

# Local Transport Plan 4

Draft for Consultation

June 2025



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## Foreword

### **Councillor Richard Wilkins.** **Lead Member for Transport and Waste Services**

As we look towards the future of Somerset's transport infrastructure, it is essential to reflect on the community priorities that have shaped our Local Transport Plan (LTP). Our vision is to create an integrated transport system that enhances connectivity, reduces carbon emissions, improves air quality, and ensures road safety for all residents and visitors. This plan is a testament to our commitment to balancing the needs of both rural and urban living while promoting tourism and economic growth.

Community priorities have been at the forefront of our decision-making process. We have engaged with stakeholders to understand their needs and aspirations. The feedback we received has been invaluable in shaping a transport plan that is not only efficient but also inclusive and sustainable. Our goal is to build a transport network that connects people to services, jobs, education, and opportunities, while also preserving the unique character of Somerset.

We aim to create a seamless, integrated network that combines various modes of transport, including buses, trains, cycling, and walking. By improving the integration of these modes, we can provide residents with more choices and better access to essential services. This approach will also help reduce congestion and reliance on private vehicles, contributing to our carbon reduction goals.

Connectivity is vital for the economic and social well-being of our communities. Our transport plan focuses on enhancing connectivity within Somerset and beyond. We are committed to improving road and rail links, ensuring that residents can easily travel to neighbouring regions and access national transport networks. By investing in infrastructure that supports connectivity, we can unlock new opportunities for growth and development.

Carbon reduction is at the heart of our transport strategy. We recognize the urgent need to address climate change and reduce our carbon footprint. Our LTP includes measures to promote the use of electric vehicles, enhance public transport, and encourage active travel. By prioritizing sustainable transport options, we can make significant strides towards achieving our carbon neutrality goals.

Improved air quality is a critical outcome of our transport plan. We understand the impact of air pollution on public health and the environment. Our plan supports initiatives to reduce emissions from transport, such as promoting cleaner vehicles and reducing traffic congestion. By improving air quality, we can create healthier communities and protect Somerset's natural beauty.

Road safety is a top priority in our LTP. We are committed to reducing the number of accidents and fatalities on our roads. Our plan includes measures to improve road infrastructure, enhance safety for pedestrians and cyclists, and promote responsible driving behaviour. By prioritizing road safety, we can ensure that all residents and visitors feel safe and secure while traveling in Somerset.

Balancing rural and urban living is a unique challenge that our transport plan addresses.

Somerset is characterized by its diverse landscapes, from bustling urban centres to tranquil rural areas. Our LTP aims to create a transport network that caters to the needs of both urban and rural communities. We are committed to preserving the charm of our rural areas while ensuring that urban centres remain vibrant and accessible.

Tourism is a vital part of Somerset's economy, and our transport plan supports its growth. We aim to improve transport links to popular tourist destinations, making it easier for visitors to explore the beauty of Somerset. By enhancing connectivity and promoting sustainable travel options, we can boost tourism and support local businesses.

Somerset's Local Transport Plan is a comprehensive strategy that reflects the community's priorities and addresses the challenges of modern transport. It is a plan that promotes integrated transport, connectivity, carbon reduction, improved air quality, road safety, and the balance between rural and urban living. As we move forward, we are committed to working with our communities, stakeholders, and partners to deliver a transport system that meets the needs of all residents and visitors. Together, we can build a greener, safer, and more connected Somerset.

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# 1 Somerset's Local Transport Plan

The Local Transport Plan (LTP) is a strategic document, required by the Government, that sets out our approach for all aspects of transport across Somerset and the strategies required for improving all of these.

The Department for Transport has required the LTP to deliver policies from a **Vision and Validate** approach. In conjunction with stakeholders and based on evidence and research, we have developed this plan focusing on how transport should operate and the future of delivering transport in Somerset. This has led to a LTP that seeks to use resources efficiently, unlock opportunities and balance need against impact. Following the adoption of the LTP, we will bring forward strategies for delivery. This is termed **Decide and Provide** where we decide what we will deliver and where, based on factors such as cost benefit ratios, impact on environment, scheduling, safety etc. Then provide the infrastructure, service or intervention.

VISION	VALIDATE	DECIDE	PROVIDE
<ul style="list-style-type: none"><li>• The future of transport in Somerset.</li><li>• Community requirements</li><li>• Objectives</li><li>• Outcomes</li></ul>	<ul style="list-style-type: none"><li>• Evidence collection</li><li>• Predictions and forecasts</li><li>• National and local policy</li><li>• Consultation</li></ul>	<ul style="list-style-type: none"><li>• What intervention</li><li>• Where to deliver</li><li>• Cost vs Benefit</li><li>• Impacts</li><li>• Finance available</li></ul>	<ul style="list-style-type: none"><li>• Commission work</li><li>• Design and consult</li><li>• Project manage delivery</li><li>• Evaluate</li></ul>

Previously we would adopt a 'Predict and Provide' method of planning, whereby the future traffic volumes would be forecast and policies and infrastructure identified to accommodate these volumes. This was unsustainable for financial, environmental, community and equity reasons.

Transport as a service has changed over the past 15 years, developing from providing for routes to being an agent for local and societal improvements. Transport has a significant impact on people's lives:

- It plays a key role in connecting people to services and jobs.
- It can shape the quality of the places people live and visit.
- It enables businesses and the economy to grow and thrive.
- Some forms of transport can increase physical activity and improve health and wellbeing.
- Provides access to Somerset's great countryside, waterways and natural environment.
- There can also be negative impacts such as congestion, poor air quality, noise and people injured in road traffic collisions.
- Access to all forms of transport is not always equal due to socioeconomics, disability, age, ethnicity, and/or location.
- Individuals can feel unsafe on our network, especially women and girls and those that are gender marginalised.

Somerset's LTP will identify the Council's vision and actions in a people and place-based approach that puts our communities at the centre of our decisions. We will strive to build a transport system that unlocks growth, contributes to net zero, increases opportunity, improves safety and supports healthier living.

This LTP is a high-level umbrella document, with more strategies and policies that will be follow. However, the DfT has stipulated three documents are required, these are:

- [Somerset Electric Vehicle Strategy](#);
- [Bus Service Improvement Plan](#); and
- [Local Cycling and Walking Infrastructure Plans](#).

LTPs must reflect both national and local priorities and have data and a solid evidence base to support its plans. Two of the biggest contributors to how policies and proposals were developed are in the following sections: Carbon and Climate, and People and Place.

**For a diagram on how the LTP interacts with other policies and more details on the background behind the LTP see Appendix 1**



## Carbon and Climate

Transportation in Somerset is affected significantly by the climate; whether through heavy rain and flooding, snow and ice, or, high winds. The need to reduce carbon from our transport activities will be an important factor in how we decide what types of actions or strategies we will promote.

The Council has commissioned work to understand how Somerset's transport activities contribute to carbon, the key points are:



**61% of transport emissions are generated in Somerset from trips either starting, ending, or being made entirely within Somerset.**



**64% of emissions are generated on roads owned and managed by Somerset.**



**65% of emissions are from cars; 35% from goods vehicles.**



**7% of emissions are from journeys less than 5 miles long.**



**58% of emissions in Somerset are from trips 5 to 10 miles long.**



**22% are from trips greater than 50 miles.**

[For a more in-depth understanding of our climate and carbon response see Appendix 2](#)



## People and Place

To deliver the right travel choices in the right place we need a good understanding of the types of people and places in Somerset. This LTP has looked at our resident population and the types of places there are in Somerset. It became clear that we could deliver a strategic approach that moved away from the 'one size fits all' to a more bespoke plan that adapts to and supports the needs of our communities.



**People are living longer and moving to Somerset to retire, projections show that over a third of Somerset's population will be over 65 by 2040.**



**The population is expected to increase with longer lifetimes and migration into the area.**



**Social isolation is a key issue amongst elderly people, particularly in rural areas in Somerset.**



**Outside of our more urban areas there are few offerings of post-16 education making lengthy trips likely and independent travel less likely.**



**The majority of primary aged children are driven to school despite this age group having the strongest appetite for cycling or scooting to school.**



**Over 48% of the population live in rural areas.**

We've identified a set of distinct place types across Somerset, each with a unique set of characteristics. The place types are:

- **Larger Urban Areas**, including Taunton, Yeovil, Bridgwater and Frome
- **Urban Areas**, including:
  - **Linked Towns** of Wells, Street, Glastonbury and Shepton Mallet,
  - **Coastal Towns** of Minehead, Burnham on Sea and Highbridge,
  - **Mid-sized Towns** of Chard, Crewkerne & Wellington
- **Rural Areas**, including:
  - **Primary Service Centres**,
  - **Local Service Centres**, and
  - **Smaller Rural Settlements**

**More detail on People and Place and in which category your settlement sits in can be found in Appendix 3**



## 2 Our Network and Partnerships

### The Highway Network

Somerset has over 4,000 miles of highway, the majority is managed and maintained by the Council, comprising of A, B and C roads, urban streets, rural lanes, and unclassified roads. Cycleways and footways are also a growing part of our network and along with 3,850 miles of Public Rights of Way (PRoW). Our network serves and connects diverse communities and can help build a more prosperous and healthier Somerset.

A small proportion is managed by National Highways, called the Strategic Road Network (SRN), mainly the M5 and A303.



**We will continue to lobby and influence central Government and National Highways to improve and fund appropriately roads in our control and the SRN**

A reliable and resilient highway network is vital for safe, efficient and enjoyable travel. However, recent reductions in maintenance funding and the impacts of climate change, such as flooding, result in more damage. Some of Somerset's roads are significantly affected by seasonal tourism, as well as huge events such as Glastonbury Festival, increasing the volume of users and impacting everyone. To keep Somerset road users safe and on the move we have a statutory Network Management responsibility, supported by our [Transport Asset Management Plan](#).

The highway is not just about the roads, there are also significant assets that are often hidden in plain sight, such as streetlights, bridges, crossings, traffic signals, drainage, hedgerows, verges, signs and road lining. These also contribute to the safety and efficiency of our network and have climate and biodiversity considerations as well.

We continue to work with our contractors, suppliers and project managers to ensure everyone who operates on our highways understands and improves their role in reducing and eliminating (where possible) their negative environmental impacts. Going forward we want to be more innovative in our network operations, including trialling changes, investigating new approaches and using new technology.

### Safety

Safety is integral to our delivery and we have adopted a Safe System approach. The vision for Safe Roads in Somerset is that no road user should be killed or seriously injured on the roads of Somerset. The key components of a safe system focus on four areas of approach:

- Safe road users
- Safe roads and roadsides
- Safe speed
- Safe vehicle, and
- Post crash care



## Transport Modes

Somerset's transportation network is not just about roads, it must respond to the different types (modes) of transport. A priority for Somerset is Active Travel, but personal transport (motor bikes, cars, vans etc), rail, buses and freight must be balanced across the network. All modes should be supported in alignment with the Safe Systems approach identified above.

### Active Travel

Active travel is not just walking and cycling, it covers horse riding, scooters, wheelchair users and mobility vehicles etc. In recent years the Government launched a major change in cycling and walking with new policy encouraging greater investment. Active Travel England (ATE), a government body, was set up to set out active travel standards, work with planning and provide funding. We have been successful in our bids, which have generated more income, but have often been challenged with delivery. We have also found the ATE funding and delivery model is heavily biased towards urban schemes and does not help to bring about a cohesive network in more rural areas. We will:



**Work with internal and external partners to speed up delivery of active travel networks both on and off highway.**



**Deliver a balanced programme of activities that support both rural and urban active travel; for example, route selection, interventions to increase safety, behaviour change that encourages more people to use active travel.**



**Be more innovative in our approach to delivering active travel with local communities taking the lead, such as the Strawberry Line.**



**Engage with developers to deliver more infrastructure and provide funding to reduce car dependency for new developments.**



**Lobby ATE and Government to change funding away from annual competitive bidding to a longer-term funding stream that enables delivery; as well as bringing greater funding for rural schemes.**



**Support electrically assisted bicycles and improve secure and well-placed cycle parking.**

## Equestrian

Horses are ridden on some of Somerset's highways, rights of way and bridleways; they require consideration as set out by the Highway Code. Whilst horse riding is not considered a form of transport in the standard template of journey types, it is an important leisure activity in our rural areas, that has health, wellbeing and economic benefits, requiring cooperative management where it interacts with other transport modes and users.

