



# CONNECTING CHELTENHAM

## STRATEGY REPORT

**SYSTRA**

16 SEPTEMBER 2019

FINAL VERSION

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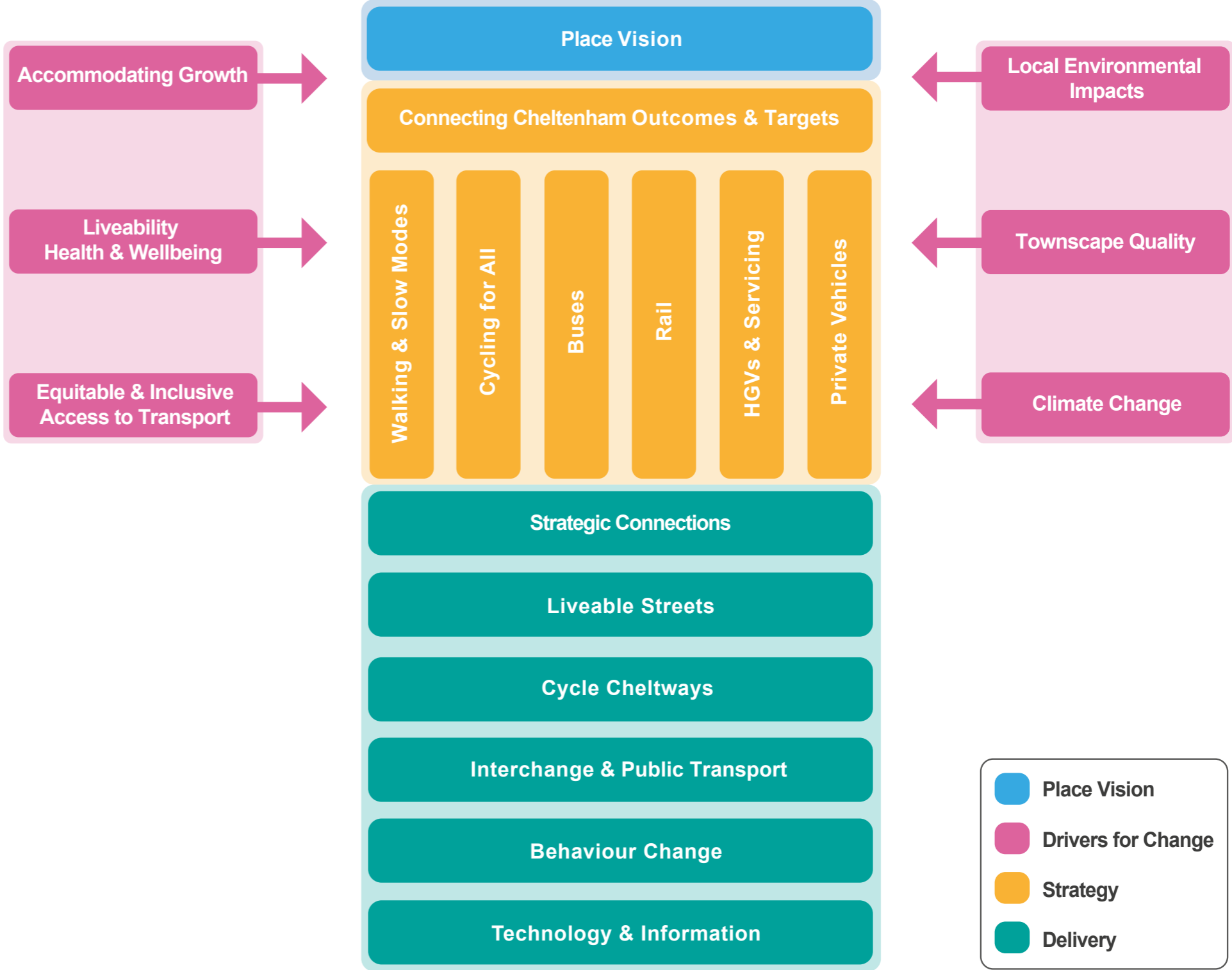
# | Executive summary

# 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.



## 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 9<sup>th</sup> 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.

## CHELTHENHAM’S LIVEABLE STREETS





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.

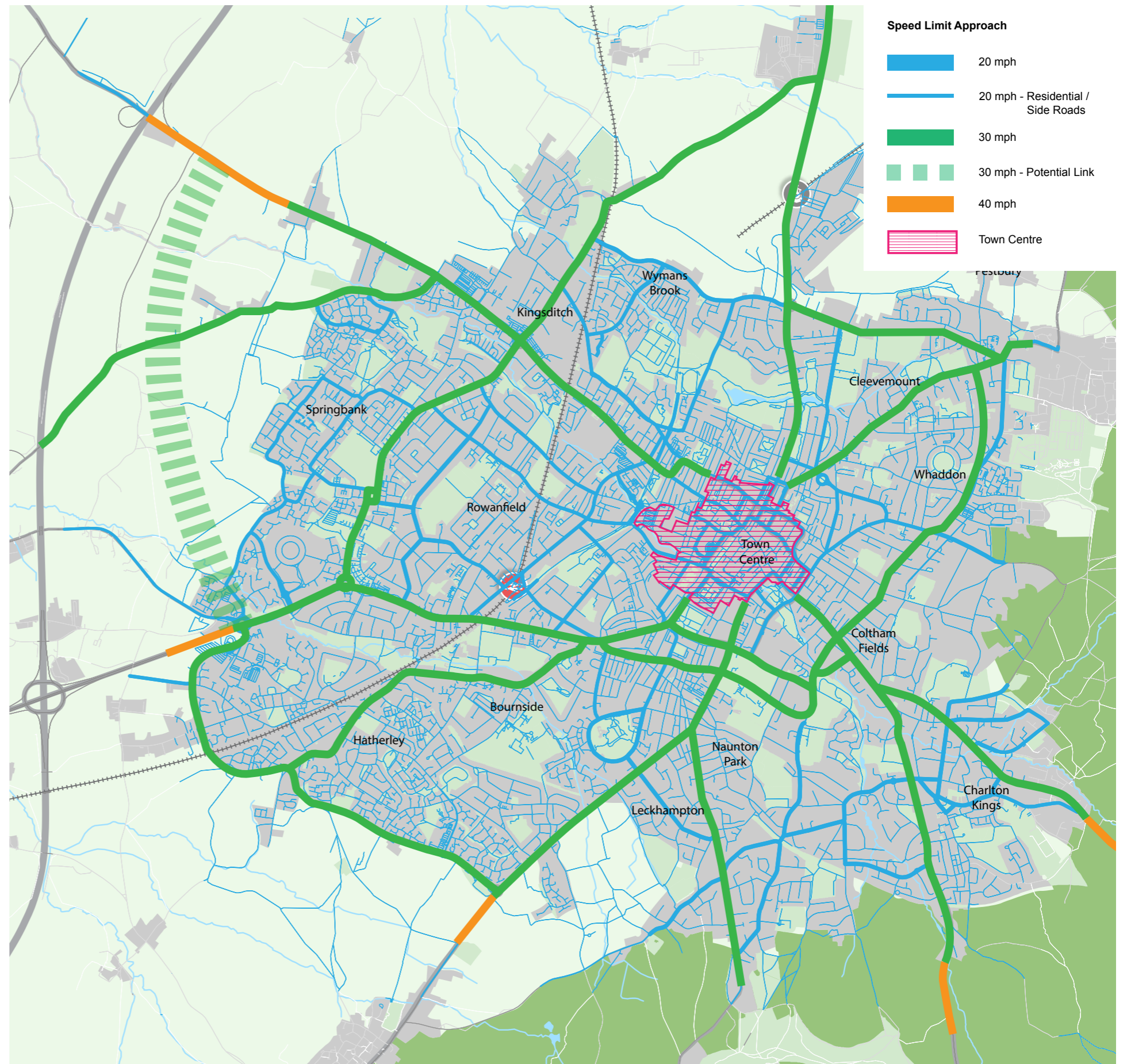
**Local Cycle Improvements** – In addition to providing a high quality cycle network (Cycle Cheltways – see below) at the top of the cycle network hierarchy cyclists need to be enabled to travel from door to door on all streets. This means that there will also be short links, local connections and specific 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. <£5million

