

Option	Comment	BSIP Response	LTP4 Response
Buses use Masons Lane and do not serve Springfields.	Springfields loses access to the bus altogether.	This is contrary to aims of the BSIP, in particular • improved connectivity throughout Wiltshire • bus is a viable alternative to the car • easy-to-use bus services Good public transport links are vital for the success and prosperity of Wiltshire's communities, allowing access to our towns and city, our schools and colleges, our places of work and leisure. Removing bus links is contrary to the BSIP aims of supporting both the decarbonisation of existing transport and increased use of public transport options. The National Bus Strategy seeks an accessible and inclusive network and removing bus services from a locality will be detrimental to accessibility, which this proposal is contrary to.	All options are in conflict with Policy S1: Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality. Policy S2: Provide more public and shared transport options and improve service quality.
Buses use Masons Lane, and then double trip Springfields by u-turning at the Holt Road roundabout.	This would inevitably add time to the journey and create further congestion on Masons Lane.	The BSIP sets out that we expect patronage to respond positively in response to reduced journey times and that BSIP ambitions include buses being a viable alternative to the car to reach nearby destinations with journey times competitive to driving. Increasing bus journey times is contrary to the BSIP aims of supporting both the decarbonisation of existing transport and increased use of public transport options. The National Bus Strategy has faster and more reliable buses as an objective, which this proposal is contrary to.	Measure S3.1: Improve access to and from public transport stations by sustainable modes of travel with the following benefits: • Increase access to rail and bus services for all, including those without a car. • Increase active travel levels and boost physical activity. • Improve end-to-end journey times and reliability. • Provide more viable, safe and attractive alternatives to driving. This measure also aligns strongly with Policies S1 and S2.
Removing the bus from Bradford Town Bridge entirely and instead operating via Staverton and Springfields.	This isn't a practical or workable solution and will remove access to bus travel for a significant number of people.	This is contrary to aims of the BSIP, in particular • improved connectivity throughout Wiltshire • bus is a viable alternative to the car • easy-to-use bus services Good public transport links are vital for the success and prosperity of Wiltshire's communities, allowing access to our towns and city, our schools and colleges, our places of work and leisure. Removing bus links is contrary to the BSIP aims of supporting both the decarbonisation of existing transport and increased use of public transport options. The National Bus Strategy seeks an accessible and inclusive network and removing bus services from a locality will be detrimental to accessibility, which this proposal is contrary to.	