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# Swindon Borough Council

## Local Transport Plan (2006 to 2011)

### Contact Details

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Copies of the Local Transport Plan (2006 to 2011) and the associated Appendices are available to inspect in the central libraries or Council reception areas, and are also available on the Council's web-site.

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Celia Carrington  
Director of Environment and Leisure  
March 2006



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# Foreword

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This is Swindon Borough Council's second Local Transport Plan. It sets out our aims and objectives for transport in the Borough for the next five years and shows how we intend to achieve those aims.

Our first Local Transport Plan, which ran between 2001 and 2006, focused on improving road safety and tackling congestion and pollution. As a result, in that five-year period the number of casualties from road accidents decreased significantly, and the number of bus passengers increased at a rate greater than anywhere else in the South-West. Pollution has been kept in check – there are no Air Quality Management Areas in the Borough. In addition, we tackled the backlog in road maintenance.

We consulted widely while developing this second Plan. The next five years will be a significant period in Swindon's history, with many exciting new building and regeneration projects coming to fruition. This growth is positive for us all but the greatest concern that emerged from consultations was the potential impact of any extra traffic.

While this Plan concentrates on the next five years, it also considers growth well into the future. The emerging Regional Spatial Strategy for Swindon looks forward to 2026. If growth continues as it has, then 2026 will see the Borough as a Regional Centre, a first class location for leisure, shopping and business, with a quarter of a million residents. The Council must make sure that Swindon's infrastructure, which includes transport, can cope with the extra demand.

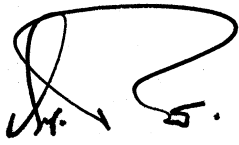
This is the theme that runs throughout this second Local Transport Plan. It makes a real commitment to provide for, and encourage, more bus travel and raise awareness of travel planning – the understanding of the environmental consequences of certain travel choices, and the benefits to health and pocket of more sustainable 'active' travel, such as cycling and walking.

In the next five years the bus station will be renewed and modernised and a real-time information system for passengers will be progressed across the Borough. A third Park and Ride site will be built to serve town centre employees and shoppers. Our new Traffic Manager will ensure that traffic keeps moving.

It is an indication of the importance of the role transport will play in the Borough's development that seven out of the 50 promises set out in Swindon 2010 – promises made by the Council to the people of the town to be delivered by that date – are transport-related.

An all-party steering group has met regularly during the development of this Plan and Swindon's councillors are fully aware of its objectives and are signed up to the strategies needed to achieve them. It is this level of commitment and support that will enable Swindon Borough Council to deliver results quickly and efficiently, and to reach the challenging, but nonetheless realistic, targets for improvement.

March 2006



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# Swindon Borough Council

## Local Transport Plan (2006 to 2011)

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### *Executive Summary.*

**Swindon Borough Council's** second Local Transport Plan is set firmly within the Council's long-term vision for Swindon as well as being fully consistent with the vision and policy direction of the emerging Regional Spatial Strategy.

This second Local Transport Plan (2006 to 2011) presents a five-year strategy for transport in the Borough of Swindon. It sets out aims and objectives developed in consultation with the public, user-groups, key stakeholders and public transport operators. It also sets out how the Council will be monitoring its progress towards certain important targets.

Swindon Borough Council has challenging and demanding aspirations for Swindon to be a leading regional centre, offering a high quality of life due to its location; the surrounding outstanding countryside; the leisure and cultural facilities it offers (including a renewed and revitalised town centre); the quality of its architecture, particularly its housing; the vibrancy of its economy, the range of careers on offer, and the quality and breadth of education.

Transport is a vital element of the Council's vision because it provides access to, and helps widen opportunities for, work, education, health care, healthy food and other

important elements which enhance quality of life. Particular focus is placed on areas that are higher on the Government's Index of Multiple Deprivation.

The Council's ambitious plans for housing and economic growth depend on a transport system that is sustainable, efficient, attractive and affordable. Furthermore, we believe that the transport system contributes to the character and quality of urban life, and reflects and influences the vitality of our society. Our vision is people and business centred, supporting quality of life and economic efficiency. The Local Transport Plan will address the transport implications of growth.

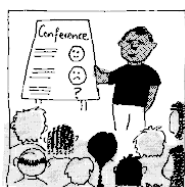
In 2005, the Council approved a 50-point pledge of actions and targets, called *Swindon 2010 – Taking control of our future*. Several of these promises focus on transport (although many of the others have implications for transport provision and the operation of the network, for example the Streets for Living project) and cover the importance of transport assessments for new developments; significant investment in highway and footway maintenance; working with the bus operators to achieve ever better services; progressing the Swindon urban cycle network and installing more cycle parking facilities; improving access to the countryside

by making more footpaths and cycle-ways “easy to use”; and reducing the number of adults and children killed or seriously injured on the Council’s roads.

