



The SWARMMS Emerging Strategy.....

1. INTRO : Purpose of the study and study area - background to SWARMMS, general objectives and map
2. WHERE ARE WE NOW : Our approach to the study - description of the process from start to finish, indicating where this exhibition fits within the process
3. PROBLEMS & ISSUES - the Key Problems and Issues identified by the study
4. LOOKING TO THE FUTURE - what is the situation likely to be in the future if we do nothing other than follow largely existing trends
5. DEVELOPING THE STRATEGY - describes the range of schemes and measures considered by the study
6. THE FOUR COMPOSITE STRATEGIES - used to test individual measures
7. APPRAISAL OF COMPOSITES 1 - in terms of appraisal criteria from the GOMMMS guidance Appraisal Summary Table (AST) & Additional Appraisal Criteria derived by the study
8. APPRAISAL OF COMPOSITES - in terms of Key Problems and Issues
9. TOWARDS THE EMERGING STRATEGY - implications of the composite strategy results - guidance towards the form of the emerging strategy
10. THE EMERGING STRATEGY - the main measures included
11. THE EMERGING STRATEGY - details of measures 1
12. THE EMERGING STRATEGY - details of measures 2
13. THE EMERGING STRATEGY - details of measures 3
14. APPRAISAL OF EMERGING STRATEGY - in terms of appraisal criteria from the GOMMMS guidance Appraisal Summary Table (AST) & Additional Appraisal Criteria derived by the study
15. APPRAISAL OF EMERGING STRATEGY - in terms of Key Problems and Issues
16. THE EMERGING STRATEGY - are we getting it right? What is not included, and what else could be included
17. WHAT HAPPENS NEXT - role of Regional Assemblies, development of Action Plans
18. HAVE YOUR SAY - how to make views known

.....**there are no easy solutions**.....



Transport Solutions

Between London and the South West of England and South Wales

What is SWARMMS ?

Transport issues are important to economic prosperity and quality of life. In order that we can plan for the future, the Government has commissioned a number of major transport studies throughout England. These are looking at current transport problems and issues, how these might change in the future, and what transport solutions might be found to best address them.

The South West ARea Multi-Modal Study, SWARMMS (or the London to South West and South Wales Multi-Modal Study to give it its full name), is a study looking at existing and future problems of travel between London and the South West of England and South Wales.

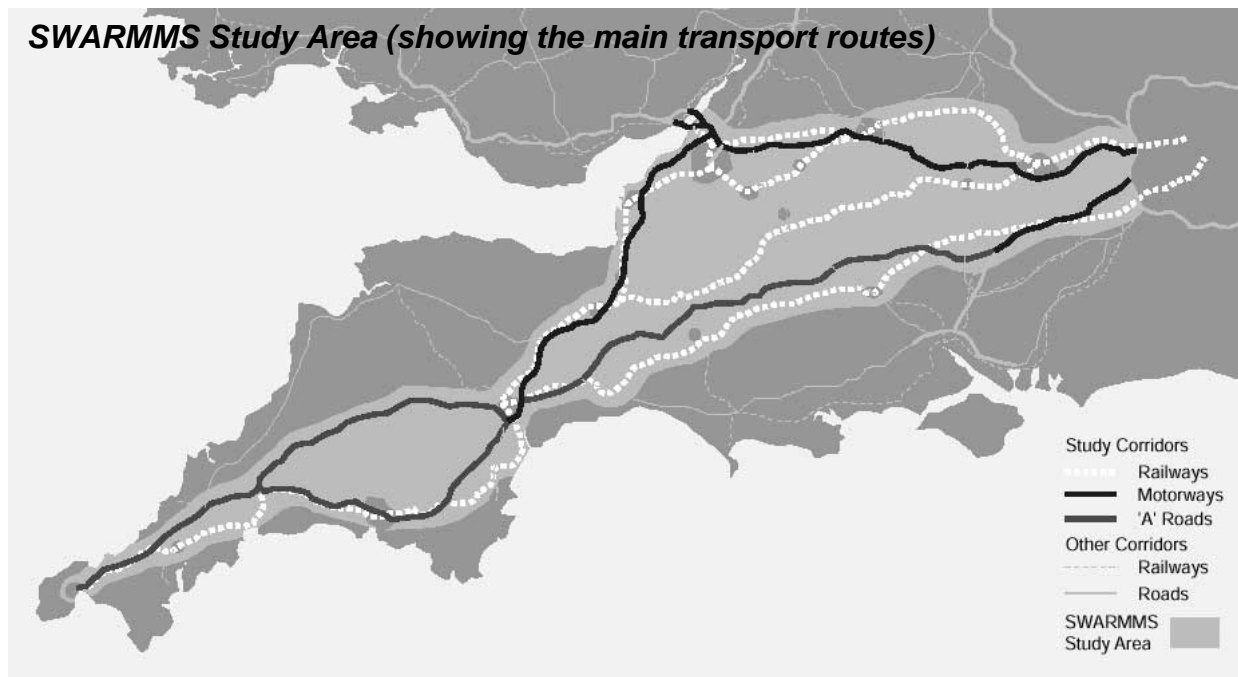
It covers the main road and rail routes between London and Bristol, the Severn Estuary, Exeter and Penzance, and will recommend what can be done to address the problems found. The study was started in April 2000, and is due to be completed in early 2002.



Why is SWARMMS needed ?

