION

Salisbury lies at the heart of a rural area attracting car-borne workers, shoppers and visitors to its narrow streets resulting in unacceptable air pollution in the city centre and at certain times on access routes. Salisbury's traffic congestion is largely a local problem. It is caused by people making local journeys by car to work, shops and schools. Traffic restraint is the tool which must be used to achieve targets on the reduction of accidents and air pollution.

Re-allocation of road space is essential in order to achieve a significant reduction in circulating traffic. A parallel can be made between air pollution caused by smoking and traffic pollution; both are inflicted on others through passive inhalation. If it is thought appropriate to legislate to ban smoking in

public places is there not an equal case for penalising unnecessary driving resulting in traffic congestion and air pollution? It is time we moved away from the fear of curtailing the freedom to drive to managing traffic for the benefit of all.

The experience of other towns and cities has shown that reducing circulating traffic has no impact on their economic vitality and people soon see the benefits of a safer, cleaner environment.

Street design is an evolving science as attempts are made to restore urban streets to the people while balancing the needs of drivers and traders with those of pedestrians. A new approach developed in many European cities is now beginning to be adopted in this country. Salisbury must make sure that it explores these new ideas, selecting those most appropriate to a medieval city.<sup>1,4</sup>

## REFERENCES

- 1.1 WCC 2004 Annual Progress Report
- 1.2 At the Leading Edge-a public transport good-practice guide. 1.2.p.15. Transport 2000 Trust Jan 2003.
- 1.3 Bristol Bath to South Coast Study. Newsletter two. May 2004 GOSW
- 1.4 Ben Hamilton-Baillie, Civic Society Lecture 9.11.04 'A New Approach to Street Design'.
- 1.5 Department for Transport 'Making Car Sharing and Car Clubs Work – A Good Practice Guide', Nov 2004
- 1.6 Reported in The Daily Telegraph May 2004
- 1.7 Reported in the Southern Daily Echo, 30/9/2004
- 1.8 Collectpoint leaflet produced by Hampshire County Council as part of their 'MIRACLES' scheme

## 2. Parking Strategy

### 2.1 THE CURRENT SITUATION

Salisbury District Council is heavily dependent on parking revenue to support other Council expenditure, this leaves it vulnerable to any reduction in parking income and jeopardises plans to reduce city centre parking spaces to achieve the goal of traffic reduction. This reluctance is further reinforced by the perceived link between economic vitality and car-borne visitors.

The phased opening of the remaining four Park & Ride (P&R) sites will result in a changing picture over the next two to three years and we believe that the situation with regard to parking requirement is to be reassessed in the light of these changes. It is foreseen that there will be a gradual change from long-stay to short-stay city centre parking and perhaps the closure of some city centre car parks. We understand the reluctance to make decisions on this until the results of P&R can be fully assessed. In the meantime the introduction of a Car Park Guidance System on access roads into the city is intended to prevent unnecessary circulation of cars seeking parking spaces.

Recent changes include the extension of residents parking zones and an increase in on-street metered parking. The latter has added to traffic movements as people seek out a 15-minute slot and move from one to another to extend their stay.

### 2.2 THE VISION

Breaking the link between Council funding and parking charges is a necessary first step if parking is to be an effective tool in reducing vehicles entering the city centre cordon. Parking revenue should be devoted to improving and expanding facilities for non-car users.

Parking restraint has been shown to be the most important measure in reducing vehicle movements in cities with no loss of economic vitality, providing that alternative means of mobility are available. Phased opening of the remaining P&R sites would be balanced by closure of the smaller city centre car parks.

Removal of on-street public parking would release space for improved provision for disabled drivers, more loading bays for businesses and increased cycle parking.

The introduction of a work place parking levy would provide additional parking income and encourage the development of Travel Plans using alternative modes of transport.

New residential developments provide opportunities for reducing the amount of land given over to providing parking spaces. Small developments in city centre locations, as well as sections of larger edge of town developments, should become 'car-free'. This would be attractive to non-car owners and occasional users would benefit from a Car Club so reducing pressure on residential on-street parking. [→1.3.5]

### 2.3 THE WAY FORWARD

#### 2.3.1 Breaking the link between Council revenue and parking income.

The transfer of money raised from car parking revenue to the SDC "General Fund" highlights the dependency on parking revenue and acts as a disincentive to reducing parking spaces, whilst seriously distorting the overall financial picture. The policy should be that the entire net parking revenue, from whatever source, should be ring-fenced and used solely for transport projects, which should include improving and expanding bus services generally (not just P&R), extending concessionary fares and creating a comprehensive cycling network.

If SDC finds it necessary to transfer large sums of money from parking revenue to the "General Fund", it should do this by means of a surcharge on car parking tickets. Using this approach it could be made clear to motorists that the amount raised by the basic parking charges is spent on transport improvements and any surcharge used to reduce Council Tax. Such policies have the great merits of social and environmental desirability, transparency and fairness.

The revenue generated by on-street metered car parking spaces does not cover their social

cost. The net revenue loss resulting from their removal could be offset by moderately increased charges for the 3,000 off-street car parking spaces currently under SDC control. This would have the desirable knock-on effect of encouraging increased use of the Beehive P&R site and the four planned additional sites.

### 2.3.2 Car parking

#### 2.3.2.1 On-street (metered) car parking

→The reasons for removing on-street (metered) parking is explained in 1.3.2.1.

#### 2.3.2.2 Off street public car parking provision

The long-term aim should be to offer able-bodied car-borne visitors to Salisbury the choice of using one of the P&R sites or driving to Culver Street car stack or to Central car park via the ring road resulting in a substantial reduction in city centre traffic circulation and pollution. The Market Square should be closed to cars and restored to its original function as civic open space. It has been suggested that Lush House car park could provide city centre public tennis courts and Brown Street and Salt Lane car parks much needed housing, offices or shops and workshops. Open squares with trees and seating would provide additional greenspace in the heart of the city. The opponents of such a proposal will need to be reminded that no city centre shop or facility is more than a few minutes walk from either Central car park or Culver Street car stack

These car park closures would remove 481 parking spaces from the city centre whilst the reduction of spaces in College Street car park available to the public under the proposed expansion of the Bourne Hill SDC offices would raise this total to 652. A Travel Plan for the new council offices must ensure that parking spaces are not occupied by SDC employee's cars carrying free all-day passes.

→The specific access problems associated with the central car park are covered in Chapter 1 3.2.2.

#### 2.3.2.3 Private non-residential car parking (PNR)

Private non-residential (mostly office) car parking spaces within the ring road numbered 1,566 at the last count in 1990. There could well be more today. The early introduction of the PNR parking space levy, authorised by

central government, would not only raise revenue but, more importantly, it would encourage local employers to encourage their employees further to reduce their contribution to city centre congestion and pollution by, for example, greater use of public transport, walking or cycling to work, increased car sharing or use of P&R.

#### 2.3.2.4. Park and Ride

Park and Ride (P&R) forms a key element of Salisbury's transport plans however, encouraging people to make journeys that combine the car and public transport remain controversial. Large sums of money are spent on subsidising the motorist leaving little over for improving local bus services or to spend on cycling infrastructure. Another undesirable effect is that of undercutting the cost of scheduled services resulting in increased car use to access P&R in order to benefit from the cheaper fares. →See also Park & Ride buses 3.3.1.6

However P&R in Salisbury is likely to produce significant reductions in the number of car journeys into the city during rush hours. If they are to be worth the huge cost and likely on-going subsidies which they will require maximum use of the sites must be made during off-peak times by financial incentives for shoppers and visitors as well as commuters. (See 2.3.3. below).

The ideal P&R site is linked to the city centre by bus lanes to allow passengers unimpeded passage in both directions. This ideal is rarely, if ever, achieved in any city and is certainly unattainable in Salisbury. The best that can be done here is to install bus lanes wherever the existing carriageway width or compulsory purchase permits, or by re-allocation of road space, as well as bus priority using Urban Traffic Control (UTC). →For bus priority measures using UTC 3.3.1.2

This assumes that the journey between the P&R site and the city centre is made by bus. In the case of Salisbury, three of the five planned P&R sites are extremely close to railway lines, which offer the prospect of a rapid uninterrupted journey to and from the city centre in dedicated single-carriage "trams", using the existing railway lines. Opponents of such a scheme cite the difficulties and potential dangers of trying to integrate the P&R and mainline services when in fact train frequencies on both the London-Exeter and Southampton-Bristol routes rarely, if ever,

exceed two per hour. →For possible improvements in bus/railway station links 3.3.1.5.

### 2.3.3 Charges for city-centre parking versus Park & Ride

City centre parking charges must be carefully structured to ensure that there is an increasingly strong incentive to use P&R as more sites become available. More emphasis needs to be placed on car parking charges as a means of influencing car drivers' parking habits rather than a means of generating income.

The scale of projected charges for city centre off-street car parking and for P&R for the period up to the projected opening of the fifth P&R site, incorporates a strong incentive to use P&R rather than park all day in the city centre, the charge for the latter being more than double the charge for the former.

However, a P&R bus service, which operates all day but carries significant numbers of passengers only during the morning and evening 'rush hours', is inefficient. To achieve an acceptable level of utilisation throughout the day and keep more cars out of the city centre, SDC policy should also be to offer substantial financial incentives to use P&R to those motorists who propose to spend more than two hours in the city centre. Although this is achieved by the charges for 3-5 hour stays in the city centre proposed for 2004/05, the incentive progressively reduces, in the projected charges from April 2005 to April 2008, because city centre charges rise by only 10% or less, whereas P&R charges increase by 20% or more.<sup>2.1</sup> This is particularly regrettable since it is timed to occur over the period of introduction of four new P&R sites and will send the wrong signals to visiting motorists.

If, as has been suggested, the Beehive P&R site lacks capacity to accommodate many potential shorter-stay visitors, SDC should already be planning to expand the site, provision for which is believed to be part of the original scheme. Having to turn people away from a P&R site and make them drive into the city centre against their wishes would be the ultimate irony.

## 2.4 CONCLUSION

Parking strategy is the most effective tool in the hands of local authorities for reducing congestion in city centres. This can be achieved by reducing the overall number of available parking spaces in the city centre and ensuring that the cost of bringing a car into town is a financial disincentive to the motorist. It has to be recognised that there is no link between reducing circulating traffic and loss of commercial viability; the reverse is often proved to be the case.<sup>2.2</sup>

The replacement of long-stay with short-stay spaces in the car parks which remain open will result in an approximately five-fold increase in vehicle movements. Both commuters and medium stay visitors must be offered strong financial incentives to use P&R. Access to the Central and Culver Street car parks must be from the Ring Road only.

Parking revenue needs to be ring-fenced for improvements in public transport and walking and cycling infrastructure rather than supplying additional revenue to the Council's General Fund unless this is as a surcharge specifically for this purpose. Other funding could be secured by introducing a PNR parking levy.

Giving people real choice must provide the 'carrot' if people are to be persuaded of the merits of a cleaner, safer environment with high quality, fairly priced public transport and pleasant, safe walking and cycling routes.

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## 3. Public Transport: Bus

### 3.1 THE CURRENT SITUATION

*"Britain has lived for so long with poor public transport directed only at those who have no alternative, that we have almost lost the belief that things could be different"*<sup>3.1</sup>. However the situation is changing as public transport is increasingly seen as the way ahead to tackle congestion on the roads, promote a better quality of life for all and a more sustainable society. Increasing car use, resulting in ever increasing congestion on the roads, is no longer accepted as inevitable. The solution is not building new roads but better, integrated public transport and this view has won increasing public and political support, *"...we can't try to build our way out of the problem-the cost is environmentally and financially unacceptable"*<sup>3.2</sup>.

South Wiltshire bus services are almost exclusively provided by Wilts & Dorset Bus Company, which was taken over by the Go-Ahead Group in 2003. Go-ahead has a good track record in other areas with a determination to increase passenger usage through investment. The company also believes in devolved management, it is therefore Wilts & Dorset that will continue to be responsible for the development and delivery of services in the future.

Salisbury has a high frequency city bus network served by fully accessible 'Solo' buses. Since these were introduced in 1998 passenger numbers have grown, with Wilts & Dorset carrying 1.9 million passengers per annum in Salisbury. Last year, patronage was steady with no decline recorded. Salisbury is the centre of a regional network with strategic links to Bournemouth and Poole, Southampton, Bath, Blandford, Andover and Swindon. These routes are doing well, particularly Salisbury to Bournemouth and Poole, which recorded an increase in passenger numbers last year.<sup>3.3</sup>

Concessionary fares are available for those aged over 60 and those with a long-term disability but bus travel remains expensive for those who cannot take advantage of the subsidised fares and for children travelling before 9 am. High fares and poor services exacerbate the problems of social exclusion.

Many buses in Salisbury run late because of traffic congestion, while others are cancelled due to staff shortages. Services are patchy in rural areas with many villages not served by buses at all or with only a skeleton service, rural areas also have no evening or Sunday service. Interchange between modes of transport is difficult with no direct services to Salisbury station. Even a high employment area such as Churchfields Industrial Estate has no bus service to allow workers to commute by bus.

The Joint Transport Team has a bus quality partnership with Wilts & Dorset. Improvements have included bus stop enhancements and Real Time Passenger Information (RTPI) on selected routes. Targets set in Wiltshire's Local Transport Plan to increase bus passenger journeys from the 2002/3 number by 4% in 2005/6 and 10% in 2010/11 have been revised downwards as they were considered unrealistic, the new target across the county is simply to maintain passenger numbers at the baseline level.<sup>3.4</sup>

### 3.2 THE VISION

*"Two thirds of public transport journeys are made by bus and improving bus services offers the greatest potential for quickly improving public transport at the local level,.....it is a crucial element in discouraging car use to reduce congestion and improve air quality."*<sup>3.5</sup> Increasing the use of public transport is an essential part of any policy to tackle traffic growth.

Buses are the only form of public transport available for many journeys and for those without a car the only way of getting to the shops, work, education, health services and leisure outings. Local bus services must make transport available to the 25% of households without a car and persuade the other 75% to leave their car at home. To achieve this they must be frequent, reliable, comfortable and affordable providing a realistic and attractive alternative to the car for all types of journey.

## 3.3 THE WAY FORWARD

### 3.3.1 The Bus in the City

#### 3.3.1.1 Fares

Much is said about frequency, reliability, comfort and speed of bus services, but the over-riding need is for the service to be cheap. Many of those without a car are on low incomes and so the need for cheap fares is obvious. For those who own a car, the cost of a bus journey (particularly for a family) is perceived, rightly or wrongly, as high compared with using the car. By European standards bus fares in Britain are generally high and the high cost of public transport comes up time and again as a major barrier to travel for those on low incomes.<sup>3.6</sup>

Wilts & Dorset have a number of super saver tickets, including Explorer tickets and 'dayrider', 'nightrider' and 'five for a fiver' promotions within the Salisbury area. They have taken the first steps to introduce simpler fare structures but these received a mixed reception as some fares went up while others went down. In Brighton and Hove another Go-Ahead company introduced a flat rate fare of £1 resulting in a 9% growth in use.<sup>3.6</sup> Could Salisbury do the same with a 50p rate into the centre and a £1 fare across the city? Growth in patronage could offset any initial loss.

#### 3.3.1.2 Punctuality

Traffic congestion on access roads and having to cross the ring road cordon are the main contributors to delays in bus journey times in the city. Giving buses priority at traffic lights, as part of the Urban Traffic Control (UTC) system, to be introduced shortly, will assist bus movements across the cordon and throughout the city.

Bus priority is part of an overall strategy supported by the government to reallocate road space and create more favourable conditions for people to travel by bus.<sup>3.7</sup> It was the original intention that most of Salisbury's access roads would have an incoming bus lane; this was then reduced to those routes, which served a Park and Ride site. Castle Road has a bus lane along part of its length but Wilton Park & Ride will now open without a bus lane. Bus lanes are vital if there is to be an advantage for bus travellers over car drivers; there is no better way of encouraging modal shift. However because of the width of some access roads into Salisbury an additional

lane for buses on all roads is not feasible and may not even be desirable where it involves the removal of green verges and trees, which would have a detrimental effect on the attractiveness of routes into the city, while the advantages would only be significant during peak times. The alternative would be to take road space from car drivers once Park & Ride is available. The reduction of road space for other vehicles to one lane at peak times would enable bus priority on the Harnham Gyratory and along Newbridge Road, while on Southampton Road width could be gained by removal of the cycle lane on the south side, which would not be necessary as cyclists could use the bus lane. In Exeter Street a bus lane could be achieved by removing on street parking and providing residents parking elsewhere.

#### 3.3.1.3 Smart Cards

The demise of the bus conductor is another factor contributing to increasing bus journey times. The introduction of smart cards, credit card sized plastic, which are passed through a 'reader' on the bus, would have a number of advantages:<sup>3.8</sup>

- Cashless operation (with savings in operational costs and fraud reduction).
- Quicker boarding and loading.
- Better information on travel patterns linked to the ability to fine-tune fare structures to influence those patterns.
- Loyalty schemes.

