

may be identified as part of the proposed survey of pedestrian demand and the YTSR would support any such proposals.

- 5.57 It is also important for pedestrians to be considered during the design of the proposed new developments around Yeovil. These developments should encourage all sustainable modes of travel including walking.

YCRT Recommendations

- 5.58 The YTSR Pedestrian Strategy is generally consistent with the recommendations made in the YCRT and any differences between the two strategies are relatively minor.
- 5.59 Recommendation 5 of the YCRT sought to encourage walking to school; this is included as part of the YTSR School Transport Strategy. Recommendation 8 stated that the YCRT Panel felt that improved pedestrian routes would provide more benefits than providing similar facilities for cyclists. The YTSR believes that as many of the facilities can be shared by both modes neither cycling nor pedestrian facilities should have priority.

THE TRAVEL PLANNING AND TRAVEL AWARENESS STRATEGY

- 5.60 Travel planning and travel awareness are important tools in achieving reduced car use and encouraging more sustainable travel. The following recommendations have been identified to encourage travel planning and travel awareness in Yeovil.
- ◆ The planning process should be used by SSDC to secure travel plans for all new significant developments. With a number of large residential and employment developments planned over the coming years it is vital that travel plans are in place and, more importantly, are monitored, enforced and continually updated and adapted;
 - ◆ The preparation of supplementary planning guidance should be considered to ensure a consistent approach is employed in developing travel plans for all proposed developments;
 - ◆ A Yeovil Travel Plan Network should be established to promote travel plans and support organisations implementing travel plans;
 - ◆ SCC should employ an additional Travel Plan Co-ordinator who can promote travel plans locally and assist with the enforcement and monitoring of travel plans submitted through the planning process as well as promoting the car share scheme;
 - ◆ SCC should consider a Yeovil-wide approach to travel planning. Many firms have their own car sharing schemes but the effectiveness of these would be enhanced significantly if the resource was shared between a number of companies or organisations;
 - ◆ A strategic travel plan and travel awareness brand should be established jointly for SCC and SSDC. In addition, there needs to be a strategic marketing campaign to promote travel awareness and travel plans continuously throughout the year as opposed to one off events. This should include a quarterly newsletter which will draw together and promote all the local travel plan activity in Yeovil and Somerset;

- ◆ Both SCC and SSDC should actively promote their own travel plans to local employers to show that they lead by example and to publicise the benefits the process can bring both employers and employees;
 - ◆ SCC and SSDC should promote possible funding streams for organisations wishing to develop travel plans (e.g. the Transport Energy Best Practice Programme).
 - ◆ The Travel Plan Evaluation Tool should be used to assess travel plans submitted as part of planning applications. SCC/SSDC should set a standard that they think all travel plans should attain before they can be approved; and
 - ◆ SCC should expand its database of local travel plan activity to incorporate those travel plans required through S106 Agreements.
- 5.61 DfT guidance states that for every £1 spent on well-designed 'soft measures' there could be around £10 of benefit in reduced congestion alone with further potential gains from environmental improvements and other effects, although this is provided that the tendency of induced traffic to erode such benefits is controlled. Travel planning and travel awareness are key 'soft measures' and thus provide a good return on investment in these areas.
- 5.62 It is beyond the scope of the YTSR to assess individual company's travel plans or make recommendations on improving the performance of these plans. The YTSR seeks to see a consistent approach to travel planning across all of Yeovil with well defined and achievable plans being monitored, enforced and continually updated.

YCRT Recommendations

- 5.63 The recommendations from the YTSR are entirely consistent with Recommendation 13 of the YCRT which supported the concept of travel planning (these were referred to as Green Travel Plans in the YCRT).

THE SCHOOL TRANSPORT STRATEGY

- 5.64 There are a number of areas where SCC can develop further the current SRTS/School Travel Planning work being undertaken in the county. Much of this strategy can be delivered at a modest cost and as it has been shown above the benefits can be significant making this a cost effective means of achieving change in travel behaviour. The key elements of the School Travel Plan Strategy are discussed in the following paragraphs.

Targeting Schools

- 5.65 Although there is good scope for schools in Yeovil to develop SRTS/School Travel Plans, quick wins are needed to show other schools the positive benefits of these schemes. Schools with existing good pedestrian and cycle links need to be identified and targeted as these will be able to implement measures more quickly and effectively and at least cost.
- 5.66 Secure cycle parking facilities should be provided at schools as where these are provided the numbers of pupils cycling to school has been shown to increase.

Young TransNet

- 5.67 The SCC Young TransNet site is very well developed with a great deal of useful information available. This should continue to be promoted to schools in order to encourage them to register with the scheme and use the material available.
- 5.68 A lot of information is already on the site but there is a need to analyse this information in order to provide a baseline of activity within Somerset. This does require staff resources in order to do this but the information obtained could be used to promote the website to other schools.

Funding

- 5.69 To ensure that school travel work is successful, it is important that SCC allocate appropriate capital and revenue budgets that allow measures to be implemented that will assist schools with the development of SRTS schemes and school travel plans.
- 5.70 One of the key barriers to the take-up and implementation of school travel plans is funding within schools. There is a need for SCC to publicise the new funding available to schools that have an authorised travel plan.

Developing the Curriculum

- 5.71 Safe Routes to Schools projects are ultimately more successful when the momentum is kept up within school, especially if issues concerning the school journey are incorporated within the National Curriculum. The new National Curricula in England and Wales now offers opportunities to discuss issues relating to journeys to school, such as healthy physical activity, road traffic, safety and sustainability in geography, citizenship and personal, social and health education (PSHE).
- 5.72 Work on Safe Routes to Schools can also satisfy parts of the programmes of study for most subjects. The Somerset Young TransNet site has educational pages containing resources for teachers across Somerset. These have been produced to help teachers meet these specific requirements relating to journeys to school and the classroom activities.
- 5.73 There is a need liaise closely with the SCC Education Department and schools in order to acknowledge that traffic generation at schools is high. By doing so, this will help raise the profile of SRTS schemes and their benefits which in turn will educate children as to the impact of car borne travel.

Pedestrian and Cycle Training

- 5.74 There is a need to encourage more schools to take up Right Track cycle training courses. By doing so pupils can then be encouraged to cycle to and from school whilst parents and teachers are safe in the knowledge that full safety training has been given.
- 5.75 It would also be beneficial to primary and junior schools to offer pedestrian training and to assist with the identification of pedestrian desire lines in the vicinity of the school to ensure that footpaths and crossing facilities are of a high standard and are located in the correct places. Parents are often most concerned about safe crossing

facilities around schools which results in them driving their children to schools rather than letting them walk (or walking with them).

- 5.76 Head Teachers should be encouraged through a formal training programme to be able to undertake risk assessments and site audits of and in the vicinity of their school sites. By doing so this will make them more aware of the problems and issues children are faced with on a day to day basis for their journey to school.

Marketing

- 5.77 There is a continued need to promote the Safe Routes to School Programme across Somerset. The successful Walk on Wednesday scheme is one way of doing this. There are a number of other programmes available to schools promoting broad ranging environmental and health issues which can be used in a co-ordinated fashion with SRTS issues. It is known that a number of schools are already involved in this process but there is a need to co-ordinate these schemes at a more strategic level in order to ensure they have a positive impact.

- 5.78 A newsletter is an effective way of maintaining interest in SRTS/School Travel Plans as it keeps the concept present in people's minds and it is a key tool for school participation. A newsletter could include reviews of initiatives in place indicating the level of success in Yeovil. People can be easily put off if benefits of an initiative are not apparent and this could discourage those who might be sceptical of SRTS initiatives.

- 5.79 Information from other SRTS/School Travel Plans around the County or within a forum could be included to provide a comparison for those taking part. Feedback forms within the newsletter would provide an opportunity for people taking part in these programmes to indicate their feelings on how the plan is working and what (if anything) they would like to see done better.

Healthy Schools Programme

- 5.80 The Healthy Schools Programme is a joint initiative of the Department of Health and the Department for Education and Employment, which was launched in May 1998. The purpose of the programme is to raise awareness of the opportunities in schools for improving the health, both physical and mental, of children, teachers, as well as families and the local community.

- 5.81 The scheme encourages schools to develop a "healthy school" ethos and to develop and improve school and community links. Healthy schools co-ordinators are nominated to facilitate the project. These co-ordinators are normally based in local health promotion units of the health authority.

Eco Schools

- 5.82 Eco Schools is much more than an environmental management system for schools. It is a programme for promoting environmental awareness in a way that links to many curriculum subjects, including citizenship and PSHE and education for sustainable development. It is also an award scheme that will raise the profile of schools in the wider community.

- 5.83 The Eco Schools process is holistic. It works by involving the whole school (pupils, teachers, non-teaching staff and governors) together with members of the local community (parents, the local authority, the media and local businesses). It encourages teamwork and helps to create a shared understanding of what it takes to run a school in a way that respects and enhances the environment.

YCRT Recommendations

- 5.84 The recommendations from the YTSR are entirely consistent with Recommendation 5 of the YCRT which proposed that an audit should be carried out of every school in Yeovil from which could be developed a green travel plan. The YTSR takes this recommendation further and proposes further measures to deliver a school transport strategy.

THE PUBLIC TRANSPORT STRATEGY

Bus Strategy

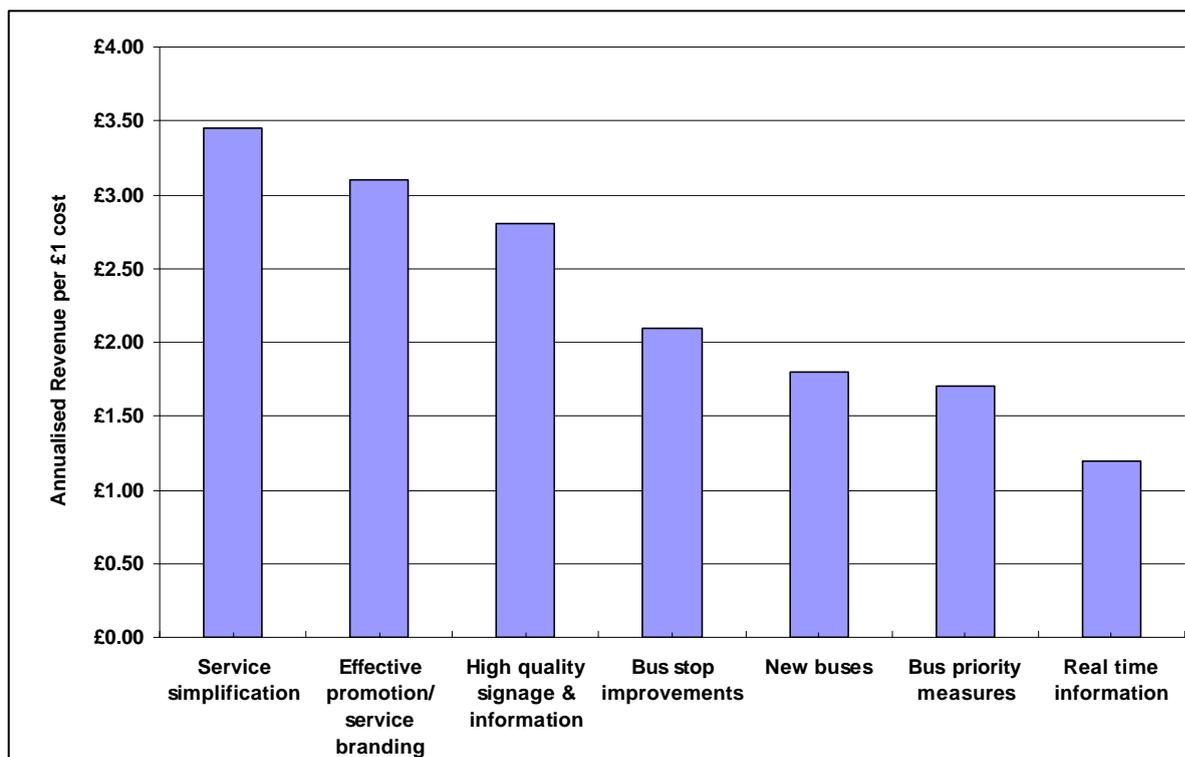
- 5.85 At the same time that the work was being undertaken to develop the YTSR Public Transport Strategy a separate study was working in parallel to develop a revised SCC Public Transport Strategy. This will be the overarching strategy for Somerset and the final YTSR Public Transport Strategy must be consistent with its objectives and recommendations.

