CONNECTING CHELTENHAM

BASELINE REPORT

SYSTRA

16 SEPTEMBER 2019

FINAL VERSION

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1 | Introduction


Cheltenham Spa
Cheltenham Spa

INTRODUCTION

In June 2018 SYSTRA was appointed by Cheltenham Borough Council to develop a Borough-wide transport strategy. The strategy will help deliver Cheltenham's wider place making agenda and integrate new development into the existing transport network.

This report is a baseline that collects a wide range of contextual information in one place, forming the evidence base from which drivers for change and key issues have been identified, along with key opportunities. The report is the foundation of the Connectivity and Modal Shift strategy.

To accommodate growth and support the Borough's 'place' ambitions, it will be essential to support an increased proportion of trips undertaken sustainably. This requires an understanding of existing movements, new movements that will be generated by development, and the barriers to increased levels of sustainable travel that currently exist.

The baseline has therefore looked broadly at Cheltenham as it is now, considering land use, the health and well-being of its citizens, local heritage and the quality of the built environment, green infrastructure, environmental conditions, and, of course, existing transport networks and observed travel patterns. This baseline report also includes the results of the first stakeholder engagement workshop.

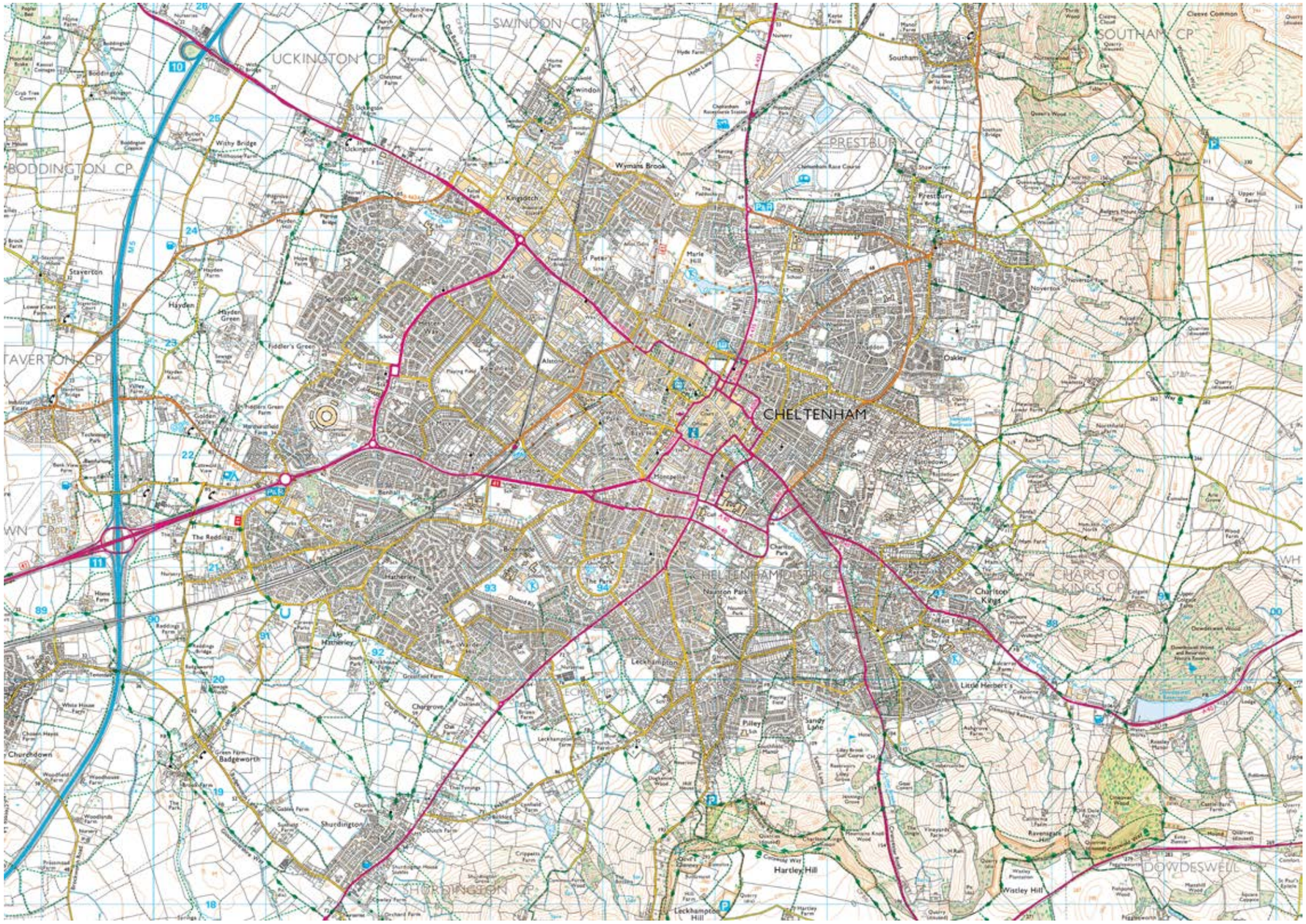
2 | Cheltenham Now

CHELTENHAM

Cheltenham is a town and borough situated on the edge of the Cotswolds, within Gloucestershire's Central Severn Vale.

The town is famous for its spa heritage and its beautiful built and natural environment. The town is also well know as home to a number of important sporting and cultural festivals.

The town has a population a of circa 120,000.



CHELTENHAM IN CONTEXT

Cheltenham is located at the edge of the Cotswolds Area of Outstanding Natural Beauty (AONB), which constrains growth of the town to the east and south-east.

Cheltenham's nearest city is Gloucester.

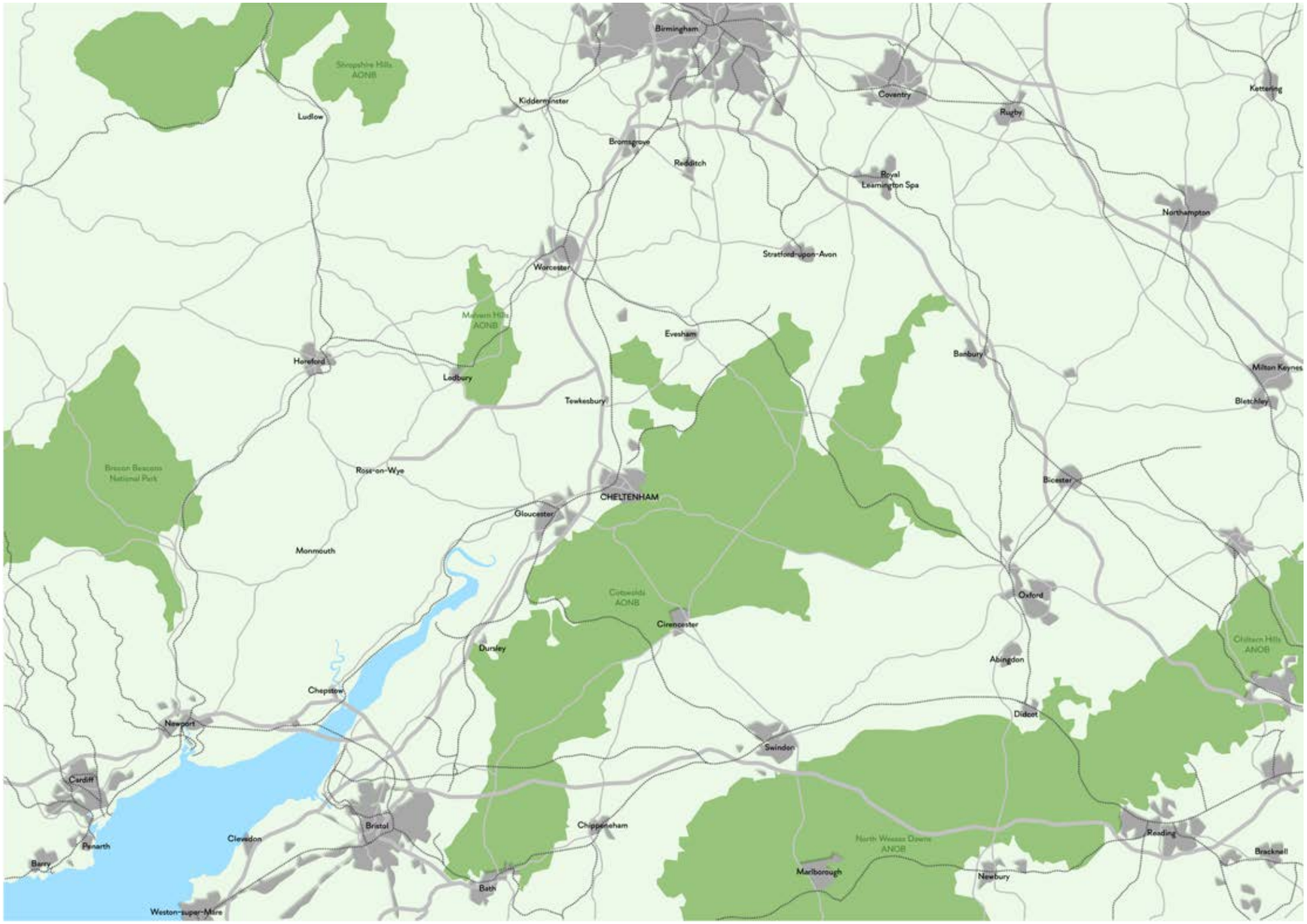
Gloucester and Cheltenham are separated by the M5, which serves Cheltenham via junctions 10 and 11.

The A40 is an important strategic road route that runs through the town, connecting Gloucester to Oxford. Other strategic routes that pass through Cheltenham include the A46, A435 and A4019.

The town is on the Bristol-to-Birmingham Main Line railway, with regular passenger services connecting it to national destinations such as London, Birmingham, Manchester, Cardiff, Bristol and Exeter and Gloucester.

Train services stop at Cheltenham Spa station, which is located approximately 1 mile from the town centre.

Cheltenham sits on National Cycle Route 41.



LEGEND

- Urban area
- Greenspace
- Area of Outstanding Natural Beauty
- Motorway
- A road
- Railway line

NEIGHBOURHOOD LAND USE

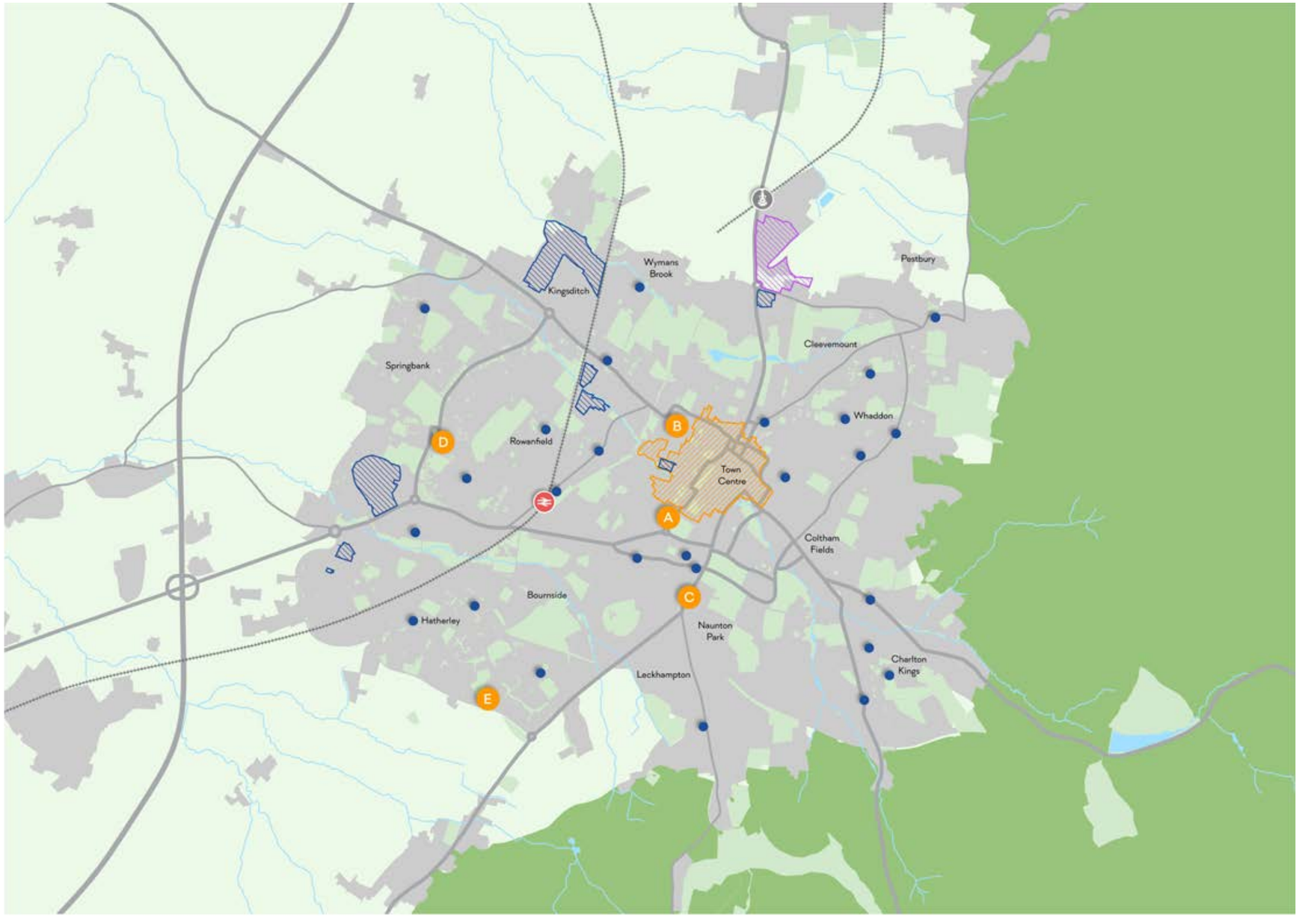
The neighbourhood land uses are illustrated in the figure on the right.

Cheltenham's topography is relatively level.

Cheltenham has a centrally located town centre that is connected to surrounding neighbourhoods by a well-connected street network. Local centres are well distributed throughout the town.

The three main areas of employment are the town centre, Kingsditch retail and employment area and GCHQ.

The compact nature of the town, its connected street network and level topography are all important features that support and encourage walking and cycling for a wide range of purposes and across a wide range of people.

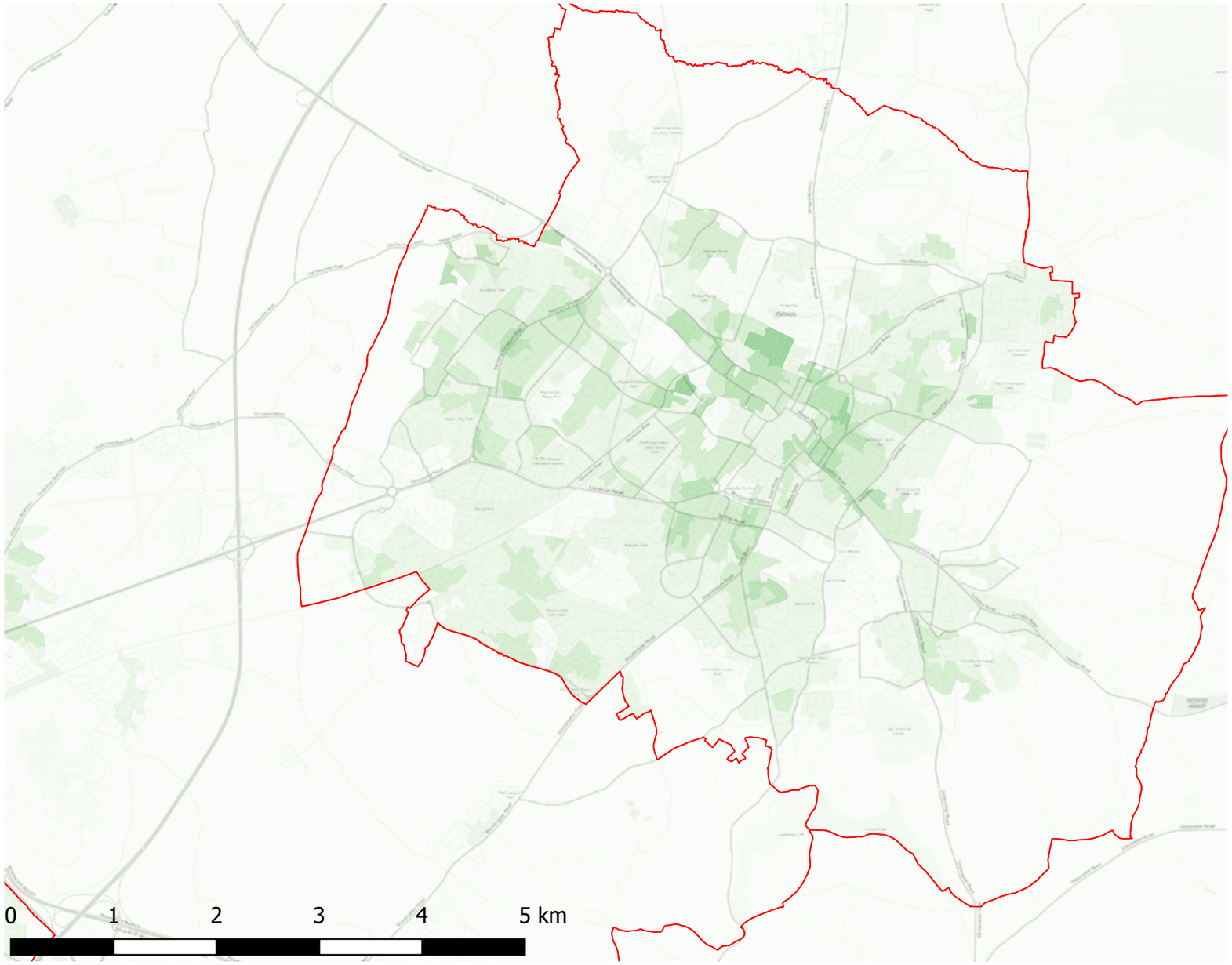


POPULATION DENSITY PER HECTARE

The population density is fairly evenly spread around much of the town, although it is higher in the areas bordering the retail core, and particularly in and around St Paul's. Towards the outskirts of Cheltenham, the population density drops quite significantly, especially towards the east and south east.

Population density is important for sustainable access to local shops and services. Sparsely populated areas will have a smaller population within a comfortable walking or cycling reach of services than more densely populated areas. This impacts on how people travel to local shops and centres, and how accessible services such as healthcare, employment centres, schools or local buses are.

The scale of Cheltenham means that in practice most places are within a comfortable cycle ride of most other places, so the population densities are more interesting in terms of access to services on foot.

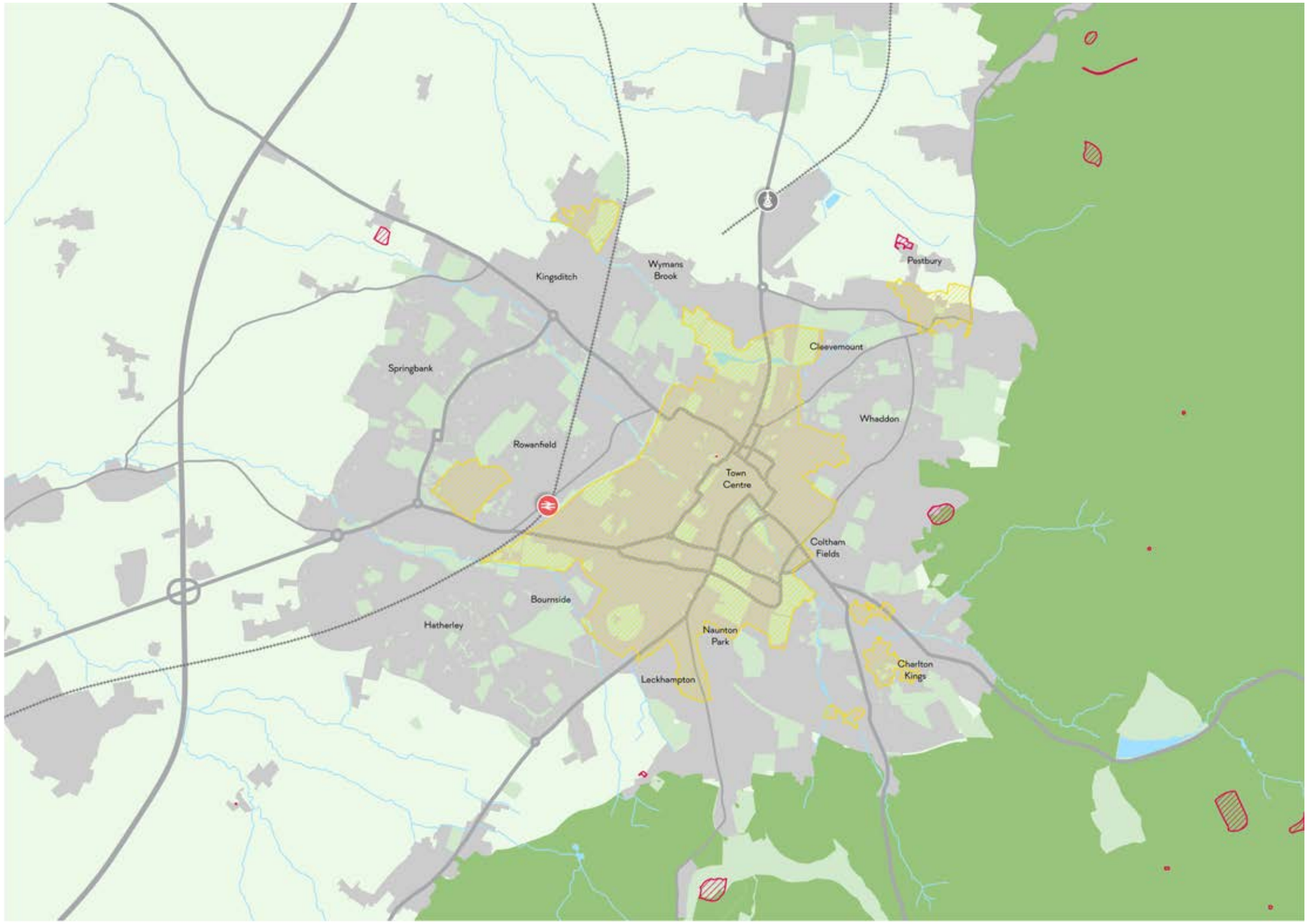


LOCAL HERITAGE

A very significant proportion of Cheltenham is Conservation Area and several scheduled monuments are located on the periphery of the town, as illustrated by the figure on this page.

Cheltenham has a strong local heritage and the quality of its townscape and landscape are important.

Transport networks and behaviour should seek to support and enhance the features.

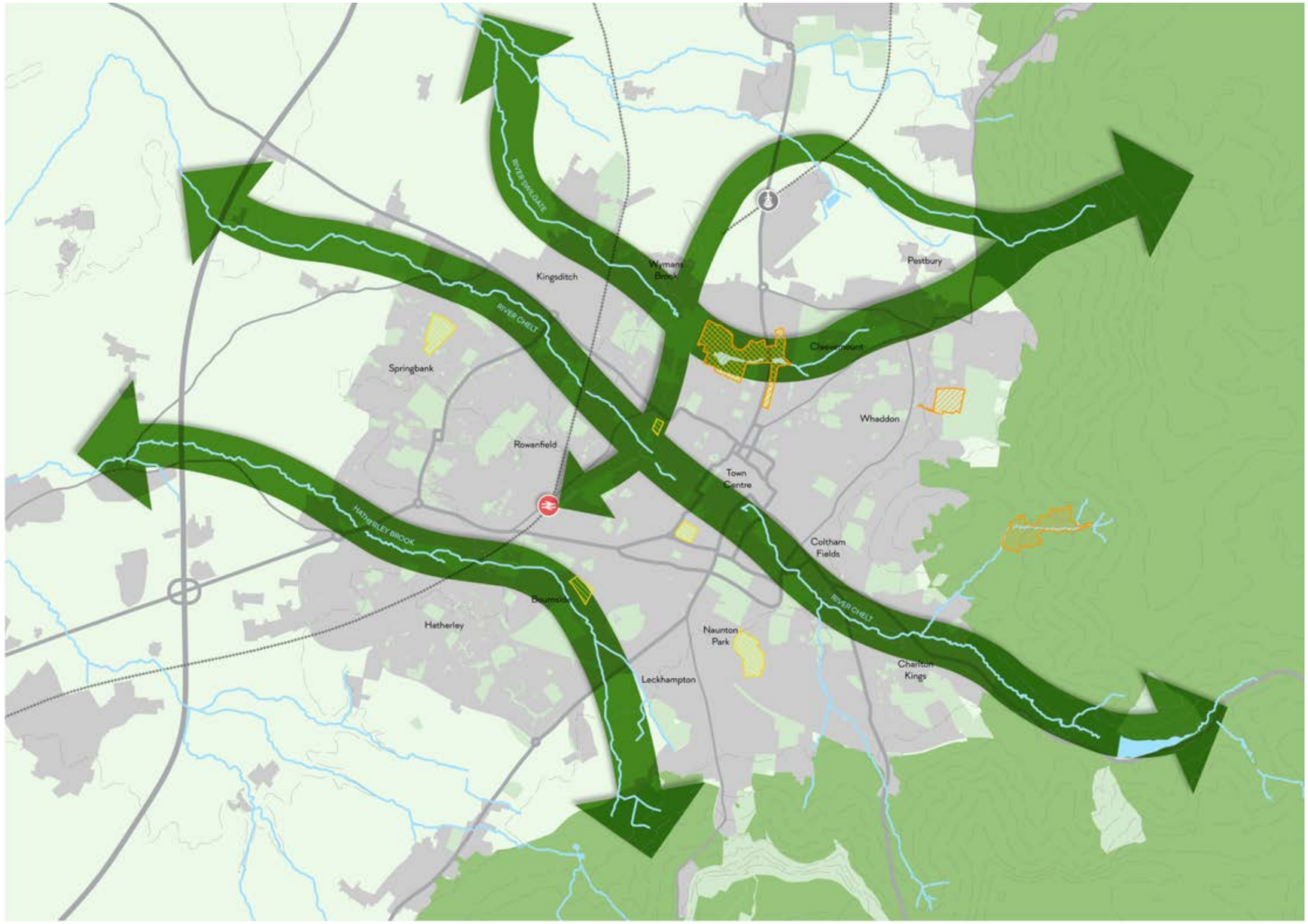


GREEN INFRASTRUCTURE

Cheltenham sits at the base of the Cotswold scarp, which presents a further constraint to growth on the town's south-eastern and eastern edges.

Several watercourses run through Cheltenham, falling in a broadly south-east to north-west direction, and including Hatherly Brook and the river Chelt. These broadly align with strategic green corridors which pass through Cheltenham Parks and greenspaces. These are highlighted on the plan here and extend within and through Cheltenham, and out towards the Cotswolds AONB and the M5.

Although rivers form barriers to movement along orthogonal routes, these watercourses are small, and therefore relatively easily bridged. Bodies of water and watercourses as well as green corridors are desirable features to walk and cycle along, and therefore can enhance the attractiveness of active and sustainable modes, so long as routes are overlooked and don't feel isolated.



STRATEGIC GROWTH

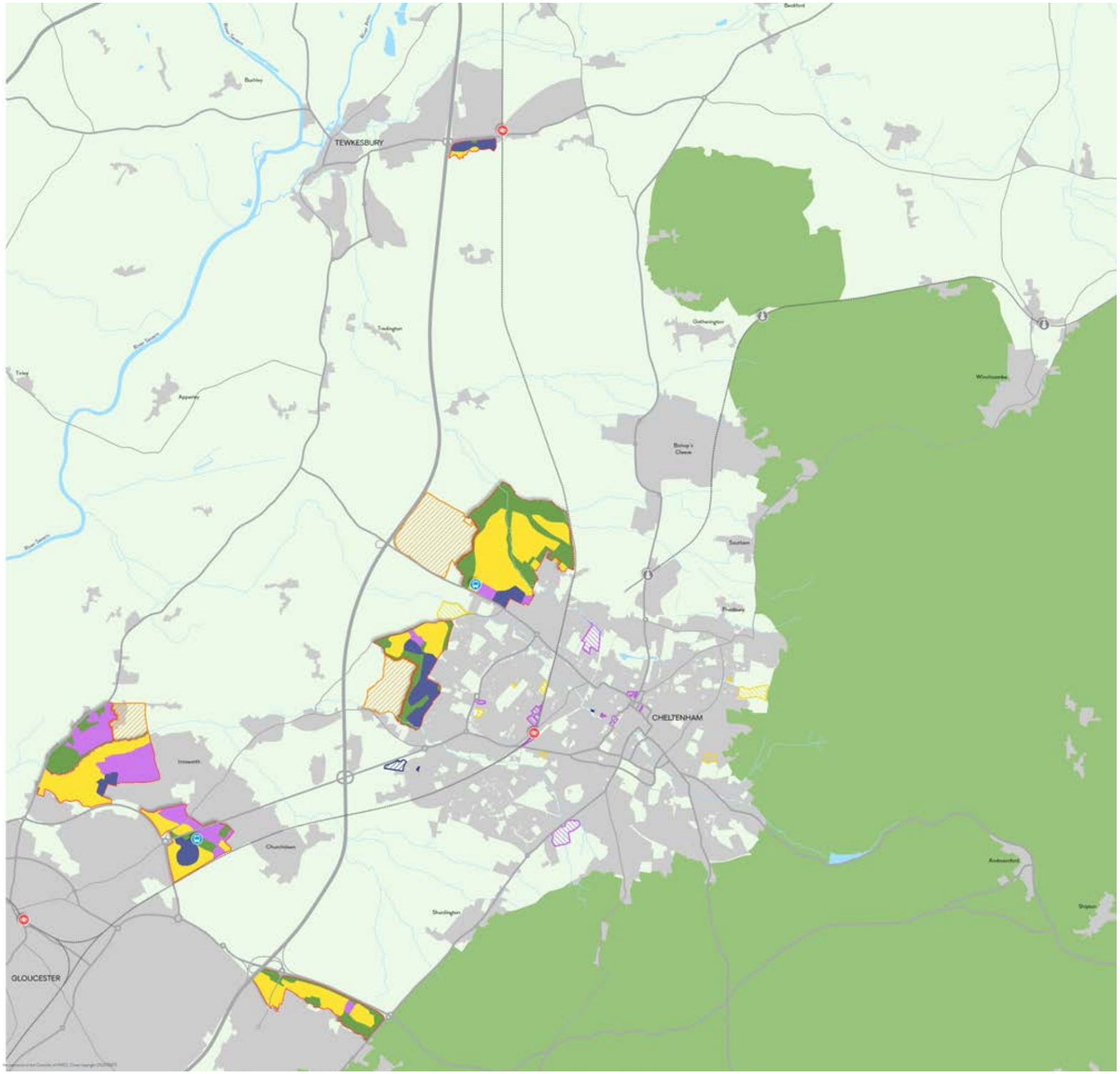
A number of strategic residential, economic and mixed use developments are planned to Cheltenham and surrounding areas.

The Cyber Park proposals represent an important strategic employment allocation along the town's western edge, expanding the employment offer in the area broadly centred around GCHQ.

An large residential allocation is also planned to the north-west.

Growth within Cheltenham, therefore, is concentrated to its west, extending the built up area of the town towards the motorway and nearby Gloucester.

Strategic allocations are also proposed in Ashchurch (Tewkesbury) to the north and Gloucester to the south west. All of the proposed strategic allocations are illustrated in the plan on this page.



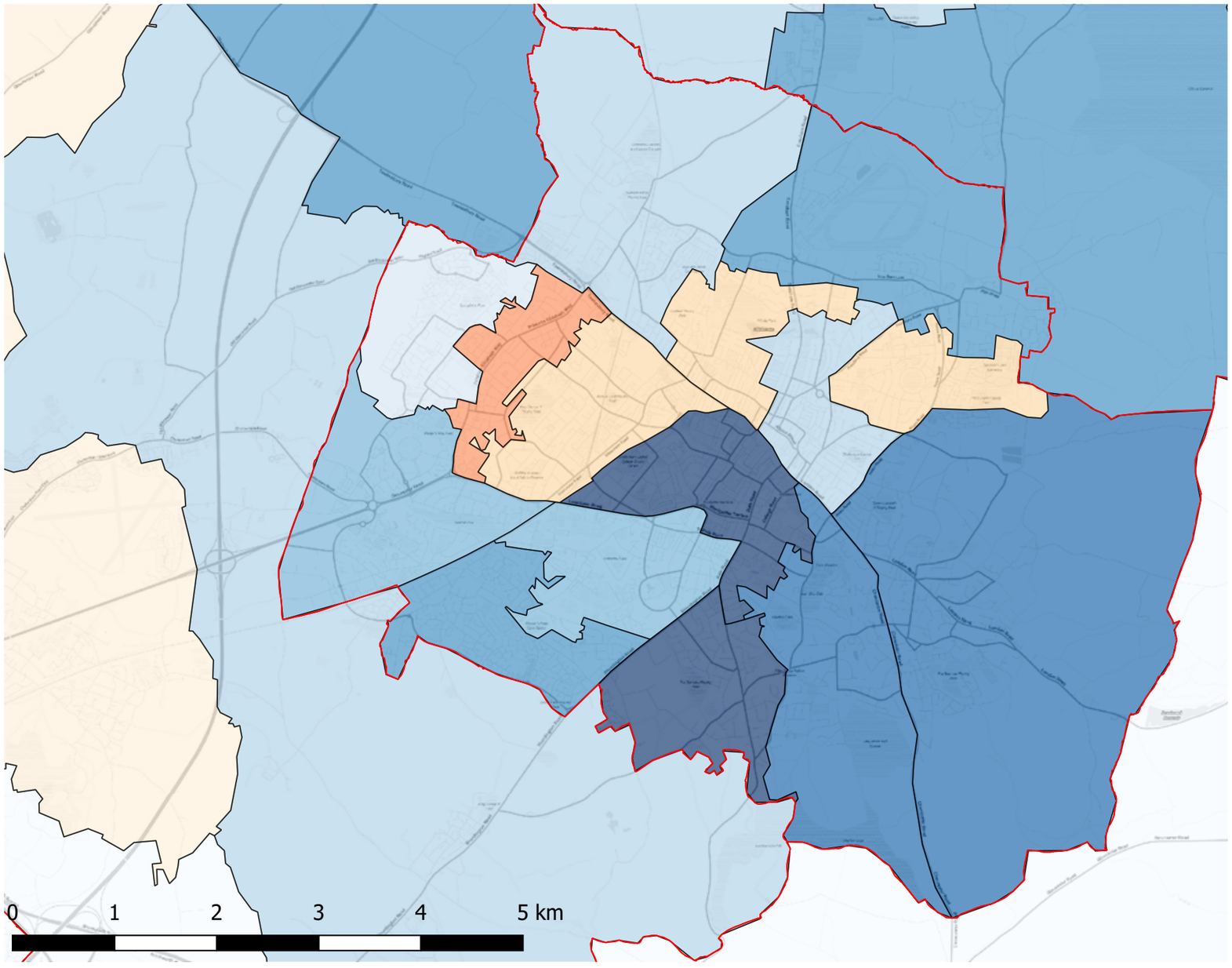
CHILDHOOD OBESITY

As illustrated in the figure on this page, overall rates of childhood obesity in Cheltenham are lower than the English average. Warmer colours indicate levels of obesity above the English average.

Southern and eastern areas perform particularly well on this metric. However, the neighbourhoods directly adjacent to Princess Elizabeth Way, and a number of areas bordering the Tewkesbury Road (A4019) to the north and the Gloucester Road (A40) to the south have the worst childhood obesity rates in Cheltenham, with rates above the national average.

Even for many of the areas within Cheltenham where childhood obesity is lower than the national average, the levels should be viewed with concern.

Lack of activity is one of the main causes of obesity.



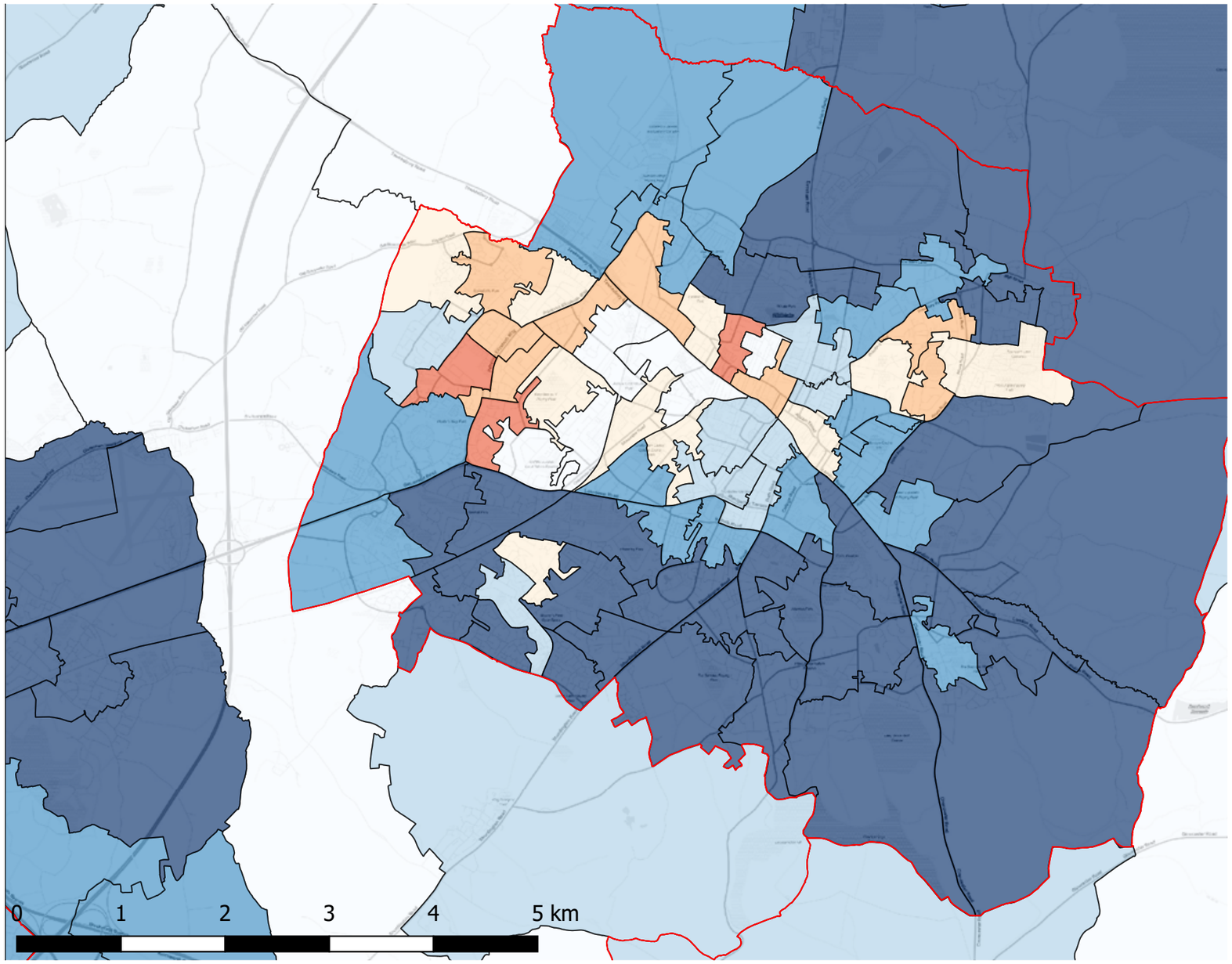
INDEX OF MULTIPLE DEPRIVATION

The Index of Multiple Deprivation reveals a complex picture in the town, and is illustrated in the figure on this page. Warmer colours indicate higher levels of deprivation, compared to the English average.

The northern, eastern and southern fringes of the town are characterised by very low levels of deprivation compared to the English average.

However there are significant areas of deprivation where levels are higher than the national average. These most deprived areas are primarily located in the central and western parts of the town, although another area of deprivation is found around Priors Road.

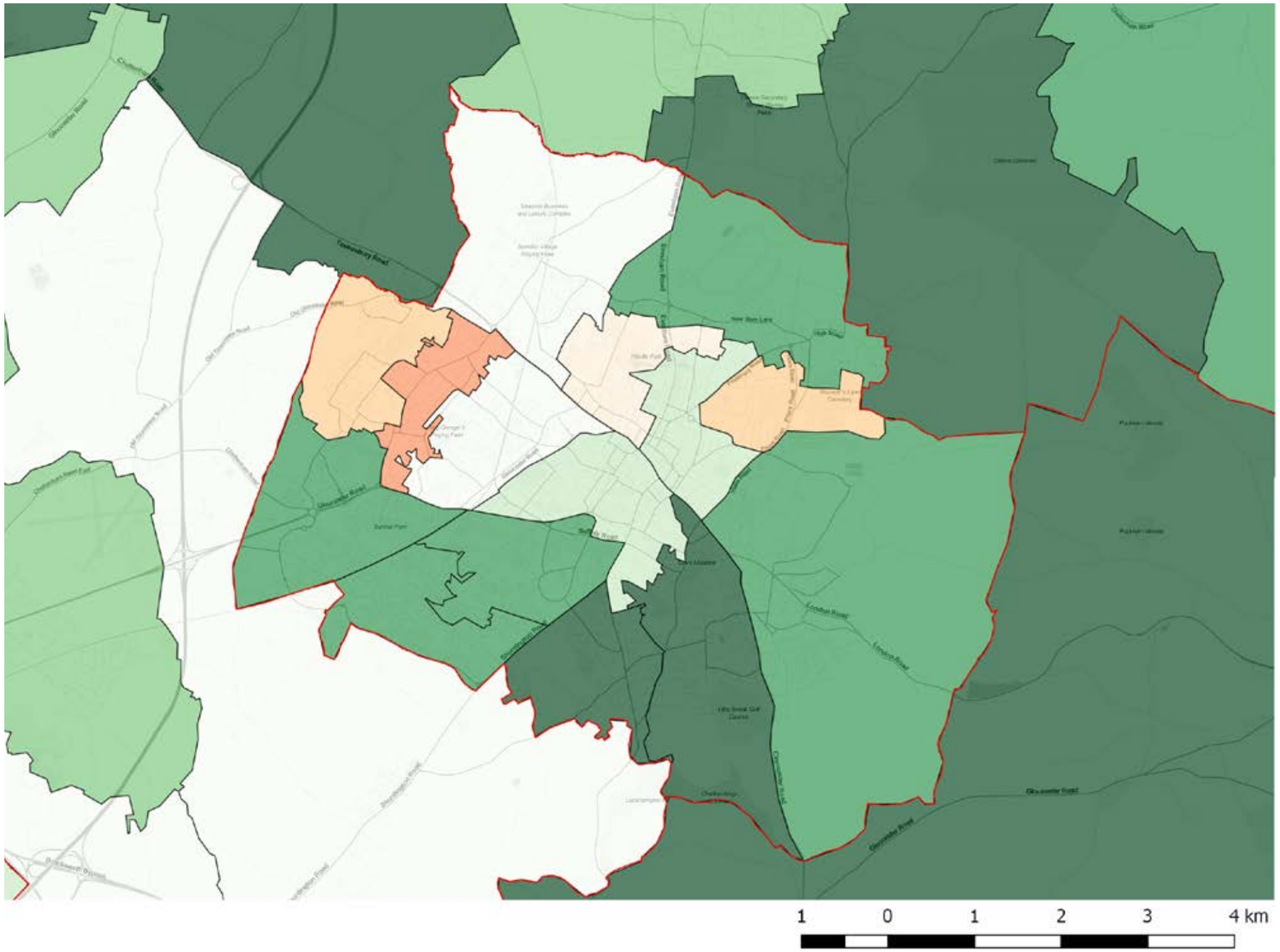
These areas are more deprived than the England average, and there is a notable overlap in the areas affected by worse than average childhood obesity



HEALTHY LIFE EXPECTANCY - MALE

The male (this page) and female (next page) healthy life expectancies have been plotted for Cheltenham and surrounding areas. Warmer colours indicate lower healthy life expectancy than the English average.

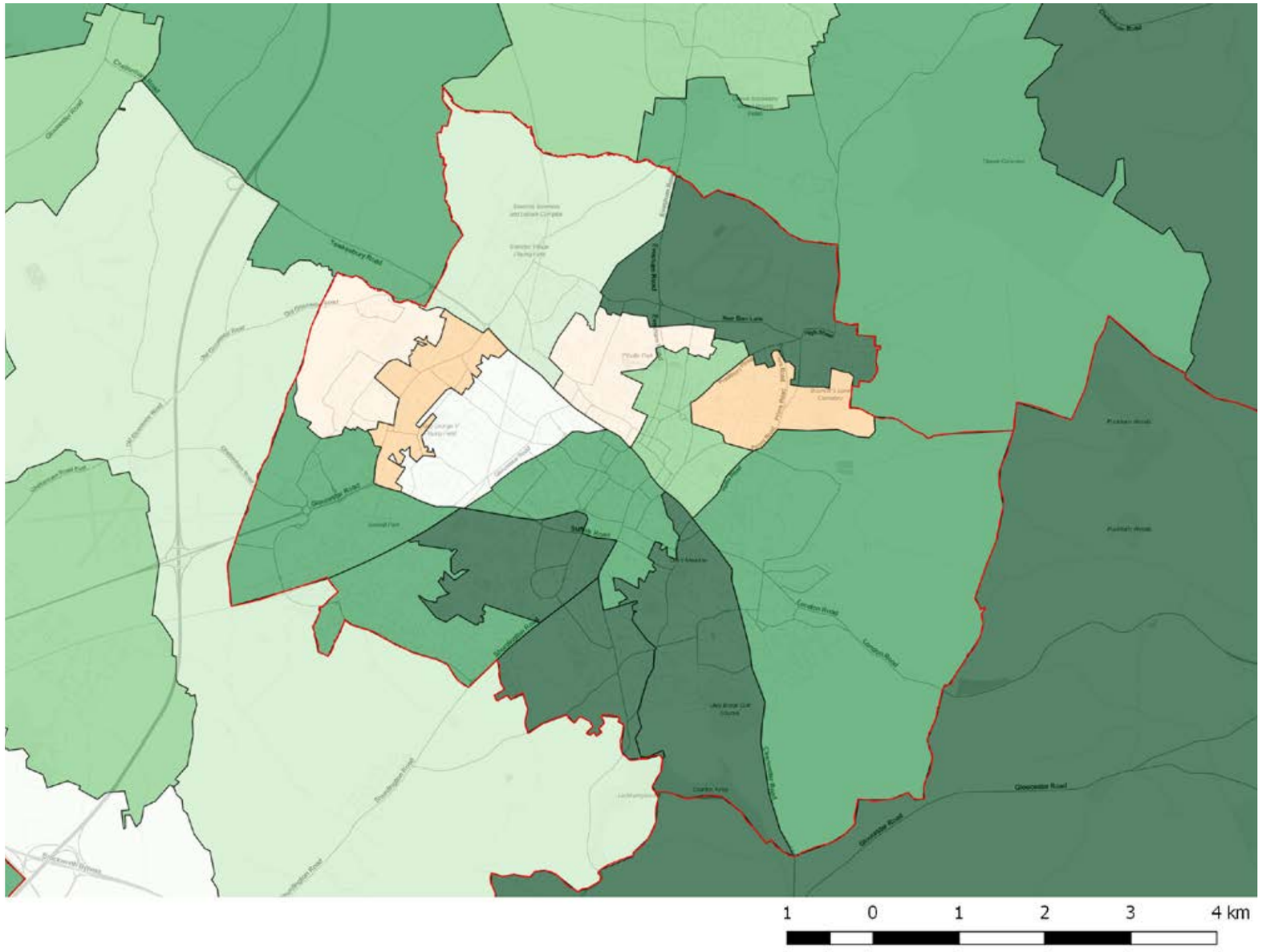
In common with previous plots, these plots show how Cheltenham compares with the national average.



HEALTHY LIFE EXPECTANCY - FEMALE

Within Cheltenham there is little variation in the picture seen for men and women.

Once again, these areas correlate with areas of higher childhood obesity, and higher Index of Multiple Deprivation.

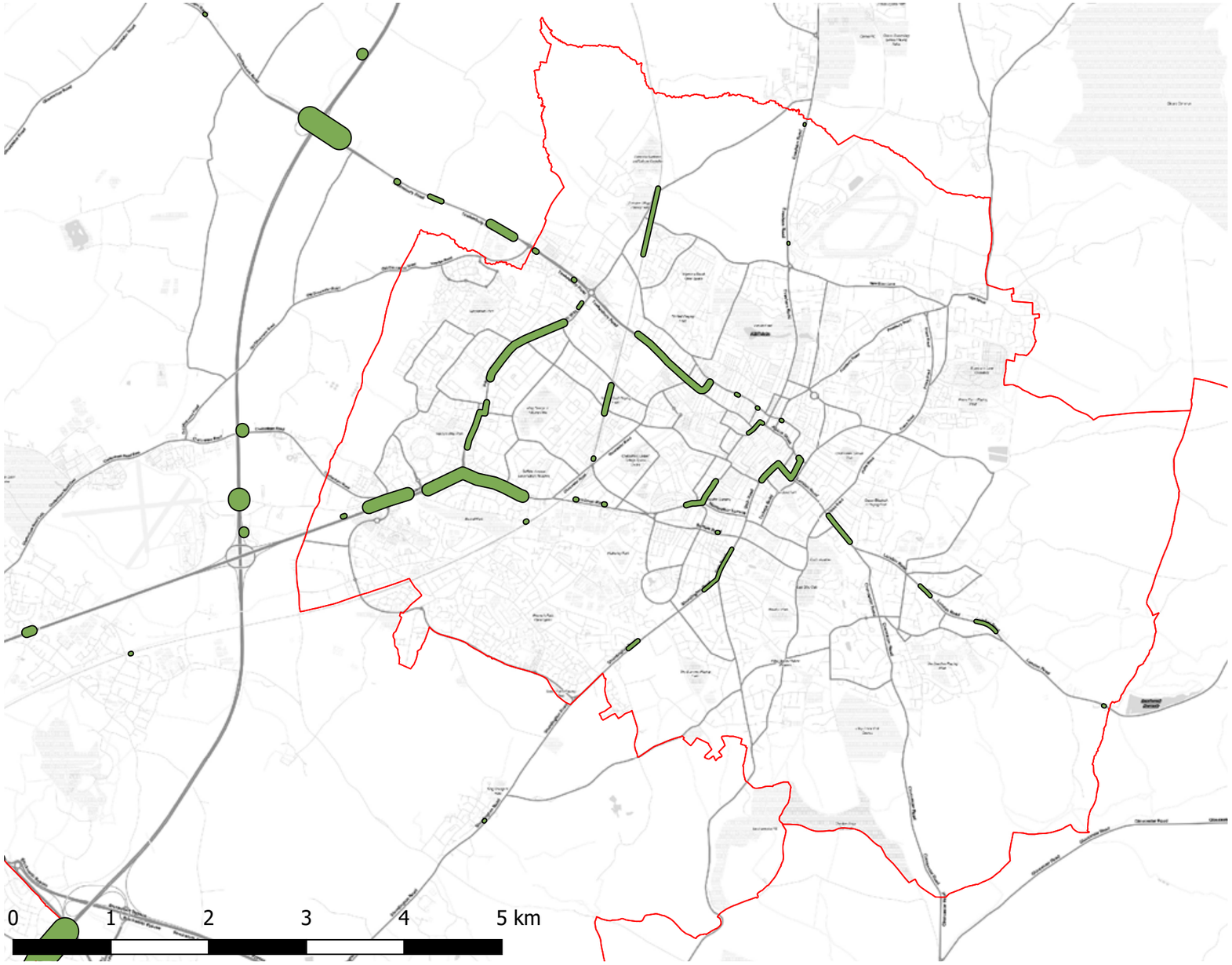


NOISE IMPORTANT AREAS

This map indicates Important Areas (IAs) or noise 'hotspots' identified by DEFRA's strategic noise mapping exercise, carried out in 2012.

Significant lengths of the strategic highway routes within Cheltenham are covered by Important Areas, and many appear to impact on residential properties, giving rise to consequential health concerns as a result of traffic noise.

It is noteworthy that the stretches of A4019 and A40, along with Princess Elizabeth Way, that are worst affected are the stretches of road that run along or through the areas identified on previous pages as having some of the worst quality of life indicators.

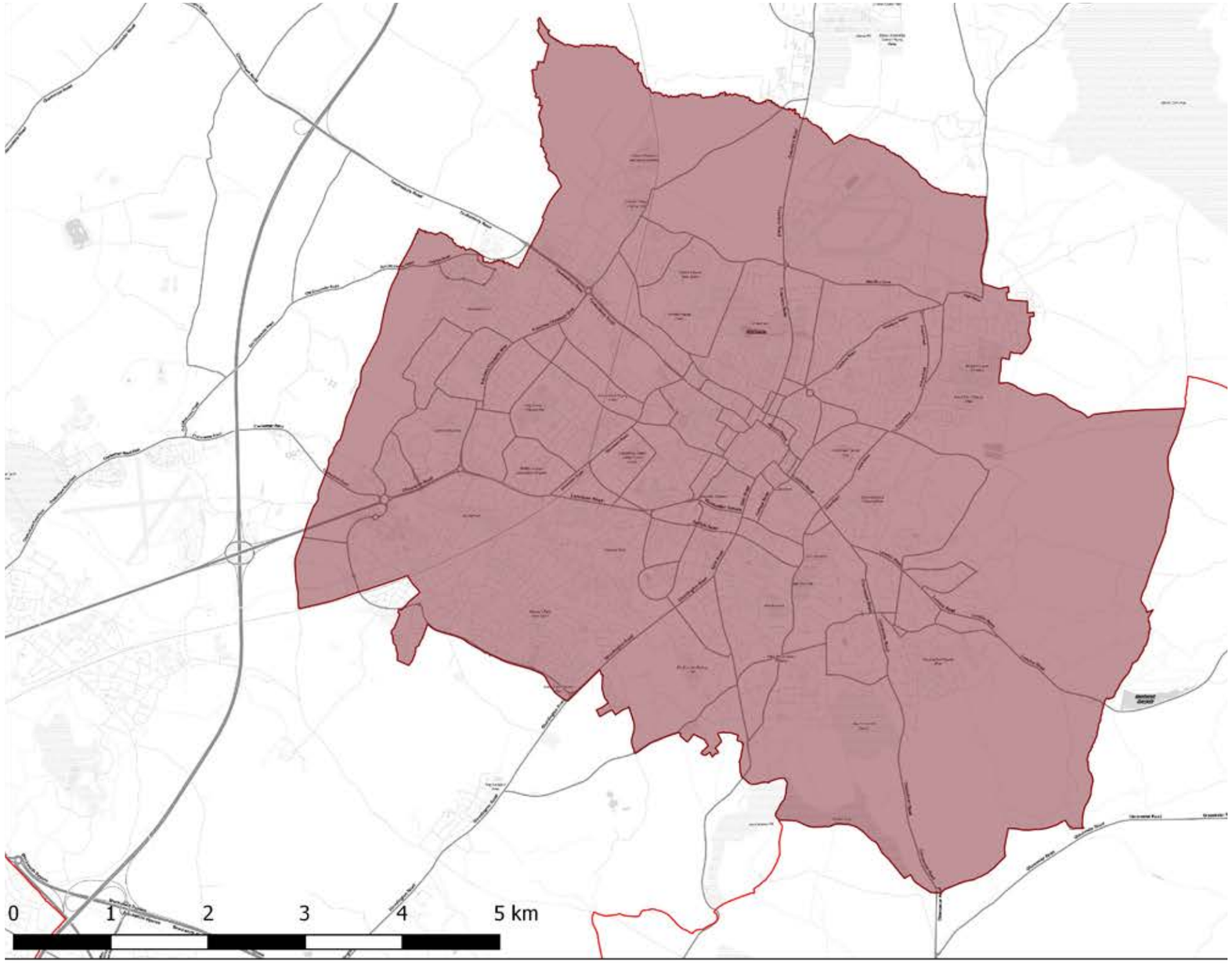


AIR QUALITY MANAGEMENT AREA (AQMA)

The Cheltenham air quality management area boundary can be seen on the adjacent plan. The entire borough is designated an AQMA, reflecting the number of locations exceeding legal limits for Nitrogen Dioxide.

Poor air quality has serious health implications and reduces the liveability of the town.

The purpose of an AQMA is to identify those locations where action is necessary to improve air quality. Although locations of poorer air quality within Cheltenham are localised, designating the whole town an AQMA reflects both the wide population exposure to poor quality air, and the recognition that the effect of door-to-door transport choices is a key driver of reduced local air quality.



CAR AND VAN AVAILABILITY

Household access to a car or van appears varied across the town. This metric is plotted by comparison with the England average, with warmer colours indicating below average access.

Residents in the town centre appear to have the least availability, with the peripheral areas having greater access to car or van. This pattern is expected, but there are significant areas that do not fit this pattern. Most notably the areas around Princess Elizabeth Way, to the west, and Priors Road to the north east of the town centre.

It is notable that the areas of lower van and car availability seem to correlate with those areas characterised by lower healthy life expectancy and higher levels of childhood obesity.

This is consistent with the idea that those with the least access to transport options often suffer disproportionately from the disadvantages of those transport systems.

OBSERVATIONS

Cheltenham's employment land is not distributed evenly across the town, being concentrated in the town centre and to the western and north-western fringes of the town.

The town's eastern edge is defined by the Cotswold scarp and the AONB, which constrain growth to the east and south east.

Strategic allocations have been identified to the west and north west of the town.

Across a number of demographic and economic indicators, the west and north-west of the town, along with parts of the town centre under-perform the rest of the town.

These areas also experience some of the more severe transport dis-benefits, as indicated by the noise important areas plan, while having some of the lowest access to private motor vehicles.

The main strategic allocations for Cheltenham, which will increase local population as well as transport demand, are proposed on the edges of the same areas, to the west and north-west of the town, and on the parts of the strategic road network that run through them.

Accommodating the increase in travel demand associated with the planned growth will need to be achieved in a way that protects existing communities and neighbourhoods and even creates new sustainable travel opportunities for them, while also protecting and enhancing Cheltenham's character and historic townscape.

KEY ROUTES - CHARLTON KINGS

Charlton Kings is a contiguous village which forms part of Cheltenham's wider conurbation. Sixways is an active local centre located towards the north west of Charlton Kings along the A40 London Road, a radial route providing links between south east Cheltenham and the town centre.

This plan and photos on the following pages illustrate existing layout and conditions in this local centre.

ISSUES AND OPPORTUNITIES

Sixways is an active local centre supporting a number of facilities and services such as a health centre, a local supermarket, pharmacy as well as a host of independent local shops, bars and cafés. Site visits have revealed a number of issues:

1. **High traffic volumes:** while high levels of traffic do not necessarily equate to a poor quality environment, aggressive driver behaviour, increased vehicle speeds and noise, poor air quality and large amounts of the public realm being given over to vehicle carriageway and parking do have a negative impact. High traffic speeds and volumes contribute to severance, making it difficult to cross roads at will - especially for some elderly people and those with limited mobility.
2. **Weak sense of arrival:** On high capacity routes such as the A40 London Road, high levels of traffic pass through local centres like Sixways, with many drivers not recognising they've reached a local neighbourhood centre. Consequently driver behaviour may not adapt to reflect that they are passing through areas with an increased place value for the local community. This lack of recognition limits the opportunities for the centre to capture economic advantage from the high number of passing vehicles.

EXISTING

3. **Number of side streets:** Sixways has a high concentration of both side street junctions and vehicular accesses to private courtyards and dwellings. For both pedestrians and cyclists moving up and down the linear local centre this creates a regular pattern of disruptions to movement along the street. Characteristics such as these negatively impact on the pedestrian experience and reduce the desirability of the centre as a place to walk and cycle to, walk around or dwell in, with the potential consequent negative impact on local shops and services.

1 Photo Location marker
1 Entrance to St Edwards Preparatory School and public car park
2 The London Inn public house
3 On-street parking
4 Retail shops and cafes
5 Retail shops and cafes
6 Signalised pedestrian crossing
7 Access to private rear parking court
8 Dedicated right-turn lane for 5-way junction on A40
9 Signalised 5-way junction with pedestrian crossing points
10 Guard rail on corner of street
11 Parade of shops
12 Informal off-street parking in front of shops
13 No parking - Double yellow lines
14 Bus shelter - Bus bay within carriageway
15 Poor quality surfacing/ pedestrian crossing at junction
16 Car park - London Road sixways public car park

KEY ROUTES - HESTER'S WAY

Hester's Way is a residential neighbourhood located in west Cheltenham. This area differs in character from the Regency areas classically associated with Cheltenham, having been largely developed during the 1950s and 60s as a large social housing project. Hester's Way Road is a loop-road serving a majority of the Hester's Way neighbourhood, connecting with Princess Elizabeth Way and Coronation Square at either end.

ISSUES AND OPPORTUNITIES

Hester's Way local centre is a small retail parade possessing a co-operative supermarket and post office adjacent to Hester's Way Primary School. Currently a vacant retail unit exists within the local centre. The centre is located at the beginning of a proposed cycle route between the west Cheltenham urban extension and the town centre, and therefore there is plentiful opportunity to create a vibrant and well-used neighbourhood hub. However, the following issues have been identified that are potential barriers to local centre fulfilling this opportunity:

1. **Aggressive driver behaviour:** Hester's Way Road is a loop road connecting Princess Elizabeth Way to much of the Hester's Way neighbourhood, and as such carries a reasonable number of vehicles through its local centre. Elevated traffic volumes do not themselves necessarily lead to an uncomfortable environment. However, vehicles have been observed accelerating aggressively along Princess Elizabeth Way, in apparent response to frustration with localised congestion. This behaviour is intimidating and can result in excessive vehicle noise and speed. High traffic volumes, and high vehicle speeds cause severance by reducing opportunities to cross roads at will- especially for some elderly people and those with limited mobility.

EXISTING

1. Photo Location marker
1. Pedestrian and cycle link north west to Springfields Park and wider west Cheltenham
2. 3 storey post war apartment block
3. Double tree-lined street
4. Two-storey post war residential housing, on-plot parking in front of building line
5. Radburn-style housing
6. Pedestrian and cycle access
7. 1980s-1990s run of terraces fronting Hesters Way
8. Housing backing onto Hesters Way
9. Blank rear garden wall fronting Hesters Way
10. Traffic calming
    - Give way to priority traffic traveling west bound
11. Access to rear parking court
12. Rear parking court
    - Low level of usage
    - In poor state of repair
13. Closed neighbourhood shop with single storey residential above
14. On-street parking
15. Speed cushions
16. Co-op supermarket with single storey residential above
17. Poor quality public realm/ surfacing
18. Palisade security fencing
19. Nature garden with mature landscaping as part of primary school site
20. School playing fields
21. Primary school pedestrian access
22. Segregated cycle lane

2. **Single-sided uses:** Currently only a Co-operative supermarket and post office reside on the southern side of the carriageway. There is, therefore, a current of amenities to attract people to the area, and a lack of reasons to remain and dwell in the local centre environment.
3. **Poor quality environment:** Characteristic of some 1950s and 60s housing estates is that development can often back onto public spaces and focal areas. Along Hester's Way Road housing backs onto the northern side of the carriageway with a wall defending the rear gardens of the properties. Similarly, Hester's Way Primary School also backs onto the local centre with a palisade fence and mature planting defining the boundary between the school playing fields and Hester's Way Road. These blank frontages create an uncomfortable environment and the lack of natural surveillance contributes to a reduced sense of personal security.

CHELTENHAM SPA STATION

Cheltenham Spa is a small, two-platform station serving the Birmingham-Bristol mainline. Located approximately one mile from the town centre, the railway station is currently accessible via the existing road networks as well as the Honeybourne Line pedestrian/ cycle route, providing direct pedestrian and cycle connections to both the town centre and north Cheltenham.

ISSUES AND OPPORTUNITIES

A number of issues reduce the station's potential as an impressive and well-functioning gateway to Cheltenham, including:

1. **Poor legibility:** Give its separation from the town centre, it is important that people arriving at the station are easily able to navigate there and to other key destinations. The current station environment does not support this, b due to: visual barriers (e.g. a walled car park and advertisement billboards), poorly located signage, narrow and single-sided pedestrian footways, non-signalled pedestrian crossings connecting with the small retail provision opposite, and a lack of visual permeability between the station and the Honeybourne Line.
2. **Vehicle dominant:** To exit the station through its main entrance in its current form, visitors are greeted with a poorly landscaped car park, a taxi rank to the north eastern corner and unsheltered bus stops to the south west. Existing pedestrian routes are poorly laid out, do not follow desire lines, and do not provide segregation from moving vehicles.
3. **Lack of arrival/ destination space:** Both the front and rear entrances to the station are very uninspiring on arrival and do not give a sense of Cheltenham as a place as a whole or what it has to offer. The retail and service provision on site at the station are limited to a cafe within the station building and a private gym occupying a building to the south of the car park.

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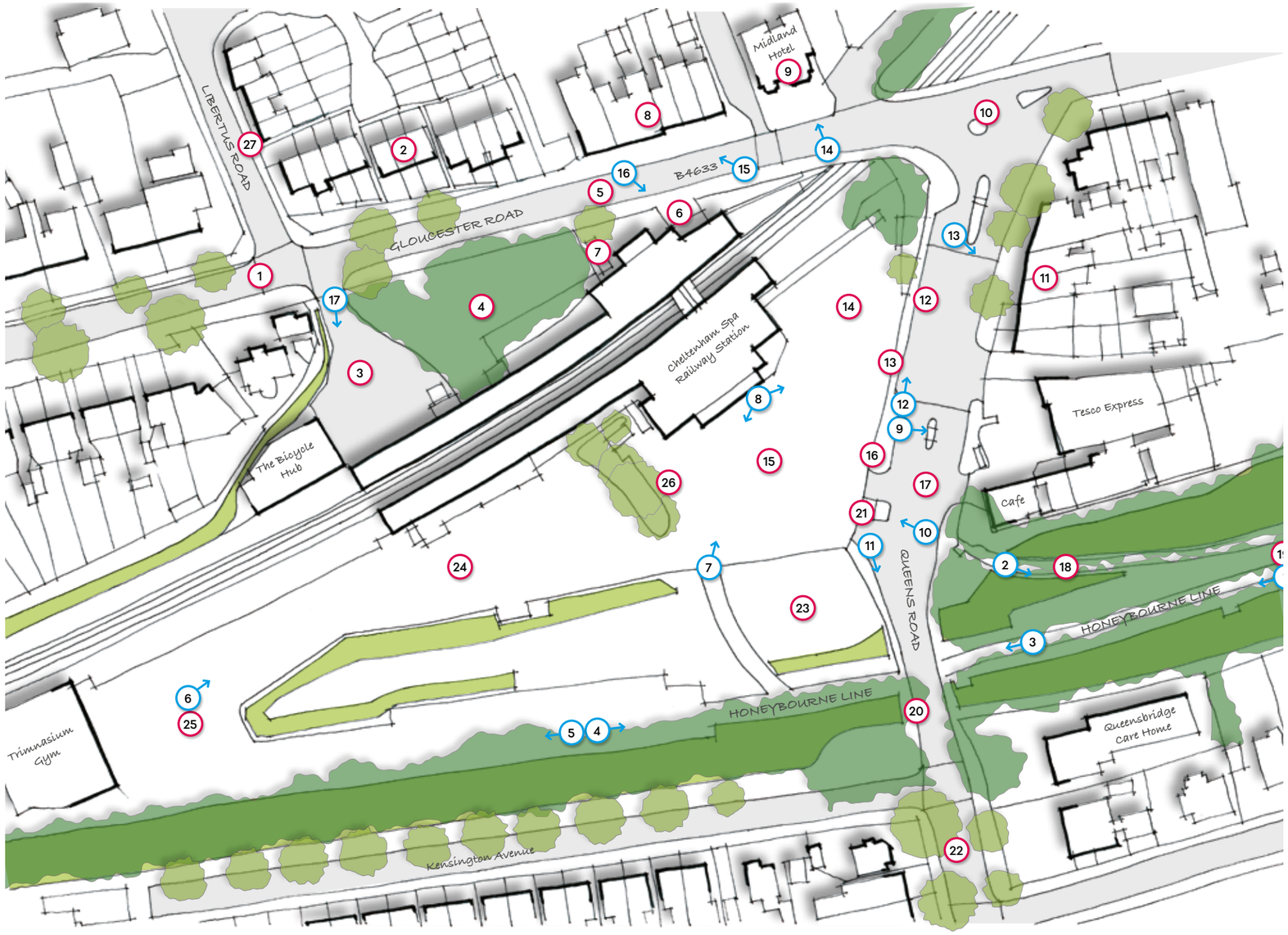


1 Photo Location marker

1 Gloucester Road
- Tree lined two-way street
- No parking/ double yellow lines

2 Residential dwellings

3 Rear station car park
- Electric charcging points
- Access to bicycle hub

4 Woodland copse at rear of station/ iron railings. Reduces visibility of the station from Gloucester Road

5 Signalised pedestrian crossing

6 Rear entrance to railway station

7 Bicycle shelter

8 Parade of shops/ residential

9 Midland Hotel

10 Mini-roundabout at junction of Gloucester Road and Queens Road

11 Parade of shops, cafes and food outlets

12 On-street parking

13 Existing brick wall creating visual barrier between Queens Road and the station

14 Taxi parking at lower level than Queens Road

15 Main entrance to Railway Station, including bus drop off and vehicle circulation

16 Advertising hoarding creating barrier to visual permeability between the station and Queens Road

17 Queens Road creates barrier to pedestrian and cycle movement between the station/ Tesco Express and cafe/ the parade of shops/ Honeybourne Line and town centre

18 Pedestrian/ cycle ramp connecting with the Honeybourne Line to town centre.

19 Pedestrian and cycle route to the town centre via the Honeybourne Line

20 Narrow single-sided footway on Queens Road crossing Honeybourne Line

21 Vehicular and pedestrian access to railway station

22 Alternative route to town centre along Queens Road/ Lansdown Road/ Montpellier Street. Not clearly signposted

23 Central island with change in level created barrier to movement

24 Linear car park

25 Car parking in front of gym

26 Mature trees partially enclose space in front of station and create visual barrier between the station and car parking to the west. Steep change in levels further decreases the influence of the wider car park upon this space

27 Well connected to Coronation Square and wider west Cheltenham.

NEIGHBOURHOODS - CORONATION SQUARE

Coronation Square is comprised of a 1960s style retail centre located adjacent to Princess Elizabeth Way, a key thoroughfare between Tewkesbury Road and the Kingsditch trading estate and the A40, which provides links to Gloucester and the M5 motorway.

ISSUES AND OPPORTUNITIES

The Square's retail provision is fairly well occupied within Edinburgh Place, however fronting Coronation Square and Princess Elizabeth Way there are a number of vacant units. There are several issues preventing Coronation Square from becoming a thriving and active neighbourhood centre. Some of these issues include:

1. **Barriers to movement:** Roundabouts are notoriously difficult to navigate for both pedestrians and cyclists, with numerous wide carriageways to cross, disrupted desire lines resulting in long detours, and often high volumes of free flowing traffic to overcome. The current layout of the square fulfils much of the same function as a roundabout. As a key node where pedestrians, cyclists and vehicles meet this layout does not favour the movement of these more vulnerable road users.
2. **Underutilising existing assets:** This neighbourhood centre possesses a number of existing assets which could be maximised further to have a positive impact on the overall environment, namely Coronation Square itself. This large green space supports some mature trees and planting, and possesses the opportunity to offer an active space for visitors to the centre to enjoy. Currently the square is severed by two-lanes of traffic on all sides limiting physical connections to it.
3. **Poor quality public realm:** This is true of the whole of the neighbourhood centre, however the impact of which can be felt most in Edinburgh Place. This large open space lacks

EXISTING

adequate levels of enclosure, and currently the amount of space is not equivalent to the number of people using it. The results of which is a rather uncomfortable environment that does not encourage users to dwell and enjoy. In addition a series of bollards and large seating structures create the sense of an overall defensive environment, which again does not invite people to spend time in.

1 Photo Location marker

1 St Catherine's surgery

2 Puddles nursery

3 Gloucestershire police station

4 Oasis Cheltenham

5 1960s retail parade
- Three storey
- Ground floor shops and cafes
- Upper floors residential apartments

7 1960s retail parade
- Two storey
- Ground floor shops and cafes
- Upper floors office

8 Large underutilised forecourt
- Poor quality
- Patchwork of materials
- Bollards/ street furniture
- Some cycle parking

9 Poor quality seating planter

10 On-street parking

11 Archway through to rear parking court

12 Two and three storey residential development opposite Edinburgh Place

13 No stopping box hatch

14 Double yellow lines around square

15 Green space with mature trees
- Underutilised/ visual space
- Segregated by ring-road

16 Poor quality signage

17 Segregated cycle lane

18 Bus stops

19 One-way circulation (clockwise) around square

20 Pedestrian crossing - Edinburgh Place

21 Pedestrian crossing - Princess Elizabeth Wa

22 Decommissioned public toilet block

23 Household waster recycling point

24 Vacant development site

25 Well connected to Cheltenham Spa railway stat

NEIGHBOURHOODS - ST PAUL'S

St Paul's is a residential neighbourhood within Cheltenham, geographically centred around St Paul's church. Located a short distance north west of the town centre and south of Pittville Park, St Paul's is an active neighbourhood with access to many services and amenities.

ISSUES AND OPPORTUNITIES

Located at the crossing of axes linking High Street with Pittville Park and St Paul's Road, connecting the northern radial routes with Kingsditch trading estate and Swindon Village, this nodal square has the opportunity to become a thriving local centre that builds on the existing church, pub and School House Cafe provision. In order to achieve this, there are a number of issues in which to overcome:

1. **Vehicle 'rat-run':** Running parallel with the A4019 radial route, linking Cheltenham town centre with Kingsditch trading estate and the M5 motorway, St Paul's road is regularly used as a local rat-run to avoid congestion on the nearby strategic roads. However, St Paul's Road isn't designed to accommodate high levels of traffic attempting to travel through this neighbourhood quickly. Localised pinch points created by on-street parking can result in build-ups in traffic and consequently lead to driver frustration. The response of some drivers has been observed to lead to aggressive acceleration and some elevated vehicle speeds with associated noise, with the consequent negative impact on residents and other local people using these roads.
2. **Lack of usable space:** Although the University of Gloucestershire, the Coconut Tree public house, St Paul's Church and the School House Cafe all either front onto the square or are in close proximity, there is a lack of usable space able accommodate a number of people in a single

EXISTING

area. Narrow footways, a gated green space courtyard in front of the church and large amounts of the public realm given over to vehicle carriageways and parking provision results in inadequate provision to serve these local amenities.

3. **Parking Conflicts:** There is concentrated competition for local parking from local residents and business, as well as those travelling for church services. This can result in the square being overly dominated by parked vehicles.

1 Photo Location marker

1 Two storey regency terraced housing

2 On-street short stay parking bays (two hours)

3 No parking - double yellow lines

4 Takeaway outlet

5 Closed takeaway/ cafe

6 Existing art installation

7 No parking - double yellow lines

8 Cafe outdoor seating

9 Wrought iron fencing around church grounds

10 Square greenspace

11 Existing memorial cross

12 Church courtyard used for car parking/ vehicle circulation

13 On-street short stay parking bays (three hours)

14 Narrow pavements

15 Continual high volumes of through traffic. On-street parking creates pinch points where continually gets stuck and enforces aggressive driving style along St Paul's Road

16 Footway build-outs to narrow junction crossing

17 University of Gloucestershire private car park

18 Pedestrian/ cycle access to university campus

19 Direct connection south towards town centre

20 Direct connection north towards Pittville Park

3 | Current Journey Patterns

JOURNEYS TO WORK

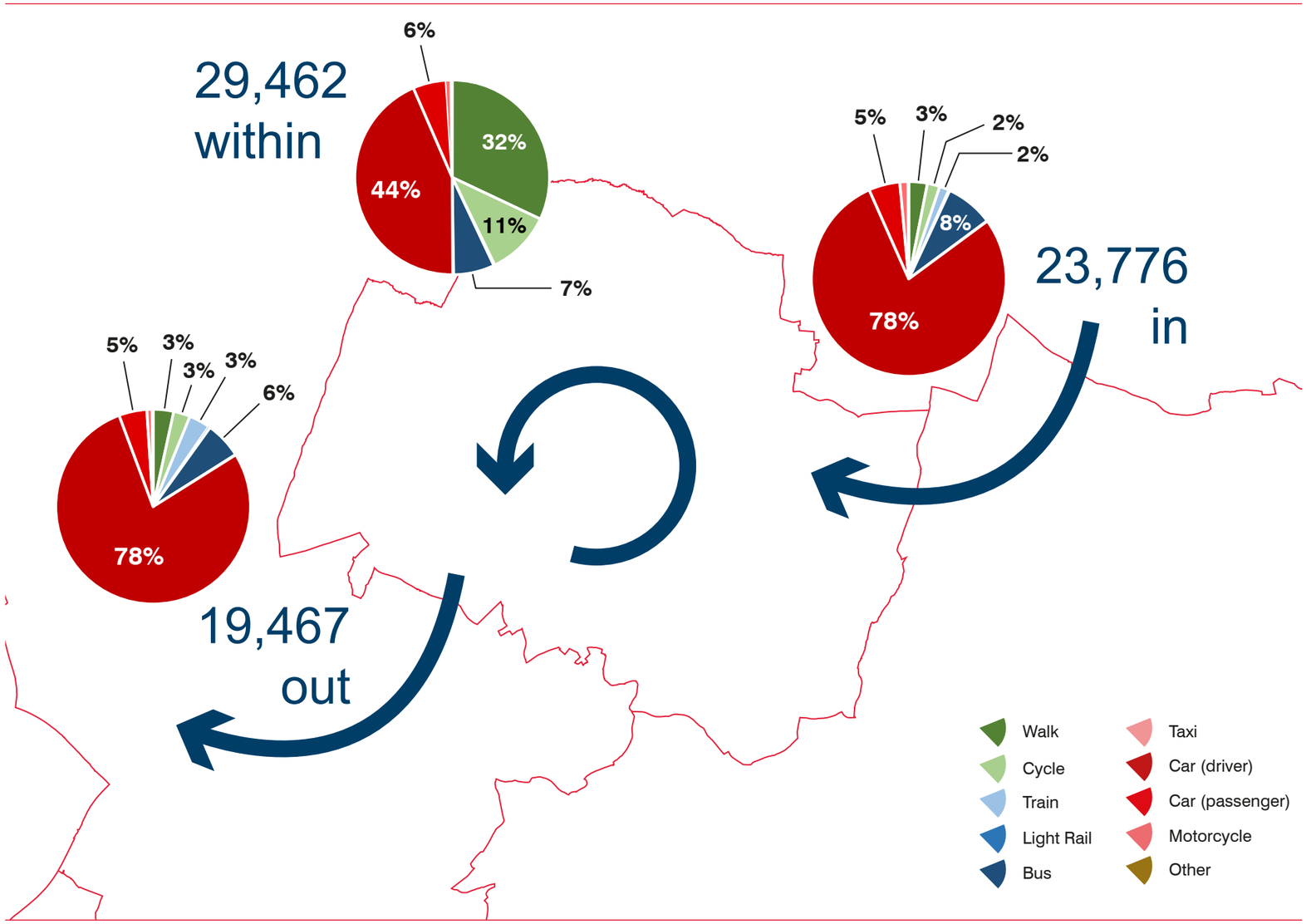
Census data from 2011 provides a detailed snapshot of travel to work (TTW) data for people both living and working in Cheltenham.

This data, although now a few years old provides the most comprehensive date set about travel behaviour in Cheltenham.

The figure on this page summarises overall travel behaviour. It illustrates that trips into, out from and within Cheltenham indicate a high level of self-containment (55%). Self-containment is the proportion of the workday population that lives and works within the town. The town also has a net increase in workday population, with more people travelling in to work (23,776) than travelling out to work elsewhere (19,467).

Other key points that can be drawn from this data include:

- 40% of travel to work trips start and end in Cheltenham
- Of these internal trips, there is relatively high non-car mode share (50%)
- Cycle mode share for trips within Cheltenham is healthy, but at 11% much lower than the car or walking. Given the compact and level nature of town, a higher mode share should be achievable.
- The bus mode share is similar for regardless of whether TTW trips are into, out of or entirely within the town, and is relatively low for an urban area (between 6% and 8%)
- Rail mode share is low (3% outgoing and 2% incoming trips)
- Car mode share is high for travel to work trips both to and from Cheltenham, at 78%
- Car sharing mode share is 5% for TTW trips in and out of the town.



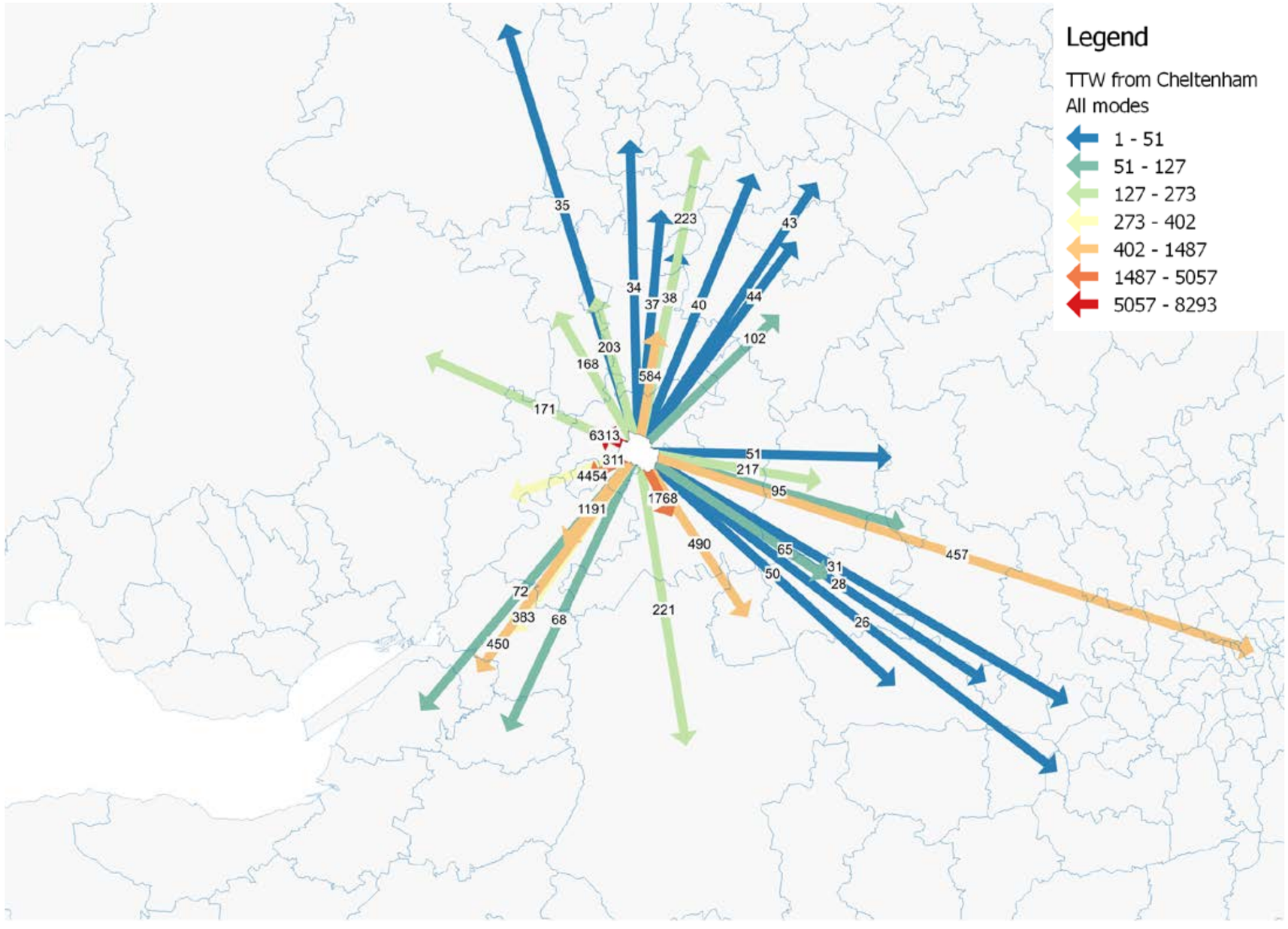
COMMUTING FROM CHELTENHAM

Census TTW data also allows us to explore trip patterns. The figure on this page illustrates the top destinations for commuting out of Cheltenham. These are the neighbouring areas of:

- Tewkesbury District (6,313)
- Gloucester (4,454)
- Cirencester District (1,768)
- Stroud (1,191)

Other significant destinations, albeit with much smaller numbers of trips include Worcestershire, London and Bristol.

The high number of trips to neighbouring areas, particularly given that many will use well-defined corridors, presents an opportunity to capture and transform some of the currently 78% of trips undertaken by car to more sustainable modes.



