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

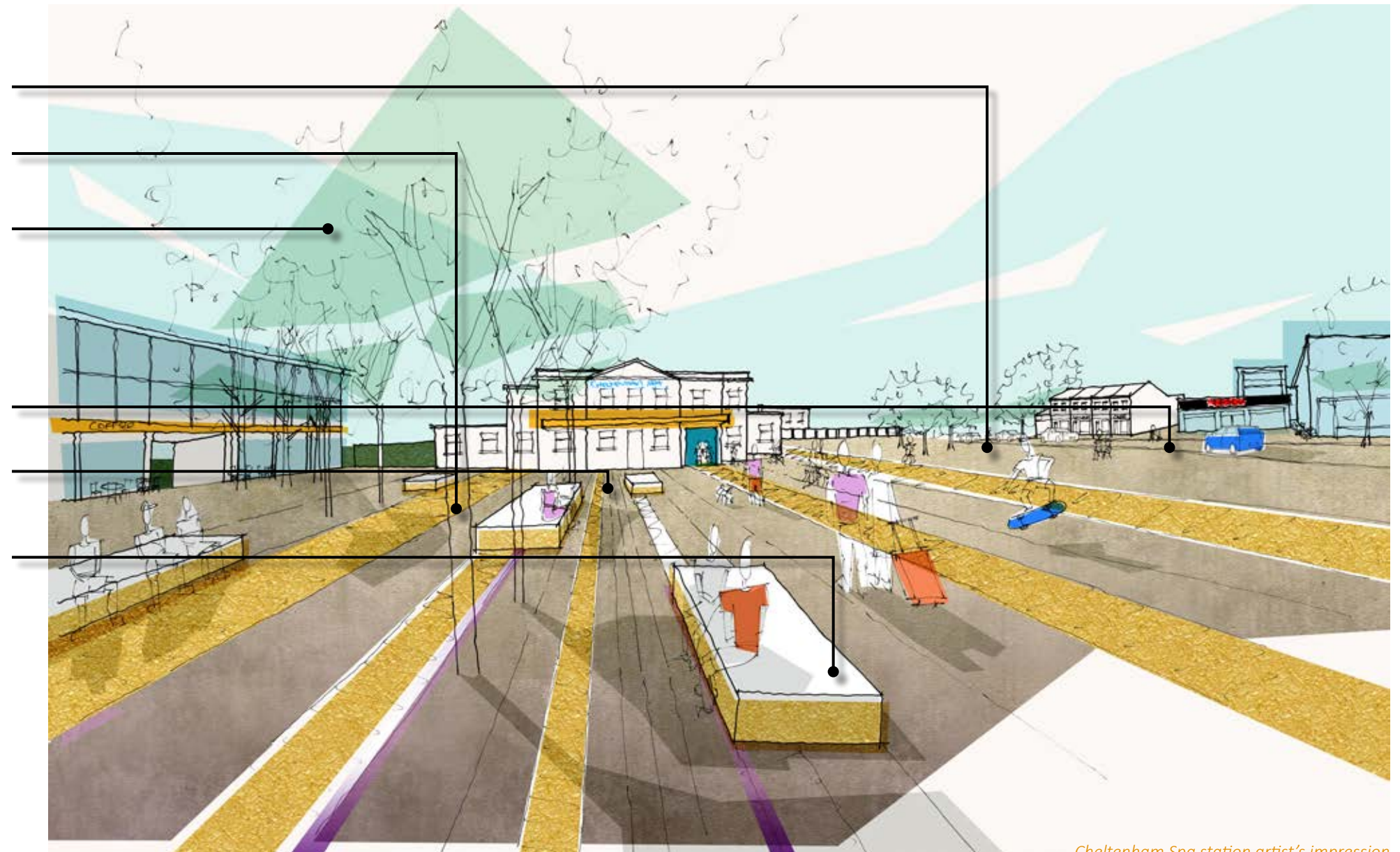Paving to highlight desire-lines between station entrance and the Honeybourne Line

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

Connecting Cheltenham Outcomes & Targets

Accommodating Growth

Liveability
Health & Wellbeing

Equitable & Inclusive
Access to Transport

Local Environmental
Impacts

Townscape Quality

Climate Change

Walking & Slow Modes

Cycling for All

Buses

Rail

HGVs & Servicing

Private Vehicles

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.'