Smart cards are being introduced in a number of areas in Britain.<sup>3.9</sup>

#### 3.3.1.4 Quality buses/improved technology

The number of buses in the city centre is set to increase with the opening of more Park & Ride sites adding to the already high numbers of scheduled services, which contribute to the emissions levels in the Air Quality Management Areas (AQMAs). It is hoped that, following the recent take-over by the Go-Ahead group of the Wilts & Dorset bus company, we shall see more modern, better maintained, quieter and less polluting buses on our streets, as has happened elsewhere. Nationally Go-Ahead already exceeds government targets on clean engines and intends to roll out these improvements to Wilts & Dorset. Full details can be seen in their Environmental and Social Report available at [www.go-ahead.com](http://www.go-ahead.com). It is important that drivers comply with company regulations and switch

off their engines while waiting at city centre bus stops.

### 3.3.1.5 Bus Station

The quality and location of Salisbury Bus Station leaves a lot to be desired. The number of buses negotiating the narrow streets in this part of the city produces unacceptable levels of pollution, there is no connecting link with the railway station, the site is cramped and the quality of the facilities inadequate. Ideally, relocation closer to the railway station on a purpose built site is the way forward. Part of the Central Car Park site would provide such a location as proposed in the 1940s and at intervals ever since. With a direct footpath to Platform 6 at the station, this site would link city and rural buses with trains and coaches whilst maintaining easy access to the city centre. Access for buses and coaches would be via Summerlock Approach and Millstream Approach with these roads being closed to cars, which would access Central Car Park from Churchill Way only. → Chapter 1.3.2.2

In the meantime enhancement of the present bus station would improve the experience for bus travellers. Upgrading of the toilets, improved waiting and refreshment areas, better information and a PA system telling passengers of delays and changes to the departure bays. All facilities should be open on Saturdays and Bank Holidays to serve the many visitors to the city.

→ Suggestions for improving bus links to the station are described in Chapter 5

### 3.3.1.6. Park and Ride.

In spite of concerns about the impact on other bus services and on the countryside Park & Ride has proved that bus travel can attract motorists. The high quality of the buses, their frequency and cheapness is a standard that should be emulated throughout all bus services.

It is important that Park & Ride fares should not undercut the cost of scheduled bus services – for example from Wilton into Salisbury – because this gives an incentive for people to use their car rather than take public transport for the whole journey.

Park & Ride buses should operate as an express service with limited stops and should be available to those without cars. In Winchester the Park & Ride bus service also

provides a Hoppa service around the city, with a circular route which stops at the railway station and near shops and offices, and a 20p flat fare between any two points on the route.

Salisbury is attracting increasing numbers of people who wish to live in the district but out-commute to other areas for work; many of these travel by train. Park & Ride provides the opportunity to reduce parking pressure and congestion at the station by routing buses serving the Wilton and Britford Park & Ride sites across the city via the station. The planned opening hours would restrict their use for London commuters but could serve those travelling to Southampton and Bath/Bristol. There should be an option to extend opening hours if there is sufficient demand. Cross-city routes would also reduce the number of buses required to serve the Park & Ride sites, thereby reducing operating costs.

## 3.3.2. The Bus in the Countryside.

### 3.3.2.1 Rural Services

South Wiltshire is a predominantly rural area with a high level of car ownership but also, in the west of the district, higher levels of poverty than in many other rural areas of Britain. There are many young and elderly non-car drivers, these groups forming by far the highest categories of bus users; those aged between 17-20 being the largest group. Rural bus services form part of a social inclusion policy but also provide an alternative to the car. Grants for rural bus services, introduced in the Government White Paper in 1998 have helped to maintain some rural services in the district but, like rural provision elsewhere in the UK, it faces tough challenges – not least increased operating costs.<sup>3.3</sup> Fresh thinking has resulted in many innovative ideas for providing better ways of serving rural communities resulting in greater flexibility rather than the traditional fixed-route services. The Wiltshire Wigglybus is an excellent example of this approach.

### 3.3.2.2. Inter-urban Corridors and Feeder Routes

*Salisbury is served by a number of radial routes linking the city with Southampton, Bournemouth and Poole, Bath, Swindon and now Winchester. Go-Ahead believes that "There is excellent potential to increase the number of people using the bus in place of the car for longer distance journeys." Their plan is to make people aware of the travel options*

available to them through improved information and advertising of travel opportunities. They will do this by placing a number of 'mega-rear' adverts on Salisbury buses showing a map diagram of the key links radiating from Salisbury. The next phase will be to look at the possibility of delivering express-style services featuring timetable simplicity, fares simplicity, vehicle investment and marketing focus, with increased frequency another possible option.<sup>3.3</sup>

Wiltshire has proven success with their key bus route programme on Route 49 between Trowbridge and Swindon via Devizes and Avebury. With increased frequency and bus stop enhancement they achieved the target of a 45% increase in passenger numbers.<sup>3.4</sup> The success of this approach should be applied to other routes across the county including all Salisbury's radial routes.

Another approach is to develop a core route between major towns with feeder buses operating on demand or as semi-fixed routes.



#### **Transforming rural bus services in Lincolnshire**

Lincolnshire is a county with low population density and high car ownership but with investment and imagination has transformed its rural bus services. It has created a main 'Interconnect' bus corridor with hourly services linked to flexible, feeder buses, these are either brand new services or replace existing fixed routes. The feeder buses have their own livery and publicity leaflets so raising awareness. The doubling of use on the core route has meant that the service now only needs to be subsidised on Sundays and evenings.<sup>3.10</sup>

It is understood that a similar scheme is to be developed in the Wyllye Valley following a successful Rural Bus Challenge Bid, the 'Wyllye Valley Wanderer' taxi-bus service.<sup>3.4</sup>

#### **3.3.2.3. Demand Responsive Transport.**

The 2004 Government White Paper pledges continued rural transport funding and support for demand-responsive transport (DRT). In rural areas DRT is being seen as the way forward for satisfying transport need. It already exists in the form of community transport Link schemes, social services and hospital car services but now local authorities and

operators are looking to integrate these services with buses and trains. The first step is for transport planners to identify people's travel needs and then provide a mix of services to meet those needs.<sup>3.11</sup> Wiltshire claims to be leading the way with DRT, pioneered by the Pewsey Vale Wigglybus, a similar scheme has recently started in Mere.

#### **3.3.2.4 Bus-cycle Interchange**

Inter-urban corridors should also be served by secure cycle storage at selected bus stops; this would enable cyclists to feed into key routes with regular bus services. The ability to complete part of their journey by bike would open up the possibility of bus travel to a greater number of people living in remoter villages with minimal or no bus service. All the main radial routes from Salisbury could potentially serve a large population of potential cyclists in this way.

### **3.3.3. Information and Marketing**

Market research is the key to developing bus services which satisfy existing demand and appeal to new bus users. Companies that have taken this approach and then responded with innovation and vision have seen passenger numbers grow year on year.<sup>3.12</sup> Customer service, driver training and regular review all contribute to customer satisfaction with loyalty cards another bonus. Go-Ahead are currently assessing the market in the area served by Wilts & Dorset with the aim of opening up the service to non-users through better information, publicity re-design along simpler lines and better distribution of information.

Wilts & Dorset currently need to improve their bus timetables, so that they are easy to use with better maps showing linking services and fare stages. They also need to improve bus stop information, again with maps and fare stages clearly shown.

### **3.3.4 Integration**

Integration of different modes of transport creating a seamless journey from door to door is the only way of competing with the private car. This is an area where Salisbury lags behind many other towns of equal size. The provision of a bus-train interchange, bus-bike and train-bike facilities and walking-public

transport links are covered in other chapters.  
→ Chapter 5 Salisbury Railway Station, Chapter 7 Cycling, Chapter 8 Walking.

Integrated ticketing, where a single ticket allows access to all forms of public transport takes a lot of the hassle out of using public transport, a scheme has been used in London since the 1980s and in many European cities.

### 3.3.5 Real Time Passenger Information (RTPI)

RTPI, which displays arrival times and destinations of next buses at bus stops, is being introduced to most urban routes in Salisbury and some inter-urban routes. Research has shown that the benefits gained, through improved public perception of bus travel, justifies the cost. In London it has been shown that the majority of passengers felt that they had waited a shorter time and that the service was more reliable, even though it had not in fact improved, and evening travellers also felt safer.<sup>3.13</sup> However in the Salisbury area this facility should also be made available to rural low frequency routes where passengers need to have confidence about waiting times and to know whether they have missed the bus or whether it is running late. It is hoped that rural routes will all be provided with this facility.

### 3.3.6 Young People

Young people are major users of buses and are also its future market and yet concessions cease between the ages of 14 and 16 although many will remain in education or in low paid work and are the largest potential users for evening leisure activities. It has been suggested that parking revenue could be used to extend concessionary fares to young people. → Chapter 2, 2.3.1.

The County Council in partnership with Wilts & Dorset introduced a discount card but take up was disappointing. This could have been because of the lack of evening services in rural areas, poor marketing or fear of anti-social behaviour on some city routes. Some operators do run successful discount schemes and some local authorities extend the concessionary fares to include students, job seekers and low-income groups; measures

which would help to tackle problems of social exclusion.

The provision of services for this group must include evening services linking with social activities. Introducing late evening and weekend services on some key routes would reduce the sense of isolation felt by young people living in rural areas. Behavioural problems associated with young people travelling on late night buses can be tackled by funding a schools liaison officer who visits schools and raises awareness, problems are identified and solutions discussed.



#### Stagecoach: getting youth on board

Stagecoach set out to improve attitudes towards public transport among young people through their Elixir Project in Devon. This involved students taking up work experience with the company. They also employ a full time education co-ordinator who visits schools and discusses problems. The results have been changing attitudes and bus patronage will increase as a result.<sup>3.14</sup>

### 3.3.7 School Buses

→ Chapter 9 School Travel.

## 3.4 CONCLUSION

The role of the bus in Britain's transport future was spelt out in the Government's White Paper 'A New Deal for Transport' in 1999. Public transport was to play a vital role in achieving the aims of creating a fairer society, meeting the challenge of the Kyoto summit on climate change, achieving national targets on cleaner air by reducing traffic congestion and reducing dependence on the private car.

The bus has to compete with the private car in a district such as South Wiltshire where car ownership is relatively high and in a country where car use is much higher than in Europe. To do so buses must be seen to be a viable alternative, fully integrated with other transport modes and at a competitive price. The real cost of motoring fell by 4.8 per cent between 1997 and 2003. During the same period the cost of travelling by bus rose by 8.2 per cent.<sup>3.15</sup>

There must be a financial and convenience incentive to reduce car use and to increase bus patronage. This can be achieved by ensuring that car drivers pay a more realistic price towards the true costs of motoring and that the cost of bus travel is kept as low as possible. If Wilts & Dorset could be persuaded to reduce its fares it could well find that, with

significantly increased passenger numbers, revenue actually increases, to the point where, for example, halving the fares results in a more than doubling of passenger numbers. In rural areas however the reality is likely to be that the only real prospect of major bus fare reductions is through subsidy.

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## 4. Public Transport: Rail

### 4.1 THE CURRENT SITUATION

Salisbury is situated at a railway hub with intersecting lines giving direct access to the major conurbations of London, Bath/Bristol, Southampton/Portsmouth and Exeter, as well as other smaller towns along those routes such as Trowbridge, Andover Romsey and Tisbury. Rail travel is therefore a viable option for many long and medium distance journeys. Rail passenger journeys are increasing across the country and Wiltshire is no exception with particularly high growth on the Salisbury-Bath corridor.<sup>4.1</sup>

Capacity insufficiencies have been highlighted on the South Wales/Bristol/Bath to south coast railway line with significant overcrowding. Increasing the length of trains and frequency to two trains per hour has been recommended.<sup>4.2</sup> The potential is there for increased passenger journeys on the Exeter line if this single-track line was dualled enabling two trains an hour to run, but this proposal has been consistently refused in spite of recommendations.<sup>4.3</sup>

Interchange between rail and other transport modes is woefully inadequate. Salisbury station is not directly served by bus and poorly served by safe cycle and walking routes while the carriage of bikes on trains is increasingly difficult as operators seek to maximize space for passengers.

### 4.2 THE VISION

Salisbury has a major asset in the form of its regional rail network making rail a viable option for commuter and leisure travel and providing a real alternative to the car for medium and long distance journeys. However the full potential of rail can only be achieved if it provides a quality service without overcrowding and is integrated with other transport modes to provide a seamless journey.

Along transport corridors served by existing lines or where re-opening of lines is possible rail cannot be surpassed in terms of safety, environment, speed, social inclusion and cost. Replacement of trains by buses must be resisted and all opportunities for making

maximum use of the existing network exploited.

The potential for the use of rail for shorter journeys remains untapped. The re-opening of stations along existing corridors served by regular, one carriage 'hopper' trains, timetabled so as not to disrupt the long distance services and linked with rural bus and cycle interchanges, could take a significant number of cars off rural roads and many main radial routes throughout the district. The re-opening of disused railway lines should also be considered: this could provide opportunities for modern light rail/tram services that would radically improve transport choice.

The South Wales to South Coast railway line runs parallel to the A 36 from Southampton to Bristol. Transferring freight from road to rail makes sense as the number of lorries continues to increase affecting the quality of life of those living along main roads. The A36 is no longer considered as a strategic route, it is to be de-trunked and re-classified as a local lorry route. Appropriate encouragement for rail freight and new rail freight terminals along the A36 corridor could reduce the volume of lorry traffic on this route.

### 4.3. THE WAY FORWARD

#### 4.3.1 Improvements to existing services

Increasing the number of carriages on existing services would help to ease the overcrowding on the Bristol/Bath to south coast railway line. This change was recommended by the Bristol/Bath to South Coast Study (SWARRMS), as was a change to the timetable to become a "clockface" timetable with two trains per hour. Currently the service frequency operates at roughly three trains every two hours, and research has shown that a clockface timetable with services operating at regular intervals encourages passengers to perceive the service as robust and reliable.<sup>4.2</sup>

Dualing the Salisbury-Exeter line was recommended by the SWARRMS Study.<sup>4.3</sup> This would allow an increased service frequency, and would also help to increase reliability since with single track working any

delayed train almost invariably has a knock-on impact on services in both directions.

### 4.3.2 Integration

#### 4.3.2.1 Public Transport Interchange at Salisbury Railway Station.

→ Chapter 5.

#### 4.3.2.2 Joint bus and rail ticketing.

Rail passengers should be able to pay for onward bus travel by through ticketing schemes. More information on bus/rail integration schemes can be found on

[www.platform8.demon.co.uk](http://www.platform8.demon.co.uk)  
and [www.journeysolutions.com](http://www.journeysolutions.com)



#### Just the ticket: Brighton shows

##### how it's done

One of the most successful bus/rail ticketing schemes has been running in Brighton since 1996. For £1 add on to the normal rail fare passengers can have unlimited bus travel throughout the city. This has been the result of a strong partnership between the bus and train operators.<sup>4.4</sup>

#### 4.3.2.3 Bikes and Trains

→ Chapter 7.

### 4.3.3 Re-opening of Rail Stations.

Over the last few years the only station in the country to be re-opened is Chandlers Ford in Hampshire providing easy access to Southampton, Portsmouth and the airport. In spite of this poor record the vision must not be lost and any sites with the potential for re-opening or provision of new stations in the future should be protected from further development. Sites identified as suitable for the location of future rail freight terminals, such as land in the former eastern and western goods yards in Salisbury, should also be protected. Where limited land is available for a potential station because of developments near the railway line this should not preclude re-opening because large car parks are not necessary and encourage car journeys. Stations should instead be served by safe walking and cycling routes, and by connecting bus services.

Porton station has long been considered for the possibility of re-opening and should be an essential part of any employment growth in the area as a result of the development of a Science Park. It is important that re-opening the station should not cause an unacceptable increase in traffic through the village and there should therefore be parking provision for disabled travellers only and adequate secure cycle parking. The station should be served by a shuttle bus from the Science Park and a service link bus to Amesbury.

Re-opening Wilton station would serve both the Bath/Bristol-Southampton and Exeter-London lines with parking provision at the Park and Ride site. It would provide an alternative to having to go into Salisbury so reducing journey time and parking pressure at the station.

Other possible new stations could be provided at Alderbury, Dinton, Codford and Wyllye, as proposed in Wiltshire's Local Transport Plan.<sup>4.5</sup> All stations should be served by safe cycle and walking links, secure cycle parking and bus services, thereby opening up the possibility for rail travel for many rural areas.

Opening new rail stations or re-opening those that have been closed can help tackle rural deprivation by providing access to employment and services or by stimulating economic activity such as tourism. The Strategic Rail Authority (SRA) support local communities who wish to 'adopt' stations and operate 'friends' groups. This can provide a lifeline to rural communities, help the economics of the railway as well as reduce road traffic.