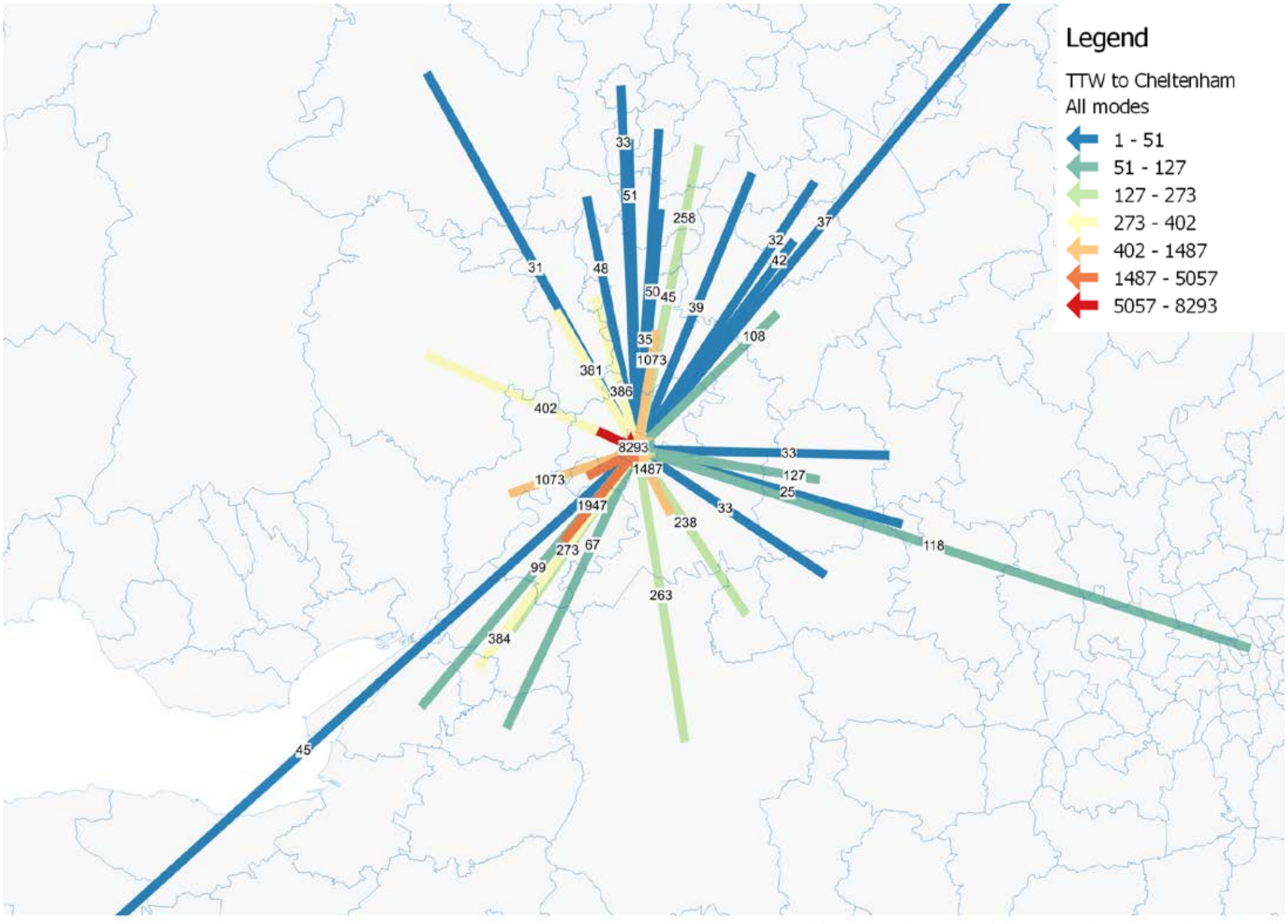
COMMUTING INTO CHELTENHAM

The top destinations for commuting into Cheltenham are the neighbouring areas of:

- Tewkesbury District (8,293)
- Gloucester (4,454)
- Stroud (1,947)
- Cirencester District (1,487)
- Worcestershire (1,073)

More generally, in-commuting is broadly characterised by two zones within each of which trips are fairly evenly spread. One, with the highest number of trips, lies to the west, and the other to the east..

The high number of in-commuting trips from neighbouring towns and cities, particularly given that many will use well-defined corridors, presents a particular opportunity to capture and transform many of the currently 78% of trips undertaken by car to more sustainable modes, at the town's edges.

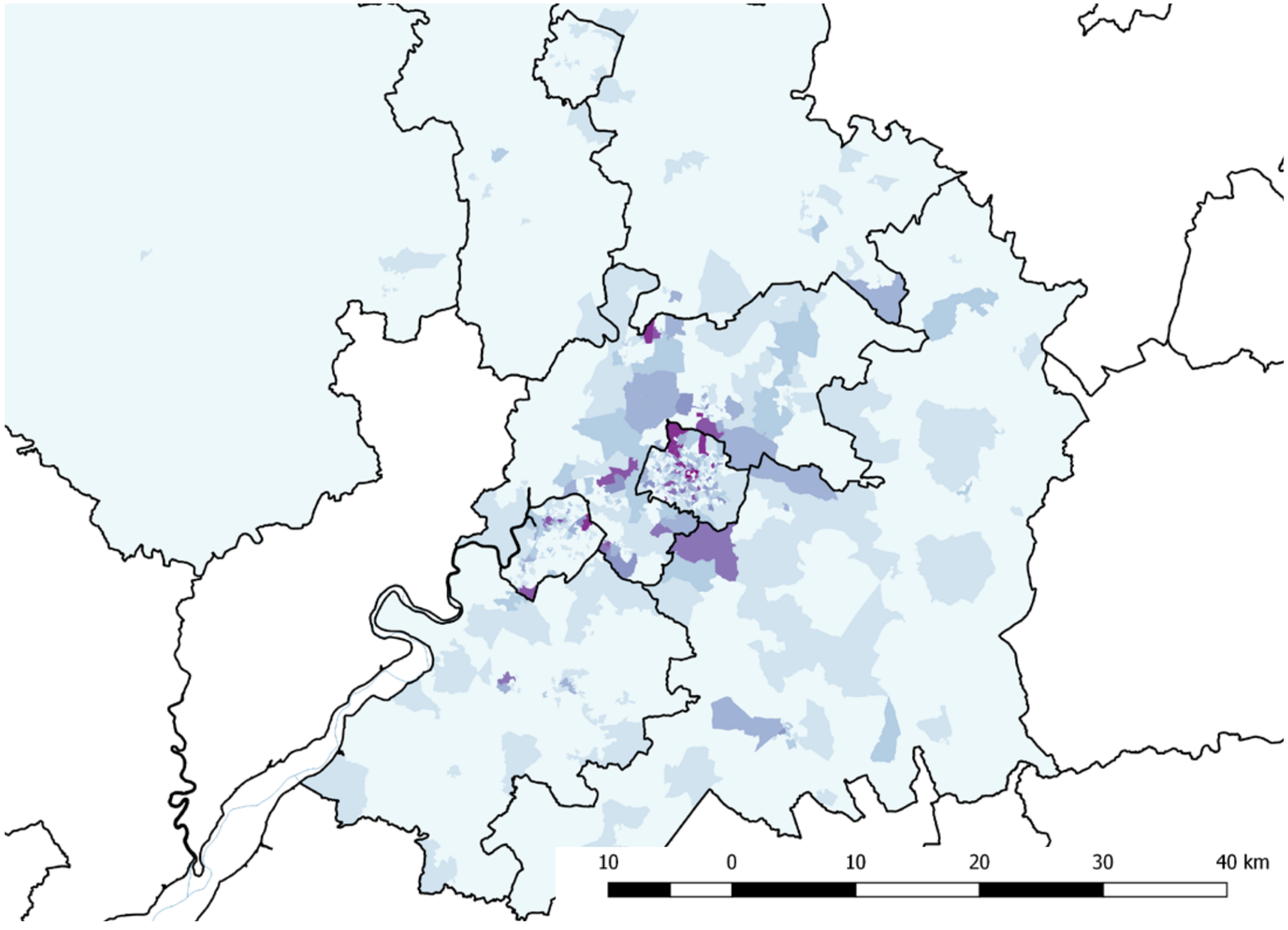


LOCAL COMMUTING FROM CHELTENHAM

Analysis of Travel to Work trips between different Census Output Area geographies allows a more detailed view of where the main origins and destinations are for travel to work.

The plan on this page illustrates which Output Areas people resident in Cheltenham travel to for work.

There is a particular concentration of Travel to Work trips to central and north/north-west Cheltenham, and to the west towards Golden Valley.

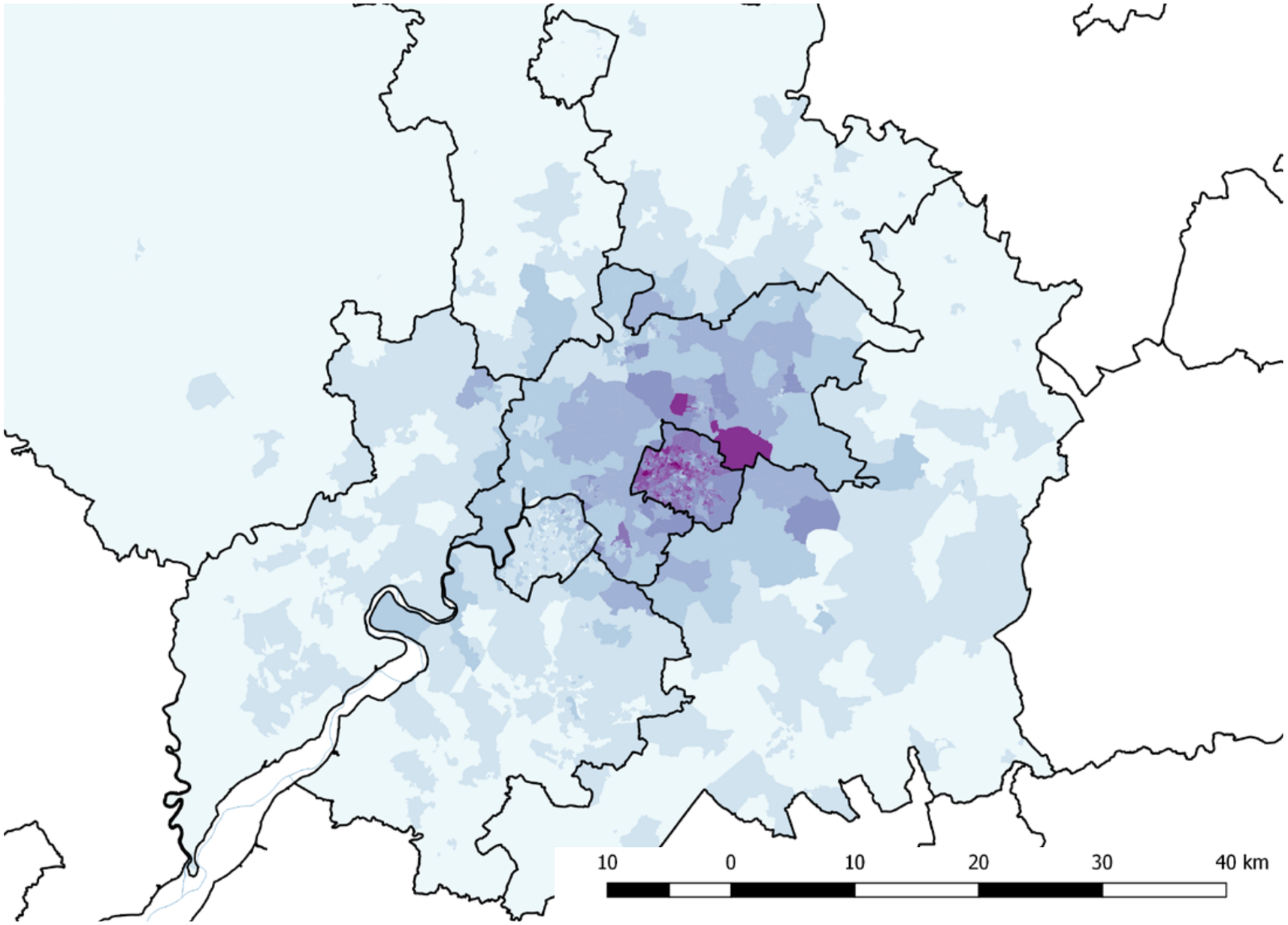


LOCAL COMMUTING INTO CHELTENHAM

The Output Areas that people travel from in order to work in Cheltenham radiate in a generally predictable manner in that there is a higher concentration of travel from within and immediately around Cheltenham, and that travel to work in Cheltenham drops off with the distance of the Output Area (OA) from the town.

It is particularly notable that areas around Bishop's Cleeve are hotspots. This area is a major component destination of trips to Tewkesbury District, and is very close to Cheltenham borough.

Because Output Areas are defined to have a broadly consistent population, the physical area of the OAs show significant variation. For this reason it is important to consider the colour of the OAs on the map, rather than their physical size. This also means that detail can be lost for some of the most densely populated OAs in built up areas - including some in Gloucester.



TRAVEL TO WORK FLOWS

The plans on the following pages illustrate the internal TTW trips within Cheltenham, to and from each MSOA census area.

Three workplace MSOAs in particular dominate TTW flows. These are:

- Town centre MSOA E02004608,
- Benhall MSOA E02004609; and
- Kingsditch MSOA E02004600.

These are the three major employment centres within Cheltenham.

The following pages are ordered in terms of relative number of trips to MSOA as a workplace, with the most significant number of trips first.

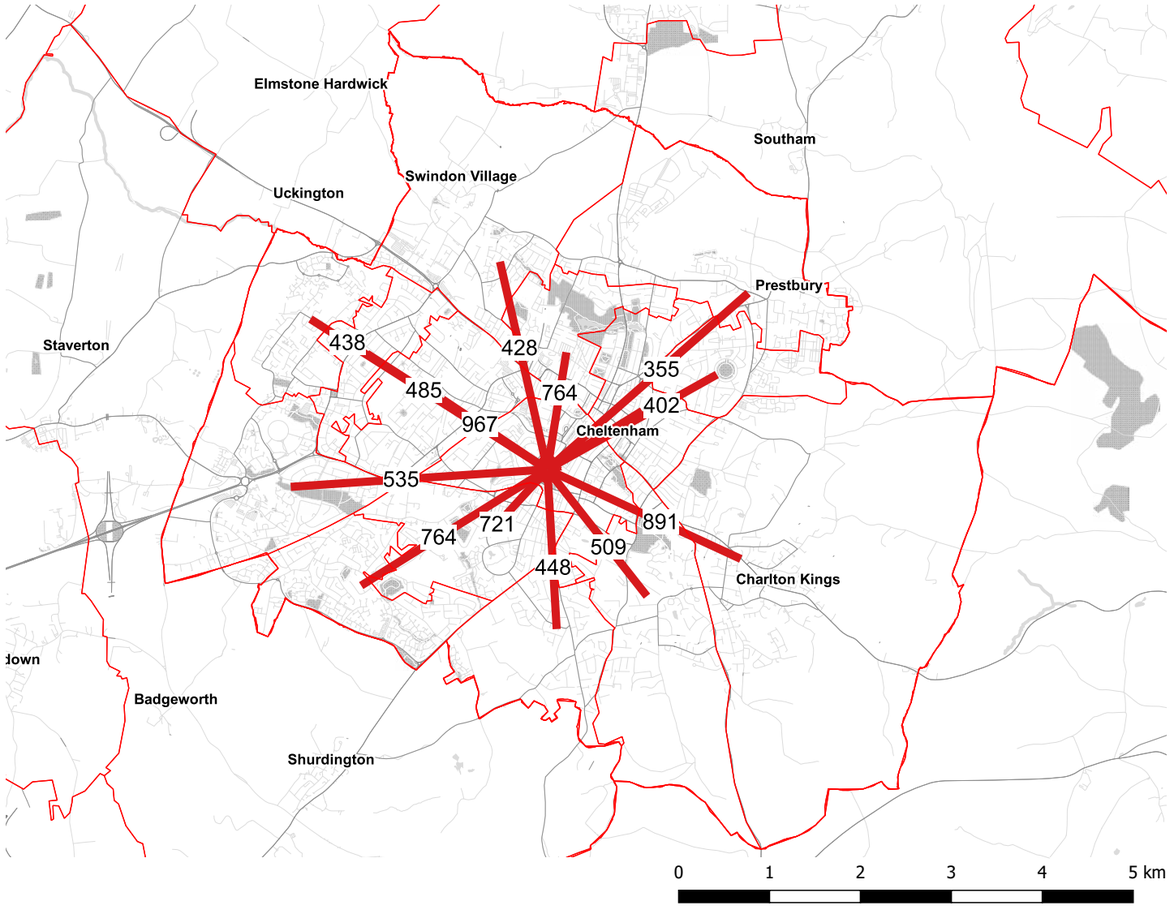
There is a broader spread of MSOAs contributing large numbers of trips to the overall internal TTW landscape in Cheltenham.

However, even here there is a subset of areas contributing more than the others. These are MSOAs: E02004606. E02004607, E02004602, E02004604, E02004612, E02004603, and E02004611.

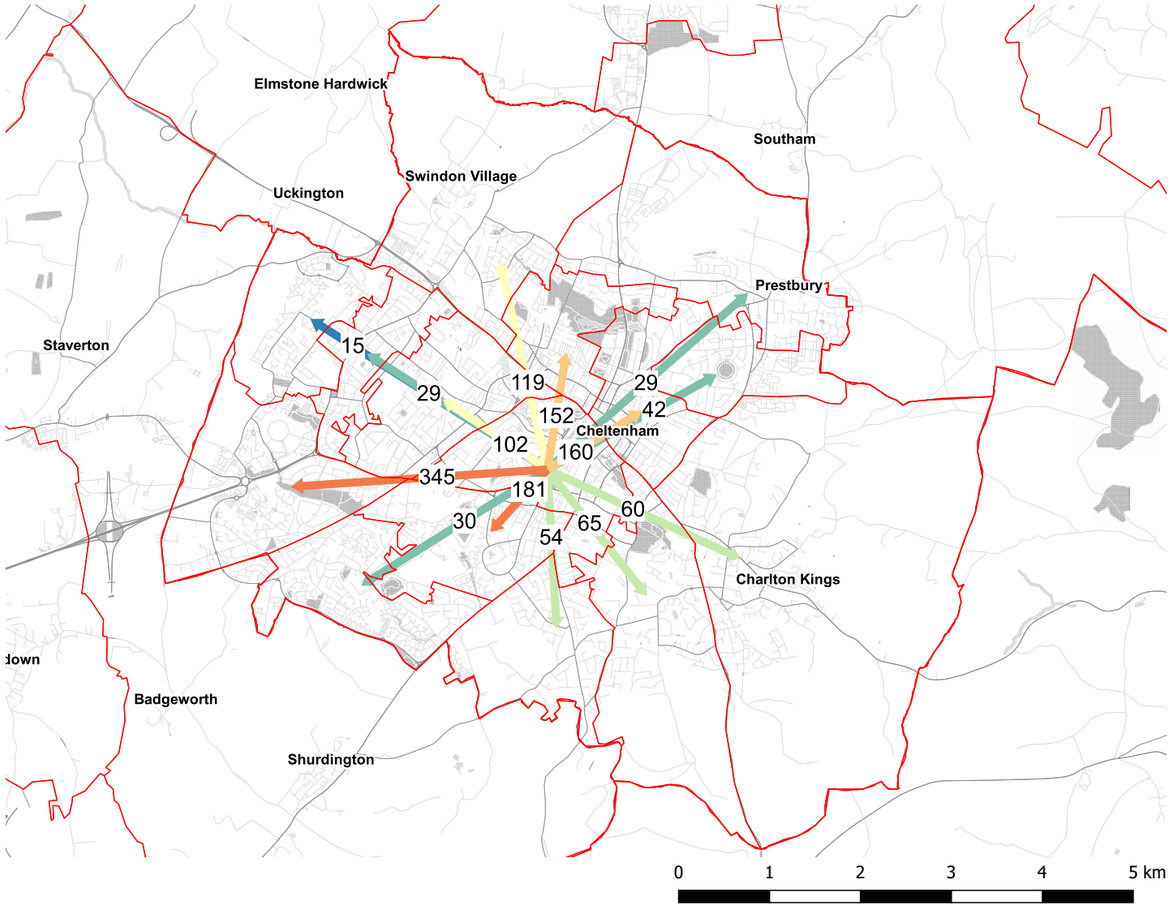
Each page shows flows to and from a particular MSOA, showing first the flows to MSOA as and area of workplace, and next to it the flows from the same MSOA as an area of residence.

TRAVEL TO WORK
MSOA E02004608

Travel to Workplace MSOA E02004608



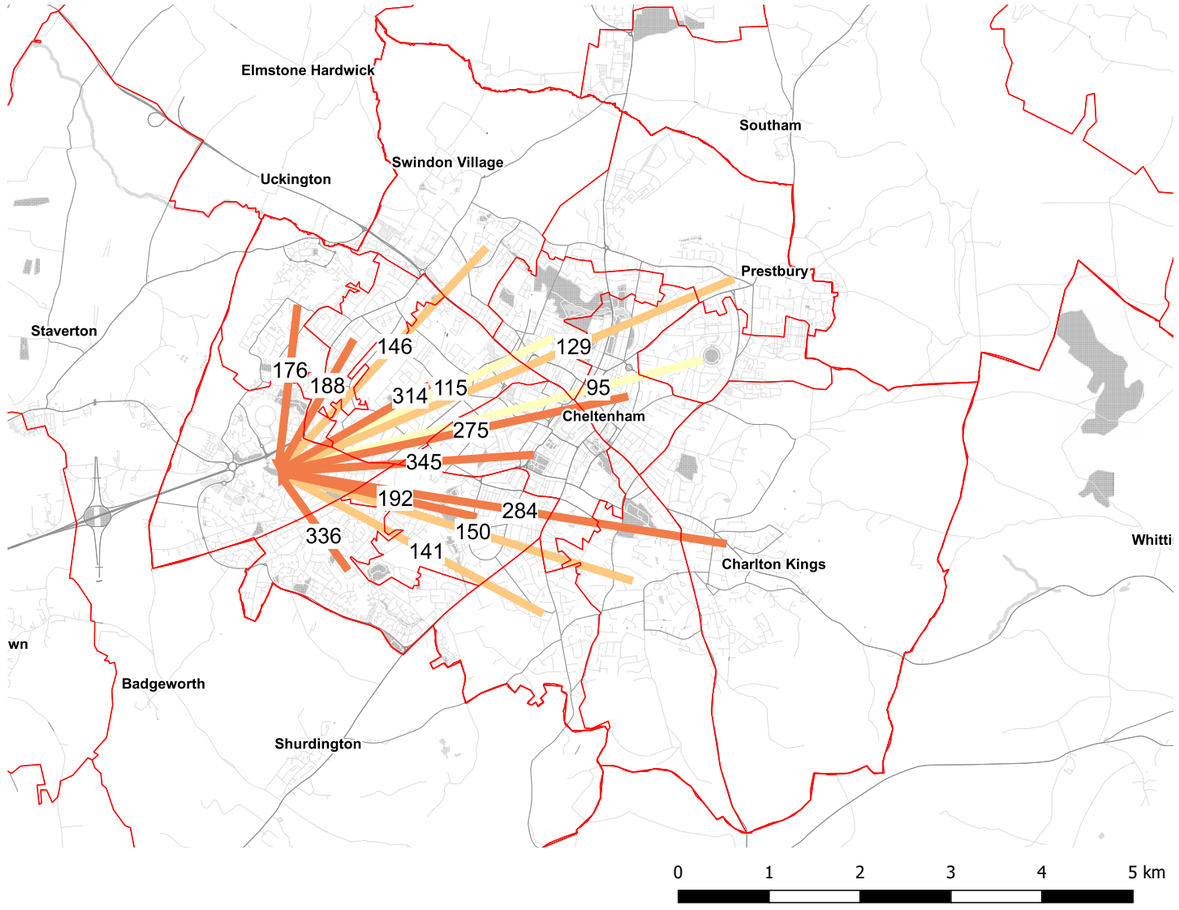
Travel from Residence MSOA E02004608



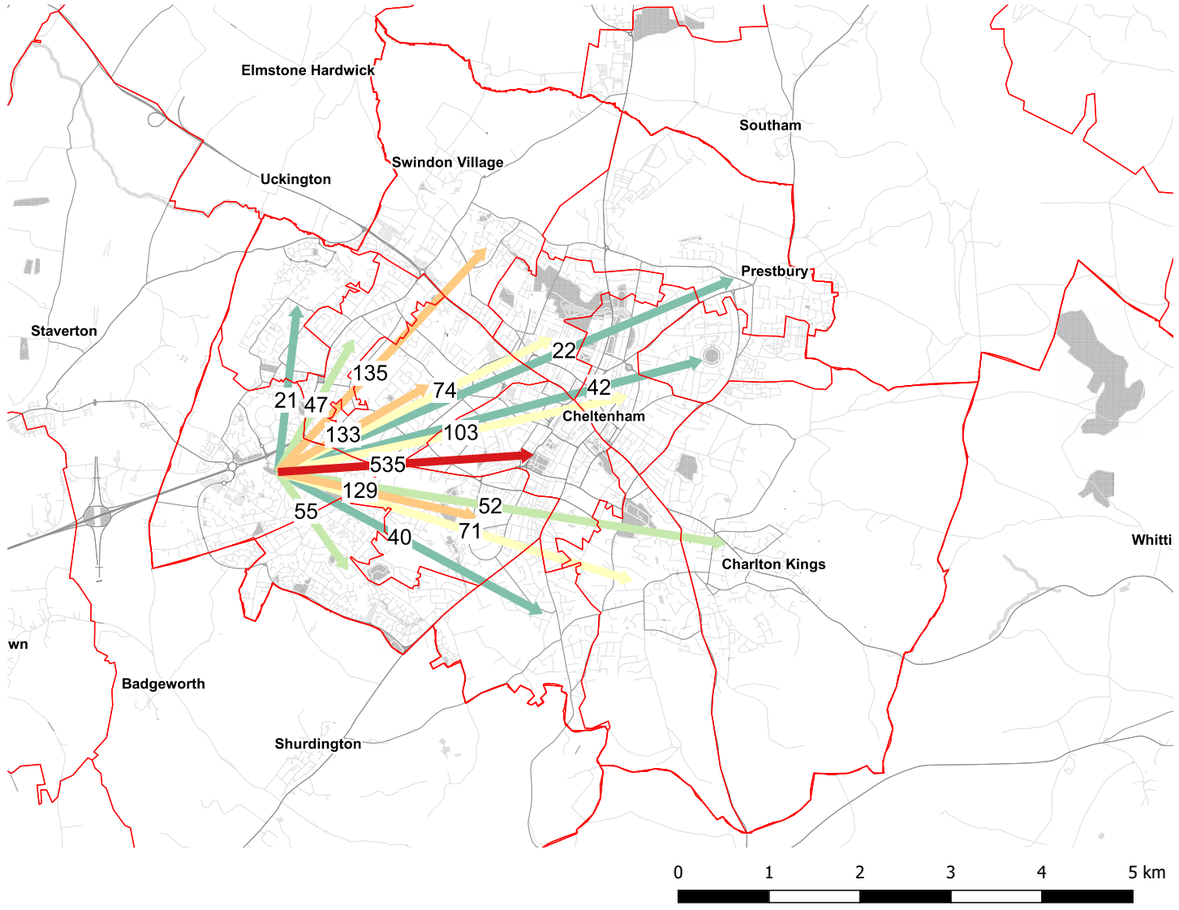
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004609

Travel to Workplace MSOA E02004609



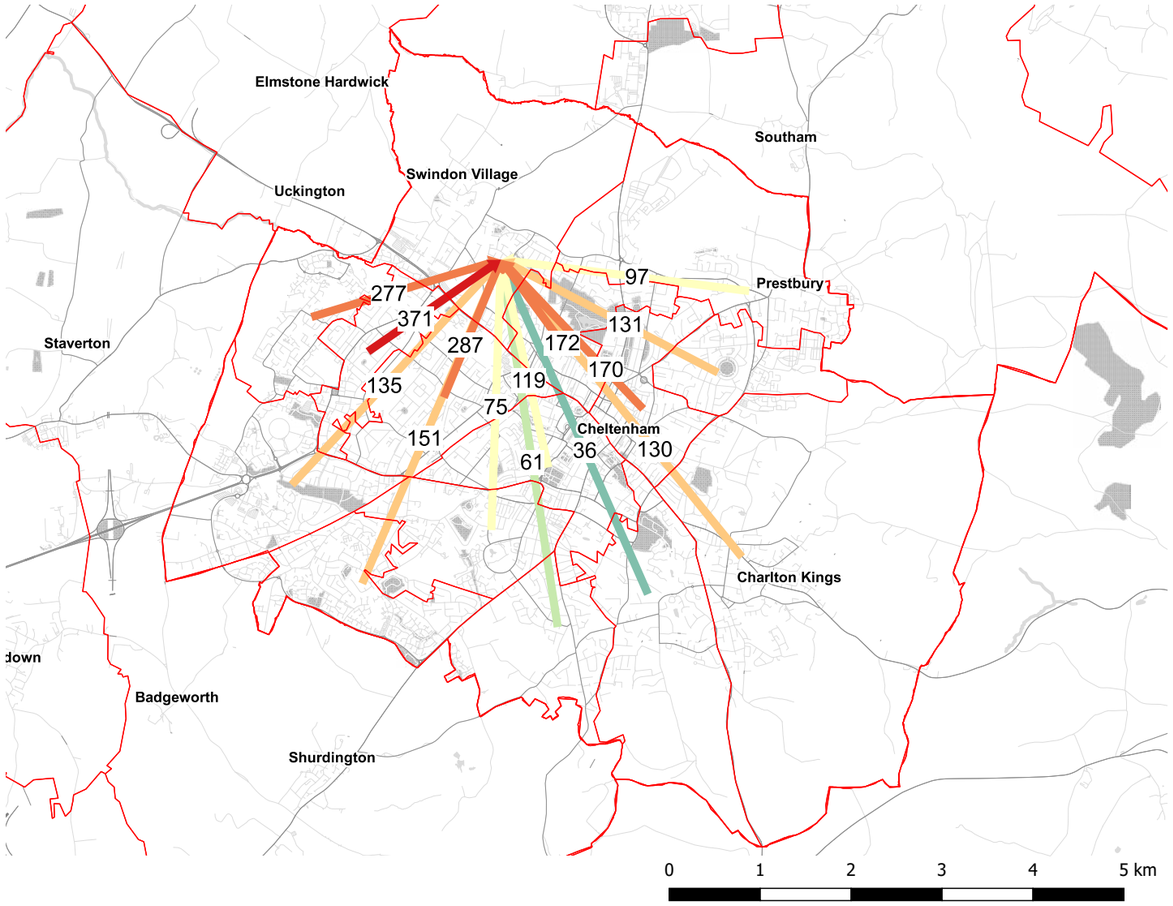
Travel from Residence MSOA E02004609



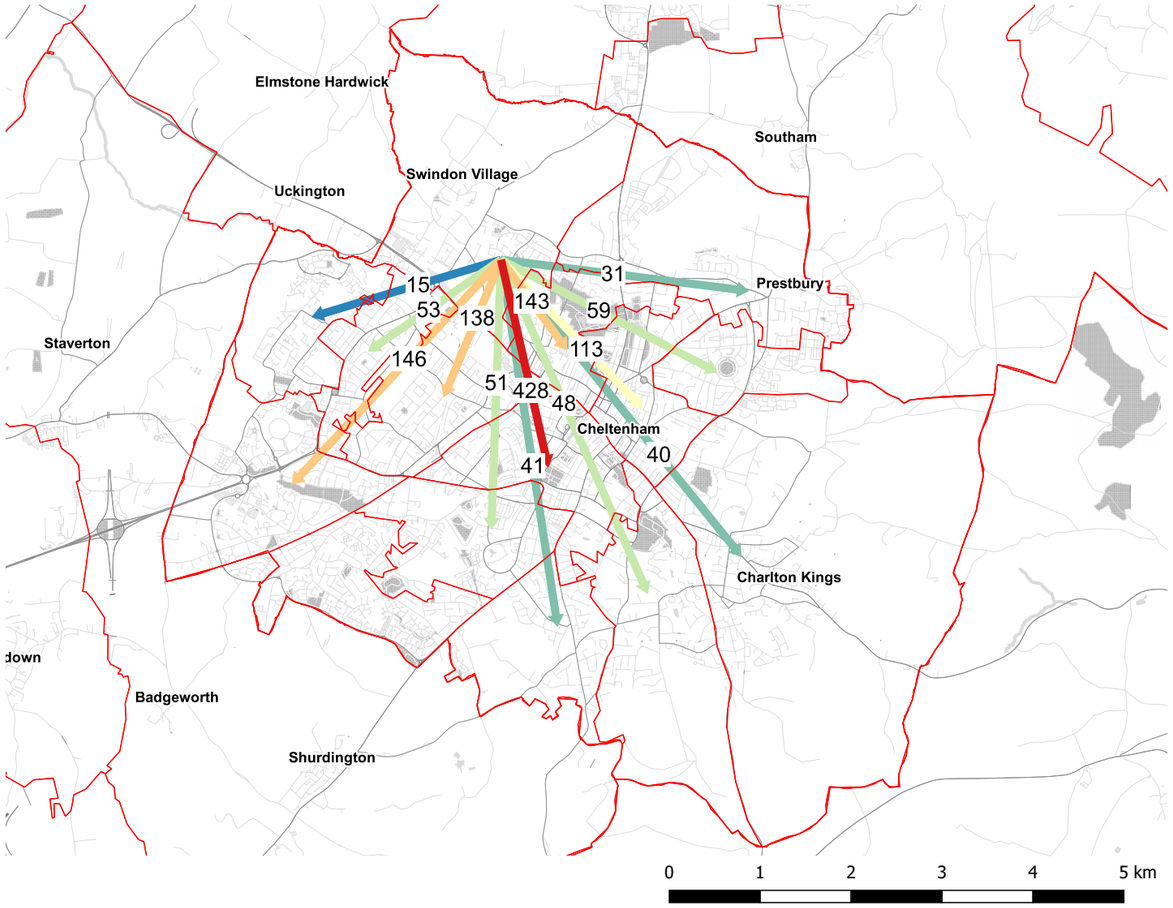
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004600

Travel to Workplace MSOA E02004600



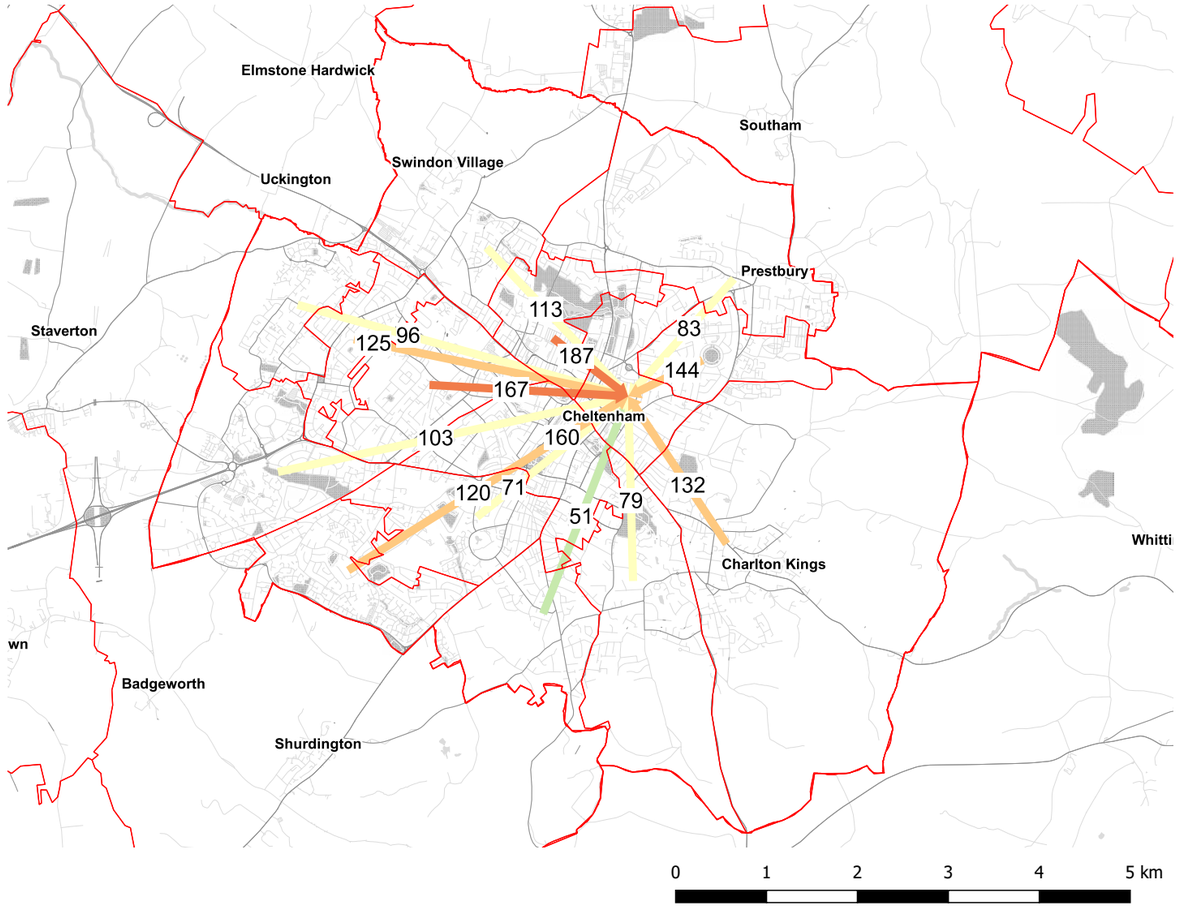
Travel from Residence MSOA E02004600



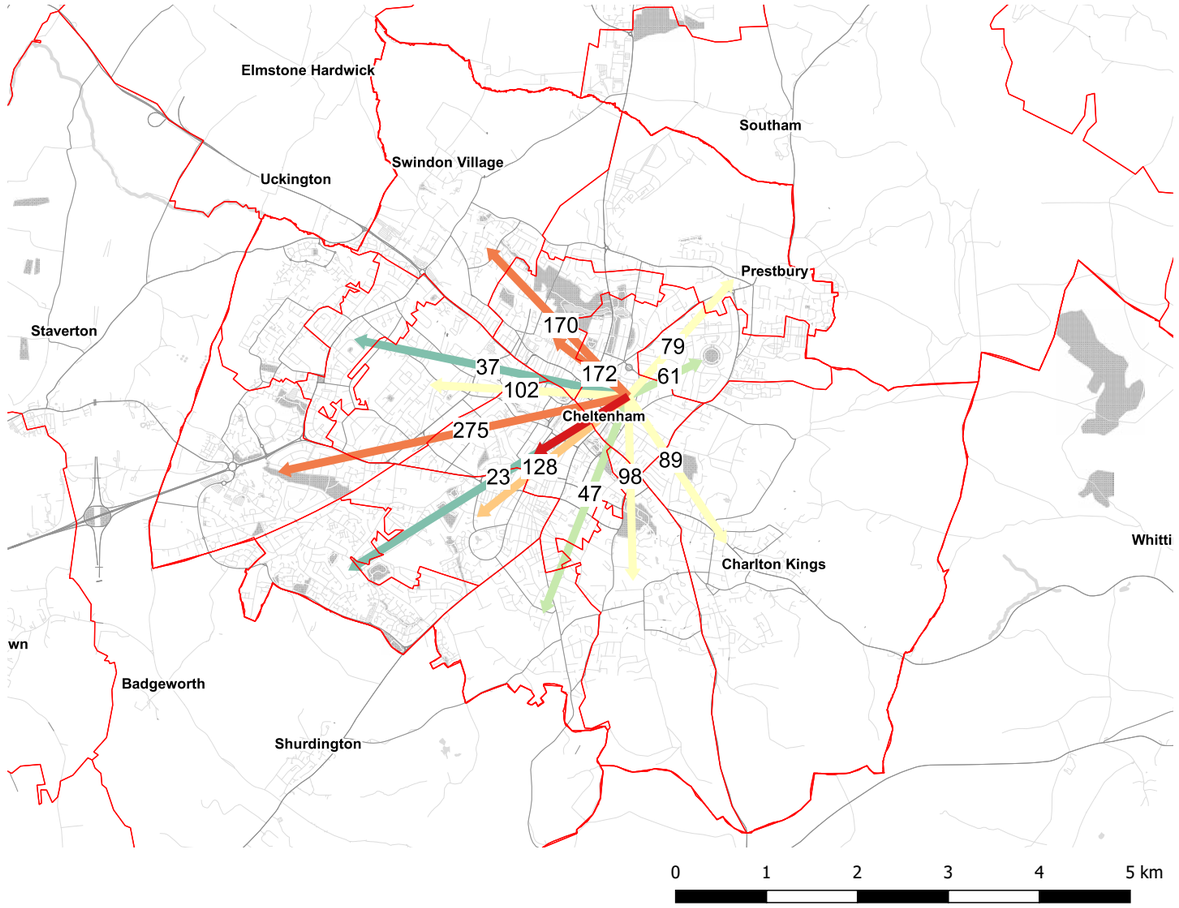
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004607

Travel to Workplace MSOA E02004607



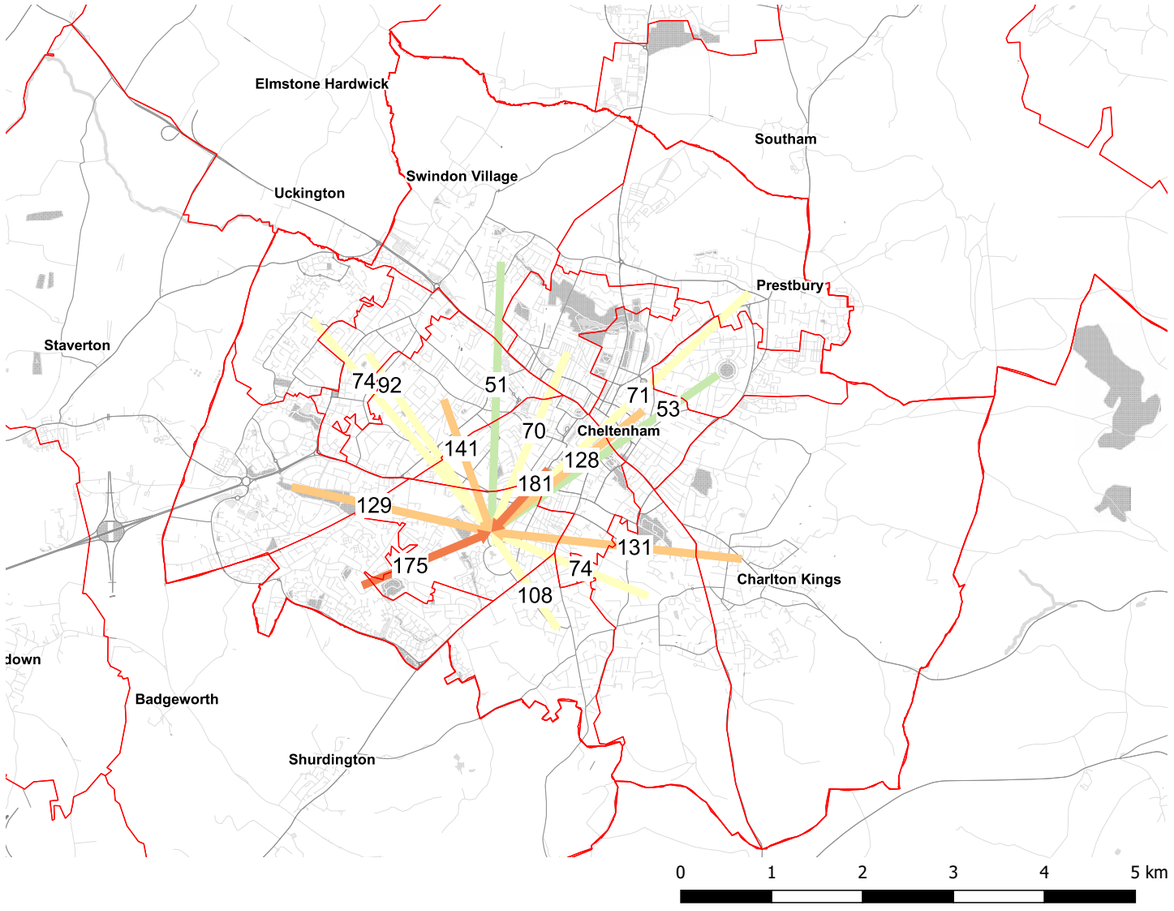
Travel from Residence MSOA E02004607



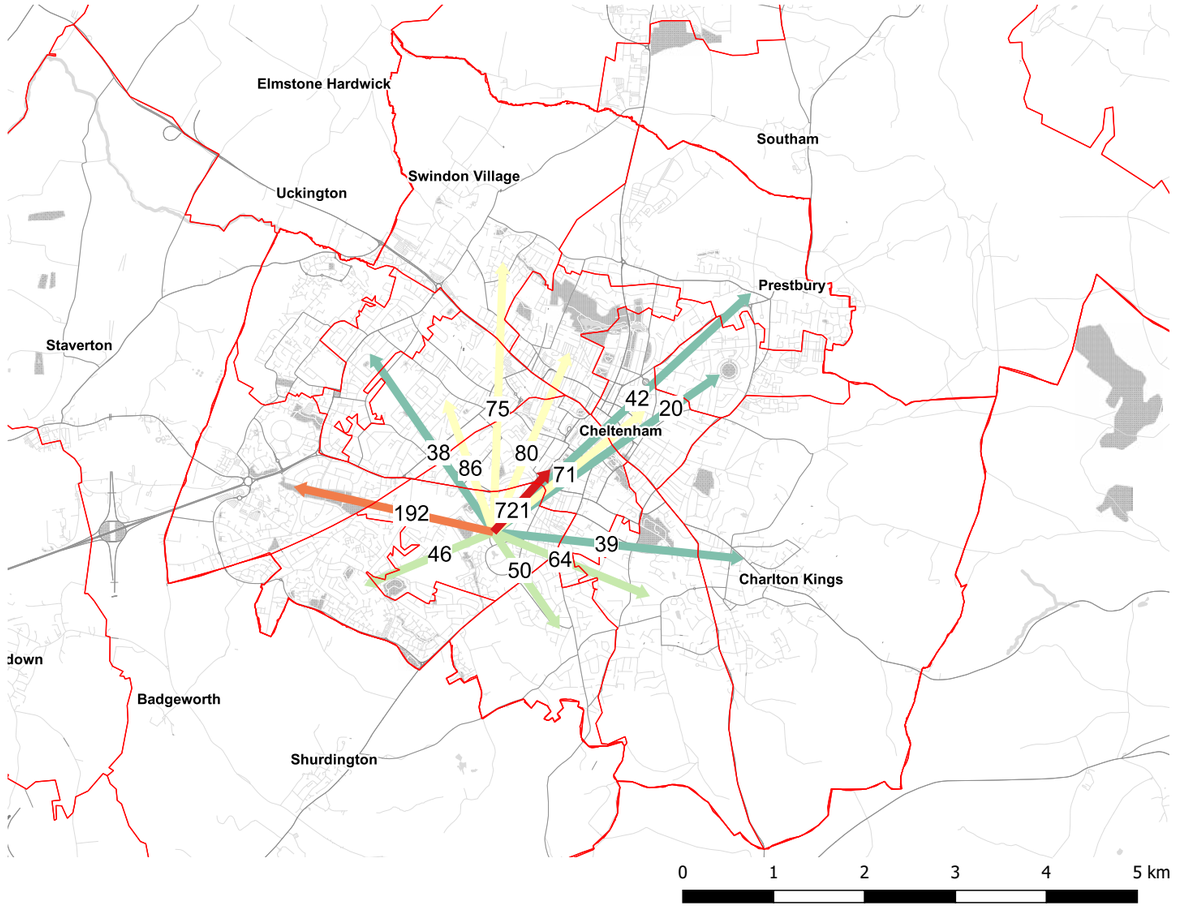
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004610

Travel to Workplace MSOA E02004610



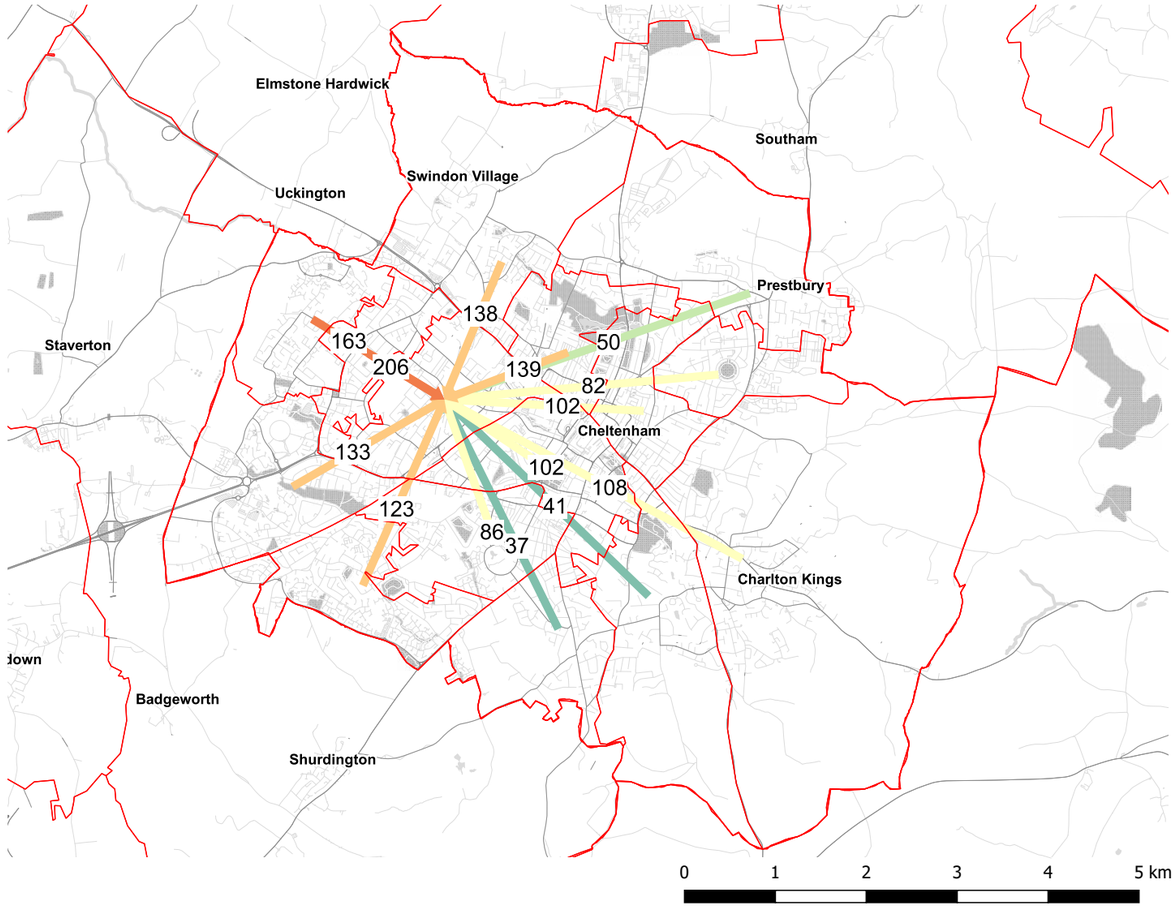
Travel from Residence MSOA E02004610



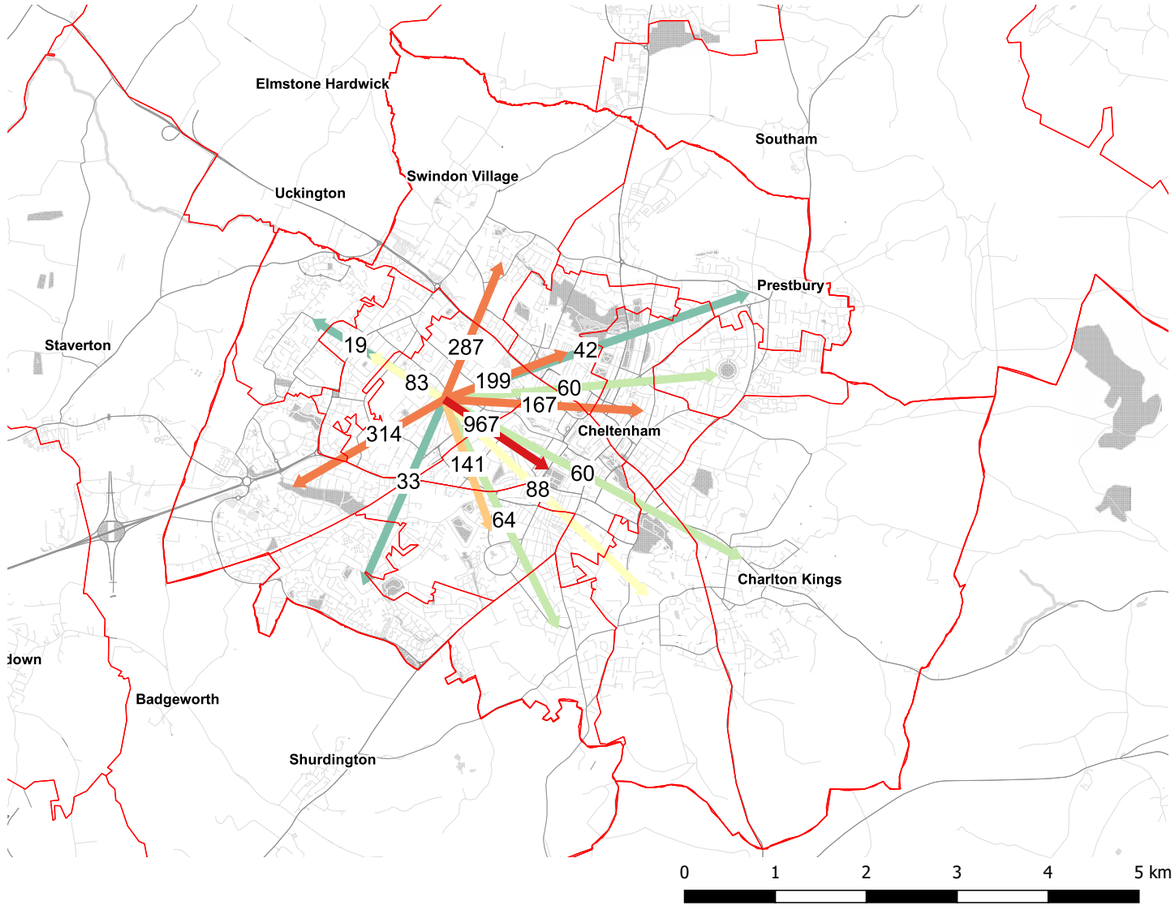
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004606

Travel to Workplace MSOA E02004606



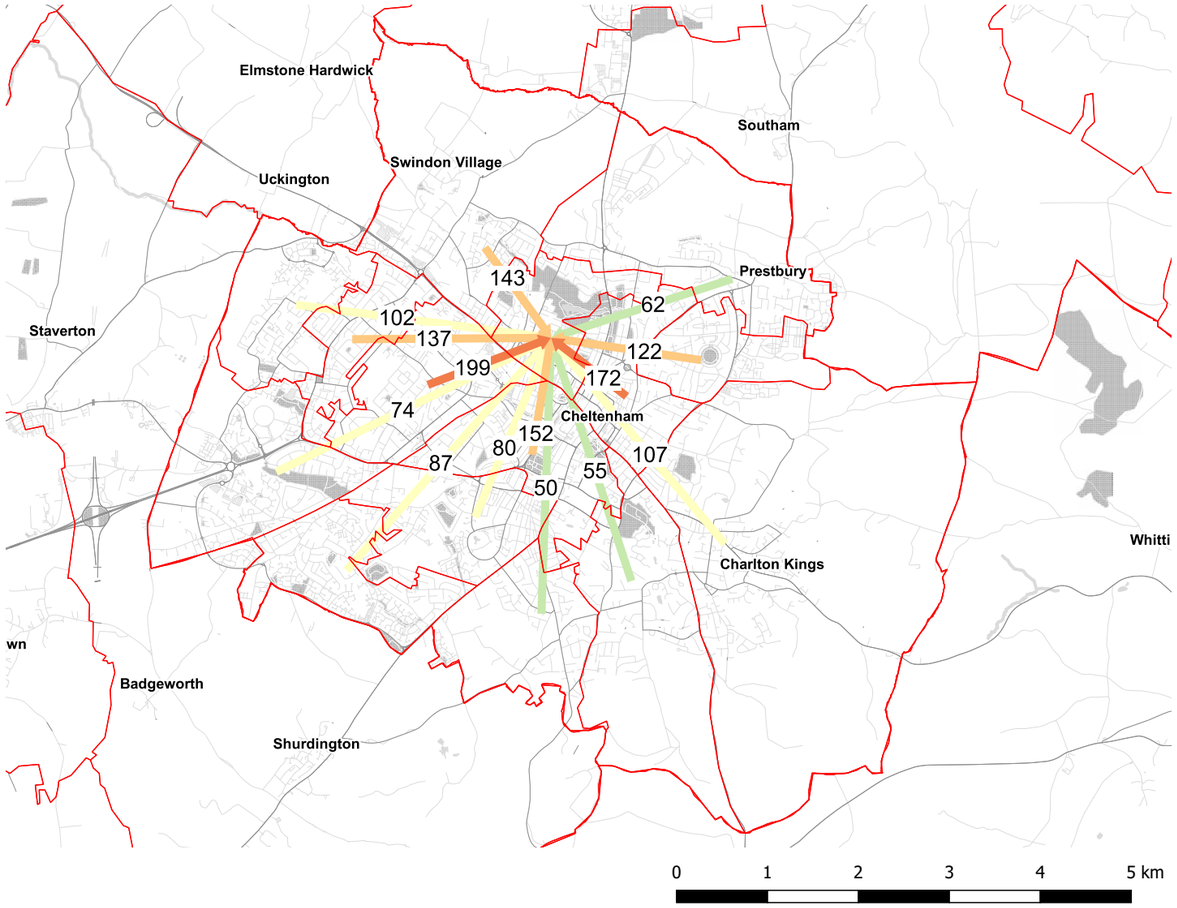
Travel from Residence MSOA E02004606



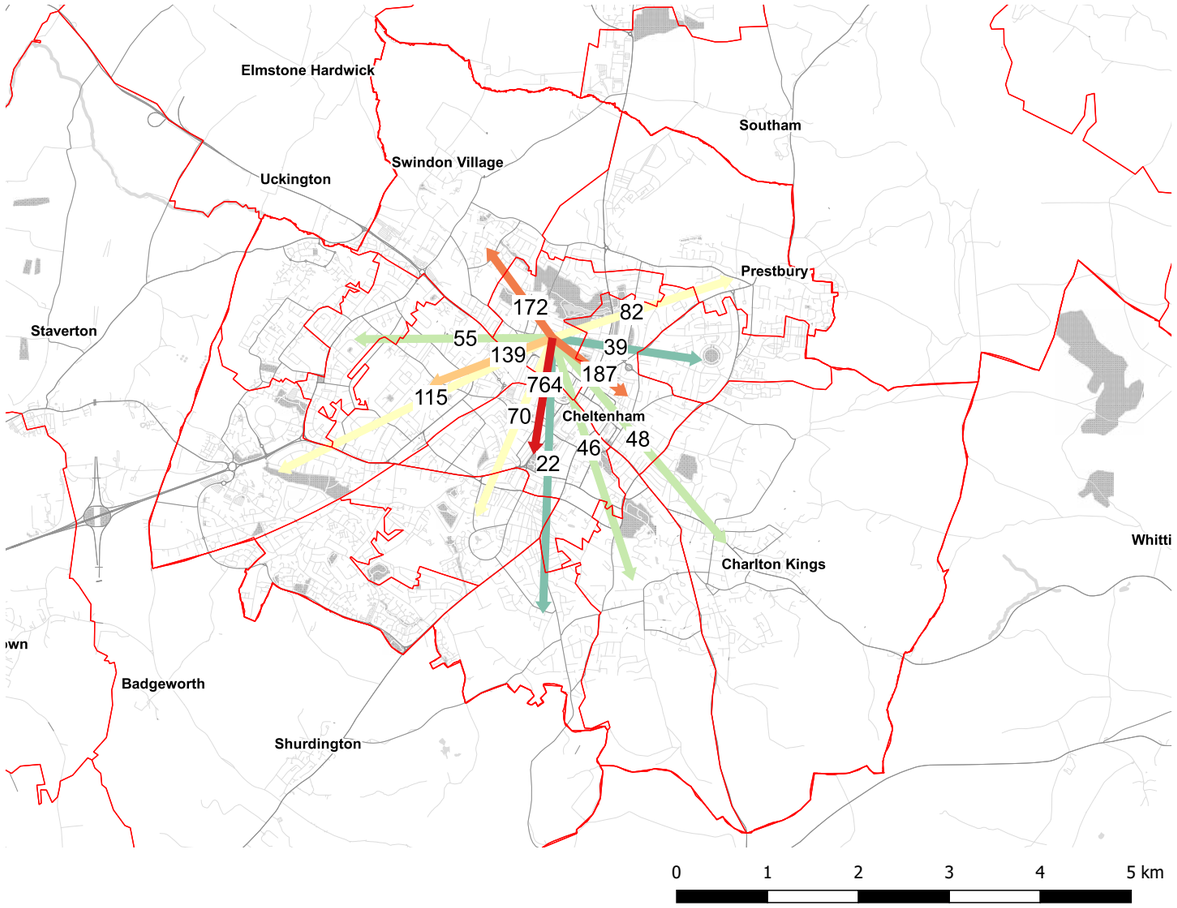
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004603

Travel to Workplace MSOA E02004603



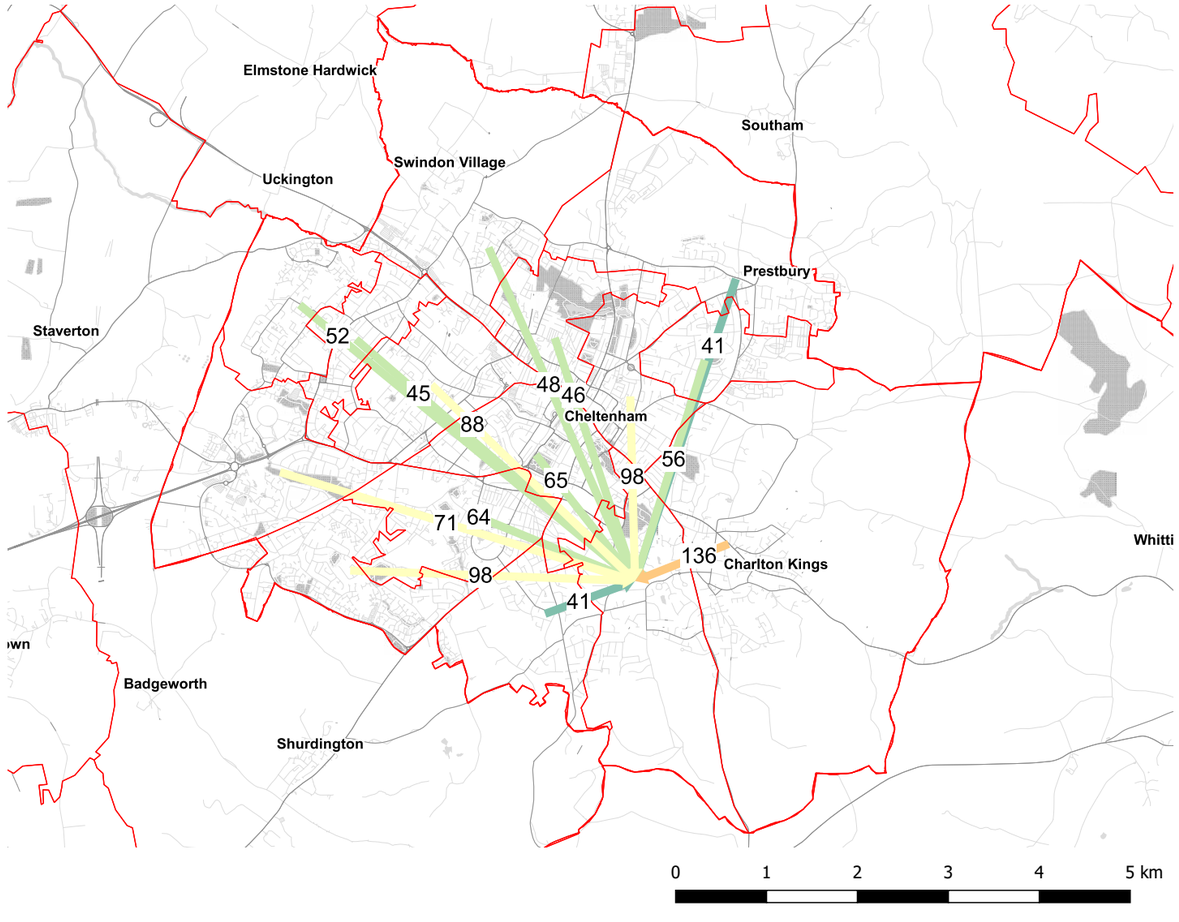
Travel from Residence MSOA E02004603



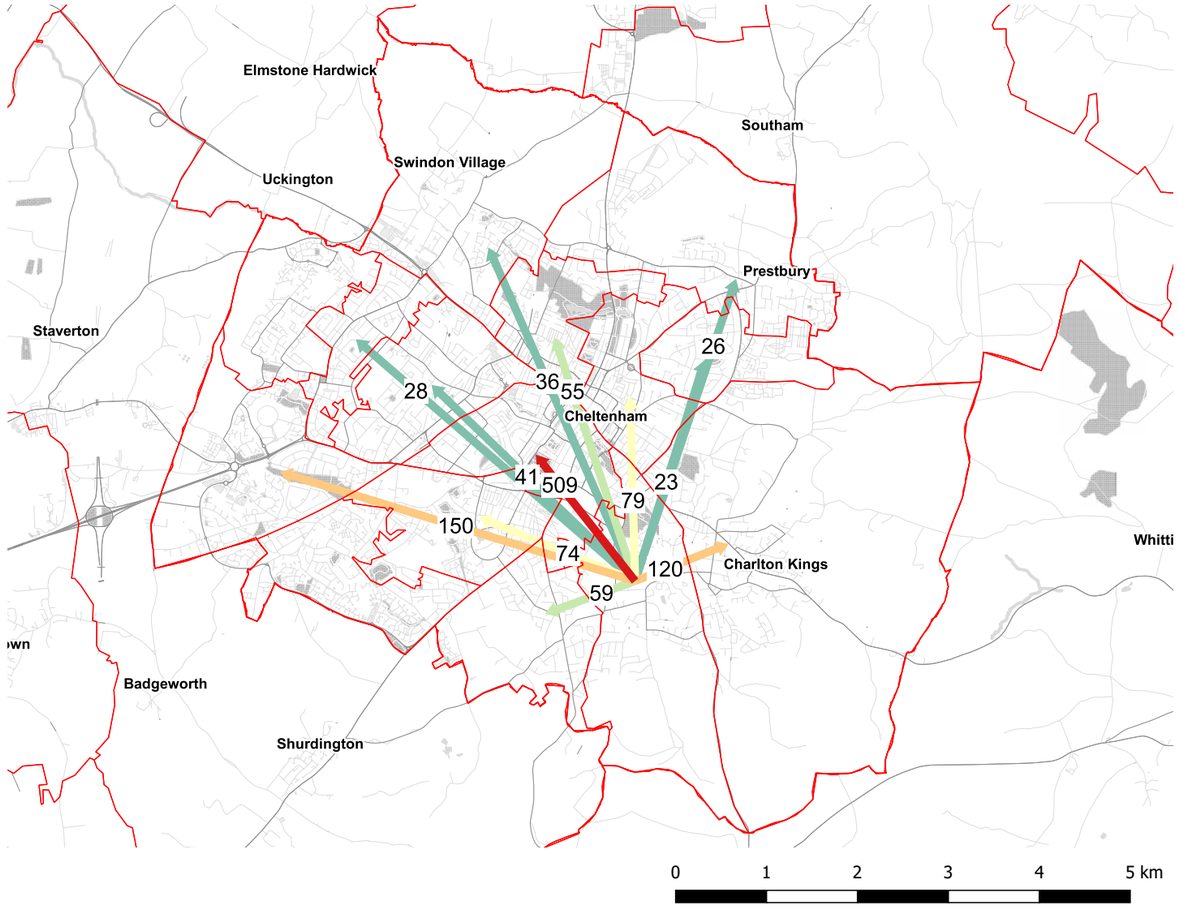
0 - 15
15 - 42
42 - 65
65 - 119
119 - 160
160 - 345
345 - 1307
Area Boundary

TRAVEL TO WORK
MSOA E02004613

Travel to Workplace MSOA E02004613



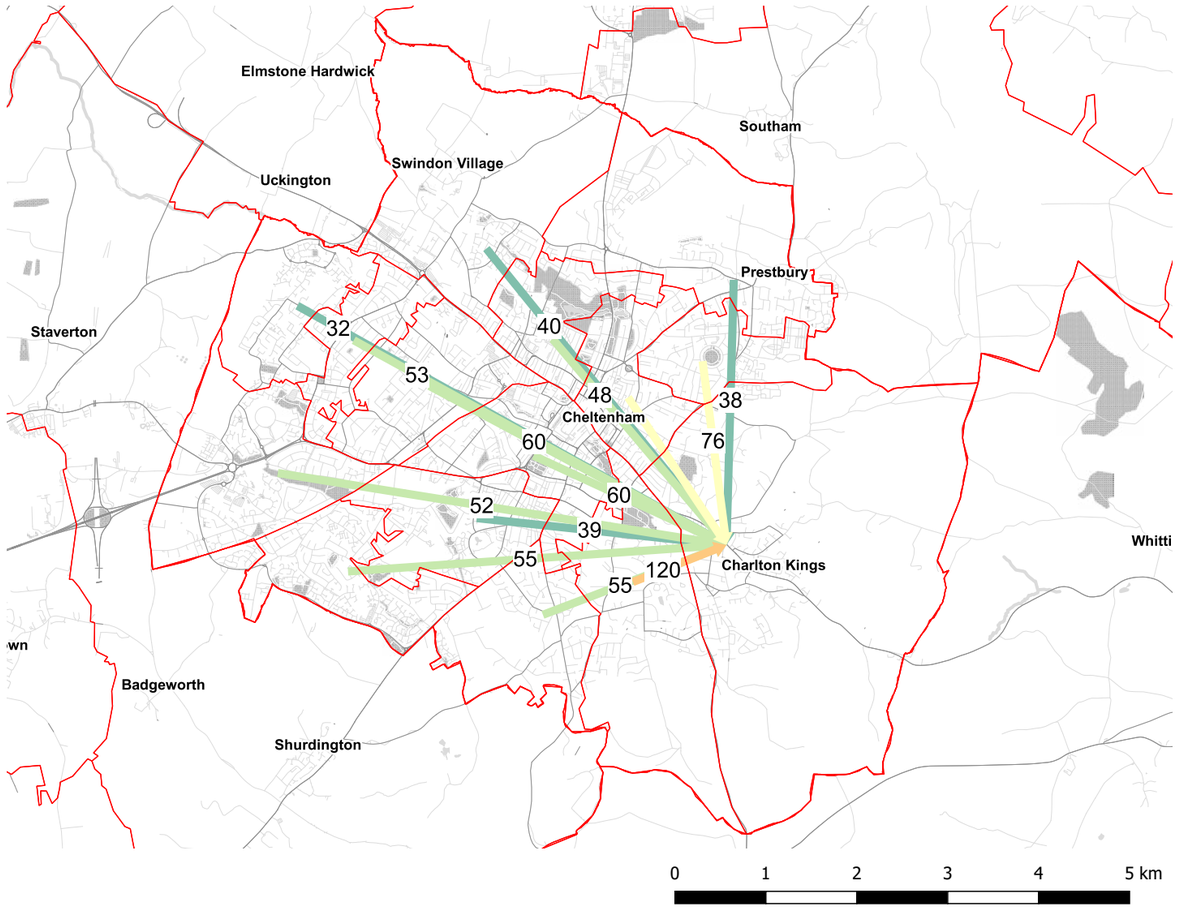
Travel from Residence MSOA E02004613



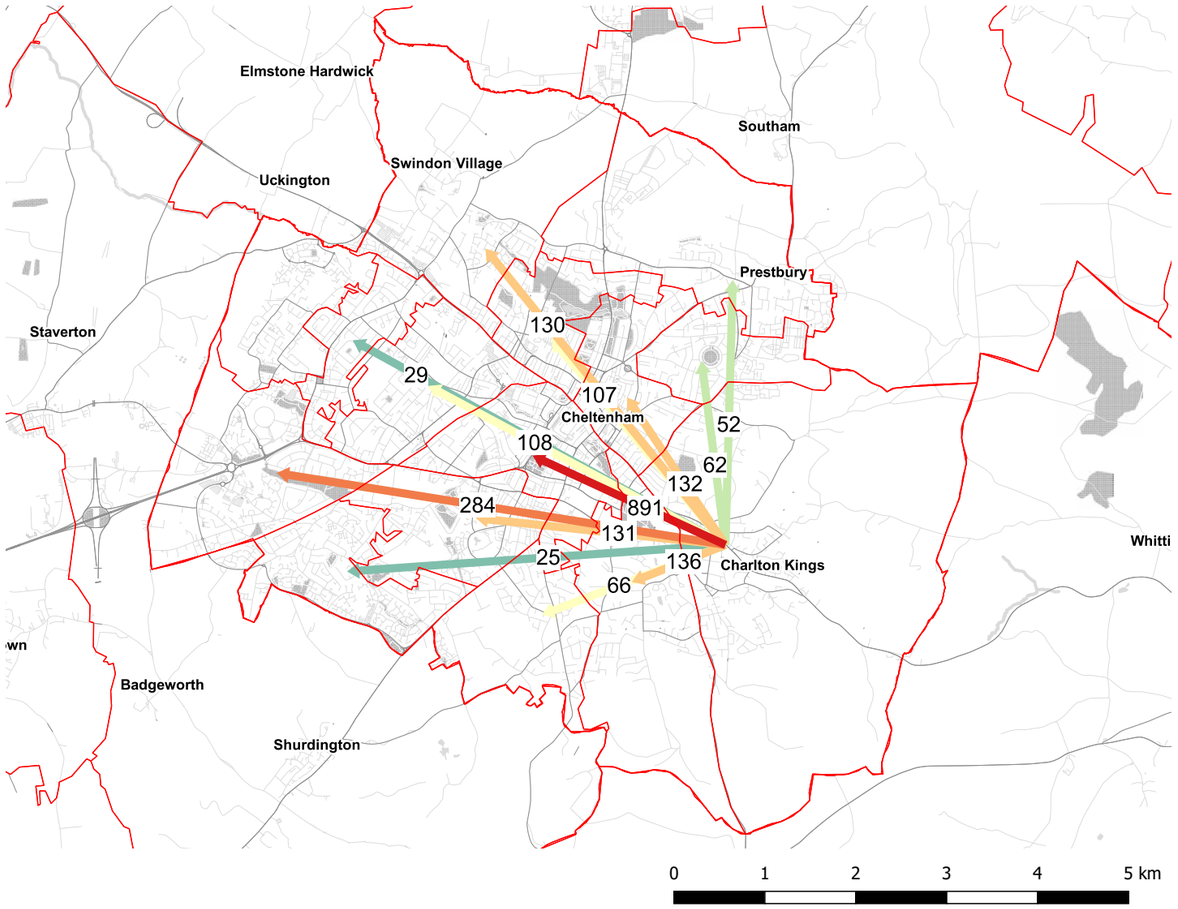
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004611

Travel to Workplace MSOA E02004611



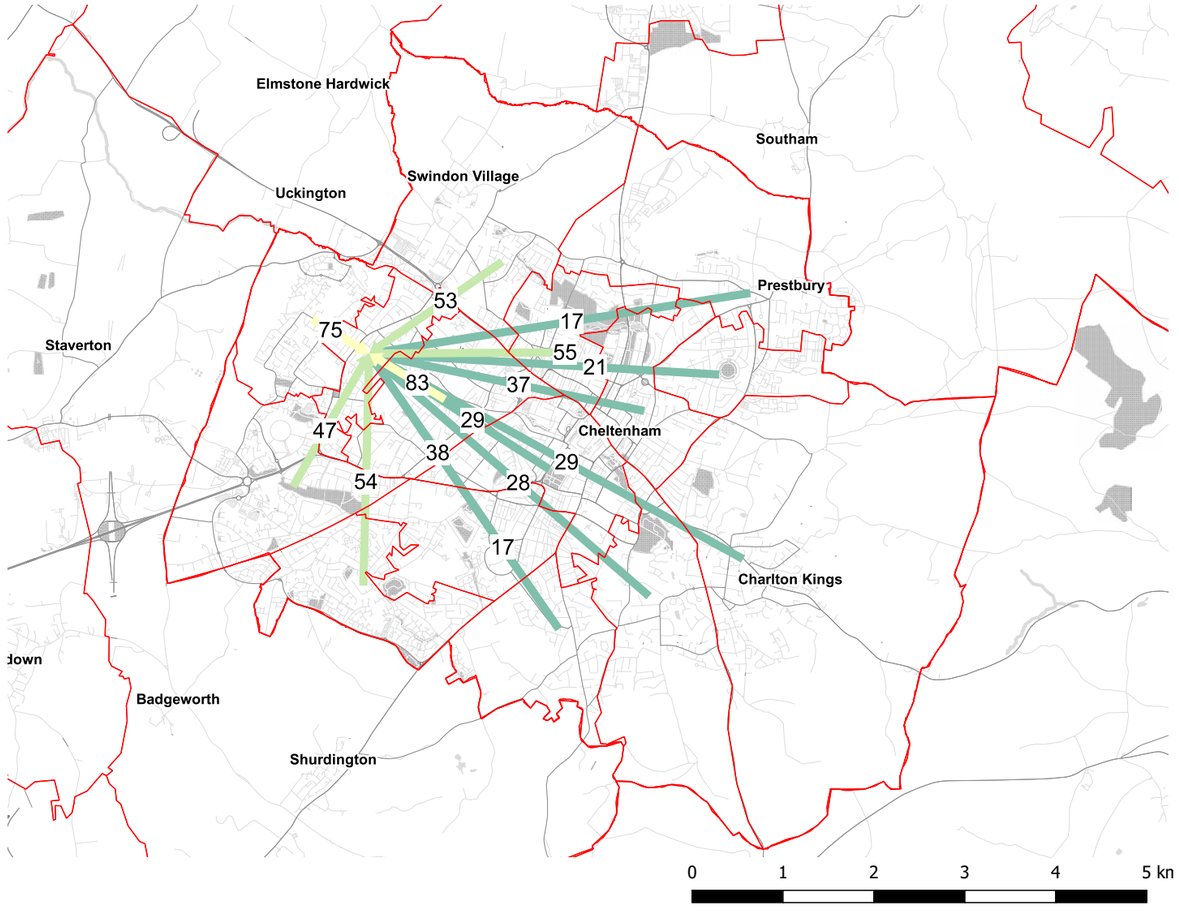
Travel from Residence MSOA E02004611



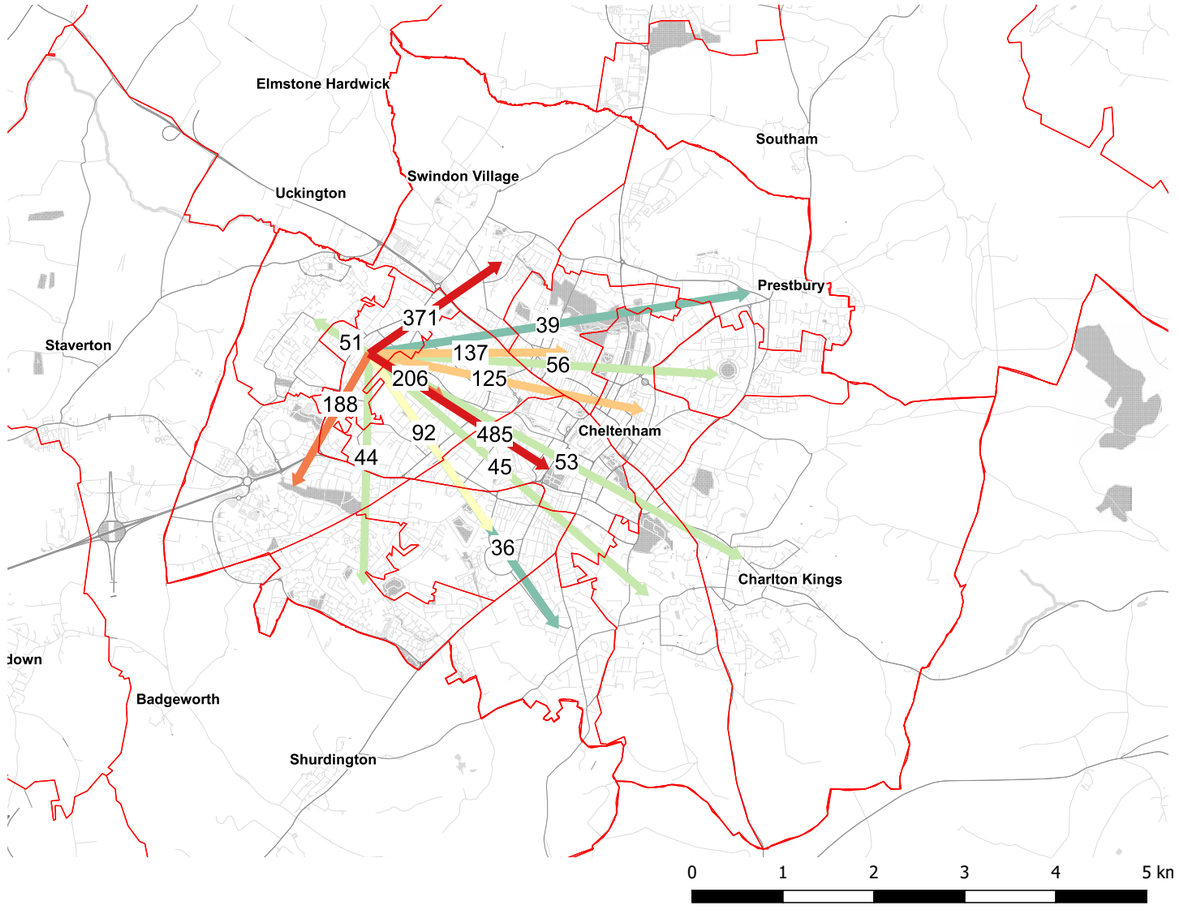
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004604