A vital element of the Council’s long-term vision for the Borough is the emerging Regional Spatial Strategy for the South West (RPG10) which seeks to continue with the concentration of growth at main urban areas (formerly *Principal Urban Areas*).

The Borough of Swindon is preparing to meet the challenges of accommodating an additional 35,000 houses, plus associated mixed development over the next 20 years. The Council considered the findings of the Swindon Joint Area Study, and recommended that a level of 16,000 dwellings to the east of Swindon (between 2016 to 2026) would be in line with forecasts and would therefore provide the most sustainable scale of development, but that this was dependent on the provision of infrastructure; and subject to it being complemented by regeneration, renewal, the completion of already committed developments, and to further technical work to establish relative distribution, scales and phasing.

#### • **consultation and local issues**



In order to identify local problems and issues over the second Local Transport Plan period, extensive consultation with the public, businesses and stakeholders was undertaken during the autumn of 2004 using a wide range of engagement and involvement methods.

Of greatest concern, both now and into the future, was the impact on the road network of traffic growth resulting from the extensive development planned for Swindon. Respondents highlighted “encouraging greater use of buses” as a method of tackling the issues raised.

Concerns relating to schools were also frequently raised: the school run, speeding, 20 mph zones and parking around schools.

#### • **government shared priorities**



In July 2002 the Government and Local Government Association agreed a set of seven shared priorities for local government. These priorities include raising the standards across schools, transforming the local environment and meeting local transport needs more effectively by tackling:

- accessibility
- congestion
- air quality
- road safety

The consultation suggested that congestion should be a high priority based on concerns about growth in Swindon and the potential impact on the road network. The majority of the strategies and action plans suggested in this second Local Transport Plan are therefore presented under the heading of tackling congestion and increasing accessibility, although they could sit equally well under the others.

Swindon Borough Council has been very successful reducing the number of killed and seriously injured casualties on its roads, and has set a challenging target for the second Local Transport Plan.

There are no Air Quality Management Areas in the Borough of Swindon.

- **local area agreement and other corporate objectives**

The Council's Local Area Agreement, is designed to deliver national outcomes in a way that reflects local priorities such as those of the Community Strategy. Issues include realizing the economic potential of the Borough and facilitating a growth economy, equalities and health, older people, children, deprivation, the night-time economy, city safety and the built and natural environment.

- **over-arching local objectives**

The following ten local objectives were developed from the consultation responses.

- ① **Work in partnership with The New Swindon Company and others to support the regeneration of the town centre and other neighbourhood renewal areas by improving access to, and travel round, these areas.**
- ② **Manage the impact of traffic growth in Swindon by implementing sustainable mitigation measures.**
- ③ **Maintain and make best use of the existing transport infrastructure to provide the optimum level of service for all users, with selective infrastructure improvements where an acceptable level of**

**service cannot otherwise be achieved.**

- ④ **Improve road safety.**
- ⑤ **Promote travel choice and increase opportunities for travel by public transport, cycling and walking.**
- ⑥ **Work with the strategic transport authorities (Highways Agency, DfT Rail Group, etc) to maintain an appropriate level of service on the strategic networks.**
- ⑦ **Manage the impact of transport on the built and natural environment.**
- ⑧ **Develop orbital and other route networks and road hierarchies that acknowledge the complex journey patterns within the urban area and reflect the locations of significant trip attractors.**
- ⑨ **Improve rights of way to, from and within Swindon's urban fringe and rural buffer, to enhance access to the countryside and improve pedestrian/cycle links with the urban networks.**
- ⑩ **Tackle issues of social exclusion and accessibility resulting from economic disparities in order to improve the quality of life in the Borough of Swindon.**

- **funding**

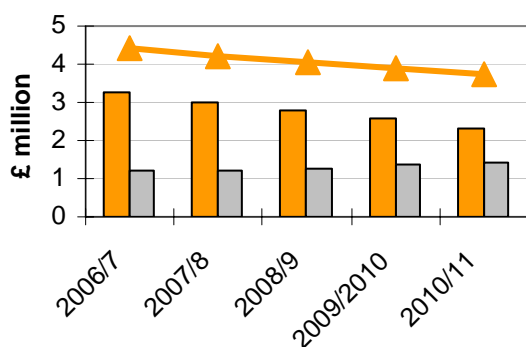


The Department for Transport has developed a formula to calculate how much capital funding each local authority should be allocated by

Government. The current indicative allocations to Swindon are set out below and split between *integrated transport* (first column) and *maintenance* (second column). The combined total funding is indicated with triangles.