#### Transformation of rural stations into economic hubs

Community partnerships can make stations into centres of rural regeneration. Hasleworth station in Suffolk provides office space, a town museum and a base for the community transport service. Betws-y-Coed has cafes, craft shops and a transport museum.<sup>4.6</sup>

### 4.3.4 Re-opening of Rail Lines

People can more easily be persuaded to switch from their cars to rail or trams rather than buses because of the greater comfort and smoothness of the journey and the avoidance

of road traffic congestion. Former railway lines around Salisbury should therefore be considered for their potential to be restored as light rail/tram links.

One such possibility would be a light rail link from Salisbury to Amesbury and Stonehenge, based on the former branch line to Bulford, which was closed in 1963. This connected to the Salisbury-London mainline near Newton Tony, and was linked to a network of military railways which used to serve Larkhill and other army facilities on Salisbury Plain. There is potential for some of these lines to be re-instated, and if modern trams were used this would allow the use of on-road track for those stretches where modern development rules out use of the former railway line. This facility could provide a service to new stations on the existing railway at Idmiston, Porton, Gomeldon, the Winterbournes and Bishopdown, and could also serve the communities of Newton Tony, Amesbury, Bulford, Durrington and Larkhill. Such a scheme would not only provide a visitor link to Stonehenge but would also bring enormous benefits to the villages of the Bourne Valley including the proposed Science Park development at Porton. It would also serve the rapidly expanding population of Amesbury and Durrington, and the Army Training Area on the south of Salisbury Plain.

→ 10.3.6 Leisure and Tourism, Visitor Attractions

It has been found from experience elsewhere that new rail links can:<sup>4,7</sup>

- Enhance workforce mobility and job search horizons

- Assist development of sites and job creation
- Boost tourism
- Enhance transport choice for people without cars
- Reclaim derelict sites
- Encourage sustainable development at sites accessible to the railway, thereby minimising adverse environmental impact.

Could Community Rail Partnerships (CRPs) be the way forward for developing services in rural South Wiltshire? The 56 community railways currently designated by the SRA are underused rural routes, this includes the Bristol to Weymouth line, but there is the potential for developing partnerships with local stakeholders to provide local links on main lines and re-opened lines.<sup>4,8</sup>

#### 4.3.4 CONCLUSION

Rail has a very important part to play in Salisbury's Transport strategy but the potential will remain un-tapped until the city has a Public Transport Interchange and the station is directly served by buses and cycle links.

Re-opening of stations and the possibility of light rail must remain on the agenda and potential sites protected, while existing capacity must be improved. The long-term vision of getting more freight from road to rail must not be jeopardised further by allowing any more development on railway land.

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- 4.1 WCC 2004 Annual Progress Report
- 4.2 Bristol Bath to South Coast Study 2004.
- 4.3 London to South West and South Wales Multi-Modal Study 2001.
- 4.4 Transport 2000 Trust 'At the Leading Edge' p.40.
- 4.5 WCC Local Transport Plan 2001/02 – 2005/06 Fig 3.6.6
- 4.6 Transport 2000 Trust 'At the Leading Edge' p.66.
- 4.7 Transport 2000 Trust 'At the Leading Edge' p.67.
- 4.8 Association of Community Rail Partnerships [www.asorp.uk.com](http://www.asorp.uk.com)

## 5. Public Transport Interchange: Salisbury Railway Station

### 5.1 THE CURRENT SITUATION

*“Salisbury Railway Station is poorly located for access to the city centre and is poorly integrated with bus, cycle and pedestrian modes.”<sup>5.1</sup>*

#### 5.1.1 Access

Access to the station via Fisherton Street and South Western Road is signed from the mini-roundabout with a pedestrian crossing across South Western Road but not across Fisherton Street. The access to the north side of the station from Fisherton Street via Windsor Road has a crossing but no signage. There is further pedestrian access from Churchfields Road with a ramp and pedestrian refuge. From Mill Road there is no pedestrian crossing across the station access road.

Access to the station forecourt for buses only is from South Western Road/Mill Road roundabout and for private cars and taxis via the station car park. Parking at the rear of the station is for staff only.

#### 5.1.2 Bus Services

The station forecourt has a bus stop some 50 metres from the station. The Stonehenge tourist bus leaves from this stop, and infrequent other services including a special to the Race Course on race days only.

There is room for only one bus stop and insufficient turning space for buses due to 4 parking spaces at the rear of the bus stop and 6 parking spaces on the opposite side of the turning circle. For passengers there is no shelter or seats and a narrow pavement.

Other bus routes serving the station stop in Fisherton Street, about a 4 minute walk from the front of the station. For all other routes it is necessary to walk to the city centre or bus station a 15-20 minutes walk away.

#### 5.1.3 Cycling

Cycle racks are provided on platforms 4 and 6, which are well utilized, with a number of bikes locked to railings by the Windsor Road exit. The approach roads to the station are heavily

trafficked and there is a lack of safe cycle routes to link with the local cycle network.

#### 5.1.4 Information

Fingerboards indicating the City Centre, Tourist Information, City Hall and Playhouse direct pedestrians via South Western Road to Fisherton Street. A map indicating local bus stops (but not the stop situated in station approach) also mentions the need to change buses in the city centre for some journeys.

#### 5.1.5 Conclusion

Salisbury railway station and its immediate surroundings fail to provide sufficient infrastructure or information to reduce reliance on the private car and to maximise the opportunities to link rail travel with non-car transport modes. The provision falls short of what should be expected at a key transport interchange for an important city and tourist destination such as Salisbury.

### 5.2 THE VISION

*‘Greater integration between modes of transport is a fundamental element of a multi-modal strategy and equally fundamental to encouraging greater use of public transport.’<sup>5.2</sup>*

The provision of direct bus services together with better integration between walking/cycling and public transport at Salisbury Railway Station would bring many benefits, reducing traffic congestion around the station and pressure on the station car park.

The current shortage of parking would be eased if bus services were in place as well as improved conditions for walkers and cyclists. By increasing options for combining public transport and cycling the bike could match the car’s door-to-door convenience.<sup>5.3</sup>

These measures would enable space presently used for car parking to be used to provide improved access for buses.

## 5.3. THE WAY FORWARD

### 5.3.1 Walking and Cycling

The DETR states in their Local Plan guidance *"We are interested in, and keen to support, an initiative proposed by Sustrans to develop better access to and from bus and rail stations for people on foot and cycling. Authorities should indicate within the cycling and walking elements of their LTP how they plan to address the issue of access to stations by these modes."*<sup>5.4</sup>

#### 5.3.1.1 Safe Routes to Stations

The benefits of safe routes to stations as proposed by Sustrans<sup>5.5</sup> are:

- Reduced localised peak hour traffic congestion.
- Reduced demand for car parking spaces. Twelve bikes can be parked in the space taken by one car.
- Improved safety and enhanced journey experience.
- Benefits to public health by enabling people to build physical activity into their daily lifestyles.
- Best use of public money. By delivering safe routes to stations train-operating companies, in partnership with local authorities and network rail, can help achieve government targets for transport, health and the environment.

The average distance walked to stations nation-wide is 650m, by creating suitable routes for cyclists beyond reasonable walking distance the catchment for these modes of travel will be enlarged to 5km. This would bring the whole of Salisbury and Wilton within cycling distance of the station.

#### 5.3.1.2 Physical improvements to the station and station forecourt:

- Signage indicating pedestrian access to the north side of the station from Windsor Road.
- Signage in the station underpass directing passengers to buses on Fisherton Street via Windsor Road.
- Pedestrian crossing across the access road to the station with signage promoting the scenic route to the city centre and cathedral.
- Increased cycle parking provision on platforms 1 and 4.

- Cycle parking on the station forecourt for people wishing to access the travel centre.
- Direct cyclists to use the present 'bus only' entrance into the station forecourt from South Western Road rather than having to use the circuitous route through the car park.
- Cycle/pedestrian route through the car park to/from Churchfields.

#### 5.3.1.3 Safe Routes:

- A cycle lane along the north and south sides of Churchfields Road from Cherry Orchard Lane to the car park entrance.
- A cycle link from the station to the Avon Valley Path along St Paul's Road with a crossing over the entrance road to the central car park to reach Nelson Road.

### 5.3.2 Bus Access and Services

*'Currently, bus-rail interchange at Salisbury railway station is practically non-existent.'*<sup>5.6</sup>

Two options for providing improved bus access to the station are described.

#### 5.3.2.1 Option 1

Incorporates improved bus access and passenger facilities.

**Improved bus access:** (See Figure (a) p 5.5)

- By removing the 4 x parking spaces to the rear of current station bus stop, also approximately 6 x parking spaces on the opposite side of the existing turning circle sufficient turning space will be gained for buses calling at the station
- Develop "tear-drop" shaped bus interchange to the east of the station entrance and increase bus stops to two.
- Change priority in favour of buses to/from the station at the junction of South Western Road and Mill Road by replacing the mini roundabout with a "T" junction

#### Passenger facilities:

- Provide a shelter from the weather, especially prevailing South Westerlies, to include an enclosed waiting area with seating.
- An information kiosk providing online real time travel information for local bus and train services. This could be formed from the present travel centre by opening up the east wall.
- Tourist information point, as given on [www.visitsalisbury.com](http://www.visitsalisbury.com) for example.

Underlying this type of investment, which could be gained via a Quality Bus Contract (QBC), must be a conscious decision by the District Council/bus & rail operators to recognise the need to improve facilities at the station in order to meet LTP and Central Government targets.

### 5.3.2.2 Option 2

This option would include some points covered in Option 1, notably the improved passenger and information facilities but also involves the redesign of the station forecourt to provide for direct bus services to the station, which could also serve the Churchfields estate. This requires the construction of a new two-way road through the station car park as illustrated in the sketch diagram (see Figure (b) p 5.5) → this is described in more detail in Chapter 6. Buses would be able to access the front of the station by following the new road and taking the present turn currently used by cars and taxis. This would free up more spaces for short stay parking on the present bus turning circle.

### 5.3.2.3 Potential options for bus services to the station:

Salisbury Transport 2000 would like to see direct links to bus services to provide a seamless service for users and particularly for the benefit of those with luggage and passengers with limited mobility. There are a number of options:

- A shuttle bus link between the station and the city centre. This could follow a circular route via Fisherton Street, Bridge Street (drop off point for the Cathedral), Blue Boar Row (for links to other bus services and the bus station), Brown Street, New Street and Mill Road.
- Park and Ride services via the station linking the Wilton Park & Ride site with the Southampton Road or Britford sites across the city via the station. Buses from Wilton could travel down Cherry Orchard Lane, along Churchfields Road and into the station before continuing to town via South Western Road and Fisherton Street. Subject to demand it is important that consideration be given to P & R sites remaining open later in the evening than is currently planned in order to attract train commuters.
- A new bus route from the city centre could serve the Station and Churchfields Industrial Estate following a circular route.

- Diversion of bus service 60A to/from Wilton and the city centre.
- New Bemerton Heath-Churchfields-Station – City Centre route.
- RailLink services, these provide links to communities not served by rail. The timetable is integrated with the rail service with reliable connections and through ticketing. The service would operate the same hours that trains operate and wait a specified time for delayed trains. The communities of Amesbury, Alderbury, and Downton which have sizeable populations could be served by this type of link.



#### Bus/rail success stories

The Liphook to Bordon bus link operates six days a week and carries 28,000 passengers a year. In Wales the Ystrad Rhondda to Maerdy bus link runs dedicated buses to link with trains in Cardiff. The buses wait for trains, have through ticketing and regular drivers. The Wallingford link in Oxfordshire connects passengers to the Paddington line operating low-floor, wheelchair accessible minibuses.<sup>5.7</sup>

### 5.3.3 Station Car Parking

There is currently considered to be a shortage of car parking at the station with some commuters opting to drive to Grately or Andover for London trains to be sure of getting a parking space. The requirement for parking would be reduced when direct bus links are in place as well as improved cycle routes and cycle storage.

Station staff presently park on the north side of the station but when additional parking is available on the eastern goods yard for staff, this area could provide some public parking incorporating a safe pedestrian and cycle route to Windsor Road. A travel plan for station staff should be in place to reduce staff parking requirement.

The provision of bus access and the new road to Churchfields would result in a loss of parking spaces on the south side of the station if option 2, (5.3.2.2) above, is adopted. Some additional short stay and disabled parking should be made available on the present bus turning circle and additional public parking on the north side and on the eastern good yard. If these spaces were reserved for early commuters, unable to use Park & Ride then

the remaining spaces on the south side would be available for other users.



#### **Public transport interchanges at the heart of the community**

Clitheroe is the regional centre for the Ribble Valley with an interchange that connects with its extensive but infrequent rural bus network. It provides high quality passenger comfort and information. Staff provide bus information and pass this to passengers through a public address system. There are cycle lockers and CCTV which help to provide a secure and safe environment.<sup>5,7</sup>

market towns are creating user-friendly interchanges providing all the facilities passengers need. Salisbury Station is a listed building but this does not preclude many of the innovative ideas being developed elsewhere. WS Atkins stated in their report that an improved transport interchange at Salisbury station could increase public transport demand by only 1-2%, which would have a negligible impact upon road traffic levels. Salisbury Transport 2000 would refute their reasons for this assumption believing that by opening up new bus routes, including Park & Ride bus services to the station, these would not undermine existing services, would be cost effective and increase train usage by commuters, as would the provision of safe cycle routes to the station. An enhanced Travel Centre and waiting area with improved information would give a significant boost to tourism and encourage tourism without traffic.

### **5.4 CONCLUSION**

It is not just the big cities that are transforming interchanges so that once again public transport is at the heart of the communities they serve. Some small and medium sized

### **REFERENCES**

- 5.1 WCC Passenger Transport Interchange Audit Nov. 2001 3.31
- 5.2 WS Atkins 2001. Salisbury Transport Study Assessment Report.
- 5.3 Transport 2000 Trust 2003 '*At the Leading Edge*' a public transport good practice guide.
- 5.4 DETR local Plan Guidance 2000
- 5.5 Sustrans 2003 '*Safe Routes to Stations*'.
- 5.6 WS Atkins 2001 p. 3.30.
- 5.7 Transport 2000 Trust 2003 '*At the Leading Edge*'.

