

Cheltenham Transport Plan – Phase 4

June – December 2018 review

Overview

- Implementation of CTP in phased approach approved in 2015.
- Analysis of traffic flows undertaken after completion of each Phase
- Report produced and discussed with Lead Cabinet Member.

Feedback to date

Total of 798 submissions to GCC website:

376 formal representations;

422 general enquiries (comments / questions). GCC respond to 'what' enquiries, CBC respond to 'why' enquiries.

General themes across all correspondence:

- Access for businesses on Clarence Parade and the western end of Clarence Street;
- Blue Badge Holder access to Pittville Street;
- Concerns / comments on traffic increases on other routes around the town and increases in journey time. Streets mentioned include St. George's Street and Rodney Road; and
- Signage comments were primarily recorded in the initial month, but these have decreased following the additional traffic management introduced in early August;

Traffic Flow Monitoring Overview

- 26+ Sites across the town. Mixture of fixed counters & temporary RADAR counters.
- Sites on main roads and minor roads which may experience changes in flow / had been flagged by public.
- Baseline data collected during November 2015
- Average 24 hour two-way flow used as baseline position as scheme is in place 24/7

Monitoring Site Map

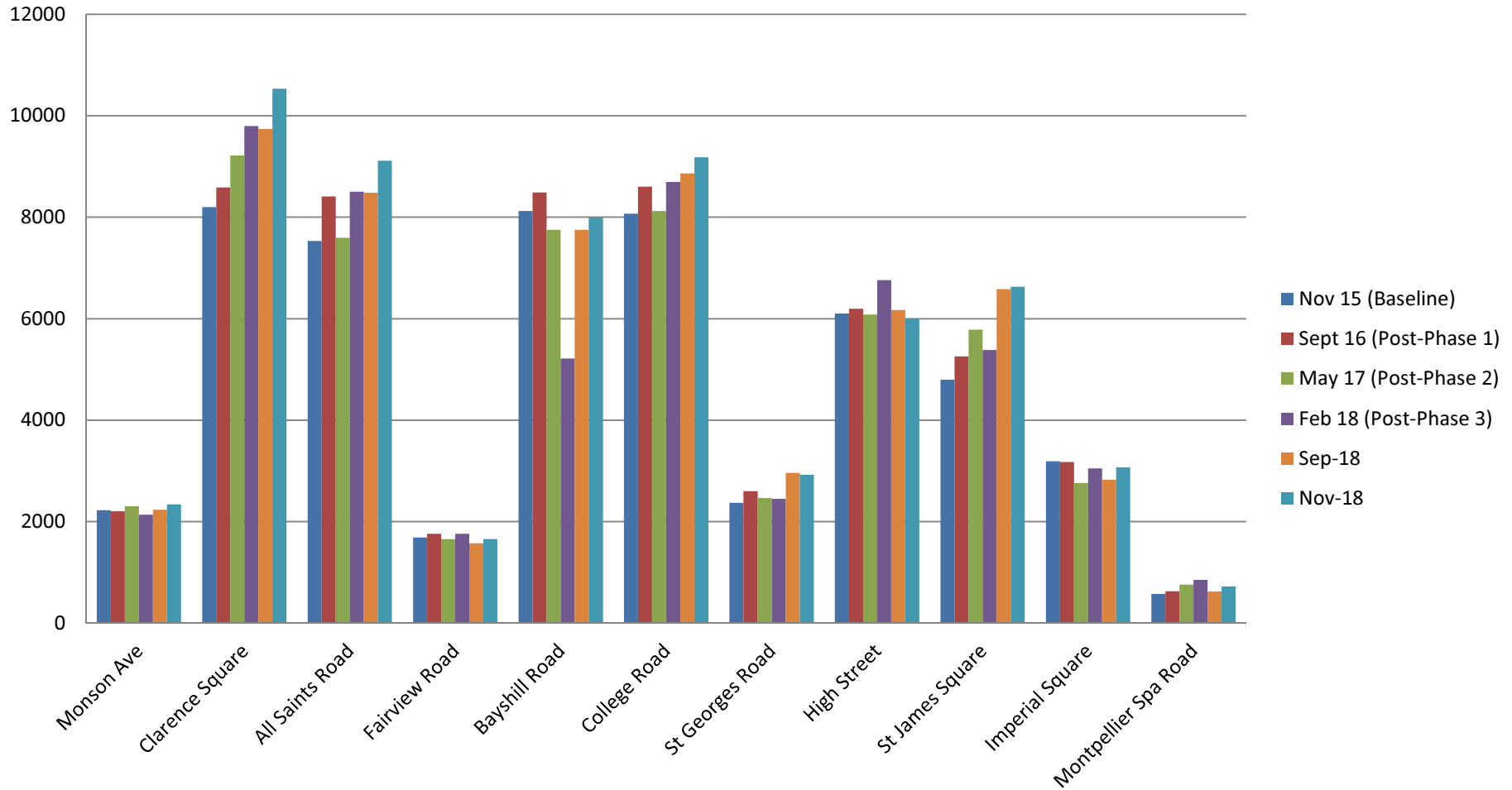


Phase 4 Monitoring

- Three data sets collected to date:
 - July 2018 (Primarily monitoring for any immediate issues)
 - September 2018 (first neutral collection period after start)
 - November 2018 (To provide comparison to baseline data)