DEGREE OF SEPARATION (between cyclists and motorised vehicles)	LOCAL PLACE FUNCTION				MEDIUM PLACE FUNCTION		HIGH PLACE FUNCTION	
	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								✓

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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.
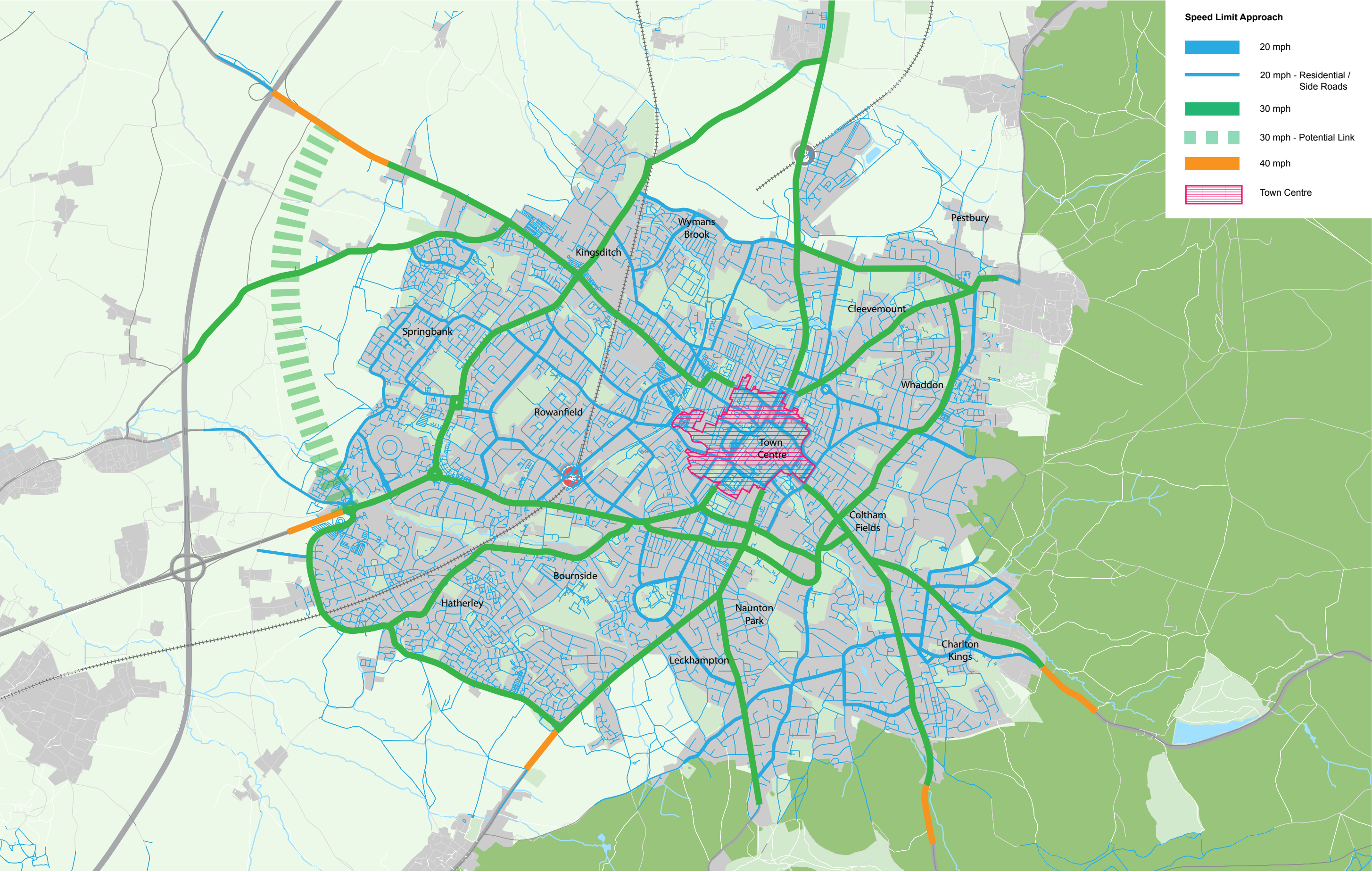
The speed limit strategy seeks to ensure that;

