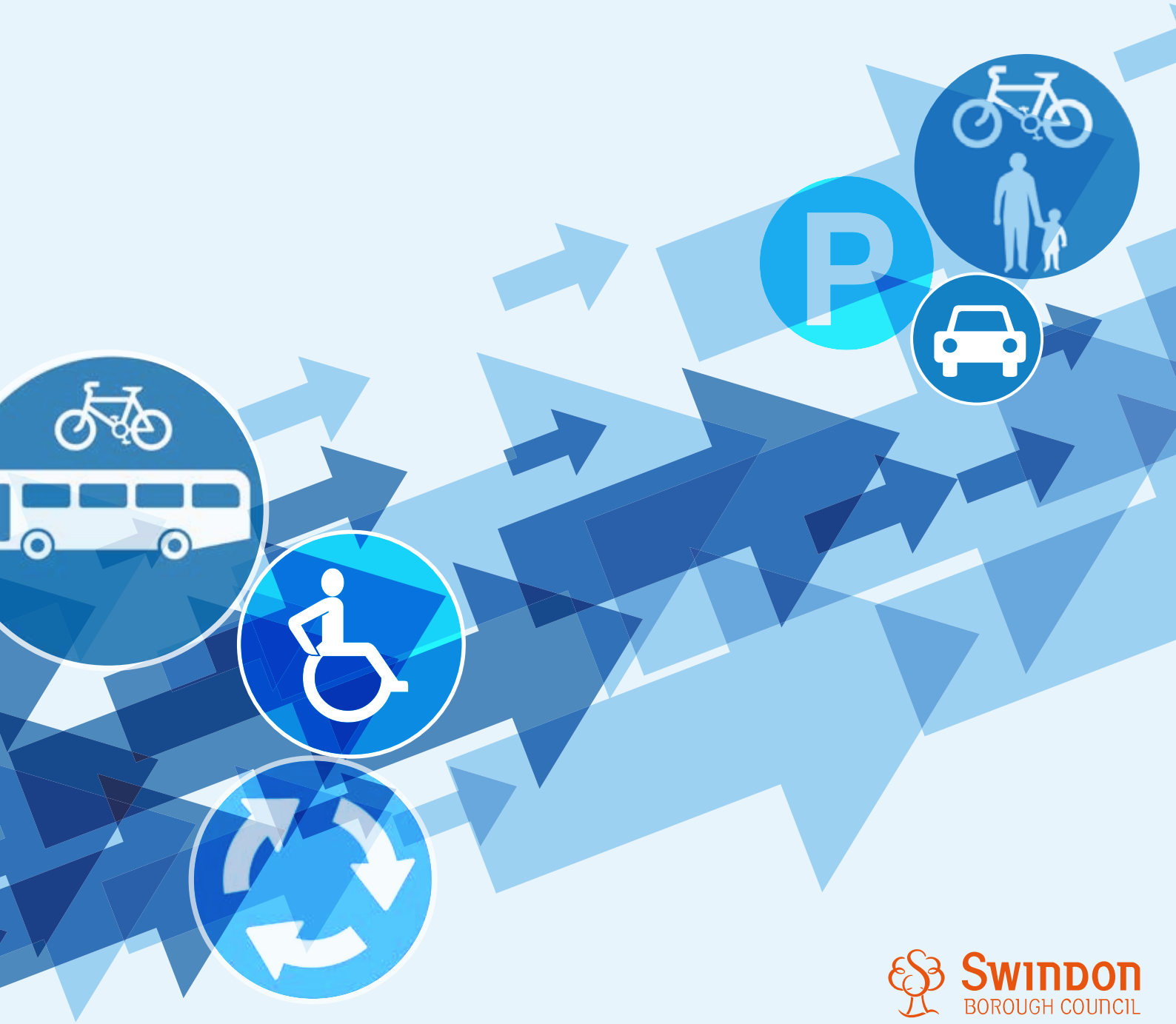
Swindon Town Centre Movement Strategy | 2019



Swindon Borough Council

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This town centre movement strategy sets out a framework to improve access and movement within Swindon Town Centre. The framework establishes key themes and indicative interventions that will support and boost regeneration of the town centre, by creating safe, convenient, user-friendly and attractive routes into, out of, within and through central Swindon, and by enhancing the quality of town centre streets.

1. Introduction

The Borough Council's 'Vision for the Borough of Swindon [1] sets out key priorities for Swindon to achieve economic growth, and regenerate the town's cultural, housing, retail and leisure opportunities. Underpinning this vision is a recognition of the need to deliver excellent, low-carbon infrastructure to facilitate and support this growth.

There is a particular focus on Swindon Town Centre, which is widely recognised to be under-performing, and in need of economic regeneration. To address this, Swindon Borough Council has identified a clear framework of regeneration priorities in the town centre, set out in the Central Area Action Plan (CAAP) (2008) and Town Centre Masterplan (Forward Swindon, 2015). The aspirations detailed in these plans will see significant land use changes taking place within central Swindon, and will have an impact upon the local movement networks.

Increasingly, leisure opportunities and town centre living are becoming important aspects of a thriving town centre, as retail habits are changing. This trend is reflected in the emerging updates to the Swindon Local Plan, which places a greater emphasis on these aspects.

Key considerations to fulfil these aspirations are the ease and convenience of access to the town centre, and providing high-quality people focused public spaces and streets. It has been shown that 'good urban design can help ensure sustainable regeneration. Conversely, poor urban design can undermine regeneration efforts[2]. A study into streets that have a mix of uses and users, as well as significant traffic levels showed that improvements to the street layout led to improved safety, improved environment (noise, air quality), increased pedestrian and cycle activity, and a more vibrant local economy[3] .

As such the CAAP sets out objectives to create streets that are:

- Convenient and user-friendly;
- Viable with a choice of travel options;
- Safe; and
- Attractive with better quality environment.

(CAAP, 2008)

[1] Adopted September 2015; refreshed September 2018
[2] The value of urban design, CABE and DETR, 2001
[3] Manual for Streets 2, CIHT, 2010

1.1 Study Area

The Town Centre Movement Strategy (TCMS) considers all highway, bus, cycle and walking routes within the study area boundary shown in Figure 1-1 and defined by:

- B4289 / B4006 Great Western Way;
- A3102 Wootton Basset Road / Kingshill / Bath Road / Devizes Road; and
- A4259 / B4289 County Road / Magic Roundabout / Drove Road / Cricklade Road / Newport Street.

Figure 1-1 Plan of Study Area

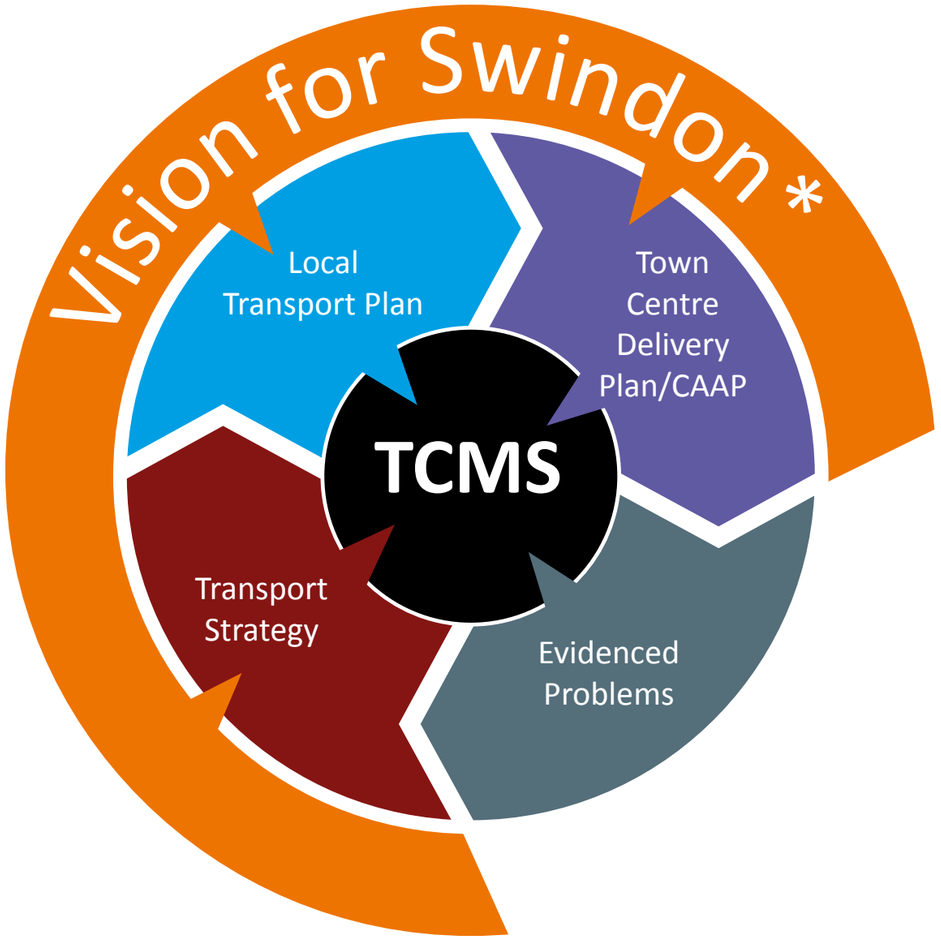
“By 2030, Swindon will have all of the positive characteristics of a British city with one of the UK’s most successful economies; **a low-carbon environment** with compelling cultural, retail and leisure opportunities and **excellent infrastructure.**

It will be a model of well managed housing **growth** which supports and improves new and existing communities.

Swindon will be **physically transformed** with existing heritage and landmarks complemented by new ones that people who live, work and visit here will recognise and admire.

It will remain, at heart, a place of fairness and opportunity where people can aspire to and achieve prosperity, supported by strong civic and community leadership.

1.2 Purpose of this Town Centre Movement Strategy



*Priority one:
Improve infrastructure and housing to support a growing, low-carbon economy.

1.2.1s Policy Context

The **Town Centre Masterplan Delivery Plan (2015)** and the **Central Area Action Plan (2008)** outline the regeneration priorities and development projects across the town centre, and provide the current planning policy framework for the town centre.