Figure (a) Salisbury Station Fore-court - Option 1

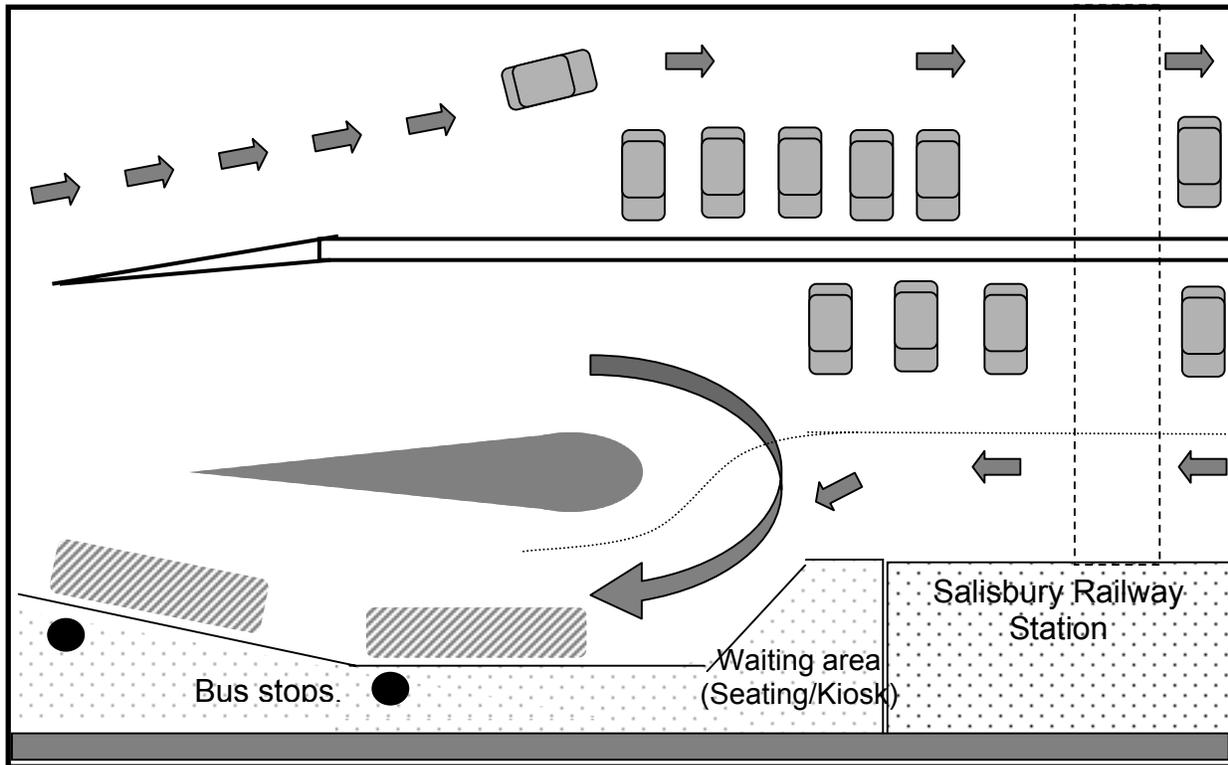
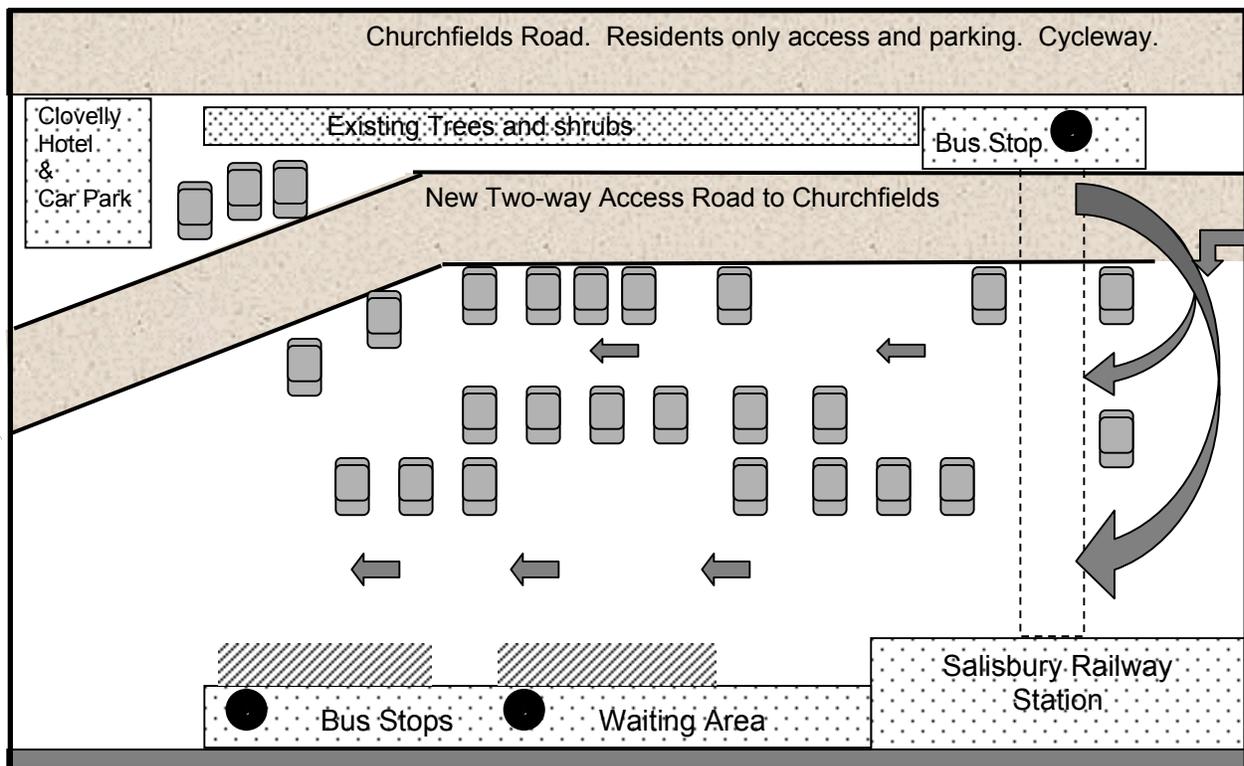


Figure (b) Salisbury Station Fore-court - Option 2



## 6. Churchfields: A New Vision

### 6.1 THE CURRENT SITUATION

#### 6.1.1 Location

The Churchfields Industrial Estate was built in the 1960s when environmental issues were not yet on the public agenda. It is recognised with the wisdom of hindsight that the estate should not have been built in its current location. It lies in a loop of the River Nadder, which is part of the River Avon System Site of Special Scientific Interest (SSSI) and candidate Special Area of Conservation (cSAC). This is indisputably one of the most attractive riverscapes within the city with impressive views across the water meadows to the cathedral.

#### 6.1.2 Access

In this highly sensitive location Churchfields has developed with little control as to the type of industry or traders permitted. There has been a steady increase in the number and size of HGVs requiring access to the estate; the largest of these are car transporters to serve the motor traders, which now occupy over 30% of the site. This situation has led to increased pressure to provide alternative access via a Brunel Bridge which would threaten the ecology of the river, compromise the functional flood plain and transfer traffic problems to the residential area of Harnham.

Churchfields is an important employment area for the city but many employers have cited poor access and lack of room for expansion as reasons for dissatisfaction. The location of the estate adjacent to the railway could have led to the development of rail as the prime means of freight transport but the decline in the use of rail and the growth of road transport since the estate was built has highlighted the inadequacy of its location.

The current access for HGVs is poor with the majority coming to the estate via Fisherton Street, South Western Road and part of Mill Road, where they then have to negotiate two mini-roundabouts to enter Churchfields Road. Vehicles higher than 4.3 metres cannot use the Fisherton Bridge access route and must take the route via New Street/Crane Street/Mill Road, most of these are car transporters.

There is no bus service to the estate, which does not encourage workers, or those using the services on the estate, to come by any other means than private car. Once on the estate parking provision is limited leading to on street parking, which increases congestion and creates difficulties for manoeuvring HGVs and for pedestrians and cyclists. Cyclists have to contend with HGVs and heavy traffic, especially in rush hours, on the Churchfields Road, which forms part of the Wiltshire Cycleway. Pedestrians are poorly catered for, with no pedestrian crossings on the estate. Walking to the station from the west requires crossing the busy Churchfields road twice because of the discontinuity of the pavement on the north side.

#### 6.1.3 Environment

The river and its environs support an abundance of wildlife, including a number of Biodiversity Action Plan (BAP) species under the European Habitats Directive such as otters and water voles. The high number of vehicle movements, vehicle servicing operations and other commercial enterprises cause continuous run-off pollution into the river. Surface drains enter the river immediately adjacent to the estate and via a drainage channel which flows into the river at the Old Mill in Harnham. Most of this pollution is insidious but there have been more serious incidents and there is always the potential for a major accident.

The estate gives the appearance of neglect with the roads and footpaths in poor condition, few trees and little green space.

### 6.2. THE VISION

With vision, creative thinking and partnership working the location of Churchfields could be turned from a major disadvantage to its prime advantage. It could become the most significant development site in Salisbury, fulfilling many of the city's needs for high quality employment land, housing, further education and tourism in a location unrivalled anywhere in the country.

Much concern has been expressed recently about the decline in economic growth in South

Wiltshire. This has been attributed to shortages of skills, exacerbated by higher than average home prices and low wages, property shortages for start-up and expanding businesses and road congestion. This suggests "a less innovative economy which does not bode well for technology-based future development."<sup>6.1</sup> Re-examination of the Churchfields site whereby its location is used as an asset rather than a disadvantage could address many of these problems.

The potential assets of Churchfield's are its riverside setting and its proximity to the Railway Station and city centre. It has one of the most impressive views in Britain, an ideal location for a hotel and Conference Centre, which would also take advantage of rail links to London, Southampton, Bristol and South Wales and the South West. A good bus service to the city centre and pleasant local walks would add to the attraction. Similar claims could be made for a higher education college to enable expansion from the current rather cramped facilities on Southampton Road. A quality mixed development attracting high-tech industries with low transport requirements together with housing, including a high percentage of affordable homes, would occupy the remainder of the site. Excellent passenger transport options could provide the possibility of creating Salisbury's first car-free estate with high-density housing and high quality accessible green space. A Lower Nadder Nature Reserve, to protect the natural environment would be a necessary part of the development so that no development is allowed within a designated distance from the river.

The South Wiltshire Economic Partnership's (SWEP) vision for Salisbury includes a landmark building for business and culture, internationally renowned university education and a high quality purpose built business park at Churchfields<sup>6.2</sup>. All this, together with housing, could be located on the Churchfields site. Transport needs must underpin any development and maximising Salisbury's excellent rail links must guide the choice of development on this site rather than the current high dependency on road transport.

### 6.3. THE WAY FORWARD

Salisbury Transport 2000 would suggest that this vision could be achieved in three ways, relocation of HGV generating activities,

provision of effective public transport, cycling and pedestrian links between Churchfields, the Railway Station and the city centre and improved access for motorised traffic.

Salisbury District Council would need to work in partnership with private developers, housing associations, the business community and education. Once the potential for the site is seen by developers, money would be forthcoming which would pay much of the relocation costs.

#### 6.3.1 Partial re-location

This would provide opportunities to develop the estate into a high quality employment area where transport infrastructure matches the requirements of businesses. The problems of accessing Churchfields Industrial Estate and the possibilities of future mixed-use development are mentioned in the adopted local plan. While it is accepted that relocation will be a gradual process Salisbury Transport 2000 would urge the District Council to state that this is its policy and not allow the sort of developments that are currently adding to the existing problems.

It is acknowledged that Churchfields is a vitally important employment area for the city with an estimated 150 businesses employing over 3,000 people.<sup>6.3</sup> Many of these businesses have cited poor access and lack of space for expansion as major constraints.

By examining employment land in the area as a whole, rather than looking at Churchfields in isolation, it can be seen that other locations more appropriate for their needs could be found.

Careful consideration would need to be given to the impact of increased traffic in the areas selected for relocation and this document does not intend to go into the merits of different options. Although it must be accepted that the railway restricts access to high vehicles along the A36 from the west and the A30 London Road from the east, whilst river crossings and the landscape setting of the city preclude expensive infrastructure in the vicinity of Salisbury. Given the fact that rail freight is an unlikely option in the foreseeable future HGV transport must be directed along current major routes such as the A303 north of Salisbury and roads from there which do not have height restrictions such as the A345 to Old Sarum.

Land values for riverside locations with cathedral views could potentially fund relocation off the estate of some businesses and within the estate of others to vacate high value land adjacent to the river. This would include the household recycling station and SDC depot as well as the more polluting industries that are inappropriately located close to the river. It is proposed that the first step in this process should be the relocation of the HGV testing station to Solstice Park at Amesbury, which is a 65 hectare site designated as a strategic employment area with both office and industrial zones. Adjacent to the A303 trunk road this would be a far more suitable location and avoid the tortuous route required to access the current facility.

The site on Brunel Road vacated by the testing station is of sufficient size to enable some businesses situated to the east of Stephenson Road adjacent to the river, to relocate onto this area so freeing the riverside frontage for the possible development of a hotel and conference centre.

As much of Churchfields is privately owned there would need to be sufficient incentive to encourage businesses to re-locate, this would include a site suitable for their access and expansion requirements and a pleasant, attractive environment with good on site provision of facilities and good public transport and cycling infrastructure.

### **6.3.2 Effective Public Transport, Cycling and Pedestrian Links**

In the short term this document proposes solutions to the current access problems, which are not environmentally damaging, which would encourage a shift from car dependency and would benefit both the station and the industrial estate in sustainable future development. The proposals include provision for direct bus services to the Industrial Estate, a new cycle route along Churchfields Road and significant improvements to pedestrian access in the area.

#### **6.3.2.1 Bus Service**

A site that provides employment to over 3,000 people, which has no bus service provision, except at lunchtime on one day a week, is unacceptable. The lack of a bus service to the estate is limiting the development of travel

plans and could be implemented relatively easily. There are a number of possibilities:

- Park & Ride buses linking Wilton and Britford via Churchfields, the Railway Station and City Centre. →see also 5.3.2.2.
- A new bus route from the city centre could serve the Railway Station and the industrial estate following a circular route,
- The existing bus service 60A to/from Wilton could be diverted along Churchfields Road.

Additional bus services to Churchfields could be based on a survey of the travel needs of the workers on the estate. For instance, it may be appropriate to have a direct bus service from residential areas such as Bemerton Heath.

#### **6.3.2.2 Cycling**

Safe cycle routes both to and within the estate are important to encourage modal shift from car dependency. Cycling by employees has actually reduced as a result of accidents and perceived dangers. Removal of on road parking on Churchfields Road between Cherry Orchard Lane and Stephenson Road would enable the provision of a cycle lane on both sides that would serve both rail travellers and estate workers, and would benefit recreational cyclists using the Wiltshire Cycleway. Consideration should be given to improving other cycle routes, which would benefit access to Churchfields, for example an additional route from Harnham via Broken Bridges & Lower Road and links via the station to the Avon Valley cycle route. → covered in 5.3.1, Chapter 5.

Businesses on Churchfields should be encouraged to provide cycle parking facilities for employees and customers.

#### **6.3.2.3 Pedestrians**

Facilities for pedestrians on Churchfields estate should be improved by providing pavements on the north as well as the south sides of Churchfields Road, plus pedestrian crossings to facilitate access to the estate.

Improvements to the environment of the estate with tree planting and green space would make it a more pleasant place in which to walk or cycle.

### **6.3.3 Improved Vehicle Access**

The relocation of HGV movement generators is the long-term aim but meanwhile it would be

possible to improve access for all except the highest HGVs by relatively simple alterations to Fisherton Bridge and the redesign of the station forecourt.

### 6.3.3.1 Fisherton Bridge

Alternative suggestions for consideration:

- (i) Alteration of the angle of the bridge on the south-west side to enable long vehicles to negotiate the corner into and out of South Western Road more easily and improve visibility. Lowering of the road surface at the mini-roundabout at the bottom of South Western Road and under the bridge itself should be investigated.
- (ii) Improved access without structural alteration to the bridge, other than lowering the road could be provided by 3-way traffic lights (possibly triggered by HGVs) set well back from the bridge. This would improve safety and allow vehicles to take a wider turning circle. Removal of parking spaces on the north side of South Western Road would reduce congestion in this area. Delays for car drivers as a result of the lights could discourage cars from accessing the city via Fisherton Street and so achieve traffic reduction through the city.
- (iii) Removal of the pavement on the station side of the road under the bridge and replacement with a pedestrian tunnel (thrust bore) from the pedestrian crossing on South Western Road north to Fisherton Street. This would ease turning for large vehicles and increase pedestrian safety. [The possibility of a thrust bore tunnel on both sides could be investigated.]

### 6.3.3.2 Improved access route through the station forecourt

Redesign of the Railway Station forecourt in order to remove the necessity for HGVs to negotiate two mini roundabouts. This requires the construction of a new two-way road through the station car park. This is illustrated in the sketch diagram → Figure(b) p 5.5

Vehicles from Fisherton Street Bridge would go up South Western Road and straight ahead towards the station and then follow the edge of the car park to join Churchfields Road either at the present exit or extend further west to join it opposite Stephenson Road, which would benefit more residents.

This would have the advantage of relieving the whole of the residential part of Churchfields Road from heavy traffic enabling this to become a cul-de-sac with residents only parking and a designated cycleway.

### 6.3.3.3 High vehicles and car transporters

It is suggested that the transport needs of the traders on the Churchfields estate should be evaluated, by means of a detailed survey/questionnaire, to identify those businesses which require high vehicles and car transporters, which must use the New Street/Crane Bridge Road/Mill Road route into the estate.

In the short term, while relocation options are considered the following course of action is recommended for those few businesses which do use oversize HGVs. Car transporters could off-load vehicles at a location outside the city and use a low loader to transport them into the estate. Alternatively a suitable location on Wilton Road could be sought and vehicles driven the short distance to their destinations on Churchfields. However it must be emphasised that this location is an unsuitable site for this type of business in view of the access problems and runoff pollution of oil and diesel.

## 6.3.4 Suggested steps towards implementation

### 6.3.4.1 Initial steps, which could be progressed concurrently:

- Establishment of a working group to include Salisbury District Council, South Wiltshire Economic Partnership, private sector developers, housing associations and the wider community.
- Detailed survey of transport needs of Churchfields businesses including possibilities of rail freight.
- Study of alternative sites for the relocation of some Churchfields businesses including those dependent on HGVs over 4.3m high, those who wish to move for expansion purposes and polluting industries unsuited to the riverside location.
- Feasibility study on HGV movements at Fisherton Bridge to include all possibilities suggested in 6.3.3.1.
- Evaluate the development of an integrated transport hub at Salisbury Railway Station to include redesign of the station forecourt

and provision of a direct access road to Churchfields.

- Provision of a bus service to the Station and Churchfields Estate.
- Provision of safe cycle routes and pedestrian facilities.
- Implementation of Green Travel Plans.

#### **6.3.4.2 Other objectives, to follow after the successful completion of the above:**

- Closure of Churchfields Road to all traffic except for resident's access and the establishment of a cycleway.
- Gradual progression to mixed use development as sites become available including services for the estate such as a bank and catering facilities.
- Establishment of a Local Nature Reserve to include the whole river corridor with improved public access and increased protection.