The statistics on collisions between horses and vehicles, reported to the Police, are very low and the majority are not serious. Data shows that most are horses being spooked due to a motor vehicle. However, it is important to ensure all road users are educated on sharing the highway and be aware of the risks involved to help reduce incidents.

Therefore, where appropriate, the interaction between equestrian activities and other road users will be considered and accounted for when delivering both policy and infrastructure relating to transport in Somerset.

## Rail

Somerset is served by a limited network of cross-county and branch railway lines that enable residents and visitors to travel within Somerset and to larger urban areas. We will work continually with our rail partners, both national and local, to enhance Somerset's rail offer, including or aims of:



**More stations and improved accessibility at existing stations; for example, new stations at Wellington and Langport station, and improvements at Castle Cary station.**



**New and improved services, including improvements between Castle Cary and Yeovil, a new service from Taunton to Bishops Lydeard and on to Minehead, as well as protecting the heritage West Somerset Railway.**



**Improving rolling stock and introducing more electrification.**

## Buses

In Somerset most of the public transport journeys, especially locally, is by bus. The Bus Service Improvement Plan (BSIP) is our document that fully addresses our bus aspirations for the Somerset. Working with operators and Government we will aim to:



**Improve bus reliability, journey times and increase frequency.**



**Obtain funding and improve contracts to increase bus coverage and improve the quality of buses.**



**Improve safety and accessibility for our users through better shelters, kerbs, lighting and travel information.**



**Introduce more mobility hubs supporting our Demand Responsive Services (DRT) such as Slinky to connect more people in isolated locations.**

Our full bus aspirations are covered in our [Bus Service Improvement Plan](#), available here: [The National Bus Strategy – Bus Back Better](#)

## Freight

We will continue to lobby Government and work with our regional partners, particularly Peninsula Transport (our sub regional Transport Body) to deliver safe, reliable and efficient delivery of goods that supports and grows our economy, unlocks potential, but also helps to reduce emissions. We will also work with all bodies to move more freight by rail and work with the industry to improve safety and reduce conflict with vulnerable road users. We will also look at how we can encourage cycle freight in areas where it is appropriate.

## Car

Due to its dispersed nature Somerset is reliant on personal transport, such as the car, for most journeys. Unfortunately, these journeys are single occupancy or for very short distances, this is not sustainable travel – contributing much more to pollution and carbon, congestion and noise pollution than most other modes. Reliance on the car can reinforce isolation and deprivation as public transport use declines.

We recognise, however, that for many it is the only option, and we will continue to work with communities and businesses to develop more opportunities for more sustainable methods of travel. We will look at how we can improve car sharing and mobility hubs, work with public transport to improve services and build a more resilient and connected walking and wheeling network.

We recognise that the road network functions across many transport modes and it is essential to keep the condition of our network in good order. There are many issues that will affect our ability to address all maintenance; we rely on Central Government funding for highway maintenance and improvements, this has traditionally been limited. We are also facing increasing pressures due to climate events such as extreme temperatures, flooding and high winds.

Much of our road network are rural lanes and single carriageways, we will endeavour to maximise the road network to help all vehicles. We will also continue to work with National Highways on the routes they control to ensure disruption is managed efficiently.

### **Coaches and taxis**

The coach service is a privately run business, whether for national or local trips. Coaches are a cheaper alternative to rail for longer distances and our local coach businesses provide school transport, transport for groups and social opportunities. We will continue to support the industry and the work they undertake.

In some of the tourist destinations where coach trips are significant, the pressure on providing space for parking coaches is sometimes problematic. This is compounded by the seasonal nature of the business. We will investigate ways to support the tourist economy and provide parking that is flexible.

Taxis and minicabs are regulated and licensed through the Council's licensing team. We will continue to work with, Local Community Networks and the industry to ensure taxi ranks are part of the highway network and help in the transition to low emission vehicles.

## 2.1 Partnerships

### Peninsula Transport

Our network is not just within Somerset's borders; it is also affected by traffic that passes through the county from and to our neighbours. Our strategy will also affect them.

Improvements and change can better be coordinated through a sub-regional approach. We are an active member of Peninsula Transport the Sub-regional transport (STB) body for Cornwall, Devon, Plymouth, Somerset and Torbay.

The body works to deliver transport improvements at a strategic level through their regional strategies such as the Regional Transport Strategy, EV Charging Strategy, Rural Mobility Strategy and Freight Strategy with overall objectives for easier journeys, moving to alternative fuels and connecting the network.

They also ensure strategic private sector and business groups can contribute through working groups. By working together regionally, we'll have a stronger voice when speaking to government, helping ensure the needs of Somerset and the wider regions are better understood.

### Digital

Our lives have moved into a more digital and online world. This has significant benefits for transport: from more efficient engines, Digital Demand Responsive Transport, real time traffic information, route planning and working from home. Greater access to the online network has significant impacts on economic growth and for businesses to decentralise from major cities.

The benefits of a digital world can help reduce the number of vehicles on the road via home working, or improve scheduling and routing of buses and trains, or improved signalling for traffic lights reducing dwell times and smoothing traffic flow. All of these will improve our air quality and help build a more resilient network.

We will continue to support improved access to the internet, with faster speeds across the county. We will also support the improvement of our mobile network coverage in rural areas that will help both residents, businesses and transport providers. We will work in partnership with digital, telecom and transport service providers to facilitate these improvements.

### Economic Development

The new Somerset Economic Growth Board provides the opportunity for Somerset businesses to collaborate with the Council, business representative organisations and other stakeholders to shape the economic future of Somerset based on local need. The Board will act as the 'business voice' into the Council providing invaluable business-led insights on the local economy helping us to build on our existing intelligence to shape current and future economic planning.

The Board will drive forward economic prosperity in Somerset by overseeing the development and implementation of a new Economic Prosperity Strategy for Somerset and will work with us to influence national policy and secure funding for Somerset, in line with the



Strategy's priorities. We will work with the Board to understand the transport needs for economic development and help provide advice and support, and where feasible delivery of schemes.

## **Devolution**

The Government in its White Paper on 16<sup>th</sup> December 2024 outlined the case for devolution across the whole of England. This will include Somerset. This is the first step in the process of establishing regional authorities with greater power and control. The full process of this paper through Parliament and implementation will take a year or two.

We will work with Government, our neighbouring councils and internal colleagues to ensure transport is given the appropriate level of focus and priority in devolution discussions and agreements. We will champion transport in Somerset in all discussions and negotiations.

## **Local democracy**

Across the County there are numerous locally based democratic bodies, parish and town councils. These are valuable to our transport plans as they have in depth local knowledge of both the local situation and need.

In addition, Somerset has set up Local Community Networks (LCN). They're about engagement and improving outcomes for residents through establishing strong connections between Somerset Council, our communities, businesses and our partners. There are 18 LCNs, covering every corner of the new local authority area.

We will continue to work closely with the parish and town councils and build on the existing connections we have made through LCNs to help deliver transport according to local need, whilst balancing this with resource and county-wide demands.



### 3 Somerset Council Vision

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The starting point for our transport vision was the overarching vision set by our councillors and executive leadership when the authority was formed in 2023. This vision is set out below.

**Vision:** "Somerset Council will build a fairer, greener, resilient, more flourishing Somerset that cares for the most vulnerable and listens to you."

The **key priorities** for the new Council are:

- A Greener, More Sustainable Somerset
- A Healthy and Caring Somerset
- A Fairer, Ambitious Somerset
- A Flourishing and Resilient Somerset

The priorities are underpinned by a set of **core principles** that will guide all our work and daily interactions:

- A responsible council that acts with integrity
- A listening, empowering council
- A council with evidence-based and open decision-making
- A collaborative council
- An enterprising council

From this we undertook evidence collection, looked at current and predicted patterns and took a practical approach in understanding potential growth in the county.

## 4 Somerset's Transport Vision and Objectives

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The vision for transport in Somerset is:

**Somerset Council will build a fairer, greener, resilient, more flourishing and connected transport network. We will enable growth and investment, greater choice, improved reliability and safety to help deliver more pleasant, healthier and active places for our communities.**

The LTP puts people and place at the centre of its vision. We are moving away from car dominated priorities and creating a more balanced approach that seeks to ensure growth and bring about change through setting out how we would like the future of Somerset to operate. We will develop and maintain our infrastructure across the county based on the principles identified in this Local Transport Plan.

The LTP will focus on sustainable options and demand management across our network, with existing streets, communities and new developments prioritising health, wellbeing, safety and the environment to create better places that reflect local people's needs.

The themes and objectives for this LTP incorporate the Department for Transport, Department for Environment, Food and Rural Affairs, Peninsula Transport and Somerset Council's priorities as identified in the Council Plan and strategies being developed such as the Local Plan, Economic Growth Strategy and Climate Strategy. The themes and objectives for the LTP are:

Theme	Objectives
<b>Sustainable First Choice</b>	<p>Deliver <b>a walking, wheeling and cycling county</b> by growing the network of attractive routes and street designs that prioritise people.</p> <p>Provide everyone with a <b>wider range of travel choices</b> so that people have more flexibility and choice over how they travel, supported through better information and behaviour change activities.</p> <p>Improve the number and quality of <b>bus and rail routes and schedules</b> to increase sustainable travel.</p> <p>Prioritise <b>sustainable new development</b> that puts the principles of the LTP at its heart.</p>
<b>A Great &amp; Healthy Place to Live</b>	<p>Safer streets for all, with a target of <b>50% reduction in those killed or seriously injured (KSIs) on Somerset's roads by 2030. (Implement road safety strategy)</b><sup>1</sup></p> <p>Provide <b>safer access to schools</b> so more children and young people can walk and wheel to school.</p> <p>Provide people with better opportunities to become <b>healthy and active</b> to improve people's physical and mental wellbeing.</p> <p>Build on Somerset's ecology and heritage to <b>improve access to green space, recreation and tourism.</b></p>
<b>Reduce Environmental Impacts</b>	<p>The LTP enables the transition towards Central Government's target of <b>net zero transport by 2050.</b></p> <p>Enable <b>cleaner air</b> and deliver electric vehicle charging infrastructure to <b>increase zero emission vehicles</b> uptake.</p> <p>Work with partners to deliver Somerset Council's Climate and Ecology Visions and Local Nature Recovery Strategy to <b>improve nature</b>, encouraging biodiversity and embracing the county's rural character.</p>
<b>Reliable &amp; Resilient Network</b>	<p>Provide <b>a well-maintained network</b> that respond well to weather events, enabling people to safely travel around the network.</p> <p>We will work with partners to <b>protect and enhance strategic connectivity</b> to and through the county and to implement changes that increase the <b>reliability of public transport.</b></p> <p>We will work with partners to build <b>greater economic and development opportunities</b> through a better connected and more resilient transport network</p>

<sup>1</sup> Subject to review

## Measuring Success

To monitor the progress of the LTP, we will create a detailed monitoring and evaluation plan. It is expected that this will be developed around a number of metrics and targets, including:

Theme	Objective	Metric(s)
<b>Sustainable Choice</b>	Deliver a walking and wheeling county	Amount of funding secured to deliver walking and cycling improvements Km of low traffic route delivered.
<b>Sustainable Choice</b>	Sustainable Development	Percentage of trips from new developments by non-car modes with bespoke place-based targets.
<b>Sustainable Choice</b>	More travel choice	Use of the census travel to work data to understand the mode split by place type with bespoke targets for each area.
<b>A Great &amp; Healthy Place to Live, Work and Visit</b>	Safer access to schools	Proportion of active travel trips to schools with bespoke place-based targets.
<b>A Great &amp; Healthy Place to Live, Work and Visit</b>	50% reduction in KSIs by 2030	Target to half the number of KSIs from - 168 in 2022 to - 84 by 2030 <sup>2</sup>
<b>A Great &amp; Healthy Place to Live, Work and Visit</b>	Healthy and active residents	Increasing the number of - active adults from 70% in XXXX - active children from 50% in XX <sup>3</sup>
<b>Reduce Environmental Impacts</b>	Net zero transport	Reducing carbon emissions from transport - from 1.5 MtCO <sub>2</sub> in 2019, - to 0.91MtCO <sub>2</sub> in 2030
<b>Reduce Environmental Impacts</b>	Increase zero emission vehicles	Number of zero emission vehicles registered across Somerset.
<b>Reduce Environmental Impacts</b>	Cleaner Air	Monitoring the annual NO <sub>2</sub> and PM <sub>2.5</sub> concentrations at key locations across Somerset
<b>Reliable &amp; Resilient Transport Network</b>	Well-maintained network	DfT Road Conditions data
<b>Reliable &amp; Resilient Transport Network</b>	Reliability of public transport	Improving public transport punctuality - from 80% in 2023 - to 90% in 2030.