This Town Centre Masterplan Delivery Plan (TCMS) sets out an updated strategic approach to improving access and movement in the town centre, for all modes and users, in support of the identified regeneration priorities. This TCMS refreshes the transport elements of the 2008 CAAP, in light of current challenges, development opportunities identified, and the growth sought through the on-going update of the Local Plan.

The Movement Strategy establishes movement priorities to support wider initiatives and provides indicative interventions to realise these priorities which can be developed and refined as schemes progress. The TCMS will also support wider local transport policy (set out in the Local Transport Plan (LTP)), including a strong aspiration to improve provision for sustainable modes including bus, cycle, and walking.

1.2.2. TCMS development

The development of the Movement Strategy is rooted in an understanding of current transport networks, movements on those networks and the issues experienced, as well as likely challenges brought by planned growth in the future.

Specific objectives for the TCMS have been developed that reflect the existing and future challenges faced by town centre networks, and support the wider objectives of the CAAP.

Potential 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.

The final output is a set of movement priorities, illustrated through a series of indicative schemes. These schemes will be refined and further developed as wider changes to the town centre and development opportunities are realised.

1.3. Structure of this report

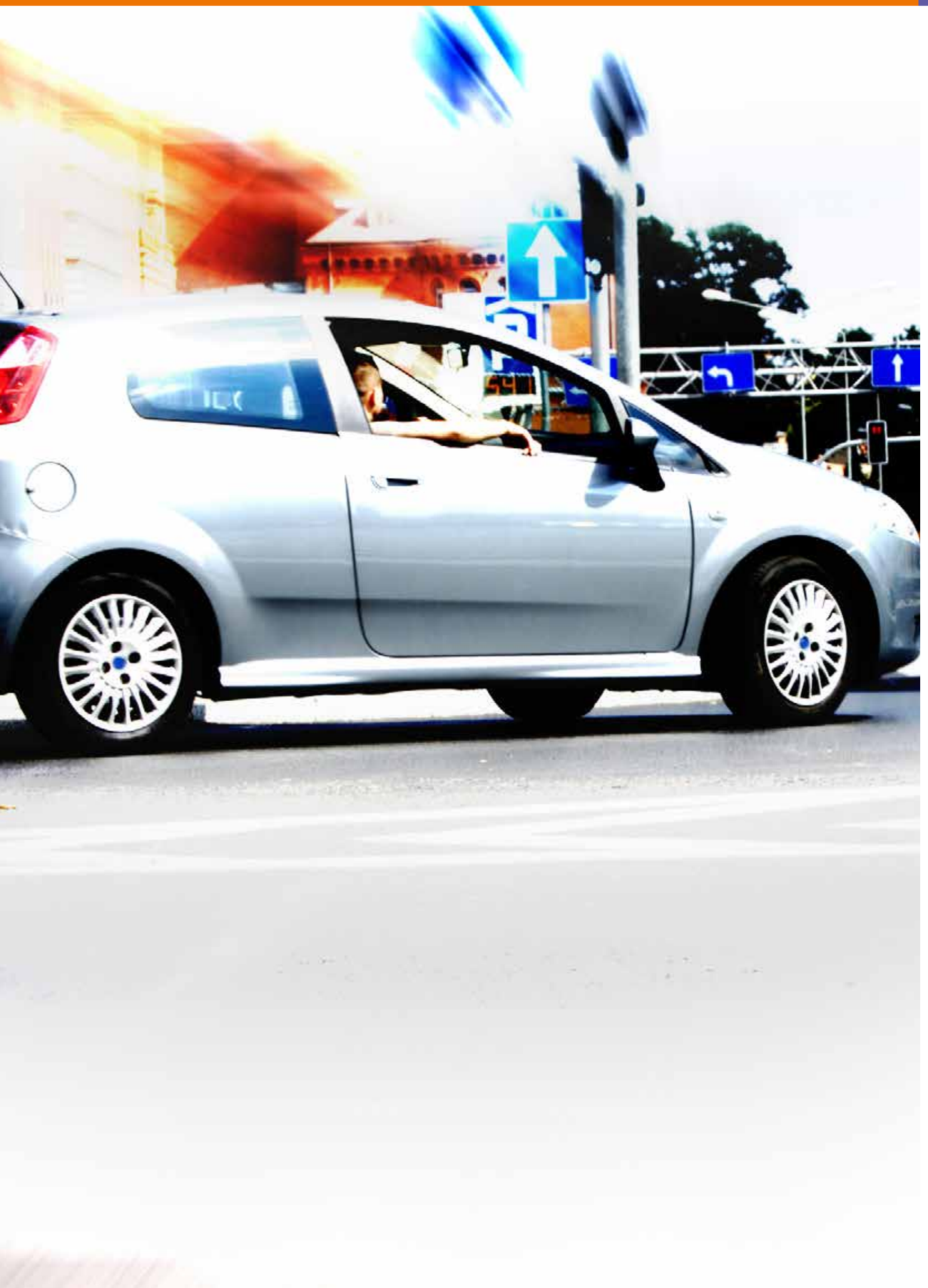
This report sets out the basis of the Movement Strategy for the town centre. More detailed technical evidence is provided in separate annexes where appropriate.

Section 2 presents a summary of the evidence reviewed in forming this strategy, including the **transport networks, movements and future challenges** in 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 the Members who represent those who use the Town Centre.

Section 3 sets out the **TCMS objectives**, linked to addressing the problems identified, and delivery of the wider vision and regeneration priorities for the Town Centre.

Section 4 details the **TCMS strategy priority themes,** and how these relate to the strategy objectives.

Section 5 presents a series of **indicative interventions** to be developed. Grouped under each of six themes, the interventions are improvement schemes designed to secure the relevant theme objective. The identified schemes are at this stage options; through refinement of the schemes, they will evolve, and the interventions presented here should not be taken as fixed in any form.



2. Transport networks, movements and future challenges

The nature and performance of the existing Town Centre networks for each mode of transport has been assessed in order to provide a robust evidence base to inform the TCMS development. The findings of this assessment are summarised below and provided in full in the Problems and Opportunities Technical annex to this report.

The evidence base analysis included:

- Consideration of key town centre **development opportunities and their potential impact on town centre networks and movements;**
- Review of existing signed and informal **primary and secondary routes for each mode;**
- Review of the **quality of these routes for users (by mode)**;
- Analysis of **traffic flows** across the networks;
- Analysis of **travel to work origins and destinations** by mode, based on 2011 census data;
- Estimation of the **number of trips in to, out of and through the town centre,** using the Swindon Traffic Model;
- Estimation of the **routing patterns** around and within the town centre, using the Swindon Traffic Model;
- Analysis of **congestion and delay on the networks** using GPS speed data (TrafficMaster);
- Consideration of **air quality monitoring** data; and
- Estimation of **bus movements** within the town centre based on service routing and frequency.

2.1. Planned and potential developments

Significant town centre development opportunities (shown in Figure 2 1) and their potential impact on town centre networks and movements have been considered. Key findings are summarised below.

Figure 2-1 Planned and potential developments

Key findings from evidence base analysis

A. Kimmerfields development will increase trips in the vicinity of the development, as well as delivering significant changes to the local transport network, including the Fleming Way bus boulevard, requiring a re-distribution of car trips.

B. North Star development will generate a significant number of trips in the area. The Transport Assessment for the scheme has identified a number of capacity improvements to Great Western Way junctions to accommodate the development demand.

C. Forecast increase in rail demand increasing trips to and from the station. Currently a separate study is reviewing access to the station with consolidated car parking, taxi and drop-off to the north, and bus interchange retained to the south the emerging preferred solution.

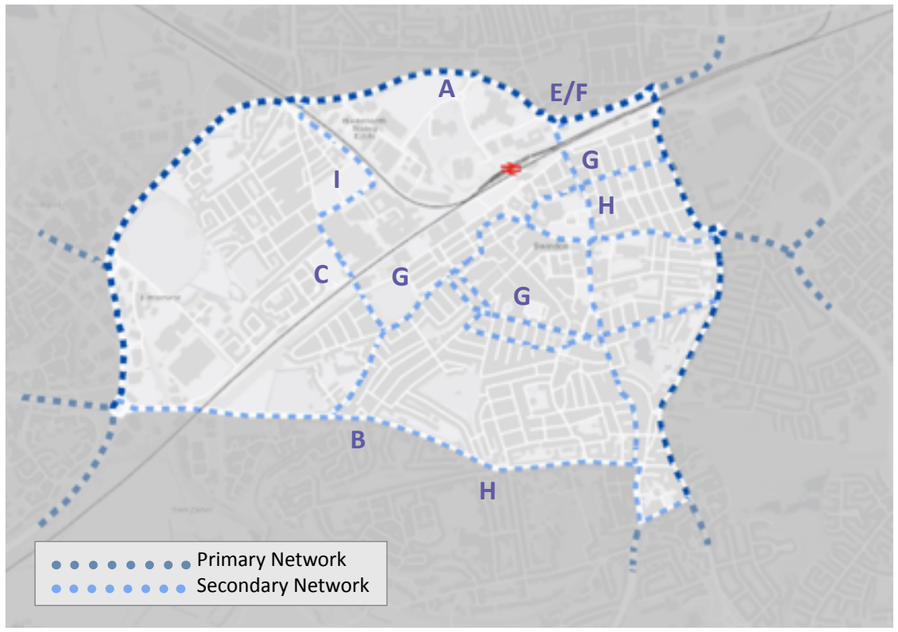
D. Regeneration of the existing station car parks will result in trip demand to these new residential/ commercial developments – the travel impacts of moving the station car parks and any new development that replaces it is an important consideration.

E. Outlet centre/STEAM growth will increase trips to this location, increasing demand on Great Western Way and Bruce Street Bridges junction.

2.2. General traffic

The key town centre highway networks for general traffic are shown in Figure 2 2. Key findings relating to general traffic networks and movements are summarised below.

Figure 2-2 General Traffic Network



Key findings from evidence base analysis

A. Great Western Way is the primary route to the north of the town centre – with dual carriageway links but challenges at junctions, due to railway crossings at some locations.