### **6.4 THE BENEFITS**

- The proposal for an exciting mixed use development would fulfil the requirement for a high quality business park, a hotel and conference centre and/or a college campus and make land available for housing in the heart of Salisbury.
- Protection of the River Nadder, part of the River Avon System cSAC and SSSI and its floodplain would be assured as there would be no requirement for the Brunel Link & Harnham Relief Road saving over £20m as well as the landscape setting of the city, the flood plain and the ecology of the river system.
- The location, with its riverside setting and breathtaking views of the Cathedral across the water meadows and what could be excellent transport links would be exploited as an asset rather than a constraint.
- Businesses could be assisted to move to sites more appropriate to their needs with room for expansion and better road access. The funding for this assistance would come from increased land values. This would reduce HGV movements through the city and along Churchfields Road and Mill Road reducing noise and air pollution in this area of the city and so improving quality of life for local residents.

- Businesses remaining on Churchfields would have improved access via a new road avoiding the need to negotiate two mini-roundabouts improving safety and journey time, whilst safety of pedestrians at Fisherton Bridge would be improved. The new road would greatly improve access to the station going some way to meeting the requirement for a Public Transport Interchange, enabling the provision of bus services linking the station with Churchfields and the city centre. Bus services, cycle lanes, and better pedestrian access to Churchfields would reduce the need to go to work by car facilitating the implementation of Travel Plans.

### **6.5 CONCLUSION**

A long-term vision for Churchfields has been needed for many years, the estate has outgrown its restricted location and transport needs have changed. At the time that Churchfields was built it was always the intention to build a Brunel Link to provide access to the estate but financial constraints prevented this. Until the last few years Fisherton Bridge had proved adequate and vehicle movements were restricted on Crane Bridge but with the advent of larger HGVs there has been a gradual increase in HGV movements through the city centre. Now, half a century after it was built, it is accepted by many that the Brunel Link will do nothing to solve the congestion problems of the estate itself, in fact these will be compounded if Brunel Road becomes a through route and the estate becomes a busy rat-run for traffic.

At the same time environmental protection of the river has been strengthened and government guidelines regarding building on flood plains states that only essential infrastructure can be permitted and all alternatives must have been explored. Concerns have been raised by the Environment Agency over the long-term sustainability of Churchfields in its current location and the consequences of building new roads on the functional flood plain. English Nature have raised concerns about the lack of assessment of alternatives to the Brunel Link.

Salisbury is an expanding city and is looking for new sites for high quality employment and housing land. To do this without sacrificing its landscape setting, so much appreciated by

residents and tourists alike, means that existing sites must be used to their full potential. Transport provision is a vital part of the selection of suitable sites and the location of Churchfields means that maximum use could be made of public transport by both visitors, employees and residents if a high quality mixed-use development were to replace the businesses currently occupying the site with their high dependence on road freight and car transport.

The time has now come to recognise the potential of Churchfield's river frontage and location and to explore more creative options for the future of the estate. This area could be transformed, becoming an asset for Salisbury and providing significant economic and employment benefits, yet also becoming a model for the principles of sustainable development and the latest thinking on integrated transport.

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## 7. Cycling

### 7.1 THE CURRENT SITUATION

The UK compares badly with the rest of Europe when it comes to cycling. In 2000 the average person in the UK cycled 75km, the equivalent distances in Switzerland, the Netherlands and Denmark were 271km, 848km and 936km respectively<sup>7.1</sup>.

Salisbury provides some good examples of provision for cyclists, for example the Avon Valley Cycleway running from the central car park up towards Stratford Sub Castle, and the Bishopdown-Laverstock link. In recent years cycle routes have also been put in alongside some of the main roads into Salisbury, namely the A36 Southampton Road and the A345 Castle Road. These have however been of variable quality. More cycle stands have also been provided in the City Centre, although there is still a lack of covered cycle parking or secure storage facilities for cycle tourists and shoppers, and cycle parking provision at transport interchanges could be much improved.

The main concerns regarding current provision for cyclists in Salisbury are the following:

- Provision is patchy, and all too often facilities, such as they are, disappear altogether at the most dangerous points of the network.
- Where provision is sub-standard cyclists are at risk of conflict with motor vehicles or pedestrians.
- Cycle routes are not marked or signed so neither residents nor the many visitors to Salisbury are aware of them.
- Integration with other transport modes is poor.
- Lack of maintenance. Cycle paths are often left unswept, road markings (e.g. for Advanced Stop Lines) are not repainted on a regular basis

### 7.2 THE VISION

Promoting cycling aids the achievement of transport, environmental and health goals. As a recent House of Commons Health Committee report on Obesity concluded "*If the Government were to achieve its target of*

*trebling cycling in the period 2000–2010 (and there are very few signs that it will) that might achieve more in the fight against obesity than any individual measure we recommend within this report.*"<sup>7.2</sup>

The Salisbury Transport Study estimated that over half of all vehicle trips in the Salisbury/Wilton area were local, both starting and finishing in the area.<sup>7.3</sup> Salisbury Transport 2000 would like to see cycling and walking become the first choice transport mode for short local journeys such as these.

There should be safe walking and cycling routes to schools, the city centre, transport interchanges, and other facilities.

Cycle provision should be to the highest possible standard, to encourage safe cycle usage and minimise the risk of confrontation with motor vehicles or pedestrians. Cycle routes need to be continuous so there is a network of safe routes through the city, to housing areas on the edge of town, and to outlying villages.

There needs to be a change in culture such that cycling is seen as a viable, acceptable, and preferable transport mode for short journeys.

### 7.3 THE WAY FORWARD

#### 7.3.1 Planning and designing with cyclists in mind

Measures for cyclists should be convenient, accessible, safe, comfortable and attractive, as suggested in the Government's recent draft guidelines<sup>7.4</sup>. These principles encompass the following:

##### Convenient

- New facilities should generally offer an advantage in terms of directness and/or reduced delay compared to existing provision.
- Routes should be signed, with route maps where appropriate.
- Routes should be unimpeded by street furniture, and with minimal practical delay at signalled crossings

- Cycle parking facilities at destinations should be clearly marked, conveniently located and appropriate for the length of stay
- Future maintenance should be considered in route design (e.g. access of vehicles for sweeping)

#### **Accessible**

- Cycling routes should form a network linking trip origins and key destinations including public transport access points
- Routes should be continuous and as direct as possible, with proper provision for crossing busy roads and other barriers
- Routes should be provided into and through areas normally inaccessible to motor vehicles, such as parks and shopping centres, to help encourage modal shift

#### **Safe**

- Routes should be safe, and be perceived to be safe, with traffic volumes and speeds being reduced where possible
- The potential for conflict between cyclists and pedestrians should be minimised
- Routes should be properly maintained, with surface defects being repaired promptly and vegetation being cut back where necessary.

#### **Comfortable**

- Infrastructure should meet design standards for width, gradient, surface quality etc
- Dropped kerbs should be properly flush with the road surface

#### **Attractive**

- The cycling environment should be attractive, interesting, and free from litter.
- Routes should cater for those who want to stop, chat or rest.

### **7.3.2 Hierarchies of provision**

If changes are needed to existing provision for cyclists guidelines now suggest that appropriate measures should follow a preferred hierarchy, noting that this hierarchy does not necessarily apply to schemes where it is intended to construct totally new cycle tracks to a high standard which offer a more advantageous route than the equivalent route for motorised traffic:<sup>7.4</sup>

#### **Consider first**

- Traffic reduction
- Speed reduction
- Junction treatment, hazard site treatment, traffic management
- Redistribution of the carriageway (bus lanes, widened nearside lanes etc)
- Cycle lanes, segregated cycle tracks constructed by reallocation of carriageway space, cycle tracks away from roads.

#### **Consider last**

- Conversion of footways/footpaths to unsegregated shared-use cycle tracks

The underlying presumptions are that traffic should be reduced and calmed where possible, that space for cyclists should be taken from motor vehicles rather than from pedestrians, and that shared use facilities with pedestrians should be avoided if possible.

### **7.3.3 Engineering good cycle provision**

Good cycle provision should become the norm rather than the exception. Best practise examples from elsewhere should be considered and followed wherever possible.<sup>7.5</sup>

#### **Priority cycle tracks**

Cycle tracks adjacent to main roads (as for example on Southampton Road and Castle Road) need to be continued across side roads and entrances. This sends a message about the value of cyclists, and without this continuity some cyclists will prefer to share the road space with traffic.

#### **Contraflow cycling**

In Salisbury city centre, one way streets make journeys difficult for cyclists. Contraflow lanes, such as those on Rolleston Street and South Street, can make cross-city journeys more direct, and more of these should be implemented.

#### **Exemptions to restrictions applied to motor vehicles**

Where it can be done safely cyclists should be exempt from movement restrictions and road closures which might be applied to motor vehicles. Studies (by Transport Research Laboratory) have shown that there are no real factors to justify excluding cyclists from pedestrianised areas - accidents between pedestrians and cyclists in these circumstances are very rare. At low flows they mingle readily, and when pedestrian density increases cyclists behave accordingly by

slowing down, dismounting, or taking avoiding action as required.<sup>7.4</sup>

Signs which indicate that cyclists should give way to pedestrians are friendlier and more likely to be obeyed than outright 'Cyclists Dismount' and 'No Cycling' signs, unless there is a clear safety reason for these.

#### High Quality provision

Government advice guidelines published in Local Transport Notes and Traffic Advice Notes should be followed. For example, the desirable minimum width for a pedestrian/cyclist shared use path of 3 metres, and for a cycle track is 2 metres, and additional width should be allowed if the track is adjacent to a vertical feature such as a wall<sup>7.6</sup>.

#### Cycle-friendly traffic-calming

Road humps need to be of a sinusoidal cross-section (in other words a gentle slope up and down) if they are to be comfortably negotiated by cyclists.

#### Road crossings designed with cyclists in mind

Crossing main roads can be made easier and safer if there are appropriately sited signal controlled crossings. A zebra crossing can have a raised surface, flush with the pavements: a feature such as this, or dropped or flush curbs, can make a big difference not just to cyclists but to wheelchair users and those with pushchairs or shopping trolleys.

#### Safer roundabouts

Roundabouts are safer for cyclists if they have a smaller diameter, and if there are single lanes for entry and exit. In Salisbury the roundabouts on the A36 Ring Road can be dangerous for cyclists, due to traffic volume and speed. The process to legalise the use by cyclists of underpasses and bridges across this road, which has been ongoing for some years, should be prioritised, with changes to improve safety for shared use being made wherever possible.

#### 7.3.4 Meeting the needs of different cyclist types

It needs to be recognised that there are different types of cyclist, and different routes may need to be designed differently to take account of the likely mix of cyclists using the route. Latest government guidance suggest the following 'design cyclist types'.<sup>7.4</sup>

- Fast commuter - confident in most on-road situations, and will use a route with significant traffic volumes if it is more direct than a quieter route;
- Other utility cyclist - may seek some segregation at busy junctions and on links carrying high speed traffic;
- Inexperienced utility, commuter and leisure cyclist - may be willing to sacrifice directness in terms of both distance and time, for a route with less traffic and more places to stop and rest. May travel more slowly than regular cyclists;
- Child - may require segregated, direct routes from residential areas to schools, even where an on-road solution is available. Design needs to take account of personal security issues. Child cyclists should be anticipated in all residential areas and on most leisure cycling routes;
- Users of specialised equipment - includes disabled people using hand-cranked machines and users of trailers, trailer-cycles, tandems and tricycles. This group requires wide facilities free of sharp bends and an absence of pinch-points or any other features which force cyclists to dismount.
- Cycle tracks and lanes where adult cyclists frequently accompany young children should be sufficiently wide to allow for cycling two abreast. This enables the adult to ride on the offside of the child when necessary.

#### 7.3.5 Better Integration with other transport modes

Salisbury station has 34 Sheffield cycle parking stands, allowing for 64 cycles to be parked. The majority of these stands are inconveniently located at the far end of Platform 6, although there is at least the benefit that they are covered. Against this cycling provision there are 250 car parking spaces<sup>7.7</sup> – a ratio that compares badly with continental examples. S'Hertogenbosch station in the Netherlands for example, has space for 300 cars but 3300 bicycles.<sup>7.8</sup>

Integration with other modes is not just about providing adequate secure parking at transport interchanges, including rural bus stops. Consideration should also be given to the following:

- Safe and well signed cycle routes to transport interchanges

- Provision of secure cycle lockers for those who wish to leave a loaded tourist bike (for example) while exploring Salisbury on foot
- Facilities to carry bicycles by train. The UK has seen a disappointing reduction in space for cycle carriage on trains with the demise of the guards van. Other European countries have been quicker to see the potential – Swiss Railways have taken positive steps to increase bicycles transported on their services, from 250,000 in 1995 to 400,000 in 2000, and 3% of overall passenger growth per year is attributed to cycle carriage.<sup>7,8</sup>
- Cycle hire facilities at the railway station.



#### **'Bikeabout' from Winchester station**

Bikeabout is part of the 'Miracles' demonstration project co-funded by the European Union involving the cities of Barcelona, Cork, Rome and Winchester, and the aim is to encourage cycling as a means of transport in Winchester. For a one-off membership payment of £15 the Bikeabout scheme provides a free cycle helmet, reflective jacket, and Winchester cycle map as well as the opportunity to borrow a bike as often as required at no additional charge, for up to 24 hours each time, from the Gladstone Street car park, just 2 minutes from the railway station. Visit the website [www.winchestermiracles.org](http://www.winchestermiracles.org) for more details.

- Facilities to carry bicycles by bus. Bikes may be carried inside the bus – for instance the Devon Bike Bus – or outside on racks or in a trailer.



#### **Taking the bike on the bus in the New Forest**

In Summer 2004 Solent Blue operated an open top bus service from Eastleigh, calling at Brockenhurst station, and offering a scenic, circular tour of the New Forest, calling at Lyndhurst, Beaulieu and Lymington. The bus had a cycle trailer for passengers to bring their bikes and an all day ticket allows passengers to hop on and off at any of the stops.

### **7.3.6 Use of Cycle Review and Cycle Audit**

A Cycle Review should be completed for Salisbury, as outlined in Government guidelines<sup>7,10</sup>. This is a systematic process applied to an existing transport network to identify positive and negative features for cycling and assess ways in which the network can be changed in order to encourage cycling. In addition, when there are changes such as new developments, or changes in road layout, a Cycle Audit<sup>7,10</sup> should be conducted. This should ensure that opportunities to encourage cycling are considered comprehensively and that cycling conditions are not inadvertently made worse.

### **7.3.7 A Salisbury Cycle Network**

The Salisbury Transport Plan indicated that "*At the conceptual level the preferred strategy includes the provision of cycle routes on all radial corridors into the city centre, accommodating movements into and through the centre as appropriate*"<sup>7,11</sup>. Despite this recommendation, and the completion of several new stretches of cycleway as mentioned in 7.1 above, there are still dangerous sections on all the main routes into Salisbury – for example A30 London Road (especially the bridge over the railway), A36 Southampton Road (from Tesco's roundabout to Alderbury), A36 Wilton Road (especially the A3094 junction and A30/A36 roundabout). Even the cycle route put in down Castle Road has not been completed to give cyclists safe access to the town centre or the Five Rivers Leisure Centre. These difficult and dangerous stretches need to be recognised and addressed, as a cycle route is only as good as its weakest link. Particular priority should be given to the needs of local schools, since this helps to address the problems of the school run, and allows children to develop healthy travel habits which will hopefully stay with them in later life. → School Travel Chapter 9.

Salisbury's cycle network also needs to encourage integration with trains and buses by providing safer routes to the transport interchanges, particularly the Railway Station. See 7.3.5 above and → Salisbury Railway Station Chapter 9.

Two routes which form part of the Sustrans National Cycle Network are coming through Salisbury. These are Route 24 from Bath to Southampton, and Route 45, also known as

the Ancient Stones Route, which passes by Avebury and Stonehenge on the way from Gloucester to Salisbury. The completion of these routes through Salisbury should supply some of the Salisbury's crucial missing links and this will be of benefit to all cyclists. → Leisure and Tourism 10.3.4

### 7.3.8 The Land Use Planning context

Planning Guidance has now recognised that walking and cycling need to be encouraged not simply by providing appropriate infrastructure, but, more fundamentally, by encouraging high density mixed-use planning. This helps to reduce the need to travel, decreases car-dependence, and encourages the use of sustainable travel modes.<sup>7,12</sup> → Car free housing, car share clubs and other measures 1.3.5, Walking routes to new developments 8.3.8.

## 7.4 CONCLUSION

Promoting cycling aids the achievement of transport, environmental and health goals but cycling provision in Salisbury is patchy with dangerous sections leading cyclists into conflict with motorists or pedestrians.

The priority should be to reduce and calm traffic to make roads safer for cyclists. Reallocation of road space to create separate cycle lanes may be appropriate, but conversion of footways to unsegregated shared-use paths should only ever be a last resort.

Top quality infrastructure for cyclists does not happen automatically. There needs to be a continuous process of reviewing the existing network to see where improvements for cyclists can be made, and auditing changes which are made to the network for any reason to ensure that maximum benefit is obtained for cyclists.

