CONNECTING CHELTENHAM

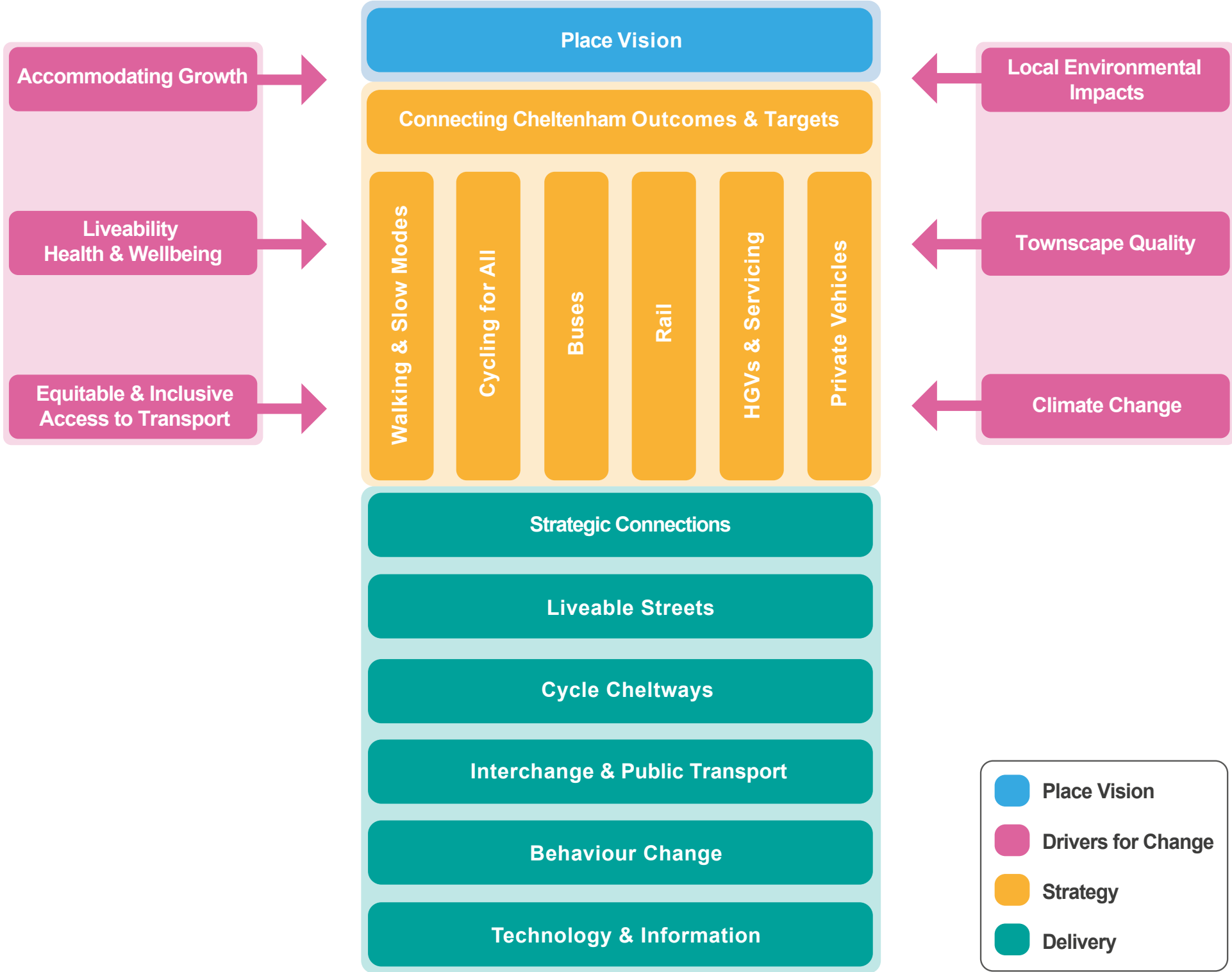## STRATEGY REPORT

SYSTRA

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| Executive summary

INTRODUCTION

Connecting Cheltenham sets out a proposed long term strategy and delivery plan for transport in Cheltenham. It has been developed by working collaboratively with Key Stakeholders and Members through a series of workshops. These started by identifying the issues that exist in Cheltenham and aspirations that stakeholders wished to deliver in Cheltenham. Key emerging strategy ideas were then tested with stakeholders to ensure the emerging strategy reflects Cheltenham specific issues and aspirations.

The enthusiastic and knowledgeable input of Stakeholders and Members has been critical to the development of this strategy. Key stakeholders included Gloucestershire County Council, Cheltenham Cycle Campaign and bus companies Stagecoach, Pulhams, Marchants.

The component parts of Connecting Cheltenham are shown in the diagram below and then described in the paragraphs which follow.

Accommodating Growth

Liveability Health & Wellbeing

Equitable & Inclusive Access to Transport

Place Vision

Local Environmental Impacts

Connecting Cheltenham Outcomes & Targets

Townscape Quality

Walking & Slow Modes | Cycling for All | Buses | Rail | HGVs & Servicing | Private Vehicles

Climate Change

Strategic Connections

Liveable Streets

Cycle Cheltways

Interchange & Public Transport

Behaviour Change

Technology & Information

Place Vision
Drivers for Change
Strategy
Delivery

VISION

Connecting Cheltenham is framed and informed by the recently completed 'Place Vision'. This sets out the aspiration that, 'Cheltenham is a Place Where Everyone Thrives'. The delivery of Connecting Cheltenham is key to achieving this.

DRIVERS FOR CHANGE

The way people and goods travel around impacts on a wide range of issues. A number of these impacts are harmful and provide clear reasons why change is necessary. A key consideration is climate change, Cheltenham Borough Council declared a climate change emergency on 9th July and this strategy seeks to respond directly to this. There is also a need to accommodate increases in travel demand as a result of growth. There are therefore a number of things which are driving the need to change how people move around Cheltenham. These 'drivers for change' can be summarised as:

- Accommodating Growth

- Liveability, Health and Wellbeing

- Equitable and Inclusive Access to Transport

- Local Environmental Impacts – e.g. Air Quality

- Townscape Quality

- Wider Environmental Impacts – e.g. Climate Change

MODES OF TRAVEL

The strategy recognises that the 'drivers for change' mean that in future people need to travel around using more active, shared and sustainable modes of transport. The use of street space also needs to be more efficient and streets need to be attractive and pleasant and accessible for all.

Connecting Cheltenham sets out a strategy for each mode of transport to achieve this which is summarised below.

In Cheltenham the aim will be to at least maintain levels of walking (which are already high) significantly increase cycling and increase public and shared transport use (currently predominantly bus based).

To significantly increase cycling it will need to appeal to people of all ages and abilities from door to door. This will require a transformation in ease of movement and perceived (and real) safety for all cyclists including the least confident and most vulnerable.

Bus based public transport needs to be more reliable in peak hours and to compete with the car it needs to be cost effective, efficient, convenient and pleasant to use. Transforming quality and ease of interchange, introducing bus priority at delay points and moving towards cleaner buses and multi operator ticketing will all be key to achieving this.

Transforming the Town Centre Interchange into a High Quality 'Hub' and creating a high quality sense of arrival at the Station will also be important.

The strategy recognises that personal motorised transport such as the car is always likely to be part of the transport mix in Cheltenham but recommends that the focus should be on moving people around and reducing the impacts of doing so. Investment to increase vehicle capacity being limited to accessing development and strategically important pinch points.

OUTCOMES AND TARGETS

The strategy proposes six desired outcomes and four targets. Projects coming forward should be tested against both outcomes and targets. The purpose of this is to ensure that the wide range of issues that transport impacts are addressed not just those that can be measured. This includes climate change. The Targets include a mode share target and two 'Vision Zero' Targets. These 'vision zero' targets reflect the desire to set high long term aspirations for key areas of concern and then pursuing year on year progress towards these targets. The proposed outcomes and targets are listed below.

OUTCOMES

- The design of streets and transport infrastructure enhances the character and distinctiveness of Cheltenham.

- The way people move around Cheltenham enhances and does not harm Health and Wellbeing

- Cheltenham has a strong cycling and walking culture and people of all ages and abilities enjoy moving slowly, walking and cycling for all types of journeys.

- Public Transport is High Quality and Convenient and people of all ages and abilities can use it and choose to use it.

- The Environmental Impact of transport in Cheltenham is continually reduced.

- New development is fully integrated into the town and growth in travel demand is accommodated without increases in congestion.

TARGETS

- Mode Share

  - To double cycle trips

  - To increase bus trips by 30%

  - To retain levels of walking

- Air Quality – Vision Zero – a long term aspiration that there are no air pollutants present in Cheltenham and that there is year on year progress towards this.

- Safety – Vision Zero – a long term aspiration that nobody is killed or seriously injured on the boroughs roads and that there is year on year progress towards this.

- Congestion – Reduce total delays due to congestion year on year

DELIVERY

Connecting Cheltenham proposes six cross-cutting programmes to deliver the aspirations set out above.

These programmes are shown in bold below and the identified projects and programmes within them are briefly described. Where it is possible at this stage to identify a likely broad cost envelope this is also included.

STRATEGIC CONNECTIONS

This programme will aim to deliver enhanced strategic connections to other urban areas as well as within the Central Severn Vale the proposed key elements are listed below.

Strategic Bishop's Cleeve / Chelt / Gloucester Cycleway – this is a proposed scheme to provide a high quality cycle link from Bishop's Cleeve through Cheltenham to Gloucester - £5 to £20 million

Junction 10 – this scheme is being developed and will provide an all movements junction and improved access to north and west Cheltenham

Rail Service Enhancements – the opportunity to improve rail services to Cheltenham needs to be explored in parallel to the development of a transformational masterplan for the station; building on the current phase 1 project.

Oxford Cambridge Corridor – the opportunities for, and economic impact of, improved connections from the Central Severn Vale to Oxford and beyond should be explored.

Central Severn Vale - Strategic Bus Routes - There is a need to improve public transport take up across the wider Central Severn Vale both to accommodate and provide access to areas of growth and also encourage mode shift more widely. A plan to deliver this strategic public transport core should be developed in parallel to the next stage of the development of the Joint Core Strategy.

LIVEABLE STREETS

The design and management of Cheltenham's streets will have a critical impact on the delivery of the proposed outcomes and targets which Connecting Cheltenham seeks to deliver. Ensuring good street design is challenging because of the wide ranging and often conflicting demands on streets. Connecting Cheltenham proposes that Cheltenham's streets should be liveable and defines what this means in the diagram on the right.

CHELTENHAM'S LIVEABLE STREETS

WALKING IS ENJOYABLE AND FEELS SAFE FOR ALL AGES AND ABILITIES	CYCLING IS ENJOYABLE AND FEELS SAFE FOR ALL AGES AND ABILITIES	CROSSING IS SAFE AND CONVENIENT FOR ALL
INTERESTING AND IN PLACES DELIGHTFUL	IT IS NOT TOO LOUD TO TALK	GREEN AND WELL LANDSCAPED
THERE ARE PLACES TO STOP, REST AND SOCIALISE	VEHICLES ARE ACCOMMODATED SAFELY AND USED EFFICIENTLY	THE AIR IS CLEAN

To deliver Liveable Streets a number of key programmes are proposed;

Speed Limit Strategy – a speed limit strategy is proposed that reduces most residential and Town and Local Centre streets to 20mph. Strategic routes within the urban area would be 30mph with higher speed limits only on the approaches to the town - <£5million.
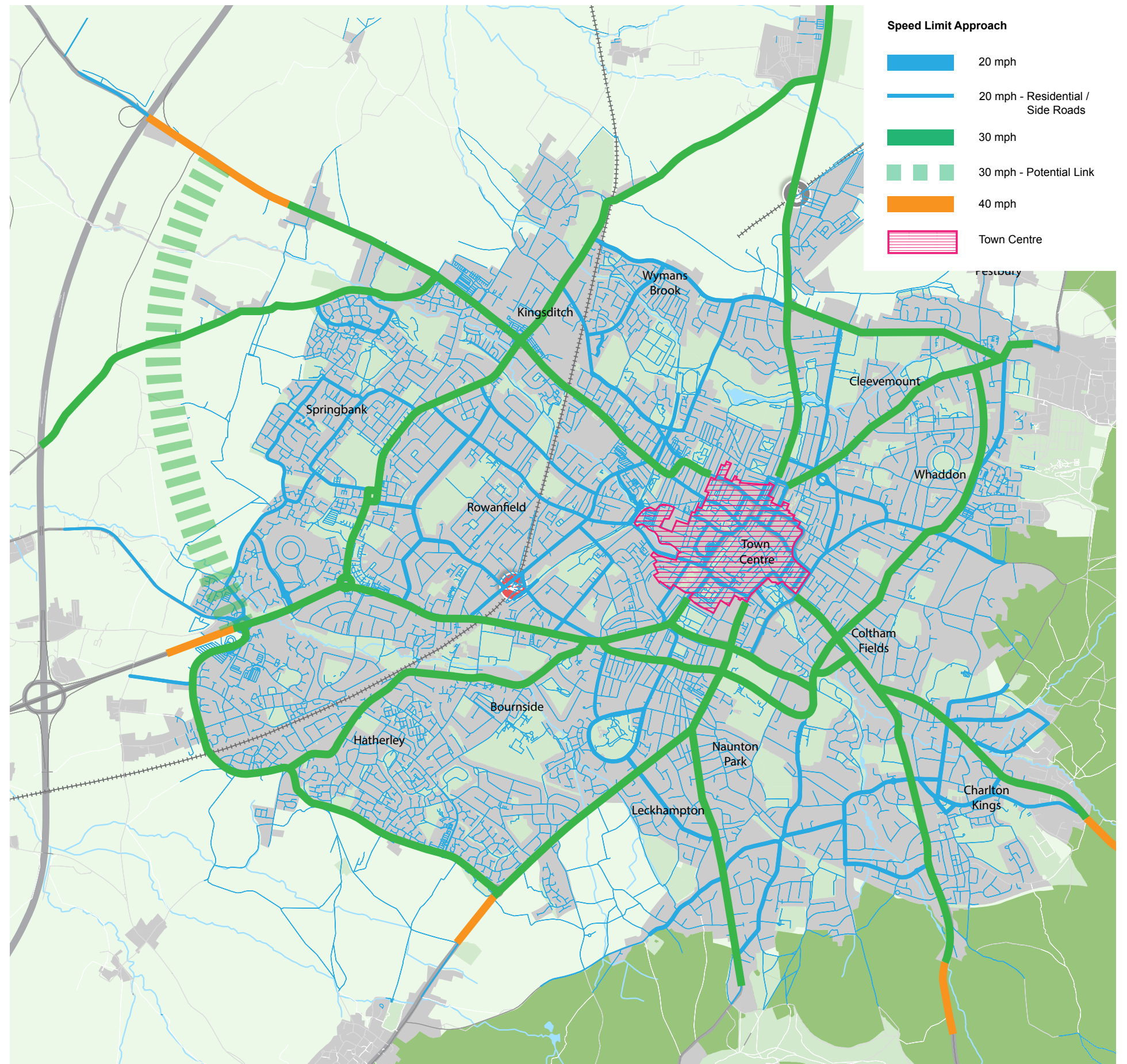
Local Cycle Improvements – In addition to providing a high quality cycle network (Cycle Cheltways – see below) at the top of the cycle network hierarchy cyclists need to be enabled to travel from door to door on all streets. This means that there will also be short links, local connections and specific barriers that will need to be addressed by cycle specific infrastructure in addition to the delivery of the broader liveable streets approach and in particular the speed limit strategy. <£5milion

Public Realm Improvements – providing high quality public realm in key locations such as the Town Centre and Local Centres will be key to encouraging their long term commercial viability and walking and cycling to access them.

Community Led Projects – the community have a key role to play activating and humanising local streets through the delivery of events and projects such as play streets and parklets. A mechanism for establishing a pot of money and bidding process for communities to bid for funding should be established - < £200k

Seating and Cycle Parking Programme – an ongoing programme of providing seating in key destinations and along key walking routes and cycle parking at key destinations such as centres and schools should be established. - < £200k

Main Streets – The busiest streets can form barriers to people walking and cycling. A programme of providing improved crossing facilities, including side road crossovers and gateways is proposed. This is anticipated to be predominantly focussed on those roads which will have speed limits of 30mph. Localised enhancements to vehicular capacity maybe required to accommodate new developments and at strategic pinch points. <£5 million - side road treatments only

Speed Limit Approach

- 20 mph
- 20 mph - Residential / Side Roads
- 30 mph
- 30 mph - Potential Link
- 40 mph
- Town Centre

CYCLE CHELTWAYS

To deliver a step change in the number of people that are cycling and deliver the outcomes and targets identified cycling needs to appeal to people of all ages and abilities and also be enjoyable.
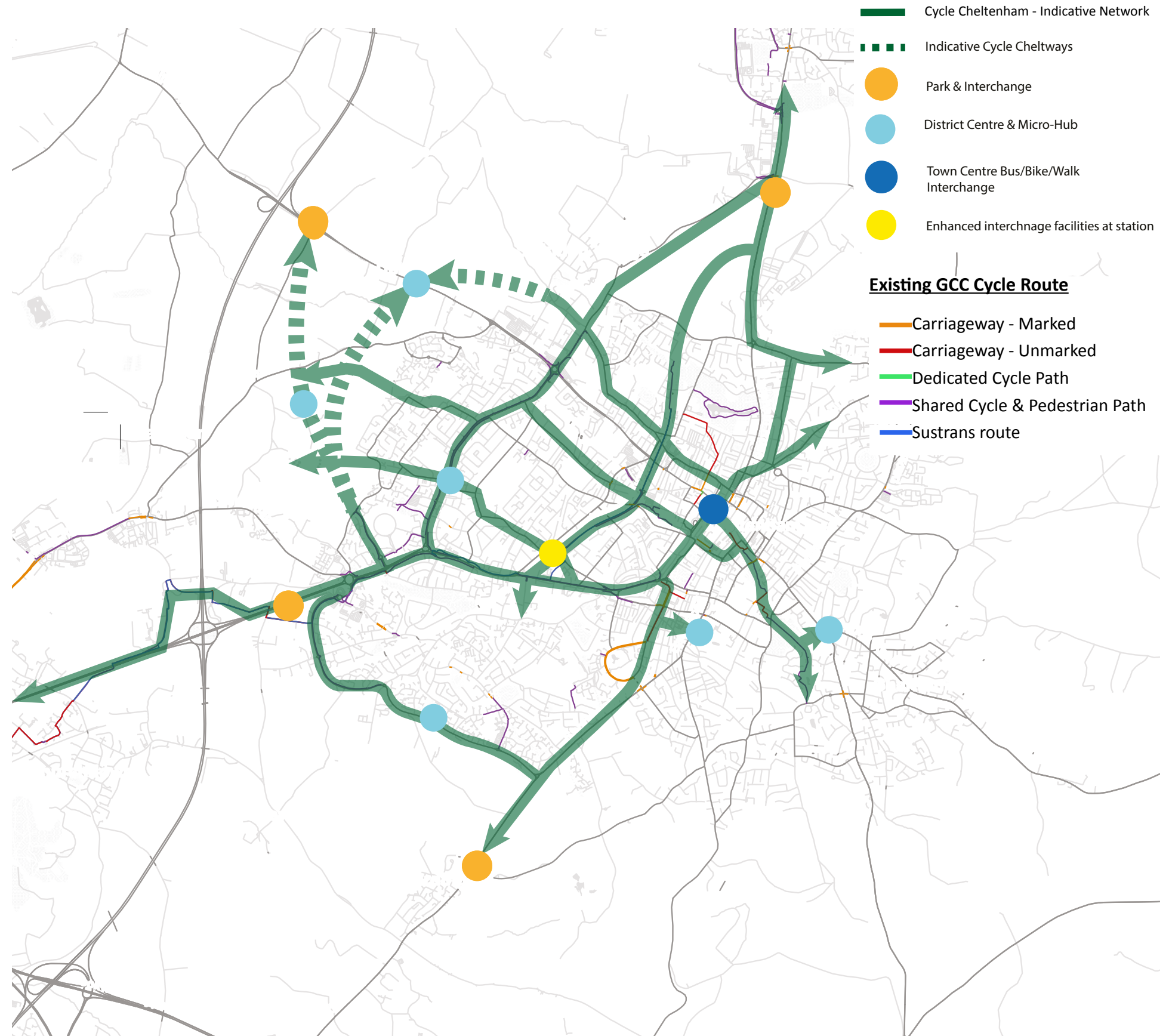
The approach to increasing cycling identifies the need for people to be able to cycle from door to door. Three elements of the cycling network are identified (see below) and behaviour change programmes are also proposed.

Cycle Cheltways – This would be the primary high quality branded cycle network connecting key assets including interchanges.

A programme of Local Cycle specific improvements are also proposed to address local barriers and these will form part of the secondary cycle network. These will be delivered as part of the wider Liveable Streets programmes.

The Liveable Streets programme more widely will support walking and cycling from door to door.

Cheltways programme >£5 to £20million

Legend:

— Cycle Cheltenham - Indicative Network

┅ Indicative Cycle Cheltways

● Park & Interchange

● District Centre & Micro-Hub

● Town Centre Bus/Bike/Walk Interchange

● Enhanced interchnage facilities at station

Existing GCC Cycle Route

— Carriageway - Marked

— Carriageway - Unmarked

— Dedicated Cycle Path

— Shared Cycle & Pedestrian Path

— Sustrans route

INTERCHANGE AND PUBLIC TRANSPORT

Enabling and encouraging interchange between all modes is critical and a key part of the Connecting Cheltenham Strategy addresses Interchange. There are a number of different types of Interchange proposed which are briefly identified below;

Park and Interchange – these will build on the successful approach to providing Park and Ride but would expand that offer to explicitly include interchange between all modes.

Town Centre Access and Interchange – The town centre bus interchange is proposed to be consolidated and access routes for buses simplified. This will improve Interchange and sense of arrival and will allow the Promenade to be enhanced. - £5 to £20 million.

Station Interchange – It is proposed that the station sense of arrival and quality of Interchange needs to be transformed building on the current stage 1 project and also exploring the opportunity for platform expansion to accommodate service enhancements where these would have an economic benefit.

District Centres and Microhubs – Local opportunities for interchange are also important and opportunities for providing small transport and services 'hubs' in existing and new local centres should be explored.

Partnership working – transport operators will be key to delivering enhanced services and facilities. In relation to buses the opportunities for an advanced partnership should be explored to support this.
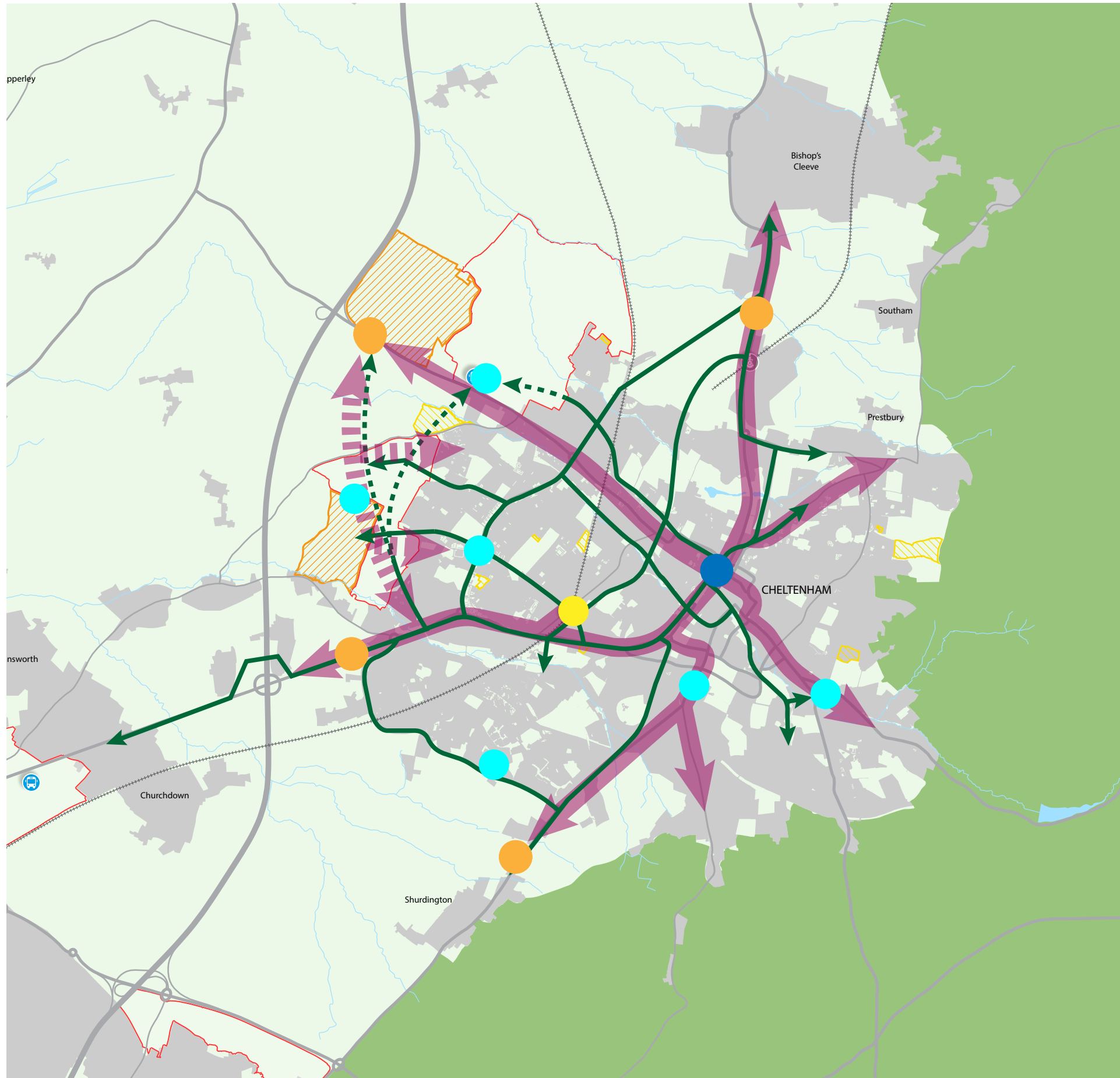
Bishop's
Cleeve

Southam

Prestbury

CHELTENHAM

Churchdown

Shurdington

Legend:

Bus Core - Main Street

Indicative bus route

Cycle Cheltway - Indicative Network

Park & Interchange

Town Centre Interchange

Tran Station Interchange

District Centre & Micro-Hubs

Connecting Cheltenham - Executive Summary

BEHAVIOUR CHANGE

Behaviour change programmes, particularly associated with the delivery of new transport infrastructure are an effective way of encouraging people to use more active and sustainable modes of transport. A range of approaches are recommended including;

- Events
- Awareness Raising
- Incentivisation
- Travel Planning – schools, new developments, existing housing and employment
- Travel Information and Journey Planning

TECHNOLOGY AND INFORMATION

The application of technology to transport problems is evolving rapidly. Developments include connected and autonomous vehicles and the collection of vast and rich data sets about transport behaviour. It is challenging to know how to respond to this but the following key actions are proposed.

- Ensuring that publicly generated transport data can be made available on a common platform;
- Enabling the expansion of electrical charging infrastructure
- Working to enable multi operator ticketing
- Developing a clear policy approach to addressing the risk that CAVs and other technologies could lead to increased vehicle numbers through promoting sharing trips.

ROLES AND RESPONSIBILITIES

A coherent and integrated transport strategy is important both to influence partners and bid for funding. Furthermore, delivery of Connecting Cheltenham will only be possible through partnership working but it is also important to identify key roles and responsibilities.