In addition to the countywide metrics, we recognise that parts of the county function in different ways and so it is proposed that several place-based targets will also be identified.

<sup>2</sup> Subject to on-going review

<sup>3</sup> Currently being evaluated

## 5 Developing our Strategies

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Transport extends across many areas of Council business, we have discussed specific modes in earlier chapters, however the LTP needs to be responsive to the different needs across the communities it serves. Our strategies have been set out based on the transport vision's themes and objectives. The strategies fall into two categories:

- Strategies across Somerset. This is where interventions and activities are common to a wider area than a place type. It doesn't necessarily mean every place will receive these at the same time or at all, but the strategy covers an area larger than one location. There has also been an approach that seeks to differentiate between the needs of rural areas and urban areas.
- Place-based strategies. We have determined 7 distinct place types across Somerset. These have different needs and requirements, rather than a 'one size fits all' approach, we have tailored our interventions and activities to respond better to the communities in each place.

We have designed our strategies to help change the transport landscape across the county. They respond to specific issues or pressures that will affect priorities and our ability to deliver. These are:

- Strategic and local needs.
- Current and historic infrastructure - this is the structural realities that may prevent certain actions, such as drainage, cables, levels etc.
- Safety and equality.
- Climate, environmental and ecological intentions and pressures.
- Financial and resource constraints.
- National and regional priorities.

Some of our strategic interventions are based on different modes of transport: rail, bus, cycling etc., as detailed earlier. Others are interventions that are either processes, service-led or ways of delivering, these are explained below. The LTP does not identify specific infrastructure, this will be the next stage where we will implement the Decide and Provide process identified in the first chapter.

### Shared Mobility Services

Shared mobility services, such as car, bike and e-bike clubs, scooters and mobility vehicles hire schemes are a great way for people to access alternative modes of transport without the commitment and initial outlay costs. For example, easy access to nearby hire-vehicles (car clubs) has the potential to replace a second household vehicle as well as providing access to newer and environmentally cleaner vehicles. Services such as shared bikes can help connect public transport services or create sustainable options to access a public transport

hub (known as first mile/last mile journeys). For these options to be successful a Somerset-wide strategy will be required, and work is already beginning in this area.

## **Mobility Hubs**

Mobility hubs are places where people can access a variety of transport choices, such as rail, coach, bus, bikes, e-bikes, scooter, e-scooter and mobility vehicles etc. They can vary in size, facilities and transport choice offered but will be at key locations that allows easy transition between transport mode and services. To maximise the **connectivity** and potential of mobility hubs there will need to be a carefully considered network both within settlements, across Somerset and to enable longer distance travel outside of Somerset. Several hubs are currently in progress but how these hubs will operate and be maintained to ensure they deliver our LTP objectives is still in development.

## **Electric Vehicles**

A large **shift** to electric vehicles (EV) is one of the biggest wins for reducing transport derived carbon and improving air quality within Somerset. This is especially true for many longer rural journeys where public transport is less frequent and active travel is not always a viable option. The transition to electric vehicles is well underway, but there are barriers to potential owners including expensive initial costs and difficulty in home charging where dwellings do not have off-road parking. We will ensure that our delivery of charging creates equity across different users, property types and locations.

Developments and incentives through the EV industry will deliver much of the transition to EV but where we can influence its uptake we will. Somerset's EV Strategy broadly outlines how we plan to do this and includes planning policies, working with regional partners such as Peninsula Transport and through bidding for funding to improve EV charging infrastructure. The EV Strategy will continue to be updated during the lifetime of this LTP to ensure it moves with the rapidly changing market.

## **Active Travel**

Walking and wheeling will be a significant part of delivering our ambitions within this LTP, both in our urban and rural communities. Active travel journeys are hugely important, providing not only access to education, employment and services but also providing independence for those who don't have access to a car or those with limited mobility. We recognise more people want to undertake active travel but do not feel safe. We will work collaboratively across the council to ensure we build infrastructure and deliver better information to improve safety.

We recognise that the needs of active travel differ between urban and rural areas. Whilst the volume of users may be significantly greater in urban areas and the potential for modal shift is higher; active travel in rural areas will still deliver a huge benefit - improve connectivity, access to the countryside and improved health outcomes. We consider active travel in rural and urban settings as equally important and can deliver transformation change for all our communities.

We recognise that active travel routes and improvements can often be more successful through community delivery. We will support development of community led off-road routes, such as the Strawberry Line and Steam Coast Trail, that provide vital connections, leisure opportunities and experience for those new and returning to active travel.

We will work with our Local Community Networks (LCNs) to understand the specific needs of all local communities, assist in planning ways to improve active travel, support them with infrastructure and behaviour change initiatives to increase usage. These plans will be developed, in conjunction with other plans and policies such as the Rights of Way Improvement Plan (RoWIP), in a connectivity plan that will be produced after the LTP has been adopted.

## Parking

Parking is a divisive and sensitive topic, with large differences of opinion; but, it is an important transport planning tool that can support how a place functions and how a place can feel. Appropriate parking policy can help remove traffic, enable deliveries, support bus services and improve walking and wheeling journeys, while still enhancing economic viability. It can free up space to provide closer parking for those with greater need and for the provision of EV charging infrastructure and shared mobility options. Using evidence to understand parking need in specific locations and development opportunities can also create more efficient and pleasant places and better land use.

How parking is managed will be different in different locations to ensure it supports the needs of the people and place. Under the framework of this LTP and a future parking strategies, we will work with our local partners to ensure parking fulfils both its local and strategic needs, whilst ensuring we are able to deliver the change required to fulfil our air quality and carbon commitments.

## Road Safety

The safety of our residents and visitors is extremely important to us and will always be a priority. We wish to continue the trend of reducing the number of people injured and killed on Somersets roads – a reduction of 25% over the last 10 years. We have taken and will continue to take a **Safe Systems** approach that seeks to prevent people being killed or seriously injured because of a road traffic collision. Our Road Safety Strategy is being updated to express how we aim to do this. The main areas of focus are:

- **Safe Road users**, continued work on behaviour change and education for drivers, riders and vulnerable road users to travel safely and within the law, including providing cycle training for children to encourage safe active travel.
- **Safe Speeds**, including appropriate speed limits on routes with identified collision histories, and in urban areas.
- **Safe Roads**, including targeted measures at locations with a collision history, to improve safety and reduce fatal and serious collisions.
- **Safe Vehicles**, including education, maintenance, fleet operational safety, support for safe vehicle selection, agricultural vehicle safety, and new technology.



- **Post Crash care**, working in partnership with the NHS and emergency services including sharing data to reduce casualties and the impact of collisions, and support the victims of road collisions.

## Planning and Land Use

Spatial planning and working with Developers will be an important part of delivering the vision set out in the LTP going forward. Somerset Council is in the process of developing its first Local Plan as a unitary council and the LTP will significantly feed into this spatial planning process.

Since becoming unitary we have developed a series of guiding principles ([Transport Planning Policy Guiding Principles](#)) which set-out our overall approach to both transport planning and development planning where, how and when new development should come forward, recognising the strong links between transport, connectivity and creating great spaces.

These principles have been further developed within [Creating Places for People](#) which establishes a set of key placemaking principles. The idea is to steer new development in Somerset towards creating attractive and high-quality environments which will deliver the vision of this LTP and the developing Local Plan.

We have also produced a Decide and Provide policy that our Highways Development Management team will use to help respond to planning applications. This is complemented by the Travel Plan Guidance. These two documents are out for consultation alongside the LTP.

## Digital

The use of digital technologies has the potential to both reduce the need to travel by accessing services or employment online and to unlock additional travel choices and providing information and education on range of travel options available, such as through Digital Demand Responsive Transport (DDRT) or accessing bus timetables and journey planners, such as Think Travel. As we continue to shift towards a digital future, all residents should have quality access to online services.

We'll work with partners to ensure Somerset has the best services possible as well as providing initiatives such as digital access training and ensuring our digital content is provided in accessible formats.



## 6 Strategies across Somerset

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Our LTP shows the strategies we will seek to implement in the various areas of Somerset. They will relate directly to the four key themes identified in our vision:

- Sustainable first choice
- A great and health place to live, work and visit
- Reduce environmental impacts
- Reliable and resilient transport network.

We will then set out the deliverables that relate of these in the text below. As we progress through the place types, different policies or strategies will be prioritised. This will enable us to ensure we are more locally focussed and that we provide a transparency in what we will address for these communities.

Finally, the last section summarises the actions and interventions that we will aim to undertake during the life of this LTP.

We start with the strategies that affect the whole of Somerset.

## Strategies across Somerset

### Sustainable First Choice

- Develop a long-term maintenance investment strategy for active travel infrastructure.
- Align forward maintenance program to deliver active travel opportunities.
- Delivery of priority routes and schemes identified in place-based LCWIPs.
- Delivery of new and improving strategic multi-use trails for wheeling, walking and equestrians, such as the Strawberry Line, Steam Coast Trail and Stop Line Way.
- Empower communities to develop and deliver active travel links.
- Secure improvements to active travel and public transport services through the planning system.
- Provision of convenient and secure cycle parking in town centres and key destinations.
- Develop EV charge point infrastructure that responds to evidence of need and within the remit of government expectations.
- Invest, innovate and improve the scale and scope of public transport, in partnership with operators.
- Develop a network of shared services, such as car clubs, scooters and bicycles and bring forward mobility hubs across the county.
- Work with the rail sector to improve service, facilities and improve interchanges with sustainable transport.

### A Great and Healthy Place to Live, Work and Visit

- Speed limit review.
- Implementation of road safety strategy to significantly reduce numbers of people killed or seriously injured on our roads.
- 20mph settlements for communities that want it.
- Continued promotion of safe road use through education campaigns (such as the Fatal Five) and cycle training for children.
- Work with the police and other agencies to encourage safe speeds and behaviours.
- Somerset safer access to schools' strategy and delivery of school streets.
- Place-based parking strategies to manage demand, prioritise public transport, active transport and local priorities.

### Reduce Environmental Impacts

- Reduce carbon in the maintenance and construction of the highway network.
- Upgrade and enhance, or where appropriate remove, traffic signals.
- Work with partners to reduce noise and environmental impacts of the Strategic Road Network.

- Update of Streetlighting network to a more environmentally acceptable standard of type, location and operation.
- Support bus and rail operators in switching to lower emission alternatives.
- Explore opportunities to improve biodiversity and/or reduce maintenance costs through new approaches to delivery.
- Test and trial innovative new technologies where appropriate across the network and operations.