Travel to Workplace MSOA E02004604



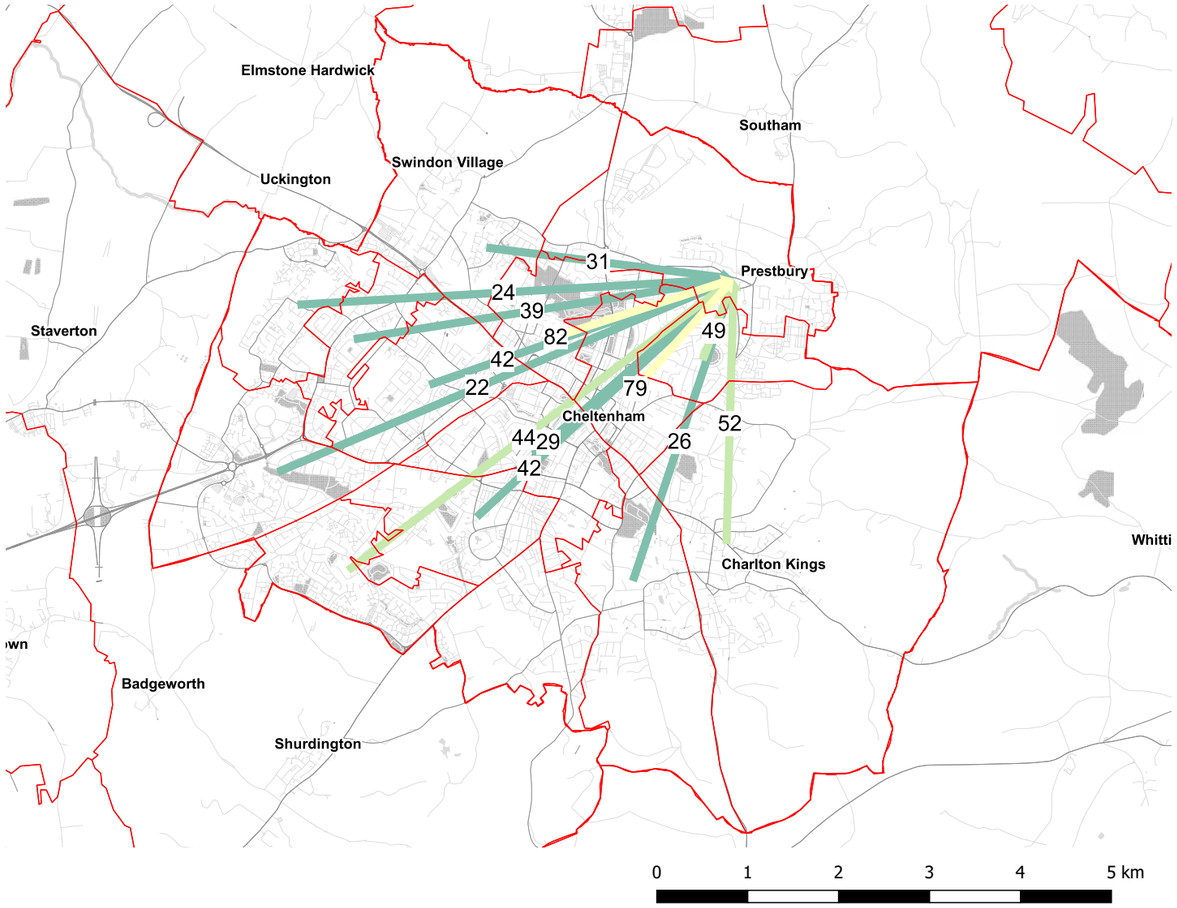
Travel from Residence MSOA E02004604



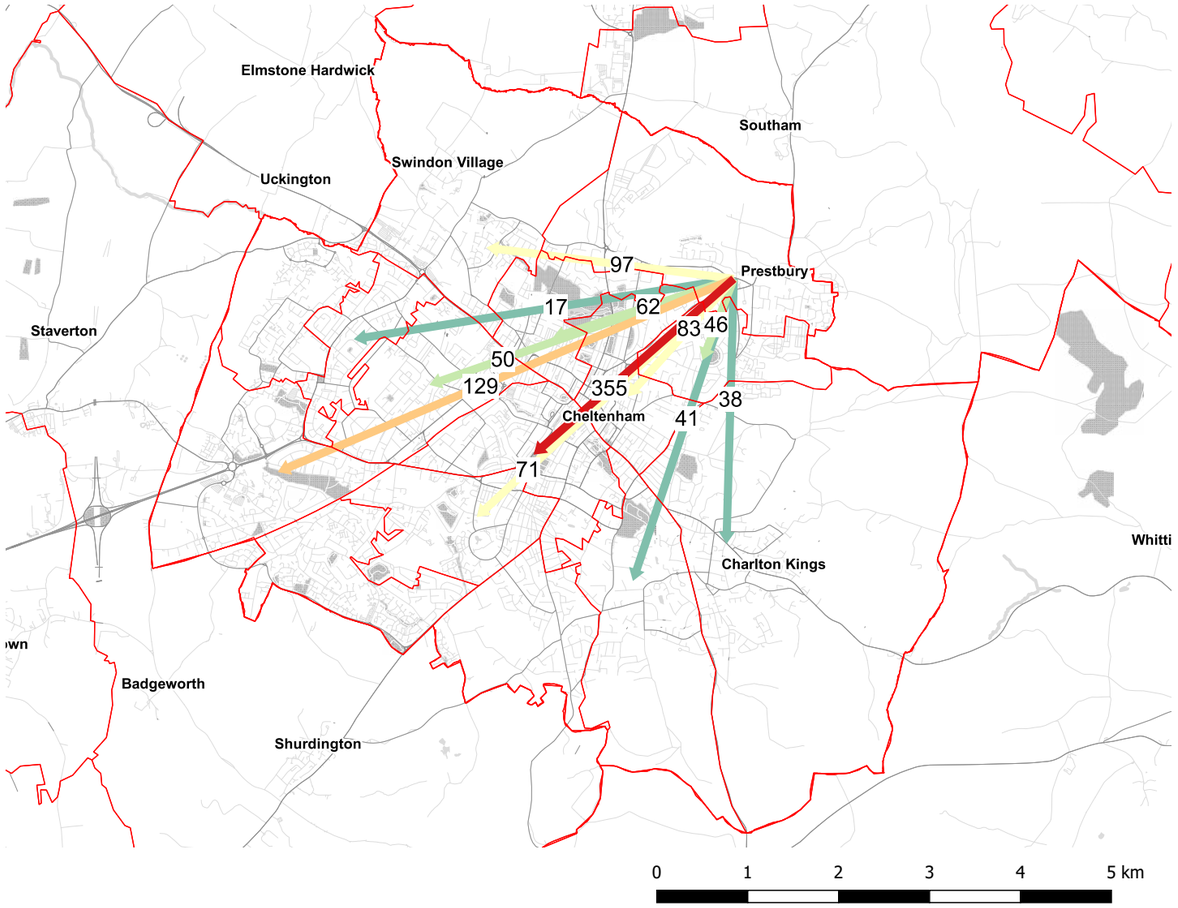
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004601

Travel to Workplace MSOA E02004601



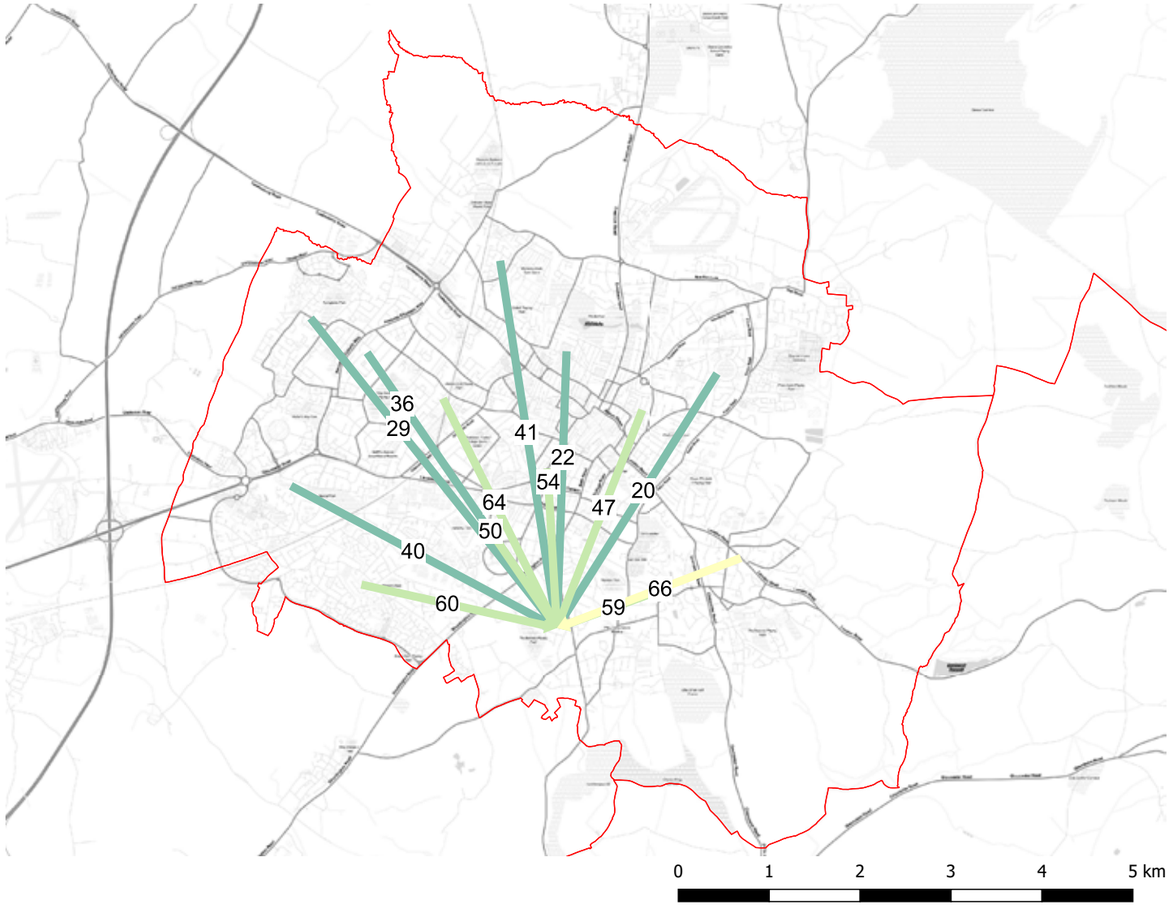
Travel from Residence MSOA E02004601



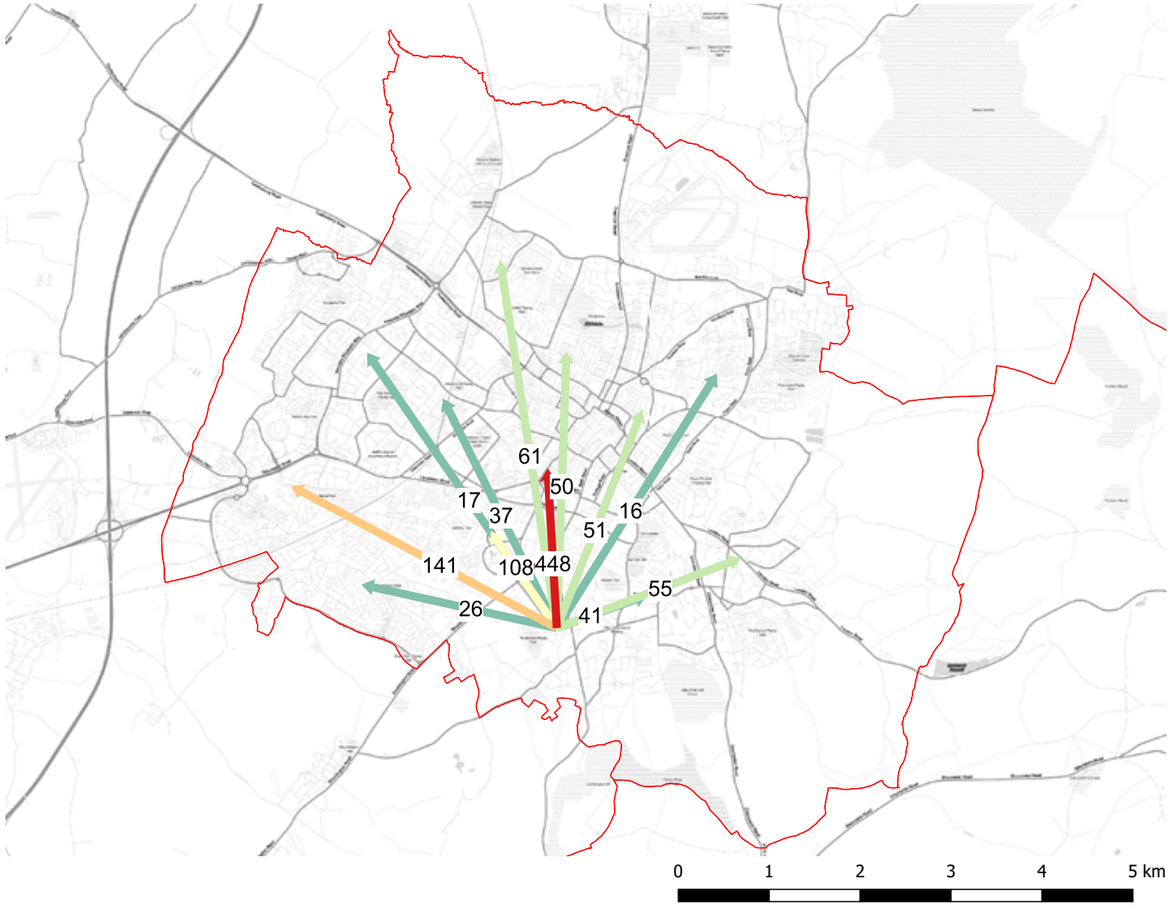
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004614

Travel to Workplace MSOA E020046014



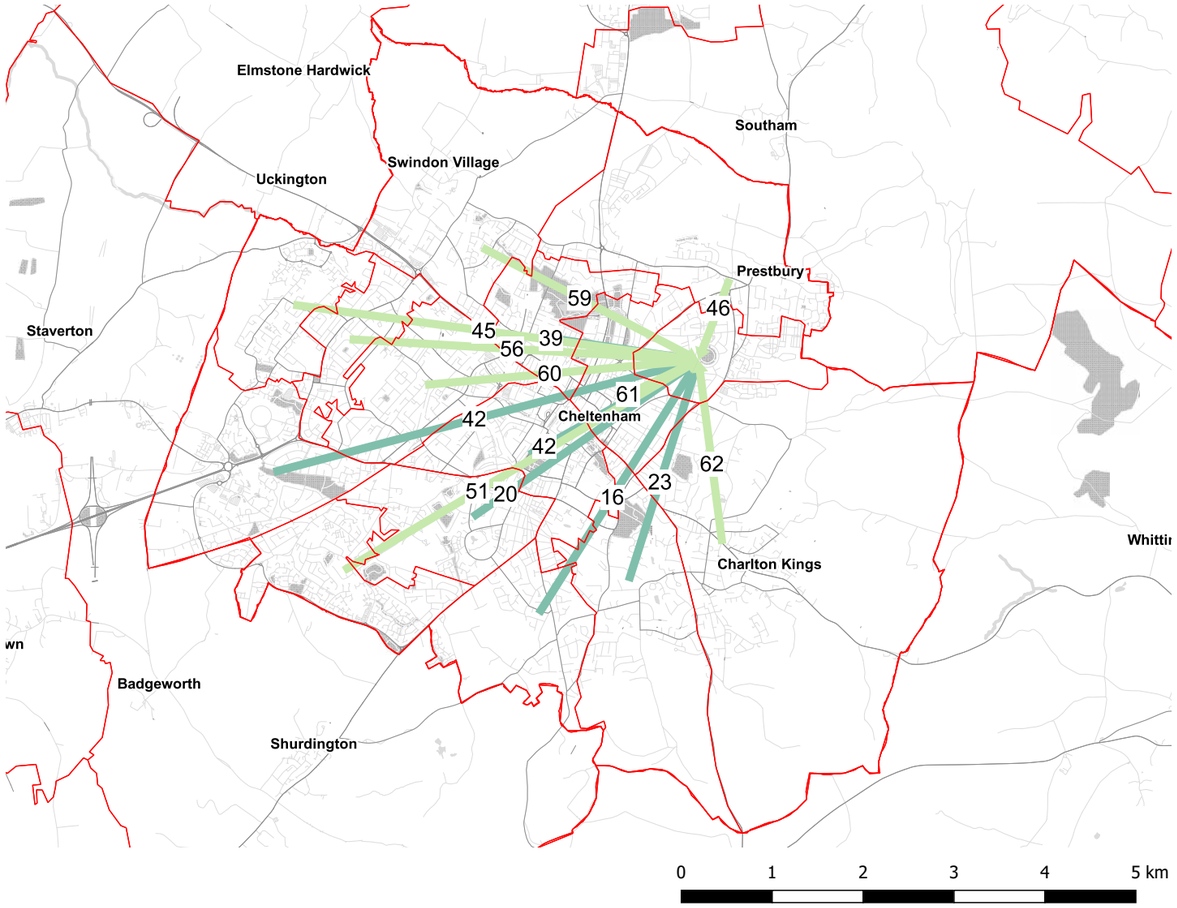
Travel from Residence MSOA E02004614



- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004605

Travel to Workplace MSOA E02004605



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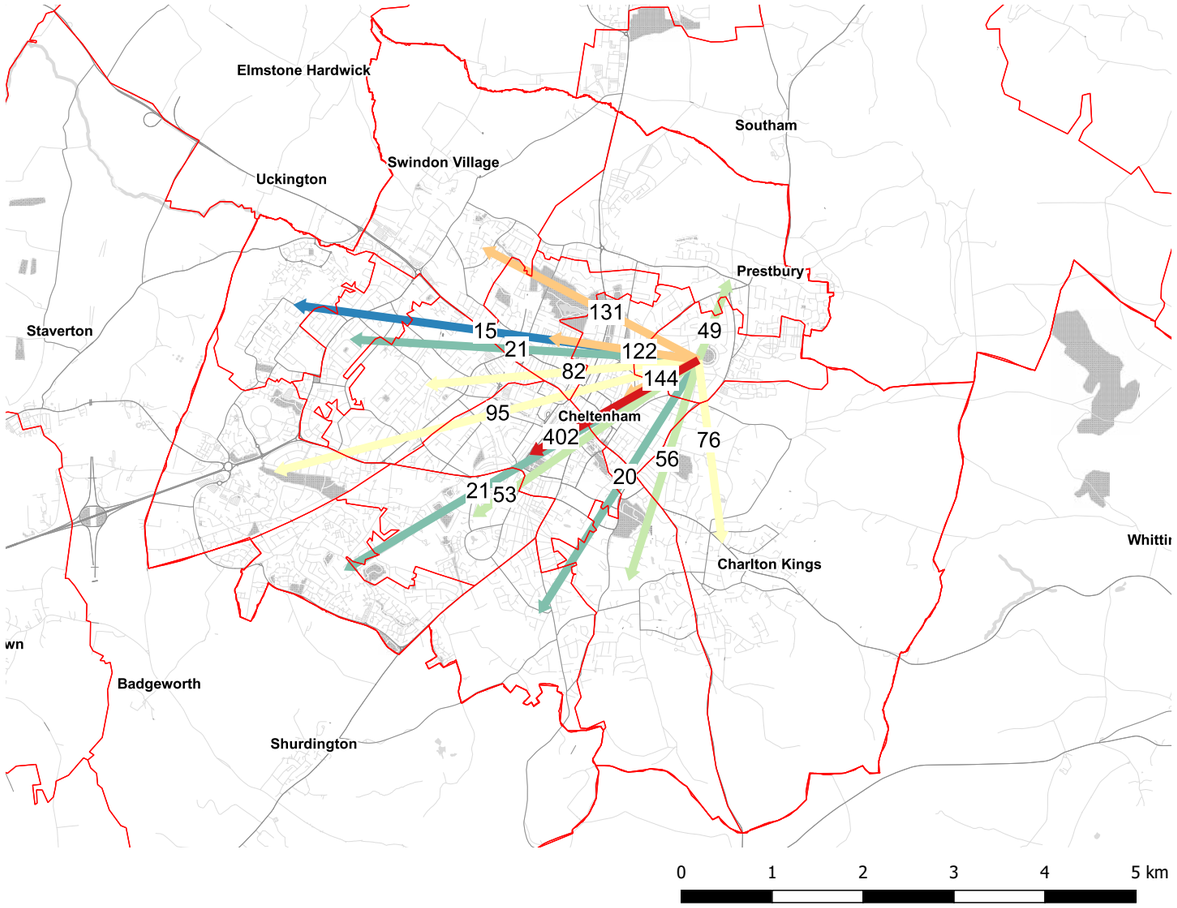
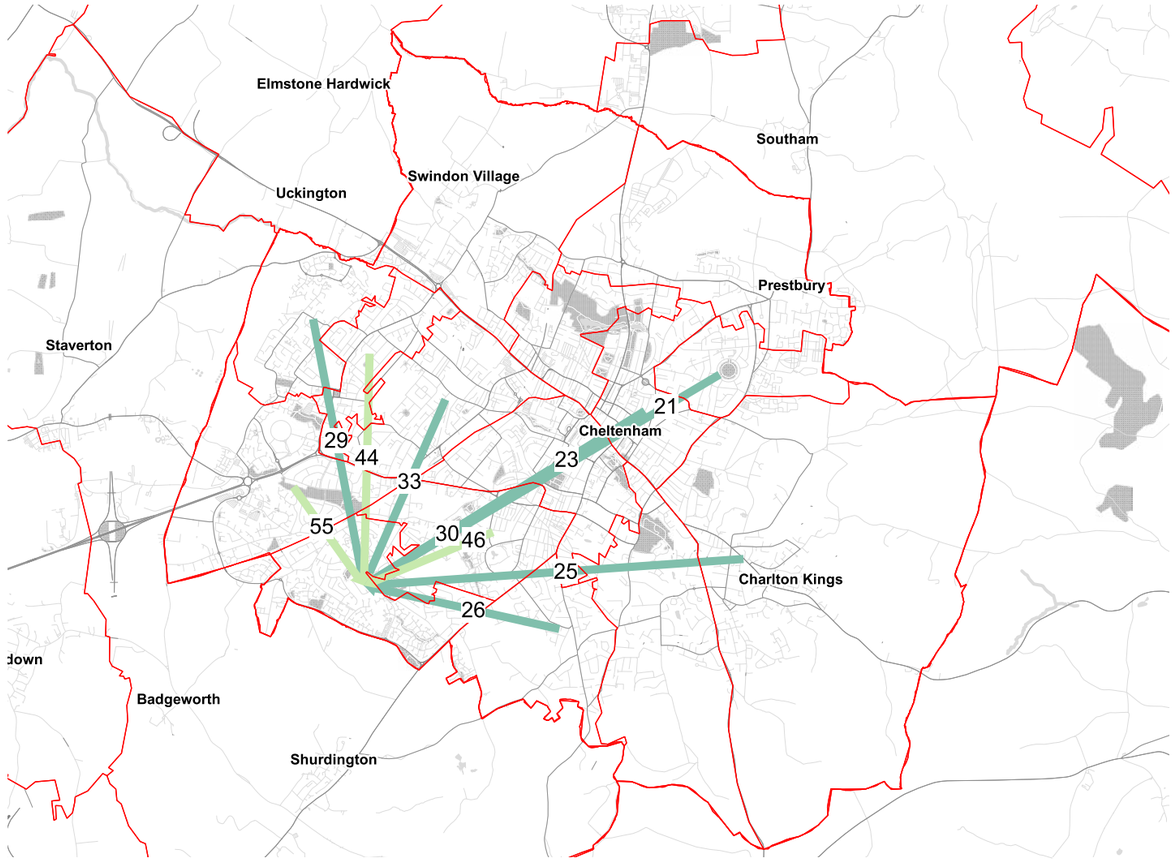


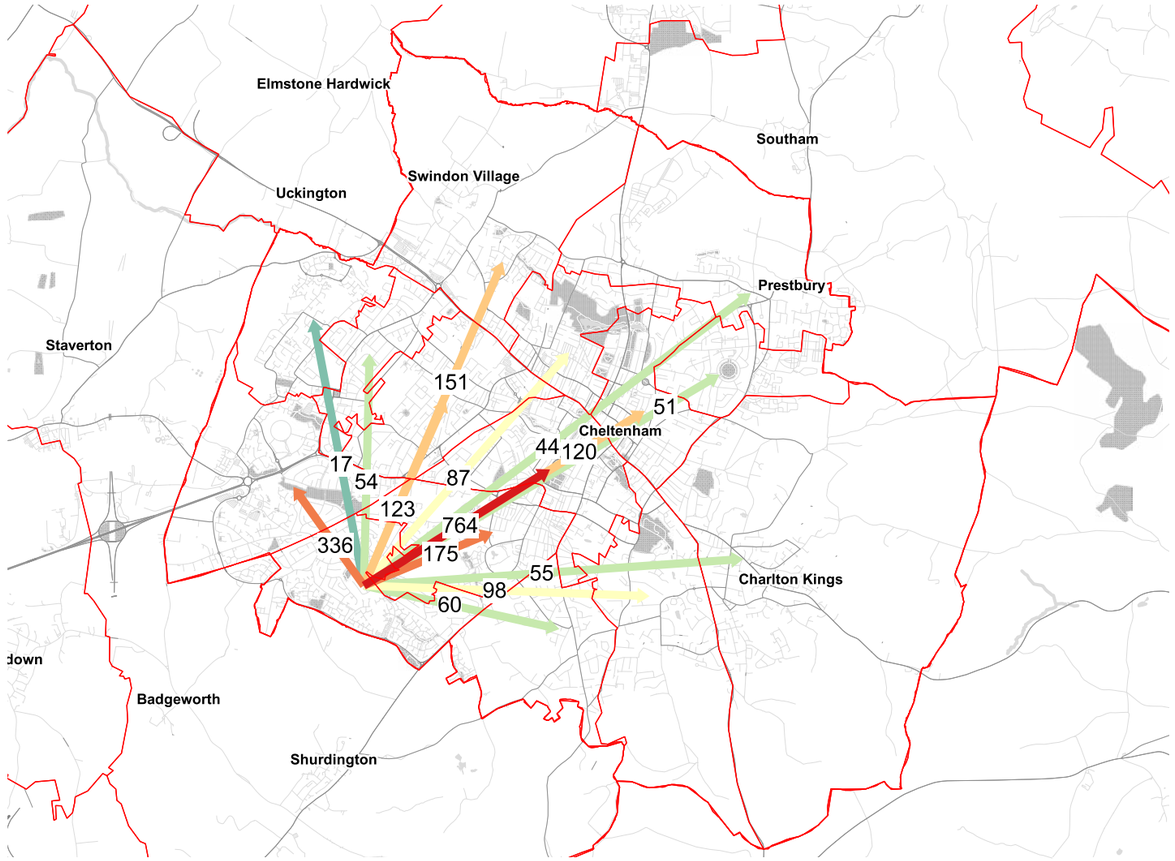
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004612

Travel to Workplace MSOA E02004612



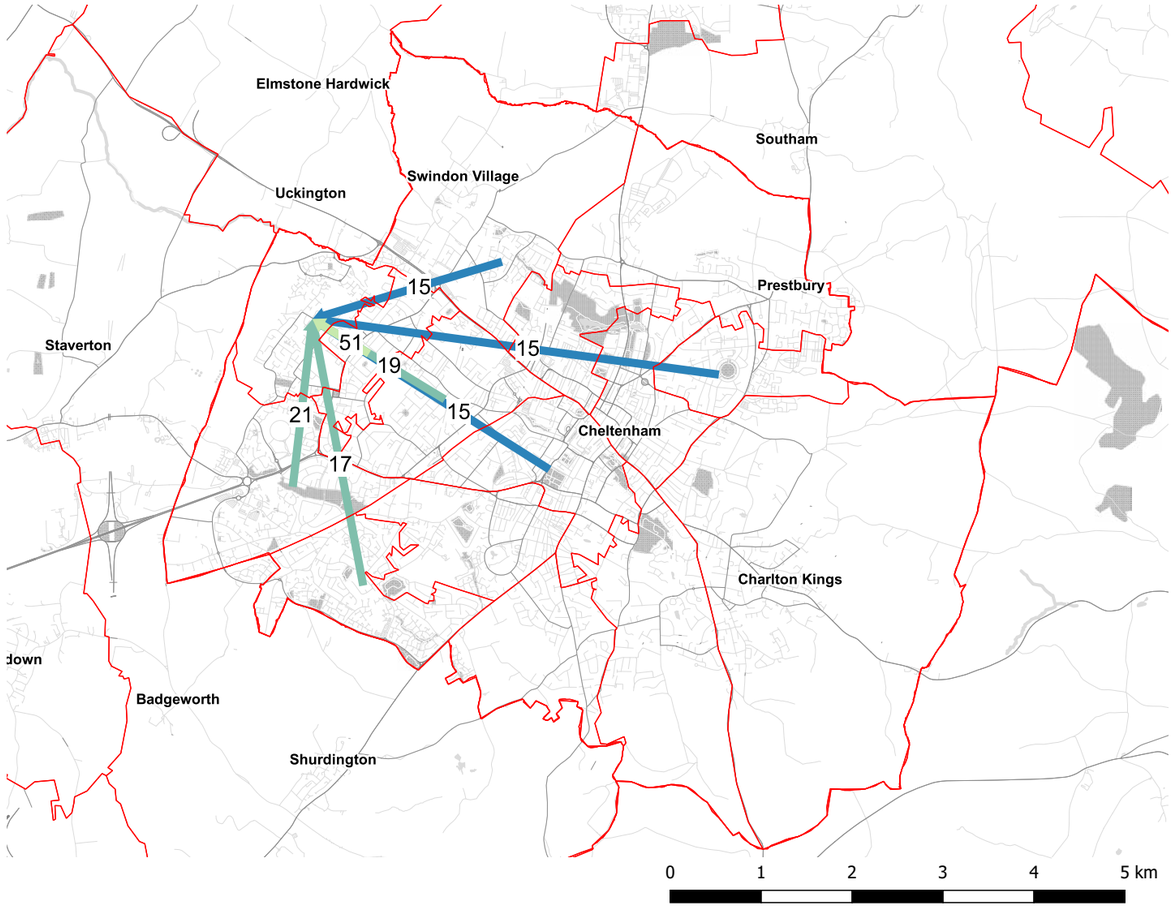
Travel from Residence MSOA E02004612



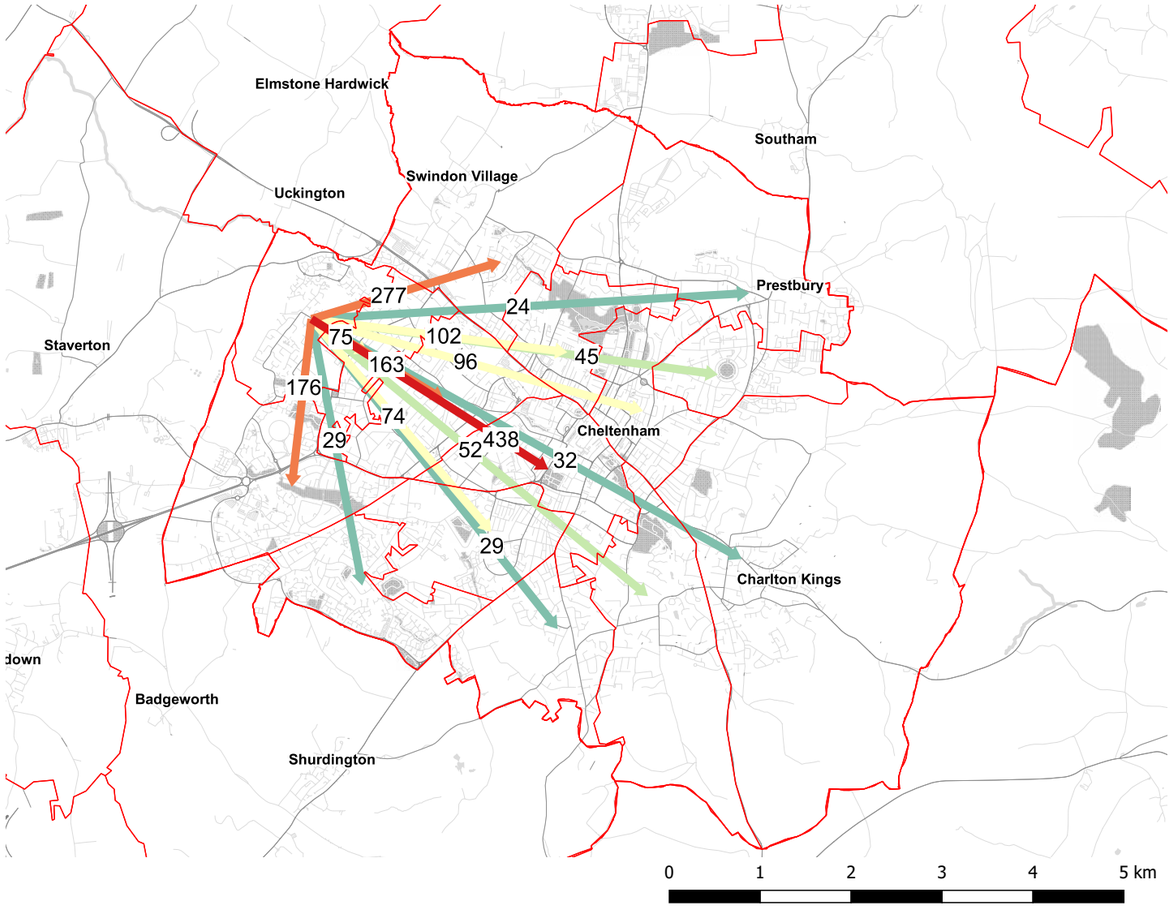
- 0 - 15
- 15 - 42
- 42 - 65
- 65 - 119
- 119 - 160
- 160 - 345
- 345 - 1307
- Area Boundary

TRAVEL TO WORK
MSOA E02004602

Travel to Workplace MSOA E02004602



Travel from Residence MSOA E02004602



0 - 15
15 - 42
42 - 65
65 - 119
119 - 160
160 - 345
345 - 1307
Area Boundary

TRAVEL TO WORK BY MODE

The plans on the following pages illustrate the mode share of TTW trips according to the MSOA of Residence (main figure), and MSOA of Workplace (inset figure). The MSOA of Residence can be interpreted as the origin for outbound trips to work, and the MSOA of Workplace as the destination.

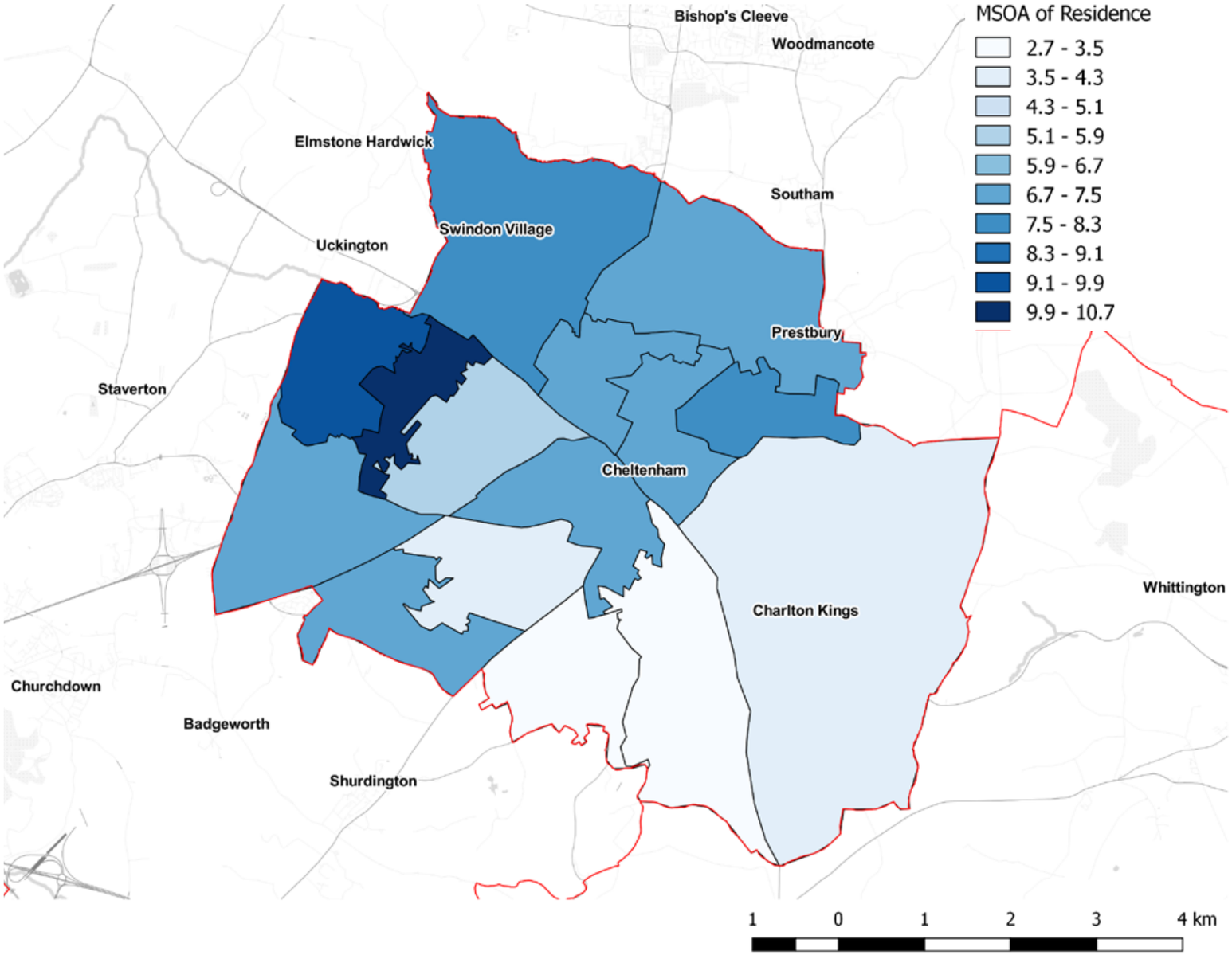
The plans are presented on a mode-by-mode basis, to show how trip share varies across the town for each of the following modes:

- Bus
- Cycling
- Walking
- Car or van (driving)
- Car or van (passenger)
- Rail

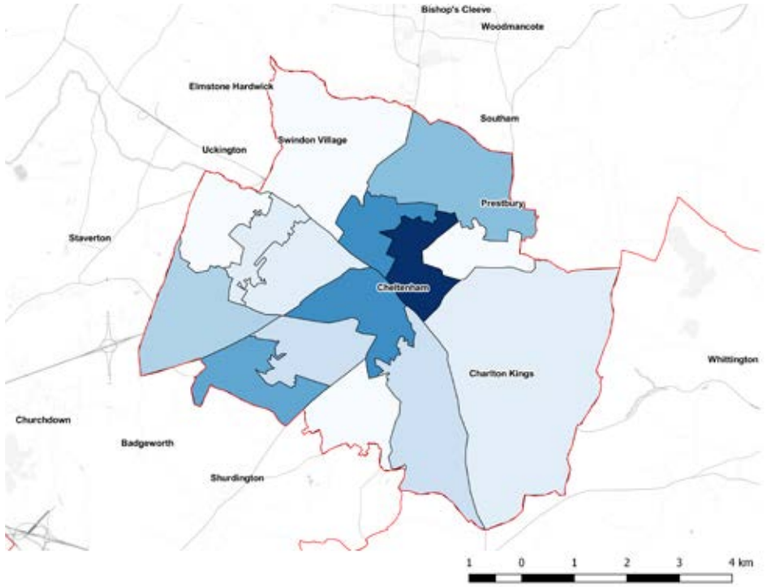
Plans are not presented for the modes with no, or very minor TTW trip share in Cheltenham (including, tube/tram/light rail, motorcycles, and taxis).

TRAVEL TO WORK BY BUS

MSOA of Residence



MSOA of Workplace



Travel to work levels by bus in Cheltenham is average for a district in England and Wales, at around 6% (Full range of mode shares is 1–27%).

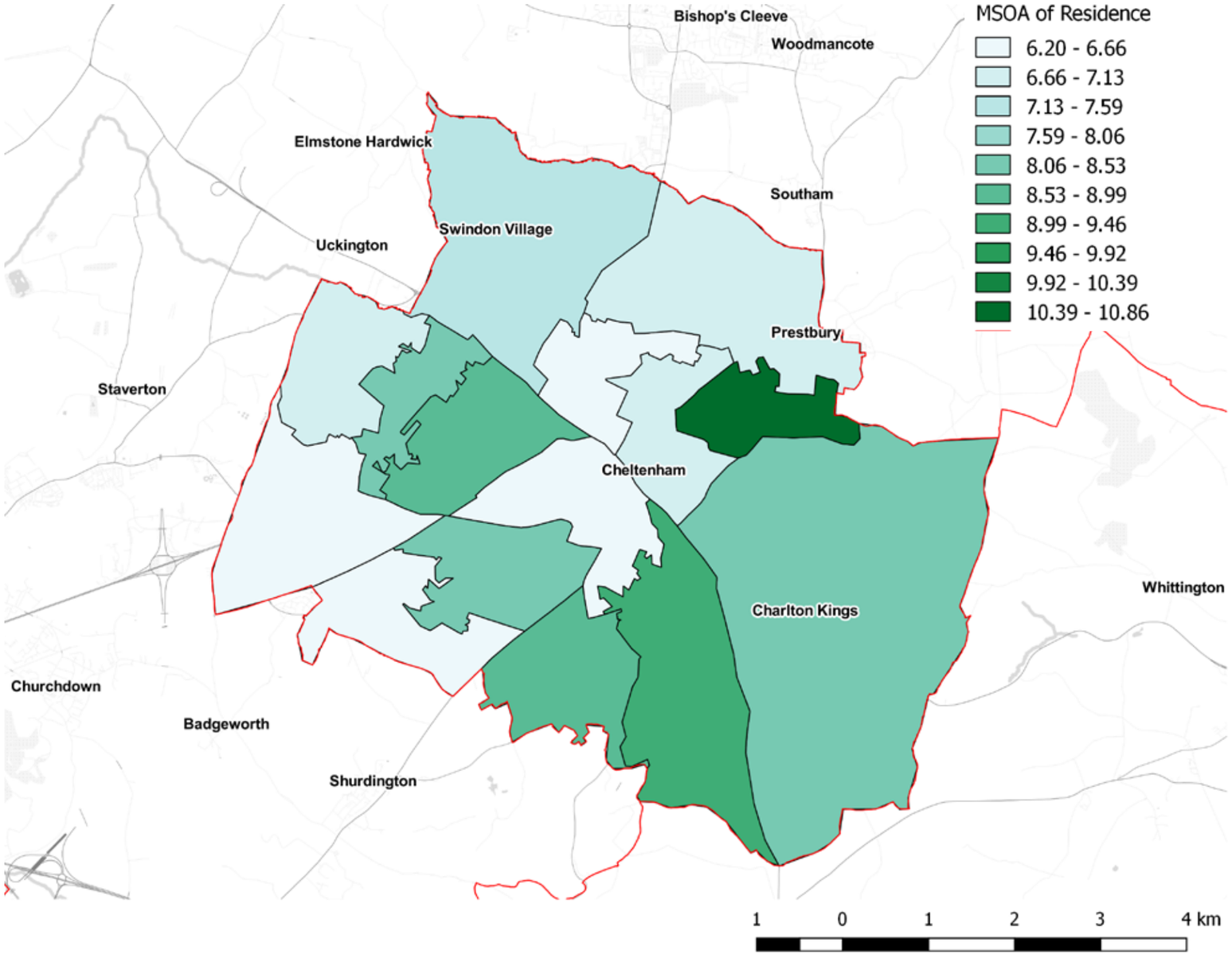
There are significant variations in these trips across the borough. There is a distinct north-west/south-east divide in origin MSOAs for travel to work by bus, with bus use higher in north-western half.

Bus use is generally higher in the MSOAs of residence where there is lower access to cars or vans, this is particularly striking in the area around Princess Elizabeth way.

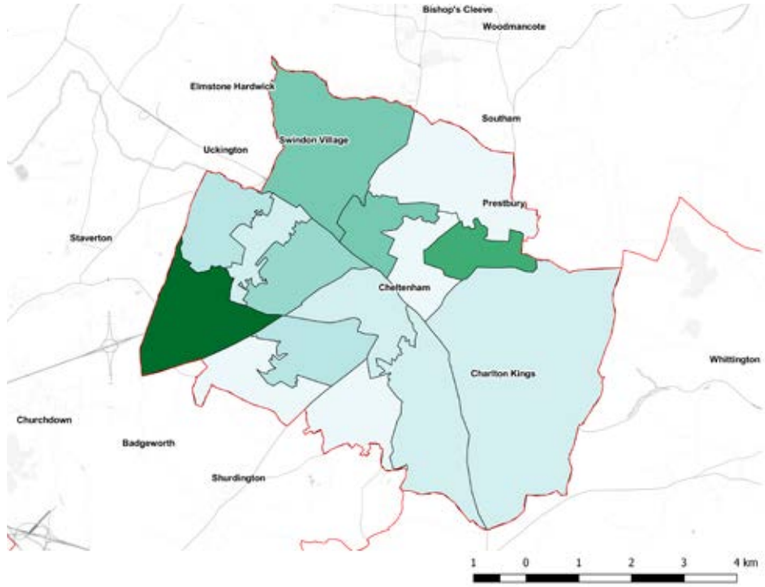
The town centre is the dominant workplace destination for bus TTW trips. It is notable that the other major employment areas of Benhall and, in particular, Kingsditch are below average TTW bus destinations.

TRAVEL TO WORK BY CYCLING

MSOA of Residence



MSOA of Workplace



Internal TTW by bike is quite high in the Cheltenham as a whole. For all TTW 7% of trips are by bike, which puts it in the 95th percentile across all England and Wales districts. However, in Oxford and Cambridge mode share is between 2.5x and 4x the level in Cheltenham. The plots presented here represent overall TTW mode share for cycling.

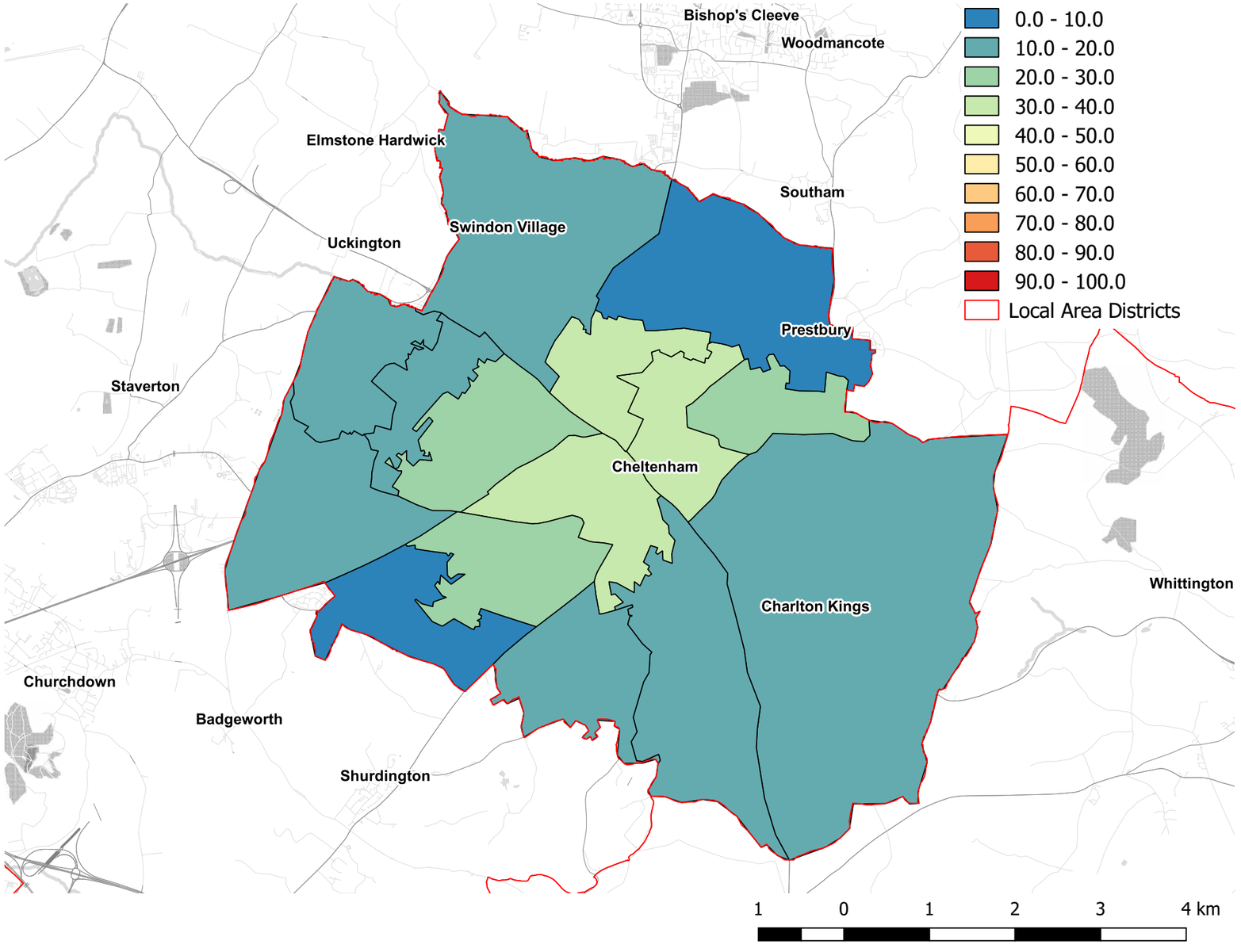
Cycling doesn't seem to be strongly correlated with car and van availability, or the Index of Multiple Deprivation, which suggests that cycling's popularity is not driven by levels of affluence.

The highest levels of cycling, by area of residence, are found in Prestbury, and by workplace in Benhall. However, Prestbury also has relatively high levels of cycling as a destination, as does the edge of town employment area of Kingsditch.

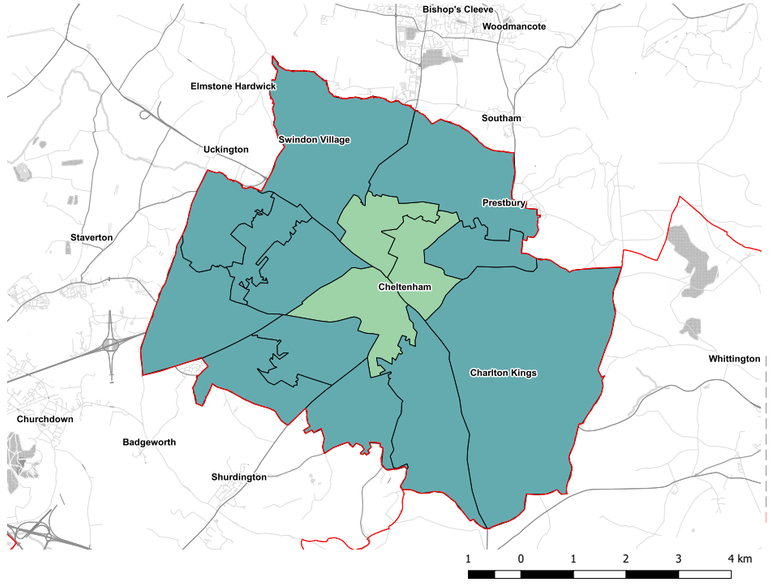
The town centre is, relatively, not a popular location for cycling to work.

TRAVEL TO WORK BY WALKING

MSOA of Residence



MSOA of Workplace



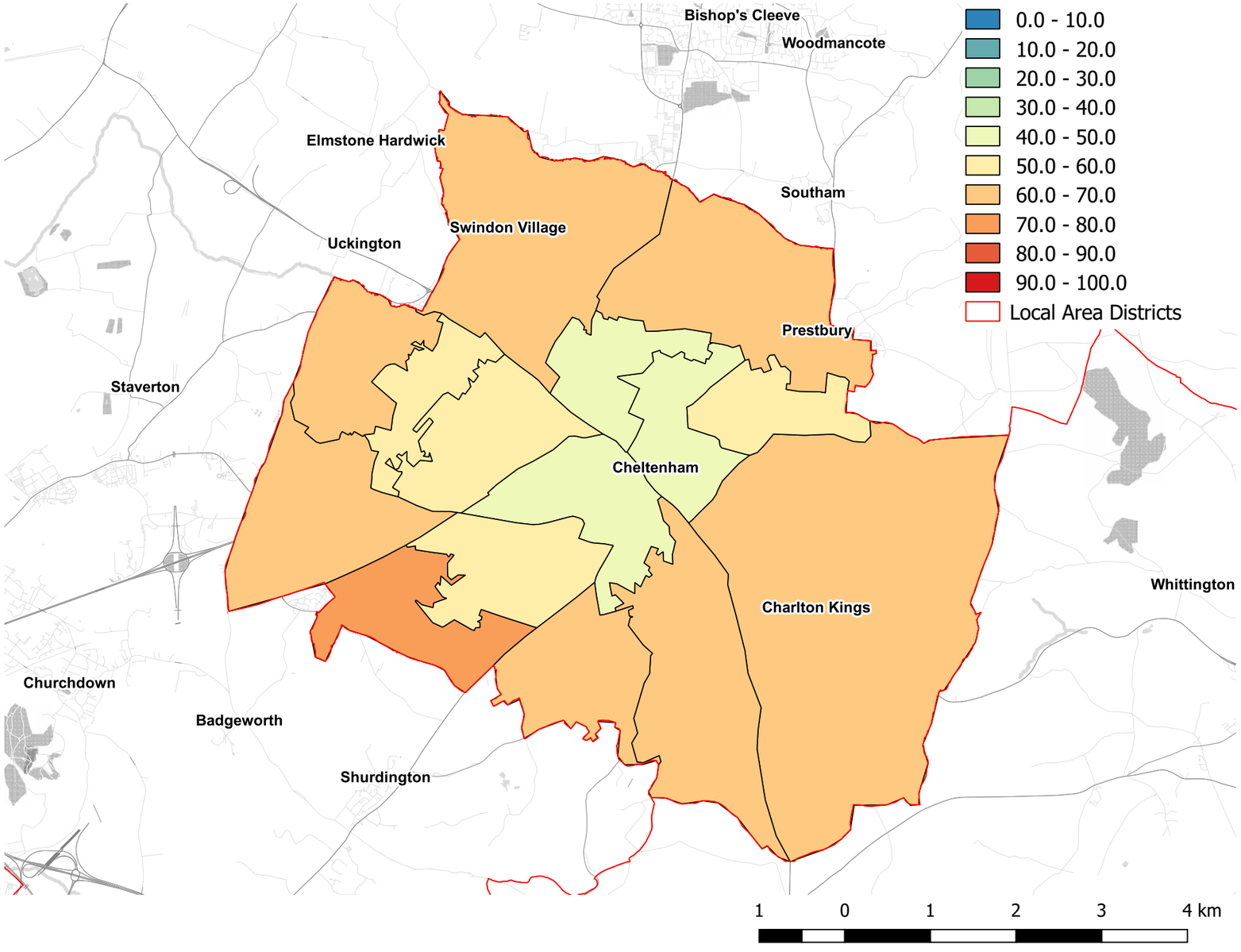
For all TTW 18% of trips are on foot, which puts Cheltenham in the 95th percentile across all England and Wales districts. However, in Oxford and Cambridge walking mode share is between 2.1x and 2.8x the level in Cheltenham.

The Travel to Work by walking mode share varies across Cheltenham's MSOAs in a manner that seems to reflect distance from the town centre. This is true looking both at MSOAs of residence and workplace.

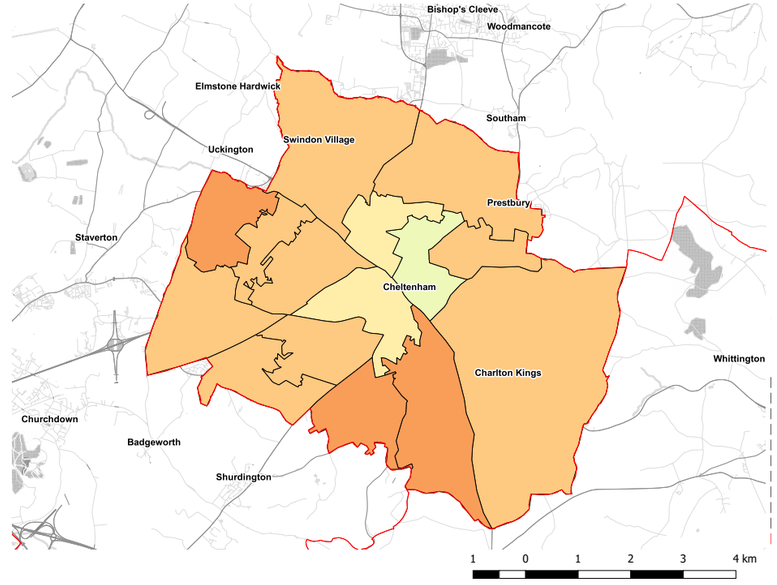
However, employment is not concentrated solely in the town centre, with significant employment in Kingsditch to the north-west and Benhall to the west, and it is surprising that walking levels for MSOAs of residence adjacent to each of these areas is so low.

TRAVEL TO WORK BY CAR OR VAN DRIVER

MSOA of Residence



MSOA of Workplace



Travel to work mode share by car is lower in the town centre for MSOAs of both residence and workplace.

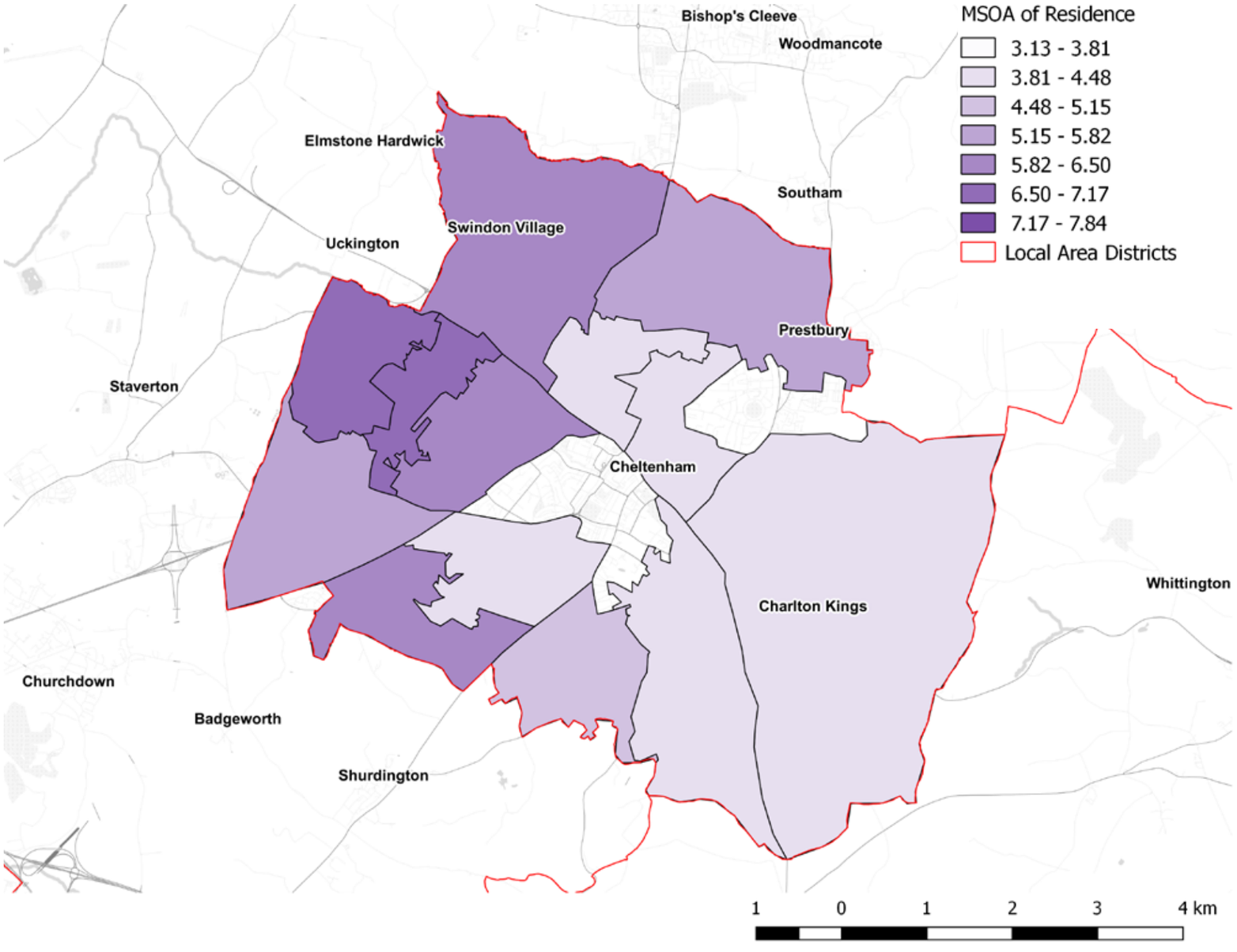
This may imply that there is a degree of self-containment within the town centre - with workers living locally. This view is partly supported by the observed pattern of walk to work mode share, presented on the previous page.

Other factors that may account for this pattern include:

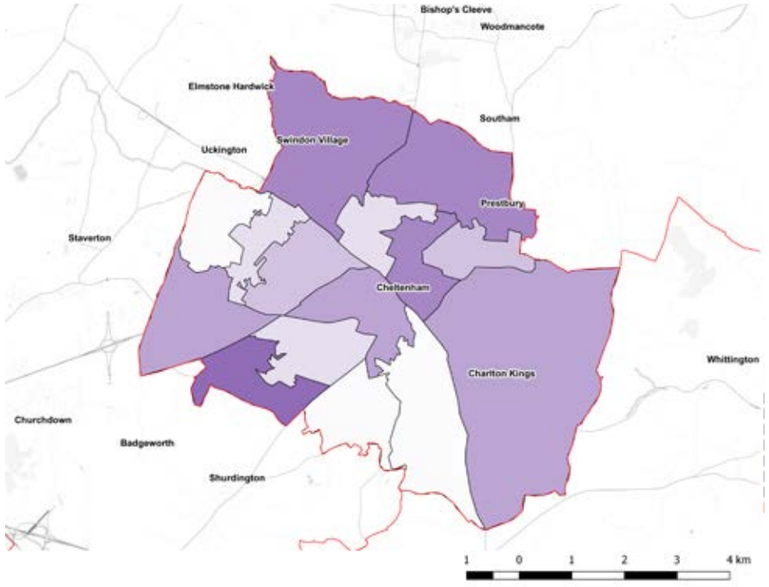
- The town centre is more accessible by bus than other parts of the town, and therefore there is less perceived need to drive. This is consistent with the bus mode share plot for MSOAs of workplace.
- Parking is more constrained or less affordable in the town centre than in other areas.

TRAVEL TO WORK BY CAR OR VAN PASSENGER

MSOA of Residence



MSOA of Workplace

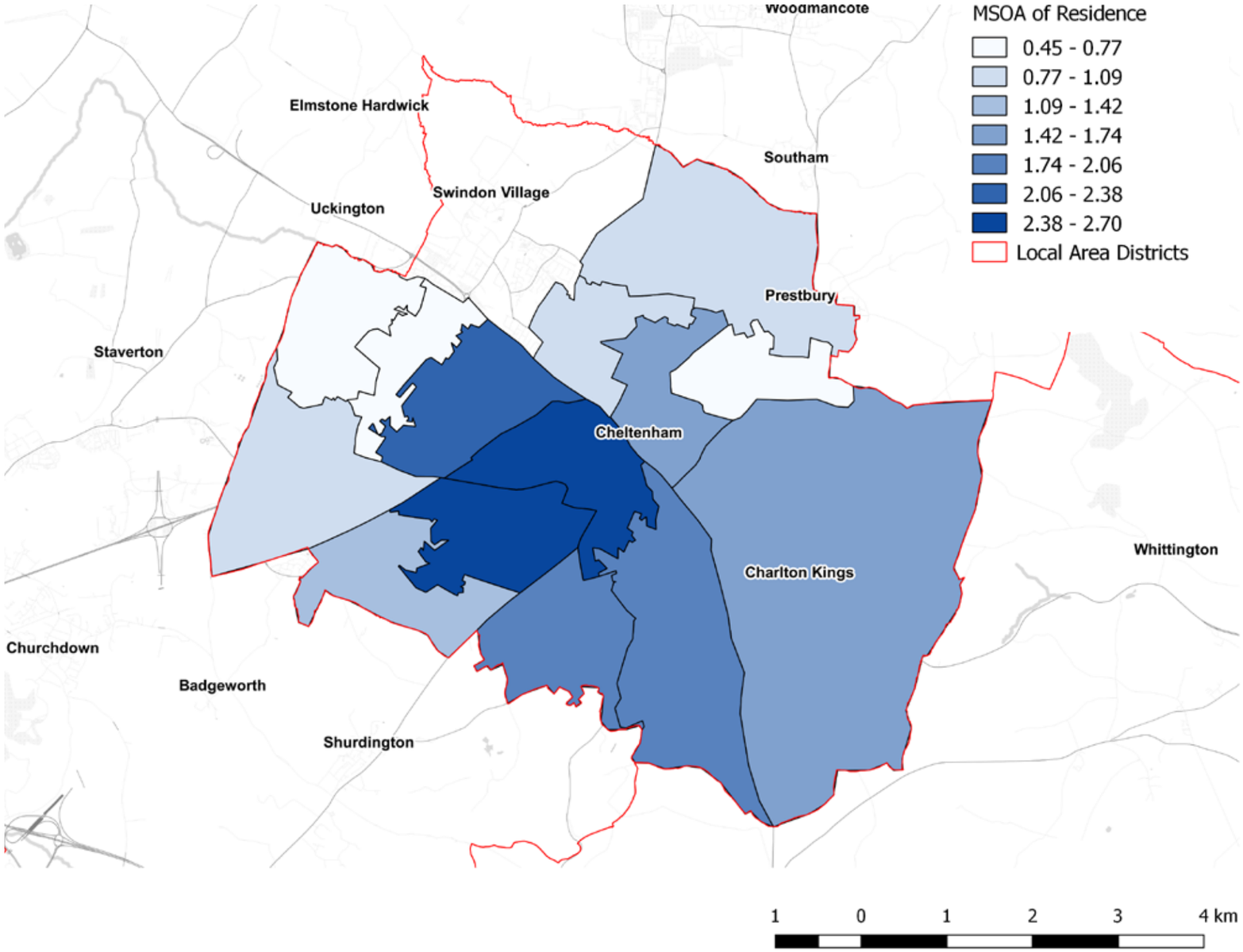


Car sharing is more prevalent for people travelling to work from the west of Cheltenham, and less so from the east.

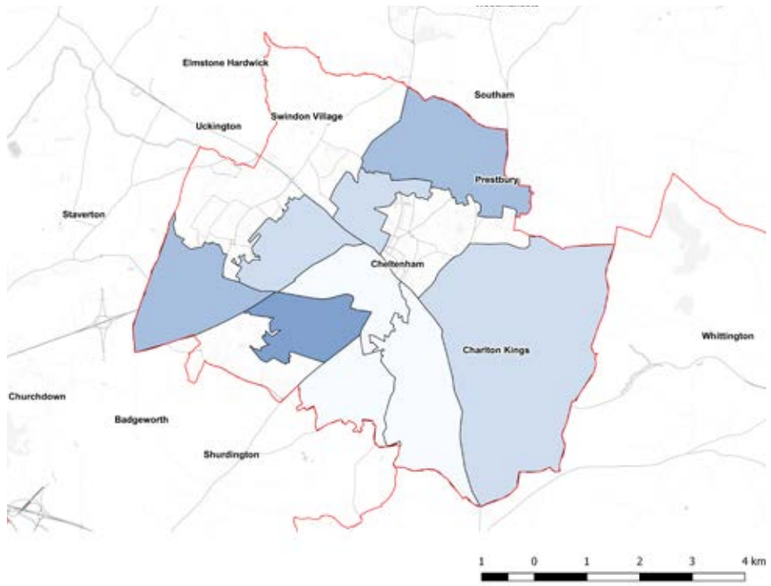
In terms of the workplace of car sharers, retail-dominated employment areas tend to have higher car sharing than, for example Benhall, home to GCHQ. However, the picture is more nuanced, with the highest rate of car sharing registered for workplace in Up Hatherly.

TRAVEL TO WORK BY RAIL

MSOA of Residence



MSOA of Workplace



Travel to work by train enjoys a very low mode share in Cheltenham, with a mode share that is only in the 11th percentile of all districts in England and Wales.

Given this, the borough's geographical distribution of TTW by train reveals a strong association between train mode share and proximity of MSOA of residence to Cheltenham Spa station.

A secondary pattern appears to be that residential areas which score high on the Index of Multiple Deprivation (i.e. more deprived areas) tend to have lower TTW by rail mode share.

The pattern in terms of rail mode share and MSOA of workplace is less clear, though proximity to the station may still be a factor. The "knowledge economy" employment area of Benhall is the major employment area that stands out as having comparatively high (though still low) rail mode share.

SHORT JOURNEY - CAR MODE SHARE

Census data provides an opportunity to explore TTW patterns in more detail. The main figure opposite provides an indicative illustration of the proportion of TTW trips by car that are less than 2km (or 1.25 miles) in length. The map shows the variation in these data across Cheltenham Middle Super Output Area (MSOA) geographic areas.

2km is a useful metric because it is easily within the range of comfortable cycling, and should also be walkable for most people, especially given the topography of Cheltenham. That is to say, these are the trips that ideally would rarely be undertaken by car.

The overall pattern, that more suburban areas are more reliant on short trips by car than central areas, is not unexpected. However, the level of short TTW trips by car is very high in parts, and in particular to the north west and the south west of the town, both of which are areas of major employment.

Legend

Car Driver Trips for Journeys <2km

- 0-10
- 10-20
- 20-30
- 30-40
- 40-50
- 50-60
- 60-70
- 70-80
- 80-90
- 90-100

The inset (top right) shows the same analysis for trips shorter than 1km in length.

It is noteworthy that in the area around Princess Elizabeth way, 30-40% of car trips to work are less than 1km in length.

This area is one that has been identified earlier as falling the wrong side of the national average metrics for childhood obesity and the Index of Multiple Deprivation.

TRAVEL TO WORK BY MODE SUMMARY

Travel to Work by mode share data can be analysed to provide an understanding of how sustainable (or unsustainable) commuting within Cheltenham is.

Walking, cycling, public transport and being passenger are considered to be sustainable modes of transport. Conversely, driving and car, van, motorbike or hiring a taxi are considered to be unsustainable modes of travel.

The data and figures indicate that commuting to and from peripheral areas of Cheltenham most notably incurs high absolute levels of unsustainable travel; up to 70-80% in peripheral MSOA's.

The town centre benefits from higher levels of sustainable travel, with the worst MSOA's having 40+% car, van or taxi use for commuting. It can be seen there are considerably more people walking to work within the vicinity of the town centre.

Compared to other districts across England and Wales, Cheltenham benefits from comparatively high sustainable travel, particularly in terms of walking and cycling - public transport levels are low for train and only average for bus.

Overall these data suggest there is already a walking and cycling culture in Cheltenham. However, this is significantly lower than the very best areas of the country, places such as Oxford and Cambridge which can be seen as comparator locations in a UK context due, for example, to their population size, compactness and levels of educational attainment.

Levels of car use for very short trips are high in many places and seem to present one opportunity to increase sustainable and active travel modes.

RAIL NETWORK

SUMMARY

An overview analysis of rail provision has been undertaken, looking into passenger numbers and flows to and from Cheltenham, current and future rail network plans, along with an overview of the station. Headline points are:

- Good links to major centers
- The two most significant destinations from Cheltenham are Birmingham and Gloucester
- The two most significant departure points for arrival at Cheltenham are London and Bristol
- Ineffective local rail services – limited in frequency and capacity
- Location of station makes achieving effective access challenging, especially from the town centre
- Journeys to London and south coast slower than necessary due to service pattern serving Gloucester
- Cheltenham has an average level of trips per head of population, but residents in similarly sized Bath and Oxford undertake nearly three times as many trips per head by train.
- Rail re-franchising on hold pending DfT review

RAIL DEMAND

Rail industry standard forecasting tools and data sets indicate that there is high rail usage between Cheltenham and London, Birmingham, Gloucester, Bath and Bristol.

The top destinations for rail trips starting in Cheltenham are:

- Bristol
- Birmingham
- London
- Gloucester
- Cardiff

The top origins of rail trips to Cheltenham are:

- Bristol
- Birmingham
- London
- Cardiff
- Bath
- Gloucester

The table below indicated rail journeys per head for Cheltenham, compared against other towns and cities.

Town / City	Urban Population 2016	Rail Journeys (Ent and Exit at Stn)	Per head of pop / annum
Gloucester	108,985	1,479,528	13.6
Blackpool	118,145	1,858,794	15.7
Wakefield	147,105	2,540,890	17.3
Swansea	108,325	2,130,154	19.7
Darlington	111,712	2,269,974	20.3
Cheltenham	115,369	2,352,715	20.4
Exeter	113,165	2,642,898	23.4
Northampton	131,308	3,147,010	24.0
Chester	118,298	4,649,800	39.3
Basingstoke	114,308	5,694,954	49.8
Bath	113,776	6,432,344	56.5
Oxford	116,866	6,631,498	56.7

RAIL NETWORK CURRENT PLANS

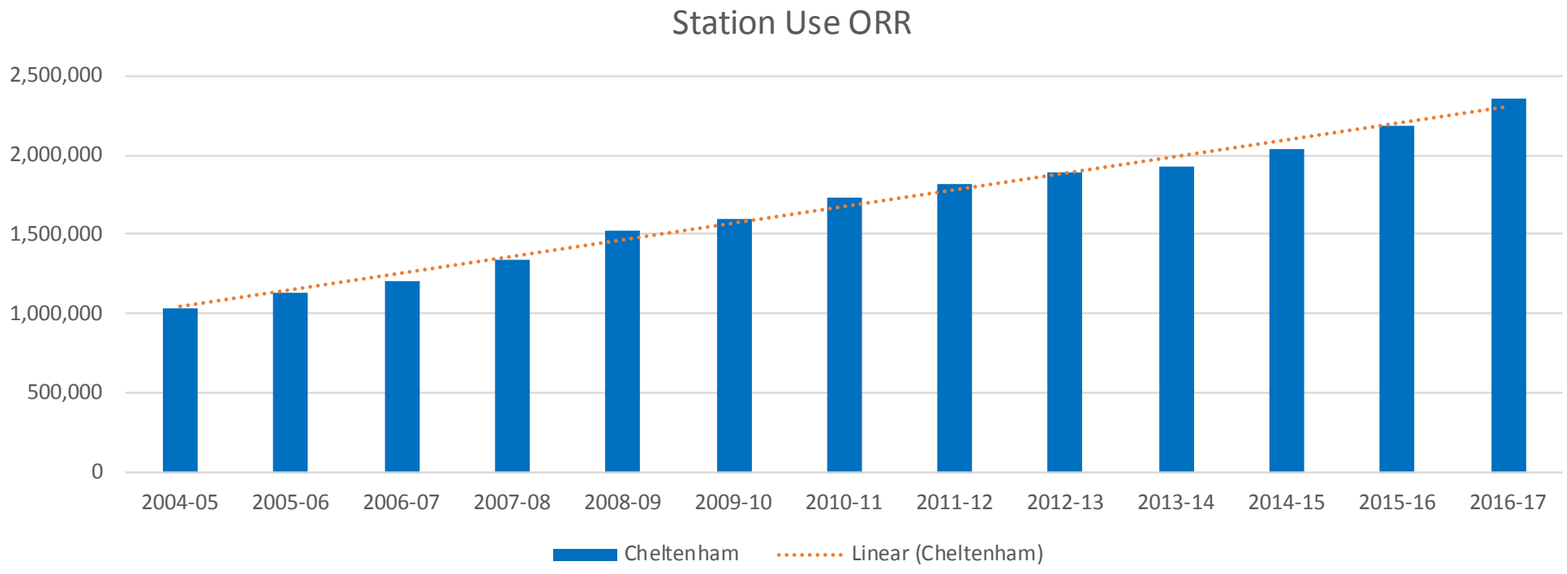
- Control Periods 5 and 6 (Network Rail's 5 yearly funding blocks which run to 2024) – completion of Filton 4 tracks, IEP in service (both by 2024)
- Service changes medium term – Metro West to Yate (up to 2tph but most probably 1tph) with possible extension to Gloucester using rolling stock cascaded from the Thames Valley
- Extension of Metro West service to Cheltenham would require additional infrastructure at Cheltenham or running to Ashchurch or Worcester

RAIL NETWORK FUTURE PLANS

- Network Rail Market Studies shows growth levels to 2043 of between 25 and 95% on the Birmingham – Bristol axis dependent on the UK economic scenario assessed
- Network Rail Western Route Study proposes additional Gloucester trains from Bristol and an hourly London to Worcester via Cheltenham service (not calling at Gloucester)
- Further option for Cheltenham to be served by a new Cardiff – Bristol Parkway – Birmingham service
- Recontrol of Gloucester to Thames Valley SCC at Didcot

RAIL STATION

- Historically one of three stations in Cheltenham (Malvern Road and St James closed in Jan 1966)
- Located circa 1.5km from the town centre
- Operated by GWR (franchise until at least April 2020)
- Ticket office – 05:45 to 20:15 M-F, reduced hours at weekends
- 178 parking spaces - £5.20 per day charge. Additional 70 parking spaces planned for 2019
- 134 cycle parking stands



TRAVEL TO SCHOOL

TRAVEL TO SCHOOL MODE SHARE DATA

Data on travel patterns for a number of schools in Cheltenham has been gathered through the Modeshift Stars programme which was run across the county in 2016/17. Travel behaviour was surveyed by a hands-up approach, for both pupils and staff.

Local authority-wide results for mode share are presented in the chart opposite.

Five Cheltenham schools were assessed within the project, and travel plans, containing the survey results, have been provided for three of these schools: Dunalley Primary School, situated to the north of the town centre; Lakeside Primary School; and Greatfield Park Primary School, both situated near the south western edge of the town. Local authority wide data has also been provided.

There is significant variation amongst the three schools, both in how pupils and staff travel to school.

In terms of pupil travel, Greatfield Primary has a significantly lower active travel mode share (28%) than the other two schools (45%), or the local authority average of 43%. Correspondingly car mode share is very high at Greatfield Primary with 67% of pupils arriving at school by car. This compares unfavourably with the local authority average of 31%. Dunalley and Lakeside Primary Schools both outperform the local authority average, with car mode share of only 25%.

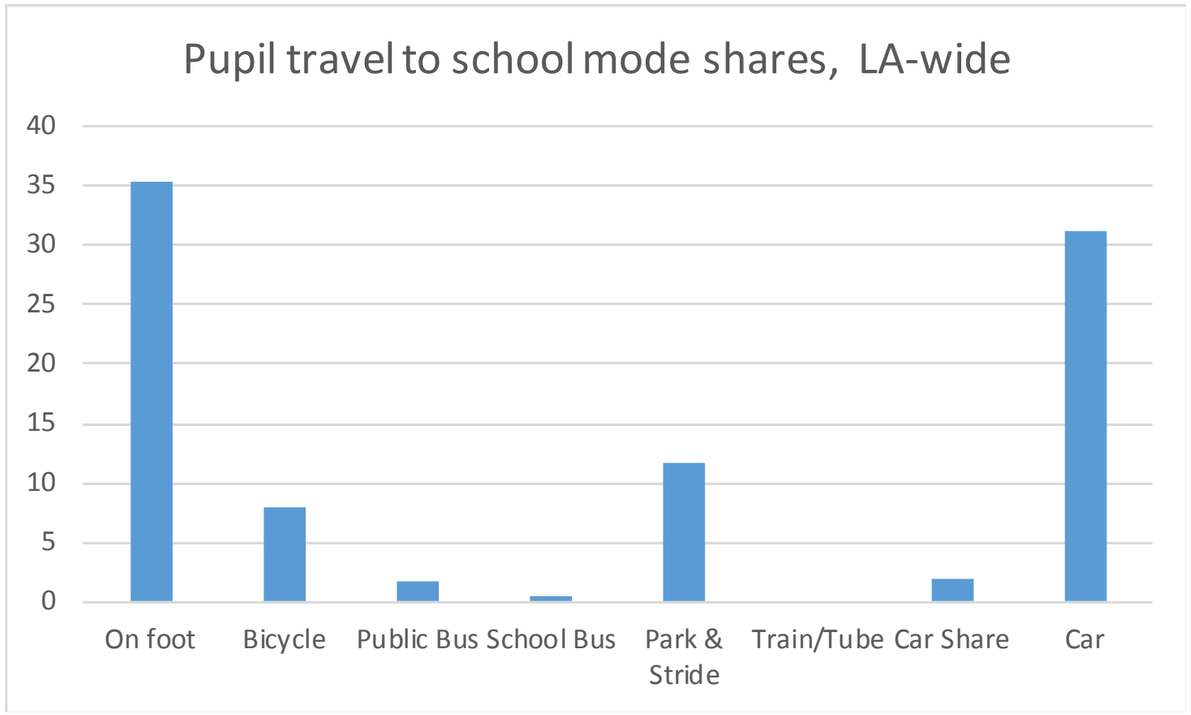
In terms of staff travel, Dunalley Primary School stands out as an exemplar in terms of low car mode share, with only 7% of staff travelling to school by car. The school has correspondingly high mode shares for car share, park and stride, cycling and walking, significantly outperforming the local authority average, and representing an interesting exemplar in the context of the travel to work mode sharing within the same census geography, where walking and cycling shares are low, and car share is high.

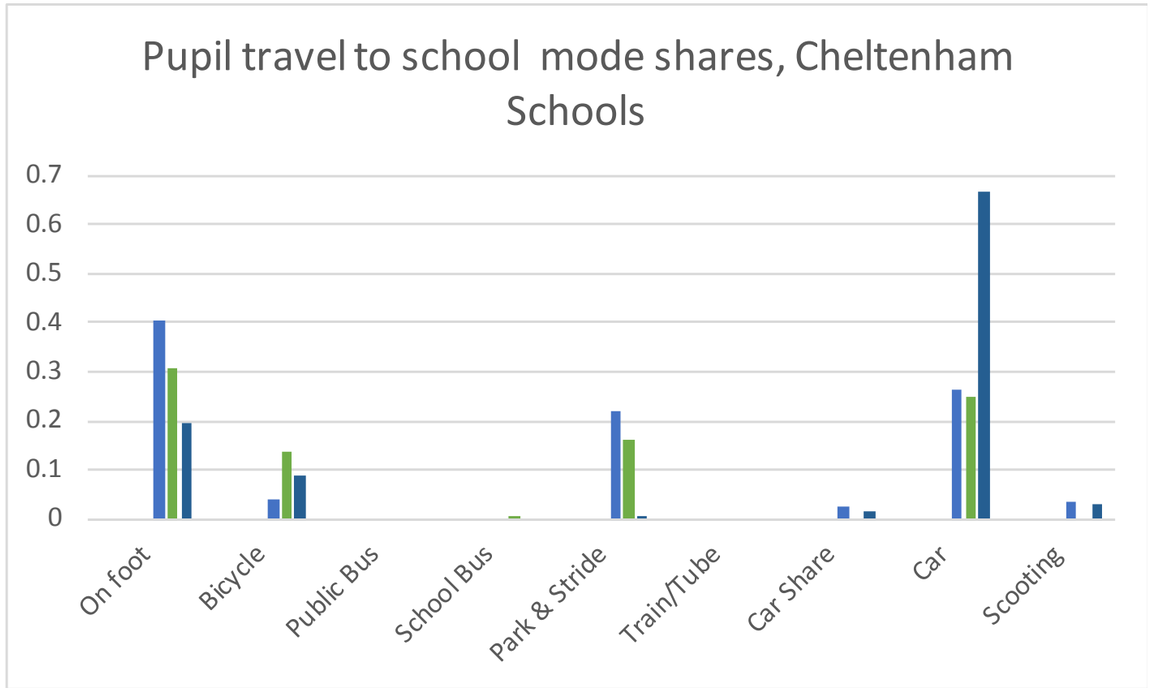
Differences between Greatfield and Dunalley Primary Schools are particularly striking given that they are near neighbours, and sit within the same census geography (MSOA).

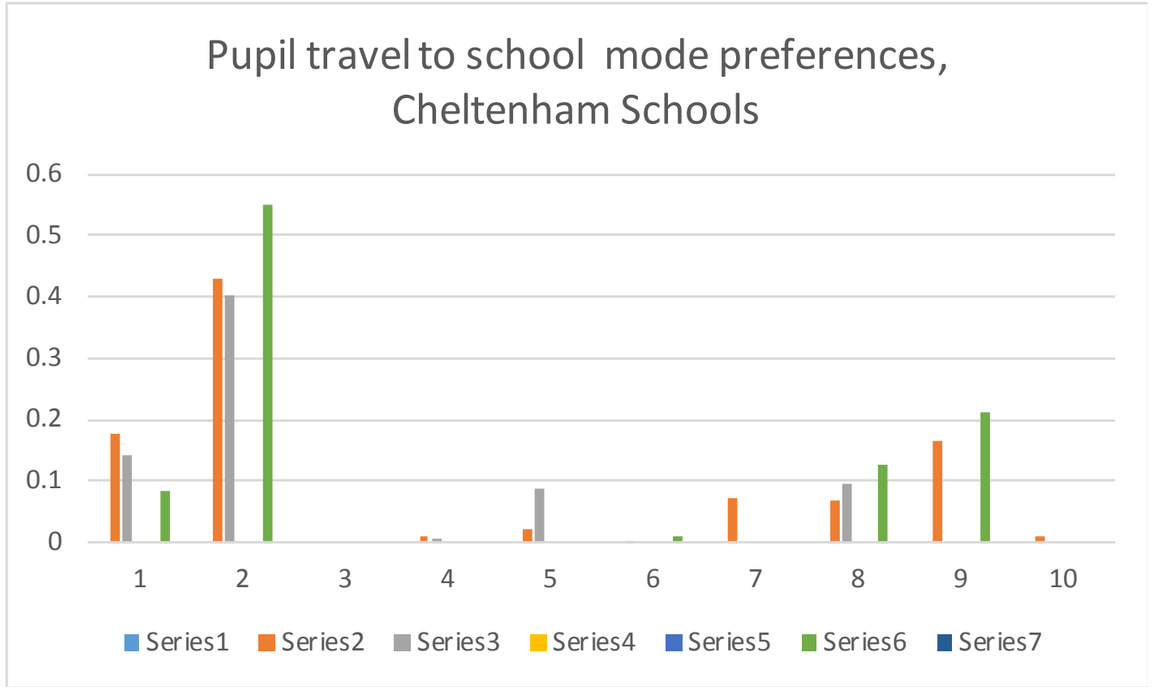
PUPILS AND STAFF MODE PREFERENCES

An interesting pattern that is observed across all three schools is a strong preference for pupils to travel to school by bike, at the expense of both walking and travel by car. It is particularly notable that Greatfield Primary School, has the highest proportion of pupils expressing a preference for cycling (55%).

A consistent, but slightly different pattern in terms of staff travel preference is also observed. Staff, on the whole, would prefer to walk to school and drive less. Greatfield Primary is again notable, in that the 83% of staff travelling by car would almost all prefer to travel by another mode, with significant support (42% preference) for park and stride.


Pupil travel to school mode shares, LA-wide
40
35
30
25
20
15
10
5
0
On foot
Bicycle
Public Bus
School Bus
Park & Stride
Train/Tube
Car Share
Car


Pupil travel to school mode shares, Cheltenham Schools
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0
On foot
Bicycle
Public Bus
School Bus
Park & Stride
Train/Tube
Car Share
Car
Scooting


Pupil travel to school mode preferences, Cheltenham Schools
0.6
0.5
0.4
0.3
0.2
0.1
0
1
2
3
4
5
6
7
8
9
10
Series1
Series2
Series3
Series4
Series5
Series6
Series7

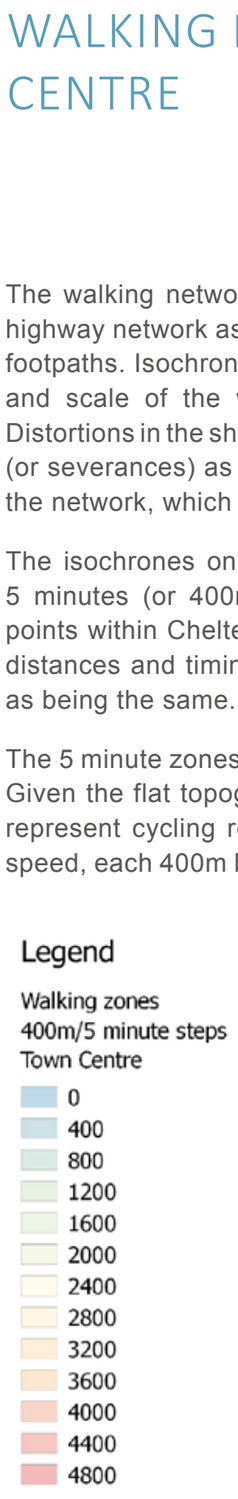
4 | Transport Network Analysis

WALKING REACHABILITY - TOWN CENTRE

The walking network is composed of the vast majority of the highway network as well as public rights of way and permissive footpaths. Isochrones provide a way to test the connectedness and scale of the walking network, by showing reachability. Distortions in the shape of a reachable zone can indicate barriers (or severances) as well too low a density of connections within the network, which may be a result of too coarse a street grid.

