

Cheltenham Borough Council
Council – 21st January 2019
Cabinet - 22nd January 2019
Cheltenham Transport Plan – Update Report

Accountable member	Councillor Andrew McKinlay – Cabinet Member Development & Safety
Accountable officer	Tim Atkins – Managing Director (Place & Growth)
Ward(s) affected	All
Key/Significant Decision	Significant Council – Key Cabinet
Executive Summary	<ul style="list-style-type: none"> • Phase 4 of the Cheltenham Transport Plan (CTP) has been in place since 28th June 2018, following the successful implementation of the proceeding phases. • The CTP is delivering central government and (GCC) as transport authority policy, and also aligns with CBC’s corporate strategy as approved on 26th March 2018. • This report draws on the evidence from two technical appendices dealing with highway and environmental / economic matters. These highlight that the trial is having an overall positive impact and is successfully achieving objectives relating to modal shift, reduction in traffic, increased footfall and connectivity in the town centre and in particular assisting to strengthen Cheltenham’s ‘High Street’ offer. Issues relating to air quality based on monitoring to date are broadly neutral. • The report of the County Council’s cabinet member sets out the details of issues relating to the trial relating to transport and highway matters. It highlights issues that have arisen during the trial and proposes the trial period be extended along with the introduction of a number of mitigations. • It recommends that council notes and supports the findings of those reports and that Cabinet formally agree to the continuation of the trial with the proposed mitigations.
Recommendations	<p>1. Council is recommended to:</p> <p>a) Note and support the positive economic and environmental impact of the CTP set out in Appendix 2;</p> <p>b) Note the Gloucestershire County Council Lead Cabinet Member Briefing findings and recommendations (Appendix</p>

c) to extend the CTP trial for a further period with mitigation measures; and

d) Recommend that Cabinet agrees to the extension of the CTP trial.

2. Cabinet is recommended to:

a) Note the decisions of Council set out in 1(a), (b) and (c) above; and

b) Agree to the extension of the CTP trial; and

c) Authorise the Managing Director Place & Growth in consultation with the Cabinet Member of Development and Safety to work with GCC to facilitate the extension of the CTP trial.

Financial implications	Any long term public realm changes associated with mitigation measures may require a CBC financial contribution, in line with the existing CBC / GCC funding arrangement related to the project. Contact officer: paul.jones@cheltenham.gov.uk, 01242
Legal implications	None specific in respect of the report recommendations. The County Council holds the statutory powers and responsibilities in respect of traffic regulation. Contact officer: peter.lewis@tewkesbury.gov.uk, 01242 01684 272012
HR implications (including learning and organisational development)	None relevant to this report
Key risks	The key risks are set out in the risk matrix below.
Corporate and community plan Implications	The delivery of the CTP stage 4 and closure of Boots Corner to general traffic is a priority set out in the Council's Corporate Plan.
Environmental and climate change implications	An objective of the Local Sustainable Transport Fund is to encourage modal shift to more sustainable forms of transport (walking, cycling & public transport) thereby contributing to national targets to reduce carbon emissions.
Property/Asset Implications	None applicable Contact officer: Dominic.stead@cheltenham.gov.uk

1. Background

- 1.1 Phase 4 of the CTP has been in place since 28th June 2018, following the successful implementation of the proceeding phases.
- 1.2 The CTP is delivering central government and (GCC) as transport authority policy, and also aligns with CBC's corporate strategy as approved on 26th March 2018.

