Swindon Town Centre Movement Strategy

August 2020

Swindon Borough Council

Contents

1. Introduction

1.1 Preamble

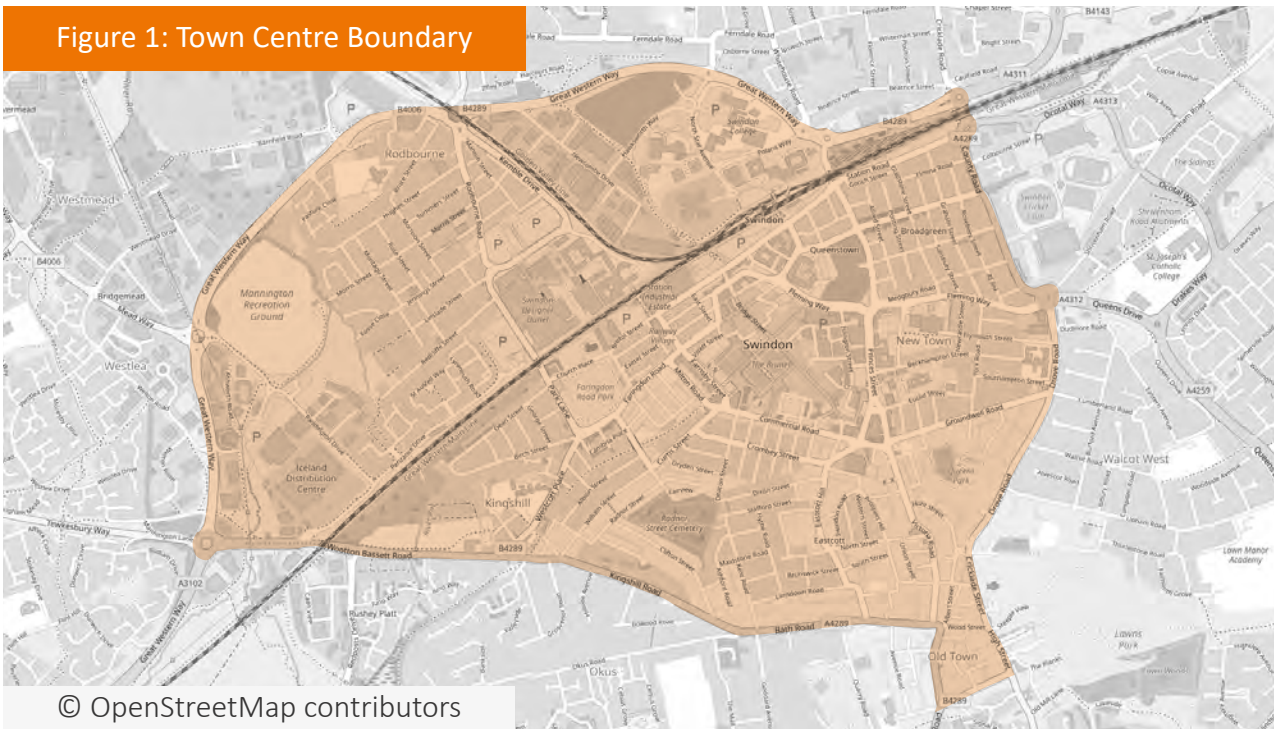
The Council's 'Vision for the Borough of Swindon' was adopted in 2015 and sets out key priorities for Swindon to achieve economic growth and in parallel, to regenerate cultural, housing, retail and leisure opportunities. Underpinning this vision are a set of priorities that include improvement in infrastructure and in the quality of public spaces.

Refreshed in 2018, the Council Plan 2019-2020 recognises the particular challenges facing the Town Centre and pledges to refresh and implement the Town Centre Masterplan, which sets out a number of significant development opportunities. In parallel, improvement in the town centre's transport network is pledged, recognising the role that safe and comfortable movement plays in facilitating regeneration.

Responding to that pledge, the Town Centre Movement Strategy (TCMS) set out here is a plan of action to deliver improvement in all elements of the Town Centre's movement system, from car parking to walking, driving to cycling and public transport. Sitting alongside a refreshed Town Centre Masterplan, the multi-modal transport strategy is intended to support and facilitate growth and regeneration of the central area.

The Strategy is evidence-based and objectives led, ensuring that it responds to current and anticipated issues in a way that delivers the widest possible benefits to the Town Centre. Comprising 25 individual but interconnected interventions, the Strategy is specific and defines tangible actions, whilst allowing sufficient flexibility in the detail of the individual schemes to enable them to be refined, evaluated and optimised through ongoing engagement with stakeholders.

Figure 1: Town Centre Boundary



1.2 Study area

For reasons of practicality, it has been necessary to identify a boundary of the area defined – solely for the purpose of this Movement Strategy – as the 'Town Centre'. Shown on Figure 1, the limits of the area are defined by:

- B4289 / B4006 Great Western Way to the north and west;
- A3102 Wootton Bassett Road / Kingshill Road / Bath Road / Devizes Road to the south;
- A4259 / B4289 County Road / Drove Road / Cricklade Road / Newport Street to the east;

1.3 How the Strategy has been developed

The Movement Strategy is objectives led, those objectives informed by an established policy framework and by engagement with a range of stakeholders. The Strategy is however also evidence-based, reflecting our understanding of the existing and future transport issues as informed by travel data and by forecasts generated by the Swindon Traffic Model.

An assessment of the relevant policy framework and alongside it a review of known transport issues has allowed Movement Strategy objectives to be identified that address both the aspirations of policies and the known transport system weaknesses. Those objectives have been bundled into themes to allow interventions to be identified that address specific themes, thereby responding to one or more of the objectives.

A series of 25 interventions (schemes) has been identified that will deliver the stated objectives. The interventions have been collated from previous studies and strategies, as well as adding new thinking and ideas in response to current policy and the latest understanding of existing issues. These interventions have been rationalised through a robust, objective-led process to ensure that the identification and assessment of interventions and formulation of conclusions and recommendations are clearly evidenced.

There are broader, Borough-wide transport planning initiatives that will have an impact on movement to and within the Town Centre, such as the Quality Bus Corridor and Park & Ride programs. The Town Centre interventions will support and as far as possible reflect those wider proposals.

This Strategy document has emerged following two years of assessment. It builds on the Draft Swindon Town Centre Movement Strategy 2019 that was the subject of extensive consultation in the Summer of 2019. The response to that Consultation by a wide range of stakeholders has been central to the formulation of this updated and final version of the Strategy.

1.5 The Structure of the Strategy

In establishing a Movement Strategy comprising 25 distinct but interconnected interventions (schemes), a number of steps have been taken. That process is described through the following document structure:

Section 2 of the document sets out the Policy framework of relevance to Town Centre movement, reviewing not just formal policies but also existing and emerging strategies that are relevant.

Section 3 presents a summary of the evidence reviewed in forming this strategy, including the transport networks, movements and future challenges specific to the Town Centre. It defines existing 'problems' and issues that impact on movement, derived through both analysis of existing movement patterns but also through engagement with a range of stakeholders.

Section 4 sets out the TCMS objectives, linked to addressing the problems identified in Section 3 and the delivery of the wider vision and regeneration priorities for the Town Centre. The objectives are broken down into 'themes' to more easily identify groupings of interventions under headings that individually address one or more objectives but as a whole, address all objectives.

Section 5 presents the 25 indicative interventions at the heart of the Strategy, designed to secure the Strategy's objectives. Grouped under six themes, the interventions are improvement schemes designed to secure the relevant theme objective. In some cases the interventions overlap, either physically or in the way they achieve objectives that straddle different themes. Whilst being as specific as possible at this stage, the interventions are still subject to a process of 'optioneering' and evaluation and should therefore be taken as indicative.

By 2030, Swindon town centre will be the beating heart of the local community. Accessible thanks to modern, sustainable transport links, it will be a destination of choice for people to live, learn, work and play.

A rejuvenated Railway Heritage Quarter will showcase the best of our proud history and our innovative future. New and exciting commercial, cultural, and leisure quarters will bring stylish homes and a wealth of job opportunities complemented by great entertainment, shops and restaurants.

Together, these attributes will deliver all the hallmarks of a modern town centre and make Swindon an attractive place to invest and set up home and business.

Source: 'Swindon Town Centre Vision'


DP
DOROTHY PERKINS
BURTON

2. Policy Framework

2.1 Introduction

The objectives of the Movement Strategy are informed, in large part, by a broader policy and plans framework. Most relevant to the Town Centre is the policy framework defined by:

- The Council Plan 2019-2020
- The Local Transport Plan 2011-2026
- The Local Plan 2026 and emerging Local Plan 2036
- Parking Standards for New Development

2.2 The Council Plan 2019-2020

The Council Plan was adopted in September 2018 and sets out the vision for Swindon and the Council's priorities in working towards that vision. The stated priorities include the improvement of infrastructure to support a growing and low-carbon economy and clean and safe streets and improved public spaces as a means of enhancing the quality of life of residents and visitors.

To deliver those priorities, the Plan sets out 26 Pledges, most significant in this context being Pledge 3:

Refresh and implement the Masterplan for Swindon Town Centre, … through:
c) Delivering improvements to the strategic town centre transport network.

Of relevance too is Pledge 12, which seeks to 'promote healthy lifestyles for the population of Swindon.' The supporting text emphasises the role of active travel (walking and cycling) in a healthier lifestyle.

2.3 Local Transport Plan

The current Local Transport Plan (LTP3) was adopted in 2011 and sets out the Council's policies and strategy for investment in transport infrastructure for the period to 2026. The Plan's mission is to create "A safe, effective and fit for purpose transport network that supports Swindon's ambitions for town centre regeneration and economic growth whilst protecting and enhancing quality of life and the environment for the benefit of local residents, visitors and businesses".

Through the identification of transport challenges, the LTP has derived five policies, which have informed seven Plan objectives (outcomes). One of those Plan objectives is to deliver 'Improved Access to Swindon Town Centre'.

More specifically, the Plan identifies the central role of public transport and active travel modes (walking and cycling) in delivering sustainable regeneration of the town centre.

2.4 Local Plan 2026 and 2036

The Swindon Borough Local Plan 2026 sets out policies to guide the development of the Borough in the period up to 2026 and is currently in the process of review. In respect of the Town Centre, the emerging Plan contains policies supporting residential and leisure development, with the objective of encouraging and facilitating revitalisation of the central area. This movement away from a retail-dominated centre is intended to reflect a wider and unavoidable trend away from traditional town centre shopping.

Policies that support a greater Town Centre resident population and leisure facilities to support them can be expected to gradually

change patterns of movement away from in-commuting and towards movement within the town centre associated with a larger resident population. This changing pattern of movement increases the emphasis on active travel modes and the improvement in public realm that supports it.

2.5 Parking Standards

The Council's Parking Standards define the requirements for car, motorcycle and cycle parking in new developments and in so doing, have a broad influence on mobility patterns across the Borough. The Standards were adopted in 2007 and are currently undergoing review, with a view to adoption of new Standards in the Autumn of 2020.

The Standards define minimum development parking requirements based on accessibility and a zoning system ensures that different parking standards apply based on the geographic zone (sector) within which any new development is situated. The Town Centre falls within Sector 1 of the existing and the emerging Standards. Currently the requirement for development-specific car parking is relaxed within Sector 1, reflecting its relative accessibility and the associated lower degree of car dependence. That arrangement is recommended to be retained within the new Standards. This approach to car parking in the Town Centre, which allows but does not require car parking, is intended to support the delivery of car-free development that might otherwise not be feasible if car parking was demanded. Recognising the accessibility of the Town Centre, the approach adopted in the Parking Standards will support a move towards reduced car ownership by those living in the central area.

2.6 Other Plans

In addition to the formal policy documents set out above, there are other plans and proposals that are of relevance to this Movement Strategy.

The Town Centre Masterplan comprises the emerging 'Swindon Town Centre Vision' statement and associated Delivery Plan, the latter adopted in December 2016. Together, these documents set out a strategy for the delivery of projects designed to tackle the town centre's most pressing problems. The Delivery Plan identifies a number of priorities for the Town Centre, including 'Connectivity and Accessibility'. More specifically, the Plan proposes to address challenges of connectivity and accessibility through (a) an improvement in public realm and (b) 'the unwinding of vehicle domination to improve accessibility'.

The Town Centre Parking Strategy, approved by Cabinet in April 2017, sets out a policy framework and an evidence base that together inform a strategy for public car parking in the Town Centre. The Strategy document proposes four Key Action Areas that between them will deliver a parking strategy that supports economic growth objectives:

1. Strengthen the Evidence Base & Develop Business Cases
2. Address Capacity Challenges and Better Use Car Parking Stock
3. Improve the Quality of the Car Parking Experience
4. Raise Car Parking Revenues

The fourth action area is one that lies outside the remit of the Town Centre Movement Strategy. The Movement Strategy however will incorporate the first three actions as part of a multi-modal strategy to accommodate future movement needs.

Proposals to improve the cycle route network across the Borough are set out within the Swindon Cycling Framework (2016) and in the emerging Local Cycling and Walking Infrastructure Plan (LCWIP).

The Cycling Framework, adopted in March 2016, includes within its stated aims an aspiration to "Double the number of bicycle trips (including leisure trips) to coincide with recommendations in the DfT's Cycling Delivery Plan, by 2025." Among the objectives identified to deliver the aims is a "Review of town centre cycling particularly the one-way system and access to rail/bus stations and generally improve permeability."

The LCWIP, whilst still in draft format, identifies weaknesses and potential solutions to cycling within the Town Centre and these have informed our understanding of the issues and the planned interventions set out later within this document.

2.7 Air Quality Action Plan

The extent of poor air quality in Kingshill Road is such that an Air Quality Management Area (AQMA) was declared in February 2018. The Council's Air Quality Action Plan was agreed by Cabinet in March 2019. It outlines the actions that the Council will take to reduce the concentration of pollution in the AQMA.