B. A4289 Bath Road/Kingshill Road is a A-class road but single-carriageway and fronted by residential properties, so is a secondary route within the local network.

C. Few railway crossings limit north-south permeability, focussing movements at a small number of crossing opportunities.

D. Short distance car trips are made into the town centre from across the wider urban area.

E. There is a reliance on inner orbital routes to accommodate trips within the urban area, and to provide access to neighbouring residential and employment areas.

F. There is a large demand for intra-urban orbital movements around the town centre, particularly to Rodbourne, Gorse Hill and Kembrey Park, resulting in delay and congestion on Great Western Way junctions (Bruce Street Bridges/Rodbourne; Cockleberry Roundabouts and Transfer Bridges).

G. Significant traffic flows on town centre routes with residential frontage; Commercial Road, Cromby Street, Westcott place, Farringdon Road and Corporation Street.

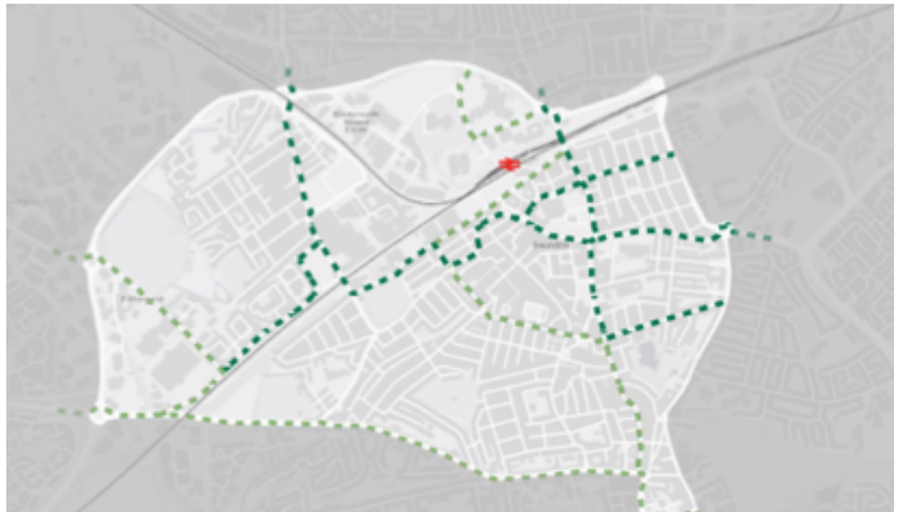
H. Air quality concerns on the orbital routes (particularly A4289 Bath Road/Kingshill Road) and town centre locations Manchester Road and Farringdon Road/Emlyn Square.

I. Special events at the outlet village/STEAM can cause significant impacts on the local network, blocking back to Great Western Way and having wide reaching effects.

2.3. Public Transport

The key town centre networks for bus services are shown in Figure 2 3. Key findings relating to bus networks and movements are summarised below. Taxis represent an important element of the transport system and provision for their access to the Town Centre needs to be retained and if possible enhanced.

Figure 2-3 Bus Network



Key findings from evidence base analysis

A. Good segregation from key traffic routes from the west – bus priority routes.

B. Reliance on key primary and secondary traffic routes providing access to the town centre from the east.

C. Key bus links into town centre routing through historic railway workers area.

D. Bus movements are concentrated to a narrow network, leading to heavy bus flows on town centre routes, including Heritage Action Zone streets, impacting upon character and air quality of the streets.

E. Bus routes from the east conflict with key traffic routes providing access to the town centre.

F. Integration of taxi services within the key public transport interchanges should be strengthened where possible.

2.4. Cycling Network

The key town centre networks for cycling are shown in Figure 2 4. Key findings relating to cycling networks and movements are summarised below.

Figure 2-4 Cycling Network

Key findings from evidence base analysis

A. Existing 'flyer' routes from the west, south and east provide routes segregated from traffic to the edge of the town centre

B. No traffic-segregated route from the south-east

C. Recommended cycle links correspond with key bus and traffic routes.

D. Reliance on inappropriate on-carriageway links within the town centre, with little or no provision for cyclists (e.g. cycle lanes).

E. Very little cycle specific infrastructure – off-carriageway facilities shared with pedestrians.

F Cycling trips into the town centre from across the urban area and not supported with quality cycle infrastructure in the town centre.

2.5. Public Realm - Link & Place analysis

This link and place analysis is taken from the 2015 Movement Framework produced by Phil Jones Associates.

Link and Place analysis seeks to define a streets' function in terms of facilitating movement (link) and providing a distinctive quality public realm environment (place). The balance of importance of link and place for each street informs the types of design approach and features that may be suitable for each street.

The assessment took account of the following criteria:

LINK

Movement intensity: Assess based on traffic flows and observations - how busy are the streets in terms of transport and movement conduits.

Layout and form: assess how the street layout and form respond to the capacity and demand of street users. It describes its current management and appearance.

PLACE

Character & identity: assess any elements that will influence the overall townscape.

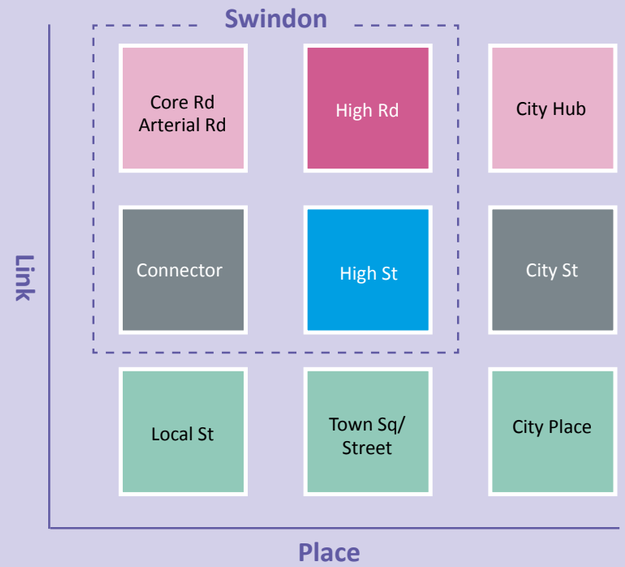
Land use & activity: Reference any significant street activities, frontages, and uses in the town that will influence the feeling or attraction to places.

Key findings from evidence base analysis

The analysis provided in the 2015 Movement Strategy identified that:

- The majority of the principle street types show a **clear focus forwards movement function.** However, the network is also polarised, with the retail core mainly dedicated to pedestrians only with no access for cycles and only limited access for public transport.
- The road network is organised around a series of arrival routes and several rings that operates along a series of traffic dominated, wide mainly **one-way streets, which affect the legibility of the town.**
- Key features and **areas of character, such as the Conversation Area are cut off** from the main town core and **poorly integrated** into the wider of town.
- The current street network **doesn't serve the Swindon masterplan vision** and the corresponding main drivers for regeneration.
- **Public realm enhancement is needed,** but this needs to reflect the wider town centre.
- The lack of greenery of the street scenes leads to **unattractive environments.**
- Key gateways to Swindon Town Centre are generally **traffic dominated** where **pedestrians and cyclists are often forced to use unattractive alternative routes.**
- **Areas of frontage retail and potential economic development** like Manchester Road or Farringdon Road **suffer from poor legibility, lack of kerbside parking / loading and are uncomfortable for pedestrians.**
- **Streets with key residential frontages and character** like Station Road, Cromby Street and Manchester Road are used as key connectors **carrying lots of traffic.**
- Signage and **way-finding through the town is difficult** and **pedestrians suffer disorientation.**
- Generally, and particularly around the inner ring roads, **street clutter,** road markings effect the overall appeal and townscape.
- **Narrow footways and the lack of crossings don't encourage permeability** and the variety of choices offered to users in terms of mobility, desire lines and destinations.
- Street clutter and road markings affect the overall **legibility of the places and sense of arrival and do not provide accessible, safe and welcoming destinations.**

Figure 2-5 Link & Place Analysis
(Movement Framework 2015, PJA Associates)



2.6. Summary of Problems - Networks, Movements and Future Challenges

The problems identified through the review of available evidence and future challenges are summarised in Table 1.

Table 1 - Summary of Problems – Networks, Movements and Future Challenges

Problem 1 - Key potential developments	
1	Kimmerfields/Fleming Way bus boulevard will deliver significant changes to the local transport network, requiring a re-distribution of car trips.
2	North Star will increase trips to the north of the town centre with a reliance on Great Western Way for access, and capacity improvements required.
3	Increase in rail demand resulting in increased trips to and from the station. Regeneration of the station, involving consolidation of parking and new residential/commercial development will impact of trip demand and patterns in the area.
4	Growth of Outlet Centre and STEAM will increase trip demand in the area.
5	The current street network doesn't serve the Swindon masterplan vision and the corresponding main drivers for regeneration.

Problem 2 – Networks	
1	Great Western Way provides the only locally strategic traffic route for trips around the town centre.
2	A4289 Bath Road/Kingshill Road is an important link in the network but is not suitable for primary traffic movements and is the subject of air quality issues.
3	Limited crossing opportunities of the railway concentrate movements from all modes to a small number of locations.
4	Bus routes from the east conflict with key traffic routes providing access to the town centre.
5	Buses route through the historic railway village area.
6	Cycle routes conflict with primary traffic and bus routes.
7	Little cycle specific infrastructure - cycle network relies on on-carriageway links with no provision made of cyclists (e.g. cycle lanes), and off-carriageway routes shared with pedestrians.
8	Much of the town centre network is illegible and traffic dominated. The overall legibility and sense of arrival do not provide accessible, safe and welcoming destinations.

Problem 3 - Traffic Movements	
1	Short distance car trips into the town centre from across the wider urban area.
2	Reliance on inner orbital routes to accommodate trips within the urban area, providing access to neighbouring residential and employment areas.
3	Large demand for intra-urban orbital movements around the town centre, resulting in delay and congestion on Great Western Way.
4	Significant traffic flows on town centre routes with residential frontage.
5	Air quality concerns on the orbital routes and town centre locations.

