

ISSUES	SOLUTIONS/INTERVENTIONS												
<p>Green Group Delegates</p> <table border="0"> <tr> <td>Richard Crutchley</td> <td>TNCS</td> </tr> <tr> <td>Andrew Wintergill</td> <td>David Local Associates</td> </tr> <tr> <td>Reverend Angela Overton-Benge</td> <td></td> </tr> <tr> <td>Charlotte Rose</td> <td>Wiltshire Wildlife Trust</td> </tr> <tr> <td>Anne Henshaw</td> <td>CPRE</td> </tr> <tr> <td>Brenda Sawyer</td> <td>Croft and LARRA Community Council</td> </tr> </table> <p>ISSUES</p> <p>Public Consciousness</p> <p>The biggest barrier to any transport strategy is what the public think. The delegates agreed that we need to get people thinking about what we will do when there is no oil left and/or it becomes more and more expensive to a point where it is too costly to own a car. There are now only 3 oil producing regions in the world. There exists a geo-political problem which can no longer be ignored.</p> <p>While we need to be aware of this potential oil crisis, the health and environmental benefits of the transport strategy should be promoted. The Government needs to continue putting money into publicising these issues.</p> <p>Lack of viable alternative to private transport</p> <p>There is no suburban railway in Swindon and little room if any for a guided bus system. There is an absence of a strong north-south link via any form of transport through the town to be used by a public bus shuttle route. Additionally, the public perceive it to be difficult to get from A to B in the town as there is a lack of route flexibility. There should be public transport alternatives which offer route flexibility.</p> <p>The Park and Ride works well (better than most people realise) although a change between transport modes is undesirable. Additionally the Park and Ride is not open until late and can be expensive, especially for families.</p> <p>Congestion and Legibility</p> <p>The road system is hard to use for various reasons including congestion as well as bad signing to, from and through the town.</p> <p>It was noted however, that congestion can be positive when encouraging a modal shift.</p>	Richard Crutchley	TNCS	Andrew Wintergill	David Local Associates	Reverend Angela Overton-Benge		Charlotte Rose	Wiltshire Wildlife Trust	Anne Henshaw	CPRE	Brenda Sawyer	Croft and LARRA Community Council	<p>Quality Bus Corridors</p> <p>The group noted that travel through congested areas is often quicker using these routes and with a regular and frequent service. Bristol was used as an example of such a beneficial service.</p> <p>It was also suggested that if buses provided a better quality environment in which to travel, they would attract the sort of clientele that would normally use their car. This method of travel also has to be made more convenient.</p> <p>It was suggested that advertising similar to that used by the stagecoach campaign elsewhere in the UK should be used to attract more user groups.</p> <p>Variable Message Signing</p> <p>The group identified a need for signage improvements, not just in relation to car park (which are found to be useful by the group) capacity but also better route signage which makes the main routes through the town clearer. By concentrating traffic on these major routes, minor routes can be freed up for other modes of transport such as cycling (or generally non-car). Sustrans could provide maps of these routes</p> <p>Urban Traffic Management</p> <p>This was considered to be a necessary evil in a system heavily reliant on the use of roads.</p> <p>A ring of Park and Ride Sites</p> <p>This is a very important solution with similar issues to the Quality Bus Corridor. It must be convenient!</p>
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<p>Business and Delivery</p> <p>There should be a town centre management policy than enforces early deliveries before the rush hour to reduce the commercial traffic at this point of the day (if one does not already exist). This operates elsewhere in the UK and Europe with positive results.</p> <p>Eastern Development Area (EDA) – Accommodating Growth</p> <p>The group identified the provision of transport solutions to this development as providing future challenges and opportunities. There has already been traffic modelling and optioneering in conjunction with the planned 12,000 houses (up to 2026) and business development proposals. In theory the mixed use nature of the development could reduce the need to travel although the group challenged this being likely in reality.</p> <p>Car Parking</p> <p>It was accepted that this is a requirement of any urban centre. Suggestions for underground parking or hidden multi-storey parking was tabled that would aim to lower the profile of the private car in the town centre.</p> <p>Car parking could be restricted to encourage non-car modes of transport (e.g. London). Businesses for example, should be encouraged to produce Transport Plans that would reduce the need for employees to drive and therefore park their cars.</p> <p>Re-opening the Canal</p> <p>This would entail a huge cost that could be better spent elsewhere e.g. to preserve and enhance the town centre heritage that still exists. The proposals have not been well thought out and do not include a through route with connections elsewhere.</p> <p>Although the image of the town centre could be vastly improved by the proposals, there is doubt whether the Canal would bring any more visitors into the town. In terms of time scale, it was suggested that it would be 10 years before the regeneration potential of the proposal would even begin to be felt / seen.</p> <p>Walking and Cycling</p> <p>It was noted that cycling in Swindon can be dangerous since the roads are not cycle friendly.</p> <p>To provide a better cycling environment, it is necessary to suppress traffic. This in terms will help to encourage a modal shift from the private car.</p>	<p>Developer Contributions</p> <p>Planners must ensure that development provides contributions towards the appropriate strand of transport investment. Money must be ring-fenced for particular services rather than infrastructure in general.</p> <p>Car Park Integration</p> <p>The car park proposals should make it easier to get to a car park and then get out of the town from the car park if they are located appropriately i.e. on the end of routes into Swindon.</p> <p>Provision must be realistic for those that live in town and reasonable in terms of choice of transport mode especially where additional car parking flexibility is required for business activities in Swindon town centre. The Council need to balance these proposals with Park and Ride provision.</p> <p>Bus Interchange</p> <p>Any new facility should provide an attractive and safe environment. The group used the idea of an airport lounge as an analogy of the quality they envisage, which in time may encourage people to take travel by bus more seriously. Comprehensive information systems will also help to achieve this goal.</p> <p>It was noted that a location as close to the train station as possible would help better integrate transport modes.</p>