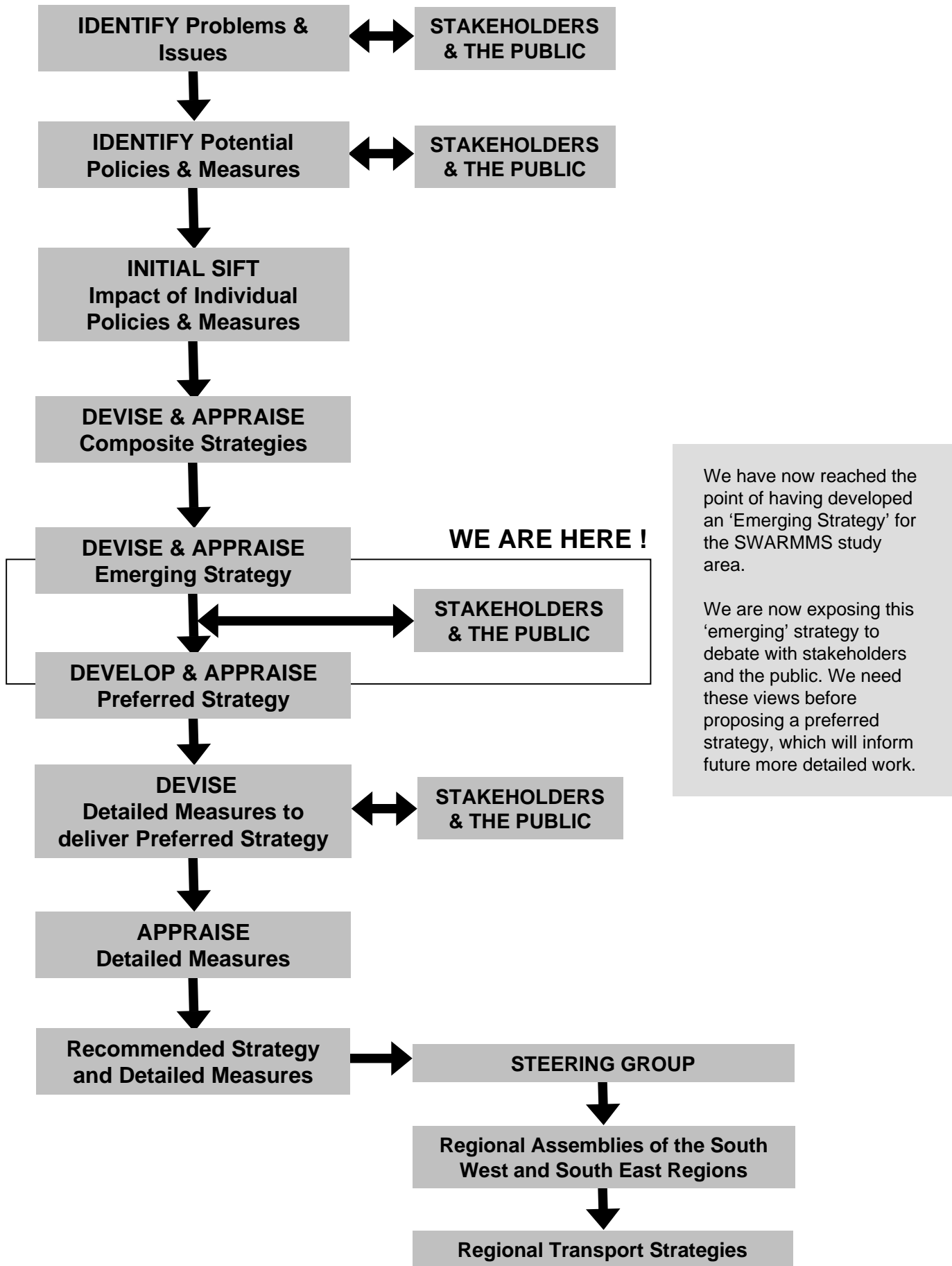
In the past, most transport schemes have been looked at in isolation from one another. This resulted in a disjointed approach to transport in the SWARMMS area. However, the Government is committed to having a fully integrated transport system. SWARMMS recognises this and is considering all types of transport (e.g. rail, road, sea & air) and how they relate to one another. It covers the transport needs of both passengers and freight.

SWARMMS Study Area (showing the main transport routes)



.....there are no easy solutions.....





.....there are no easy solutions.....



Problems and Issues

A number of different transport-related problems and issues have been identified in the study to date. Some problems are worse than others, although opinions are sometimes contradictory as to their relevance and severity.

The Key problems and issues are shown below.

Environment

- ▶ The severance, noise and poor air quality caused by roads passing through or close to communities
- ▶ The extent of areas of high environmental value and vulnerability in the Study Area

Safety

- ▶ The threat to personal security when using the public transport network, particularly outside peak times
- ▶ High accident rates on some single carriageway sections of the route corridors, notably the A30/A303, and at some junctions

Economy

- ▶ The congestion on the trunk road network, particularly around the Greater Bristol area, Taunton, Exeter and Reading to M25 in the peak periods
- ▶ The seasonal congestion on the main transport corridors to and from the South West, particularly the A30/A303
- ▶ The peripherality of Devon and Cornwall
- ▶ The unreliability of travel times, on both the road and rail networks
- ▶ The lack of intermodal freight facilities
- ▶ The uncompetitiveness of rail journey times, particularly west of Exeter
- ▶ The low frequency of public transport services (away from the Bristol–London corridor)

Accessibility

- ▶ The difficulties in accessing the main public transport networks unless one has access to a car, particularly in rural areas
- ▶ The poor levels of access provision for walking and cycling, and for disabled people, in accessing the main transport corridors

Integration

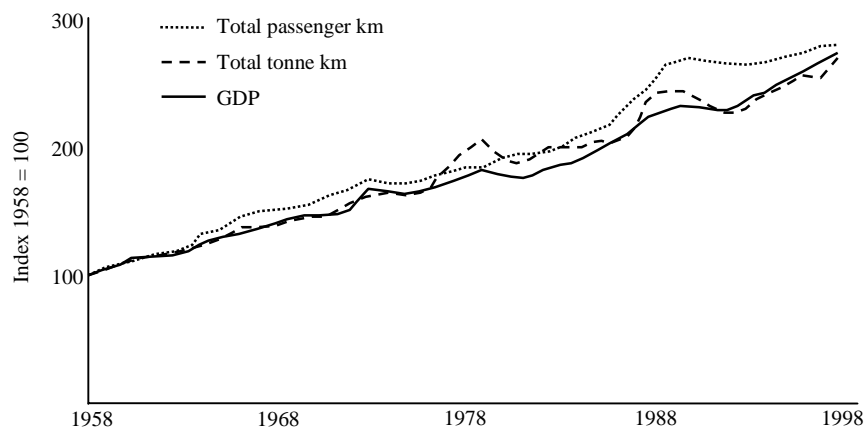
- ▶ The lack of connectivity between different travel modes, particularly bus/rail
- ▶ Poor information and difficulties in achieving 'seamless' travel between different travel modes
- ▶ The way that land use patterns accentuate dependence upon the car

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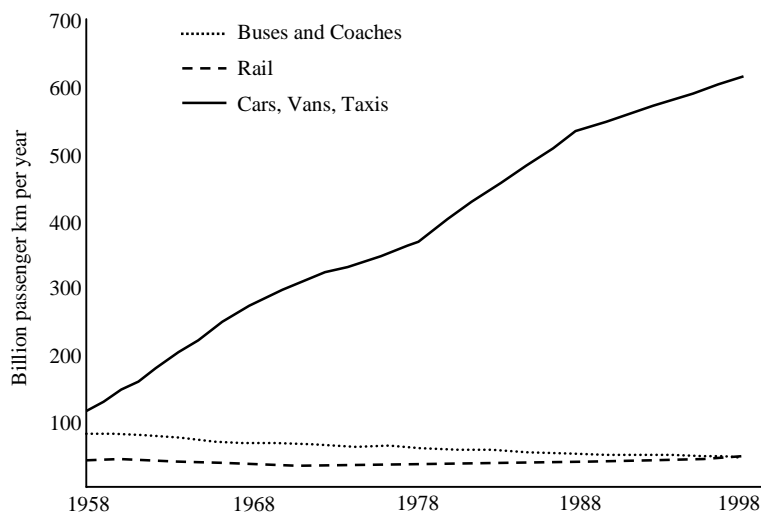


Looking to the Future.....