In addition to the indicative allocation from Government, the Council can also use its own funds or secure funding from developers for transport improvements.

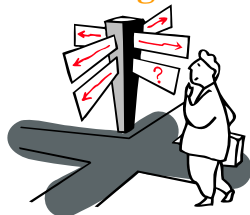
Indicative Government funding for the second Local Transport Plan



	Integrated	Maintenance	TOTAL
<b>2006/7</b>	3.240	1.198	4.438
<b>2007/8</b>	2.989	1.222	4.211
<b>2008/9</b>	2.790	1.283	4.073
<b>2009/2010</b>	2.563	1.347	3.910
<b>2010/11</b>	2.307	1.414	3.721

Note: Figures do not include major schemes (costing more than £5 million), exceptional schemes, primary route bridge maintenance works or emergency maintenance funding. Maintenance allocations will be recalculated from November 2006.

• **strategies**



The strategies, measures and initiatives identified in the second

Local Transport Plan have been chosen to address government’s shared priorities and local objectives in a cost-effective way. They were also chosen to maximise existing network efficiency and build towards the longer-term vision for the Borough.

The strategies were developed using the new EU Strategic Environmental Assessment process to help identify the potential cumulative environmental effects of the different options.

The Council has also appointed a Traffic Manager to fulfil the duties of the Traffic Management Act 2004.

- Traffic Management and the Transport Asset Management Plan
- maintenance
- travel awareness (and travel plans)
- school travel plans
- cycling
- walking
- buses
- accessibility
- urban traffic management and control, variable message signs and real-time bus passenger information
- sustainable design
- freight
- taxis
- road safety and streets for living
- public rights of way improvement plan
- scheme delivery framework and improvement plan

• **lessons learnt from the first Local Transport Plan**



Swindon Borough Council has worked successfully towards the core targets set out in the first Local Transport Plan (2001 to 2006). Working in partnership with the bus operators has helped to create an environment where bus services can thrive. Bus passenger numbers continue to grow significantly. There has also been a significant reduction in the number of fatal and seriously injured casualties from road traffic accidents.

However, it has become increasingly difficult to deliver all the programmed schemes on time. Principally, this is the result of attempting to deliver an ambitious programme of park and ride schemes which have been frustrated by delays in the planning decisions of a neighbouring authority, changes in attitude of the Highways Agency (now resolved), and unreliable land valuations.

To help address this issue, a five-year capital programme is being developed and a new system of project management (PRINCE2) has been introduced based on the Office of Government and Commerce model. Individuals are now named as responsible for scheme delivery, and a new team has been created to manage and monitor not only the capital programme but also the spending of the section 106 developer contribution funded schemes.

- **areas of work**



A preliminary five-year capital programme has been tailored to the amount of funding available from Government (plus an allowance for committed developer contributions). Although it is not possible to identify all future schemes until current

feasibility studies are completed, it is possible to summarise the schemes into four main areas. These are outlined below followed by the numbers of the over-arching objectives which they most complement.

**a) work to maximise existing junction efficiency:** computer controlled signal controlled junctions ultimately developing Urban Traffic Management Systems, Variable Message Signs (for example, to ensure drivers take the most direct route to the nearest car park, which will also ensure much more efficient use of those car parks), as well as “low-tech” signs and lines, and specific work to increase junction efficiency at Transfer Bridges, Whalebridge and Cocklebury.

①②③④⑥⑦⑧

**b) work to maximise bus efficiency:** real-time bus information network, new/updated bus interchange, selective vehicle detection at traffic signals and bus gates, traffic management schemes to achieve bus priority measures and smartcard ticketing. Also, working with the operators in a Punctuality Improvement Partnership.

①②③⑤⑦⑧⑩

**c) work to raise awareness of opportunities for alternatives to driving alone:** school travel plans, employer travel plans, development control and management, working with Swindon Primary Care Trust (PCT) and others to tackle obesity and create a culture of activity, working to encourage walking and cycling, use of public transport as well as park and ride facilities where appropriate.

①②③④⑤⑦⑨⑩

#### d) work to reduce the number and severity of road accident casualties:

both through physical works such as local safety schemes, traffic calming and 20mph areas, for example outside schools, as well as through training and education for all road users at all ages.

①②④⑤⑥⑨⑩

The Council is also working on a future major scheme bid to fund the North Swindon Transport Strategy involving improvements to the Cricklade Road and Purton Road to Great Western Way Corridors, and will also be bidding for additional funding for amelioration work arising from the de-trunking of the A419 in the area of the Blunsdon By-pass alterations, as well as for the construction of the Commonhead Park and Ride site.