**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



## 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.

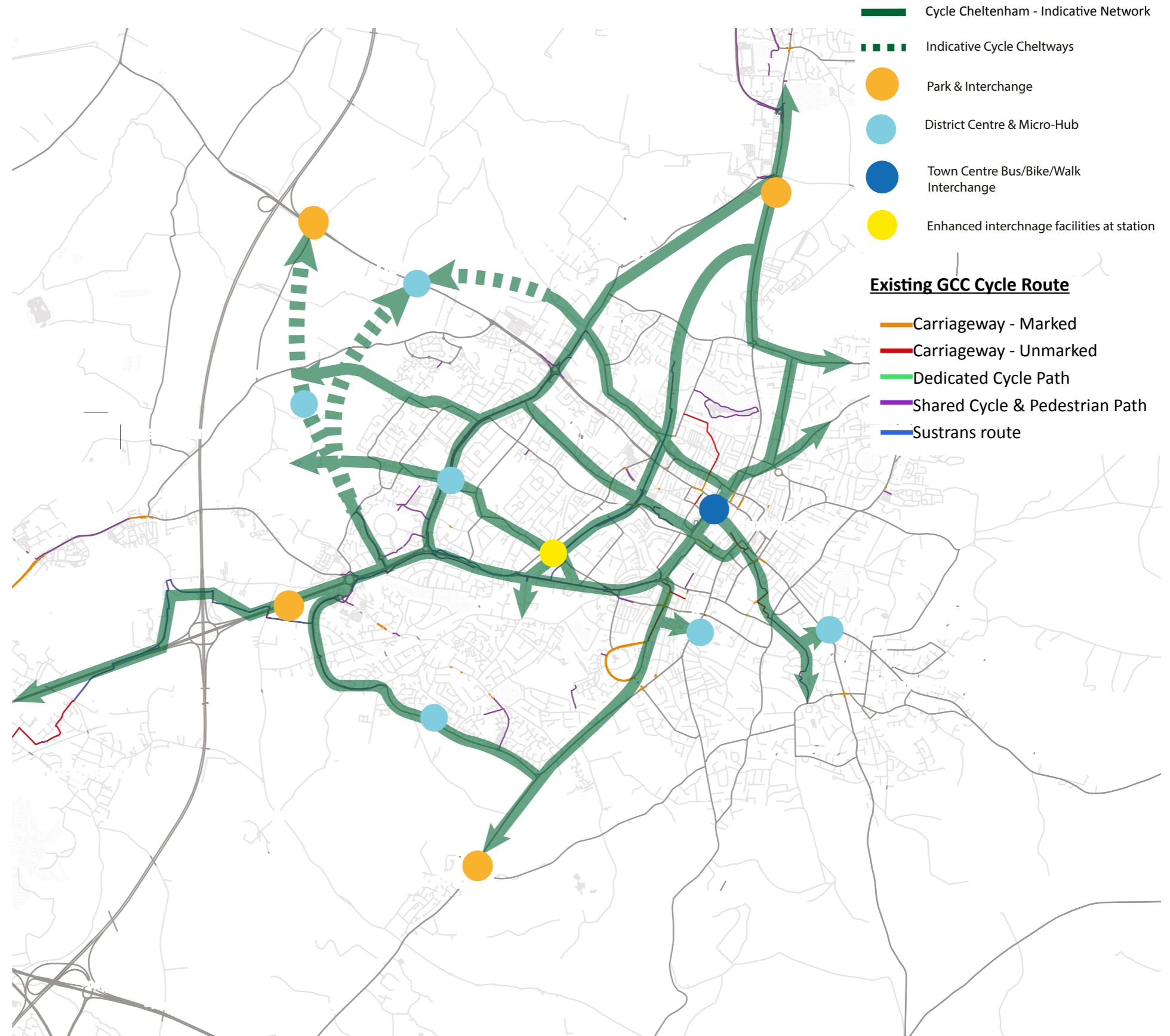
The approach to increasing cycling identifies the need for people to be able to cycle from door to door. Three elements of the cycling network are identified (see below) and behaviour change programmes are also proposed.

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





## 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;

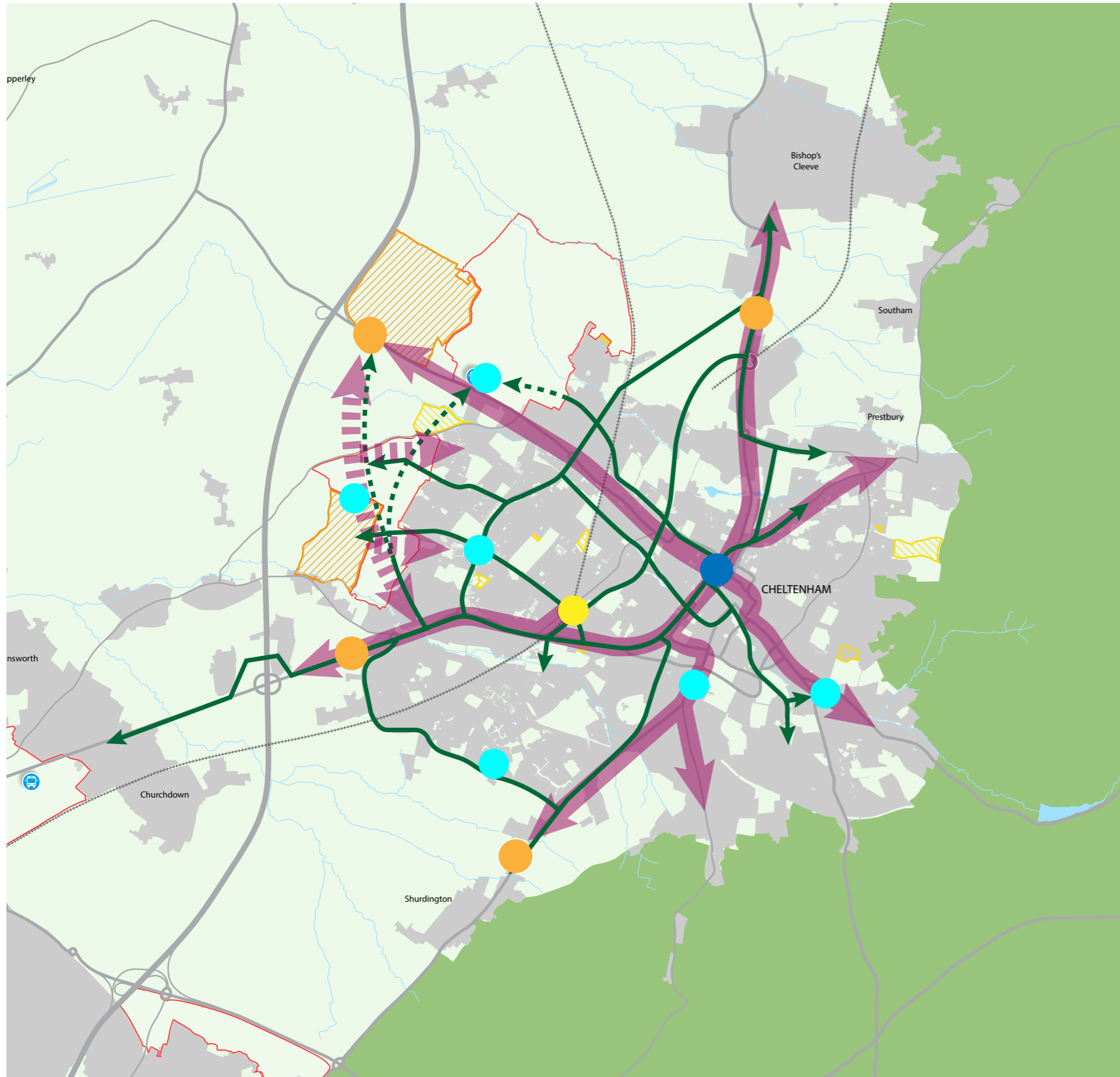
*Park and Interchange* – these will build on the successful approach to providing Park and Ride but would expand that offer to explicitly include interchange between all modes.

*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.