- 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

Wymans Brook

Pestbury

Kingsditch

Cleevemount

Springbank

Whaddon

Rowanfield

Town Centre

Coltham Fields

Bournside

Naunton Park

Hatherley

Leckhampton

Charlton Kings

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.
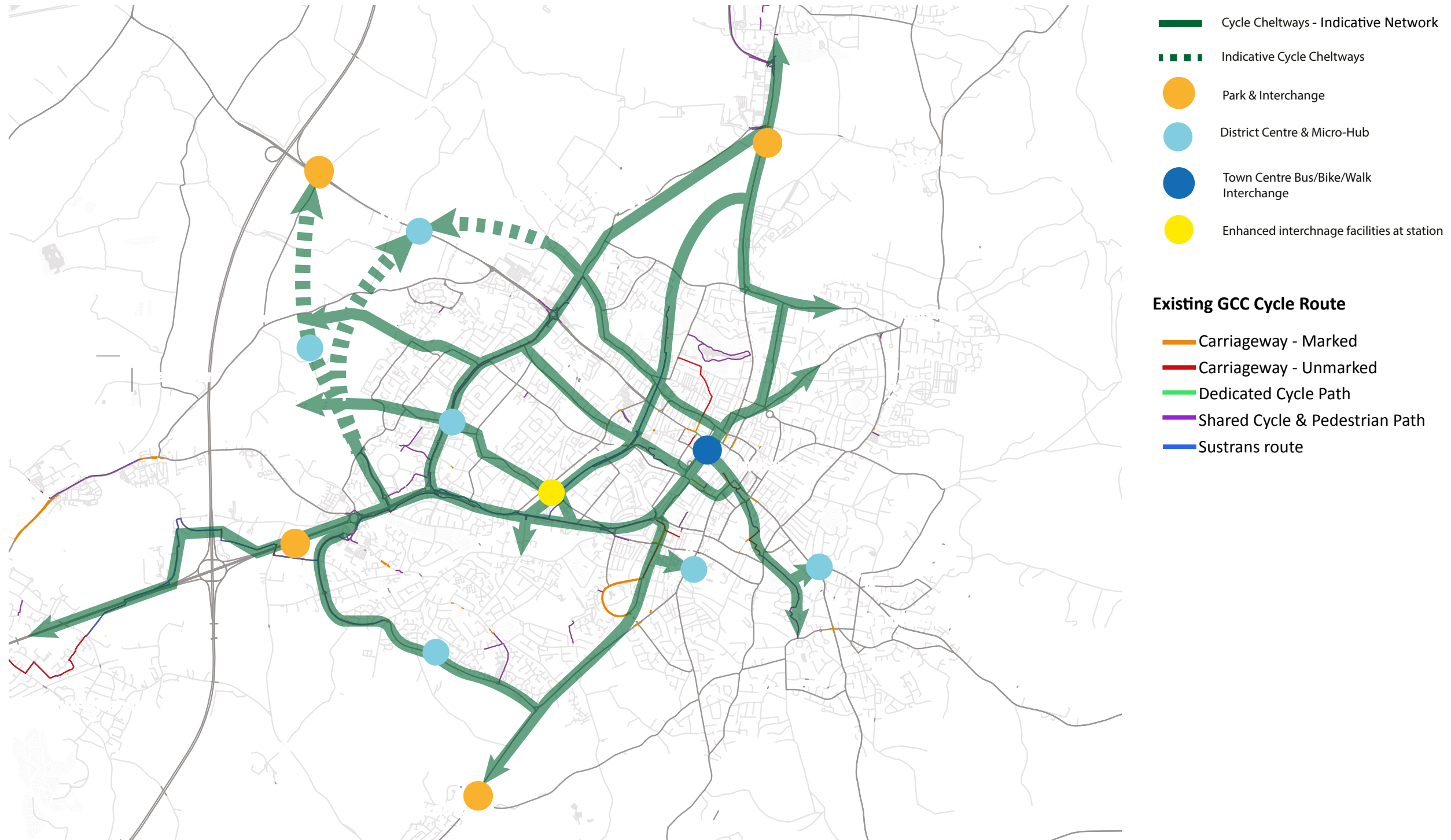
LIVEABLE STREETS - 2

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.