Looking into the future, all indications are that the demand for transport movement will continue to grow, and we have incorporated many such assumptions into our 'do minimum' situation. As such, the type of problems and issues described earlier are likely to become more noticeable in the future.



Passenger transport by mode
(source: Transport 2010: The 10-year Plan, DETR, 2000)



If we were to do nothing new, we would expect:

- ▶ the adverse environmental impact of traffic to worsen, for example in terms of noise and severance to communities
- ▶ the number of road accidents to increase
- ▶ congestion to worsen, particularly in and around the main urban areas and on major commuter routes
- ▶ travel times on both the road and rail networks to become more unreliable
- ▶ the quality of rail services to worsen, for example in terms of greater overcrowding
- ▶ the limitations of rural transport to remain
- ▶ the lack of integration between modes to remain

Such problems are unacceptable. The aim must be to develop an integrated transport system which meets the wide-ranging needs of society

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Developing the Strategy

We have considered a range of potential measures to address the problems and issues shown on a previous board.



Drawing on the type of measures shown above, we developed four 'Composite Strategies'.

Each one of the composite strategies follows a different approach in

addressing the problems and issues within the SWARMMS area.

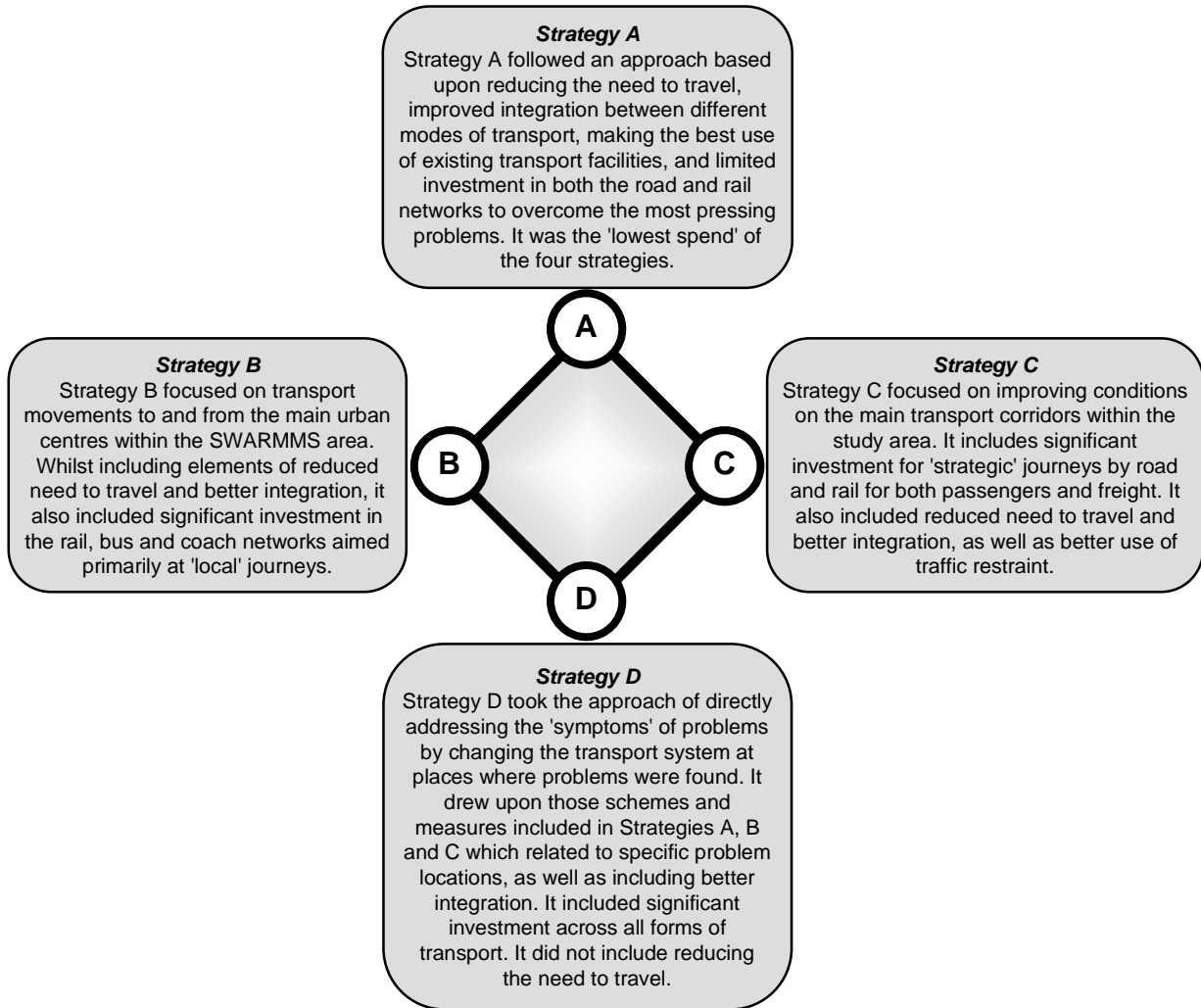
They are described on the next sheet.

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The Four 'Composite Strategies'

- developed to explore the extent to which individual measures can work together



Degree to which measures are included in Composite Strategies

	A	B	C	D
Reducing the need to travel	★★★	★★	★★	—
Integration	★★★	★★	★★	★★
Focus on Local Journeys	★★	★★★★	★	★★
Traffic Restraint and Telematics	★★	★	★★	★★
Rail Infrastructure & Services	★	★★	★★★★	★★★★
Bus/Coach Facilities & Services	★★	★	★★★★	★★★★
Road schemes	★	★	★★	★★★★
Freight	★	★	★★	★★
Sea & Air	★	★	★★	★★

(number of stars denotes amount of emphasis placed on each measure in the composite strategy)

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The Composite Strategies

APPRAISAL 1

The Main Criteria..... how do the Composite Strategies perform?

The Government's Objectives for transport

	A	B	C	D
ENVIRONMENT				
▶ Noise	✓	×	×	×
▶ Local air quality	✓	✓	✓	○
▶ Greenhouse gases	✓	✓	✓	×
▶ Landscape	○	×	×	×
▶ Townscape	○	○	○	○
▶ Heritage	○	○	○	○
▶ Biodiversity	○	○	○	○
▶ Water environment	○	○	○	○
▶ Physical fitness	○	○	○	○
▶ Journey ambience	✓	✓	✓	✓
SAFETY				
▶ Accidents	✓	✓	✓	○
▶ Personal Security	✓	✓	✓	✓
ECONOMY				
▶ Transport economic efficiency	✓	✓	✓	○
▶ Reliability of journey times	✓	✓	✓	✓
▶ Wider economic impacts	○	○	✓	✓
ACCESSIBILITY				
▶ New public transport opportunities	○	✓	✓	✓
▶ Severance of communities	○	○	✓	✓
▶ Access to the transport system	✓	✓	✓	✓
INTEGRATION				
▶ Transport interchange	✓	✓	✓	✓
▶ Land-use policy	○	✓	✓	○
▶ Other Government policy	×	○	✓	○