Problem 4 - Public Transport, Cycling and Walking Movements	
1	Bus movements concentrated to a narrow network, leading to heavy bus flows on town centre routes, including Heritage Action Zone streets, impacting upon character and air quality of the streets.
2	Bus routes from the east conflict with key traffic routes providing access to the town centre.
3	Cycling trips into the town centre from across the urban area and not supported with quality cycle infrastructure in the town centre.
4	Key gateways to Swindon Town Centre are generally traffic dominated where pedestrians and cyclists are often forced to use unattractive alternative routes.

3. TCMS Objectives

To address the identified problems, in the context of current policy and priorities for Swindon Town Centre, five overarching objectives for the Movement Strategy have been defined.

These overarching objectives reflect the key transport themes from the CAAP (Convenient and user-friendly; choice of travel options; Safe; better quality environment) and add detail to translate these themes into a focus on movement and street-design related interventions. Whilst naturally focussed on movement and street design, the objectives are complimentary to wider economic regeneration aspirations for the town centre.

The outcome of implementation of the Movement Strategy is directly related to the Swindon Vision. Delivery of the strategy will support the town centre regeneration aspirations and will see a walkable Town Centre that better facilitates and encourages movement by the most sustainable modes of transport, through safe and effective movement networks and high-quality places.

Table 2 sets out the TCMS objectives, demonstrating their relationship to the CAAP and Swindon Vision.

Table 2 - TCMS Objectives – Links to Wider Policy

Swindon Vision	
Priority One – Improve infrastructure and housing to support a growing, low-carbon economy	**Priority Three** – Ensure clean and safe streets and improve our public spaces and local culture

CAAP			
Convenient and user-friendly	Viable with a choice of travel options	Safe	Attractive with better quality environment

TCMS				
Simplify Town Centre circulatory routes, and manage movements and access to parking	Increase choice of travel options with priorities to pedestrian and cyclists	Safe and convenient routes into, out of and through Central Swindon by all modes	Improve quality of the experience in the town centre	Improve air quality

Table 3 - TCMS Objectives – Links to Problems

		TCMS Objectives				
		Simplify Town Centre circulatory routes, and manage movements and access to parking	Increase choice of travel options with priorities to pedestrian and cyclists	Safe and convenient routes into, out of and through Central Swindon by all modes	Improve quality of the experience in the town centre	Improve air quality
Problem 1 - Key potential developments						
1	Kimmerfields/Fleming Way bus boulevard will deliver significant changes to the local transport network, requiring a re-distribution of car trips.	✔		✔	✔	✔
2	North Star will increase trips to the north of the town centre with a reliance on Great Western Way for access, and capacity improvements required.			✔		✔
3	Increase in rail demand resulting in increased trips to and from the station. Regeneration of the station, involving consolidation of parking and new residential/commercial development will impact of trip demand and patterns in the area.	✔	✔	✔		✔
4	Growth of Outlet Centre and STEAM will increase trip demand in the area.	✔	✔	✔		✔
5	The current street network doesn't serve the Swindon masterplan vision and the corresponding main drivers for regeneration.	✔	✔	✔	✔	
Problem 2 – Networks						
1	Great Western Way provides the only locally strategic traffic route for trips around the town centre.		✔	✔		✔
2	A4289 Bath Road/Kingshill Road is an important link in the network but is not suitable for primary traffic movements and is the subject of air quality issues.	✔				
3	Limited crossing opportunities of the railway concentrate movements from all modes to a small number of locations.	✔	✔	✔		✔
4	Bus routes from the east conflict with key traffic routes providing access to the town centre.			✔		
5	Buses route through the historic railway village area.				✔	✔
6	Cycle routes conflict with primary traffic and bus routes.		✔	✔	✔	
7	Little cycle specific infrastructure - cycle network relies on on-carriageway links with no provision made of cyclists (e.g. cycle lanes), and off-carriageway routes shared with pedestrians.		✔	✔	✔	
8	Much of the town centre network is illegible and traffic dominated. The overall legibility and sense of arrival do not provide accessible, safe and welcoming destinations.	✔	✔	✔	✔	
Problem 3 - Traffic Movements						
1	Short distance car trips into the town centre from across the wider urban area.		✔	✔	✔	
2	Reliance on inner orbital routes to accommodate trips within the urban area, providing access to neighbouring residential and employment areas.			✔		
3	Large demand for intra-urban orbital movements around the town centre, resulting in delay and congestion on Great Western Way.			✔		
4	Significant traffic flows on town centre routes with residential frontage.	✔		✔		✔
5	Air quality concerns on the orbital routes and town centre locations.					✔
Problem 4 - Public Transport, Cycling and Walking Movements						
1	Bus movements concentrated to a narrow network, leading to heavy bus flows on town centre routes, including Heritage Action Zone streets, impacting upon character and air quality of the streets.	✔		✔		✔
2	Bus routes from the east conflict with key traffic routes providing access to the town centre.			✔		
3	Cycling trips into the town centre from across the urban area and not supported with quality cycle infrastructure in the town centre.		✔			
4	Key gateways to Swindon Town Centre are generally traffic dominated where pedestrians and cyclists are often forced to use unattractive alternative routes.		✔	✔	✔	

4. Strategy

Responding directly to the identified movement issues and the overarching strategy objectives, a series of priority themes have been developed, which form the framework of the Town Centre Movement Strategy. These six themes reflect the key areas for proposed improvements within the town centre that together will deliver the Movement Strategy objectives and support the CAAP and wider economic regeneration aspirations.

In developing these priority themes, the outputs of previous studies have been considered, alongside new thinking and ideas in response to current policy and the latest understanding of existing issues. The potential interventions include examples of differing approaches to accommodating different user groups; critically however the movement strategy is multi-modal.

Each intervention has been assessed against the Movement Strategy objectives and those that achieve the objectives rationalised and grouped to form the key strategy priority themes. Indicative potential interventions under each theme are highlighted below, although in all cases are subject to more detailed design development and evaluation.

4.1. Strategy Overview

Simplify town centre access Various options to improve the legibility and quality of town centre streets for all users. Provide simple and convenient access for vehicles to car parks, servicing and circulatory movements. Unlock road-space to facilitate improvements for other street users, public realm improvement and support regeneration aspirations.	• Fleming Way alternative (bus boulevard enabling works) • Whalebridge junction north-south movement • Balanced street design - two-way movement, parking and access on Commercial Road • Balanced street design - full town centre ring (Inc. Holbrook Way, Farnsby St etc.)
Integrate buses with the town centre Measures to improve bus users experience and manage the impact of buses on the network for other users.	• On-street bus interchange – main bus station at Fleming way • Manage impact of bus movements on conservation areas and sensitive zones • On-street bus interchanges – high quality smaller bus hubs
Connected cycle network and walkable streets Measures to make the street network more usable for all. Deliver a high quality, connected cycling network, with segregated facilities where appropriate and shared cycle friendly streets elsewhere. Walkable accessible and safe streets, providing a more attractive street environment.	• Connect strategic flyer routes • Better quality environment for pedestrians • improve quality of secondary cycle network
Accommodate and manage key traffic movements Measures to manage primary traffic routes and vehicle trips around the town centre to address congestion and maintain convenient access to the town centre and adjacent destinations.	• Urban Traffic Management Control - Holistic management of the primary highway network • Great Western Way/County Way capacity improvements • Promote event management plans
Manage parking for maximum access and convenience Measures to make car parks easy to locate and access, legible, convenient and high quality.	• Consolidate off-street parking to a small number of key sites • Improve quality of car parks • Maximise convenience of parking through technology
Complementary measures Support and contribute to wider policy measures (e.g. Local Transport Plan) to maximize use of rail, Park & Ride, bus, cycle.	

How do the priority themes achieve the Objectives?

Priority Themes	Objectives				
	Simplify Town Centre circulatory routes, and manage movements and access to parking	**Increase choice of travel options with priorities to pedestrian and cyclists**	**Safe and convenient routes into, out of and through Central Swindon by all modes**	**Improve quality of the experience in the town centre**	**Improve air quality**
Simplify town centre access	Direct improvements to the street network to simplify and improve access to the town centre by opening existing banned movements. Provides a legible street network.	Facilitates re-allocation of town centre space to accommodate all street users.	Better managed access for all modes with improved appropriate interfaces between different users.	Facilitates re-allocation of town centre space to accommodate all street users with reduced dominance by vehicles and opportunities for high-quality public spaces. Provides a legible street network.	Manage traffic movements to suitable levels, reduce circulatory traffic and encourage non-car travel options.
Integrate buses with the town centre	Main and secondary bus hubs provide legible prominent service offering to customers.	High quality bus stops improve quality of bus users experience.	Ensures bus routes serve customers' needs without having a negative impact on other street users and town centre residents.	High quality bus stops improve quality of bus users experience.	Reduce number of large vehicle movements in sensitive areas.
Connected cycle network and walkable streets	Convenient and usable on-street cycling options. Improved permeability across circulatory routes for pedestrians.	Direct improvements to pedestrian and cycle infrastructure. More inclusive street environment. New pedestrian railway crossing at the station.	Connection of existing cycle routes to form a coherent usable network. Reduced dominance of vehicles to improve safety, and perception of safety for non-car users. New pedestrian railway crossing at the station.	Significantly improved comfort, convenience and perception of safety for non-car users. More inclusive street environment.	Remove key barriers to walking and cycling in the town centre to enable non-car trips, and the ability park on periphery and complete journeys on foot, therefore reducing vehicle movements in the town centre.
Accommodate and manage key traffic movements	Reduces risk of vehicles routing via the town centre to avoid severe congestion on primary routes.	Reduces risk of vehicles routing via the town centre to avoid severe congestion on primary routes. Local improvements to improve ability to cross primary traffic routes.	Reduces risk of vehicles routing via the town centre to avoid severe congestion on primary routes.	Improves journey time reliability for trips into/from the town centre. Reduces risk of vehicles routing via the town centre to avoid severe congestion on primary routes.	Reduce congestion on primary routes and knock-on impacts due to diversion across the town. Avoids instances of severe congestion across the town.
Manage parking for maximum access and convenience	Clear, legible routes between primary network and key parking sites. Clear and accurate information directing to parking.	Improved car-user option. Potential to improve cycle parking offer	Clear, legible routes between primary network and key parking sites.	Visiting the town centre is easy and convenient. Clear, legible routes between primary network and key parking sites. Clear and accurate information directing to parking.	Reduce circulation in town centre with improved routing and access to parking.
Complementary measures	Legible routes and services for all modes providing high quality viable journey choices.	Improved quality of non-car options giving more viable mode choice.	Enable modal shift to non-car modes, therefore reducing vehicle movements in the town centre, improving safety, and perception of safety for non-car users.	Improved quality of non-car trips, and reduced dominance of vehicles in the town centre streets.	Enable modal shift to non-car modes, therefore reducing vehicle movements in the town centre.