Background

- 5.86 To ensure that that the YTSR Bus Strategy makes use of latest thinking and best practise it has been developed using the principals applied during the development of Quality Bus Partnerships (QBP). These are considered to be good practice in delivering improvements to bus services.
- 5.87 QBP schemes are generally a mixture of components which can be used to remove barriers to bus travel. The following five elements are considered to be important aspects of the developing strategy to deliver improvements to bus services in Yeovil:
- ◆ Bus priority;
 - ◆ Information and marketing;
 - ◆ Passenger infrastructure;
 - ◆ Vehicle and service quality; and
 - ◆ Services, fares and ticketing.
- 5.88 The Quality Bus Partnership Good Practice Guide suggests a 'return rate' measured as an increase in bus fares (and therefore it can be assumed increased numbers of passengers), for each £1 of expenditure on QBP schemes (Figure 5.2). Based on a survey of QBP schemes in 1999/2000 the best rate of return comes from money invested in service simplifications, effective service promotions and high quality signage and information. This is in the main because these improvements can be introduced at a relatively low cost. Every £1 spent on the improvements mentioned above resulted in returns of more than £2.50.

- 5.89 A lesser return is achieved through investment in bus priority measures, new buses and real time information and automatic vehicle location. All three, however, see a positive return on money invested; for new buses and bus priority measures this is between £1.50 and £2.00 for every £1 spent.

Figure 5.2 – Benefit to Cost Ratio of Quality Bus Improvements



- 5.90 Measures which might be included in QBP's and would be beneficial in Yeovil include:

- ◆ Bus priority measures including:
 - ◆ Redistribution of existing road space; and
 - ◆ Introduction of technological solutions such as priority phases or bus activation of traffic signals, advance signals and Selected Vehicle Detection.
- ◆ Information and Marketing measures including:
 - ◆ Improvements to passenger information in line with the Local Authority Information Strategy;
 - ◆ Improved public transport information by telephone, e-mail and the internet;
 - ◆ Promotion of bus travel through transport policy initiatives, such as Green Travel Plans; and
 - ◆ Real time service information.
- ◆ Passenger Infrastructure improvements such as:

- ◆ Improved kerb side infrastructure to include new bus shelters, raised kerbs and appropriate highway access for low floor buses;
 - ◆ Enhanced shelters at existing locations; and
 - ◆ New shelters to increase the number of shelters on individual routes.
 - ◆ Vehicle and Service Quality measures and initiatives such as:
 - ◆ Improved vehicle standards including the introduction of low floor buses;
 - ◆ Monitoring of service reliability and journey times; and
 - ◆ Improvements to staff training.
 - ◆ Services, fares and ticketing improvements including:
 - ◆ Simplified service patterns on an 'easy to remember' format;
 - ◆ Improved service frequencies in response to passengers demand to encourage greater use;
 - ◆ Making discounted tickets available to businesses and schools wishing to participate in green travel initiatives; and
 - ◆ Ticket initiatives to encourage improved patronage.
- 5.91 In developing the Yeovil Bus Strategy the YTSR has focussed on two main areas for improvement, which incorporate many of the measures outlined in the QBP best practice document, namely:
- ◆ Improved integration between modes covering:
 - ◆ Interchange at the bus station;
 - ◆ Interchange in the town centre;
 - ◆ Interchange between rail and bus at Yeovil Junction;
 - ◆ Interchange between rail and bus at Yeovil Pen Mill; and
 - ◆ Roadside infrastructure.
 - ◆ Improvements in the standard of bus services covering:
 - ◆ Accessibility;
 - ◆ Service Frequency;
 - ◆ Reliability; and
 - ◆ Vehicle Quality.
- 5.92 The public transport strategy needs to be realistic and achievable rather than purely aspirational and thus it must take account of the likely availability of resources and funding available. To ensure that this is the case the strategy also includes a section on delivering the proposed network, including:
- ◆ The role of Quality Bus Partnerships;
 - ◆ Potential for rationalisation of existing resources;
 - ◆ Availability of S106 funding; and
 - ◆ Potential for workplace travel plans.
- 5.93 The majority of recommendations within the strategy are not new and are tasks that the Integrated Passenger Transport Unit have identified and accepted as being

necessary. However, there is no funding available within existing provision for any projects and significant additional funding will be required to deliver them.

- 5.94 When the strategy is implemented it is important that a system is in place to monitor the delivery and uptake of the proposed initiatives. This could include cordon surveys to monitor mode share, passenger satisfaction surveys and non user surveys.

Improving Interchange

- 5.95 Improving interchange facilities and opportunities is important in attracting people to use bus services. Where interchange is necessary it is essential the journey appears to be 'seamless'. Important issues with interchange include high quality waiting facilities, and reliable, frequent bus services.
- 5.96 All locations where interchange currently takes place would benefit from some improvement.

The Bus Station

- 5.97 Measures proposed to improve interchange at the bus station include:
- ◆ Improvements to the physical environment;
 - ◆ Improvements in the type and availability of information; and
 - ◆ Improved signage to and from the town centre.
- 5.98 In addition to the health and safety improvements already planned for the bus station, further physical enhancements are recommended. Priorities should include modernising the bus shelters and re-opening the waiting area. In addition, the travel office, café, toilets and newsagent would all benefit from some modernisation.
- 5.99 There is considerable scope to improving information at bus stops within the station. Ideally an electronic system should be introduced to inform passengers of the next departure. This could be complemented with improved paper information at the stops detailing departure times, journey time to key locations along the route and fares information.
- 5.100 General information should be available around the bus station to direct passengers to the relevant stop. This could be done as simply as an information board with a list of locations, service and stand numbers or it could involve an electronic system which passengers could interrogate to find out the next departure. This will assist passengers who do not know which bus number they require to reach their destination, including irregular users.
- 5.101 Enhancements are also recommended to the existing rail information board. Information about buses which serve the rail stations, interchange, journey times and fares would better inform passengers. Stops which are used by services which operate to the rail station should also have a distinctive branding.
- 5.102 There is a need for better signage between the bus station and the town centre. In particular the link between Glovers Walk and the Quedam Shopping Centre should be highlighted. Improved signage should be complemented by maps which illustrate
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the location of the bus station is in relation to the main areas of interest (shopping, leisure, medical facilities etc) and highlight the quickest walking routes.

5.103 Whilst not on the main shopping street the bus station is well placed within the town centre. Given the physical constraints of existing development it is difficult to identify a better location. In terms of capacity whilst the station can at times be crowded it is considered to be sufficient for existing demand. This situation could potentially change if the network was expanded, requiring a potential re-configuration or relocation of the bus station.

Yeovil Town Centre

5.104 The measures that are recommended to improve interchange in Yeovil town centre include:

- ◆ Better bus information at stops;
- ◆ More detailed maps of where to join services in the town;
- ◆ Better signage and clear walking routes to the bus station; and
- ◆ Additional bus stops in the town centre.

5.105 Improved information at the Borough would be advantageous to passengers. Improved paper information (departure time, journey time and fares information) should be complemented by electronic next departure information. In addition, there should be information to direct passengers to the stop they require if their service does not depart from the Borough. Improved timetable information should also be available at all stops in the town centre.

5.106 Clearer signage is required from the town centre to the bus station. There are some signs in Middle Street, but additional signs are needed to clarify that the fastest route to the bus station is via Glovers Walk. In addition, the route between the Quedam shopping centre and Glovers Walk should be signposted, and shown on the shopping centre plan which is located at the Silver Street entrance.

5.107 In addition, it would be beneficial to have a map showing bus stop locations and routes to the nearest stop for individual services around the town centre to minimise confusion and unnecessary journeys. There are a number of information boards in the town where this could be displayed and a copy of the map could be included in the area timetable book and made available from the tourist and bus information offices.

5.108 It might also be beneficial to introduce additional bus stops in the town centre, rather than relying on the Borough for the majority of passengers. Any additional stops should be high quality with a shelter where possible and comprehensive timetable information.

Yeovil Junction

5.109 The measures that are recommended to improve interchange at Yeovil Junction include:

- ◆ Improved bus links between Yeovil Junction and Yeovil with guaranteed interchange;

- ◆ Improved signage between the platforms and the bus stops; and
 - ◆ Improved information.
- 5.110 A system which guarantees interchange at Yeovil Junction needs to be introduced. Rail passengers would be more likely to use buses to access the station if the connection between rail and bus was guaranteed. Reducing the need for additional interchange might also attract additional passengers; currently journeys by bus from most parts of Yeovil can only be made with interchange at the bus station.
- 5.111 Further work is recommended to develop an understanding about where people are coming from who use Yeovil Junction. It is understood that there is limited interchange undertaken at Yeovil Junction.
- 5.112 Potential alternative methods of serving the station include:
- ◆ Fixed route bus service between the rail station and the bus station which extends into residential areas of Yeovil on a set timetabled route;
 - ◆ Fixed route bus service between the rail station and the bus station which extend into residential areas of Yeovil as a pre-book demand responsive service; and
 - ◆ Fully demand responsive service to and from the rail station which can be pre-booked.
- 5.113 There are a number of options for demand responsive services. Operating the service with smaller, people mover type vehicles could secure a more frequent service or allow more than one vehicle to meet each rail service. This would mean shorter journey times on the demand responsive section and/or more passengers being accommodated. Operating costs for such vehicles would be lower than that for conventional vehicles.
- 5.114 Demand responsive services would also have some flexibility to delay their departure to meet a late running train. Alternatively the bus could operate on a fixed timetable and taxis (subsidised so that passengers only pay the equivalent of their bus fare) could be used to accommodate passengers from late running trains. Another option is the use of both flexible departure times and taxis; in this situation, taxis would only be used if the delay to the departure time would have a knock on effect on the next journey from Yeovil.
- 5.115 It has been suggested that 12 minutes is the maximum time required for all passengers alighting the train to get to the bus stop. This should be taken into account in timetabling any departures.
- 5.116 Improved signage and bus information should be provided on the platforms to assist passengers interchanging at the station. Ideally real time information could be provided to alert passengers when the next service is due to arrive and/or depart. This will increase passenger confidence in changing between modes at the station.
- 5.117 Improved waiting facilities are also essential for passengers interchanging between bus and rail. The current shelter should be replaced by a better quality bus shelter which provides protection from the weather, seating and lighting. Ideally this shelter should also have real time information with details of the next bus.

- 5.118 Buses serving Yeovil Junction should be branded as 'rail link' vehicles and the services should be advertised as such. The area wide timetable book should raise the profile of the service and make it clear that it is the service to Yeovil Junction. Additionally, individual timetable leaflets should be produced which contains details of both the bus and rail services and advice about interchange between the modes.
- 5.119 Greater integration in bus and rail ticketing should be introduced for Yeovil. Bus add-on tickets should be available for rail users and an agreement should be reached so that season ticket holders can travel for free on local bus services.

Yeovil Pen Mill

- 5.120 Measures recommended to improve interchange at Pen Mill include:
- ◆ Improved walking routes between the station and the bus stops;
 - ◆ Improved signage between the station and the bus stops; and
 - ◆ Improved information.
- 5.121 A map of walking route between bus stops and the station (including services which depart from Lyde Road) and an indication of the walking time between the two should be displayed at relevant stops and at the rail station. This information should also be available in the bus station.
- 5.122 The signal controlled crossing of the A30 Sherborne Road which is proposed in the Local Transport Plan should be introduced at the earliest opportunity to improve the walking route to and from the station.
- 5.123 Improved information should be made available at the rail station including departure times, journey times to key locations and fares information. If possible an electronic next departures board should also be introduced at the station. This improved information should also be available at the relevant bus stops, all of which should be clearly marked as the rail station stops.
- 5.124 The area wide timetable book should include a summary timetable of all services which operate to and from Pen Mill and better advertise them as the services to the rail station. There should also be an individual timetable leaflet which contains details of all rail and bus connections at Pen Mill.
- 5.125 Whilst it is probably not practical to brand services which operate via Pen Mill as rail link vehicles it would be advantageous if it was clear that the service calls there. This could be something as simple as a reference on the destination blind.

Roadside Infrastructure

- 5.126 Passenger Infrastructure improvements are used to provide:
- ◆ More effective links for walking trips to bus stops;
 - ◆ Level or improved boarding onto vehicles;
 - ◆ Shelter seating and passenger facilities at all stops; and
 - ◆ Physical evidence of the existence of a service at the roadside.

- 5.127 Improvements to roadside infrastructure could potentially increase usage by raising the profile of the service or making it easier for people to board and more pleasant for people who are waiting for the bus.
- 5.128 Measures to improve the quality of roadside infrastructure include:
- ◆ Improve walking routes to and from the stops;
 - ◆ New and additional bus shelters;
 - ◆ Raised kerbs to improve accessibility; and
 - ◆ Improved information.
- 5.129 Walking routes and signage for bus stops should be improved in residential areas and as a minimum stops should have an area of hard standing for waiting passengers.
- 5.130 Additional bus shelters should be provided at the most popular stops, and where shelters already exist they should be upgraded. Where shelters are provided they should have seating and lighting and should provide shelter from the weather. It is also essential that once they are introduced they are well maintained and cleaned on a regular basis.
- 5.131 The introduction of raised bus boarders at stops can assist less able passengers to board the bus and where low floor buses operate wheelchair users and parents with pushchairs can access the bus. Improved information at stops, including what is displayed on bus stop flags is also essential and this is considered later in this section.