#### • provisional schemes

The list below sets out the schemes which have been identified. The Council may not be able to afford them all, and some will be dependent on development projects being implemented.



Bus priority schemes and other Bus Infrastructure (excl. interchanges)

- Including bus gates, detection at traffic signals, and junction alterations – undertaken in partnership with bus operators through the bus Punctuality Improvement Partnership to reduce delay to buses
- Bus stop improvements, including raised kerbs, timetables, hard standings and footways to link the bus stop to the nearest footpath.
- Implementation of smartcards.
- Implementation of a bus real-time information system.

#### Public Transport Interchanges

- Work with the New Swindon Company to replace the bus station with a state-of-the-art “bus exchange” working with the new real-time information system, and required lay-over facilities, in the town centre.

#### Park and Ride

- Completion of Commonhead site (subject to winning exceptional scheme funding from DfT).
- Advance design of a site within the Southern Development Area.



Cycling schemes

- Continue with schemes to complete the urban cycle network.
- Increased numbers of bicycle parking facility in the town centre.
- Investigation of a route between Highworth and Swindon, as well as other links to rural parts of the Borough.



Walking schemes

- Promotion and enhancement of walking, and cycling, routes to neighbourhood renewal centres and to local and district centres in west Swindon.
- Improved routes for disabled users (in partnership with the Swindon Coalition of Disabled People).
- Implement new walking routes along missing footway links, for example where desire-line tracks occur.
- Replace/enhance heavily used footways, particularly in the town centre such as Regent Street, and Bridge Street. Rights of Way bridges and stiles will also be considered.



Travel Plans

- Implement travel plans in all schools.
- Develop and implement challenge bid schemes at schools and work-places to encourage and facilitate sustainable travel choices.

Local Safety Schemes

- Undertake a rolling programme of schemes to help reduce even further the number of adults and children killed or seriously injured, and to tackle the incidents of slight casualties.



Road crossings

- Complete a programme of up-grading signal-controlled crossings to full disabled standards.
- Identify and implement Pegasus crossings (for equestrians) on roads south of the M4.

Traffic Management and Traffic Calming

- Review and update direction signing, especially the urban ring roads.
- Implement car park variable message signing for the town centre.
- Improve the efficiency of existing traffic signal controlled junctions, and investigate linking them using an urban traffic management system.
- Identify and implement other urban and rural traffic calming schemes.



Local Road Schemes (excluding trunk roads)

- Investigate and implement measures to enhance the operation of Transfer Bridges.
- Investigate and design schemes for Whalebridge and Cockleberry Roundabouts.



Miscellaneous

- Enhancing Taxi ranks.
- Training for taxi and bus drivers for accommodating customers with disabilities.
- Motorcycle parking.
- Community transport, demand responsive buses pilot.



Maintenance schemes

- A total of 134 sites have been identified for maintenance over the five years.

**performance indicators and targets**



The Department for Transport has set all local authorities nine mandatory performance indicators, as well as a number of local indicators. These cover maintenance, road safety, public transport, traffic flows, numbers of cyclists and accessibility. The Council has also set itself a number of additional targets, all outlined below. Very challenging targets have been set for the road safety targets.

Targets for the end of LTP2

Maintenance - % of network in need of repair	
principal roads (BVPI 96, new 223)	Reduce from 20% to 13%
non-principal roads (BVPI 97a, new 224a)	to be set in 2006/7
unclassified non-principal roads (BVPI 97b, new 224b)	Reduce from 16.6% to 15%
footway (BVPI 187)	Reduce from 18.3% to 18%

*Note: The phrase "in need of repair" refers to roads or footway which have been assessed to be below a threshold level set nationally.*

Road Safety (annual casualties)	
total killed and seriously injured casualties (BVPI 99x)	A 30% reduction between 2004 and 2010 = No more than 59 casualties per year
child killed and seriously injured casualties (BVPI 99y)	A 35% reduction between 2004 and 2010 = No more than 8 casualties per year
total slight casualties (BVPI 99z)	A 10% reduction between 2004 and 2010 = No more than 785 casualties per year

Public Transport	
public transport patronage (BVPI 102)	An increase to 13.1 million per year
general satisfaction with bus services (BVPI 104)	Ensure no decline from 60%

Area-Wide Traffic Flows	
million vehicle kms per year (supplied by DfT) not including trunk roads	Limit increase to 15% between 2006 and 2011 (i.e. to no greater than 1080 m. veh. kms p.a.)