5. Indicative scheme options

Scheme options for potential interventions have been considered, drawing upon proposals and commitments from previous studies and incorporating new ideas and thinking in response to current policy and the latest understanding of existing issues.

The options presented are indicative of the form of intervention most likely to achieve the desired outcome and will form the starting point for more detailed evaluation of the form of any specific intervention. Other options are not excluded, where they are shown to deliver the desired outcome more effectively.

The key sources of policy and proposals that have informed the Movement Strategy include:

- Movement Framework 2015, Phil Jones Associates;
- Central Area Action Plan 2008;
- Swindon Parking Strategy 2017;
- Fleming Way Bus Boulevard emerging proposals/transport assessment 2018;
- Swindon Borough Council Local Plan to 2026;
- Swindon Town Centre: A Vision for Cycling 2017;
- Swindon Town Centre Cycle Improvements Feasibility Assessment 2018;
- North Star Development Transport Assessment 2018; and
- Town Centre Movement Strategy review 2018.

In addition, the views and local knowledge of elected Members have been an important factor in developing a strategy that is appropriate to the needs of those who live and work in – and those who visit – the Town Centre. In addition to informal engagement with local Members, formal engagement with Cabinet Members has been undertaken as follows:

- Cabinet Member Advisory Group, February 2018;
- Council Member workshop, August 2018;
- Cabinet Member Advisory Group, January 2019;

The potential interventions compiled include examples of differing approaches to accommodating different user groups – some complimentary to each other and others targeted for example at cyclists or public transport users. Each intervention has been assessed against the TCMS objectives; those that reflect the objectives are grouped under the strategy priority themes. This high-level assessment has comprised predominately qualitative evaluation of the schemes, supported by targeted preliminary traffic modelling where appropriate.

Recognising that there is no defined timetable for the delivery of the strategy or elements of it, the strategy aims to be resilient, with the ability to refine the details of schemes in response to changing circumstances, be these changes in policy, changes in local conditions or changes in the technological environment. With future-proofing in mind, it is again emphasised that the measures that together comprise the Movement Strategy are not fixed.

The process is detailed in an ‘Option Assessment’ technical report. In all cases the illustrative schemes are subject to more detailed design development and evaluation to fully understand the feasibility, benefits, and risks.

No attempt has been made to prioritise or rank the themes or the associated interventions. Some measures are solely focussed on transport and movement, and critical improvements to maintain access and prevent congestion (such as those designed to support the role of the Great Western Way as a town centre bypass). Others provide movement benefits whist also contributing to wider ambitions of town centre regeneration.

5.1. Indicative options overview

The illustrative interventions for the TCMS are presented below, grouped under the priority themes. The key attributes for each proposed intervention are set out on the following pages.

Simplify town centre access Various options for creating legible two-way streets around the central area providing access to car parks, servicing and circulatory movement.	**A.** Fleming Way alternative (bus boulevard enabling works) **B.** Whalebridge junction (north-south movement) **C.** Balanced streets – town centre ring to work for all users
Integrate buses with the town centre Measures to improve bus users experience and manage the impact of buses on the network for other users.	**D.** On-street bus interchanges - main bus station and smaller bus hubs **E.** Manage impact of buses on conservation areas and sensitive zones
Connected cycle network and walkable streets Better quality cycling and walking routes to encourage more walking and cycling to and around the town centre and provide a more attractive street environment.	**F.** Connect strategic flyer cycle routes **G.** Improve quality of secondary cycle network **H.** Better quality environment for pedestrians
Accommodate and manage key traffic movements Measures to manage vehicle trips around the town centre.	**I.** Urban Traffic Management Control - Holistic management of the primary highway network **J.** Great Western Way/County Way capacity improvements **K.** Promote event management plans
Manage parking for maximum access and convenience Measures to make car parks legible, convenient and high quality.	**L.** Consolidate and improve quality of car parks, in line with Parking Strategy **M.** Maximise convenience of parking
Complementary measures Support and contribute to wider policy measures (e.g. Local Transport Plan) to maximize use of rail, Park & Ride, bus, cycle.	

Simplify town centre access

Intervention A - Fleming Way alternative (bus boulevard enabling works)

Scheme Description

Changes set out in Fleming Way bus boulevard *Technical Note 3 - Summary of Preliminary Transport & Infrastructure Analysis (PJA, 2018)* to provide alternative car access following closure of Fleming Way. Comprises closure of Islington Street at Fleming Way; introduction of right-turn for buses only from Corporation Street to Fleming Way; reconfiguration of Corporation Street/ Manchester Road junction, including banning of right-turn from Corporation Street to Manchester Road (subject to further scheme development and assessment).

Outcomes sought from scheme – Maintain existing connectivity between Whalebridge junction and Holbrook Way via alternative route. No wider improvements to access.

Alignment with objectives

Minimum essential enabling works to deliver Fleming Way Bus Boulevard scheme.

Poor alignment with TCMS objectives – maintains existing access with no significant improvement.

Very small overall impact.

Delivery Considerations

Feasibility and construction issues: No construction challenges beyond usual considerations for urban works.

Acceptability: Some challenge likely. Alterations to permitted movements and traffic flows may attract local concern.

Environmental considerations: Neutral. Some additional traffic on Corporation Street/Manchester Road may lead to air quality concerns at a sensitive site, although a reduction in bus and taxi movements/ idling may result in a net positive impact.

Estimated cost banding

Potential funding opportunities – Delivery as part of the bus boulevard scheme.

Initial assessment of unknowns, uncertainties & risks

Low Risk - Relatively well defined and developed scheme. Delivery linked to Kimmerfields development

Interdependencies with other schemes/ development

Fleming Way bus boulevard.

Simplify town centre access

Intervention B - Whalebridge junction (north-south movement)

Scheme Description

Alteration to junction layout/ signal staging to allow direct turning movement from Corporation Street to Princes Street (north-south).

Outcomes sought from scheme – Improved connectivity with simplified, convenient movements to Old Town/south-east of town centre from the north.

Alignment with objectives

Reasonable fit with objectives.

Minor scale of impact.

Simplifies town centre movements and access to key destinations.

Estimated cost banding

Potential funding opportunities – developer contributions, potentially as part of the bus boulevard scheme

Delivery Considerations

Feasibility and construction issues: Detailed assessment of junction design, signal phasing and capacity implication is required. Initial assessment has shown concerns over the impact on the junction capacity, and therefore potential to increase delay and congestion in the area.

Acceptability: Acceptable – simple change to local movements.

Environmental considerations: Limited impact.

Initial assessment of unknowns, uncertainties & risks

Medium Risk - Detailed assessment of junction design, signal phasing and capacity implication is required. Land availability constraints north of the junction may result in negative impact on junction capacity.
Limited quantifiable benefits may make funding applications for the scheme challenging.

Interdependencies with other schemes/ development

Fleming Way bus boulevard.
C – Balanced streets.

Simplify town centre access

Intervention C - Balanced streets – town centre ring to work for all users

Scheme Description

Re-introduction of two-way working to provide a legible two-way street around the town centre, with appropriate design features to control vehicle speed and provide adequate features for pedestrians and cyclists. [Princes St, Commercial Rd, Farnsby St, Holbrook Way, Manchester Rd, Corporation St]. Sub-options exist to deliver parts of the network, or as part of a phased programme.

Outcomes sought from scheme– improved connectivity and permeability for vehicles, cyclists and pedestrians in the town centre. More legible street network. More convenient access around the town centre and to key destinations. Better quality street environment for non-car users.

Alignment with objectives

Excellent alignment across the TCMS objectives.

Significant scale of impact for all modes across the town centre.

Particularly through simplifying town centre routes and access to parking, providing safe and convenient routes, and improving the quality of experience in the town centre.

Scheme also enables wider network improvements for bus users and cyclists.

Estimated cost banding

Potential funding opportunities – developer contributions, potentially as part of the bus boulevard scheme

Delivery Considerations

Feasibility and construction issues: Feasibility and construction issues: Significant scale works within town centre but no construction challenges beyond usual considerations for urban works.

Acceptability: Generally acceptable, although alterations to permitted movements and traffic flows may attract local concern.

Environmental considerations: Significant benefits to wellbeing, heritage and townscape factors. Local benefits/dis-benefits to air quality and noise but overall positive impact.

Initial assessment of unknowns, uncertainties & risks

Medium Risk - More detailed assessment of potential traffic flows/routing, permitted movements, junction design and capacity required. Network operation dependant on signal configuration..

Interdependencies with other schemes/ development

D – On-street bus interchanges.
F – Connect strategic flyer routes
H – Better quality environment for pedestrians.

Integrate buses with the town centre

Intervention D - On-street bus interchanges: main bus station & smaller bus hubs

Scheme Description

Develop key existing on-street bus stops to provide local interchanges with high quality public realm, and waiting areas, complementing the central bus boulevard approach. [Old Town, Regents Circus, Farnsby Street, Railway Station]

Outcomes sought from scheme– Improve access to bus services from town centre, particularly to the south and west. Better experience for bus users with higher quality facilities.

Alignment with objectives

Good fit across TCMS Objectives.

Moderate impact for town centre users.

Provides simplified, convenient access by non-car mode and improves the quality of experience for the user.

Estimated cost banding

Potential funding opportunities – Various, including developer contributions, local capital budgets, central government initiatives.

Delivery Considerations

Feasibility and construction issues: No construction challenges beyond usual considerations for urban works. Dependant on two-way streets to deliver full potential.

Acceptability: Acceptable - no issues identified.

Environmental considerations: Benefits to townscape and historical character. No other significant impacts, although promoting bus use will have indirect benefits for noise, air quality.