The isochrones on this and the following pages illustrate the 5 minutes (or 400m) zones of reachability from the specific points within Cheltenham. Because Cheltenham is largely flat, distances and timings for the reverse journeys can be treated as being the same.

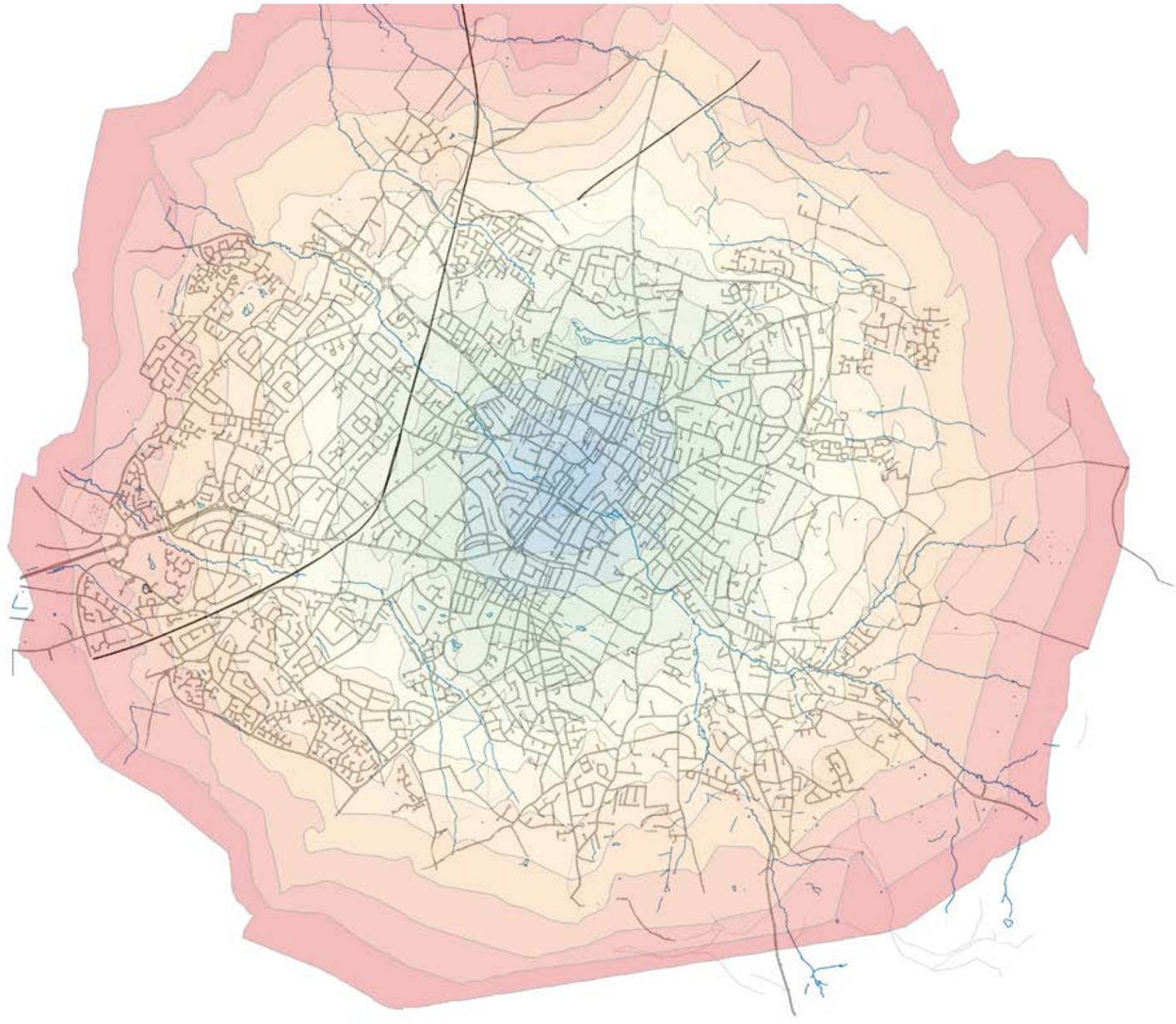
The 5 minute zones assume a walking pace of 3 miles per hour. Given the flat topography of the town, this isochrone can also represent cycling reachability, in which case at a 10mph ride speed, each 400m becomes an approximately 1.5 minute zone.



In this plot, the isochrone is centred on the Municipal Buildings on the Promenade.

It is striking that the majority of the town is within a 45 minutes walk of the town centre, or a 20 minutes cycle ride, which illustrates the compact nature of Cheltenham.

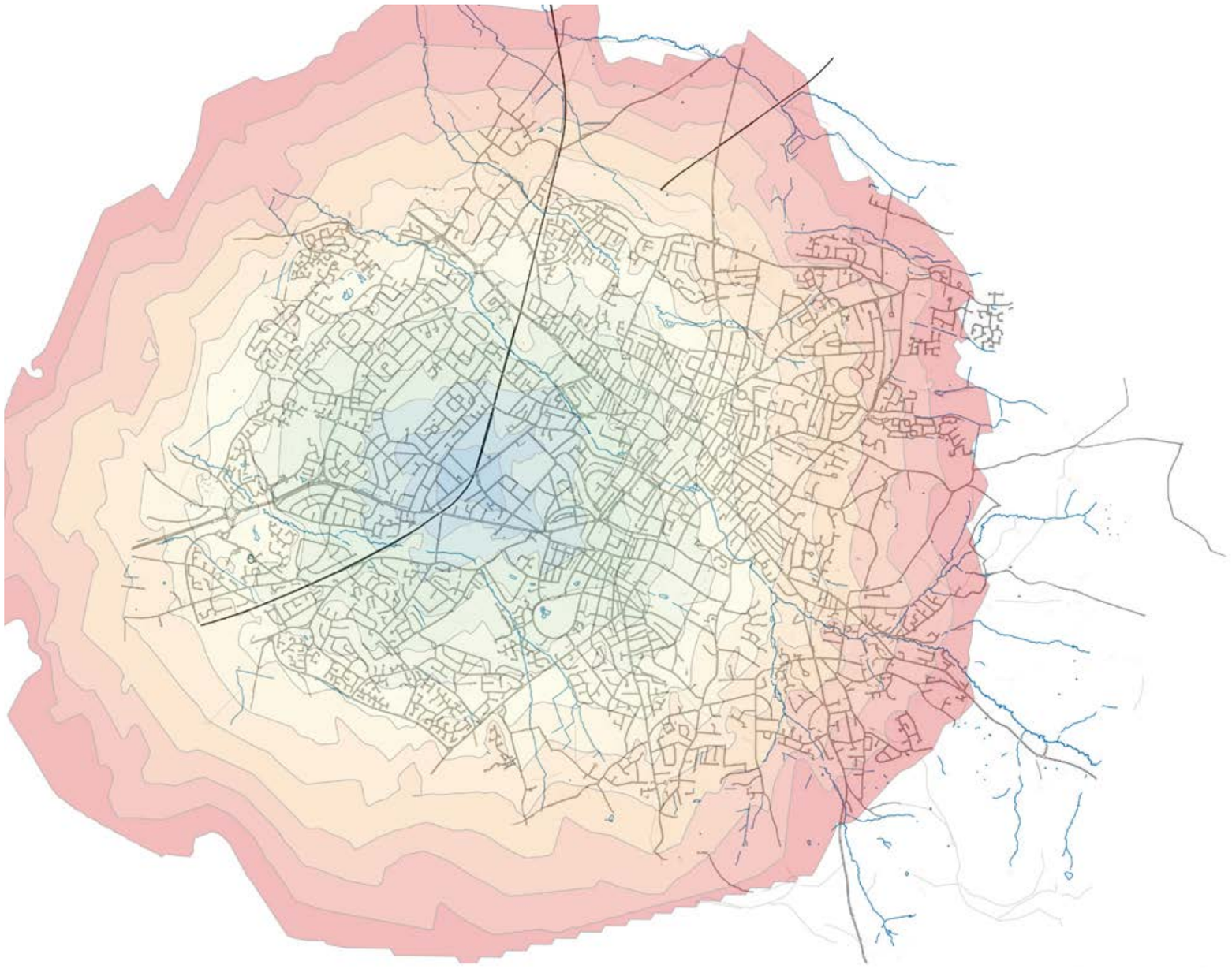
Cheltenham also has a largely well-connected street network, though severances do exist due to the railway line, rivers, major roads and even the built form.



WALKING REACHABILITY - RAIL STATION

The zones in this plot show some strong distortions away from an ideal circular form. These distortions reflect barriers to movement, and indicate that there are a number of severances in the walking network around the station.

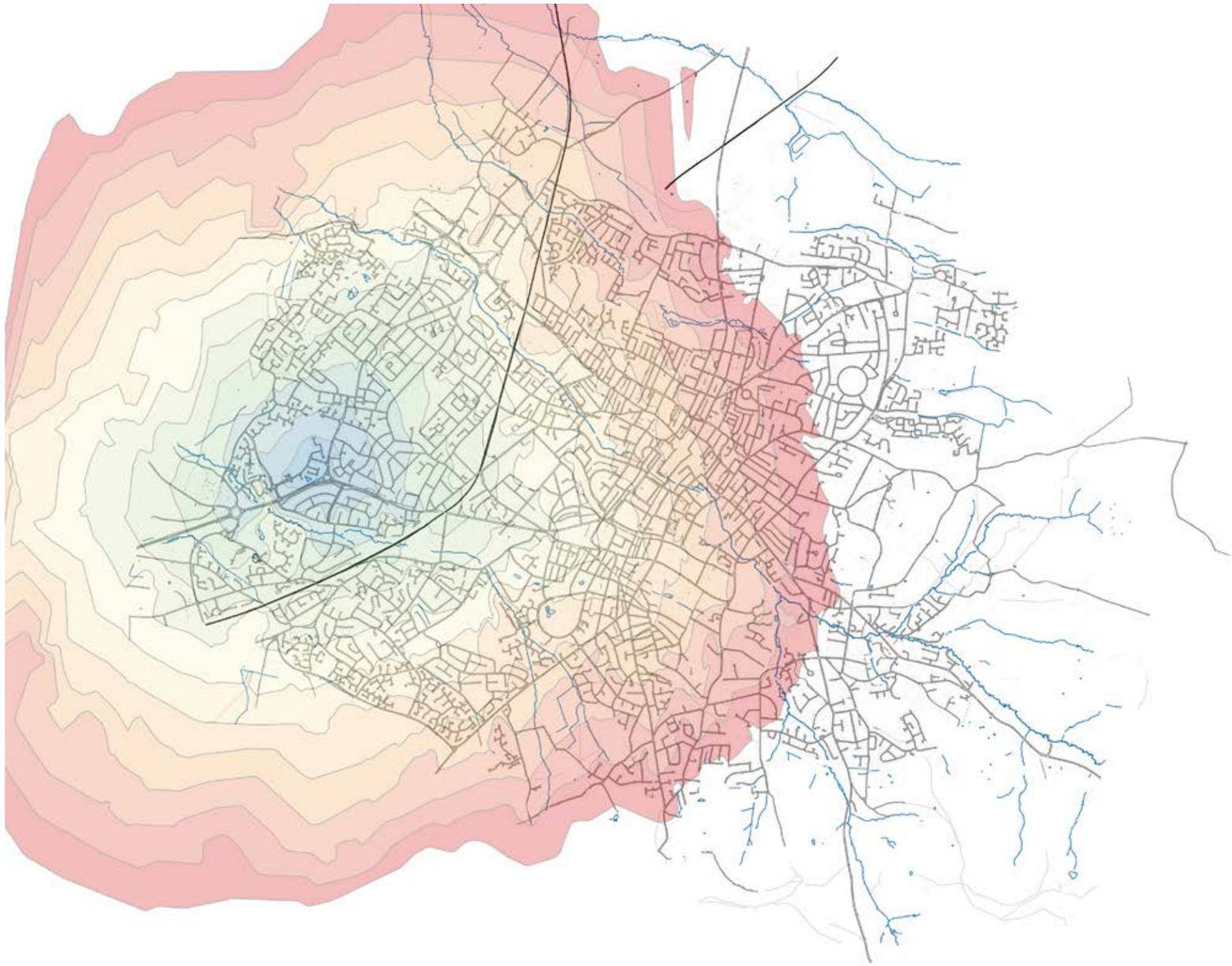
It is noteworthy that a large proportion of the town is reachable on foot within 30 minutes.



WALKING REACHABILITY - GCHQ

The barriers affecting walking movements to the west of the railway station are less obvious here, although the bunching up of zones that is apparent to the south of GCHQ, indicates that there are barriers to movement here.

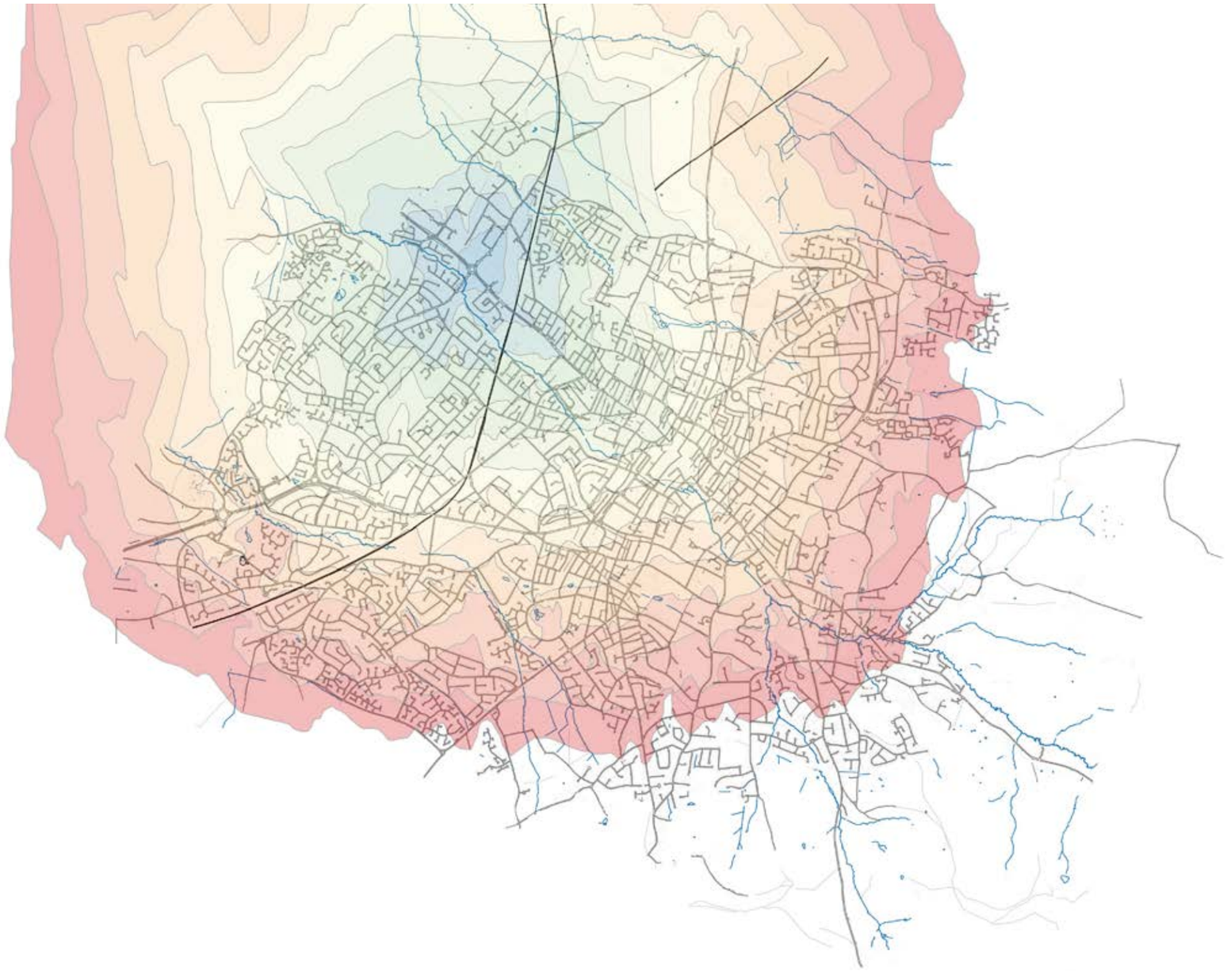
Given that GCHQ is located near the western edge of the town, it is not surprising to find that not all of the Cheltenham is within a 1 hour walk, and even the town centre is 40-45 minutes distant.



WALKING REACHABILITY - KINGSDITCH

Although Kingsditch is also at the town's edge, more of the town is reachable from it, within an hour's walk, than is true from GCHQ.

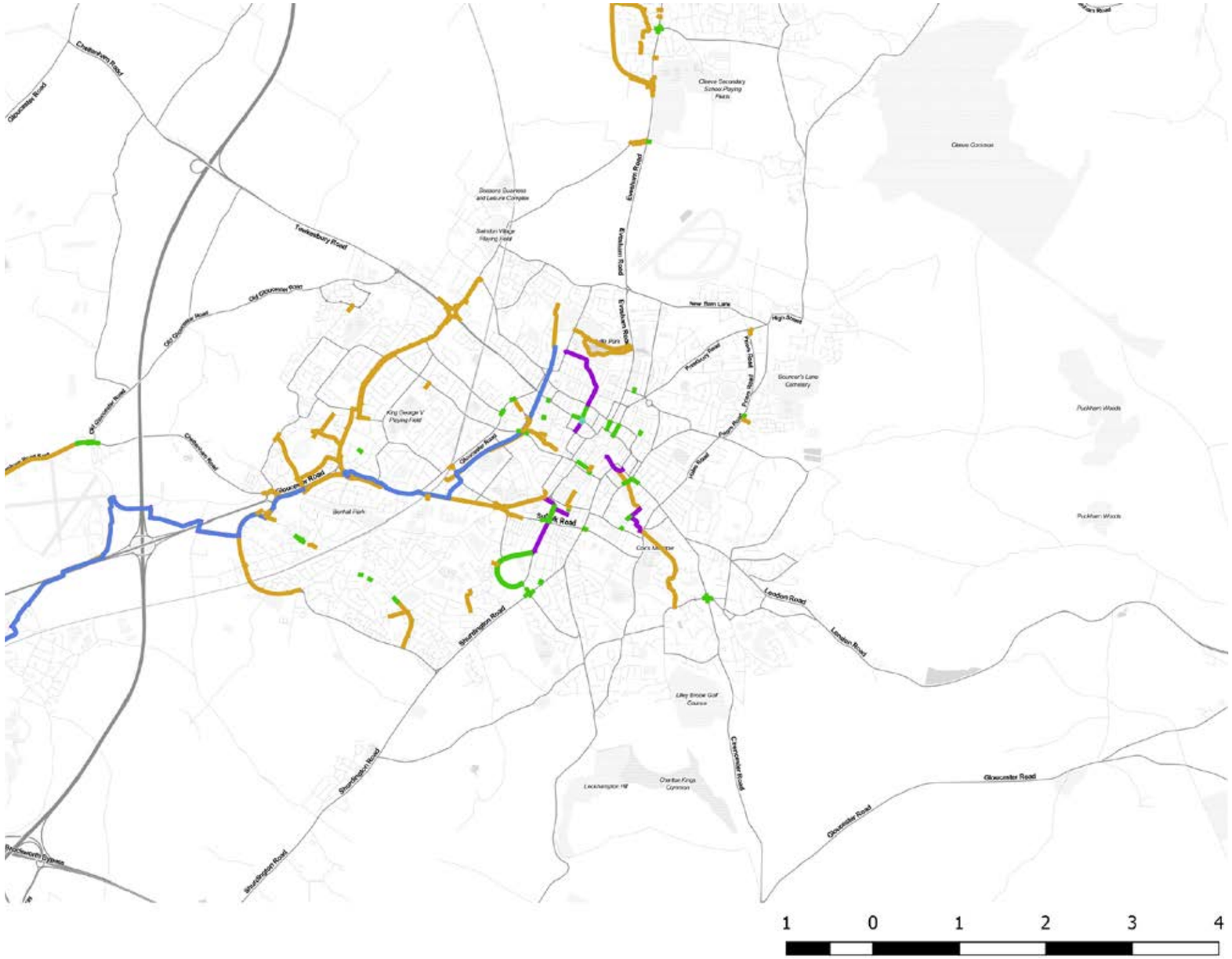
The walking network here introduces a number of barriers to movement, as illustrated by the contorted, and at times compressed zones near the isochrone centre. The Tewkesbury Road and the rail line are key severance barriers here.



CYCLE NETWORK

While there are some good examples of cycling infrastructure in Cheltenham, most notably along Princess Elizabeth Way, and the Honeybourne Line, the cycle network in Cheltenham is fragmented and unevenly distributed around the town.

The plan on this page illustrates the Gloucestershire County Council cycle network across Cheltenham.



CYCLE NETWORK PROPOSALS

Gloucestershire County Council has developed a Cycling and Walking Investment Plan (CWIP), which includes detailed plans for new cycle infrastructure running from the north-east of the town centre, across Cheltenham, and linking up to Gloucester.

Proposed Gloucestershire County Council and Sustrans National Cycle Network routes are shown in purple and red dashed lines respectively.

NORTH WEST CHELTENHAM

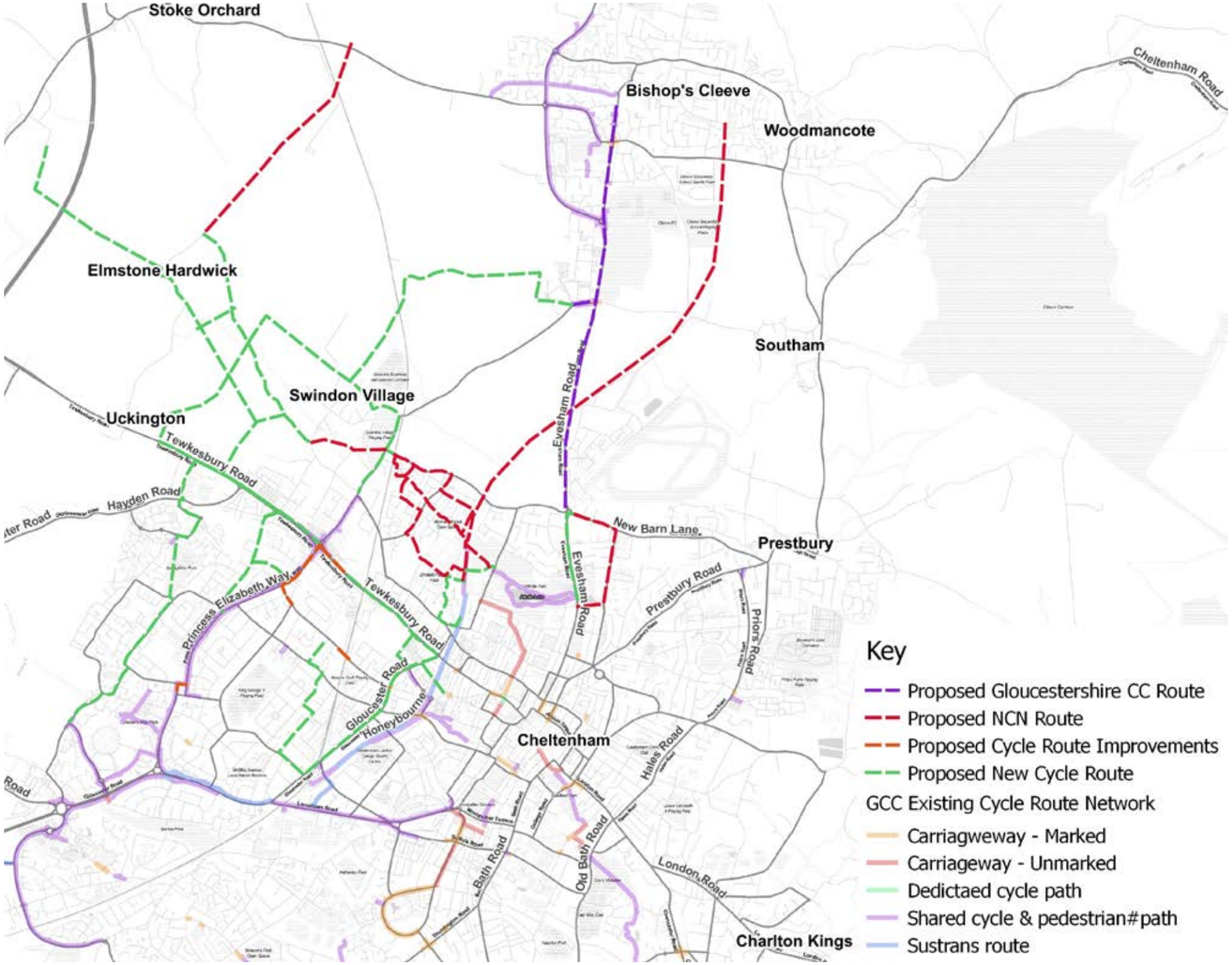
Developers of the North West Cheltenham Strategic Allocation (Elms Park) have developed detailed plans for 15km of new and upgraded cycle infrastructure across a significant part of the north-western quadrant of the borough.

These plans include proposals for a short stretch of 4m wide fully-segregated cycle way along the north of Tewkesbury Road between the development and Hayden Road. To the south a shared-use foot and cycleway is proposed.

After Hayden Road, the proposals are for 3m shared foot and cycleways, 1.0m wide hybrid cycle tracks, and eventually cycle provision on the main carriageway, with the provision of cycle bypasses at certain bus stops.

Proposals also extend to provision of shared foot and cycle ways in a number of other locations, including along part of the Gloucester Road (south from junction with Tewkesbury Road) and along Evesham Road.

These plans are presented in the figure on this page. Facilities proposed to be delivered as part of the North West Cheltenham development are shown as dashed lines, with planned new facilities shown in green, and upgraded infrastructure in amber.



PROPENSITY TO CYCLE - GO DUTCH CYCLING MODE SHARE BY MSOA

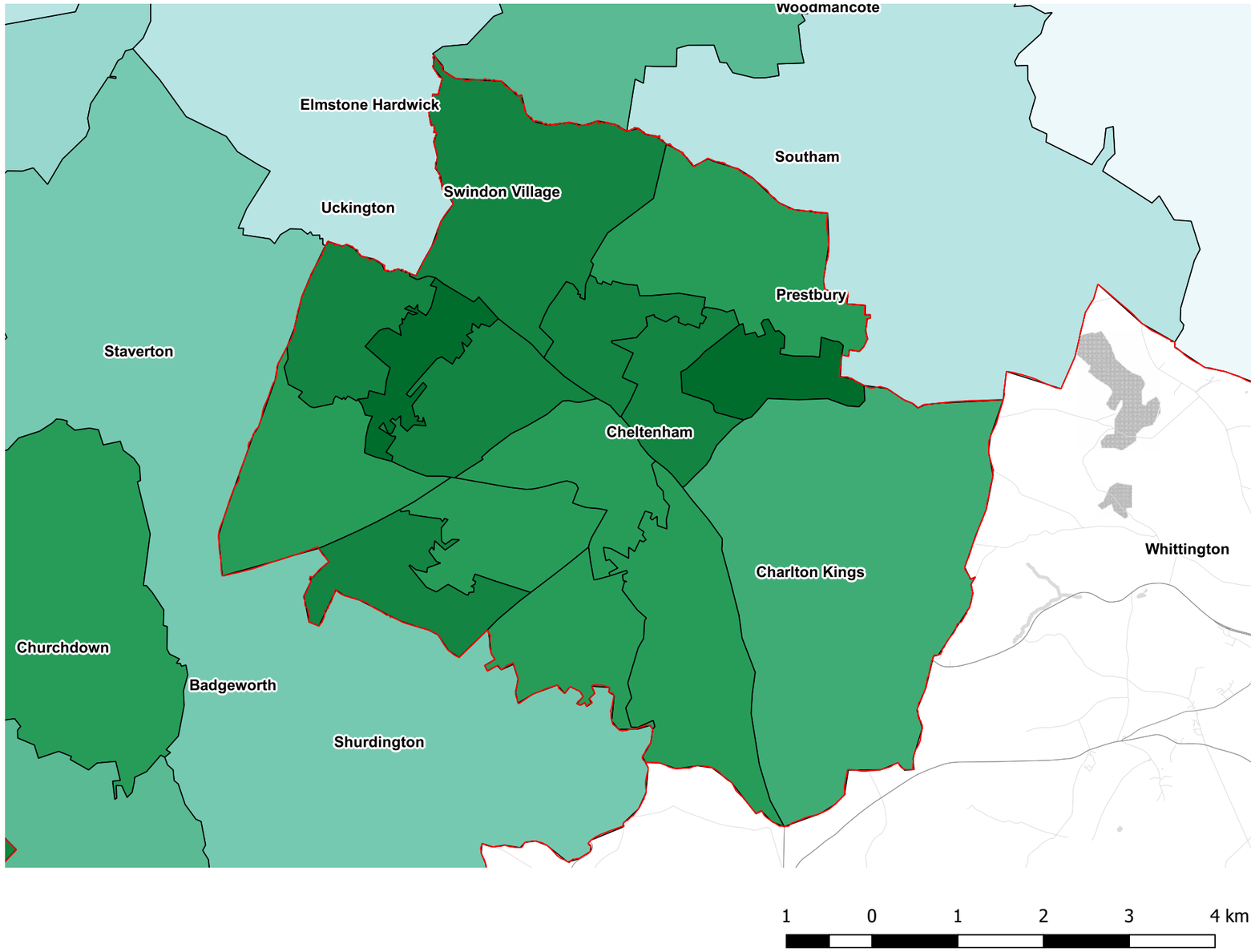
The Propensity to Cycle Tool (PCT) provides an insight into current levels of cycling (based on Census 2011 data), and where cycling has the greatest potential to grow, according to various cycling growth scenarios.

The figure on this page, which illustrates how cycling levels across Cheltenham could look in a 'Go Dutch' scenario, should be compared with the data for cycling levels in 2011, as seen on page 35.

'Go Dutch' is an ambitious target for what cycling could look like if Dutch level of cycling were adopted here. People in the Netherlands make 26.7% of trips by bicycle. This is fifteen times higher than the England and Wales average, but only two and a half times higher than the Cheltenham internal travel to work level.

Under the Go Dutch scenario, the PCT recognises that the 'Dutch' effect is higher for shorter trips than for longer ones.

The data presented on this page and the next are sourced from the Propensity to Cycle Tool, and were originally presented in the Gloucestershire County Council "Walking and Cycling Network Report" of 2018.



PROPENSITY TO CYCLE - GO DUTCH CYCLISTS ON NETWORK

The flows associated with the PCT analysis for Cheltenham in a ‘Go Dutch’ scenario are show in this figure. Flows allow an assessment of how busy parts of the (existing) network might be expected to be under a ‘Go Dutch’ scenario.

Using 2011 Census data, the largest existing cycle link flows in Cheltenham and Gloucester are typically between 100 and 250 weekday flows, with the greatest link flows recorded around major employment sites.

This figure highlights the potential increase in cycle flows in the ‘Go Dutch’ scenario. Flows typically increase to between 500 and 999 within the area and typically over 1000 on strategic routes between the main urban areas. The results suggest that there is the potential for between 1,000 and 1,999 daily cycle trips between the urban centres.

SPEED LIMITS

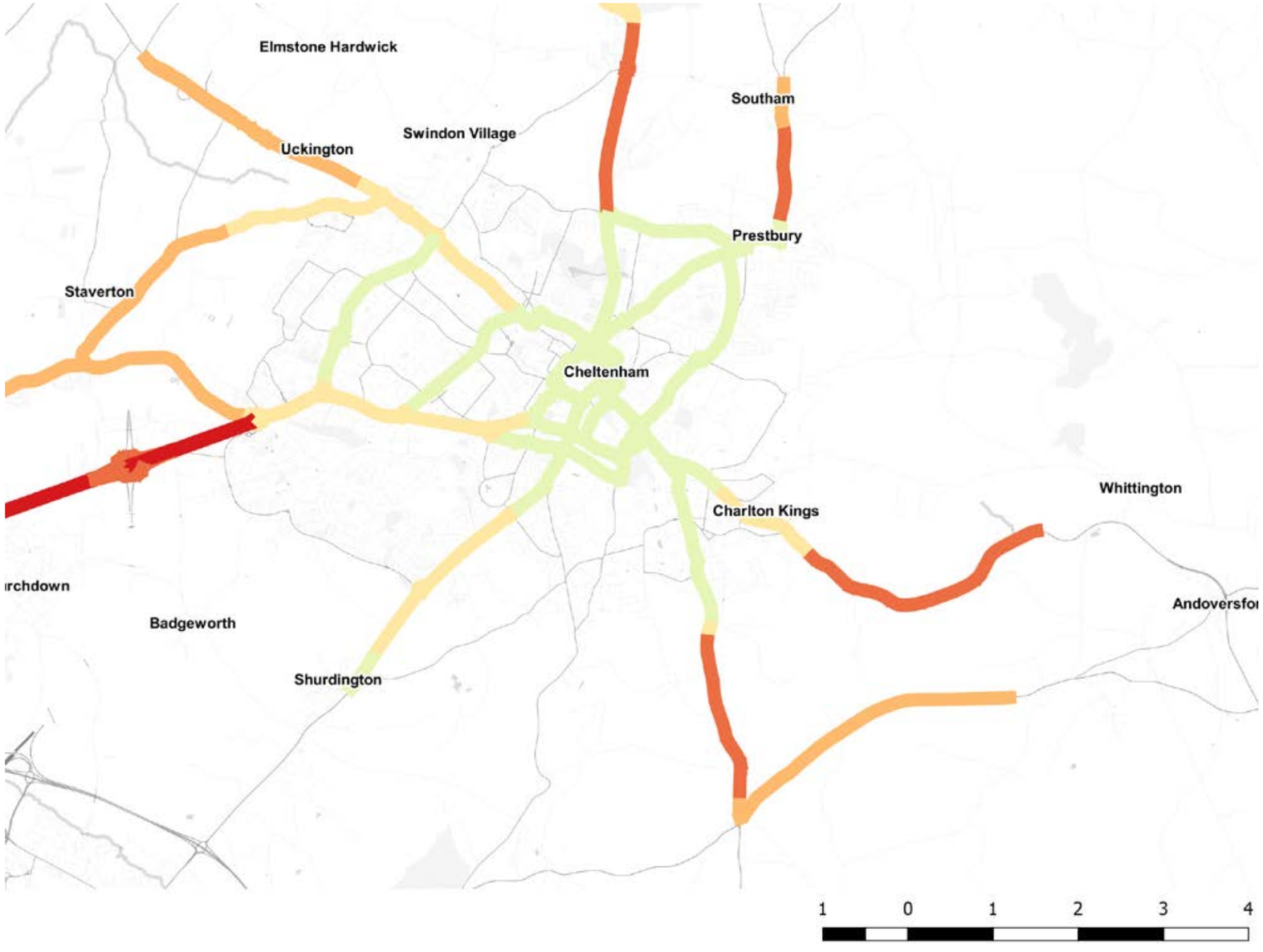
Speed limits in Cheltenham are varied, but the network is characterised by significant sections of roads with speeds that are considered to be high (40mph) for an urban setting.

There are currently very few roads that have 20mph speed limits.

Although during busy period, actual traffic speeds may not reach the speed limit on a road, at many other times of day speed limits serve as a reasonably proxy for the prevailing traffic conditions.

Traffic speeds, and therefore road speeds matter because traffic speed is a significant contributor to severance. Fast moving vehicles reduce opportunities for safe and spontaneous crossing by pedestrians and cyclists. The effective barrier created by fast-moving traffic can have a disproportionate impact on the young, the elderly and those with limited mobility.

Traffic speeds also impact on air quality and noise pollution. Noise pollution can have a disruptive impact on residents living near the source of noise, with negative impacts on sleeping patters, physical and mental health, and educational attainment.



Legend

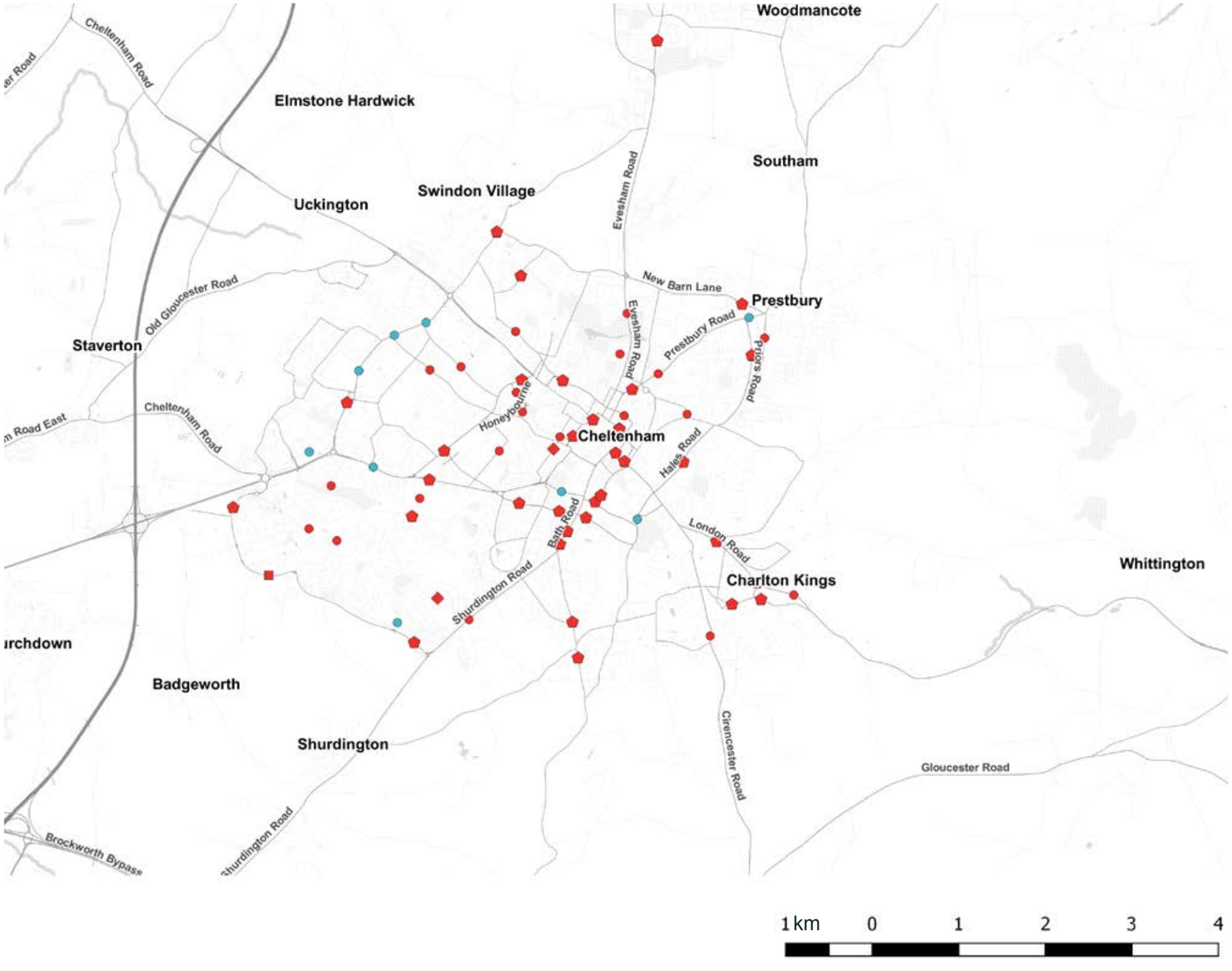
GCC Road Speeds

- 30
- 40
- 50
- 60
- 70

CROSSINGS

This plan identifies the locations of the stand-alone crossings within Cheltenham that are not incorporated into wider signalised junctions, including; Pelican, Puffin, Dual Puffin and Toucan crossings.

The plan illustrates that crossing facilities can be quite spread out. The lack of frequent crossing facilities, combined with vehicle speeds and volumes, means that the radial routes in particular can cause severance.



Legend

Crossings

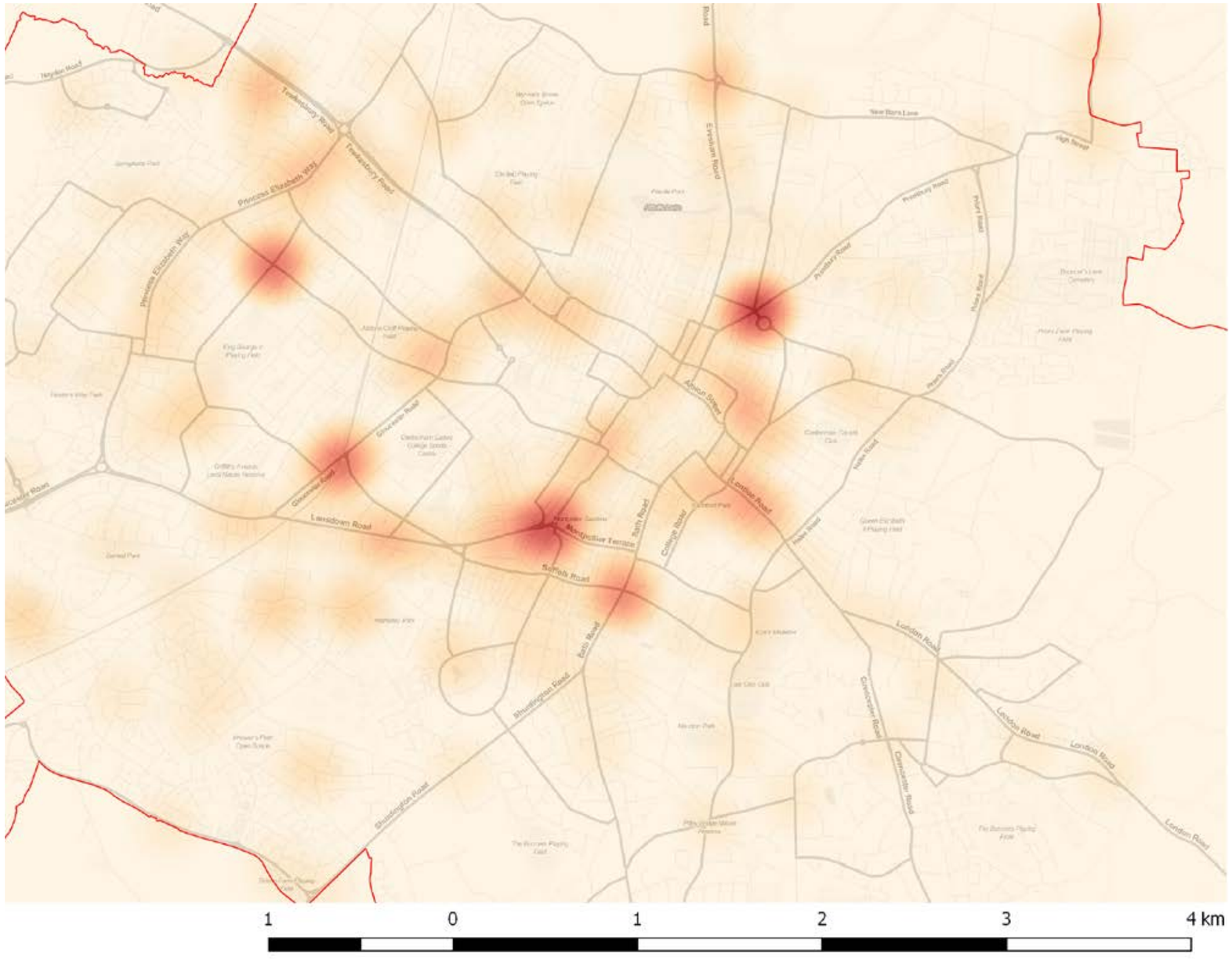
- Dual Puffin
- Pelican
- puffin
- Puffin
- Toucan

COLLISIONS BETWEEN VEHICLES AND CYCLISTS

This heatmap illustrates collisions between cyclists and other vehicles in and around central Cheltenham.

Hotspots are distributed across a wide area, but there are particular clusters of collisions around a number of complex junctions within the town centre.

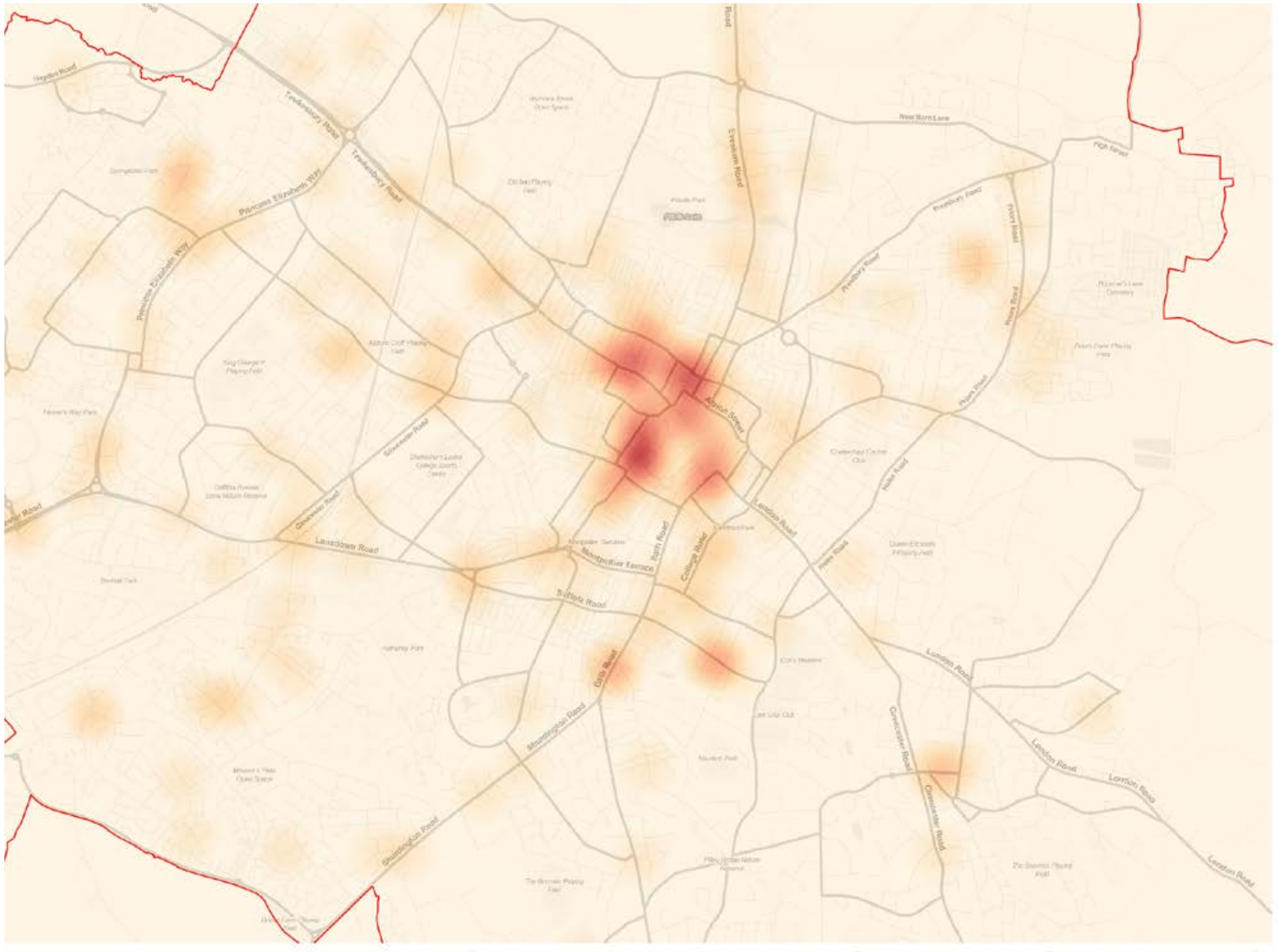
Collisions near the entrance to Cheltenham Spa station are noteworthy, and may in part reflect an issue with conditions that are unfamiliar to visitors to the town.



COLLISIONS BETWEEN VEHICLES AND PEDESTRIANS

This heatmap indicates the density of collisions between vehicles and pedestrians in and around central Cheltenham.

Although there is a broad distribution of collisions, hotspots are particularly concentrated in the very centre of the town, including on the Promenade, outside the Municipal Buildings, and in a cluster around the Brewery Quarter, on High Street, Swindon Street and Albion Street, and finally at the corner of Bath Road and High Street.



ROAD NETWORK

The following pages explore in a little more detail conditions and trends on the roads in and around the town.

For the highways network, Annualised Average Daily Flows and Traffic Master congestion data are indicative of the main vehicular corridors.

Congestion can be a cause of poor air quality. Roads with high volumes of traffic act as barriers to pedestrians and cyclists by reducing opportunities to cross roads, but also by contributing to environments that may not be pleasant to walk or cycle along. Congestion impacts on journey times for all affected road users including users of shared modes such as bus passengers, goods and drivers of commercial vehicles, and of course drivers of private vehicles and their passengers.

Congestion, therefore, has negative implications for physical health of those people who live, work, have businesses or travel along the corridors affected, as well as wider economic impacts.

ANNUAL AVERAGE DAILY FLOW - ALL VEHICLES

The highest Annualised Average Daily Flows (AADF) in the Cheltenham area are observed on the M5 motorway, with 50,000 vehicles/day in each direction. Flows are also high on the A40 Gloucester Road between the M5 and Benhall roundabout where the combined flows are up to 50,000 vehicles/day.

Within the town, the A40 east of Benhall roundabout, Princess Elizabeth Way (PE Way) and the Tewkesbury Road west of PE Way all experience combined AADFs of 24-28,000 veh/day.

It is notable that while combined flows within the town centre are typically within the range of 9-12,000, flows of up to 18,000 are observed on the A46 Albion Street, and A40 Lansdown Rd.

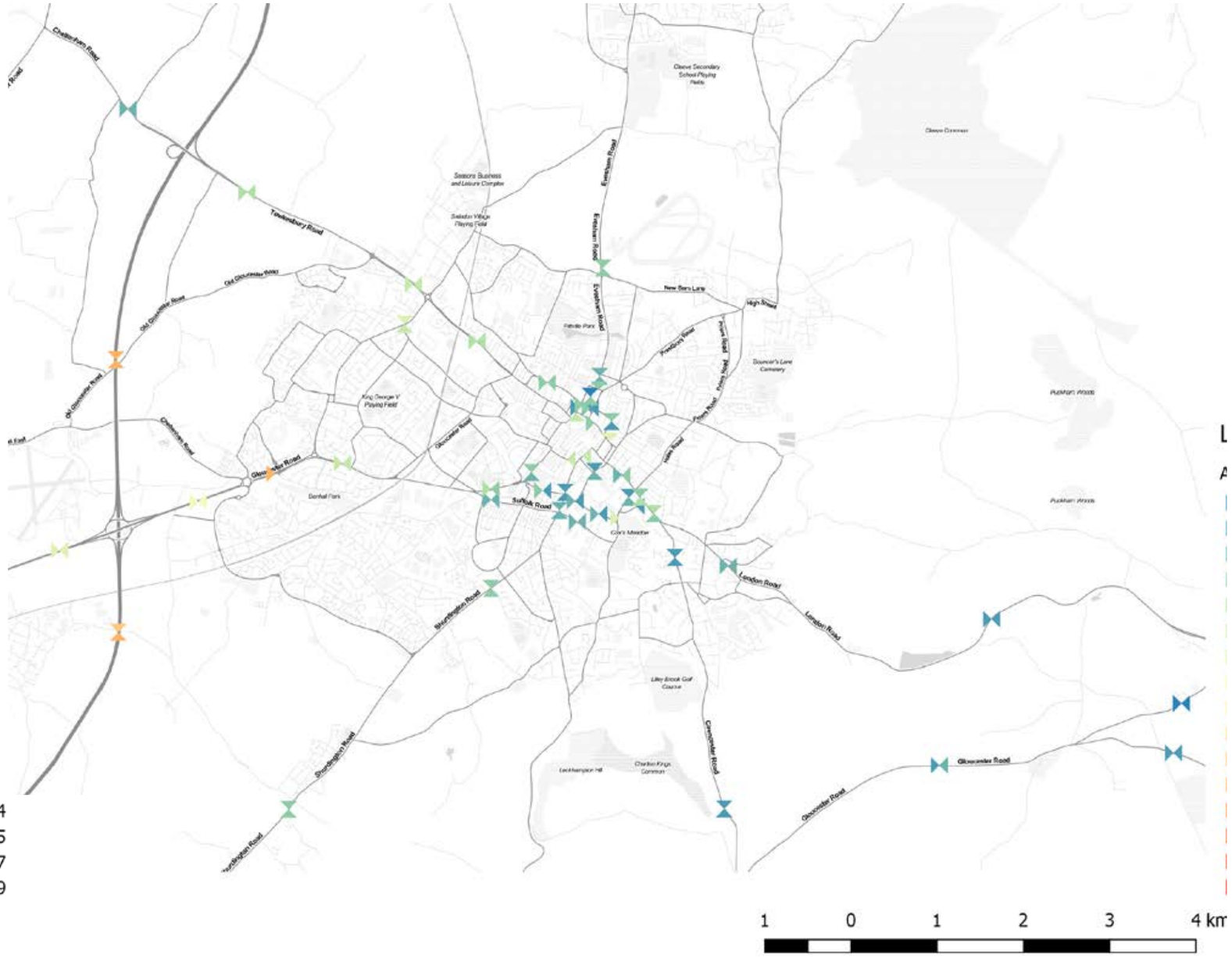
The A435 to the north, and the A46 to the south each see combined flows of around 18,000 veh/day.

However, traffic flows east and south east are lower, with levels on the A40 London Road at only 12,000 veh/day, and the A435 to the south having low flows of less than 10,000 veh/day.

In summary, the highest traffic flows are on the roads to the west of the centre, lower but still moderately high flows are observed to the north and south, and lower flows to the east.

Separate plots of AADF are presented for individual vehicle classes on the following pages, and on all plots the arrows are indicative of the direction of traffic flow.

All Vehicles



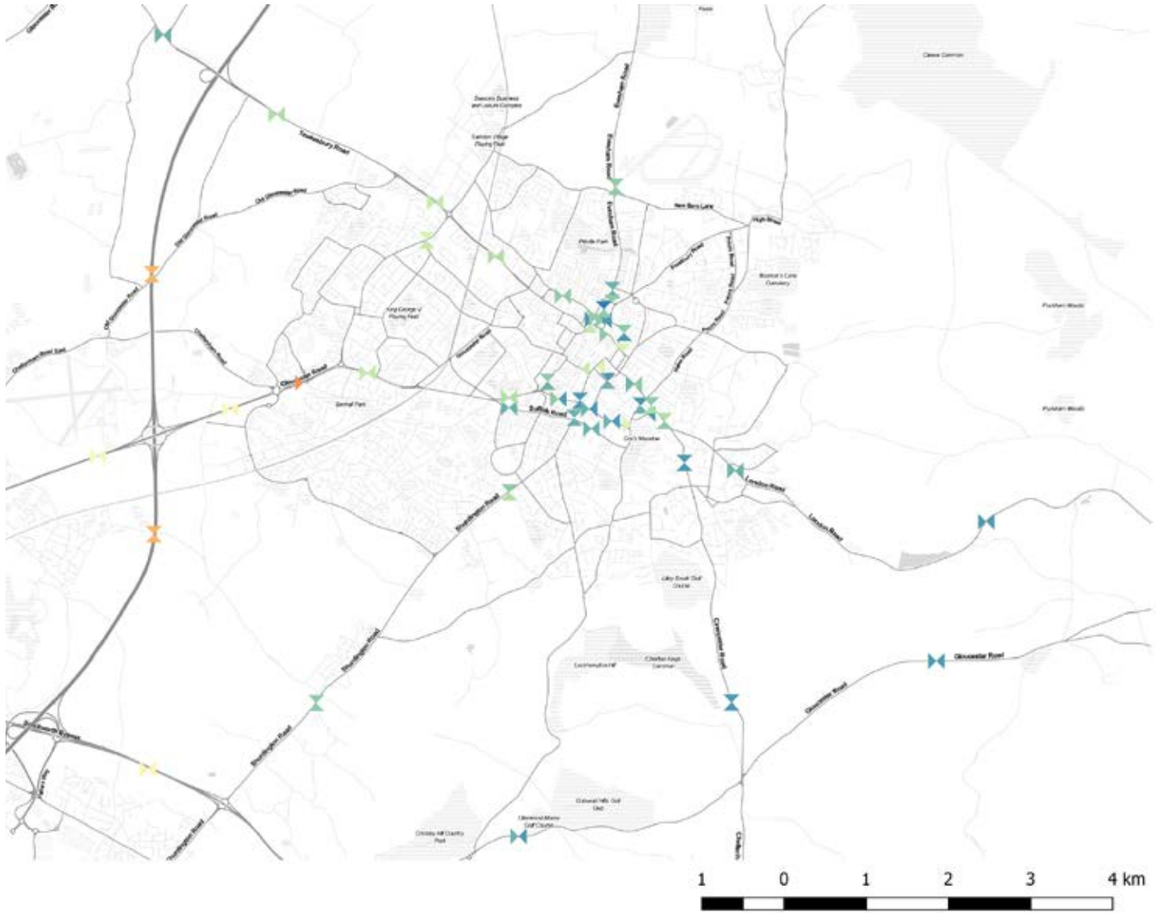
Legend

AADF 2016 Bus Total

0 - 31	278 - 374	1419 - 1814
31 - 63	374 - 474	1814 - 2225
63 - 103	474 - 600	2225 - 2597
103 - 149	600 - 751	2597 - 4419
149 - 204	751 - 1007	
204 - 278	1007 - 1419	

ANNUAL AVERAGE DAILY FLOW - CARS & TAXIS AND BUSES

Cars & Taxis



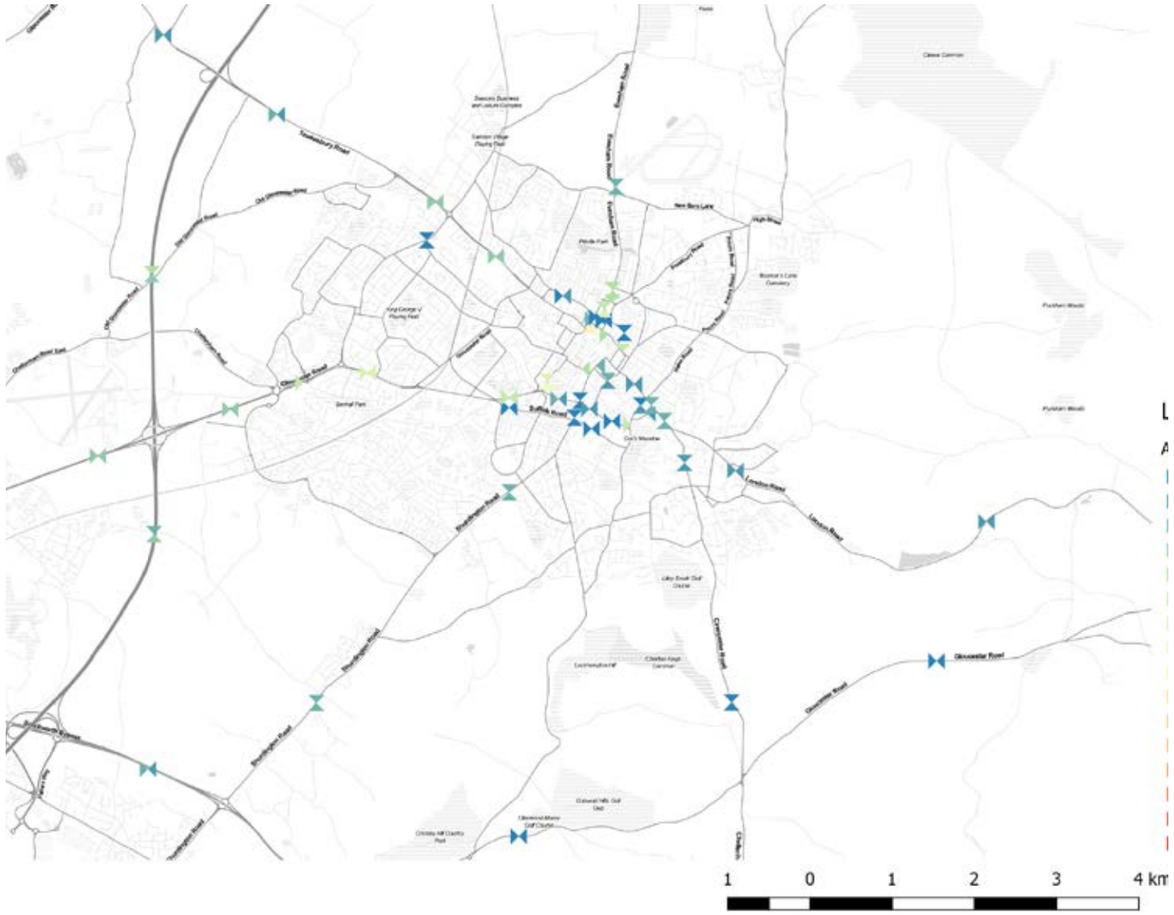
Legend

AADF 2016 Bus Total

- 0 - 31
- 31 - 63
- 63 - 103
- 103 - 149
- 149 - 204
- 204 - 278
- 278 - 374
- 374 - 474
- 474 - 600
- 600 - 751
- 751 - 1007
- 1007 - 1419
- 1419 - 1814
- 1814 - 2225
- 2225 - 2597
- 2597 - 4419

Car flows dominate the all-vehicles flows, and the patterns observed for all vehicles hold generally true for cars.

Buses

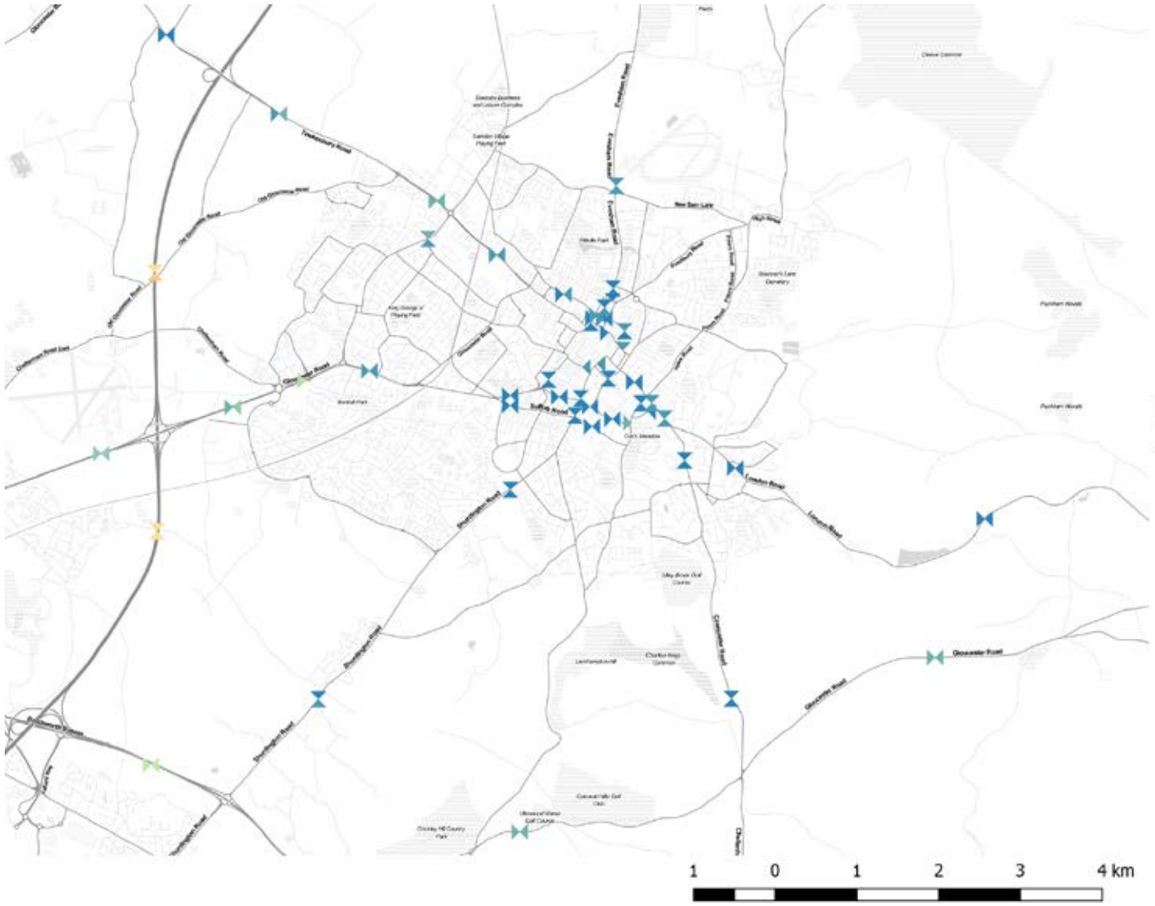


The main corridors for buses according to the AADF data are:

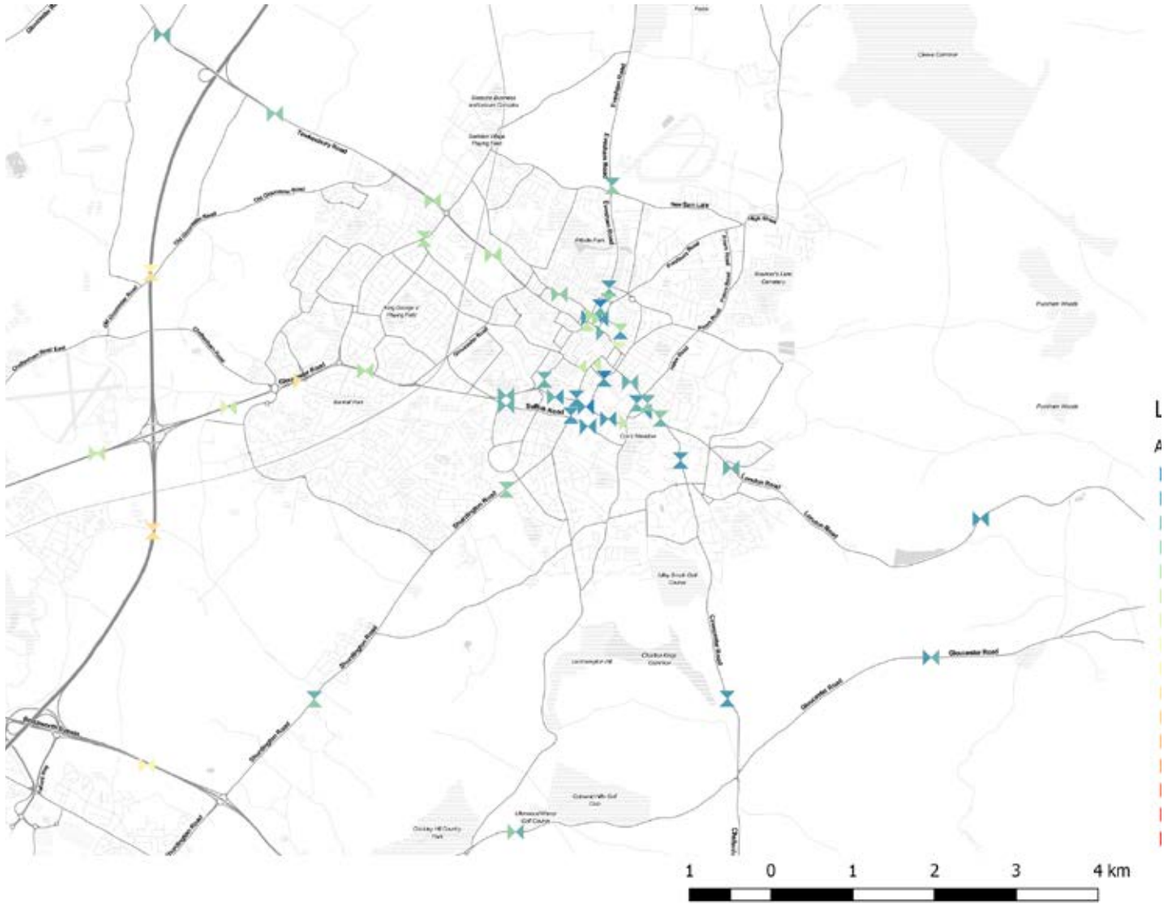
- A46, various town centre including Clarence, Albion and Portland Streets
- A40, Gloucester and Lansdown Roads
- A4019, Tewkesbury Road
- A435, Evesham Road

ANNUAL AVERAGE DAILY FLOW - HGV & LGV

HGV



LGV



Legend

AADF 2016 Bus Total

- 0 - 31
- 31 - 63
- 63 - 103
- 103 - 149
- 149 - 204
- 204 - 278
- 278 - 374
- 374 - 474
- 474 - 600
- 600 - 751
- 751 - 1007
- 1007 - 1419
- 1419 - 1814
- 1814 - 2225
- 2225 - 2597
- 2597 - 4419

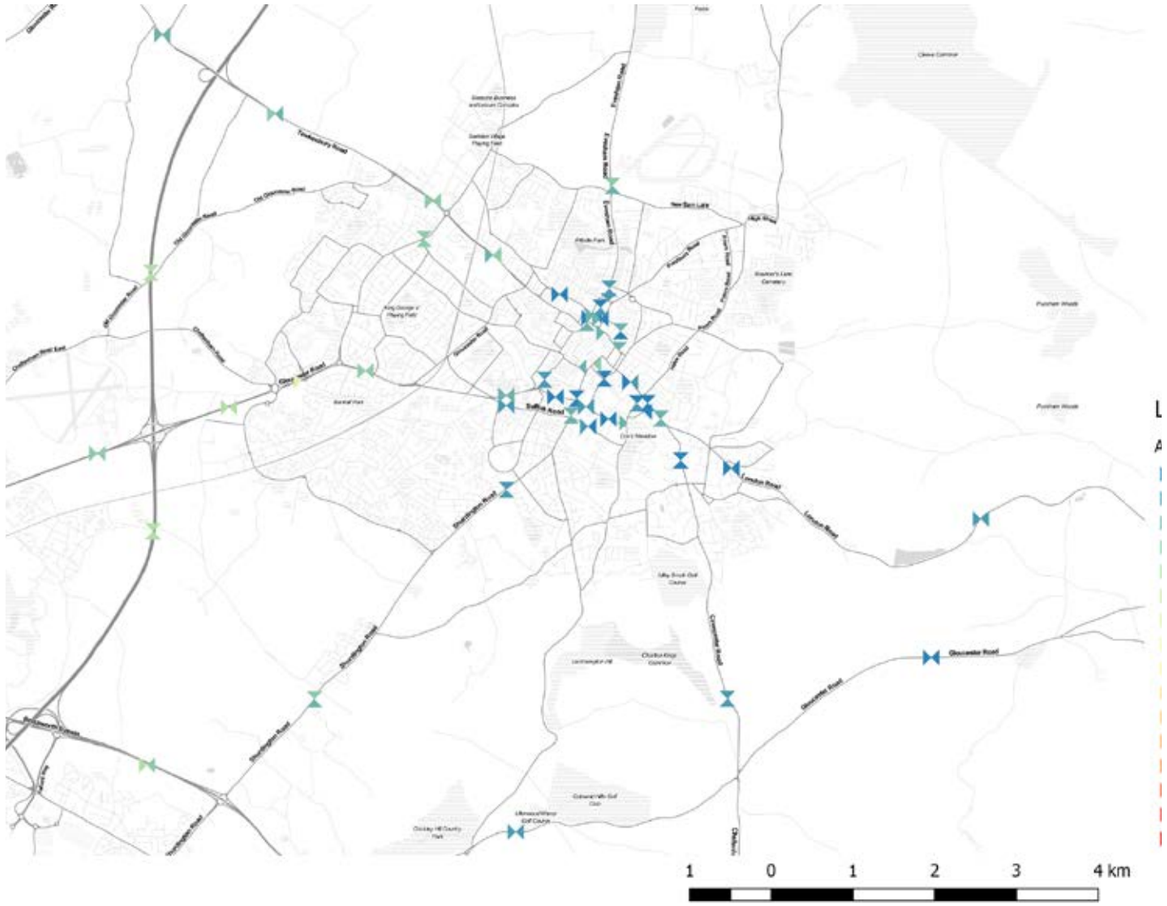
The largest flows of HGVs are observed to the west of the town, with 1,200 HGVs/day on A40 between M5 and Benhall roundabout, 700 HGVs/day on Tewkesbury Road to the west of Princess Elizabeth Way, and 600 HGVs/day on Princess Elizabeth Way itself.

HGV flows on Tewkesbury and Gloucester Roads drop nearer to the town centre, but are still higher (circa 400 HGVs/day) than any of the other radial routes in and out of the town, where flows range between 150-300 HGVs/day.

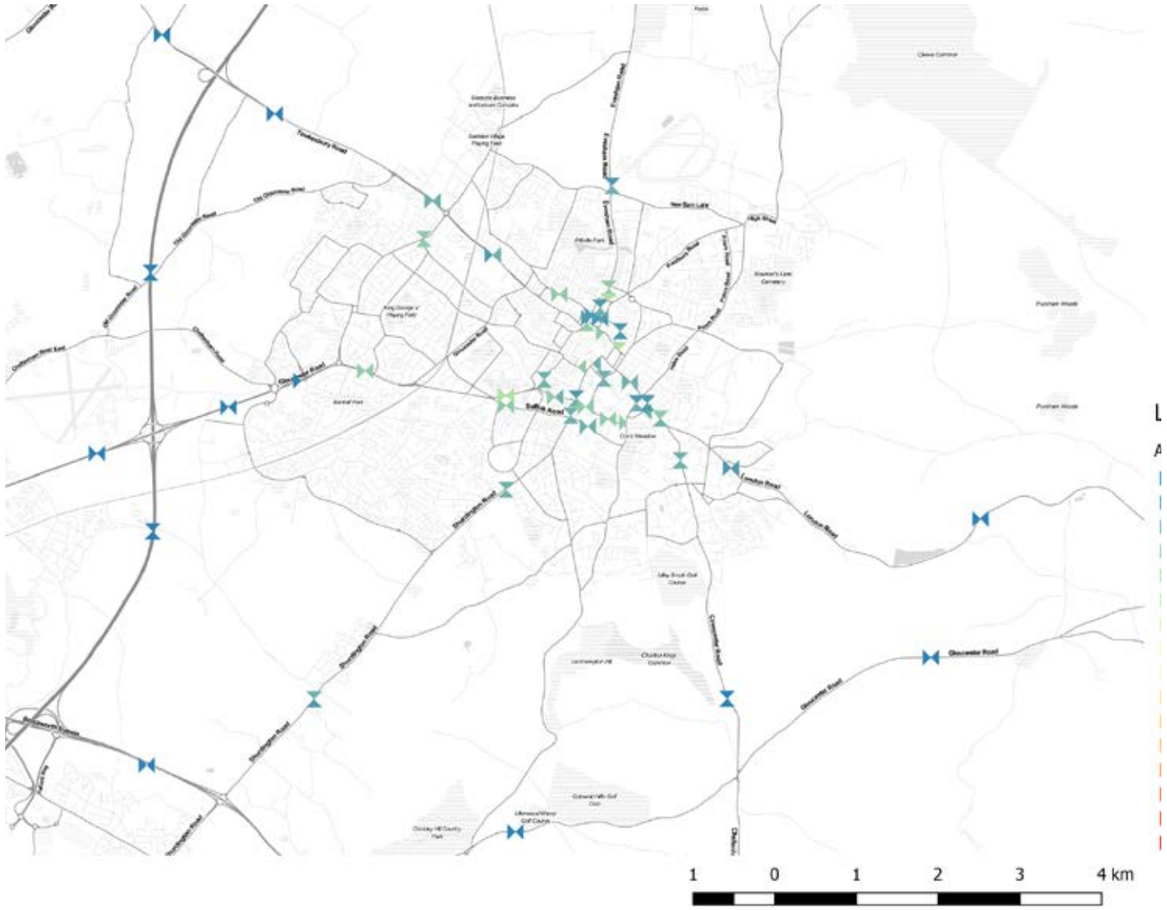
Similar patterns are observed for LGVs, but it is notable that there a high numbers of LGVs at various locations in and around the town centre, with one-directional flows being higher here (up to 2,000 LGVs/day) than anywhere else other than the A40 west of Benhall roundabout.

ANNUAL AVERAGE DAILY FLOW - BICYCLE

MOTORCYCLE



CYCLE



Legend

AADF 2016 Bus Total

- 0 - 31
- 31 - 63
- 63 - 103
- 103 - 149
- 149 - 204
- 204 - 278
- 278 - 374
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- 474 - 600
- 600 - 751
- 751 - 1007
- 1007 - 1419
- 1419 - 1814
- 1814 - 2225
- 2225 - 2597
- 2597 - 4419

AADF only provides flow counts and estimates for trunk roads. As such it cannot provide insight into flows on off-road routes used by cyclists, such as the Honeybourne Line.

However, in terms of the trunk roads, the AADF data is suggestive of a corridor running along the A40 from Benhall roundabout, running on to Lansdown Road, Montpellier Terrace and Sandon Road. The flows are remarkably consistent along its length (circa 3-400 cycles/day).

Flows along Princess Elizabeth Way, Swindon Road (A4019), numerous parts of the town centre and Evesham Road are also at comparable levels, although the flow on Evesham Road drops considerably on the segment of road between the racecourse and Bishops Cleeve.

Tewkesbury Road, in contrast with the patterns observed for other vehicles, has much lower cycling flows of 100-150 cycles/day.

CONGESTION

TrafficMaster indicates levels of congestion on routes around Cheltenham. During the morning peak, very slow traffic is concentrated to the south of the town centre in particular. Both motorway junctions also experience congestion at this time. The most severe congestion is observed on the following roads:

A40

- East of M5 Junction 11
- Junction with B4633 (near Cheltenham Spa Station)
- Junction with A46 Bath Road, south of the town centre
- Junction with A435 and B4075, east of the town centre
- Junction with A435 Cirencester Rd, through Charlton Kings.

A46

- Junction cluster at A40, Montpellier Terrace, Sandford Rd
- Shurdington Road junction with Moorend Park Road (near the University of Gloucestershire Park Campus)

A435

- South of Bishop's Cleeve and at roundabout with Swindon Lane and B4075
- Through Charlton Kings

A4019 along the Swindon Road and

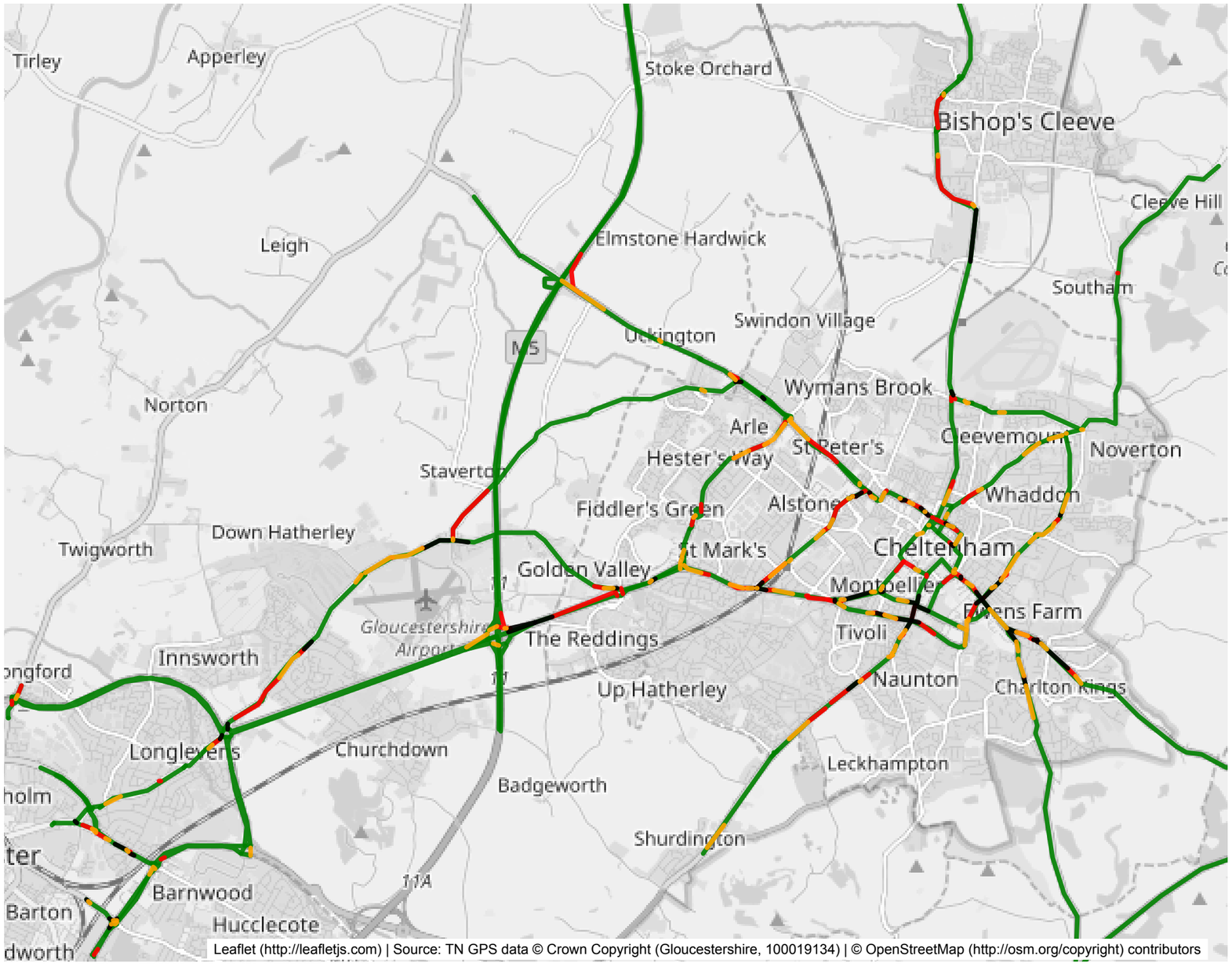
- Around the junction with B4633.

B4063

- Around junction with B463.

Princess Elizabeth Way.

2017 Weekdays AM Peak (07:00-09:00)



CONGESTION

The PM peak is similar to the AM peak in terms of the distribution of congestion, however traffic moves more slowly in general than in the morning, as can seen in the stretches of road that are red in the PM map but yellow in the AM. Very slow moving traffic is again concentrated to the south of the town centre. However, traffic generally flows freely around the motorway junctions. The most severe congestion is observed along:

A40

- Between Arle Court and Benhall roundabouts.
- Junction with B4633 (near Cheltenham Spa Station)
- Junction with A46 Bath Road, south of the town centre
- Old Bath Road up to and including the junction with A435
- Junction with A435 Cirencester Rd, through Charlton Kings.