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

## 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 road 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.

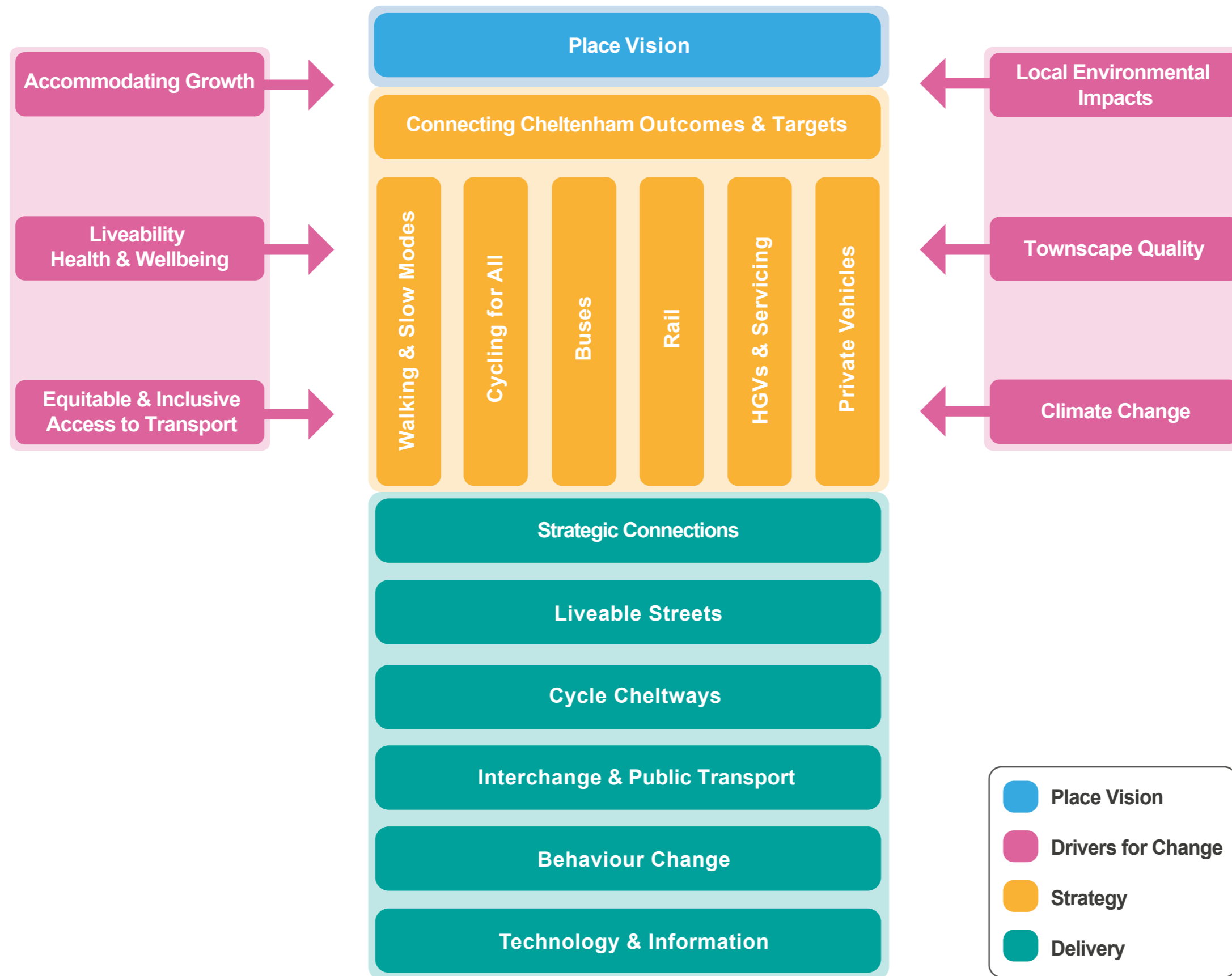
The Council needs to understand the transport barriers and opportunities for different travel modes with clear recommendations and high level costs. This needs to be set in the context of connecting to key infrastructure e.g. train station, motorway and wider strategic road network, town centre, key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







## 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.

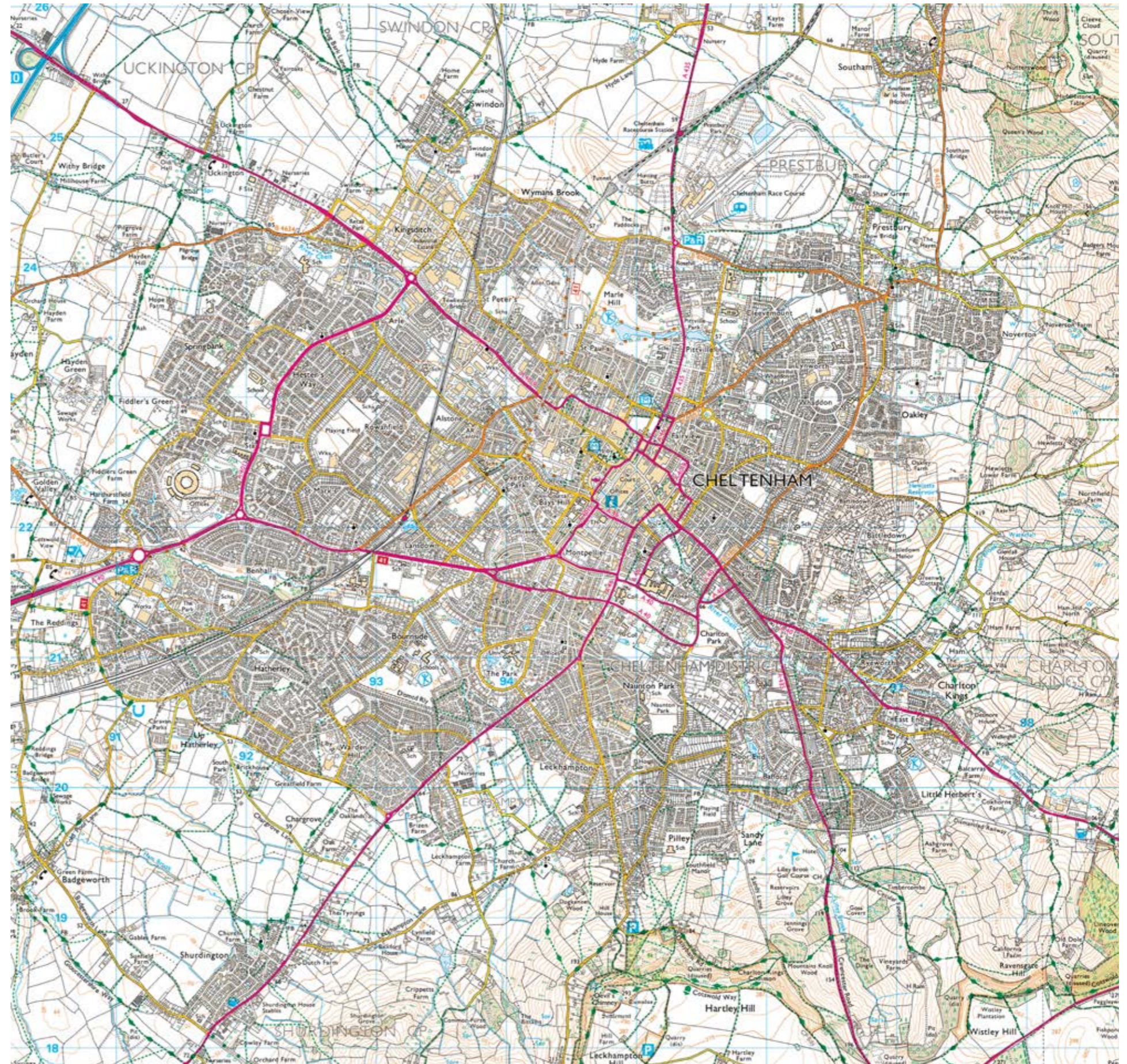
Several watercourses run through Cheltenham falling in a broadly south east to north west direction including the Hatherly Brook and the River Chelt.

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.

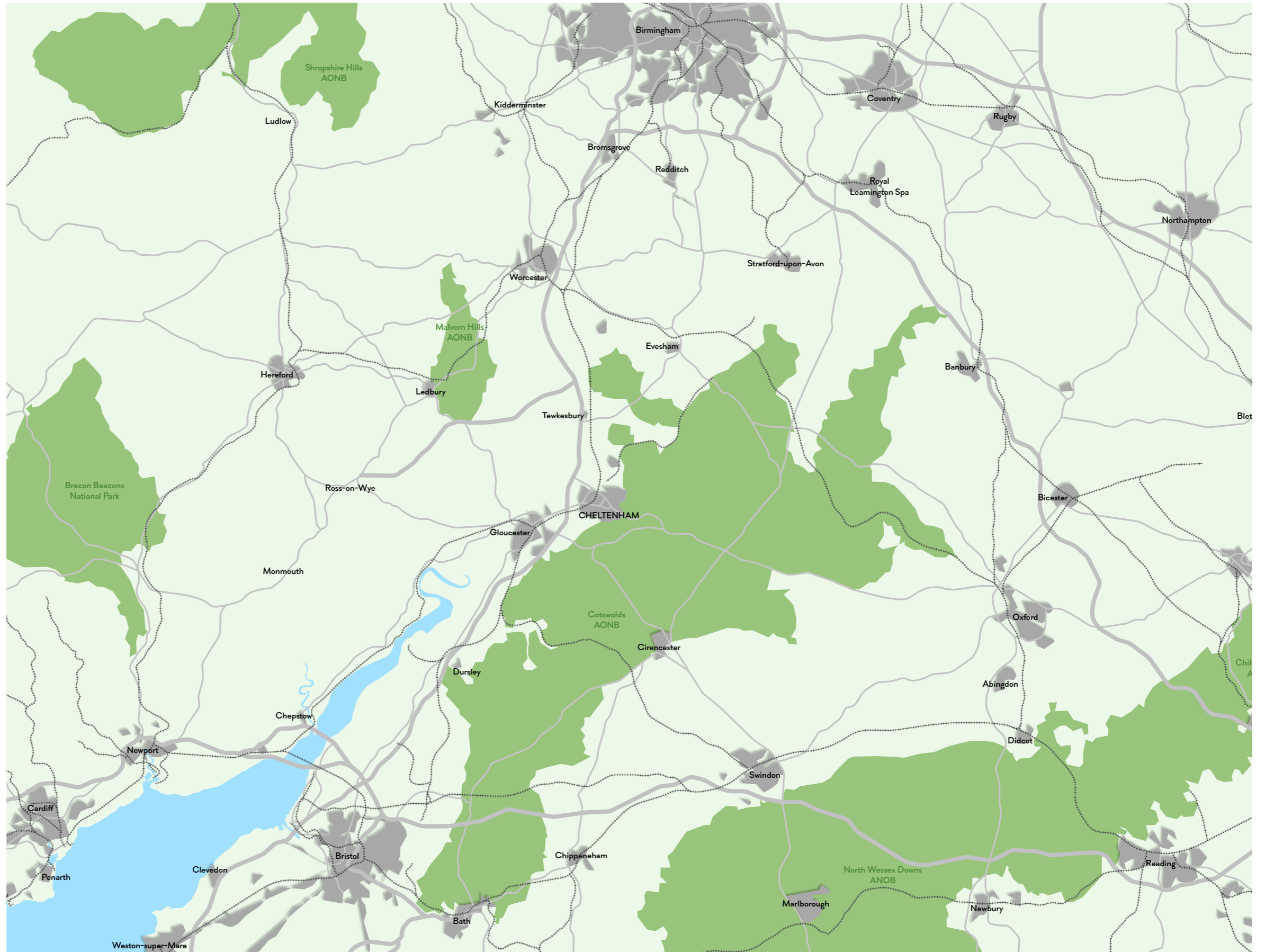
Cheltenham's town centre is located broadly centrally and is connected into the surrounding neighbourhoods by a well connected and relatively level street network. Local and neighbourhood centres and schools are also well distributed throughout the town.

