

What Benefits will SWARMMS bring.....?

The table below shows which elements of the Preferred Strategy (the columns) do most to address the key problems and issues of the study (the rows).

Problems and Issues Identified	Measures included in the Strategy													
	Reducing Travel Demand	Tourism-specific Measures	Inter-modal Freight Facilities	Rural Access to Main Corridors	Enhanced Rail	Coach/Express Bus Strategy	Interchanges	Park & Ride	New Road Schemes	Local Safety Schemes	ITS on Main Roads	Improved Urban Public Transport	Information Dissemination	Traffic Restraint
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	★											★		★

★ Significant Benefits ★ Moderate Benefits ★ Slight Benefits ● Adverse Impact

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