Initial assessment of unknowns, uncertainties & risks

Low Risk - Dependant on two-way streets to deliver full potential.
Detailed analysis of service routing and impacts on operators required.

Interdependencies with other schemes/ development

Fleming Way bus boulevard.
C – Balanced streets.
F – Connect strategic flyer routes.
G – Improve secondary cycle network.
H – Better quality environment for pedestrians.

Integrate buses with the town centre

Intervention E - Manage impact of buses on conservation areas and sensitive zones

Scheme Description

Review bus routing through sensitive heritage zones (such as the Railway Workers Village Heritage Action Zone) and conservation areas to ensure large vehicle movements do not damage these important sites and their character. Identify potential alternative routes whilst maintaining access to services and avoiding negative impact for operators. [Old Town, Railway Workers Village, Broadgreen].

Outcomes sought from scheme – Protection of key heritage and conservation areas from significant volumes of large vehicle movements. Improved character and air quality and reduced noise in these locations.

Alignment with objectives

Reasonable fit with TCMS objectives.

Minor scale of impact.

Improvement to the quality and experience of these key historical areas.

Delivery Considerations

Feasibility and construction issues: No construction challenges beyond usual considerations for urban works. Dependant on stakeholder agreement on suitable alternative routes.

Acceptability: Generally acceptable but changes to bus routes may attract local concern.

Environmental considerations: Benefits to heritage assets and townscape. No other net impacts.

Initial assessment of unknowns, uncertainties & risks

Medium Risk - Dependant on stakeholder agreement on suitable alternative routes.

Interdependencies with other schemes/ development

None.

Estimated cost banding

Potential funding opportunities – Heritage grants.

Improve conditions for cycling and walking

Intervention F - Connect strategic Flyer routes

Scheme Description

High-quality, mostly segregated cycle routes through the town centre linking the existing Flyer routes. [Farnsby Street/Milton Road, Farringdon Road/Holbrook Way, Fleming Way].

Outcomes sought from scheme – Fully connected, convenient and safe cycle routes allowing cross-town movements and improving access to all parts of the town centre. Prominent cycle infrastructure.

Alignment with objectives

Good fit with TCMS objectives.

Moderate scale of impact.

Provides safe, convenient cycle routes, improving mode choice whilst promoting cycle trips.

Estimated cost banding

Potential funding opportunities – Cost estimate is above Fleming Way bus boulevard. Local transport capital budgets. Central government initiatives.

Delivery Considerations

Feasibility and construction issues: Cycle route included in emerging Fleming Way designs. Detailed design/alignment will need to be considered alongside potential balanced street design options, as different approaches to cycle infrastructure will be appropriate in different street design contexts. No construction challenges beyond usual considerations for urban works.

Acceptability: Acceptable - no issues identified.

Environmental considerations: Beneficial impacts on air quality, noise, heritage, townscape, wellbeing.

Initial assessment of unknowns, uncertainties & risks

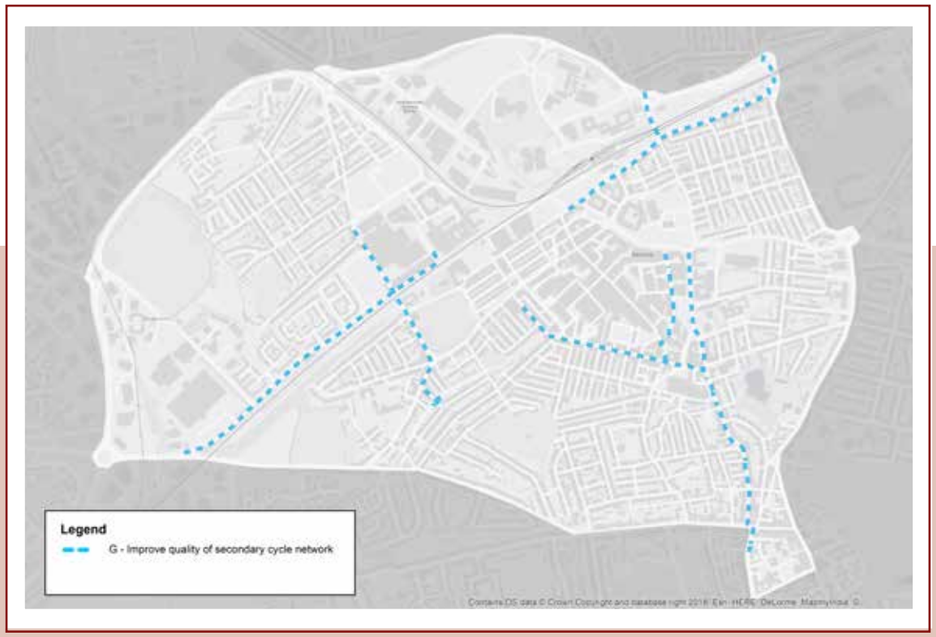
Low Risk

Interdependencies with other schemes/ development

Fleming Way bus boulevard
C – Balanced streets.

Improve conditions for cycling and walking

Intervention G - Improve quality of secondary cycle network



Scheme Description

Cycle priority measures to provide a fully connected secondary route cycle network within the town centre, providing links between the strategic flyer routes and key destinations. On or off-carriageway measures as appropriate; e.g. Shared Use Paths, cycle lanes. [Improvements across network, but particularly; Islington Street/ Victoria Road, Commercial Road/Cromby Street, Station Road/County Road/Corporation Street, Penzance Drive/Park Lane/Read Street].

Outcomes sought from scheme – Improve connectivity and permeability for cycle trips to destinations around the town centre. Safer, more attractive conditions for cycles, giving greater priority on the network.

Alignment with objectives

Good fit with TCMS objectives.

Moderate scale of impact.

Provides safe, convenient cycle routes, improving mode choice whilst promoting cycle trips.

Estimated cost banding

Potential funding opportunities - Partially through developer contributions and other schemes, local transport capital budgets, central government initiatives.

Delivery Considerations

Feasibility and construction issues: Dependent on other schemes and level of segregation from other modes. Detailed feasibility study required to determine level of provision possible on each link, taking account of strategic aspirations for the street network. No construction challenges beyond usual considerations for urban works.

Acceptability: Acceptable - no issues identified.

Environmental considerations: Beneficial impacts on air quality, noise, heritage, townscape, wellbeing.

Initial assessment of unknowns, uncertainties & risks

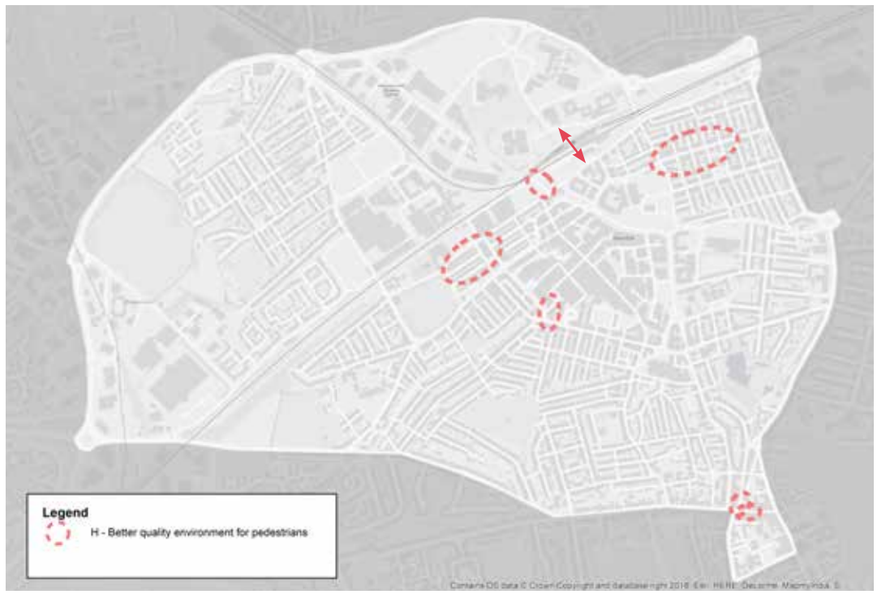
Medium Risk - Dependant on other schemes to allow reallocation of road space.

Interdependencies with other schemes/ development

C – Balanced streets.
E – Manage impact of buses on conservation areas and sensitive zones.
F – Connect strategic flyer routes.

Improve conditions for cycling and walking

Intervention H - Better quality environment for pedestrians



Scheme Description

Targeted public realm improvements to improve connectivity for pedestrians [Old Town – Wood Street/Albert Street/Victoria Road, Commercial Road/Farnsby Street/Tented Market, Emlyn Square/Carriageworks, Wellington Street, Manchester Road, Western Flyer tunnel]. (note: further public realm improvements throughout the town will have benefits to pedestrians and wider regeneration aspirations through improving the quality and character of the streets – those schemes listed here will have the greatest benefit to pedestrian movements). New railway crossing as part of station improvements. Securing a new cycle and pedestrian crossing of the railway line remains an application and will form part of any station redevelopment.

Outcomes sought from scheme – A walkable town centre, with better environment and greater connectivity, comfort and priority for pedestrians. Improved, quicker and more convenient crossing opportunities.

Alignment with objectives

Reasonable alignment with TCMS objectives.

Minor scale of impact.

Localised significant improvements to pedestrian connectivity, comfort and experience.

Delivery Considerations

Feasibility and construction issues: No construction challenges beyond usual considerations for urban works.

Acceptability: Acceptable - no issues identified.

Environmental considerations: Benefits to townscape. Limited impact on other aspects.