## REFERENCES

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- 7.2 "Obesity" House of Commons Health Committee, Third Report of Session 2003-04, Conclusions and Recommendations para 46.
- 7.3 Salisbury Transport Study Public Exhibition leaflet Autumn 1999
- 7.4 LTN 1/04 Policy, Planning and Design for Walking and Cycling Consultation Draft – April 2004, Department for Transport
- 7.5 "Engineering for better cycling" in Sustrans Supporters' Newsletter Spring 2004
- 7.6 Adjacent and Shared Use Facilities for Pedestrians and Cyclists LTN 2/04
- 7.7 Salisbury Transport Study Problems and Issues Report Table 4.1
- 7.8 Transport 2000 "At the Leading Edge"
- 7.9 Hampshire County Council Press Release PR1320 13/7/2004
- 7.10 Guidelines for Cycle Audit and Cycle Review, published by the Institute of Highways and Transportation Sept 1998
- 7.11 Salisbury Transport Study "Summary of Preferred Strategy", para 2.35
- 7.12 See Policy Planning Guidelines, e.g. PPG13 (Transport) PPG3 (Housing)

## 8. Walking

### 8.1 THE CURRENT SITUATION

National figures show that walking has declined by a third over the last 20 years although a quarter of all journeys are under 2 miles, the ideal distance for walking. During this time obesity has increased by 400% and three-quarters of the adult population is overweight or obese.<sup>8.1</sup> The County Walking Action Plan, developed as part of Wiltshire's Local Transport Plan set ambitious targets to increase walking to/from Salisbury city centre by 25% in 2005 and 50% in 2010 from the 2001 baseline.<sup>8.2</sup> However figures for 2003 show that the projected targets are 2% below the target trajectory. Walking to school for both primary and secondary pupils remains static and the targets for accessibility and repair of footpaths and rights of way are also not on track.<sup>8.3</sup>

The environment for walkers within the city centre has improved considerably over the last few years with wider pavements on some streets and more crossing points making it a more pleasant and safer place, however air pollution remains above government guidelines in four AQMA zones within the city centre. →Ch. 1. Many routes into the city involve walking along heavily trafficked main roads and some schools are only served by unsafe and unpleasant walking routes where there are no pavements or suitable crossing points.

Where there are crossings with pedestrian controlled signals these are usually set in favour of the motorist in order not to interfere with traffic flow. This discourages pedestrians from using the crossing or waiting for the green light, which frustrates drivers when they have to stop and there is no-one waiting to cross.

A Walking Map was produced in 2004 for Salisbury and Wilton highlights the most pleasant walking routes and encourages schools to use it to develop their School Travel Plans. At the same time the map has highlighted the missing gaps where walkers still face danger from traffic, the main reason given by parents for not allowing their children to walk to school. The infrastructure required to address these gaps in provision have been prioritised but with no money available, except

through developer funding, it is likely to be some years before anything is done.

Rural areas are less well served. Pedestrians in many villages have to face speeding traffic with no pavements, poor links to neighbouring settlements and poor access to bus stops and local facilities. Increasingly the car is seen as the safer option especially where children are concerned.

There is a backlog of requests for speed limits in villages and traffic calming measures in residential areas, but whilst motoring continues to take the vast bulk of expenditure on transport, walking and cycling remain the poor relations.

### 8.2 THE VISION

*“Walking is the benchmark form of environmentally sustainable travel. It makes no contribution to global pollution, poses no safety threat to others and requires substantially less investment than other modes of travel.”* This quote is from the County Walking Action Plan; it goes on to recommend 7 strategies, which together provide a vision for walking which cannot be improved upon in this document.<sup>8.2</sup>

Walking is a major form of transport, accounting for 80% of trips under one mile. The health and social benefits of walking have been widely publicised as part of the government's 'Britain on the Move' campaign.

Motivation, combined with creating the right walking environment must be the first steps towards getting people back onto their streets where they can interact and crime falls. An empty street is where people feel alienated and potentially threatened.<sup>8.5</sup> Measures that encourage walking also help to make streets better for living in. Streets become areas where people feel safe, spend time, and meet other people. Thus encouraging walking gives benefits to the whole community, as well as reducing car use for short journeys to work, shops or school and for longer journeys by creating links with public transport.



### **Step-O-Meters get Britain moving**

The use of pedometers has really caught on since the Walking for Health Initiative first introduced the idea on a large scale 3 years ago. The nation has been set a 10,000 step challenge, the daily number of steps required to maintain health. The pedometers enable people to monitor current daily activity and set goals. Businesses are taking up the challenge and more people are walking to work to meet their target. Five Cabinet Ministers and the Mayor of London wear Step-O-meters.<sup>8.4</sup>

## **8.3 THE WAY FORWARD**

The right walking environment can be created by giving pedestrians what they need. A comparatively small amount of money could stimulate modal shift, which would improve the health of the population of South Wiltshire, reduce congestion and address social exclusion for the 26% without a car in Wiltshire's towns and cities and 15% in rural areas.<sup>8.2</sup>

### **8.3.1 City Streets and Main Roads**

Salisbury city centre is a more pleasant place for pedestrians than it used to be but more could be done by extending the pedestrianised areas, removing on-street parking and extending the widening and refurbishment of pavements beyond the central core to surrounding streets as has been done on a section of Winchester Street. Cutting traffic would improve air quality and pedestrian safety. → Chapter 1 & 2. The city centre still has some junctions without crossing facilities, which remain a hazard to pedestrians, most notably at the eastern end of New Canal.

Many main routes into the city are unpleasant to walk along with wide gaps between crossing points. The Salisbury Walking Forum has highlighted roads where improvements need to be made all of which are on routes well used by walkers. Crossing points need to link with footpaths or side roads, pedestrians want to walk the shortest route and not be required to go further in order to reach a crossing point that has been inappropriately located. Churchfields Road is notoriously difficult for anyone wishing to access the estate or station on foot. Netherhampton Road in Harnham has one pelican crossing in a location which now

bears no relation to the desire lines of local residents.

### **8.3.1 Pedestrian crossings**

Where crossings points incorporate pedestrian controlled lights the timing should be quick response rather than expecting the pedestrian to wait for extended periods. This can be frustrating both for the pedestrian and for drivers. A rapid response enables pedestrians to cross when they need to; traffic is only delayed for a few seconds and it avoids the pedestrian being tempted to cross when the opportunity arises then leaving the car driver waiting at lights when there is no-one to cross.

### **8.3.2 Sub-ways**

The Ring Road forms an obstruction to walkers accessing the city from residential areas on the north and east of the city but as the main arterial route for vehicles, at grade crossings would impede traffic flow further and add to pollution levels. Pedestrians must therefore cross this road using the underpasses or footbridges. Many underpasses are intimidating with sharp bends, poor lighting, bare walls and poor drainage. Pedestrians are unable to get a clear view of people coming towards them. In most situations this cannot now be rectified but the use of reflective surfaces at the corners, might help. The environment must be made as pleasant as possible with any faults in lighting and drainage repaired without delay and graffiti and litter removed. Artwork and green planting would also help.

### **8.3.4 Safe Routes to School**

Developing School Travel Plans is encouraged but not mandatory. It is hoped that all schools will have Travel Plans by 2010 but this leaves another generation of children being driven to school when it has been shown that children who walk arrive at school more alert and ready to learn and also that the majority want to either walk or cycle. More assistance needs to be given to schools to develop Travel Plans with surveys carried out to identify hazards to walking so that these can be addressed. The roads outside schools should be made safe from traffic through traffic regulation orders including parking and drop off restriction within a specified distance, banning U-turns, and speed limits of 20mph past school entrances. → Chapter 9.



### 'Go for Gold' in High Wycombe

Holmer Green School has an incentive scheme for pupils walking to school. An exclusion zone was set up round the school and pupils earn rewards by walking from outside the area. Those with a longer journey are encouraged to 'Park & Stride'.

Walking rose from 30% in 2000 to 59% in 2003 and Park & Stride from 8% to 12%, while car use declined from 62% to 25%

'Champion Walkers' are rewarded with free tickets for Saturday swimming or football clubs. The scheme is now running at 74 Buckingham schools.<sup>8.6</sup>

### 8.3.5 Dedicated Walking Routes

Where it is not possible, because of carriageway width, to put in a pavement or where roads are too busy to make for a pleasant walking experience, then alternative options need to be explored. These should include creating a dedicated footpath off-road using Compulsory Purchase Orders (C.P.Os). This will often be the only way to provide safe routes in rural and edge of town areas. There is no hesitation in using C.P.Os for road schemes or road widening, then why not use the same procedures for walking and cycling routes?

### 8.3.6 Travel Plans

Walking forms just part of a Green Travel Plan, which has the overall aim of reducing car dependence by various means; such as increasing the use of public transport, cycling and car sharing as well as walking. Salisbury District Council is developing a Travel Plan, as is the Hospital, while other big employers and schools are being encouraged to do so. *"It should be emphasised that there's a big difference between drawing up a travel plan and successfully implementing it"*<sup>8.7</sup>, however travel plans can work and have been known to reduce car commuting by 18%.

The hospital is the biggest employer in the District but is located on the edge of the city. The best time to encourage people to think of alternatives to car commuting is when they move to a new area or a new job. It is vital that the information is sent out with the pre-start pack, it is the initial decision as to how to travel that is important in influencing future choice. The language used to promote walking should be encouraging and positive, emphasising the

health, environmental and economic benefits rather than the distance.

### 8.3.7 Home Zones

Returning the streets in residential areas to the people who live there by curbing traffic for the benefit of pedestrians and cyclists is becoming increasingly popular in this country. New residential developments and some older housing estates, such as Bishopdown, are becoming more people friendly with 20mph zones, road surface treatment and design features but Salisbury has yet to consider a Home Zone in either a new development or as a retrofit scheme in an existing street.

### Why Home Zones?

A Home Zone does not just mean traffic calming with humps and pinch points it is a residential street or group of streets where people come before cars. Cars are allowed but the car driver is a guest and they drive at speeds of little more than walking pace. Home Zones are created by re-designing road space with a blurring of the division between motor vehicles and others where there are no pavements and pedestrians and cyclists have priority while the car takes second place. The street becomes a valued public place with planting, seating, play areas and parking space. It need not be a dream but can become a reality, Wiltshire has its first Home Zone in Warminster with another being developed in Trowbridge.

Home Zones can:

- Get more people out in the street which cuts crime and the fear of crime.
- Strengthen communities and encourage neighbourliness.
- Increase walking and cycling as part of everyday life and so cut car use for short journeys.
- Reduce noise and air pollution.
- Create a safer environment for the elderly, disabled people and children.<sup>8.8</sup>

A number of residential areas in the District have appealed for action to curb traffic but what they are offered is a few speed humps or pinch points rather than the opportunity of a Home Zone. More needs to be done to make people aware of the concept and through consultation to get local residents involved in the design of what they want for their street.

### 8.3.8 New Developments

The importance of walking routes within and to new developments is now being emphasized in development briefs, however links with and improvements to the existing network are vital if new residents are to adopt 'green travel' modes from the outset. Walking and cycling infrastructure must be in place before the first houses are occupied not added at a later date. At present there has to be a proven need for a pedestrian crossing point but how can this be proved before a new estate is occupied? When people move to a new area they will be making decisions as to how they will get to work, shops and schools. The lack of a crossing point will influence those decisions. Each household should be given a package of information including walking and cycling maps and bus timetables. There have been and still are many examples of missed opportunities in Salisbury where infrastructure for walking has not been adequately addressed as part of the planning process. In spite of the insistence on Green Travel Plans for new developments the development of 148 homes on a brownfield site on the Netherhampton Road in Harnham will have no crossing point although it is in an ideal location for walking and cycling into town.

### 8.3.9 Rural Areas

The implementation of Quiet Lanes in the Pewsey Vale area of Wiltshire is a concept, which would be welcome in many rural areas. This would restore the tranquillity of these areas enabling local people to enjoy walking, cycling and horse riding in safer conditions and encourage visitors, so regenerating communities and rural life. Slower speeds would also discourage rat running through inappropriate narrow lanes.

All villages should have 30mph limits and where main roads pass through villages with a high number of homes located along the road limits should be dropped to 20mph so replicating Home Zones. The inability to cross a main road through villages destroys the community and encourages car use. Locating facilities in villages such as shops, village halls and recreation areas, together with slow vehicle speeds, so that people can cross the road in safety, reduces the need to travel.

## 8.3 CONCLUSION

Walking is not just for leisure; it must be seen as an important transport mode and vital for the health of the nation. Most people in Salisbury live within 2 miles of the city centre the ideal distance for walking, while a combination of walking and public transport or cycling can be used for longer distances. To achieve the targets set in the County Walking Strategy money needs to be available and innovative ideas explored and developed, these include:

- Providing pedestrians with the infrastructure that they need in the city centre, along into-city routes, within residential areas and rural villages.
- Footways should be in good repair, clean, clear of litter and overhanging vegetation; city routes should be well lit with good sight lines.
- All schools should have safe routes and school entrances, where children gather, should be free from traffic.
- Green Travel Plans should be developed by all employers, schools and leisure facilities and implemented by promotion, information and incentives.

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## 9. School Travel

### 9.1 THE CURRENT SITUATION

Between 1985/6 and 1997/9 the proportion of children travelling to school by car increased from 16% to 30%<sup>9.1</sup>, this has probably continued to rise as indicated by the figures for Wiltshire given in the 2004 Annual Progress Report. The latest figures show that 46% of primary children and 24% of secondary children in the county go to school by car, this is a slight fall from the 2003 peak and, it is hoped, shows a reversal in the previous rising trend. The target for 2010 is to reduce modal share by car to 40% or less for primary pupils and 17.5% for secondary pupils.<sup>9.2</sup>

Traffic generated by the school run contributes 15 – 20% of peak hour congestion, which is evident by improved traffic flows during school holidays. There is also increasing concern over children's health with rising obesity levels, increased diabetes, the rising incidence of asthma and the risks of future cardio-vascular problems. This concern has led to school travel becoming a focus for policymakers with joined up thinking between the departments of transport, health and education. There is now advisory and financial assistance for schools to develop School Travel Plans and Wiltshire County Council's Travelwise officer is responsible for this across the county.

The main reasons given by parents for the significant rise in numbers who take their children to school by car are time, when both parents work, traffic danger and stranger danger. Another reason is increased parental choice; many primary schools now have a substantial percentage of children from out of their catchment area and these children are not eligible for free bus travel.

### 9.2 THE VISION

The parents of children today are the first generation of parents who were driven to school themselves and are also the first generation where both parents are likely to be working. There has been a shift in culture in that driving children to school is considered the norm for many and essential for some in order to fit in with the working lives of busy parents.

There has to be a substantial change in travel habits to reverse this trend. A Sustrans survey found that children do not want to be driven to school but prefer to walk or cycle with friends; it is the duty of society to enable them to do so in a safe environment. Travel Plans put the emphasis on schools and parents to encourage more sustainable travel patterns but it is equally the duty of Councils to provide 'Safe Routes to Schools'. This can only be achieved through adequate infrastructure to tackle traffic danger.

The success of high quality infrastructure has been shown following the installation of the Bishopdown-Laverstock cycleway, which serves all the Laverstock schools. In 2001, 13% of school journeys to St Joseph's RC school in Laverstock were recorded as being made by cycle - believed to be the highest in the county.<sup>9.3</sup> The pity is that this link took so many years to build while another generation of secondary school children were taken to school by car. It is also regrettable that this link has not been extended to provide a safe route into Salisbury City Centre.

As more children walk and cycle, danger from riding in cars or being hit by them on the way to school and at the school gates will be reduced and 'stranger danger' would no longer be perceived as a problem when there are more people on the streets.

Safe routes must be a top priority; no school should have to fight to get a pedestrian crossing or a cycleway, a traffic order prohibiting U-turns outside the school gates or speed limits on a busy road. For children travelling longer distances school buses should be provided, whether run by a commercial operator, the Council or minibuses run by individual schools.

Provision must also be made for those parents who need to get to work and currently drop children off on their way. This can be achieved by flexibility in the work place allowing a later start time, by a 'Walking Bus' scheme, car sharing, the provision of school buses or pre-school 'clubs'.

## 9.3 THE WAY FORWARD

### 9.3.1 School Travel Plans

It is not the intention of this document to go into any detail on this subject as information and advice on School Travel Plans is readily available, both directly from the Wiltshire County Council Travelwise officer and from the internet on [www.saferoutestoschool.org.uk](http://www.saferoutestoschool.org.uk).

Schools throughout Wiltshire are being actively encouraged to develop Travel Plans, some have been successfully implemented, others are at an early stage of development while some have yet to participate. In many schools the prospect of additional work is a daunting one when teachers are under considerable pressure.