The Air Quality Action Plan identifies that traffic-related emissions are by far the greatest contributor to poor air quality on Kingshill Road and notes that a 30% reduction in traffic derived Nitrogen Dioxide would be necessary to bring air quality to an acceptable level. The Plan sets out a series of measures to achieve this, including traffic management initiatives but more significantly and more sustainably, broader demand management interventions such as the promotion of active travel (walking and cycling) as an alternative to driving. The Plan concludes that reducing, rather than diverting, town centre traffic is the only sustainable solution to air quality challenges. The Action Plan's stated priorities are:

1. To investigate sustainable options for reducing emissions from road vehicles on Kingshill Road; particularly in the uphill, South-East direction.

2. To facilitate a shift to more sustainable modes of travel, more active travel, better planned journeys, and more sustainable fuels.

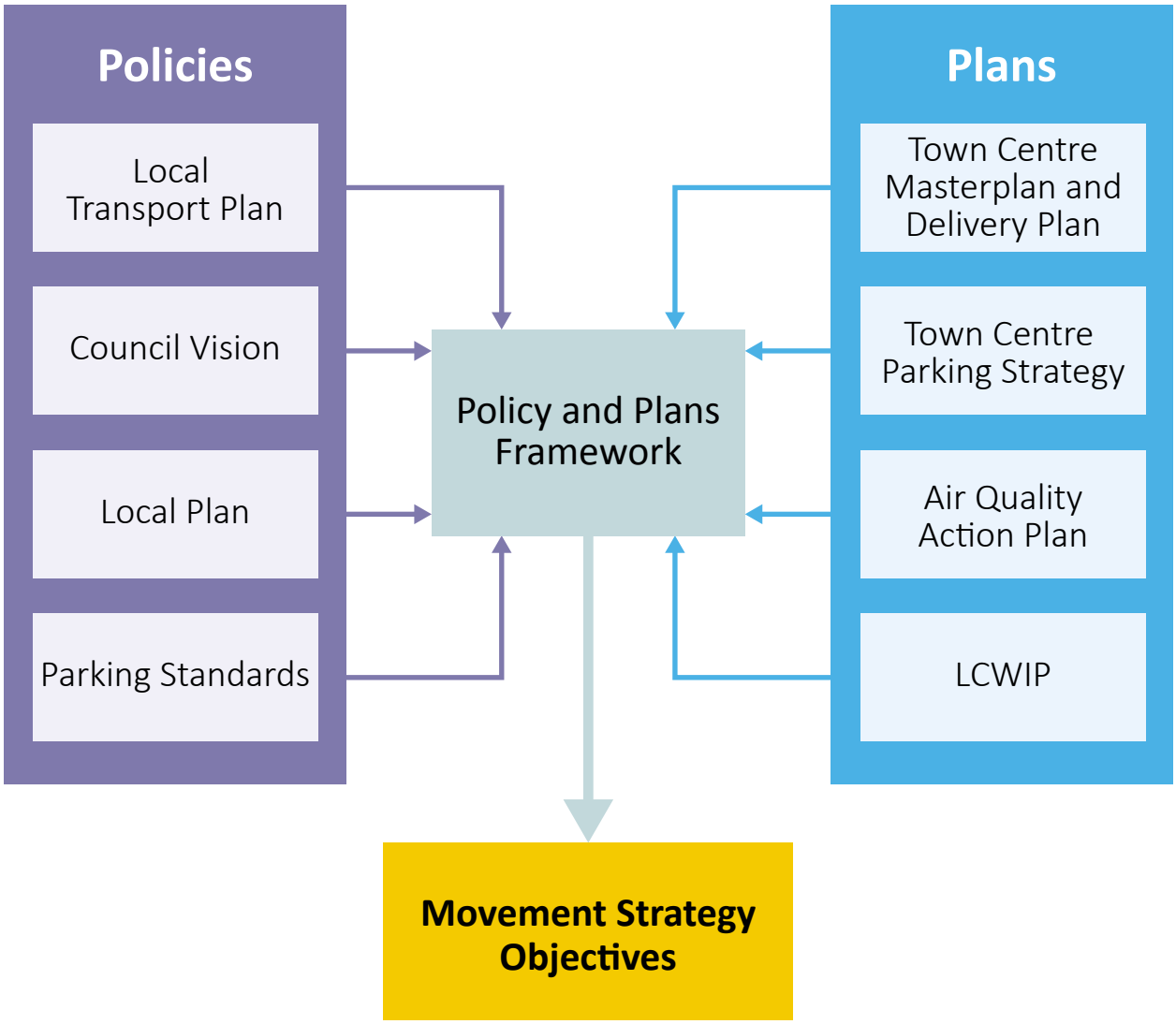
Work to address the air quality problems on Kingshill Road is ongoing and is therefore not a specific scheme included within the Movement Strategy. Many of the measures forming the Movement Strategy do however contribute to the two Action Plan priorities and therefore form a part of a holistic response to the air quality issue.

The Action Plan identifies that other areas in Swindon experience poor air quality, to a degree that they are approaching the levels that would trigger an AQMA. Reference is made in particular to Manchester Road and the Rodbourne Road/Iffley Road junction. Whilst these sites are not the subject of the Air Quality Action Plan, measures identified as part of the Movement Strategy will contribute generally to a reduction in car-based emissions and thereby form part of a broader solution to air quality issues around the Town Centre.

2.8 Policy Overview

The policies and plans set out above provide a clear direction for the regeneration of the Town Centre and the movement network that facilitates it. That direction can be summarised as:

- Improving access to the Town Centre, specifically by active, more sustainable modes of transport;
- Within the town centre, improvements to public realm primarily through the rationalisation of vehicle movement corridors;
- Need to find an appropriate balance between ease of car access to the Town Centre car parks and the need to reduce congestion and improve air quality;
- Make better use of the available road network to improve legibility and reduce the dominance of car traffic;



3. Issues and Opportunities

3.1 Preamble

As well a reflecting wider objectives set out in a range of adopted policy and plans documents (Chapter 2), the objectives of the Movement Strategy are informed by existing and anticipated challenges and issues relating to movement. These challenges and issues show themselves anecdotally, in the everyday experience of stakeholders, as well as analytically as evidenced by technical data.

In terms of stakeholder experience, development of the strategy has involved brainstorming with a range of organisations, with elected Members as community representatives and- through a formal consultation process- with the public. Analytical evidence, in the form of highway network performance, has been gathered largely through interrogation of the Swindon Traffic Model but also through analysis of real-time delay information available online.

The Swindon Traffic Model (STM) forecasts traffic patterns in years 2021 and 2036 and provides an insight into highway operations in those scenarios, taking into account anticipated changes arising from general traffic growth and committed developments. The evidence derived from STM nevertheless provides a useful indication of existing and anticipated movement patterns into and around the Town Centre.

In this chapter of the Movement Strategy, we seek to collate evidence of transport problems and issues in order that they can – alongside the policies and plans identified in Chapter 2 – inform the Strategy's objectives and thereby the proposed interventions.

3.2 The Highway Network

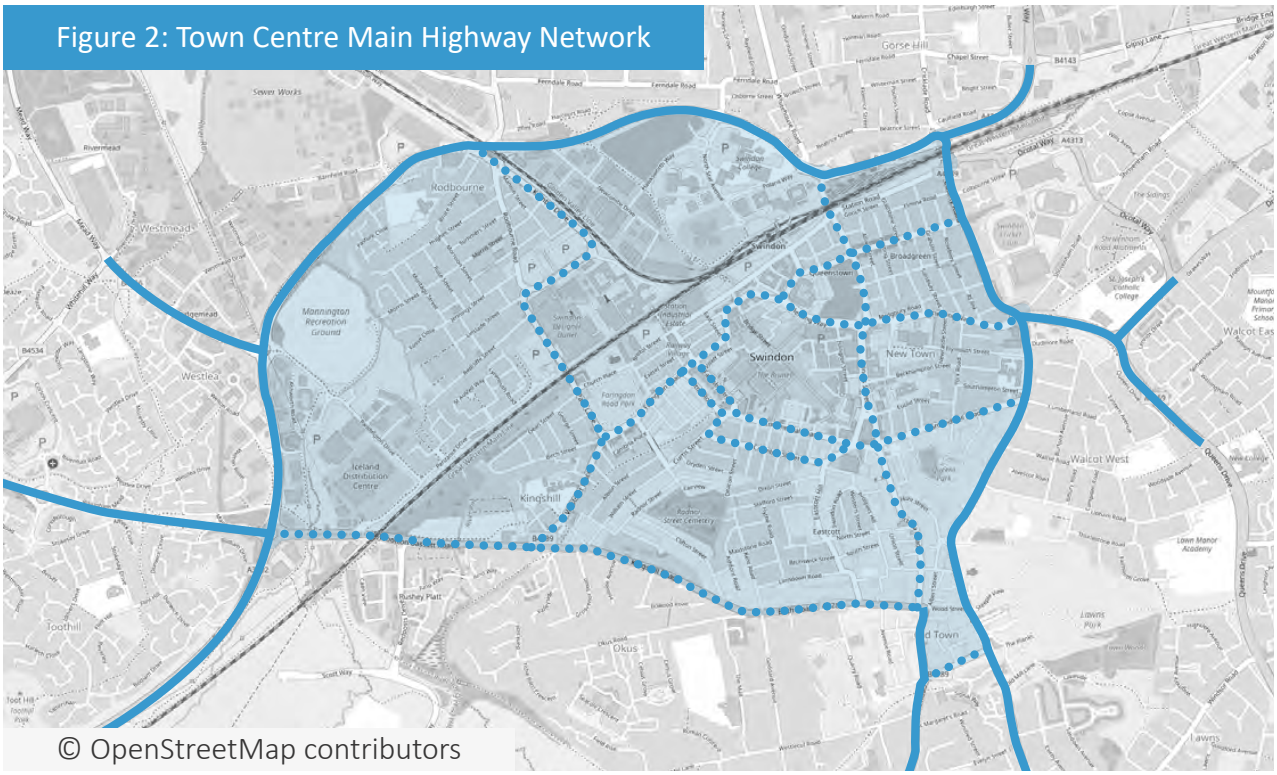
The main elements of the Town Centre highway network are shown on Figure 2. Great Western Way is the primary route to the north and west of the town centre, extending as far as Junction 16 of the M4 to create a western and northern bypass of the Town Centre. To the east of the central area, the A4289 County Road and B4289 Drove Road act as a primary road corridor and fulfil a similar strategic function.

The east-west A4289 Bath Road/Kingshill Road is an A-class road but is single carriageway and fronted by residential properties, so is considered to fulfil a secondary function within the highway network, despite its formal classification.

Within the Town Centre, there are a number of significant and locally strategic road corridors, including (a) the Kemble Road/Rodbourne Road/Park Lane/Westcott Place and (b) the Corporation Street/Princes Street/Victoria Road north-south corridors. The limited availability of railway crossings limits north-south permeability, focussing movements at a small number of crossing points.

The central road network includes a number of significant corridors made up of one-way streets, e.g. Commercial Road/Cromby Street, Station Road/Holbrook Way and Milton Road/ Farnsby Street. The one-way system maximises highway capacity but reduces ease of movement (legibility) and adds to the severance effect of highways within the central area.

Figure 2: Town Centre Main Highway Network



The Census of 2011 provides some information on patterns of movement by road, in the form of commuter journey origins and destinations. The available data suggests that there is a notably high level of driving out from Town Centre homes to the eastern fringes of Town and a large number of short car journeys within the Town Centre and in particular within Rodbourne. Commuter journeys into the central area are predominantly originating within Swindon, suggesting scope for public transport to be used as an alternative.

The Swindon Traffic Model indicates that traffic movement is concentrated on the primary routes and the Kingshill Road/Bath Road corridor. Significantly, there is little evidence of movement through the Town Centre, i.e. journeys crossing the central area. Those trips that are seen to cross the centre are shown to start and finish on the periphery of the centre, suggesting movement to and from employment areas outside the immediate Town Centre. As would be expected, car trips into the centre are greatest in the weekday AM peak hour and car trips out greatest in the PM peak hour. Within the central area, significant flow levels are shown (and anticipated in the future) on Corporation Street, Westcott Place and Fleming Way, as gateways from the north, west and east respectively and on Faringdon Road and Cromby Street/Commercial Road as the links between them. Real-time journey information indicates the main congestion points on the Town Centre road network to be on the southern (the Wootton Bassett Road/Kingshill Road/Bath Road corridor) and northern (Great Western Way) boundary routes, as well as at the Magic Roundabout on the eastern boundary route. Within the central area, evidence of congestion is seen in Station Road and Westcott Place and occurs in the PM commuter peak only.

The Local Transport Plan is currently in the process of review and this has included an assessment of progress against specific targets defined within the existing Plan.

Available data analysed as part of the review appears to suggest that travel time into Swindon Town Centre by all modes of transport remains consistent with the patterns of 7-10 years ago. Whilst this suggests that congestion in the central area is not increasing significantly, it also shows that walking, cycling and bus journey times are not improving either. Driving remains the quickest option for access to the town centre and significantly, active travel modes (walking and cycling) are still not competitive options compared to the private car (for journey time).

Bus stops serving Borough-wide services are generally concentrated in Fleming Way, with inter-urban and regional services generally concentrated within the nearby bus station. The gradual move towards cross-town bus services is reducing the need for bus interchange within the Town Centre but there remains a physical disconnect between services based at the Bus Station and those serving Fleming Way. The Bus Station is an unattractive facility and not well connected to the heart of the town.