Improving the Quality and Availability of Bus Services

Accessibility

- 5.132 In terms of accessibility, factors affecting bus usage are coverage of the network, access to that network and access to desired locations such as employment, education, health and leisure facilities. Increasing accessibility, in terms of how far people have to walk to join the bus and to reach their final destination at the other end, and the need for interchange, affect the attractiveness of travelling by bus.
- 5.133 Recommended measures to improve accessibility to bus services include:
- ◆ Better penetration of residential areas with additional services and/or demand responsive transport;
 - ◆ Additional services operating to and from the employment areas; and
 - ◆ Demand responsive services from rural areas.
- 5.134 Residential areas are generally well penetrated by bus services. There are areas which could be better served by bus services but benefits of this need to be considered against the disadvantages of operating longer more complicated routes. Operating additional services with smaller vehicles could provide better penetration of residential area.

- 5.135 Demand responsive transport is another option for better penetrating residential areas. A 'many to one' service would work well, with passengers being picked up at or near their homes and taken to a fixed destination. A number of services would need to operate, each covering a separate residential area. Destinations for such services could include the town centre, hospital and the employment areas on the outskirts of Yeovil and operating the service with smaller vehicles would keep the costs down.
- 5.136 To the south of the town, penetration could be improved through the introduction of an additional town route or by extending the service 4. At present most residential areas to the south depend on longer distance services which operate along the main radial routes and often operate at a lower frequency than the town routes.
- 5.137 Existing services from the north might be improved by extending them across town to provide better access to the hospital, for example. Other options are for the introduction of circular and/or figure of eight services which provide links between residential areas and the industrial estates on the outskirts of Yeovil.
- 5.138 Where there are new residential developments it is essential that bus services operate from the first day of occupation, with carefully thought out access routes to allow to penetrate of the development by buses and to avoid circuitous routes.
- 5.139 Serving the industrial areas is a challenge due to shift working and existing road layouts. It is essential that any bus services which are introduced for the industrial areas also serve residential areas to avoid the need to interchange in the town centre. They will also need to operate long hours to accommodate the needs of shift workers. A circular service or one which operates in a figure of eight would accommodate a number of journeys between the residential and employment areas. Further work is recommended to establish travel patterns, mode split and working hours.
- 5.140 In rural areas the priority should be to improve links from deeper rural areas into high frequency core routes. There could potentially be opportunities to combine conventional, community transport and/or social services transport to provide such feeder services and this is already being considered through the current policy review. Considerable numbers of journeys from rural areas are from the north west of Yeovil and the introduction of DRT would be most likely to succeed there.
- 5.141 The introduction of demand responsive transport would obviously require high quality interchanges along core routes and the introduction of a means of communication between services to ensure that people who wish to interchange are not left stranded due to late running services. A booking centre would also be necessary to operate such a service.
- 5.142 Better evening services are also recommended for Yeovil and the surrounding areas. Nippybus services go some way to providing this although they do not operate every day. The use of taxis could provide efficiencies where there is low demand for travel in the evening.

Service Simplification

- 5.143 Service simplifications can be used to make the bus service suit existing or predicted demand patterns better, be more readily understandable by potential passengers and be perceived as better value for money. In some cases however, simplifying services can lead to worse penetration of residential areas and/or some areas losing their bus services.
- 5.144 Whilst there are benefits to service simplification, it is not recommended that large scale changes are made to services, unless resources are available to ensure that residential areas do not lose existing services.
- 5.145 Given the existing situation in Yeovil, with regard to commercial viability of services and availability of revenue support, large scale service simplification is not recommended for Yeovil.

Service Frequency

- 5.146 Service frequency is important in attracting people to use bus services, particularly where interchange is involved. At present the many services do not meet Local Authority frequency targets.
- 5.147 Recommendations with regard to service frequency include:
- ◆ Enhancing service frequencies to meet Local Authority targets; and
 - ◆ Enhancing the evening service.
- 5.148 The Local Authority should be working with local bus operators to secure frequency enhancements for local bus services. Means of securing such frequency enhancements include:
- ◆ Bus operators increasing frequencies as a commercial venture;
 - ◆ Bus operators increasing frequencies as part of a Quality Bus Partnership; and
 - ◆ Local Authorities securing frequency enhancements with revenue support.
- 5.149 There is a great need for frequency enhancements to make buses more attractive and competitive with the private car but achieving such enhancements will be a challenge due to the lack of funds available and the marginal nature of many of the existing services.
- 5.150 As already stated it is recommended that operating hours are extended to ensure that they meet shift patterns as appropriate and an enhanced evening service would be beneficial.

Service Reliability

- 5.151 Bus priority measures involve giving greater traffic priority to buses than is currently the case with the aim of reducing journey times and improving reliability. Bus priority measures include both physical measures such as bus lanes and bus gates and systems such as vehicle detection and prioritisation at signalised junctions.

5.152 Selective vehicle detection is possible using GPS based technology and this can be linked to give priority for buses at signalised junctions and provide real time passenger information. Apart from the ability to provide more targeted priority for buses the introduction of vehicle location systems can provide benefits to passengers through improvements in the fleet management by the bus operators such as:

- ◆ Communication between Control Centre and drivers (breakdowns, accidents);
- ◆ Improved ability to maintain reliability through vehicle headways;
- ◆ Improved efficiency (lower operating costs) arising from reduced regulatory man-power; and
- ◆ Improved the provision of up to date scheduling information. The system can also be linked with the provision of Real Time Passenger Information (RTPI).

5.153 Restricting access to the town centre by other vehicles would also improve the reliability of services as they access the town. In addition, strict waiting controls need to be introduced at the car park near the bus station.

A30 Sherborne Road

5.154 Sherborne Road experiences the worst traffic delays but potential for a solution is limited due to physical constraints. Selected vehicle detection could be introduced but it is not physically possible for buses to pass cars along the congested section of the road. SVD could possibly work if the queues of traffic were held back at a point where buses could pass the displaced queue of traffic although this is unlikely to be possible on Sherborne Road. The system would also be linked to real time passenger information.

5.155 Another alternative is to restrict the number of private car users along that route, or joining that route, but alternative routes into Yeovil from that direction are limited. Car users could be discouraged from driving into Yeovil by the introduction of a Park and Ride site on the A30 which is an option that is looked at as part of the Parking Strategy.

5.156 It has been suggested that there is potential for buses to operate through the country park on an existing cycle track between Sherborne Road and the town centre. This would have the advantage of removing some traffic from the A30 Sherborne Road, and taking buses out of the existing traffic congestion.

5.157 It is anticipated that running time along the track would be in the region of five minutes. Given that the track is only single carriageway width it is likely that two way operations would be impossible to schedule. One way operation would therefore be necessary and this would be most beneficial if it were towards the town.

5.158 There are, however, a number of issues with opening this route up for buses including:

- ◆ Conservation issues;
- ◆ One way operation might cause confusion for passengers due to buses taking a different route on the inbound and outbound journeys;
- ◆ Ride quality would be poor unless the road surface was improved, this could not be achieved without considerable investment;

- ◆ Recovering vehicles which break down on the route could potentially be difficult due to the single carriageway;
- ◆ Vehicles could potentially be damaged if the road surface was not upgraded;
- ◆ Conflict between buses, cyclists and walkers. It is likely that a low speed limit would have to be applied which might negate any journey time savings;
- ◆ The impression created by sending buses along the track would need careful consideration, particularly if park and ride services were to use it, as they are generally considered to be flagship services; and
- ◆ The route would require regular maintenance such as cutting back trees and maintaining the road surface.

5.159 It is recommended that consideration should not be given to running buses along cycle track between Sherborne Road and the town centre.

Vehicle Quality

5.160 Vehicle and service quality can provide a more pleasant experience for passengers whilst on board the vehicle; provide easier access to the vehicle and create an image of higher quality to other road users. Modern, low floor vehicles are required for Yeovil and these are most likely to be achieved through the introduction of Quality Bus Partnerships.

5.161 There is a need for the introduction of modern low floor vehicles in Yeovil to improve the image of public transport and encourage greater use. This should be combined with roadside infrastructure improvements to make it easier for less able passengers to board. Vehicles need to be clean and well maintained regardless of age.

5.162 In many cases services in Yeovil are marginal and the cost of new vehicles may mean that they can no longer be operated commercially. The best way to achieve vehicle enhancements is through a QBP. Brand new vehicles are planned for the 376 service as part of the QBP agreement.

Information Provision

5.163 Information and marketing is used to assist passengers to use the bus product. Information should be easy to understand and readily available both before and during the journey.

5.164 Measures recommended to help improve the standard of information include:

- ◆ Ensuring that information meets the standards set out in the Somerset Information Strategy;
- ◆ Improving information at bus stops;
- ◆ Producing timetables for areas and/or corridors and distributing these to households; and
- ◆ Improving the standard and availability of local bus maps and web based information.

5.165 Somerset has an Information Strategy yet the standard of information in Yeovil is considered to be poor. The information being provided needs to be audited to

determine whether or not standards set out within the strategy are being met. If it is considered that standards are not being met then the local authority needs to take steps to ensure that this is rectified.

- 5.166 As a minimum, information should be available at all well used bus stops highlighting departure times of services from that stop, rather than just an extract from a timetable. Information should also be available on journey times from that stop and fares to key locations.
- 5.167 Ideally real time information should be introduced at all major stops and should be available to people before they leave the house, on line, to mobile phones and on teletext, for example. This is particularly important where services operate on a low frequency. Real time information can increase passengers' confidence.
- 5.168 Real time information should be available in rural areas, where it will be more important for people to be able to access information before they leave home.
- 5.169 Other information which should be available includes:
- ◆ Local area and corridor timetables which can be distributed to households to encourage people to use the bus;
 - ◆ Clearer bus maps which can be included in timetable books, displayed in the town at key bus stops, and be available from the tourist information centre and the bus station; and
 - ◆ Improved information on the County Council web site with up-to-date timetables available for people to download.
- 5.170 Within the new residential developments it is recommended that households should be given timetables as part of an information pack and be provided with free bus passes to encourage them to try bus services before their travel patterns become established.
- 5.171 Funding will obviously be an issue in this and an injection of funding is required from bus operators and developers. Developer funding could assist in delivering real time information, although it is likely that this would need to be delivered with LTP funding probably in partnership with bus operators.

Delivery Mechanisms

Quality Bus Partnerships

- 5.172 QBP's should continue to be introduced but in the longer term a Quality Contract might be necessary to deliver the objectives of the bus strategy for Yeovil. Quality bus partnerships are an effective means of achieving an improvement in the quality of existing bus services.
- 5.173 Additional routes should continue to be developed in the county and the potential to introduce QBP's on some of the town services should be investigated. This would encourage the operators to commit to improving vehicles, service frequency and information whilst the local authority improves roadside infrastructure and introduces additional bus priority measures.

5.174 Funding is of course an issue in introducing a QBP, and committing to the improvements within the agreement. In the longer term, if the aspirations of the bus strategy cannot be met under the existing arrangements the Local Authority might need to consider introducing a Quality Contract to give them greater control over the level and quality of bus services in the area.

Rationalisation of Existing Resources

5.175 Rationalisation of existing resources is recommended to avoid duplication of services and to release existing revenue funding for other purposes.

5.176 More efficient use of existing resources should be considered. Combining existing school, social service, community transport, health and conventional bus resources could release existing revenue support funding for other purposes. The ongoing policy review is examining the potential for this.

5.177 Public transport is part of an integrated unit at Somerset County Council, which is responsible for conventional bus services, school, social services and health transport, which will assist in this. Legislative issues will, however, need to be considered.

5.178 There is also potential to make greater use of existing commercial operators' resources. Nippybus, for example, operate mainly in the evenings and therefore has spare vehicle capacity during the day which could be better utilised.

Travel Plans

5.179 Travel plans are an effective way of delivering improvements to the bus network and encouraging more people to travel by bus and this is discussed further in the Travel Planning and Travel Awareness Strategy.

5.180 Travel plans for local businesses could assist with the delivery of enhanced bus services for Yeovil. Many employers with travel plans provide dedicated bus services for employees.

5.181 School travel plans can also assist with delivering better bus services. Changing the start and finish times of schools could increase vehicle efficiency, allowing each bus to serve more than one school. Further vehicle efficiency could be achieved if these buses also provided dedicated work journeys. This would be most practical for shift workers, where journeys could be accommodated before and after school journeys.

5.182 Other measures which could be considered as part of travel plans include subsidised season tickets, season ticket loans, and car share schemes.

Increased Level of Funding

5.183 The provision of higher quality more accessible bus services would be assisted by increases in the level of funding allocated to transport by the Local Authority and by the Government as part of the LTP process. The local bus network would benefit from an increase in their spending budget for both revenue support and infrastructure schemes.