A46

- The cluster of junctions with A40, Montpellier Terrace and Sandford Road
- Shurdington Road junction with Moorend Park Road (though overall less severe than AM)

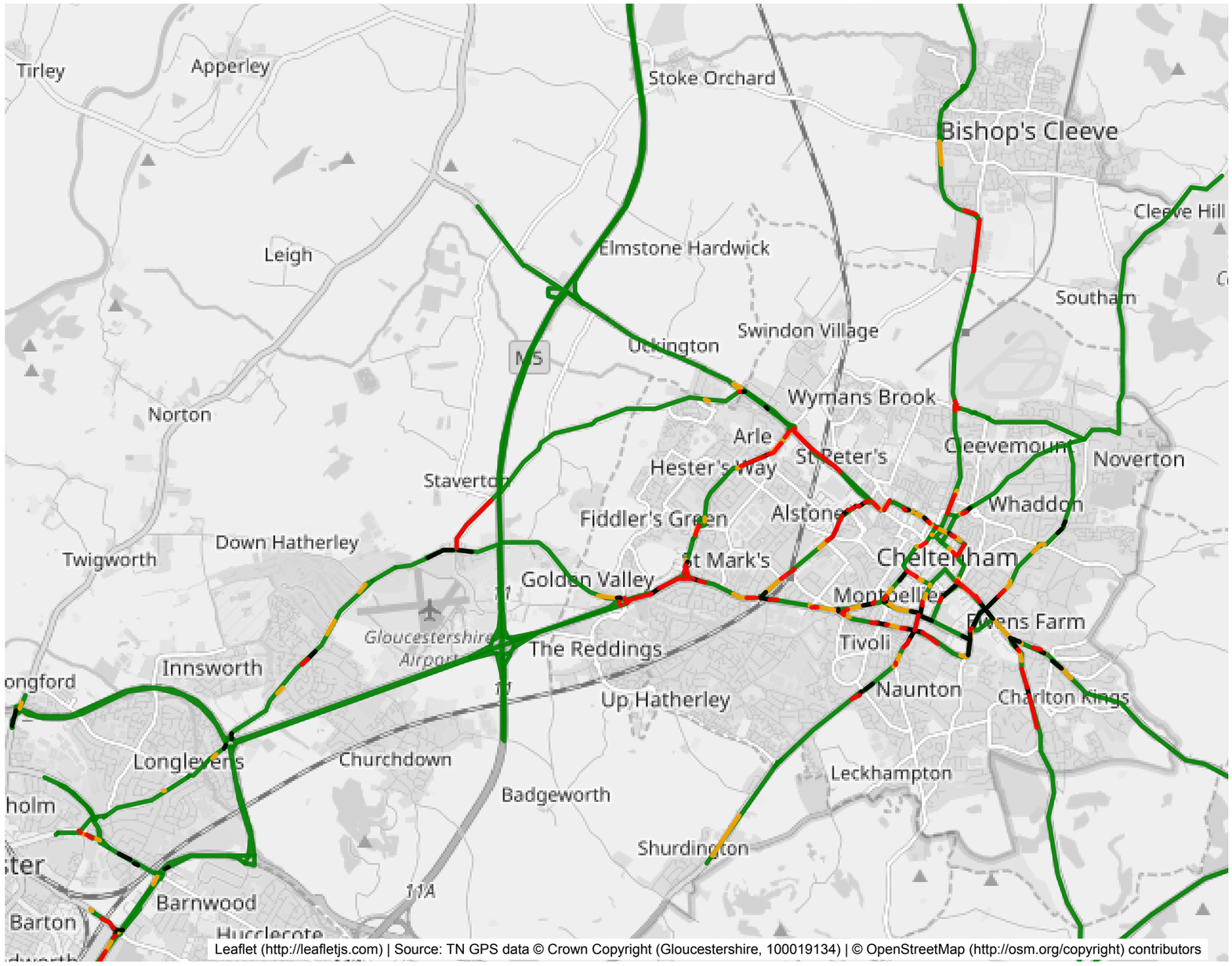
A435

- South of Bishop's Cleeve and at roundabout with Swindon Lane and B4075 (although less severe than AM)
- Through Charlton Kings (more severe than AM)

A4019 along the Tewkesbury and Swindon Roads.

Princess Elizabeth Way.

2017 Weekdays PM Peak (07:00-09:00)



CONGESTION

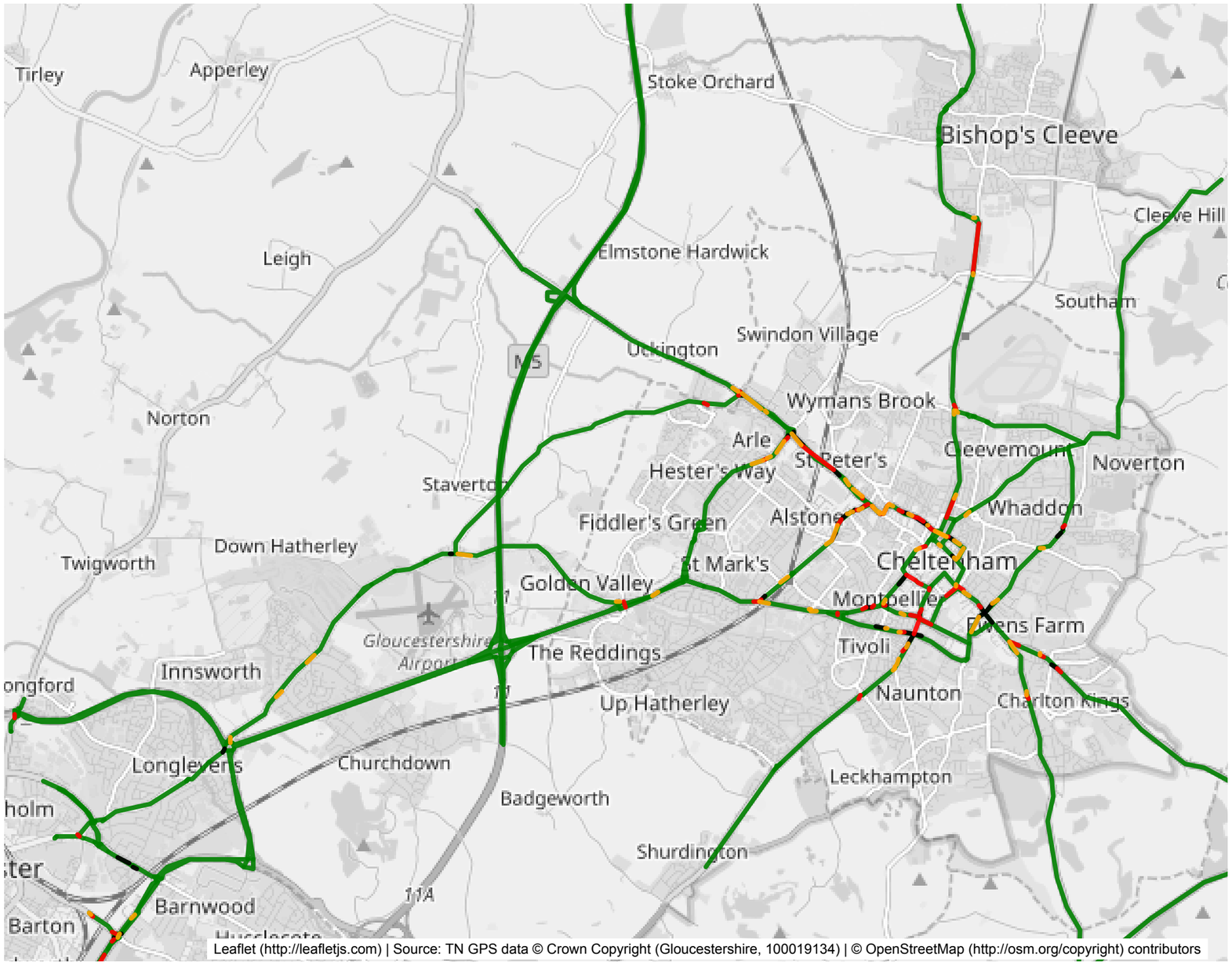
There is much less congestion within the town on a Saturday at 12:30 than during either of the weekday peaks. The Junction 10 and 11, A40, A435 and Princess Elizabeth Way are all significantly more free-flowing at this time.

The A46 experiences a very similar pattern of congestion on Saturdays to the PM peak, with the congestion around the cluster of junctions at A40, Montpellier Terrace and Sandford Road a consistent factor at all peaks.

The A40, while largely clear of congestion, shows spots of slow moving traffic (other than described above) at its junction with B4633 and to the east of the town at the junction with A435 and B4075. This latter junction is another which shows a similar pattern of congestion across all the time windows presented here.

While the A4019 Swindon Road is congested just as during the AM and PM peaks, it is notable that Tewkesbury Road appears more congested on a Saturday than during weekday peaks, with almost no sections of free-flowing traffic evident within the town's boundary.

2017 Saturdays (12:30)



BUS NETWORK

SUMMARY

An overview analysis of the bus network has been undertaken, gauging frequencies, coverage of current and proposed sites, and Park and Ride. Headline points which can be taken are that the:

- Bus network offers good coverage and a strong commercial offer.
- Frequencies are limited on some corridors and rise in some cases during the off-peak.
- Bus network is entirely radial in nature .
- Bus Journey times are uncompetitive and rise by an average of 18% in peak hours.
- Journeys / head of population low for the size of Cheltenham
- Effective P+R is limited to one major corridor.

PARK AND RIDE

- Arle Court Park and Ride currently operated by GCC – expansion planned, bus service up to every 10 minutes, £3.90 return fare. Hospital Park and Ride service every 30 minutes.
- Racecourse Park and Ride, bus service up to every 10 minutes, £3.90 return fare.
- Typical Town Centre parking charges for comparative purposes – 4 hours £5.00, all day £12-£13.

BUS NETWORK RUNNING TIMES

Route	Route Section		Peak	Off Peak	Change	Note
	from	to	Mins	Mins		
A	Benhall GCHQ Hubble Rd	Cheltenham Clarence Street	26	22	15%	
B	Copt Elm Road Lyefield Road	Cheltenham Pittville Street	35	30	14%	
C	Hester's Way Local Shops	Cheltenham High Street	30	25	17%	
D						"Frequent" Service
E						"Frequent" Service
F	Leckhampton Convenience Shop	Cheltenham Pittville Street	28	23	18%	
10	Shurdington Church Lane	Cheltenham Promenade	20	18	10%	
41	Priors Park Gupshill Manor	Cheltenham Clarence Street	30	25	17%	
42/43	Tewkesbury Road Sainsburys	Cheltenham Clarence Street	19	16	16%	
51/52	Charlton Kings Clock Tower	Cheltenham Promenade	20	14	30%	
66	Warden Hill Farmfield Road	Cheltenham Promenade	15	12	20%	
93	Arle Court Park & Ride	Cheltenham Promenade	13	12	8%	
94						"Frequent" Service
94u	GCHQ Benhall Gloucester Road	Cheltenham Clarence Parade	18	13	28%	Uni Term Only Service
97/98	Churchdown, o/s The Old Elm Inn	Cheltenham Promenade	28	22	21%	Sch Days Only
99	Arle Court Park & Ride	Cheltenham Clarence Parade	25	20	20%	
Average					18%	

TOWN CENTRE

- The town centre on street bus stops have adequate capacity (TfL guidance suggests up to 15 departures per hour is possible)
- Some stops (eg. One of the two stops on North Place) have no services calling
- The Royal Wells Bus bus station is underused by local service buses and further thought should be given to its future use
- Stagecoach Travel Shop located on High Street is a positive but needs refurbishment

LAND NW OF CHELTENHAM

Land NW of Cheltenham application (number: 16/02000/OUT) is for up to 4115 houses, supporting development including a bus interchange and local Park and Ride site for up to 250 cars.

TA proposed bus services include:

- E (new service) - this would be the main route between residential Phases 2, 3 and 4 and the town centre, and would also serve part of Phase 1; it would also be a key route for those travelling to the Elms Park employment area and the sixth-form college on the site.
- H (revised service) - connection between Elms Park, Hesters Way and Benhall, for access to Gloucestershire College and GCHQ. If resource scheduling permits, this could be extended to the railway station.
- Service 40 (new service) - this would connect the Transport Hub, jointly with service 41/42, and part of residential Phase 1 with the town centre.
- Service 41/42 (revised service) jointly operated with service 40 – this would serve P&R travel to/from the town center and would be a supplementary service for parts of residential Phase 1.

EXISTING TOWN CENTRE BUS NETWORK

Promenade	
Route	Buses Per Hour
51	1
66	1
93	5
94	4
10	6
97/98	2
TOTAL	19

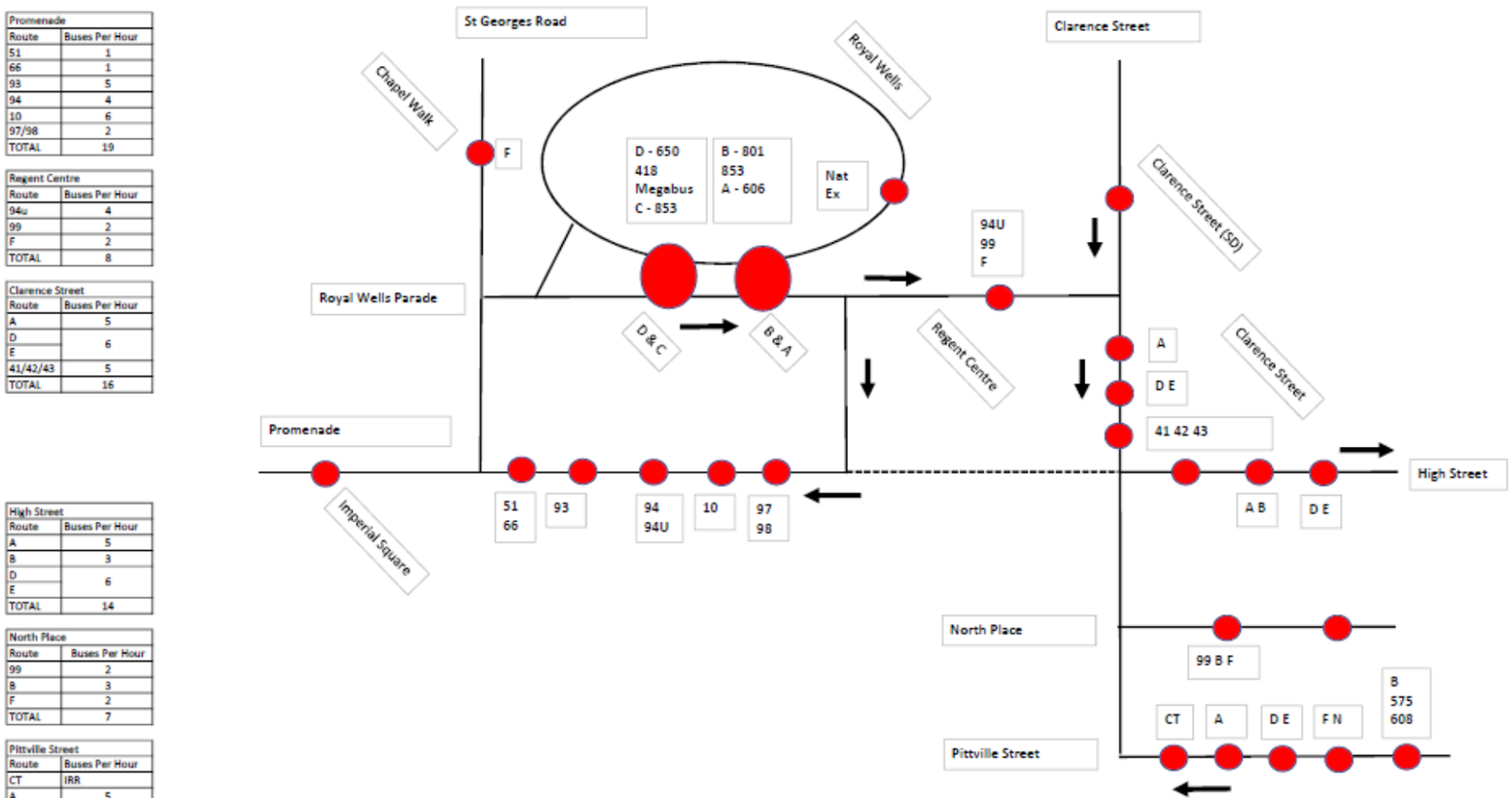
Regent Centre	
Route	Buses Per Hour
94u	4
99	2
F	2
TOTAL	8

Clarence Street	
Route	Buses Per Hour
A	5
D	6
E	
41/42/43	5
TOTAL	16

High Street	
Route	Buses Per Hour
A	5
B	3
D	6
E	
TOTAL	14

North Place	
Route	Buses Per Hour
99	2
B	3
F	2
TOTAL	7

Pittville Street	
Route	Buses Per Hour
CT	IRR
A	5
D	6
E	
F	2
N	1
B	3
575	IRR
608	IRR
TOTAL	17



ROUTES OF HIGH FREQUENCY BUS SERVICES

The following pages show the routes followed by the higher frequency bus services in Cheltenham.

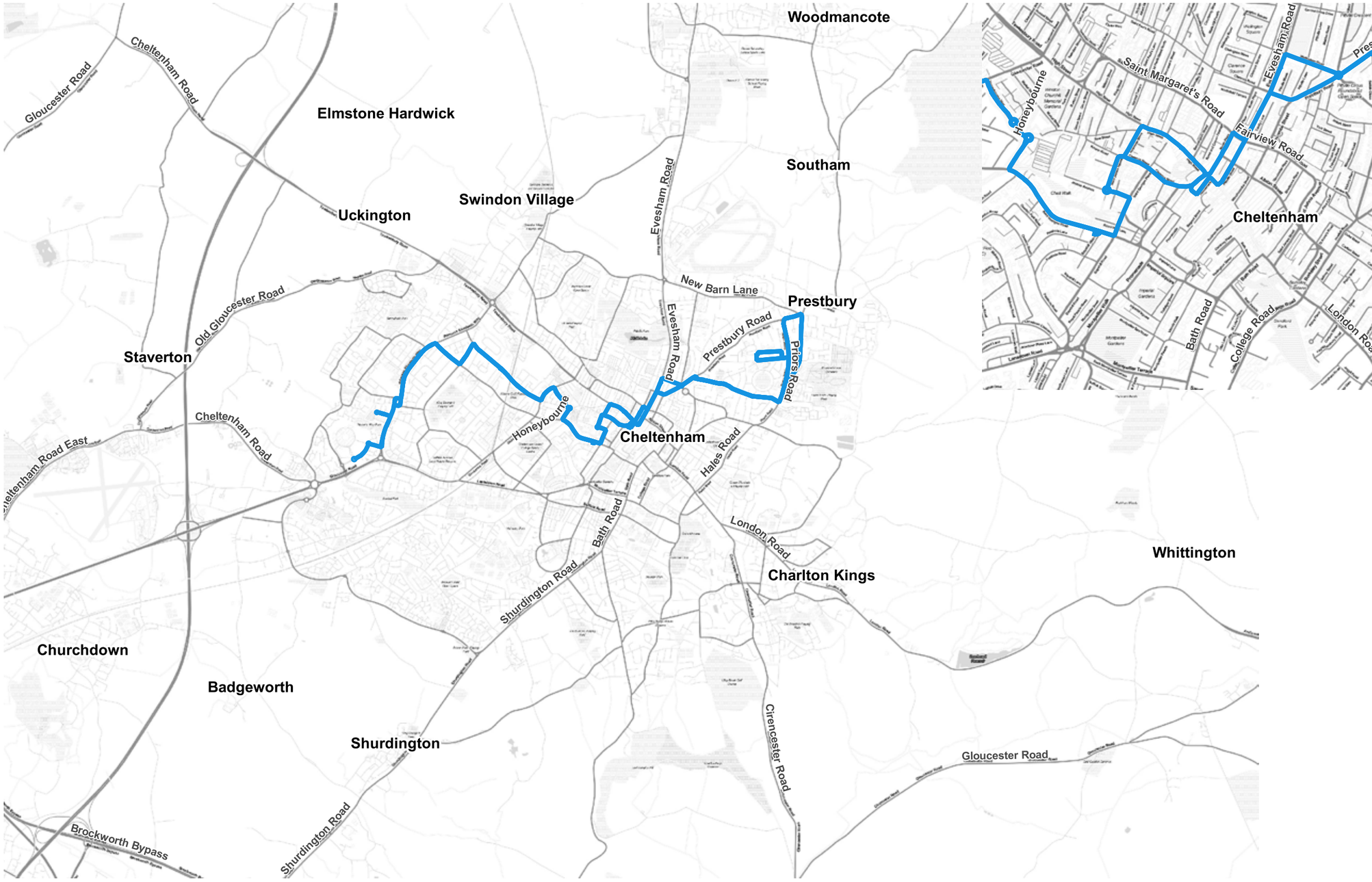
Each page shows the route at a town-wide context, along with an inset showing more detail in the town centre.

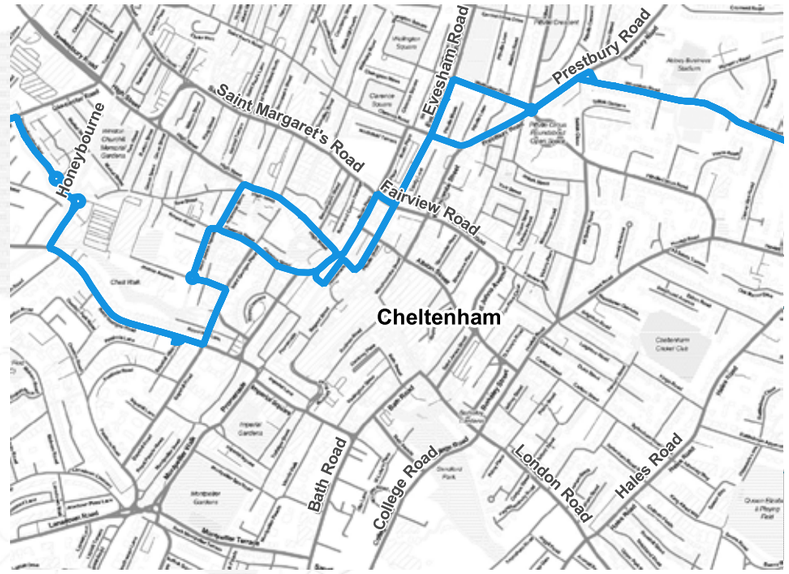
The highest frequency corridors are the A40 corridor between the town centre and the west, A435 Evesham Road corridor between Bishop's Cleeve and Up Hatherley via the town centre, A4019 Tewkesbury Road and A46 Shurdington Road.

Town centre bus stops are spread widely across the town. The town centre can be viewed as effectively having four distinct interchanges at Clarence Street, Pittville Street, High Street and Promenade. The diffuse nature of town centre interchange acts as a barrier to passenger wishing to change between services that don't share the same interchange.

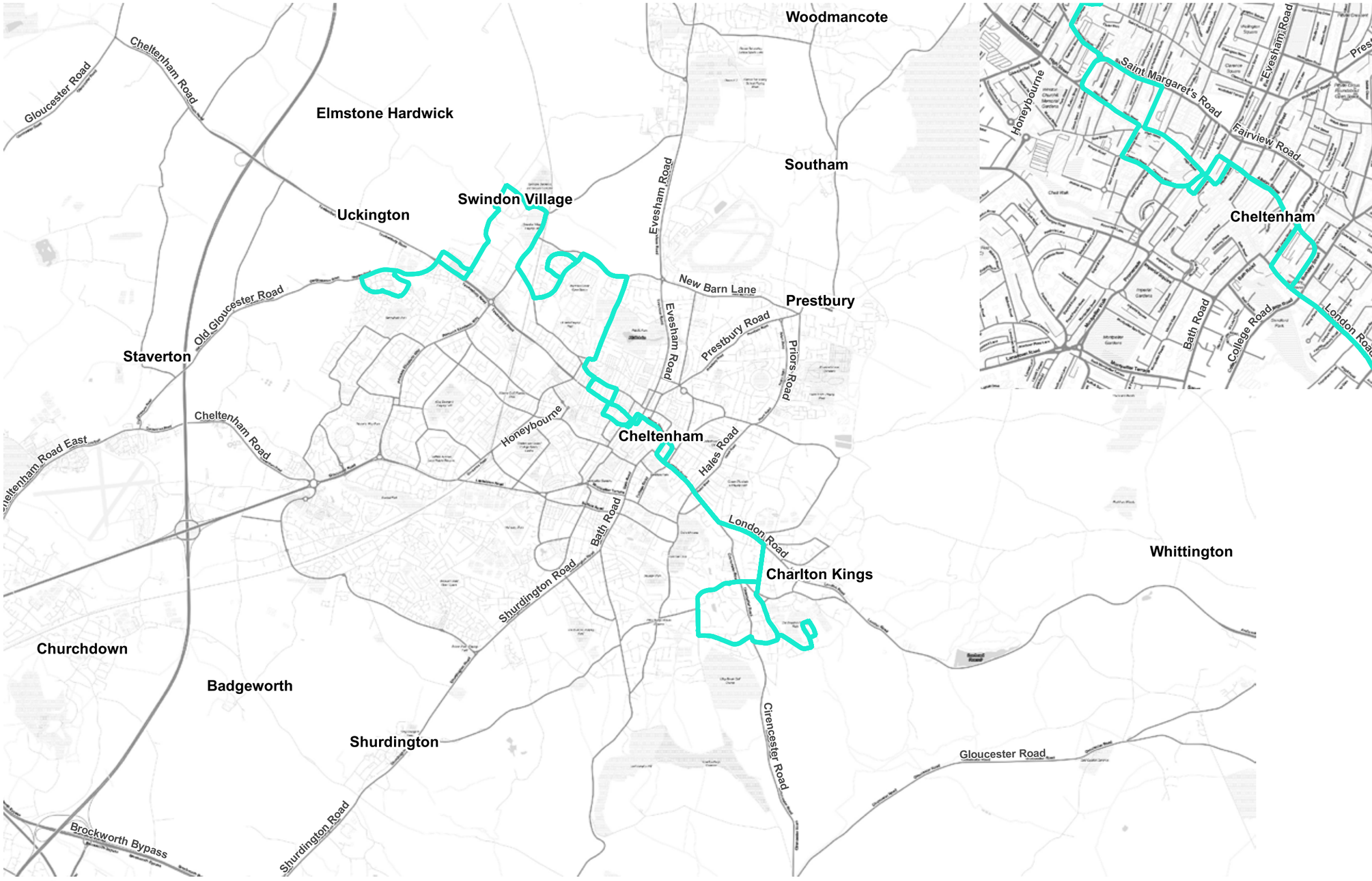
A further notable feature is that cross-town services suffer indirect with convoluted routing within the town centre itself, as exemplified by services A, B, D, E, F and 94U.

SERVICE A


Woodmancote
Gloucester Road
Cheltenham Road
Elmstone Hardwick
Southam
Swindon Village
Uckington
Evesham Road
New Barn Lane
Prestbury
Prestbury Road
Priors Road
Staverton
Old Gloucester Road
Honeybourne
Cheltenham
Hales Road
Cheltenham Road East
Cheltenham Road
Bath Road
London Road
Charlton Kings
Whittington
Shurdington Road
Churchdown
Badgeworth
Shurdington
Cirencester Road
Gloucester Road
Brockworth Bypass
Shurdington Road
A
3 0 3 6 9 12 km


Evesham Road
Prestbury Road
Saint Margaret's Road
Honeybourne
Fairview Road
Cheltenham
Bath Road
College Road
London Road
Hales Road

SERVICE B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Shurdington Road
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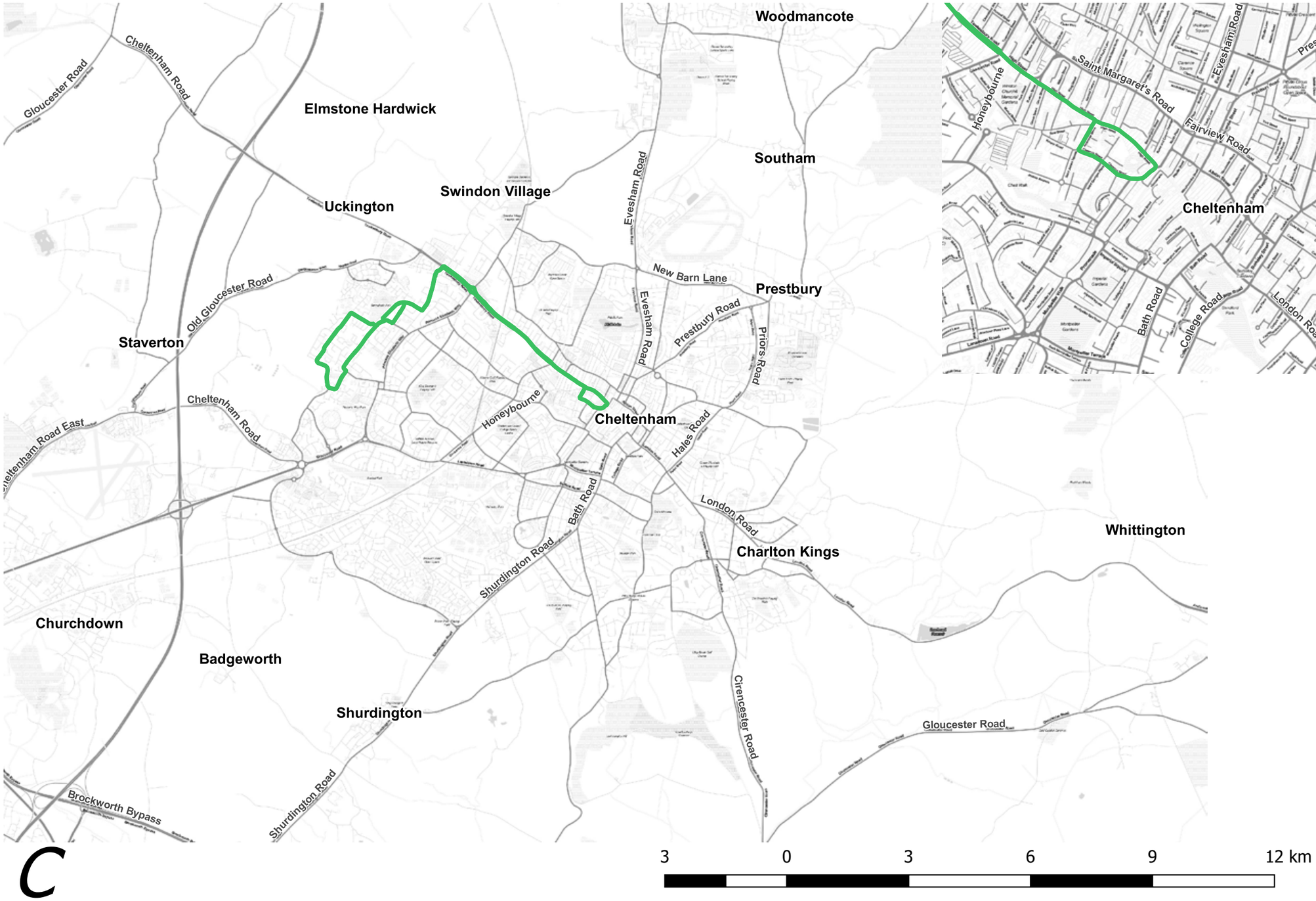
Whittington
Churchdown
Badgeworth
Shurdington
Cirencester Road
Gloucester Road
Brockworth Bypass
Cheltenham Road East
Saint Margaret's Road
Fairview Road
Prestbury Road
Evesham Road
Honeybourne
Cheltenham
Bath Road
College Road
London Road
Hales Road
B
3 0 3 6 9 12 km

SERVICE C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London Road
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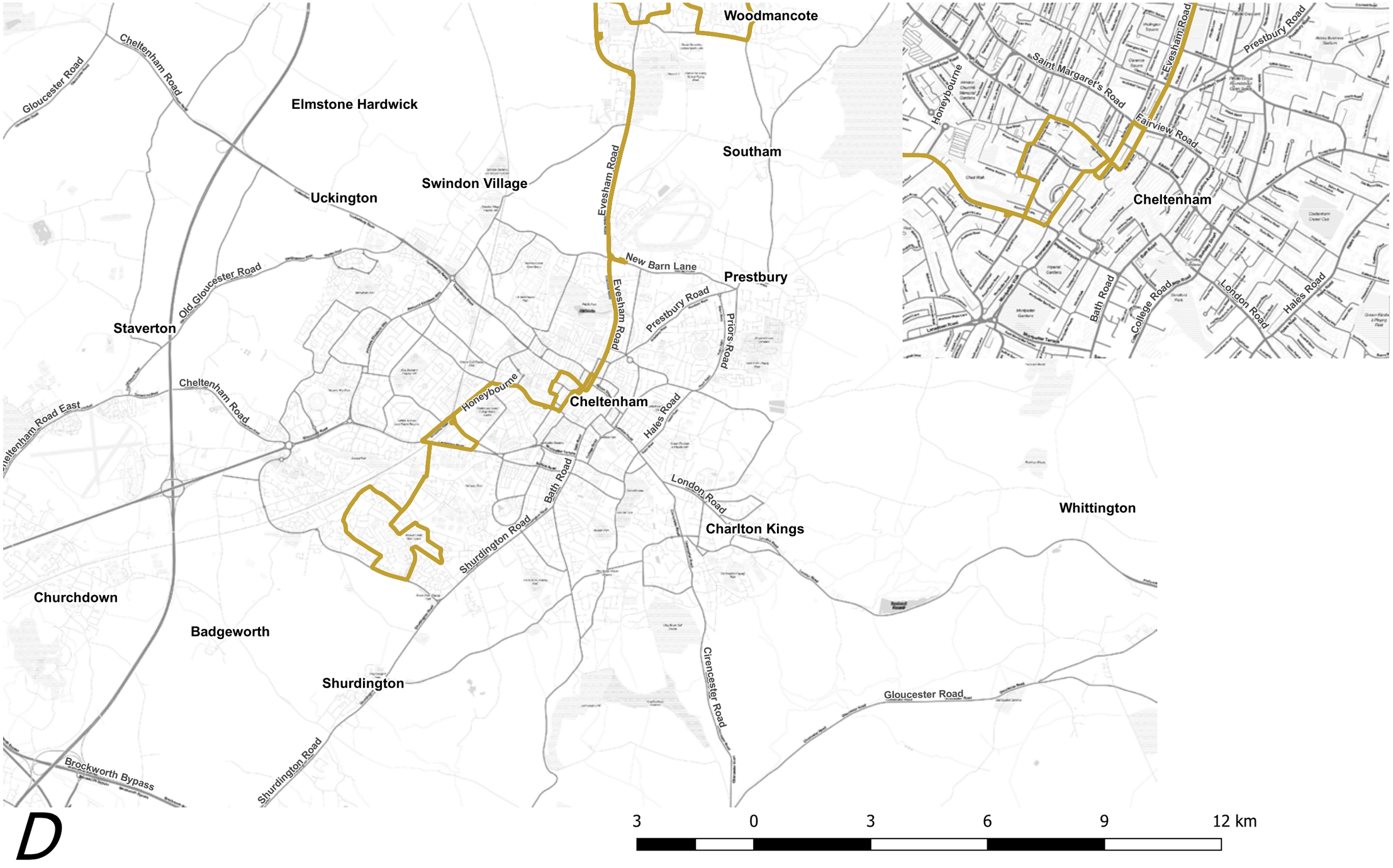
Charlton Kings
Shurdington Road
Churchdown
Badgeworth
Shurdington
Cirencester Road
Gloucester Road
Brockworth Bypass
Saint Margaret's Road
Fairview Road
Bath Road
College Road
London Road
Hales Road
3 0 3 6 9 12 km

C

SERVICE D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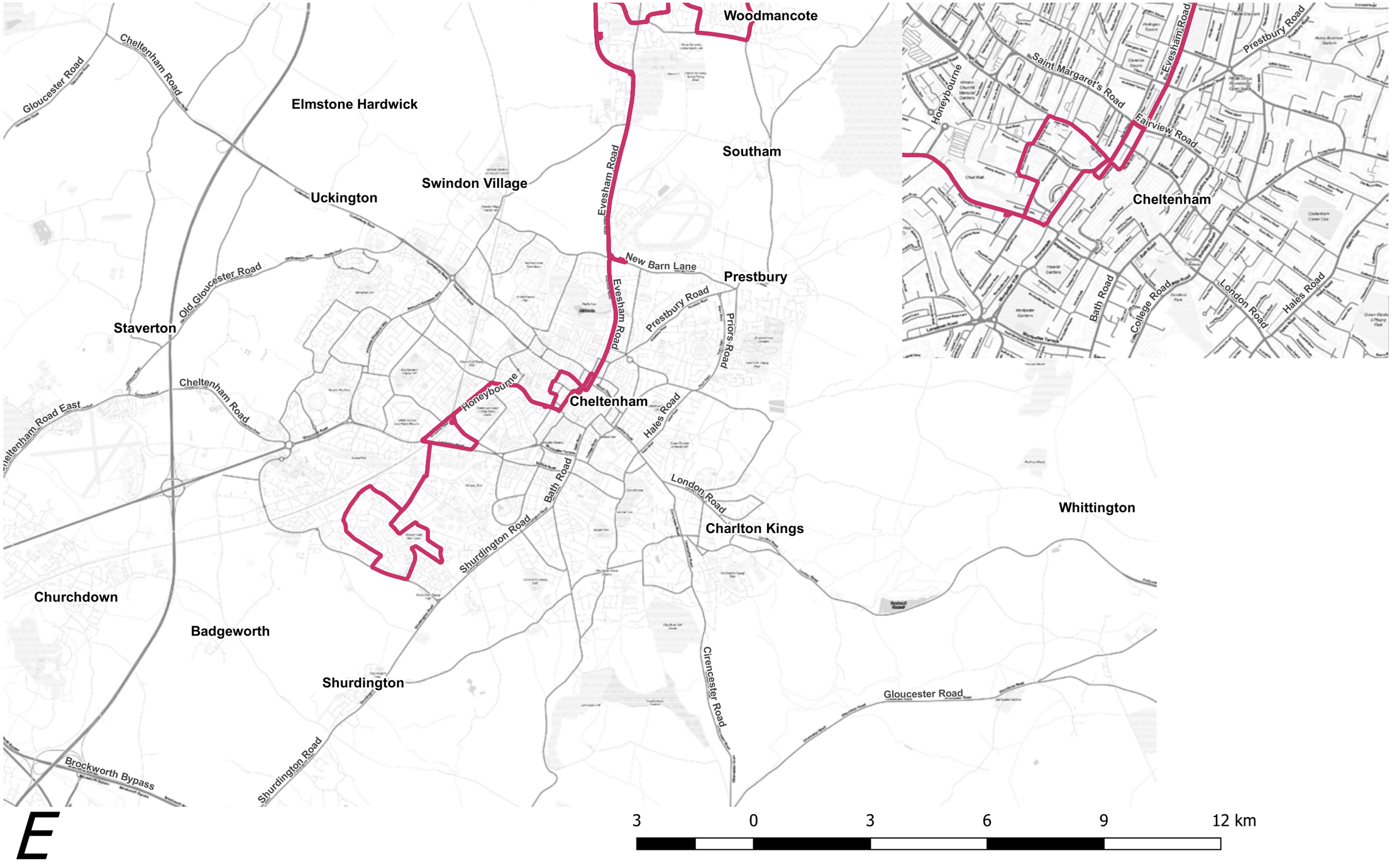
Gloucester Road
Brockworth Bypass
Cheltenham Road East
Gloucester Road
Saint Margaret's Road
Fairview Road
Prestbury Road
Honeybourne
Cheltenham
Bath Road
College Road
London Road
Hales Road
D
3 0 3 6 9 12 km

SERVICE E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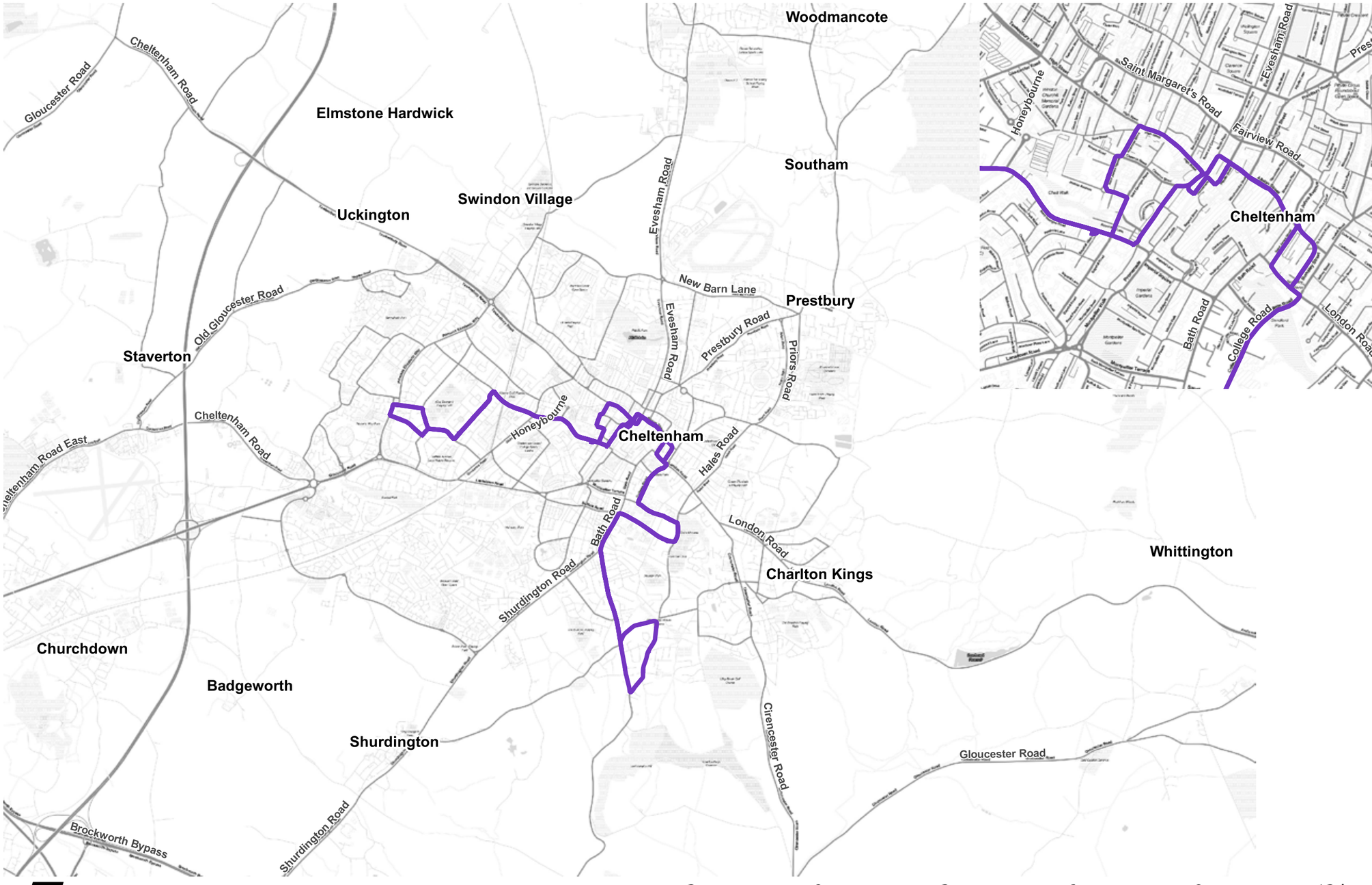
Badgeworth
Shurdington
Cirencester Road
Gloucester Road
Brockworth Bypass
Shurdington Road
Saint Margaret's Road
Fairview Road
Honeybourne
Evesham Road
Prestbury Road
Cheltenham
Bath Road
College Road
London Road
Hales Road
E
3 0 3 6 9 12 km

SERVICE F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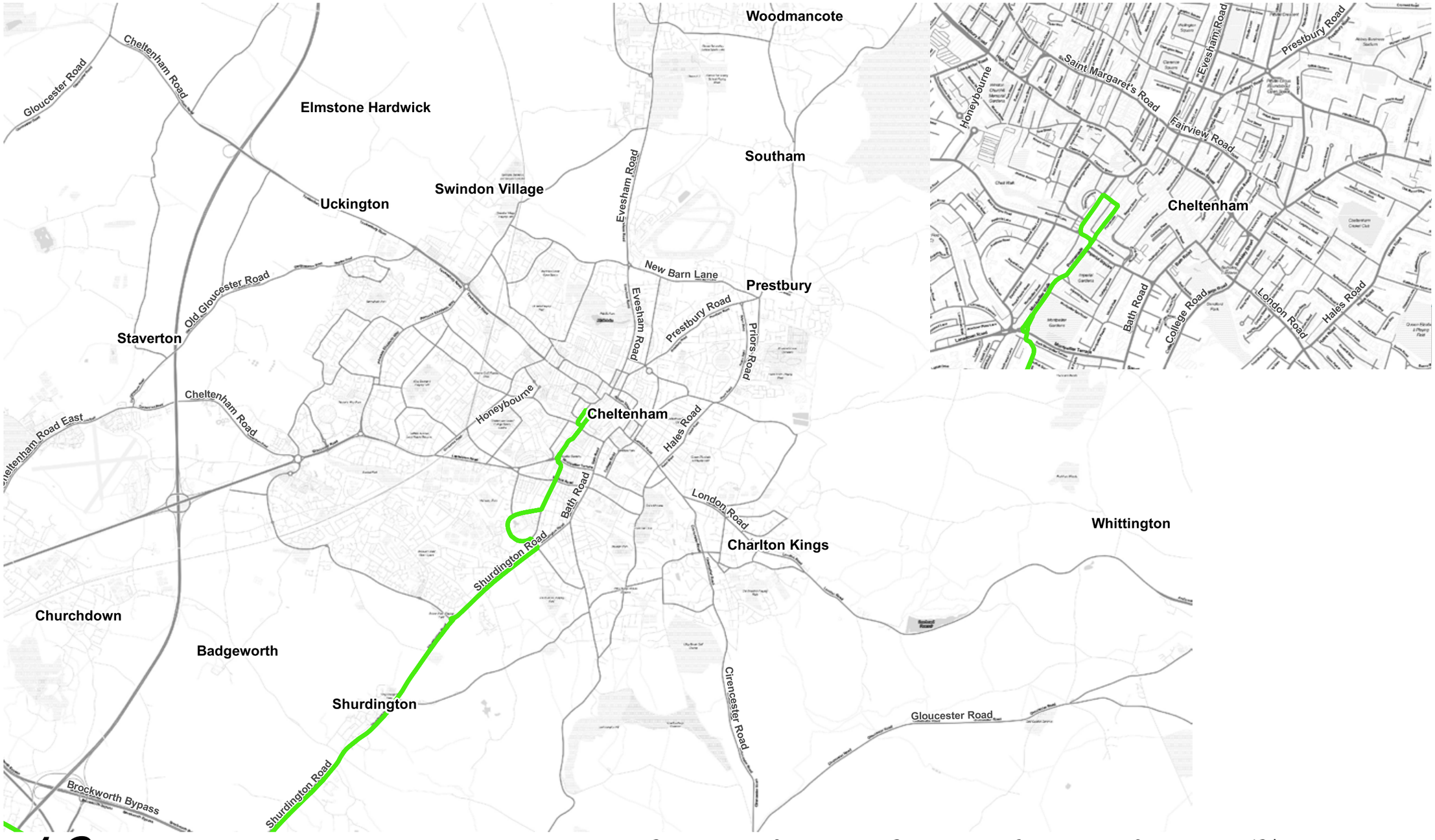
Gloucester Road
Brockworth Bypass
Cheltenham Road East
Gloucester Road
Saint Margaret's Road
Fairview Road
Evesham Road
Prestbury Road
Honeybourne
Cheltenham
Bath Road
College Road
London Road
Hales Road
F
3 0 3 6 9 12 km

SERVICE NUMBER 10



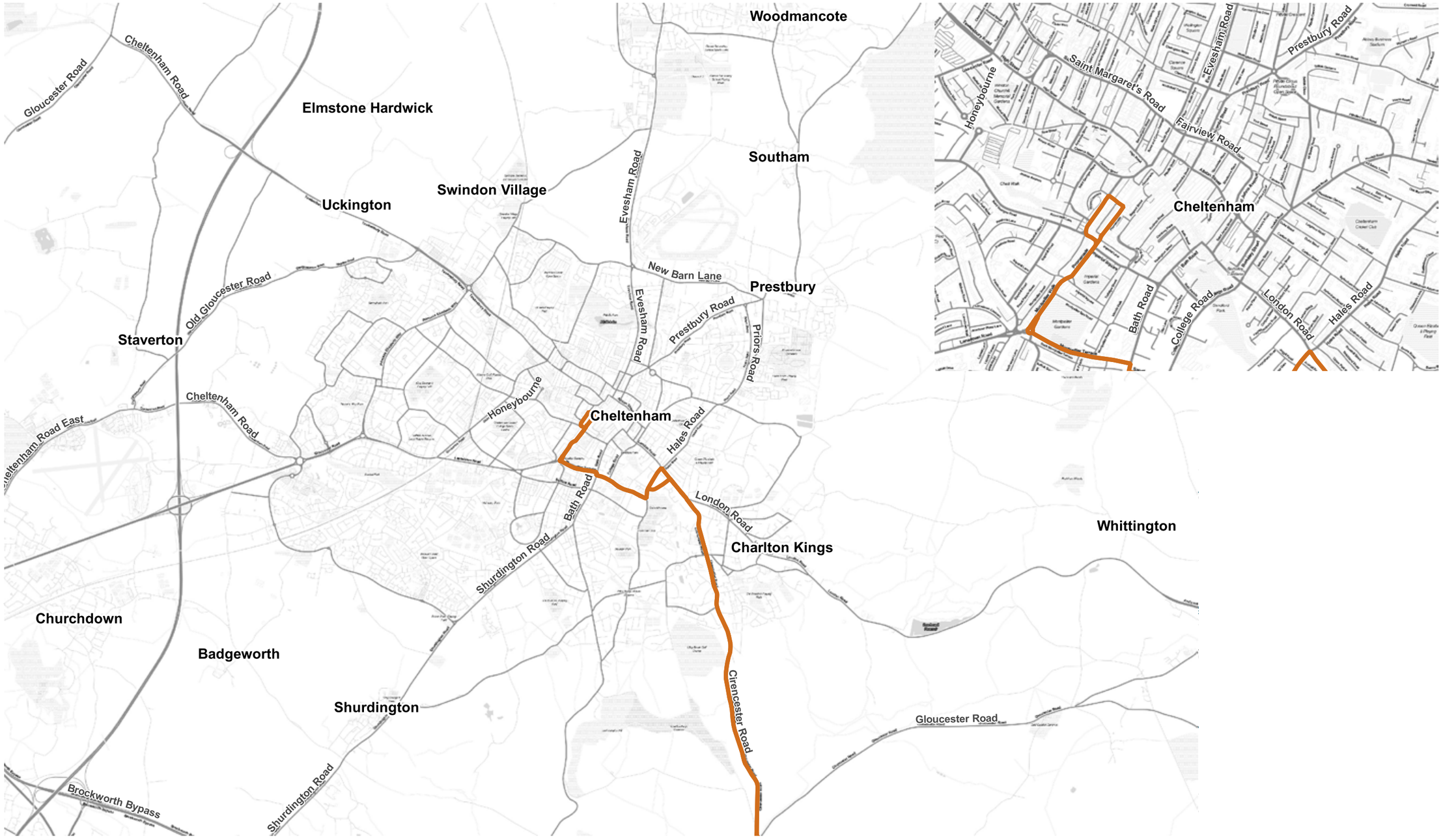
10

SERVICE NUMBER 41

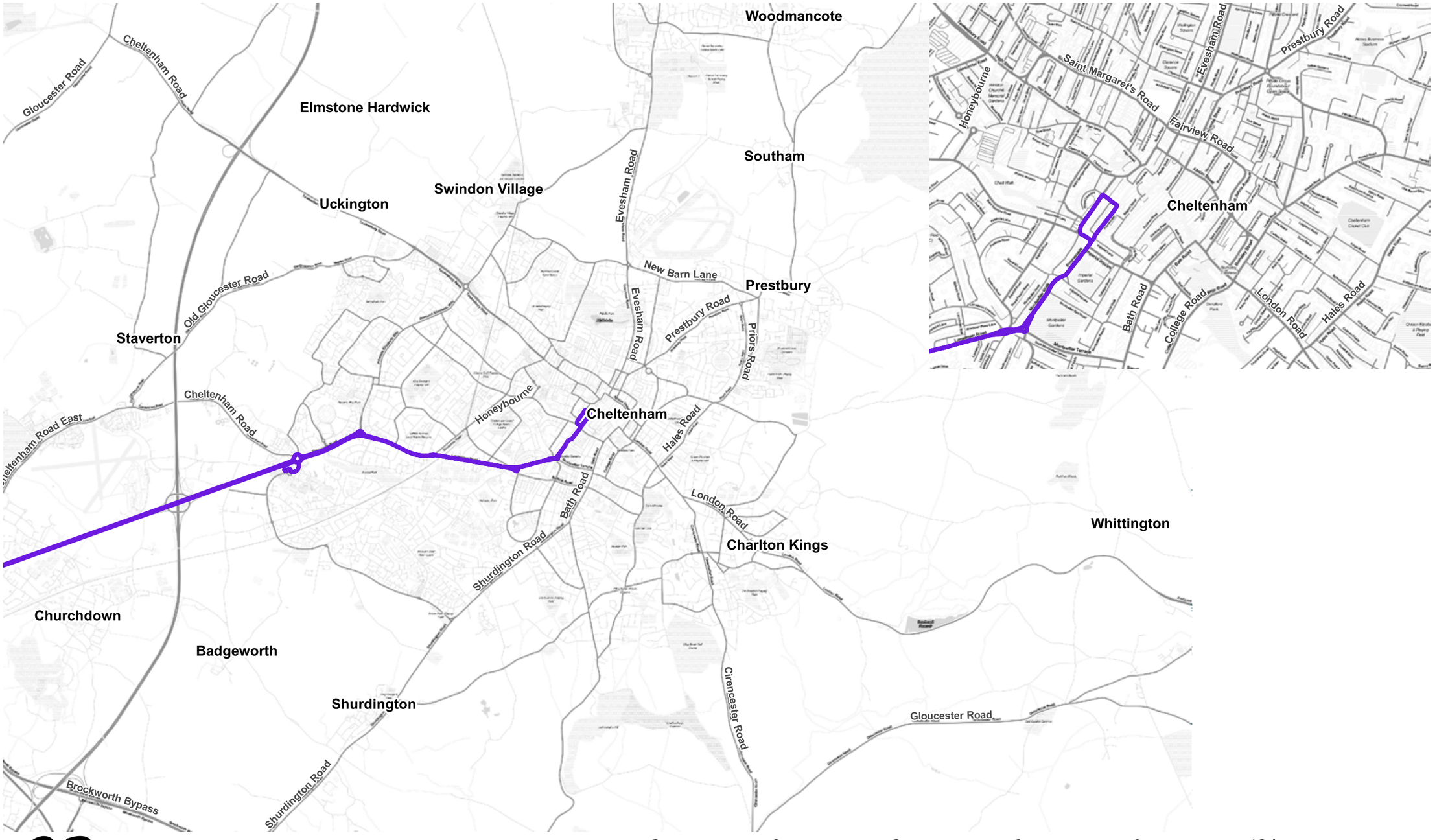
SERVICE NUMBER 42/43

42

SERVICE NUMBER 51



SERVICE NUMBER 93



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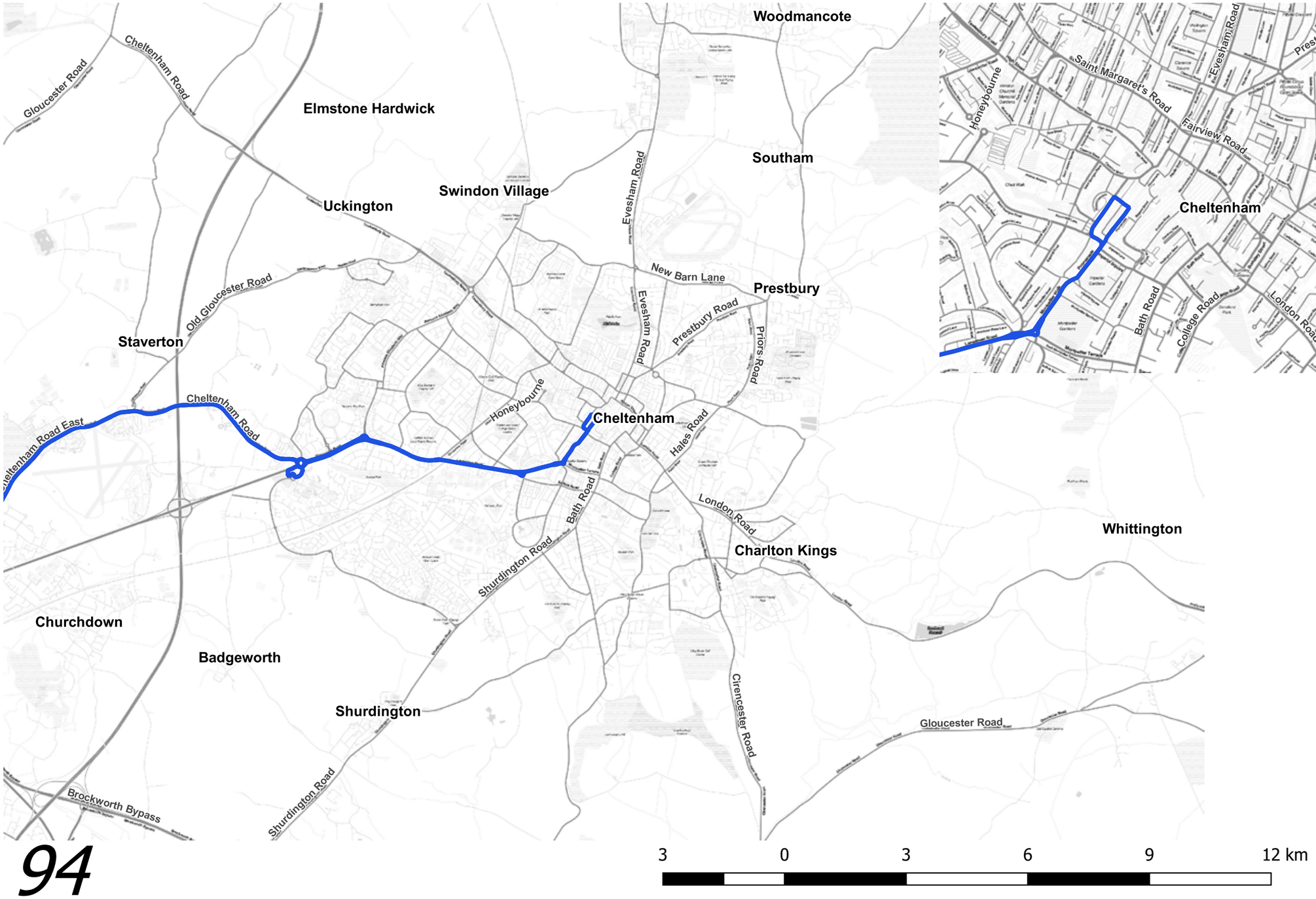

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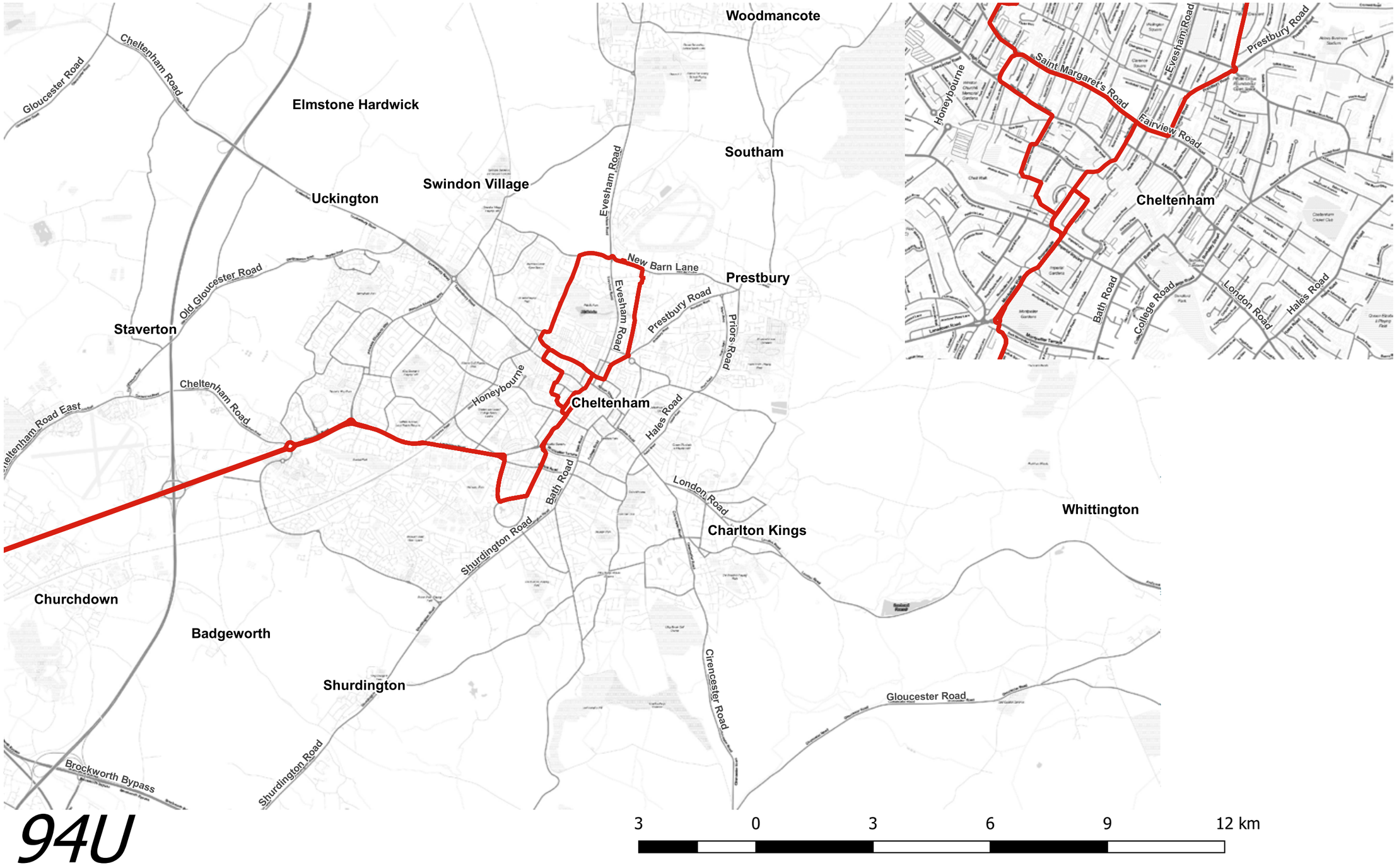

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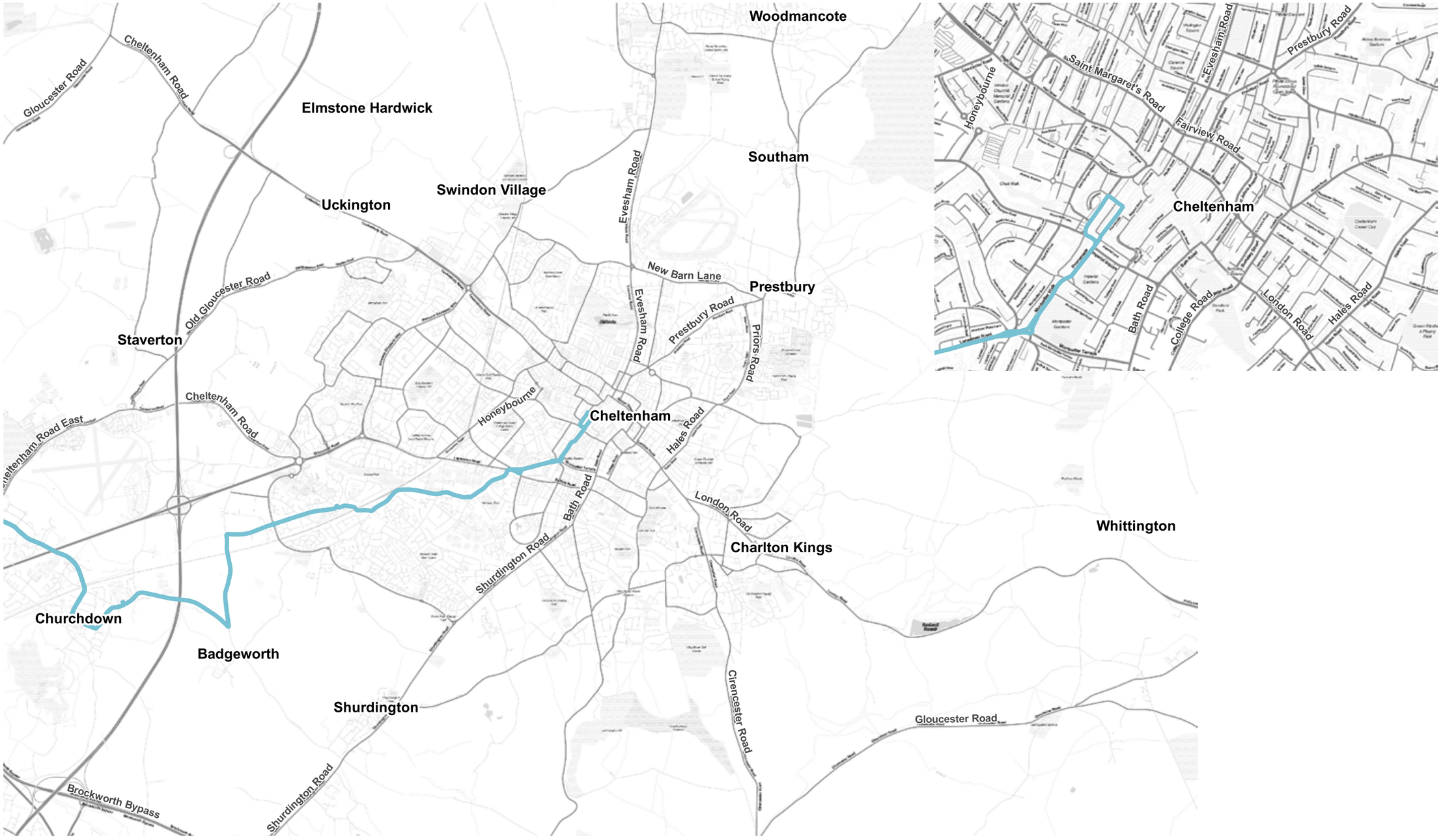

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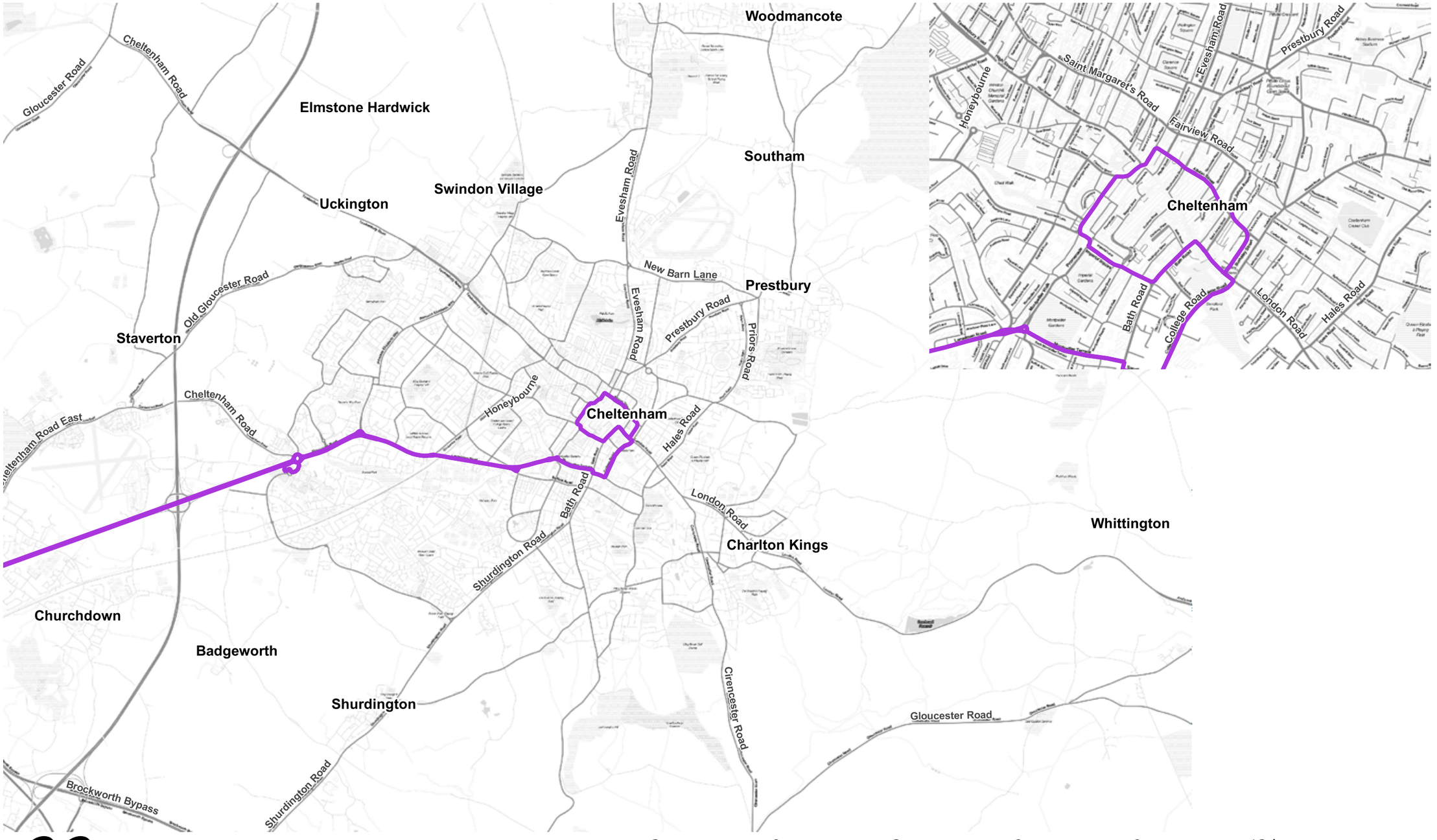

5 | Disruptive Technologies

DISRUPTIVE TECHNOLOGIES

Transport is undergoing disruption. A variety of technological advances are combining to offer both new forms of transportation as well as radically changing the way services are delivered and accessed. These include apps providing dynamic journey planning and routeing information so that travellers can plan their journeys 'on the go' in response to real time network conditions, and new on-demand services such as on-demand taxis (e.g. Uber). There is also a surge in shared transport with car-sharing, ride-sharing and bike-sharing schemes enjoying exponential growth, facilitated by technology improvements, but also seeming to tap into a zeitgeist around the sharing economy and declining interest in ownership. At the same time, we are moving towards electrification of the fleet, and the advent of autonomous vehicles.

Huge interest has developed around the concept of 'Mobility as a Service' (MaaS), which promises "the integration of various forms of transport services into a single mobility service accessible on demand." MaaS envisages users being able to plan end to end journeys, potentially involving multiple modes, using the MaaS provider's app information and payment platform. Here, the MaaS provider identifies the best option for your journey (based on your individual preferences and current network conditions), and books and pays for each leg of your journey. Users can choose a pay-as-you-go service or a 'mobility bundle', similar to the way in which people purchase broadband bundles. The ultimate vision of MaaS is to provide a multi-modal service that is better than use of the private car.

These innovations potentially bring major prizes in terms of improved accessibility, reliability, safety and convenience for users of these services, as well as improved network efficiency, better air quality, and better management of space for the city. The investment in transport by third parties and the more efficient use of the network could also reduce the capital and revenue costs to transport authorities by helping to fund the infrastructure and services.

However, these disruptive technologies and services also bring major risks, if not appropriately managed. They could create more mobility and more car use at the expense of public transport, walking and cycling. In so doing, the commercial viability of public transport could be further eroded, exacerbating accessibility and inclusion for groups who can't afford (or don't want to) engage with these new services, and we could end up with more mobility, more congestion and more exclusion.

Any forward strategy for a town or city needs to be cognisant of these changes in order to harness them so that they work for, rather than against, the town's transport strategy and plans.

IMPLICATIONS FOR CHELTENHAM

As set out above, there are both potential prizes and risks from the new and emerging mobility technologies. At the same time, we can only predict what the future might look like

A transport strategy for Cheltenham needs to deal with what we know now and what we are confident will happen, and should avoid trapping itself in planning for a future that may never arrive. With this in mind, the strategy should put moving people, rather than vehicles, at its heart. Building on this, it can focus on some principles of movement - single, versus shared mobility, for example - rather than being overly prescriptive about specific technologies, or even ownership models.

Core to this, especially given the scale of the town, is prioritising walking and cycling above all other modes. We can anticipate that these should remain relevant in one form or other, regardless of technological advances.

New vehicles are emerging that may prove suitable for sharing space with pedestrians and cyclists. These could include e-bikes, e-scooters and autonomous 'pod' vehicles. The strategy can anticipate this by considering 'slow modes' as a group, and set out the conditions where mixing these (electrically) powered modes with pedestrians and cyclists is appropriate, and where it is not.

While it is recognised that public transport is the current basis for our mass transit system, there are risks that disruptive technologies could undercut it. Similarly, despite the promise of far fewer vehicles on the road in some future visions, in the shorter term at least, the numbers of vehicles on the road may increase.

The strategy should, therefore, try to prioritise shared transit, and seek to make journeys by shared modes more convenient and more direct than single-or-limited occupancy alternatives, irrespective of the technology or mode. In this way the strategy can prioritise buses and other public transport now, while remaining adaptable to new shared modes such as DRT or eventually, perhaps, services such as autonomous taxi-buses in the future.

Limited-occupancy passenger services (such as taxi, or ride sharing) should be afforded little or no advantage over private vehicles in terms of ease or perhaps cost of access to the town centre.

Such an approach could be flexible enough to recognise the public advantage derived from technological advances made to single or limited occupancy vehicles, by treating such vehicles in the same way as shared transit modes. An example would be to recognise the air quality benefits of electrically-powered vehicles over diesel or petrol.

SWOT

Given the diverse range of technology, service changes and potential impacts, we have undertaken SWOTs for these elements: MaaS, electrification of the fleet, and autonomous vehicles. The SWOT on MaaS brings together the MaaS components: new journey planning apps, integrated payments and new shared transport services.

SWOT: MAAS - MOBILITY AS A SERVICE

STRENGTHS

- Focuses transport planners on thinking about the user and the end to end journey
- New service offers developed, such as ride-sharing, car-sharing and bike-share
- Multi-modal, end to end journeys become more attractive as information and payment managed through MaaS platform
- Non-traditional users of public transport, cycling, ride-sharing etc. start to use these modes
- Large-scale uptake of MaaS could significantly reduce private car ownership and, if delivered with competitive alternatives, overall car usage.

WEAKNESSES

- For Mobility as a Service, we need services: door to door seamless journeys can't be realised unless new services such as car club, bike share, on demand bus etc. are in place.
- It might not happen: regulatory, governance, technical and commercial hurdles still to be overcome to realise MaaS in deregulated transport environment. These require national government intervention.
- It might remain a niche and fail to become mass market: at the moment, new journey planning apps, new payment techniques and new shared transport services such as car clubs and bike-sharing tend to be used by niche groups or in big city locations (such as London). It might be that MaaS never reaches beyond these major regional centres or beyond the distinct demographic groups and early adopters, so becomes a niche service.

OPPORTUNITIES

- Establish strong policy support for adoption of MaaS and for enabling MaaS operators
- Continue to work with transport providers on providing better and more open transport information
- Continue to work with transport providers on smart and integrated ticketing solutions
- Encourage providers of shared transport services to come into Cheltenham (e.g. car clubs, bike-share, ride-share, on-demand bus and taxi services)
- Undertake work to improve the interchange between different transport modes, as a pre-cursor to MaaS: e.g. bike share at rail stations and bus stations, car clubs accommodated at key public destinations, transport hubs and in residential communities

THREATS

- Public transport operators or car manufacturers might try to position themselves as MaaS providers in a way that seeks to maximise their market share, rather than benefit the customer
- Exclusive MaaS operators could undermine viability of existing public transport, damaging accessibility for people who are not members of the MaaS platform.
- As car remains part of the MaaS offer in various forms, if the suite of public transport and active transport options is not competitive, car could remain the dominant mode of transport. Current non-car owners may even be introduced to readily available access to car; while this may benefit social inclusion, this would not help other transport issues such as congestion.


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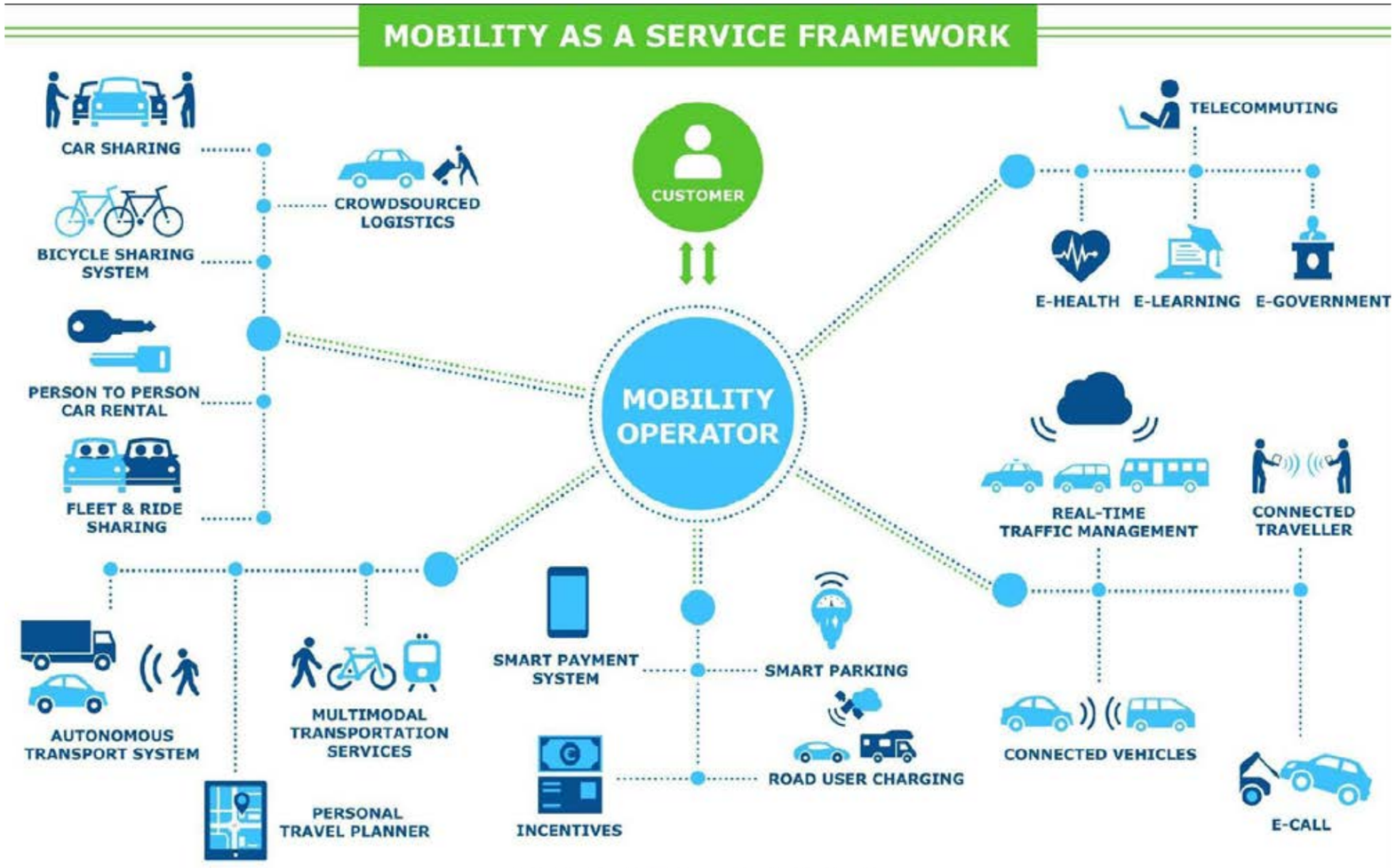

MOBILITY AS A SERVICE FRAMEWORK
CAR SHARING
BICYCLE SHARING SYSTEM
PERSON TO PERSON CAR RENTAL
FLEET & RIDE SHARING
CROWDSOURCED LOGISTICS
CUSTOMER
MOBILITY OPERATOR
TELECOMMUTING
E-HEALTH
E-LEARNING
E-GOVERNMENT
REAL-TIME TRAFFIC MANAGEMENT
CONNECTED TRAVELLER
AUTONOMOUS TRANSPORT SYSTEM
MULTIMODAL TRANSPORTATION SERVICES
PERSONAL TRAVEL PLANNER
SMART PAYMENT SYSTEM
INCENTIVES
SMART PARKING
ROAD USER CHARGING
CONNECTED VEHICLES
E-CALL


Reserved for
jalan Customers
Station :
CleanTech One
To Activate / Unlock
1. Plan trip on jalan
2. Scan eScooter QR code
To Return / Lock
1. Open jalan
2. Scan Station QR code
Ride Safe, Stay Safe!
Questions? Email us!
sayhello@jalan.sg
Emergency Hotline
9837 1604

SWOT: ELECTRIC VEHICLES

STRENGTHS

- Zero tailpipe emissions leading to cleaner air locally and reduced carbon emissions nationally
- Reduced local environmental impact from noise pollution
- Reduced travel costs for users

WEAKNESSES

- Replacement of conventional private vehicles with electrically powered private vehicles does nothing to address congestion
- Local grid power may be inadequate to enable mass adoption of EV's
- Adoption may be reduced by barriers including higher purchase costs, 'range anxiety', limiting the number of vehicles adopted and hence their beneficial impact on emissions etc.

OPPORTUNITIES

- National government ambitions for electric vehicles plus move of car manufacturers towards electric vehicles means that providing for EVs will 'future-proof' place and population
- Locations with poor air quality could introduce low emission zones to control entrance of polluting vehicles
- Taxi and bus fleet could be assisted with conversion to electric to assist with air quality objectives
- Council fleets could be converted to drive efficiency savings and lead by example
- Good provision of 'slow' overnight (off-peak) charging options could reduce the need for high power chargers and reduce the peak period burden on the power grid.

THREATS

- Failure to address EV agenda may cause difficulties for resident population as conventionally-powered private vehicles are phased out
- Lack of suitable charging infrastructure will slow take-up of electric vehicles locally
- If take up of electric vehicles outstrips provision of charging infrastructure, could create journey reliability problems
- If public sector pays for public charging infrastructure and electricity supply, could be additional capital and revenue expense for authority


Electric vehicle recharging point only


ZEN CAR


Electric re-charging lane

AUTONOMOUS VEHICLES

Whether AVs are adopted as private vehicles or deployed as shared transport fundamentally affects whether their introduction will be positive or negative.

STRENGTHS

- AVs should lead to reduced collisions and RTAs (human error implicated in over 90% of RTAs)
- The operation of CAVs could improve the efficiency with which vehicles are moved around the network, improving journey time reliability and enhancing capacity of network
- Shared AVs could reduce number of vehicles on road and requirement for parking spaces. Modelling in Lisbon showed full deployment of AVs in a shared model, linking to conventional mass transit on major radial routes into central areas could reduce vehicle kilometres by 55% and emissions by 63%
- The promoters of AVs, or national government may pay for infrastructure enhancements and operational back office, reducing capital and revenue expenditure for Local Transport Authority

WEAKNESSES

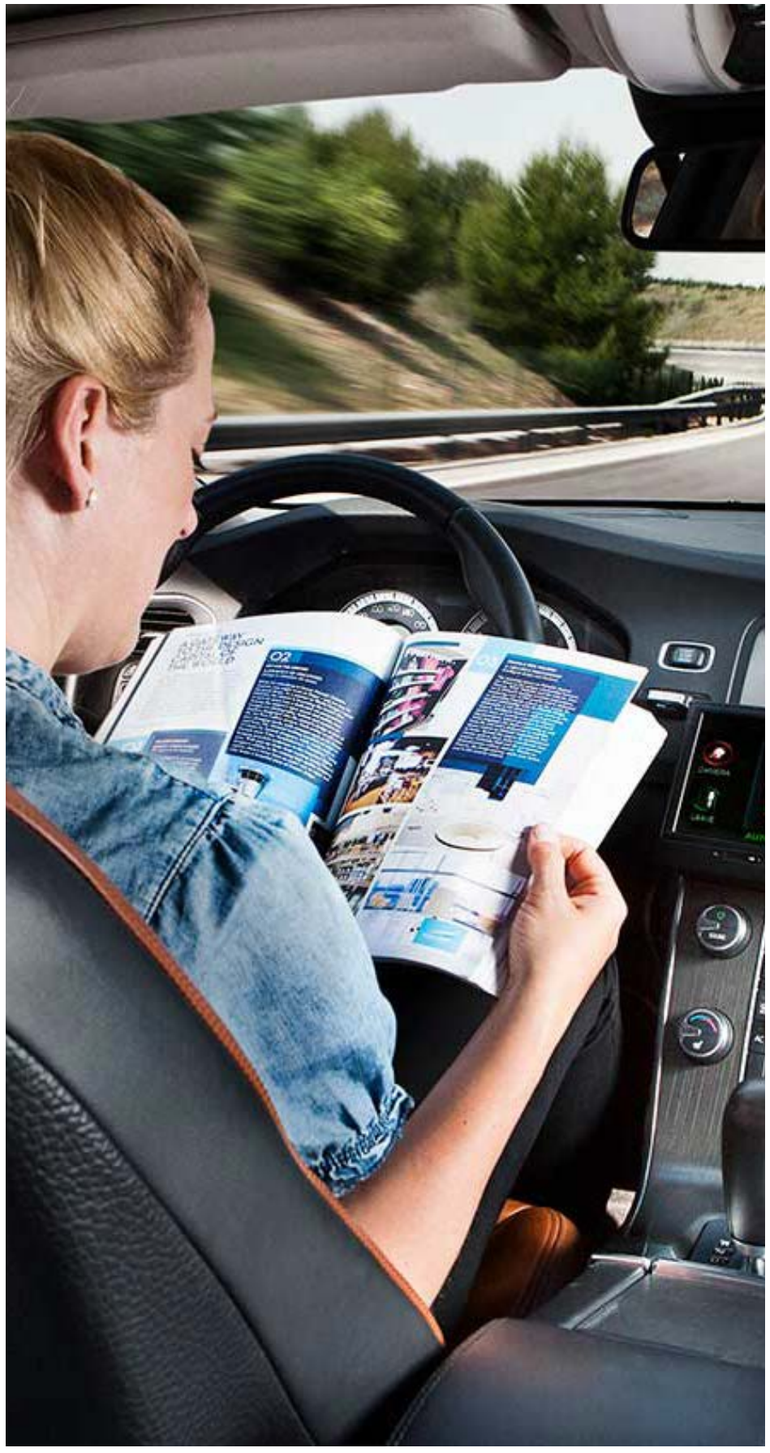
- If AVs are adopted as private vehicles, (as opposed to being deployed as a shared fleet), this will do little to address congestion or parking requirements.