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.
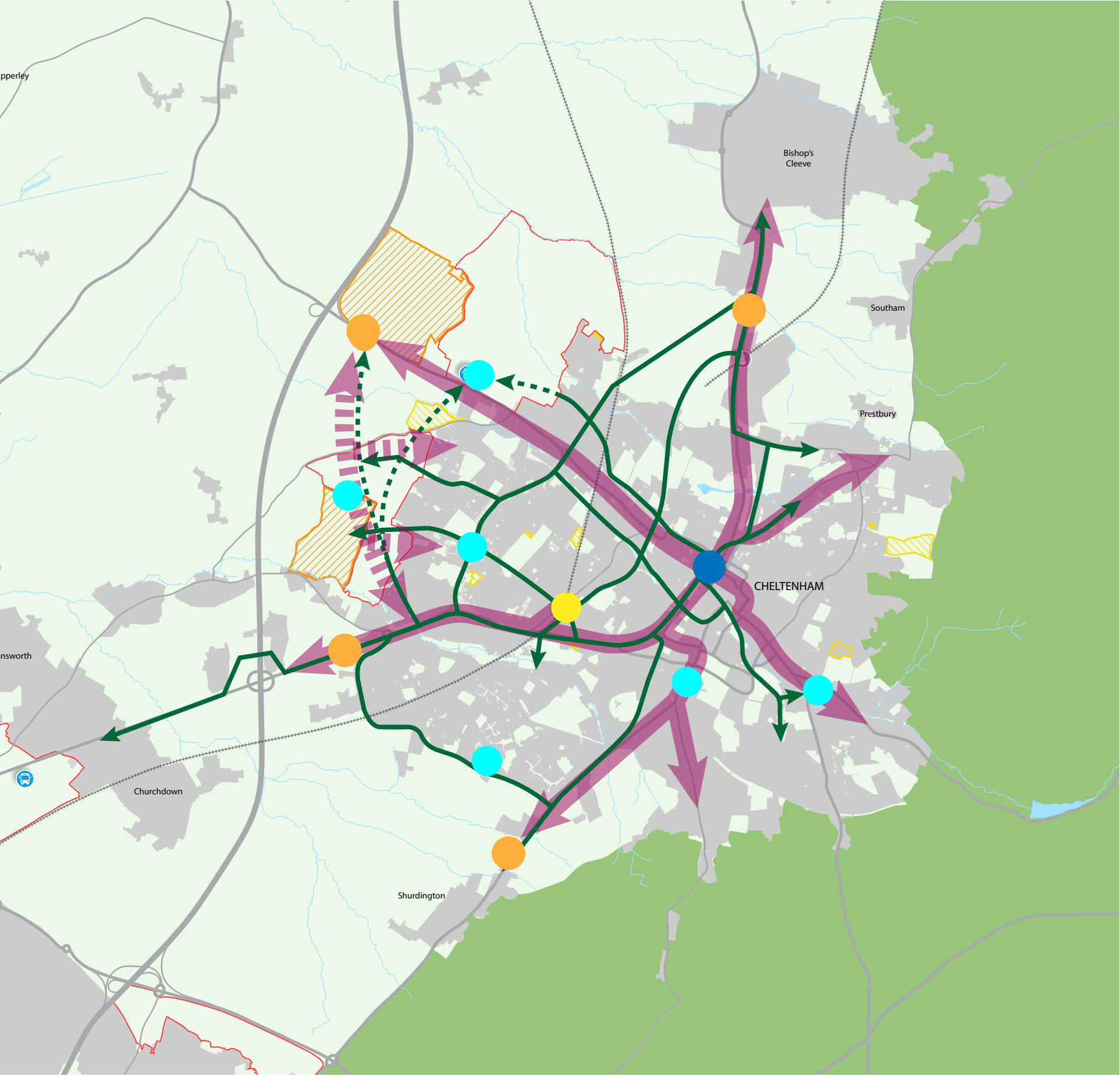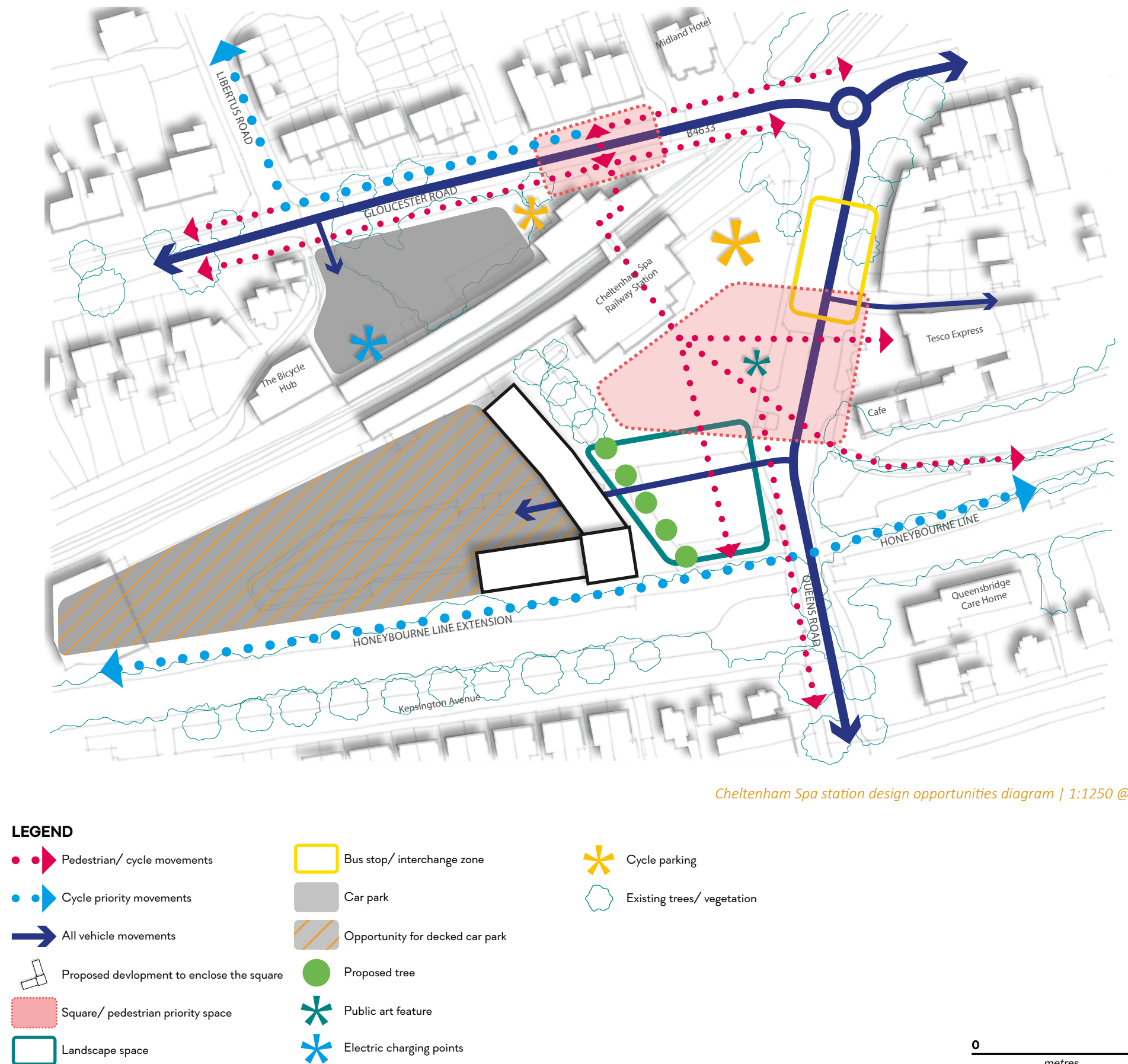
Bishop's
Cleeve

