



Bath and North East Somerset

# Active Travel Masterplan

Draft for Consultation

July 2024

# Introduction

We need to make walking, wheeling and cycling the natural choice for a lot more of our journeys. Currently, over a third of car trips across Bath and North East Somerset are less than 5km.



Bath & North East  
Somerset Council

Improving People's Lives

The importance of walking, wheeling and cycling, or ‘active travel’ as an affordable and accessible mode of transport has become increasingly apparent over recent years. Within Bath and North East Somerset (B&NES) we need to make walking, wheeling and cycling the natural choice for a lot more of our journeys. Increased active travel can help tackle some of the biggest challenges we face - improving air quality, combatting climate change, improving health and wellbeing, addressing inequalities, and tackling congestion on our roads. Bold action is needed to help create the places we want to live and work – with better connected, healthier and more sustainable communities. It will help deliver clean growth, by supporting local businesses, as well as making it more pleasant to move around and between our rural areas, towns, and city.<sup>1</sup>

*“We want - and need - to see a step-change in cycling and walking in the coming years. The challenge is huge, but the ambition is clear. We have a unique opportunity to transform the role cycling and walking can play in our transport system, and get England moving differently.”*

**Gear Change – A Bold Vision for Cycling (2020)**

Based on the 2021 census data, 13% of trips to work made by residents of Bath and North East Somerset are made by active travel, 4% by public transport and 43% by car or other private vehicle.

## 1.1 What is Active Travel?

The term “active travel” within the Active Travel Masterplan (the “Plan”) refers to walking<sup>2</sup> and cycling, as well as horse riding and wheeling which includes the many other modes of wheel-based travel that enable and encourage a shift away from journeys being made by a private car. Active travel therefore encompasses all the various ways of travelling shown in Figure 1.1 below.

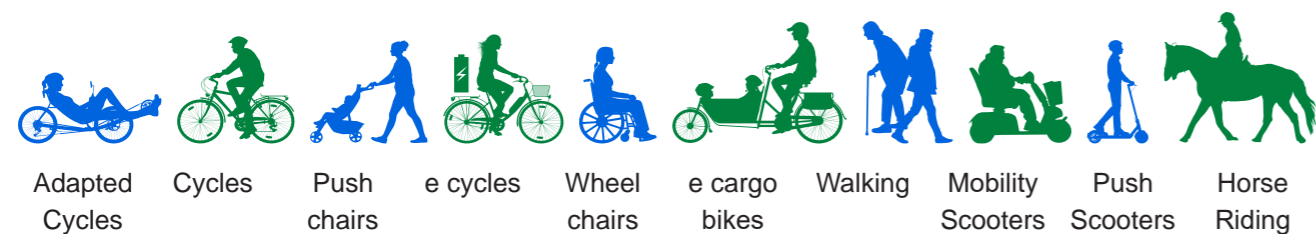


Figure 1.1: Active Travel Modes

<sup>1</sup> <https://beta.bathnes.gov.uk/sites/default/files/Bath%20Report%20Aug%202020%20-%20Final%20edited.pdf>

<sup>2</sup> Wheeling includes people who use wheelchairs and mobility scooters who may not identify with walking. Throughout the remainder of this document, where walking is used, it also refers to wheeling.

## 1.2 What is the Purpose of the Active Travel Masterplan?

When walking, wheeling and cycling, people are vulnerable when they mix with motorised traffic. Experience elsewhere in Europe clearly indicates the benefits of delivering safe active travel networks that protect people from busy motor traffic. These networks can enable a high proportion of our trips to be made by sustainable transport.

The Active Travel Masterplan will be a comprehensive plan that sets out the existing and future network of active travel infrastructure required to enable and provide for sustainable and healthy forms of transport, as well as addressing the climate emergency, reducing inequalities, improving air quality, tackling obesity and reducing traffic congestion across Bath and North East Somerset. The plan will be for all types of active travel whether it is for commuting, leisure, business or everyday journeys such as travelling to a local shop, school or doctor’s surgery.



The objectives of the Active Travel Masterplan are set out in Figure 1.2 below.



Figure 1.2: Objectives

## 1.3 Vision

This section outlines the overarching vision that will shape the Plan's implementation and ultimately enhance the quality of life for all of our residents.