GLOUCESTERSHIRE COUNTY COUNCIL

Gloucestershire County Council are the Highway Authority for all highways within Gloucestershire with the exception of the trunk road. They are responsible for the development and delivery of the Local Transport Plan and they will be the lead authority for the delivery of all major transport works that affect the highways or future 'liveable streets' of Cheltenham.

They also lead the negotiations with developers on transport and street adoption and are responsible for highway maintenance. They therefore have a critical role in what will be the incremental process required to deliver Liveable Streets and a step change in the levels of use of cycling and public transport.

It is important that all decisions and works (capital and revenue) affecting the highways within Cheltenham of whatever the scale and complexity consistently apply the principles of Liveable Streets and respond to the aspirations of this strategy. It is also important that the scale of investment in cycling and public transport is appropriate to deliver the scale of ambition.

Gloucestershire would also be expected to lead the delivery major transport projects on the non trunk raod highway from business case development through to delivery.

CHELTENHAM BOROUGH COUNCIL

Cheltenham Borough Council are the planning authority. In terms of transport they work in partnership with the County to influence transport investment and develop funding bids. They have a key role in influencing and guiding the approach to transport investment and management to ensure the Cheltenham's aspirations are delivered. They lead consideration of the planning process to determine where new development

is located and how it's designed.

PUBLIC TRANSPORT OPERATORS

Public transport services (bus and rail) are predominantly run by private operators. Driving up public transport use is a shared objective which will require coordinated investment from both public and private sectors. In terms of the private sector operators there are key areas which they will need to take forward including investment in less polluting vehicles and the development of multi operator ticketing.

COMMUNITY ORGANISATIONS

Local communities also have a key role delivering Connecting Cheltenham. Communities have a role influencing what is included in transport strategies and delivery plans and also the projects as they come forward through consultation and engagement.

There is also an opportunity to enable communities to lead and deliver small scale street projects and events which contribute to Liveable Streets.

HIGHWAYS ENGLAND

Highways England are responsible for the trunk road and all capital and maintenance projects on it.

1 | Introduction

INTRODUCTION

In August 2018 Cheltenham Borough Council (CBC) appointed SYSTRA to produce a proposed Borough-wide transport strategy to both help deliver Cheltenham's wider place making agenda and integrate new development into the existing transport network.

This strategy is also intended to support the development of LTP4 which is currently being developed by Gloucestershire County Council.
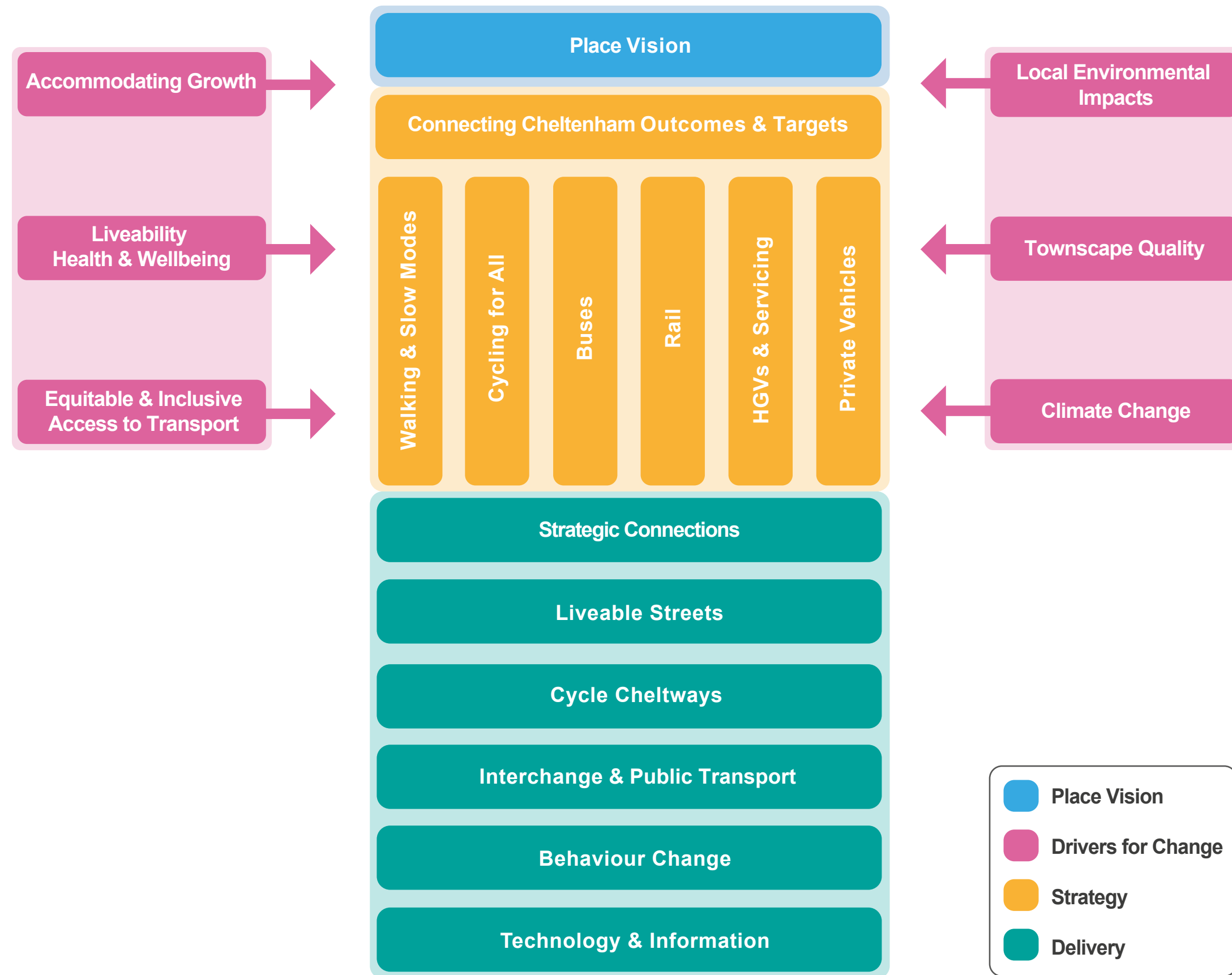
The Cheltenham of today is car dominated, but the ambition is that the Cheltenham of tomorrow will be highly liveable and well connected through increased walking, cycling and public transport use. Cheltenham is fairly self contained and together with being relatively flat and having a well connected street network offers real opportunities to significantly increase the use of modes other than the private car. Furthermore the central Severn Vale is very self contained and offers a significant opportunity for mode shift for all or part of journeys.

The Council needs to understand the transport barriers and opportunities for different travel modes with clear recommendations and high level costs. This needs to be set in the context of connecting to key infrastructure e.g. train station, motorway and wider strategic road network, town centre, key employment areas and retail centres and within and between neighbourhoods.

This report sets out a Connecting Cheltenham Vision and proposed Strategy and Delivery Plan supported by the evidence which sets out why there needs to be an increase in the use of sustainable modes.

The structure of the strategy is shown on the opposite page and this report is structured around these elements.

A baseline report has also been produced which summarises the evidence and stakeholder engagement carried out to support the development of this strategy.

Place Vision

Accommodating Growth

Liveability Health & Wellbeing

Equitable & Inclusive Access to Transport

Connecting Cheltenham Outcomes & Targets

Walking & Slow Modes

Cycling for All

Buses

Rail

HGVs & Servicing

Private Vehicles

Local Environmental Impacts

Townscape Quality

Climate Change

Strategic Connections

Liveable Streets

Cycle Cheltways

Interchange & Public Transport

Behaviour Change

Technology & Information

Place Vision

Drivers for Change

Strategy

Delivery

2 | Context

LOCATION AND GEOGRAPHY

Cheltenham is situated in the Central Severn Vale in Gloucestershire. It is well connected having direct access to the M5 motorway to the west of the town and also being on the main railway line between Bristol and Birmingham.

Cheltenham is well known for its Spa heritage and its beautiful built and natural environment. The quality of the town is reflected in the extent of Conservation Areas that it contains. It is a very desirable place to live, work and visit.

The town sits at the base of Cotswold scarp which rises above it to the East and South East. This scarp and the Cotswolds AONB constrains the growth of the town to the east and south east.

Several watercourses run through Cheltenham falling in a broadly south east to north west direction including the Hatherly Brook and the River Chelt.

In terms of land use Cheltenham has three main areas of employment the Town Centre, Kingsditch retail and employment area and GCHQ. The Cyber Park proposals will also build further employment along the western edge of the town expanding the employment offer in the broad area of GCHQ.

Cheltenham's town centre is located broadly centrally and is connected into the surrounding neighbourhoods by a well connected and relatively level street network. Local and neighbourhood centres and schools are also well distributed throughout the town.

The combination of an attractive, compact, well structured town with level topography and a well connected street network are all key urban attributes which encourage and enable walking and cycling for a wide range of trip purposes.

The following pages illustrate these attributes.
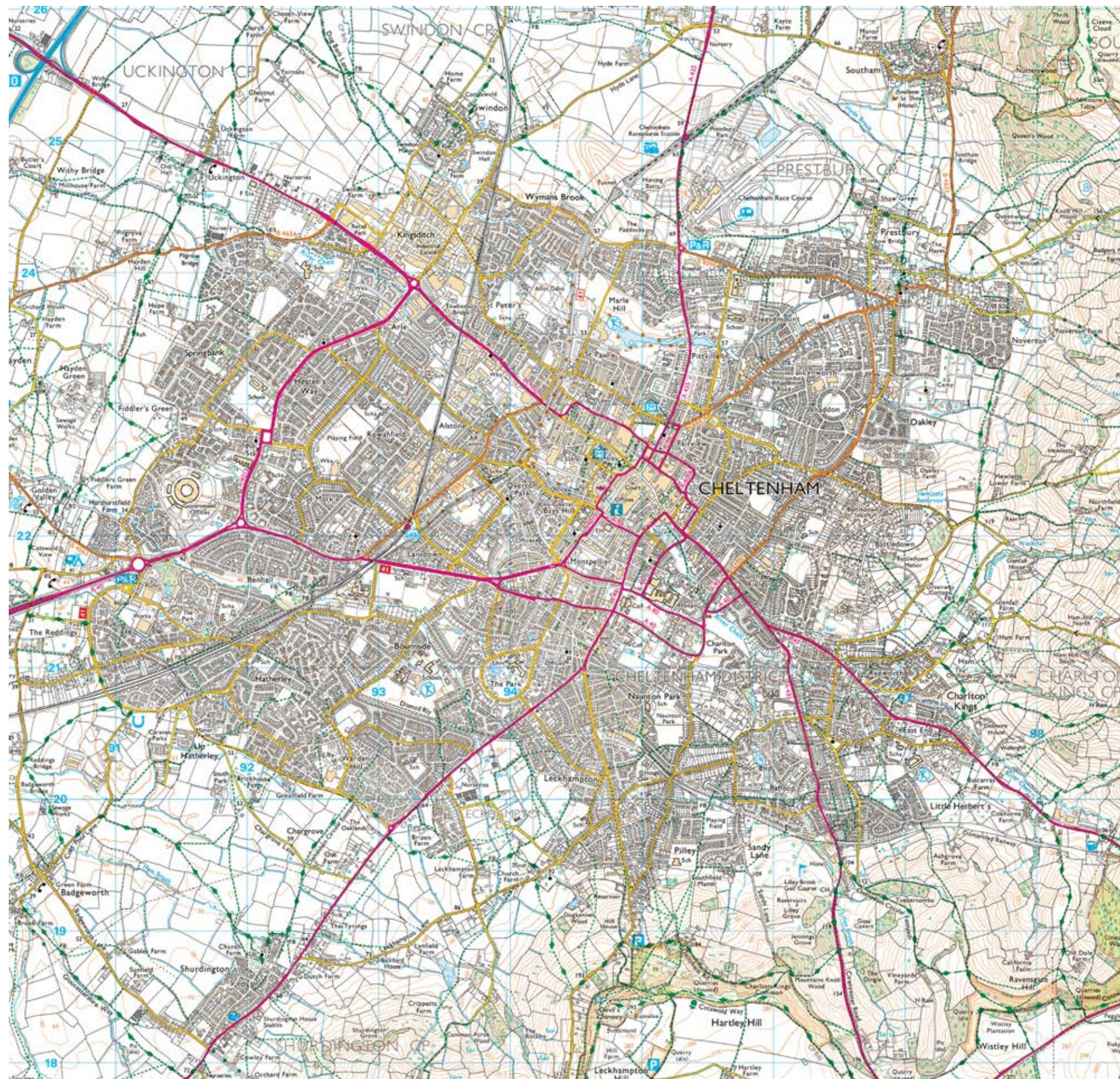
CONTEXT
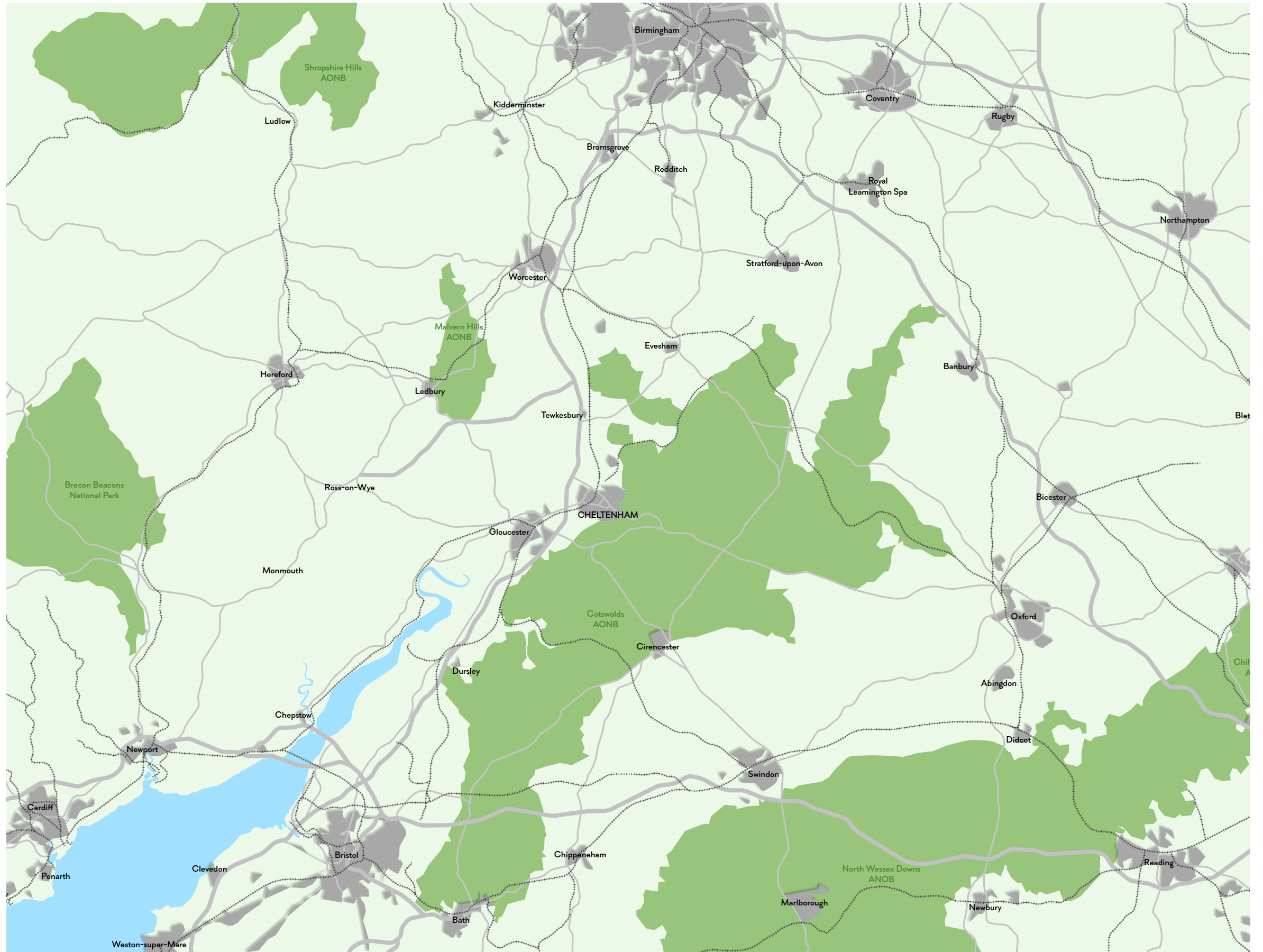
LEGEND

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

Map labels: Shropshire Hills AONB, Ludlow, Kidderminster, Birmingham, Coventry, Rugby, Bromsgrove, Redditch, Royal Leamington Spa, Northampton, Worcester, Stratford-upon-Avon, Malvern Hills AONB, Evesham, Banbury, Hereford, Ledbury, Tewkesbury, Bicester, Blet, Ross-on-Wye, CHELTENHAM, Brecon Beacons National Park, Gloucester, Monmouth, Cotswolds AONB, Oxford, Cirencester, Abingdon, Dursley, Didcot, Chepstow, Newport, Swindon, Cardiff, Bristol, Chippenham, Reading, Penarth, Clevedon, North Wessex Downs AONB, Marlborough, Newbury, Weston-super-Mare, Bath

LAND USE

LEGEND

- ▨ Central commercial district
- Ⓐ District centre
- ● Local neighbourhood centre
- ▨ Key employment area
- ▨ Cheltenham racecourse
- ▨ Urban/ residential area
- ▨ Greenspace
- ▨ Cotswolds A.O.N.B.
- ▬ Motorway
- ▬ A road
- ▬ B road
- 🚉 Railway station
- ⊛ Recreational railway station
- ┼┼┼┼ Railway line
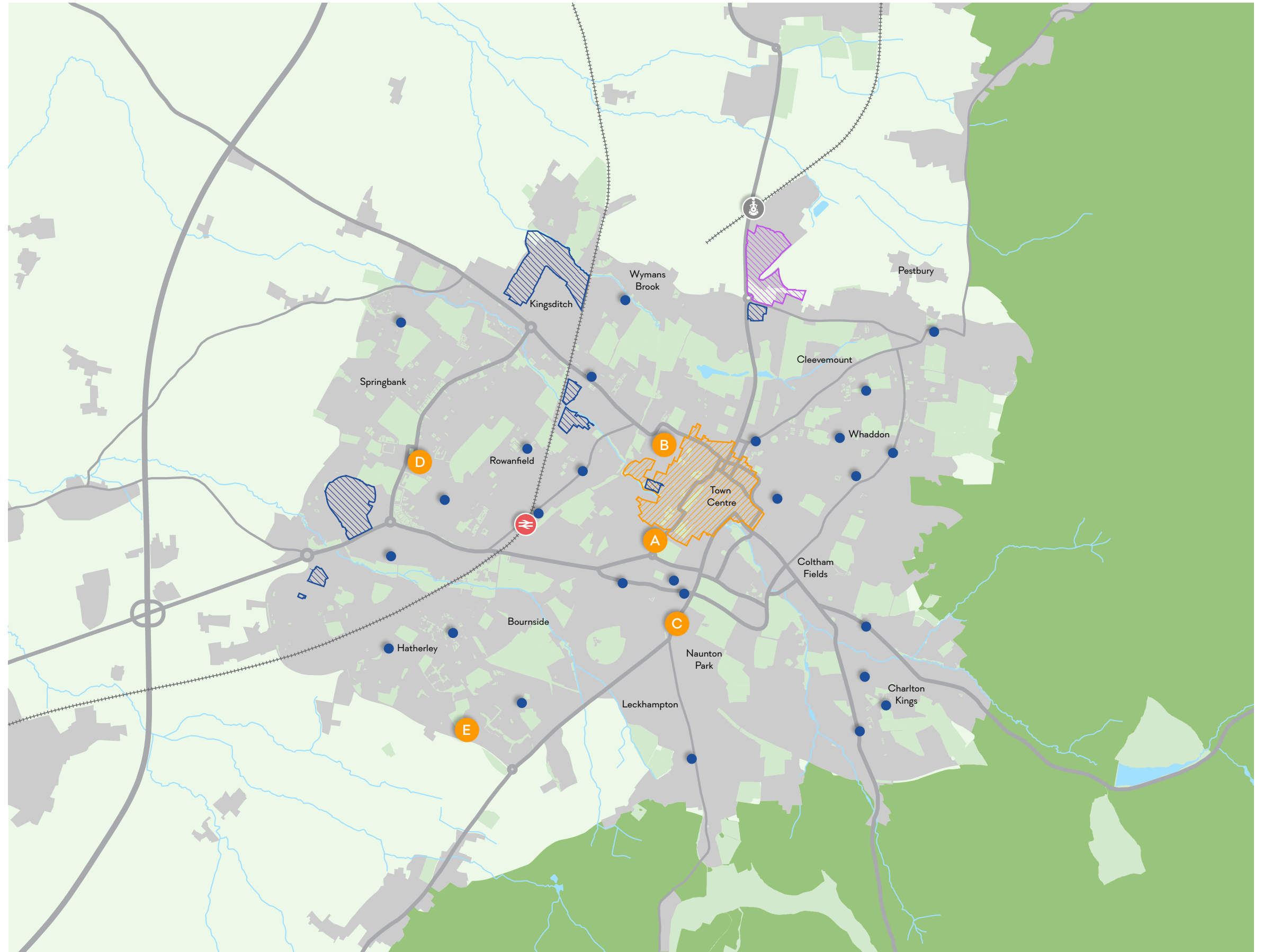
GREEN INFRASTRUCTURE AND WATERCOURSES

LEGEND

➤ Strategic green corridor

▨ Registered park and garden

▨ Green flag status park

▨ Greenspace

▨ Cotswolds A.O.N.B.

〰 Watercourse

〰 Height contours
(25m intervals)

▨ Urban area

▨ Motorway

▨ A road

▨ B road

🚉 Railway station

🚉 Recreational railway station

┿┿┿ Railway line

RIVER SWILGATE

RIVER CHELT

HATHERLEY BROOK

Kingsditch

Wymans Brook

Pestbury

Cleevemount

Springbank

Whaddon

Rowanfield

Town Centre

Coltham Fields

Bournside

Hatherley

Naunton Park

Charlton Kings

Leckhampton

RIVER CHELT
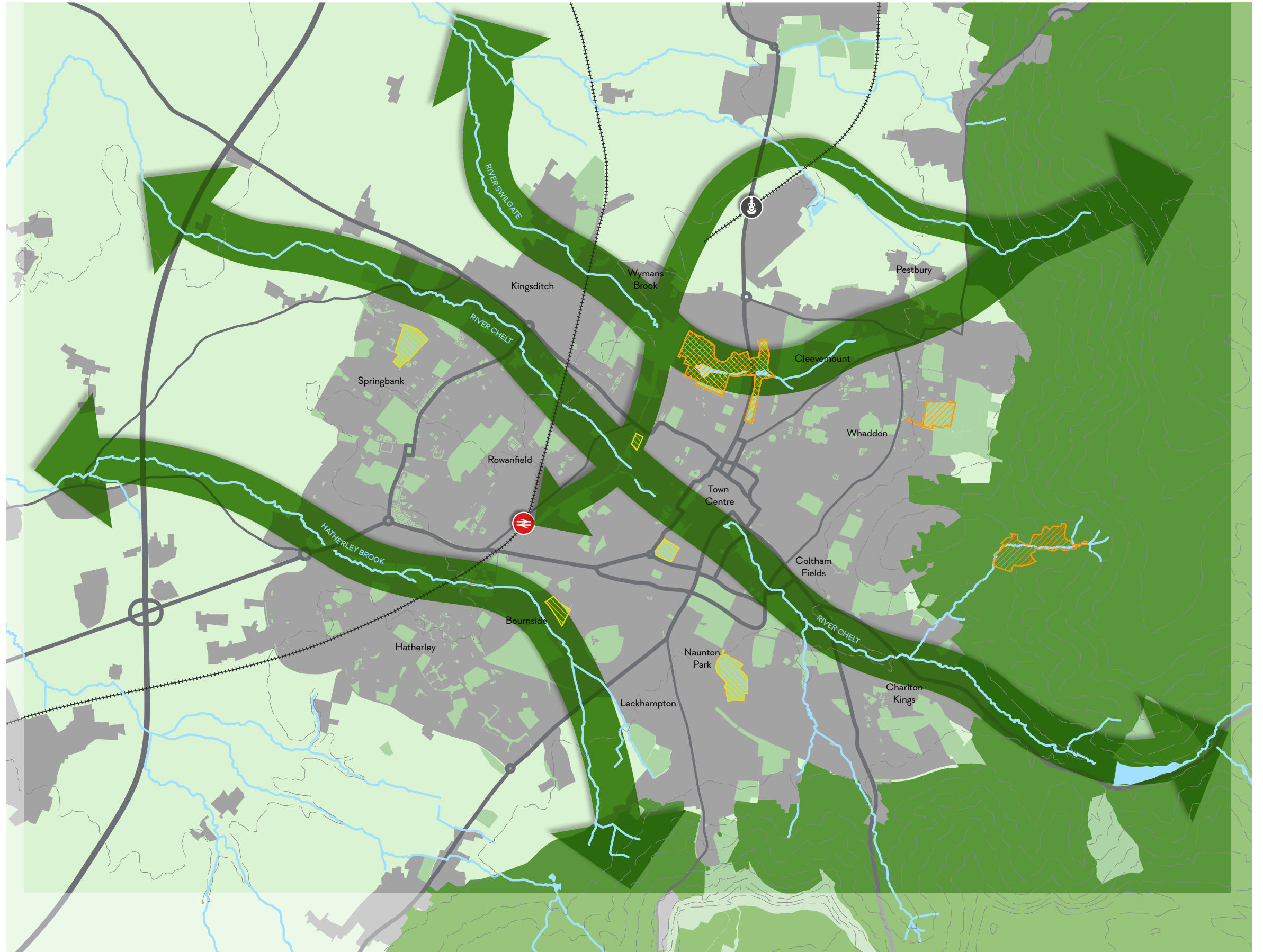
PLACE VISION

Cheltenham's ambition and vision is set out in its 'Place Vision. The Place Vision has three key areas Business, Culture and Community and states that the ambition is for Cheltenham to be a place where;

- All our people and the communities they live in thrive.

- Where culture and creativity thrives, celebrated and enjoyed throughout the year.

- Where businesses and their workforces thrive.

- Where everyone thrives.

To deliver The Place Vision, there are a number of key challenges which the town faces and to which it must respond and which are summarised in the following paragraphs.

Economic and jobs growth is below the national average and there are areas of high worklessness within some areas. Recruitment to entry level and mid level management can also be challenging. The retail environment is also challenging at a national level.

Cheltenham has an international reputation as a thriving centre for Culture, Heritage and Sporting events, but it is still in competition with many other places for visitors. It also has to address funding challenges for Arts and Cultural organisations.

Cheltenham's communities are diverse. Cheltenham has some of the most wealthy areas of the UK but it also has communities who are within the 10% most deprived.

Cheltenham's population is ageing and forecasts indicate that by 2029 there will be fewer under 18's than over 65's if current trends continue.

The Place Vision goes onto to identify Ambitions, Aspirations and Actions that local partners will work together to deliver to address these challenges. There are several Actions that relate directly to transport and this transport strategy.

- Deliver a Transport Plan focussed on increasing connectivity across the town and work with partners to bring about fast and secure digital infrastructure.

- Facilitate the delivery of the Cyber Park that will create 45ha of new employment space along with employment and training initiatives to benefit local residents.