For a Travel Plan to be successful the following steps must be taken:

- A team of enthusiastic people composed of parents, governors, interested local residents, if possible, and teachers must be brought together.
- The head teacher must be fully behind the scheme, giving support when needed.
- The team needs a 'champion' who acts as the driving force with the enthusiasm to carry the Plan to fruition.
- Baseline data must be collected from all children and targets set. On-line surveys to gather baseline data, which can be completed by the children themselves, can be found on [www.youngtransnet.org.uk](http://www.youngtransnet.org.uk).
- To raise awareness amongst the children, School Travel can be incorporated into many areas of the curriculum including Science, Geography, Maths, ICT and Citizenship.
- Regular monitoring to assess the effectiveness of the Plan must be undertaken. Where an initiative fails to reach a target then other strategies can be explored. The introduction of a Walking Bus at St. Mark's School does not appear to have had any significant impact on car use. Causes must be investigated and solutions sought.

- The Plan must have built in sustainability so that it doesn't fail once the initial team of enthusiasts move on. It needs to become adopted as school policy and an attractive, 'user friendly' School Travel Pack designed and supplied to all pupils and regularly updated.

### 9.3.2 Safe Routes to School

The majority of primary school children live within 2 miles of their school, an ideal walking distance, while many pupils attending Salisbury's secondary schools live within a radius of 5 miles, an ideal cycling distance. Walking or cycling to school means that children arrive alert and ready to learn and have sufficient exercise to maintain their health.

Walking and cycling require infrastructure and to date this has not been given sufficient priority. Unfortunately it is a 'chicken and egg' situation. Without safe routes parents will not allow their children to walk or cycle and yet the authorities often require evidence of sufficient commitment by the school in order to allocate scarce funds. Salisbury Transport 2000 would suggest that a re-allocation of funds towards 'active transport' is crucial to changing travel patterns. Habits developed in childhood are carried on into adult life and another generation will be lost to the car unless action is taken swiftly to reverse this trend.



#### Top marks for Kesgrove High

57% of the 970 pupils at Kesgrove High School in Ipswich cycle to school, believed to be the highest level in the UK. This has come about as a result of foresight by planners, investment in safe routes and an extremely proactive school.<sup>9.4</sup>

Steps which need to be taken to improve safety on the journey to school:

1. Identify walking routes to school for all primary pupils, highlighting perceived danger areas. Recommend the safest routes and consult the Salisbury Joint Transportation Team about required safety improvements. When infrastructure is in place these routes would then be considered 'safe' as Walking Bus routes, would be well used and therefore reduce stranger danger. Infrastructure improvements would benefit the whole community.

2. Identify cycle routes across the city to all schools. This would form part of the Salisbury cycle network and benefit all users.

→Chapter 7

### 9.3.3 Safety at the School Gates

This is one of the major concerns highlighted by parents when completing school travel questionnaires. Parents driving to school like to drop children off as close to the school gates as possible. This saves time, avoids having to walk in inclement weather and parents know that the children have arrived safely. But for children arriving by bike or on foot this can be the most dangerous part of their journey.

The location of each school brings its own particular problems depending on whether the school is situated adjacent to a road with passing traffic or at the end of a cul-de-sac. A number of Salisbury's primary schools, as well as some village schools, are located at the end of cul-de-sacs where parents doing U-turns have been known to mount pavements endangering children walking. The regular traffic jams at the start and end of the school day are a danger to cyclists and raise air pollution to unacceptable levels particularly on cold mornings when, after a short journey, car emissions are at their highest level.

Solutions to the problem at school gates:

- Outside every school within Salisbury district there should be flashing "School" and 20 mph speed limit signs and speed cameras, without waiting to see whether there is "an exceptional casualty problem" or not. Many people were dismayed at the conclusion reached by the Traffic Research Laboratories and endorsed by WCC, that "there is no need for a blanket speed limit of 20 mph to be imposed on roads outside Wiltshire schools". The flashing "School" sign should be under the control of the school, to be switched on whenever they (not TRL or WCC) believe it to be necessary. This would also be switched on out of school hours or during the school holidays when schools are commonly used for other purposes and the same degree of caution is appropriate.
- Ban the setting down or picking up of children by car within 100 metres of the

school gates, this could be enforced by installing CCTV cameras.

- Introduce five minute walking zones, an improvement on the 100 metre distance described above but more difficult to enforce (see box).
- Create a safe environment for cul-de-sacs by the installation of 'access-only' signs together with build-outs to narrow the entrance to the road and a coloured strip or road hump. In other words create a mini Home Zone on the access road to the school. This would change the whole environment outside the school gates giving parents confidence and children security from traffic.



#### **Yorkshire introduce five minute walking zones**

A walking zone is a boundary line set up at five minutes walk from the school gates, measured by the pupils. Within this boundary parents, children and staff are encouraged to walk. Parents driving children to school are expected to park near the boundary and walk the last five minutes with their children. A successful trial with 15 schools is to be expanded to all North Yorkshire CC's schools.<sup>9.5</sup>

### 9.3.4 Special School Buses

Many secondary school children arrive at school by special Wilts & Dorset buses from certain rural areas, others travel on service buses but they cannot travel at half fare before 9am. This means that many will only be able to travel home by bus but are taken to school in the morning by car. Harnham parents, in partnership with Wilts & Dorset, organize their own bus service to the Laverstock schools which has been operating for many years, but when there is more than one child in the family parents can find the cost too much and then resort to taking the children by car as a cheaper option.

One of the problems identified by secondary pupils is the requirement to carry heavy books, sports equipment or musical instruments to school making walking and sometimes cycling not an option, even for relatively short distances. This problem has been tackled in West Sussex by providing bus information and discount fares, see the box following.



#### **Fair fares for school kids in Sussex**

Eleven schools in West Sussex operate a quarter fare scheme where all 11-16 year-olds living between one and three miles from school get a bus card and information pack detailing routes and times of buses that can be used for discounted travel. The packs and passes are given out by teachers at the start of the Autumn term, resulting in significant increases in bus travel.<sup>9.1</sup>



#### **US-style Big Yellow School Buses**

Some local authorities have tackled the school trip by investing in US-style big yellow school buses. Surrey County Council is spending £80 million over 15 years on 100 buses serving 45 primary schools in the county. Each year 6.5million 'school trip miles' will be taken off the roads. Surrey is paying for the scheme with government money, a subsidy from the county council, fares revenue, advertising and sponsorship. In Bristol (Henbury) a new school bus scheme costs parents £1 a day.<sup>9.5</sup> Yellow school buses are operating in a number of sites across West Yorkshire where they have successfully reduced the number of cars on the school run by up to 60 per cent.<sup>9.6</sup>

through friends living in the same locality but should become part of a school's Travel Plan. In this way parents could be linked by post-code corridors enabling those from further away to pick up children along their route.

## **9.4 CONCLUSION**

Action must be taken now with more ambitious targets set to change school travel patterns before the present generation of children form habits for life. Other county councils have shown that co-ordinated action by education and transport services can bring rapid change. In West Yorkshire for example, All Saints Primary in Ilkley employed a range of innovative measures, including the yellow school bus, to more than halve the number of pupils travelling by car - from 52 per cent to 22 per cent. Many more pupils now walk to school. A new crossing has been provided on the busy A65, new cycle lanes now lead into the school and some pupils even travel by scooter or skateboard.<sup>9.7</sup>

The present concern about child health and traffic congestion must be addressed by funding the essential infrastructure for safe routes to school. It has been shown that children walking from an early age learn more about road safety and their local area and that this increases their safety and confidence when they reach the age of independence. Small, inexpensive measures taken to improve safety of walkers and cyclists can do far more for traffic reduction than expensive road building schemes designed to reduce congestion on our roads.

### **9.3.5 Car Sharing**

For those children attending schools outside the catchment area through choice or those going to private schools, parents can decrease the impact of driving their children to school by developing a car-sharing scheme. This is often organised by the parents themselves

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## 10. Leisure and Tourism

### 10.1 THE CURRENT SITUATION

Tourism and Leisure are a vital part of the local economy in South Wiltshire and one of the key areas for economic development in the district. Many visitors come to Salisbury to see the major sites of the Cathedral and Stonehenge but the city and its environs have the potential to attract visitors to stay longer if the environment is right.

Leisure facilities based locally reduce the need to travel out of the district and Salisbury now has good swimming and sports facilities based at the Five Rivers Leisure Centre, an athletics track and other sports halls located around the city in school buildings. However many people access these facilities by car.

### 10.2 THE VISION

Tourism brings many benefits but traffic is not one of them. The vision that Salisbury could become the gateway to Wessex for tourists could lead to a considerable increase in the visitor population above present levels. If this is not to add to traffic congestion in the city and surrounding area steps to encourage tourism without traffic need to be taken now.

Nationally, 'More than seven out of ten tourism day trips and nearly eight out of ten holiday visits are currently made by car'.<sup>10.1</sup>

The first aim must be to make it easy and enjoyable for visitors to arrive and explore the area by public transport, walking and cycling, to encourage more visitors to leave their cars at home and for those without a car to know that the area is accessible for them. Salisbury is well served by rail and bus services, but with poor interchange facilities. Any measures taken to benefit tourism will also improve conditions for residents to pursue leisure activities in the local area and reduce the need to travel outside the area. This should be followed by promotional information and awareness raising to encourage car-free leisure as the first choice.

### 10.3 THE WAY FORWARD

It must be recognised that large numbers of visitors can significantly increase traffic congestion and air pollution if their mode of transport is the private car, threatening the very qualities that attract tourists in the first place. Sustainable travel modes offer important opportunities to reach new visitor markets, improve access to attractions and encourage visitors to stay longer in the area but also reduce the environmental impact of traffic on the countryside and local communities.<sup>10.2</sup> Salisbury Transport 2000 suggest that more could be done to encourage visitors to enjoy the area of South Wiltshire without a car.

Eighteen local authorities are working with national Transport 2000 on a Car-free Leisure Network and many ideas coming out of this would be suitable for the area of South Wiltshire. Salisbury can and does provide an ideal holiday centre, with far more to offer than just the Cathedral city itself. It lies at the heart of an historic landscape and is at the centre of one of the best chalk river systems in the country; it has some of the largest areas of unspoilt chalk downland and is within a short distance of the New Forest National Park and Cranborne Chase Area of Outstanding Natural Beauty (ANOB). Many people are now seeking holidays where they can avoid long motorway journeys and once at their destination enjoy more active pursuits such as walking and cycling.

Many of the proposals which follow would also benefit the resident population and have been mentioned in other sections of this document. Where this is the case only a brief outline is given here.

#### 10.3.1 Train services

One of Salisbury's distinct advantages is its accessibility by train. An increase in the frequency and capacity of trains on the Southampton-Bristol-Cardiff line, as proposed in the Bath Bristol to South Coast Study and the dualing of the Exeter line would improve this still further.<sup>10.3</sup> → Chapter 4 Rail, 4.3.1.

### 10.3.2 Transport Interchange

Better information on bus routes and the location of bus stops and better promotion of Public Transport options is required both at the station and throughout the region with through ticketing on trains and buses. In addition good cycle routes for those arriving with a bike and promotion of pleasant walking routes, as shown on the Salisbury Walking Map, is required at the station. → Chapter 5 'Public Transport Interchange'

### 10.3.3 Bus Transport

Bus routes exist on many inter-urban routes to/from Salisbury and part of the Go-Ahead strategy is improved information and better marketing. Wilts & Dorset have a number of promotions including 'Out and About with Wilts & Dorset', 'Great Days Out by Bus' and 'take a bus for a walk' along with Explorer or Getaway tickets offering good value for money. Their new timetables for the X3 Bournemouth-Salisbury route and the 'Cathedral Connection' between Salisbury and Winchester now give information on places of interest and footpaths to explore along the route. We would like to see this extended to all country routes notably to the New Forest, Cranbourne Chase, Avebury and the Marlborough Downs. Making this information widely available both within and outside the district must be part of their marketing strategy and efforts made to target the car-driving public who are not normally bus-users.

### 10.3.4 Cycling/walking

The proposed Sustrans routes 24 and 45 will open up increased possibilities for attracting touring cyclists to the city and encouraging residents and visitors to explore the area by bike. However the routes across the city need to be brought up to Sustrans standards with links between Wilton and Alderbury. There should be provision of covered cycle storage with lockers for visiting cyclists to encourage them to prolong their stay in the city. In addition cycle routes on all radial roads from the city would enable cyclists to access the network of rural roads in the area in safety.

The ability to take bikes on buses on routes to the New Forest and Pewsey Vale and on routes through and adjacent to the Cranborne Chase AONB would give better access to

these areas for cyclists. The extension of the Pewsey Vale Quiet Lanes project to other areas would benefit walkers, cyclists and horse-riders. → Chapters 7 Cycling and 8 Walking.

Salisbury should make more of its location at the confluence of five rivers, all part of the River Avon candidate Special Area of Conservation, and of its chalk downland setting. A haven for walkers could be created with improved accessibility to riverside walks and further enhancement of the rivers as they pass through the city centre. The millennium project between Bridge Street and Crane Street has proved how such a scheme appeals to residents and visitors alike.

The extensive network of Green Lanes and rights of way in South Wiltshire can all be accessed by bus with endless opportunities for walking for leisure without the need to use a car. Better protection of Green Lanes from erosion by off-roaders and renewed efforts to reduce/remove fly tipping would improve their appeal.

### 10.3.5 Coach Travel

Coaches are crucial to tourism in this country; it is also one of the most energy efficient forms of transport with 1 coach being equivalent to 20 cars.<sup>10.4</sup> Over the years Salisbury has had problems with coach parking with some operators threatening to pull out, however this appears to be being resolved with the coach park at Millstream Approach and spaces being provided at the Britford Park & Ride site. Perhaps it would have been more appropriate to expand the Coach Park to include the north side of Millstream Approach, which is currently a car park. As fewer parking spaces will be required in future when all Park & Ride sites are open, maybe this will be considered. The advantages are that there is a pleasant walk into the city centre from there along the riverside path.

Local bus/coach links to visitor attractions, such as Stonehenge need to be well marketed and easy to find. The present bus-stop at the station is poorly marked with a narrow pavement and no seating. The route should go from the station through the city centre, stopping at the Cheese Market, to make it more readily accessible.

### 10.3.6 Visitor attractions

Many visitor attractions give little consideration to access by public transport, cycling and walking and no directions are given in their publicity for those travelling without a car. They are geared to the car-borne visitor, large sums of money are spent on car parks rather than bus links or even cycle stands. This is in spite of the fact that a third of households have no car and *“those that do may appreciate a break from it: about a third of people say they would like to travel less by car”*.<sup>10.2</sup>



#### Going Green with the National Trust

In support of Sustainable Transport the National Trust publishes *Green Transport News* which is also available on their website [www.nationaltrust.org.uk/greentransport](http://www.nationaltrust.org.uk/greentransport). Details of public transport, cycle and walking routes are given for all their properties and some offer discounted tickets to those arriving without a car. At Prior Park in Bath 40% of visitors arrive by bus and 30% on foot. There is no car park except for disabled visitors.<sup>10.1</sup>



#### Pioneering Travel Plans for Leisure Attractions

Harewood House near Leeds.<sup>10.5</sup> Travel Plans for visitor attractions have a number of benefits including attracting more visitors especially those without a car, reducing car parking pressure, reducing the impact of traffic on the local community, making the site and surroundings safer for walkers and cyclists and promoting their commitment to the environment. In addition partnerships with public transport operators can give added value to promotions by including entry tickets with train or bus tickets.

Visitor attractions in the Salisbury District should be encouraged to develop visitor travel plans based on those being pioneered by Harewood House. Wilton House, Heale House, Stonehenge, Old Sarum and many others should be encouraged to offer discounted prices to those arriving without a car. Greater emphasis should be put on attracting non-car drivers or to discourage car use. Public Transport, walking and cycling information to all visitor attractions should be at

the top of the list rather than at the bottom to raise awareness that most attractions are accessible by means other than the private car. The same should apply to National Nature Reserves and Wiltshire Wildlife Trust reserves.

Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty are developing a management plan, which encourages the use of public transport, walking and cycling. This should be developed further to include details of buses and trains and links to walking and cycling routes.

The proposed visitor centre for Stonehenge, to the east of Countess Road in Amesbury, provides a local example of a re-development linked to an internationally renowned tourist site where sustainable tourism should have been put at the heart of the proposals. But instead the scheme includes a car park with three times the capacity of the present visitors' centre, and the Travel Plan has a very unambitious target to maintain (or if possible improve upon) the current modal split for visitors. This could be transformed by a visionary scheme such as the reinstatement of former railway lines to create a light rail link to Amesbury and Stonehenge from Salisbury. Such a scheme would provide a link for residents and tourists, and might even become an attraction in its own right. More tourists would visit Stonehenge by public transport and Salisbury would benefit from the additional tourists passing through the city. → 4.3.4 Re-Opening of Railway Lines.

### 10.3.7 Information

Promotion of 'Green Travel' options by bringing together all available information, which is easy to use and links with existing leaflets would raise awareness of the options available. Many areas of the country have succeeded in raising non-car travel by up to a third through partnerships with public transport operators and tourist attractions.