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
















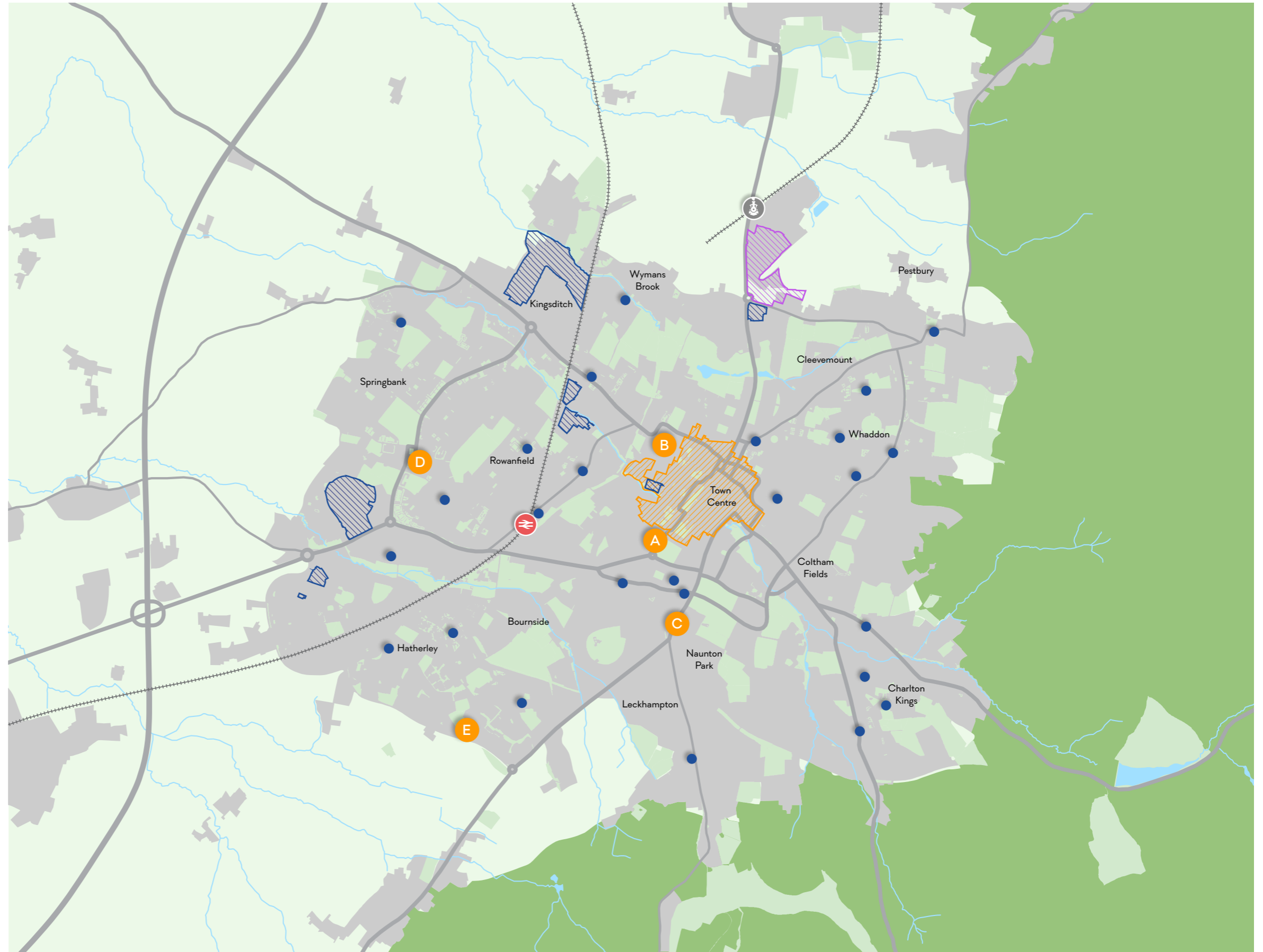
**LEGEND**

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

# LAND USE















## LEGEND

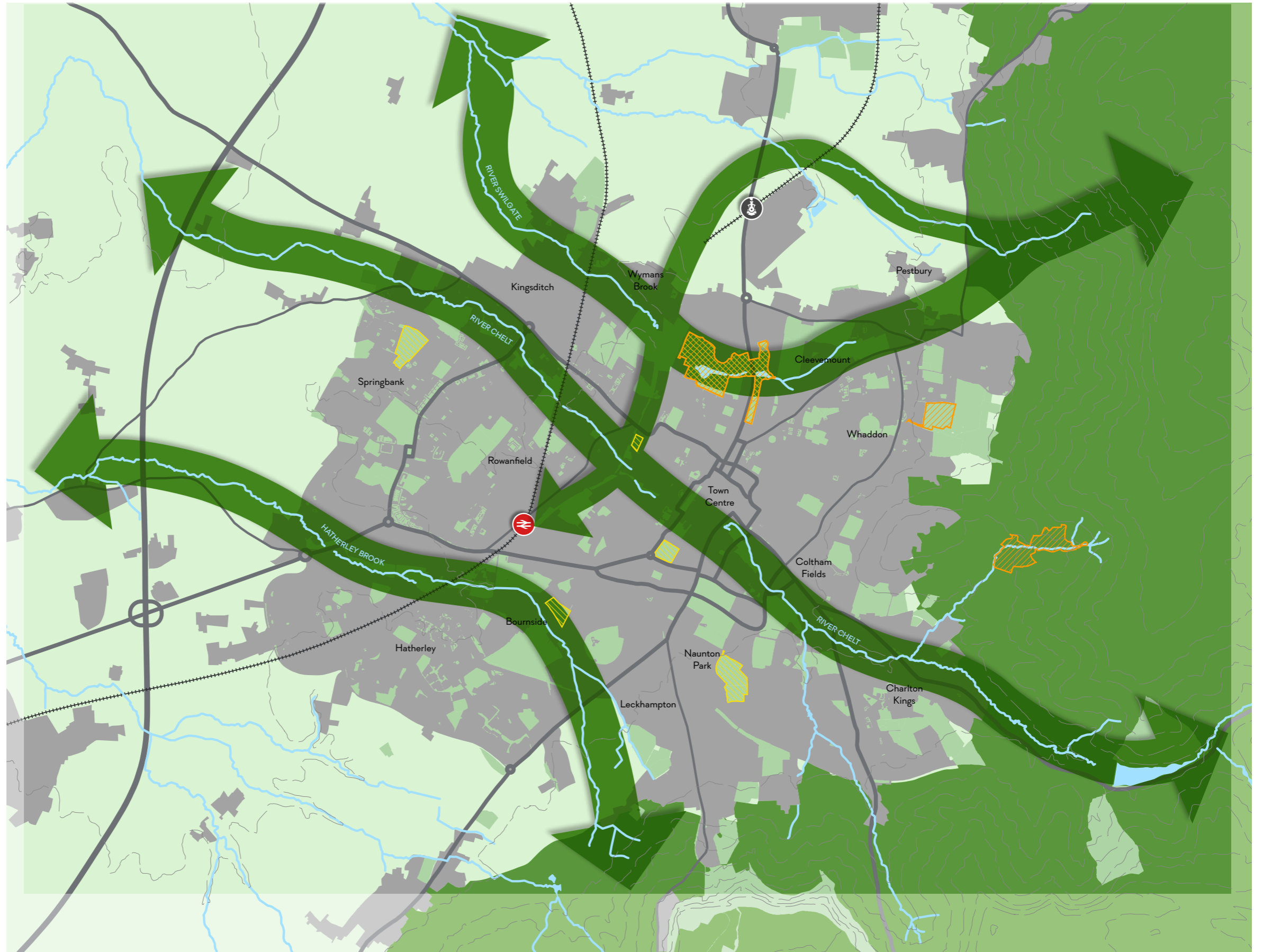
-  Central commercial district
-  District centre
-  Local neighbourhood centre
-  Key employment area
-  Cheltenham racecourse
-  Urban/ residential area
-  Greenspace
-  Cotswolds A.O.N.B.
-  Motorway
-  A road
-  B road
-  Railway station
-  Recreational railway station
-  Railway line