- Develop a vision for the Town Centre which delivers investment into the delivery of world class public spaces that link people businesses and entertainment.

- Commitment to create socially sustainable communities in both new residential developments and in our existing communities and increase opportunities for community based health and wellbeing projects

This 'Place Vision' is supported by four values which will guide how the town responds to the long term challenges;

- Being environmentally friendly

- Being pioneering

- Being nurturing

- Connecting and reconnecting

The 'Place Vision' therefore provides a key framework for 'Connecting Cheltenham' both in terms of its broad and inclusive approach but also in terms of the support for the delivery of the Cyber Park and investment in the Town Centre.

GROWTH

Cheltenham has adopted a Joint Core Strategy (JCS 2017) with Gloucester City Council and Tewkesbury Borough Council. This sets out a target of 11,000 new homes and 55ha of new employment land for Cheltenham by 2031.

In Cheltenham strategic growth is planned in North West and West Cheltenham through the development of new urban extensions. Strategic urban extensions are also proposed in Gloucester and Tewkesbury. The plan to the right illustrates the proposed areas of growth relevant to this strategy.

The JCS is supported by an infrastructure delivery plan which identifies the following specific transport projects within / near to Cheltenham;

• M5 junction 11

• A40 Benhall Roundabout

• Cheltenham Spa station remodelling to provide additional track and platform capacity and passenger facilities including interchange, cycle parking, car parking and station amenities.

• Elmbridge Transport scheme - new park and ride facility and associated capacity and safety improvements

• A40 bus lane Benhall

• Desire to implement smart card ticketing and real time passenger information along strategic public transport routes

A review of the JCS is now planned and an issues and opportunities consultation was undertaken between November 2018 and January 2019. This indicates that further urban expansion to the west of Cheltenham may be considered.

JOINT CORE STRATEGY
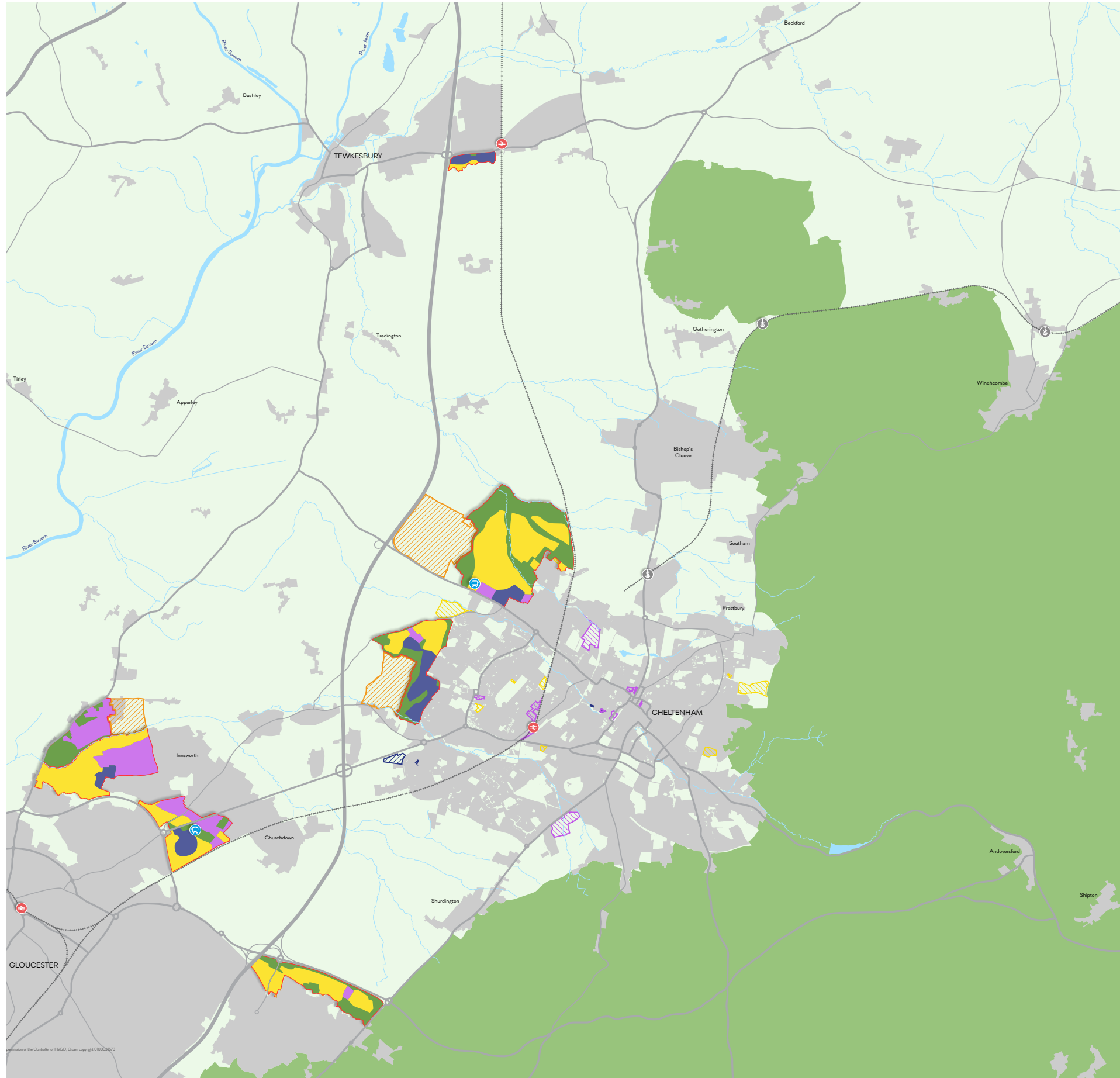
LEGEND

- Strategic urban extension
- Strategic housing allocation
- Housing allocation
- Strategic mixed-use allocation
- Mixed-use allocation
- Strategic employment allocation
- Employment allocation
- Strategic green infrastructure
- Safeguarded area
- Greenspace
- Cotswolds A.O.N.B.
- Watercourse
- Urban area
- Motorway
- A road
- B road
- Proposed park and ride
- Railway station
- Recreational railway station
- Railway line

CURRENT TRAVEL BEHAVIOUR

Census data from 2011 provides us with a detailed snapshot of journey to work data for people both living and working in Cheltenham. The diagram opposite illustrates a summary of the journey to work travel behaviour. Key points that can be drawn from this data are;

- 40% of travel to work trips start and end in Cheltenham

- Of these internal trips there is already a relatively high non car mode share

- There is a high internal walk to work mode share (32%).

- Cycle mode share for trips within Cheltenham is healthy but much lower than the car or walking (11%).

- The bus mode share is similar for trips into and out of Cheltenham as it is for trips wholly within Cheltenham and relatively low for an urban area. (Between 6% and 8%)

- Rail mode share is low (3% outgoing trips and 2% incoming trips).

- Car mode share is high (78%) for travel to work trips both to and from Cheltenham.

The census data has also been analysed to explore where people are travelling to from Cheltenham and from to Cheltenham for work. Bishop's Cleeve which is within Tewkesbury Borough has a significant travel to work relationship with Cheltenham and is very close and so offers a significant opportunity to promote mode shift to bus, cycle and car share in particular.

Analysis was also carried out to identify areas where people are travelling short distances to work by car (2km and 5km). This revealed that many very short trips (less than 2 km) are being driven. This is illustrated on the small plan to the right.

Limited travel to primary school data was available. This revealed significant variability in mode share. Some high walk mode share, relatively high car mode share and generally very low cycle mode share.

OPPORTUNITIES

From the review of travel data the following overall conclusions can be drawn about the opportunities for mode shift.

- There is a significant opportunity to increase levels of cycling and bus (mass transit) use for travel to work in particular.

- There is an opportunity to significantly increase travel to school on foot and by bicycle in particular.

- There is an opportunity to increase the proportion of car trips that are car share. Although if the overall proportion of car trips reduced significantly it may result in an overall reduction in the number of people car sharing.

- There is an opportunity to intercept incoming and outgoing trips via Park and Ride or other 'Hub' type interchange.

- For trips to and from Gloucester and Tewkesbury there is an opportunity to improve mode share for cycling and bus and also to intercept single occupier car trips at 'Park and Interchange'.

- Opportunities to increase rail mode share through improvements to service patterns should be explored, although rail mode share for journeys to work is likely to remain low overall.

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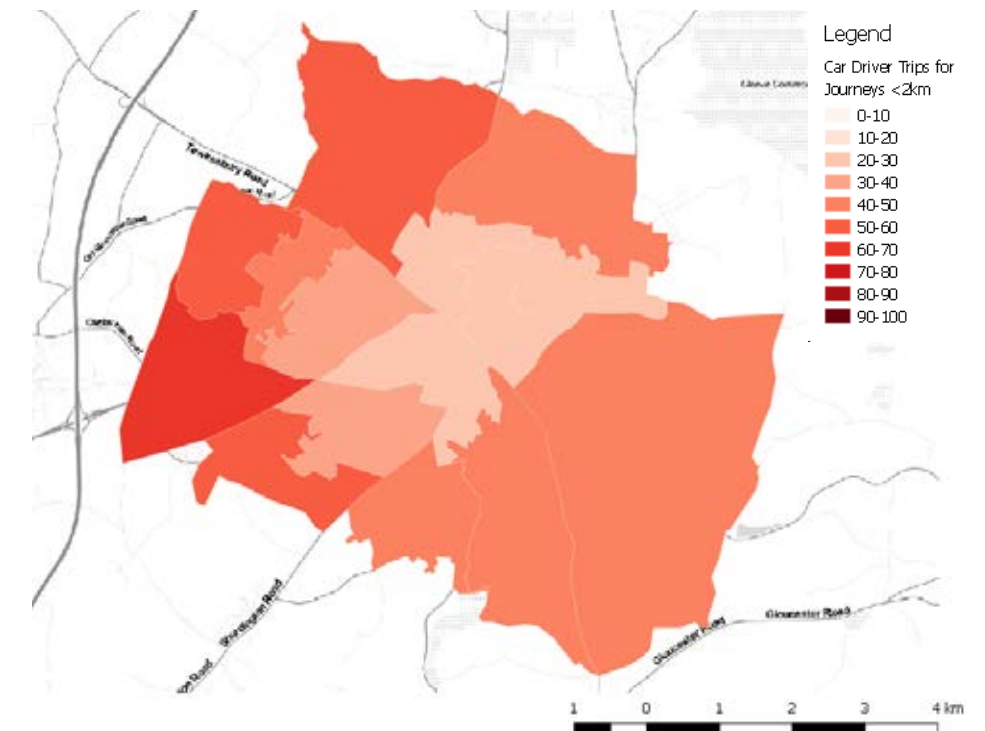
Journeys <2km
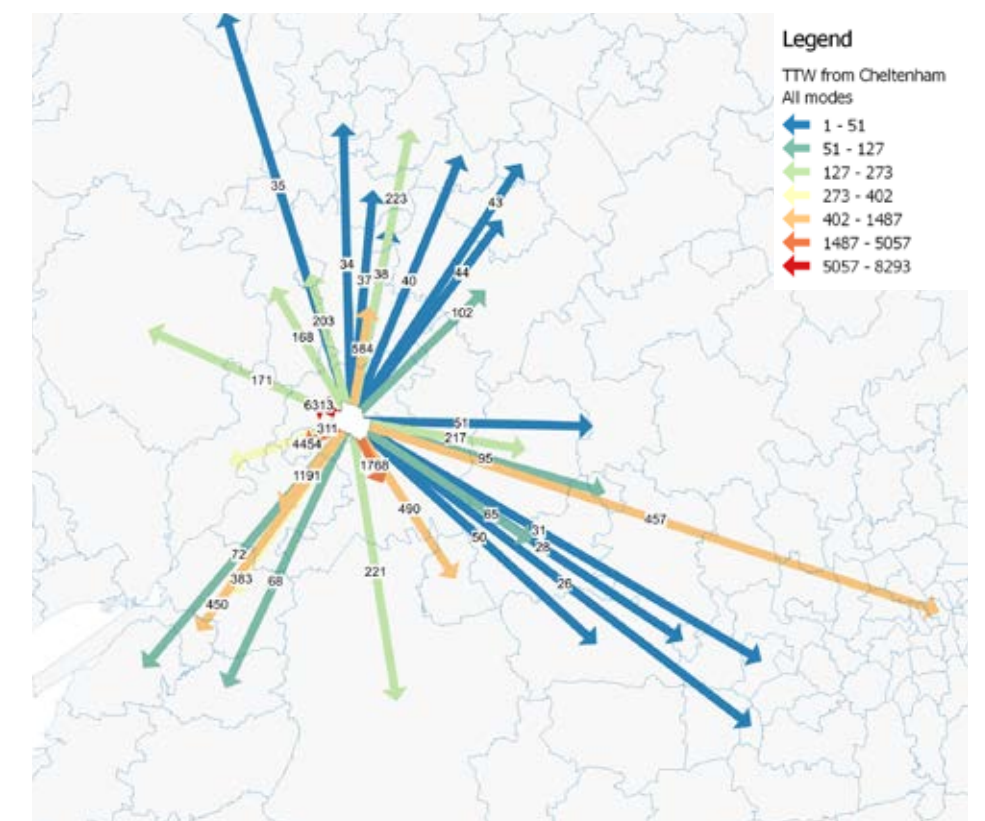
Work destinations for people living in Cheltenham

SUMMARY OF JOURNEY TO WORK DATA - CENSUS 2011

29,462 within

6%
32%
44%
11%
7%

23,776 in

5% 3% 2%
2%
8%
78%

5% 3%
3% 3%
6%
78%

19,467 out

Legend:
- Walk
- Cycle
- Train
- Light Rail
- Bus
- Taxi
- Car (driver)
- Car (passenger)
- Motorcycle
- Other

3 | Drivers for Change

DRIVERS FOR CHANGE

The way people move around and how well connected from a physical movement perspective, a place is, affects a wide range of issues including health, wellbeing and economic growth. The choices people make about movement also affects how easy it is to accommodate and encourage growth and transport emissions are a key contributor to climate change.

This section therefore identifies some 'drivers for change' or reasons why a shift towards more active and sustainable modes of transport is important across a wide range of agendas.

The 'drivers for change' identified in Cheltenham are listed below and the following sections illustrate why these ' drivers' are so important;

• The need to accommodate the increase in travel demand as a result of growth and integrate new areas and communities effectively into the town.
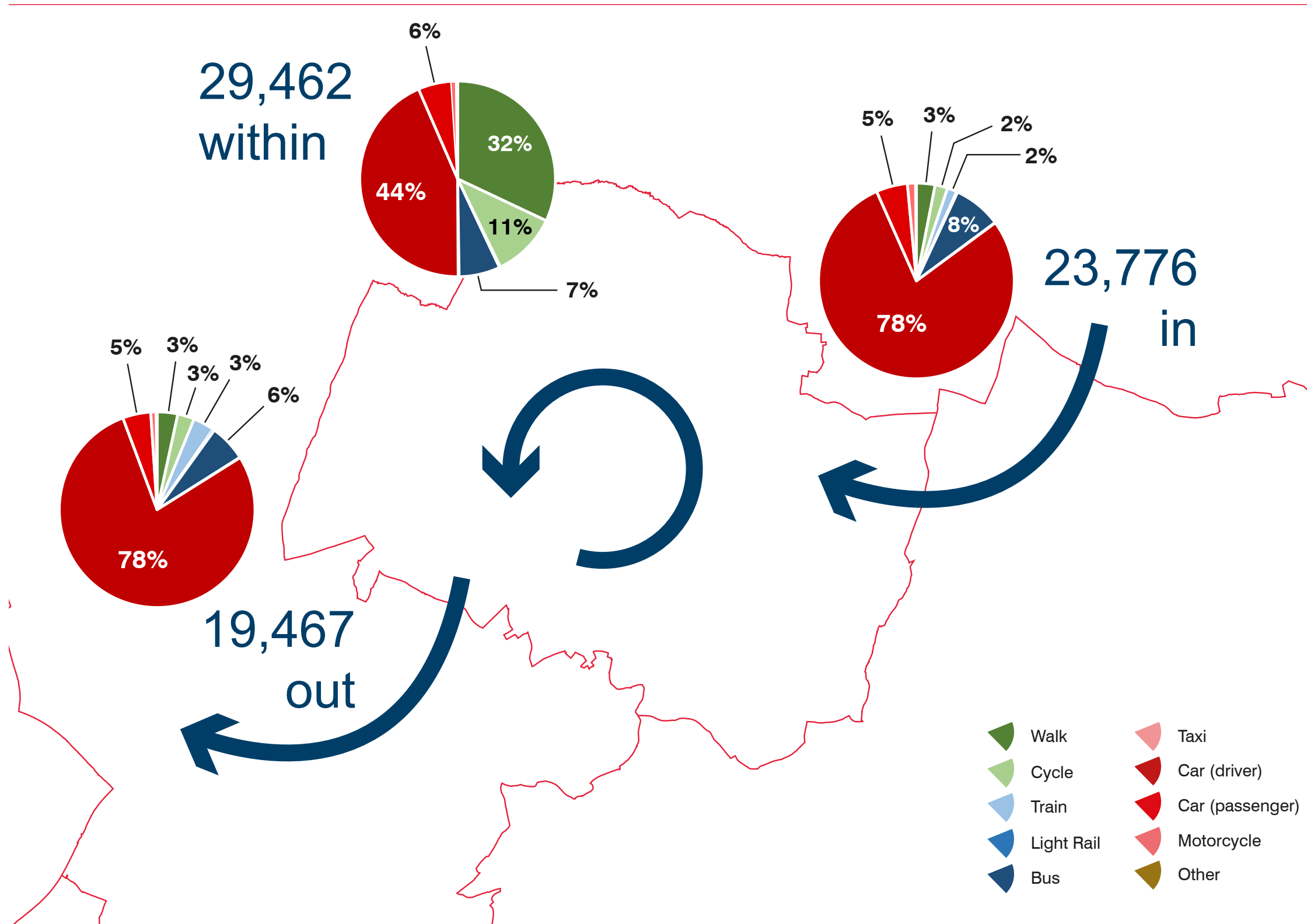
• The need to improve health and wellbeing outcomes for all (includes highway safety)

• The need to ensure equitable access to transport, employment, education and services through an effective and inclusive transport system

• The need to reduce the local environmental impacts of transport such as air quality, noise and ecological impacts.

• Protect and enhance the quality and distinctiveness of Cheltenham and its neighbourhoods.

• The need to reduce the wider environmental impacts of transport such as the emissions of the gases that contribute to climate change.

GROWTH
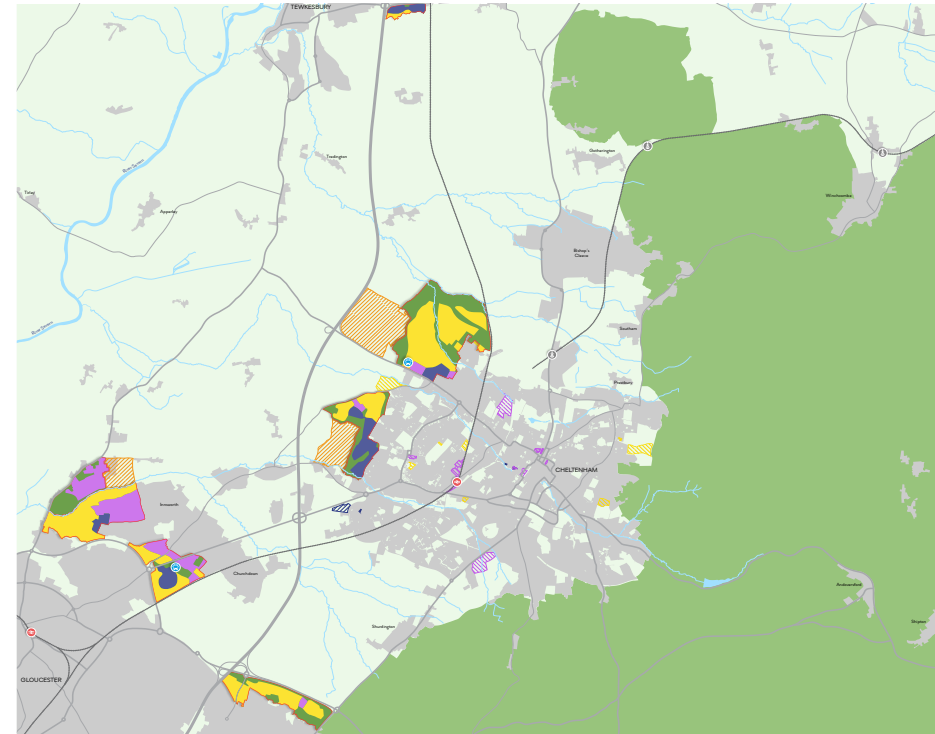
Significant growth is planned in the Central Severn Vale and within Cheltenham. Accommodating the associated increase in travel demand on an already congested and constrained highway network requires a move towards more efficient use of highway space. A higher proportion of people cycling and using shared transport (bus based in the short to medium term) will help achieve this.

This plan is provided on page 27 at a larger scale and with a key.

CONGESTION
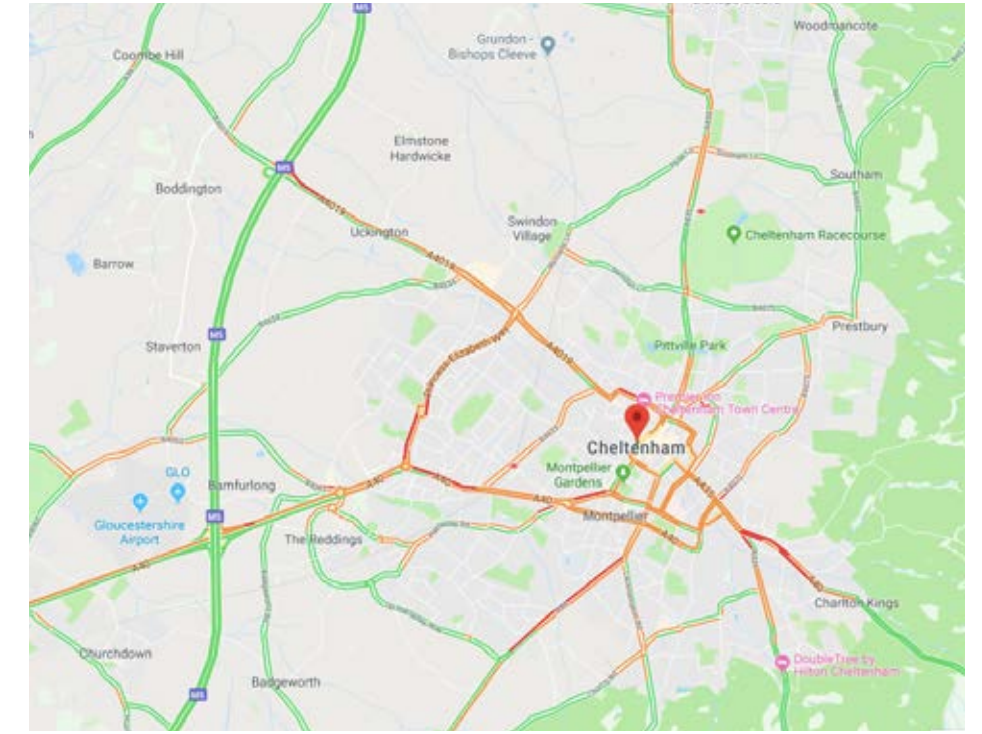
Addressing congestion through prioritising and promoting more efficient modes of transport will help accommodate growth in travel demand without harming liveability or townscape.

Cheltenham's highway network experiences significant congestion on its key routes during peak periods in particular. Although there are some locations where capacity could be increased, this is not generally the case without significant impact on living conditions or townscape in particular.

The plan above indicatively illustrates congestion during the morning peak. Warmer colours illustrate higher levels of congestion.

CHILDHOOD OBESITY

HEALTHY LIFE EXPECTANCY (FEMALE)

CYCLE / VEHICLE ACCIDENTS
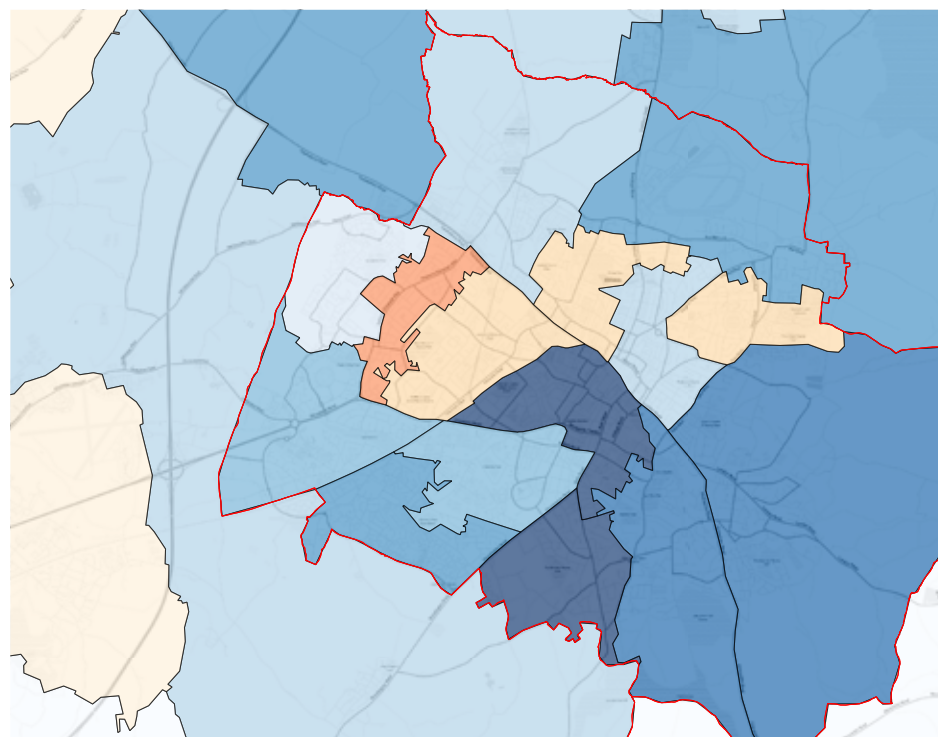
Childhood obesity is a national concern. Children's diets and lower levels of exercise contributing to what has been described as an epidemic of obesity. The diagram above shows how Cheltenham's childhood obesity compares with the national average. The warm colours show areas where childhood obesity is higher than the national average. These are concentrated in the areas of higher deprivation but any levels of childhood obesity is a cause for concern.

