

Frome Town Council Transport Action Plan Draft 2017

The following table outlines some of the key actions required to enable a shift from car dominated fossil-fuel based transport to more sustainable and healthy mobility patterns.

Desired outcome	Action	Main Stakeholder	Partners
Understanding travel needs			
Greater understanding of travel needs enables a range of smart sustainable transport solutions	Work with transport experts to conduct transport study involving the community at all stages	Frome Town Council Somerset County Council	Car Plus
Transport Plan for Frome published	Transport Plan developed as outlined in Frome's Neighbourhood Plan	Somerset County Council Frome Town Council	
Reducing the need to travel			
New development has mix of residential and work opportunities	Ensure mix is part of planning permission	Mendip District Council	Frome Town Council
Provide mixture of business accommodation including hot desks	Integral to planning permission	Mendip District Council	Frome Town Council
Mix of local services provided	Ensure mix is part of planning permission	Mendip District Council	Frome Town Council
Support employment and training opportunities	Support apprenticeship programme	Frome Town Council	Frome College Somerset Skills and Learning
Viability of car club and live / work mix increased through reduced car parking requirements in new developments	Car parking requirements for new developments reduced	Somerset County Council	
Best practice demonstrated in range of developments and projects	Examples to include Frome Town Council's travel plan for Town Hall and Southfield Farm development	Frome Town Council	Persimmon Homes
Streamlined business services such as waste and local sourcing reduce lorry movements	Frome Town Council to work with Frome Business Chamber and local businesses to enable shared waste collections and other services	Frome Town Council Frome Business Chamber	Frome Businesses
Active Travel			
Walking, cycling and running become default travel modes for shorter journeys	Active travel promoted in welcome packs, tourism information and to local community for example	Frome Town Council Somerset County Council	Visit Somerset

	through Walkers are Welcome, e-bike hire. Walking, cycling and transport map developed and promoted		
Active travel is default for most journeys to school	Annual Travel Challenge held with all schools in Frome	Frome Town Council	Frome's Missing Link
New developments are designed as walkable neighbourhoods	Integral to planning permission	Mendip District Council Somerset County Council	Developers
Frome offers a range of interesting opportunities for active travel	Initiatives such as walk for health and ' Good Gym ' promoted	Frome Town Council	Frome Medical Practice
Pedestrian access safer and easier in the town centre	Boyles Cross Phase 1 and 2 increases safety and reduces air pollution	Frome Town Council	
Walking and cycling routes enable people to access work hubs such as Commerce Park	Work with Commerce Park businesses to develop route	Somerset County Council	Frome Town Council
Increase cycling			
Frome has network of cycle routes and facilities throughout the town and to key hubs such as Radstock and Bath	Recommendations outlined in 'Future Cycle Network Mapping' (Appendix B) implemented	Somerset County Council	Frome Town Council Sustrans
The 'Missing Link' is completed linking the centre of Frome to cycle route 24	Funding is secured for the final stages	Frome Missing Links	Frome Town Council Sustrans
Cycling is popular and well promoted	Cycle themed events are held regularly such as Frome Cobble Wobble and cycle cinema and cycling groups promoted. Cycle maps updated and distributed	Frome Town Council	The Bicycle Academy Frome's Missing Link
Businesses provide bicycle storage, shower facilities and take part in bike to work scheme	Cycle provision key part of Good Business visits and other business engagement work	Frome Town Council	
People feel confident to use and repair their bikes	Cycle training provided 'Frome Bike' developed to make cycling up hills easier	Frome Town Council The Bicycle Academy	
E-bikes are used throughout the town	E-bikes are available for hire and promoted	Frome Town Council	Cycology Bike Shop
Safe cycle routes and storage are part of all new development	Integral to planning permission	Mendip District Council Somerset County Council	

Cycle courier scheme operates in Frome	Explore opportunities with local providers such as Cycles Maximus	Frome Town Council	Cycles Maximus
Community Transport			
People with limited transport options or disabilities are able to access the places they need to go	Volunteer driver scheme established for trips within Frome and becomes self-sustaining. Mendip Community Transport continues to provide free slinky service	Frome Town Council Somerset County Council	
Frome to share ideas nationally with other areas looking at social enterprise partnerships as solutions to community scale integrated transport	Hold transport workshop as part of 'Breaking the mould' conference in 2018	Frome Town Council	
Reducing fossil fuel car use			
New developments have limited parking options with integrated car clubs and car sharing	Integral to planning	Mendip District Council	Frome Town Council
Developments designed using 'home zone' concept to create safe spaces for people to meet and children to play	Integral to planning	Mendip District Council	Frome Town Council
Car club provides popular range of electric vehicles and displaces need to buy new vehicles	Integrated into new development and promoted throughout the town	CoWheels	Frome Town Council
Liftsharing is popular and most car trips have more than one passenger	Frome Liftshare promoted to all homes and businesses	Frome Town Council	Liftshare.com
Network of electric charge points available throughout the area	Work with Zero Carbon World to install additional charge points and support planning for new charging facilities	Frome Town Council Mendip District Council	Zero Carbon World
Electric vehicles become popular	Electric vehicles promoted for example through event at Cheese and Grain. Electric cars available for hire through car club	Frome Town Council CoWheels / E-Cars	
Frome has network of electric charge points	Public charge points installed throughout the town	Frome Town Council Zero Carbon World	Mendip District Council

Car sharing is popular and easy	Platforms such as HiyaCar, Co-Taxi, Car Lend and Frome Community Cars promoted	Frome Town Council	
Green transport plans implemented for all new development and significant locations	Green transport plans (including travel vouchers / promotions) required and closely monitored as part of pre and post planning	Mendip District Council	Frome Town Council Developers
Park and Ride and shared parking services used for large events	Park and ride / walk used by Frome Independent and others. Parking analysis undertaken including opportunities for coach parking.	Frome Town Council Frome Independent	
Buses			
Travel patterns used to develop sustainable services	Community consultation conducted to understand travel needs	Somerset County Council? Frome Town Council	
Express routes developed for example linking Frome railway station with Westbury station, employment centres such as Commerce Park and leisure facilities such as Longleat	Community consultation conducted to understand travel needs	Somerset County Council? Frome Town Council Bus operators	
Services promoted and discounted tickets available locally		Bus Operators	Frome Town Council
Real time information displayed at bus stops		Somerset County Council Frome Town Council	
Easy to access information hub available for local transport	FTC website linking with Travel Link, SCC's transport information hub and Google Maps	Somerset County Council Frome Town Council	
Rail			
Increased rail services enable more people to switch from car to rail	Lobby for additional services Promote additional providers such as Go-op and Community Rail	Frome Town Council	
Rail services popular	Train use promoted through tourism offer and in welcome packs Opportunities for new local railcard explored	Frome Town Council	
Train station as integrated transport hub	Bus service links with station	Somerset County Council Bus operators	