# 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



## 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.

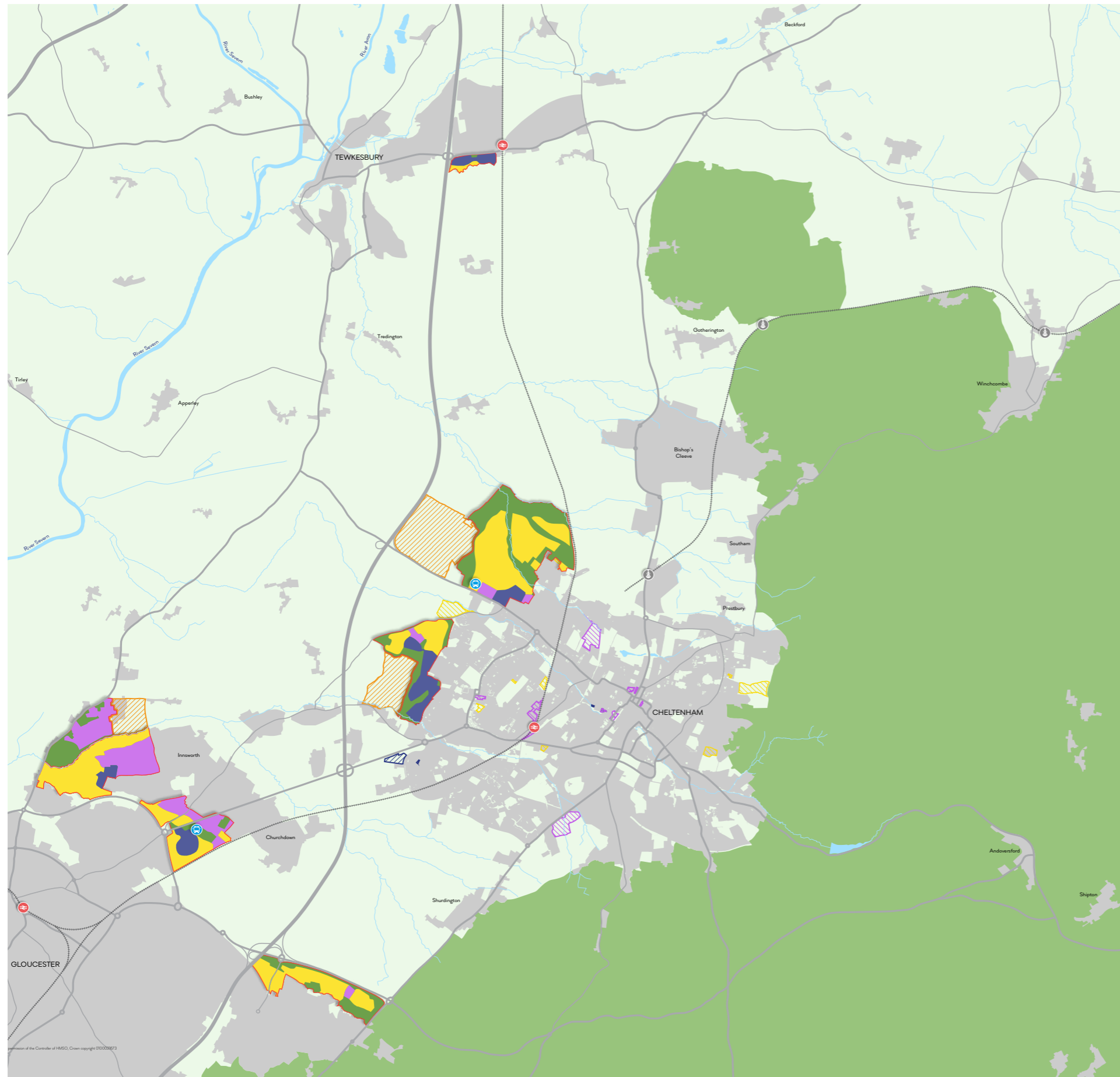
In Cheltenham strategic growth is planned in North West and West Cheltenham through the development of new urban extensions. Strategic urban extensions are also proposed in Gloucester and Tewkesbury. The plan to the right illustrates the proposed areas of growth relevant to this strategy.

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
- P Proposed park and ride
- R Railway station
- R 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.

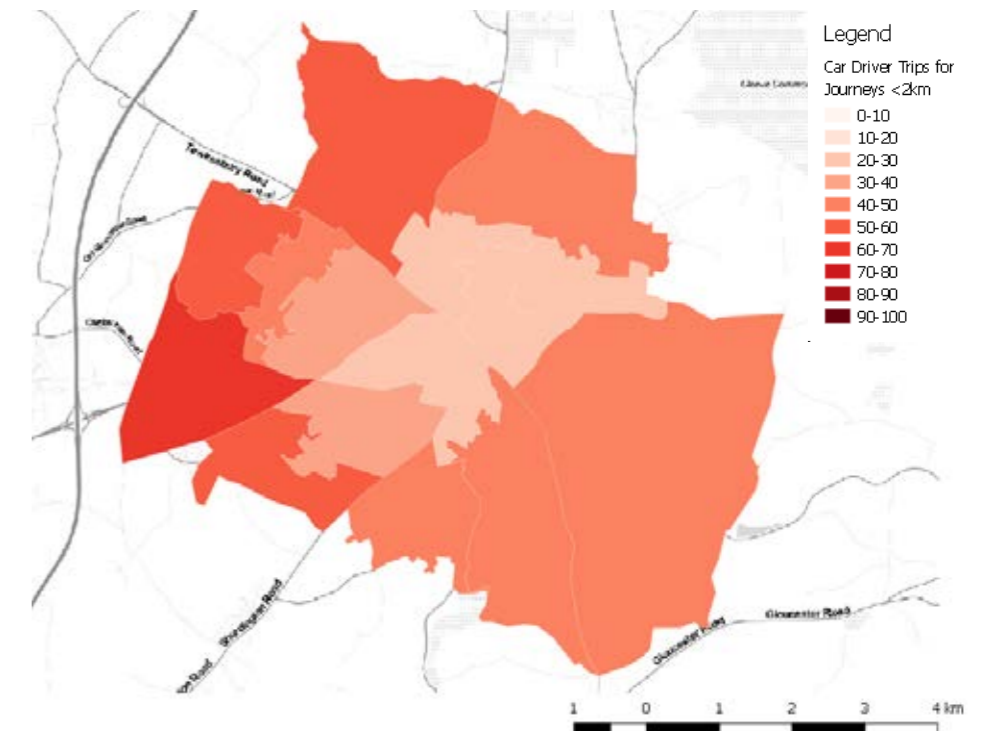
Limited travel to primary school data was available. This revealed significant variability in mode share. Some high walk mode share, relatively high car mode share and generally very

low cycle mode share.