Increasing opportunities for outdoor play, walking and cycling is important for tackling childhood obesity.
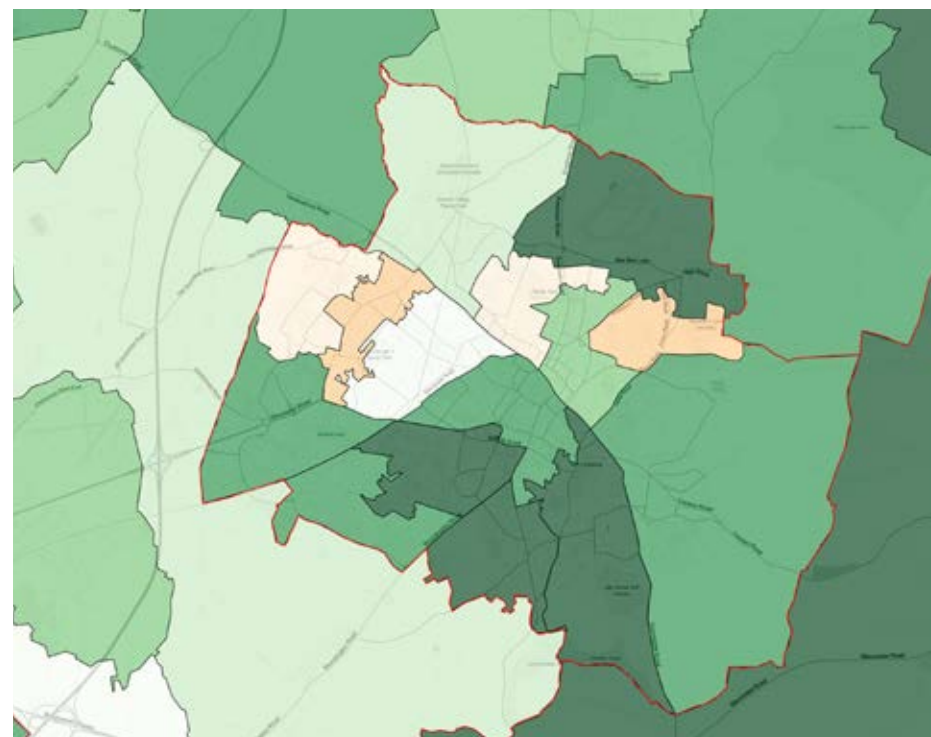
Healthy life expectancy is a good measure of the relative health of different places. Female healthy life expectancy is shown here for Cheltenham. The warmer colours indicate where healthy life expectancy is below the national average. The areas where healthy life expectancy is lower for women also have higher levels of childhood obesity and lower than average healthy life expectancy for men.

A move towards enabling increased use of active modes of transport will help support improving health outcomes for these communities as well as more widely.

The map above shows the location of cycle injury accidents over the last 5 years. In common with many places, Cheltenham has injury accidents spread across its network as well as a number of junctions where there are a concentration of accidents.

HIGHWAY SAFETY - PEDESTRIANS

CAR OWNERSHIP

AIR QUALITY

The map above shows the locations of pedestrian injury accidents over the last 5 years. In common with many places Cheltenham has injury accidents spread across its highway network but accidents between vehicles and pedestrians are more concentrated in the Town Centre.

There have also been incidents of verbal and physical assault on pedestrians. The need to improve highway safety also needs to include consideration of this type of incidents.
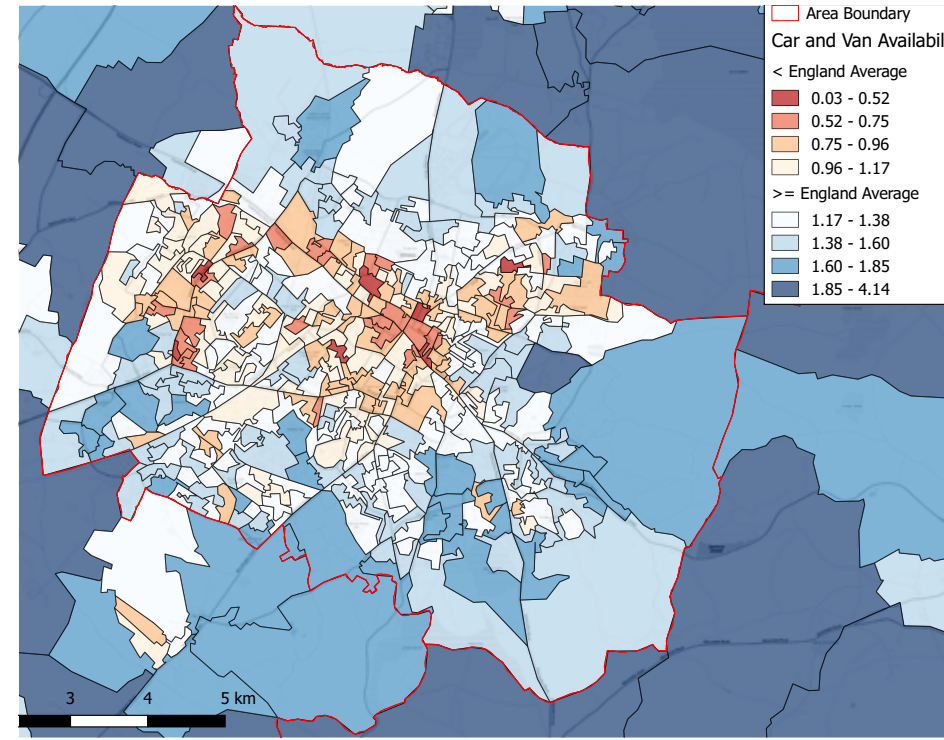
The map above shows how car ownership varies across Cheltenham. The warm colours show where car ownership is lower than the national average. The cold colours show where car ownership is higher. This shows that for large areas of Cheltenham car ownership is around or below national average. Car ownership rises towards the outer edges of Cheltenham. Although it could be anticipated car ownership would be lower in areas of higher deprivation lower levels of car ownership are more widespread than that in Cheltenham. This perhaps reflects the accessible nature of the town.

This map also illustrates that there are many households with low car ownership and therefore shows how important other modes of transport are for many people already.
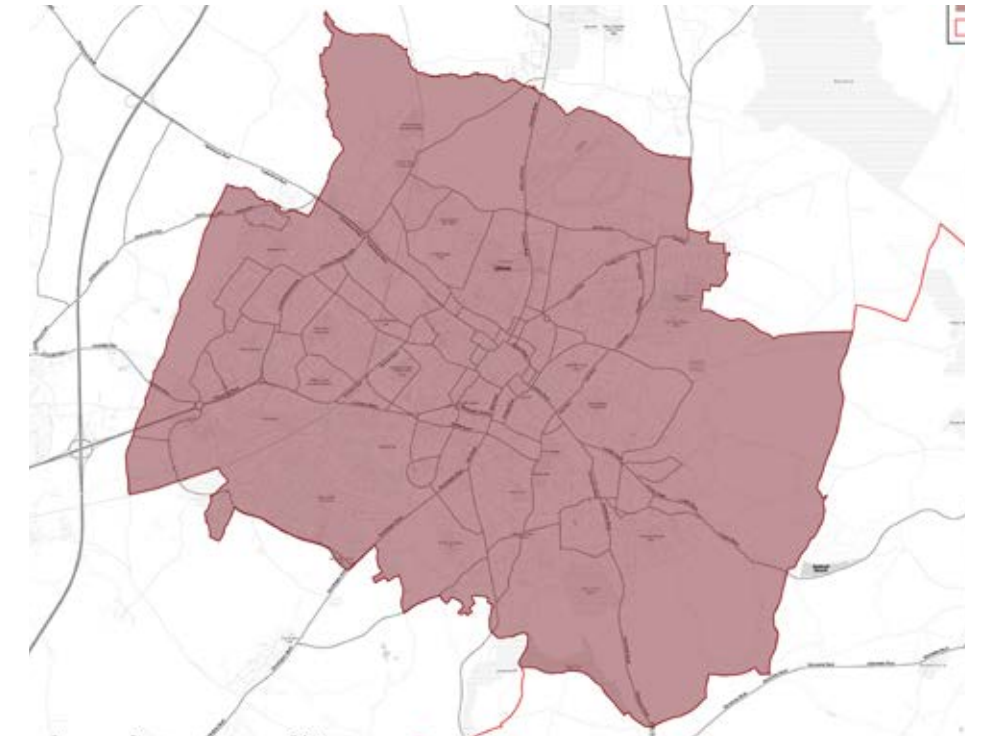
The whole of Cheltenham was designated as a an Air Quality Management Area in 2009 as a consequence of a number of locations exceeding limits for Nitrogen Dioxide. The purpose of an air quality management area is to identify those locations where action is necessary to improve air quality. In Cheltenham although the locations of lower air quality are localised there is a recognition that the effect of door to door transport choices is a key driver of reduced local air quality.

TOWNSCAPE QUALITY
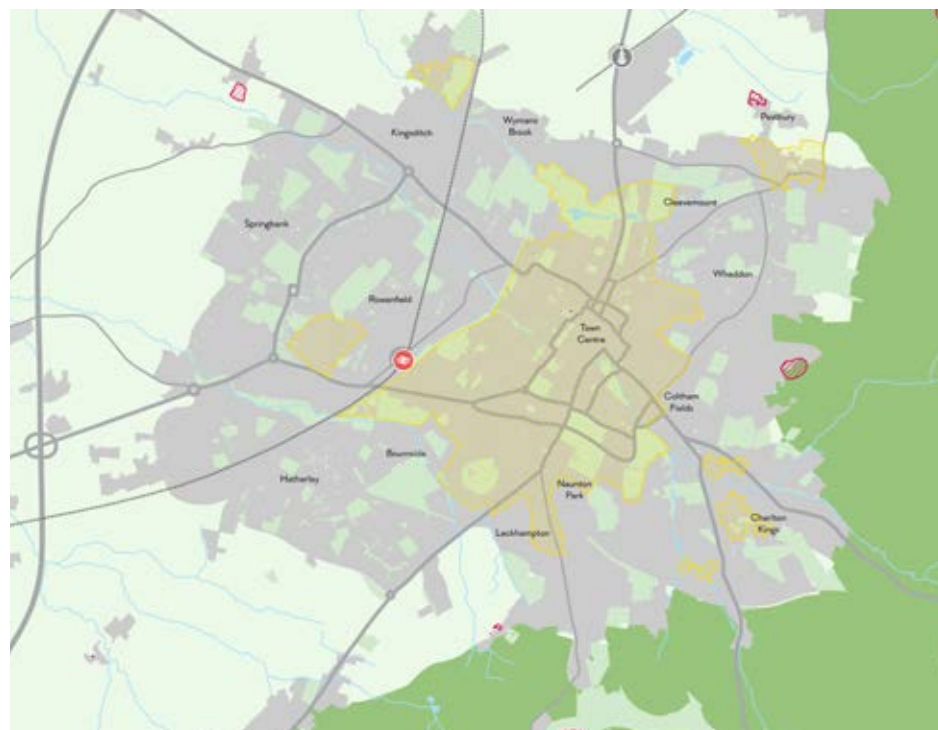
Cheltenham's Town Centre and immediate surroundings is known for its high quality townscape. This includes a number of very high quality streets and town centre public spaces and urban parks.

Accommodating the increase in travel demand associated with growth whilst also protecting and enhancing Cheltenhams character and townscape requires a holistic design led approach to street design and also to the design of new transport infrastructure.

CLIMATE CHANGE

On 18th February, Cheltenham Borough Council unanimously supported a motion with the following resolutions:-

'Full Council calls on the Cabinet to:

• Declare a 'Climate Emergency';

• Pledge to make Cheltenham carbon neutral by 2030, taking into account both production and consumption emissions;

• Call on Westminster to provide the powers and resources to make the 2030 target possible;

• Work with other governments (both within the UK and internationally) to determine and implement best practice methods to limit Global Warming to less than 1.5°C;

• Continue to work with partners across the town, county and region to deliver this new goal through all relevant strategies and plans;

• Report to Full Council within six months with the actions the Council will take to address this emergency.'

Transport emissions make up 34% of UK Carbon dioxide emissions and carbon dioxide makes up 81% of UK greenhouse gas emissions. Addressing the Carbon dioxide emissions from transport is therefore a crucial part of tackling climate change.

4 | Outcomes and Targets

OUTCOMES AND TARGETS

When considering how to best invest in transport it is important to consider what outcomes are actually sought. This is because choices about transport investment affect a wide range of issues from health through to climate change, as noted in the previous section.

If transport projects are not tested against these wide ranging and cross-cutting outcomes consideration may only be given to narrower transport and business case focussed issues. The effect of this in the past has, in many urban areas, been to harm liveability and townscape. The effect of highway design in particular has often been harmful to both townscape quality, walkability and ease of movement and access for cyclists.

It is also important that progress is monitored to ensure investment is having the desired impact. Targets are important to enable monitoring but it is important that the individual and cumulative effects of investment are considered against the wider outcomes, not all of which are able to be quantified.

Cheltenham has a clear Place Vision and it is important that all investment including transport contributes positively to this. The proposed transport outcomes which this strategy seeks to deliver are set out below. These build on the Place Vision and also respond to the 'Drivers for Change' which are discussed in the previous section.

These outcomes were discussed and refined at the first and second stakeholder workshops.

The proposed targets for journeys to work were discussed in workshop 2. They are based on the current mode share within the Cheltenham and the analysis that has been done to look at current and future journey patterns. A review of precedent places with high levels of sustainable transport use was also undertaken to help inform the proposed targets.

One of the key challenges which came out of workshop 2 was that there should be 'stretch' targets or 'aspirational' to reflect the strategies high ambitions.

The proposed targets for mode share were increased as a result and aspirational 'vision zero' targets included.

A suggested reduction in car share on the basis that the levels of car use were targeted to fall was not well supported and the target for car share is therefore to retain it at similar levels to the census 2011 mode share.

The current mode share for walking to work is already high at 32%. It is proposed that this level should be broadly retained rather than targeted to be increased. This is the context of a decline in national levels of walking.

The proposed outcomes and targets are set out in the following sections.

OUTCOME:

THE DESIGN OF STREETS AND TRANSPORT INFRASTRUCTURE ENHANCES THE CHARACTER AND DISTINCTIVENESS OF CHELTENHAM

The design of all new transport investment should enhance the character and distinctiveness of Cheltenham. This is not about providing high cost design solutions everywhere, it is about designing transport infrastructure sensitively and carefully in relation to the best of the local context.

OUTCOME:

THE WAY PEOPLE MOVE AROUND CHELTENHAM ENHANCES AND DOES NOT HARM HEALTH AND WELLBEING

At the moment, in some locations the speed, volume, noise and air quality issues caused as a result of the way people move around Cheltenham in vehicles harms living conditions and discourages playing out, walking and cycling.

Reducing the speed and volume of vehicles and encouraging the switch to electric vehicles will work to lessen the impacts of transport on living conditions and the important parts of the built and natural environments.

Improving the safety of people travelling and reducing injury accidents also needs to continue to be effectively done. This needs to include perceived and actual safety in relation to verbal and physical abuse

OUTCOME:

CHELTENHAM HAS A STRONG CYCLING AND WALKING CULTURE AND PEOPLE OF ALL AGES AND ABILITIES ENJOY MOVING SLOWLY, WALKING AND CYCLING FOR ALL TYPES OF JOURNEYS

This outcome reflects the need to encourage cycling and walking for all trips and not just journeys to work. It seeks to ensure that people of all ages and abilities are encouraged and enabled to walk and cycle.

This includes ensuring that people with mobility, sight or mental challenges can travel independently moving slowly, walking or cycling.

OUTCOME:

PUBLIC TRANSPORT IS HIGH QUALITY AND CONVENIENT AND PEOPLE OF ALL AGES AND ABILITIES CAN USE IT AND CHOOSE TO USE IT.

The outcome reflects the need for the bus services to be so attractive that people choose to use buses instead of the car.

This outcome also reflects the need to ensure that access to buses is inclusive and accessible to people with mobility, sight, or mental challenges.

OUTCOME:

THE ENVIRONMENTAL IMPACT OF TRANSPORT IN CHELTENHAM IS CONTINUALLY REDUCED

Transport choices have a range of environmental impacts. These include a significant contribution to climate change and air-quality impacts. Climate change concerns are now critical and Cheltenham wishes to ensure that the impact of travel within Cheltenham on climate change is significantly reduced.

The health impacts of air quality are also of concern and legal requirements to improve air quality require action.

OUTCOME:

NEW DEVELOPMENT IS FULLY INTEGRATED IN TO THE TOWN AND THE GROWTH IN TRAVEL DEMAND IS ACCOMMODATED WITHOUT INCREASES IN CONGESTION
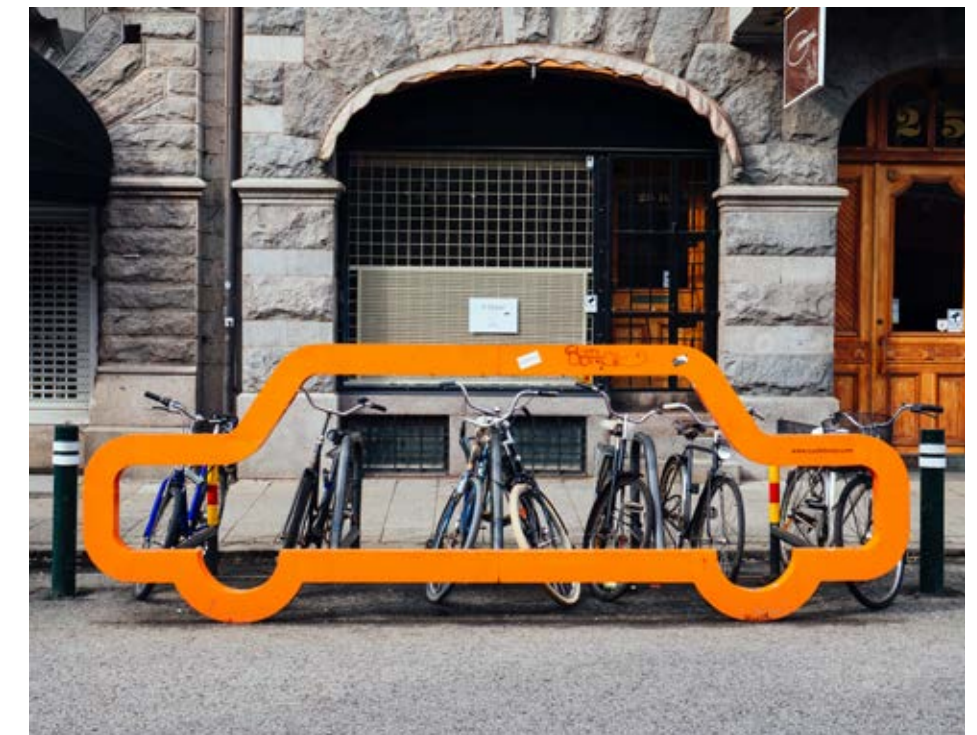
The urban area is being extended to the west of the town between its current edge and the motorway. To ensure new neighbourhoods form an effective part of the town, they must be well connected to it by all modes, but particularly walking, cycling and public transport.

The increases in travel demand cannot also be physically accommodated without a shift to more efficient and active modes of transport.

TARGET:

MODE SHARE

TARGET:

AIR QUALITY

TARGET:

SAFETY

TARGET:

CONGESTION

- To double cycle trips including mode share to work

- To increase bus trips by 30% including mode share to work

- To increase car sharing

- To retain levels of walking

In order to meet wider aspirations relating in particular to health and wellbeing, placemaking, and economic growth, a shift towards efficient and sustainable modes of transport is necessary. In Cheltenham there is a significant opportunity to increase cycling and bus use, and this is reflected in the proposed targets here.

Vision Zero - A long term aspiration that there are no air pollutants that are harmful to health present in the air in Cheltenham and that year on year there is progress towards this.

This reflects the aspiration that the air in Cheltenham should be free from pollutants which harm health.

Cheltenham is currently covered by an Air Quality Management Area. This reflects the fact that there are localised areas of low air quality along key highways. The issues with air quality in Cheltenham are predominantly caused by traffic.

Vision Zero - A long term aspiration that no one is killed or seriously injured on the Boroughs Roads and that year on year there is progress towards this.

This reflects the aspiration that no one should be harmed using the boroughs streets.

Reduce total delays due to congestion within the Borough year on year.

Reducing congestion is also as aspirational target. It would assist in the delivery of improved air quality and bus reliability and attractiveness in particular.

5 | Modes

APPROACH - HOW STRATEGY RESPONDS TO DRIVERS FOR CHANGE.

People move around Cheltenham using different modes of transport and as a result of growth there will be an increase in travel demand. As noted in previous sections this needs to be accommodated whilst also addressing a range of other issues including those relating to the environment, health, wellbeing and townscape which are all impacted on by the ways people travel.

This section firstly summarises below how the strategy addresses the drivers for change that have been identified and then on the following pages looks at each mode in turn setting out the proposed approach or strategy for that mode.

THE INCREASE IN TRAVEL DEMAND AS A RESULT OF GROWTH WILL BE ACCOMMODATED BY:

- Focussing on moving people around not cars.

- Ensuring new development is designed around enabling and prioritising the use of sustainable, shared and efficient transport modes (slow modes, walking, cycling and public transport).

- An increase in the use of sustainable, shared and efficient transport modes in wider Cheltenham.

- Investment in new highway infrastructure to address vehicular capacity issues only at critical network pinch points, to help redistribute traffic away from the urban area and increase highway network resilience.

THE NEGATIVE IMPACTS OF VEHICULAR TRAFFIC ON LIVEABILITY, HEALTH AND WELLBEING WILL BE IMPROVED BY;

- An increase in the use of active modes of transport by people of all ages and abilities. Whatever age or abilities people

have they should be able to move slowly, walk or cycle in Cheltenham.

- An holistic approach to street design and management which considers both movement and place issues and opportunities.

- Developing streets in new and existing parts of the town that can function as social spaces for people of all ages and abilities.

- Addressing air quality issues through an increase in the use of electric vehicles and a shift to active modes of transport and working with public transport operators to increase the proportion of the bus fleet that complies with EURO 6 standards.

EQUITABLE AND INCLUSIVE ACCESS TO TRANSPORT WILL BE STRENGTHENED BY;

- Enabling walking and cycling for all and in particular addressing some of the barriers to the use of these modes by the most vulnerable.

- Improving public transport

- Improving interchange between modes

THE LOCAL ENVIRONMENTAL IMPACTS OF TRANSPORT WILL BE REDUCED BY;

- An increase in the use of active modes of transport;

- An holistic approach to street design which supports ecological diversity through more 'greening' and habitat creation.

- An increase in the proportion of electric vehicles

- Working with bus operators to increase the proportion of the

bus fleet that complies with EURO 6 standards.

- Exploring opportunities for freight consolidation and the use of electric or other vehicles for deliveries.

THE IMPACT OF TRANSPORT ON CHELTENHAMS TOWNSCAPE WILL BE REDUCED BY

- An holistic approach to street design and management which considers both movement and place issues and opportunities.

- Introducing design review for both new development and major transport projects

THE WIDER ENVIRONMENTAL IMPACTS OF TRANSPORT SUCH AS ON CLIMATE CHANGE WILL BE REDUCED BY;

- A shift towards active modes of transport (walking and cycling)

- A shift towards more efficient modes of transport which move more people for the same carbon footprint (bus primarily but also rail)

- A shift towards less polluting fuels i.e. electric powered vehicles.

WALKING AND SLOW MODES

Cheltenham is potentially a very walkable town for people of all ages and abilities. It is relatively level, compact and with a well connected street network. The distribution of land uses broadly supports walking with the Town Centre being centrally located and local centres for day to day needs spread throughout the town. There is a high walk to work mode share and where monitored a healthy walk to school mode share.

Notwithstanding these positive attributes there are a range of challenges that face pedestrians particularly those that are more vulnerable and less able.

CHALLENGES

The radial routes into Cheltenham can be a particular challenge for pedestrians. These routes have limited formal and informal crossing points. Key junctions do not always provide direct routes for pedestrians or signalised facilities. Side roads can be difficult to cross due to vehicle entry speeds and in some cases large crossing widths. Tactile crossings are also not provided on all side road crossings.

These factors and the vehicle speeds in some locations means that these radial routes can sever walking networks over significant portions of their length for all but the most confident and able pedestrians.

Another example of severance is the town centre 'ring road'. Again crossing facilities can be infrequent and this coupled with the volume and speed of traffic and road widths results in severance. This is particularly important because all pedestrians and cyclists accessing the town centre have to cross the 'ring road'.

Across the wider town even on quieter streets the most common speed limit is 30 mph. There are only limited areas of 20 mph. This approach to speed limits does not support walking and cycling for all including those who are vulnerable or less mobile.

Streetscape quality is also variable. In some parts of Cheltenham it is delightful but in other places the townscape and street design make the streetscape poor. Streetscape quality is important for pedestrians. Walking is a slow business and if streetscape isn't interesting, attractive and stimulating walking will feel slow and tedious.

Streetscape quality can't however be high everywhere. It is therefore important to have a framework where the priorities for different street types are clear. This requires a strategic approach to streets which addressees not only issues such as streetscape but also speed limits and other design criteria.

Seating is also relatively infrequent in many areas. To support walking for all regular rest points are important. Seating also encourages social interaction and is particularly important in destinations such as local centres and at bus stops and interchanges.

So even though many people clearly walk for day to day trips there is still a lot that can be done to support and encourage walking for all, including the most vulnerable and least mobile.

The new housing and employment developments focussed on the west of Cheltenham will play an important role in retaining the percentage of people that walk to work and also supporting and encouraging walking more generally. To achieve this these new developments need to be genuinely walkable through ensuring that the developments have well connected street networks, a land use pattern that supports walking and attractive well landscaped streets with regular seating.

To address these challenges and continue to improve Cheltenham's walkability the approach below is proposed

APPROACH

Walking should be attractive for people of all ages and abilities for all trip types that are walkable in terns of trip length. There

is currently a very healthy walk to work mode share as noted previously. It is therefore not proposed that there should be target to increase this. The target should be to retain this and more broadly encourage walking. To deliver this the following approach is proposed.

LIVEABLE STREETS

The overarching approach is that all streets should support walking, moving slowly and cycling for people of all ages and abilities. Streets are complicated and have a wide range of different roles and demands so this is challenging. To deliver this effectively a clear framework of street types and their characteristics is needed. The key strands of this approach are set out below.

The Town Centre and Local Centres in particular should have good quality public realm and should be places that are enjoyable to spend time in. They are ' destinations' and need to be treated as such in terms of their design. They need to hold and attract people.

There should be a consistent approach to speed limits which drivers can understand but which reflects the need to support, walking and cycling within the urban area. This means that in general within the built up area speed limits should not exceed 30 mph and for residential streets and streets where there are significant volumes of pedestrians and cyclists e.g. in local centres and the town centre speed limits should be no more than 20mph.

Key radial routes would be expected to have speed limits of 30 mph except through some local centres where a local 20mph limit will be more appropriate. These routes have an important function for vehicle access but should not form barriers to people walking and cycling of all ages and abilities. Regular crossing points and side road treatments to prioritise pedestrians crossing and slow entry speeds will be necessary to deliver this. Regular seating to

provide rest points will also be necessary. These streets should also be carefully landscaped both because they are gateways to the town but also to make walking and cycling pleasant.

Local residential streets should prioritise pedestrians and cyclists and be places where social activity is enabled and encouraged. This can be done by encouraging activity in and transformation of neighbourhood streets including through community led street transformation, play streets programmes and regular seating.

The streets in new employment, housing and mixed use areas must also be exemplary in their design. Using best practice principles from both a transport and urban design perspective.

INTERCHANGE

Another key strand of the proposed approach to supporting and encouraging walking is enabling interchange between modes. Enabling trips to be easily carried out using more than one mode supports the use of sustainable modes and also inclusion and access for all by introducing flexibility and choice. Interchanges must enable interchange between all modes so a change between walking and cycling should be as easy as a change between car and the bus for example. It is important that interchange is facilitated throughout the town and therefore different types of interchange need to be recognised i.e.;.

- Park and Interchange (walk / cycle / bus / taxi / private car (parking, pick up and drop off)

- Town Centre (walk / cycle / bus / taxi)

- Train Station (walk / cycle / bus / train / taxi / private car (limited parking, pick up and drop off)

- Local Centres / Micro Park and Interchange (walk / cycle / bus / limited private car parking in some locations / pick up and drop off)

BEHAVIOUR CHANGE

A key strand of the proposed approach to walking is the promotion of behaviour change. These programmes can include a range of approaches to encourage and support people to change their travel behaviour. They can include;

- Awareness raising including of the benefits of active travel.