### Reliable and Resilient Transport Network

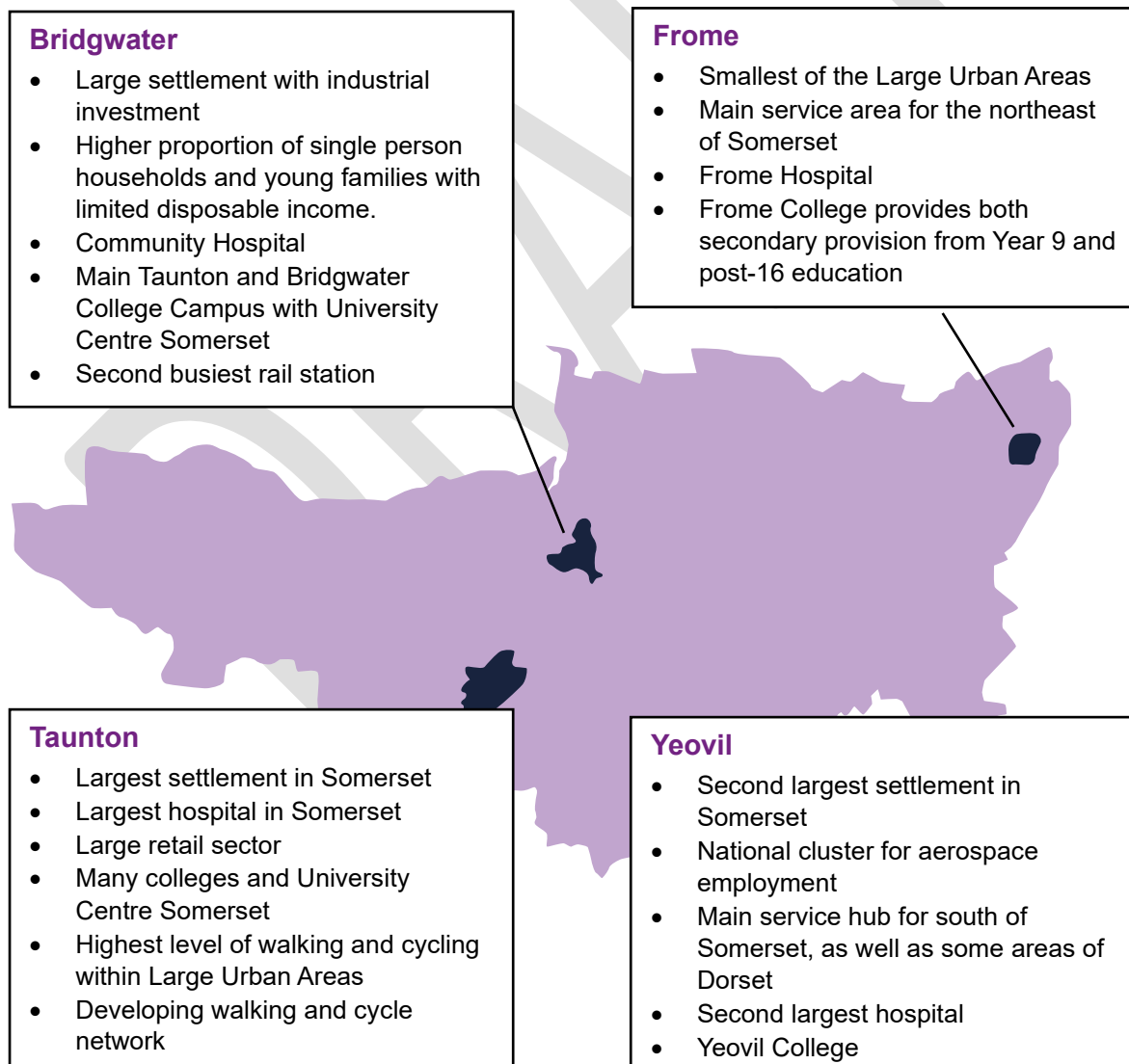
- Delivery of road safety improvements at target collision locations.
- Update of Highway Asset Management Plan.
- Prioritise maintenance of A, B and C classified routes.
- Develop a Resilient Network Plan for a range of highly disruptive events.
- Implement bus priority where appropriate to ensure reliable services.
- Review spending and priorities for on-street Parking Account.



## 7 Larger Urban Areas

**Taunton, Bridgwater, Yeovil and Frome** are the largest urban areas in Somerset and account for approximately a third of Somerset's population. The towns have a variety of facilities and are the primary service, employment and retail centres for those living locally and in the surrounding areas. They are all strategically and economically significant with important rail and road connections and major industries located and investing in the areas.

Each town has significant commuter catchment area, but also a high proportion of people living and working within the area. They have significant potential for increasing walking, cycling and public transport use and replacing short single vehicle journeys with more sustainable choices.



The **Strategy for Larger Urban Areas** includes the following:

### **Sustainable First Choice**

- Bus priority corridors and improved bus journey times.
- Expansion of capped bus fare scheme.
- Improved bus services to hospitals, providing services for shift worker, that enables the catchment area of staff and users more choice.
- Explore opportunities for hourly rail services (between Frome and Bath, Yeovil and Taunton, and Taunton and Wellington) as well as supporting communities to bring forward infrastructure plans (e.g. Taunton to Bishops Lydeard)
- Roll out mobility hubs at key locations to improve travel choice and connectivity.
- Improved bus/rail/active travel interchange to enhance multimodal sustainable travel.
- Enhance and expand shared car network.
- Ensure zero and low carbon travel options to and from new strategic developments connecting town centre and significant destinations.

### **A Great and Healthy Place to Live, Work and Visit**

- Reduce the dominance of motor vehicles and through traffic in town centres.
- Create space for public realm and people focused improvements.
- School street schemes and reduced traffic around schools.
- Delivery of LCWIP priority Active Travel routes.
- Road safety improvements, including 20mph speed limit expansion, route improvements and reducing vulnerable road user collisions.
- Delivery of High Street Improvement Schemes and supporting town centre regeneration plans

### **Reduce Environmental Impacts**

- Learn the lessons from e-scooter schemes, and where possible provide for them.
- Develop shared bike and e-bike schemes.
- Developing EV charging infrastructure for residences with no off-street access.
- Seek to address air quality exceedances in Yeovil and Taunton.
- Transition to EV buses.
- Town centre freight strategies, to reduce impact of freight and loading activities.

### **Reliable and Resilient Transport Network**

- Align forward maintenance program to deliver active travel improvements.
- Protect and enhance journey time and frequency of park and ride services.
- Car parking reviews to support sustainable transport, town centre economy and disabled parking.
- Connectivity plans to strategically link to and within the largest urban settlements.

## 8 Linked Towns

The linked settlements are **Wells**, **Glastonbury**, **Shepton Mallet** and **Street**. Collectively these account for 10% of Somerset's population. Each town is home for 8,000 to 12,000 residents and each offers a unique charm. The Mendip Quarries also make up an important part of the local economy.

We have linked these settlements as they make up one travel to work area, with over 50% of residents working in either the same area or another linked town, rising to over 65% in Street. Residents and visitors often travel between the towns to access their daily needs and some of these shorter trips could be walked, cycled and/or made by bus. Households have an average of 1.5 cars, which increases for households in the nearby rural areas.

Encouraging behaviour change with shared travel options could provide a new opportunity that is a cost-effective alternative to multiple car ownership.

There are higher than Somerset average serious injury collisions within these areas, but the historic layout and network of narrow streets mean there are more constraints on infrastructure changes. Measures such as reducing vehicle dominance, providing more pedestrian and cycle crossings, lowering speed limits and reducing HGVs could significantly improve both road safety general quality of life.

### Glastonbury

- Strong cultural, tourism and heritage function with Glastonbury Tor and Abbey
- Glastonbury Festival hosted in nearby Pilton which transforms the area for one month a year.
- West Mendip Community Hospital

### Shepton Mallet

- Strong agricultural function
- Home to Royal Bath and West Showground
- Glastonbury Festival hosted in nearby Pilton which transforms the area for one month a year.
- Shepton Mallet Community Hospital

### Street

- Village with industrial heritage
- Largest population of the linked settlements
- Home to Clarks and Clarks Village
- Strode College offering a range of post-16, apprenticeship and high education opportunities.
- Increased bus Typically, younger population than other urban areas

### Wells

- One of the smallest cities in the UK
- Strong heritage and tourism with the Cathedral and Bishops Palace
- Variety of cafes, restaurants and boutique shops
- Independent prep, secondary and sixth form school

The **Strategy for the Linked Settlements** includes the following:

### **Sustainable First Choice**

- Deliver a strategic active travel network between the linked towns and surrounding area, focusing on the A39 and Strawberry Line.
- 15-minute bus frequency corridor, improved bus stop facilities (particularly along the A39 corridor) with real time information, cycle parking and Wi-Fi.
- Explore shared transport options and introduce Mobility Hub at key locations.
- Improve quality of the public realm in settlements centres, including crossing upgrades, wayfinding and cycle parking facilities.
- Work with local communities to identify and deliver local priorities for walking and wheeling.
- Introduction of safer speeds to improve road safety, including 20mph towns.
- Reduce the speed and volume of vehicles on the school run and around schools using School Street principals.

### **Reduce Environmental Impacts**

- Work with private sector to deliver EV charging at hubs at key locations, as well as EV charging infrastructure for people without off-street parking.
- Reduce dominance of vehicles and through traffic in town centres to improve safety and create cleaner air.
- Support regreening and enhance biodiversity in town centres.

### **Reliable and Resilient Transport Network**

- Support the safeguarding of rail for freight movements, particularly on the mineral lines.
- Maintain active travel networks in and between the linked settlements, focusing on safety, vegetation clearance and explore feasibility of winter treatment.
- Journey time reliability enhancements to support bus services.

## 9 Coastal Towns

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Somerset benefits from a large stretch of coast with three coastal towns,

- **Minehead**
- **Burnham-on-Sea** and
- **Highbridge.**

These towns are tourist hotspots, popular locations for retirement and often where new development is planned. Together these account for 7% of Somerset's population and have some specific climate related threats due to their coastal nature. The towns are also included in the National Trusts, King Charles III England Coastal Path.

Our attractive coastal towns are subject to seasonal variations in both population and economy. By working with partners and businesses, we hope to promote sustainable leisure travel and to deliver EV charging that meets the needs of locals and visitors.

Our coastal towns provide a vibrant economy based on tourism and holidays. We know that there is a thriving economy that uses the sea as a valuable resource for people visiting the area and local business that support fishing and pleasure boats. It is important that these areas continue to have access to the water and to enable deliveries and servicing.

There are high levels of walking and cycling to access work, services and leisure – Minehead has the highest levels of active travel in Somerset and Burnham-on-Sea and Highbridge benefit from the NCN33 active travel route that joins them with an aspiration to extend the route to Bridgwater.

Careful seasonal demand management could provide more space for businesses and tourism activities, further increasing walking and wheeling while also boosting the economy. In addition, town wide approaches to improving road safety would help create a safer, more attractive environment for all users.

New development presents an opportunity to provide EV charging as well as further walking, cycling and public transport links to and through the towns. In Highbridge, the public transport offers to and through the towns could be further enhanced improved railway station access, interchange facilities and cycle connections.



### Burnham-on-Sea

- Two large holiday parks with access to the seafront
- Direct access to M5 and railway – railway station without step free access
- Bridgwater main service centre outside of the town
- Part of the wider tourism network for Brean and Berrow
- High collision rate involving pedestrians, cycles or older road users

### Highbridge

- Older demographic
- More of a residential function than tourist
- Large concentration of business around Isleport.
- Direct access to M5 and GWR mainline - railway station without step free access
- Bridgwater main service centre outside of the town



### Minehead

- Largest and most remote coastal town
- Multiple holiday parks, hotels, and B&Bs
- Community Hospital
- Taunton main service centre outside of the town
- Main service area in western Somerset, serves much of Exmoor – including the only secondary school in western part of Somerset
- Reasonably frequent bus service to Taunton via A39/A358 but has a long journey time due to number of settlements along that route that it also serves
- Highest percentage of walking and cycling in the county
- Served by the West Somerset Railway heritage line.
- Many people live and work within the town / surrounding area

The **Strategy for the Coastal Towns** includes the following:

### **Sustainable First Choice**

- Improve bus services to Larger Urban Areas.
- Improve access to nationally strategic cycle routes (NCN33).
- Work with communities to improve active travel routes and promoted trails (such as the Steam Coast Trial).
- Deliver secure cycle parking at key locations and bus stops.
- Introduce town wide road safety improvements, such as safer speeds and infrastructure supporting active travel (particularly walking).
- Provision of step free access at Highbridge and Burnham railway station.
- Work with Rail partners to improve rail provision.

### **A Great and Healthy Place to Live, Work and Visit**

- Improve public realm and pedestrian/cycle crossings in town centres.
- Explore and test opportunities for seasonal road space reallocation and low traffic streets to reduce traffic in town centre/residential areas.
- Develop coast to Bridgwater and Taunton strategic walking and cycling route.
- Review all parking to ensure it meets local and visitor need.

### **Reduce Environmental Impacts**

- Implement EV charging hubs that caters for residential and visitor demand.
- Support digital access training for local communities.
- Work with organisations and stakeholders to promote sustainable leisure travel and tourism.

### **Reliable and Resilient Transport Network**

- Safeguard and enhance safety and resilience at M5 junctions and strategic connections and junctions.
- Maintaining and improving the English Coast Path and links to it, for recreational uses.
- Upgrade of surfacing and lighting along NCN33 between Burnham & Highbridge, as well as junction and highway improvements for active travel.