Additional Appraisal Criteria

▶ Reduce the Need to Travel	✓	✓	✓	○
▶ Increase proportion of journeys by Public Transport	✓	✓	✓	✓
▶ Improve key journeys within the study area	✓	✓	✓	✓
▶ Reduce the peripherality of Devon & Cornwall	○	○	✓	✓
▶ Reduce congestion at key locations on the roads	○	○	✓	✓
▶ Reduce congestion at key locations on the railways	○	○	✓	✓
▶ Reduce seasonal congestion at key road locations	○	○	✓	✓

Key (also applies to other boards with 'ticks' and 'crosses')

In each case we have compared the composite strategies against the 'do minimum'. This is a forecast of what would happen if current trends are followed. The number of ticks and crosses represents the overall size of the effects

✓	Ticks represents where, on balance, the composite strategy improves the situation which would otherwise occur	○	Zeros represents where, on balance, the composite strategy has no overall effect on the situation which would otherwise occur	×	Crosses represents where, on balance, the composite strategy worsens the situation which would otherwise occur
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.....there are no easy solutions.....



The Composite Strategies

APPRAISAL 2

The Key Problems & Issues..... how do the Composite Strategies deal with them?

	A	B	C	D
Environment				
<ul style="list-style-type: none"> ▶ The severance, noise and poor air quality caused by roads passing through or close to communities ▶ The extent of areas of high environmental value and vulnerability in the Study Area 	✓ ○	○ ○	✓ ✗	○ ✗
Safety				
<ul style="list-style-type: none"> ▶ The threat to personal security when using the public transport network, particularly outside peak times ▶ High accident rates on some single carriageway sections of the route corridors, notably the A30/A303, and at some junctions 	✓✓ ✓	✓✓ ✓	✓✓ ✓✓	✓✓ ✓
Economy				
<ul style="list-style-type: none"> ▶ The congestion on the trunk road network, particularly around the Greater Bristol area, Taunton, Exeter and Reading to M25 in the peak periods ▶ The seasonal congestion on the main transport corridors to and from the South West, particularly the A30/A303 ▶ The peripherality of Devon and Cornwall ▶ The unreliability of travel times, on both the road and rail networks ▶ The lack of intermodal freight facilities ▶ The uncompetitiveness of rail journey times, particularly west of Exeter ▶ The low frequency of public transport services (away from the Bristol–London corridor) 	✓ ○ ○ ✓ ○ ○ ○	✓ ○ ○ ✓ ○ ○ ✓	✓✓ ✓✓ ✓ ✓✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓
Accessibility				
<ul style="list-style-type: none"> ▶ The difficulties in accessing the main public transport networks unless one has access to a car, particularly in rural areas ▶ The poor levels of access provision for walking and cycling, and for disabled people, in accessing the main transport corridors 	✓✓ ✓	✓✓ ✓	✓✓ ✓	✓✓ ✓
Integration				
<ul style="list-style-type: none"> ▶ The lack of connectivity between different travel modes, particularly bus/rail ▶ Poor information and difficulties in achieving 'seamless' travel between different travel modes ▶ The way that land use patterns accentuate dependence upon the car 	✓✓ ✓✓ ✓	✓✓ ✓✓ ✓	✓✓ ✓✓ ✓	✓✓ ✓✓ ✓

In each case we have compared the composite strategies against the 'do minimum'. This is a forecast of what would happen if current trends are followed. The number of ticks and crosses represents the overall size of the effects

.....there are no easy solutions.....



The Composite Strategies

WHAT THEY HAVE TOLD US.....

KEY MESSAGE (1)

Whilst reducing the need to travel does not solve the problems on its own, it is an important part of any strategy. By reducing the growth of future traffic levels, there will be more scope to realise reductions in congestion and improvements in safety.

KEY MESSAGE (2)

Better integration within the transport system also provides significant benefits, in areas such as personal security, transport interchange, land use policy, new transport opportunities and improving access to the transport system.

These findings, and other detailed analyses, have led us to develop an 'Emerging Strategy'. It contains elements from Strategies A, B, C and D, plus others. It is shown on the next board.

Whilst Strategy A enhances and protects the environment and provides general congestion and safety benefits, it fails to address various key problems such as the unreliability of journey times on both road and rail networks, specific safety concerns on the A30/A303 corridor and the peripherality of Devon and Cornwall.

The effects of Strategy B are similar to those of Strategy A. Whilst it has additional benefits of providing local air quality improvements, it fails to address key problems such as congestion at key locations on both the road and rail networks.

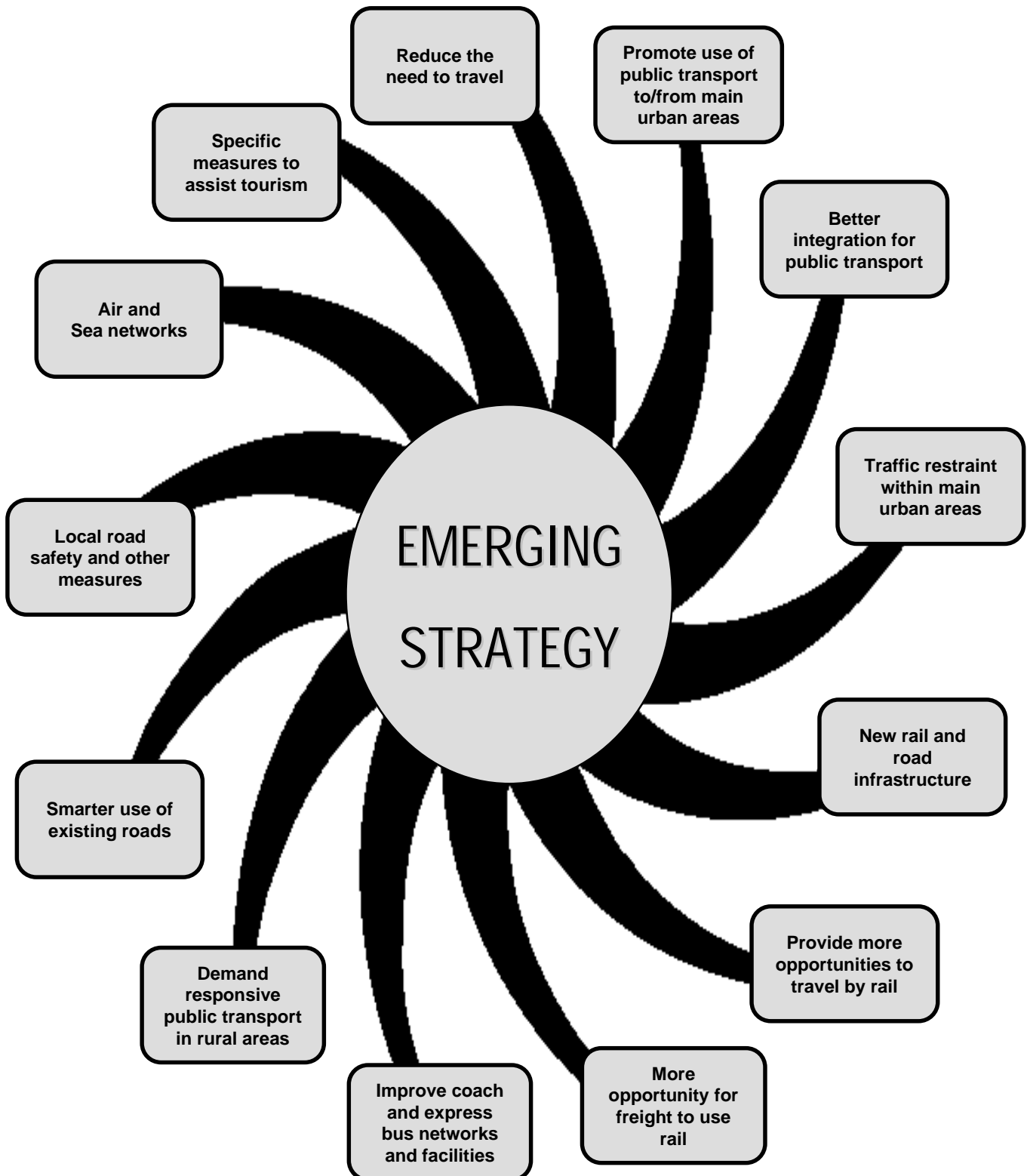
Strategy C provides larger benefits than either Strategy A or Strategy B in terms of safety, congestion and the reliability of the transport system. However, whilst it has these advantages, it causes adverse environmental impact in terms of noise and landscape effects.