- Walking and cycling events and activities. These can include community led events such as play streets also mentioned above.

- Incentivisation programmes such as the gamification of walking and cycling through the use of apps.

- Travel planning typically by businesses, other organisations and schools.

MAKING THE MOST OF 'BIG DATA'

The advent of detailed real time data about travel behaviour and the function of networks is one of the key opportunities in improving transport planning and network management.

One of the key challenges facing effective transport planning is the lack of fine grained and detailed information about travel behaviour. Understanding more about the detailed journeys people are doing and when they are doing them will improve the planning of transport infrastructure and services.

Being able to see the real time function of highway networks in particular will enable better real time network management.

In relation to pedestrians one of the key benefits should be that pedestrians become more visible. For example in the town centre the volume of pedestrians is significant and yet prioritising the needs of pedestrians over the car can still be a challenge.

Data powers many modern digital services, the majority of which are available to people through the devices that they carry with them almost everywhere. Many examples of such services relate to transport – including journey planners, ticket booking services and 'ride-hailing' services. Access to high quality data is key to many of these innovation around digital services (including 'apps').

TfL made much of its transport data open and consequently benefited from apps and services developed by third parties, some of which they might previously have paid to have developed themselves.

This model of the public sector as an enabler of innovation through the provision of useful data, allows for more innovation and is financially more sustainable than the public sector being the developer of apps itself.

It is therefore important both from a transport planning and network management perspective, as well as to enable innovation that the opportunities that arise out of 'big data' are harnessed.

CYCLING FOR ALL

Cheltenham is a potentially a very cycleable town. It is relatively level, compact and with a well connected street network. The distribution of land uses broadly supports cycling with the Town Centre being centrally located and local centres for day to day needs spread throughout the town. Employment uses are concentrated in three main locations the Town Centre, GCHQ and Kingsditch. All are within cycling distance of the rest of the town, in particular using an e-bike. There is a reasonably healthy cycle to work mode share, but where monitored a very low cycle to school mode share.

Notwithstanding Cheltenham's positive attributes cycling isn't something that people of all ages and abilities habitually do and although there is no quantitative data to support it stakeholders when asked felt that there were generally lower levels of women and children cycling.

CHALLENGES

Cheltenham does have a range of cycle facilities but they are disconnected and are of variable quality and type. They also do not consistently connect together key assets in a legible way.

There are a wide variety of cycle vehicle types including 3 wheelers and cargo bikes which also need to be accommodated. Cycle vehicles are also likely to develop further with E-Bikes being available now and small autonomous 'Pods' arguably a development of cycling in the future. The cycle network as it currently stands does not provide a fit for purpose network for this wide range of vehicles or one that is attractive to all.

The main radial routes also act as barriers for cyclists in particular those that are less confident and more vulnerable.

Speed limits are relatively high and most residential streets have limits of 30 mph, with radial routes having speed limits of up to 40 mph extending well into the urban area.

Although there is a reasonably healthy cycle to work mode share

there is a low cycle to school mode share in the data available. This and the anecdotal evidence from the Stakeholder workshop indicates that cycling isn't attracting a broad cross section of the community in terms of age, ability or sex. If cycling is going to fulfil its potential as a key mode of transport in Cheltenham then cycling has to be attractive for everyone and accessible to a range of cycles.

New development also needs to be focussed around making cycling easy and attractive for all.

APPROACH

The proposed approach to cycling is that it should be attractive and accessible to all whatever their age or ability. The cycle network also needs to be thought about as being from door to door across the whole of Cheltenham and be able to accommodate a wide range of vehicles. So all streets which provide access to homes, employment, shops, health, education and other facilities need to be cycleable. Enabling interchange between cycling and other modes is also important. The following sections set out the key strands of the strategy to enable and encourage cycling for all.

CYCLE CHELTWAYS

Cycle Cheltways will be the core network of very high quality , direct, mainly segregated branded and signed cycleways that connect key assets and interchanges and cross the town. This network should be suitable and attractive for all to use. It should follow best practice guidance about the design of cycle facilities.

LIVEABLE STREETS

The overarching approach to Liveable streets is described in the previous section on walking and slow modes. In addition to this, 'Liveable streets' will also include localised cycle facilities/ infrastructure as required for example to access schools and

address local barriers for cyclists in addition to ensuring that all streets are ' cycleable'.

INTERCHANGES

Enabling interchange between cycling and all other modes is also an important component of the strategy to drive up levels of cycling. The broad approach to Interchanges is set out in the previous section on walking. To support interchange between cycling and other modes cycle access must be easy and direct to conveniently located and secure cycle parking.

BEHAVIOUR CHANGE

Behaviour change programmes and events are also important to encourage cycling. The broad approach to behaviour change is set out in the previous section on walking.

In relation to cycling cycle events have a particular part to play in promoting cycling as they raise both the profile and credibility of cycling as an activity.

Programmes promoting cycling will also need to target those groups who are not currently cycling for any purpose but particularly for journeys to work and school..

MAKING THE MOST OF 'BIG DATA'

As set out in the previous section on walking the advent of detailed and real time information about travel behaviour and the function of transport networks has the power to transform how we plan and manage transport networks. In relation to cycling understanding the networks cyclists are already using will be useful both from a network planning perspective but also potentially to get a clearer picture of the scale of cycling. These data can also play an important role in measuring outcomes.

Legend:

- Cycle Cheltways - Indicative Network
- Indicative Cycle Cheltways
- Park & Interchange
- District Centre & Micro-Hub
- Town Centre Bus/Bike/Walk Interchange
- Enhanced interchnage facilities at station

Existing GCC Cycle Route

- Carriageway - Marked
- Carriageway - Unmarked
- Dedicated Cycle Path
- Shared Cycle & Pedestrian Path
- Sustrans route
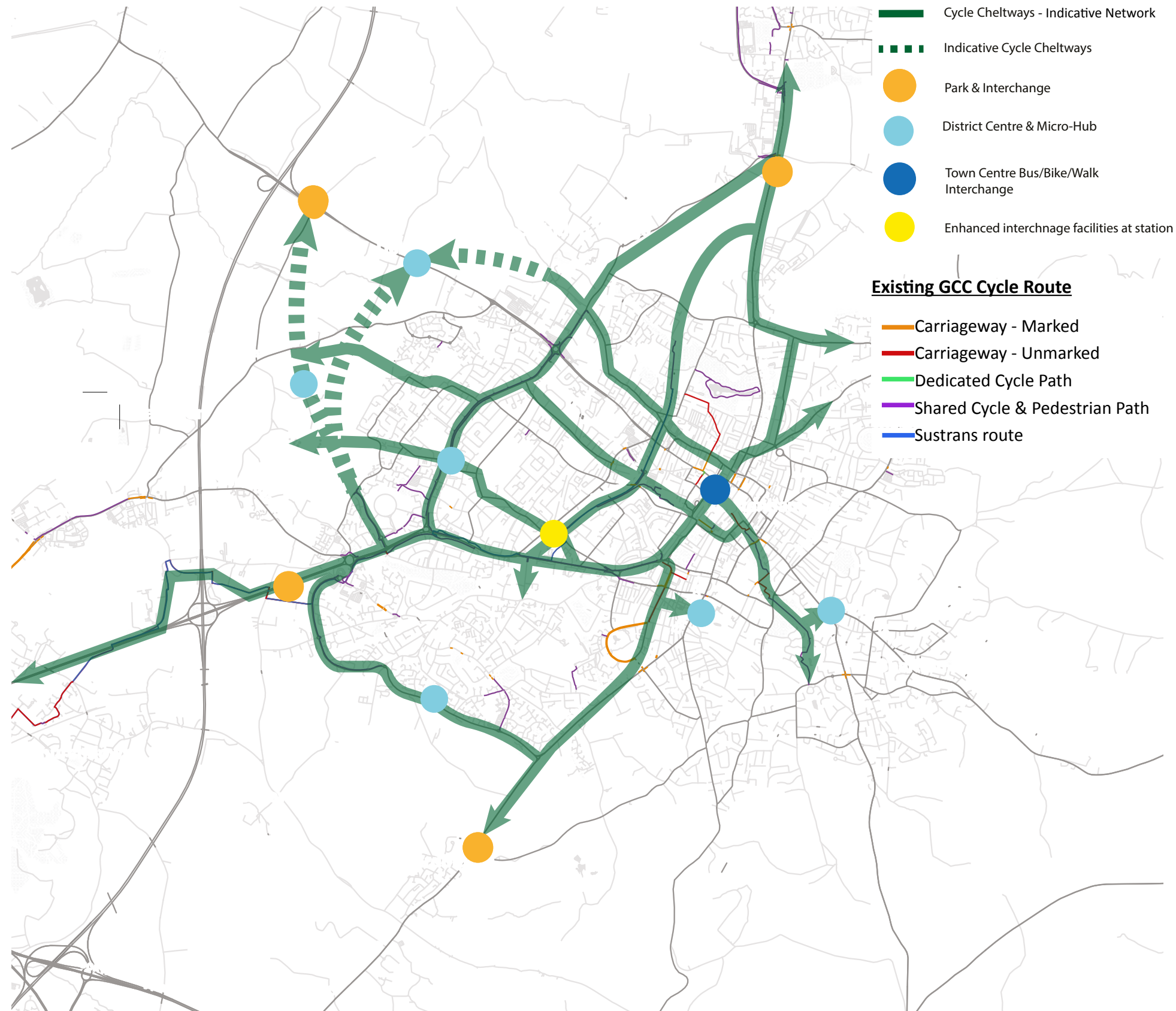
BUSES

Cheltenham has a healthy commercial bus network with good bus coverage of the urban area but it has a relatively low bus mode share for journeys to work. The mode share for bus trips to work to and from Cheltenham is similar to the bus mode share for trips to work within Cheltenham. Notwithstanding the high walk to work mode share and healthy cycle to work mode share bus mode share for internal travel to work is relatively low. This means that notwithstanding the strong commercial bus network bus travel is not competing effectively with car travel in particular for trips within Cheltenham.

It is clear that there is an opportunity to increase the levels of bus use. There are some key challenges to doing this.

CHALLENGES

The time it takes to travel by bus in Cheltenham is not competitive with the car for many journeys. Further bus priority and simplified and more direct town centre bus routing would help this.

The cost of using a bus relative to a car for both families and individuals is also not competitive in particular where free parking is available at work locations.

Cross town bus services are also limited and this in addition to the current town centre interchange and routing arrangements which are disconnected, make cross town journeys by bus difficult and unattractive.

The quality of bus service facilities in Cheltenham is variable. A minority of the bus fleet for example have WiFi and charging infrastructure. In terms of the implementation of EURO 6 engines again only a minority of buses have these although this is not unexpected given the 10-12 year fleet replacement cycle. The aim should be to make available wifi etc. and EURO 6 within a specified time-frame.

Whilst Stagecoach have contactless payment up and running and both main operators offer network wide tickets, you can't use the tickets on multiple operators. A key issue therefore in developing a 'smart' bus network is the inter-operability of tickets.

The proposed approach to driving up bus use in Cheltenham is set out below.

APPROACH

The proposed approach to bus travel is to ensure that it competes with the car for a high proportion of trips including in terms of time, convenience and cost.

TOWN CENTRE BUS ROUTING AND INTERCHANGE

There is an opportunity to transform town centre interchange and simplify town centre bus routes and make them more efficient by providing a two-way core bus route in each direction - north-south and east-west.

INTERCHANGE

Enabling interchange between buses and other modes is a key part of the strategy to drive up bus use. The approach to interchange is set out in the section on walking and slow modes.

LIVEABLE STREETS - MAIN STREETS

Buses experience delay on the radial routes which come into Cheltenham.

Bus priority on core routes in particular on approach to Town Centre and wider pinch points – e.g. through selective vehicle detection and/ or physical measures needs to be provided.

It is also important that pedestrians in particular can easily and conveniently access bus stops including being able to cross main roads near to bus stops.

NEW DEVELOPMENTS

It is important that new developments are designed to allow efficient routing of buses and short walk distances to bus stops.

Attractive streets which support walking and cycling and bus gates which give buses a time benefit are also key.

PARTNERSHIP WORKING WITH BUS OPERATORS

Work with bus operators to develop an 'advanced' partnership (ref bus services act 2015) to;

- Deliver town centre improvements
- Improve relative cost competitiveness of bus to car (in terms of time and costs including parking)
- Improve bus access to Kingsditch area
- Provide high frequency high quality bus services to the new developments in the west of Cheltenham
- To improve access to real time information and simplify ticketing and payment (e.g. contactless) and investigate multi-operator ticketing across Central Severn Vale
- Support the development of cross-town bus services
- Explore opportunity to provide a bus gate/priority between Cyber park and West Cheltenham

BEHAVIOUR CHANGE

Behaviour change programmes are also important to encourage the use of public transport. The key opportunities in Cheltenham are:

- Travel planning in new developments
- Travel planning in key areas of employment
- The promotion of new facilities and routes e.g..Park and Interchange or Town Centre Interchange
- Working with bus operators and promoting high quality and high frequency routes
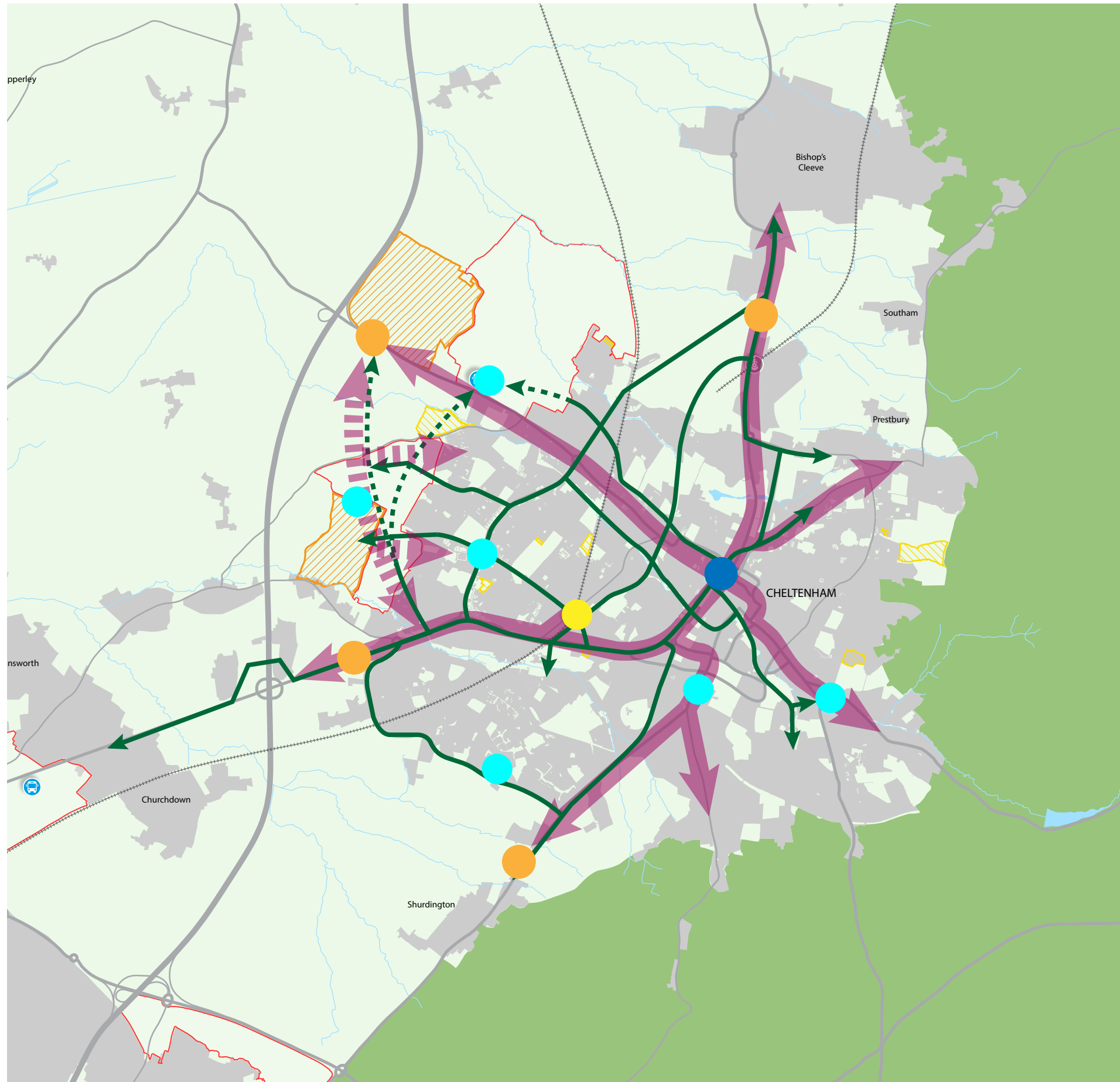
Legend

	Bus Core - Main Street
	Indicative bus route
	Cycle Cheltway - Indicative Network
●	Park & Interchange
●	Town Centre Interchange
●	Tran Station Interchange
●	District Centre & Micro-Hubs

RAIL

Cheltenham is located on the main railway line between Birmingham and Bristol. It has good links to these major centres, a frequent local service to Gloucester and a direct service to Worcester approximately every two hours. The two most significant destinations from Cheltenham by rail are Bristol and Birmingham. The two most significant departure points for arrival at Cheltenham are Bristol and Birmingham. The link to London and the Thames Valley is also economically important. Although the rail station and access by rail is important it is also important to remember that the proportion of people who travel by work to and from Cheltenham by rail is relatively small.

CHALLENGES

Although there are good links to major centres local rail services are limited in terms of frequency and capacity. The service which stops at Ashchurch for example only runs every two hours approximately. The destinations served from Ashchurch are also inconsistent. Sometimes the stops are on Cardiff – Nottingham trains, others are on the Worcester to Bristol route and the gaps in services for specific locations can be significant.

The location of the station and the street network between the station and the town centre make achieving legible and integrated access to the town centre from the station difficult although the current station access and wayfinding could be significantly improved. The Honeybourne line provides a link but again the access to the Honeybourne Line from the station is indirect.

The sense of arrival at the station and quality and legibility of interchange is poor. The station facilities and quality also needs enhancement. There is also some tension between the need to provide car parking versus providing a high quality sense of arrival and multi-modal interchange

The current platform capacity/arrangement places some limitations on service patterns. For example if Metro West were to be extended to and terminated at Cheltenham further platform capacity would be required.

APPROACH

The proposed approach to rail is to look comprehensively at the station and its context to improve sense of arrival, access, and facilities. In advance of this the economic benefits of, and opportunities for, improvements to service patterns should be also be explored.

STATION MASTERPLAN

The current station has a set of issues which range from the poor sense of arrival through to possible constraints on service provision as a result of the platform arrangement. There are also a set of design tensions for example between the provision of car parking and improved sense of arrival and access to the Honeybourne Line. The way to resolve these tensions is through the development of a comprehensive masterplan which looks at both the detailed station arrangement and the stations context including the wider movement context and wayfinding to the town centre.

The masterplan also needs to include clear delivery plan which identifies funding and delivery mechanisms.

The sketch shown on the opposite page illustrates one idea for the transformation of the station forecourt. This would transform the sense of arrival and interchange by providing a high quality public space in the area immediately in front of the station entrance.

RAIL SERVICES AND ECONOMIC IMPACT

Prior to developing a comprehensive station masterplan the opportunities for and economic impact of improving rail service levels should be explored. Network Rail will need to be consulted and the Train Operating Companies and / DfT with the goal of setting the specification for whatever replaces the

GWR franchise in the post Williams review period.

The Metro West is currently proposed to run to Yate and possibly Gloucester. Extending to Cheltenham should be an "ask".

Removed boundary wall to station car park and provided a new bus/ interchange on/ adjacent to the Queens Road carriageway

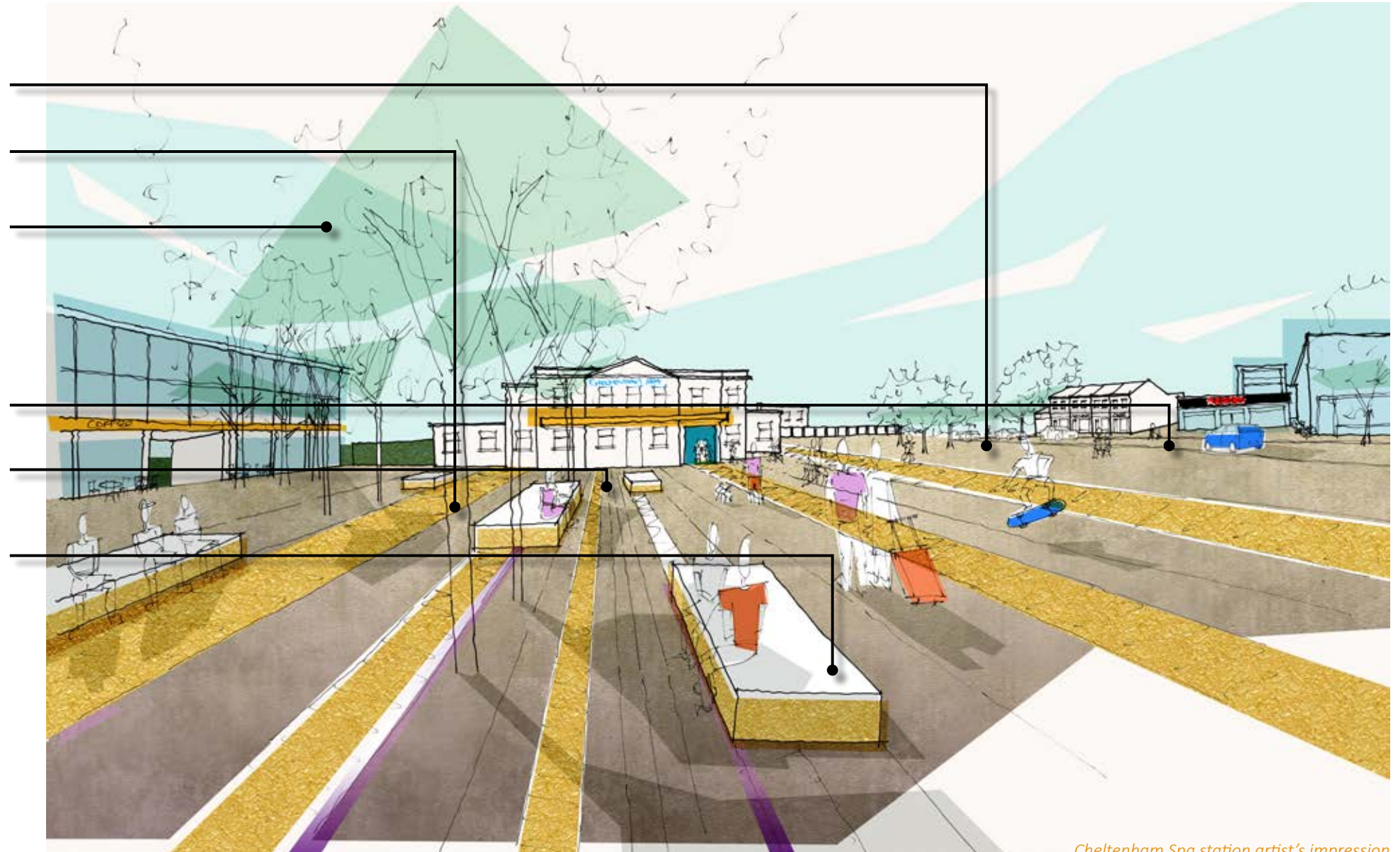Paving to highlight desire-lines between station entrance and the Honeybourne Line

Existing tree planting

Defined vehicle route through the square

Defined central square with high quality surface paving to create an exciting new arrival space in front of the station

New central features to create focal point to the square

Cheltenham Spa station artist's impression

Cheltenham Spa station existing elevation

SERVICING AND FREIGHT

Ensuring deliveries can work efficiently and effectively is critical for the businesses and people of Cheltenham. However the number of delivery vehicles has increased significantly over the last few years and delivery vehicles also contribute to poor air quality.

Reducing the impact of deliveries on traffic volumes and air quality will require joint working with delivery companies and local businesses to enable efficient effective deliveries and servicing whilst limiting their impact

It is also clear that HGVs need to travel through the urban area to access areas such as Kingsditch. This could be significantly reduced by an all movements junction 10.

CHALLENGES

The number of deliveries in urban areas has increased significantly as on line shopping has increased. Deliveries also continue to be required to businesses and shops.

Advisory freight routes are also identified which run through the town centre and urban area including the A40. Although access to the town by freight is required there are parallel routes such as the M5 for north south freight which would be more suitable.

APPROACH

The approach to servicing needs to ensure business needs are accommodated whilst also limiting the impact of servicing on the urban area.

TRAFFIC MANAGEMENT - LIMITING DELIVERY TIMES IN SENSITIVE AREAS

This already happens to some extent. Limitations on delivery times are useful in a number of contexts. Firstly, in bigger centres such as the Town Centre where avoiding deliveries at the busiest times ensures that conflicts between service vehicles and pedestrians/ cyclists and in a more general context street space

is limited. Secondly, where there are residential areas close to where deliveries are taking place (usually smaller parades of shops) it may be important to ensure deliveries don't happen at times that are antisocial.

TRAFFIC MANAGEMENT - ADVISORY FREIGHT ROUTES

Advisory freight routes run through Cheltenham, including through the town centre. Although access to the town is clearly required consideration should be given as to whether it is necessary for longer distance advisory freight routes to pass through the town itself.

FREIGHT CONSOLIDATION AND DELIVERY PICK UP POINTS

The opportunities for freight consolidation should be explored. This may work at different scales and in particular opportunities for enabling last mile deliveries to the town centre by sustainable modes should be explored.

The provision of local pick up points for deliveries at the proposed Interchange locations could also form part of this mix. One of the key drivers for the significant increase in deliveries has been internet shopping and supporting the provision of delivery 'pick up points' at convenient 'en route' locations may help reduce this impact.

WORKING WITH FREIGHT COMPANIES

The delivery of freight consolidation and any changes to advisory freight routes will require working with representatives of both national freight companies and those that have a strong local presence.

KEY ROUTES - INVESTING IN KEY INFRASTRUCTURE TO LIMIT THE NEED FOR THROUGH HGV TRAFFIC

Strategic highway investment can also influence the routes freight can take. Providing an all movements junction 10 on the M5 will for example provide direct access to the Kingsditch area

of Cheltenham from the south limiting the need for freight traffic to travel along Princess Elizabeth Way and through residential areas.

PRIVATE VEHICLES

Although Cheltenham has a healthy non car mode share for internal trips for journeys to work there are still a significant number of people who drive for trips within Cheltenham, some for very short trips. There are also a significant number of people who drive to or from Cheltenham for work and to the town centre and retail parks for shopping. Significant growth is planned which is focussed on the western edge of Cheltenham and these developments will increase the demand for travel.

The key radial routes already suffer significant congestion during peak periods and air quality is poor in some locations. There are also areas where noise levels are a concern. More widely the levels of use of private vehicles impacts on the quality and safety of neighbourhoods and the town centre. Increasing the capacity of the highway network is not possible in many urban locations without harm to communities and urban fabric.

There will always be a need for private vehicles and for individual transport. Cars currently play an important role in getting people around but they also cause wider negative impacts and are not an efficient use of highway space where one person only occupies the car. Car drivers (and passengers) are also affected by congestion and delay which can only be solved by responding to the wider concerns identified in this strategy.