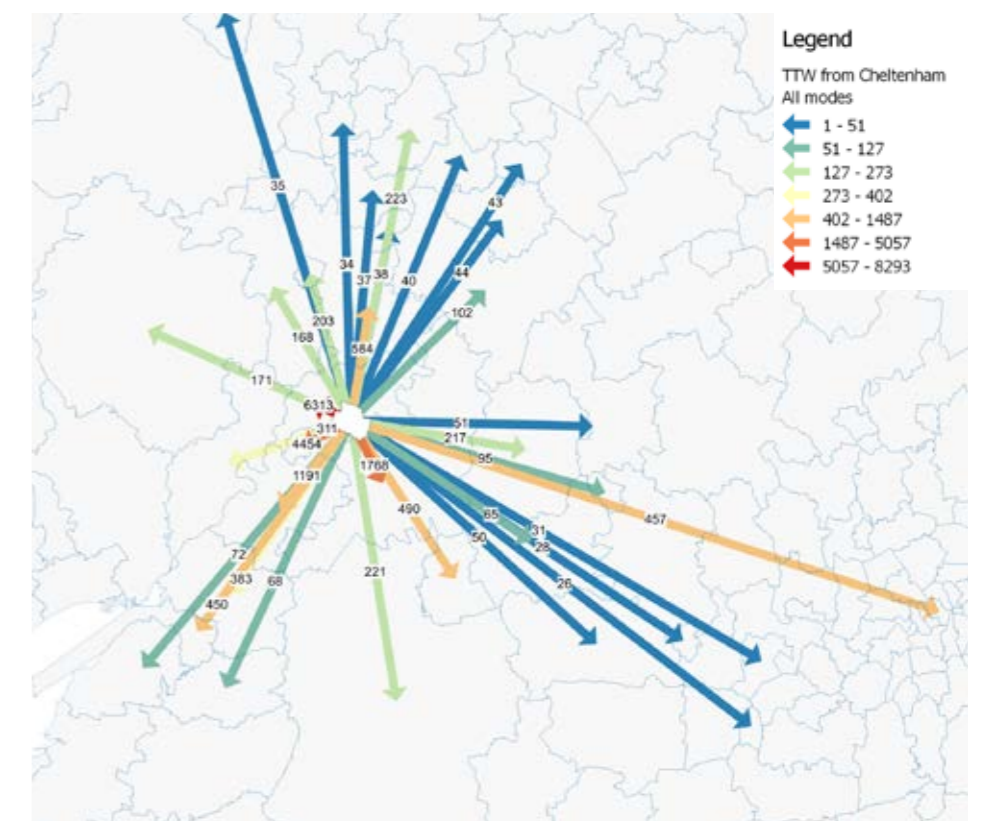
### OPPORTUNITIES

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.

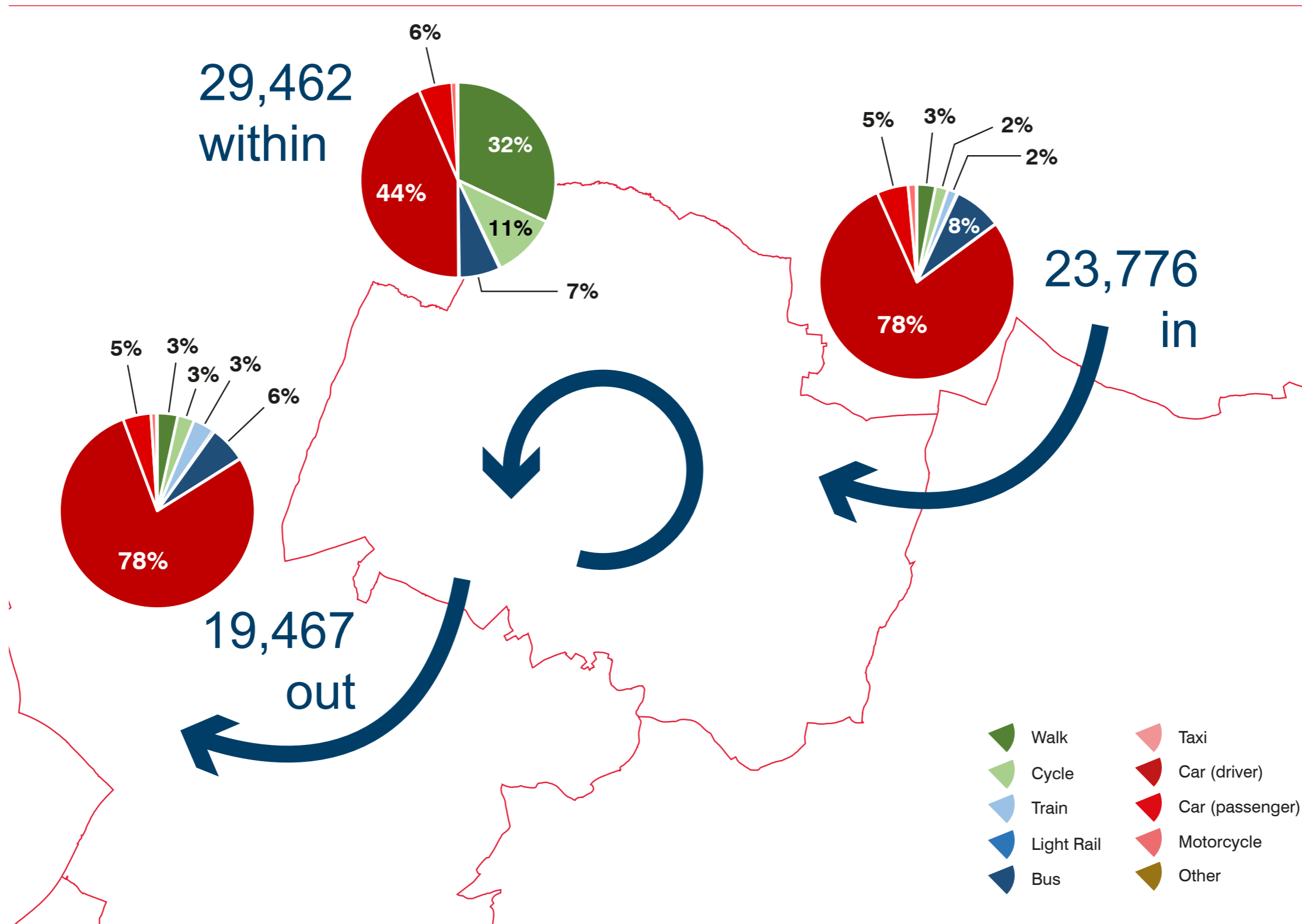


Journeys <2km



Work destinations for people living in Cheltenham

# SUMMARY OF JOURNEY TO WORK DATA - CENSUS 2011





# 3 | Drivers for Change

## DRIVERS FOR CHANGE

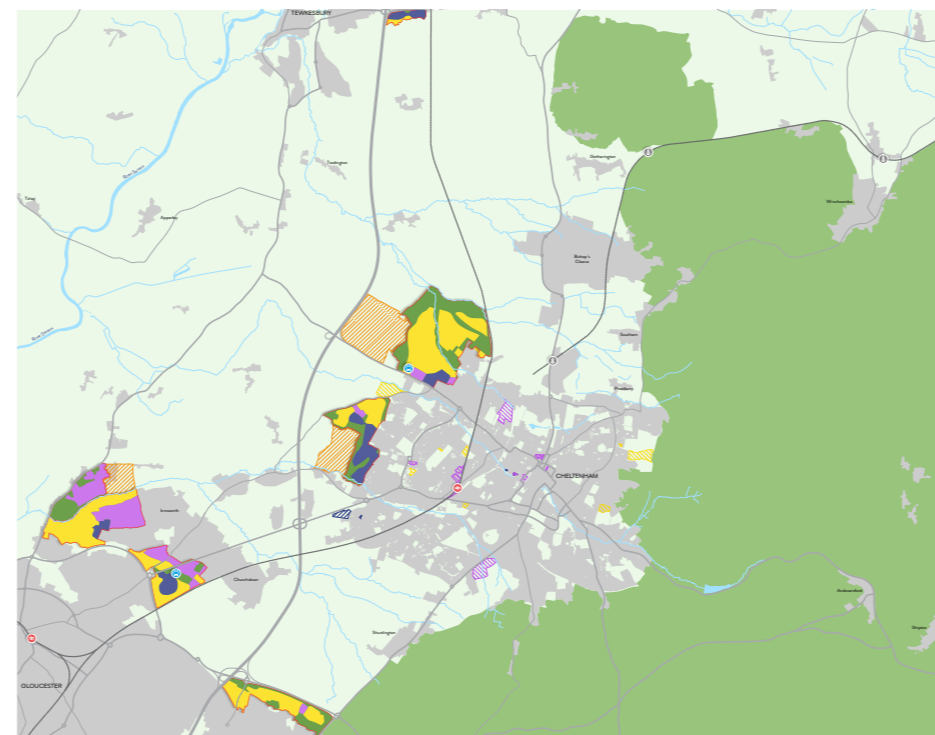
The way people move around and how well connected from a physical movement perspective, a place is, affects a wide range of issues including health, wellbeing and economic growth. The choices people make about movement also affects how easy it is to accommodate and encourage growth and transport emissions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



