

**Cheltenham Borough Council**  
**Council – 18 November 2013**  
**Cheltenham Transport Plan – Consultation Report**

<b>Accountable member</b>	<b>Councillor Andrew McKinlay – Cabinet Member for Built Environment</b>
<b>Accountable officer</b>	<b>Mike Redman – Director Built Environment</b>
<b>Ward(s) affected</b>	<b>All</b>
<b>Significant Decision</b>	<b>Yes</b>
<b>Executive summary</b>	<p>This report:-</p> <ul style="list-style-type: none"> <li>▪ Has been prepared in response to the receipt of the Gloucestershire County Council (GCC) Cheltenham Transport Plan Consultation Report, a report that contains detailed analysis of responses undertaken independently by Opinion Research Services (ORS) and thereby provides reassurance over the validity of the analysis. ORS is a Market Research Society Company and is fully compliant with the MRS Code of Conduct. ORS is also a member of the Consultation Institute and its research activities and systems are fully accredited to BS ISO 9001:2008 and BS ISO 20252.</li> <li>▪ Provides background information on the lengthy journey, in partnership with GCC, which has led CBC to this point in the process.</li> <li>▪ Provides a comprehensive analysis of the outcomes of the consultation process and additionally, provides an initial assessment of concerns and how these may be addressed</li> </ul> <p>In considering this report Council should take account of the concerns raised by certain sections of the public in the Cheltenham Transport Plan-Petition report.</p>
<b>Recommendations</b>	<p><b>That Council:</b></p> <p><b>i) considers the GCC ‘Cheltenham Transport Plan Consultation Report’, along with the initial suggestions for dealing with the concerns raised; and</b></p> <p><b>ii) supports GCC in continuing to progress to the next stage of concern resolution and subsequently, implementation of the Cheltenham Transport Plan (traffic regulation order process) in order to maintain the economic vibrancy and long term sustainability of the town.</b></p>

<b>Financial implications</b>	None arising specifically from this report.  <b>Contact officer: Mark Sheldon, Director of Resources, mark.sheldon@cheltenham.gov.uk, 01242 264123</b>
<b>Legal implications</b>	None arising specifically from this report.  <b>Contact officer: Peter Lewis (OneLegal), peter.lewis@teWKesbury.gov.uk, 01684 272012</b>
<b>HR implications (including learning and organisational development)</b>	There are no direct HR implications arising from the content of this report.  <b>Contact officer: Julie McCarthy, GO Shared Service Human Resources Manager (West), julie.mccarthy@cheltenham.gov.uk, 01242 264355</b>
<b>Key risks</b>	<b>See risk assessment attached as Appendix 3 to this report.</b>
<b>Corporate and community plan Implications</b>	<b>Supporting the delivery of key projects aimed to consolidate the long term economic performance of the town</b>
<b>Environmental and climate change implications</b>	<b>Improve the town centre by minimising traffic impacts and in the long term assist in air quality management</b>
<b>Property/Asset Implications</b>	<b>None arising specifically from this report.</b>  <b>Contact officer: David Roberts, Head of Property &amp; Asset Management, david.roberts@cheltenham.gov.uk, 01242 264151</b>

## 1. Report received

- 1.1 The Council has received a GCC "Cheltenham Transport Plan Consultation Report" as an outcome of the consultation process undertaken this summer. That report is reproduced in full at Appendix 1.
- 1.2 The GCC Consultation Report report, at Appendix A, sets out the journey from 2001 to the present and the debate over the future of traffic within the town centre, although many would contend that this very same debate was on-going for several decades prior to 2001. It also maps the evidence considered by other towns when dealing with challenging road network issues.
- 1.3 The report provides details of the comprehensive approach taken to the consultation exercise, including the delivery of 16,000 questionnaire leaflets; various exhibitions and events; specific consultations and widespread media coverage.
- 1.4 Additionally, it provides an explanation of how the traffic modelling process has evolved with ever increasing levels of sophistication, through Department for Transport approved modelling tools.
- 1.5 Importantly, the report identifies that the proposed road network changes are part of a much wider package which is supported by the successful Department for Transport Local Sustainable Transport bid

## 2. Key outcomes

- 2.1 The report includes a comprehensive analysis undertaken independently by ORS which allows for

the responses to be analysed through the voluntary data supplied by respondents. This is important, as it demonstrates that responses were obtained across a wide age demographic (although disappointingly no under 17's); individuals with a declared disability; residents, workers or visitors to Gloucestershire; respondents in terms of their preferred method of travel around Cheltenham, and also by Cheltenham declared home postcode areas.

- 2.2 When asked whether or not they support the package of measures contained in the Cheltenham Transport Plan, 44% said yes, 28% said yes, but with reservations and 27% said no, they do not support the plan.
- 2.3 The detailed analysis identifies that respondents with the following characteristics are more likely than average to support the Cheltenham Transport Plan – aged 17-34; female; travel on foot around Cheltenham; live in Central or North area of Cheltenham.
- 2.4 The characteristics of the respondents significantly more likely than average to say no, they do not support the Transport Plan are – aged 75 or over; prefer to travel by car; and live in the South area of Cheltenham.
- 2.5 However, the exercise was not a simple referendum and thus, much more detail and understanding can also be extracted from the detailed commentaries provided. These are analysed by category (by ORS) and have been comprehensively considered in a separate GCC report covering concerns and mitigations
- 2.6 The document does not consider the petition submitted to Cheltenham Borough Council, as it was not part of the formal consultation process.
- 2.7 An additional document, set out as appendix 2, provides further detail to the 'summary of common themes' from consultation questionnaire responses, noted in section 5.3 and section 5.4 of the core report. This appendix notes the issues raised, the initial response of the highway team and critically, suggestions for how such issues could be addressed. It is recognised that this is an initial analysis and further work will be required to further explore the proposals, especially zones where there are identified concerns, such as St. Lukes and St. Pauls.
- 2.8 The GCC post implementation review of enacted measures is essential and CBC is committed to work with GCC in the delivery of any further identified mitigation required. The timeframe for this monitoring and review process will reflect the impact of changes to the highway network and these should be apparent within six months.
- 2.9 The Borough Council has also received support for the process from the Cheltenham Development Task Force which considered the outcomes at a meeting on 5<sup>th</sup> November, 2013 and noted the following:

"The Cheltenham Development Task Force has considered the reports and appendices prepared by GCC concerning the Cheltenham Transport Plan. Having considered the documents, the Task Force:

- welcomes the consultation process;
- notes the generally favourable public response;
- recognises the concerns raised;
- welcomes the commitment of CBC and GCC to work in partnership to deliver;
- responds to the concerns raised as appropriate.

The Task Force considers that this, along with other commercial developments and public realm improvements will assist in maintaining the long term vibrancy of Cheltenham town centre."

### 3. Conclusion

- 3.1** The Cheltenham Transport Plan Consultation Report clearly supports a conclusion that the proposals have generally been positively received by the public. Additionally, with appropriate mitigation, as set out in the separate report, it would appear that many of the concerns raised can be tackled.
- 3.2** The issues raised by the petition appear to have also been raised through the formal consultation process, so it is fair to assume that whilst the same number of petitioners did not formally register their concerns, the nature of the concerns are reflected in the outcomes of the formal process.

<b>Report author</b>	<b>Contact officer: Mike Redman, Director Built Environment, mike.redman@cheltenham.gov.uk,  01242 264160</b>
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**Appendix 1 GCC Cheltenham Transport Plan Consultation Report 2013 including appendices**

Available on the GCC website using the following link

<http://gloucestershire-consult.objective.co.uk/portal/trp/travel/ctp/ctp>