Despite the congestion during (mainly) peak periods Cheltenham is currently relatively easy and attractive to drive around and parking is readily available in the town centre, at the retail parks and at many employment sites. The car is therefore a more attractive option for many than non car modes.

Notwithstanding the broad approach of encouraging sustainable modes and focussing investment on these, there is an opportunity to improve the efficiency of car use by promoting and encouraging car sharing.

It is also important to remember that although the car/individual motorised transport is likely to always play a role in Cheltenham not everyone has access to a car or is likely to in the future. Looking at the census data from 2011 the population of Cheltenham at that time was 115,732 of which c 93,000 people

were old enough to drive and c 22,000 young people and children were not. This population had access to 60,467 cars . This illustrates that approximately one third of the driving age population either did not have a car or did not have a car for their sole use.

There were also c. 11,000 out of c. 51,000 households who had no car at all. So in 2011 c 21% of households in Cheltenham had no access to a car. This is unlikely to have changed significantly.

In considering the approach to be taken to addressing the issues facing car drivers it is therefore important to remember that a significant proportion of the population have no access to a car.

Powered two wheelers are also private but are more efficient in terms of their use of road space than car.

CHALLENGES

Addressing the negative impacts of car use needs to be balanced against the genuine need for some people to use a car. From the data it is clear however that there is a significant opportunity to mode shift towards more efficient, sustainable and active modes of transport. There are also a set of critical 'drivers for change' which require a change in transport behaviour to accommodate growth and address health issues, environmental impacts and townscape quality. The key challenge is therefore to drive this shift towards efficient, sustainable and active modes whilst also retaining appropriate access by car.

APPROACH

The proposed approach to private vehicles is to acknowledge they have a role to play but to ensure that cycling and bus use in particular are encouraged and can compete effectively for most users. However notwithstanding the focus on sustainable modes there is an opportunity to improve the efficiency of car use through promoting car share and supporting the use of powered two wheelers. Network management improvements will help all modes but particularly the car and bus and a shift towards electric vehicles will help reduce the environmental

impact.

KEY ROUTES - WITHIN THE URBAN AREA

Limited investment should be made to increase vehicle capacity other than to access and service new development and address key pinch points. This means that increasing the capacity of the existing highway network to accommodate increases in traffic is only appropriate in very limited locations. Opportunities to provide road space for more efficient modes of transport such as cycling, buses and potentially car share should be taken.

TOWN CENTRE ACCESS AND ROUTING

Cycling and using the bus need to be at least as convenient as the car. In the town centre this will mean that buses need to be able to take more direct routes and segregated cycle access will need to be provided to the heart of the Town centre. This will mean that car drivers may have to take less direct routes.

CAR PARKING

The availability and price of car parking needs to support the strategy. Driving (as a single driver) and parking needs to more expensive and less convenient than using the bus or car share.

INTERCHANGE

The proposed Park and Interchange sites will encourage car drivers to transfer to sustainable modes as they come into Cheltenham. Micro Park and Interchange, where appropriate, will also support this.

SHIFT TO ELECTRIC VEHICLES

Supporting the shift to electric vehicles will also help reduce the environmental impacts of car use including.

BEHAVIOUR CHANGE

Behaviour change programmes are proposed to encourage car drivers to use other more sustainable and efficient modes of transport for some or all trips.

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6 | Delivery

DELIVERY

The previous sections of the document have set out the drivers for change or the reasons why the way people move around Cheltenham needs to change and a set of mode based strategies. This section describes the key programmes needed to deliver these strategies. The structure of the programmes reflects the fact that individual modes do not live in isolation either in terms of the spaces they use or journeys people take.

The diagram on the opposite page provides a summary of the way that the drivers for change; mode based strategies and programmes fit together.

PROGRAMMES

The proposed programmes of work fall under the following headings and are described in the following sections. Where it is possible at this stage to identify a broad cost envelope this is also included.;

STRATEGIC CONNECTIONS

LIVEABLE STREETS

CYCLE CHELTWAYS

INTERCHANGE AND PUBLIC TRANSPORT

BEHAVIOUR CHANGE

TECHNOLOGY AND INFORMATION

ROLES AND RESPONSIBILITIES

A coherent and integrated transport strategy is important to both influence partners and bid for funding. Furthermore, delivering Connecting Cheltenham will only be possible through partnership working but it is also important to identify key roles and responsibilities.

GLOUCESTERSHIRE COUNTY COUNCIL

Gloucestershire County Council are the Highway Authority. They are responsible for the development and delivery of the Local Transport Plan and they will be the lead authority for the delivery of all major transport works that affect the highways or future 'liveable streets' of Cheltenham. They also lead the negotiations with developers on transport and street adoption and are responsible for highway maintenance. They therefore have a critical role in what will be the incremental process required to deliver Liveable Streets and a step change in the levels of use of cycling and public transport.

It is important that all decisions and works (capital and revenue) affecting the highways within Cheltenham whatever the scale and complexity consistently apply the principles of Liveable Streets and respond to the aspirations of this strategy. It is also important that scale of investment in cycling and the investment programmes to support public transport are appropriate to deliver the scale of ambition.

CHELTENHAM BOROUGH COUNCIL

Cheltenham Borough Council are the planning authority. In terms of transport they work in partnership with the County to influence transport investment and develop funding bids. They have a key role in influencing and guiding the approach to transport investment and management to ensure the Cheltenham's aspirations are delivered.

Design review is a material consideration in the planning process and provides independent design advice that aims to help drive up design standards.

For transport projects that require planning consent and new development that includes new streets the Borough Council can seek design review to help increase design quality.

The Borough Council could also seek design review of transport projects that do not require planning consent but have a significant impact on Cheltenham's important townscape and landscape. This would require the agreement of the County Council.

PUBLIC TRANSPORT OPERATORS

Public transport services (bus and rail) are predominantly run by private operators. Driving up public transport use is a shared objective which will require coordinated investment from both public and private sectors. In terms of the private sector operators there are key areas which they will need to take forward including investment in less polluting vehicles and the development of multi-operator ticketing.
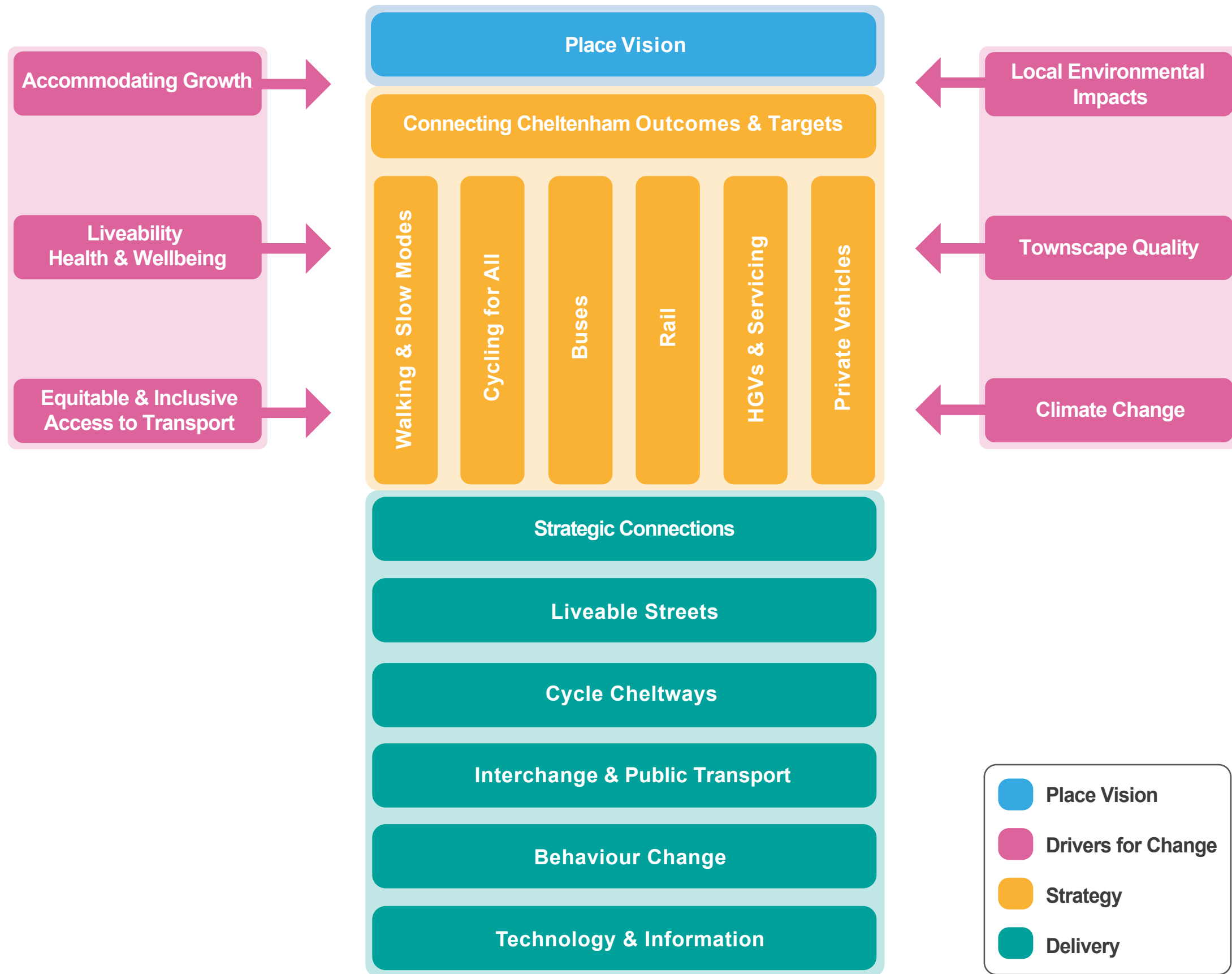
COMMUNITY ORGANISATIONS

Local communities also have a key role delivering Connecting Cheltenham. Communities have a role influencing what is included in transport strategies and delivery plans and also the projects as they come forward through consultation and engagement.

There is also an opportunity to enable communities to lead and deliver small scale street projects and events which contribute to Liveable Streets.

HIGHWAYS ENGLAND

Highways England are responsible for the trunk road and all capital and maintenance projects on it.

Place Vision

Accommodating Growth

Local Environmental Impacts

Connecting Cheltenham Outcomes & Targets

Liveability
Health & Wellbeing

Townscape Quality

Walking & Slow Modes

Cycling for All

Buses

Rail

HGVs & Servicing

Private Vehicles

Equitable & Inclusive Access to Transport

Climate Change

Strategic Connections

Liveable Streets

Cycle Cheltways

Interchange & Public Transport

Behaviour Change

Technology & Information

Place Vision

Drivers for Change

Strategy

Delivery

STRATEGIC CONNECTIONS

The strategic connections between Cheltenham and other urban areas are vitally important for Cheltenham's economic health. This strategy does not deal in detail with these connections but rather identifies their importance and the further work ongoing or required;

STRATEGIC CYCLE LINK - GLOUCESTER

Work is ongoing to develop the strategic cycle link between Bishops Cleeve, Cheltenham and Gloucester. This is an important link and would connect into the Cycle Cheltways network. It will also provide access to the Park and Interchange site at Arle Court. The cost of this link can be anticipated to be £5 to £20 million band.

JUNCTION 10

Junction 10 of the M5 does not currently allow all movements. Vehicles coming to Cheltenham from the south therefore have to use junction 11 as their only motorway access to Cheltenham. For access to Kingsditch Industrial estate this puts pressure on Princess Elizabeth Way and routes HGV traffic through the urban area. The development of North West Cheltenham and west Cheltenham will add further travel demand and improving both Motorway access capacity and resilience will support the delivery of these areas of development whilst helping mitigate their impact on the existing urban area.

RAIL SERVICE ENHANCEMENTS

In parallel to developing a comprehensive station masterplan the opportunities for and economic impact of improving rail service levels should be explored. Network Rail will need to be consulted and the Train Operating Companies and / DfT with the goal of setting the specification for whatever replaces the GWR franchise in the post Williams review period. The options and economic benefits of improvements to rail service patterns and

the consequential infrastructure requirements at and around the station will also need to be explored.

The Metro West is currently proposed to run to Yate and possibly Gloucester. Extending to Cheltenham should be an "ask".

OXFORD - CAMBRIDGE CORRIDOR

A considerable amount of work is being progressed to develop improved road and rail connections and open up new areas for development along the Oxford / Cambridge east west spine.

There are potential benefits for Cheltenham to be better connected to the east and the options for and benefits of this should be explored.

CENTRAL SEVERN VALE - STRATEGIC BUS ROUTES

There is a need to improve public transport take up across the wider Central Severn Vale both to accommodate and provide access to areas of growth and also encourage mode shift more widely. A plan to deliver this strategic public transport core should be developed in parallel to the next stage of the development of the Joint Core Strategy.

LIVEABLE STREETS

Delivering Liveable Streets is important for a range of reasons including mode shift, accommodating growth, improving health and maintaining and enhancing the character of Cheltenham.

Liveable Streets is an approach that will be delivered incrementally. All interventions in the highway should be designed to support the delivery of Liveable Streets.

The diagram on the opposite page illustrates the characteristics that will make Liveable Streets in Cheltenham..

The following page describes what this means for different street types. The design of cycle infrastructure also needs to take account of the street type and follow best practice. The suggested approach to the provision of cycle infrastructure is also shown.

Specific programmes are proposed to support the delivery of Liveable Streets. These are listed below and described in the following sections. It is however important that ALL interventions in streets including maintenance are aligned with and contribute to the delivery of Liveable Streets.;

SPEED LIMIT STRATEGY

LOCAL CYCLE IMPROVEMENTS

PUBLIC REALM IMPROVEMENTS

COMMUNITY LED PROJECTS SUCH AS PLAY STREETS, PARKLETS ETC.

SEATING AND CYCLE PARKING PROGRAMMES

MAIN STREETS

CHELTENHAM'S LIVEABLE STREETS

|		
WALKING IS ENJOYABLE AND FEELS SAFE FOR ALL AGES AND ABILITIES	CYCLING IS ENJOYABLE AND FEELS SAFE FOR ALL AGES AND ABILITIES	CROSSING IS SAFE AND CONVENIENT FOR ALL
INTERESTING AND IN PLACES DELIGHTFUL	IT IS NOT TOO LOUD TO TALK	GREEN AND WELL LANDSCAPED
THERE ARE PLACES TO STOP, REST AND SOCIALISE	VEHICLES ARE ACCOMMODATED SAFELY AND USED EFFICIENTLY	THE AIR IS CLEAN

LIVEABLE STREETS - STREET TYPES AND CYCLING

The table on page 63 describes the link and place characteristics for the different street types that have been identified in Cheltenham. The diagram below illustrates the street types in relation to a link and place hierarchy. These characteristics can be used to support the development of briefs for any work within streets in Cheltenham. Community led projects are likely to be most appropriate on the streets with lower link functions.

The table to the right illustrates the suggested approach to providing cycle infrastructure on different types of street.

Good practice guidance can also be found in TfL's 'London Cycling Standards.'
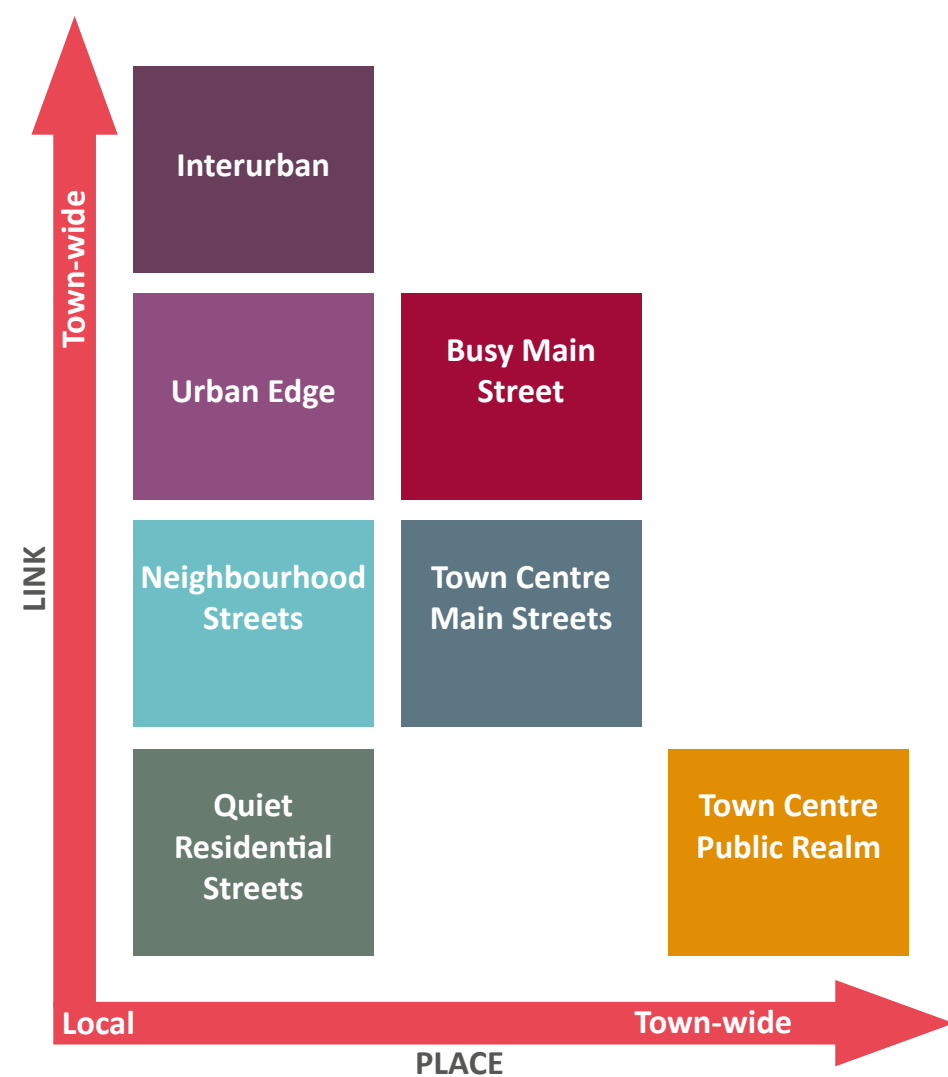
	LOCAL PLACE FUNCTION				MEDIUM PLACE FUNCTION		HIGH PLACE FUNCTION	
DEGREE OF SEPARATION (between cyclists and motorised vehicles)	Interurban	Urban Edge	Neighbourhood Streets	Quiet Residential Streets	Busy Main Street	Town Centre Main Streets	Town Centre Public Realm	Green Space
A. FULL SEPARATION ON LINKS (e.g. cycle track, segregated lane)	✓	✓			✓			
B. DEDICATED ON-CARRIAGEWAY LANES (e.g. mandatory or light segregated lanes)			✓		✓	✓		
C. SHARED ON-CARRIAGEWAY LANES (e.g. advisory lanes, bus/cycle lanes)			✓	✓		✓	✓	
D. INTEGRATION WITH OTHER VEHICLES				✓			✓	
E. GREEN SPACE								✓

STREET TYPOLOGIES		LINK	PLACE
	Interurban	40mph - 60mph - provides highway connection to another place May have limited provision for walking and cycling Carriageway widths accommodate large vehicles	Limited place function and limited demand for short trips
	Urban Edge	40mph - 30mph - provides approach to town where speeds start to be reduced Carriageway widths accommodate large vehicles Segregated facilities for walking and cycling Signalised crossings for pedestrians and cyclists provided at or close to desire lines	Limited place function but walking and cycling needs to be attractive, pleasant and easy, with safe direct links and regular crossing facilities Streetscape attractive Regular seating. Free from perceived and actual physical and verbal threats.
	Busy Main Streets	30mph except in local centres where 20mph considered. Local and through traffic. Need to accommodate walking and cycling across and along them with regular places to cross Side road junctions should have tight radii that discourage vehicles turning at high speed Walking and cycling provision should be segregated where at all possible, in particular where the speed limit exceeds 20mph, with at least 3m width for shared provision Signalised crossings for pedestrians and cyclists provided at regular intervals.	Street should be attractive, for example tree-lined Walking and cycling along these streets should be enjoyable and safe for all ages and abilities Regular seating should be provided including in all local centres. Free from perceived and actual physical and verbal threats.
	Town Centre Main Streets	20mph, with segregated provision for walking and cycling. Design should be fully permeable for pedestrians and cyclists - i.e. it should feel safe to cross anywhere even though there will be formal crossing facilities. Signalised or zebra crossings. The use of highway centre lines and other highways paraphernalia is limited - de-cluttered An RPZ could be used to control parking whilst minimising clutter.	Important gateway to the town centre where streetscape needs to be high quality Need to be a safe and attractive for walking and cycling for all ages and abilities Regular seating where people might want to stop or where staying needs to be encouraged. Clear wayfinding Free from perceived and actual physical and verbal threats.
	Town Centre Public Realm	Totally de-cluttered. Where vehicle access is permitted vehicles speeds should be 10mph - 20mph depending on use of space Very limited parking / stopping for vehicles provided, some taxi provision Servicing limited to times where pedestrian footfall is low Carriageway width 6-6.5m where access for servicing and/or buses only.	Public spaces of town-wide importance which at least in part are destinations in their own right Seating designed to encourage people to ' stay' Spaces that allow a variety of events and activities Free from perceived and actual physical and verbal threats.
	Neighbourhood Streets	Provides access to a neighbourhood and its facilities. 20mph with approx 5.5m carriageway width. Side road junctions should have tight radii that discourage vehicles turning at high speed and service vehicles can generally utilise the whole road width at junctions. The use of highway centre lines and other highways paraphernalia is limited - de-cluttered.	Street should be attractive, for example tree-lined Walking and cycling along these streets should be enjoyable and safe for all ages and abilities Regular seating Free from perceived and actual physical and verbal threats.
	Quiet Residential Streets	Segregated footways with cyclists generally accommodated on-street but on-street parking design needs to take account of cyclist safety Entry points onto this network from Main Streets should be designed to manage speeds, e.g. using tight entry radii and side road cross-overs to give priority to pedestrians The use of highway centre lines and other highway paraphernalia is limited - de-cluttered 20mph, with typical maximum 4.1m-5.5m carriageway width	Street should be attractive, for example tree-lined Walking and cycling along these streets should be enjoyable and safe for all ages and abilities Free from perceived and actual physical and verbal threats. Could include a 'home zone' approach to design.
	Green Space	3-4m shared surface route with good drainage to avoid ponding Clear wayfinding	Predominantly natural spaces Opportunities to sit, reflect and enjoy nature, or take part in community initiatives such as gardening and food growing Free from perceived and actual physical and verbal threats.

LIVEABLE STREETS – SPEED LIMIT STRATEGY

The proposed speed limit strategy is at the heart of the proposed Liveable Streets approach in Cheltenham.

This page sets out a proposed speed limit strategy. This builds on the street types identified on the previous page. The existing speed limits are shown for reference.
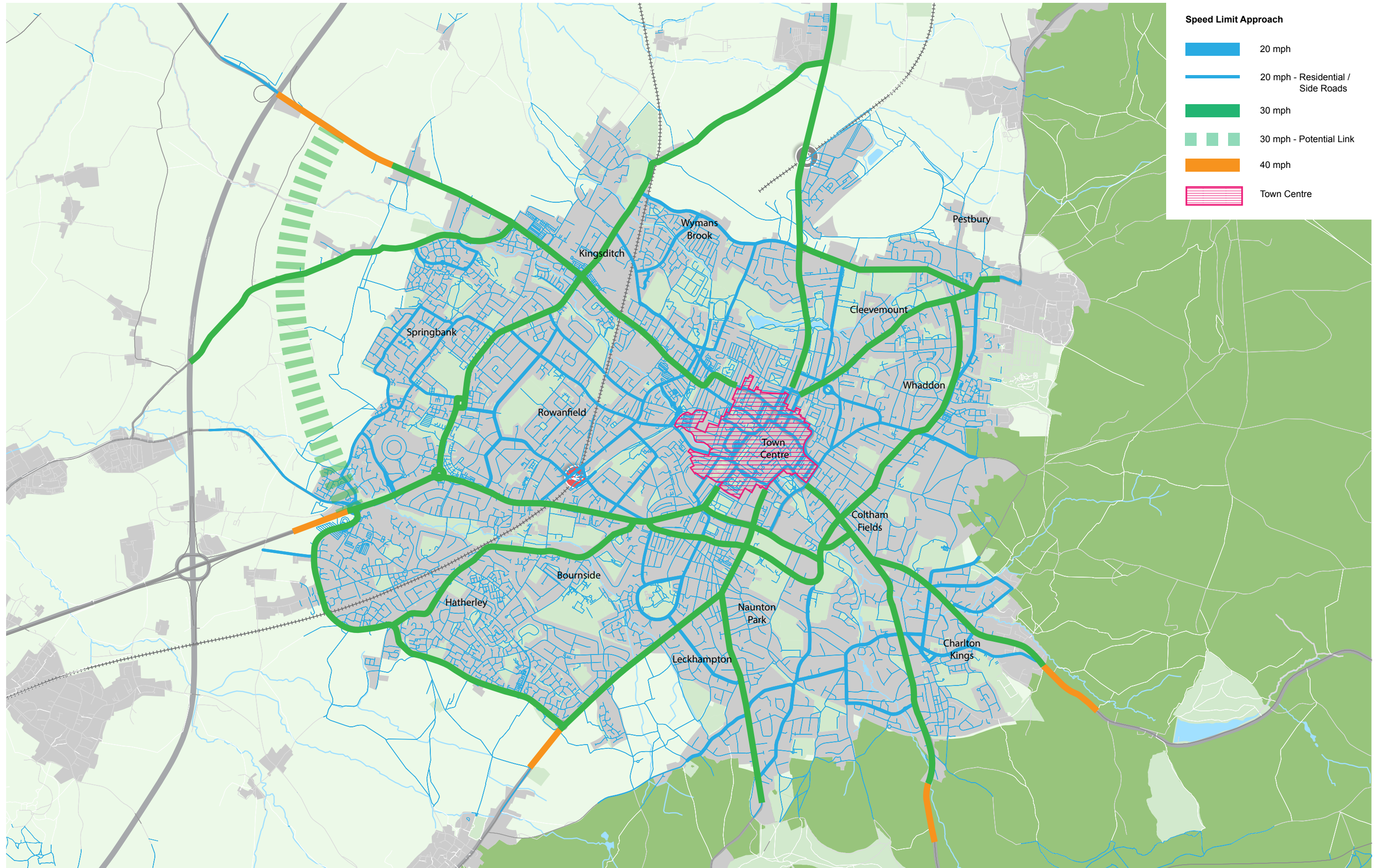
The speed limit strategy seeks to ensure that;

• Speeds are higher on streets which carry 'strategic traffic' and vehicles which are travelling longer distances.

• Speeds are lower on streets which provide local and neighbourhood access (most streets).

The delivery of the speed limit strategy can be anticipated to be **below** £5 million.

If this strategy is delivered in a limited number of stages and as a signed only scheme costs can be anticipated to be significantly below £5 million. Cambridge are delivering a similar project in three stages for an advertised budget of £600k.

Legend

OSM Road Speeds
- 5 mph
- 10 mph
- 20 mph
- 30 mph
- 40 mph
- 50 mph
- 60 mph
- 70 mph

Speed Limit Approach

- 20 mph
- 20 mph - Residential / Side Roads
- 30 mph
- 30 mph - Potential Link
- 40 mph
- Town Centre

Pestbury

Wymans Brook

Kingsditch

Cleevemount

Springbank

Whaddon

Rowanfield

Town Centre

Coltham Fields

Bournside

Naunton Park

Hatherley

Charlton Kings

Leckhampton

LIVEABLE STREETS - LOCAL CYCLE IMPROVEMENTS

In addition to providing a high quality cycle network (Cycle Cheltways – see below) at the top of the cycle network hierarchy cyclists need to be enabled to travel from door to door on all streets.