5.184 In terms of LTP funding schemes need to meet the Shared Priorities set by the Government and Local Government Association, to have the greatest chance of securing funding. These Shared Priorities are:

- ◆ Raising standards across our schools;
- ◆ Improving the quality of life of children, young people, families at risk and older people;
- ◆ Promoting healthier communities by targeting key local service, such as health and housing;
- ◆ Creating safer and stronger environments;
- ◆ Transforming our local environments;
- ◆ Meeting transport needs more effectively; and
- ◆ Promoting the economic viability of localities.

5.185 The Local Authority should also continue to take every opportunity to bid for Urban and Rural Challenge funding to secure additional services, and developer funding (S106 agreements) needs to be secured and used in the most effective way whenever possible.

The Rail Strategy

5.186 The YTSR does not make any specific recommendations to improve the rail services from either Yeovil Junction or Yeovil Pen Mill stations as it believes that these could not be delivered by SCC as part of the LTP process. The strategy does however support any realistic proposals by others to improve these rail services.

5.187 It is recommended that consideration should be given to improving the environment at both stations for passengers. This should include improved waiting areas, information and transport links to stations. The latter point was discussed above as part of the Bus Strategy.

YCRT Recommendations

5.188 Many of the recommendations of the YCRT have been included as part of the YTSR Public Transport Strategy although there are a number of small difference between the two strategies which are discussed below.

5.189 The YCRT Recommendation 11 proposed the opening up of the Higher Kingston/A30 Reckleford junction to buses. This was not pursued by the YTSR as it was felt that another set of traffic signals could not be justified on the A30 Reckleford.

5.190 Recommendation 18 of the YCRT identified the need for a coach park away from the bus station. The YTSR was not able to identify any requirement for such a facility.

5.191 As part of Recommendation 37 it was recommended that a bus priority route should be provided along what is broadly the Stage IV Corridor. The YTSR Highway Strategy recommended that this scheme should not be taken forward for construction.

THE PARKING STRATEGY

- 5.192 The control of parking through its cost or supply is a powerful tool that can be used to manage travel demand. The YTSR recognised that although the Parking Strategy could be used to achieve impressive levels of mode shift this should not be attempted as for many motorists the quality alternative to the car is not available despite the introduction of the other measures contained in the YTSR.
- 5.193 The Parking Strategy therefore aimed to encourage those motorists who do have an alternative mode of travel to shift away from car. This means that punitive car park price increases and large reductions in parking supply are not included in the Parking Strategy.
- 5.194 Recommendations are made below for off-street parking, private non-residential parking, controlled parking zones, decriminalised parking enforcement and park and ride. These recommendations are entirely consistent with those contained in the SCC Parking Strategy.
- 5.195 As stated previously no recommendations are made concerning parking standards for future developments as these should be consistent with those proposed by SCC in their Parking Strategy.

Public and Private Off-Street Parking

- 5.196 The SCC Parking Strategy recommends that long stay parking charges should be more than the cost of an adult day ticket for travel by public transport. This is currently £2.00 in Yeovil whereas long stay parking charges are an average of £1.50 per day. The YTSR recommends that long stay parking charges should be increased to at least £2.00 per day whilst recognising that larger increases will be harder to justify to the public.
- 5.197 The YTSR recommends that parking charges for short stay and medium stay parking should also be increased but this should be by a smaller percentage than that applied to long stay parking charges. Both these recommendations should result in a modes decrease in the number of cars using town centre car parks without threatening the economic vitality of the town.
- 5.198 With a number of the car park sites identified for re-development it is important that adequate parking supply is maintained in the town centre. It is recommended that when car parks are proposed for closure the impact of parking in Yeovil is assessed. Where this results in inadequate parking supply consideration should be given to creating additional supply elsewhere.
- 5.199 Around 30% of Yeovil's parking supply is provided by two private car parks at the Quedam Shopping Centre and the Yeo Leisure Park. It is important that SSSC and the private operators work together to ensure that parking charges are consistent with those operated by the local authority.

Private Non-Residential Parking

- 5.200 The Parking Strategy does not recommend the introduction of charges for PNR due to the high level of car commuting from dispersed origins with no alternative mode of

travel. In such instances it is felt that workplace travel issues should be addressed through the travel planning and travel awareness process rather than through PNR parking charges.

- 5.201 The YTSR does recommend that the level of PNR parking at retail outlets is monitored to ensure that these car parks are not being used for long stay commuter parking rather than short stay shopping at the store for which the car parks were designed.

Controlled Parking Zones

- 5.202 The YTSR supports the introduction of the seven CPZ's already programmed for Yeovil. It is important that on-street parking is controlled to ensure local residents have priority when parking and to also discourage free commuter parking. The main benefits of CPZ's is that they result in more orderly and controlled parking which helps traffic flow and also has safety benefits through the better management of on-street parking.

- 5.203 There seems little need to extend CPZ's to other areas of Yeovil although it is recommended that where it is found to be necessary this should be considered. Areas where this may be the case include around employment areas where commuters are seen to be parking on unsuitable residential streets and potentially in areas where displacement has occurred.

Decriminalised Parking Enforcement

- 5.204 It is recommended that SSSDC consider the introduction of DPE in Yeovil. There are many benefits from introducing DPE but for Yeovil the key benefit will be the increased level of enforcement of parking regulations. This should result in decreased disruption to traffic resulting from inappropriate parking (e.g. at Reckleford).

Park and Ride

- 5.205 The park and ride study undertaken as part of the YTSR showed that although demand was forecast to use the service this could only be achieved by significant increases in car parking charges to increase the cost of motoring relative to the park and ride service. Even with reasonable levels of demand the financial evaluation showed that in all cases a subsidy of greater than £250,000 per annum would be required to operate the service.
- 5.206 For this reason the YTSR has not recommended pursuing the introduction of park and ride in Yeovil although it is recommended that park and ride should be considered as a possible longer term solution after the implementation of the YTSR strategy.

YCRT Recommendations

- 5.207 The YTSR recommendations are generally consistent with those in the YCRT and entirely consistent with the SCC Parking Strategy. The main point of difference between the YTSR and the YCRT was the recommendation on park and ride. The YCRT (Recommendation 30) recommended that a service should be introduced from

sites on the north, east and west of Yeovil. The evaluation in the YTSR utilised a complex multi-modal traffic which provided results that showed there was no financial case for park and ride without significant subsidy.

- 5.208 Recommendation 26 of the YCRT proposed that all car parking in the town centre should be designated for short/medium stay use with charges increasing steeply for parking longer than four hours. The YTSR did not agree with this proposal as it would substantially increase the cost of long stay car parking in Yeovil and this could jeopardise the economy of the town.
- 5.209 The YCRT recommendation concerning improved security at car parks (Recommendation 6) has already been addressed as part of the pedestrian strategy.

6. Performance of the Preferred Strategy

BACKGROUND

- 6.1 The reference case reported in Section 3 showed the likely future (2011) traffic conditions in Yeovil. This had assumed that only minor improvements had been made to the highway network and that traffic demand had grown by almost 30%. Much of this growth was focused on a number of large residential and employment developments planned around Yeovil.
- 6.2 The results of the reference case showed that traffic flows and congestion were forecast to increase substantially. The YTSR strategy described in Section 5 has been developed to alleviate these conditions. This section describes the performance of the YTSR strategy against the 2002 base year, the 2011 reference case and the YTSR objectives.

THE STRATEGY

- 6.3 The YTSR strategy includes a number of different elements. Physical measures such as junction improvements can be captured in the Yeovil Traffic Model through changes to the model networks. However there are a number of other elements of the strategy that will result in changes to highway demand that can not be easily modelled.
- 6.4 To account for the effect of the 'soft measure' elements of the strategy i.e. travel planning, travel awareness and school transport strategies a modest reduction was made to the number of trips in the strategy trip matrices. It was assumed that travel planning and travel awareness would result in a 5% reduction in trips to work zones in the AM peak and from work zones in the PM peak. Work zones were defined as those zones where employment was the predominant land use. Similarly the school transport strategy was reflected by removing 10% of trips to/from zones in which a school was located.
- 6.5 The aim was to produce realistic and justifiable assumptions as it was not thought appropriate to model the strategy based on unrealistic aspirations. Even though recent DfT advice has highlighted that much larger potential reductions in car trips to work (20%+ reduction in drive alone commuting) could be achieved through travel planning and travel awareness these are dependent upon a package of measures including disincentives to car use, discounts on public transport, car sharing and marketing and promotion.
- 6.6 Although some of these elements are in the YTSR it was not thought that the overall strategy will provide the framework to achieve fully these levels of trip reduction. The lower values outlined above have been used which provide achievable and realistic assumptions.
- 6.7 The reduction in trips was made to the reference case matrices which represent the local transport situation in 2011. These include demand from the future employment, residential and education developments identified and agreed with SSDC and SCC,

with overall growth controlled to the increase in household and job numbers as forecast in TEMPRO 4.2.3.

- 6.8 Table 6.1 shows the total demand in the AM and PM peak reference case and strategy matrices (in vehicles). The changes in the matrix totals are small with reductions of just 1.6% and 1.3% in the AM and PM peak respectively.

Table 6.1 – Changes in Demand Matrices due to ‘Soft Measures’

AM Ref Case Matrix	AM Strategy Matrix	Difference	PM Ref Case Matrix	PM Strategy Matrix	Difference
23,405	23,048	-1.6%	25,298	24,983	-1.3%

Source: Yeovil Traffic Model

- 6.9 Table 6.2 shows the forecast highway demand matrix totals for the 2002 base and both the 2011 reference case and strategy models. The table also shows the lower capped demand values that were assigned as part of the elastic assignment process which was described in Section 3.
- 6.10 The matrix totals are in passenger car units - pcu's (where light vehicles have a value of 1.0 and heavy goods vehicles have a value of 2.0). The lower two rows in the table show the matrix totals for the strategy, whilst the rows above are those for the reference case.

Table 6.2 – Forecast Highway Demand for 2011 (AM & PM Peak Hours)

	2011	
	AM	PM
2002 demand	19,254	20,449
Unconstrained demand (TEMPRO)	24,478	25,871
<i>Reference Case growth relative to 2002</i>	+27.1%	+26.5%
Capped demand	22,924	24,665
<i>Reference Case growth relative to 2002</i>	+19.1%	+20.6%
Unconstrained demand (TEMPRO)	24,121	25,556
<i>Strategy growth relative to 2002</i>	+25.3%	+25.0%
Capped demand	22,815	24,379
<i>Strategy growth relative to 2002</i>	+18.5%	+19.2%

Source: Yeovil Traffic Model

- 6.11 The physical highway improvements that are identified in the YTSR strategy are:
- ◆ Signalisation of the A30/A37 Hospital roundabout;
 - ◆ Signalisation of the A30/A3088 Police Station roundabout;
 - ◆ Signalisation of the A37/A359 Fiveways roundabout;

- ◆ Signalisation of the A30 Sherborne Road/Lyde Road junction;
- ◆ Banning of the right turn into St Michaels Avenue from A30 Sherborne Road;
- ◆ Signalisation of the A30 Reckleford/Market Street junction to allow all movements;
- ◆ Conversion of the A359 Mudford Road/Lyde Road junction to a roundabout;
- ◆ Conversion of the A359 Mudford Road/Combe Street Lane junction to a roundabout;
- ◆ Increased capacity on west and east arms of A37 Ilchester Road/Combe Street Lane Roundabout;
- ◆ Reconfiguration of the double mini roundabouts at Brimsmore; and
- ◆ Introduction of a 20 mph zone in North East Yeovil (west of Lyde Road, east of A359 Muford Road and north of A30 Sherborne Road).

6.12 These network changes and the reduction in the number of trips in the demand matrices were coded into the Yeovil Traffic Model. At all the signalised junctions pedestrian phases were coded into the model to ensure consistency with the outputs of the pedestrian strategy.

FORECAST STRATEGY TRAFFIC CONDITIONS

6.13 The changes in traffic flows between the 2002 base and 2011 strategy are shown in Table 6.3 and 6.4 for the Yeovil Inner and Outer Cordons. The locations of these cordons were shown previously in Figure 3.1. The tables also show the 2011 reference case flows to allow comparison with the strategy values.

6.14 The increase in total traffic flows across the Inner Cordon was much lower (3% to 5%) than the overall matrix growth of around 19%. A similar pattern had also been seen in the reference case although slightly more trips were shown to be crossing the Inner Cordon (with increases between 4% and 9%) in the reference case than in the strategy.

6.15 The changes in flows crossing the Outer Cordon were in the range between 17% and 24%. These values were similar to those seen in the reference case and are much larger than the increases seen at the Inner Cordon. Similar cordon totals would be expected in both the reference case and with the strategy as the differences between the trip matrices are small.

6.16 Flows on individual roads differ more across the Inner Cordon than the Outer Cordon. This is because many of the network changes have been made to junctions around the Inner Cordon which will result in reassignment of traffic. At the Outer Cordon fewer network changes have been made and the route choice for trips is more limited which results in no significant differences in flows between the reference case and the strategy.