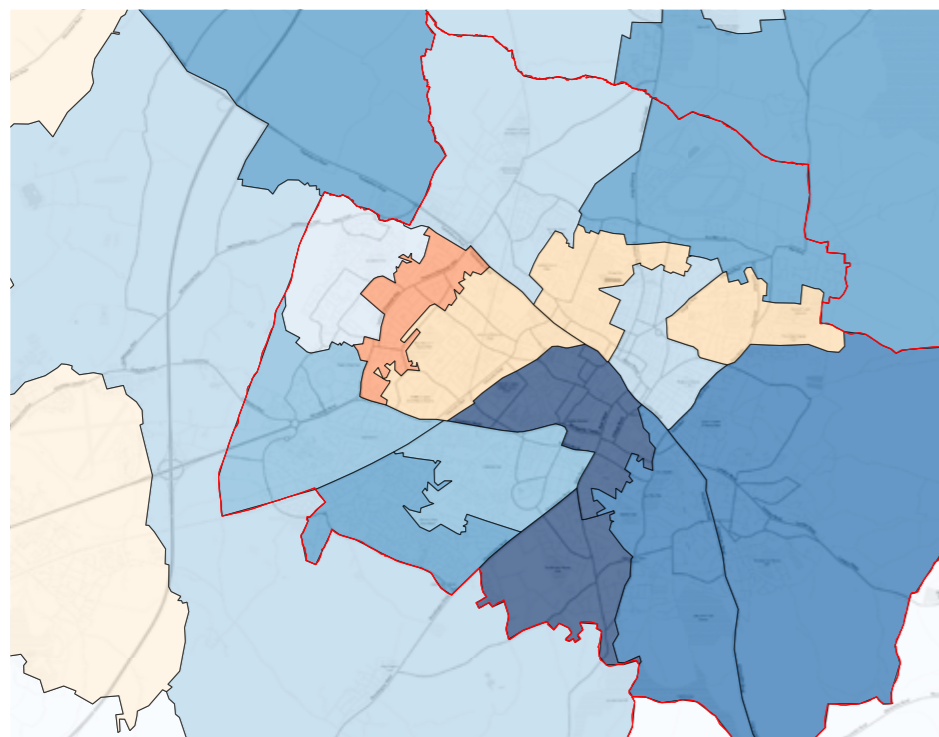
Addressing congestion through prioritising and promoting more efficient modes of transport will help accommodate growth in travel demand without harming liveability or townscape.

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.



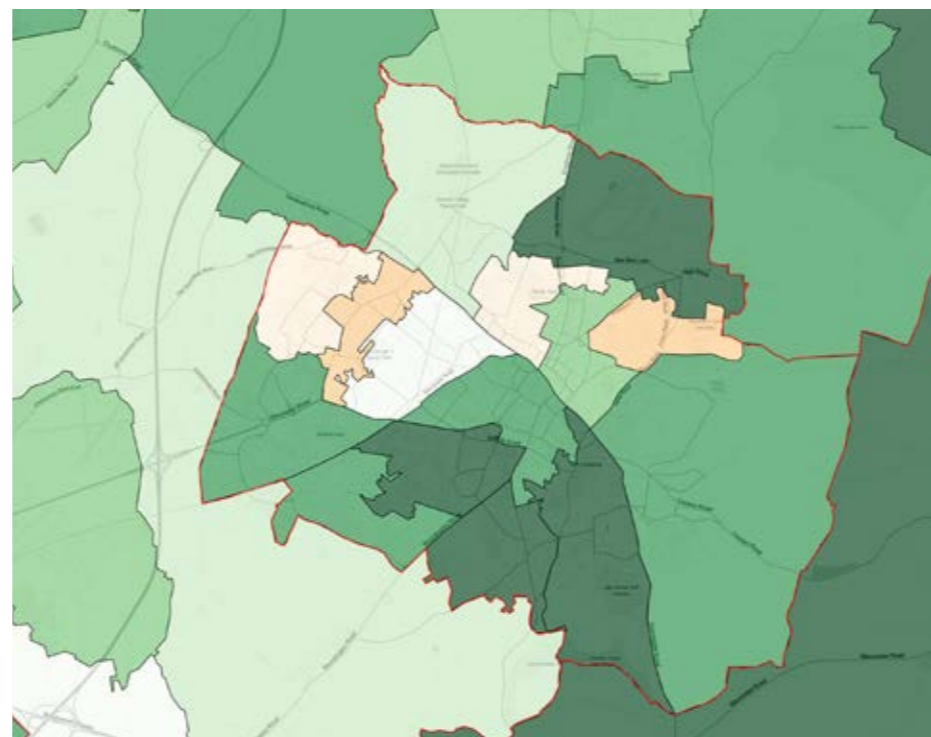
## CHILDHOOD OBESITY



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 (FEMALE)



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.

## CYCLE / VEHICLE ACCIDENTS



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.

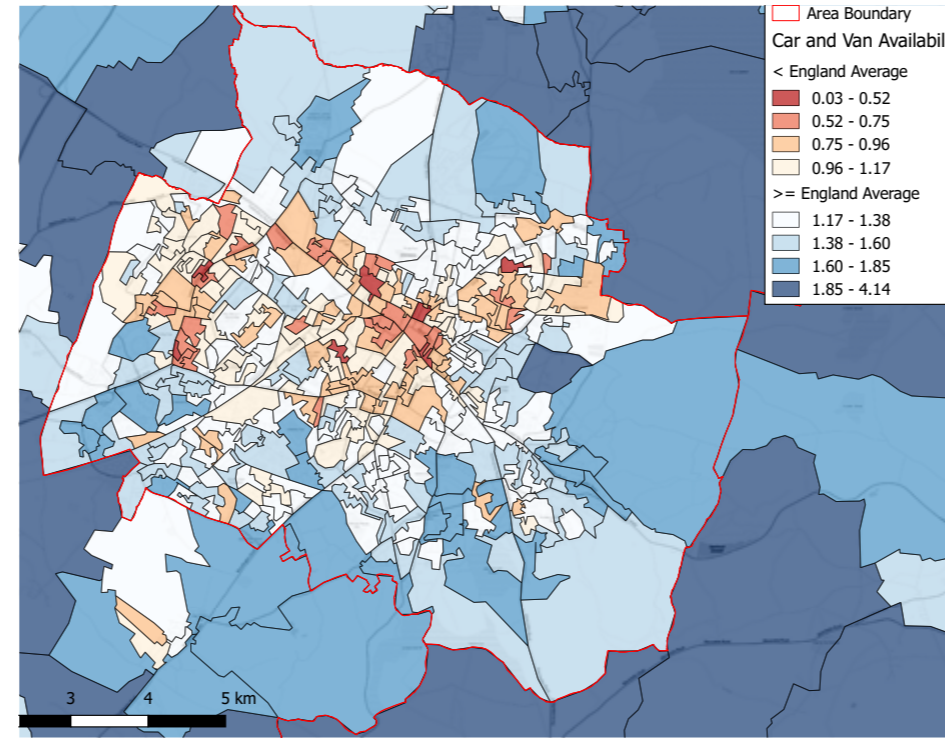
### HIGHWAY SAFETY - PEDESTRIANS



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.

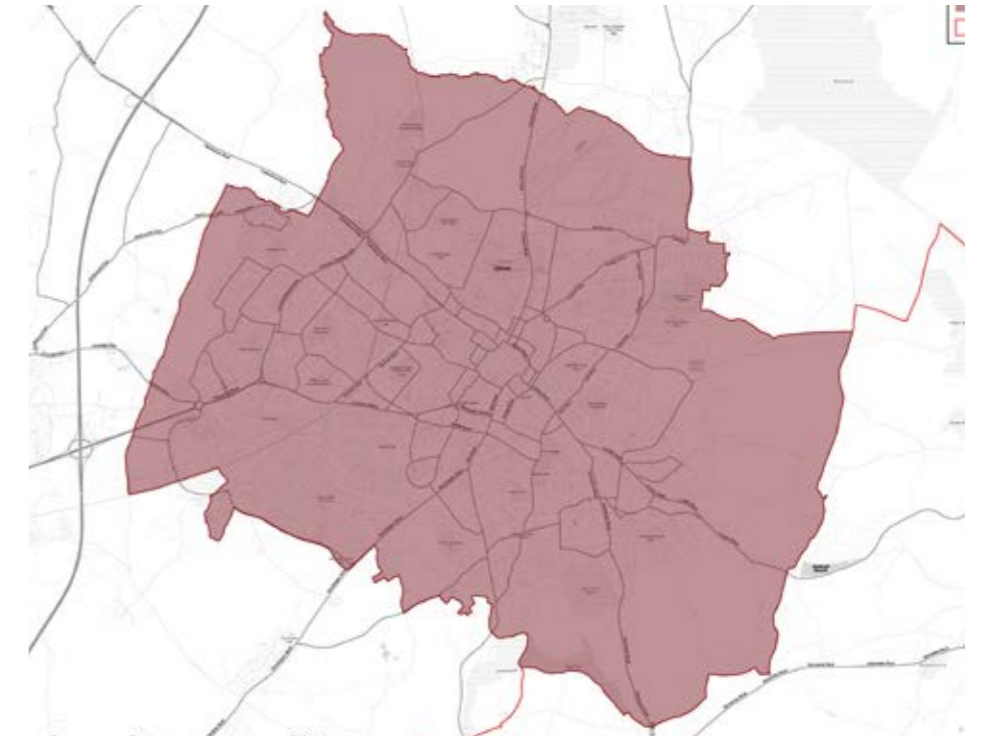
### CAR OWNERSHIP



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.