The Active Travel Masterplan, guided by a progressive vision and a set of ambitious objectives, seeks to transform our communities into well-connected, vibrant, healthy, and environmentally sustainable spaces, resilient to climate change.

In our envisioned future, streets and pathways will be inviting and accessible, supporting an active lifestyle, reducing the need to travel by car and contributing towards carbon neutral mobility.

B&NES is committed to a transformative approach towards active travel. Our vision extends beyond mere infrastructure improvements; it encompasses a fundamental shift in how we perceive and prioritise walking, wheeling, and cycling within our transport network.

The Gear Change strategy<sup>3</sup> has provided a framework for our aspirations, aligning with the national ambition to elevate active travel to the forefront of sustainable transportation solutions. B&NES recognises that achieving a step change in the level of provision for active travel is not just desirable, but imperative. This commitment is fundamental if we are to address our climate emergency, which mandates decisive action towards decarbonising our transport network.

Our vision extends beyond meeting local needs; we aim to emulate the success stories witnessed across Europe in terms of walking, wheeling and cycling levels. By doing so, we not only enhance the health and quality of life for our residents but also make substantial strides towards achieving carbon neutrality. The experiences of cities and regions in Europe underscore the transformative potential of prioritising active travel, not only in terms of health and well being but also as a catalyst for sustainable urban development.

B&NES recognises that we cannot achieve the vision for active travel alone. Addressing the climate emergency requires shared responsibility and collective action from residents, businesses, and local authorities alike. Whilst we can provide the infrastructure that is needed, to successfully decarbonise our transport network will require the cultivation of a culture that embraces walking, wheeling, and cycling as preferred modes of transportation. Moreover, it necessitates collaboration across sectors, engagement with communities, and a commitment to innovation and best practices.

The Plan will identify where the improvements and measures are needed to enable those people who can, make the change in their travel habits, keeping the roads clearer and improving journeys for people who have no other option than to drive. It will also establish how we can ensure that more of our roads and public spaces are able to be used by those on active modes.

<sup>3</sup> [Gear change: a bold vision for cycling and walking \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/100000/gear-change-a-bold-vision-for-cycling-and-walking.pdf)

By implementing infrastructure improvements and behaviour change campaigns, the measures identified in the Active Travel Masterplan will improve the safety, accessibility, and attractiveness of active travel options, while contributing to a reduction in carbon emissions from vehicular transport and the health and wellbeing of residents through supporting them to change their travel habits.

## 1.4 B&NES Active Travel Potential

Active travel has enormous potential across B&NES given the number of trips that are currently undertaken which are less than 5km (3 miles) long. Around half (49%) of all journeys to work fall within this distance bracket, a distance that is ideal for walking, wheeling or cycling. Furthermore, all public transport and car trips start and end with active travel.

Figure 1.3 shows the population density (number of usual residents per square kilometre) of the B&NES district by Middle Super Output Areas (MSOA). This plan highlights the key settlements within the district which is a key consideration in the Active Travel Masterplan. The figure shows that the key settlements in B&NES are Bath, Keynsham, Midsomer Norton and Radstock.