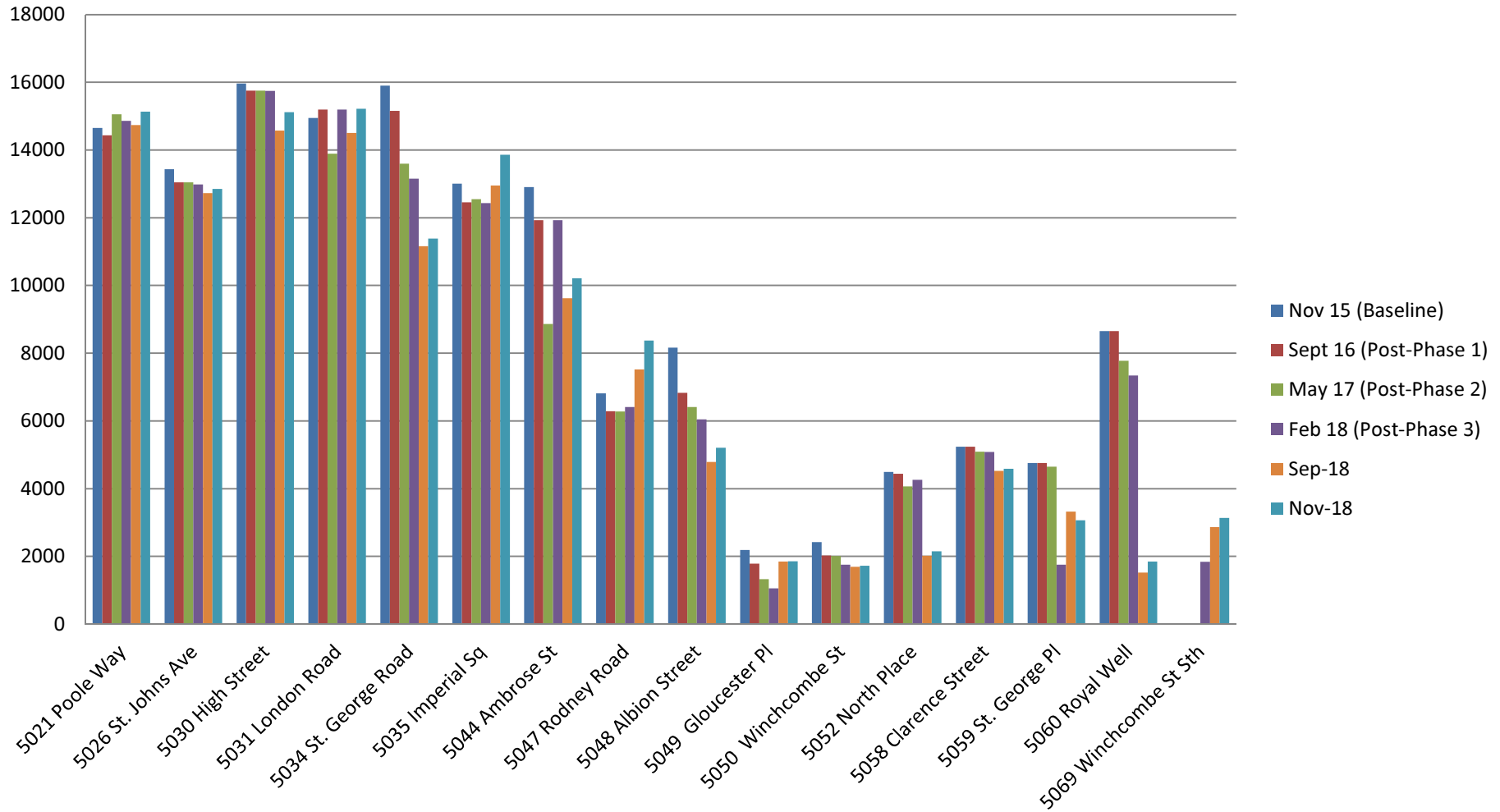
Temporary Site Data 2015 -2018

Average 24 hour two-way flow at each site



Fixed Site Data 2015 -2018

Average 24 hour two-way flows at each site



Phase 4 Monitoring

Key Areas

- **Northbound routes** (St. James Sq, Ambrose St, St. George's St)
- **East** (Rodney Road, High Street, Winchcombe Street S)
- **Data collaborates feedback from public**
- **Growth between 20% and 35% but from a relatively small baseline**
- **Mitigation measures being considered**