Strategy D also provides larger benefits than either Strategy A or Strategy B in terms of safety, congestion and the reliability of the transport system. However, whilst it has similar adverse impacts to those of Strategy C, the benefits evident elsewhere within the appraisal are lower than Strategy C.

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The Emerging Strategy

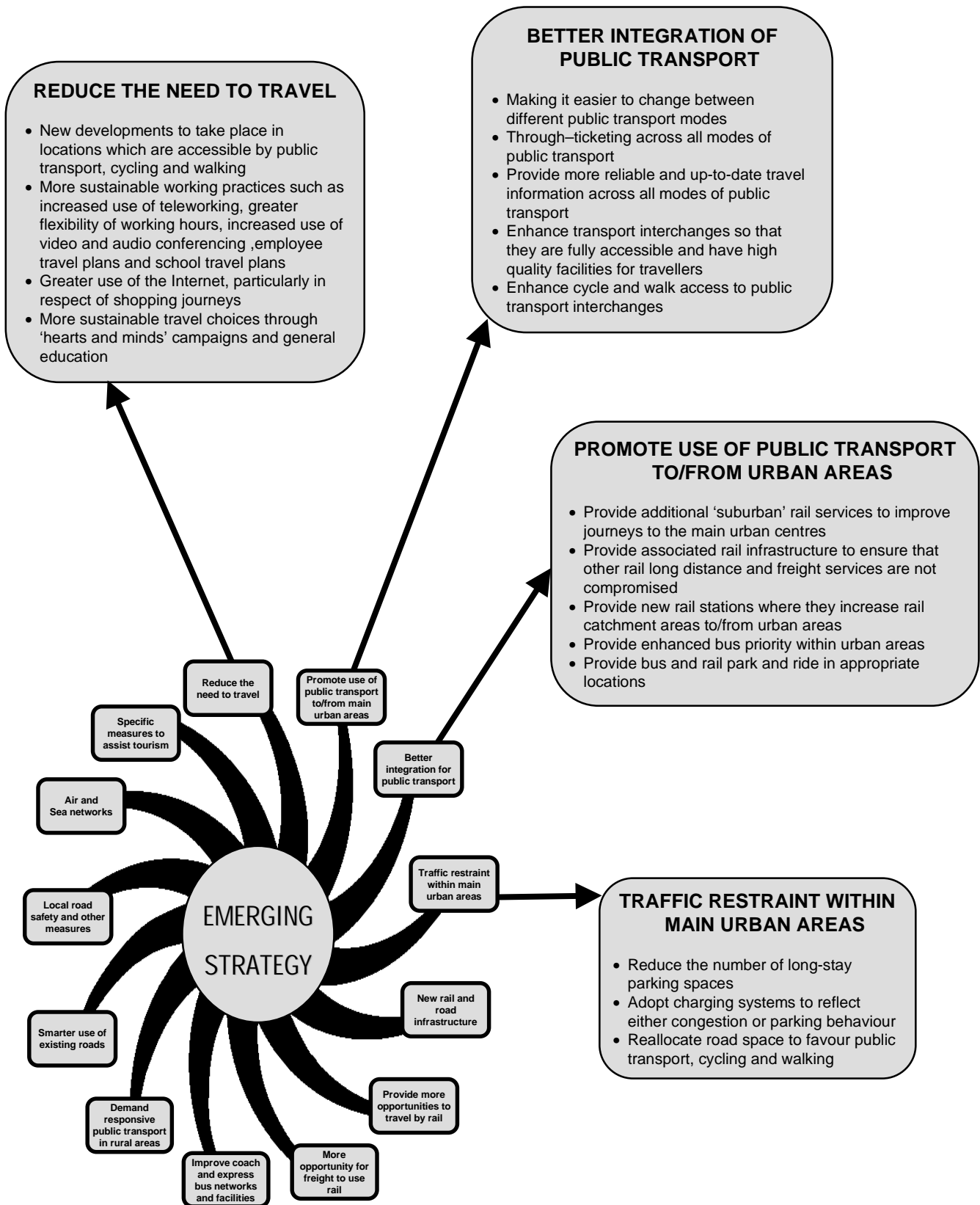
The emerging strategy is summarised below. Its component parts are shown in more detail in the next three boards.