Cycling Trips	
number of cycling trips presented as an index	Achieve a 10% increase by 2011

Journeys to School by Car	
by primary school pupils	- to be set in 2006/7
by secondary school pupils	- to be set in 2006/7

Bus Punctuality	
buses leaving between one minute early and five minutes late - from starting points	95% of services by 2010/11
- from timing points	95% of services by 2010/11
- from non-timing points	90% of services by 2010/11

Peak Urban Traffic Flows	
number of vehicles entering the urban centre in the morning peak	Ensure increase does not exceed 7% (i.e. no greater than 25894 vehs.)

Accessibility	
cost of bus service per passenger on nos. 73 and 71	Not to exceed £2 per trip
percentage of bus stops and interchanges which meet standards for access by disabled people	Achieve 46.5% by 2011
number of people using Community Transport and <i>dial-a-ride</i>	Increase by 2% per year to 38,000 by 2011
number of people walking and cycling to local shopping centres	- targets to be determined after further analysis

Additional Local Indicators	
percentage mode share (passengers alighting at bus stops in the town centre between 7am and 10am)	Bus passengers must be at least 16% of the total arrivals
percentage of schools with travel plans	Achieve 100% by 2010 (86)
percentage of people commuting to sites with travel plans who: cycle	Increase from 5% to 6% of the total
percentage of people commuting to sites with travel plans who: walk	Increase from 9% to 10% of the total
percentage of people commuting to sites with travel plans who: travel by bus	Increase from 10% to 11% of the total

Regional Indicators	
Southwest TRIP <i>traveline</i> data completeness and accuracy to timing point level	Ensure maintenance of 100% through to 2011
Southwest TRIP <i>traveline</i> data completeness and accuracy to stop level	Increase from 94% to 99% by 2011
Southwest TRIP verified <i>traveline</i> data	Increase from 60% to 90% by 2011

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# Swindon Borough Council Local Transport Plan (2006 to 2011)

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## *Contents*

	<i>page</i>
Executive Summary	<i>i</i>
1 Introduction	<b>1</b>
2 Swindon's Transport in the Wider Context	<b>12</b>
3 Developing Locally Relevant Outcome Indicators and Targets	<b>58</b>
4 Best Value for Money Solutions to Deliver Targets	<b>100</b>
• Congestion	119
• Road Safety	177
• Quality of Life	188
• Accessibility	202
• Air Quality	250
5 Delivery Framework and Five-Year Summary Capital Programme	<b>258</b>
6 Trajectories for Key Targets	<b>274</b>
Index	314
Appendices	<i>presented separately</i>

---

# Contents

---

	<i>page</i>
<b>Executive Summary</b>	<b><i>i</i></b>
<b>1: Introduction</b>	<b>1</b>
Swindon's Vision for the Future	1
The Transport Vision	2
Local Transport Plan (2006 to 2011): over-arching principle	3
Local Transport Plan (2006 to 2011): objectives	3
Funding Allocation	4
Swindon – a pen picture	5
<i>Population</i>	
<i>Ethnic Diversity</i>	
<i>Housing</i>	
<i>Environment</i>	
<i>Economy</i>	
<i>Regeneration</i>	
<i>Traffic</i>	
<i>Commuting</i>	
<i>Policy Background</i>	
<b>2: Swindon's Transport in the Wider Context</b>	<b>12</b>
<b>NATIONAL</b>	
Department for Transport White Paper <i>The Future of Transport</i> (2004)	13
Department for the Environment Transport and the Regions White Paper <i>A New Deal for Transport: Better for Everyone</i> (1998)	14
Transport Act 2000	15
Department for the Environment Transport and the Regions <i>Transport 2010: The 10 Year Plan</i> (2000)	15
Policy Planning Guidance 13: Transport	15
Road Traffic Reduction Act (1997)	15
Traffic Management Act (2004)	15
Department of Health White Paper <i>Choosing Health</i> (2004)	16
Climate Change	16

---

**REGIONAL**

---

Integrated Regional Strategy	17
Regional Planning Guidance (RPG10) and the Regional Spatial Strategy	18
Regional Transport Strategy	24
SWARMMS and the Swindon Area Plan	25
Developing the Regional Transport Strategy in the South West: Investment Priorities for the South West	26
Using the second Local Transport Plan to help deliver the strategies of the emerging Regional Spatial Strategy and the Regional Transport Strategy	28
Regional Economic Strategy	28

---

**SUB-REGIONAL**

---

Sub-Regional Transport Planning and Cross-Boundary Initiatives	30
Identification of Cross-Boundary Initiatives	
<i>Road Freight</i>	
<i>Rail</i>	
<i>Rail Passengers' Council and Committees Report</i>	
<i>Great Western Main-Line Route Utilisation Strategy</i>	
<i>Road Corridors, Traffic Calming and the Safety Camera Partnership</i>	
<i>Bus Services</i>	
<i>Cycling, Walking and Access to the Countryside</i>	
Highways Agency A417 Route Management Strategy	39