Table 6.3 – Change in Traffic Flow 2002-2011 Strategy: Inner Cordon

Road	AM Peak Hour Flows in pcu's					PM Peak Hour Flows in pcu's				
	2002	2011	Difference	% Difference	2011 Ref. Case	2002	2011	Difference	% Difference	2011 Ref. Case
Inbound										
A30 Hendford Hill	923	859	-63	-7%	672	616	555	-61	-10%	738
A3088 Lysander Road	1180	834	-346	-29%	1322	1276	1510	234	18%	1822
A37 Kingston	1695	1634	-61	-4%	1948	1447	1089	-358	-25%	1180
Higher Kingston	103	260	157	153%	108	79	144	65	83%	82
Goldcroft	175	158	-17	-10%	198	105	104	-1	-1%	70
Eastland Road	191	142	-50	-26%	358	181	165	-16	-9%	135
A30 Sherborne Road	1123	1400	278	25%	801	912	1129	217	24%	1000
Newton Road	278	541	263	95%	462	87	182	95	109%	118
Total Across Cordon	5668	5829	161	3%	5869	4704	4878	175	4%	5145
Outbound										
A30 Hendford Hill	581	996	415	71%	701	1073	1053	-20	-2%	1088
A3088 Lysander Road	970	945	-25	-3%	1279	736	793	58	8%	781
A37 Kingston	990	862	-129	-13%	918	1247	1184	-64	-5%	1297
Higher Kingston	325	237	-87	-27%	226	154	216	62	40%	146
Goldcroft	133	150	17	13%	104	207	346	139	67%	318
Eastland Road	121	42	-79	-65%	37	116	102	-14	-12%	111
Southville	117	179	61	52%	143	111	92	-18	-17%	240
A30 Sherborne Road	988	1016	28	3%	989	1295	1376	81	6%	1278
Newton Road	100	95	-6	-6%	141	253	239	-14	-6%	207
Total Across Cordon	4325	4521	195	5%	4538	5192	5402	209	4%	5466

Source: Yeovil Traffic Model

Table 6.4 – Change in Traffic Flow 2002-2011 Strategy: Outer Cordon

Road	AM Peak Hour Flows in pcu's					PM Peak Hour Flows in pcu's				
	2002	2011	Difference	% Difference	2011 Ref. Case	2002	2011	Difference	% Difference	2011 Ref. Case
Inbound										
A30 West Coker	883	1128	244	28%	1139	435	594	159	37%	628
A3088 Cartgate Link	1310	1488	178	14%	1485	659	764	105	16%	722
Bluebell Road	632	769	137	22%	837	297	299	1	0%	292
Titinhull Road	519	603	84	16%	603	243	383	140	57%	374
A37 Ilchester Road	722	778	57	8%	880	741	766	25	3%	768
A359 Mudford	507	521	15	3%	432	437	502	65	15%	531
A30 Sherborne Road	838	1150	312	37%	1086	925	1161	236	26%	1150
Newton Road	278	541	263	95%	462	87	182	95	109%	118
Tower Lane	77	22	-55	-72%	66	62	24	-38	-61%	56
A37 Dorchester Road	707	717	10	1%	812	455	485	30	7%	502
Sandhurst Road	0	13	13	-	1	3	12	8	241%	15
Nash Lane	43	57	14	32%	66	18	17	-2	-9%	44
Total Across Cordon	6516	7786	1270	19%	7869	4363	5189	826	19%	5199
Outbound										
A30 West Coker	375	430	55	15%	415	1024	1188	164	16%	1184
A3088 Cartgate Link	637	651	14	2%	657	1199	1490	291	24%	1497
Bluebell Road	188	345	157	83%	336	470	646	175	37%	657
Titinhull Road	255	395	140	55%	300	458	534	76	17%	563
A37 Ilchester Road	616	715	98	16%	672	744	853	109	15%	868
A359 Mudford	322	454	132	41%	524	466	525	59	13%	541
A30 Sherborne Road	764	882	118	16%	884	1196	1311	115	10%	1307
Newton Road	100	95	-6	-6%	141	253	239	-14	-6%	207
Tower Lane	23	57	35	152%	34	69	76	7	11%	106
A37 Dorchester Road	477	617	140	29%	573	747	825	78	10%	831
Sandhurst Road	0	1	1	-	20	13	1	-13	-96%	14
Nash Lane	74	99	25	33%	110	85	161	76	89%	148
Total Across Cordon	3830	4740	910	24%	4667	6725	7849	1124	17%	7923

Source: Yeovil Traffic Model

- 6.17 Across the Inner Cordon the signalisation of the at-grade roundabouts along the A30 has resulted in more 'balanced' operation of the junctions. For example, in the AM peak westbound flows on the A30 Sherborne Road approaching Reckleford are 278 pcu's greater than in 2002 compared with an unrealistic reduction of 322 pcu's in the reference case. This is due to the signalisation of the A30 Reckleford/A37 Hospital Roundabout which improves the capacity for westbound traffic on the A30 Reckleford. The capacity has been reallocated from the A37 Kingston approach and this is illustrated by the flows being little changed from the 2002 base year in the strategy.
- 6.18 The success of the North Yeovil Improvements is shown by the reductions in traffic flows forecast along the A3088 Lysander Road and A30 Hendford Hill and associated increases in traffic along the northern edge of Yeovil.
- 6.19 Traffic flows changes across the network are shown in Figures D.1 and D.2 of Appendix D for the AM and PM peak hours respectively. Reductions in flows between 2002 base and the 2011 strategy are shown in blue and increases in flow in green.
- 6.20 In both the AM peak and PM peak traffic is seen to increase across much of the model network. However, there are reductions in traffic flows along a number of routes including the A30 Queensway and A359 Mudford Road due to the signalisation of the at-grade roundabouts.
- 6.21 Traffic flows on the residential road network in north east Yeovil are little changed from the base year reflecting the success of the 20 mph zone introduced as part of the strategy. The reference case flow differences (see Figures B.1 and B.2) showed substantial increases in traffic across much of this area.
- 6.22 Table 6.5 shows the junctions where delays greater than 120 seconds had been observed in the AM Peak reference case model. The results of the strategy model runs have been included to show how these delays have changed with the introduction of the network changes proposed in the strategy.
- 6.23 The table clearly shows that with the introduction of the strategy delays fall dramatically when compared to the reference case. Generally, the delays in the strategy are comparable with those in the 2002 base year model and at some locations there is actually less delay in the 2011 strategy than in the base year.

Table 6.5 – Junction delays greater than 120 seconds AM Peak

Junction	Approach	2002	2011 Reference Case	2011 Strategy
A30/A37 Hospital Roundabout	A30 Reckleford	34 secs	473 secs	84 secs
A37/A359 Fiveways Roundabout	A37 Ilchester Road	169 secs	286 secs	26 secs
A37/A359 Fiveways Roundabout	A359 Mudford Road	203 secs	345 secs	36 secs
A359 Mudford Road/Sparrow Road	Sparrow Road	3 secs	248 secs	14 secs
A359 Mudford Road/Sparrow Road	A359 Mudford Road	1 sec	219 secs	35 secs
A30 Reckleford Gyratory	A30 Sherborne Rd	13 secs	541 secs	15 secs

Junction	Approach	2002	2011 Reference Case	2011 Strategy
A37 Ilchester Road/Thorne Lane R/B	Combe Street Lane	22 secs	233 secs	26 secs
A30/A3088 Police Station R/B	A30 Hendford Hill	20 secs	149 secs	97 secs
A3088 Cartgate Link/Bunford Lane R/B	Bunford Lane	65 secs	161 secs	160 secs

Source: Yeovil Traffic Model

6.24 Table 6.6 shows junction delays greater than 100 seconds in the PM peak reference case, again with a comparison against the 2011 strategy. The 100 seconds criteria was used to compare the delays in the reference case as there were a number of junctions with delays of greater than 100 seconds but less than 120 seconds being reported in the PM peak model.

Table 6.6 – Junction delays greater than 100 seconds PM Peak Reference Case

Junction	Approach	2002	2011 Reference Case	2011 Strategy
A30/A37 Hospital Roundabout	A30 Reckleford	139 secs	301 secs	27 secs
A30/A37 Hospital Roundabout	A37 Kingston	18 secs	106 secs	25 secs
A30/A37 Hospital Roundabout	Clarence Street	466 secs	351 secs	47 secs
A30 Reckleford/Market Street	Market Street	15 secs	119 secs	25 secs
Newton Road/South Western Terrace	Newton Road	11 secs	104 secs	9 secs
A30 Sherborne Road/Lyde Road	A30 Sherborne Rd	30 secs	104 secs	26 secs

Source: Yeovil Traffic Model

6.25 In the PM peak the forecast delays in the strategy model are significantly less than in the reference case and in some cases are less than in the 2002 base year. The changes made to the highway network are clearly resulting in much less delay at some of the key junctions in the network.

6.26 Tables 6.7 and 6.8 show the SATURN model summary statistics and matrix totals for the AM and PM peak models respectively. The demand matrix totals identify the level of matrix suppression separately for both the light vehicles and the heavy goods vehicles.

6.27 The model summary statistics show the travel time across the network. These are disaggregated into running time or non-queued time, transient queued time (non-over capacity delay at junctions) and over capacity queued time (delay) at junctions. Also reported are the total travel distances across the model and the average modelled speed. The model network statistics are shown for the runs with full demand and the more realistic capped demand from the elastic assignment process.

6.28 One of the key indicators is the over-capacity queued time which shows the time delayed at junctions. In the AM peak this increased by 307 pcu-hours (126.3%) between the 2002 and the 2011 capped assignment which is 535 pcu-hours lower than in the reference case (which had increased by 346.5% from the base). For the PM Peak the over-capacity queued time with the strategy increased by 223 pcu-

hours (59.6%) which again is lower than the increase that occurred in the reference case (an increase of 439 pcu-hours or 117.4%).

Table 6.7 – AM Peak Network Summary Statistics

	2002 AM Base		2011 AM Strategy	
Matrix Size (vehicles)				
	Demand	Demand	Capped	
Light vehicles	17,471	21,975	20,733	
Heavy goods vehicles	891	1,073	1,041	
Total (vehicles)	18,362	23,048	21,774	
Capped traffic and % change				
Light vehicles	-	-	1,242	
% Change	-	-	5.7%	
Heavy goods vehicles	-	-	32	
% Change	-	-	3.0%	
Total (vehicles)	-	-	1,274	
% Change	-	-	5.5%	
Model Network (pcu-hours or pcu-km)				
Running time	8,113	10,336	10,004	
Transient queued time	536	948	835	
Over-capacity queued time	243	1,208	550	
Total travel time	8,892	12,491	11,389	
Total travel distance	439,200	546,486	533,463	
Average speed (kph)	47.2	35.1	40.9	

Source: Yeovil Traffic Model

- 6.29 Total travel time across the model network is forecast to increase by 2,497 pcu-hours (28.1%) in the AM peak and by 2,364 pcu-hours (26.1%) in the PM peak. This can be compared with the forecast reference case travel time increases of 3,025 pcu-hours (34.0%) and 2,585 pcu-hours (28.5%) in the AM and PM peaks respectively.
- 6.30 In the AM peak the average speed is forecast to drop to 40.9kph in the 2011 strategy from 47.2kph in the 2002 base. This can be compared with the average speed of 37.1kph forecast in the reference case. The average speed in the PM peak 2011 strategy is 40.0kph compared to 44.8kph in the 2002 base and 38.7kph in the reference case.
- 6.31 The matrix capping as a result of the elastic assignment process reduced the number of assigned trips by a modest 5.5% and 4.6% in the AM and PM peak respectively.

This resulted in a large decrease in over-capacity queued time of 54% in the AM peak and 47% in the PM peak hour models.