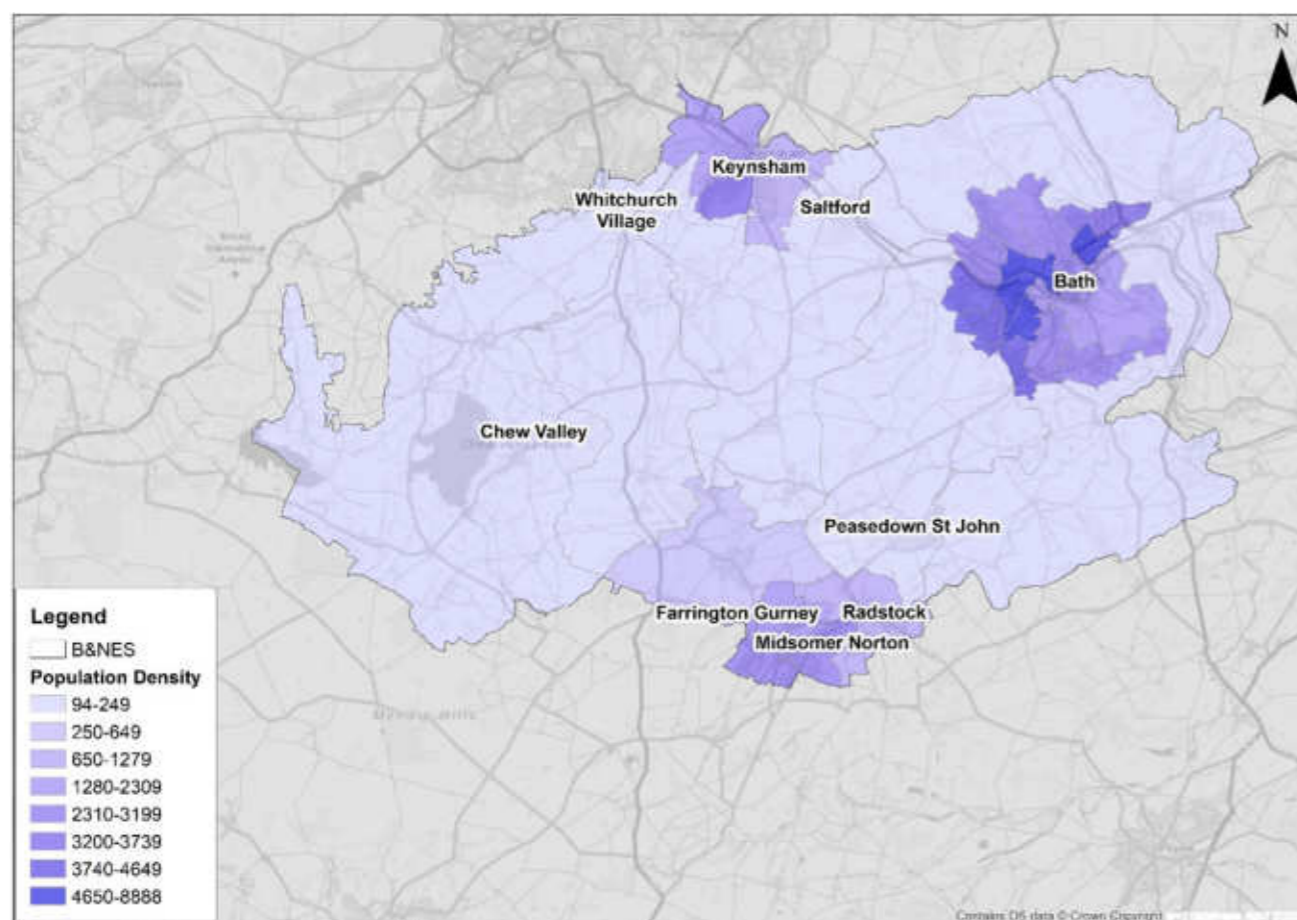


Figure 1.3: Population Density by MSOA (2021 Census)

B&NES itself is a relatively small district, measuring 27km east to west and 16km north to south at its longest distance. Figure 1.4 below shows a 1 mile to 5 mile isochrone for cycling from the centre of B&NES. This shows the distance that can be reached by those travelling on foot or by cycle and highlights just how much of the district is within a relatively easy walking and cycling distance.