---

**LOCAL**

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Wiltshire and Swindon Structure Plan 2001 and 2016, and Swindon Borough Local Plan 2011	41
Supplementary Planning Guidance and Swindon Borough Council's Transport Requirements for Development	42
Sustainable Communities	42
Urban Regeneration and The New Swindon Company	45
Swindon's Local Area Agreement	49
Swindon Strategic Partnership's Community Strategy (2004 to 2010)	49
Swindon Borough Council's Corporate Plan (2004 to 2007) and <i>Swindon 2010</i>	50
Swindon Strategic Partnership's Neighbourhood Renewal Strategy	52
Swindon Borough Council's Crime and Disorder Reduction Strategy (2002 to 2005) and the Swindon Crime and Drugs Reduction Strategy (2005 to 2008)	53
Swindon Borough Council's Equalities Advisory Forum and Corporate Equalities Action Plan	54
Swindon Borough Council's Race Equality Scheme	54
Swindon Borough Council's Corporate Environment Strategy (2004)	56

Swindon Biodiversity Action Plan (2005)	56
Nature Conservation Supplementary Planning Guidance (draft) (2006)	57

### **3: Developing Locally Relevant Outcome Indicators and Targets**

<b>3.1 Results from the Consultation for the second Local Transport Plan</b>	<b>60</b>
Analysing local problems and opportunities	60
Design of questions	61
Method of distributing and retrieving questionnaires	61
Summary of common themes	63
<i>congestion</i>	
<i>pollution / air quality</i>	
<i>road safety</i>	
<i>accessibility</i>	
Responses from Swindon's major employers	71
Summary of responses to the second round of LTP2 consultation	73
<b>3.2 Impact of the Strategic Environmental Assessment Process Agreements</b>	<b>74</b>
<b>3.3 Lessons Learnt from the first Local Transport Plan</b>	<b>82</b>
Implementation and Spending	82
<i>Park and Ride Schemes</i>	
<i>Bus Priority Schemes and Bus Facilities</i>	
<i>Cycling and Pedestrian Schemes</i>	
<i>Local Safety Schemes</i>	
Objectives and Targets	87
<i>Maintenance</i>	
<i>Bus Travel</i>	
<i>Cycling</i>	
<i>Road Safety</i>	
<i>Traffic, Car Parking and Heavy Goods Vehicles</i>	
<i>Walking</i>	
<i>Travelling to Work and Travelling to School</i>	
<i>Park and Ride</i>	
<b>3.4 Local Public Service Agreements</b>	<b>93</b>
A: Making public transport more accessible	93
B: Increase the number of people cycling and/or walking to and from work within the Borough of Swindon	95
C: Provide better and more accessible rights of way for all	97

<b>3.5 Swindon Borough Council's Statement of Community Involvement</b>	<b>98</b>
<b>3.6 Proposed Indicators and Targets</b>	<b>98</b>

---

**4: Best Value for Money Solutions to Deliver Targets 100**

Developing the Longer Term Transport Strategy	102
Results of the Joint Study Area Transport Assessment	103
Findings of the Transport Sub-Group	106
Development of Scheme Priorities	112
Modelling Value for Money	112
Revenue	114
Value for Money in Data Collection	118

---

**4.1 Congestion 119**

Future Major Scheme Bid Proposal	124
Future Exceptional Scheme Bid Proposal	127
Traffic Management Act 2004	128
Transport Asset Management Plan Statement	133
Maintenance Strategy	136
Travel Awareness (including Travel Plans) Strategy	145
School Travel Plan Strategy	148
Cycling Strategy	152
Walking Strategy	159
Bus Strategy (summary only)	163
Urban Traffic Management and Control, Variable Message Signs and Bus Real-Time Information	163
Sustainable Design	165
Freight Strategy	165
Car Park Strategy	166
Powered Two-Wheeler Strategy	173
Taxis (Hackney Carriages)	174
Swindon Borough Council's Travel Plan	175

---

**4.2 Road Safety 177**

<i>Introduction</i>	
<i>Partnerships</i>	
<i>Road Safety Indicators</i>	
<i>Scheme Identification and Selection</i>	
<i>Review of Speed Limits</i>	
<i>Success of Previous Safety Schemes</i>	