Table 6.8 – PM Peak Network Summary Statistics

	2002 PM Base		2011 PM Strategy	
Matrix Size (vehicles)				
	Demand	Demand	Capped	
Light vehicles	19,494	24,409	23,287	
Heavy goods vehicles	478	574	546	
Total (vehicles)	19,972	24,983	23,833	
Capped traffic and % change				
Light vehicles	-	-	1,122	
% Change	-	-	4.6%	
Heavy goods vehicles	-	-	28	
% Change	-	-	4.9%	
Total (vehicles)	-	-	1,150	
% Change	-	-	4.6%	
Model Network (pcu-hours or pcu-km)				
Running time	8,125	10,171	9,948	
Transient queued time	572	977	890	
Over-capacity queued time	374	1,136	597	
Total travel time	9,071	12,284	11,435	
Total travel distance	439,003	539,392	528,993	
Average speed (kph)	44.8	35.7	40.0	

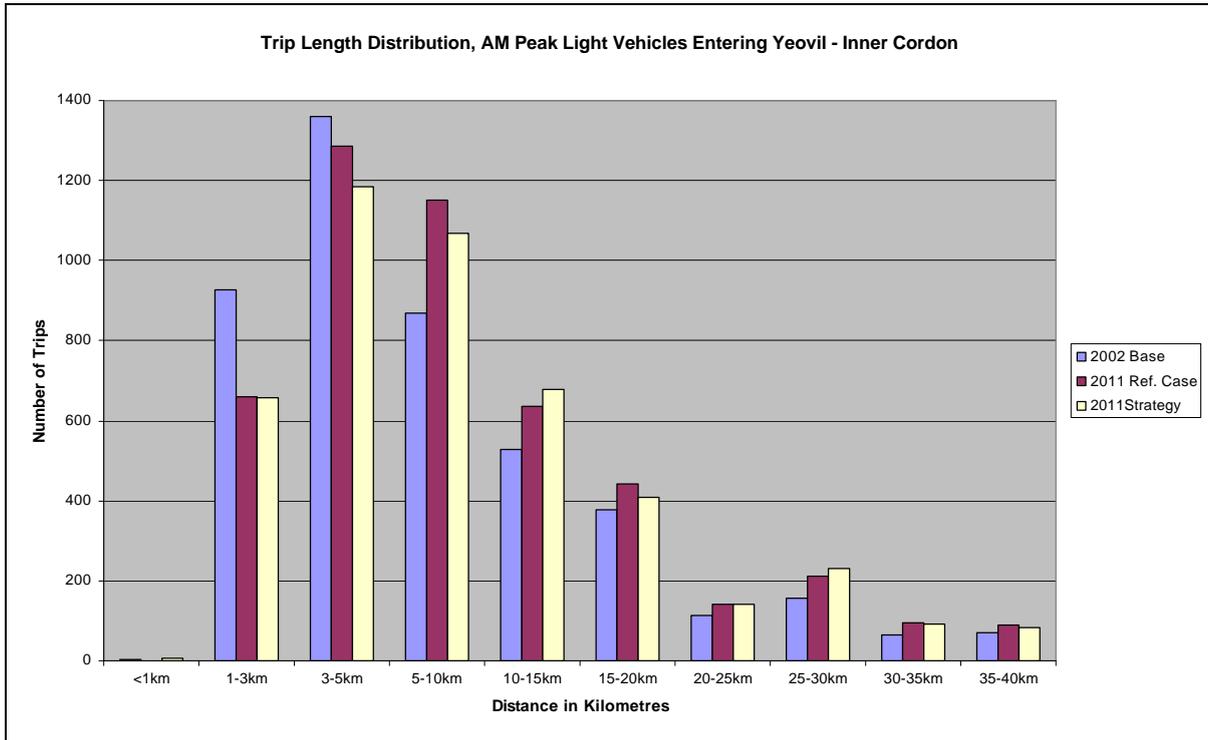
Source: Yeovil Traffic Model

- 6.32 These results show how the implementation of the measures included in the YTSR strategy have resulted in a substantial improvement in traffic conditions on the Yeovil highway network. Delays at junctions have been reduced resulting in higher speeds across the network.

Trip Length Distribution

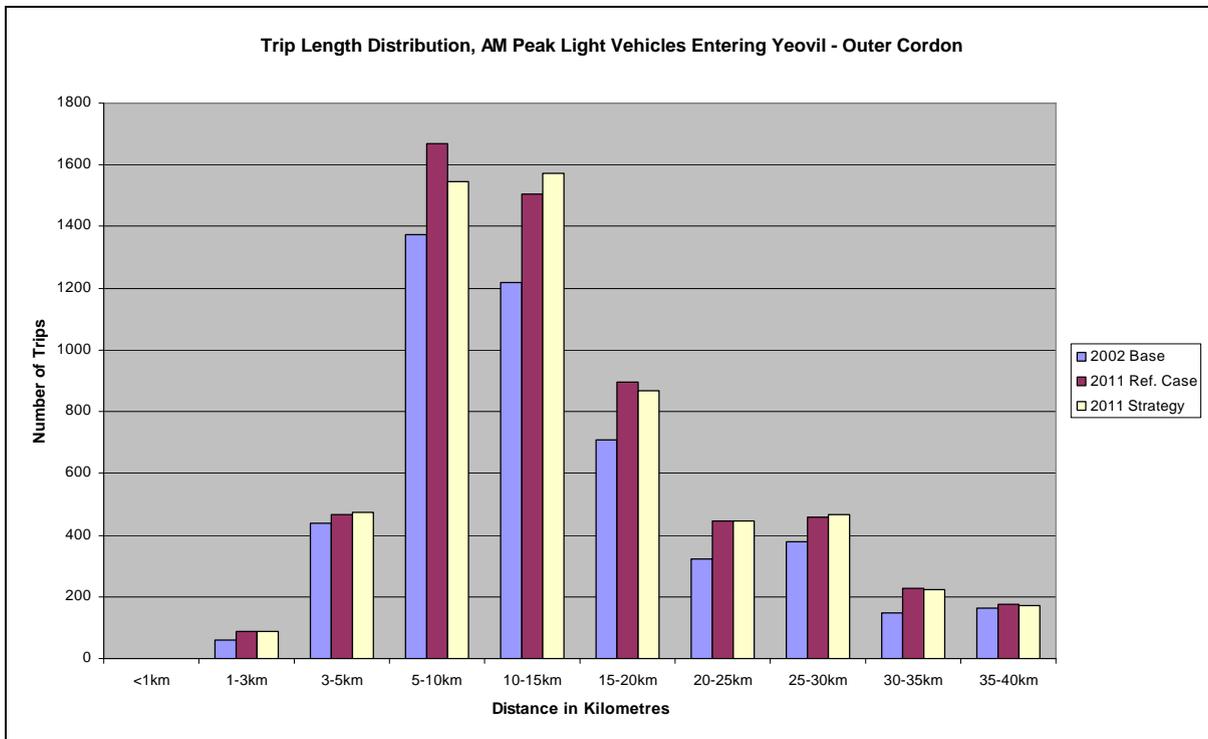
- 6.33 Figures 6.1 and 6.2 compare the number of light vehicle trips entering Yeovil across the Inner and Outer Cordons during the AM Peak for the 2002 base, 2011 reference case and 2011 strategy. Figures 6.3 and 6.4 show the equivalent for the PM peak hour. The trip distance refers to the overall length of the journey and does not mean that trips have travelled this distance to reach Yeovil.

Figure 6.1 – Trip Length Distribution, Light Vehicles, Inner Cordon, AM Peak



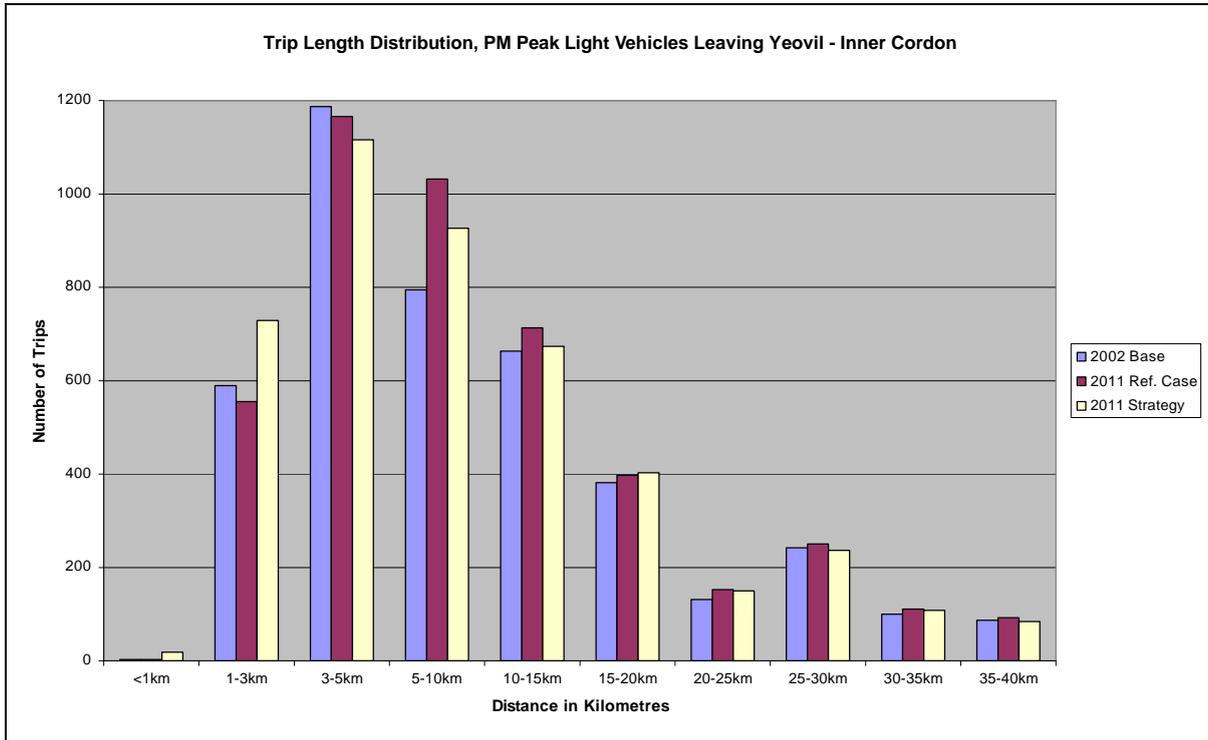
Source: Yeovil Traffic Model

Figure 6.2 – Trip Length Distribution, Light Vehicles, Outer Cordon, AM Peak



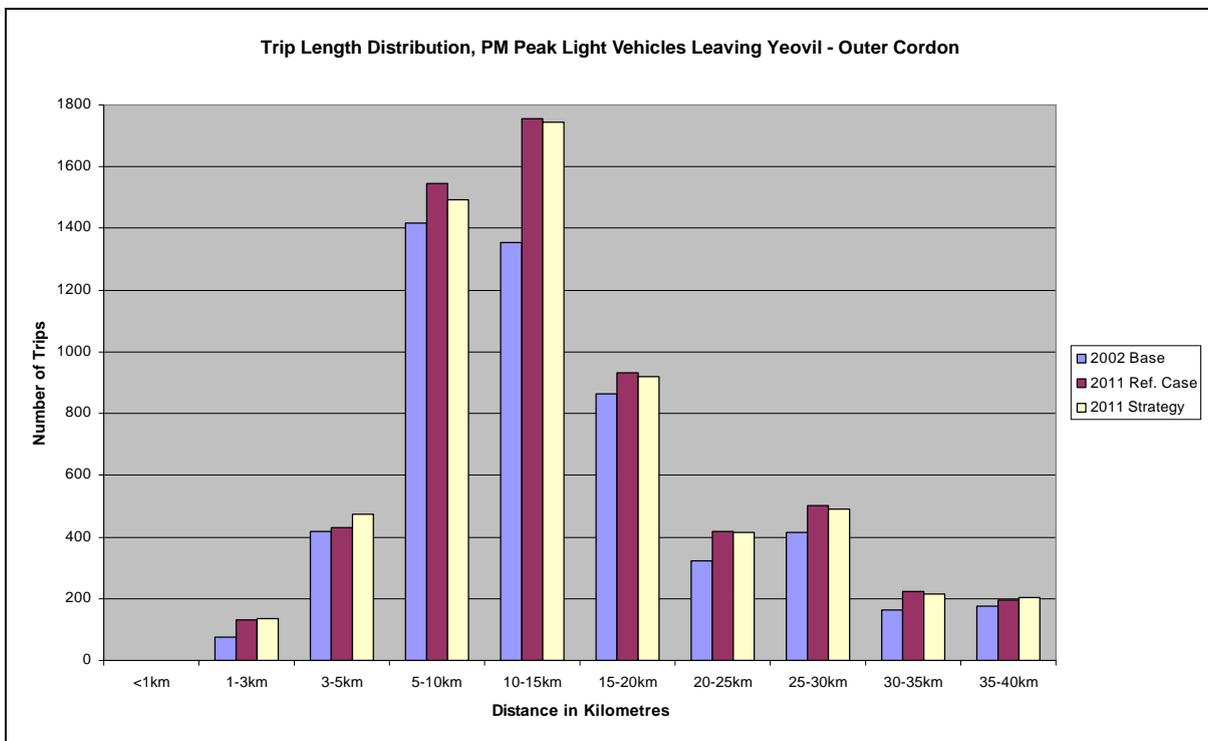
Source: Yeovil Traffic Model

Figure 6.3 – Trip Length Distribution, Light Vehicles, Inner Cordon, PM Peak



Source: Yeovil Traffic Model

Figure 6.4 – Trip Length Distribution, Light Vehicles, Outer Cordon, PM Peak



Source: Yeovil Traffic Model

- 6.34 The changes in the trip length distributions between the 2002 base and 2011 reference case were discussed in Section 3. The impacts of the measures in the strategy on the trip length distribution are discussed below.
- 6.35 In the AM peak there is a reduction in the number of trips crossing the Inner Cordon (Figure 6.1) that travel less than 10km but there is a slight increase in the number of trips with a trip length of over 10km. There is little change in the trip distribution at the Outer Cordon (Figure 6.2) except for a slight decrease in trips in the 5-10km band and a corresponding increase in trips the 10-15km band.
- 6.36 The PM peak hour trip length distribution for the Inner Cordon is shown in Figure 6.3. It can be seen that the number of trips decreases in almost all the distance bands except for the 1-3km band where the number of trips increases. Only very modest changes in the trip length distribution can be seen in Figure 6.4 for the Outer Cordon in the PM peak.

