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

Legend
- Fixed ATC Sites
- Temporary ATC Sites

- A4019
- Waitrose
- Trial Restriction Extents
- Albion St
- Rodney Rd
- Imperial Sq
- Bath Rd
- College Rd
- A40
- All Saints Rd
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

Nov 15 (Baseline)
Sept 16 (Post-Phase 1)
May 17 (Post-Phase 2)
Feb 18 (Post-Phase 3)
Sep 18
Nov 18
Fixed Site Data 2015 -2018

Average 24 hour two-way flows at each site

- Nov 15 (Baseline)
- Sept 16 (Post-Phase 1)
- May 17 (Post-Phase 2)
- Feb 18 (Post-Phase 3)
- Sep-18
- Nov-18
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