

A Community Vision for Transport: 2030 - An Integrated, Sustainable Transport System

A response to the Swindon Borough Council Consultation on 'A Vision for Transport: 2030'

Introduction

All party support for the UK Climate Change Bill paves the way for a step-change in sustainable development. The Bill will become law in 2008 and is likely to require an 80% reduction in CO₂ emissions by 2050. It recognises that great economic opportunities exist for communities that lead the transition to a low-carbon economy.

Road Transport must play its part in reducing CO₂ emissions and promoting a low-carbon economy [1]. Firstly, because it is a large part of the problem (accounting for approximately quarter of the UK's CO₂ emissions) and secondly because the technologies and political will for low-carbon transport already exist.

Swindon faces particular transport challenges – our traffic growth is already twice the national average [2] and yet our population is expected to increase dramatically.

Swindon needs a sustainable transport system and, if we make the right choices now, is in a strong position to develop one: we have a history of transport innovation, the Council owns the local bus company, we are piloting some innovative schemes [3] and there is public support for strategies to make Swindon economically and environmentally sustainable. Respondents to the consultation on the Council's Transport Vision during Autumn/Winter 2007 overwhelmingly asked the Council for less focus on road building, car travel and car-parking and more focus on public transport and other alternatives to car use [4]. This document is a community response to the desire of Swindon's residents for a better Transport Vision.

This community vision has been developed by a broad alliance of Swindon groups. It takes a bold but practical, joined-up approach to tackling growth, congestion, climate change, pollution, health and quality of life. At its core is investment in real alternatives to the private car, accompanied by strategies for reducing overall traffic and CO₂ emissions from the transport sector.

The Community Vision for Transport

A low carbon, integrated sustainable transport system (ISTS) will be created for Swindon and its villages. The ISTS will provide cheap and convenient door-to-door bus, bike, and pedestrian transport options, that are more attractive than private car use for the majority of people on the majority of journeys. It will bring about step-change increases in bus use, cycling and walking and reductions in car use. It will reduce congestion and bring many other benefits, including reduced CO₂ emissions, obesity and pollution and increased public health and social inclusion.

It will be achieved by redirecting Swindon's transport investments from increasing road and parking capacity towards building a sustainable transport system. The ISTS will be fully integrated with land use planning and environmental (including air quality and climate change) planning.

The ISTS will put Swindon on the map as one of Europe's most sustainable towns

The Strategies

Six strategies to deliver the Community Transport Vision are outlined overleaf.

Developed by:

Members of Highworth Women's Institute
North Wiltshire Council for the Protection of Rural England
Swindon Bicycle Users Group
Swindon Climate Action Network
Swindon Friends of the Earth

Swindon Oxfam
Swindon Ramblers
Swindon Sustrans Rangers
Swindon Trades Union Council
Swindon Young Greens

With contributions from:

Active Swindon
Swindon Retired and Senior Volunteer Programme

Wiltshire Wildlife Trust

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Refs:

- [1] DfT "Towards a sustainable transport system: supporting economic growth in a low carbon world". <http://tinyurl.com/yvupf3>
[2] DfT. 10.2% increase in vehicle miles travelled in Swindon over 2001-2006, compared with 4.1% across Britain. <http://tinyurl.com/2fnf7p>
[3] Sustainable Transport initiatives and pilot studies being piloted in Swindon, with support of Swindon Borough Council include: Home Zones, Safe Routes to School, Travelwise, and Sustrans Bike it!
[4] Report of SBC Transport Vision Consultation Workshops. <http://tinurl.com/2gqfq2>



An Integrated Sustainable Transport System for Swindon

Reducing carbon emissions, congestion, obesity and social exclusion
Promoting low carbon transport, health, environment and community



Strategies

Promoting Modal Shift

- Tailor-made support for every household, school and workplace
- Meaningful incentives

Public Transport

- More buses, more often
- Better facilities
- Bus prioritisation
- Cheaper Fares

Active Travel - Active Health

- Safer walking & cycling
- More routes
- Combatting obesity

Public Realm

- Reduced congestion
- Streets for People
- 20 mph speed limit
- Green Infrastructure

Environment

- CO₂ emissions reduced
- Less road building
- Air quality improved

Transport Innovation

- A UK exemplar
- Redeploying funds
- Levering government funding

What it will look like

Every person living or working in Swindon will be offered help and incentives to travel more sustainably

- Individualised Travel Marketing Campaign
- Car-Clubs in every neighbourhood
- Car-Share at all workplaces
- Working and shopping from home
- Discount and rewards for green travel choices
- Disincentives for polluting travel choices

It will be easy, pleasant and cheap to get around by bus.

- Bus every 10 minutes at peak hours and good evening, Sunday and rural services
- New exchange, real-time information, harmonised ticketing
- Bus priority on all main routes
- Subsidised fares for all
- Fuel poverty and social exclusion reduced

Health improves as cycling and walking replace most short car journeys

- All streets have cycle lanes and pavements wide enough, well-maintained and signposted
- Off-road cycle network extended and improved
- Secure cycle parking at all amenities
- Every child that can will cycle or walk to school
- Obesity reduced

Public places and streets will be more attractive, safe and people-friendly

- Traffic made less dominant by lowering traffic speeds
- Amenity and well-being promoted through greening of streets
- Residents help design and transform streets

The transport sector will play its part in tackling pollution and climate change

- CO₂ emissions from transport reduced by 20% by 2010 and 80% by 2050
- Environmental impact of road building reduced
- Air quality improves and respiratory problems decline

Investment will focus on creating and promoting an integrated and low-carbon transport system that is a national exemplar.

- Resources redirected from increasing road and parking capacity to sustainable transport.
- Major government transport funding levered
- MPs and Councillors working together

Getting started

- Travelsmart Marketing
- Travelwise Businesses
- School Travel Plans/Safe Routes to School
- Bike It! Officer
- CTC Community Cycling Development Officer

- SBC Management of Thamesdown Transport
- SBC Local Transport Plan
- Local Transport Bill (2008) regulation

- Cycle Demonstration Town
- SBC Lifestyle Team
- Active Swindon
- NHS investment

- SBC Design Codes
- Homezones
- DIY Streets
- DfT Manual for Streets
- Streetscene

- SSP Climate Change Action Plan
- SBC Sustainable Development Team
- DfT Low Carbon Transport
- Climate Change Bill

- SBC strategic direction, policy, planning and commissioning
- Programme integration