**Frome Town Council Transport Action Plan 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.

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| **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 through Walkers are Welcome, e-bike hire.  Walking, cycling and transport map developed and promoted | Frome Town Council  Somerset County Council | Visit Somerset |
| 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 and cyclable 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’](http://www.goodgym.org/) 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. Scheme expanded to include walking taxi.  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 |  |