## 10 Mid-sized Towns

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The mid-sized towns of

- **Chard**
- **Crewkerne** and
- **Wellington**

are discrete towns in the southern part of the county, contain employment and education facilities, have significant new development potential, but also tend to face towards larger urban areas for many additional services and jobs.

Chard has the highest levels of self-containment with 50% of residents working in the town. Improvements to active travel facilities, especially crossings, footway along the main routes and access to the Stop Line Way (NCN33), would make walking an easier and more attractive way for more people to move about the town. There is no rail station and bus frequencies are relatively low and difficult to increase. Providing more convenient bus to rail interchange will be explored to improve access to rail for longer distance trips.

Crewkerne benefits from a railway station with services to Yeovil, Exeter and London Waterloo. However, the out-of-town stations in Crewkerne and Yeovil means that rail plays a limited role in local travel, but could be improved with active travel options, particularly e-bikes. Semi-regular bus services between Yeovil and Crewkerne provide a more attractive sustainable travel offer and enhancing access to these and other local facilities will be explored.

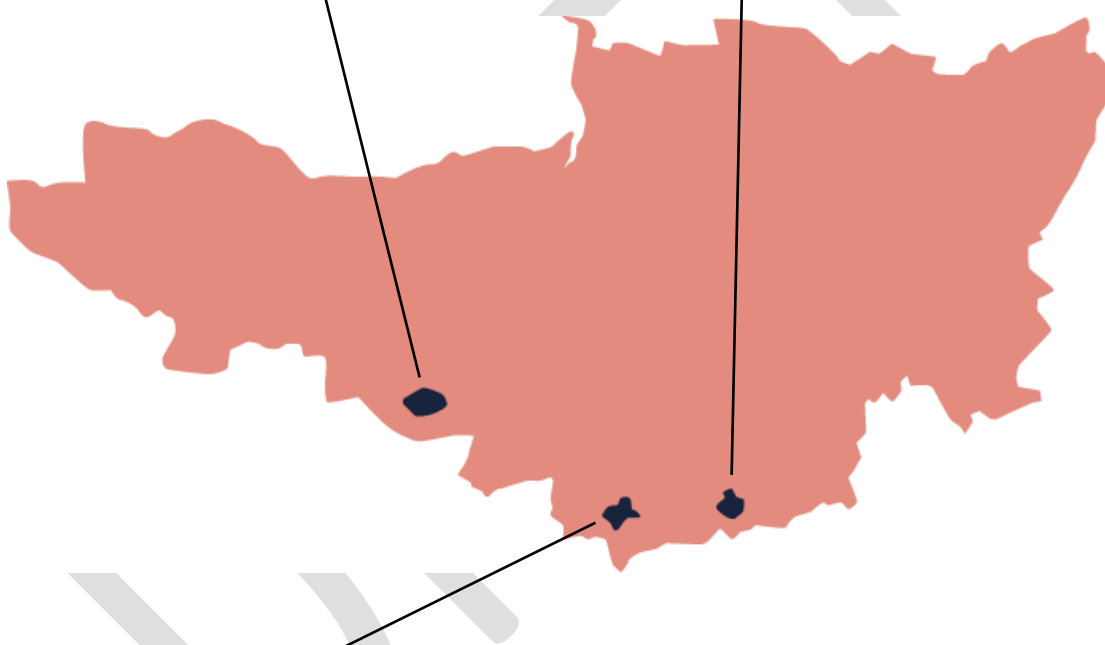
Wellington is a focus for growth and increasing population will help to support local shops and amenities. However, the town centre is centred around a crossroads that is susceptible to relatively high traffic and HGV flows as well as obstructive parking. The impact of the new train station and development opportunities will mean that there will be a chance to look at the wider transport network in and through the town that will provide new sustainable travel opportunities.

### Wellington

- Faces towards Taunton for additional services
- New rail station
- Frequent bus service to Taunton
- 14,000 population.
- Strategic location with access to the M5 (M5 J26)
- Key site for new development
- Town centre constrained with high HGV flows

### Crewkerne

- Faces towards Yeovil for additional services
- Smaller mid-sized town with population of 7,000
- 1/3 of residents work within the local area, 1/3 work in/around Yeovil
- 1 railway station located on the outer skirts of the town – offering services to Yeovil, Exeter and London
- Wadham 6<sup>th</sup> Form college



### Chard

- Faces towards Yeovil for additional services
- Draw to Crewkerne, Ilminster and Axminster for employment
- 14,000 population
- Hospital A&E department for 12 hours a day
- Sixth form education available
- Highest amount of self-containment – 50% of residents live and work in the town
- Bus is the only form of public transport available – low frequency bus provision to Ilminster, Crewkerne and on to Taunton and Yeovil.



The **Strategy for Chard, Crewkerne & Wellington** includes the following:

#### **Sustainable First Choice**

- Delivery of Wellington Railway Station
- Better frequency and high-quality bus stops to the Larger Urban Areas.
- Develop active travel links to/from new development and local amenities.
- Improve connections to strategic active travel network.
- Upgrade key junctions to cater for pedestrians and cycles encourage safer travel.
- Delivery of LCWIP identified routes.

#### **A Great and Healthy Place to Live, Work and Visit**

- Identify local priorities and quick wins for improving active travel facilities across Chard, Crewkerne and Wellington.
- Improve the quality and locations of pedestrian and cycling crossings and footway facilities.
- Reduce dominance of vehicles in town centres.

#### **Reduce Environmental Impacts**

- Work with private sector to deliver EV charging infrastructure at local hubs and researching and assist in developing a network that meets government guidance.
- Promote the use of peer-to-peer charging networks.

#### **Reliable and Resilient Transport Network**

- Improve bus-rail integration as part of an integrated transport network.
- Protect and enhance safety and resilience at Strategic and Local Road Network and junctions.

## 11 Rural Somerset

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Rural Somerset comprises the inland and coastal villages, hamlets and isolated homes across the county; it covers the largest geographical area in the county and is home to approximately 30% of the population. Rural Somerset has a more dispersed settlement pattern and challenging geography, from the hills of the Mendips and Blackdown to the lower lying areas of the Somerset Levels as well as coastal areas.

Data shows car travel typically accounts for three quarters of commuting trips, but 30% of trips start and end within the same area. A further 30% are from one rural area to another rural place. This highlights the interdependence of rural areas, creating a unique set of travel needs that are fundamentally different to urban areas.

Car ownership is high in Rural Somerset with on average 1.8 cars per household, this is unlikely to change significantly over the life of the LTP. Change will come from shared transport, electric vehicles and reducing travel demand.

Community and demand responsive transport services, such as the Slinky Service, are and will continue to be important for providing access for those in areas without public transport. We are aiming to introduce new vehicles and a more flexible digital booking process making it easier to use the service and improve integration with the existing public transport network.

Walking and wheeling are lower for day-to-day travel in the rural areas. There are a handful of high-quality traffic free routes and a network of Public Rights of Way (PRoW) that provide attractive leisure routes for the locals and visitors. Expanding and improving the network of traffic free routes and lowering speed limits through rural settlements will help to make streets and routes safer and support healthy lifestyles. Streets and routes with schools and/or where injury collisions have taken place will be prioritised.

There are wide variety of places across Somerset's rural areas, both in terms of the natural environment and the services and function that these settlements provide. To reflect these differences, rural place subcategories were established, which are:

- Primary Service Centres
- Local Service Centres
- Smaller Rural Centres

The **South West Rural Mobility Strategy**, produced in partnership with Peninsula Transport, provides a framework for developing bundles of interventions to suit different rural areas. Building on that strategy a bespoke approach has been identified and will be further developed to reflect the unique and interconnected nature of rural place types for Somerset.



**Varied employment with range of small and medium employers**



**Large range of employment sectors many interlinked to supporting sectors such as energy, transport, agriculture and water**



**Many places experience seasonal demand with significant economic, visitor and travel demand fluctuations.**



**Rural roads have a disproportional level of serious collisions.**



**One third of Somerset's primary schools are in rural areas and many children live within a reasonable distance to walk or cycle, however there is often an issue with traffic around schools and a perception of safety.**



**Limited secondary and post-16 education, students more reliant on public transport or the school bus transport, where eligible, or parents to travel.**



**Low population densities leading to dispersed local services and lack of viable public transport services, leading to isolation for the young, less affluent or mobility impaired.**



**Rural residents typically travel longer distances compared to those in our urban areas.**



**Residents on the edge of the county need to travel to adjacent counties to access services.**



The **Strategy for Rural Somerset** includes the following:

### **Sustainable First Choice**

- Improve access to, waiting and parking facilities at railway stations, particularly for active travel modes and higher frequency bus corridors.
- Develop proposals for new railway station at Langport and Somerton.
- Implement and expand Digital Demand Responsive Transport (DDRT) services.
- Work with tourism and leisure industry to promote sustainable travel.
- Continue to work with operators and share knowledge and skills to maintain and enhance the provision of community transport services across Somerset.
- Delivery of new active travel and/or bus stop facilities through the planning system.

### **A Great and Healthy Place to Live, Work and Visit**

- Completion of a traffic free or low traffic Strawberry Line and development of other rural trails, such as Somerset Circle, Steam Coast Trail etc.
- Prioritise routes with high numbers of collisions and KSI statistics for improved safety interventions.
- Work with local communities to identify, pilot and implement new schemes for walking, cycling and equestrian use and/or safer speeds to improve safety.
- Enable and support local communities to undertake street closures for local events to support local rural economy.
- Improve parking facilities in primary and local service centres.
- 20mph speed limits in rural settlements where desirable or to improve road safety.
- Delivering a good quality, well maintained Public Rights of Way network, as well as delivering more community-led active travel schemes.

### **Reduce Environmental Impacts**

- EV charging through a mixture of on-street provision, council owned and publicly accessible car parks, such as village halls or employment sites, which could include charging for e-bikes.
- Support and promote Peer-to-peer charging.
- Increase availability and quality of mobile services to rural areas.

### **Reliable and Resilient Transport Network**

- Explore opportunities to reduce traffic on rural lanes where a viable alternative exists and reduce maintenance demand.
- Promotion of real time public transport information in rural areas where feasible.



## Primary Service Centres

The Primary Service Centres consist of:

- Bruton,
- Cannington,
- Castle Cary\*\*,
- Cheddar\*\*,
- Ilminster,
- Langport,
- Stoke Sub Hamdon,
- Wedmore,
- Wincanton, and
- Wiveliscombe.



(\*\*Seasonal)

These settlements have been identified as a local hub providing a range of services, including primary and secondary schools, food shops and a doctor's surgery and supporting infrastructure, including some public transport. They play an important role in drawing residents in from surrounding areas and reducing the need to travel further afield. Some centres, identified with an asterix, respond to seasonal variations due to tourism.

The concentrated availability of services and higher population density means that some residents can walk or wheel to their local shops. In these location shared transport, Car Clubs and active travel routes are easier to deliver and where appropriate these measures will be considered.

These are also locations where public transport improvements can be most cost effective. Improvements to access, interchange and/or parking at railway stations, could help to provide new travel opportunities for residents travelling around Somerset and to neighbouring areas. Potential for a railway station serving Langport and Somerton will also be explored.

Primary Service Centres also have the potential to become hubs for public EV charge points for local and tourism use as well as locations for rural mobility hubs which are being explored with Peninsula Transport.

**Focussed Strategy for Primary Service Centres** includes the following:

### **Sustainable First Choice**

- Improve access, where appropriate, to waiting and parking facilities, particularly for active travel modes, at railway stations and at higher frequency bus corridors.
- Develop proposals for new branch-lines and railway stations (Somerton and Langport).
- Implement and expand Digital Demand Responsive Transport(DDRT) services.
- Work with tourism and leisure industry to promote sustainable travel choices.
- Continue to work with operators and share knowledge and skills to maintain and enhance the provision of community transport services across Somerset.
- Delivery of new active travel and/or bus stop facilities through the planning system.
- Delivering a good quality, well maintained Public Rights of Way network, as well as delivering more community-led active travel schemes.