Initial assessment of unknowns, uncertainties & risks

Low Risk

Interdependencies with other schemes/ development

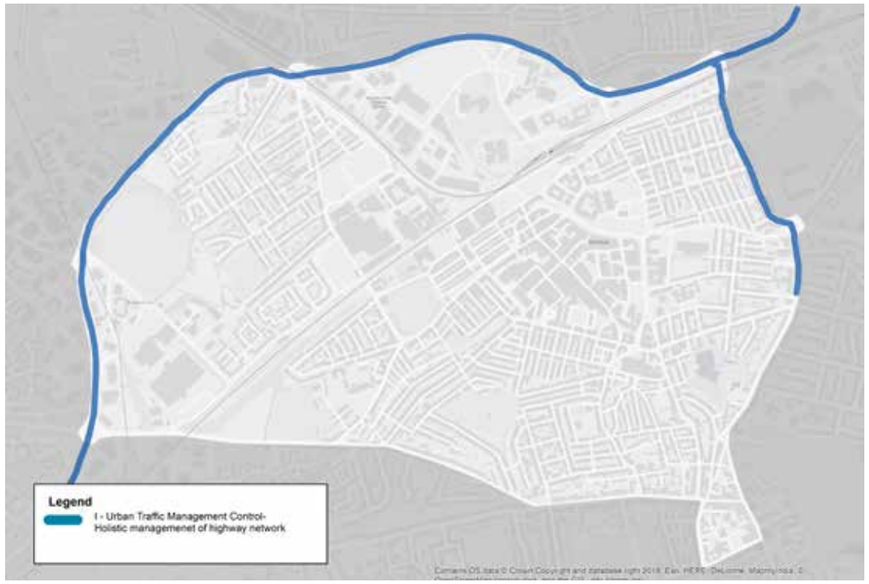
C – Balanced streets.

Estimated cost banding

Potential funding opportunities – Cost estimate is above Fleming Way bus boulevard. Local transport capital budgets. Central government initiatives.

Accommodate and manage key traffic movements

Intervention I - Urban Traffic Management Control - Holistic management of the primary highway network



Scheme Description

Holistic management of traffic on primary traffic routes (Great Western Way, County Way) to maximise network operation.

Fully signalise junctions on the corridor integrated through Urban Traffic Management & Control programme (UTMC) to optimise, coordinate and manage traffic movements along the corridor.

Low cost options available such as network monitoring (data loops/cameras) and the use of key junctions such as Mannington Roundabout to hold back traffic and prevent wider congestion in town centre.

Outcomes sought from scheme – Improved flow and capacity on primary traffic routes to better accommodate growth, improve resilience of the primary network, and maintain good access to, from and around the town centre (similar schemes typically achieve 10-15% increase in capacity).

Alignment with objectives

Reasonable fit with TCMS objectives.

Significant scale of impact.

Managed access to, from and around the town centre, benefiting many journeys.

Delivery Considerations

Feasibility and construction issues: Impacts of signalisation of all movements unknown. No extraordinary issues identified.

Acceptability: Generally acceptable, but likely to attract concern regarding queue holding and management of movements.

Environmental considerations: Potential benefits to air quality. Limited other impacts.

Initial assessment of unknowns, uncertainties & risks

Impacts of signalisation of all movements unknown.

Interdependencies with other schemes/ development

J – GWW/County Way capacity improvements.

Estimated cost banding

Potential funding opportunities - developer contributions, central government bids.

Accommodate and manage key traffic movements

Intervention J - Great Western Way/County Way capacity improvements

Scheme Description

Capacity improvements to major junctions on Great Western Way County Way. Schemes are already in various stages of development for a number of these junctions to accommodate planned growth / developments [Mannington Roundabout, Mead Way, Bruce Street Bridges, North Star, Cockleberry Roundabouts, Transfer Bridges, Magic Roundabout].

Outcomes sought from scheme – Improved flow and capacity on primary traffic routes to better accommodate growth, improve reliance on the primary network, and maintain good access to, from and around the town centre.

Alignment with objectives

Reasonable fit with TCMS objectives.

Significant scale of impact.

Improved vehicle access to, from and around the town centre, benefiting many journeys.

Interdependencies with other schemes/ development

I – UTMC.

Delivery Considerations

Feasibility and construction issues: No extraordinary issues identified..

Acceptability: Generally acceptable, but likely to attract concern regarding construction phase impacts.

Environmental considerations: Potential benefits to air quality. Limited other impacts.

Initial assessment of unknowns, uncertainties & risks

Medium Risk – Significant works on primary routes.

Benefits of standalone capacity improvements may not be fully realised without coordination between junctions and along the entire corridor

Estimated cost banding

Potential funding opportunities – Some projects in pipeline. North Star developer contribution. Station Car Park Developer Contribution. Wichelstowe Developer Contribution.

Accommodate and manage key traffic movements

Intervention K - Promote event management plans

Scheme Description

Develop specific event management plans (EMP) and temporary mitigation to manage access to large events in the town centre, particularly at the Outlet Centre and STEAM. EMPs to be developed by event organisers with support from wider stakeholders including SBC. Measures in EMPs could include temporary Park & Ride services (particularly to M4 J16), temporary signal phasing (particularly on Great Western Way), variable message signing, and temporary traffic management (such as revised lane allocations at Bruce Street Bridges junction).

Outcomes sought from scheme – improved access to special events and reduced impact on the wider network – particularly on primary routes. Greater proportion of non-car trips to events.

Alignment with objectives

Reasonable fit with TCMS objectives.

Minor scale of impact.

Potential to significantly improve congestion on Great Western Way during events, and therefore vehicle access around to and from the town centre, but no impact under normal conditions.

Delivery Considerations

Feasibility and construction issues: None

Acceptability: Acceptable - no issues identified

Environmental considerations: Benefits to noise, air quality due to management of demand and congestion, during special events only.

Initial assessment of unknowns, uncertainties & risks

Low risk – requires support and funding from various stakeholders.

Estimated cost banding

Cost to implement dependent on measures.

Potential funding opportunities – Contributions for various stakeholders including outlet village/ organisers of significant special events.

Interdependencies with other schemes/ development

None

Manage parking for maximum access and convenience

Intervention L - Consolidate and improve quality of car parks, in line with Parking Strategy

Scheme Description

Consolidate parking stock into key strategic sites, releasing other sites for development. Focus investment in key sites to provide high quality, attractive, safe facilities [Station North Car Park, Whalebridge, Regents Circus, Brunel North/West].

Outcomes sought from scheme – well connected, easily accessible, legible car parks close to radial gateways. High quality, modern facilities.

Alignment with objectives

Good alignment with TCMS objectives.
Significant scale of impact.
Simplifies movements in the town centre, providing convenient access and improving the experience of the town centre.

Estimated cost banding

Potential funding opportunities – Sale of existing sites, borrowing against parking revenue, developer contributions, central government grants for electric charging points.

Delivery Considerations

Feasibility and construction issues: None

Acceptability: Generally acceptable – likely to attract short term objections but capacity and profile of short/long stay parking to be retained.

Environmental considerations: Potential limited benefits to air quality and noise due to reduced circulation of traffic. Benefits to townscape with removal and development of surface car parking

Initial assessment of unknowns, uncertainties & risks

Medium Risk – Covenants restricting development on Station North car park site.

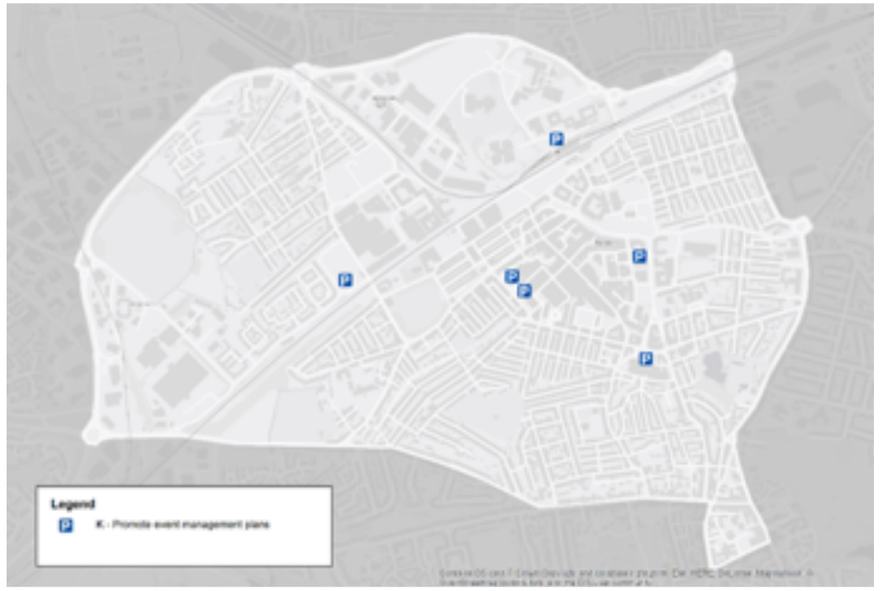
Interdependencies with other schemes/ development

M – Maximise convenience of parking.

C – Balanced streets

Manage parking for maximum access and convenience

Intervention M - *Maximise convenience of parking*



Scheme Description

Expansion and renewal of technological solutions to improve the convenience of parking for users – measures such as variable message signing to strategic car parks, real-time monitoring of occupancy, coordination with mapping/navigation systems, maintain and update pay-by phone/app offer.

Outcomes sought from scheme – maximum convenience for the user, with efficient navigation to available parking, and convenient payment options

Alignment with objectives

Reasonable fit with TCMS objectives.
Minor scale of impact.
Improves experience of town centre and improves ease of access for vehicle trips.

Estimated cost banding

Potential funding opportunities – Parking revenue for SBC car parks.

Delivery Considerations

Feasibility and construction issues: None

Acceptability: Acceptable - no issues identified

Environmental considerations: Potential limited benefits to air quality and noise due to reduced circulation of traffic

Initial assessment of unknowns, uncertainties & risks

Low Risk – On-going investment as technology evolves.

Interdependencies with other schemes/ development

L – Consolidate and improve quality of car parks.

Complementary Measures

The illustrative interventions for the TCMS are presented below, grouped under the priority themes. The key attributes for each proposed intervention are set out on the following pages.

Wider transport policy measures outside the TCMS will complement the strategy schemes and contribute towards meeting the TCMS objectives, although those measures go beyond the Town Centre and provide benefits across a wider network. In particular, measures to manage the demand for car trips in the Town Centre and promote walking and cycling include:

- Improved Park & Ride to manage travel demand into the town centre;
- Bus and rapid transit corridors providing good quality public transport choices into the town centre;
- Wider cycle network improvements.