Southam

Prestbury

CHELTENHAM

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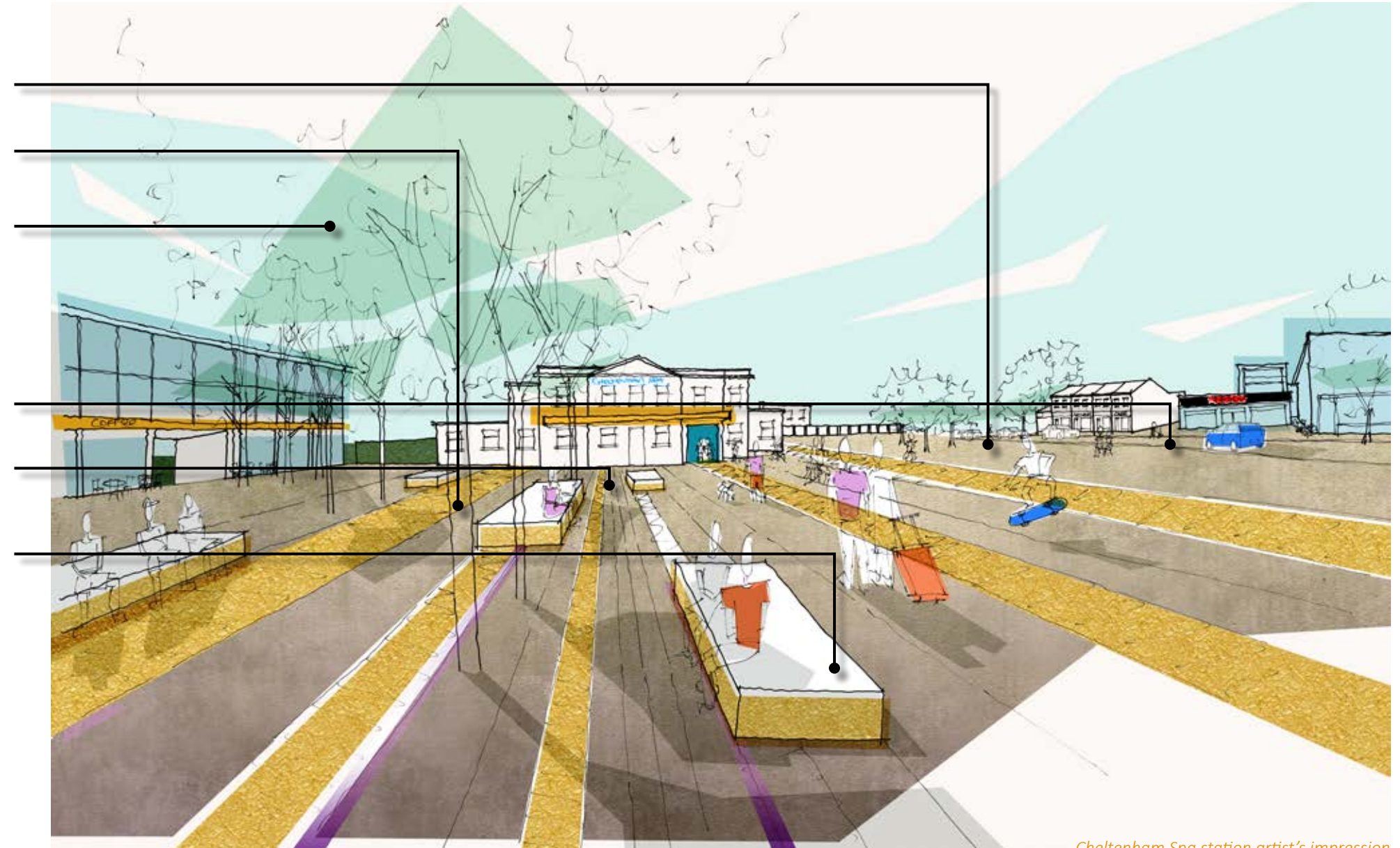
Paving to highlight desire-lines between station entrance and the Honeybourne Line