### **A Great and Healthy Place to Live, Work and Visit**

- Encourage shared service points, such as social and health services within libraries etc.
- Enable and support local communities to undertake street closures for local events to support local rural economy.
- Review parking facilities to support area as a service centre.
- 20mph speed limit reviews and interventions to reduce collisions and injuries.
- Work with LCNs to identify priority areas of concern.
- Work with community groups to deliver community led schemes.

### **Reduce Environmental Impacts**

- EV charging infrastructure through a mixture of on-street provision and in council owned car parks.
- Support and promote Peer-to-peer charging.

### **Reliable and Resilient Transport Network**

- Promotion of real time public transport information in areas where feasible.

## Local Service Centres

The Local Service Centres are:

- **Axbridge,**
- **Bishops Lydeard,**
- **Chilcompton,**
- **Coleford,**
- **Cotford St Luke,**
- **Curry Rivel,**
- **Dulverton\*\*,**
- **Evercreech\*\*,**
- **Ilchester,**
- **Merriott,**
- **Milborne Port,**
- **Milverton,**
- **North Petherton\*\*,**
- **Norton St Philip,**
- **Porlock\*\*,**
- **Somerton,**
- **South Petherton,**
- **Tatworth,**
- **Templecombe,**
- **Watchet\*\*,**
- **Williton, and**
- **Woolavington.**



(\*\*Seasonal)

Local Service Centres have been identified as providing some daily services, including a primary school and at least a food shop. Residents can typically access many of these by foot, but are likely to travel further afield, typically by car, to access other services, including secondary school and/or employment. Some Local Service Centres are closely linked to nearby urban area, such as Bishops Lydeard is to Taunton, while others are geographically more isolated, such as Dulverton.

Tourism and agriculture make up part of the local economy with many people working in seasonal jobs through the spring and summer months. This includes a variety of local businesses such as bed and breakfasts, cafes, and local tourist attractions.

Given the more remote nature of many Local Service Centres, these can be areas where leisure activities, such as walking, cycling and horse riding are more prevalent. Reducing vehicle speeds and piloting and implementing new approaches to improve the safety of rural roads will enhance these areas.

Similarly to the Primary Service Centres, these are areas that have a higher population density, making public charge point provision more suitable as well as potential locations for rural mobility hubs.

The **Strategy for Local Service Centres** includes the following:

### **Sustainable First Choice**

- Improve access and waiting facilities on higher frequency bus corridors.
- Develop proposals for new railway station (Langport and Somerton).
- Increase branch line network, where feasible (Bishops Lydeard to Taunton).
- Implement and expand Digital Demand Responsive Transport (DDRT) services.
- Work with tourism and leisure industry to promote sustainable travel.
- Continue to work with operators and share knowledge and skills to maintain and enhance the provision of community transport services across Somerset and community car schemes.
- Development of rural mobility hubs

### **A Great and Healthy Place to Live, Work and Visit**

- Work with local communities to identify, pilot and implement new ideas for walking, cycling and equestrian use and/or safer speeds to improve safety.
- Enable and support local communities to undertake street closures for local events to support local rural economy.
- Improve parking facilities in primary and local service centres.
- 20mph speed limits in rural settlements.
- Interventions to improve road safety on rural routes.

### **Reduce Environmental Impacts**

- EV charging at key destinations, through a mixture of on-street provision and in council owned car parks.
- Support and promote Peer-to-peer charging.
- Increase availability and quality of mobile and internet services to reduce need to travel.

### **Reliable and Resilient Transport Network**

- Explore opportunities to reduce traffic on interlinking rural lanes and reduce maintenance demand.
- Promotion of real time public transport information where feasible.
- Support local community transport groups.
- Work closely with LCNs to jointly deliver local transport needs.

## Smaller Rural Centres

Smaller Rural Centres are identified as the mainly areas with a residential function but with limited services available. We have split these into the following subgroups:

- **Connected Settlements** located on transport links including A or B roads, railway stations or bus services. Some may also be seasonal hotspots.
- **Small settlements**, all other rural settlements with a population of over 250 people and which mostly provide a residential function only.
- **Small Sites and Isolated Dwellings**, with a population of less than 250 people, including standalone sites, isolated dwellings and farmhouses.

Given the low population density and limited-service provision within these areas, improving digital access, and transitioning to electric vehicles will be key in decarbonising travel. The sharing of charging facilities, known as peer-to-peer charging, will play an important role in supplementing access to charge points in more isolated rural areas.

Improving access and/or facilities at locations with more frequent public transport represents the most feasible way of supporting travel by public transport.



## Connected Settlements

Ashcott	Cossington	Mark	Pitney
Barton St David	Coxley	Martock	Puriton
Barwick	Creech St Michael	Meare	Rode
Batcombe	Croscombe Draycott	Middlezoy	Ruishton
Beckington	<b>Dunster</b>	<b>Montacute</b>	Shapwick
Binegar	East Brent	Nether Stowey	Shipham
Brent Knoll	Easton	North Cadbury	Sparkford
Broadway	Faulkland	Norton Sub Hamdon	Stratton on the Fosse
Brushford	Henstridge	Nunney	<b>Timberscombe</b>
<b>Carhampton</b>	Horton	Oakhill	Wanstrow
Catcott	Iton	Othery	<b>Washford</b>
Charlton Horethorne	Keinton Mandeville	Pawlett	Westbury Sub Mendip
Chewton Mendip	Kingsdon	<b>Pilton</b>	Westonzoyland
Chilton Polden	Lymphsham	Pitcombe	Winsham

## Small Settlements

Baltonsborough	Churchinford	Holcombe	Shepton Beauchamp
Butleigh	Combe St Nicholas	Kingsbury Episcopi	Stogursey
Charlton Adam	Combwich	Kingston St Mary	Stoke St Gregory
Charlton Mackrell	Ditchet	Mells	Stoke St Michael
Chedzoy	Hinton St George	North Curry	



The **Smaller Rural Settlements** includes the following:

#### **Sustainable First Choice**

- Improve access to higher frequency bus corridors.
- Improve rural bus stops with provision for secure cycle parking at key sites.
- Implement and expand Digital Demand Responsive Transport services.
- Continue to work with operators and partners to enhance the provision of community transport and local community car schemes.

#### **A Great and Healthy Place to Live, Work and Visit**

- Work with local communities to identify, pilot and implement new approaches for walking, cycling and equestrian use and/or safer speeds to improve safety.
- Enable and support local communities to undertake street closures for local events to support local rural economy.
- Implement road safety improvements on rural routes to reduce collisions and casualties.

#### **Reduce Environmental Impacts**

- Support and promote Peer-to-peer charging.
- Increase availability of mobile services to rural areas.

#### **Reliable and Resilient Transport Network**

- Explore opportunities to reduce traffic on rural lanes and reduce maintenance demand.

## 12 Action Plans: 2025-2030

The LTP not only sets out the transport vision for Somerset, it should also include the actions that we have either programmed or are planning. These actions must deliver the objectives set out in the LTP and we will need to deliver with our stakeholders and partners in order to bring about the vision to which we aspire. It must be noted that not all of these actions are currently funded and are made in the absence of national guidance. Our vision and actions must be challenging and push the County to deliver transport to ensure the people and places in Somerset get the best possible outcome. We will revisit these actions annually to ensure they reflect the Government's national policy, funding arrangements and the evidence that develops over time.

Place	Theme	Measure / Intervention
Our Network	Sustainable First Choice	Annual Programme for delivering cycle parking in town/city centres and key destinations
Our Network	Sustainable First Choice	New and/or enhanced bus services to serve new development across the county
Our Network	Sustainable First Choice	Build a programme of behaviour change that promotes sustainable and safe travel
Our Network	A Great & Healthy Place	Road Safety educational campaigns to promote safe road use
Our Network	A Great & Healthy Place	Review of speed limits across the county
Our Network	A Great & Healthy Place	Road safety engineering and enforcement campaigns to reduce road casualties
Our Network	A Great & Healthy Place	Develop 'Safer Access to Schools' Strategy
Our Network	A Great & Healthy Place	Delivery of School Streets
Our Network	A Great & Healthy Place	Bikeability training for school children and adults
Our Network	Reduce Environmental Impacts	Reduce carbon emissions from highway maintenance contract
Our Network	Reduce Environmental Impacts	Upgrade of lighting on the highway network
Our Network	Reduce Environmental Impacts	Rolling programme of traffic signals renewal and upgrade
Our Network	Reduce Environmental Impacts	Work with partners to reduce noise and environmental impact from the Strategic Road Network
Our Network	Reduce Environmental Impacts	Explore opportunities to improve biodiversity through new approaches to delivery and/or maintenance
Our Network	Reliable & Resilient Network	Update Highway Asset Management Plan



Our Network	Reliable & Resilient Network	Work with partners to secure enhancements to second strategic route railway into Somerset
Our Network	Reliable & Resilient Network	Resilient Network Plan to manage highly disruptive events
Our Network	Reliable & Resilient Network	Review spending and priorities for on-street Parking Account
Our Network	Reliable & Resilient Network	Collision reduction programme in collision hotspot areas

Place	Objective	Measure / Intervention
Larger Urban Areas	Sustainable First Choice	Develop and expand the Taunton e-scooter scheme
Larger Urban Areas	Sustainable First Choice	Taunton Bus Station Mobility Hub
Larger Urban Areas	Sustainable First Choice	Explore the opportunity for a Yeovil Bus Station Mobility Hub
Larger Urban Areas	Sustainable First Choice	Enhance and expand shared car network in Frome
Larger Urban Areas	Sustainable First Choice	Develop proposals with partners for hourly rail services between Frome- Bath and Yeovil - Taunton
Larger Urban Areas	A Great & Healthy Place	Taunton LCWIP: North South corridor
Larger Urban Areas	A Great & Healthy Place	Taunton LCWIP: East West Corridor
Larger Urban Areas	A Great & Healthy Place	Taunton LCWIP: Monkton Heathfield to Toneway cycle enhancements
Larger Urban Areas	A Great & Healthy Place	Bridgwater LCWIP: Celebration Mile
Larger Urban Areas	A Great & Healthy Place	Bridgwater LCWIP priority corridors: Durleigh Road
Larger Urban Areas	A Great & Healthy Place	Bridgwater LCWIP priority corridors: Town Centre - Bristol Road - Gravity
Larger Urban Areas	A Great & Healthy Place	Feasibility of onward active travel route from Gravity to Highbridge
Larger Urban Areas	A Great & Healthy Place	Yeovil East West Active Travel corridor
Larger Urban Areas	A Great & Healthy Place	Yeovil South West Terrace Crossing
Larger Urban Areas	A Great & Healthy Place	Frome school streets pilot
Larger Urban Areas	A Great & Healthy Place	Expand 20mph zone in Frome
Larger Urban Areas	A Great & Healthy Place	Bridgwater road safety plan and measures
Larger Urban Areas	A Great & Healthy Place	Frome Town Centre highway changes
Larger Urban Areas	Reduce Environmental Impacts	Delivery of on street Electric Vehicle Charge Points
Larger Urban Areas	Reduce Environmental Impacts	Roll out of cleaner and zero emission buses
Larger Urban Areas	Reduce Environmental Impacts	Taunton and Yeovil town centre freight strategies
Larger Urban Areas	Reliable & Resilient Network	Taunton Northern Corridor Bus Priority Improvements
Larger Urban Areas	Reliable & Resilient Network	Taunton Eastern Corridor Bus Priority Improvements
Larger Urban Areas	Reliable & Resilient Network	Taunton Western Corridor Bus Priority Improvements
Larger Urban Areas	Reliable & Resilient Network	Enhance bus corridor between Monkton Heathfield and the town centre