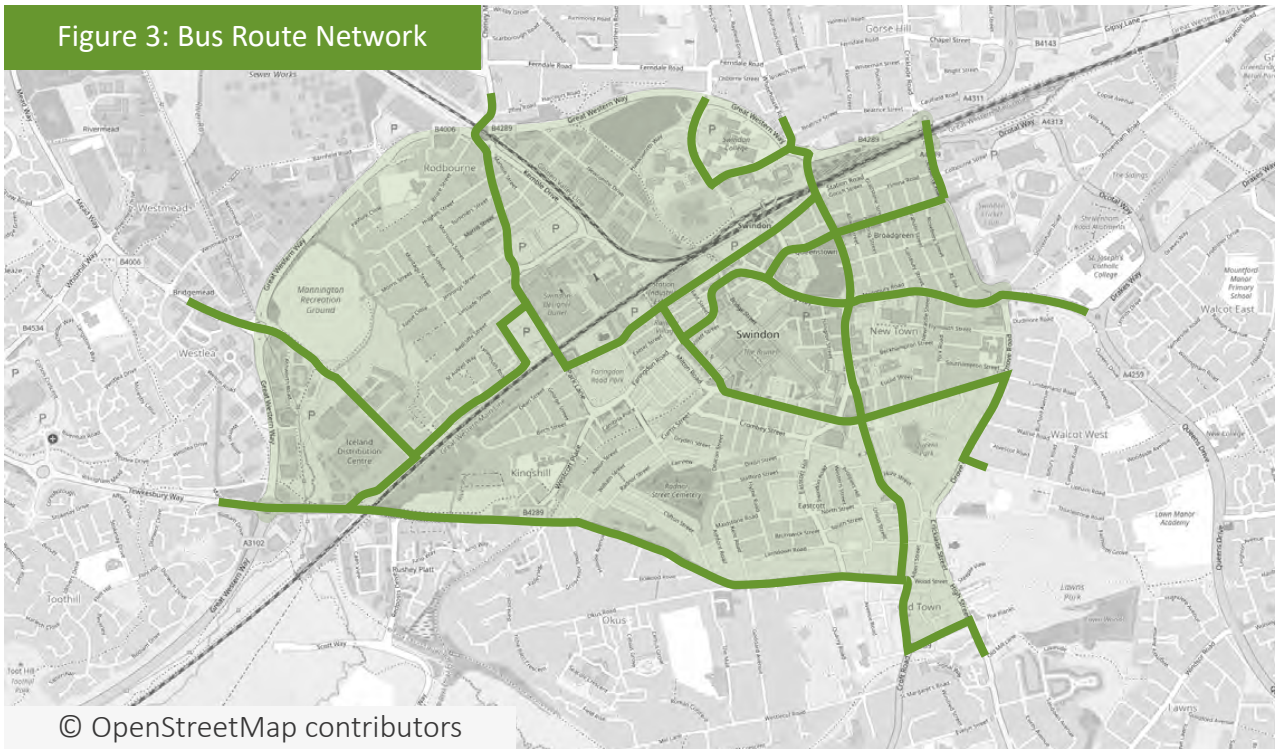
3.3 Public Transport

Whilst bus routes are not strictly fixed, there is an established bus route network within the Town Centre as shown on Figure 3.

The network is characterised by good levels of route 'protection' (in the form of bus priority measures) from the west but not so from the east, where buses compete for roadspace with general traffic.

Analysis of bus timetables indicates that Town Centre bus movements are concentrated on a very narrow street network. Fleming Way and Manchester Road show highest bus flows of between 600 and 900 buses per weekday. Bus routes from the north and west cross the railway on the B4289 Park Lane, routing through the historic Railway Village and Emlyn Square, with flows of the order of 500 buses per day.

Figure 3: Bus Route Network



In terms of movement patterns, Census data shows a strong movement outward from the town centre to the employment sites on the eastern fringe of the town. In-commuting trips by bus originate throughout the wider urban area, with a notable number of trips from Highworth and from Royal Wootton Bassett.

It is worth re-emphasising the views emerging from the Local Transport Plan Review, which is suggesting that whilst Town Centre congestion is not increasing significantly, bus journey times are not improving and driving remains a quicker option for journeys to the town centre.

3.4 Cycling

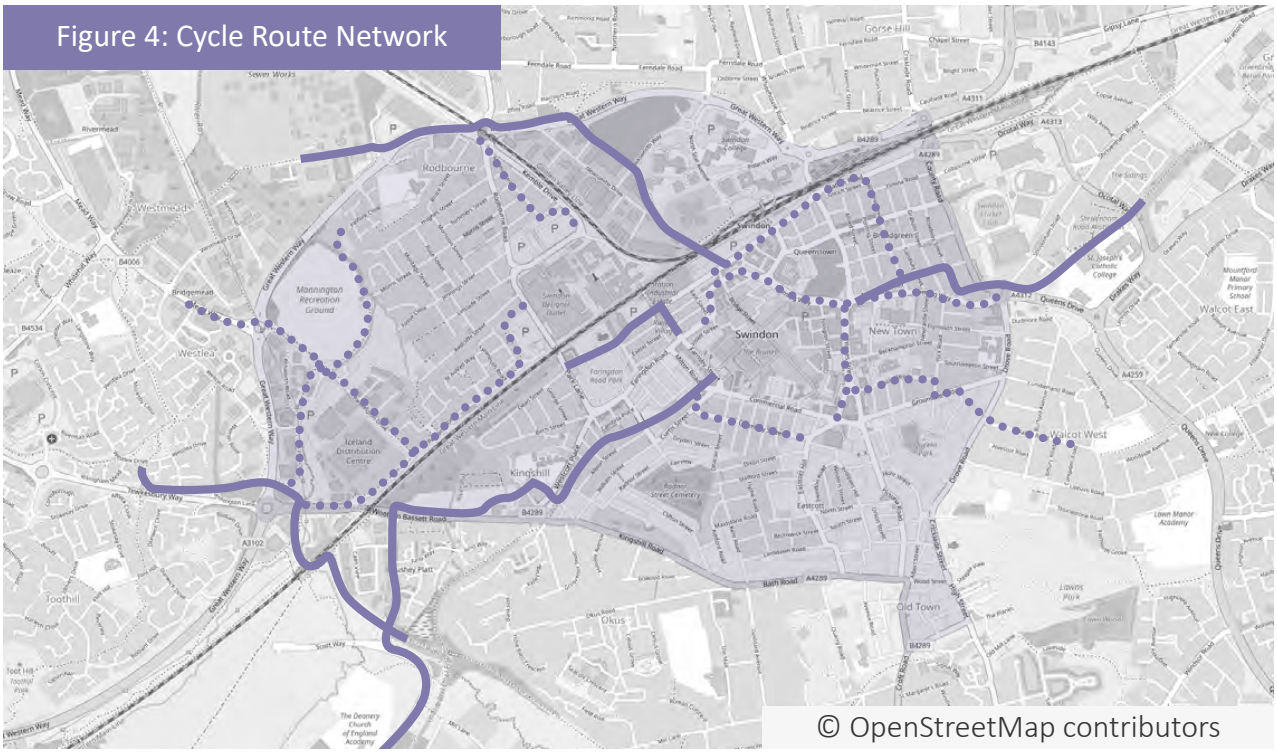
The Town Centre benefits from a somewhat fragmented cycle route network, as shown on Figure 4. The strategic 'flyer' routes from the west, south and east provide a good level of segregation from traffic as far as the edge of the town centre; there is no traffic-segregated route from the south-east. Within the Centre, identified cycle links correspond with key bus and traffic routes. Routes are 'on-carriageway', with little or no dedicated provision for cyclists (e.g. cycle lanes).

Census data suggests that like bus trip patterns, there is a significant cycle movement from the Town Centre out to the employments areas on the eastern fringe of the town. The Eastern Flyer route provides a good quality segregated route for much of that journey, although there is very limited cycle provision (on- or off-street) away from the flyer route.

The Swindon Cycling Framework, adopted in March 2016, sets a context for cycling in Swindon, noting that levels of cycling to work and to school are above the national average:

"more than 4% of work trips in Swindon are made by bike, almost double the national average ... Much can be done to build on this success and create a 'bicycle culture' within Swindon and normalise cycling as an 'everyday' activity. Cycling to school is also on the rise – In 2007 5.5% of secondary pupils cycled to school in Swindon but this figure had reached almost 14% in 2011. This compares favourably to 3.2% nationally."

Figure 4: Cycle Route Network



© OpenStreetMap contributors

A more detailed analysis of Census data presented in the Cycling Framework indicates the most significant origins of cycle trips to be Dorcan/Liden, Lower Stratton, South Marston, Westlea/Freshbrook and Haydon Wick. With the exception of Marston, primary destinations are to the north and west, as would be expected given the severance effect of the M4 and A419.

Cycle parking in the Town Centre is, like the route network, fragmented. Whilst some significant formal provision is made in places (the Brunel Cycle Park), there is a lack of good quality parking for bicycles, particularly at the gateways to the pedestrianised central area.

3.5 Walking

Census data shows walking trips to be generally short distance trips between central locations and the adjacent areas; predominant origins of walking trips are Rodbourne, Gorse Hill, Walcot West, Okus and Lawns. Within the central area, there is also a strong movement between the Old Town and the 'New Town'.

Pedestrian gateways to the Town Centre tend to coincide with general traffic gateways and this is likely to encourage pedestrians to use alternative, less direct walking routes to and from the Centre. This may in part explain why for many short distance journeys into the Town Centre, driving is quicker than walking.

3.6 Car Parking

Car parking facilities are an important element of the transport system and issues relating to their effectiveness are therefore relevant to the Movement Strategy.

The Town Centre Parking Strategy highlights that there are (at December 2017) 20 public car parks within the central area offering 5,100 parking spaces. The car parks vary considerably in their scale, their accessibility and their relative attractiveness and as a result, levels of usage are not the same across all of the car parks. Data relating to occupancy is limited but where data is available, it suggests that the demand for car parking as a whole falls comfortably within the available capacity. More real data is necessary however to better understand the pattern of use of the town centre's parking stock.

The Parking Strategy acknowledges that there is 'room for improvement' in the quality of the parking facilities, both the ease of access to them (wayfinding) and their safety and cleanliness.

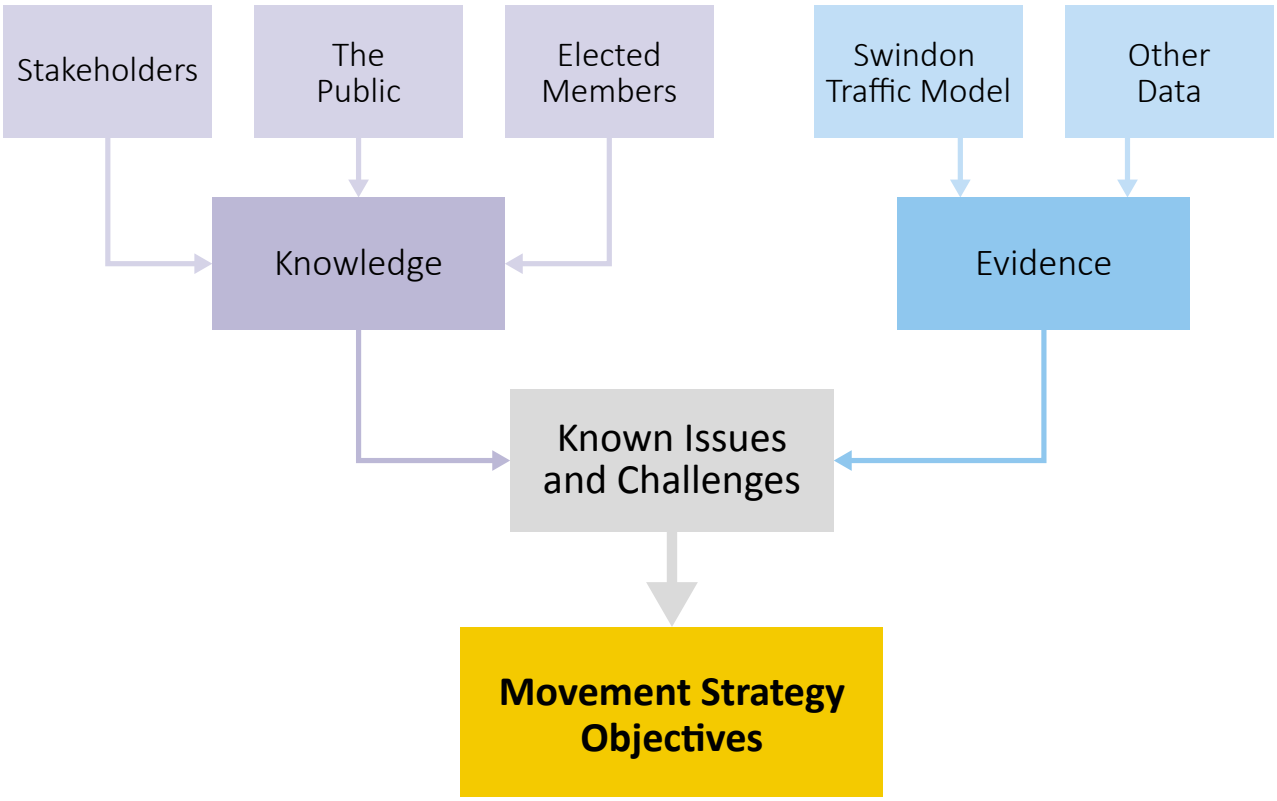
3.7 Other Relevant Issues

Poor air quality is a fundamental issue that transcends transport but is significantly influenced by it. As identified at 2.7 above, air quality is an issue at a number of places within the Town Centre and the interventions that form the core of this Movement Strategy aim to address it if not directly, then indirectly through the strategy's objectives, all of which support a move towards reduced reliance on travel by fossil-fuel burning vehicles.

On a separate but related matter, the ongoing review of the Local Transport Plan, in assessing new themes for inclusion within the next Plan, is highlighting the importance of good public realm as a contributor towards the shift towards walking as a more sustainable mode of transport. By making streets more attractive places, not only will walking be encouraged but the general attractiveness of the Town Centre as a place will be enhanced.

The Delivery Plan (2016) of the Town Centre Masterplan includes a Link & Place Analysis, assessing all Town Centre streets for their function as either primarily traffic carriers (links) or primarily walking routes and places where it is more comfortable to spend time (places). Whilst not immediately suggesting that any of the Centre's streets are inappropriately laid out or used, the analysis will support the refinement of a number of the proposed interventions presented later in this Strategy document.

The current review of the Local Transport Plan also identifies as a future theme a move towards electric vehicles and this theme is specifically recognised in one of the 25 interventions that constitute this Strategy.