	<i>Monitoring and Review</i>	
	<i>Consulting with the Community</i>	
	<i>Strategic Plan for Road Safety</i>	
	<i>Objectives and Indicators</i>	
	<i>Stretching Targets</i>	
	<i>Data Analysis and Planning Future Schemes</i>	
	<i>Identifying Causes of Accidents</i>	
	<i>Strategy and Monitoring</i>	
<b>4.3</b>	<b>Quality of Life</b>	<b>188</b>
	Streets for Living	192
	Home Zones	194
	Public Rights of Way Improvement Plan Framework	194
	<i>Background</i>	
	<i>Progress Report</i>	
	<i>Policy and objectives for improving the Rights of Way network</i>	
	<i>Supporting the second Local Transport Plan shared objectives</i>	
<b>4.4</b>	<b>Accessibility</b>	<b>202</b>
	Measures for Wheelchair Users and Other Disabled Travellers	206
	Accessibility Strategy	206
	<i>the wider context</i>	
	<i>mapping</i>	
	<i>consultation, partnership and issues</i>	
	<i>indicators and targets</i>	
	<i>timetable</i>	
	Bus Strategy	232
	<i>background</i>	
	<i>summary of consultation responses</i>	
	<i>relationship with bus operators</i>	
	<i>problems and opportunities</i>	
	<i>objectives</i>	
	<i>targets and monitoring</i>	
	<i>strategy</i>	
	<i>Bus Punctuality Improvement Partnership</i>	
<b>4.5</b>	<b>Air Quality</b>	<b>250</b>
<b>5:</b>	<b>Delivery Framework and Five-Year Summary Capital Programme</b>	<b>258</b>
<b>5.1</b>	<b>Factors Effecting the Capital Programme Delivery</b>	<b>261</b>

<b>5.2 Indicative five-year Capital Programme</b>	<b>268</b>
<b>5.3 Swindon Borough Council's Improvement Plan</b>	<b>271</b>

Managing Risk

<b>6:</b>	<b>Set Trajectories for Key Targets</b>	<b>274</b>
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## TABLES

1.1	Indicative funding allocation for the second Local Transport Plan	4
1.2	Method of commuting to work in Swindon (source: 2001 census)	11
2.1	Regional Spatial Strategy and second Local Transport Plan policy checklist	20
2.2	Regional Spatial Strategy core Transport Policies and second Local Transport Plan policy checklist	21
2.3	Regional Transport Strategy and second Local Transport Plan policy checklist	24
2.4	Summary of Community Strategy themes and priorities	50
2.5	<i>Swindon 2010</i> : the transport promises	51
3.1	Summary of journey time surveys in 2005	66
3.2	"Which forms of transport do you normally use for the main part of the following trips?"	69
3.3	"How easy is it to make the following trips using your usual mode of transport?"	70
3.4	Summary of the environmental effects of the second Local Transport Plan options – comparing 2011 with 2005	77
3.5	Comparison of total government funding allocation alongside actual funding from the Single Capital Pot and actual spend	83
3.6	Comparison of government funding allocation and actual spend on transport	84
3.7	Comparison of planned and actual expenditure on park and ride in the first Local Transport Plan	85
3.8	Comparison of planned and actual expenditure on bus priority schemes and bus facilities in the first Local Transport Plan	86
3.9	Comparison of planned and actual expenditure on cycling and pedestrian schemes in the first Local Transport Plan	86
3.10	Comparison of planned and actual expenditure on local safety schemes in the first Local Transport Plan	87
3.11	Potential local outcome and output indicators: Accessible Public Transport	94
3.12	Potential local outcome and output indicators: Cycling or Walking to Work	97
3.13	Method of travel to work in the Borough of Swindon	97
3.14	Potential local outcome and output indicators: Accessible Rights of Way	98
4.1	RPG10 urban extension scenarios	108
4.2	Comparison of network performance	109

4.3	Comparison of 2003 network performance with scenario A in 2026 at each location	111
4.4	Comparison of 2003 network performance with scenario B in 2026 at each location	111
4.5	Revenue allocation in 2005/6	115
4.6	Progress with road safety indicators	179
4.7	Progress with road safety indicators - examples	181
4.8	2004 Citizen's Panel: quality of life questions – percentages of respondents who indicated “yes”	189
4.9	2004 LTP consultation – percentages of respondents who commented about pollution from transport	189
4.10	2004 LTP consultation – percentages of respondents who commented about perception of safety	191
4.11	Community Strategy objectives related to transport and accessibility	205
4.12	Core indicator results from Accession software using Swindon data sets	215
4.13	Index of Multiple Deprivation for wards in Swindon	224
4.14	Neighbourhood Renewal Scheme Appraisal	228
4.15	Timetable for Accessibility Strategy development – Neighbourhood Renewal	229
4.16	Timetable for Accessibility Strategy development – West Swindon	231
4.17	Nitrogen Dioxide Annual Mean Values at Swindon Sites	253
5.1	Financial planning guidelines for Swindon only	260
5.2	Summary of five-year capital programme: anticipated spend within each category	262
5.3	Indicative five-year capital programme	269
6.1	Mandatory best value performance indicators and targets	276
6.2	Regional indicators and targets	282
6.3	Additional local indicators and targets	282
6.4	Journey time survey data (monitoring form)	283
6.5	Monitoring schedule	312