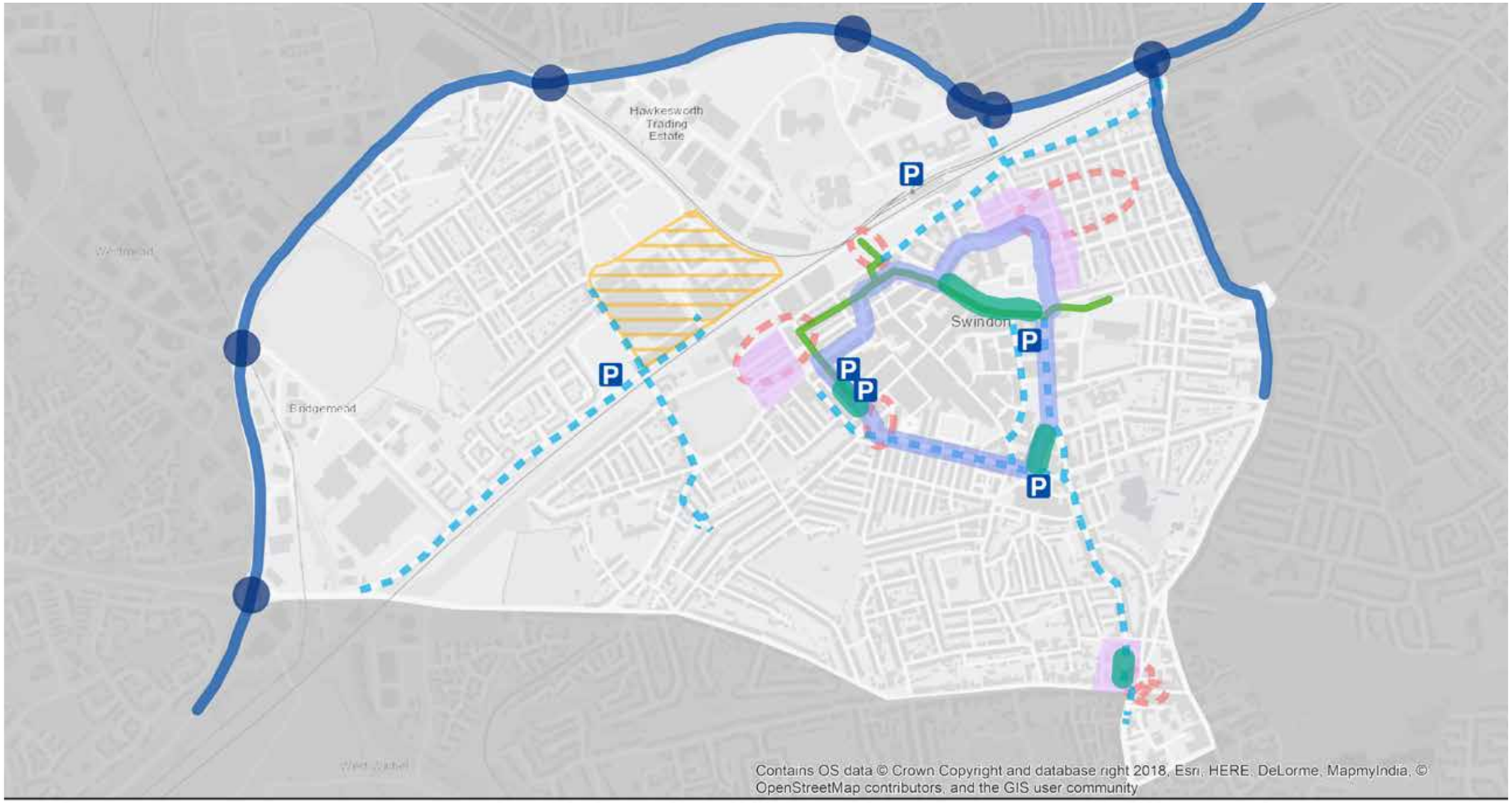
Delivery of these initiatives will come through various mechanisms including the Local Transport Plan, and growth led mitigation schemes.

The Movement Strategy contains no specific measures, as the complementary initiatives will be secured through other programmes. The need for resilient and future-proofed initiatives is especially relevant in this context, as opportunities to exploit developments in technology are most pronounced.

Figure 5-1 overleaf provides a summary of the options for intervention presented in this section. Whilst none of the measures proposed are necessarily fixed, it is clear that the strategy is wide-ranging in both its geographic scope and also in the holistic and interacting nature of the schemes.

Table 4 provides an assessment of their alignment with the TCMS objectives, and implementation timescale estimates.

Figure 5-1 Indicative Intervention Overview



Legend

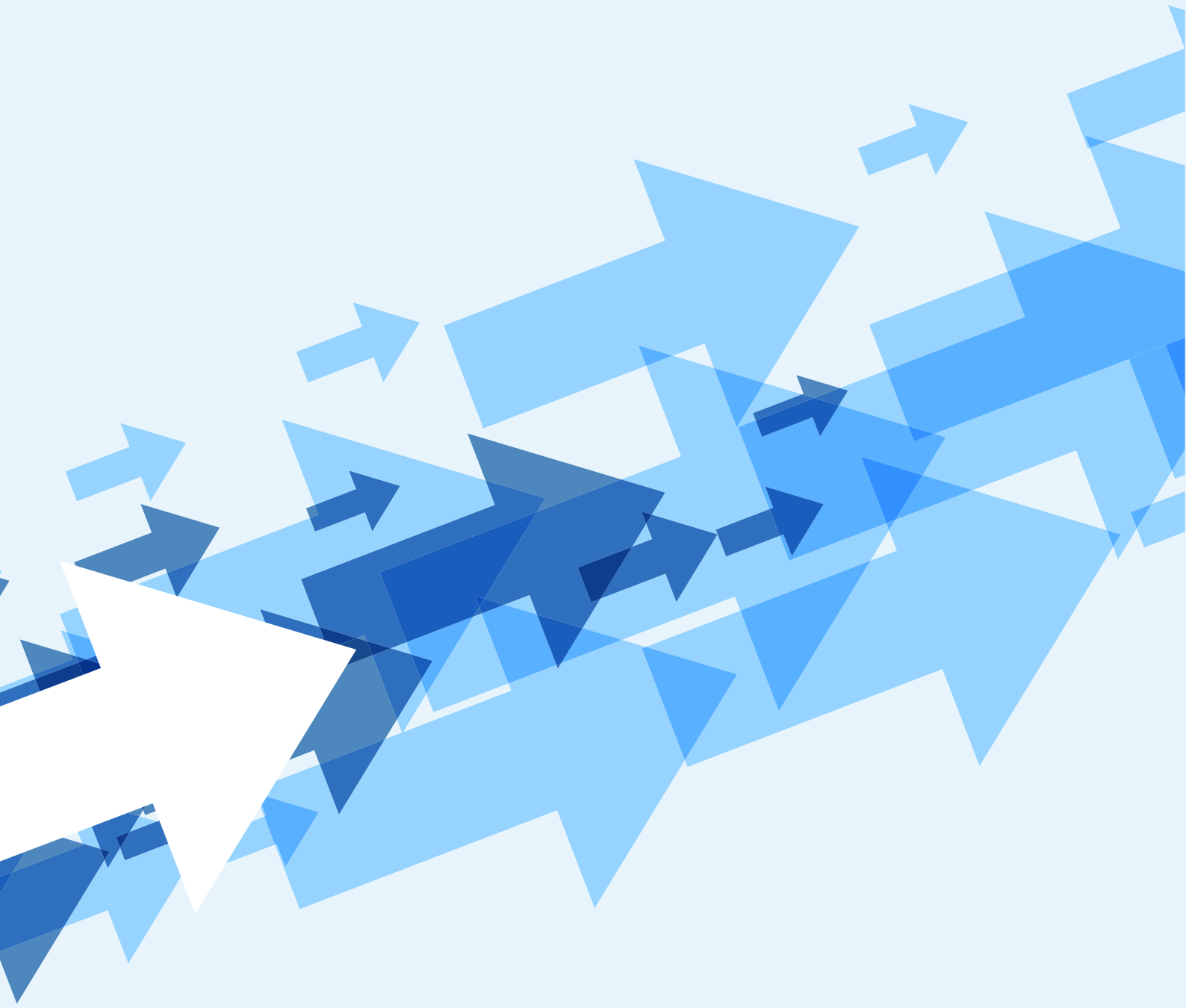
- A/B/C - Simplifying town centre access
- D - On-street bus interchanges: main bus station and smaller bus hubs
- E - Manage impact of buses on conservation areas and sensitive zones
- F - Connect Strategic Flyer Routes
- G - Improve quality of secondary cycle network
- H - Better quality environment for pedestrians
- I - Urban Traffic Management Control - Holistic management of the highway network
- J - Great Western Way/County Way capacity improvements
- K - Promote event management plans
- L - Consolidate and improve quality of car parks, in line with Parking Strategy

Table 4 - TCMS Objectives – Links to Wider Policy

		Simplify Town Centre circulatory routes, and manage movements and access to parking	Increase choice of travel options with priorities to pedestrian and cyclists	Safe and convenient routes into, out of and through Central Swindon by all modes	Improve quality of the experience in the town centre	Improve air quality	Overall Alignment with Objectives	Scale of Impact
Simplify town centre access	A. Fleming Way alternative (bus boulevard enabling works)							
	B. Whalebridge junction (north-south movement)							
	C. Balanced streets							
Integrate buses with the town centre	D. On-street bus interchanges: main bus station and smaller bus hubs							
	E. Manage impact of buses on conservation areas and sensitive zones							
Connected cycle network and walkable streets	F. Connect Strategic Flyer Routes							
	G. Improve quality of secondary cycle network							
	H. Better quality environment for pedestrians							
Accommodate and manage key traffic movements	I. Urban Traffic Management Control - Holistic management of the primary highway network							
	J. Great Western Way/ County Way capacity improvements							
	K. Promote event management plans							
Manage parking for maximum access and convenience	L. Consolidate and improve quality of car parks, in line with Parking Strategy							
	M. Maximise convenience of parking							

Key:
Alignment with Objective(s)
Scale of Impact

Notes



2019 Town Centre Movement Strategy