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The Emerging Strategy

DETAILS 1

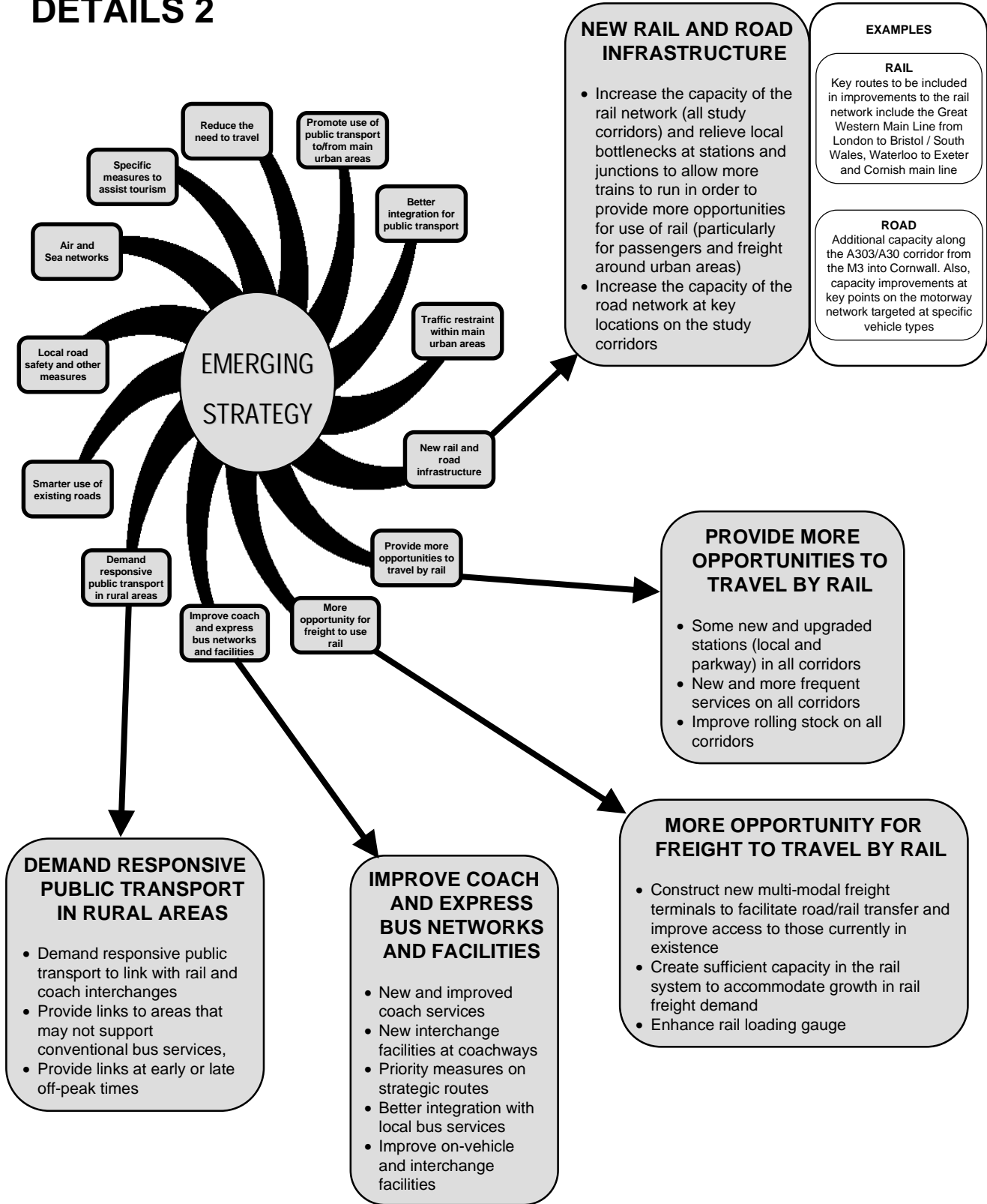


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The Emerging Strategy

DETAILS 2

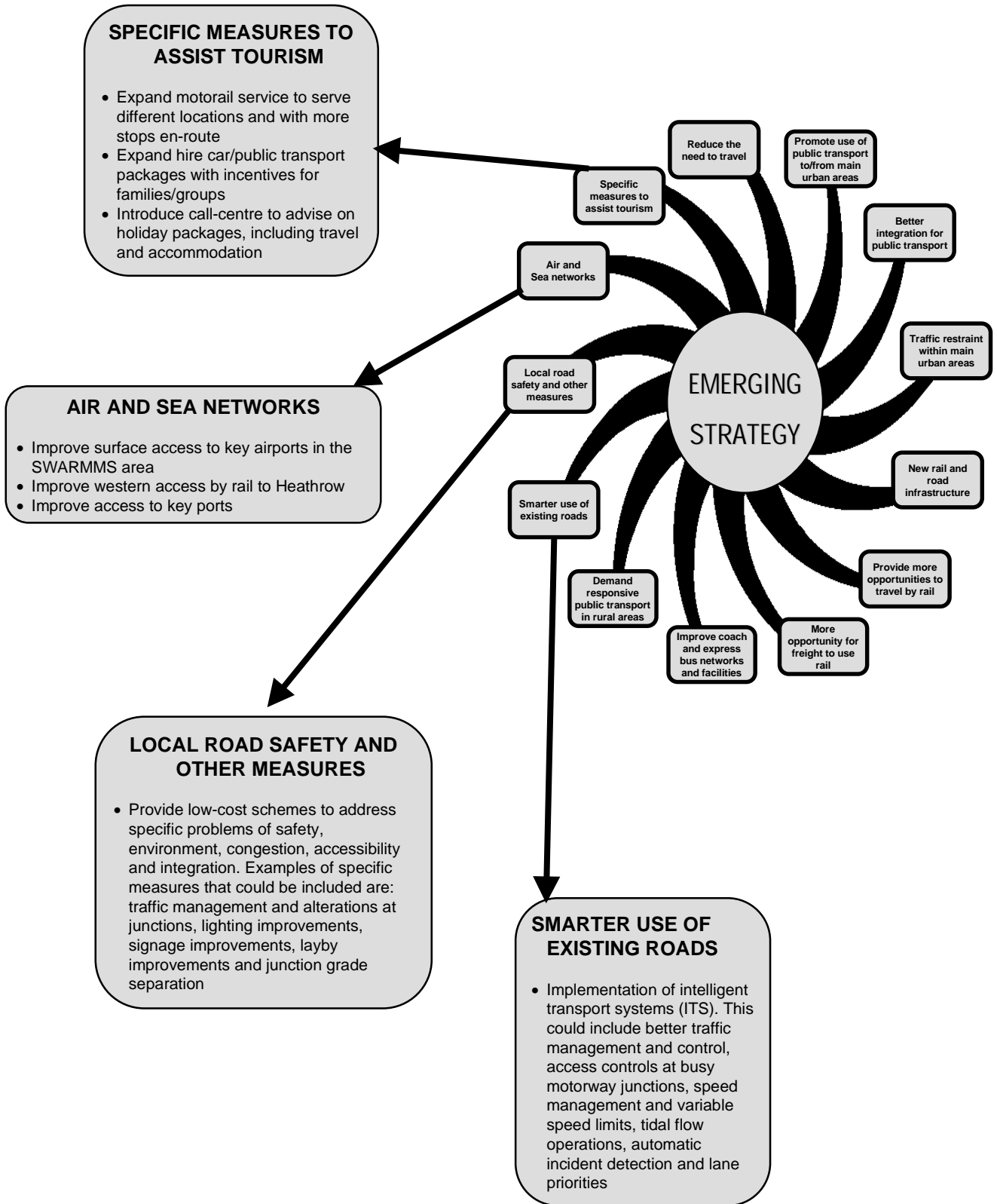


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The Emerging Strategy

DETAILS 3



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The Emerging Strategy APPRAISAL 1

The Main Criteria..... how does the Emerging Strategy perform?