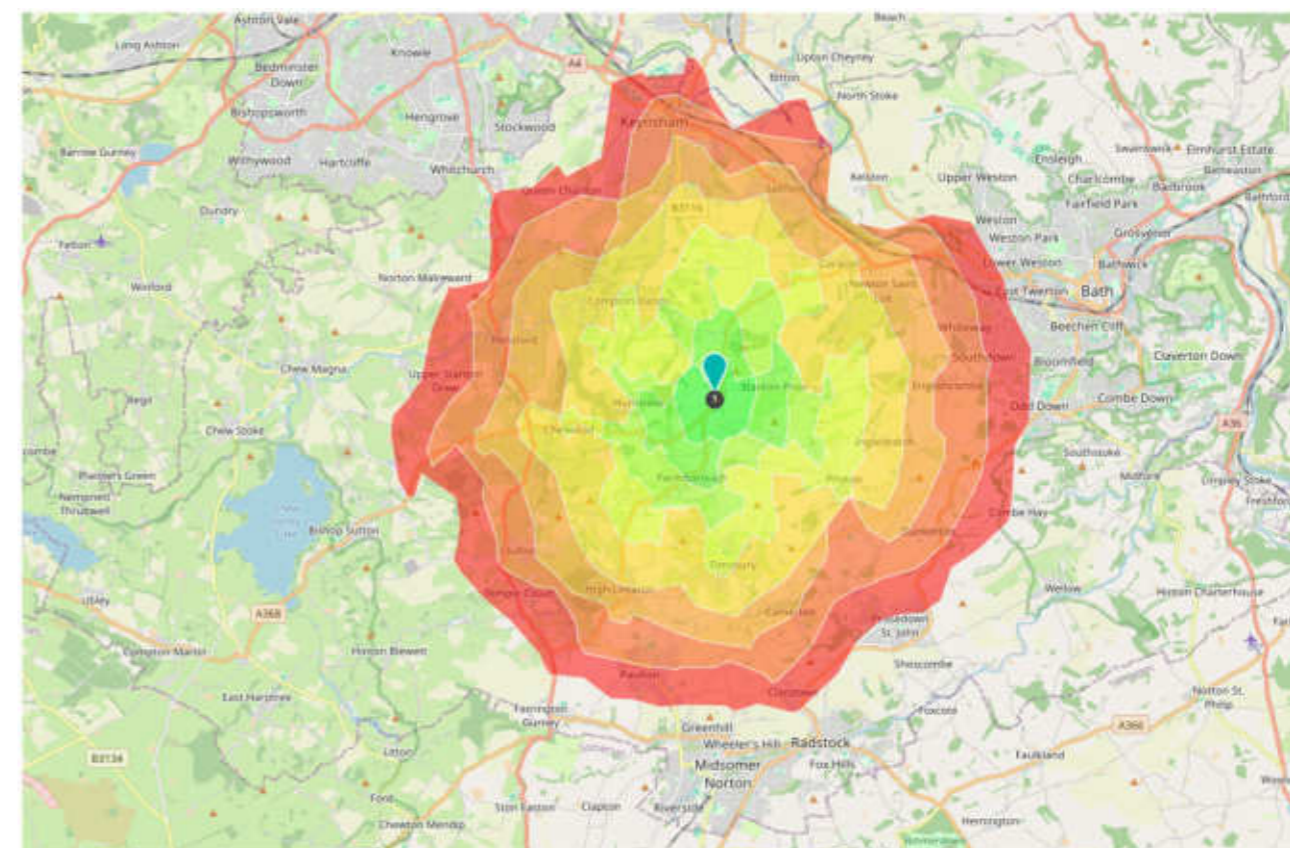


Figure 1.4: 1 mile to 5 mile cycle isochrone for B&NES<sup>3</sup>

Terrain is also a key consideration in how much potential the B&NES dDistrict has for active travel. Figure 1.5 below shows the elevation of the district and highlights that in particular areas around Bath are subject to high elevations which may present a challenge for active travel in the area.

<sup>3</sup> <https://classic-maps.openrouteservice.org/directions?n1=52.324429&n2=0.038452&n3=12&b=0&c=0&k1=en-US&k2=km>