3.8 Summary

The analysis of problems and issues set out above can be summarised as follows:

Highways

- Peak hour congestion on the Great Western Way;
- Heavy traffic flow on the Kingshill Road corridor with a consequent impact on air quality;
- The continuing demand for and attractiveness of short car trips into the centre;

Public Transport

- The lack of priority for buses on the eastern approaches to the Town Centre;
- Poor quality of the Bus Station and a disconnect with bus routes serving Fleming Way;
- Journey times uncompetitive with travel by private car;

Cycling

- Limited segregated provision for cyclists within the central area;
- No strategic cycle route into the Town Centre from the south-east;
- Poor cycle parking provisions at key Town Centre gateways;

Walking

- Pedestrian gateways to the Town Centre tend to coincide with general traffic gateways;

Car Parking

- Information about demand- and therefore the degree (if at all) to which there is an oversupply of parking – is too limited to inform decisions about future provision;
- Driver information about car park locations and available capacity is limited and the quality of car parks is in some places poor;

Other Issues

- Poor air quality at a number of Town Centre locations;
- The need to improve public realm to create a sense of place within the Town Centre;
- The need to support the growth in demand for electric vehicles;

4. Objectives and Themes

4.1 Preamble

Arising from the assessment of the policy framework relevant to movement in the Town Centre (Chapter 2) and the analysis of the existing (and anticipated) conditions, as informed by evidence and by the experience of those who are most affected by those conditions (Chapter 3), a set of objectives for the Movement Strategy has been established. These objectives reflect the need for a **long-term, multi-modal, sustainable and equitable strategy** to accommodate movement into and within the Town Centre.

The identified objectives have been used to derive movement themes, which lend themselves to the definition of a series of interventions, grouped under those themes. The Interventions comprise the strategy for addressing the Town Centre's movement challenges.

4.2 Objectives

Six clear objectives emerge from the assessment of the aspirations for the Town Centre and the known challenges to movement and these are set out at Table 1.

A	Maximise Opportunities for Active Travel
B	Maximise Access to Public Transport
C	Facilitate Vehicle Movement Around the outside of the Central Area
D	Improve Access by Car whilst discouraging through-movement
E	Improve the quality of the Town Centre as a Place to live and work
F	Support those who need to drive by offering attractive and accessible car parking

Table 1: TCMS Objectives

The objectives are transport-specific and intended to contribute to, rather than directly deliver, wider objectives such as air quality improvement or other public health related objectives, economic objectives or objectives relating to social inclusion. These are very important issues and have nevertheless been at the forefront of the Council's thinking in developing the Movement Strategy. In their own way, the TCMS interventions respond to a sustainability agenda and in so doing, contribute towards improvements in air quality, public health and social inclusion as well as to mobility.

4.3 Priority Themes

To assist the derivation of the package of interventions designed to deliver the Movement Strategy's objectives, a series of themes have been identified, which articulate the objectives in a manner that allows interventions with common objectives to be grouped together. The six themes reflect six discreet elements of the movement system and are shown at Table 2.

1	Improved Environment for Walking and Cycling
2	Bus and Taxi Accessibility
3	Capacity of the Great Western Way Corridor
4	Rational Street Network
5	Improved Public Realm
6	Effective Car Parking

Table 2: TCMS Themes

The success of the Town Centre Movement Strategy will lie in the delivery of interventions across all of the themes. The movement 'system' is layered (multi-modal) and those layers often overlap and generally complement one another.

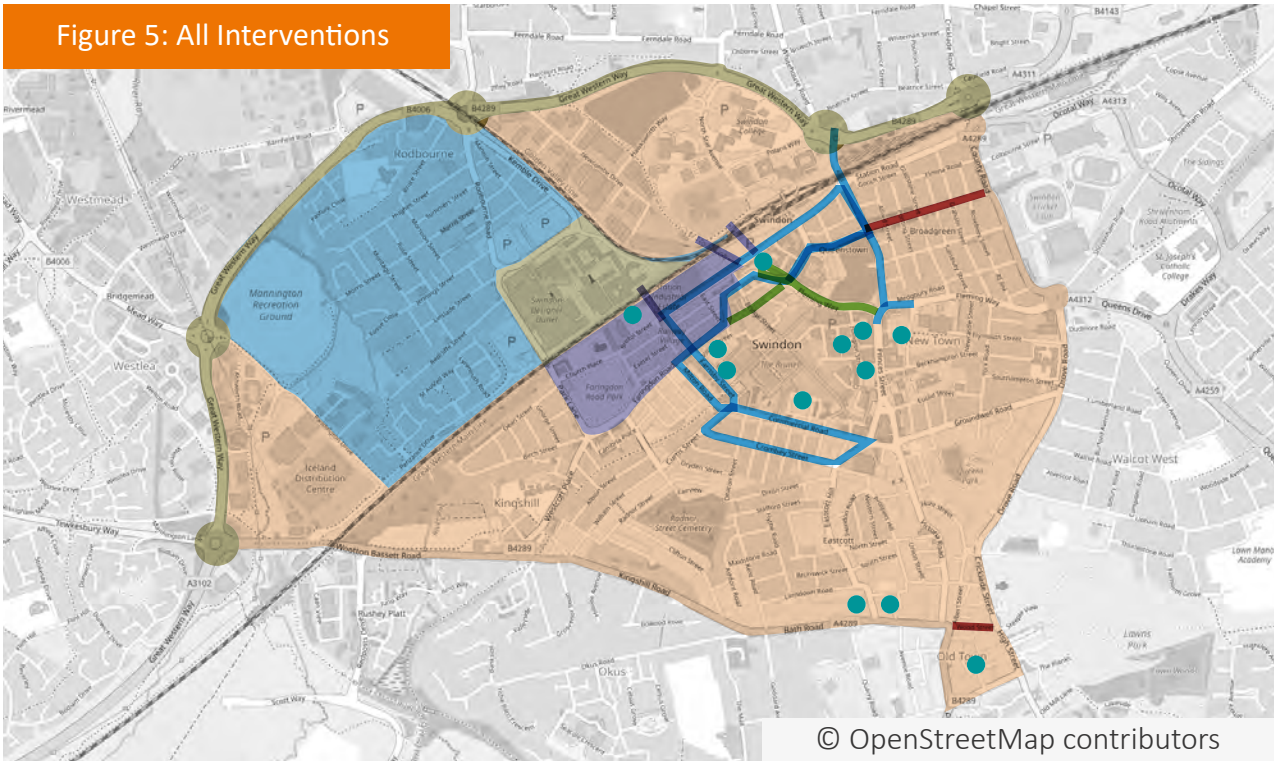
5. The Interventions

5.1 Preamble

25 interventions have been identified that will deliver the stated objectives of the Movement Strategy, grouped under the associated themes. The interventions are as specific as possible to guide their future design, whilst remaining flexible enough to allow refinement of the form of the intervention through the associated design, assessment and consultation process.

The interventions are intended, in combination, to address all of the objectives of the Movement Strategy by responding to all of the themes that emerge from those objectives. Whilst the interventions are grouped within themes, many of the interventions cross theme boundaries and contribute to multiple objectives. Each of the interventions can be delivered in isolation, delivering its own benefits whilst forming part of the wider strategy.

Figure 5: All Interventions



The proposed interventions are shown in overview in Table 3 below, grouped under the Priority Theme heading:

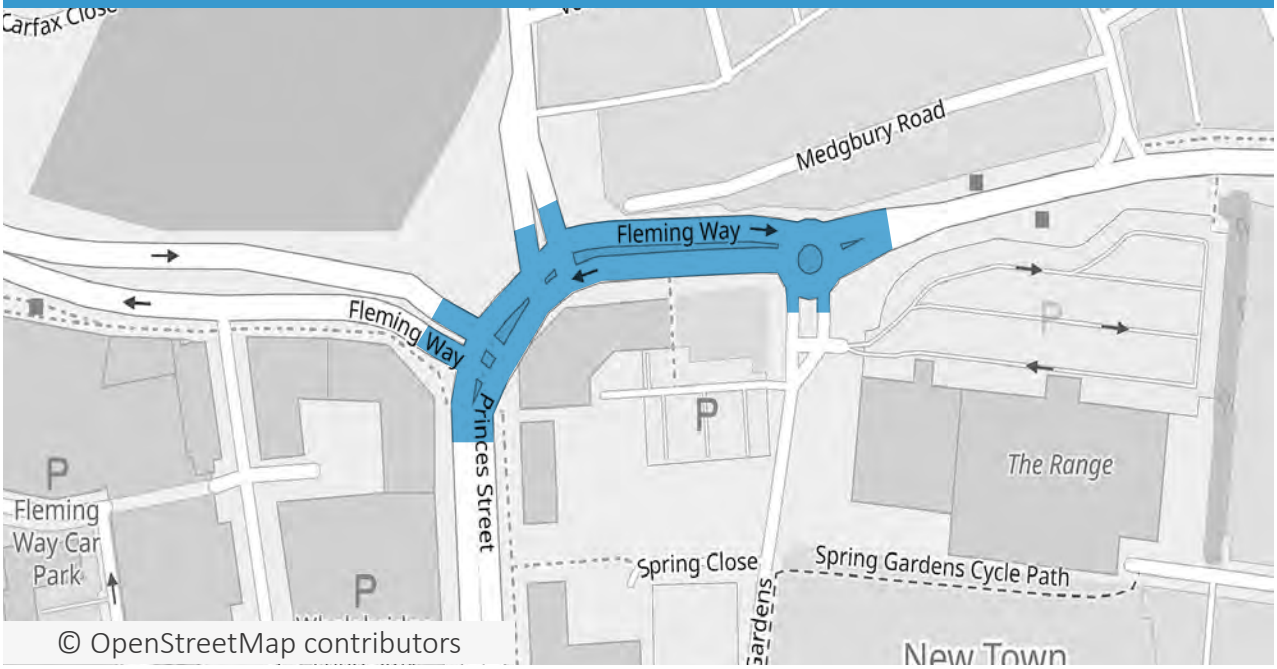
Priority Theme		Intervention	
1	Rationalise Street Network	A	Whalebridge Reconfiguration
		B	Rodbourne Area Action Plan
		C	Corporation Street Bottleneck
		D	Bus Boulevard Enabling Works
		E	Farnsby Street/Milton Road Corridor
		F	Station Road/Holbrook Way Corridor
		G	Commercial Road/Cromby Street Corridor
2	Maximise Bus and Taxi Accessibility	H	Fleet Street Bus and Urban Realm Enhancement
		I	Bus Boulevard
		J	RTPI and Selective Bus Detection
		K	Improve Taxi Rank Provision
3	Improved Walking and Cycling Environment	L	Heritage Action Zone Connectivity
		M	Cycle Parking Review
		N	Walking and Cycling Network Improvement
		O	Cross-Railway Connectivity
4	Improved Public Realm	P	Manchester Road Urban Realm Enhancement
		Q	Wood Street Urban Realm Enhancement
5	Effective Car Parking	R	Improve Evidence Base
		S	Strategic Capacity Assessment
		T	Improve car park quality and safety
		U	Enhance car park accessibility
		V	Increase public Electric Vehicle Charging Point supply
6	Maximise Capacity of Great Western Way Corridor	W	Event Management Plans
		X	Urban Traffic Management and Control (UTMC)
		Y	Localised Capacity Improvements

Table 3: TCMS Interventions

The following pages set out the 25 interventions in more detail, describing the scheme, the way in which it contributes to the Movement Strategy objectives and its relationship to other linked interventions.

The interventions define the Council's Plan for improving Town Centre movement. As funds become available, the interventions will progress through feasibility assessment, preliminary design, consultation, detailed design and implementation stages. Whilst consultation on individual schemes will form an important element of their design and delivery, we will – over and beyond the normal scheme consultation process – engage stakeholders, using their expertise in a range of specific areas to help in the preliminary design and evaluation of schemes.

Theme: Rationalise Street Network



A: Whalebridge Reconfiguration

Scheme Description

The junction of Corporation Street and Princes Street with Fleming Way (Whalebridge) is a staggered four arm junction, in part signal controlled and including protected pedestrian crossings on some arms. A number of turning movements are banned for all traffic and some movements are permitted for buses only. The pattern of banned movements gives rise to U-turning, including by buses and large vehicles, at the small roundabout junction immediately to the east. The pattern of banned movements at Whalebridge also encourages the use of Spring Gardens for southbound movement, rather than Princes Street as the preferred southbound movement.

Arising from the Bus Boulevard scheme (Intervention I), reconfiguration of the Whalebridge junction is being considered from the perspective of bus movement and changes are likely to form part of the associated enabling works (Intervention D). Looking beyond the Bus Boulevard project and its enabling works, we will study the Whalebridge junction to establish the scope for broader reconfiguration of the complex junction to benefit pedestrians, cyclists and general traffic as well as buses.