The Government's Objectives for transport

- ENVIRONMENT**
 - ▶ Noise
 - ▶ Local air quality
 - ▶ Greenhouse gases
 - ▶ Landscape
 - ▶ Townscape
 - ▶ Heritage
 - ▶ Biodiversity
 - ▶ Water environment
 - ▶ Physical fitness
 - ▶ Journey ambience
- SAFETY**
 - ▶ Accidents
 - ▶ Personal Security
- ECONOMY**
 - ▶ Transport economic efficiency
 - ▶ Reliability of journey times
 - ▶ Wider economic impacts
- ACCESSIBILITY**
 - ▶ New public transport opportunities
 - ▶ Severance of communities
 - ▶ Access to the transport system
- INTEGRATION**
 - ▶ Transport interchange
 - ▶ Land-use policy
 - ▶ Other Government policy

	A	B	C	D
ENVIRONMENT	✓	×	×	×
SAFETY	✓	✓	✓	○
ECONOMY	✓	✓	✓	○
ACCESSIBILITY	○	✓	✓	✓
INTEGRATION	✓	✓	✓	✓

Additional Appraisal Criteria

- ▶ Reduce the Need to Travel
- ▶ Increase proportion of journeys by Public Transport
- ▶ Improve key journeys within the study area
- ▶ Reduce the peripherality of Devon & Cornwall
- ▶ Reduce congestion at key locations on the roads
- ▶ Reduce congestion at key locations on the railways
- ▶ Reduce seasonal congestion at key road locations

Reduce the Need to Travel	✓	✓	✓	○
Increase proportion of journeys by Public Transport	✓	✓	✓	✓
Improve key journeys within the study area	○	○	✓	✓
Reduce the peripherality of Devon & Cornwall	○	○	✓	✓
Reduce congestion at key locations on the roads	○	○	✓	✓
Reduce congestion at key locations on the railways	○	○	✓	✓
Reduce seasonal congestion at key road locations	○	○	✓	✓

Key (also applies to other boards with 'ticks' and 'crosses')

As with the composite strategies, we have compared the emerging strategy against the 'do minimum', a forecast of what would happen if current trends are followed. The number of ticks and crosses represents the overall size of the effects

✓ Ticks represents where, on balance, the composite strategy improves the situation which would otherwise occur

○ Zeros represents where, on balance, the composite strategy has no overall effect on the situation which would otherwise occur

× Crosses represents where, on balance, the composite strategy worsens the situation which would otherwise occur

.....there are no easy solutions.....



The Emerging Strategy

APPRAISAL 2

The Key Problems & Issues..... how does the Emerging Strategy deal with them?

Environment

- ▶ The severance, noise and poor air quality caused by roads passing through or close to communities
- ▶ The extent of areas of high environmental value and vulnerability in the Study Area

- ▶ Severance and air quality are both improved, but the large increase in rail services causes more noise adjacent to rail lines
- ▶ Some negative impacts will result - a high level and quality of mitigation will be needed

Safety

- ▶ Threat to personal security when using the public transport network, particularly outside peak times
- ▶ High accident rates on some single carriageway sections of the route corridors, notably the A30/A303, and at some junctions

- ▶ Upgrades to interchanges and introduction of new vehicles will bring benefits for passenger security
- ▶ Upgrading the A30/A303 will provide significant safety benefits, and this will be supported by local safety schemes elsewhere

Economy

- ▶ The congestion on the trunk road network, particularly around the Greater Bristol area, Taunton, Exeter and Reading to M25 in the peak periods
- ▶ The seasonal congestion on the main transport corridors to and from the South West, particularly the A30/A303
- ▶ The peripherality of Devon and Cornwall
- ▶ The unreliability of travel times, on both the road and rail networks
- ▶ The lack of intermodal freight facilities
- ▶ The uncompetitiveness of rail journey times, particularly west of Exeter
- ▶ The low frequency of public transport services (away from the Bristol-London corridor)

- ▶ The strategy will reduce congestion compared to that which would otherwise occur; there would little change relative to existing levels
- ▶ Seasonal congestion will also reduce, although it will still occur at peak times
- ▶ Enhanced rail and road links will reduce journey times and improve access to the south west
- ▶ Infrastructure and operational enhancements on rail and road will make the networks significantly more reliable
- ▶ Strategy includes promotion of intermodal facilities
- ▶ Rail journey time reductions will be achieved with new rolling stock and track improvements
- ▶ Enhanced public transport services are proposed across the study area

Accessibility

- ▶ The difficulties in accessing the main public transport networks unless one has access to a car, particularly in rural areas
- ▶ The poor levels of access provision for walking and cycling, and for disabled people, in accessing the main transport corridors

- ▶ Increased public transport opportunities in urban and rural areas (responding to demand where needed) are part of the emerging strategy
- ▶ Improvements to walking and cycling routes to the main corridors are proposed

Integration

- ▶ The lack of connectivity between different travel modes, particularly bus/rail
- ▶ Poor information and difficulties in achieving 'seamless' travel between different travel modes
- ▶ The way that land use patterns accentuate dependence upon the car

- ▶ Integration between and within modes is part of the strategy
- ▶ Good quality and well-timed information for all travellers is also a key part of the strategy
- ▶ Putting housing and employment development in areas that encourage less travel is a basic assumption within the strategy

.....there are no easy solutions.....



The Emerging Strategy

ARE WE GETTING IT RIGHT?

The Emerging Strategy does not include

- ▶ New tolls being levied on the motorway and main inter-urban routes in the South West. Whether such tolls have a role in the South East will be examined in the London to Reading Multi-Modal study
- ▶ General motorway widening
- ▶ New road or rail corridors

Why?

- ▶ Our work has shown that too much traffic would divert onto local routes.
- ▶ Our work has shown that this will attract more traffic to the motorway network meaning that there would be limited improvement in journey times
- ▶ The Emerging Strategy has concentrated on making best use of the existing transport corridors, mindful of the environmental harm which can be caused by brand new routes

Is there anything missing from the Strategy ?