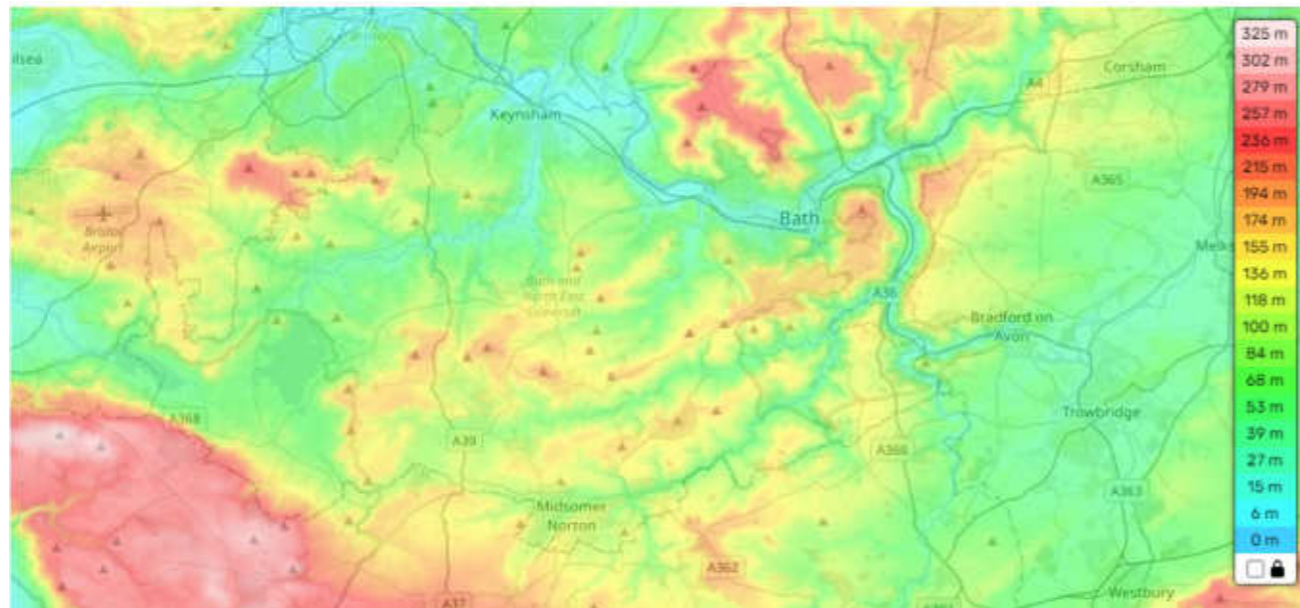


Figure 1.5: Elevation in B&NES<sup>5</sup>

For local journeys, with the right conditions, active travel is very convenient. Depending on the length of journey, car parking pressures and congestion, walking, wheeling and especially cycling can be the fastest and least stressful way to get around.

According to the National Travel Survey results for 2022 the most common trip purpose was shopping, with 18% of journeys being made for this purpose. Commuting journeys accounted for 14% of the average person's trips in this year<sup>6</sup>. When looking at commuting trips across Bath & North East Somerset it can be seen that the preferred method of travel is by car with over 68% choosing to drive and over 5% being a passenger. Figure 1.6 below shows the percentage of commuting journeys that were undertaken by a number of different modes. The second most popular mode after the car was to walk to work, followed by the bus, then those who chose to cycle which is slightly higher than those choosing to use the train.

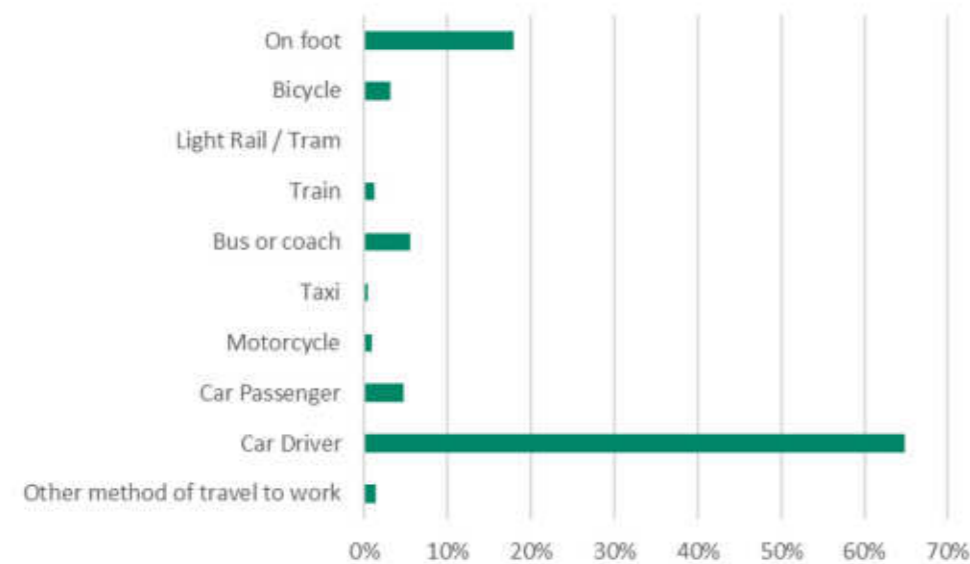


Figure 1.6: Journey to work mode share (2021 Census)