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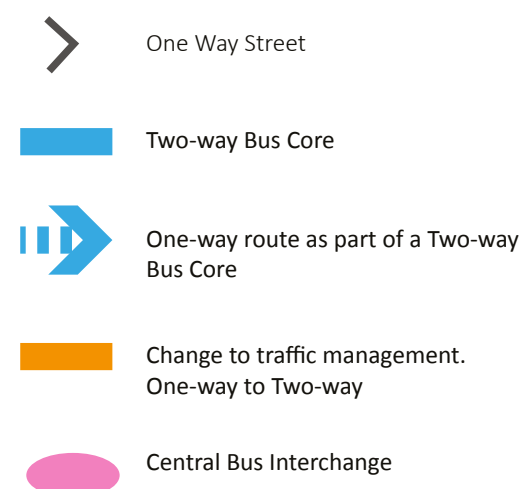
This would significantly improve the legibility of,waiting and interchange environment for the town centre. The sense of arrival will also be transformed.

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.
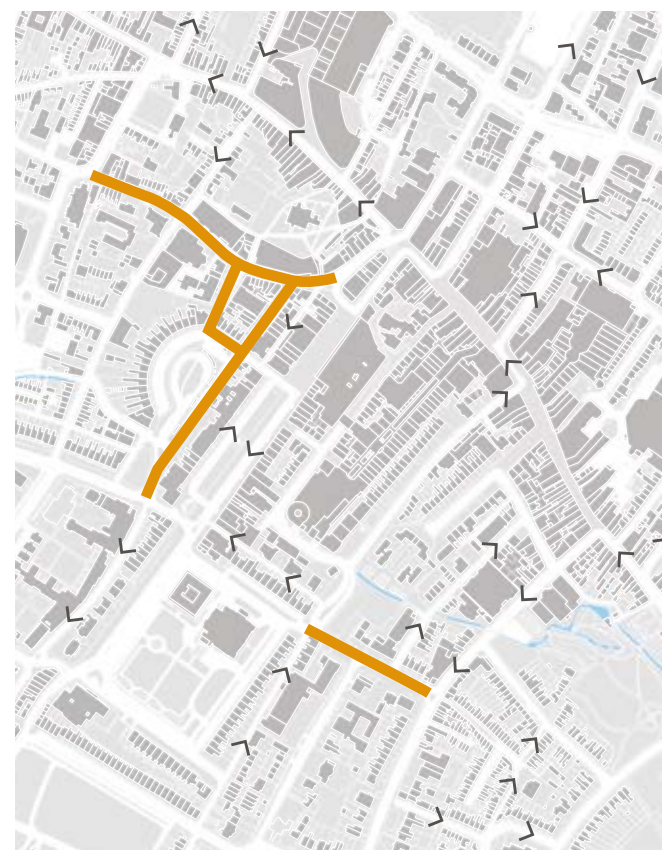
Changes to traffic management indicated in orange

> 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
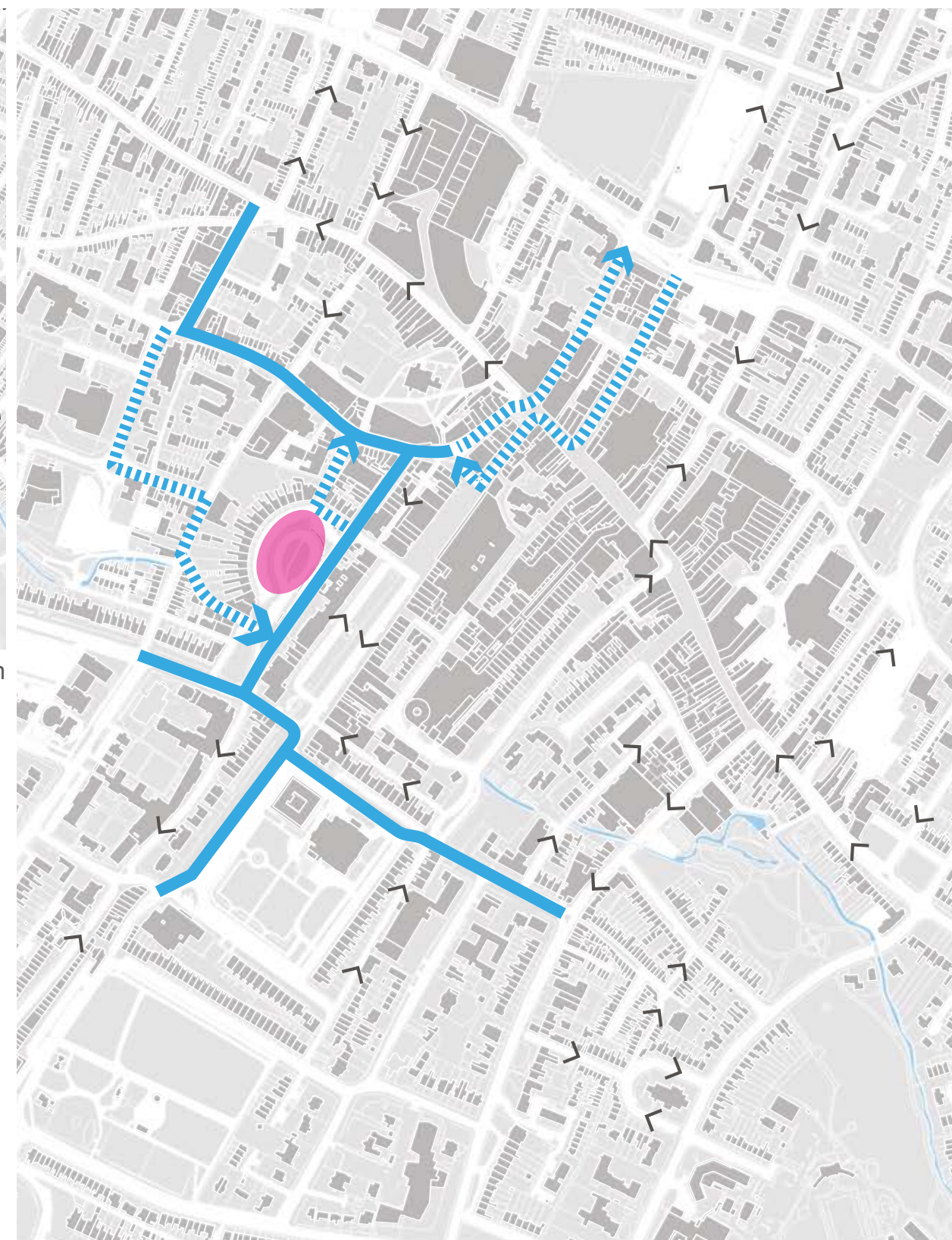
BEHAVIOUR CHANGE