Proposed Revisions to the Trial

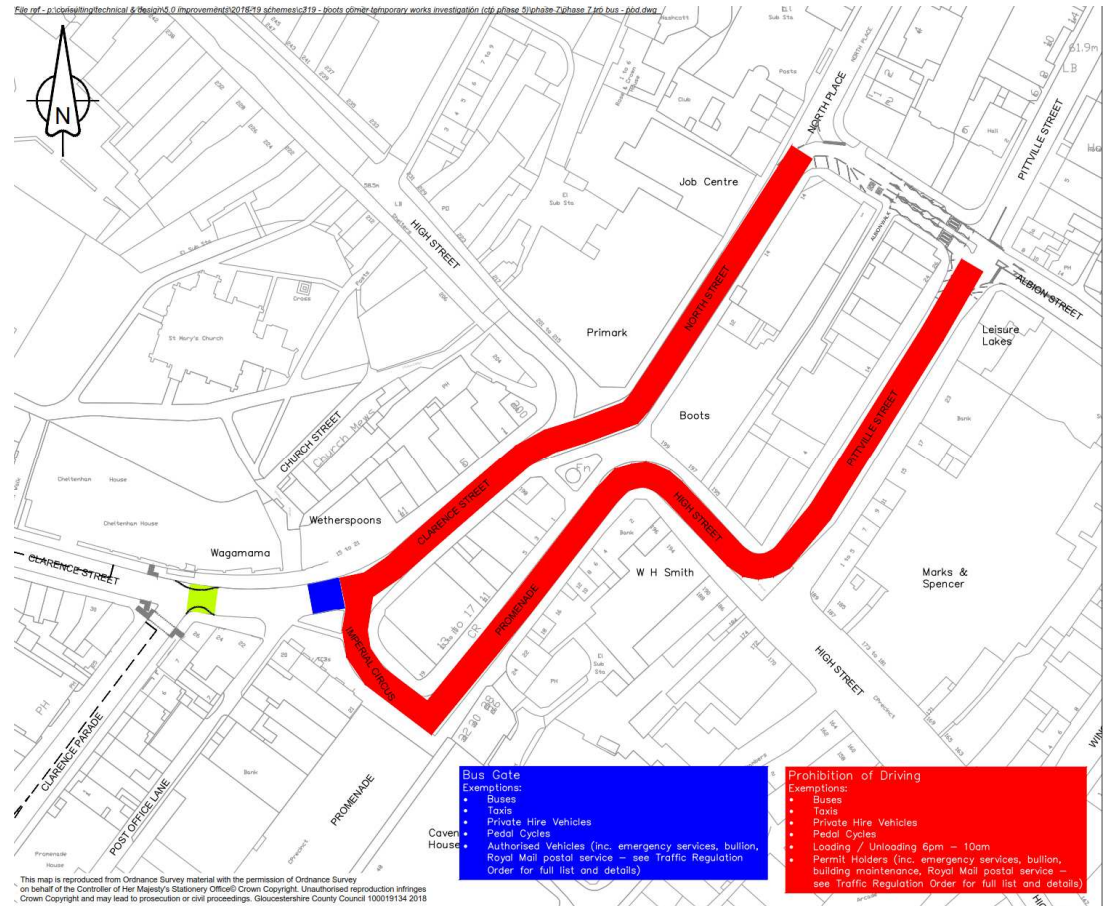
Address key themes raised in feedback:

1. Revised restriction.

Maintains overall scheme objectives, and removes Clarence Parade / Clarence Street from the restrictions.

2. Additional blue badge bays in Winchcombe Street.

Additional bays locations identified immediately north of High Street



Additional Works

- Investigation into options for traffic calming on Rodney Road; and
- Investigation into wider directional signing; and
- Separate longer term improvement project for A4019 corridor (2020+)

Timeline/Next Steps

- Mitigation measures likely to be install in April/May 2019
- 6 month consultation period following changes
- TRO Committee to review experimental TRO - November or December 2019.

Headline impacts of Cheltenham Transport Plan

First phase – Albion Street

- Main beneficiary is service B Charlton Kings – Swindon Village with 7,000 users per week
- Shorter route via Albion Street saves 1,500 miles p.a / 190 gallons of diesel
- Route time saving c2 minutes from Charlton Kings; greater saving at peak times

Headline impacts of Cheltenham Transport Plan

Current phase – Boots Corner

- Since trial began in June 2018 passenger journey numbers in Cheltenham up 5,000 per week
- This is 4% growth against a national picture of 2% decline and supports GCC Local Transport Plan target to maintain bus usage
- Cheltenham bus punctuality up to 93.1% from 91.5% over 50,000 miles in Cheltenham per week
- November 2018 weekend races meeting; buses taking 15% less time (8 mins) to travel from the Racecourse to the town, station and back to the Racecourse to undertake their next journey

Significant Positive Impacts

- 85% drop in traffic at Boots Corner, - reduction of 800 vehicle per hour
- 700 additional pedestrian movements per hour
- 4% more bus passengers – 5,000 passenger journeys per week
- Bus punctuality improvements
- Number of cyclists tripled
- 70% increase in wheelchair movements
- 531 direct jobs generated