This means that there will also be short links, local connections and specific barriers that will need to be addressed by cycle specific infrastructure in addition to the delivery of the broader liveable streets approach and in particular the speed limit strategy.

This programme of works needs to be developed with communities and cycle groups and should be established as a 5 year rolling programme. <£5milion

LIVEABLE STREETS - PUBLIC REALM IMPROVEMENTS

Providing high quality public realm in key locations such as the Town Centre and Local Centres will be key to encouraging their commercial use and walking and cycling to access them.

A programme of key interventions should be established.

LIVEABLE STREETS - COMMUNITY LED PROJECTS

The community have a key role to play activating and humanising local streets through the delivery of events and projects such as play streets, parklets and school streets.

A mechanism for establishing a pot of money and bidding process for communities to bid for funding should be established. < £200k

LIVEABLE STREETS - SEATING CYCLE PARKING, AND DROPPED KERBS PROGRAMME

Regular seating and cycle parking are both critical to encouraging and supporting people to use sustainable modes of transport.

Dropped kerbs are also critical to enabling people moving slowly, in wheelhouse and with prams to move around

An ongoing programme of providing seating in key destinations and along key walking routes, dropped kerbs and cycle parking at key destinations such as centres and schools should be established. < £200k

LIVEABLE STREETS - MAIN STREETS

The busiest streets can form barriers to people walking and cycling. A programme of providing improved crossing facilities, including side road crossovers, gateways is proposed and dropped kerbs. This is anticipated to be predominantly focussed on those roads which will have speed limits of 30mph or more and are within the Urban Area. <£5 million for side road crossovers and crossings.

These busy streets are also where the most delay to buses occurs. Working to provide bus priority where possible and reducing congestion will help improve journey time reliability and the attractiveness of public transport.

CYCLE CHELTWAYS

As noted earlier there is a key opportunity to significantly increase cycling in Cheltenham. To do this and increase cycling to the level of local ambition expressed by the proposed mode share target cycling needs to appeal to all. Cycling also needs to be attractive from door to door.

In the section 'Liveable Streets' guidance on the types of cycle infrastructure that should be considered for different street types is provided. This strategy follows the principle that all streets should be cycleable and a three tier approach to achieving this is proposed.

The first two tiers form part of the liveable streets programme which works to ensure that all streets are 'cycleable'. The top tier of the cycle network is proposed to form a branded and signed high quality cycle network that can be used by all which connects key assets and is genuinely attractive to all ages and abilities of cyclist using a wide variety of bikes.

There are some cases on the busiest parts of the highway network in Cheltenham where it is unlikely to be possible to provide the type segregated cycle facility that will appeal to all. In these cases a parallel route should be considered. The Cycle Cheltway indicative network takes this approach to the Tewkesbury Road for example.

The sections below describe the elements of the proposed door to door cycle 'network' and conclude with a description of the proposed Cheltways network.

LIVEABLE STREETS - 1

This reflects the recognition that cycling needs to be attractive door to door and therefore all streets form part of the cycle 'network'. The proposed speed limit strategy and the involvement of communities leading the delivery of small scale street projects and events are the key planks of doing this. These are included in the liveable streets programme.

LIVEABLE STREETS - 2

There is also a need to address local barriers to cycling by providing sometimes small or discrete cycle specific interventions. These could include a variety of small projects from crossing facilities through to short stretches of segregated cycleways. These small cycling infrastructure projects are also part of the Liveable Streets programme.

CYCLE CHELTWAYS

At the top of the cycle network hierarchy it is proposed to develop a network of branded high quality cycle routes that connect key assets and provide key north south east west links across Cheltenham. A provisional network is shown opposite and this will need further development through more detailed assessment work. The proposed Cycle Cheltways are proposed to connect key assets including the proposed Interchanges, the Town Centre and key areas of employment.

Is is anticipated that the delivery of Cycle Cheltways would be in the upper end of the cost range £5 to £20 million. This is in addition to the likely costs associated with the Bishops Cleeve - Cheltenham - Gloucester cycle route.
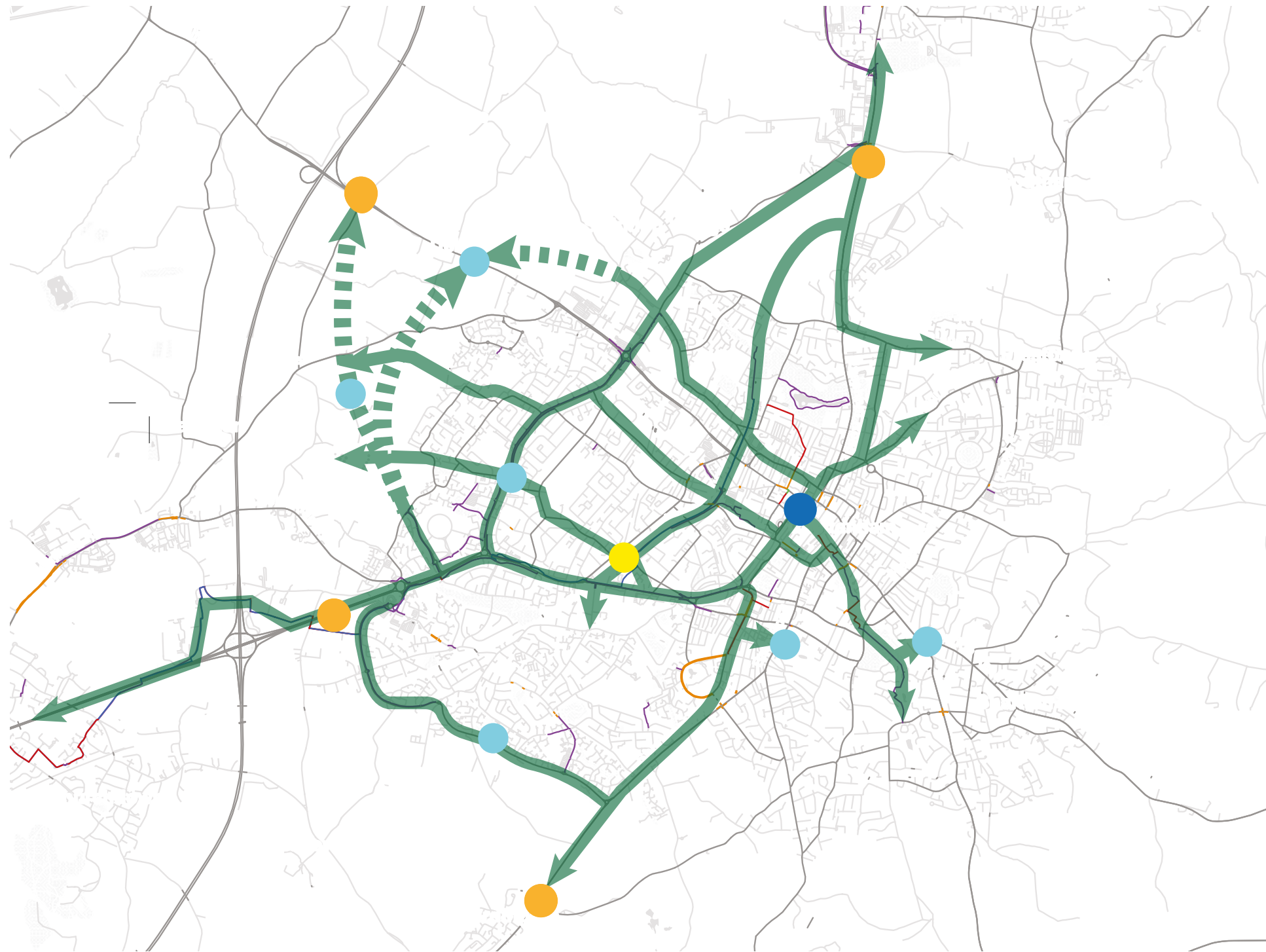
Legend

- Cycle Cheltways - Indicative Network
- Indicative Cycle Cheltways
- Park & Interchange
- District Centre & Micro-Hub
- Town Centre Bus/Bike/Walk Interchange
- Enhanced interchnage facilities at station

Existing GCC Cycle Route

- Carriageway - Marked
- Carriageway - Unmarked
- Dedicated Cycle Path
- Shared Cycle & Pedestrian Path
- Sustrans route

INTERCHANGE AND PUBLIC TRANSPORT

An important strand of this strategy is the need to improve the opportunities for and quality of interchange. Ensuring people have attractive choices for all or parts of journeys that are sustainable will support mode shift.

Having a structured approach to interchange and recognising different types of interchange will also help support the development of services and facilities that are usefully concentrated in and around interchanges. These could include transport facilities such as cycle hire and other facilities such as parcel collection.

Four interchange types and their broad locations have been identified for Cheltenham. These are shown on the plan opposite and described below. The Park and Interchange, Town Centre Interchange and Station Interchange are connected together by the Cycle Cheltways and core bus network. The purpose of this is to facilitate interchange to, from and between these modes, walking or the car.

PARK AND INTERCHANGE

Park and interchange would build on the current success of strategic park and ride. It would replace park and ride by widening out its offer to encourage and support interchange from all modes to all modes. Additional facilities such as parcel collection and cycle hire would also sensibly be located in these locations. The Park and Interchange Sites would be connected by the Cycle Cheltways and by a high frequency, reliable, high quality bus network between park and interchange sites, the station and town centre interchange. Secure cycle storage should also be provided and travel information.

Feasibility studies for the sites need to be developed as a first step which explore both site options and also approaches to long term viability and funding. The bus services serving these sites will need to be commercially viable.

TOWN CENTRE ACCESS AND INTERCHANGE

The arrangements for bus pick up and set down and interchange in the town centre have a number of issues. The impact of bus pick up and set down on the Promenade harms its quality as a destination space and limits its use for events. The location of the bus stops also adds to pedestrian congestion on what is one of Cheltenham's premier shopping destinations.

The town centre bus interchange is also effectively split over four sites which makes accessing bus services confusing and inconvenient. The quality of the waiting facilities and sense of arrival into the town centre is also variable and bus routing into and through the town centre is convoluted.

It is proposed that bus interchange should be concentrated in one location which is served by simplified bus routes along two two-way bus 'cores' running approximately north south / east west. This will also support interchange between buses and cycling in particular as it will then be possible to provide high quality and secure cycle parking or cycle hire close to bus pick up and set down. It can also free up the Promenade to enable its further development as a key destination and events space within the town centre

Royal Well is the most obvious location for the bus interchange and this could be served by two way bus cores as indicated on the plan on the following page. This option would need to be confirmed through an optioneering process including further work with the bus operators and detailed assessment of the options for the two way bus 'core'.

STATION INTERCHANGE

The station would be transformed to provide a high quality facilities and sense of arrival, access and interchange between all modes. An improved relationship to the Honeybourne line and a direct walk and cycle connection to the A40 would be provided and the opportunity for improved rail connections explored. Secure cycle parking and potentially expanded cycle hire should be provided.

To guide this change the development of a comprehensive masterplan is needed. This would be informed by parallel work-streams to explore the options and economic benefits of improvements to rail service patterns and the consequential infrastructure requirements at and around the station.

The masterplan would also explore access arrangements and the opportunities for pubic realm enhancements around the station. The role of and requirements for car parking at the station would also be explored.

Further detail about the issues and opportunities for the development of the station interchange are contained on the following pages.

DISTRICT CENTRES AND MICRO-HUBS

The opportunities for lower order or local interchanges also need to be recognised. The details of each of these interchanges is likely to be different but should include safe and secure cycle parking. The provision of micro park and ride could be considered where the interchange is located within a larger local centre with significant parking such as Coronation Square. Travel information should also be provided.

PARTNERSHIP WORKING

As identified in the mode based strategy for buses partnership working will be key to delivering a significant increase in levels of bus use.
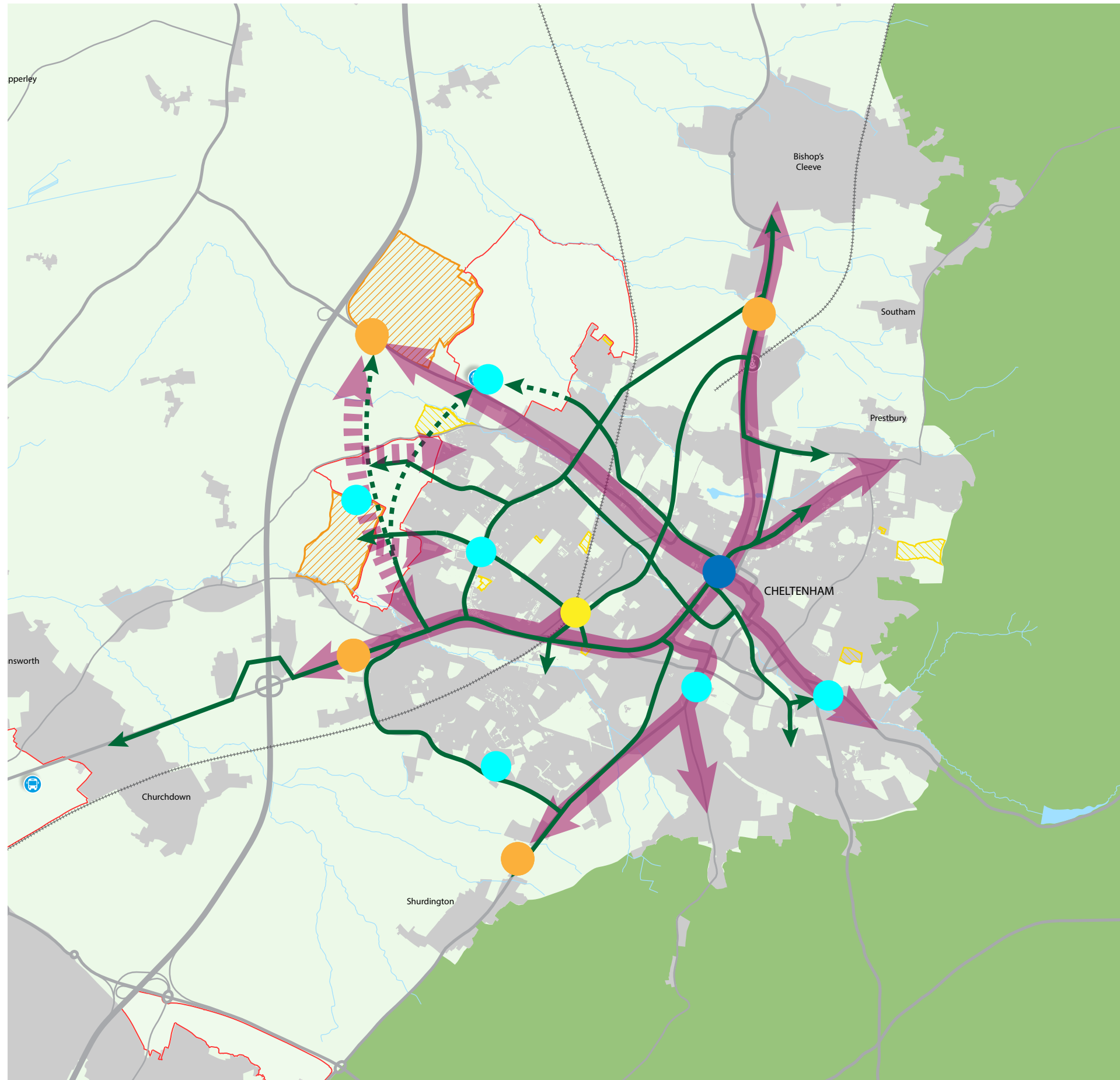
Bishop's
Cleeve

Southam

Prestbury

CHELTENHAM

pperley

nsworth

Churchdown

Shurdington

Bus Core - Main Street

Indicative bus route

Cycle Cheltway - Indicative Network

Park & Interchange

Town Centre Interchange

Tran Station Interchange

District Centre & Micro-Hubs

STATION INTERCHANGE

Cheltenham Spa Railway Station 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. There are a number of opportunities to significantly improve the station which are listed below and illustrated to the right. A sketch visualisation of an improved forecourt is shown on the opposite page.

- **The allocation of use areas** - separating concentrations of activities such as the bus interchange, taxi rank, station car parking and pedestrian arrival spaces, ensuring the station itself is legible and easy to navigate.

- **Creating visual and physical connections with the Honeybourne Line** - as the most direct pedestrian friendly link between the station and the town centre, creating a high quality enclosed public realm to draw visitors towards Honeybourne Line will be important for the increased legibility and sustainable use of the station.

- **Heightening the environment to the rear of the station** - this failing space will heavily benefit from a high quality public realm scheme that brings the station and the retail provision opposite together into a single space.

- **Extending the cycle network** - potential projects such as the extension of the Honeybourne Line and the creation of cycle routes to connect with Coronation Square and wider west Cheltenham are crucial to promote cycling as a competitive mode of transport.

- **Development opportunities** - Opportunities exist to maximising the topography of the existing car park to provide a decked car park and provide some outward facing development to enclose the new station square and overlook the Honeybourne Line extension.
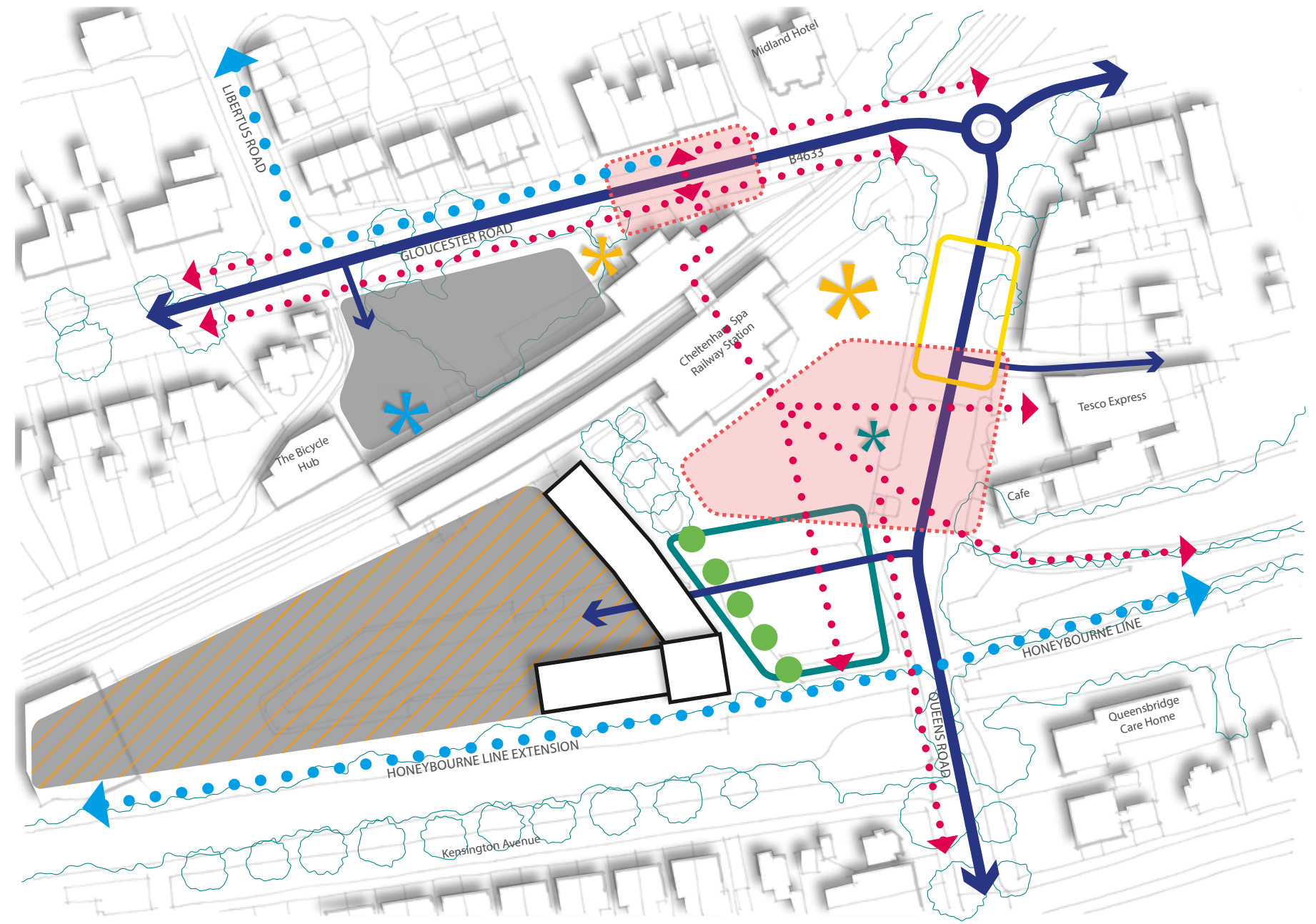
Cheltenham Spa station design opportunities diagram | 1:1250 @ A3

LEGEND

- Pedestrian/ cycle movements
- Cycle priority movements
- All vehicle movements
- Proposed devlopment to enclose the square
- Square/ pedestrian priority space
- Landscape space
- Bus stop/ interchange zone
- Car park
- Opportunity for decked car park
- Proposed tree
- Public art feature
- Electric charging points
- Cycle parking
- Existing trees/ vegetation

0   50
metres

Removed boundary wall to station car park and provided a new bus/ interchange on/ adjacent to the Queens Road carriageway
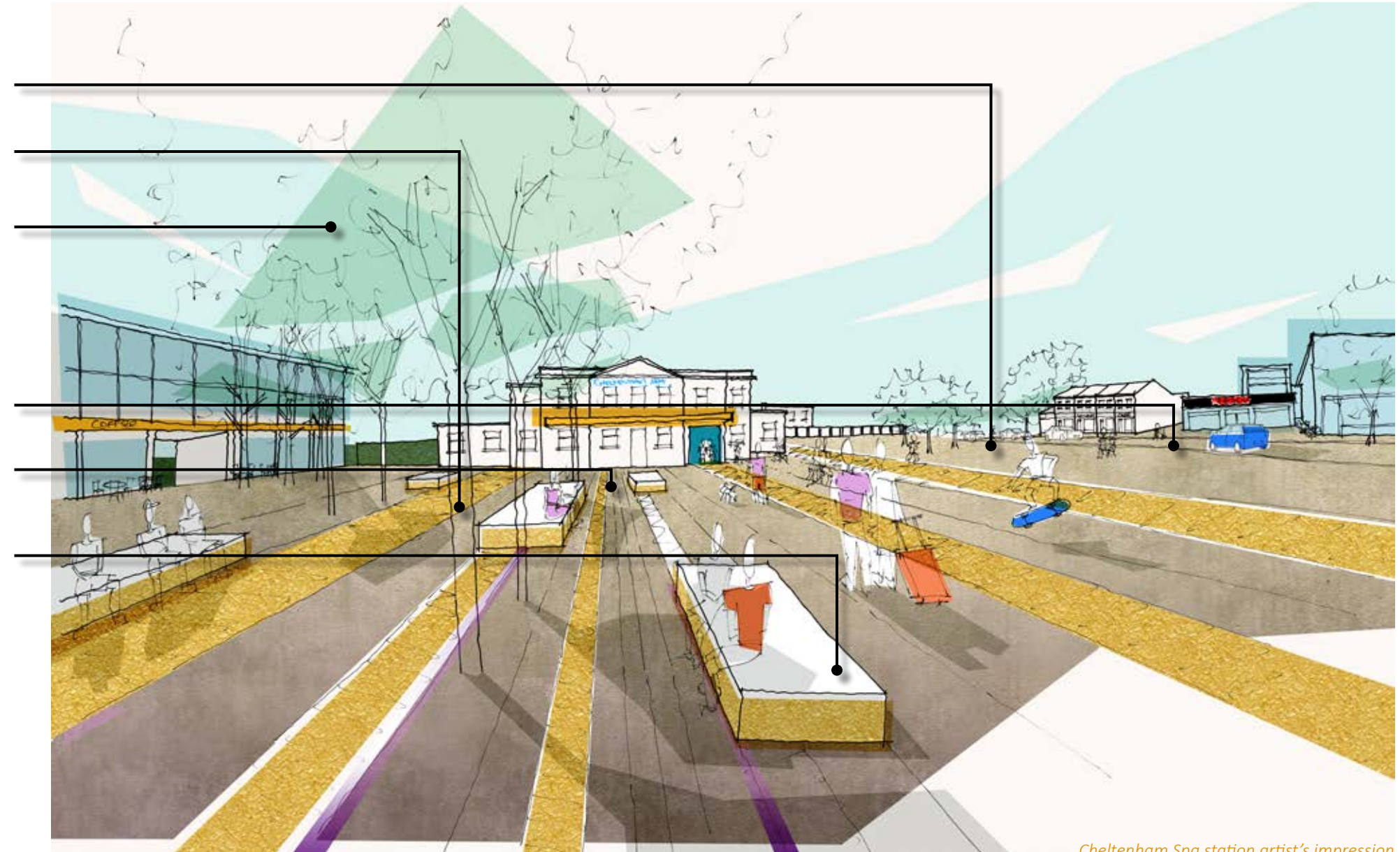
Paving to highlight desire-lines between station entrance and the Honeybourne Line

Existing tree planting

Defined vehicle route through the square

Defined central square with high quality surface paving to create an exciting new arrival space in front of the station

New central features to create focal point to the square

Cheltenham Spa station artist's impression

Cheltenham Spa station existing elevation

TOWN CENTRE ACCESS AND INTERCHANGE

As noted above there is an opportunity to consolidate bus interchange onto one site within Cheltenham Town Centre and simplify bus routes into two two-way bus 'cores'.

The plan opposite illustrates interchange consolidated onto the Royal Well place site and the development of simplified bus access and routing to support this.

This however may not be the only option and an optioneering process will need to be carried out to identify and assess options for the location of the interchange, traffic management and public realm associated with it.

This would significantly improve the legibility of,waiting and interchange environment for the town centre. The sense of arrival will also be transformed.

Removing buses from the Promenade would allow that space to function as a key destination and events space within the town centre.