OPPORTUNITIES

- Requirement for parking in residential areas and in busy central areas with limited space / high development values could be massively reduced through uptake as a shared fleet, enabling space to be used more productively

THREATS

- AVs could open up car travel to a large proportion of the population that currently do not travel by car (e.g. children, adults without drivers' licences, elderly people who no longer drive). This could significantly increase numbers of cars on road.
- Further, this could also lead to a reduction in the use of conventional public transport, further eroding its commercial viability.
- It could also reduce people's use of active travel modes, with associated health impact of a more sedentary, less active population.
- People unable or unwilling to use AVs could face exclusion as conventional public transport is undermined or replaced.
- People with mobility impairments could be excluded subject to the way in which the services and vehicles are designed.
- Lack of management of how AV move on the network, both as shared vehicles and private vehicles, could lead to new forms of congestion causing behaviour, e.g. taxis or private AVs 'hovering' on the road network to 'be ready' to pick up passengers/owners and/or to avoid paying parking charges.

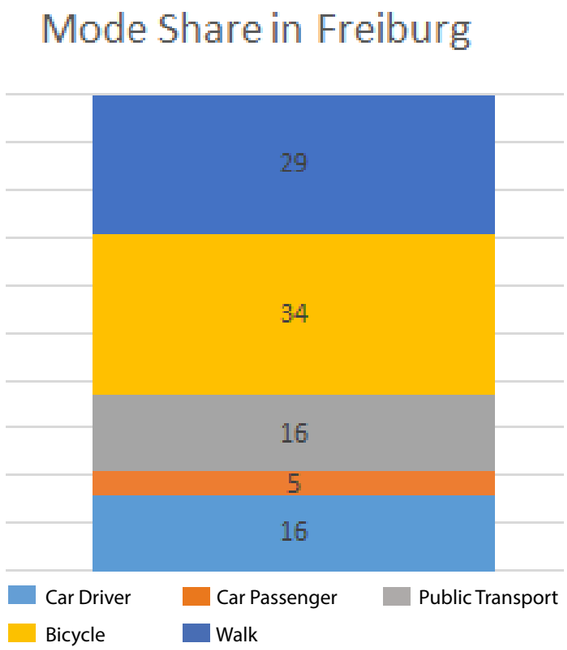


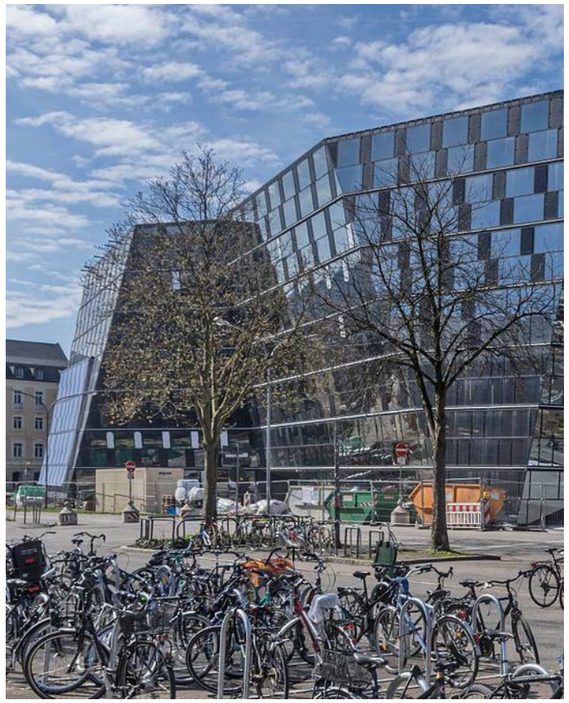
6 | Precedents

FREIBURG

FACTS:

- Population: 222,203
- It is considered an Eco-City
- University city with c30,000 students
- Vehicle-free city centre except for trams and cycles
- 70% of the population lives within 500 meters of a tram stop
- Trams run every 7.5 minutes at peak times
- The public transport “RegioCard” allows unlimited use of not only Freiburg’s urban transit but also public transport in the whole region—about 2,900 km of routes of 17 different transportation companies, plus the tracks of the German Rail. In its first year alone, the card is credited with increasing regional public transit trips by 26,400 while the number of car trips fell by 29,000.
- There is a policy that any ticket for a concert, sports event, fair, or big conference also serves as a ticket for public transport.

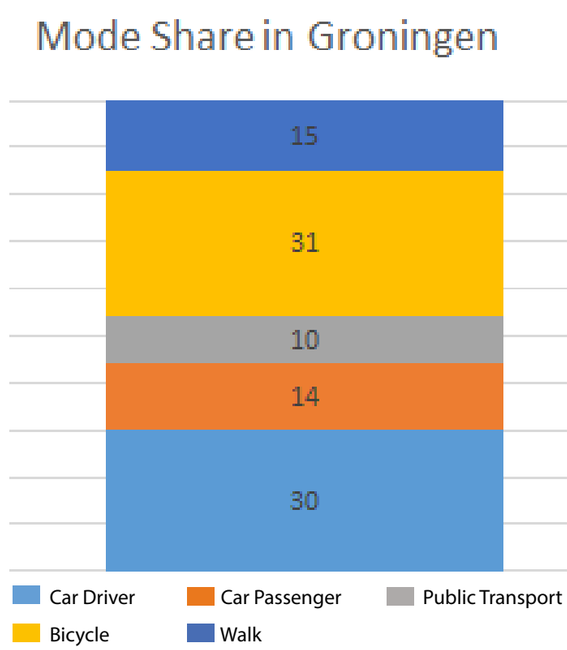




GRONINGEN

FACTS:

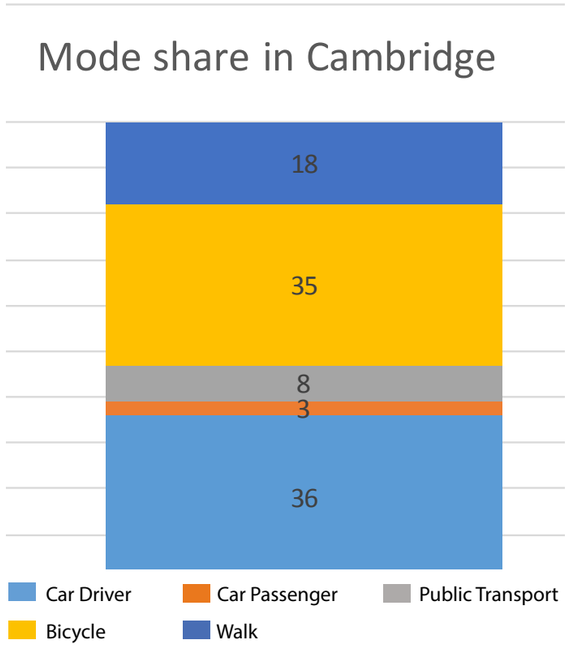
- Population: 202,567
- City of Talent - Groningen is the knowledge and innovation capital of the northern Netherlands
- University city with c55,000 students
- All urban and regional buses start or terminate at the central train station
- Very restricted vehicle access to the city centre
- Several park and ride facilities
- 61% of all trips made by bicycle



CAMBRIDGE

FACTS:

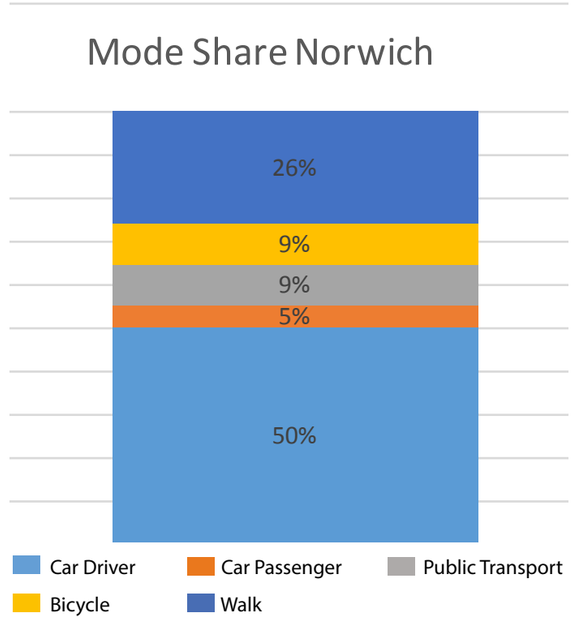
- Population: 128,500
- University city with c25,000 students
- More than 50% of people cycle at least once a week
- 58% of people cycle at least once a month



NORWICH

FACTS:

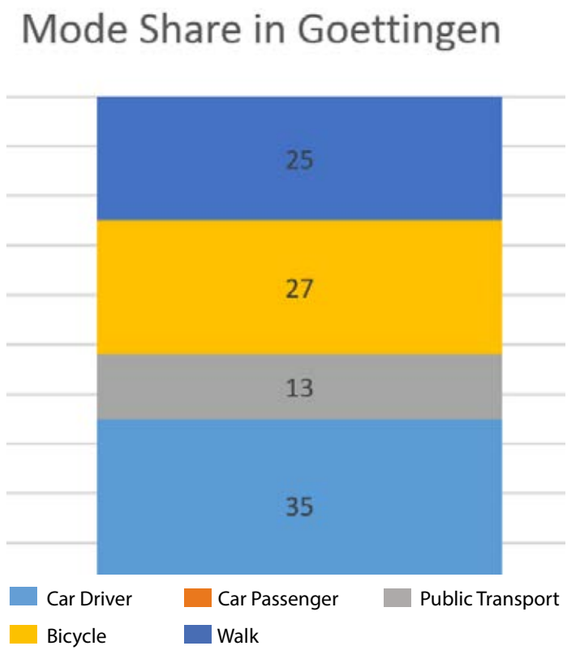
- Population: 137,500
- University city with c14,257 students
- Norwich has seven colour-coded cycle routes – totalling 58 miles – known as pedalways
- Five Pedalways spread outwards from the city centre and two more form an inner and outer circuit around the City, providing a comprehensive network of cycle routes
- 26% of people cycle at least once a month



GOETTINGEN

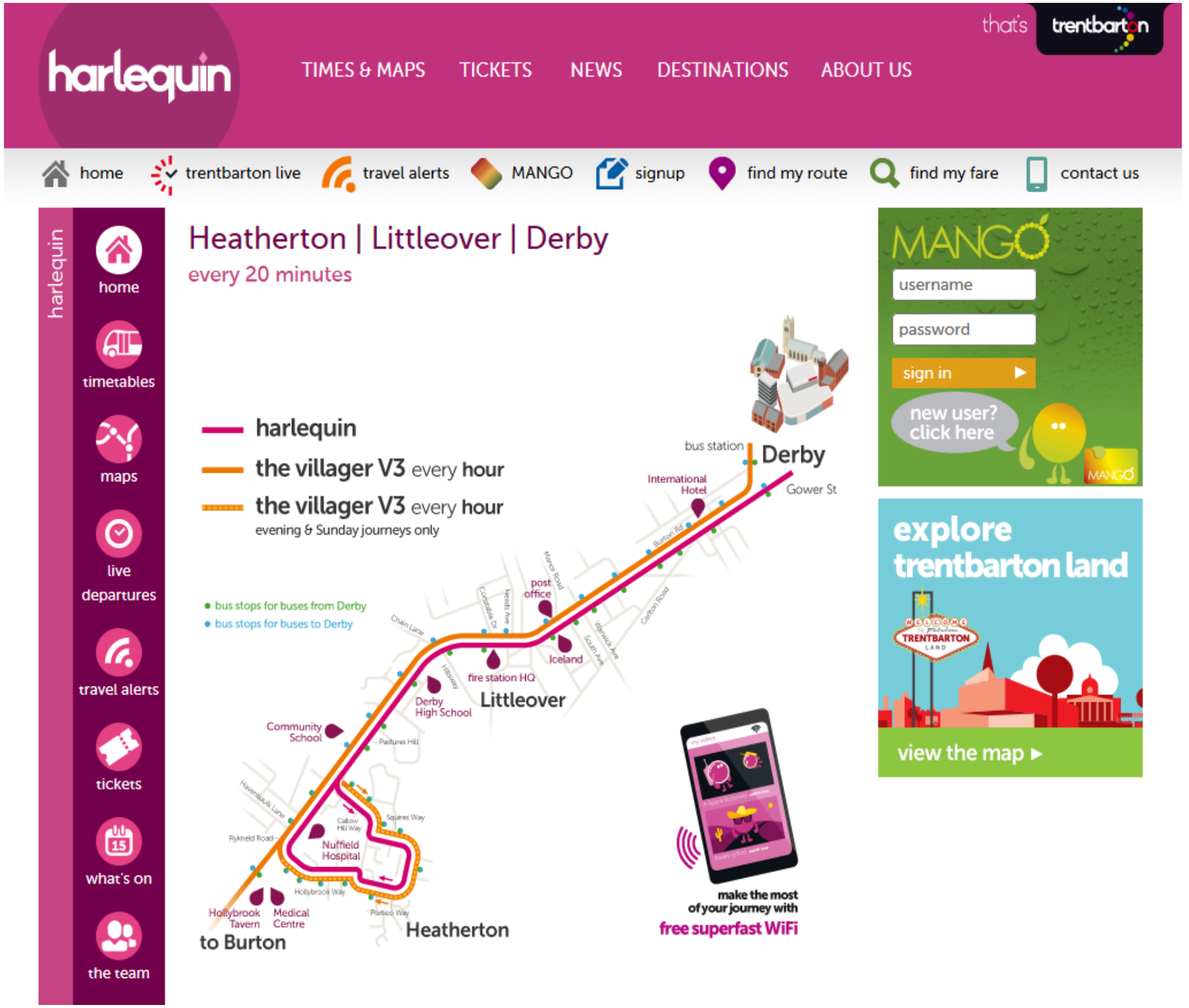
FACTS:

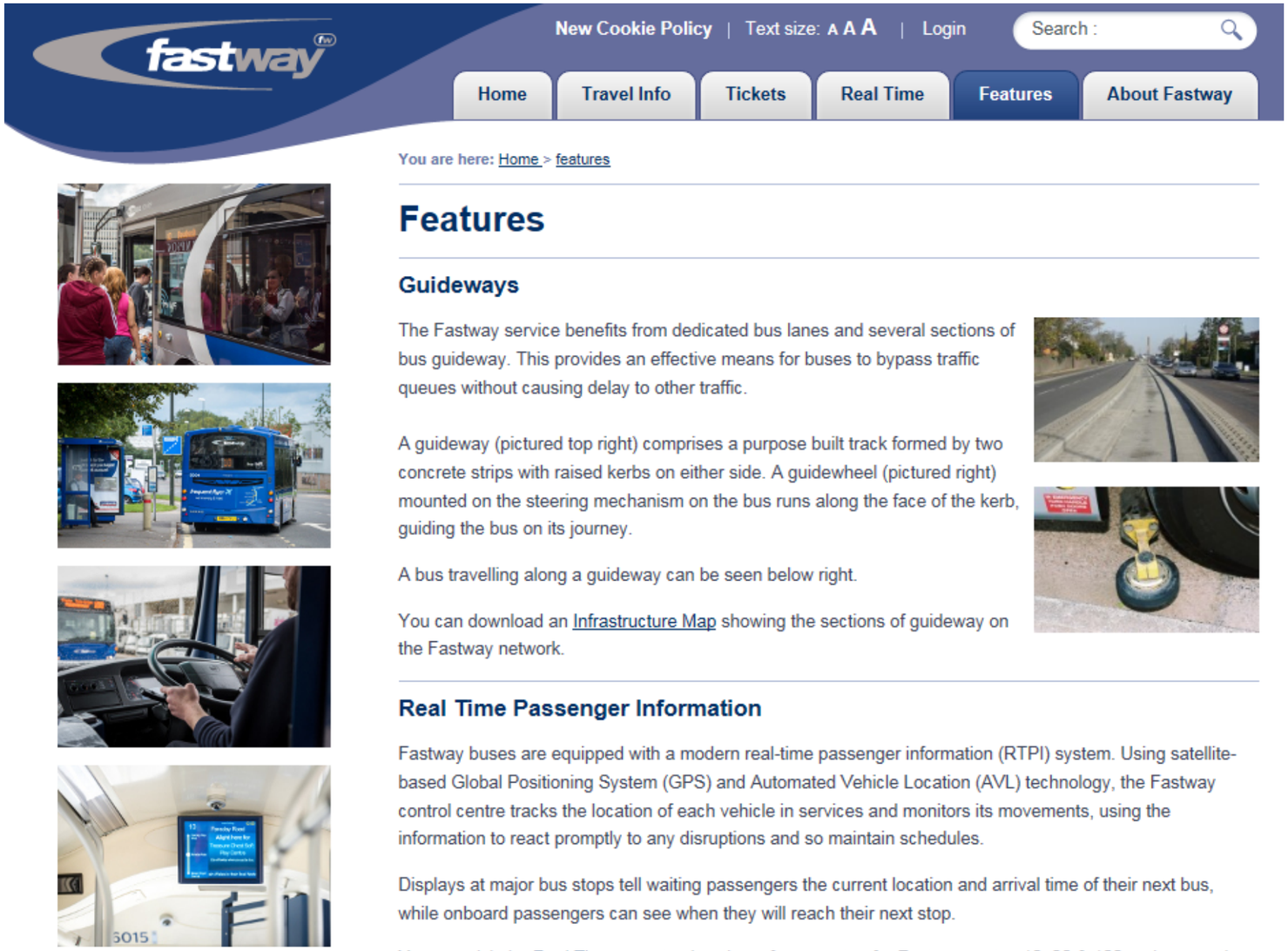
- Population: 134,212
- Twinned with Cheltenham
- University city with c25,000 students
- 62% of all trips made by active modes, 35% on foot and 27% by bicycle



HARLEQUIN

- Designed to serve Heatherton and become established as the “Heatherton bus”
- Interactive bus service with travel app
- Limited stop
- Clear branding
- Perceived as a service that specifically serves that estate
- Integrated ticketing





FASTWAY

- Dedicated bus lanes and length of guideway to by-pass traffic queues
- Real Time Passenger Information
- Priorities at traffic lights - green wave

CONCLUSIONS

CHARACTERISTICS OF PLACES WITH HIGH SUSTAINABLE MODE SHARE

The precedents illustrate places which have high, or relatively high sustainable mode share. In these places walking, cycling and public transport form a very significant proportion of all trips. In Groningen, the proportion of trips taken as a passenger - a shared mode - is also high. A number of characteristics emerge as common to the places that enjoy high sustainable mode share. These are summarised here:

WALKING & CYCLING

- The walking and cycling environment is attractive form door to door
- Street design gives people walking and cycling freedom of movement and allows them to take direct routes
- The walking and cycling networks feel safe and are generally well-overlooked
- Cycling and walking networks are dense
- The walking and cycling environment is interesting and stimulating
- The speed limits are low, generally 20mph (residential areas) to 30mph (key vehicle corridors)
- Quicker and more convenient that driving
- The town centre is attractive, walkable and lively during the day and evening

PUBLIC TRANSPORT

- High frequency
- High quality
- Stops are within walking distance of most people
- Quicker/more convenient than driving
- New urban extensions are shaped around access to the public transport network
- Public transport network for new areas extends existing successful public transport
- One ticketing system
- Good surveillance and overlooking of stops
- Denser development closer to the public transport core

PRIVATE VEHICLES

- Parking at destinations is limited and/or expensive
- Private vehicles take less direct routes

LESSONS FOR CHELTENHAM

- Increasing cycling is a key opportunity for Cheltenham
- Increasing public transport patronage is also an opportunity
- Walking mode share should be maintained (against a national backdrop of decline)
- Sustainable modes (walking, cycling, shared transit) take the most direct routes, while private and single or low-occupancy vehicles take less direct routes
- Priority measure can help maintain reliability of public transport services
- Convenient ticketing can reduce the barrier to public transport journeys. Tickets could multi-operator tickets and duration-based, rather than service-based tickets.
- Cheltenham is a town of festivals. Festivals and major sporting or cultural event tickets could serve as public transport tickets
- There is an opportunity to brand corridors or modes to raise their profile and attractiveness

7 | Stakeholder Workshop 1

STAKEHOLDER WORKSHOP 1

The first Stakeholder Workshop was held on the afternoon of 12 December 2018 at the Municipal Offices in Cheltenham. The workshop provides local stakeholders with an opportunity to discuss and explore current actual and perceived transport conditions in Cheltenham.

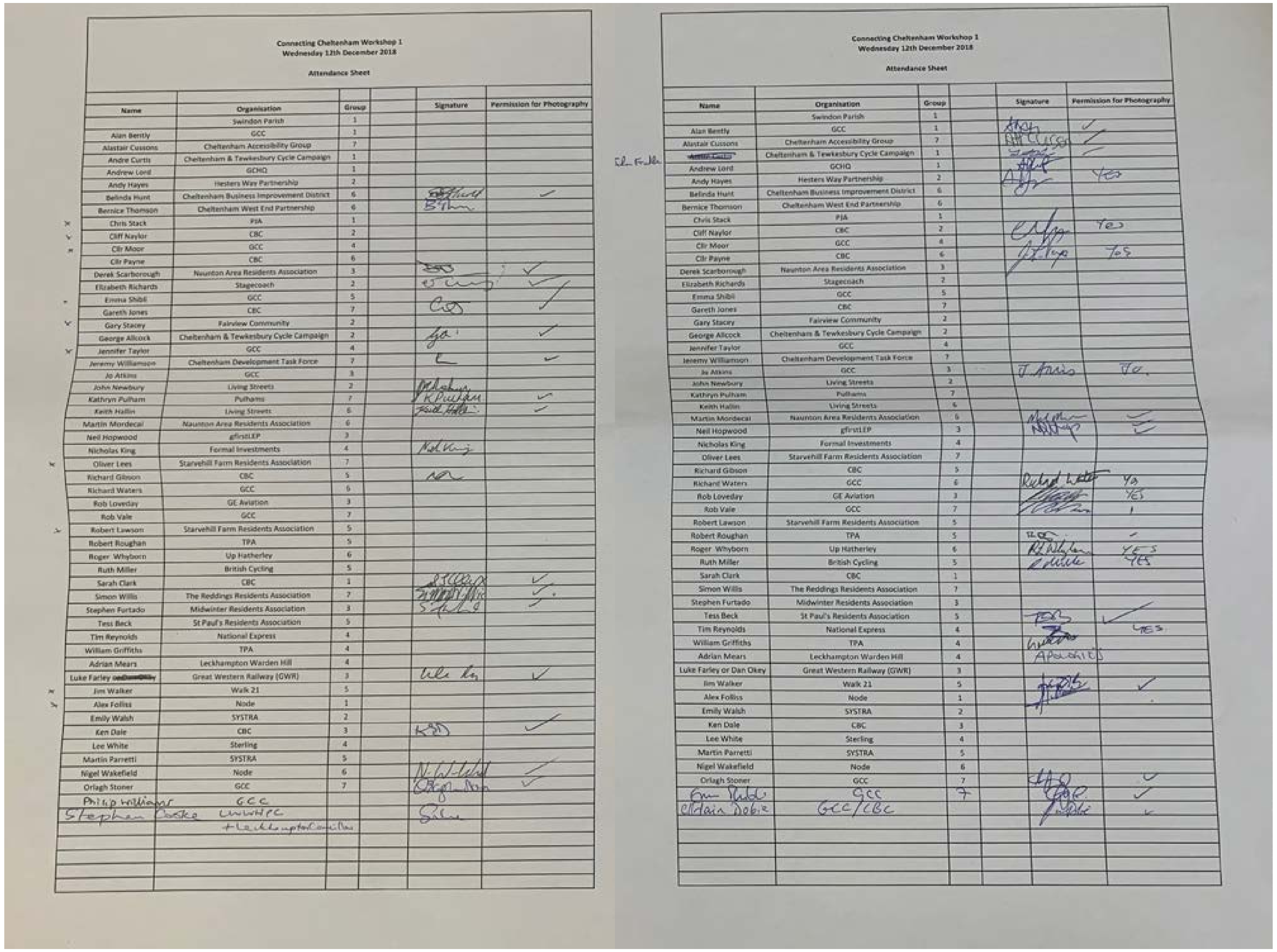
Stakeholders were split into groups of mixed backgrounds to ensure a cross-section of interests and experience on each table. The groups noted down their opinions, drawing from their local experience, in regards to the following:

- Outcomes
- Opportunities
- Top 3 Priorities
- Barriers to Change

Please note that not all individuals / teams completed all worksheets.

This workshop provides part of the evidence base on which proposals and strategies are formed.

Attendance Sheets



TASK 1: OUTCOMES

The first task sought the attendees ideas on desired outcomes, both short and long term, for Connecting Cheltenham strategy.

The task was completed within groups on a table by table basis.

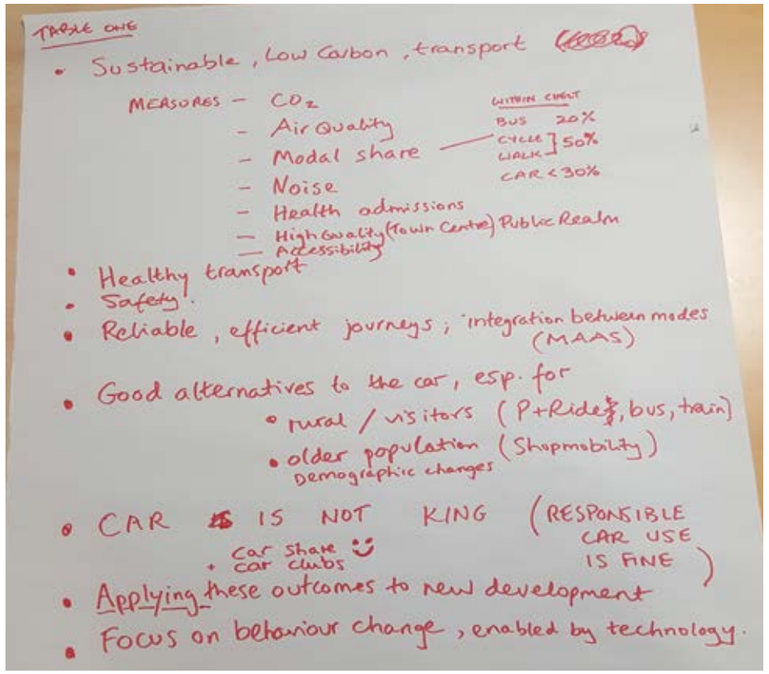


TABLE 1

- Sustainable, low-carbon transport
- Measures
  - CO_2
  - Air Quality
  - Modal Share
  - Noise
  - Health Admissions
  - High Quality (Town Centre) Public Realm
  - Accessibility
- Healthy Transport
- Safety
- Reliable, efficient journeys; integration between modes
- Good alternatives to the car, especially for rural people/visitors and the older population
- Car is not king, though responsible car use is fine
- Focus on behaviour change, enabled by technology

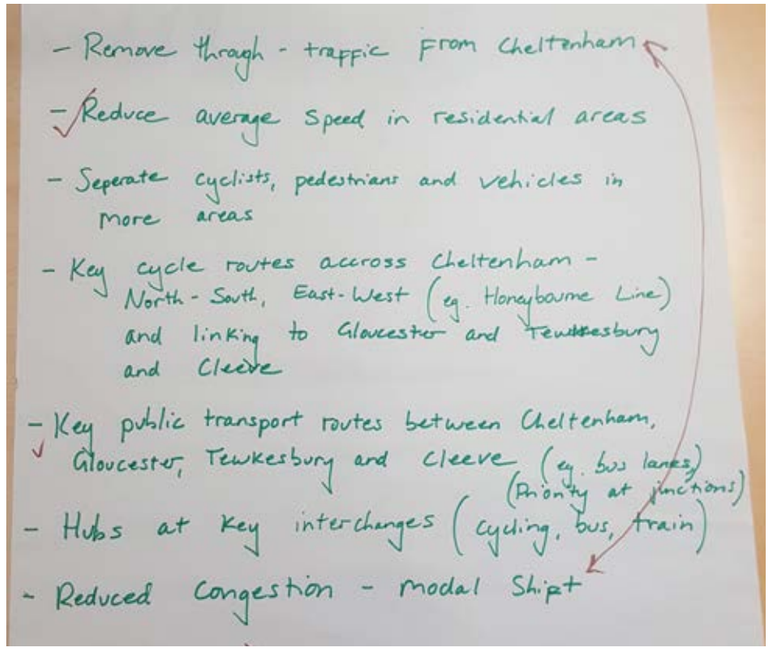


TABLE 2

- Remove through-traffic from Cheltenham; reduced congestion, modal shift
- Reduce average speed in residential areas
- Separate cyclists, pedestrians and vehicles in more areas
- Key cycle routes across Cheltenham - north to south, east to west (e.g. Honeybourne Lane) and linking to Gloucester and Tewkesbury and Cleeve
- Key public transport routes between Cheltenham, Gloucester, Tewkesbury and Cleeve (e.g. bus lanes, priority at junctions)
- Hubs at key interchanges (cycling, bus, train)

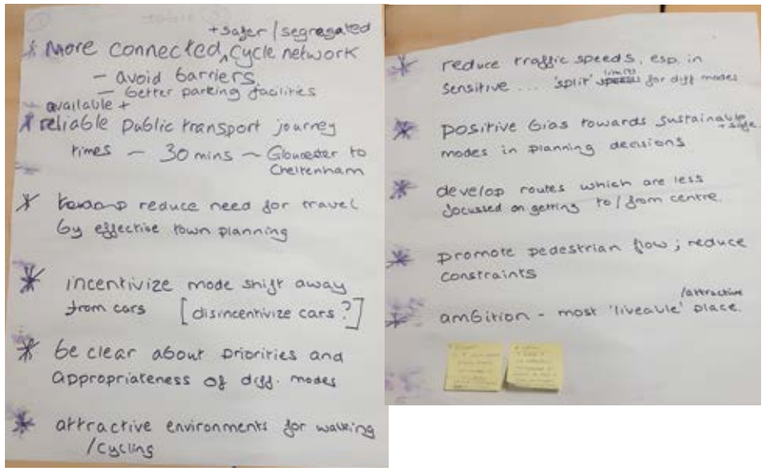
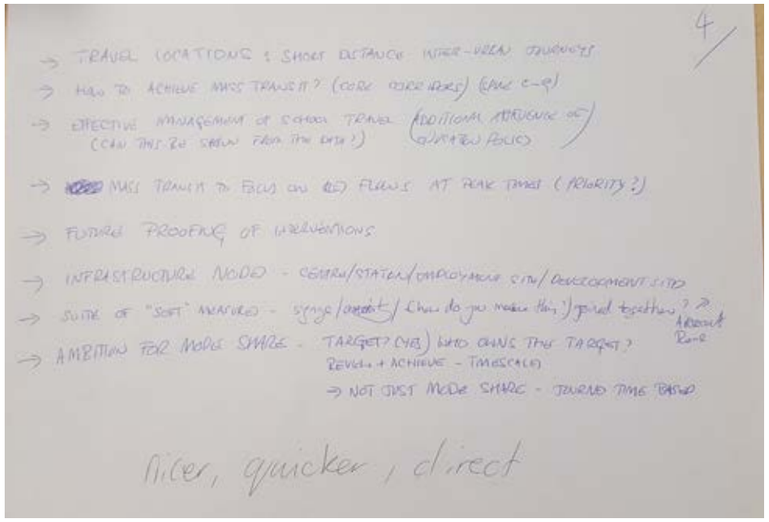
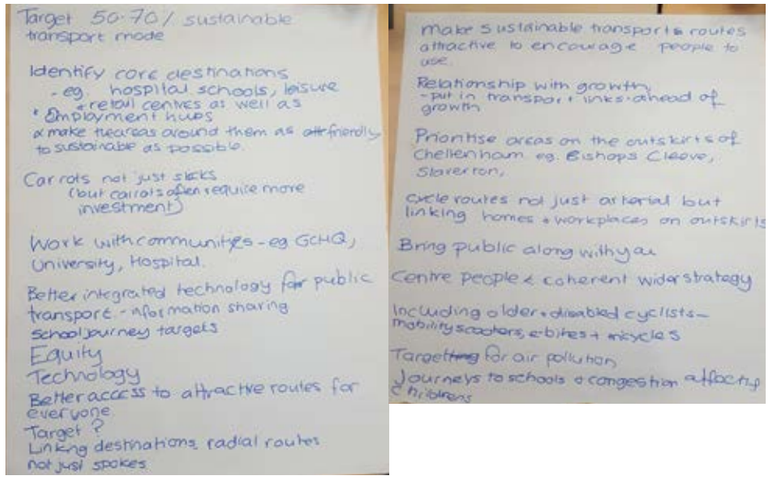


TABLE 3

- More connected and safer cycle network- avoid barriers and have better parking facilities
- Reliable public transport journey times i.e. approximately 30 minutes from Gloucester to Cheltenham
- Reduce need for travel by effective town planning
- Incentivize mode shift away from cars
- Be clear about priorities and appropriateness of different modes
- Attractive environments for walking and cycling
- Reduce traffic speeds, 'split' limits for different modes
- Positive bias towards sustainable and safe modes in planning decisions
- Develop routes which are less focussed on getting to and from the centre
- Promote pedestrian flow, reduce constraints
- Ambition - most 'liveable'/ attractive place





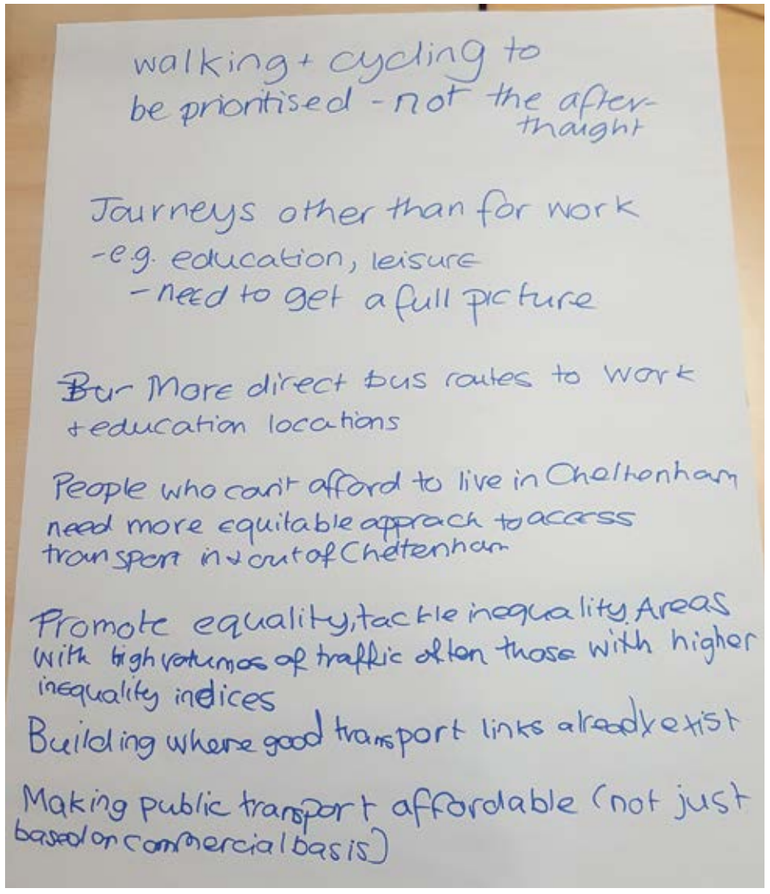


TABLE 4

- Travel Locations: short distance inter-urban journeys
- How to achieve mass transit? (Core corridors)
- Effective management of school travel (can this be shown from the data?)
- Mass transit to focus of flows at peak times (priority?)
- Future-proofing of interventions
- Infrastructure nodes - centre/station/employment site/development site
- Suite of "soft" measured - signage/amenities
- Ambition for mode share;
  - Target (who would own this target?)
  - Not just mode share- journey time based

TABLE 5

- Target 50-70% sustainable transport mode
- Identify core destinations e.g. hospitals, schools, leisure and retail centres, employment hubs. Make the areas around them as friendly to sustainable as possible
- Carrots, not just sticks (carrots require more investment)
- Work with communities e.g. GCHQ, University, hospital
- Better integrated technology for public transport- information sharing
- Equity
- Technology
- Better access to attractive routes for everyone
- Linking destinations, radical routes; not just spokes
- Make sustainable transport routes attractive to encourage people to use.
- Put in transport links ahead of growth.
- Prioritise areas on the outskirts of Cheltenham e.g. Bishops Cleeve and Staverton
- Cycle routes not just arterial but linking homes and workplaces on the outskirts
- Bring public along with you
- Centre people- coherent wider strategy
- Including older and disabled cyclists- mobility scooters, e-bikes and tricycles
- Target for air pollution
- Journeys to schools and congestion affecting children
- Walking and cycling to be prioritised
- Journeys other than for work need to get a full picture
- More direct bus routes to work/education locations
- More equitable approach to transport access in/out of Cheltenham for those who can't afford to live in Cheltenham
- Tackle inequality- areas with high volumes of traffic often have higher inequality indices
- Building where good transport links already exist
- Making public transport affordable

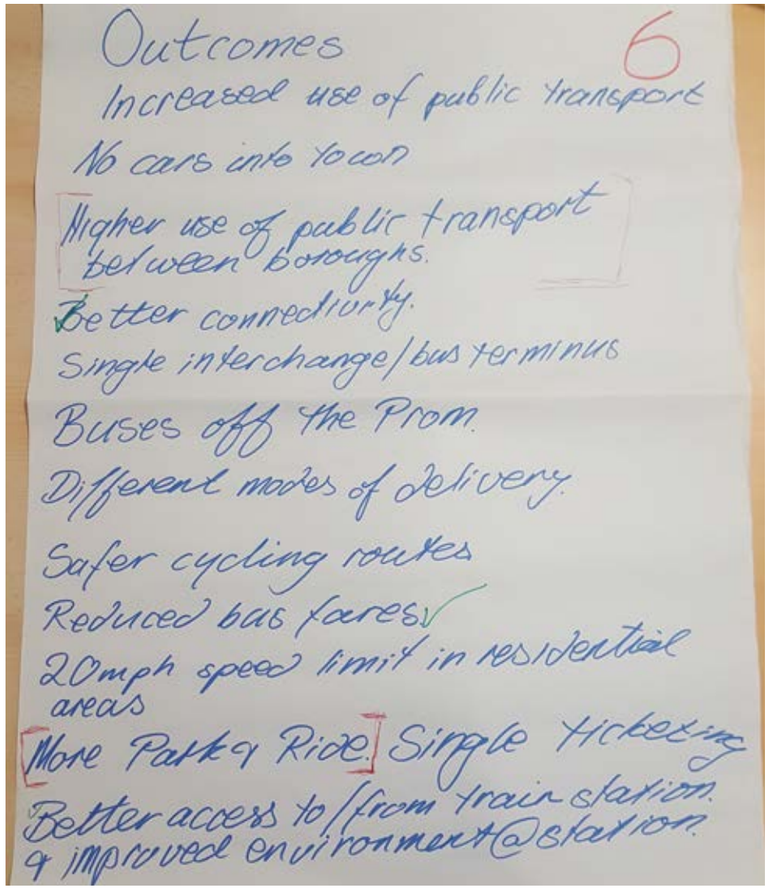


TABLE 6

- Increased use of public transport between boroughs
- No cars into town and better cycle paths from key areas
- Better connectivity
- Single interchange/bus terminals
- Buses off the Promenade
- Different modes of delivery
- Safer cycling routes
- Reduced bus fares
- 20mph speed limit in residential areas
- More Park & Ride facilities e.g. Tewkesbury Road
- Single ticketing
- Better access to and from train station
- Central bus station
- Bus lanes on main arterial roads

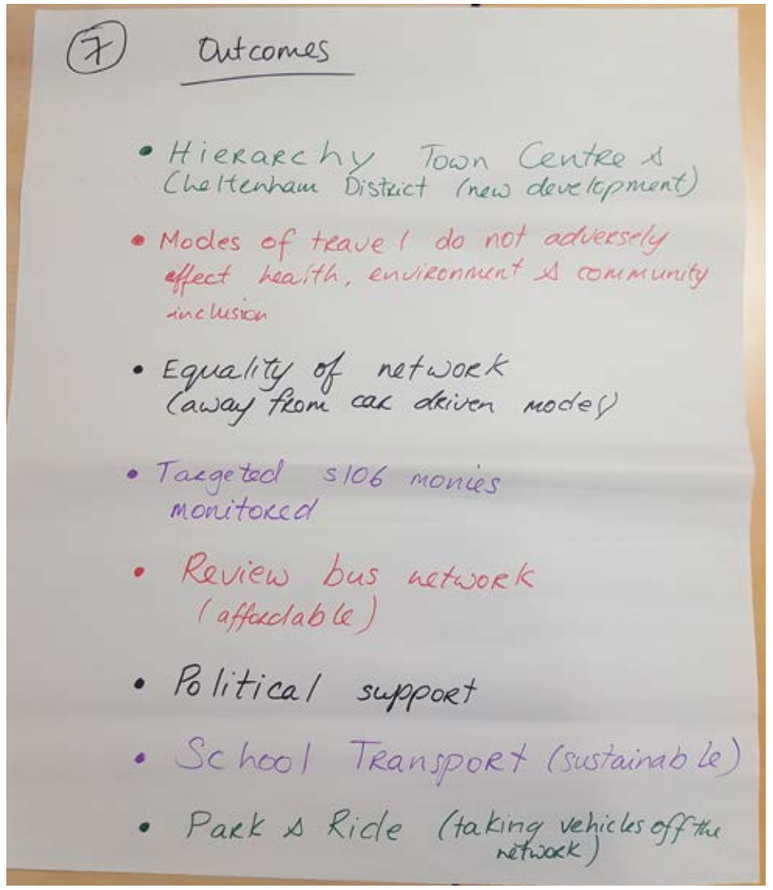


TABLE 7

- Hierarchy town centre & Cheltenham District (new development)
- Modes of travel to not adversely affect health, environment & community inclusion
- Equality of network away from driven modes
- Targeted s106 monies monitored
- Review bus network (affordable)
- Political Support
- Sustainable school Transport
- Park & Ride facilities to take vehicles off the network

SUMMARY

Key outcomes which appear to be consistently raised throughout the groups include:

- Safer cycling routes
- Increase use of public transport
- 20mph speed limits in residential areas
- More Park and Ride facilities
- Real-time bus information
- Healthy Transport
- Hubs at key interchanges
- Behaviour change
- Future proofing
- Being environmentally friendly

TASK 2: OPPORTUNITIES

Attendees were next asked to identify opportunities. Suggested themes to consider were:

- Main highway corridors
- Station
- Town Centre Access and Interchange
- Local neighbourhoods
- Cycle Network
- Behaviour Change and Technology

The task was completed in groups.

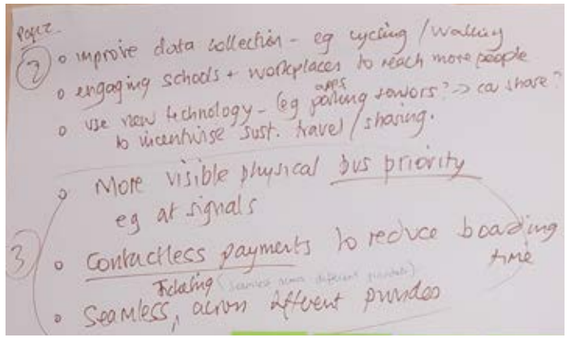
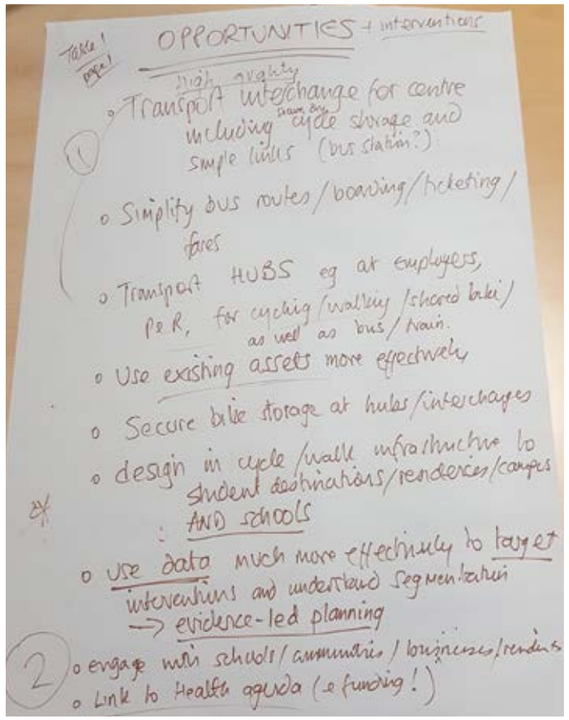


TABLE 1

- High quality transport interchange for centre including secure, dry cycle storage and simple links (bus station?)
- Simplify bus route/boarding/ticketing/fares
- Transport hubs e.g. at employers and Park and Ride for cycling/walking/shared bike as well as bus/train
- Use existing assets more effectively
- Secure bike storage at hubs/interchanges
- Design in cycle/walk infrastructure to student destinations/residencies/campus and schools
- Use data much more effectively to target interventions and understand segmentation



- Engage with schools/communities/businesses/residents
- Link to health agenda & funding
- Improve data collection e.g. cycling/walking
- Engaging schools and workplaces to reach more people
- Use new technology (e.g. apps, parking sensors > car share?) To incentivize sustainable travel/sharing
- More visible physical bus priority e.g. at signals
- Contactless payments to reduce boarding time
- Seamless ticketing across different providers

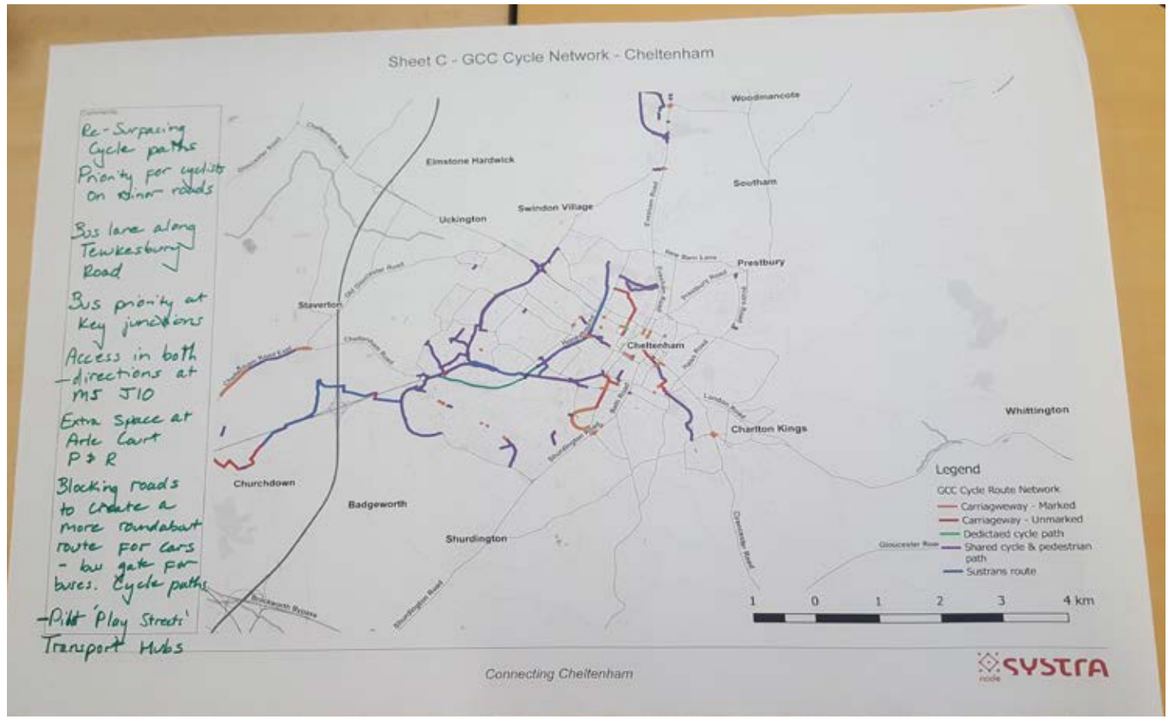


TABLE 2

- Re-surfacing cycle paths
- Priority for cyclists on minor roads
- Bus lane along Tewkesbury Road
- Bus priority at key junctions
- Access in both directions at M5 J10
- Extra space at Arle Court Park and Ride
- Blocking roads to create a more roundabout route for cars- bus gate for buses.
- Cycle Paths
- Pilot 'Play Streets' transport hubs
- Honeybourne line extension to Bishop's Cleeve

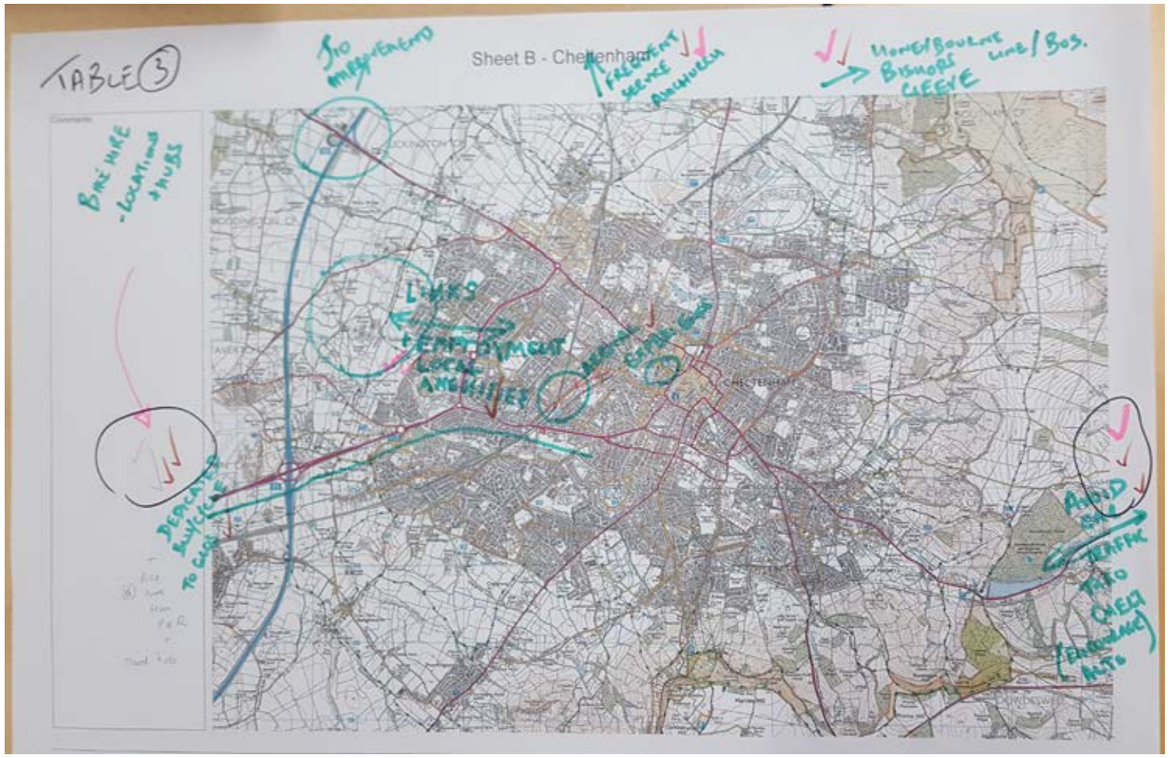


TABLE 3

- Bike hire from Park and Ride and travel hubs
- Dedicated cycle route to Gloucester
- Implement priorities for walking and cycling around schools- walking zones, park and stride for schools and workplaces
- Junction 10 improvements
- Frequent service to Ashchurch
- Honeybourne to Bishop's Cleeve line/bus
- Avoid car traffic through Cheltenham, encourage alternatives

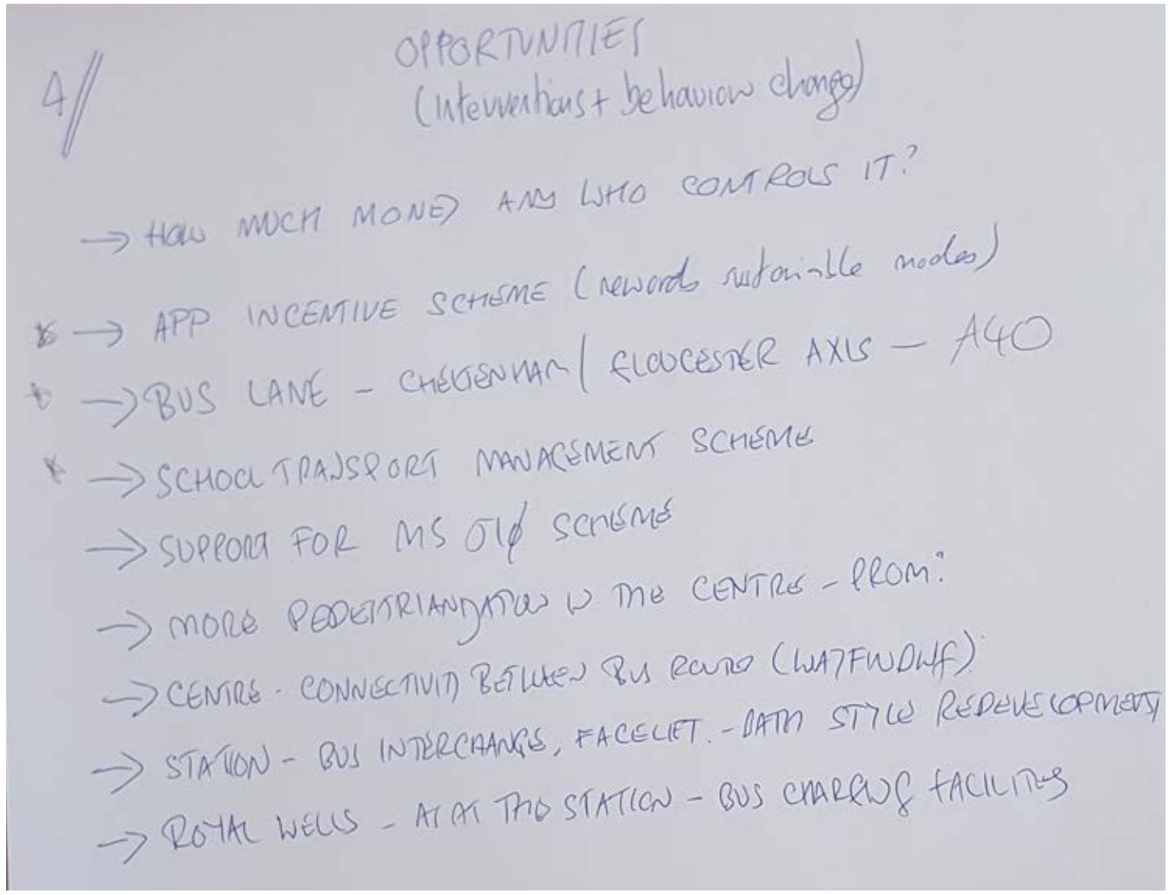


TABLE 4

- How much money and who controls it?
- App incentive scheme (rewards sustainable modes)
- Bus lane- Cheltenham / Gloucester axis- A40
- School transport management scheme
- Support for M5 scheme
- More pedestrianisation with the centre prom.
- Centre- connectivity between bus routes (WA7FWDWF)
- Station- bus interchange, facelift- Bath style redevelopment, community hub
- Royal Wells- as at the station- bus charging facilities

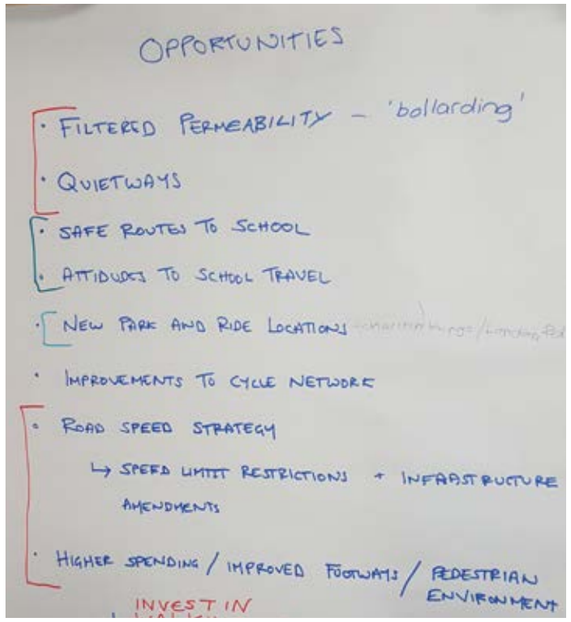


TABLE 5

- Filtered permeability- 'bollarding'
- Quietways
- Safe routes to school
- Attitudes to school travel
- New park and ride location
- Improvements to cycle network
- Road speed strategy
  - Speed limit restrictions and infrastructure amendments
- Higher spending/improved footways/pedestrian environment

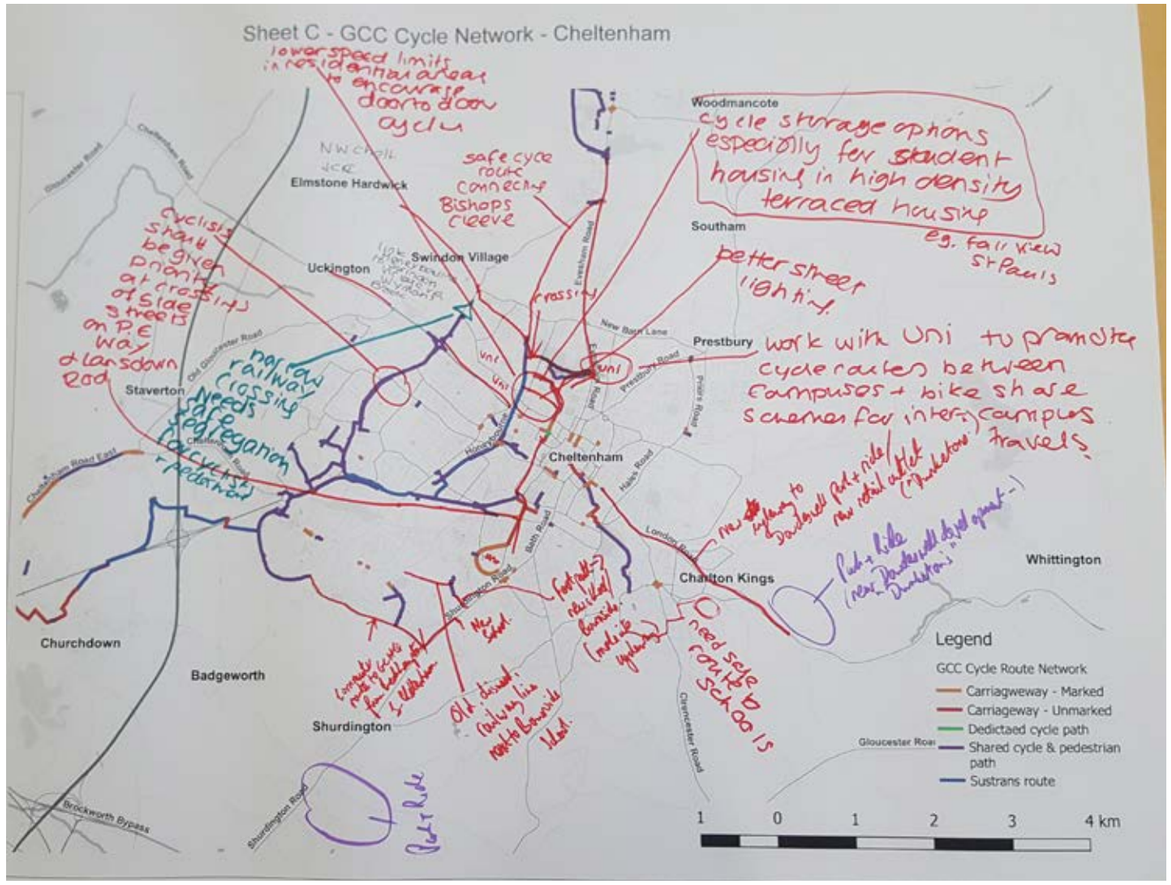
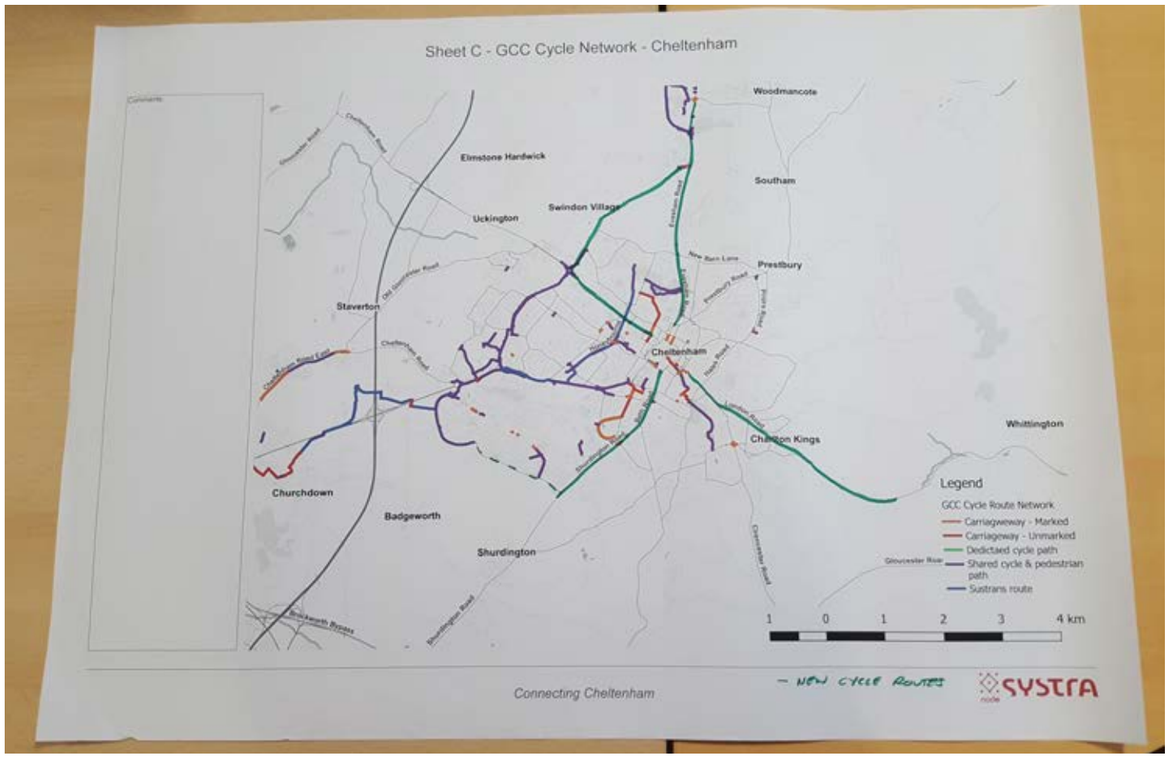


TABLE 5

- Lower speed limits in residential areas to encourage door to door cycling
- Safe cycle route connection Bishops Cleeve
- Cycle storage options especially for student housing in high density terraced housing e.g. Fall View and St Pauls
- Better street lighting
- Work with university to promote cycle racks between campuses and bike share schemes for inter-campus travels
- New cycling to Dowdeswell park and ride/ new retail outlet (Dunkertons)
- Need safe route to schools (Charlton Kings)
- Footpath (new school, Bournside)- make it into a cycling route
- Old, disused railway line next to Bournside School
- Commuter route to GCHQ from Leckhampton/south Cheltenham
- Narrow railway crossing needs safe segregation for cyclists and pedestrians
- Cyclists should be given priority at crossings of side streets on Princess Elizabeth Way and Lansdown Road
- Link Honeybourne to Swindon Village via Wymans Bridge



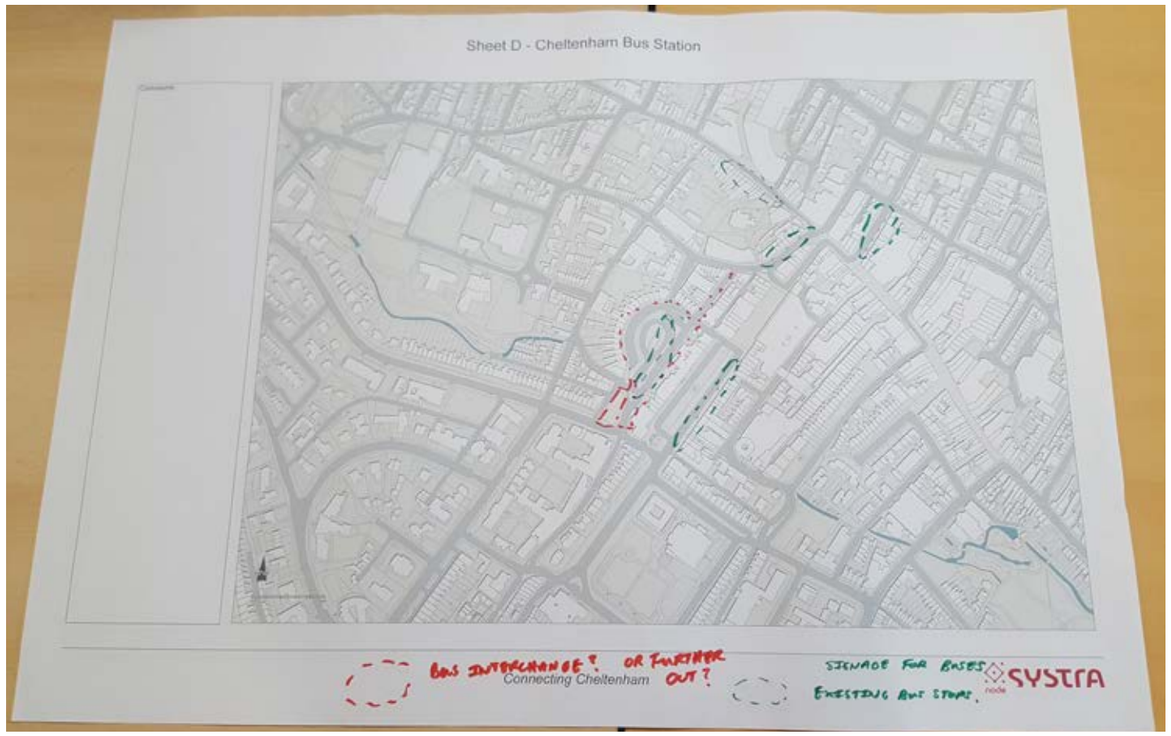
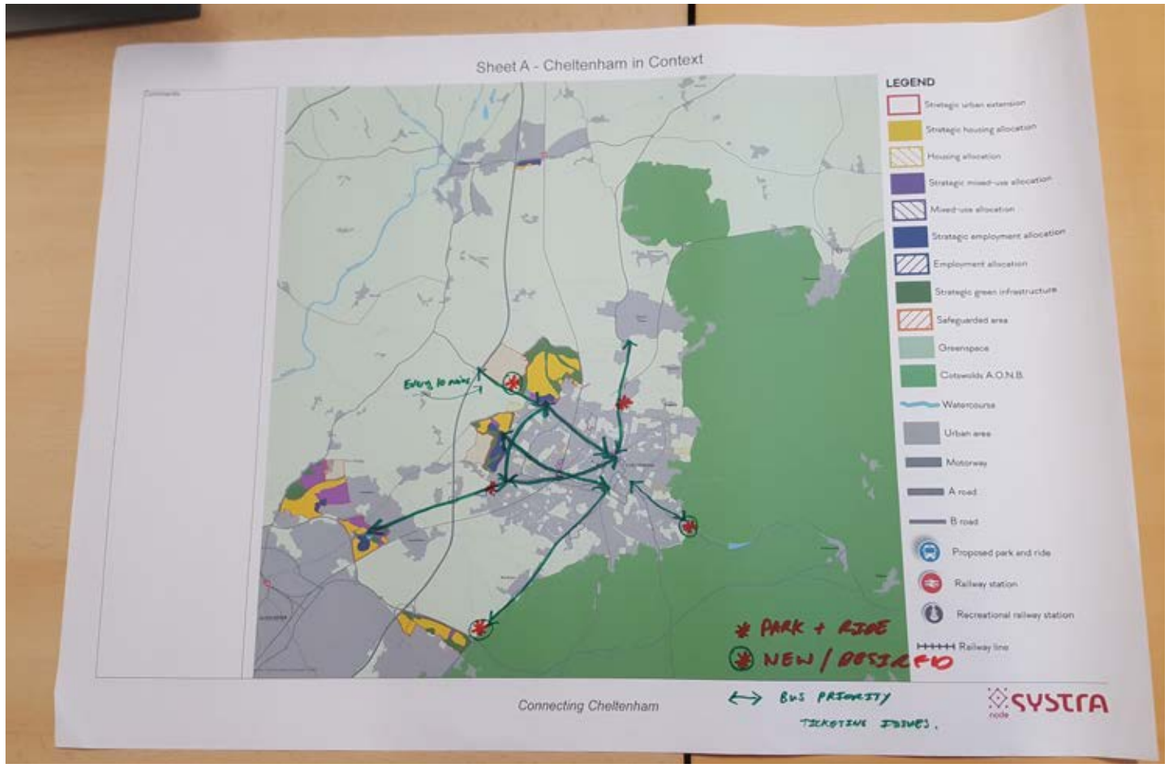
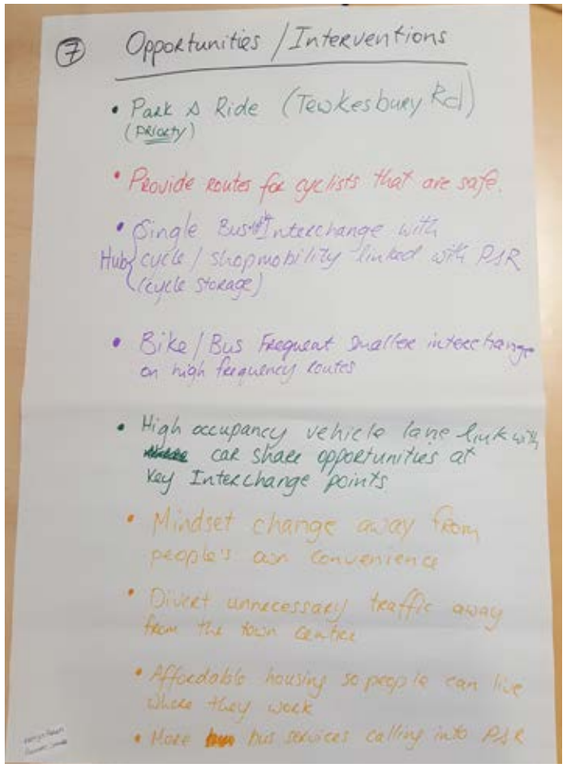


TABLE 6

- New cycle routes
- - London Road
- - Shurdington Road
- - Bath Road
- - Evesham Road
- - High Street
- - Tewkesbury Road
- - Wymans Lane
- - Hyde Lane

- Potential bus interchange location
- Signage for buses
- Existing bus stops





SUMMARY

Key opportunities which appear to be consistently raised across the groups include:

- High quality transport interchange(s)
- New and improved high quality cycle routes
- Safer travel
- Reduced road speeds
- Park and ride sites
- Junction improvements

TABLE 6

- New and desired park and ride locations
- Bus priority ticketing issues

TABLE 7

- Park and ride Tewkesbury Road is a priority
- Provide routes for cyclists that are safe
- Hub- Single bus and coach interchange with cycle/shop mobility linked with park and ride that also has cycle storage
- Bike/bus frequent smaller interchange on high frequency routes
- High occupancy vehicle lane link with car share opportunities at key interchange points
- Mindset change away from people's own convenience
- Divert unnecessary traffic away from the town centre

TASK 3: TOP 3 PRIORITIES

TOP 3 PRIORITIES

The tables were asked to set out their top three priorities.

The task was undertaken by groups on their respective tables Most tables did not commit their priorities to paper.

Three clear top priorities identified in the Members' Workshop were:

HIGH QUALITY CYCLE NETWORK

NEW PARK & RIDE WITH CLEAR STRATEGY

NEW BUS INTERCHANGE IN TOWN CENTRE

TASK 4: BARRIERS TO CHANGE

Attendees were invited to discuss with other colleagues on their tables the barriers to change within Cheltenham.

The barriers identified during the workshop are presented over the following pages.

Table 1

- Money and revenue budget pressures e.g. park and ride site costs, bike share schemes, shopmobility, behaviour change
- Funding allocated to road schemes and not transport ones
- Poor quality cycling offer (mainly)
- Potholes- GCC spends 50% of the governments Integrated Transport pot on structural maintenance instead of cycling, walking, public transport
- Network-wide considerations- major road capacity schemes on periphery and Strategic Road Network choking the urban area (congestion)
- Adult social care and demographic pressures (ageing) squeezing funding for transport investment by councils
- Improved links between railway station and town centre/bus station
- The unmanaged nature of school transport arrangements (especially outside the local authority schools)
- Lack of shared governance for transport decisions to address two-tier working challenges
- Design inspiration- need a bold plan
- Two-tier local government creates political barriers and conflicting agendas
- Strategic leadership is weak and political
- Resistance to opportunities to integrate between bus operators
- Lack of data upon which to make decisions or influence public
- Does air quality data match transport data in terms of behaviour change messages? If so, use it along with obesity and deprivation data
- Buses are too old
- Entrenched attitudes to buses/bus lanes- car is king
- Perceived safety of cycling

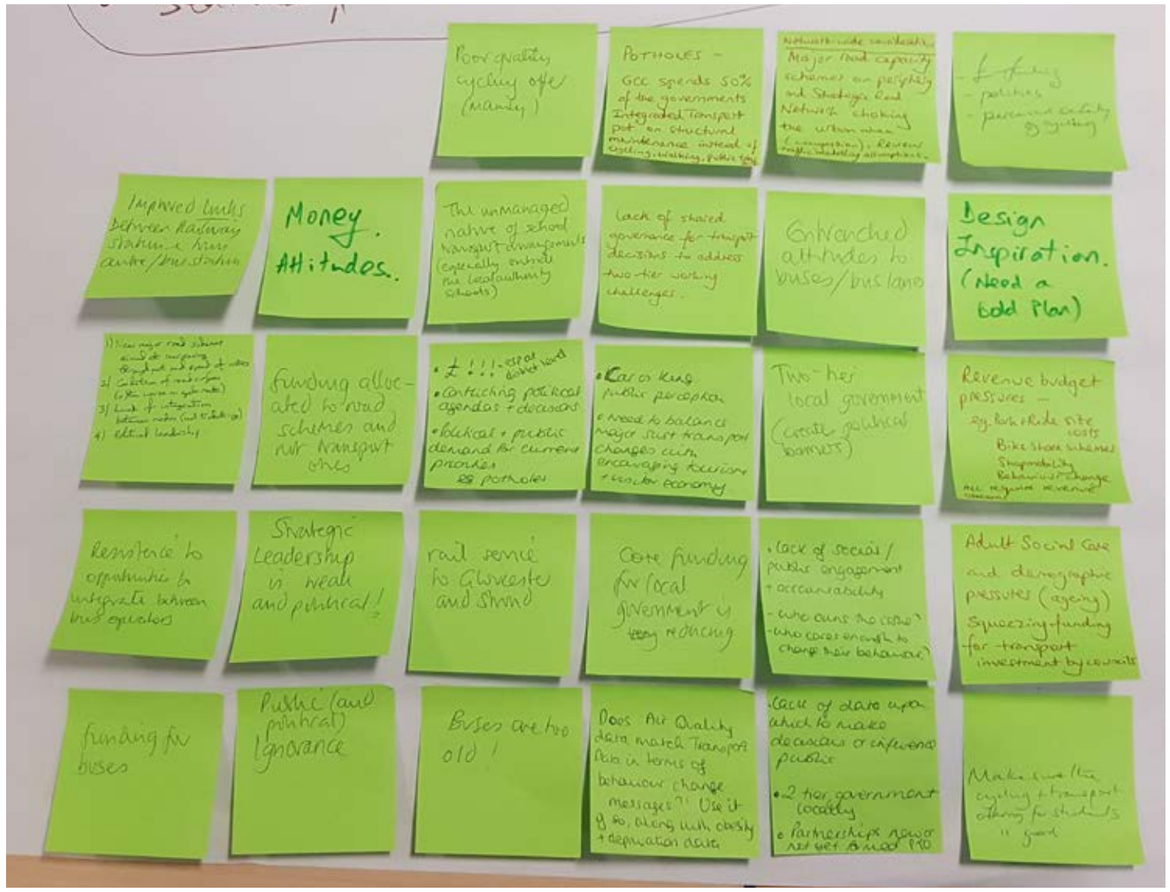
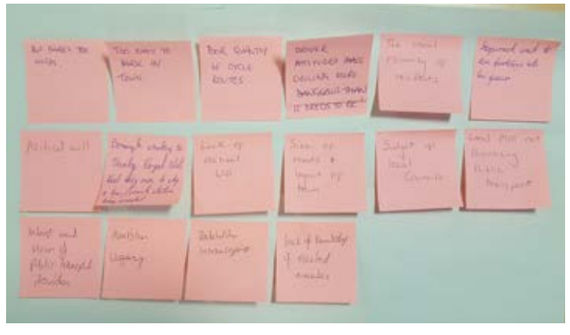
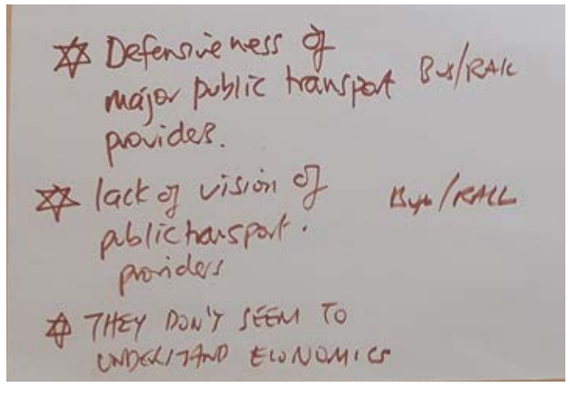
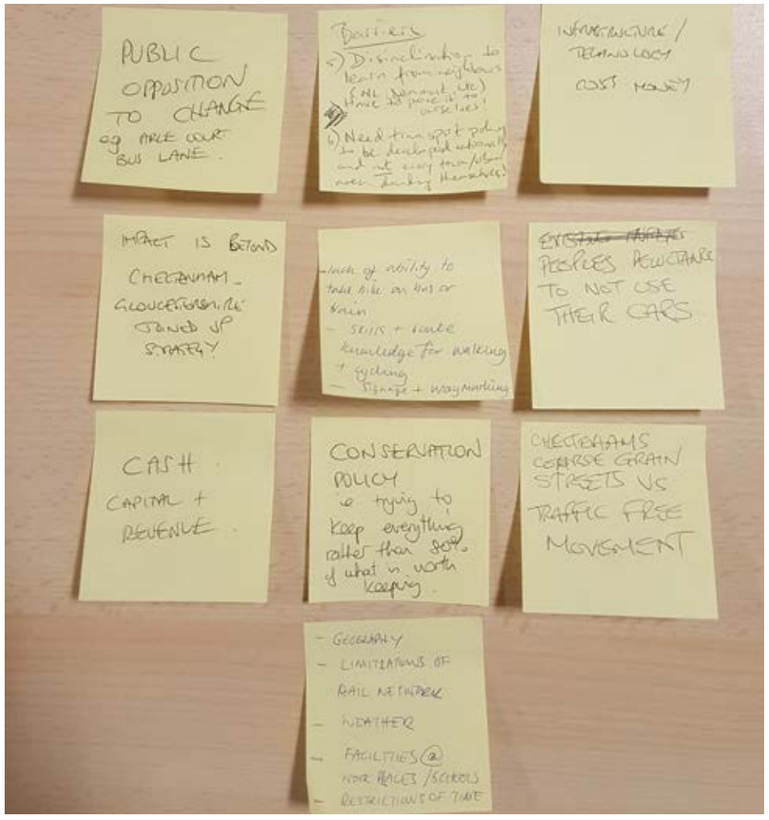


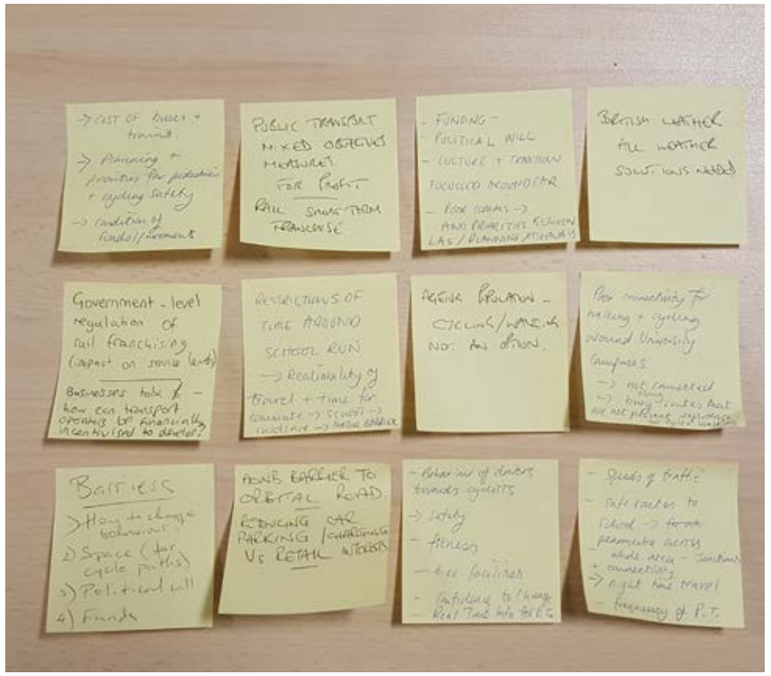
Table 2

- Bus fares are too high
- Too easy to park in town
- Poor quality of cycle routes
- Driver attitudes make cycling more dangerous than it needs to be
- The vocal minority of residents
- Stagecoach want to turn footways into bus queues
- Local MPs not prioritising public transport
- Budget of local councils
- Size of roads and layout of town
- Lack of political will
- Borough wanting to develop Royal Well that they stop a bus/coach station being created
- Interest and vision of public transport provider
- Ambition
- Urgency
- Stakeholder intransigence
- Lack of knowledge of elected members/officials
- Defensiveness and lack of vision of major public transport providers
- They don't seem to understand economics









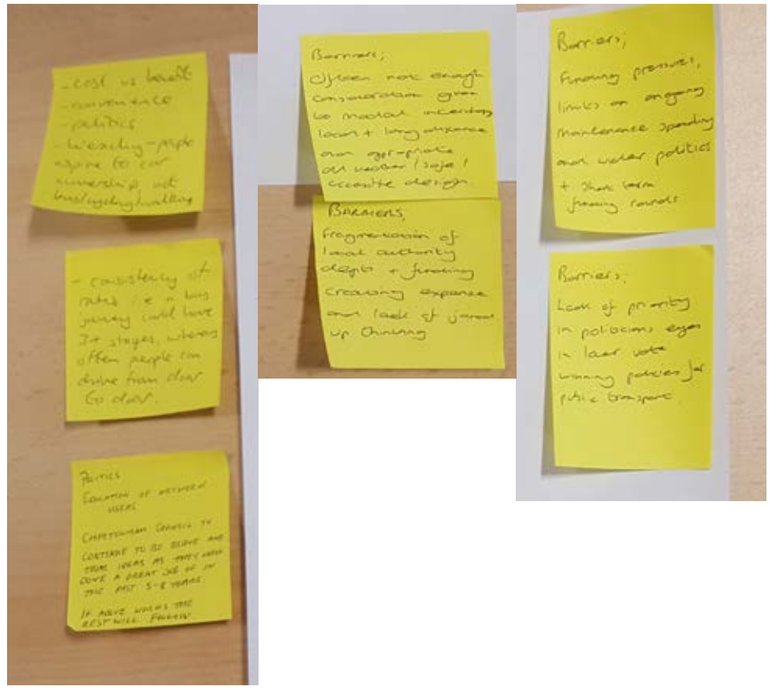


Table 3

- Public opposition to Behavioural change e.g. Arle Court.
- Disinclination to learn from European neighbours e.g. the Netherlands and Denmark; we have to prove it to ourselves
- Need transport policy to be developed nationally and not with every town/urban area deciding themselves
- Infrastructure and technology costs money
- Impact is beyond Cheltenham- need joint strategy with Gloucester
- Lack of ability to take bike on bus or train
- Skills and route knowledge for walking and cycling
- Signage and waymarking
- Peoples' reluctance to not use their cars
- Cash- capital and revenue
- Conservation policy i.e. trying to keep everything rather than 80% of what is worth keeping
- Condition of roads/pavements- coarse grain streets vs traffic free movement
- Geography
- Limitations of the rail network
- Weather
- Work place / school Facilities, and poor uni connectivity
- Funding and Cost of buses and trains
- Planning and priorities for pedestrian and cycling safety
- Public transport mixed objectives measures are for profit
- Funding
- Political will
- Government-level regulation of rail franchising means little financial incentive for transport operators to develop.
- Culture and tradition focused around car
- Poor comms and priorities between local authorities and planning attorneys
- Ageing population- cycling and walking not always an option
- Time restrictions, travel reliability e.g. during school run
- Behaviour of drivers towards cyclists and road safety
- Fitness
- AONB barrier to Orbital Road
- Reducing car parking/charging vs retail needs