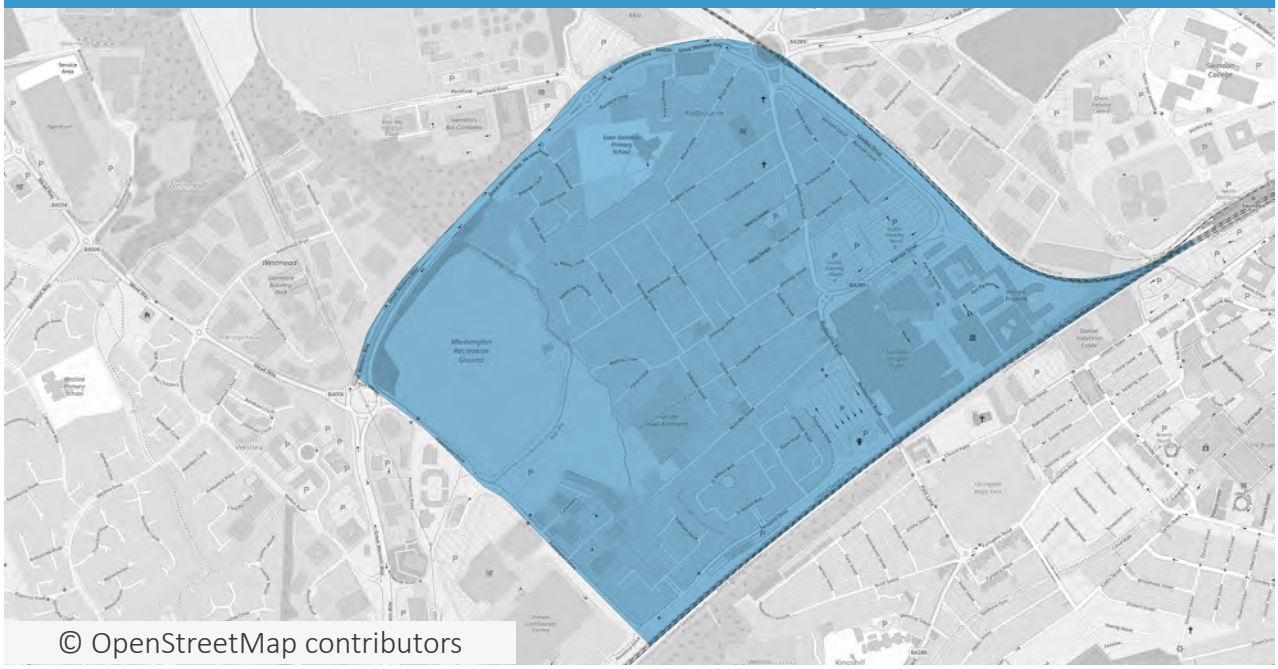
Alignment with Objectives

Changes to the layout and operation of the Whalebridge junction will be designed to remove the need for U-turning at the Spring Gardens roundabout and the attractiveness of rat-running in Spring Gardens. This will improve the legibility of the highway network, making it easier for drivers to negotiate. Improvements in parallel to facilities for pedestrians and cyclists align with Objective A. Available opportunities to introduce new landscaping will contribute to Objective E.

Interdependencies

Whilst having a different target outcome, this Intervention will build upon the work undertaken as part of the Bus Boulevard (Intervention I) and the associated enabling highway works (Intervention D).

Theme: Rationalise Street Network



B: Rodbourne Area Action Plan

Scheme Description

The Rodbourne Area Action Plan seeks to deal with traffic issues within the wider Rodbourne area arising primarily in association with the Outlet Centre and events at the STEAM facility. Traffic attracted to these adjacent destinations gives rise to significant congestion and on-street parking pressures, exacerbated when major events at STEAM coincide with peak shopping activity at the Outlet Centre. The effects of congestion are most significant in Rodbourne Road itself but are not exclusive to the high street.

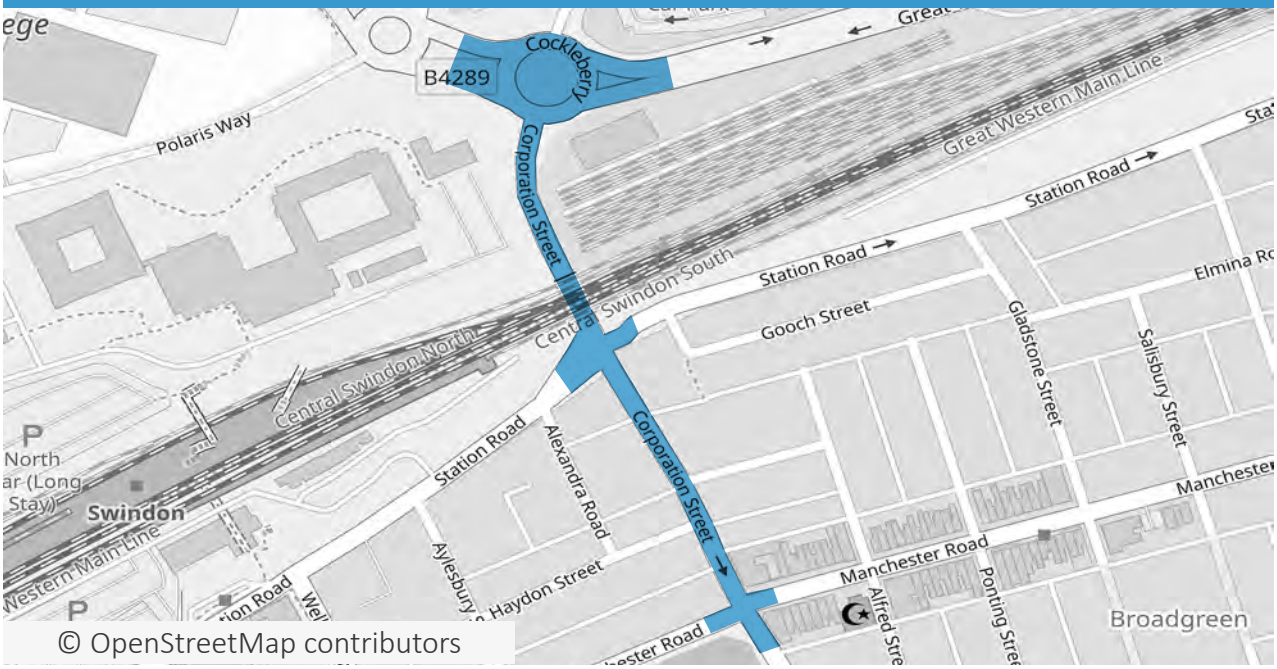
There are a number of interrelated issues that combine to cause the problems, such as car parking and junction bottlenecks and we continue to engage with the operators of the Outlet Centre and STEAM, as well as with bus operators, to investigate longer-term solutions to this long-standing issue. In the shorter term, improvements to the junction between Rodbourne Road and the Great Western Way are being investigated to alleviate one of the most significant issues – northbound queuing in Rodbourne Road.

Alignment with Objectives

Movement issues within Rodbourne can be considered a small-scale replica of issues facing the Town Centre as a whole and the Action Plan is aimed at targeting to some degree all of the six objectives set out above. In particular however, the Plan seeks to contribute towards Objective C and Objective E.

Interdependencies with Other Interventions

Intervention W (Event Management) forms a subset of the Action Plan. Work to improve the Bruce Street Bridges junction of the Great Western Way also falls within Intervention Y and to some degree Intervention X.



C: Corporation Street Bottleneck

Scheme Description

Corporation Street connects with the Great Western Way (GWW) at Cockleberry Interchange and provides a northern gateway to the Town Centre, relying on one of the limited number of railway crossings. This makes it an important and attractive route into the central area from the GWW, albeit that the railway underpass severely restricts the capacity of the route.

Alongside the railway underpass, the junctions immediately to the south of the railway – Station Road and Manchester Road – add to the bottleneck effect that causes southbound queuing that contributes to congestion on the GWW. We propose therefore to study that part of the Corporation Street corridor between the GWW and Manchester Road to assess options to relieve the existing capacity bottleneck. Whilst the railway underpass is a significant constraint, improvement is thought to be possible and options to reconfigure junctions and their signalling, to improve the capacity of north-south movement, will be the major element of this project. Improvement options will be carefully evaluated to ensure that the north-south movement across town to the A419 and the motorway is not encouraged. The scope to introduce bus priority measures and better walking and cycling facilities will be an important element of this work.

Alignment with Objectives

This intervention is intended to reduce congestion on the GWW (Objective C), whilst also improving access by car to the Town Centre (Objective D).

Interdependencies with Other Interventions

Reconfiguration of the Corporation Street/ Manchester Road junction will almost certainly be a requirement of the Bus Boulevard Enabling Works (Intervention D) and these interventions overlap at that point. Similarly this key junction forms the entrance to the eastern part of Manchester Road, the subject of Intervention P.

D: Bus Boulevard Enabling Works

Scheme Description

The Bus Boulevard project (Intervention I) will see Fleming Way (between Milford Street and Princes Street) reconfigured to accommodate new bus stopping and interchange facilities, significantly enhancing the accessibility by bus of the Town Centre. To facilitate the scheme, general vehicle traffic will be removed from this short stretch of Fleming Way and Islington Street will be stopped up at Fleming Way. These changes to the local highway pattern and the associated rerouting of buses to access the Boulevard will change the pattern of vehicle flow, most significantly in Corporation Street, in Manchester Road West and in Milford Street. Changes to the layout of those streets and the junctions between them will enable the Boulevard scheme, by allowing the resulting diversion of traffic to be better accommodated by the network.

The enabling works are likely to include localised widening of Corporation Street to accommodate three lanes of traffic along its entire length and the reconfiguration of its junctions with Fleming Way and Manchester Road. Opportunities will be taken to improve facilities for pedestrians and cyclists.

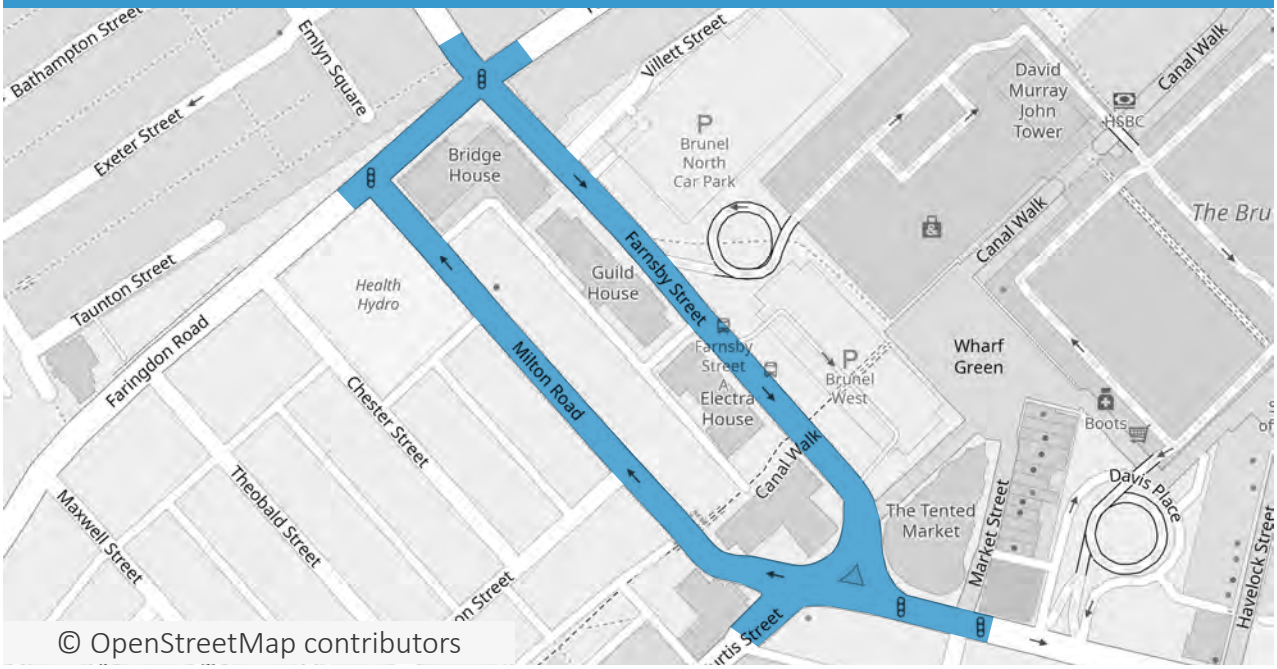
Alignment with Objectives

By facilitating the Bus Boulevard scheme, this intervention contributes directly towards Objective B.

Interdependencies with Other Interventions

This intervention is directly connected with the Bus Boulevard (Intervention I) and one should ideally not be delivered without the other.

Theme: Rationalise Street Network



E: Farnsby Street/ Milton Road Corridor

Scheme Description

Between Faringdon Road and Commercial Road, Farnsby Street and Milton Road are two relatively wide one-way streets offering significant highway capacity between them. Farnsby Street has limited frontage activity and there is no on-street parking. It provides access to town centre car parking and is an important bus corridor; it is also crossed by the Southern Flyer strategic cycle route. Milton Road has more frontages and accommodates on-street parking but is not a bus route.

We will investigate options to make better use of these parallel streets by considering their combined function and capacity, with a view to making more rational use of the total streetscape that they offer between them. A scheme of rationalisation will look to retain the required highway capacity whilst using unnecessary traffic space for improved footways, cycle facilities and landscaping. Significantly, the rationalisation of these two streets will allow the junctions at either end to be simplified, removing the dominance of roadspace and improving the urban realm at the Tented Market gateway to the pedestrianised zone. Reconfiguration of the large junction onto Faringdon Road will facilitate improved connectivity across the road and into the Railway Village.

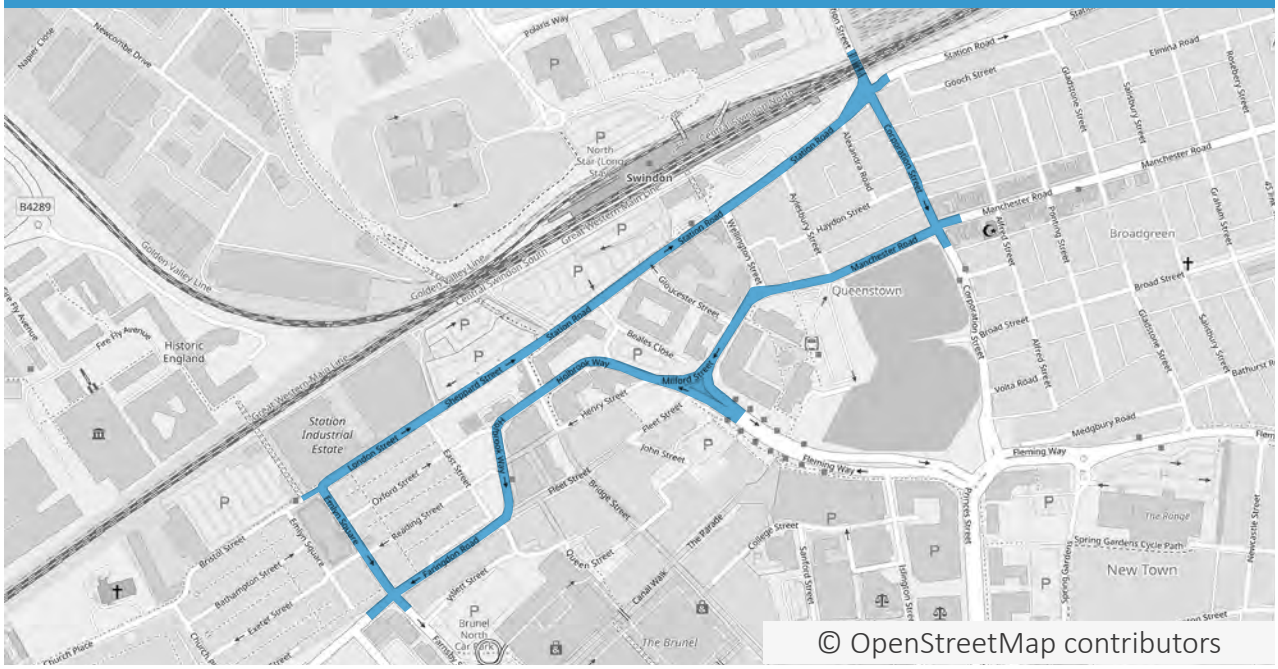
Alignment with Objectives

This intervention has many benefits and whilst it will support ease of movement on foot and by bicycle, it will also improve the experience for drivers by making the road network simpler (more legible). This intervention therefore contributes to a number of objectives, primarily Objective D but with associated contribution to Objective E – realising opportunities to give roadspace back to urban realm.