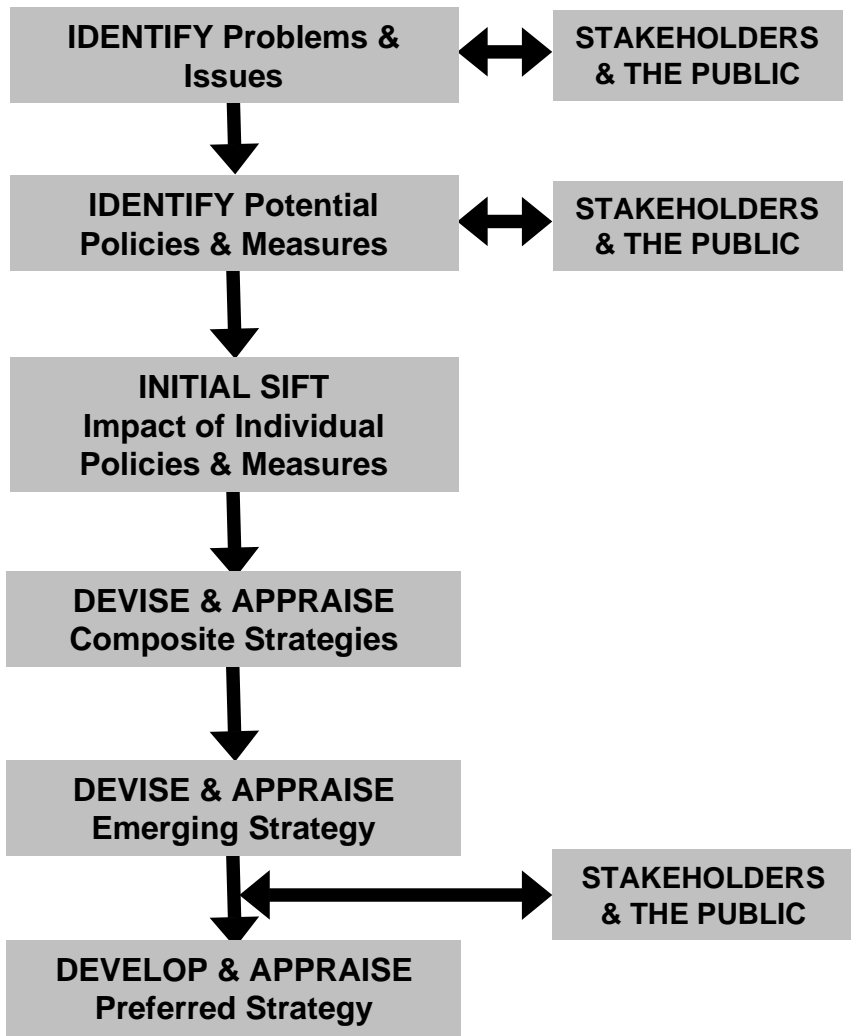
We are seeking the views of stakeholders as to whether the strategy is acceptable in its current form or whether it should be changed.

Are there measures we should be including in the strategy that aren't currently included?

Please let us know your views.....

.....*there are no easy solutions*.....





After the period for receiving comments on the emerging strategy ends, the study team, working with the Steering Group, will develop and appraise the preferred strategy.

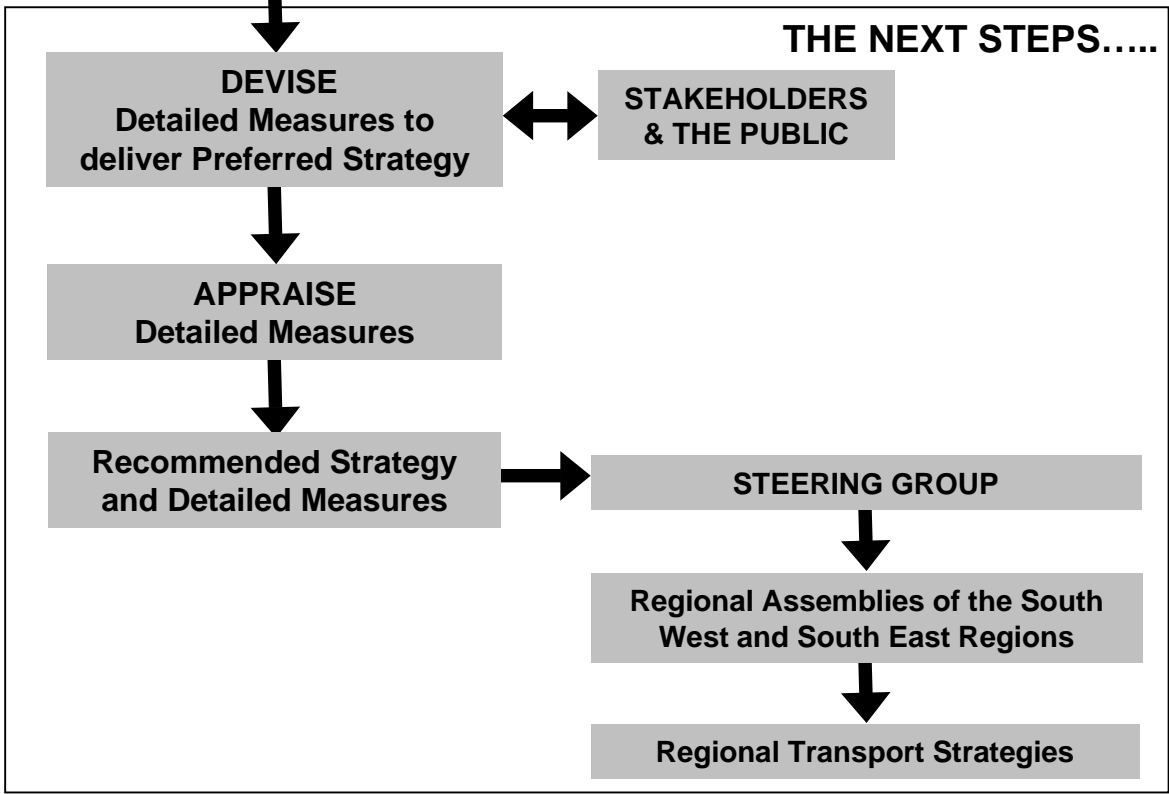
Following agreement of the preferred strategy, the next step will be to develop more detailed measures to the problems which have been identified.

The measures will take the form of a series of 'plans' that will look in detail at specific parts of the study area. The measures included in the 'plans' will help to achieve the aims of the preferred strategy.

The process of developing the plans will involve further opportunities for stakeholders to participate in the process.

After the plans are appraised and study recommendations are drawn up, the Steering Group will report its findings to the Regional Assemblies for the South West and South East of England. The Assemblies will then decide how the results of the study will feed into their Regional Transport Strategies.

It is the Regional Transport Strategies which will guide transport authorities and infrastructure providers in the future implementation of recommendations drawn from the SWARMMS study.



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Have your say

The Comment Period

We want to know what you think about the Emerging Preferred Strategy so that we can take your views into account.

The period for comments runs from 18th June 2001 to 20th July 2001. During this time we will be meeting with stakeholders to discuss the strategy.



Send us your views

Please send us your comments on the Emerging Preferred Strategy in writing.

by post to.....

*SWARMMS
Halcrow Group Ltd
FREEPOST (SCE10243)
SWINDON
SN4 0SZ*

by e-mail to.....

swarmms@halcrow.com

through the website, using the 'Have Your Say' page.....

www.swarmms.org.uk

Stay in touch with SWARMMS

Please feel free to continue to send us any comments you have on the study to the addresses above.

Issue 3 of the SWARMMS newsletter is expected in late summer 2001.

This issue will set out the preferred strategy as agreed with the Steering Group.

Halcrow

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