2. Update

- 2.1 GCC as the transport authority are recommending that CBC agree to extend the trial to allow for amendments and mitigation following consultation feedback and traffic monitoring analysis.
- 2.2 CBC have also considered the wider economic and environmental impacts given that the initial funding for the local sustainable transport fund was secured on the basis of reducing severance on the High Street and delivering regeneration benefits.
- 2.3 Detailed analysis has been undertaken and set out in the two technical reports provided in the appendices. The key issues / headlines arising from these are as follows:
 - In comparison to the 2015 pre-CTP traffic flows, CTP phase 4 has had a limited effect on the overall network to date, with survey sites showing increases broadly in line with expected levels of background traffic growth (circa 5-10%) or reductions in traffic since 2015. Four sites show larger (> 20%) increase.
 - These traffic impacts and wider concerns have been identified through both traffic monitoring and consultation feedback. Specific issues raised:
 - Concerns from blue badge holders; additional spaces were implemented pre-trial in the town centre and GCC plan to install further dedicated blue badge spaces as part of an amendment package.
 - Clarence Street/Clarence Parade traders have expressed concern over access; following meetings options for a revised access strategy in this area are being developed by GCC.
 - Concerns over signage; whilst all signage fully followed Department for Transport requirements it was felt prudent to reinforce the message for several weeks from late August, and the proposed revisions to the Clarence Street/Clarence Parade area will also allow an opportunity to reinforce the signage.
 - Concerns over increased traffic flows in Rodney Road; GCC plan to investigate traffic calming measures as a way to make the route less attractive.
 - GCC also note that they have completed a separate review of traffic signals on the A4019 corridor and have secured a commitment within the capital programme to make improvements along that corridor.
 - The economic measures as identified through the local sustainable transport fund bid and accompanying Treasury Green Book analysis predicted growth in employment, having recognised deadweight factors i.e.: output that would occur without the interventions. The number of anticipated jobs was 594 but the actual is circa 750.
 - Wider impacts such as modal shift (i.e. people changing their transport method away from private motor vehicles) are clearly positive with growth in Cheltenham bus passenger usage (against a national downward trend), increased footfall and cycle use at Boots Corner; all on the back of a circa 85% reduction in traffic at Boots Corner.

- Additional pollution monitoring continues but to date, levels remain below EU and national trigger levels with the exception of Poole Way, a pre-existing hotspot. Overall the impact in relation to air quality remains broadly neutral.
- Although there have been some negative impacts and concerns raised, which will be the subject of mitigation measures. The overall impact set out in the environmental and economic case is positive, with the town centre performing well despite the challenging retail environment.

2.4 Not continuing with the trial would put this Council and GCC at variance with government and local transport authority policy, risk undermining positive gains in modal shift and potentially inhibit the performance of the town centre.

3. Reasons for Recommendations

3.1 To deliver CBC corporate strategy, which itself is aligned to government and local transport authority policy and to support the economic performance of the town centre, in particular, the health of Cheltenham's High Street.

4. Alternative Options Considered

4.1 Not continuing with the CTP trial, but this will put CBC / GCC at variance with government policy, undermine positive gains in modal shift and threaten a reduction in footfall which in turn would damage the performance of the High Street.

5. Consultation and Feedback

5.1 As set out in the GCC Lead Members Briefing document.

Report author	Contact officer: Jeremy.williamson@cheltenham.gov.uk 01242 264104
Appendices	1. Risk Assessment 2. The Economic and Environmental Case 3. GCC Lead Cabinet Member Briefing
Background information	See appendices

The risk				Original risk score (impact x likelihood)			Managing risk				
Risk ref.	Risk description	Risk Owner	Date raised	Impact 1-5	Likelihood 1-6	Score	Control	Action	Deadline	Responsible officer	Transferred to risk register
	If the trial were to be abandoned prior to exploration of options and mitigation, then the positive gains in modal shift could be lost, along with a reduction in footfall which would impact upon the performance of the town centre			4	3	12	Reduce	Work with GCC on options and mitigation to respond to concerns identified in first phase of the trial.	Dec 2019	Tim Atkins	
	Changing traffic flows result in new pollution hotspots beyond EU and national trigger levels			4	2	8	Reduce	CBC pollution monitoring aims to capture areas of concern and allow for mitigation measures to be implemented	Dec 2019	Tim Atkins	
Explanatory notes											
<p>Impact – an assessment of the impact if the risk occurs on a scale of 1-5 (1 being least impact and 5 being major or critical)</p> <p>Likelihood – how likely is it that the risk will occur on a scale of 1-6 (1 being almost impossible, 2 is very low, 3 is low, 4 significant, 5 high and 6 a very high probability)</p> <p>Control - Either: Reduce / Accept / Transfer to 3rd party / Close</p>											