Interdependencies with Other Interventions

This intervention supports and to some degree overlaps with Intervention L (Heritage Action Zone Connectivity).

Theme: Rationalise Street Network



© OpenStreetMap contributors

F: Station Road/ Holbrook Way Corridor

Scheme Description

Similar to Intervention E, this scheme involves the potential to make better use of these parallel streets by considering their combined function and capacity, with a view to making more rational use of the total streetscape that they offer between them. A scheme of rationalisation will look to retain the required highway capacity whilst using unnecessary traffic space for improved footways, cycle facilities and landscaping. The role of this corridor for bus and taxi movement, in particular services to the railway station, will significantly influence the consideration of options, as will the role of Station Road for movement into the Railway Village and onward to the Outlet Centre. Improvement of the pedestrian experience along this route is an objective of the Heritage Action Zone. As with Interventions E and G, the corridor could be improved in isolation as one element of a wider strategy to rationalise a group of major highway corridors that serve the Town Centre and its car parks.

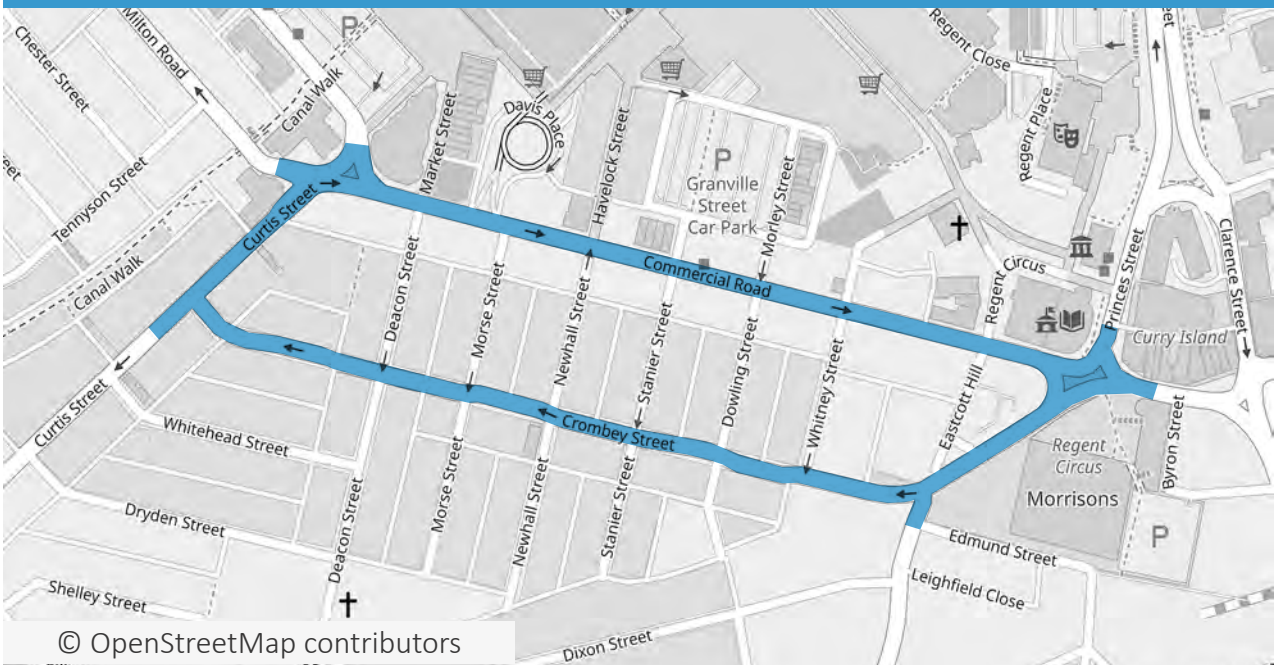
Alignment with Objectives

This intervention has many benefits and whilst it will support ease of movement on foot and by bicycle, it will also improve the experience for drivers by making the road network more legible. This intervention therefore contributes to a number of objectives, primarily Objective D but with associated contribution to Objective E – realising opportunities to give roadspace back to urban realm.

Interdependencies with Other Interventions

This intervention overlaps at its eastern end with Corporation Street North (Intervention C) and the two should ideally be considered in parallel. Station Road forms an important gateway on foot to the Heritage Action Zone (Intervention L).

Theme: Rationalise Street Network



G: Commercial Road/ Cromby Street Corridor

Scheme Description

This scheme is the third intervention (alongside Interventions E and F) that seeks to rationalise an existing major highway corridor now comprising two parallel one-way streets. Retaining highway capacity and improving highway legibility will be a pre-requisite of any scheme, which will in parallel look for improvement in bus, taxi and cycle accessibility, walking and the urban environment more generally. The viability of frontages on Commercial Road, who rely on easy access, will not be threatened. The intervention will include reconfiguration of key junctions to retain highway capacity but with improvement to pedestrian movement and the scope for bus priority also assessed. Any scheme will reflect the very different character of the two streets.

Alignment with Objectives

As with Interventions E and F, this intervention has many benefits. It will support ease of movement on foot and by bicycle and will also improve the experience for drivers by making the road network more legible. This intervention therefore contributes to a number of objectives, primarily Objective D but with associated contribution to Objective E.

Interdependencies with Other Interventions

The proposals for Commercial Street overlap with the proposals for the Farnsby Street/ Milton Road corridor (Intervention E) and a consistent approach to the treatment of overlapping junctions will be necessary.

Theme: Maximise Bus and Taxi Accessibility

H: Fleet Street Bus and Urban Realm Enhancement

Scheme Description

The Bus Boulevard scheme (Intervention I) will improve bus interchange within the Town Centre and will necessitate some changes to service routing. Whilst not linked to the Bus Boulevard scheme, we will assess, with the bus operators and other stakeholders, the scope to introduce buses into Fleet Street, between Fleming Way and Holbrook Way. Retaining an attractive and safe pedestrian environment will be central to any proposals but initial studies indicate that a 3m corridor for buses can be accommodated without impacting on the streetscape or the safety of movement on foot. If appropriately designed, running low emission, single-deck buses through a street that will benefit most from an active frontage, will bring a degree of activity that will increase security and enhance the accessibility of the Town Centre.

The scope to introduce taxi services into Fleet Street will be considered, as will the scope to lift the restriction on cycling in this part of the pedestrianised area.

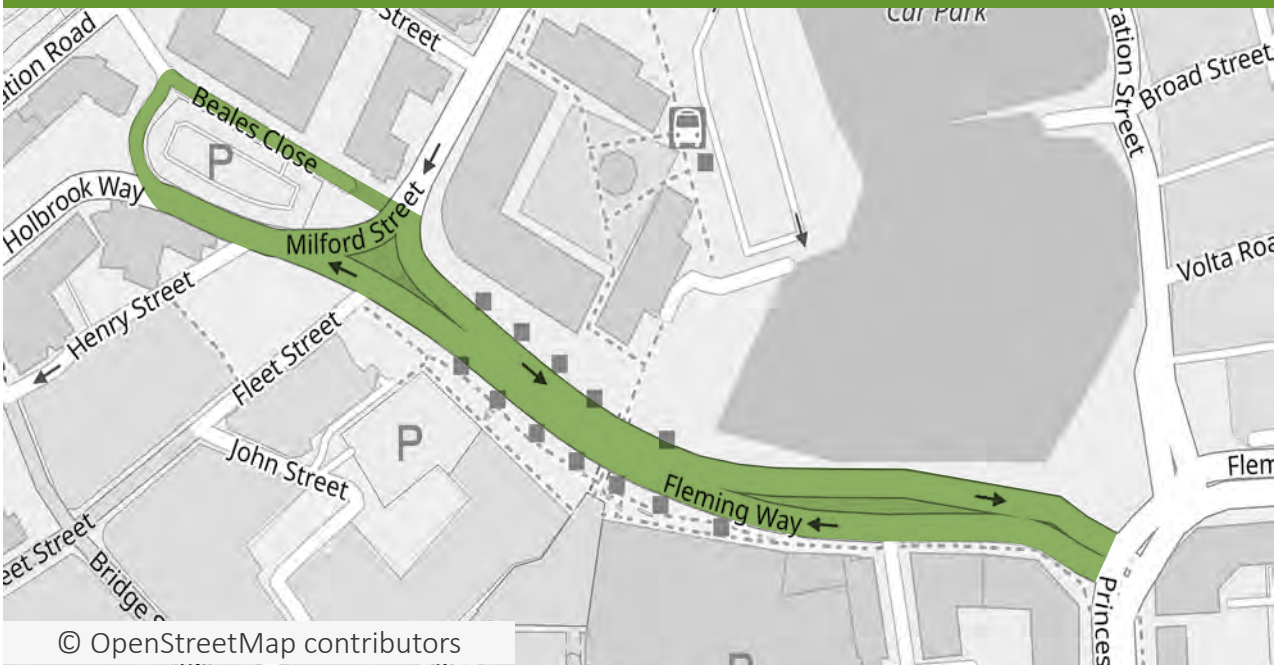
Alignment with Objectives

By delivering improved access to the Town Centre for bus passengers, this intervention directly contributes to Objective B. The associated opportunity to improve the attractiveness of Fleet Street responds directly to Objective E.

Interdependencies with Other Interventions

Introducing buses into Fleet Street will impact on the options considered for the Station Road/ Holbrook Way corridor (Intervention F).

Theme: Maximise Bus and Taxi Accessibility



I: Bus Boulevard

Scheme Description

Town centre bus services (through and terminating services) now serve in part the bus station and in part Fleming Way, the latter accommodating a concentration of bus stops. This arrangement leads to a disconnect between services that weakens the offer to passengers. Furthermore, the existing bus station is in need of improvement in terms of its passenger environment and facilities. Addressing both of these weaknesses, it is proposed to construct a new bus stopping facility on Fleming Way that will accommodate all town centre bus services in one location, including town services, regional services and inter-regional services offered by National Express.

As well as providing a state-of-the-art bus facility, the Bus Boulevard scheme will deliver significant urban realm improvements, not least of which is the lowering of Fleming Way to allow the existing pedestrian subway to be replaced with a surface-level crossing.

The scheme offers significant scope for landscaping that will fundamentally change the environment in this part of the Town Centre.

To maximise the benefits to bus operations, general vehicle traffic will not be permitted to travel in this stretch of Fleming Way. Taxis will however be exempt from this restriction.

Alignment with Objectives

This intervention, through the delivery of improved bus facilities, directly addressed Objective B. The associated improvements to the urban environment will contribute significantly to Objective E.

Interdependencies with Other Interventions

The Boulevard proposals are reliant on a package of enabling highway works referred to as Intervention D. Defining the eastern limits of the Boulevard, the Whalebridge junction (Intervention A) will require some level of reconfiguration as a direct result of the Boulevard scheme.

Theme: Maximise Bus and Taxi Accessibility

J: RTPI and Selective Detection

Scheme Description

The roll-out of Real Time Passenger Information displays at bus stops is being considered, pending a review of technical options and resources have not been available to move this forward. Opportunities to initiate selective detection of buses (and potentially taxis) have similarly failed to find resource to be taken forward. We propose to initiate a new multi-stakeholder working group to assess options and prepare a technical specification for a solution at key bus stops and junctions around the Town Centre.

The Working Group will be tasked with identifying both the form of technology used to deliver the necessary improvements in the passenger experience and the locations where it is to be employed.

Alignment with Objectives

This intervention is focused on improvement to bus services and therefore directly responds to Objective B.

Interdependencies

The Bus Boulevard (Intervention I) will include Passenger Information systems and the scheme's design will be informed by the output from this work.

