

Agenda item 5

For decision: Frome's Draft Transport Strategy

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Summary

Developing a strategic approach to transport will enable Frome Town Council to work with key partners, including Somerset County Council and Mendip District Council, to reduce emissions and increase active travel. The draft transport strategy outlines a range of actions that these stakeholders and others can undertake to facilitate the transition towards a clean, healthy and well-connected town.

Frome's Transport Strategy

The strategy reflects Frome Town Council's commitment to improving access with a focus on promoting active travel and moving away from fossil fuels.

Vision

Frome is a thriving, healthy town where the need to travel has been minimised by providing a wide range of local leisure, education and work facilities. Most people walk and cycle wherever possible and a network of walking and cycling routes have been developed. Transport hubs such as the station are integrated with other modes such as walking and bike use / hire. Car sharing and increased use of electric vehicles have also helped to improve air quality. The majority of the car sharing vehicles are electric, powered by renewable energy.

Key Stakeholders

The strategy sets out some of the priorities and key actions that could be undertaken by Frome Town Council and other key stakeholders. Transport infrastructure and behaviour change require significant investment and resources and transport is not an area that town and parish councils usually cover. However, by partnering with other organisations, securing external funding, lobbying transport providers and thinking creatively, there are a range of opportunities in which Frome Town Council can play an important role.

Land use and planning have a huge impact on transport impacts and support from Somerset County Council and Mendip District Council will be fundamental. Other key organisations such as national cycling charity Sustrans and Carplus could provide expertise and resources.

Strategic Priorities

Frome's transport priorities in order of importance are:

1. **Reducing the need to travel.** This could be done through: supporting local job creation, increasing access to work space, supporting local opportunities for education and training, supporting provision of local facilities, working with businesses to promote local sourcing and teleconferencing.
2. **Support and promote transport based on a hierarchy of walking and impaired mobility vehicles, cycling, service delivery vehicles, community transport, other public transport, taxis, private cars (including car clubs and car sharing) and haulage vehicles.**
3. **Support and propose sustainable transport schemes, including connecting people to key destinations by walking / cycling links.** This includes support for completing the Missing Links cycle route between Frome and Great Elm, an electric bike hire scheme and promoting walking and cycling as part of Discover Frome.
4. **Work towards integrated transportation hubs to provide linked exchange to different ways of travel including Park & Ride / Stride to reduce traffic on market days.**
5. **Seek comprehensive transport assessments and green travel plans for all significant locations where a large number of individuals will need regular transport.**
6. **Encourage and support traffic management measures to reduce car usage, congestion, air pollution and noise and that enhance the environment, improve safety and promote sustainable modes of travel.**
7. **Understanding travel needs.** In order to develop our approach there is a wider piece of work needed to understand current travel patterns. This could be done in partnership with an organisation such as Car Plus to engage with the community and develop a more in depth understanding of who is travelling when and where and what the wider transport needs are. This would enable a range of transport solutions to be developed tailored to local needs.

Recommendations

1. FTC adopts the draft transport strategy
2. FTC adopts the draft transport action plan and reviews progress annually
3. FTC looks to work with Somerset County Council and others to secure funding for an in-depth transport study