Table 4

- Cost vs benefit
- Convenience
- Politics and lack of priority in politicians- eyes on last vote winning policies for public transport
- Fragmentation of local authority departments- lack of joined-up thinking
- Hierarchy- people aspire to car ownership over bus/cycling/walking
- Consistency of rates- bus journey may have multiple stages but car can go from door to door
- Education of network users
- Funding pressures- limits of ongoing maintenance spending and short term funding rounds
- Not enough consideration for modal interchange- appropriate, all-weather, safe and accessible design

Table 5

- Low council priority given to maintaining footpaths/cycle-ways as more is given to roads
- Changing social norms i.e. car driving is perceived as a social norm, cycling is not
- Need to address inequalities- prioritise areas with worst health outcomes
- Space for new infrastructure
- Politicians unwilling to make controversial decisions
- Difficulty of retrofitting and getting investment in older built up areas with no S.106 funding available
- Needs investment and funding from central government and political will- local authorities in a challenging position financially and have increased responsibility, but less money
- Communication between local authorities
- Lack of routes round/bypassing Cheltenham- too many journeys through town
- Need to engage communities in solutions- do with, not 'to'
- Needs of pedestrians not fully catered for- often lip-service but lack of physical provision
- LEP not putting its money where its mouth is- if the LEP believes in sustainable transport, it should fund it properly e.g. put money into Cheltenham- Bishops Cleeve cycleway
- Government Funding for cycling goes to big cities rather than towns like Cheltenham- Gloucester- Tewkesbury
- GCC is run by the Conservatives, CBC by the Lib Dems. Tories don't want to spend money on our town

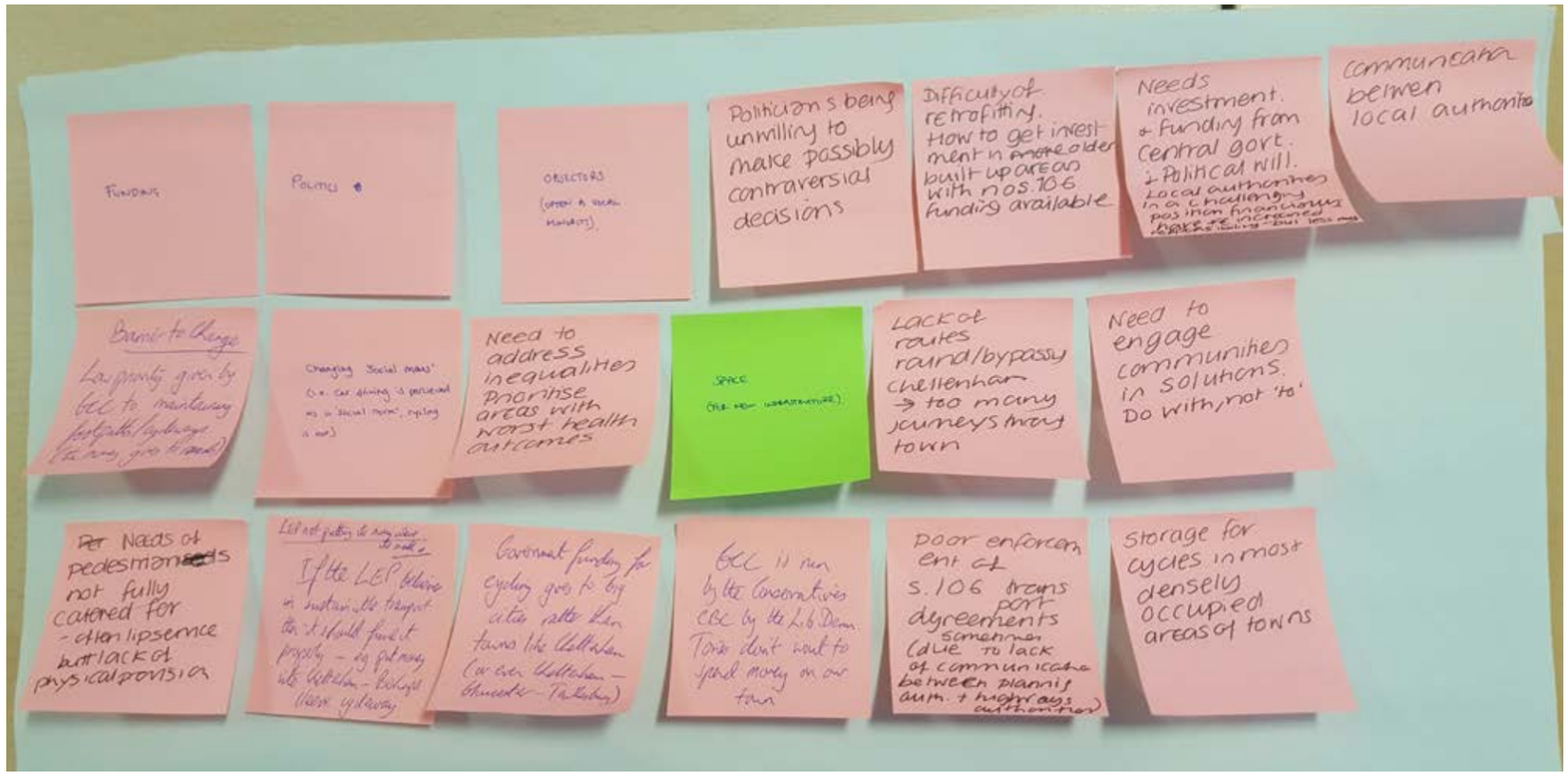
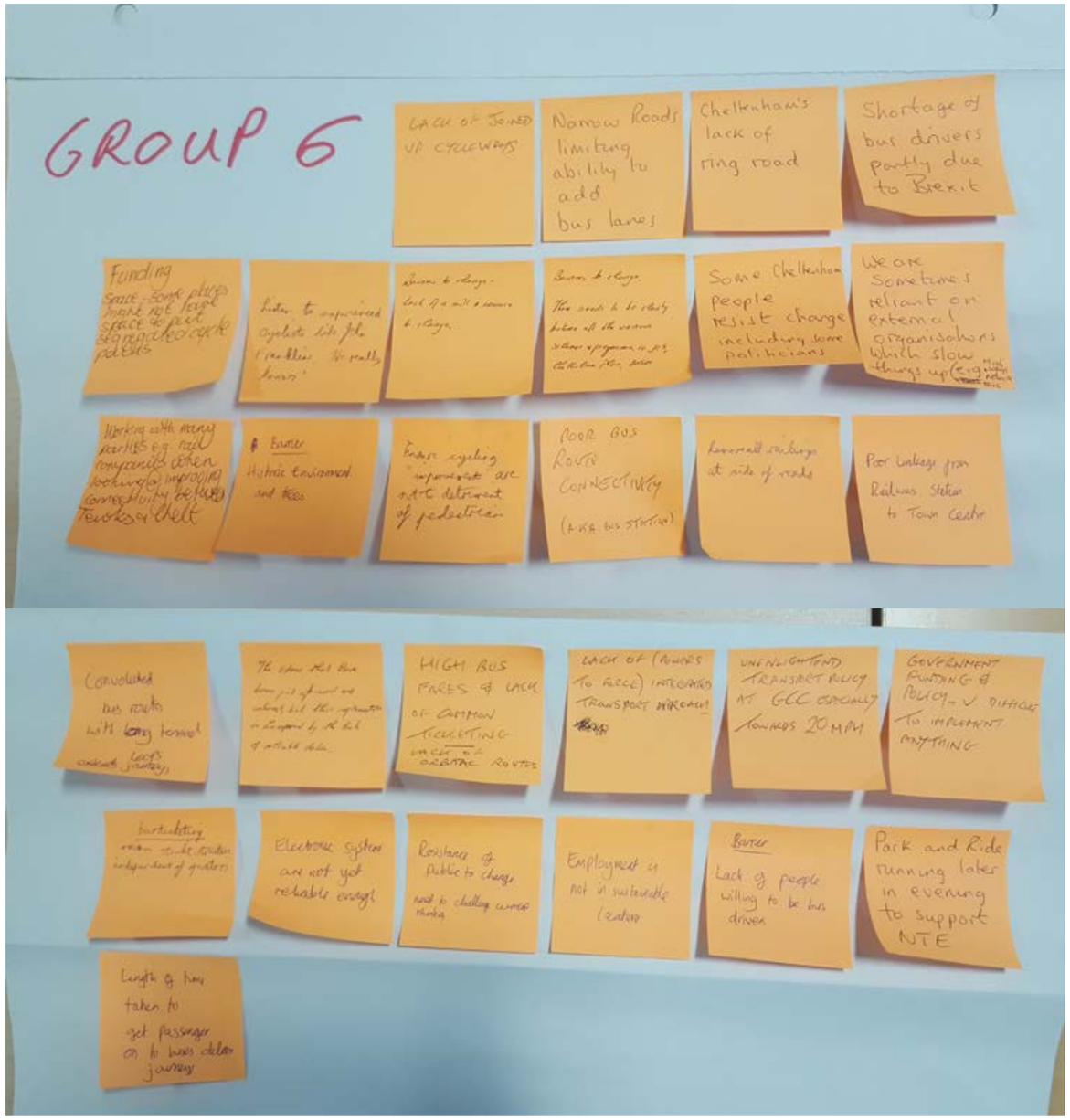


Table 6

- Lack of joined up cycleways
- Narrow roads limiting ability to add bus lanes
- Cheltenham's lack of ring road
- Shortage of bus drivers partly due to Brexit
- Funding
- Some places might not have space to put segregated cycle paths
- Listen to experienced cyclists like John Franklin- he knows!
- Lack of a will and resource to change
- There needs to be clarity between all the various schemes of programmes i.e. JCS Cheltenham Plan 2050
- Some Cheltenham people resist change, including some of the politicians
- We are sometimes reliant on external organisations which slows things up
- Working with many parties e.g. rail companies when looking at improving connectivity between Tewkesbury and Cheltenham
- Historic environment and trees
- Ensure cycling improvement are not to detriment of pedestrians
- Poor bus route connectivity (aka bus station)
- Remove all railings at side of roads
- Poor linkage from railway station to town centre



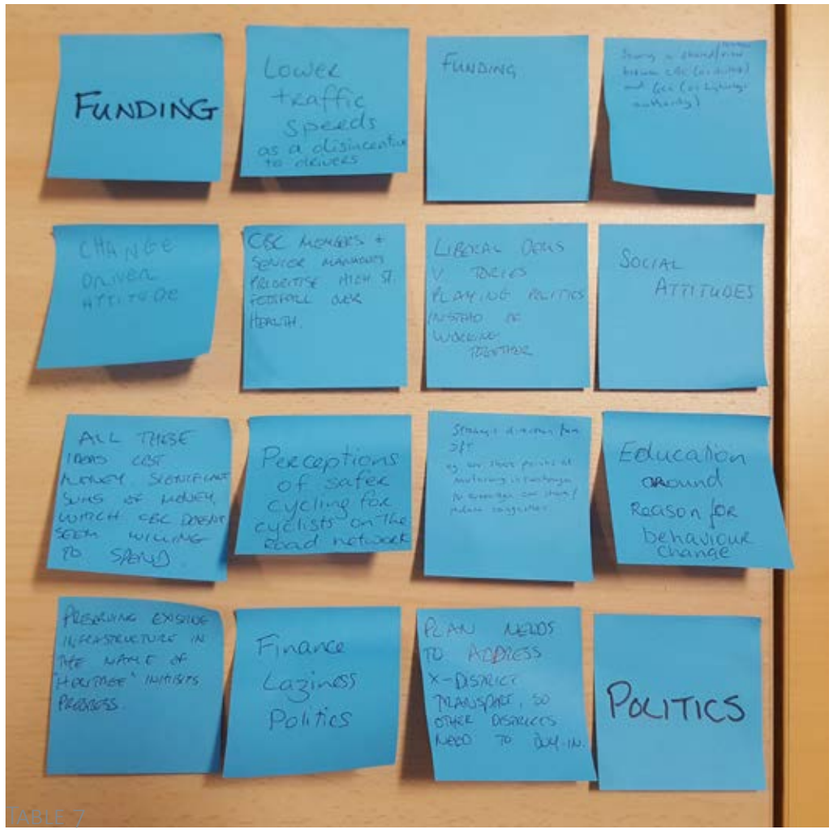


TABLE 7

- Funding and finance
- Laziness
- All these ideas cost money. Significant sums of money which CBC doesn't seem willing to spend
- Preserving existing infrastructure in the name of "heritage" inhibits progress
- CBC members and senior managers prioritise High Street footfall over health
- Securing a shared/common view between CBC (as district) and GCC (as highways authority)
- Liberal Dems Vs Tories playing politics instead of working together
- Strategic direction from DfT e.g. car share points at motorway interchanges to encourage car share/reduce congestion
- Plan needs to address X- district transport, so other districts need to buy-in
- Education around reason for behaviour change
- Social attitudes
- Change driver attitude
- Perceptions of safer cycling for cyclists on the road network
- Lower traffic speeds as a disincentive to drivers

SUMMARY

There was a very wide spread of barriers to change identified by the stakeholders. However, some common themes have emerged from amongst the tables:

- Funding issues
- Social attitudes/resistance to behaviour change
- Lack of leadership and a political divide between Borough and County Councils
- Issues around lack of shared governance, priorities and ambition between Borough and County councils
- Lack of integration and vision amongst bus operators
- Cost of bus travel
- Historic environment/conservation
- Insufficient space for new infrastructure
- Quality of existing cycling infrastructure
- Prioritising roads over footways and cycleways in council spending
- Outdated buses and infrastructure

7 | Stakeholder Workshop 2

STAKEHOLDER WORKSHOP 2

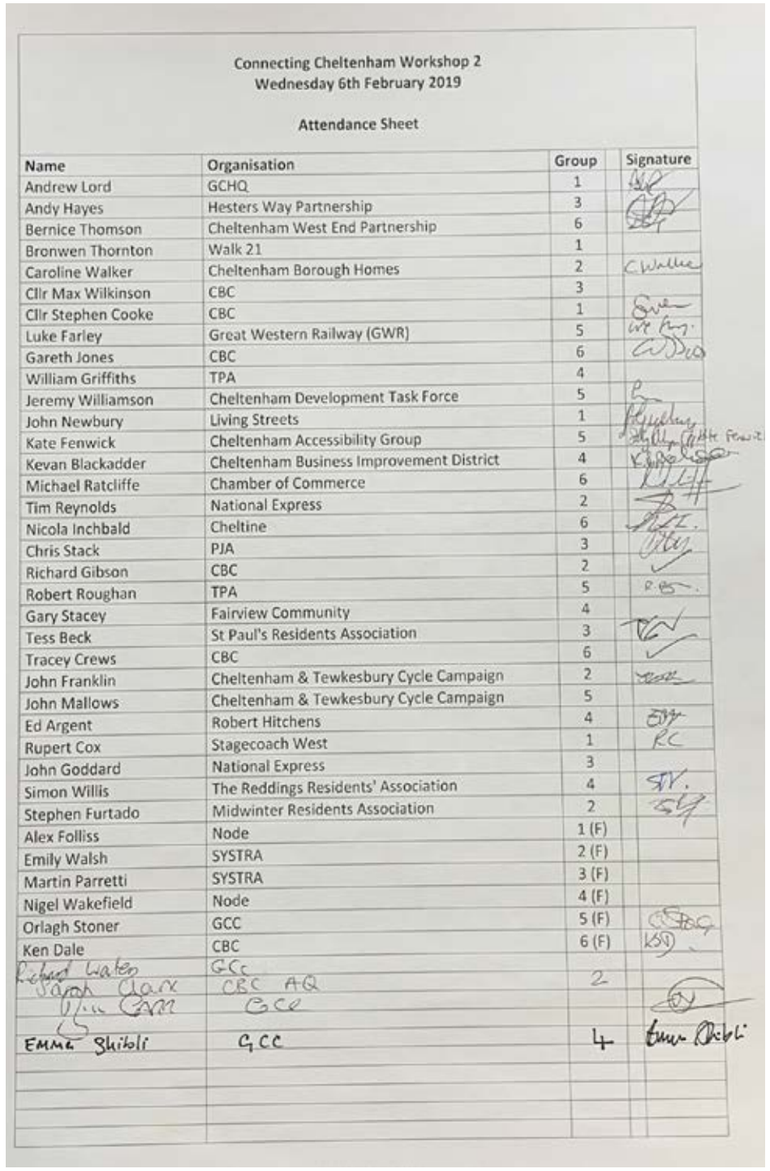
The second Stakeholder Workshop was held on the afternoon of 6 February 2019 at the Municipal Offices in Cheltenham. The workshop set out the emerging strategy, including exploring the approach to each transport mode, and offered local stakeholders the opportunity to contribute to, and help shape the work.

Stakeholders were split into groups of mixed backgrounds to ensure a cross-section of interests and experience on each table. The groups were asked to note down their observations and thoughts, drawing from their local experience, regarding the following topics:

- Targets - are they ambitious enough?
- Healthy Streets approach
- Cycle Super Cheltways
- Bus Network and Town Centre Bus Interchange and Routing

Please note that not all individuals / teams completed all worksheets.

Attendance Sheet



Connecting Cheltenham Workshop 2
Wednesday 6th February 2019

Attendance Sheet

Name	Organisation	Group	Signature
Andrew Lord	GCHQ	1	
Andy Hayes	Hesters Way Partnership	3	
Bernice Thomson	Cheltenham West End Partnership	6	
Bronwen Thornton	Walk 21	1	
Caroline Walker	Cheltenham Borough Homes	2	
Cllr Max Wilkinson	CBC	3	
Cllr Stephen Cooke	CBC	1	
Luke Farley	Great Western Railway (GWR)	5	
Gareth Jones	CBC	6	
William Griffiths	TPA	4	
Jeremy Williamson	Cheltenham Development Task Force	5	
John Newbury	Living Streets	1	
Kate Fenwick	Cheltenham Accessibility Group	5	
Kevan Blackadder	Cheltenham Business Improvement District	4	
Michael Ratcliffe	Chamber of Commerce	6	
Tim Reynolds	National Express	2	
Nicola Inchbald	Cheltine	6	
Chris Stack	PJA	3	
Richard Gibson	CBC	2	
Robert Roughan	TPA	5	
Gary Stacey	Fairview Community	4	
Tess Beck	St Paul's Residents Association	3	
Tracey Crews	CBC	6	
John Franklin	Cheltenham & Tewkesbury Cycle Campaign	2	
John Mallows	Cheltenham & Tewkesbury Cycle Campaign	5	
Ed Argent	Robert Hitchens	4	
Rupert Cox	Stagecoach West	1	
John Goddard	National Express	3	
Simon Willis	The Reddings Residents' Association	4	
Stephen Furtado	Midwinter Residents Association	2	
Alex Folliss	Node	1 (F)	
Emily Walsh	SYSTRA	2 (F)	
Martin Parretti	SYSTRA	3 (F)	
Nigel Wakefield	Node	4 (F)	
Orlagh Stoner	GCC	5 (F)	
Ken Dale	CBC	6 (F)	
Richard Waters	GCC	2	
Sarah Clark	CBC AQ		
Mia Cox	GCC		
EMMA Shibli	GCC	4	

TASK 1: TARGETS

TARGETS

The first task sought the attendees' thoughts on the targets that were presented..

The task was completed within groups on a table by table basis.

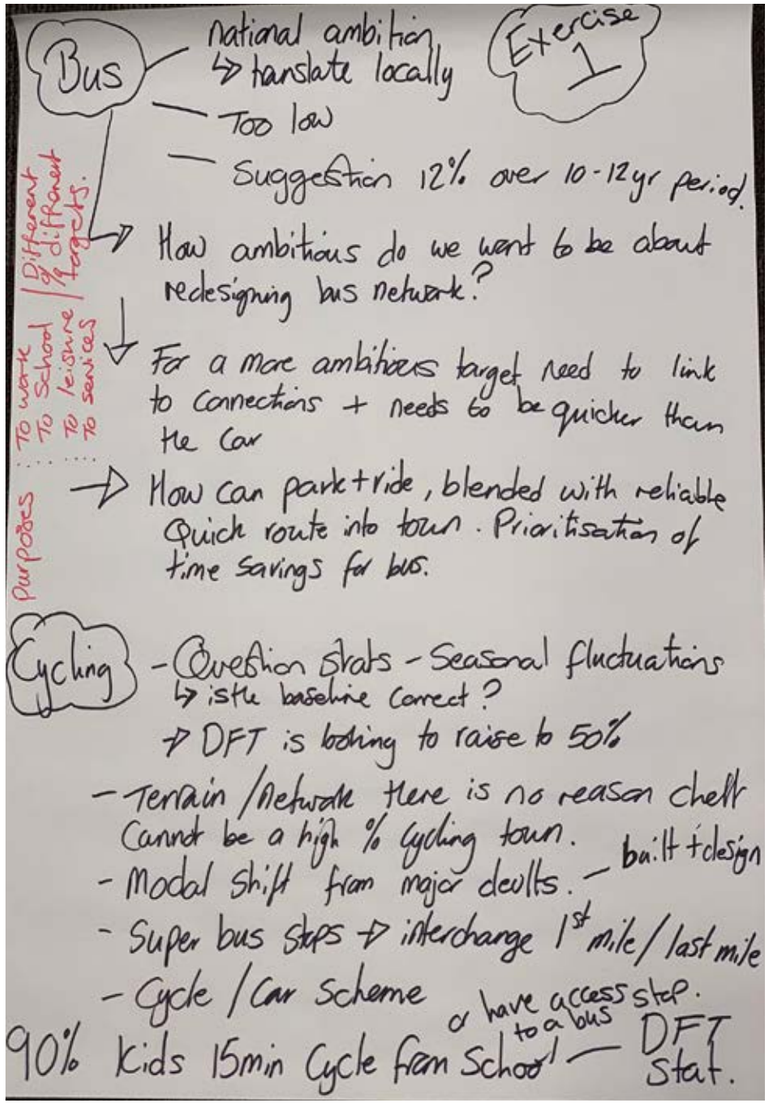


TABLE 1

BUS

- National ambition-> Translate locally
- Too low
- Suggestion 12% over 10-12 year period
- How ambitious do we want to be about redesigning the bus network?
- For a more ambitious target need to link to connections and (bus) needs to be quicker than the car
- How can park and ride (be) blended with reliable, quick route into town? Prioritisation of time savings for bus
- Different % (for) different purposes:
  - to work
  - to school
  - to leisure
  - to services

CYCLING

- Question stats (is the baseline correct?) - seasonal fluctuations
- DfT is looking to raise to 50%
- Terrain/Network there is no reason Cheltenham cannot be a high % cycling town
- Modal shift from major devel(opmen)ts- built by design
- Super bus stops-> Interchange 1st mile/last mile
- Cycle/Car scheme
- 90% kids 15 minutes from school or have access to a bus (DfT stat)

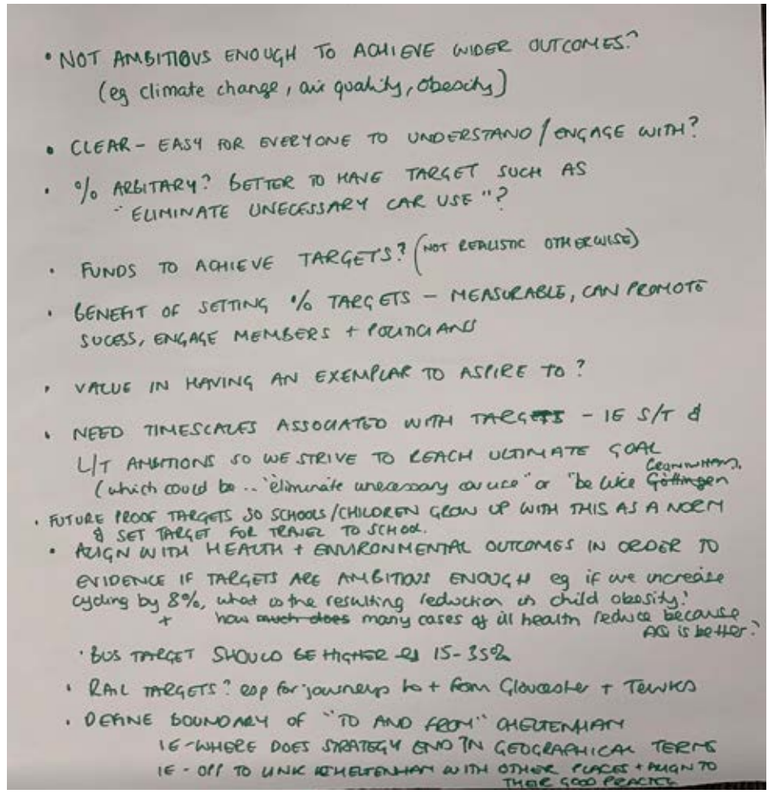


TABLE 2

- Not ambitious enough to achieve wider outcomes (e.g. climate change, air quality, obesity)
- Clear- easy for everyone to understand/engage with?
- % (are) arbitrary? Better to have a target such as "Eliminate unnecessary car use"?
- Funds to achieve targets? (Not realistic otherwise)
- Benefit of setting % targets- measurable, can promote success, engage members + politicians
- Value in having an exemplar to aspire to?
- Need timescales to associate with targets- i.e. Short term & long term ambitions we strive to reach to ultimate goal (which could be "Eliminate unnecessary car use" or "Be like

Groeningen")

- Future-proof targets so schools/children grow up with this as a norm & set target for travel to school
- Align with health and environmental outcomes in order to evidence if targets are ambitious enough e.g. "if we increase cycling by 8% what is the resulting reduction in childhood obesity?" and "How many cases of ill-health reduce because air quality is better?"
- Bus target should be higher e.g. 15-35%
- Rail targets? esp. for journeys to and from Cheltenham and Tewkesbury
- Define boundary of "to and from Cheltenham".
  - i.e. where does the strategy end in geographhical terms
  - i.e. Opp(ortunity) to link Cheltenham with other places and align to their good practice

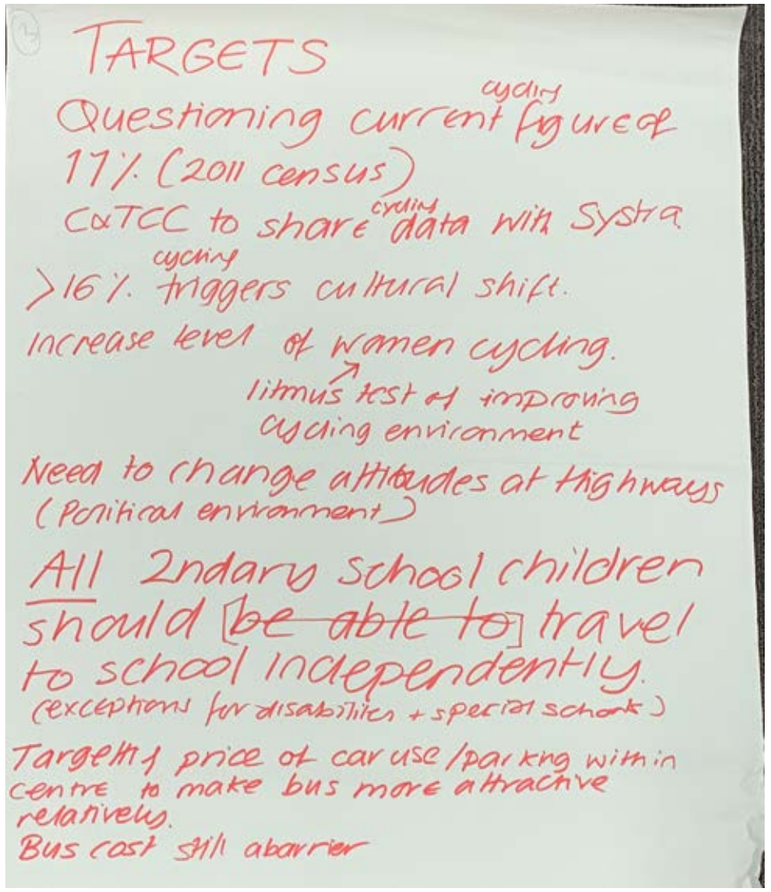


TABLE 3

- Questioning current cycling figure of 11% (2011 Census)
- C&TCC to share cycling data with SYSTRA
- >16% triggers cultural shift
- Increase level of women cycling-> litmus test of improving cycling environment
- Need to change attitudes of Highways (authority) (Political environment)
- All secondary school children should ~~be able to~~ travel to school independently (exception for disabilities and special schools)
- Target prices of car use/parking within centre to make bus use more attractive relatively
- Bus cost still a barrier

Table 4 made no notes

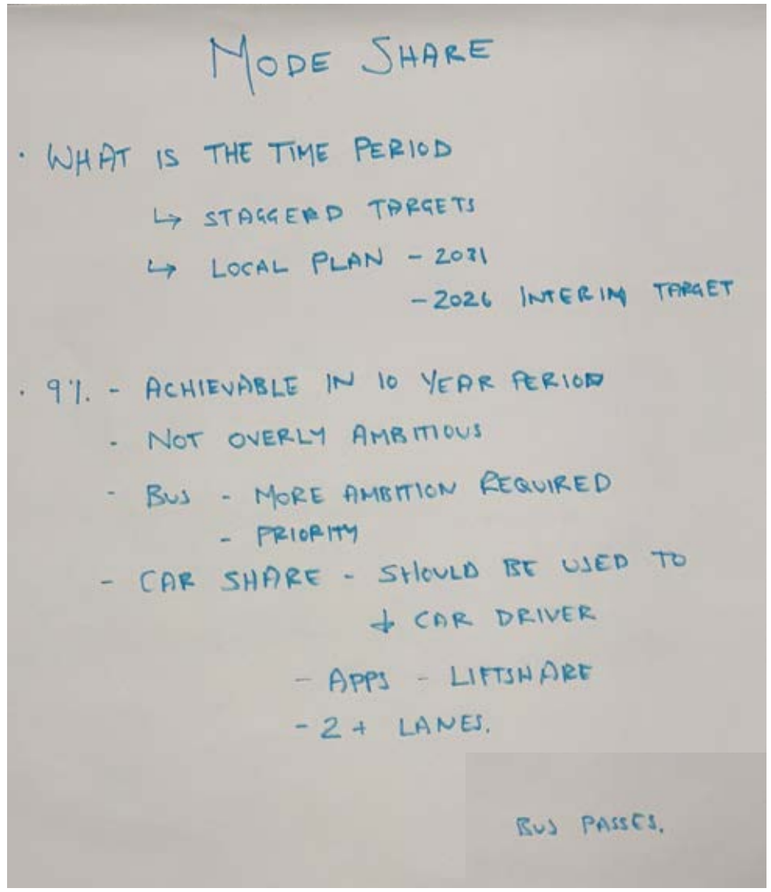


TABLE 5

- What is the time period
  - Staggered targets
  - Local plan - 2031- 2026 interim target
- 9%- Achievable in 10 year period
- Not overly ambitious
- Bus
  - More ambition required
  - Priority
- Car share should be used to (?) + car driver
  - Apps- Liftshare
  - 2+ lanes
- Bus Passes

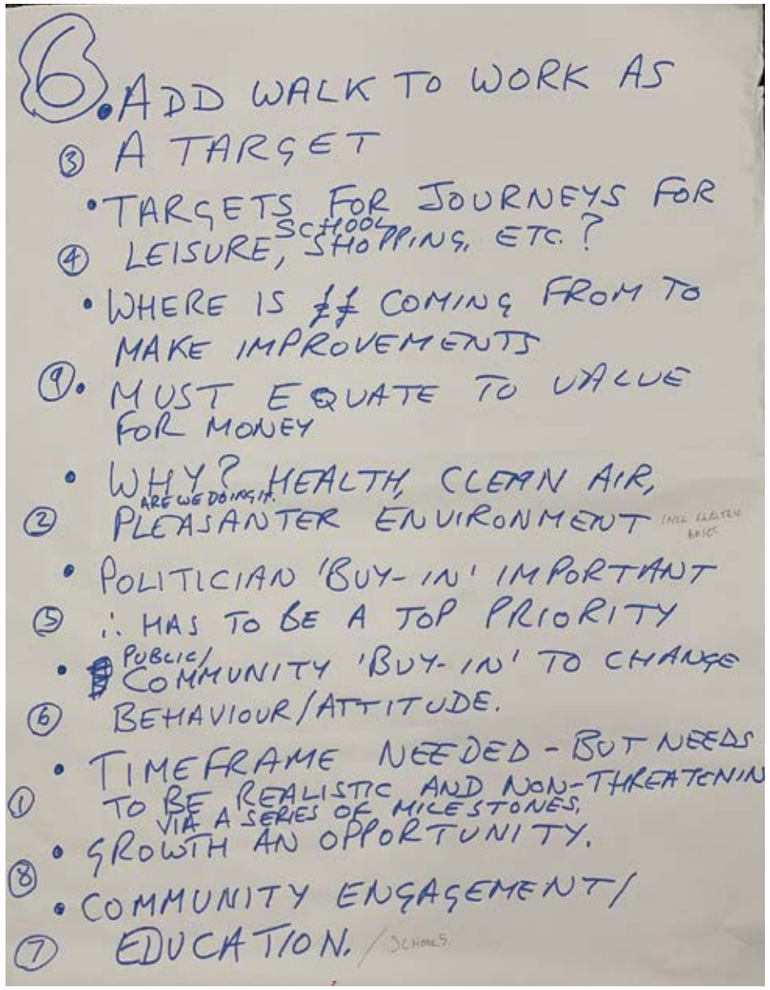


TABLE 6 (RE-ORDERED ACCORDING TO NUMBERING ON SHEET)

1. Timeframe needed- but needs to be realistic and non-threatening, via a series of milestones
2. Why (are we doing it)? Health, clean air, pleasanter environment
3. Add walk to work as a target
4. Targets for journeys for
   - leisure
   - school
   - shopping, etc.
5. Politician 'buy-in' important therefore has to be a top priority
6. Public/community 'buy-in' to change behaviour/attitude
7. Community engagement/Education
8. Growth an opportunity
9. Where is money coming from to make improvements? Must equate to value for money

SUMMARY

Key outcomes which appear to be consistently raised throughout the groups include:

- More fine-grained mode targets, looking at trip purpose (including work, school, shopping, leisure)
- Targets could be more ambitious, particularly around bus target
- Should time-frames be set for the targets, and is there a role for interim targets/short term and long term targets?
- Some tables stressed the importance that targets are clear and easy to understand.
- Political buy-in, and funding were raised as important elements to make the targets achievable.

TASK 2: HEALTHY STREETS

TARGETS

The second task asked attendees to consider the healthy streets approach, including speed limits, where healthy streets approaches could be piloted, and specifically to consider the balance between link and place functions of the Prom.

Table 1

What should Speed Limits Be?

- (20 mph) Zones not roads:
  - Most, though not all residential areas are highlighted as potential 20mph zone
- Main radial routes are indicated as 30mph within the town boundaries, and 40mph beyond this
- 20mph near schools- implement walking school zones at peak times

Which areas could be pilots for community-led Healthy Streets?

- Schools
- Key Services
- High-density housing

Specifically:

1. Benhall
2. Princess Elizabeth Way- Hester's Way new homes
3. Bafford Approach/Green Hill Charlton Kings/Leckhampton (new homes, school planned)
4. Town Centre

Should the Prom move in terms of Link and Place?

The table did not note down any thoughts on this question.

Other notes

The table noted:
Poor bus links in a number of areas including Kingsditch and Charlton Kings, as well as a public transport gap at Up Hatherly.

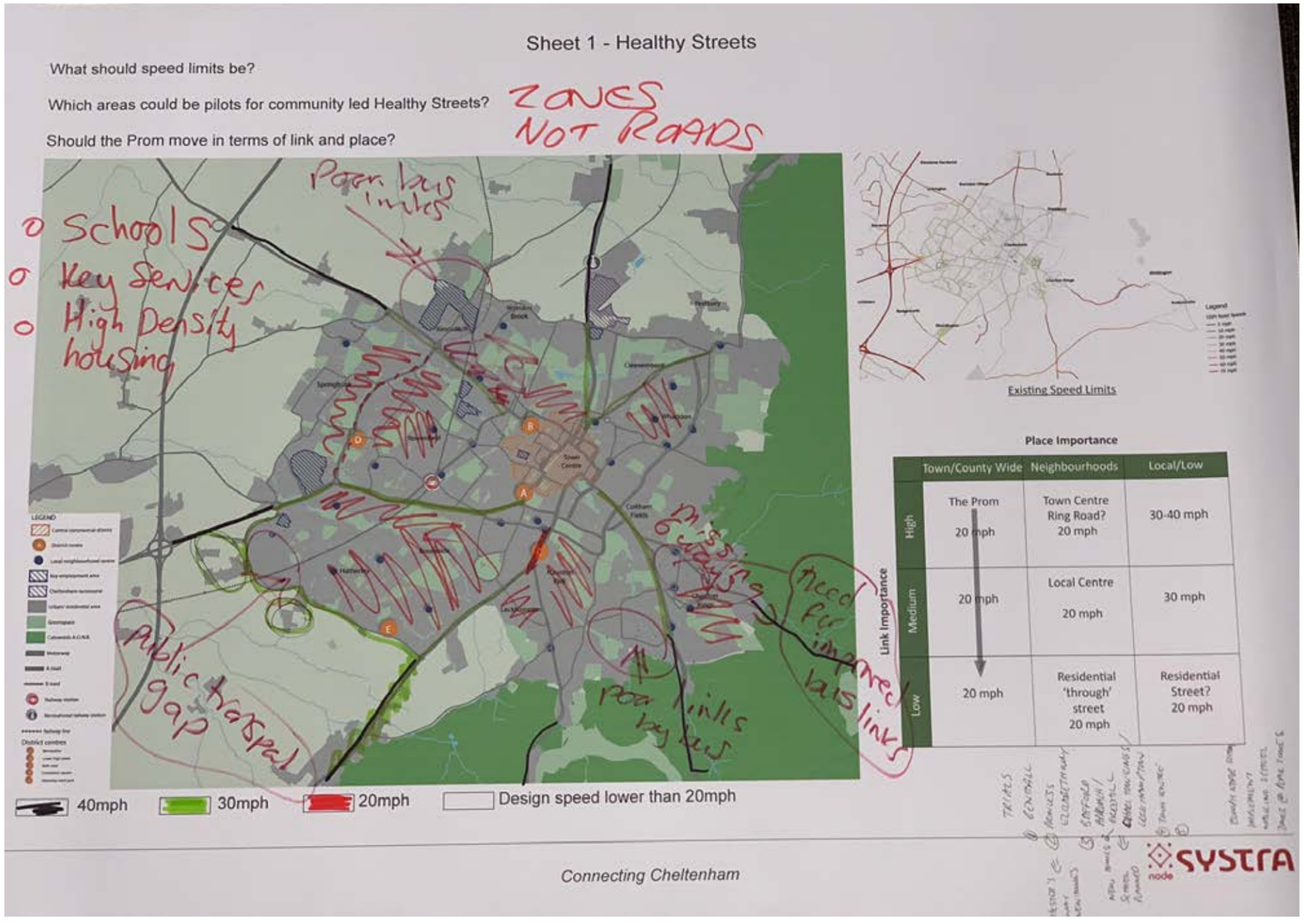


Table 2

What should Speed Limits Be?

- 20 mph All Cheltenham- Change perceptions
- 15mph Town Centre, Bath Road local centre, Church Road around Leckhampton Church Hall

Which areas could be pilots for community-led Healthy Streets?

- Leckhampton
- Zone between Rail Station and Wyman's Brook, bounded between Gloucester Road and the railway line

Should the Prom move in terms of Link and Place?

- Moving buses and taxis from the Prom would help the perception of Cheltenham as (a) traffic-free town centre

Other notes

Congestion is bad overall, so we don't thin 20mph will help. Poor bus links in a number of areas including Kingsditch and Charlton Kings, as well as a public transport gap at Up Hatherly.

Whole bus network needs reviewing.

Single interchange locating all bus,coach, cycle and taxi providers- exciting destination.

Doesn't it (Interchange) need to be the existing bus station?

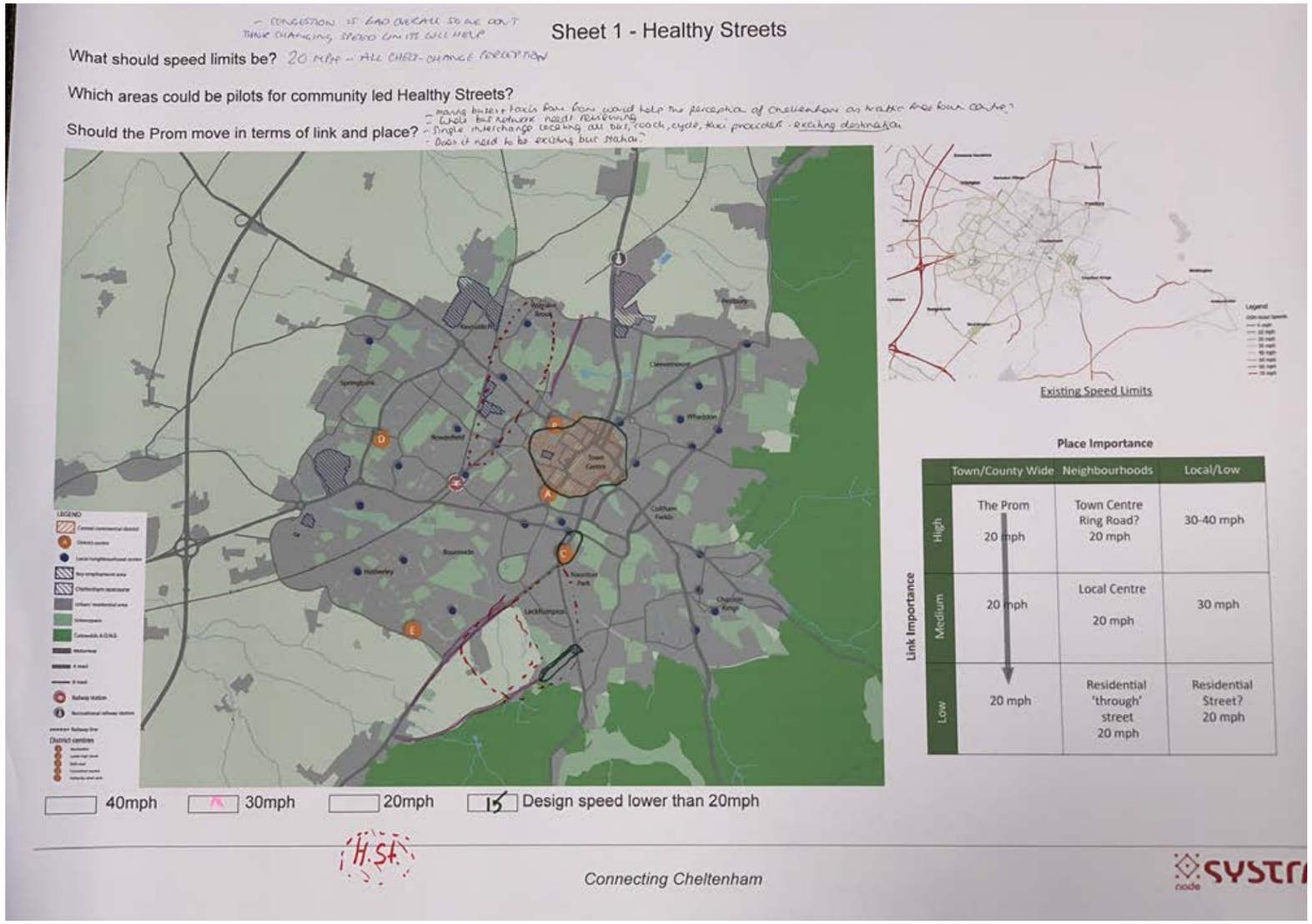


Table 3

What should Speed Limits Be?

- 20mph is the default for all streets except:
  - Main radial routes whichare indicated as 30mph within the town boundarY
- 5mph:
  - The Prom outside the Municipal Offices
  - High Street between Winchcombes and Rodney Road

Which areas could be pilots for community-led Healthy Streets?

- St Paul's residential area
- 2 University Campuses
- Fairview
- Libertus Road
- Bath Road residential areas

Should the Prom move in terms of Link and Place?

As well as a road speed of 5mph, the table also noted that the Prom outside the Municipal Offices should be predominantly pedestrian spaces.

Other notes

The table noted:

- High Street by Brewery the bus stops and road design have prevented cyclists using that part of the High Street

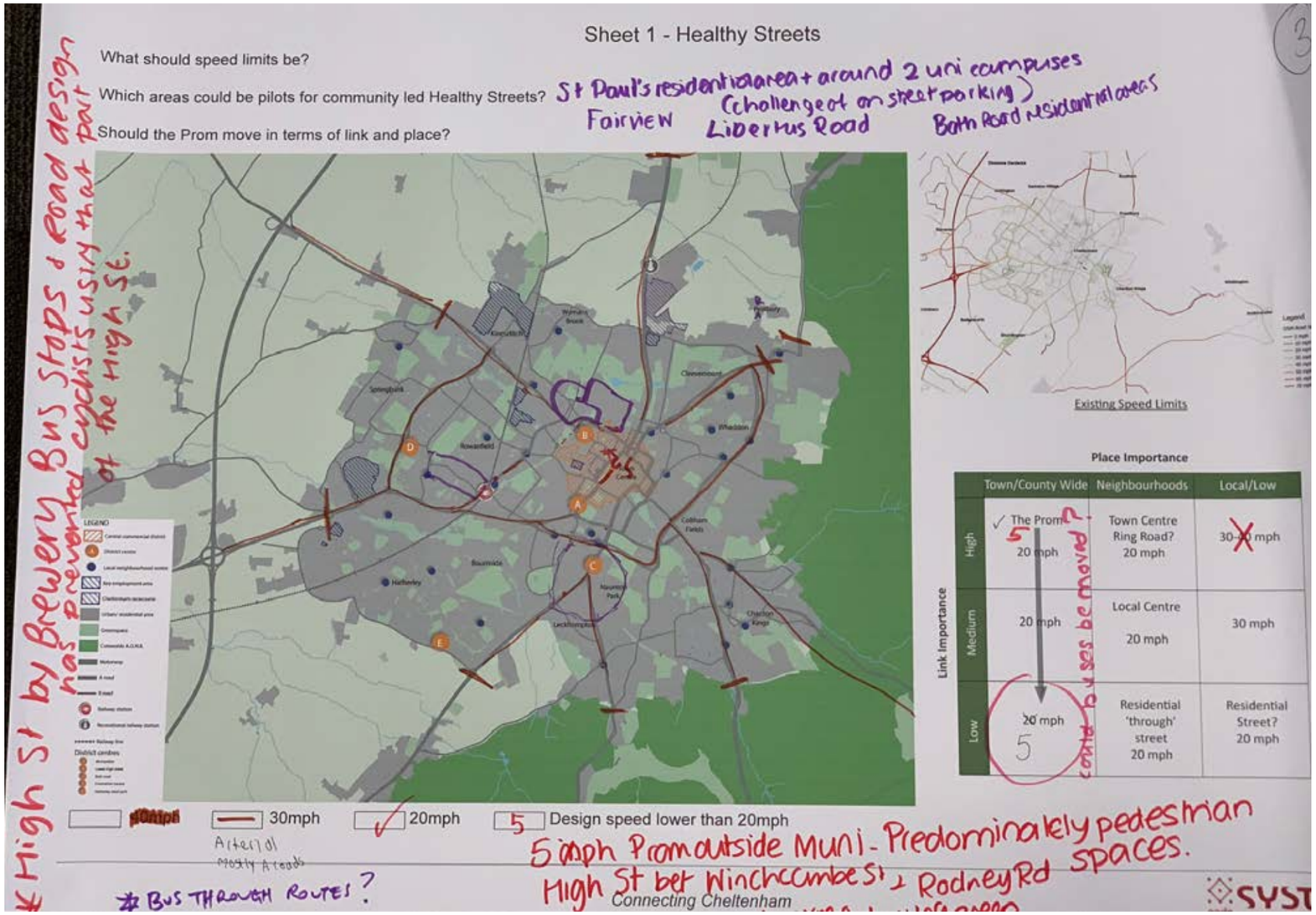


Table 4

What should Speed Limits Be?

- No blanket approach- parish/sub-community level decision.
- Variable speeds on through routes, with faster bus routes

Which areas could be pilots for community-led Healthy Streets?

- New built communities/whoever interested
- Charlton Kings?

Should the Prom move in terms of Link and Place?

- Buses, taxis and delivery

The 20mph speed listed for the Prom in the link and place table has been had the 2 crossed out, but it is unclear if this is meant to suggest a zero mph speed limit (except for buses, taxis and delivery), or if agreement on a final speed was reached.

Other notes

This tablemade suggestions for three additional park and ride facilities at:

- A40 near Cox's Meadow
- A40 London Road
- Prestbury Road

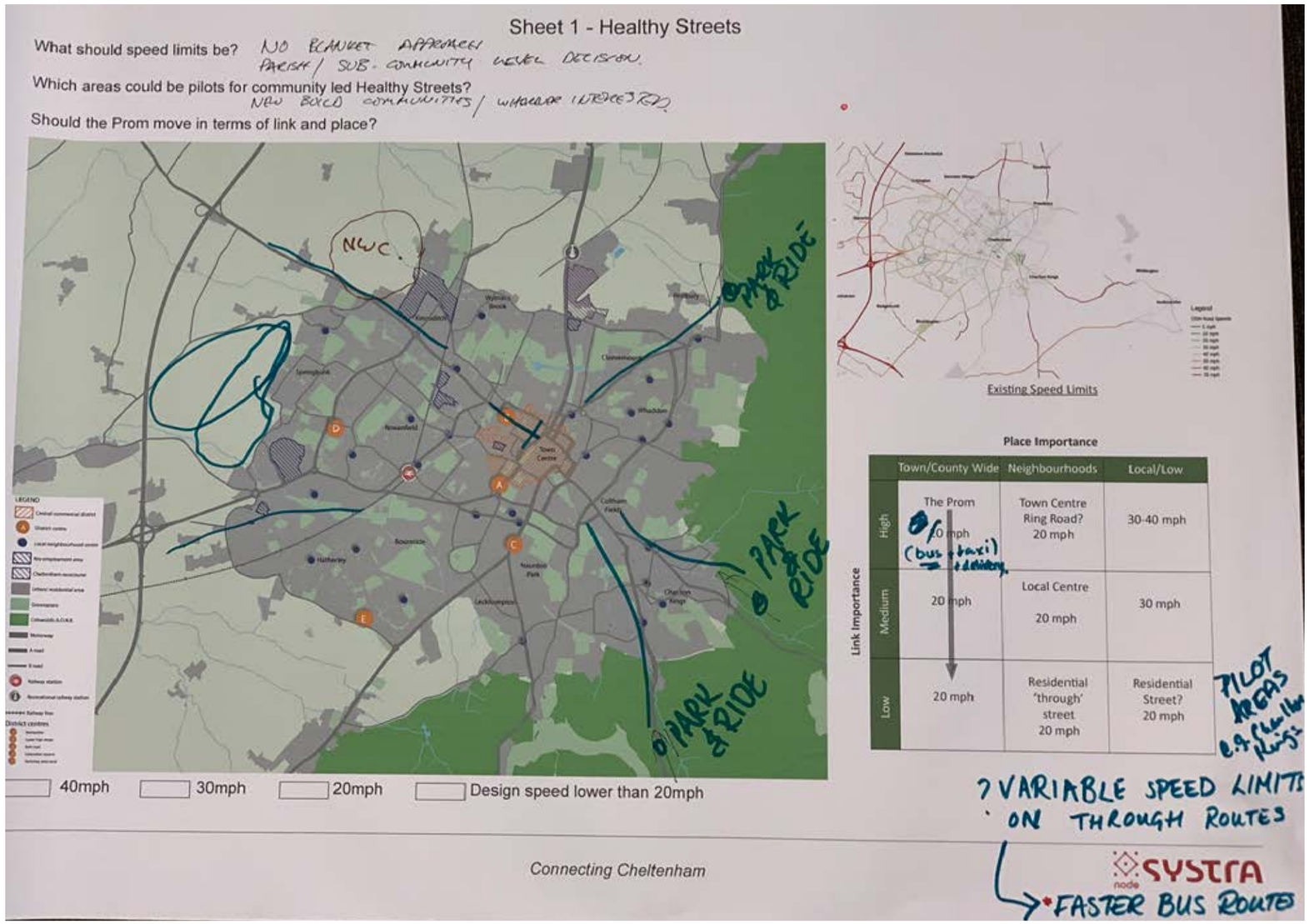


Table 5

What should Speed Limits Be?

- 30mph max in built-up areas- 40mph not necessary in the urban area
- If 20mph need physical changes, not just signage- e.g. carriageway narrowing. 20mph could apply:
  - Local centres
  - District centres
  - Residential streets
  - On radial route or street with high place function and accident hotspots or streets with walk/cycle flows- i.e. reduce car flows.
- (Decisions should be) community led
- Or town-wide 20mph to avoid confusion- but needs consensus

Which areas could be pilots for community-led Healthy Streets?

- St Paul's- already being discussed

Should the Prom move in terms of Link and Place?

The table did not note down any thoughts on this question.

Other notes

There were no other notes.

Table 6

What should Speed Limits Be?

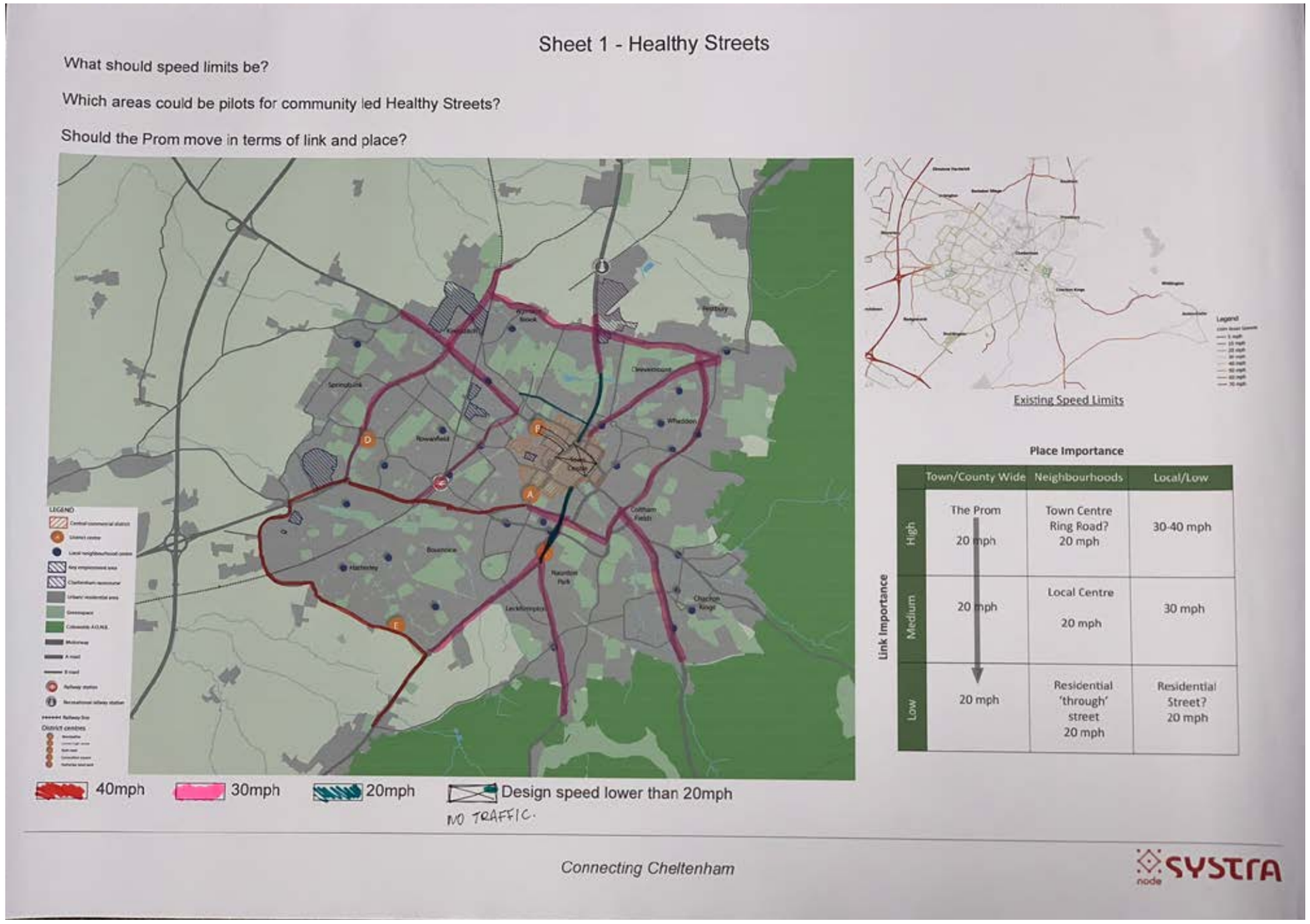
- 40mph on limited road in the urban area:
  - A40 Gloucester Road, Landsdown Road
  - Grovefield Way/Cold Pool Lane, Up Hatherley Way
- 30mph the remaining radial routes and:
  - B4633 Gloucester Road
  - Swindon Lane
  - Wyman's Lane
  - B4075 Priors Road/Hales Road
  - B4632 Prestbury Road
- 20mph
  - Evesham Road from Pittville Park south
  - Bath Road
  - St Paul's Road
- Extension of existing Town Centre pedestrianised area to cover High Street

Which areas could be pilots for community-led Healthy Streets?

The table did not note down any thoughts on this question.

Should the Prom move in terms of Link and Place?

The table did not note down any thoughts on this question.



SUMMARY

There was broad consensus on appropriate road speeds for the urban area, though there were differences in how these should be implemented. For example:

- The groups largely suggested that 40mph had no place in the urban area. However, one group identified a small number of roads in the town where they felt 40mph was appropriate.
- All groups accepted that 20mph had an (important) role in the urban area:
- Two groups thought 20mph should be the default, with other speeds being the exception.
- A third group thought 20mph should apply to zones and not individual streets. The zones they illustrated covered most of the town centre.
- Most groups thought that 30mph should apply to the main radial/arterial routes, though some thought that 20mph should apply even here where they pass through local centres or past schools.
- Broadly the tables commented that involving the community in decisions on road speeds was important.
- In terms of places to pilot Healthy Streets approaches, St Paul's was the most common place identified, however it was also suggested that local centres, and areas around schools would be good candidates.
- In terms of the Prom's position in the Link and Place matrix, overall tables that commented felt that its place function should be prioritised. This was expressed in terms of road speeds of between 5 and 15mph for the Prom, and varied suggestions that buses and taxis, or general traffic but not buses and taxis should be excluded from the Prom.

TASK 3: CYCLE SUPER CHELTWAYS

CYCLE SUPER CHELTWAYS

The third task sought the attendees thoughts on proposals for the cycle network.

TABLE 1

ARE THESE THE BEST ROUTES?

- UNIVERSITY/CONNECTIONS TO KEY PLACES
- CREATE AN ORBITAL ROUTE- LOOK AT YORK'S OFF-ROAD ORBITAL ROUTE
- MISSING LINK TO SHURDINGTON ALONG LECKHAMPTON LANE/CHARLTON LANE/GREENHILLS ROAD/MOOREND ROAD TO A435 CIRENCESTER ROAD
- SHURDINGTON ROAD EXTEND ROUTE TO GLOUCESTER EMPLOYMENT AREAS. ISSUE IS SPACE AVAILABLE ON THE EXISTING CARRIAGEWAY.

WHAT WOULD YOU CHANGE?

- THE EXISTING PARK AND RIDE AT THE RACECOURSE IS TOO CLOSE TO THE URBAN AREA- NEEDS TO BE FURTHER OUT
- RENAME CHELT CYCLEWAYS
- LINKS TO GLOUCESTER
- PARK AND RIDE SERVICING CHELTENHAM AND GLOUCESTER ON A46 SHURDINGTON ROAD

NOTES

THE TABLE NOTED THE NEED FOR:

- QUIETWAYS CONNECTIONS BETWEEN LOCAL NEIGHBOURHOODS AND UNIVERSITY CAMPUSES. SOME WERE MARKED ON THE MAP:
  - IN THE FIDDLER'S GREEN, BENHALL AND UP HATHERLEY AREAS
  - ALONG TEWKESBURY RD BETWEEN HIGH ST AND PRINCESS ELIZABETH WAY
  - LONDON AND CIRENCESTER ROADS
  - ST STEPHEN'S ROAD TO CONNECT THE UNIVERSITY PARK CAMPUS
  - B4075 PRIORS AND HALES ROADS
- PERMEABILITY ACROSS ALL ROUTES
- NEED FOR DIRECTNESS
- CAUTION: SQUEEZING CYCLEWAYS INTO EXISTING CARRIAGEWAYS WHERE THERE ISN'T SUFFICIENT SPACE.
- MAJOR CHALLENGE: PARKED CARS. LIMITING/REMOVING THIS COULD IMPROVE FLOWS

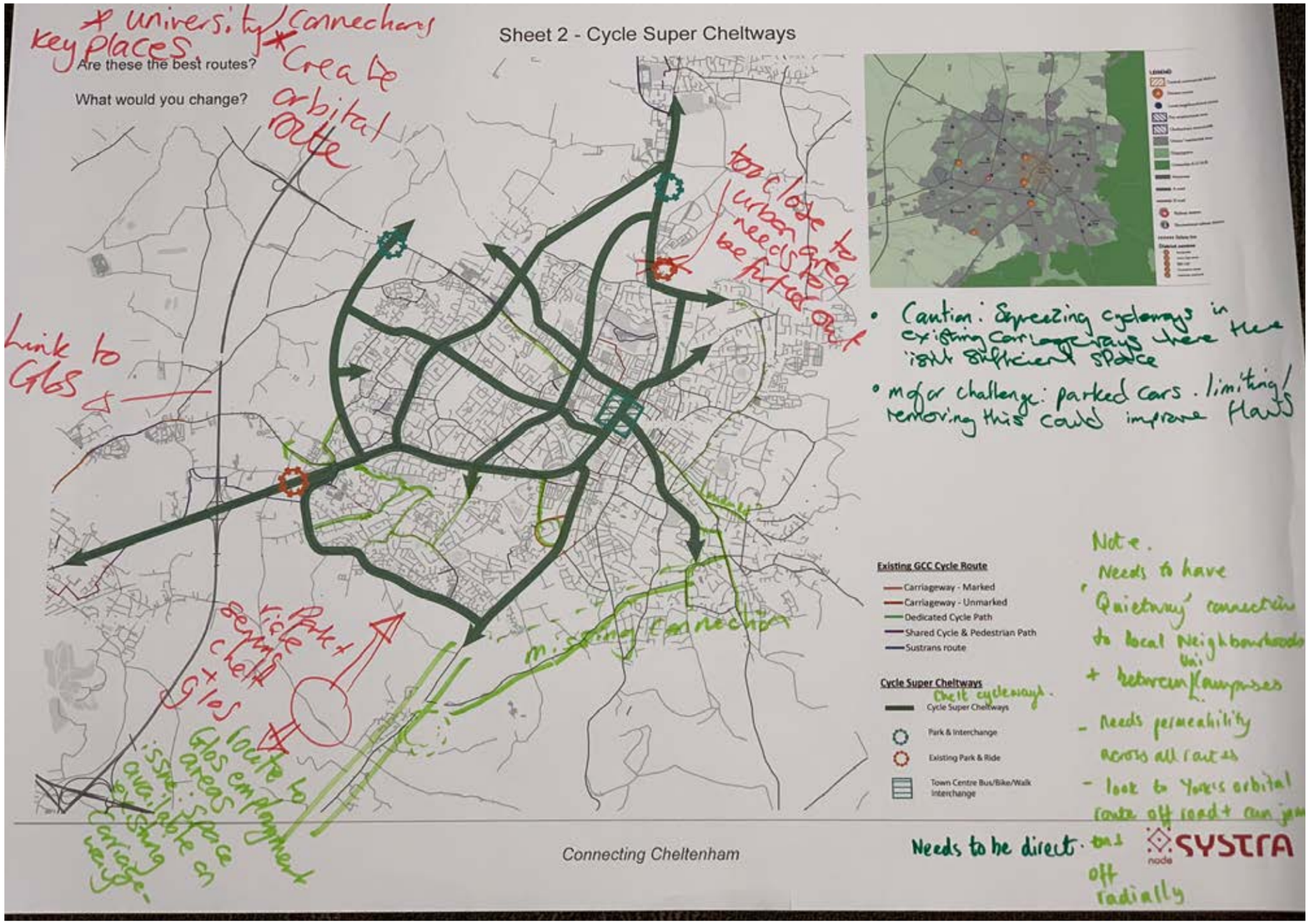


Table 2

Are these the best routes?

The table did not note down any thoughts on this question.

What would you change?

- New link between Up Hatherley Way and Charlton Lane through Leckhampton
- Extend Super Cheltways to:
  - Old Bath Road from Greenhills Road north
  - From Honeybourne extension to A40 down along Sherbourne, Alma and Caernarvon Roads
  - Along Suffolk/Thirlstaine Roads and Montpellier Terrace and Sanford Road
  - A40 London Road

Other notes

There were no other notes.

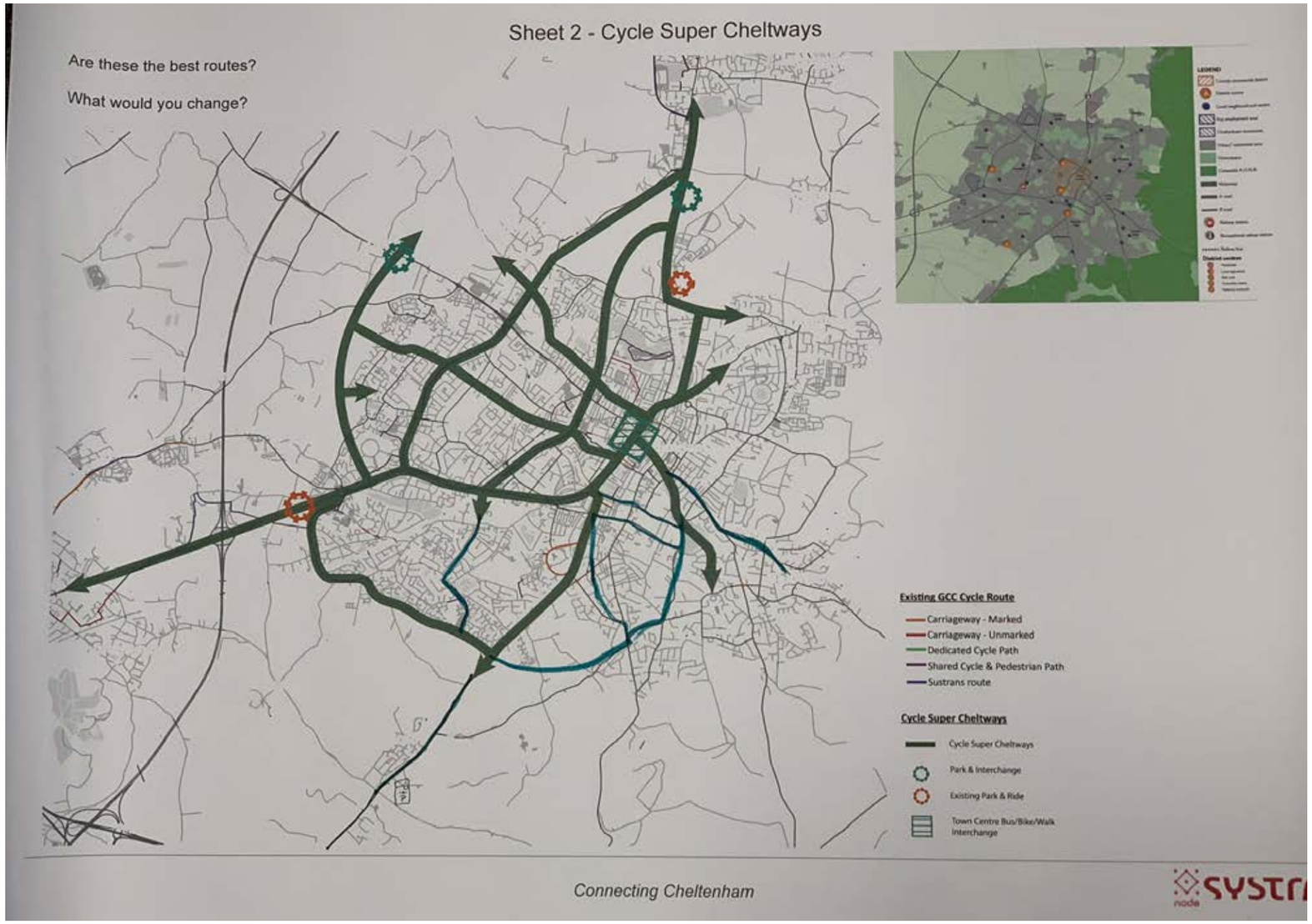


Table 3

Are these the best routes?

- Add B4063 route to Gloucester
- Missing link on Tewkesbury Road connecting NW Cheltenham development? Or does existing hostile environment mitigate against this?
- Link Churchdown to Cheltenham, and employment area at Staverton

What would you change?

- Drop 'Super' from the name

Other notes

- Danger of "network idea" but major routes need (dedicated) facilities not shared (use)
- Network re-balances priority currently given to motorised vehicles
- Needs to be adequately protected in planning from developments
- Swindon Road railway bridge- additional bridge required?

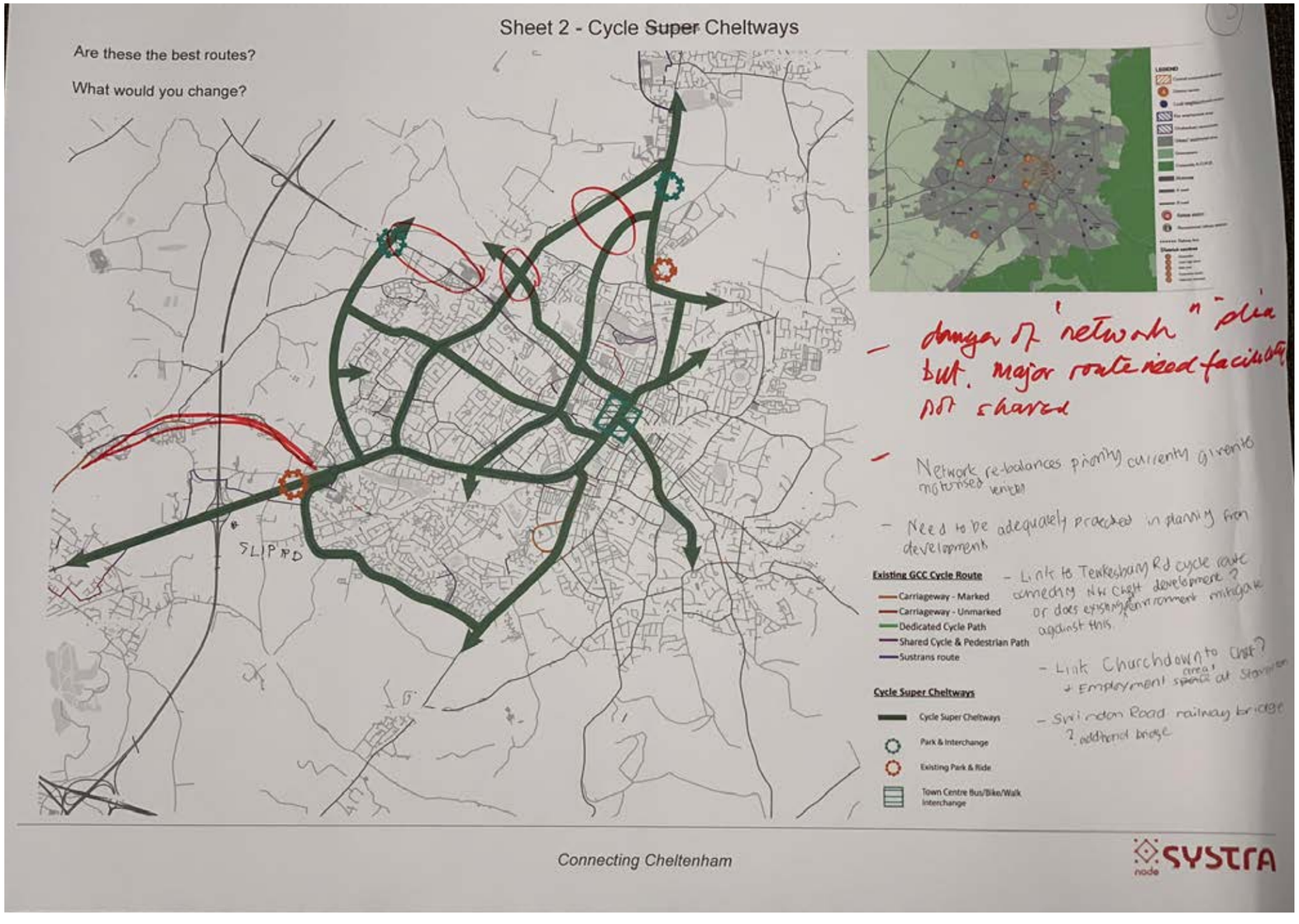


Table 4

Are these the best routes?

- New Links:
  - Libertus Road/Tennyson Road/Shakespeare Road to connect Railway Station to Gloucestershire College, GCHQ and West Cheltenham development
  - extension of link from Landsdown Road/Park Place to Moorend Road
  - Link from the Town Centre eastwards towards Greenway Lane
  - Eastern orbital link to connect up Hatherley Way route towards the university/Racecourse

What would you change?

The table did not note down any thoughts on this question.

Other notes

The table marked on the location of hospitals, schools and the railway station and commented: Link routes to the parks not just following main routes.

Good bike parks

The table suggested locations for hireable electric bikes at hubs which also provided bike parking. These were:

- Existing Park and Ride locations
- NW Cheltenham development
- West Cheltenham development
- Railway Station
- Benhall Roundabout
- numerous location in the Town Centre
- Junction Landsdown Road and Suffolk Road

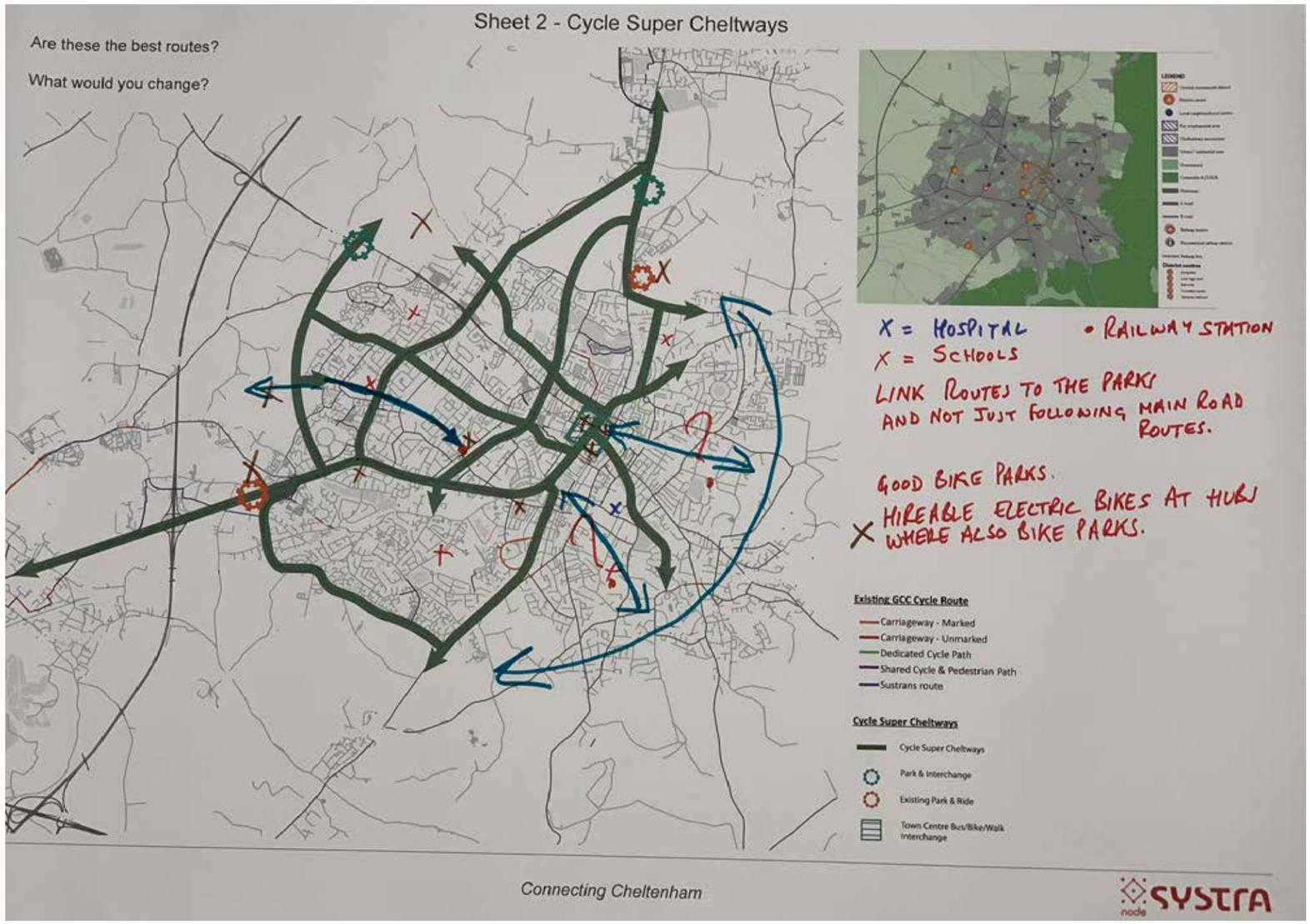


Table 5

Are these the best routes?

- New links:
  - Connecting West Cheltenham to B4063
  - From Honeybourne extension to A40 down along Sherbourne, Hatherley Road, Hatherley Lane and Reddings Road across Up Hatherley Way to Badgeworth Road

What would you change?

The table did not note down any thoughts on this question.

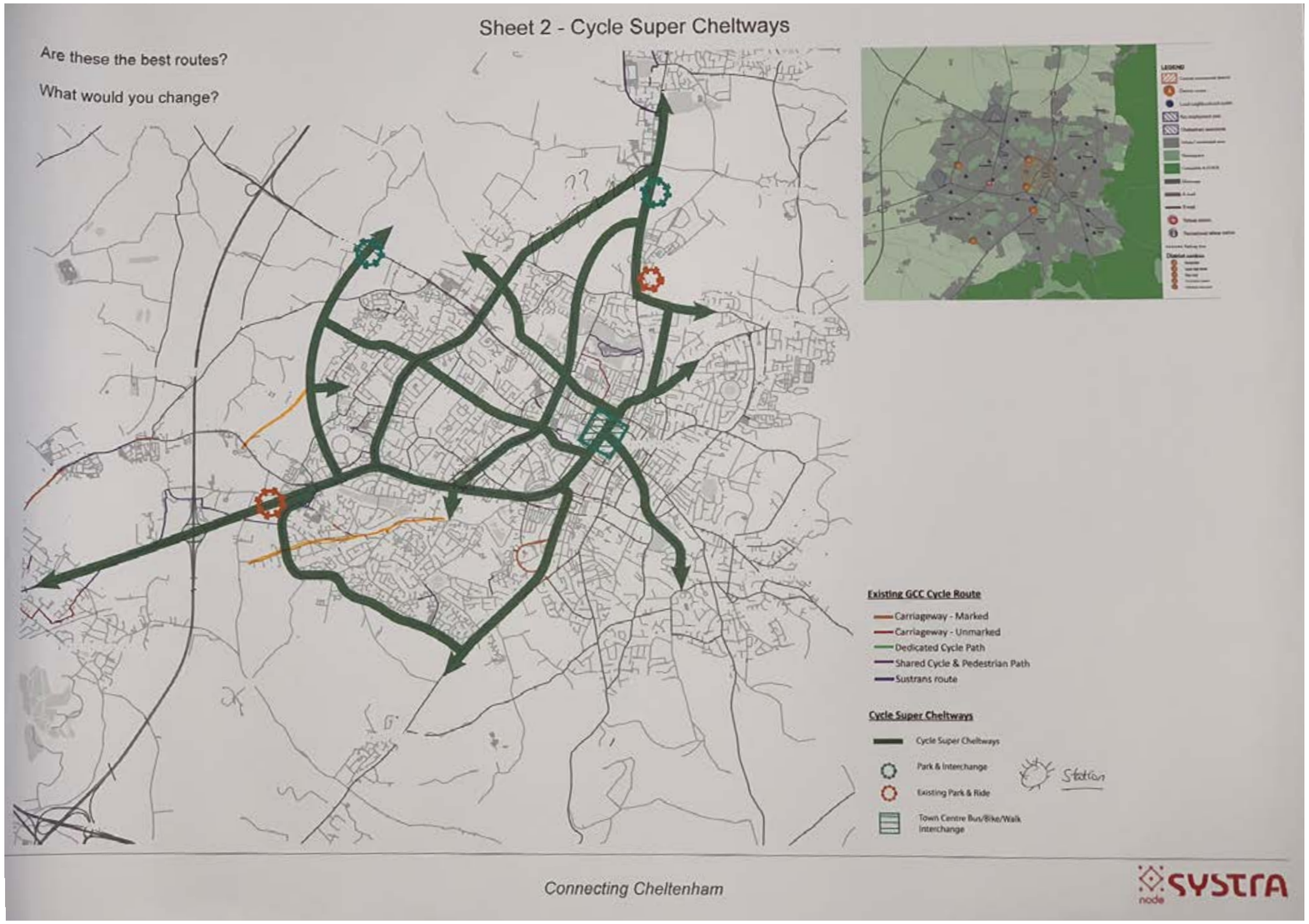


Table 6

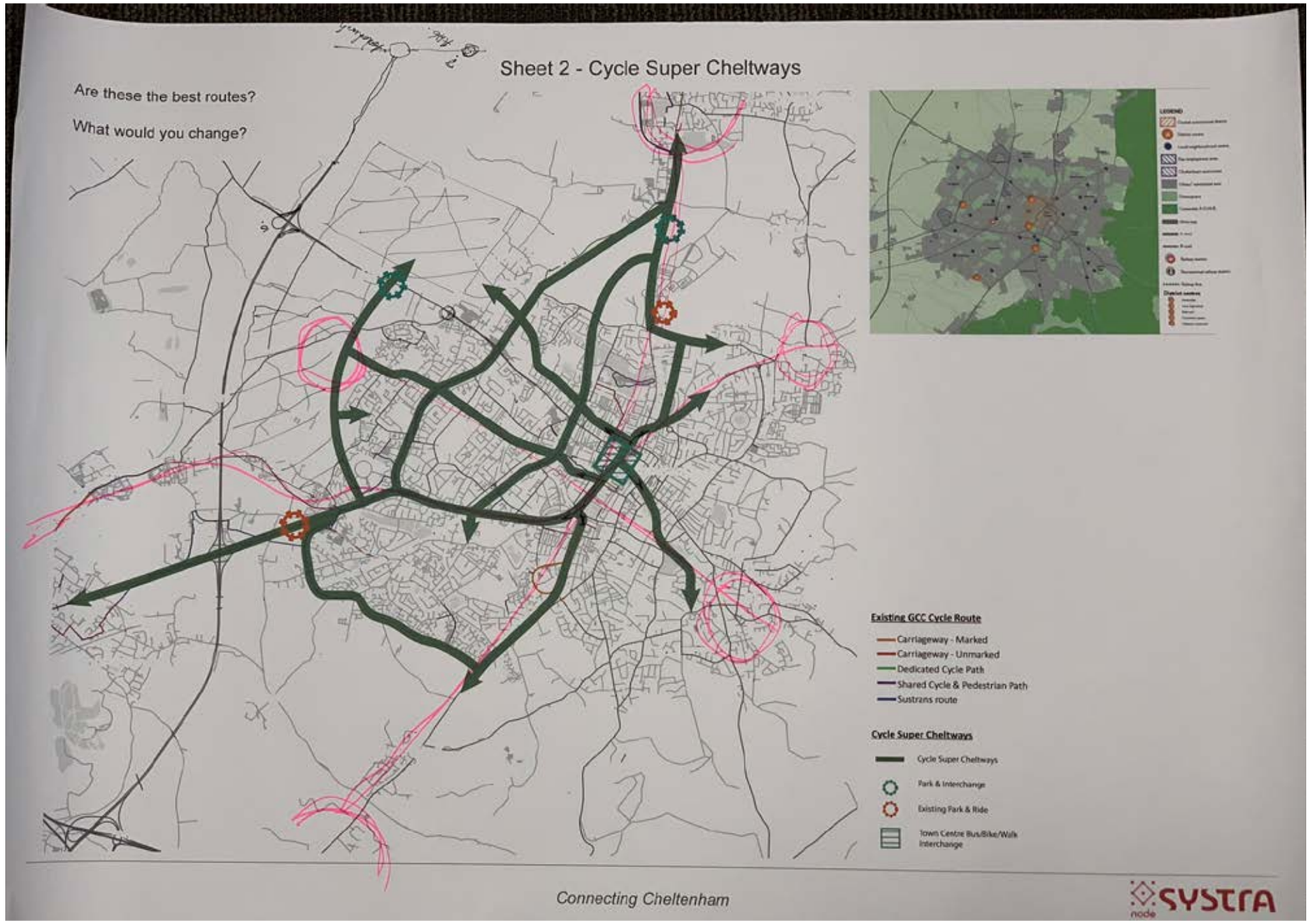
Are these the best routes?

This table plotted key destination on the plan. These fall on the Cycle Super Cheltway netowrk presented. Additionally, the group indicated new links:

- along B4063 to Gloucester
- along Shurdington Road (extend route to Gloucester employment areas)

What would you change?