It is anticipated that the costs would be at the upper end of the cost band £5 to £20 million.
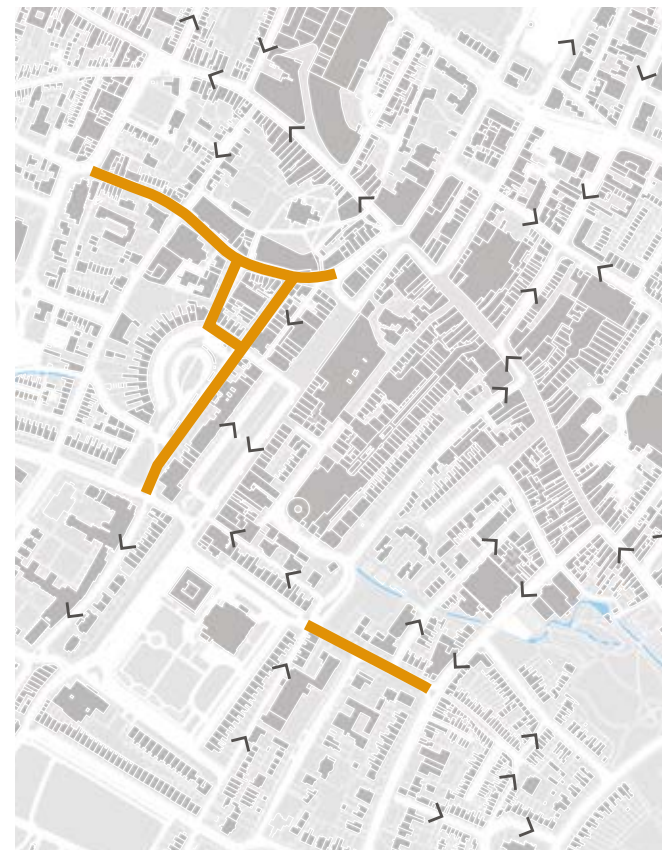
Changes to traffic management indicated in orange
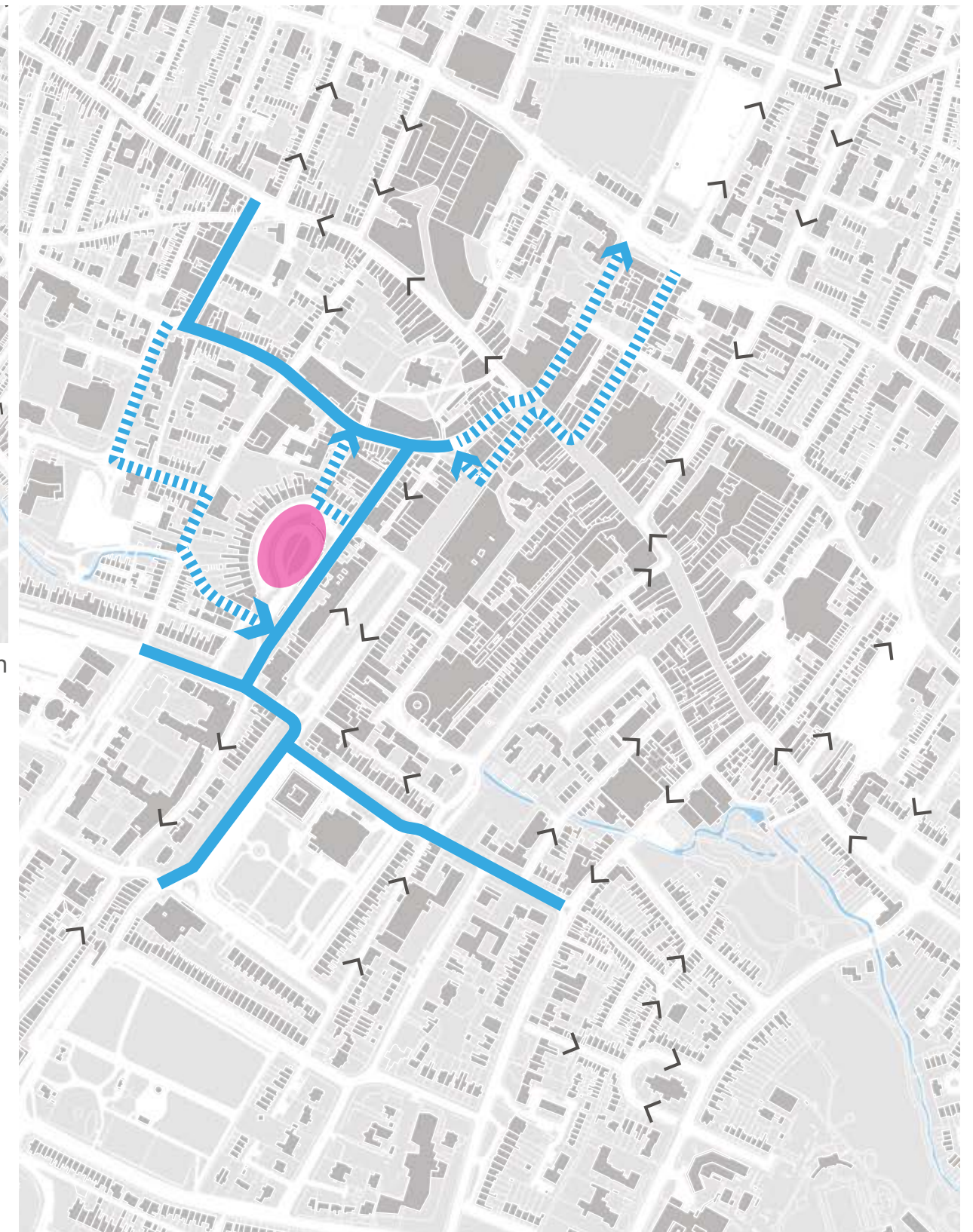
> One Way Street

— Two-way Bus Core

⫸ One-way route as part of a Two-way Bus Core

— Change to traffic management. One-way to Two-way

⬭ Central Bus Interchange

BEHAVIOUR CHANGE

A key strand of the proposed delivery strategy is the promotion of behaviour change. These programmes can include a range of approaches to encourage and support people to change their travel behaviour. They can include;

- Awareness raising including of the benefits of active travel.

- Walking and cycling events and activities. These can include community led events such as play streets also mentioned above.

- Incentivisation programmes such as the gamification of walking and cycling through the use of apps.

- Travel planning typically by businesses, other organisations , schools, new developments, stations.

AWARENESS RAISING

Develop a Cheltenham Active Travel brand. This strategy sets out 'Cycle Cheltways' as a potential brand for the top tier of the proposed cycle network for Cheltenham, but an umbrella brand for a Cheltenham active travel hearts and minds campaign will help establish mindset. The brand could be underpinned by an online portal to provide a one-stop-shop for travel information.

Build awareness-raising activities into new developments through travel information welcome packs, taster tickets for local bus services and discounts at local cycle shops. Supporting activities could include personalised travel planning as well as some of the special events listed later. In this way, active travel can be embedded into these communities from the outset.

Develop a marketing and communications approach for raising awareness of new services and new infrastructure, in order to build mindset in anticipation of launch. Communications should seek to keep residents informed and excited from planning through build to completion. The launch of new services and infrastructure should be supported by targeted activities and events. However, the communications and marketing programme should extend beyond launch, as ongoing awareness-raising activities are more likely than a single one-off launch activity to embed new active travel behaviours.

EVENTS

A range of events can be used to build on the existing walking and cycling culture of the town.

Establish a calendar of annual events to refresh awareness of active and sustainable travel options, as well as existing and new infrastructure. The use of behaviour change activities to support investment in new infrastructure and services is most effective when the behaviour change activities are ongoing,

Establish town-wide events to normalise walking and cycling. A Cheltenham version of Bogotá's famous 'Ciclovia' could see road closures on Sunday mornings on a monthly or even weekly basis, turning the roads over to a range of alternative activities, not limited to just walking and cycling.

Establish a framework to support community-led events, such a play streets, that can allow communities to re-imagine their roads, while enhancing the sense of community and neighbourliness.

INCENTIVISATION

Gamification can provide a way of encouraging walking and cycling through goal-setting, competition and incentive earning. Gamification is typically mediated through apps and websites, such as BetterPoints.

Work with partners to explore the viability of a mobility credit programme. Mobility credits can provide public transport 'tasters', as well as other innovations around ticketing. Credits could be provided by 'carnets', smartcards, or app-based ticketing. Multi-operator ticketing will enhance the value of these tasters by removing an additional barrier to some journeys.

Explore other ticketing innovations with partners to help get people to use public transport more. With Cheltenham's pedigree with festivals and cultural events, there is an opportunity to learn from the precedent town of Freiburg, where tickets to major events act as public transport tickets in their own right.

TRAVEL PLANNING

Establish activities with local businesses, schools and residential areas to raise awareness of the benefits of active and sustainable travel, as well as highlighting the existing facilities and infrastructure that is available.

TRAVEL INFORMATION

The Cheltenham Active Travel portal can provide a one-stop-shop for travel information, signposting journey planning, and bus and train ticketing and timetable information. The portal could also include information tailored to specific communities and developments.

TECHNOLOGY AND INFORMATION

The application of technology to transport problems is evolving rapidly. Developments include connected and autonomous vehicles and the collection of vast and rich data sets about transport behaviour. It is challenging to know how to respond to this but the following key actions are proposed.

- Ensuring that publicly generated transport data can be made available on a standard platform;

- Enabling the expansion of electrical charging infrastructure

- Working to enable multi operator ticketing

- Developing a clear policy approach to addressing the risk that CAVs and other technologies could lead to increased vehicle numbers through promoting sharing trips.

MAKE THE MOST OF OPEN DATA

Establish a programme to collect mobility data, for example: install cycle counters across the network, taking advantage of cycling infrastructure improvements to do this where possible.

Make data available, open and easily discoverable through a data portal.

Where possible, seek to make data available through APIs (Application Programming Interface), to lower the barrier to access for service developers and innovators, as well as interested citizens. Follow the lead of leading public sector organisations such as TfL in terms of data formats, structure and discoverability.

Data will contain errors. Establish a process to respond to feedback from users of the data and correct any such errors that have been identified.

Ensure that procurement processes include a right to freely distribute data captured from procured systems including UTC and ITS systems.

The Borough Council should be a consumer of its own data. As such, open data can form part of the approach to measuring outcomes.

ENABLING THE EXPANSION OF ELECTRICAL CHARGING INFRASTRUCTURE

Establish a study to identify a potential charging network to stimulate the move to EV.

Work with the regional Distribution Network Operator to ensure the supply-side infrastructure is in place to support the charging network, and that there is sufficient supply to meet demand.

Work with developers to help deliver parts of the charging network. Seek provision of charging facilities at key locations such as the major employment centres, and town centre car parks to help encourage the adoption of EVs.

WORK TO ENABLE MULTI-OPERATOR TICKETING

Smart and multi-operator ticketing can reduce barriers to travel for individuals, and allow for future innovation around ticketing (including enabling new services such as MaaS.)

Form a partnership with operators and the County Council to deliver multi-operator ticketing, across smartcard, contactless and mobile device platforms.

DEVELOP A CLEAR POLICY APPROACH TO THE RISK OF CAVS AND OTHER TECHNOLOGIES

INCREASING VEHICLE NUMBERS

Although EVs can help to improve local air quality, they can still be used by a single occupier just like any car. It will be important to ensure that any support given to the shift to EVs does not undermine other approaches to encourage car sharing and a reduction in car use for short journeys.

The future of CAVs is yet to be defined. Some predictions envision both a future with increased car ownership (with access opened up to those without a driving licence), while others anticipate a future based around shared mobility, leading to a decline in private car ownership. The latter does not necessarily reduce single-occupancy car use.

A policy approach should be developed that priorities the movement of people rather than vehicles (e.g. by encouraging shared modes); and ensures that transport supports the place vision for Cheltenham, rather than the place having to adapt to transport.

Smart Parking approaches promise to make parking easier and more efficient for its users. The policy should seek to make more efficient use of space through innovations such as smart parking to maintain or reduce current levels of parking provision. This will allow space to be released alternative uses, for example creating more space for pedestrians and cyclists, or for parklets and spill out spaces for local cafés, bars and restaurants.

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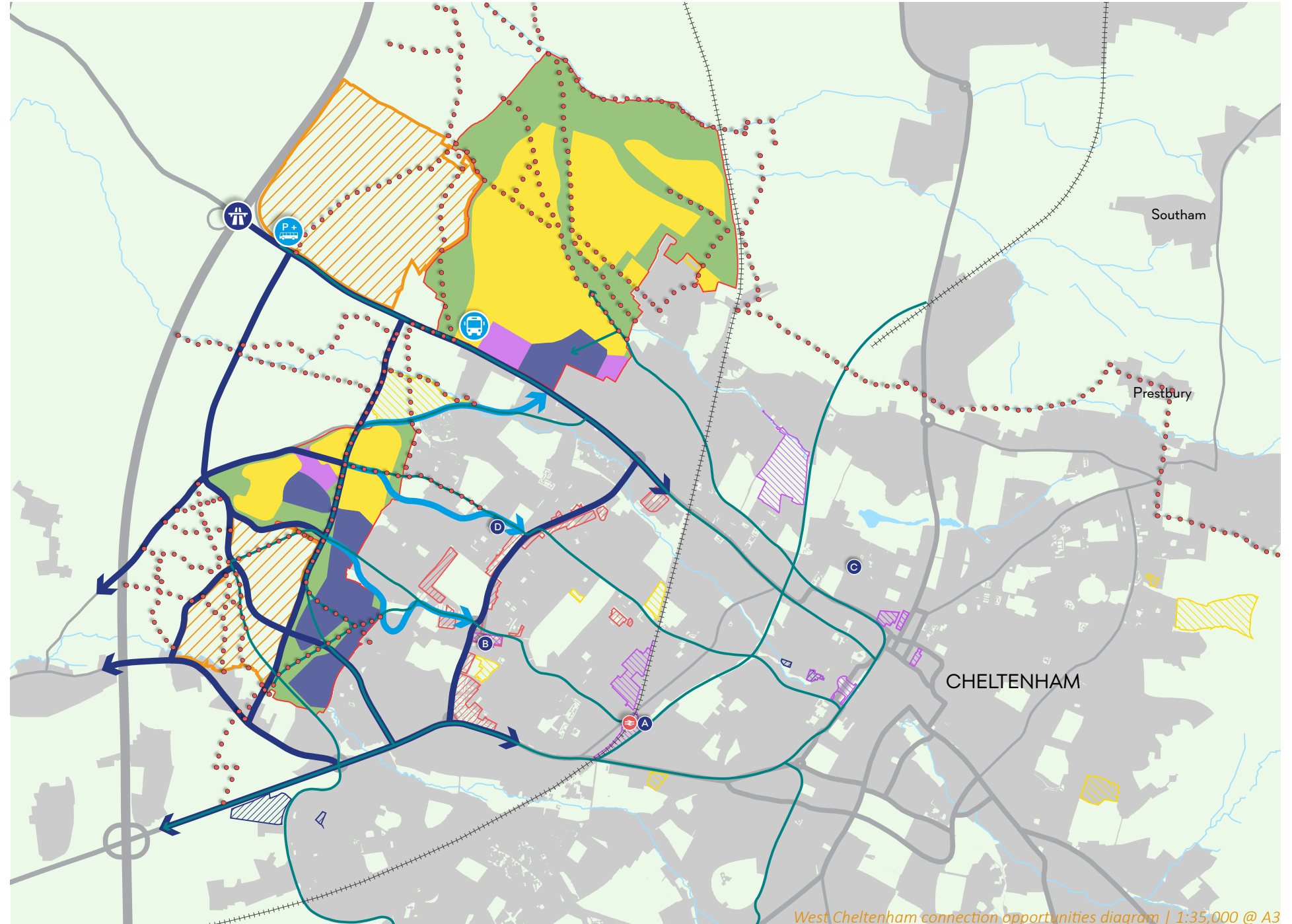
7 | West Cheltenham

WEST CHELTENHAM

The Joint Core Strategy has allocated a number of strategic urban extensions. These strategic urban extensions include two allocations for West Cheltenham, comprising housing, employment and mixed-use centres as well as strategic green infrastructure and safeguarded land areas. In addition, within Cheltenham's existing urban boundary a number of areas have been identified by Cheltenham Homes for regeneration. Largely these areas of regeneration include existing housing stocks located along the Princess Elizabeth Way corridor.

The plan opposite illustrates a strategy for movement between these allocated urban extensions and wider Cheltenham. Consideration has been given to emerging masterplanning work both within the area of the Cyber Park and West Cheltenham in addition to the Connecting Places Strategy as set out within this document. The emerging masterplanning work is included on the following pages for ease of reference.

This Connecting Cheltenham strategy establishes the principles for high levels of connectivity between these new development areas and Cheltenham's existing urban grain. The proposed movement plan shown here sets out opportunities to promote modal shift by looking at key routes for improved walking and cycle infrastructure as well as which routes could have bus gate priority. In addition, this movement plan has looked beyond these strategic allocations to give consideration to the integration of the safeguarded land areas as well as links to both the new park and ride provision and the improved all-movement junction along the M5 motorway.

In addition the adjacent plan identifies a number of locations for potential urban design and public realm interventions. These sites are located along strategic pedestrian and cycle routes between West Cheltenham and the town centre, and have been selected due to their potential to both integrate with the wider movement strategy as well as achieve far reaching impacts on their local communities.

West Cheltenham connection opportunities diagram | 1:35,000 @ A3

LEGEND

● ● ● Existing public rights of way

→ Proposed pedestrian/ cycle priority routes

→ Proposed bus only routes

→ Proposed strategic all-mode routes

🚌 Proposed park and ride (source: Joint core strategy)

🅿 Proposed park and ride

🛆 Proposed all-movement junction

🚆 Railway station

Ⓐ Cheltenham Spa Station public realm intervention

Ⓑ Coronation Square public realm intervention

Ⓒ St Paul's Square public realm intervention

Ⓓ Hesters Way public realm intervention

Land use allocations

▭ Strategic urban extension site

▭ Strategic housing allocation

▨ Housing allocation

▨ Mixed-use allocation

� Strategic mixed-use allocation

■ Strategic employment & mixed use allocation

▨ Employment allocation

■ Strategic green infrastructure

▨ Safeguarded area

▨ Cheltenham West Regeneration Site (Cheltenham Borough Homes proposal)

CYBER-HUB MASTERPLAN

The vision for this area includes the following elements:

1) A world class campus - A diverse campus that integrates a diverse mix of uses and people. A 24/7 campus will enable leading cyber businesses and innovators alongside academic facilities dedicated to cyber and digital technologies.

2) Good connectivity - An accessible development that is physically, digitally and culturally integrated.

3) High quality residential - An inclusive community of approximately 3000 new homes that provide varied, affordable and flexible tenancies.

4) Inclusive community - A strong community feel through inclusive and transformational mix of uses.

5) Health and wellbeing - A green and biodiverse development that encourages physical and mental wellbeing.

6) Environmentally innovative - An ecological friendly development that is restorative to its natural surroundings.

7) High quality landscape setting - A vibrant and thriving community within a high quality and unique landscape setting.

8) Smart ecosystems - A connected community that is digitally, environmentally and socially intelligent.

The success of many of the above masterplan principles rely on a cohesive movement strategy between the new areas of development and the existing Cheltenham urban areas. Therefore it is important to ensure that proposals for the new cyber vision fit with the overall strategy for Connecting Cheltenham and promote sustainable modes of travel.

CHELTENHAM HOMES - CHELTENHAM WEST NEIGHBOURHOOD

The plan opposite highlights the areas identified for regeneration by Cheltenham homes. These areas of existing housing stock are located in West Cheltenham along the Princess Elizabeth Way corridor. The regeneration of a number of these areas have already had public consultation. These are listed below;

1) Princess Elizabeth Way Central Area

2) The Moors and Devon Avenue Areas

3) Princess Elizabeth Way and Gloucester Road Area

4) Coronation Square

5) Surrounding Areas including Edinburgh Place, Hester Way and Marsland Road

Opportunities exist to combine investment by Cheltenham Homes with wider highway and public realm improvements to encourage sustainable modes of transport between these regeneration areas, West Cheltenham strategic allocations, and Cheltenham town centre.

CHELTENHAM WEST NEIGHBOURHOOD
THE CBH/CBC STUDY AREAS

Legend:
- Princess Elizabeth Way Central Area
- Surrounding Areas
- The Moors and Devon Avenue Area
- Princess Elizabeth Way and Gloucester Road Area
- Coronation Square
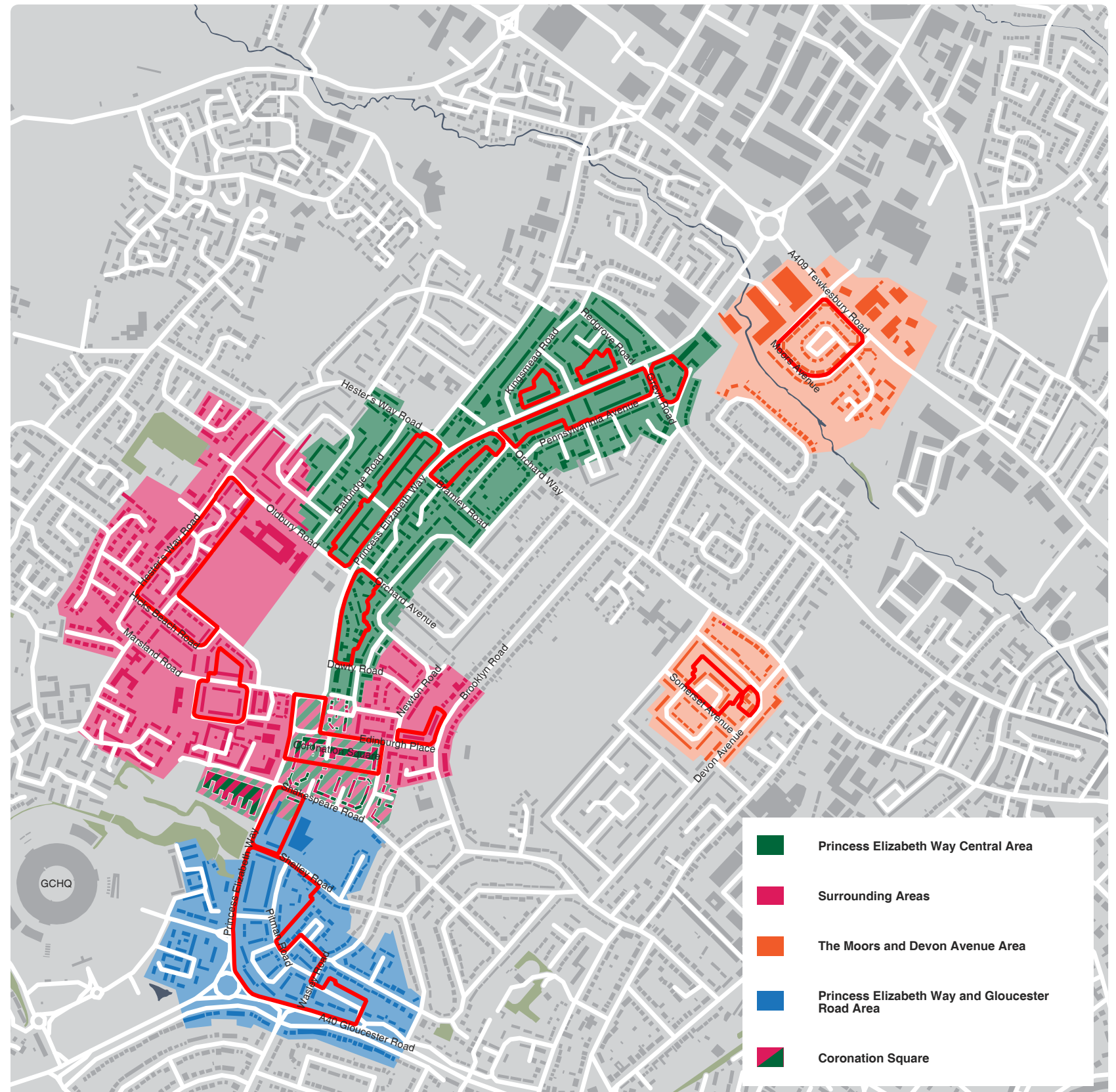
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8 | Steps and Phasing

STEPS AND PHASING

This section sets out a suggested approach to phasing. The following table indicates the suggested key steps for the delivery of the programmes described in the Delivery section.

The steps have been identified as short, medium, and long term and it is suggested that broadly these time-scales are:

- Short term < 2 years

- Medium term < 10 years

- Long term > 10 years

	SHORT	MEDIUM	LONG
STRATEGIC CONNECTIONS (P. 60)	• Develop design for Cycle Cheltway Bishop's Cleeve to Gloucester • Develop design and business case for Junction 10 all movements • Undertake study of economic benefits of rail service enhancements • Develop brief for the development of a comprehensive masterplan for the station. • In conjunction with the next stage of the joint core strategy and LTP4 develop a Central Severn Vale wide approach to delivering transformational public / shared transport - working with public transport operators and considering the implications from disruptive technologies.	• Deliver Cycle Cheltway Bishop's Cleeve to Gloucester • Commence delivery of Junction 10 all movements • Develop comprehensive masterplan for station. • Explore high level options and benefits for improved road/rail connection to Oxford/ Cambridge Corridor	• Deliver station masterplan
LIVEABLE STREETS (P. 61)	• Agree delivery approach for speed limit plan (i.e. number of phases , geography and approach to signing and measures) • Develop list of local cycle improvements with local groups and funding pot to support ongoing delivery. List should be a live document and reviewed annually. • Develop prioritised list of locations for public realm improvements which focus on the Town Centre and Local Centres • Map all activities which impact on street quality and design and develop plan to align those activities with the principles of Liveable Streets • Establish a pot of money for community led street based projects online application process and publicise. This should include cycle parking and seating • Establish a design review panel and agree an approach to design review of transport projects	• Deliver a speed limit plan • Deliver local cycle improvements using funding or through development as opportunities arise • Deliver public realm enhancements following prioritised list or through development • Implement changes, as required, to current activities/street design approaches to ensure delivery of Liveable Streets • Establish programme of improved crossing facilities and side road treatments on Main Streets	• Continue to deliver local cycle improvements • Continue to deliver public realm enhancements • Continue to deliver improved crossing facilities and side road treatments on Main Streets

	SHORT	MEDIUM	LONG
CYCLE CHELTWAYS (P.68)	• Develop Cycle Cheltway Network Plan and Implementation Strategy	• Develop first phase of Cycle Cheltway Network, including connection between Bishop's Cleeve and Gloucester	• Continue to deliver Cycle Cheltways
INTERCHANGE & PUBLIC TRANSPORT (P. 70)	• Develop options for the consolidation of the town centre interchange, routing and public realm and identify preferred option • Work with bus operators to explore joint working arrangements including an advanced partnership • Develop options for park and interchange locations and delivery plan	• Develop brief for architecturally excellent interchange design and procure design team • Commence delivery of new an/or improved park and interchange sites • Develop programme for the delivery of interchange improvements in Local Centres and Micro hubs • Formalise working arrangements with bus operators	• Deliver new town centre interchange and associated public realm and bus routing • Continue delivery of park and interchange • Deliver station masterplan

	SHORT	MEDIUM	LONG
BEHAVIOUR CHANGE (p.75)	• Establish a Cheltenham Active Travel brand for marketing and communications activities, to include programmes for raising awareness of existing and new infrastructure and services • Develop materials and a programme of events to be used for awareness-raising at new developments • Establish travel planning activities at the outset for new developments • Plan a calendar of annual events to promote active and sustainable travel • Establish a framework to support community-led events • Establish partnerships with other stakeholders including bus and train operators to develop incentives to trial public transport, including taster tickets and mobility credits	• Develop a portal under the Cheltenham Active Travel brand to act as a one-stop shop for all travel and journey planning information • Establish a Cheltenham Ciclovia as part of the annual calendar of events • Deliver innovative ticketing solutions, including making tickets to Cheltenham's cultural and sporting festivals function as public transport tickets	
TECHNOLOGY & INFORMATION (P. 76)	• Map all data sources which are held by the County Council/ Borough Council and which relate to travel and establish route map to providing this data in an open format • Establish a programme for improved data collection in particular for walking, cycling, and bus travel • Undertake a study to identify how the charging network should be expanded within Cheltenham to stimulate the move to EV • Continue delivery of an expanded charging network to stimulate the move to EV	• Provide public sector data in an open format • Implement programme for improved data collection in particular for walking, cycling, and bus travel • Continue delivery of an expanded charging network to stimulate the move to EV • Deliver multi-operator ticketing • Develop a clear policy and implementation plan for ensuring that the advent of CAVs increases the number of vehicles that are shared and does not undermine the primary objective of reducing motorised vehicle use	• Provide public sector data in an open format • Continue delivery of an expanded charging network to stimulate the move to EV