Place	Objective	Measure / Intervention
Linked Settlements	Sustainable First Choice	Deliver mobility hub at Commercial Road, Shepton Mallet
Linked Settlements	Sustainable First Choice	Shared vehicle scheme across the linked settlements
Linked Settlements	Sustainable First Choice	20mph zone across parts of Glastonbury and Street
Linked Settlements	Sustainable First Choice	Improved bus stop facilities and vehicles along A39 corridor
Linked Settlements	Sustainable First Choice	Additional evening services to serve Glastonbury community hospital
Linked Settlements	A Great & Healthy Place	Active travel signage strategy and cycle parking provision
Linked Settlements	A Great & Healthy Place	Glastonbury to Street – A39 and The Causeway
Linked Settlements	A Great & Healthy Place	Strawberry Line- Easton to Wells to Shepton Mallet
Linked Settlements	A Great & Healthy Place	Develop Strawberry line proposals from Easton to Cheddar
Linked Settlements	A Great & Healthy Place	Develop proposals for Glastonbury to Wells active travel route
Linked Settlements	Reduce Environmental Impacts	Work with private sector to deliver EV charging at West Mendip hospital and Mendip retail centres
Linked Settlements	Reliable & Resilient Network	A39 journey time reliability enhancements
Linked Settlements	Reliable & Resilient Network	Investigate feasibility of winter treatment of active travel routes
Coastal Towns	Sustainable First Choice	Improve bus services between Burnham- Highbridge and Bridgwater
Coastal Towns	Sustainable First Choice	Provision of step free access at Highbridge and Burnham station
Coastal Towns	Sustainable First Choice	Secure cycle parking at bus stops on A39 Minehead- Taunton route.
Coastal Towns	A Great & Healthy Place	Improve access to NCN 33 including reduce traffic on adjacent streets
Coastal Towns	A Great & Healthy Place	Upgrade route NCN 33 between Burnham & Highbridge for year-round use
Coastal Towns	A Great & Healthy Place	Improvement and maintenance of Highbridge to Alstone active travel link
Coastal Towns	A Great & Healthy Place	Minehead pedestrian realm and pedestrian/cycle crossing improvements
Coastal Towns	Reduce Environmental Impacts	EV charging hubs in council owned car parks
Coastal Towns	Reliable & Resilient Network	Burnham-on-Sea Road Safety plan and expand areas of 20mph speed limit
Chard, Crewkerne & Wellington	Sustainable First Choice	Wellington Railway Station
Chard, Crewkerne & Wellington	Sustainable First Choice	Chelston Roundabout safety and active travel improvements
Chard, Crewkerne & Wellington	Sustainable First Choice	Enhanced bus stop facilities between Crewkerne and Yeovil
Chard, Crewkerne & Wellington	Sustainable First Choice	Explore and identify potential for enhanced Chard to Axminster bus/rail integration
Chard, Crewkerne & Wellington	A Great & Healthy Place	Wellington town centre crossroads enhancement
Chard, Crewkerne & Wellington	A Great & Healthy Place	Chard improved pedestrian and cycle crossing facilities
Chard, Crewkerne & Wellington	A Great & Healthy Place	Test and trial locally led proposals to create safer streets for walking and cycling
Chard, Crewkerne & Wellington	Reduce Environmental Impacts	EV charging facilities at local hubs, including town centres and transport nodes
Chard, Crewkerne & Wellington	Reliable & Resilient Network	A38 Wellington route treatments to improve road safety

Place	Objective	Measure / Intervention
Rural	Sustainable First Choice	Enhancement of bus stop facilities at stops on frequent services
Rural	Sustainable First Choice	Expansion of Slinky DRT services
Rural	Sustainable First Choice	Somerton Rural Mobility hub
Rural	Sustainable First Choice	Develop proposals for railway stations at Langport &/or Somerton
Rural	Sustainable First Choice	Develop rural mobility strategy
Rural	A Great & Healthy Place	Test and Trial local proposals to expand network of low traffic lanes
Rural	A Great & Healthy Place	Enhance vehicle and cycle parking in rural centres, public transport nodes and tourist hotspots
Rural	A Great & Healthy Place	Explore opportunities to introduce local mobile services
Rural	A Great & Healthy Place	Work with local community and partners to support community transport services
Rural	A Great & Healthy Place	Identify locations for, and subject to feasibility, launch rural mobility pilots
Rural	Reduce Environmental Impacts	EV charging facilities at rural centres
Rural	Reduce Environmental Impacts	Promotion of Peer to Peer Charging networks

## Appendices

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## 13 Appendix 1: Developing Somerset's LTP

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The Local Transport Plan (LTP) is a strategic document that sets out our approach for all aspects of transport across Somerset and the strategies and actions for improving all of these.

Local Transport Plans (LTPs) are a statutory requirement - by law councils with transport responsibility like Somerset Council must have one. They are important as they are used by central government to assess the levels of transport funding locally. Crucially, they also give Council's the opportunity to set their own transport priorities to meet local needs.

We currently have an LTP, known as the [Future Transport Plan \(2011\)](#), but it's coming to the end of its 15-year life and we know Somerset and the world has changed considerably since then - so we need a new one to reflect how things are now.

Local councils can decide how their LTP will look and feel, but it must adhere to central government guidance or risk losing potential funding opportunities. Although, at the time of writing, promised new LTP guidance has not been published, we still know the key principles and outputs required.

The LTP is set as a high-level umbrella document, with more detailed strategies and policies sitting below it. Some of these include:

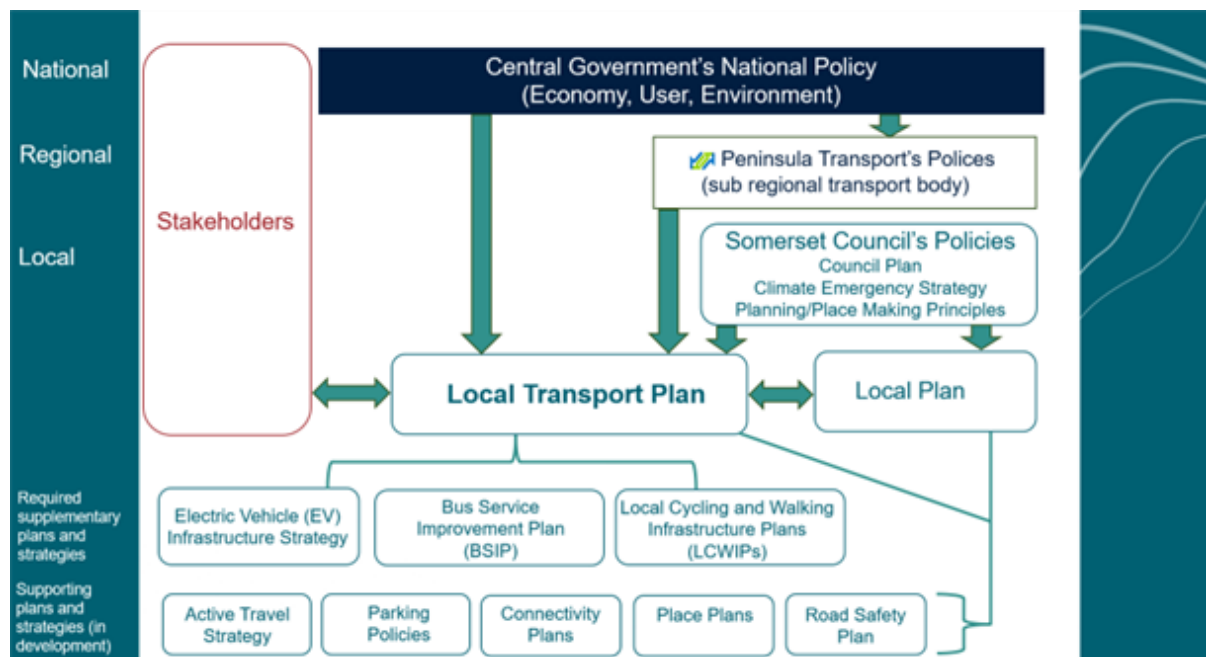
- [Somerset Electric Vehicle Strategy](#);
- [Bus Service Improvement Plan](#); and
- [Local Cycling and Walking Infrastructure Plans](#).

Others will be developed to give more policy clarity after the LTP is adopted.

LTPs must reflect both national and local priorities and have data and a solid evidence base to support its plans.

New for this LTP is the requirement to set out how we will deliver ambitious transport decarbonisation. Sometimes known as Quantifiable Carbon Reduction (QCR) we have undertaken studies to show our current transport carbon baseline and identify where we need to focus to deliver transport carbon reduction. There is more on this in the next section.

## Influences and Outputs of the LTP



## What are we doing differently?

Historically the national approach has been to **predict** transport movements and where it might increase, and then **provide** new roads and junctions to accommodate the traffic. This was known as “predict and provide”.

For this LTP we are taking a “vision-led” approach. Work to understand travel patterns, emerging opportunities, and engagement with local and regional stakeholders has helped inform and set-out which interventions are best suited, and working together with communities and the council vision consider the transport choices and interventions that meet those aspirations for Somerset’s unique places.

In this LTP we will not be focussing on building new roads - although we will continue to invest in and **maintain** the roads and ensure the infrastructure is fit for purpose. Instead, the LTP sets out a plan for **increasing travel choices**, **improving journey experience**, and helping a fair transition to lower carbon options, while still supporting the economy. We know one size does not fit all, so we’re developing variety of strategies for **different places**, recognising the differences between our range of rural and urban areas.

We have high aspirations in our vision for Somerset, and we know our communities and partners do too. We know our plans are dependent on, and often frustrated by, funding mechanisms and **financial constraints**. Therefore, we’ll need to **deliver in a different way** with a greater mix of project types and more partnerships and collaborations. This includes working with our **Local Community Networks (LCNs)**, town and parish councils, developers, stakeholders and supporting community led schemes.

## 14 Appendix 2: Carbon and Climate

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Our **climate is changing** and the need to reduce carbon emissions is well known. In the UK transport is the largest contributor to greenhouse gas emissions and this is even more the case in Somerset. Local journeys contribute for most of these emissions and the private car is the largest contributor.

For central government to reach its carbon reduction target of Net Zero by 2050, we need to deliver equally or more ambitious carbon reduction commitments locally. Through our declaration of a Climate Emergency in 2020 and our [Climate Emergency Strategy](#), Somerset has already set a highly ambitious goal of carbon neutrality for Somerset by 2030.

Communities in Somerset will also be vulnerable to more extreme weather events. Resilience of the transport network will become even more important in response to growing instances of extreme temperatures, rainfall and increased flooding. Along with a focus on reducing emissions, this will be a key consideration of how transport is planned and operated over the period of this LTP.

### Quantifiable Carbon Reductions (QCR)

To help decision making and policy development, the Department of Transport (DfT) developed Quantifiable Carbon Reduction (QCR) – a tool that allows standardised evidence-led carbon emissions analysis. For this LTP we have undertaken QCR analysis providing us with a carbon baseline, identifying our main transport emission contributors and outlining what interventions we may need for reduction. *Link to QCR info here*

#### Somerset's Transport Emissions – Key points

- 61% of transport emissions are generated in Somerset from trips either starting, ending, or being made entirely within Somerset.
- 64% of emissions are generated on roads owned and managed by Somerset.
- 65% of emissions are from cars; 35% from goods vehicles
- 7% of emissions are from journeys less than 5 miles long.
- 58% of emissions in Somerset are from trips 5 to 10 miles long.
- 22% are from trips greater than 50 miles.

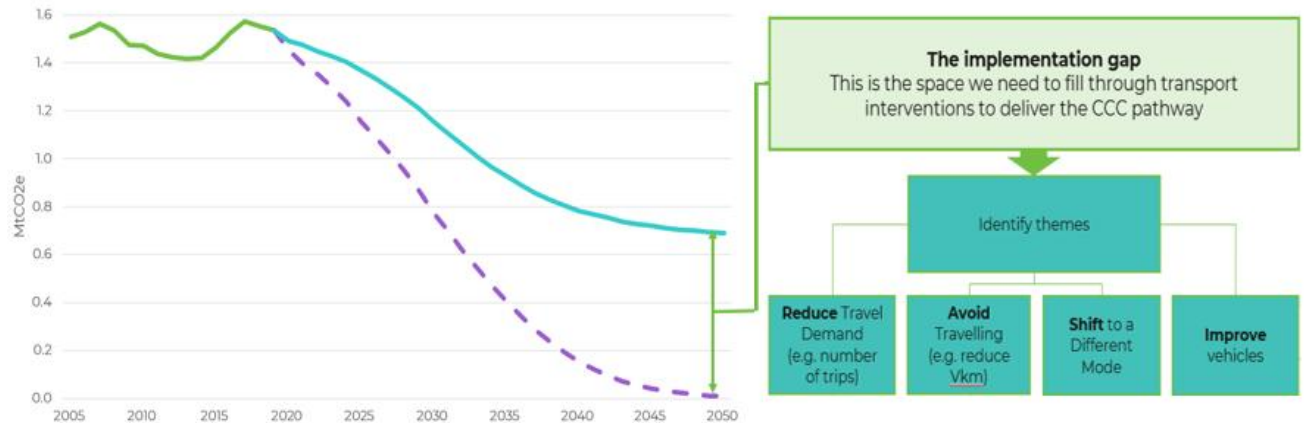
This information helps identify the emissions that Somerset Council has some influence and ability to change. We need to focus our efforts in areas where we can have a real impact – **local journeys** and **personal transport**.