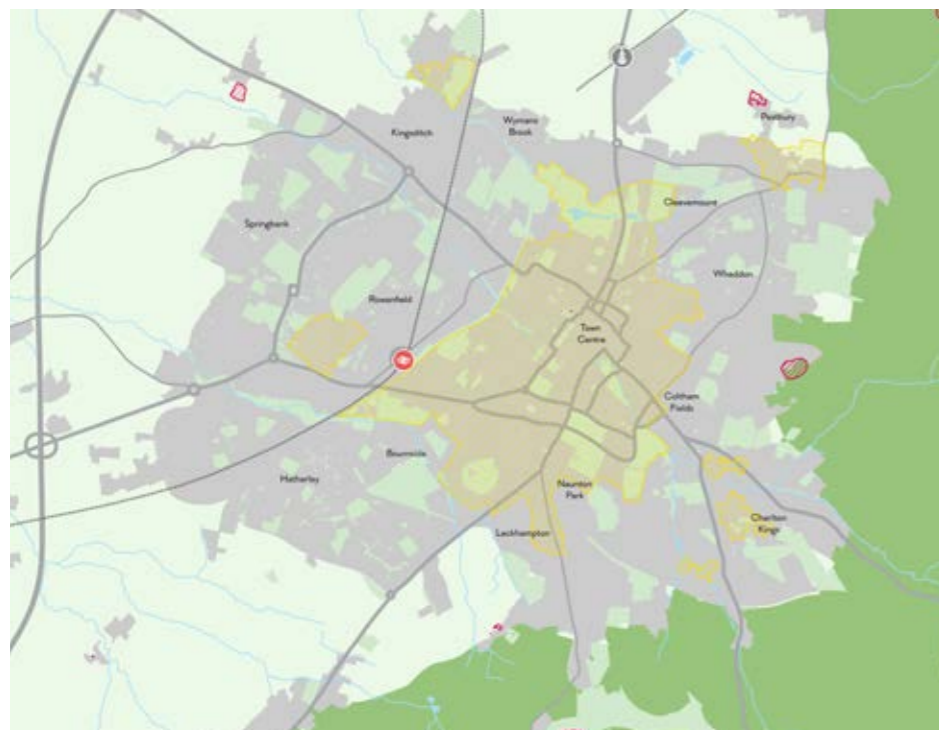
This map also illustrates that there are many households with low car ownership and therefore shows how important other modes of transport are for many people already.

### AIR QUALITY



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 Cheltenham's 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

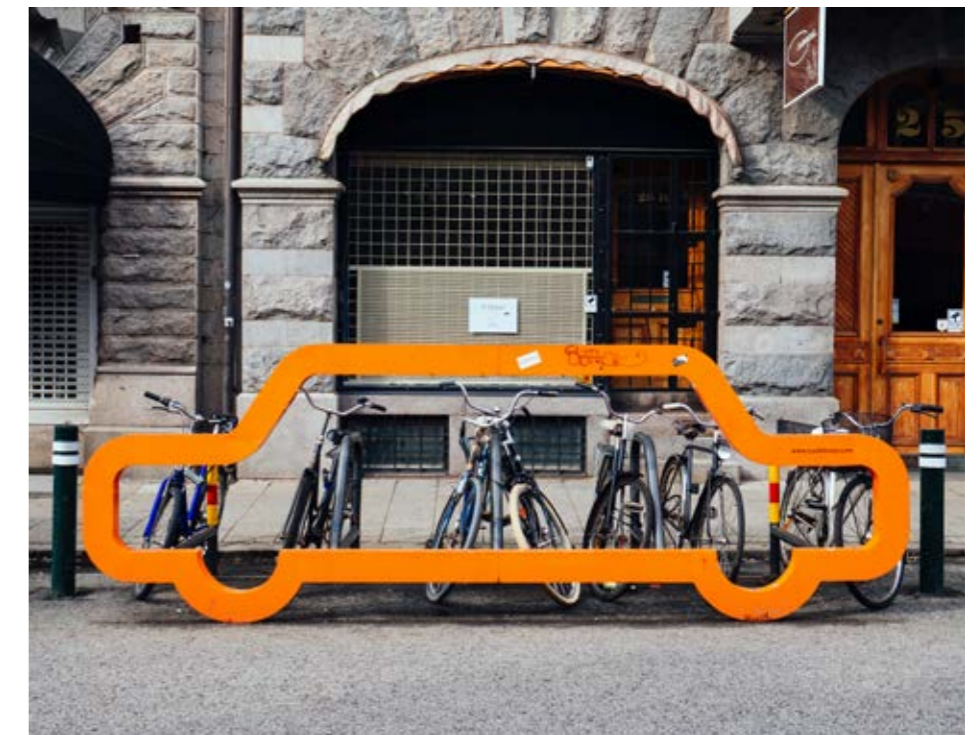


Transport choices have a range of environmental impacts. These include a significant contribution to climate change and air-quality impacts. Climate change concerns are now critical and Cheltenham wishes to ensure that the impact of travel within Cheltenham on climate change is significantly reduced.

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



- 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.

TARGET:  
AIR QUALITY



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.

TARGET:  
SAFETY



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.

TARGET:  
CONGESTION



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 addresses 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 terms 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

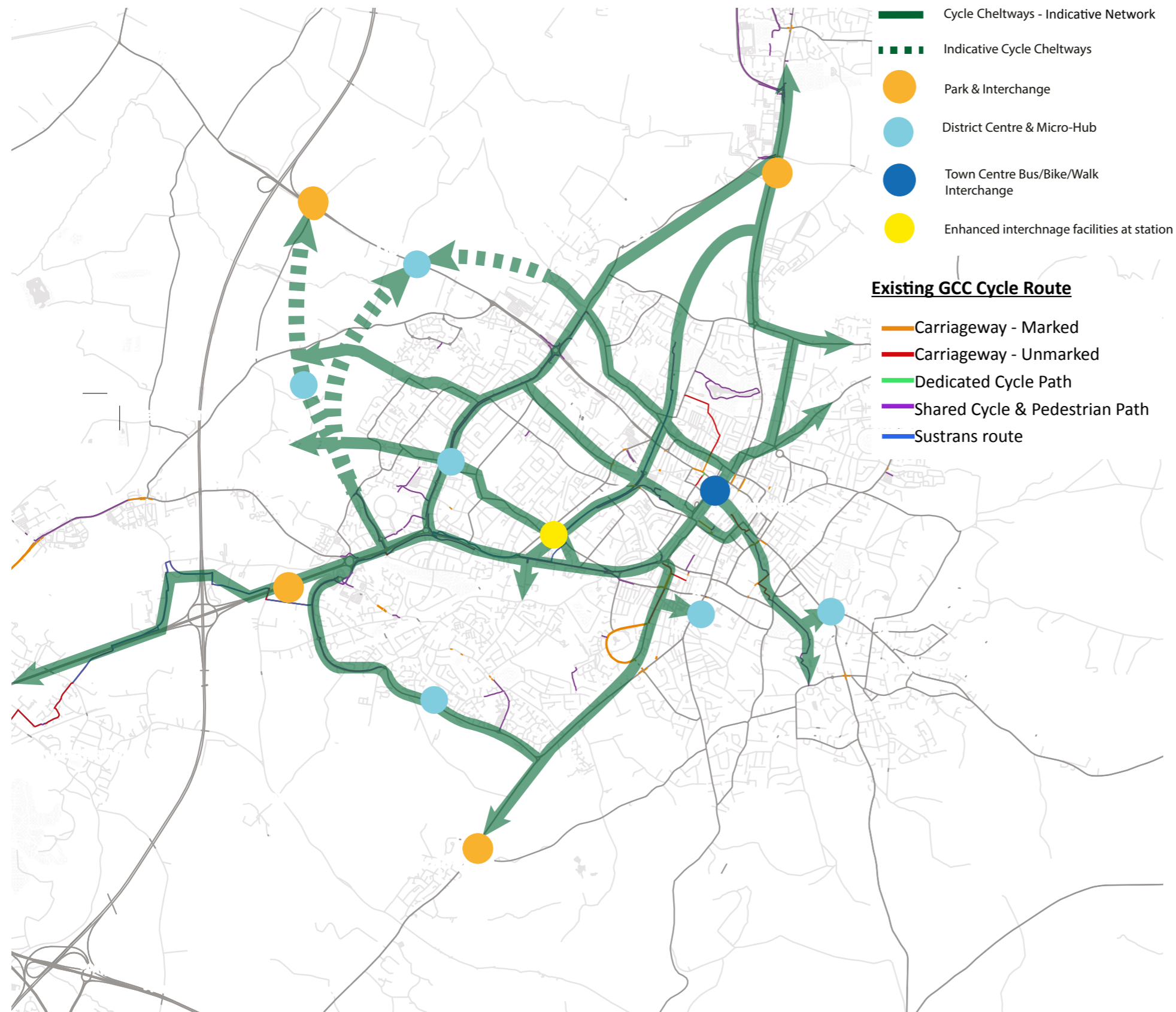
Behaviour change programmes and events are also important to encourage cycling. The broad approach to behaviour change is set out in the previous section on walking.

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.





## 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