K: Improve Taxi Rank Provision

Scheme Description

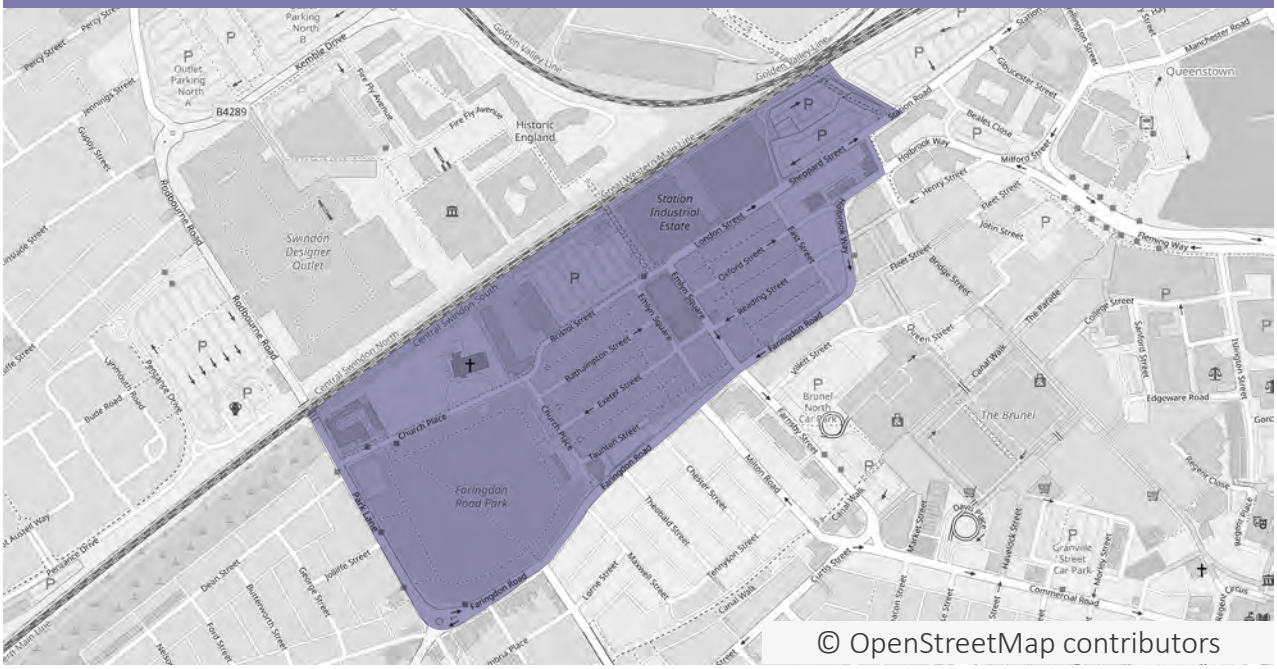
Taxis play an important and valuable role within the Borough's transport system. They offer scope for movement for a wide range of journeys, including for those who do not have access to a private car and those who choose to live without a car. A successful taxi system is central therefore to supporting car-free living in the Town Centre. Through engagement with the Taxi Forum, we propose to review the location and quality of existing taxi ranks, to ensure that locations and design remain relevant to the needs of customers and the drivers who serve them. The scope of the scheme will include facilities for taxi parking and set-down arrangements.

Alignment with Objectives

Taxis are an important element of the public transport system. Improving access to them supports Objective B.

Interdependencies

A number of highway schemes, including for example Interventions E, F, G and H and urban improvement schemes (Interventions P and Q) may include within them improved stopping and pick-up facilities for taxis.



L: Heritage Action Zone Connectivity

Scheme Description

The Railway Village has been granted Heritage Action Zone (HAZ) status and an associated Historic England grant to support the delivery of an Action Plan for the HAZ that will deliver a number of objectives. Amongst the identified objectives for the Railway Village is an aspiration to increase its connectivity with the rest of the Town Centre, to be achieved through signage but more significantly, through the reconfiguration of streets and junctions to better connect the Village, on foot, with the heart of the central area to the southeast.

This project will focus on the Faringdon Road boundary of the Village, which is the cause of the most significant severance. Reconfiguration of the Faringdon Road junction with Milton Road will provide an enhanced gateway into the village, whilst also improving pedestrian access to the listed Health Hydro building.

Other proposals include the potential widening of the Station Road northern footway, which links the Village with the railway station.

Alignment with Objectives

These pedestrian network improvements respond directly to Objective A but also, less directly, to the broader town centre quality objective (Objective E).

Interdependencies with Other Interventions

Whilst the works to improve the HAZ gateways can be progressed independently, there are significant overlaps with proposals for Milton Road (Intervention E) and Station Road (Intervention F).

Theme: Improved Walking and Cycling Environment

M: Cycle Parking Review

Scheme Description

The attractiveness of cycling will be enhanced if at the end of journeys into the Town Centre, effective and attractive facilities for cycle parking are available. Working with the support of the Swindon Cycle Campaign, we will identify Town Centre 'gateway' locations, where demand for cycle parking will be concentrated. At those sites, cycle parking will be provided in accordance with a pre-defined specification, detailing the form of parking and associated shelter and security arrangements and electricity supply to charge electric cycles.

Recognising the needs of disabled cyclists, parking facilities will make provision for adapted cycles.

At gateway sites where cycle parking already exists, they will be upgraded to achieve the standards defined for new gateway sites. Retrofitting parking for adapted cycles will form part of that upgrade program.

Alignment with Objectives

Improving the safety and attractiveness of cycling as an active travel mode directly responds to Objective A.

Interdependencies

This intervention is linked to Intervention N, which seeks to improve cycle routes within the Town Centre and the accessibility of the gateway parking facilities, which will be an important cycle journey endpoint.

N: Network Improvement

Scheme Description

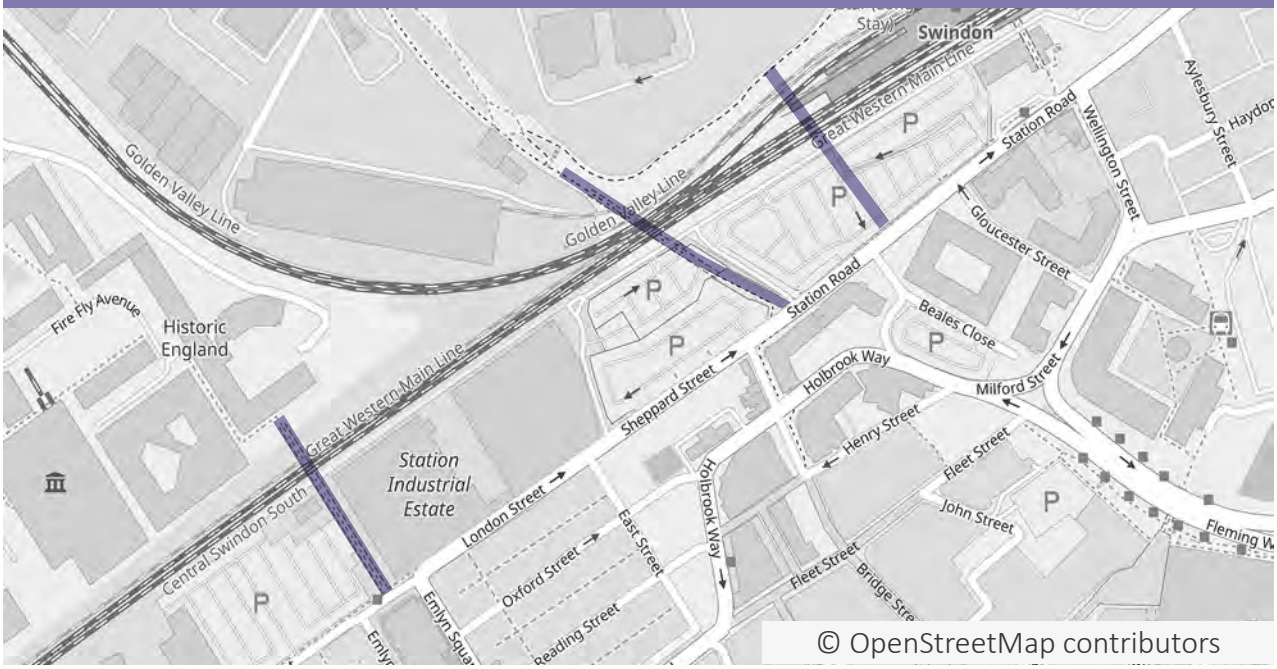
Through the Local Cycle and Walking Infrastructure Plan (LCWIP) and in consultation with the Swindon Cycle Campaign, we will undertake an audit of the cycle route network within the Town Centre, identifying the scope to improve the network through works that include localised schemes to prioritise movement by bicycle. Where the identified network needs to be supplemented or changed, new infrastructure will be identified and the Borough Cycle Map updated accordingly.
In a similar manner, an audit of the pedestrian route network will be undertaken, with a view to identifying the scope for improvements that will encourage walking into and within the central area.
On the periphery of the Town Centre, improvement to the Old Railway Cycle Path will support improvement to air quality on Kingshill Road, whilst also increasing the accessibility of Old Town.

Alignment with Objectives

Improving the safety and attractiveness of active travel modes directly responds to Objective A. Improvements to the pedestrian environment will also support Objective E, which seeks to make the Centre a more attractive place to live and work.

Interdependencies

Intervention M complements this intervention by addressing the provisions for cycle parking. Measures to improve the Sheppard Street railway tunnel (Intervention O) – an element of the Western Flyer strategic cycle route – will contribute significantly to the same objective and forms a sub-element is this intervention.



O: Cross-Railway Connectivity

Scheme Description

The elevated railway line creates a significant barrier to movement within the Town Centre. The London-Cardiff line effectively cuts the central area in two and the branch line to Gloucester further 'compartmentalises' land to the north of the railway. There are limited crossings of the railway available, for both cars and pedestrians/cyclists but these are infrequent and generally of relatively poor quality.

This intervention focuses on pedestrian and cycle movement across the railway and seeks to (a) improve existing pedestrian and cycle crossings and (b) investigate the scope for further crossings, with the overall objective of increasing the attractiveness of walking and cycling into the central area. Specifically we will assess the scope for improvement to the Bristol Street underpass, the Sheppard Street underpass (forming also part of the Western Flyer cycle route) and working with Network Rail, the potential for a new subway west of the railway station. The redevelopment of Swindon railway station brings with it further options to introduce a new uncontrolled crossing of the railway line, although that is a longer-term aspiration.

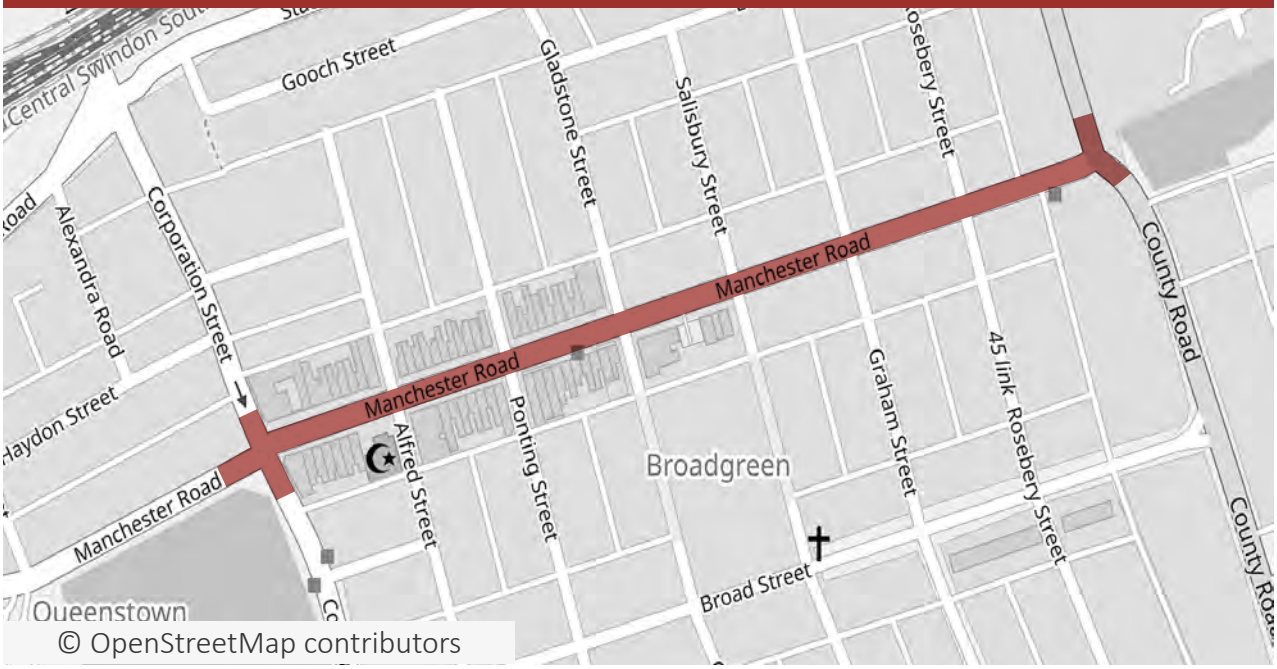
Alignment with Objectives

Improvement to the convenience, quality and safety of walking and cycling responds directly to Objective A.

Interdependencies with Other Interventions

Intervention N involves more general improvement in walking and cycling infrastructure and will identify complimentary improvements, such as at the Cocklebury Interchange.


ibrary



P: Manchester Road Urban Realm Enhancement

Scheme Description

Manchester Road, between its junctions with County Road and Corporation Street, has a high-street character, with a range of retail and community outlets. As a result, there is a high level of pedestrian activity, short term informal car parking and vehicle servicing. The road is also an important and busy bus route and a significant highway corridor (see Figure 2). This dual function, as high street and movement corridor, gives rise to tensions arising from competing demands for limited highway space.

We propose to study the form and use of the street and by better understanding the available space and competing demands for that space, identify an optimum layout that best accommodates all of the functions of the street. The outcome will be an urban environment scheme that improves the environment with better surface materials and landscaping, whilst making more defined provision for servicing and parking associated with the businesses along the road. The movement function of the road will be recognised and provisions for walking, cycling and bus users will be incorporated into the scheme.