PERFORMANCE AGAINST YTSR OBJECTIVES

- 6.37 The following section summarises the performance of the strategy against the environment, safety and economy GOMMMS objectives and also includes a comparison against the reference case and the base year.

Environment

- 6.38 The environmental impacts of travel pattern changes are largely influenced by changes in traffic flows, traffic speeds and queuing on the highway network. The YTSR has set objectives to reduce the impact of traffic within Yeovil, to reduce the impacts of noise nuisance and to reduce severance.

Reduce impact of traffic within Yeovil

- 6.39 Table 6.9 shows the changes in total two-way traffic flows crossing the Yeovil Inner and Outer Cordons between the 2011 reference case and strategy. It can be seen that in all cases there has been a reduction in traffic flows. At the Inner Cordon there is a 1% and 3% decrease in the AM and Peak hours respectively. Flows across the Outer Cordon decrease marginally in the AM peak hour and by in the PM Peak hour.

Table 6.9 – Change in Total Traffic Crossing the Yeovil Cordons, 2002 - 2011

Peak Hour & Cordon	2002 Base	2011 Reference Case	2011 Strategy	% Change from Ref. Case
Inner Cordon				
AM Peak	9,993	10,407	10,350	-1%
PM Peak	9,896	10,611	10,280	-3%
Outer Cordon				
AM Peak	10,346	12,536	12,526	-0%
PM Peak	11,088	13,122	13,038	-1%

Source: Yeovil Traffic Model

Noise

- 6.40 Table 6.10 shows the estimated 2011 reference case noise levels on a number of sensitive roads around Yeovil, the percentage change from the 2002 base year and the percentage difference between the 2011 reference case and strategy.
- 6.41 The changes detailed in the table are small and apart from on St.Michael's Avenue the changes are either 1% or no change. The 7% reduction in noise on St.Michael's Avenue can be attributed to the proposed banning of the right turn into the road off the A30 Sherborne Road
- 6.42 Small changes in noise levels would be expected as a considerable increase in traffic flows (over 20%) is normally required before a perceptible change in noise level occurs.

Table 6.10 – Change in road traffic noise along sensitive roads, 2011

Road	Reference Case		Strategy
	Estimated Average Roadside Noise Level (dBA)	% changes from 2002	% change from Ref. Case
A30 Hendford Hill	69.6	0%	0%
A359 Mudford Road	67.5	0%	-1%
A3088 Lysander Road	70.9	-1%	0%
Lyde Road	68.3	3%	1%
Preston Road	68.1	-1%	0%
Western Avenue	68.1	1%	1%
St.Michael's Avenue	53.0	-2%	-7%
Larkhill Road	63.8	0%	-1%

Severance

- 6.43 Table 6.11 shows forecast 2011 reference case daily traffic flows along a number of sensitive roads and the percentage change from the 2002 base year. The table also shows the percentage change in flows resulting from the strategy on these roads. It was noted in Section 3 that community severance is defined in the DMRB as the separation of residents from the facilities and services they use by changes in traffic flows.
- 6.44 In general traffic flows, and thus severance, are shown to decrease as a result of the strategy measures. Large percentage decreases are seen on a number of roads with the largest (-60%) being recorded on St.Michael's Avenue due to the banning of the right turn into the road off the A30 Sherborne Road. Other significant reductions in flow can be observed on Preston Road (-23%), Larkhill Road (-22%), A359 Mudford Road (-15%) and A37 Kingston (-14%).

Table 6.11 – Change in daily traffic flows along sensitive roads, 2011

Road	Reference Case		Strategy
	2011 Daily Flow (two-way)	% changes from 2002	% change from Ref. Case
A30 Sherborne Road/A30 Reckleford Gyratory	29,800	-13%	-4%
A30 Reckleford	23,000	-22%	7%
A30 Queensway	28,200	-14%	-10%
A30 Hendford Hill	20,300	9%	4%
A359 Mudford Road	12,100	-7%	-15%
A37 Kingston	23,300	74%	-14%
A3088 Lysander Road	26,700	8%	-10%
Lyde Road	11,500	62%	22%
Preston Road	12,600	-16%	-23%
Western Avenue	13,000	27%	8%
St.Michael's Avenue	700	-20%	-60%
Larkhill Road	4,300	-11%	-22%

- 6.45 The largest increase in flow is on Lyde Road (+22%) which can be attributed to the proposed reconfiguration of the A30 Sherborne Road junction and the North Yeovil Improvements attracting traffic along Lyde Road.

Safety

- 6.46 Section 3 notes that accident rates are forecast to reduce with time as will the severity of injury as vehicles become safer. Using accident rates (from DMRB) by link type and severity split as well as the forecast changes in rates and severities the % change in accidents has been calculated between the 2002 base and 2011 reference case and 2011 strategy.
- 6.47 Table 6.12 shows that in the reference case the forecast numbers of fatal and serious accidents decrease significantly. Comparing the strategy with the reference case shows that there is a modest reduction of 2% in the numbers of fatal and seriously injured casualties per annum. The number of slight accidents is not forecast to change.

Table 6.12 – Forecast Road Traffic Casualties in Yeovil, 2011

Severity	Measurement	Forecast No. of Casualties 2011	% Change from 2002	% change from Ref. Case
Fatal	Casualties per annum	0.9	-21%	-2%
Serious	Casualties per annum	14.5	-22%	-2%
Slight	Casualties per 100m veh-km	90.0	-2%	0%

Economy

6.48 The change in travel times due to a reduction in delay and congestion is one of the key indicators of the economic efficiency of the highway network. In the 2011 reference case the average time lost to delay per vehicle kilometre was 79.9 seconds (15% greater than in the 2002 base) on the A-classified road network and 78.8 seconds (47% greater than in the 2002 base) on the remaining roads in the study area. These values decrease by almost 27% (for A-classified roads) and 19% for all other roads.

Journey Times

6.49 Section 3 provided a comparison of 2002 base year and 2011 reference case journey times along five survey routes in Yeovil (the locations are shown in Figure B.23 of Appendix B). Graphs in Figures B.3 to B.22 (of Appendix B) and Table 6.13 showed that in nearly all cases journey times in the reference case were slower than in the base year model.

6.50 The same analysis has been undertaken of results from the 2011 strategy. Figures D.3 to D.22 in Appendix D combine the results from the 2002 base, 2011 reference case and 2011 strategy to allow comparison. In the majority of cases it can be seen that the strategy journey times are lower than the reference case and in a small number of runs the journey times are also lower than the base year.

6.51 In Section 3 the journey time graphs were used to assist in the identification of junctions where there were large increases in modelled delay. A further assessment of these junctions with the strategy improvements in place shows that at the vast majority of locations there has been a reduction in delay and at some junctions the delay has been significantly reduced.

6.52 The data in the diagrams has been summarised to show the changes in journey times along the overall routes and this is shown in Table 6.13. This compares the times between the 2002 base, reference case and strategy.

6.53 The table shows that some of the time on the journey time routes show an increase compared to the times from the strategy model assignments. Where an increase in journey times has been reported it is important to also view the graphs in Appendix D to understand the specific locations where journey times are slower.

Table 6.13 – Change in journey times, 2011 Reference Case

Route	Description	Direction	Time (mins)			% change from Ref. Case
			2002	2011 Ref. Case	2011 Strategy	
AM Peak						
2	Yeovil Circular	CW	19.0	36.5	25.6	-30%
2	Yeovil Circular	AC	25.4	32.9	29.0	-12%
3	A37 Dorchester Road - A37 Ilchester	NB	12.8	15.6	21.2	+36%
3	A37 Ilchester - A37 Dorchester Road	SB	16.4	17.9	20.2	+13%
4	New Road - A359 Sparkford	NB	17.2	19.6	22.5	+15%
4	A359 Sparkford - New Road	SB	20.1	26.6	22.7	-15%
5	A30 Babylon Hill – A303 Cartgate	WB	22.6	29.9	20.3	-32%
5	A303 Cartgate - A30 Babylon Hill	EB	16.6	19.2	20.4	+7%
PM Peak						
2	Yeovil Circular	CW	19.8	28.7	26.6	-7%
2	Yeovil Circular	AC	20.6	25.0	24.0	-4%
3	A37 Dorchester Road - A37 Ilchester	NB	12.8	13.5	15.1	+11%
3	A37 Ilchester - A37 Dorchester Road	SB	13.7	16.4	16.9	+3%
4	New Road - A359 Sparkford	NB	19.8	20.0	21.2	+6%
4	A359 Sparkford - New Road	SB	18.3	19.1	20.9	+9%
5	A30 Babylon Hill – A303 Cartgate	WB	20.4	23.6	21.0	-11%
5	A303 Cartgate - A30 Babylon Hill	EB	15.2	20.3	20.7	+2%

Source: Yeovil Traffic Model

- 6.54 Substantial reductions in journey times can be along a number of routes. These include reductions of between 4% and 30% on Route 2 (Yeovil Circular) and 32% on Route 5 westbound in the AM peak (A30 Babylon Hill-A303 Cartgate).

Journey Time Reliability

- 6.55 Table 3.13 in Section 3 had shown how between the 2002 base and the 2011 reference case there had been a 177% increase in the number of links operating over capacity. As more links in the network become at capacity or over capacity the performance of the network will become less stable resulting in deteriorating journey time reliability.
- 6.56 Table 6.14 shows the total vehicle-kms travelled in four capacity bands and compares the strategy and reference case results. With the strategy the vehicle-kms travelled on over capacity links decreases by almost 35% and on links at capacity by nearly 10%. There is a corresponding increase of over 41% in vehicle-kms travelled on links nearing capacity. This shows the effectiveness of the YTSR strategy in reducing over capacity conditions on the highway network.

Table 6.14 – Journey Time Reliability by Capacity Bands

Category	Reference Case		Strategy
	Vehicle-kms travelled 2011 AM peak	% Change from 2002	% Change from Ref. Case
Below capacity (<70% of capacity)	38905	8%	-2.4%
Nearing capacity (70-85% of capacity)	8304	91%	41.3%
At capacity (85-95% of capacity)	1662	-25%	-9.8%
Over capacity (95% + of capacity)	4178	177%	-34.6%

Source: Yeovil Traffic Model

Appraisal Summary Table

- 6.57 Table 6.15 provides the YTSR Appraisal Summary Table. This contains the study objectives set at the outset of the study and reported in the Baseline Review of Transport Conditions. The table includes data showing how the YTSR strategy performs against the 2011 reference case which is the representation of transport conditions with only Do-Minimum improvements.

Table 6.15 – Yeovil Transport Strategy – Appraisal Summary Table

GOMMMS Objective	Sub-objective	Target	Source of Target*	Link to YCRT*	Performance of 2011 Strategy against Ref. Case
A) Environment	1) Improve Air Quality	i) Meet NAQS objectives Primary transport related targets are: <i>PM10: 50microgm/m of PM10 (fixed 24 hr mean not to be exceeded more than 35 times p.a. and 40microgm as an annual mean) and</i> <i>NOx: 200microgm (as 1 hour mean) not to be exceeded more than 18 times pa and 40microgm as an annual mean</i>	LTP Countywide Outcome Target 6	YCRT 9	SSDC currently using Yeovil Traffic Model data to calculate air quality benefits from YTSR.
	2) Reduce the impact of traffic within Yeovil	i) Reduce the forecast peak hour traffic growth in Yeovil by 50% by 2006.	LTP Yeovil Specific SE1/T2		2011 strategy flows forecast to reduce by 3% across Inner Cordon & 1% across Outer Cordon.
		ii) Reduce HGVs on non-strategic principal routes to 6% below 1998 levels	LTP Countywide Outcome Target 11		2011 strategy HGV veh-kms forecast to increase by 3%.
	3) Reduce the impacts of noise nuisance	i) Reduce noise levels along sensitive routes (particularly residential areas)	Not specified		Small changes in noise levels forecast on many roads including 7% decrease on St.Michael's Avenue.
	4) Reduce severance	i) Reduce severance effects along sensitive routes	Not specified		YCRT 35 Forecast traffic flows forecast to decrease on many sensitive routes.