We will, of course, work with transport partners to influence where we can, but we have less influence on trips starting outside of Somerset or passing through on the strategic road network (such as the M5 motorway or A303) or that involve the delivery of goods.



In the following diagram, the green line to 2020 indicates transport emissions to date, the blue line shows what would happen if we did nothing but rely on market forces, whilst the pathway that needs to be achieved to get to net zero is shown by the purple line.

### Historic Emissions and Carbon Reduction Pathways

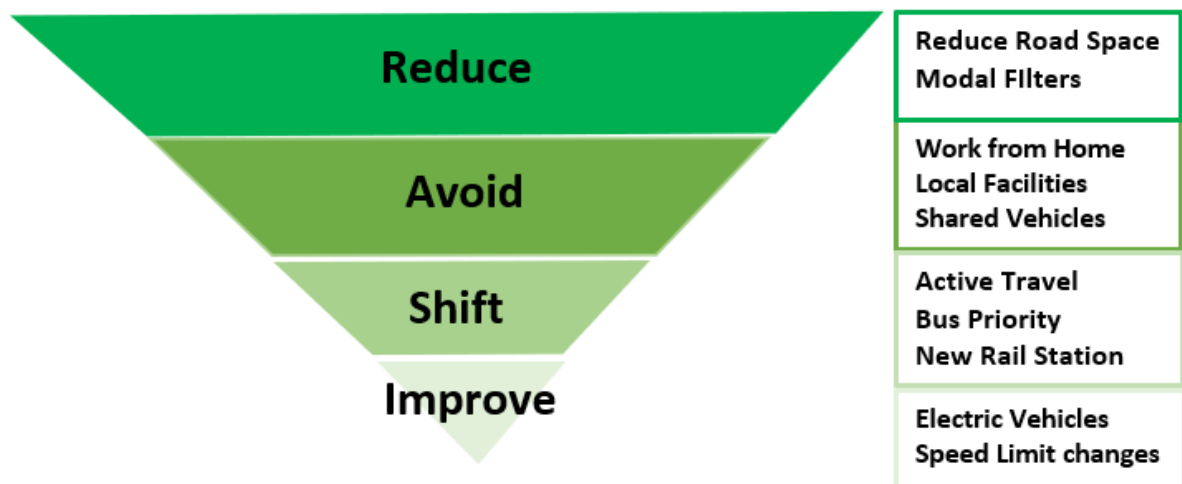


## Reduce, Avoid, Shift, Improve

To reduce our carbon emissions, improve air quality and become more resilient to climate change the overall approach will be to tackle transport in Somerset using a **Reduce, Avoid, Shift, Improve** approach.

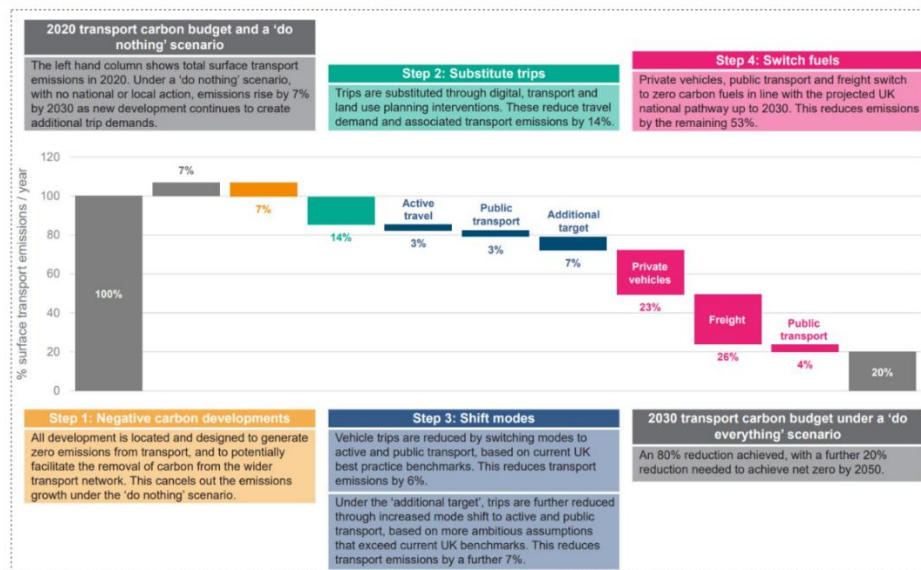
The diagram below shows some of the examples of the types of things we can do and to meet our carbon targets; all these and more must be considered.

Hierarchy of approach to reducing carbon – new infographic required





## Indicative example of an **80%** carbon reduction pathway for transport to 2030



## Our approach to reducing carbon emissions

Electric vehicles will play an important role in reducing emissions, but **further changes** will also be required to meet net zero targets and carbon budgets. Achieving this will also require significant changes in travel behaviour and a substantial **reduction in private vehicle mileage**. Whilst the move to electric and cleaner fuelled vehicles will contribute to air quality, we will still need to do more to achieve the Government's net zero by 2050. There will be an existing stock of petrol and diesel cars still operating on our roads. Electric vehicles, whilst low emission still contribute to congestion and wear and tear on our road.

To support the reduction of carbon emissions, the LTP will focus on the following areas:

- Reduction of private vehicle mileage
- Expanding the network and use of shared vehicles (e.g. public transport and car clubs)
- Improving active travel options (walking and wheeling)
- Supporting sustainable development (localised services)
- Equitable transition to and enabling more electric vehicles
- Improving our highway maintenance and construction practices through better contract management.

Working with our local communities, evidence from studies on EV markets and government guidance, Somerset Council will look to deliver the **right changes** in the **right places**. With ongoing financial pressures and the impact of climate incidents (e.g. flooding) on local government difficult decisions will need to be made but made together with local

communities. We understand that travel choices are complex and personal, but we hope to enable real options that allow a sustainable first choice for more journeys.

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## 15 Appendix 3 People and Places

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### Understanding Somerset's population

Transport plays a significant role in people's health, wellbeing and quality of life. It enables access to employment, education and services and allows people to undertake leisure activities and meet friends. However, air and noise pollution from motorised transport and poor road environments can impact negatively on quality of life. Transport is also a barrier to some, the affordability of a private car, the access to public transport, distance to local centres and time taken to travel can all impact the levels of inequality across the county.

Improvements to transport can help to address economic, social and health inequalities. For example, making active travel an easy and accessible choice will play an important role in improving social mobility and achieving a healthier Somerset by tackling rising adult and child inactivity. Residents of Somerset tend to be healthier than the national average but there are still areas where life expectancy and health outcomes are lower, and deprivation is higher.

### Place Types in Somerset

To deliver the right travel choices in the right place we need a good understanding of the types of people and places in Somerset. For this LTP we have looked at where people are traveling (travel trends) and what services are available locally, but also at the demographic and lifestyle characteristics of our communities across Somerset using Experian MOSAIC data. From this framework we understand that approximately half of Somerset's population are more affluent.

Through this work we have identified a few key issues that are true across Somerset:

- People are living longer and moving to Somerset to retire, projections show that over a third of Somerset's population will be over 65 by 2040
- The population is expected to increase with longer lifetimes and migration into the area
- Social isolation is a key issue amongst elderly people, particularly in rural areas in Somerset
- Outside of our more urban areas there are few offerings of post-16 education making lengthy trips likely and independent travel less likely.
- The majority of primary aged children are driven to school despite this age group having the strongest appetite for cycling or scooting to school.
- Over 48% of the population live in rural areas

This has given us valuable insight into how people within different locations function.

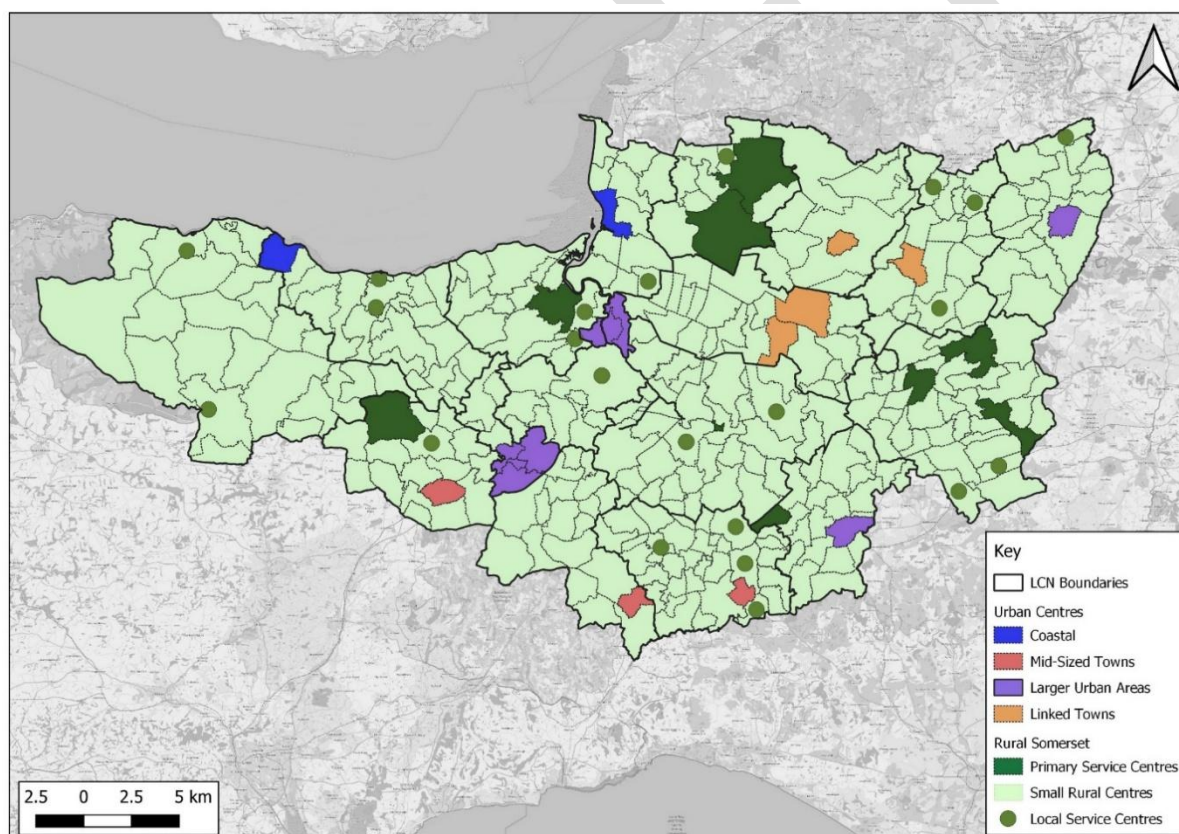
The LTP has a foundation of strong evidence that looks at the demographic in Somerset and a variety of typologies, settlement types and data from social and economic scores, all of which is available in reports published with the LTP. We have also worked closely with our

Local Plan and Local Community Network colleagues to ensure our outputs will work with them. We've identified a set of distinct place types across Somerset, each with a unique set of characteristics.

The place types are:

- **Larger Urban Areas**, including Taunton, Yeovil, Bridgwater and Frome
- Urban Areas, including:
  - **Linked Settlements** of Wells, Street, Glastonbury and Shepton Mallet,
  - **Coastal Towns** of Minehead, Burnham on Sea and Highbridge,
  - **Mid-sized Towns** of Chard, Crewkerne & Wellington
- **Rural Areas** including
  - **Primary Service Centres**,
  - **Local Service Centres**, and
  - **Smaller Rural Settlements**.

The spread of these place types across Somerset is shown below.



Using these categorisations the LTP will provide a framework of transport interventions that can deliver better outcomes for people locally. It will help align transport strategy with emerging place-making principles and sets a framework of infrastructure that can help inform development proposals in the forthcoming Somerset Local Plan; which in turn will inform future iterations of the LTP.