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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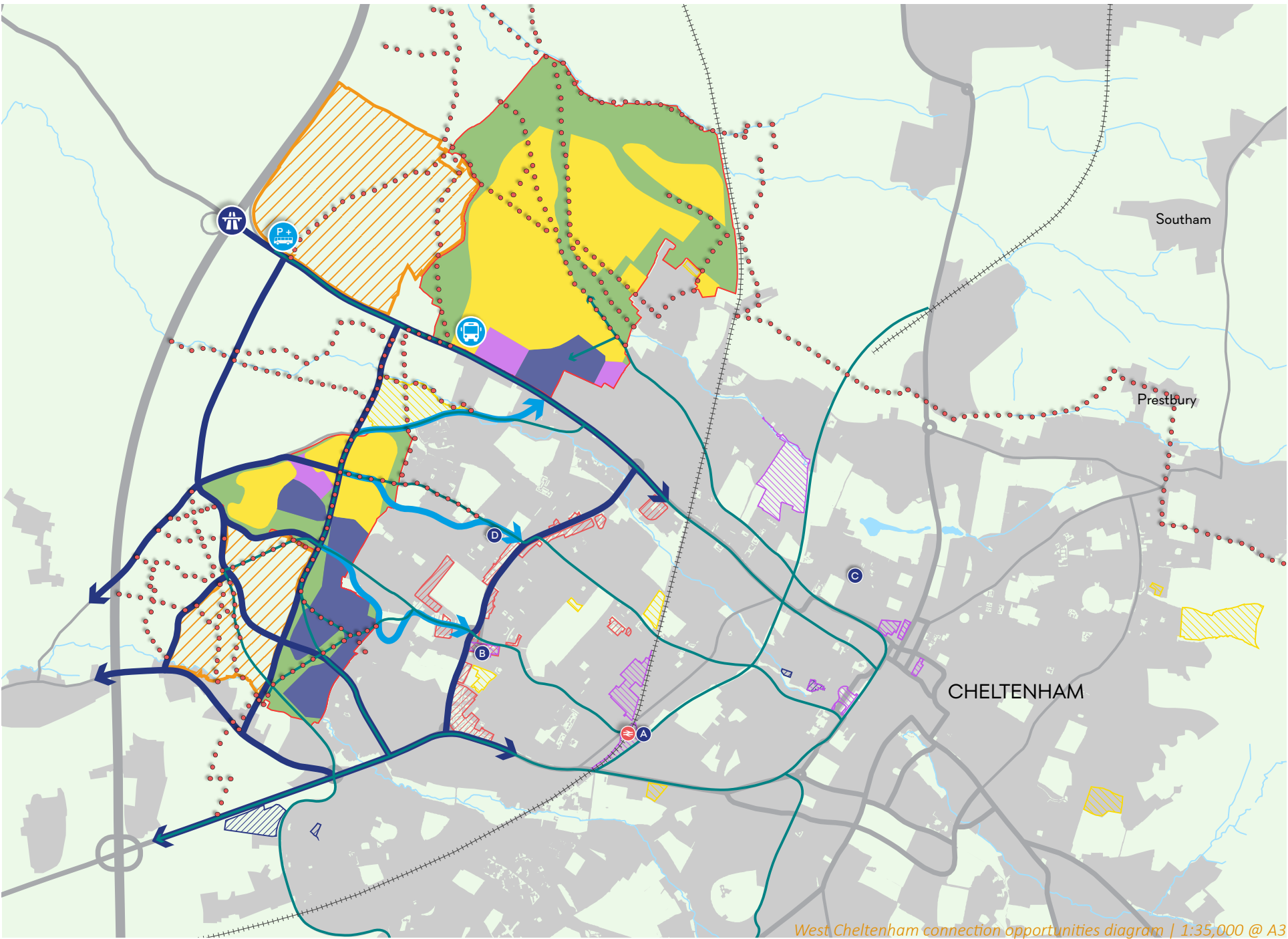
7 | West Cheltenham