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## FIGURES

1.1	Swindon Borough and Neighbouring Areas	8
1.2	Swindon Borough and Environmental Designation Areas	9
2.1	Cross-Boundary Commuting Travel to Swindon (census 2001)	33
2.2	Local Authority Cross Boundary Bus Services	38
2.3	The New Swindon Company Regeneration Areas	47
3.1	Routes of Journey Time Surveys	65
3.2	Example of Matrix Assessment Methodology Output	76
3.3	Local Transport Plan Total Funding Allocation and Spending Profile	84
3.4	Location of New Urban Cordon	91
4.1	Joint Study Area Potential Development Sites and Flood Constraints	105
4.2	Future Potential Development Areas	110

4.3	North Swindon Transport Strategy Future Major Scheme Bid	125
4.4	TAMP/HAMP Relationships	135
4.5	Urban Cycle Network	154
4.6	Urban Fringe Cycle Routes	155
4.7	Parking Charges Compared to RPI over Ten Years	170
4.8	Rights of Way Improvement Plan Framework Progress	197
4.9	Plot 1: (Census table KS02) Journey to primary school by public transport	216
4.10	Plot 2: (Census table KS02) Journey to secondary school by public transport	217
4.11	Plot 3: (Census table KS02) Journey to further education by public transport	218
4.12	Plot 4: (Census table KS17) Journey to town centre by public transport	219
4.13	Plot 5: (Census table KS17) Journey to hospital by public transport	220
4.14	Plot 6: (Census table KS17) Journey to GP by public transport	221
4.15	Proposed Accessibility Schemes	226
4.16	Core network bus services with 10-minute frequency	235
4.17	Bus Priority Corridors from the Structure Plan	248
4.18	Air Quality Monitoring Diffusion Tube Sites	252
4.19	Summary of Nitrogen Dioxide Levels at Kingshill (site 14)	254
5.1	Swindon Ring-Roads Signing and Variable Message Signs	265
5.2	New and Improved Motorcycle Parking	267
6.1	BVPI 96 (new 223) Principal road condition	285
6.2	BVPI 97b (new 224b) Un-classified road condition	286
6.3	BVPI 187 Footway condition	287
6.4	BVPI 99 (x) Total killed and seriously injured casualties	288
6.5	BVPI 99 (y) Child killed and seriously injured casualties	289
6.6	BVPI 99 (z) Total slight casualties	290
6.7	BVPI 102 Bus patronage	291
6.8	BVPI 104 Satisfaction with bus services	292
6.9	Bus stop enhancements	294
6.10	Number of people using Community Transport / <i>dial-a-ride</i>	295
6.11	Area-wide traffic flows (million vehicle kms) not including trunk roads	298
6.12	Cycling trips (annualised)	300
6.13	Percentage of pupils travelling to all schools by car	302
6.14	Bus punctuality	304
6.15	Traffic crossing inner cordon (7am to 10am in-bound)	305
6.16	Changes in peak period traffic flows (7am to 10am in-bound)	307
6.17	Passengers alighting at town centre bus stops (7am to 10am)	309
6.18	Percentage of schools with a travel plan	310
6.19	Commuting to employers with travel plans	312

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## APPENDICES

<b>A</b>	Swindon Borough Council's Bus Strategy	<b>A1</b>
<b>B</b>	Review of Preceding Transport Plans and Strategies	<b>A3</b>
<b>C</b>	Revised Cycle Monitoring Strategy	<b>A6</b>
<b>D</b>	Highway, Street Lighting and Bridge Maintenance	<b>A9</b>
<b>E</b>	Example of Policy Matrix Tool	<b>A16</b>
<b>F</b>	North Swindon Future Major Scheme Bid Information	<b>A20</b>
<b>G</b>	Department for Transport Core Accessibility Indicators	<b>A22</b>
<b>H</b>	LTP Finance Forms F11 and F12	<b>A24</b>
<b>I</b>	<i>Swindon 2010 – Taking control of our future</i>	<b>A27</b>

### Information held in cover pocket:

- cycle map
- regional freight maps SW and SE
- bus map