The table did not note down any thoughts on this question.



SUMMARY

Overall there was consensus that the proposed that the Cycle Super Cheltway primary cycle network was about right, with some groups plotting on key locations to test this.

A number of additions/extensions to this primary network were proposed, including:

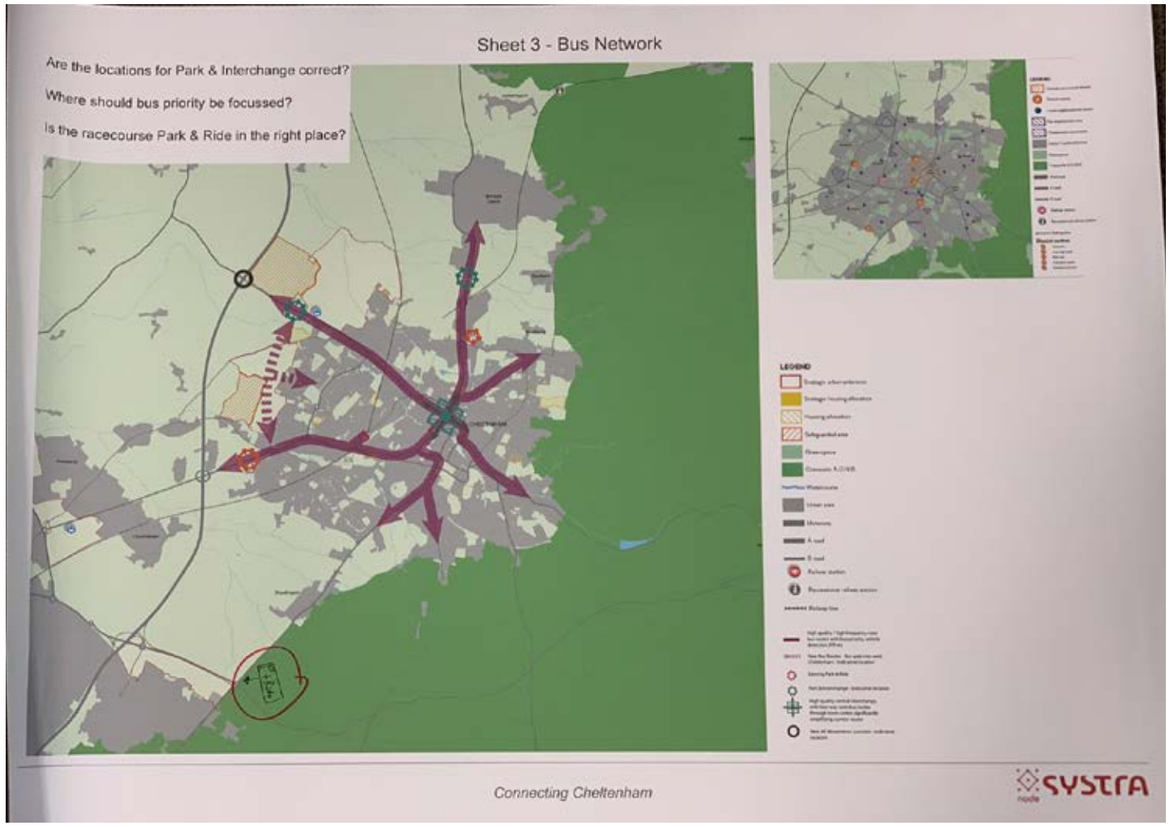
- Multiple tables proposed extension or completion of an orbital cycle way, the beginnings of which can be found in the proposed primary routes on Up Hatherley Way and running through West Cheltenham and North West Cheltenham.
- There was also consensus around creating a new primary link between the Rail Station and West Cheltenham via Libertus Road and Gloucestershire College.
- Similarly a number of table highlighted the B4063 link to Gloucester as a potential component of the primary network.
- Two groups suggested how the Honeybourne Line could be extended into Up Hatherley - one to run east from Sherbourne Road and the other run south.
- Location of high quality cycle parking, and combined e-bike hire and cycle parking was proposed by one table.
- It was noted that caution needs to be exercised, and care not to squeeze facilities onto carriageways where there is insufficient space.

TASK 3: BUS NETWORK & TOWN CENTRE BUS INTERCHANGE & ROUTING

TOWN CENTRE BUS INTERCHANGE & ROUTING

The fourth and final task sought the attendees' thoughts on proposals for the bus network and Town Centre Interchange and routing.

Tables 1 and 5 wrote no comments on the sheets.



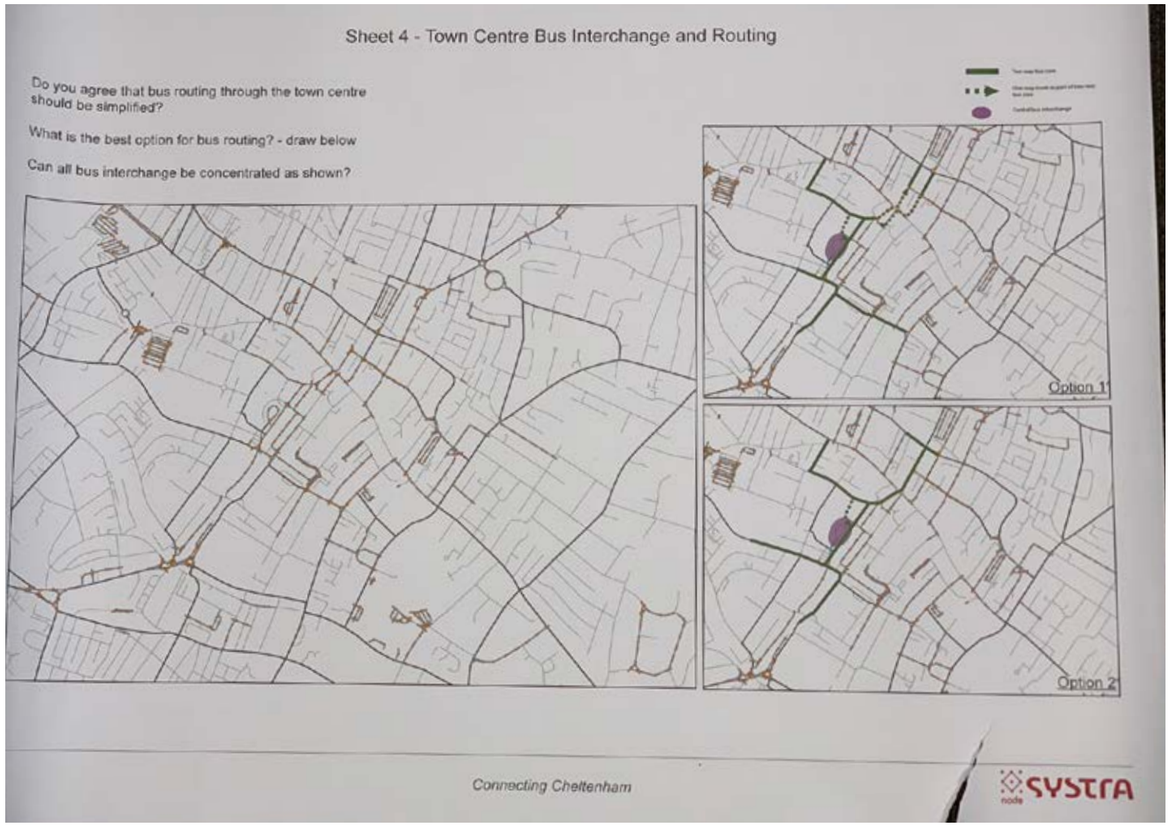


TABLE 2

ARE THE LOCATIONS FOR PARK & INTERCHANGE CORRECT?

- SUGGESTED ADDITIONAL PARK & RIDE NR J11A OF M5 AT JUNCTIONS OF A46 SHURDINGTON ROAD AND A417

WHERE SHOULD BUS PRIORITY BE FOCUSED?

THE TABLE DID NOT NOTE DOWN ANY THOUGHTS ON THIS QUESTION.

DO YOU AGREE THAT BUS ROUTING THROUGH THE TOWN CENTRE SHOULD BE SIMPLIFIED?

THE TABLE DID NOT NOTE DOWN ANY THOUGHTS ON THIS QUESTION.

WHAT IS THE BEST OPTION FOR BUS ROUTING?

THE TABLE DID NOT NOTE DOWN ANY THOUGHTS ON THIS QUESTION.

CAN ALL BUS INTERCHANGE BE CONCENTRATED AS SHOWN?

THE TABLE DID NOT NOTE DOWN ANY THOUGHTS ON THIS QUESTION.

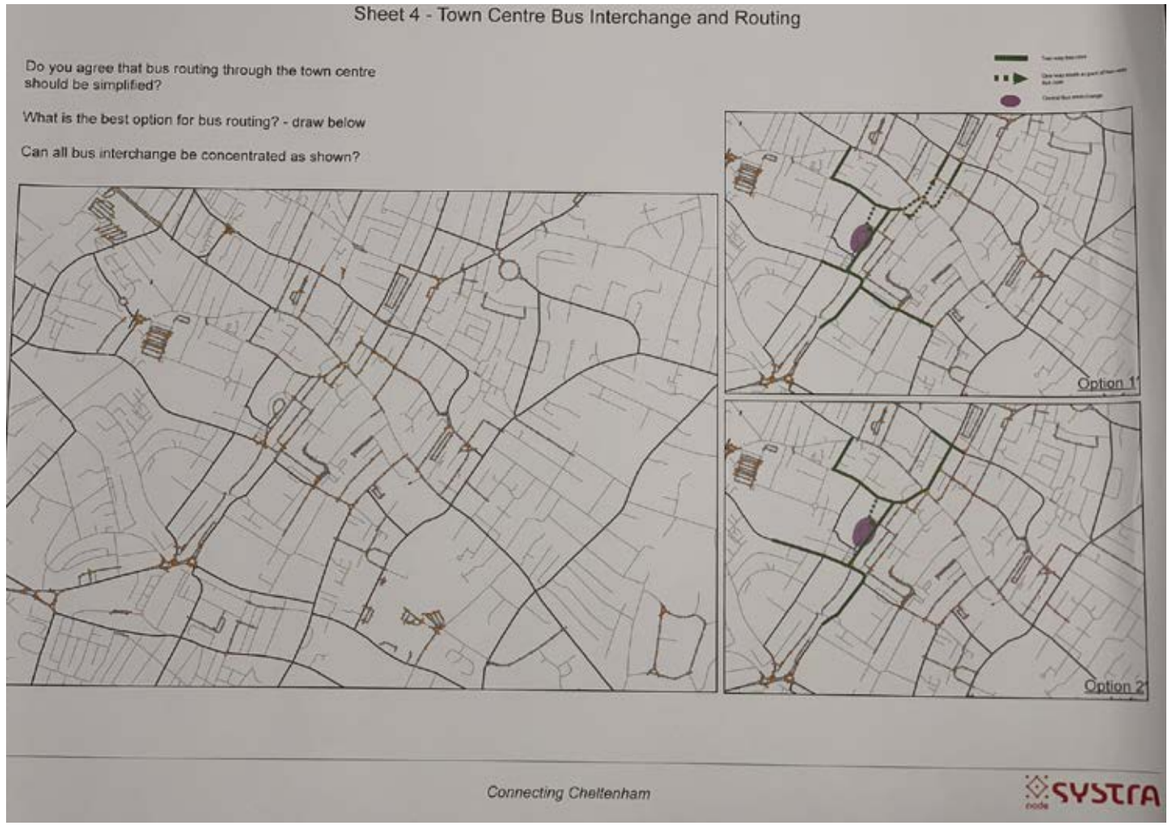


Table 3

Are the locations for Park & Interchange correct?

The table added a note that data on where people are travelling from should be used to inform locations of Park & Ride.

- An additional Park & Ride was suggested at Andoversford

Where should bus priority be focused?

- Tewkesbury Road

Do you agree that bus routing through the town centre should be simplified?

The table did not note down any thoughts on this question.

What is the best option for bus routing?

The table did not note down any thoughts on this question.

Can all bus interchange be concentrated as shown?

The table did not note down any thoughts on this question.

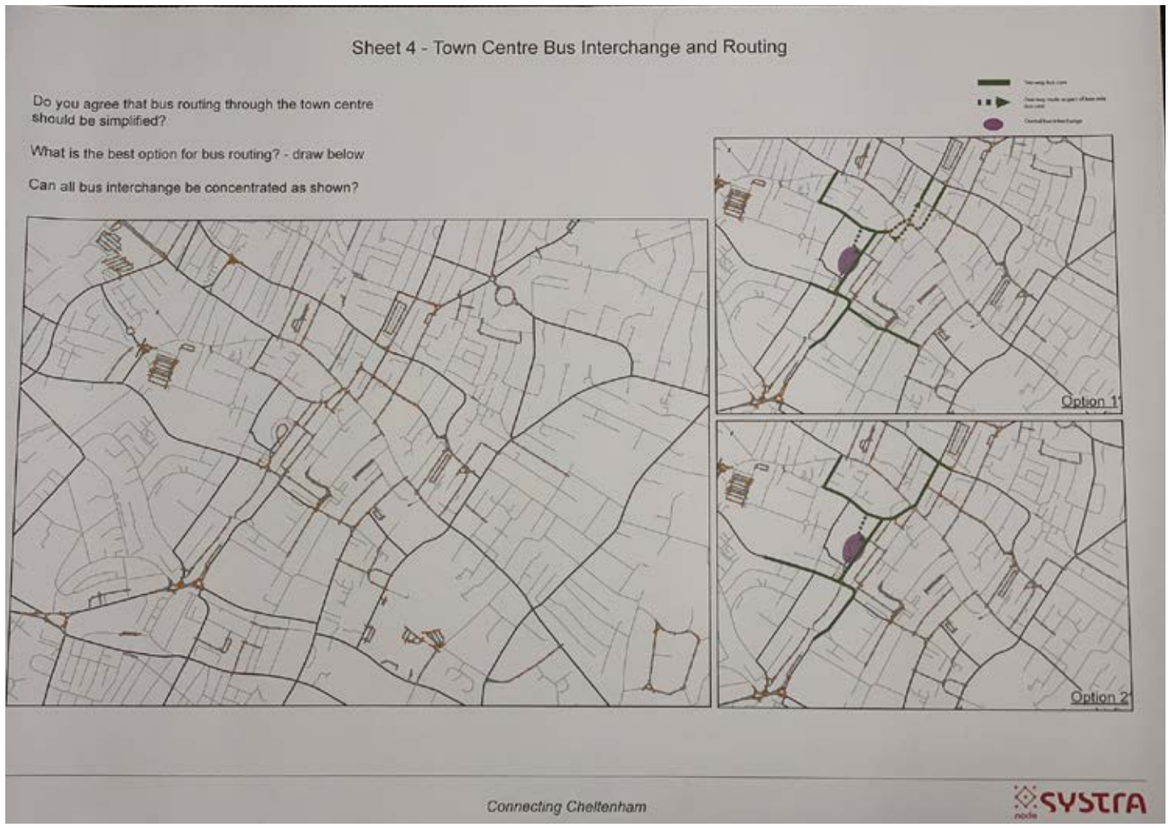


Table 4

Are the locations for Park & Interchange correct?

- Suggested additional Park & Rides:
  - Nr J11A of M5 at jn of A46 Shurdington Road and A417
  - Near Andoversford

Where should bus priority be focused?

The table did not note down any thoughts on this question.

Do you agree that bus routing through the town centre should be simplified?

The table did not note down any thoughts on this question.

What is the best option for bus routing?

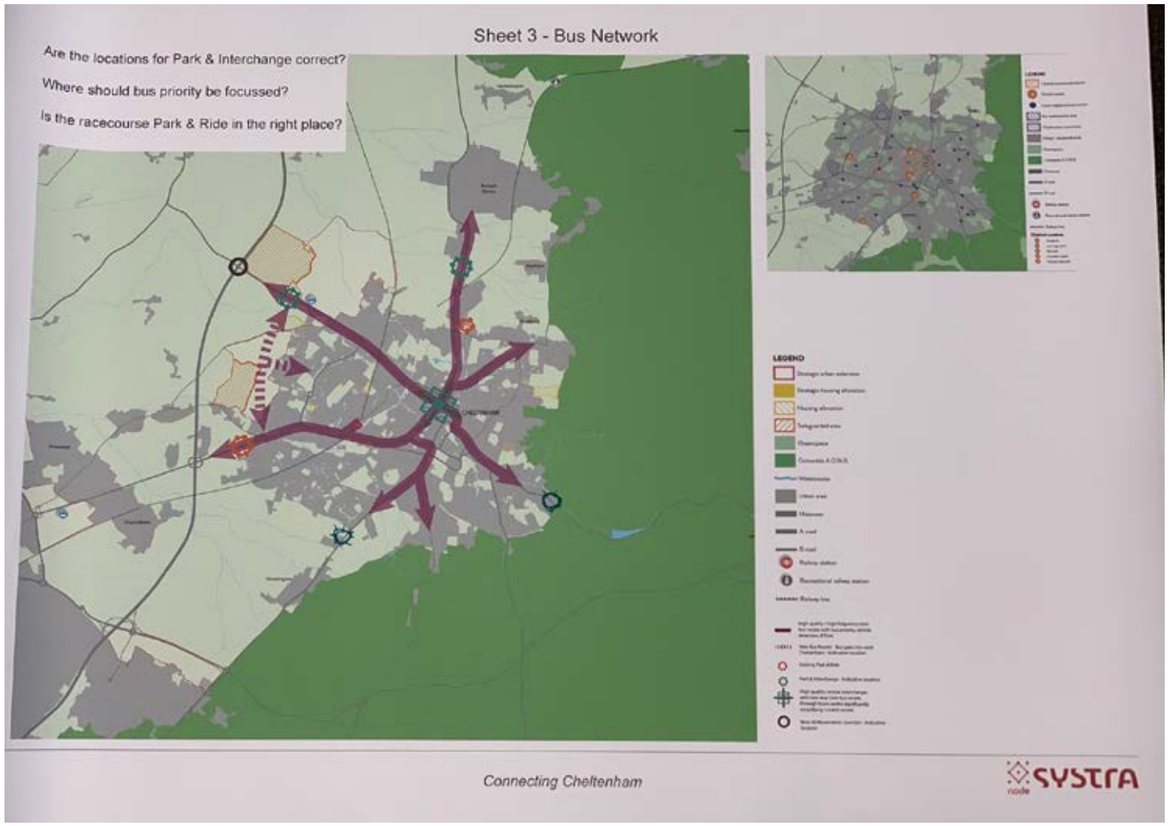
The table did not note down any thoughts on this question.

Can all bus interchange be concentrated as shown?

The table did not note down any thoughts on this question.

Notes

The table suggested an circular route on the outskirts of the town.



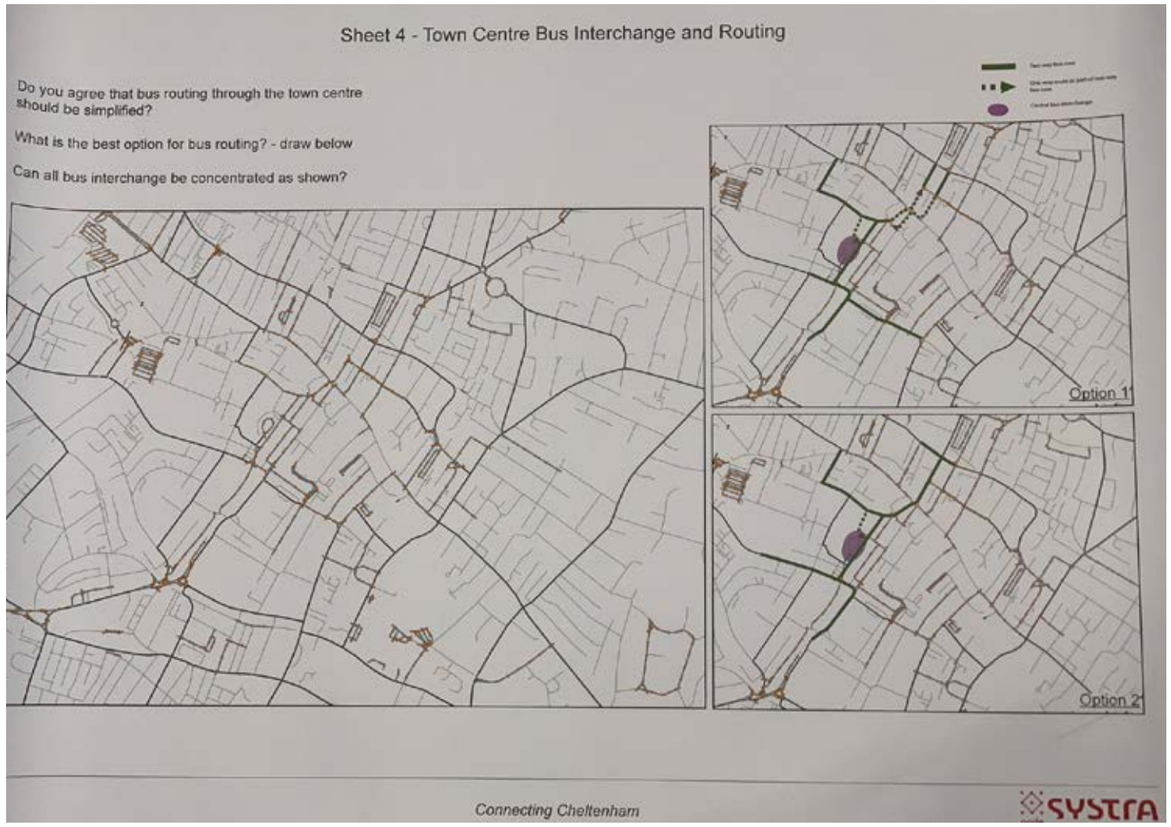


Table 6

Are the locations for Park & Interchange correct?

- Additional Park & Ride facilities were suggested on the outskirts of the town for:
  - Shurdington Road
  - A40 London Road

Where should bus priority be focused?

The table did not note down any thoughts on this question.

Do you agree that bus routing through the town centre should be simplified?

The table did not note down any thoughts on this question.

What is the best option for bus routing?

The table did not note down any thoughts on this question.

Can all bus interchange be concentrated as shown?

The table did not note down any thoughts on this question.

SUMMARY

- There were fewer responses captured in this task than the others, however there was consistency in terms of the desire to see Park and Ride facilities located to the south, on the Shurdington Road, and to the east on London Road.
- The only comment regarding bus priority was to see more priority on Tewkesbury Road.
- There was a suggestion for a town-wide circular bus route.

8 | Summary: Drivers For Change

DRIVERS FOR CHANGE

The first part of this document contains a review of Cheltenham as it is now. The review covers land use, heritage and demography as well as indicators of health and deprivation. The review also analyses current journey patterns and looks at the transport networks.

There are a number of key 'Drivers for Change' which arise out of this review and which result in the requirement for a significant change to current travel behaviour.

The following drivers for change in Cheltenham have been identified:

ACCOMMODATE THE INCREASE IN TRAVEL DEMAND AS A RESULT OF GROWTH

Cheltenham is planning for significant growth, particularly to the west of the town. This growth will come with an increased travel demand. This demand needs to accommodated efficiently, so as not to put additional strain on the existing transport networks.

This travel demand needs to be delivered whilst contributing to wider objectives including place making and sustainability. Consequently sustainable modes will need to account for a greater proportion of trips undertaken in the town,

ENCOURAGE AND FACILITATE INVESTMENT AND GROWTH

An efficient and reliable transport network is important for productive businesses, providing reliability and predictability in how employees get to work, and how their products reach their customers.

A reliable and sustainable transport system is also an important attractor of talent, particularly for businesses operating in the knowledge economy. High quality urban spaces, and good levels of walkability and cycle-friendly streets are an increasingly important selling point for recruiters in high-tech businesses across the world.

EQUITABLE ACCESS TO TRANSPORT, EMPLOYMENT, EDUCATION AND SERVICES

Cheltenham's transport system must cater for all its residents and workers. High quality sustainable corridors must be accessible to all. It is particularly important to ensure that areas with lower levels of access to private transport have access to high quality and reliable modes.

PROTECT AND ENHANCE THE QUALITY AND DISTINCTIVENESS OF CHELTENHAM AND ITS NEIGHBOURHOODS

Cheltenham has a strong built heritage, and sits on the edge of an Area of Outstanding Natural Beauty. These strong natural and heritage assets should not be damaged or compromised by transport. Reducing car domination, and reducing air and noise pollution can help to preserve and respect these assets.

INTEGRATE NEW AREAS AND COMMUNITIES EFFECTIVELY INTO THE TOWN

It will be important that new communities integrate into Cheltenham, and have easy access to, and use, the key destinations in the town. The walking, cycling and public transport networks have a critical part to play in this. The strategy needs to provide a core of high quality walking, cycling and public transport corridors which connect communities to each other, to key leisure assets and to workplaces and schools. These corridors can play an important role in making new communities feel part of Cheltenham, rather than on its edge.

FUTURE TRANSPORT RESILIENCE AND OPPORTUNITY

Understanding and planning for the impacts of disruptive technologies and the consequential changes to the shared transport market in particular will be important to ensure long term resilience in its provision.

These considerations result in the need to try and ensure that public transport is both financially sustainable but also able to respond to changing market conditions and demands.

Ensuring the maximum possible catchments, providing comprehensive bus priority, working with bus operators and improving quality, will be key to establishing a resilient high quality public transport offer. It will also be important to ensure that any new infrastructure that is built can 'flex' to accommodate a variety of vehicles and interchange requirements.

9 | Conclusion- Key Issues & Opportunities

KEY ISSUES

CAR DOMINANCE

Cheltenham has an internal car mode share for journeys to work of 50%. This level is fairly low compared to many English and Welsh comparators, but is significantly higher than comparable continental European cities, or even the best English exemplars. Cambridge has a car mode share for travel to work of only 36%.

However, although 50% is quite low, Cheltenham is physically a small and compact town, and there are very high levels of very short travel to work trips undertaken by car. It seems likely that many of these could easily be undertaken by other modes.

The whole town is covered by an Air Quality Management Area, reflecting poor air quality, for which transport and in particular private vehicular traffic is a major contributor.

Speed limits in the town are high - up to 50mph - on many routes, and there are substantial congestion issues on many key corridors at peak times. High traffic speeds and volumes act as barriers to walking and cycling, and deter, in particular, older as well as less able pedestrians from walking.

DIFFUSE TRAVEL DEMAND SPREAD AROUND TOWN

BUS TRAVEL

Bus routes are radial, and consequently the town centre is a key component of all bus routes.

There are effectively four bus interchanges in the town centre. This creates a complicated environment for passengers wishing or needing to undertake multi-leg bus trips, due to the likelihood of passengers having to interchange between disparate stops.

Stakeholders have raised issues around the cost of bus travel, which some felt made bus travel uncompetitive with driving. Stakeholders also highlighted a lack of ticket interoperability on services run by different operators as another barrier to bus usage.

Bus routing within the town centre is complicated, with many routes being indirect. Bus frequencies are limited on some corridors and rise in some cases during the off-peak. Journey times are uncompetitive, worsening significantly in peak hours.

These issues are reflected by the levels of bus usage for travel to work, which are average within England and Wales, and in the measure of journeys per head of population being low for a town the size of Cheltenham.

FRACTURED AND LIMITED CYCLING NETWORK

Cheltenham's cycle route infrastructure is patchwork, and predominantly shared with pedestrians.

The routes do not really constitute a network, so cycling on the roads is necessary for many journeys. Given the evidence for which kinds of cycling infrastructure encourage (and indeed discourage) cycling amongst different demographic sections of the population, Cheltenham's cycling infrastructure cannot be considered as inclusive, although the Honeybourne Line is a notable exception.

STATION SENSE OF ARRIVAL

Cheltenham Spa station presents a poor sense of arrival and an environment which is illegible in terms of transport options and in particular sustainable access to the town centre and major local employment centres (e.g. GCHQ). This is in spite of having a high quality and largely off-road connection to the town centre (The Honeybourne Line).

GROWTH

Substantial residential and employment growth is planned on the west and north-western fringes of Cheltenham. These developments will bring new travel demand, which could contribute to existing issues around car dominance (including congestion, poor air quality) and bus journey times and journey time reliability.

IMPACT OF TRANSPORT ON BUILT ENVIRONMENT

Car parking and the complex town centre bus routing detract from parts of the town's beautiful built environment. The Promenade fronting the Municipal Buildings is a prime example, of a space surrounded by beautiful buildings, but where much of the space is used for car parking, as a taxi rank and for bus stops and layover.

MAJOR EMPLOYMENT CENTRES

The main employment centres are Town Centre, Kingsditch and GCHQ. The latter two are on the fringes of the town and have a far higher car based mode share than the town centre.

KEY OPPORTUNITIES

Opportunity to further increase levels of cycling and bus use

Against a national backdrop of declining bus patronage a number of areas have demonstrated growth in bus usage. An increase in journey time reliability, and a reduction in journey times, ticketing and fares all provide opportunities to increase the attractiveness of the bus

An opportunity to improve mode share for cycling and bus for trips to and from Gloucester and Tewkesbury

Opportunity to intercept incoming trips (and outgoing)

For trips to and from Gloucester and Tewkesbury an opportunity to improve mode share for cycling and bus

APPENDICES

APPENDIX A : POLICY REVIEW

GCC LTP - CPS1

ISSUES:

- Congestion at strategic pinch points
  - A417 Missing Link
  - A40 from west of Gloucester to Cheltenham
- Enable M5 Growth corridor – All way improvements to M5 Junction 10
- Facilitating new areas of growth including M5 Growth Zone
- Regular occurrence of congestion on many urban corridors
- Problems of parking within Cheltenham
- Lack of on-site employee parking at local businesses.
- Buses suffer on key congested routes
- Lack of coordination between traffic signals
- Limited information regarding 'live' journey times
- Rail and Bus Stations should be gateways to county
- Lack of coordination between bus routes/companies and ticketing scheme/discount cards that can be used across providers
- Lack of cycle routes between Cheltenham and Gloucester
- Lack of cycle route

SHORT TERM PRIORITIES:

Capital priorities (physical)

Highways

- Elmbridge Transport Scheme, Gloucester
- A430 Llanthony Rd and St. Ann Way (southwest bypass) improvement, Gloucester
- A40 Over Roundabout improvement (phase 2), Gloucester
- Staverton crossroads junction (B4063 / B4634), Staverton
- St. Barnabas Roundabout enhancement, Gloucester
- Local improvement for Southgate Street to St Ann's Way, Gloucester
- Cheltenham Transport Plan
- Capital maintenance programme
- Highway safety improvement programme
- 20 mph zones

Rail

- Cheltenham Spa railway station enhancement
- Gloucester railway station enhancement

Bus

- Gloucester Transport Hub, new Bus Station, Gloucester
- Bus advantage improvements for Metz Way corridor, Gloucester, including off carriageway cycle lane improvements Gloucester - Cheltenham via Churchdown bus corridor improvements
- A40 Corridor Bus Priority, Cheltenham
- Elmbridge strategic scheme, Gloucester
- Local Park and Ride facilities

Cycle

- Access improvements for London Rd and Cirencester Rd, Cheltenham
- Access improvements linking Honeybourne Line to A40, Cheltenham
- Access improvements for outer ring road corridor, Gloucester
- Cycle infrastructure improvements

Revenue priorities (revenue)

Highways

- Working with Highways England to progress A417 Missing
- Link Scheme
- Maintenance programme
- Highway safety programme
- Freight Gateway management system
- On street parking management schemes
- Highway Safety promotions
- Civil Parking and bus lane enforcement
- Deployment of non-enforceable average speed cameras (subject to operation by Road Safety Partnership)

Rail

- Working with the West of England partnership to develop a business case for the Metrowest rail extension (Phase2)
- Railway Station Travel Plans and investment strategies

Bus

- Ongoing bus stop improvement programme
- Continued roll out of multi operator bus Smartcard ticket

Thinktravel

- Ongoing support for Thinktravel branding
- Bikeability training in schools
- Ongoing installation of electric cars and bikes charging points
- Personalised Travel Plans for new developments
- Personalised Travel Plans for key corridors
- Workplace Travel Plans

MEDIUM TERM PRIORITIES:

Capital priorities (physical)

Highways

- A417 Missing Link
- M5 Junction 10 (phase 1) improving existing access
- A46 (Shurdington Road) corridor improvements, Cheltenham
- Highway improvement for Westgate Gyratory, Gloucester
- Capital maintenance programme
- Highway safety improvement programme
- 20 mph zones

Rail

- Junction and Capacity improvements (dynamic loops) to rail lines to enable more trains to operate and more stopping services, including possible new stations

Bus

- Bus advantage improvements for Lansdown Rd corridor, Cheltenham

- Bus improvement for A435 Tewkesbury-Cheltenham corridor
- Bus advantage provided by reallocation of highway for buses and taxis at Lower High Street, Cheltenham
- Bus lane on Bruton Way, Gloucester
- Bus detection at signals to provide bus advantage at Innsworth Lane and Oxstalls Lane, Gloucester
- Improvements for Gloucester to Lydney / Coleford / Cinderford corridors
- Bus stop and bus advantage improvements for Stroud - Gloucester corridor
- Local Park and Ride facilities

Cycle

- Access improvements for Cheltenham to Bishop's Cleeve corridor
- Access improvements for A40 corridor between Cheltenham and Gloucester
- Access improvement to Gloucester & Sharpness Canal tow-path, Gloucester
- Cycle infrastructure improvements

Revenue priorities (revenue)

Highways

- Maintenance programme
- Highway safety programme
- On street parking management schemes
- Highway Safety promotions
- Civil Parking and bus lane enforcement
- Deployment of non enforceable average speed cameras (subject to operation by Road Safety Partnership)

Rail

- Providing an improved service linking Gloucester, Cam & Dursley with Bristol (Metrowest)

Bus

- Ongoing bus stop improvement programme

Thinktravel

- Ongoing support for Thinktravel branding
- Bikeability training in schools
- Ongoing installation of electric cars and bikes charging points
- Personalised Travel Plans for new developments
- Personalised Travel Plans

LONG TERM PRIORITIES:

Capital priorities (physical)

Highways

- M5 Junction 10 (phase 2) - providing 'all movements' access
- A40 Longford roundabout junction improvement, Gloucester
- A40 Over Roundabout (Phase 3) enhancement for outbound city traffic with alternative river crossing
- A417 Zoons Court roundabout improvement, Gloucester
- A417 - Brockworth Bypass / A46 Shurdington Rd junction improvement, Brockworth
- Junction widening for Priory Rd providing bus advantage, Gloucester
- A38 outer ring road corridor improvements, Gloucester
- A417 replacement of existing highway with elevated section, Maisemore
- A4019 corridor improvements including bus advantage, Cheltenham
- A4019 Honeybourne Railway Bridge increased height clearance, Cheltenham
- A435 corridor improvements, Bishops Cleeve
- A417 C&G roundabout new left turn Lane from Barnwood Link to Corinium Avenue, Gloucester
- B4063 corridor improvements, Churchdown
- Down Hatherley Lane corridor improvements, Innsworth
- Capital maintenance programme
- Highway safety improvement programme
- 20 mph zone

Rail

- A new railway station south of Gloucester

Bus

- Strategic Park and Ride expansion at Cheltenham Racecourse
- Strategic Park and Ride expansion at Waterwells, Gloucester
- Strategic Park and Ride scheme at Uckington, Cheltenham
- Strategic Park and Ride scheme for A46 Brockworth / Shurdington

Cycle

- Cycle infrasructure improvements

Revenue priorities (revenue)

Highways

- Maintenance programme
- Highway safety programme
- Freight Gateway management system
- On street parking management schemes
- Highway Safety promotions
- Civil Parking and bus lane enforcement
- Deployment of non-enforceable average speed cameras (subject to operation by Road Safety Partnership)

Rail

- Provide service enhancements for Lydney with better linkages for Birmingham-Gloucester-Cardiff services

Bus

- Ongoing bus stop improvement programme

Thinktravel

- Ongoing support for Thinktravel branding
- Bikeability training in schools
- Ongoing installation of Electric cars and bikes charging points
- Personalised Travel Plans for new developments
- Personalised Travel Plans for key corridors
- Workplace Travel Plans

THE OUTCOMES:

The priorities outlined in this strategy will assist in delivering the LTP objectives by:

Support sustainable economic growth

• Highly accessible economic vibrant urban centres which benefit from the strong transport linkages to London, Birmingham, Bristol, Cardiff, Oxford and Swindon

• Managed congestion to provide greater certainty of journey times

Enable community connectivity

• An intelligent transport system which increases awareness of travel options by delivering place making initiatives to improve the quality of life of local residents

• An increased role of technology to inform, prepare and make people aware of travel conditions so they can consider their travel options

Conserve the environment

• More people using public transport by aiding ease of use and awareness through the use of technology and highway improvements to reduce delays

Improve community health and well being

• More people cycling and walking across all age groups for shorter distances.

GCC LTP

PD1 BUS

BUS

GCC will work with partners and communities to provide realistic opportunities for travel choice by bus for residents, employers, and visitors and promote them as an alternative to the car to encourage increased levels of use. GCC will do this by implementing the following policy proposals:

- To work with transport providers to provide an appropriate level of service throughout the day, evening and at weekends to links communities with employment, education, health services, retail centres and enable connectivity between bus and rail services
- To work with neighbouring authorities and bus operators to provide cross boundary services to key local destinations outside the county
- Where services cannot operate on a commercial basis GCC may choose to subsidise those which are socially necessary, subject to the funding available
- To support linkages between urban centres on key bus corridors. For locations not served by these corridors, access should be to the nearest key settlement. This will be provided through the delivery of a Total Transport concept using patient care transport, travel training and travel buddies, reducing dependency on bespoke transport solutions
- To support Gloucestershire's most vulnerable by providing the means for them to access the services they need by using appropriate public transport, by reviewing how public
- To encourage transport operators to invest in and maintain the quality of their vehicles fleets
- To maintain the phased introduction of traffic signal based bus priorities measures linked with MOVA signal improvements at highway network pinch points
- To deliver bus lanes and other 'hard' infrastructure where a business case can demonstrate the proposal has overall benefits to road users, in terms of journey time and reliability

PARK AND RIDE

GCC will work with our partners to provide realistic opportunities for travel choice for residents, employers, and visitors through the delivery of local Park and Ride and commercially viable strategic Park and Ride facilities. GCC will do this by implementing the following policy proposals:

- To work with communities and developers to identify local Park and Ride facilities located on existing commercial high frequency bus corridors, which encourage mode transfer onto a bus for part of the journey. Local Park and Ride facilities will include an upgraded passenger waiting facility including Real Time Passenger Information, safe and secure parking for cycles and accessible car parking facilities. The latter may be on residential roads or dedicated cycle or car parks where sufficient demand and commercial viability exists
- GCC will continue to promote existing commercially operated strategic Park and Ride facilities at Arle Court, Cheltenham Race Course and Waterwells, Gloucester
- New strategic Park and Ride facilities will only be delivered if the financing of the site construction and maintenance can be agreed through third-party funding and the bus service operated on a commercial basis.

GLOUCESTER TRANSPORT HUB

LTP PD 1.5 – Gloucester Transport Hub
GCC will encourage innovative and attractive development of the Gloucester Central Transport Hub to promote the use of bus travel and aid connectivity between Gloucester Railway Station and the city centre. GCC will do this by implementing the following policy proposals:

- To encourage the use of innovative design to enhance the aesthetic appeal and desirability of using public transport facilities. In addition to operation and safety issues GCC welcomes designs which complement and where possible enhance the natural, built and historic environment
- To ensure that any new infrastructure contributes towards the LTP vision through the application of design principles which will lead to a transport network that people feel safe and enjoy using
- To encourage developers to consider the likely mix of street users and activities
- To work with developers and transport scheme promoters to consider, when designing new schemes, factors which influence the success of routes and facilities in terms of their use and function, such as gradient, lighting, natural surveillance, integration and signing.

PD2 CYCLE

The cycling hierarchy of provision:

- Traffic volume reduction
- Traffic speed reduction
- Junction treatment, hazard site treatment, traffic management
- Reallocation of carriageway space
- Cycle tracks away from roads
- Conversion of footways / footpaths to shared space for pedestrians or cyclists

Through consultation, there seems to be a preference and argument for the implementation of cycle segregation. However GCC have preference for a less 'engineered' solution and prefer 'invisible infrastructure' where, through careful street space design and management, there is no requirement for heavily engineered cycle specific infrastructure.

GCC will deliver a functioning cycle network by improving cycle linkages and safeguard quiet highway connections by working with delivery partners, other agencies, and community stakeholders to identify and remove barriers (physical or psychological) to cycling. GCC will do this by implementing the following policy proposals:

- To improve cycle linkages between and within settlements throughout
- Gloucestershire by working with delivery partners, other agencies, the community and stakeholders to remove barriers to cycling and consolidate the network
- To focus investment in cycling in more developed areas and especially where new development is planned
- To recognise the role and function of the existing quiet lane network and seek to expand this where possible to provide safe cycle linkages
- To ensure developers assess the needs of all pedestrians and cyclists within their development design and any improvements associated with the development. All cycle infrastructure provided within the county will be in accordance with Manual for Gloucestershire Streets (MfGS) and Cycle Facility Guidelines
- To ensure all schemes on the local highway network will be subject to appropriate context reports and audits (including Road Safety, Non- Motorised Users, Walking, Cycling and Quality Audits) before design approval
- To support the development and promotion of the leisure cycle network, and Public Rights of Way Network to encourage greater use linking centre of population
- To work in partnership with communities in identifying local transport needs and solutions (through e.g. Parish and Neighbourhood Plans)
- To work with district / borough councils to ensure that new development is well connected to the existing transport network

LTP PD 2.3 Integration with new developments
GCC will liaise with Local Planning Authorities and developers to ensure connectivity between new developments and existing infrastructure and to ensure that realistic opportunities for travel choice are taken up within and between new developments. GCC will do this by implementing the following policy proposals:

- To require that developers ensure that transport infrastructure is provided to mitigate the impact of proposed development on the highway and transport networks and that opportunities for sustainable travel have been taken up by any development that generates significant vehicle movements
- That all schemes on the local highway network are subject to appropriate Context Reports and Audits (including Road Safety, Non-Motorised Users, Walking, Cycling and Quality Audits) before design approval
- That developments identify, protect and exploit opportunities for sustainable transport mode use and are based on design principles which encourage travel by walking, cycling and public transport
- That developers consider the likely mix of street users and activities with reference to the Manual for Gloucestershire Streets
- To use Personalised Travel Planning (PTP) as part of the toolkit of measures for delivering smarter travel choices, where appropriate, in new and existing residential developments
- To identify and safeguard existing and potential quiet highway routes and connections, within and between settlements, where walking and cycling are to be promoted, hence supporting community connectivity and permeability.

GCC will work with partners to encourage levels of physical activity by encouraging greater numbers of people to walk and cycle short distance trips and to enable children to enjoy more independent, physically active lifestyles. GCC will do this by implementing the following policy proposals:

- To reduce both actual and perceived risk to personal safety. The choice to walk and cycle is strongly influenced by perception and experience of available infrastructure, aesthetics and safety
- To ensure walking and cycling routes are safe and form a continuous accessible network accessing town centres, residential areas, employment areas, and routes to schools
- To recommend the use of designated cycle routes which provide safe and attractive alternatives to some roads carrying high motorised flows and/or speeds
- To encourage developers to include both informal and formal playable space in new development and engage children in the design process. Streets should be where children feel safe to play, walk and cycle
- To identify partnerships where transport and health outcomes and resources can be aligned to attain cross-sector health benefits and cost savings

PD3 FREIGHT

GCC will work in partnership with Highways England, neighbouring highway authorities and the Police to increase the role of technology to assist in the dissemination of journey information. GCC will do this by implementing the following policy proposals:

- To work with national freight mapping companies to inform freight operating route planning systems and ensure the primary route corridors map is reviewed periodically
- To work in partnership with Highways England and neighbouring highway authorities to manage cross boundary advisory freight routes including the management of abnormal loads. This partnership will be on the basis of an informal working relationship rather than a formal Quality Partnership arrangement
- To increase the use of technology and social media to increase awareness of any delays on the highway network to ensure highway users are informed in advance or during their journey
- To disseminate travel information during times of extreme weather so people are informed and aware about the travel choices they have
- To increase the use of Variable Message Signing (VMS) that can be used to inform freight and other traffic about network delays and where necessary provide advisory guidance
- To develop a network of smart information posts that provide 'real time' journey information and advisory route

options
- To encourage parish and town councils to identify and monitor any perceived freight issues through Lorry Watch

GCC will provide driver facilities to enable drivers to rest. These will be provided at suitable locations on or near the primary route corridors for HGVs. GCC will do this by implementing the following policy proposals:
- To work with district / borough councils, Highway England and Parish / Town councils to encourage the designation of off road parking facilities
- To ensure lay-bys are maintained to provide suitable facilities for drivers including the removal of low hanging vegetation, street lighting, and fit for purpose highways surfacing
- To maintain the availability of travel information provided at appropriate laybys

PD4 HIGHWAYS

Figure F – Gloucestershire's Link and Place Spectrum – Defining Characteristics

Link Type	Highway Characteristic	Journey time reliability	Road environment	Typical highway speed	Bus network	Streetscape	Accessibility and Place	Example
National Link	Strategic Road Network Managed by Highways England High vehicle flows Designated freight route	Critical for national economy	Motorway Dual Carriageway Small section blocks local communities	70-50	Limited bus access	Mainly no community interaction Where this exists results in linear community severance	Function is for traffic only	M5, M50, A417, A40, A40
Primary Link	Strategic route within the county High vehicle flows Designated freight route	Critical for local economy	A roads Dual carriageway Single carriageway	70-30	Strategic bus service High frequency services linking key destinations (places)	Mixed Rural routes with minimal community interaction Urban through routes	Mixed Function is for all highway users vehicles dominate	A38, A48, A4136, A418, A4136, A429, A40
District Link	Distributor link Rural road Some freight traffic	Critical for local access - reliability good	A or B road Single carriageway	60-30	Strategic and non-strategic services	Rural routes where communities are bisected this results in linear severance	Mixed Function is for all highway users vehicles dominate	A40, A417, B4633, B4077, B4008, B4251, B4234
Suburban Link	Residential or commercial areas High level of use Very busy in peak times	Moderate delays to be expected	Dual carriageway Single carriageway	40-20	Destinations for many services	Highway part of built form – significant interactions between highways users and place usually journey end points	Busy with increased pedestrian and cyclist interactions	Town or village centres
Local Link	Residential Rural link	Access only	Single carriageway Cul-de-sacs	30-20	Limited to non-strategic local services	Highly built up or rural No severance caused by highway	Low vehicle numbers Agricultural vehicles Horse riders High pedestrian or cycle use	Housing estates or quiet rural routes

LINK AND PLACES SPECTRUM

GCC will maintain a functioning highway network that supports Gloucestershire transport network by ensuring the safe and expeditious movement of highway users. GCC will do this by implementing the following policy proposals:
• To work in partnership with the Highways England to maintain the safe and expeditious movement of traffic when using the Strategic Road Network by seeking value for money improvements to network pinch points to enhance network efficiency
• To liaise closely with the Welsh Assembly and Monmouthshire Council to support proposals for the development of the Chepstow Outer Bypass
• To lobby the Department of Transport to reduce the toll fees on the Severn Crossings in line with other river crossings, and to introduce two way traffic tolls using modern technology
• To maintain and, where possible, improve the highway network for all non-motorised highway users supporting the integration of transport modes
• To reduce the risk of conflict for all highway users by complying with national
Government guidance and legislation including the use of mobility scooters on the footpath
• To increase the use of technology and social media (Intelligent Transport Systems) to increase awareness of any delays on the highway network to ensure highway users are informed in advance or during their journey
• To apply the Link and Place highway spectrum when prioritising investment decisions and during discussions with local communities when producing their Neighbourhood Plans.

ASSETS

GCC will manage the local highway asset in line with the Transport Asset Management Plan (TAMP), the Highways Maintenance Handbook and other guidance or policies such as the updated Gloucestershire Highways Biodiversity Guidance (2015). GCC will do this by implementing the following policy proposals:
- To deliver fit for purpose roads
- To work with GCC's Highways Maintenance supplier to deliver the works and services outlined in the Transport Asset Management Plan
- To inspect and repair the highway network as per the county's Highway Safety Inspection Policy in order to ensure it is in a safe condition
- To ensure that street works undertaken on the local network by third parties are completed to a high standard minimising congestion and that the quality of such works is monitored, with the third parties being required to take corrective action as necessary
- To manage the street lighting network to minimise environmental impact without compromising on road safety and personal security
- To manage the traffic signal network to minimise congestion
- To ensure road signage is maintained so it is clearly visible to all road users
- To review the provision of street furniture and signing as part of the design process for all maintenance and improvement schemes to ensure that street clutter is minimised
- To minimise the impact of highway work on the surrounding landscape and ensure where new highway structures are required they need to be sympathetic to their surroundings including bridges, fencing and walling.
- To ensure promoters of new transport schemes comply with the Enhanced Materials Policy (MFGS) whereby appropriate materials are specified and the full costs of implementation and future maintenance are factored into the scheme budget
- To comply with the Gloucestershire Highways Biodiversity Guidance (January 2015) or subsequent guidance
- To enhance and restore the wildlife function of highway verges by continuing to work in partnership with Gloucestershire Wildlife Trust (GWT) through GCC's Conservation Road Verges Site Register to ensure that all road verges receive appropriate conservation management as part of highways maintenance and related schemes

PEDESTRIANS

GCC will work with all transport providers to provide a safe, reliable and efficient highway network that encourages pedestrian movements and provides vital walking connections between communities, employment and services. GCC will do this by implementing the following policy proposals:
- To maintain and, where possible, improve the pedestrian network taking into account all types of user by supporting the integration of the pedestrian network with all other modes of travel
- That all schemes on the local highway network are subject to appropriate Context Reports and Audits (including Road Safety, Non-Motorised Users, Walking, Cycling and Quality

Audits) before design approval
- To support the delivery of the Rights of Way Improvement Plan and the upgrade and improvement of Rights of Way where they connect to local footway networks or could offer convenient routes for local trips
- To support the improvement of the pedestrian environment by providing pleasant and convivial streets with a sense of place which encourage walking (as well as cycling)
- To encourage developers to consider the inclusion of playable space and informal play opportunities in new development and encourage the engagement of children in the design process. Streets should be created where children feel safe to play and walking and cycling amongst children is encouraged and supported through street design and development layout

BUS LANES

To manage the use of County Council managed bus lanes to facilitate the movement of buses along congestion routes ensuring the safe and efficient movement of all highway users GCC will do this by implementing the following policy proposal:
- To restrict the use of bus lanes to the following highway users:
  - Buses and coaches
  - Hackney Cabs
  - Private Hire Vehicles may be permitted to use bus lanes on county council maintained highways where local circumstances allow and the impact on other users is minimal.
  - Pedal cycles
  - Emergency Service vehicles
  - Motorcycles where it is possible to provide a consistent route approach and following a robust risk assessment
- To produce a set of guidelines outlining where motorcycles could or could not be considered for exemption to using bus lanes
- To adhere to the standard bus lane width of 4m for the implementation of new bus lanes where feasible, to minimise the risk of incidents with other road users. The minimum bus lane width should be 3m where buses should follow a cyclist until there is space in the adjacent lane to overtake
- The use of bus lanes will be managed by Traffic Regulation Orders and enforced by the Police or by the use of Automatic Number Plate Recognition (ANPR) cameras operated by GCC. Where Traffic Regulation Orders have been broken by road users GCC will use a civil enforcement process to administer fines

HEALTH AND WELL-BEING

GCC will support the Rights of Way and Countryside Access Improvement Plan in identifying and seeking to support measures to improve safety, accessibility and the quality of the experience for walkers, horse riders, carriage drivers and cyclists where there is an identified need.
- GCC will do this by implementing the following policy proposals:
- To integrate pedestrian, cycle and horse riding routes with the road network to promote a cohesive path network and, where a route has to cross a busy road, provide a safe crossing point
- To maintain verges for horse riders and walkers, especially where this provides links between sections of the public rights of way network
- To consider the traffic implications on any existing pedestrian, cycle or horse riding paths or road crossing points where new development is planned
- To encourage people away from busy routes, where traffic flows or speeds cannot reasonably be reduced, by agreeing measures to safeguard quieter routes and improve accessibility to and within green space and rural settlements
- To encourage the use of the rights-of-way network for utility journeys, particularly in the urban fringe and between some villages.
- To support the exploration and development of the wider network of route opportunities which may successfully dovetail with the rights of way network to provide a coherent safe network

PD5 RAIL

Rail station improvements and proposals

Station	Findings	Short-Term proposals (up to 2019)
Cheltenham Spa	• Key gateway to one of two main urban centres • Distant from town • Poor passenger facilities • Lack of parking	• Investment in facilities • Increase car parking (including short-term use of area for potential bay platforms • Improve concourse • Improve bus interchange • Improve cycle access & facilities
Gloucester	• Key gateway to one of two main urban centres • Central location provides focus for development of Gloucester City • Poor environment around station • Poor access to town centre • Very poor access to north side, including hospital • Limited car parking	• Develop car park on north side • New pedestrian entrance to north side (car park and hospital) • Improve highway access to north-side car park • Improve north-south access (improve subway) • Integrate station with town centre, via Kings Quarter and new bus station • Improve forecourt and station buildings • Develop land to north of station – good connectivity
Stroud	• Market town station • Central location and attractive environment • Limited car parking • Good cycle access but limited cycle parking • Poor access across tracks (old footbridge not Equality Act compliant)	• Improve station facilities and access (e.g. footbridge) • Increase and improve cycle parking
Stonehouse	• Basic station facilities • Very constrained location, making access and parking difficult • Cycling to station from surrounding area quite feasible • Poor cycle storage (unsuitable location, poor security)	• Improve station facilities, including cycle storage • Promote walk and cycle access

Station	Findings	Short-Term proposals (up to 2019)
Kemble	• Station serves Cirencester and surrounding rural area • Station lies 6km from Cirencester • Car park full – awaiting planning permission for larger new one • Car parking always likely to be constraint • Poor highway access (queuing at A433/A429 junction) • Poor cycle access from Cirencester • Irregular and complex bus links, not timed to trains	• Deliver new car park and plan further provision to meet growth • Improve highway, bus and cycle links (developer contributions)
Moreton-in-Marsh	• Station serves village and surrounding rural area • Low growth in patronage (2001-2014) • Relatively low housing growth planned	• Resolve town centre pedestrian access issue
Cam and Dursley	• Car park full –Car parking always likely to be constraint	• Deliver new car park and plan further provision to meet growth • Improve highway, bus and cycle links (developer contributions)
Lydney	• Station serves Lydney and wider Forest of Dean • Distant from town, with poor access • Limited parking available • Significant planned housing growth in area, with more possible at harbour.	• Implement Lydney Transport Strategy to improve access • Enlarge car park and develop plans for more parking
Ashchurch for Tewkesbury	• Significant housing growth planned • Poor connections to Tewkesbury • Very basic station facilities	• Seek funding to improve station facilities, including parking

GCC will engage with delivery partners to maximise the desirability, demand and customer experience of using Railway Stations within Gloucestershire. Station Facilities need to meet existing and forecasted demand by providing the safe and secure facilities for pedestrians, cyclists, bus users and car users. GCC will do this by implementing the following policy proposals:
- To work in partnership with district / borough councils, the Local Enterprise Partnership, Highways England and Department for Transport to seek investment in the county's transport network as funding opportunities arise.
- To ensure each railway station has a clear plan for its development in the short, medium and long term, linked to development proposals in the area and the wider rail-side opportunities
- To work with Train Operating Companies to encourage ongoing investment in station facilities to improve the experience of travelling within the county. Improvements include improved passenger waiting facilities, increasing

cycle racks, car parking, access improvements and providing real time passenger information for onward journeys

- Where bus services access railway stations ensure the timings of those services complement each other to encourage interchange between modes.
- To encourage early consultation with Highway Development Management officers to agree design principles at pre-application stage to avoid prolonged or unsatisfactory discussion later in the planning process. This consultation should consider innovative layouts but should a developer propose the use of enhanced materials, they will need to demonstrate that such use will be financially sustainable in the long term.
- To encourage the use of innovative design to enhance the aesthetic appeal and desirability of using public transport facilities. In addition to operation and safety issues GCC welcomes designs which complement and where possible enhance the natural, built and historic environment.

NETWORK RAIL AND GREAT WESTERN RAIL

AMBITIONS FOR CHELTENHAM SPA

- Improve the Lansdown Road pedestrian and cycle link.
- Safer walking route between the building and Queen's Road entrance.
- Extra bike parking.
- Multi-modal forecourt enhancements to include bus stops, taxi ranks and more extensive pedestrianisation.
- Quality paving materials and enhanced lighting.
- Platform extension for longer trains.
- More frequent trains between London and Cheltenham beginning December 2018.

LOCAL TRANSPORT FUND

Some projects concentrated on sustainable transport improvements that made their town centres more attractive to shoppers. Redhill, Cheltenham and Gloucester. Also made transport changes that improved the public realm in their town centres.

GLOUCESTERSHIRE RAIL STUDY

Summary of Proposals – Demand/Economics, Strategic and Deliverability Factors

Cheltenham Spa Station		
Findings	Short-Term Recommendations (to 2019)	Medium to Long-Term Recommendations (2019-2029+)
• Key gateway to one of two main urban centres • Excellent connectivity across UK, including London • Rail Interchange point • Distant from town • Poor passenger facilities • Lack of parking • Long-term train capacity issues	• Investment in facilities • Increase car parking (including short-term use of area for potential bay platforms • Improve concourse • Improve bus interchange • Improve cycle access & facilities	• Review train capacity requirements and potential need for bay platforms (terminating trains) • Review overall service patterns as part of wider planning

The First Great Western Rail Franchise, is pivotal for Gloucestershire, along with the Cross Country and Arriva Trains Wales franchises. The company's priority in relation to Gloucestershire is focussed on improving services from the main centres, including Cheltenham and Gloucester and especially to London and the wider South-East. These improved links should be complemented by enhanced connectivity to growth centres, including Bristol, Birmingham, Cardiff, Oxford, Swindon and Reading.

Cheltenham Borough Council

Cheltenham Spa is the busiest station in the county with nearly 2 million passengers a year. It is categorised as C1 by Network Rail, in the same category as Manchester Oxford Road. The threshold for a Category B station (eg Bristol Parkway) is 2 million passengers/year. The station, though distant from the town centre, is a major asset and is key to the development of the town and its economy.

Cheltenham Borough Council/Cheltenham Development Task Group are progressing plans to significantly improve the station. These include increasing car parking, improving bus access on the forecourt and enhancing the station facilities. A package of different funding sources is being worked on including the Gloucestershire Local Transport Board, commitments made through the FGW franchise, Access for All and National Station Improvement Plan funding. A Station Commercial Project Fund bid is currently being submitted, led by FGW with the support if Cheltenham Borough Council and Gloucestershire County Council. Funding has recently been secured to create a cycle/pedestrian link from the station to the A40 which is being led by Sustrans. Phase two of the station improvements could include additional bay platforms to accommodate terminating trains which currently have to cross the main line into the sidings north of the station. Concerns have been raised about the state and appearance of the station which hadn't had any significant improvements in recent decades.

Cheltenham Spa Station

Strategic

This is the gateway to one of Gloucestershire's two main urban centres and essential to the economic growth of the county. This rail station provides connectivity to the wider regional and UK economy, as well as local links. Cheltenham Spa station is peripheral from the town and has physical constraints on its development. There is a strategic imperative to address the issues and capitalise on the opportunities which this stations provides.

A significant strength stems from the excellent connectivity to Bristol, Birmingham, Cardiff and London. This will be complemented by the forthcoming hourly London service through the Great Western franchise, with new trains due from 2017.

There is a high level of stakeholder support across the board for investment in this station, including the three main rail operators, the local and county councils.
In both cases, an overarching plan to address issues and capitalise on opportunities would provide the framework for a phased improvement programme and associated funding.

Economic

Significant economic benefits can be derived from the development of this station in the context of its wider environment and connection to the surrounding areas. Alongside the 'transport' benefits calculated through the transport appraisal process, the wider economic benefits of investment would be a key element in developing and presenting a case. Linking Cheltenham and Gloucestershire as a whole to the economies of the West Midlands, Cardiff, Bristol, Reading, London and the wider South-East, effectively makes Cheltenham a part of these growing

economies.

Investment in the station will help capitalise on this connectivity, enabling sustained economic growth for the urban centre and its surroundings - and Gloucestershire as a whole.

A virtuous economic circle is achievable, whereby the innate connectivity and attractiveness will generate additional patronage which will engender increased services to key destinations. Examples include the potential for a half-hourly Bristol-Gloucester service and the higher-frequency London and Cardiff services mooted in the Western Route Study.
No attempt has been made in this study to quantify the transport economic benefits or wider economic benefits from the development or either station. This would be undertaken, as appropriate, in supporting future business cases or funding bids.

In relation to the modelling undertaken based on frequency increases on key routes, a doubling of frequency provides a total discounted benefit (PVB) of £19.5m. Patronage growth is predicted as 5% (2015) and 32% (2030).

Deliverability

In the short term, there are a number of improvements taking place for which funding is committed through the Great Western franchise. This includes the hourly London service. Other short-term improvements are possible through the National Station Improvement Programme, Access for All and other sources. Short-term improvements are being actively planned for Cheltenham Station, including car parking, station forecourt and bus access. These can all be achieved, given adequate funding, in the relatively short term.
Longer-term aspects include enhanced rail services to Birmingham, Bristol, Cardiff and London. The potential requirements for infrastructure/capacity interventions (including proposals for bay platforms for terminating services) to enable these will involve phased planning with timescales to 2043 and beyond.

Conclusion

As a gateway to one of two main urban centres, Cheltenham Spa is a priority for sustained investment. The increase in the London service, a key element of the economic benefit projections, is already committed. To complement this, investment in the station facilities and in the connectivity with the town should be improved. In the longer term, by working with the rail industry it will be possible to agree and implement plans for service enhancements

SCRUTINY TASK GROUP

WHY?

A review of cycling and walking in Cheltenham was initiated by Overview and Scrutiny in
September 2014 in response to a request by Councillor Max Wilkinson. Cheltenham is well placed to foster a cycling and walking culture. There is also an acute need to reduce congestion and improve air quality within the borough. A shift from driving to cycling or walking will benefit the health and fitness of residents and help to tackle health inequalities.

The review supports Cheltenham Borough Council‘s Corporate Strategy outcomes that:

- Cheltenham’s environmental quality and heritage is protected, maintained and enhanced; and
- People live in strong, safe and healthy communities.
- And the Cheltenham Partnerships’ action plan1 priority:
- We will work to promote healthy lifestyles across all communities in Cheltenham.

Nationally, there is a commitment to investment in promoting cycling, with the Department for Transport (DfT) publishing a Cycling Delivery Draft plan for consultation in October 20142 (despite the name, it did also include mention of walking). The government has pledged to double the number of journeys taken by bicycle and pledged £200million to making cycling safer3. The Infrastructure Act 20154 has committed the government to producing a cycling and walking investment strategy (CWIS).

This report sets out the findings and recommendations arising from the scrutiny review by the scrutiny task group.

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- We will work to promote healthy lifestyles across all communities in Cheltenham.

It may be helpful to clarify the roles and responsibilities of those mentioned in the report in the context of this review

- Gloucestershire County Council has responsibility for Highways design and maintenance in Cheltenham.
- Local Sustainable Transport Fund (LSTF) is funded from the Department for Transport. This is delivered locally through Gloucestershire County Council in partnership with other local authorities and organisations. Projects funded include the Thinktravel initiative promoting smarter travel choices and the Cheltenham Transport Plan.
- The Cheltenham Trust was created in October 2014. It is a charitable trust contracted to promote physical recreation and healthy lifestyles on behalf of Cheltenham Borough Council. The Trust’s Healthy Lifestyles team works across the borough encouraging people of all ages to be more active.
- Cheltenham Borough Council has responsibility for planning decisions within the borough, townscape design in the town centre, and Development Plan Documents such as the Joint Core Strategy (JCS) and the Cheltenham Plan. As a commissioning council it sets objectives for the Cheltenham Trust to deliver. It works with Gloucestershire Highways to commission improvements to roads and pavements in Cheltenham.
- Cheltenham & Tewkesbury Cycling Campaign (C&TCC) is a local group campaigning for improved cycling provision within and around Cheltenham. It works closely with the local authorities identifying barriers and opportunities for improvement. The Campaign is a member of UK’s Cyclenation, of which John Mallows is a director.
- Walk21 is an international organisation promoting walking around the world, chiefly through a series of international conferences and policy projects. We are fortunate that one of its directors, Bronwen Thornton, lives in Cheltenham and has given us her time and expertise.
- Living Streets is a national charity campaigning to make streets better for pedestrians, and leads on national campaigns such as ‘Walk to School Week’

Barriers to cycling:

- Principal barriers in Cheltenham include roundabouts, particularly those at Kingsditch (A4019), Princess Elizabeth Way (A40), Westall Green, Old Bath Road (x2), Hatherley Way (A46) and the Racecourse (A435). Also various one way streets which mean cyclists cannot go by the most direct route.
- Policy barriers to cycling included the priority given to motor vehicle movements. The increasing volume and speed of motor vehicles make cycling less attractive and less safe. The location of housing in relation to services creates distances and routes that are beyond most people’s cycling range. There is insufficient integration with public transport.

Barriers to walking:

- Many pavements are in poor condition, with uneven surfaces, often too narrow and without drop kerbs. This is a particular barrier to older people and those with reduced mobility, as well

as parents with small children. These are the groups who more often rely on walking to maintain independent mobility.

- Cycling and walking are often jointly promoted, both being banded together as active travel. They do both share the advantages of a low environmental impact and reducing congestion, as well as increasing physical activity levels. But thinking of them together leads to similar physical provision, often causing provision for cycling to impede on pedestrian space. The committee were agreed that walking and cycling are not the same and need to be treated differently. Local transport plans and strategies should have specific and separate sections and policies for walking and cycling.

Shared Space responses:

The task group met with representatives of Insight Gloucestershire and Guide Dogs. Walking is an essential method of transport for blind and visually impaired people and the walking environment is fundamental to independent mobility. The needs of this group include clearly demarcated footpaths and controlled crossings. There is understandable concern by this group about sharing space with cyclists. The group agrees that with limited exceptions, cycles should be on the carriageway, not on the footway.

Hierarchy of Transport Modes – this was generally supported:

1. Pedestrians and people with mobility issues
2. Cyclists
3. Public transport and social/community services
4. Access by commercial vehicles
5. Ultra-low emission vehicles
6. Other motorised vehicles

Task Group's Recommendations:

- Identify opportunities for cycling permeability and cycle parking in areas outside the town centre.
- GCC should investigate and engage with Cheltenham residents in order to promote a borough wide 20mph default speed limit to make the environment safer and more attractive for walkers and cyclists.
- Assessment for the removal of guard rails to promote permeability. Also, consideration for rest points should be noted.
- The needs for walkers and cyclists should be considered before other road users.
- CBC should endorse GCC's cycling strategy.

GLOUCESTER, CHELTENHAM, TEWKESBURY

JOINT CORE STRATEGY

The plan seeks to deliver against the following ambitions:

(1) ‘a thriving local economy’ – developing the areas economic and commercial potential with a particular focus on high-tech and knowledge-based industries as well as capitalizing on the area’s distinct tourist draw.

(2) ‘A sustainable natural, built, and historic environment’ – delivering excellent design and adapting to climate change.

(3) ‘Healthy, safe, and inclusive community’ – this includes a focus on promoting sustainable transport.

Within these broad themes, the plan states that the most sustainable form of accommodating growth is through urban extensions, particularly around the economic and social hubs of Cheltenham and Gloucester. This has necessitated release of land from the Green belt, with relevant allocations at

(1) West Cheltenham and

(2) Northwest Cheltenham.

More broadly, the plan places an emphasis on protecting the character and identity of communities and places within the area, particularly in relation to this growth. Cheltenham, central to growth, is characterised by a high quality historic environment, set within a formal garden landscape and wider open landscaped setting with the Cotswolds AONB and green belt. Based on its particular legacy as a historic Georgian/Regency town, the character of Cheltenham is defined by its perception as a ‘town within a park’ incorporating not only associated high-quality architecture but an urban form defined by geometries of tree-lined avenues, promenades, and attractive green spaces and squares.

CHELTENHAM PLAN PRE-SUBMISSION

The plan outlines key ‘vision’ themes for the area, including Cheltenham as a place; where people live in strong, safe, healthy, well-served, and well connected communities, with a prosperous and enterprising economy, and where the quality and sustainability of cultural, natural, and built assets are valued with an emphasis on architectural, townscape, and landscaped heritage.

The broader plan establishes policies within key areas. The section on transport establishes a very clear presumption in favour of sustainable transport. Key to this is strongly discouraging accommodating additional demand for long-stay parking within the city centre, pushing commuters towards more sustainable modes of transport given the relatively well contained nature of the city (policy TN2). This is part of broader efforts to develop a strategy of connectivity, re-utilising assets such as the former Honeybourne railway line to provide networks of cycle and footways (policy TN1).

PLACE STRATEGY

The strategy identifies the following vision: Cheltenham is a place;

(1) Where all our people and the communities they live in thrive’.

(2) ‘Where culture and creativity thrives, and is celebrated and enjoyed throughout the year.

(3) ‘Where businesses and their workforces thrive’.

(4) ‘Where everyone thrives’.

The plan focuses on three key areas, with associated ‘ambitions’, ‘aspirations’ and ‘actions’. The first focuses on business;

(1) ‘where businesses and their workforce thrive’ with an ambition to enable business growth by providing better education, digital infrastructure, and access to sustainable transport, aspirations to develop links between primary, secondary, and further/ higher education, provide improved cycling, walking, and public transport infrastructure, and provide flexible business space, and with specific action points to engage local education providers, deliver a transport plan, and facilitate delivery of a Cyber Park. The second area focuses on culture.

(2) ‘where culture and creativity thrives’ with an ambition to ensure Cheltenham celebrates its cultural, heritage, and sporting experience, and aspirations to develop a sustainable future for cultural organisations and buildings, invest in marketing, and invest in public spaces/heritage.

To do this they will take the following actions: develop a master plan for Cheltenham town hall, create opportunities for leisure at Cheltenham for a sporting hub, create an independent delivery model to bring organisations together, and development a vision for the town centre to deliver public spaces/links.

GLOUCESTERSHIRE 2050

The final area focuses on 'Community': 'where people and communities thrive' with the ambition to champion physical and mental wellbeing, and aspirations to foster a sense of safety, increase access to affordable, secure, housing, and build strong healthy and inclusive communities.

To do this they will take the following actions: work collaboratively to reduce crime/anti-social behaviour, review options for step-change in delivery of housing, and commit to creating socially sustainable communities. In order to manage the delivery of these themes, the vision establishes 'values' critical to the city including being environmentally friendly, being pioneering, being nurturing, and connecting/ reconnecting.

In defining this vision, the plan highlights the following key challenges underpinning the area:

(1) a skills gap created from a loss of 400 young people per year, as well as a generally ageing population,

(2) housing shortages,

(3) health issues, particularly in relation to the generally ageing population,

(4) climate change,

(5) significant areas of deprivation despite being a generally affluent county.

Based on these underlying issues, the plan establishes six 'big ideas'.

(1) 'Super city': this focuses on the development of a 'third centre' to provide a 'vibrant heart' connecting the distinct urban centres of Gloucester and Cheltenham to create a 'super city'. This is potentially to be accommodated on Green belt land along the A40, with green links accounting for the loss of rural areas.

(2) 'Cyber Park': the area has a particular niche expertise in cyber security and tech, not in the least given the centrality of GCHQ to the area's employment. The plan proposes to create and expansion of a cyber park with the necessary infrastructure for research partnerships, skills development, and business links with associated housing and multi-modal transport hubs.

(3) 'Regional Parks': the county has high-quality landscaped assets including the Cotswolds AONB, Severn Vale and Forest of Dean. Complementing the super city, are proposed a series of regional parks providing areas for recreation, wildlife, and biodiversity supporting environmental, economic, and social development.

(4) 'Lydney-Sharpness': this proposes the (re) development of a multi-mode crossing between Lydney and Sharpness – where a rail bridge once existed – coupled with associated leisure, tourist and business development in the surrounding area.

(5) 'Cotswold Airport': the airport is earmarked for expansion to accommodate long-range aircraft, galvanising the local economic and tourist capacity.

(6) 'Cotswold Waterpark: the Cotswold water park will be enhanced as a recognised tourist destination, including through the amalgamation of a range of separated lakes into a concentrated larger lake with associated hotel and tourist infrastructure.

SOCIAL SUSTAINABILITY MODEL

The framework highlights the following key recommendations:

(1) designating a 'community builder' to welcome and connect individuals.

(2) Building a 'community chest' to provide grants to local people for the general betterment and maintenance of the area.

(3) Creating 'community and meanwhile spaces' to foster social interaction.

(4) Developing 'mechanisms to bring partners together', specifically to create and foster a sense of stewardship, including a 'resident-led stewardship and governance scheme'.

THE CHELTENHAM ECONOMIC STRATEGY

DEVELOPING CHELTENHAM AS A BUSINESS LOCATION

Adopted in 2015, the Cheltenham economic strategy highlights the following key challenges facing the area.

(1) Weaknesses: low rental values for commercial premises, a lack of available premises, a built form characterised by regency buildings that are often perceived as difficult or costly to convert, a need to intensify the level of joint working between key organisations, and lack of skills provision.

(2) Threats: a perception that Cheltenham does not support business, and is 'full', limited large office space, and a lack of certainty on key infrastructure projects such as improvements to J10.

However, there are key strengths and opportunities in the area that can be capitalised on within the economic strategy.

(1) Strengths: vibrant cultural offer with good quality architectural heritage and a generally high quality of life. A clear reputation in certain areas, with high-skilled industries such as defence, with successful major employers such as Super group and GCHQ.

(2) Opportunities: focusing on growth in defence and public administration, capitalising on the supply chain to GCHQ, and potential for urban extensions to deliver.

Following on from these core issues, the strategy establishes four key economic priority areas.

(1) 'Cheltenham means business': this focuses on building business confidence in the area, and developing mechanisms to communicate news and progress and foster engagement from local businesses.

(2) 'Cyber-security cluster': this proposes to develop a cyber-security business initiative, including an emphasis on GCHQ and its supply chain, providing necessary physical infrastructure such as premises for new or expanding suppliers and other amenities to develop the industry cluster.

(3) 'Strategic management of assets to deliver prosperity and quality of life': this includes delivering a choice of business premises to reflect different stages of the business life-cycle, and review the value of local authority assets, with appropriate release of land.

(4) 'Design and implement vehicles for delivering land, housing and infrastructure': this includes collaboration with Tewkesbury and establishing a project pipeline for key land and infrastructure projects.

FIRST LEP'S STRATEGIC ECONOMIC PLAN

Adopted in 2018, the Strategic Economic Plan for Gloucestershire 2.0 updates the 2014 plan for the economic development of the county. It begins by highlighting some of the major infrastructure successes that have been achieved since the publication of the first draft including, opening of the 'Growth hub' network, infrastructure development to Gloucestershire airport, including South Camp (an access road to the airfield to support hanger development), opening of Farm491 (an innovative agri-tech centre), opening of the GREEN centre (the county's renewable energy, engineering and nuclear skills centre) opened by the Royal Agricultural University, opening of the Berkeley Cyber security centre with a focus on skills, research, and testing, opening of the Cinderford campus to Gloucestershire College, and opening of the Gloucester transport hub.

The plan then draws forward and builds on the strategic priorities as laid out in 2014.

(1)'Business environment (was 'promotion'): retaining successful businesses in high value sectors. Of particular importance in this area is the growth hub network, airport development, and focus on innovation in areas such as Farm 491, and Hartbury college.

(2) 'Skills': developing the next generation of talent. This focuses, for example, on the Berkeley cyber security centre, college, development of STEM centres, and centres for GREEN skills.

(3) 'Connection': delivering digital and integrated transport connectivity to support growth. This focuses on several key themes including housing, regeneration, transport , and digital connectivity. Priorities include delivering the UK cyber business park in Cheltenham, Gloucestershire airport, Anson Park, Hartpury University, A40 Innsworth gateway, and Cheltenham Spa rail station enhancement. The plan then designates a 'growth area'.

The growth area focuses on capitalising on available and suitable land along the M5 corridor. Major projects/sites include - Junction 9: within the boundaries of Tewkesbury the council have approved a masterplan for the junction delivering 8000 homes and 120ha of employment land.

Junction 10: within this area is planned 4,115 homes.

Junction 11: this is the identified location for the Cheltenham cyber business park, close to GCHQ and at the time of the plan's publication £22m had been secured for the enabled works.

Junction 13: this is a proposed location for a new 'all-seater' football stadium, eco business park and crossing to the forest of dean.

Critical to the development of the growth area, as well as the broader economic development of the area, are the following enablers of growth

(1) housing: this includes a major site at the A40 Innsworth Gateway, north of Gloucester,

(2) regeneration: this includes A40 regeneration areas, regeneration of Blackfriars/Quayside in Gloucester, and railway station enhancements,

(3) transport projects: key projects include unlocking access to the GREEN skills centre, improving connectivity along the A40 including a roundabout improvement scheme, a roundabout scheme at Elmbridge, improvements to Cheltenham Spa and

Gloucester railway stations with broader focus on improvements to infrastructure, services, and access, enhancement of M5 Junction 9, upgrading M5 junction 10 to an all-ways junction into the Cheltenham cyber park, and provision of the 'missing link – A417'.

ELMS PARK - MASTERPLAN (PLANNING APPLICATION)

Elms Park is the designated name for the Northwest Cheltenham strategic allocation. It is considered as critical to the delivery of numerous economic, social, and environmental objectives. Situated 3.5km to the north-west of the town centre, it will deliver a 'new business destination for Cheltenham' including a business and enterprise centre over 10 ha, creating upwards of 5,000 jobs, a new sustainable neighbourhood of up to 4,115 dwellings, a new district and local centre, retail and healthcare facilities, a new sports hub and a network of parks as well as a transport hub of 250 spaces to alleviate pressure on the town centre.

It will have close connections to the neighbouring Gallagher Retail Park and Kingsditch industrial estate. The masterplan also has a particular focus on Tewkesbury Rd, seeking to develop it as a 'distinctive gateway to Cheltenham' including facilitating bus, cycle, and pedestrian connections straddled by high-quality buildings, and defined by and 'elegant' public realm.

Specific transport proposals emphasise a main site access on Tewkesbury Rd, new cycle routes linking the site to the town centre, Bishop's Cleeve, and Tewkesbury, a transport hub to ease parking pressure on the town centre, bus connections to the town centre, GCHQ, Gloucestershire college, the rail station, and Cheltenham General hospital, as well as targeted highway improvements and bus priority measures on Tewkesbury Rd.

INFRASTRUCTURE DELIVERY PLAN

The delivery plan covers a wide variety of issues from healthcare to education, highlighting the projected cost of infrastructure delivery up to 2031.

There is a specific section dedicated to transport and the public realm, and it is estimated that transport infrastructure could cost in the region of £512m in the plan period. A lot of this cost, however, was focused on the development of the A417. Key transport and movement projects identified within the delivery plan include:

Rail: Cheltenham Spa station remodelling consisting of

(1) provision of additional track and platform capacity, and

(2) customer facilities including a bus interchange, car parking, bicycle storage, and station amenities.

A further project includes Hunt's Grove where a new railway station is proposed to serve south Gloucester.

Bus: the major scheme in this area is the 'Elmbridge transport scheme' which includes provision of a new park and ride alongside associated bus priority and improvements schemes along the A40 at key points in Cheltenham including Arle Court, Telstar Rd/Whittington Rd, Benhall roundabout, Princess Elizabeth Way, and Westal Green Gyratory to provide enhanced connections between Cheltenham and Gloucester.

Walking and cycling: the infrastructure plan refers to several key schemes for active movement. This includes the development of a strategic cycle route along the A40, as well as more specific schemes including a route from Bishop's Cleeve to northwest Cheltenham, Tewkesbury to North-west Cheltenham, Cheltenham to Kingsditch (inc. North-west Cheltenham SUE), and Cheltenham to Gloucester via Shurdington and Brockworh.

Town-centre specific: both Gloucester and Cheltenham have town-centre specific schemes to enhance the transport infrastructure. In Cheltenham a major scheme is focused on Boots Corner, with the re-establishment of a civic space through alterations to traffic. This is coupled with broader junction alterations at Albion St/Pittville St, St John's Avenue/Albion St, Oriel Rd/Rodney Rd, Bath Rd/Oriel Rd.

WEST CHELTENHAM VISION

The West Cheltenham strategic allocation is located on the western extent to the urban area of Cheltenham, formed from 132.4 ha of land. It is situated in close proximity, with good connections, to the A40 and M5 and close to GCHQ. The joint core strategy allocates the site as an employment-led mixed-use allocation, incorporating housing (37 ha for up to 1,200 new homes), a cyber business park (46 ha) to take advantage of the close links with the GCHQ, and open space (49 ha).

TRANSFORMING CITIES BID

The transforming cities bid covers a large area of the Central Severn vale, including Cheltenham, Gloucester, Tewkesbury, and Stroud.

It was submitted in the context of an ambitious target, developed through the joint core strategy, to deliver 33,500 homes and 39,500 jobs over the plan period, focused on key growth hubs along the M5. It states, however, that the highway network has little to no capacity to accommodate growth and there is a particularly significant issue with bus transport, with congestion and significant delays.

It states that a shift of 15% towards more sustainable modes of transport is needed to accommodate the significant growth planned with interventions targeted along key transport corridors, and on developments such as park and ride extensions, targeted highway improvements, bus and rail integration, and development of high efficiency bus rapid transit ‘super routes’.

CIVIC PRIDE

The Urban design strategy is split into the following key areas.

Urban structure: suggestions include

(1) creating a more integrated and permeable town structure which is centred on the intersection of two key pedestrian shopping axis – the medieval High St and Regency Promenade extended up to North Place and Pittville Park,

(2) enhancing gateways to the town centre including Tewkesbury Rd, London Rd, and Gloucester Rd with attractive environments and landmarks, and

(3) celebrating the River Chelt.

Green structure: recommendations include

(1) building on the Regency theme of Promenades, creating a green corridor between Montpellier and Pittville parks and

(2) integrating planting into town squares and approaches/ gateways.

Public spaces: it recommends creating new squares at Boots Corner, North Place, Royal Well/Crescent Place, Montpellier Walk, Imperial Square, Winchcombe St/Regent Arcade and Brewery/St, prioritising Boots Corner, North Place, and Royal Well. Streetscape: recommendations focus on

(1) creating more shared space,

(2) reducing superfluous street clutter and furniture,

(3) discouraging buses from laying over for a long time.

The transport strategy is split into the following areas**.**

Vehicular: Changes to the transport network focused on modifying the network to allow public real improvements. This includes proposals for two phases

(1) removing vehicle traffic from Boots Corner, Royal Well Rd, and North St (open only to public transport), and

(2) building on the first option, this also removes remaining sections of the inner ring road, with dispersal of traffic elsewhere. The latter does not currently have Highway authority backing and is on hold. Testing identified that phase 2 reduced traffic at a more general level, but caused an increase at peak times so the first phase was considered most appropriate in the short term.

Public transport: key proposal is creation of a two-way public transport spine running north south.

Cycling: the proposals focus on creation of a 'mesh' of cycle networks with interchanges at approx. 300m centres. Parking: generally focuses on surface level car parks, which may eventually reduce capacity.

Mitigation: particularly in relation to loss of parking capacity the framework looks at

(1) park and ride facilities (e.g. expansion of Arle Court, and continuation of park and ride at the racecourse),

(2) improved public transport,

(3) retaining and enhancing existing car parks, and

(4) provision of seasonal spaces (utilising spaces from large commercial firms at weekends) such as at Christmas and during festivals.

The Public realm strategy focuses on the following areas.

Materials: outlines a hierarchy of paving materials and laying techniques for different quarters,including natural stone in the core cultural streets and use of yorkstone slabs in the regency areas.

Direction and location signage: emphasis is on avoiding pastiche replication of signs from specific eras or following a specific period style, Use of 3D maps to display easily recognisable landmarks, colour coded by quarter with a contemporary, bespoke, design.

Street furniture: much like signage, emphasis here is on avoiding imitating specific heritage styles, and ensuring use of durable, vandal-proof, materials with simple, stylish, elegant, and versatile designs.

Lighting: emphasis is on using low card LED technology, and lighting significant buildings to improve legibility – particularly during festivals.

Public art: public art is emphasised as important to providing a coherent pattern to understanding the town building on quarters, gateways, links, and movement routes, with key locations at town gateways, as well as recommending use of paving materials for public art and lettering.

The framework establishes **design briefs** for the following key sites.

North Place and Portland St: this is identified as an opportunity to form a northern gateway centred on a Civic Square and green links between surrounding parks, in the setting of significant historic buildings and taking account of the existing geometries of the area. This should be mixed use town centre uses and could incorporate a bus interchange and requires substantial parking.

Royal Well: this site should utilise existing landmark buildings (including the Royal Crescent), spaces, and landscaping including significant London Plan trees and access to the river, providing increased permeability and integration between 'hidden' spaces to create a new gateway for people accessing the town by foot or cycling via the Honeybourne railway line. It is appropriate for mixed-use development with leisure, retail, and residential uses, and whilst pedestrian priority should remain accessible by public transport as a key part of the north-south bus spine.

SYSTRA

node