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
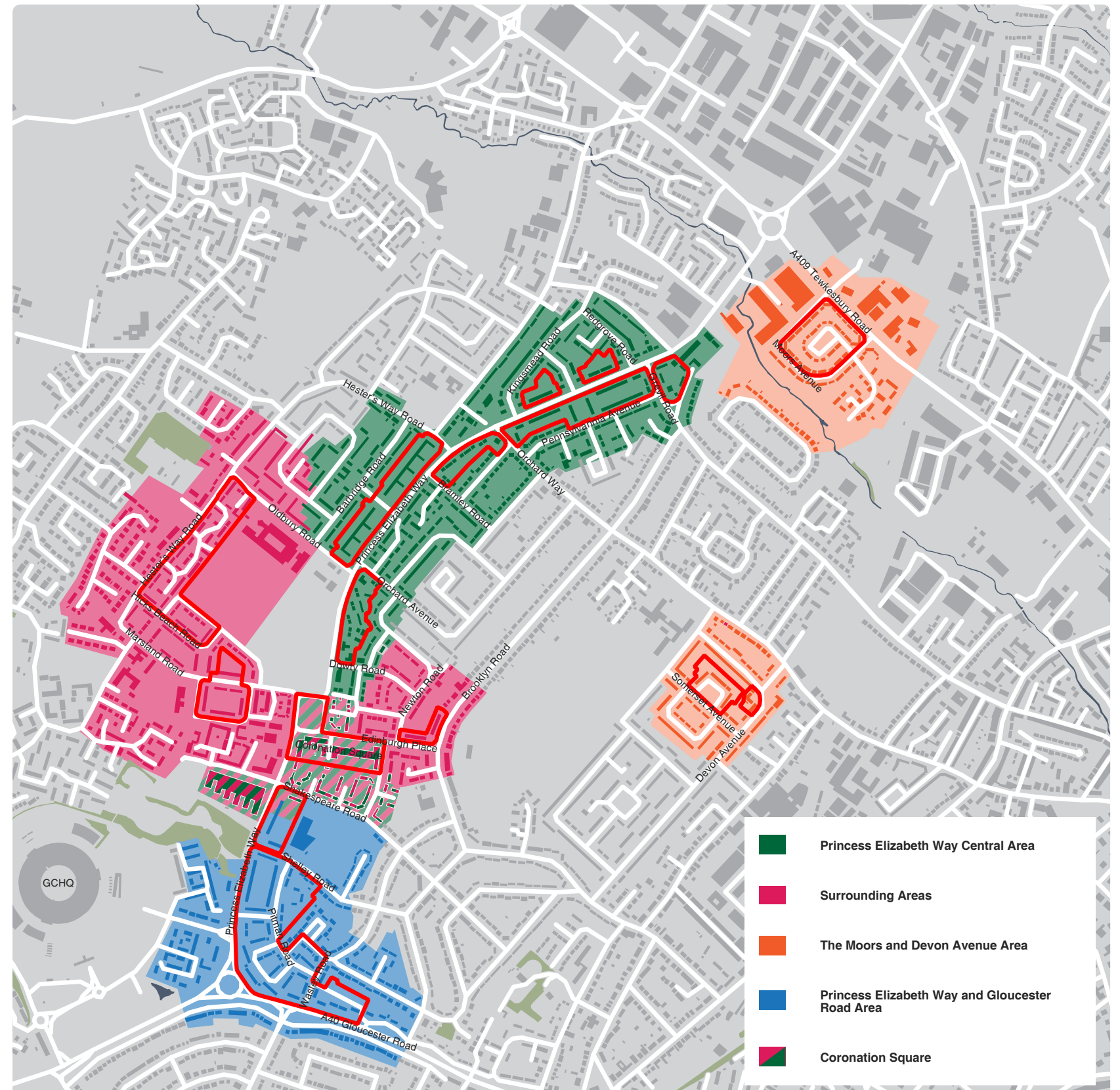
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8 | Steps and Phasing

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

Connecting Cheltenham - Strategy Report

	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