Salisbury Tourist Information Centre hold numerous leaflets on bus travel, cycling and walking and could go further by producing an overarching leaflet on Green Travel linking with a range of promotional literature.



### **Car-Free and Carefree Days Out**

Devon and Cornwall Rail Partnership - 'A Car-Free Days Out Discovery Map' with a range of promotional literature delivered house to house, increased train travel in the area by a fifth.

North York Moors established the Moorsbus Network attracting a third of passengers who had access to a car but chose to leave it at home, estimating a reduction in 355,000 car miles.<sup>10.6</sup>

without Traffic" strategy. This could be similar to the project started in East Sussex in 1999.<sup>10.7</sup> The Council, and transport providers, should work in partnership with local tourist attractions, and those who provide accommodation and other services for tourists, to consider measures which will:

- Create and promote an alternative transport network, offering real transport choices to the tourist and the local community.
- Reduce the impact of traffic, creating a safer and more attractive environment for walking and cycling.
- Produce and promote a green tourism agenda.

## **10.4 CONCLUSION**

If tourism is to benefit the economy of South Wiltshire without the down-side of increased traffic, the District needs to develop a "Tourism

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## 11. THE SALISBURY TRANSPORT PLAN REVISITED

### 11.1 BACKGROUND

Salisbury Transport 2000's vision for sustainable solutions to the Salisbury's transport problems may ring bells with those who recall the early days of the Salisbury Transport Study (STS). In July 1997 the Government announced that plans for a Salisbury Bypass had been cancelled, and instead a study would consider alternative solutions to the traffic problems of the Salisbury area. A government minister promised us that *"not only is this study great news for Salisbury, but it's good for other areas who could use it as a model on how to solve traffic problems without building more roads."*<sup>11.1</sup>

Initial signs were promising. A leaflet issued with the exhibition on strategy options in autumn 1999 explained *"why this study is different"*, because *"until recently, ... studies have concentrated on developing solutions based largely on road building"*. However, this time we were promised that solutions would be *"multi-modal...integrated...sustainable"*, and it was explained that options would look not just at satisfying the demand for car travel but also options for improving public transport, walking and cycling.<sup>11.2</sup>

However there were some concerning options being put forward in the very same leaflet which explained how this study was moving away from road building. The notorious "Strategy C" put forward in autumn 1999 proposed not only the Brunel Link, but also a Wilton Relief Road, Northern Link Road, Eastern Link Road and Harnham Relief Road.<sup>11.2</sup>

The conclusions from the consultation in 1999 identified a number of 'safe' options, namely improvements to buses, trains, public transport interchange, cycle routes and pedestrian links, re-routing A36 traffic, a direct link from Churchfields to the A36 and improved on street controls. Contentious options included park-and-ride and local relief roads.<sup>11.3</sup> In the light of the statements which had been made at the start of the study, and the conclusions drawn from the consultation exercise, Salisbury Transport 2000, and others, were dismayed at the expenditure breakdown put forward in the

final 'Preferred' Strategy in April 2000. Nearly 90% of the £45 million proposed expenditure was directed towards the motorist in the form of park and ride and new roads. The final Strategy comprised:<sup>11.4</sup>

- Up to £15 million on a Wylde Valley Relief Road, to remove through traffic from villages on the A36 to the west of Wilton.
- £12 million on the Brunel Link and Harnham Relief Road. The Brunel Link was put forward as the best option for providing satisfactory access to the Churchfields Estate, with the Harnham Relief Road removing additional traffic using this new route from Harnham.
- £13 million on the provision of Park and Ride. This covered P&R sites at Wilton, Southampton Road, Downton Road and Petersfinger in addition to the Beehive site which was already being progressed.
- £3 million on local bus improvements, including real-time passenger information
- £2 million on other measures, including walking, cycling, city centre traffic management and travel awareness

This was the Strategy which was incorporated into Wiltshire County Council's Local Transport Plan 2001/02-2005/06, and became known as the Salisbury Transport Plan (STP).

### 11.2 PROGRESS ON THE SALISBURY TRANSPORT PLAN

Progress on the various components of the Salisbury Transport Plan is outlined in the subsections which follow.

#### 11.2.1 Wylde Valley Relief Road

Despite this being the most expensive single component of the strategy it was the least developed part of it. Since it had not featured in any of the three strategies put forward in Autumn 1999 it seems reasonable to hypothesise that this was a late entry to the 'preferred' strategy. The Salisbury Transport Study concluded in April 2000 that various route options were possible, and Wiltshire County Council subsequently employed their own consultants to take the evaluation of these options forward. The result was a much longer road proposal extending to the east of Wilton and joining the A36 at a junction with the

A3094 at Park Wall. This was submitted as a separate new scheme bid for government funding in 2003, but no decision on funding has yet been taken. Like the road length, the cost has also grown, and this is now estimated at £38.6 million.<sup>11.5</sup> Current indications (November 2004) are that this scheme is unlikely to get government funding in the short term, and the recommendation by the Panel conducting the Examination in Public into the Wiltshire Structure Plan that this scheme be deleted would seem to confirm this view.<sup>11.6</sup>

Salisbury Transport 2000's view is that Wylve Valley Relief Road proposals have a completely unacceptable cost, both in environmental and economic terms. The scheme would make matters worse, not better, for the residents of Stapleford, and, despite being promoted as the answer to safety problems in the Wylve Valley the scheme is actually predicted to lead to more road accidents and casualties than the current road.<sup>11.7</sup>

Measures should be taken to redirect through lorry traffic away from the A36, as proposed both in Wiltshire County Council's freight strategy and by the Bristol/Bath to South Coast Study, and traffic calming and safe walking and cycling routes should be put in through the Wylve Valley villages.

### 11.2.2 Brunel Link & Harnham Relief Road

This was provisionally accepted for government funding in December 2000. The scheme is highly controversial because of its environmental impact, and statutory bodies including English Nature, the Environment Agency and English Heritage continue to sustain objections to it. The Brunel Link crosses the River Nadder floodplain and candidate Special Area of Conservation (cSAC), which has international levels of protection, and unique Palaeolithic remains have been found during investigations into the archaeology on the route of the Harnham Relief Road. There were nearly 600 objections to the planning application submitted in October 2002. Various reports required before this application can be determined are still, in autumn 2004, outstanding. The estimated completion date has slipped from April 2005 in the 2002 APR to Feb 2008 in 2004, and the cost is now estimated to be £20 million.

Salisbury Transport 2000's opposition to the Brunel Link/Harnham Relief Road is well known. For the detailed arguments against this scheme refer to Salisbury T2000's objection to the planning application at <http://www.salisburyt2000.org.uk/object.htm>  
→ Churchfields: A New Vision Chapter 6.

### 11.2.3 Park and Ride

Park and Ride sites were already part of the transport strategy which was supported by Salisbury District Council at the time of the Salisbury Transport Study, and the first site, at the Beehive, opened in March 2001. Other sites have been delayed by difficulties in acquiring land and getting planning approval, and by cost increases. Increases in capital and operational costs for both P&R and ITS lead to a suspension of funding for all elements of the STP while the economic case was re-appraised (see 11.3). When the additional funding requested was made available in 2004 work started on both Wilton and Downton Road P&R sites, and these are both scheduled to open in 2005.

→Comments on Park & Ride 2.3.2.4

### 11.2.4 Bus improvements and real-time passenger information

Bus improvements in the STP included various bus priority corridors, an extension of the concessionary fares system to all students in full-time education, improved bus/rail integration and real time passenger information (RTPI).

Bus priority corridors not on P&R routes have since been dropped (e.g. Harnham Road, Devizes Road and Stratford Road), and it seems likely that P&R sites apart from the already open Beehive site will operate without bus priority corridors, at least initially.

RTPI has seen a large increase in scope, having been extended to cover other components of an Intelligent Transport System (ITS) as follows:

- Closed Circuit Television (CCTV) to monitor conditions on the road network
- Urban Traffic Control (UTC)
- Car Park Guidance System (CPGS) comprising both static and variable signs indicating spaces available in city centre car parks

The increase in scope and cost of the ITS components contributed to central government's concerns over cost increases

and the 'value for money' of the STP, and led to the suspension of funding for the STP in 2003-04. Implementation of the various components has been beset by delays, in many cases due to the need to liaise with outside organisations regarding the placement of signs and the use or installation of telecommunications facilities, but it is hoped to have all ITS components fully functioning by the end of financial year 2004/05.

### 11.2.5 Other measures

Other measures in the STP covered walking and cycling strategies, city centre traffic management and travel awareness. The creation of pedestrian priority areas in Salisbury city centre was a key component, and it was envisaged that a number of streets would be closed to traffic, except for buses, taxis, deliveries (at restricted times) and access. Streets proposed for this treatment were Catherine Street, New Canal, Blue Boar Row, the east end of Fisherton Street, Bridge Street and Silver Street. None of these street closures have in fact occurred, although there have been improvements for pedestrians in terms of wider pavements and crossing points.

For cyclists, the STP promised that, "at the conceptual level" cycle routes would be provided on all radial corridors into the city centre. Provision has in fact been very patchy, and there is still no safe cycle route into Salisbury from outlying communities such as Wilton, Bishopdown, Alderbury and Downton. →For further comments on the Salisbury Cycle Network see Chapter 7.

## 11.3 REAPPRAISAL OF THE SALISBURY TRANSPORT PLAN

Increases in capital and operational costs for both P&R and ITS components of the STP were notified to Government in 2002. This was due both to general cost increases and to changes in the scope of what was being provided, especially in the case of ITS. This led to a suspension of funding for all elements of the STP in 2003/2004 while the economic case was re-appraised. The reappraisal was conducted by Atkins, the same consultants appointed to the original Salisbury Transport Study. It was not surprising in the circumstances that the conclusion was reached that the Study still represented good value for money resulting in an additional £8.2

million of government funding being made available in Feb 2004 to complete non-road elements of the STP. Salisbury Transport 2000 have expressed their concern at various aspects of this reappraisal, namely:

- The reappraisal compared a 'Preferred Option', with full supplementary funding, against a hypothetical 'Reference Case' where no spend on STP elements had occurred.<sup>11.8</sup> A more robust reappraisal would have compared the 'Preferred Option' against the 'Existing Strategy', which represents what has already been put in place. It seems likely this was not done because most of the economically measurable benefits of the STP had already been obtained, for example by the accident savings due to the 20 mph city centre speed limit. To compare the full STP with what was already in place would not therefore have revealed sufficient economic benefit.
- There has been no analysis of the causes of traffic reduction in Salisbury City Centre (see also 11.4 below).
- There was no re-appraisal of the economic case for the road schemes which formed part of the STP, despite significant increases in costs for these roads and decreases in predicted traffic which would fundamentally alter their cost benefit.

Both the reappraisal conducted in 2003-04, and the original Salisbury Transport Study focused on monetary costs and benefits. The methodology being used did in fact require that transport options be evaluated against the five criteria of integration, safety, economy, environmental impact and accessibility. However, safety and economy (i.e. journey time savings), which were assigned monetary values were given more weight in the overall assessment than environmental factors.

Also the assumptions about modal choice placed too much reliance on those factors which formed part of the traffic model being used. The STS acknowledged that, when it came to the slow modes of walking and cycling, the factors which were modelled, time and money, were likely to be less important than factors which were not part of the model, such as safety, security, personal fitness etc.<sup>11.9</sup> However despite this acknowledgement there was no attempt to redress what was acknowledged to be a basically flawed assumption.

## 11.4 TRAFFIC REDUCTION & THE SALISBURY TRANSPORT PLAN

The Salisbury Transport Study said that, if nothing was done, traffic levels in 2011 would be 20% higher than 1998 levels. The Strategy, it was claimed, would reduce traffic growth by half, to a 10% increase from 1998 levels<sup>11.4</sup>. This target to reduce traffic growth has since been further 'stretched' because traffic levels were found to be falling in Salisbury – by 2002 there was a 5% reduction in traffic compared to 1999 levels, and hence a revised target has been set, to reduce traffic entering the city centre by 11% in 2011 compared to the 1999 baseline.<sup>11.10</sup>

WCC were quick to claim both the success of the STP in achieving this traffic reduction, and the necessity of all the elements of the original Strategy to continue this success: *"...it must be recognised that the achievement of this (more stretching) target is dependent upon full implementation of the Salisbury Transport Strategy"*<sup>11.10</sup>. However, there has been no analysis to support this conclusion, and no evidence presented to show whether the decrease in traffic on the Castle Road approach to Salisbury, the only one to benefit from a Park & Ride site in the period to 2002, is in fact any greater than the decrease experienced on other approaches.

There has been no consideration of other possible causes of the traffic reduction which Salisbury has experienced. Relevant factors could include modal shift, economic downturn, or external factors such as rerouting of long distance traffic away from the A36 following the opening of the A34 Newbury Bypass in November 1998 (noting that the Salisbury Transport Study traffic surveys, on which the traffic predictions were based, were undertaken before that date).

It is worth noting that, while WCC have now acknowledged that traffic growth in Salisbury is not as originally predicted in the Salisbury Transport Plan, they have declined to re-evaluate the cost/benefit of the Brunel Link/Harnham Relief Road in the light of this. This is a crucial omission, since the scheme is predicted to lead to more accidents than the existing route, so the £99.93 Net Present Value attributed to journey time savings over the first 30 years from opening is core to the economic case being made for this scheme.<sup>11.11</sup> These journey time savings have

been derived from 'high growth' traffic modelling assumptions which bear no relation to the actual situation, nor to the revised traffic reduction targets which have now been set for Salisbury. There were also assumptions made about stringent measures to inhibit traffic in the city centre, notably a ban on through traffic on Crane Street and New Street, which would cause additional congestion on the ring road and help the cost justification of this scheme. Without these stringent closures, and with various other changes in assumptions, the STP without road schemes is now forecast to bring highway time savings rather than highway time losses.<sup>11.8</sup> Salisbury Transport 2000 believe it is a serious omission that the alleged economic benefits of the road schemes which formed part of the STP were not re-appraised in the light of these revised assumptions.

## 11.5 CONCLUSIONS

The Salisbury Transport Study seems to have started with the best of intentions, but become increasingly oriented towards provision for the motorist. With escalating costs of park and ride, the extension of RTPI to cover a Car Park Guidance System, and the dramatic increases in the predicted costs of the road schemes, expenditure is now even more skewed towards the motorist. It has never been explained how this focus of expenditure is going to achieve the key aim *"to reduce dependency on the car for trips, to encourage the use of other means of travel and reduce the underlying need to travel"*<sup>11.12</sup>.

The divergence of the Study from its original aims can be put down to a number of factors such as the following:

- The Study Steering Group comprised representatives from both regional and local government (GOSW, WCC, and SDC) and also from the Highways Agency, including those who had been involved for years in the cancelled Salisbury Bypass project. This gave the study a roads bias from the outset.
- There were no representatives from statutory bodies tasked with environmental protection, such as the Countryside Agency or English Nature, on the Steering Group. These groups were invited to submit comments on the preferred Strategy, and condemned many of the proposed elements. For example, the

Countryside Agency commented that “As it stands, the preferred strategy does not appear to warrant inclusion in the Wiltshire Local Transport Plan. The study does not provide solutions to the area’s traffic problems”.<sup>11.13</sup> This comment, along with every other comment submitted on the Preferred Strategy, was ignored, since no changes were made to the Preferred Strategy as a consequence of the final consultation.

- There were also no representatives from public transport operators on the Steering Group, and there is an obvious lack of expertise in consideration of these areas. Thus the STP suggested that the Brunel Link would provide opportunities for new bus routes between Harnham and the City Centre, while Wilts and Dorset commented that they did not think this would be viable. Wilts and Dorset also noted in respect of the money earmarked for the Brunel Link/Harnham Relief Road that “a great deal could be achieved with £12 million in improving public transport across the City rather than concentrating on road building in one area of the city”.<sup>11.14</sup>
- Walking and cycling groups were also unrepresented on the Steering Group, and there was no attempt to look at best practise from elsewhere when considering what could be achieved for these slow modes. While the STP acknowledged that

these modes had a part to play there was no attempt to define a cycle network, or to put in place a proper plan which would lead to the definition of such a network.

The STP could have been a test case for the government’s new appraisal process, which required that transport options be evaluated against the five criteria of integration, safety, economy, environmental impact and accessibility. However, because of the bias of the participating bodies, the emphasis for the whole package was largely on measurable economic costs and benefits, which is what road building schemes had historically been about. Environmental impacts, of whatever scale and importance, were disregarded. The result has been a package of measures with too much emphasis on the motorist and too little consideration for the environment.

Salisbury Transport 2000 believe that the time has come to acknowledge the bias of the Salisbury Transport Study and the deficiencies in the result. We need to return to the original aims of the Salisbury Transport Plan: *to reduce dependency on the car for trips, to encourage the use of other means of travel and reduce the underlying need to travel*.<sup>11.12</sup> The preceding chapters of this report present our thoughts on how these aims could be achieved to give Salisbury the Green Transport Plan it requires and deserves for the 21<sup>st</sup> century.

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