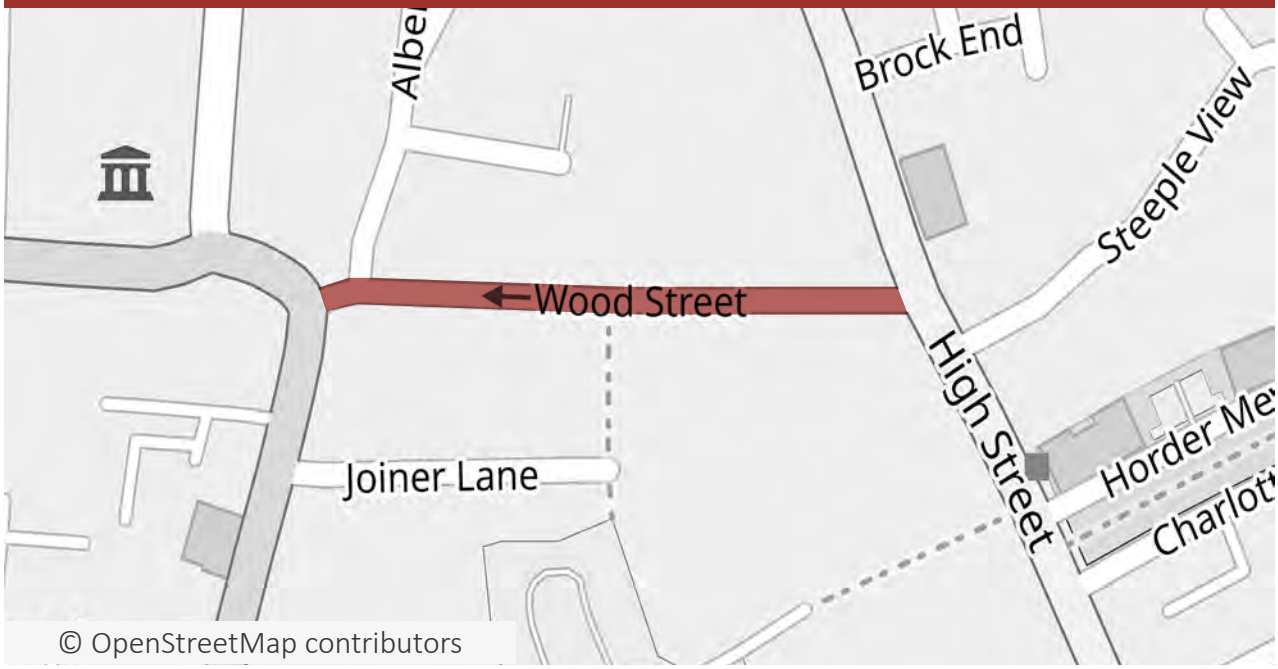
Alignment with Objectives

This intervention is aimed primarily at Objective E but will contribute also to Objectives A and B.

Interdependencies with Other Interventions

Changes to the junction of Manchester Road with Corporation Street (Interventions C and D) will define a new entry into Manchester Road but the environmental improvement scheme is capable of implementation in isolation.

Theme: Improved Public Realm



Q: Wood Street Urban Realm Enhancement

Scheme Description

Wood Street is a one-way street that links High Street with Devizes Road but provides no highway function other than access. The street is characterised by a mix of shop and restaurant/café uses. During the day, it offers shopping opportunities and short-term on-street car parking supports that activity. In the evening, the street takes on a different character however, as pedestrian activity increases and taxi movement becomes a more significant element of the vehicle activity within the street. The street is also a significant urban realm asset and is used at various times for events, when it is pedestrianised for short periods.

We propose to review the nature of the use of the street, with a view to improving its 'place' function (see 3.7 above). The objective will be to reconfigure the streetscape to increase its attractiveness to pedestrians, whilst retaining sufficient access function to serve the businesses that front the street. Facilitating taxi access is also an important aspect of any proposal. A range of options will be considered and consulted upon to ensure that an appropriate balance is reached between place and movement requirements of the street.

Alignment with Objectives

This intervention is targeted specifically at Objective E but makes some contribution to Objective A by seeking to make the street easier to negotiate for pedestrians and cyclists.

Interdependencies with Other Interventions

This intervention is independent of all other interventions an can be implemented in isolation without impact on its effectiveness or the effectiveness of any other interventions.

Theme: Effective Car Parking

R: Improve Evidence Base

Scheme Description

The Town Centre Parking Strategy of December 2017 concludes that there are significant gaps in understanding about the way in which existing car parks operate, in particular who uses them, for what purpose and for how long they stay. The Parking Strategy includes as a key action area, work to strengthen the evidence base, supporting better decision-making about the future of car parking in the Town Centre.

We will undertake a structured evidence gathering exercise, using a variety of techniques (including interviews), to secure a range of data that will be used to guide longer-term planning of the car parking stock.

Alignment with Objectives

This intervention will facilitate decisions about the improvement of the Town Centre car parking supply, directly supporting Objective F.

Interdependencies

This work will support other car parking actions, in particular Intervention S.

S: Strategic Capacity Assessment

Scheme Description

The evidence gathering comprising Intervention R will inform an assessment of the future need for car parking in the Town Centre, with prediction of long and short stay parking reflecting other factors including regeneration proposals and wider changes in movement patterns.

The outcome of the study will be a target number of parking spaces, with differentiation between long and short term parking and spaces for Town Centre businesses. Capacity needs for a number of future horizon years will be highlighted. Recognising the potential loss of car parking associated with other Town Centre initiatives, the study will have due regard to changes in supply linked to other interventions.

Any identified excess of car parking represents an opportunity for better use of that land.

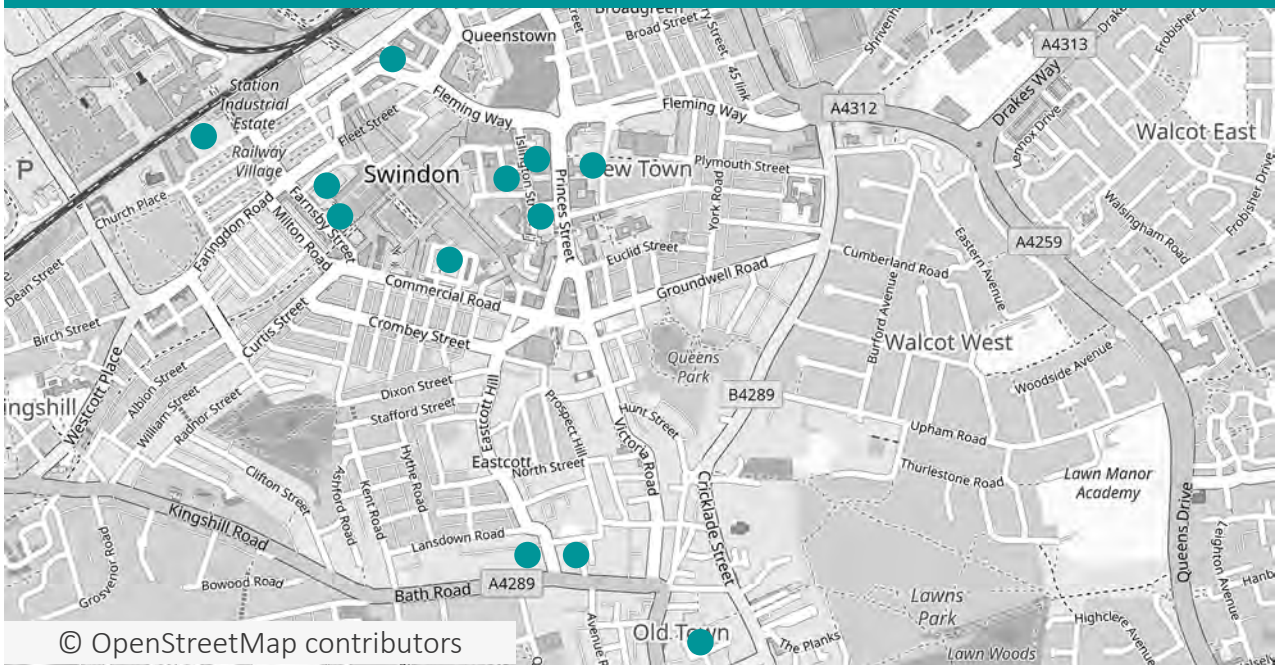
Alignment with Objectives

By establishing a target for the number of car parking spaces needed to accommodate future demand, this intervention support Objective F.

Interdependencies

This work is directly reliant on the output from Intervention R (Improve Evidence Base).

Theme: Effective Car Parking



© OpenStreetMap contributors

T: Improve Car Park Quality and Safety

Scheme Description

The Town Centre now offers approximately 5,000 parking spaces in 20 public car parks, which vary considerably in their scale, their accessibility and their relative attractiveness. Whilst travel by car into the Town Centre is not encouraged, for some there will be no viable alternative and our objective is to ensure that our parking spaces are of a consistently high quality. This will not only make parking a safer and more comfortable experience but will reduce the occasions of people travelling unnecessarily long distances to reach more popular parking facilities.

We will audit all of our car parks for safety, attractiveness and useability. This will identify a series of improvements, from lighting to marking, payment systems, paintwork, signing and any other aspects that will improve the experience for car park users. We will also review maintenance and security arrangements to establish the scope for improving the car park offer.

Alignment with Objectives

This intervention responds directly to Objective F.

Interdependencies with Other Interventions

Intervention U addresses routes to and from car parks and whilst these two interventions can be delivered independently, dealing with both in parallel will optimise the benefit to those who rely on our car parks.

Theme: Effective Car Parking

U: Enhance Accessibility

Scheme Description

Car parking can only play an effective role in the transport system if available spaces are easy to find and easy to use. We will review the routing of traffic to car parks as a basis for refreshing direction signing, introducing real-time, variable message signing where feasible, with a view to helping drivers locate available spaces.

In parallel, monitoring of occupancy will be introduced and pay-by-phone/app technology will be further exploited to support payment options that are most effective for users.

Alignment with Objectives

This intervention forms one of a number that will directly deliver Objective F.

Interdependencies

Ease of access to car parks and the associated reduction in unnecessary car movement due to searching will maximise the benefit arising from any and all of the Street Network proposals.

Ideally will be delivered in combination with Intervention T: Improve Car Park Quality and Safety.

V: Increase Public Electric Vehicle Charging Point Supply

Scheme Description

The Borough Council strongly supports the adoption of electric cars and wishes to facilitate the growth in electric car ownership by making charging infrastructure available, especially to those who might not have access to charging facilities at their home. This will involve providing electric car charging points in streets and car parks accessible to all residents.

Working with power providers, we will identify locations for charging points and put in place the technology to allow those charging facilities to be easily used by qualifying residents.

Alignment with Objectives

By supporting primarily residents who do not have off-street parking, this intervention will increase travel mode choice for town centre residents, enhancing the attractiveness of town centre living (Objective E). Enabling ownership of electric cars aligns with broader policies relating to sustainable movement.

Interdependencies

Delivering charging facilities within public car parks contributes to the targeted outcome of Intervention T (Car Park Quality).


Haydon Wick
2764
swindon's
KING GEORGE V
YX17 NHP

Theme: Maximise Capacity of Great Western Way Corridor

© OpenStreetMap contributors

W: Event Management Plans

Scheme Description

The Retail Outlet Village at Rodbourne and the adjacent STEAM museum/event facility operate independently and during normal operation are the source of significant vehicle movements. At times of peak activity, such as shopping peaks or major events, vehicle activity increases and with it, associated congestion across a wide part of the highway network. When peaks in activity at the two establishments coincide, the impacts on the operation of the highway are particularly significant.

We will work with the management of both the Outlet Centre and the STEAM facility to develop one or more Event Management Plans that set out a program of actions to be implemented to manage movement to and from the area at times of peak demand. The Plans, once agreed by all parties, will provide a working document that sets out procedures to be initiated at particular times. The Plans will include measures such as improved public transport, localised traffic management measures and special parking charges but also other initiatives to manage the impacts of visitor traffic.

Alignment with Objectives

The Management Plans will reduce the negative impact of event traffic, responding to Objective E. Plan measures can also be expected to support walking and public transport for journeys to events, contributing also to Objectives A and B.

Interdependencies with Other Interventions

Whilst a Movement Strategy scheme, Event Management Planning also forms an element of the Rodbourne Area Action Plan (Intervention B).

X: Urban Traffic Management & Control (UTMC)

Scheme Description

The Great Western Way (GWW) forms the most significant Town Centre bypass and that critical function needs to be safeguarded and as far as possible strengthen. To do so, management of the corridor is necessary, alongside physical improvements at individual junctions (Intervention Y). Similar to the 'managed motorway' initiatives now being rolled out by Highways England, a UTMC system will allow strategic control of traffic signals and signing along the GWW corridor. Monitoring equipment will allow decisions about signal timings to be made in direct response to changing traffic patterns, allowing queues to be better managed for the benefit of the operation of the corridor as a whole.

Real-time flow and congestion information will be used to inform route signing, highlighting diversions when incidents occur.

Alignment with Objectives

By facilitating vehicle traffic movement around the Town Centre, unnecessary vehicle movement within the central area will be reduced. This directly supports the stated Objectives C and D.

Interdependencies with Other Interventions

This Intervention supports and complements the work to improve particular junction bottlenecks (Intervention Y).

Y: Localised Capacity Improvements

Scheme Description

The ability of the Great Western Way to carry strategic traffic around the town centre is hampered by congestion at a number of junctions, particularly the Mead Way, Bruce Street and Transfer Bridges junctions. Without improvement to these junctions, there will continue to be pressure on movement through the central area.

Improvement options at a number of junctions around the Great Western Way corridor have been investigated in the past in the context of development schemes. In order to reinforce the role of the Great Western Way as a significant element of the Borough's highway network, a broader assessment of improvement options, offering long-term capacity benefits, will be undertaken by the Council. The objective will be to identify and implement improvements aimed at reducing queues and delays at the three bottlenecks.

Improvements will address not just increased vehicle traffic capacity but will also consider the ease of movement around and across the junctions on foot and by bicycle. Where appropriate, the scope to incorporate bus priority measures will be considered.

Alignment with Objectives

By facilitating vehicle traffic movement around the Town Centre, unnecessary vehicle movement within the central area will be reduced. This directly supports the stated Objectives C and D and indirectly, Objective E.

Interdependencies with Other Interventions

This Intervention supports and complements the UTMC proposals (Intervention X). Where feasible, measures to facilitate prioritised bus movement will be incorporated (Intervention J).

Planning, Regulatory Services &
Heritage/Highway & Transport

Highways & Transport
Swindon Borough Council
Wat Tyler House
Beckhampton Street
Swindon
SN1 2JH

transportdevelopment@swindon.gov.uk

www.swindon.gov.uk

This information can be reproduced in large print or other accessible formats by emailing:

customerservices@swindon.gov.uk

D2903 FOI4197/20

Swindon Borough Council