GOMMMS Objective	Sub-objective	Target	Source of Target*	Link to YCRT*	Performance of 2011 Strategy against Ref. Case
B) Safety	1) Reduce accidents	i) Reduce number of people killed or seriously injured by road accidents by: <i>All ages: 24% from the 1994-98 average by 2006 and by 40% by 2010.</i> <i>Children: 32% from the 1994-98 average by 2006 and by 50% by 2010.</i> <i>16-24yr olds: 29% from the 1994-98 average by 2006 and by 50% by 2010</i>	LTP Countywide Outcome Target 8 <i>(& 2010 targets for all & children = PSA targets)</i>	YCRT 2	2% reduction in killed and 2% reduction in seriously injured forecast.
		ii) Reduce the number of slight injuries per 100 mill vehicle kms by: <i>All ages: 5% from 1994-98 average by 2006 and 10% by 2010</i> <i>16-24yr olds: 14% from 1994-98 average by 2006 and 25% by 2010</i>	LTP Countywide Outcome Target 8	YCRT 2	No change forecast
		iii) Implement road safety schemes (250 between 2001 and 2006 for Somerset)	LTP Countywide Output Target 5	YCRT 1 YCRT 2	No specific schemes proposed as part of YTSTR.
		iv) 70% of secondary and middle schools, 40% of primary and 100% of FE colleges to have participating in the Safe Routes to School (SRS) process	LTP Countywide Output Target 4	YCRT 5	YTSTR School Transport Strategy should make significant contribution to meeting this target.
		v) Implement environmental traffic calming schemes and reduce speeds at sites by 15%	LTP Countywide Outcome Target 4	YCRT 2 YCRT 32	No specific schemes proposed as part of YTSTR

GOMMMS Objective	Sub-objective	Target	Source of Target*	Link to YCRT*	Performance of 2011 Strategy against Ref. Case
C) Economy	1) Improve/Increase Economic Efficiency	i) Reduce average time lost in congestion per vehicle km	10YP PSA		Average lost time forecast to decrease by 27% on A roads and 19% on other roads.
		ii) Reduce levels of unmet rural bus demand to 2%	LTP Countywide Outcome Target 19	YCRT 12	YTSR Public Transport Strategy should make significant contribution to meeting this target.
		iii) 25% of principal road network to be covered by local Freight Quality Partnership agreements	LTP Countywide Output Target 9		FQP not proposed as part of YTSR.
	2) Improve/Increase Reliability	i) Improve journey time reliability	Not Specified		Forecast reduction of 35% in links over capacity and 10% in links at capacity.
	3) Improve/Increase Mode Share Sustainability	i) Reduce free parking in town centre from 50% to 40% of total, with increase in pay parking from 50% to 60%, by 2006.	LTP Yeovil Specific SE1/T1	YCRT 10, 25 & YCRT 28, 31	YTSR Parking Strategy supports the introduction of all the proposed CPZs.
		ii) Increase bus use. Targets include: a) 10% increase in journeys by bus from the towns with Quality Bus Partnerships in operation by 2006 b) Quality bus partnership operating into and out of Yeovil by 2005 c) Quality bus partnership operating on services to at least 3 communities outside of Yeovil	LTP Yeovil Specific SE3/T2 LTP Yeovil Specific SE2/T1 LTP Yeovil Specific SE3/T1	YCRT 11 YCRT 12 YCRT 37	YTSR Public Transport Strategy recommends making all of Yeovil a QBP as key delivery mechanism.
		iii) Increase rail passengers boarding/alighting at Yeovil station by 15%	LTP Countywide Outcome Target 16	YCRT 12	YTSR Public Transport Strategy recommends improvements to station environment and improved public transport access.

GOMMMS Objective	Sub-objective	Target	Source of Target*	Link to YCRT*	Performance of 2011 Strategy against Ref. Case
		iv) Increase number of walk and cycle trips. Targets include: <i>a) Triple number of cycling trips by 2010 relative to 2000</i> <i>b) Increase in cycling to school in accordance with Safe Route to Schools targets compared with 1996 survey levels</i> <i>c) Achieve 1981 levels of walking and cycling to work (combined) by 2011 – and to be halfway to achieving this target by 2006</i> <i>d) 50% increase in bicycles parked in town centre by 2006</i>	10YP PSA LTP Yeovil Specific SE2/T2 LTP Yeovil Specific SE2/T4 LTP Yeovil Specific SE2/T3	YCRT 5 YCRT 8	YTSR Cycling Strategy recommends improvements to the cycle network and facilities. YTSR School Transport Strategy should also make significant contribution to meeting this target.
		v) Reduce proportion of children travelling to school by car from: 36% to 10% for secondary school children and 48% to 38% for primary school children	LTP Countywide Outcome Target 7	YCRT 5 YCRT 14	YTSR School Transport Strategy should make significant contribution to meeting this target.
		vi) Eight major employers with Travel Plans in operation by 2006	LTP Yeovil Specific SE1/T3	YCRT 13	YTSR Travel Planning and Travel Awareness Strategy should make significant contribution to meeting this target.

GOMMMS Objective	Sub-objective	Target	Source of Target*	Link to YCRT*	Performance of 2011 Strategy against Ref. Case
D) Accessibility	1) Improve access to the bus network (including perception)	i) Increase approval rating for bus access and facilities and access on QBP routes	LTP Countywide Outcome Target 12		YTSR Public Transport Strategy recommends making all of Yeovil a QBP as key delivery mechanism. This should increase approval ratings.
	2) Improve accessibility for pedestrians and cyclists (including perception of facilities)	i) Town strategy cycle route network to be 70% complete by 2005	LTP Yeovil Specific SE3/T1		YTSR Cycling Strategy recommends improvements to the cycle network and facilities to meet this target by 2011.
		ii) Significant increase in approval rating by cyclists and pedestrians after implementation of specific schemes	LTP Countywide Outcome Target 1		The YTSR Cycling and Pedestrian Strategies should help to achieve this target.
	3) Improve community and voluntary transport provision	i) Increase the number of passenger journeys on voluntary/community transport by 35% by 2006	LTP Countywide Outcome Target 13		YTSR Public Transport Strategy recommends increasing the role of voluntary/community transport.
		ii) Increase approval ratings given to voluntary/community transport services to 95% of users giving a 'good' rating by 2006	LTP Countywide Outcome Target 14		YTSR Public Transport Strategy recommends increasing the role of voluntary/community transport.
	4) Improve transport options for the disabled	i) Increase percentage of pedestrian crossings with facilities for disabled people from 70 to 82% by 2006	LTP Yeovil Specific SE2/T1		YTSR Pedestrian Strategy recommends the installation of additional pedestrian crossings with disabled facilities.

GOMMMS Objective	Sub-objective	Target	Source of Target*	Link to YCRT*	Current Performance
E) Integration	1) Improve coordination between modes	i) Increase the proportion of rail passengers accessing stations by non-car modes from 35% (1999) to 50% by 2006	LTP Countywide Outcome Target 17		YTSR Public Transport Strategy recommends improvements to the bus services to both Yeovil railway stations.
	2) Increase the number of interchanges	i) Provide 25 transport interchanges between 2001 and 2006	LTP Countywide Output Target 13		YTSR Public Transport Strategy recommends improvements to the bus station and to both Yeovil railway stations.
	3) Improve Public Transport information	i) Increase the percentage of users satisfied with local provision of public transport information to 45% by 2004/5	LTP Countywide Outcome Target 12		YTSR Public Transport Strategy recommends substantial improvements to the quality and quantity of public transport information.

*** Key to Source of Target Column:**

LTP Yeovil Specific = a sub target from the Somerset LTP that mentions Yeovil specifically

LTP Countywide = a general target from the LTP (or APR) for the whole of Somerset that has relevance for Yeovil

10YP PSA = Public Sector Agreement Targets from the 10 Year Plan

Not specified = Objectives that don't directly appear within the LTP but are implied by the other objectives

SE1/T2 = Strategy Element number and Target number

*** Link to YCRT**

Shows the linkage between the targets set for the Yeovil Transport Strategy Review and the 46 recommendations published as part of the Yeovil Community Review of Transport

YCRT = YCRT Recommendation Number

7. Delivery of the Preferred Strategy

- 7.1 Section 6 detailed the measures that the YTSR has recommended as part of the preferred strategy for Yeovil. The elements of the strategy have been developed to meet a number of different objectives. Underpinning the strategy development has been an understanding that to a successful strategy has to be one that is realistic in that it is affordable and deliverable. It is felt that considering the current and likely future resources at SCC the recommendations from the YTSR are both affordable and deliverable.
- 7.2 It is envisaged that the components of the preferred strategy will be integrated into the forthcoming LTP (2006-2011) currently being prepared by SCC. This will serve as a basis to guide transport planning and scheme implementation in Yeovil and the attraction of funding from central and local government together with other stakeholders and developers.

TIMESCALES AND COST OF STRATEGY

- 7.3 The preferred strategy should be able to be implemented within the next six years and be fully in place by 2011 which is the end of the next LTP period. There are no major schemes that will require statutory powers which could be difficult to deliver within this period.
- 7.4 Implementation of many of the schemes could be commenced relatively quickly with the main obstacle to early implementation likely to be resources at SCC and other linked stakeholders.
- 7.5 Table 7.1 provides an indicative implementation plan for each of the schemes identified in the strategy. The order of scheme implementation in the programme is based upon the priorities identified in the YTSR. This is likely to change as further work is undertaken assessing each of the schemes which will identify the likely obstacles to implementation for each scheme.
- 7.6 Where a scheme can not be implemented within the timescale set out in Table 7.1 it is recommended that an alternative scheme is brought forward in the programme as it is important that the strategy has a momentum that will ensure delivery by 2011.
- 7.7 Broad estimates of the implementation costs of the preferred strategy (including capital and operating costs) are also set out in Table 7.1. These costs are based upon previous schemes implemented within Somerset and elsewhere. As the exact detail of many of the schemes is unclear these costs should only be taken as indicative values and it is accepted that they are likely to change as the schemes are developed in more detail.
- 7.8 Some of the proposed schemes are included in more than one element of the strategy. For example the signalisation of the at-grade roundabouts will also provide enhanced pedestrian and cyclist crossings. To avoid double counting the cost is only included under the highway strategy.

FUNDING SOURCES

- 7.9 The main sources of funding for the strategy will be the allocation from the forthcoming LTP (2006-2011). There are also potential funding streams available from developer contributions linked to the number of large developments proposed around Yeovil. The YTSTR makes a number of recommendations relating to these developments and contributions should be encouraged by SCC/SSDC.
- 7.10 A number of other potential sources of funding are available including:
- ◆ Parking revenue;
 - ◆ Bus fare revenues;
 - ◆ Rural Bus Grant and/or Rural Bus Challenge;
 - ◆ Urban Bus Challenge;
 - ◆ Existing retailers/businesses – by encouraging those who will benefit from particular schemes to contribute directly, e.g. improved public transport links; and
 - ◆ Employers – by contributing through travel plan development.
- 7.11 It is important that both SCC and SSDC work together to deliver the YTSTR recommendations. SSDC will be the lead resource in the delivery of policies relating to town centre parking and is also the planning authority. There is potential to ring fence some of the additional parking revenue generated to support proposed improvements for public transport and other sustainable modes of travel.

SCC STAFFING STRUCTURE

- 7.12 A number of the elements within the YTSTR relate to travel planning for schools and workplaces. To ensure that the travel planning elements are effectively delivered the strategy recommends that SCC employ an additional Travel Plan Co-ordinator who can promote travel plans locally and assist with the enforcement and monitoring of travel plans submitted through the planning process as well as promoting car share schemes.
- 7.13 The strategy recommends SCC appoint a Cycling Officer to coordinate and progress the various elements of the strategy relating to cycling in Yeovil. In particular this will ensure the efficient coordination of cycle specific data collection activities, as well as the development and delivery of the cycle strategy.

Table 7.1 – Implementation Plan and Costs

Strategy Element	Estimated Cost	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
Highway Strategy						
Hospital Roundabout	£500,000					
Fiveways Roundabout	£500,000					
Police Station Roundabout	£500,000					
A359 Mudford Road/Lyde Road	£100,000					
A359 Mudford Road/Combe Street Lane	£100,000					
North Yeovil Improvements (excluding A359 Mudford Road roundabouts)	£80,000					
Market Street/A30 Reckleford Signals	£140,000					
St.Michael's Avenue & A30 Sherborne Road/Lyde Road junction	£150,000					
20 mph zone	£40,000					
Junction optimisation study	£30,000	Undertake before 2006				
Reckleford Gyratory	Costs unknown					
Cycling Strategy						
Production, promotion and distribution of cycle-route map	£25,000					
Assessment of cyclist personal injury accident	£5,000					
Priority assessment of proposed cycle routes	£10,000					
General cyclist surveys	£12,500					
Non-cyclist surveys	£15,000					
Cycle infrastructure	£500,000					

Strategy Element	Estimated Cost	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
Cycling Officer	£50,000 pa					
Promotional activity	£50,000 pa					
Public Transport Strategy						
Awaiting outcome of Somerset Public Transport Strategy	N/A					
Travel Planning, Travel Awareness and School Transport Strategy						
Travel Plan Officer	£50,000 pa					
Promotional activity	£50,000 pa					
Pedestrian Strategy						
Pedestrian audit	£15,000					
Pedestrian crossings	£150,000					
Refurbishment of subways	£150,000					

APPENDIX A

Model Framework and Forecasting Methodology