<sup>5</sup> <https://en-gb.topographic-map.com/map-tqv9m/Bath-and-North-East-Somerset/?center=51.35678%2C-2.4939>

<sup>6</sup> <https://assets.publishing.service.gov.uk/media/64ef09d0da845100146323f7/nts-2022-factsheet.pdf> <https://assets.publishing.service.gov.uk/media/64ef09d0da845100146323f7/nts-2022-factsheet.pdf>

As well as the various different modes of transport that people use to travel to work, the Census data also provides information on the distances that people across B&NES are travelling to get to work. This is shown in Figure 1.7 below.

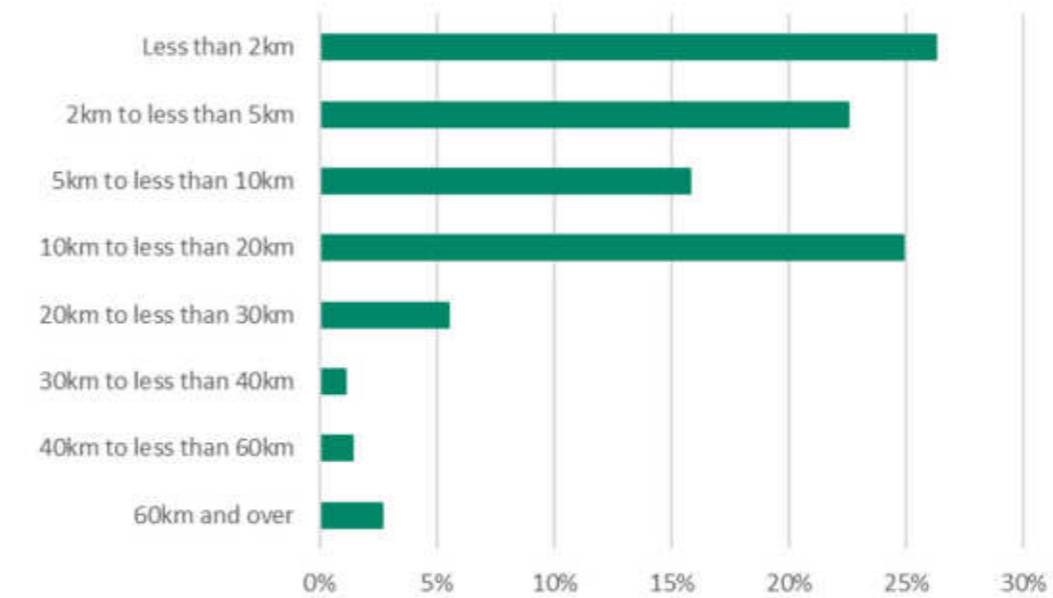


Figure 1.7: Distance travelled to work – excluding working from home (2021 Census)

Figure 1.7 above shows that the largest number of people travelling to work across B&NES are only travelling up to 2km. In fact the majority of commuters in B&NES have short travel distances to work, with almost half (49%) covering up to 5km, approximately three miles. This proximity underscores the potential for encouraging walking, wheeling and cycling as viable and sustainable commuting options across the district.

The Journey to Net Zero Transport Plan for Bath identified that 1 in 3 car journeys in Bath start and end within the city, equating to 50,000 car movements a day. A lot of these are trips that for many could be undertaken by active travel. As part of the development of the Journey to Net Zero Transport Plan for Bath, two public consultations were undertaken to give the people of Bath a say on their priorities for the next 10 years. The first of these consultations asked people their views on a number of transport themes, including improving pedestrian and blue badge holder access and supporting cyclists. Improving pedestrian spaces was well supported by all respondents, with 82% (795) saying this was important or quite important and only 7% (67) scoring that this was not important or not important at all. Supporting cyclists was one of the most popular themes in the consultation, with 504 respondents selecting this theme as important to them.

<sup>7</sup> <https://beta.bathnes.gov.uk/sites/default/files/B%26NES%20JNZ%20FINAL%20-%20ACCESSIBLE%20WEB%20VERSION.pdf>

The 2021 Census provides data for the percentage of residents in B&NES that commute to work by driving a private vehicle. Figure 1.8 below highlights areas within the district that have a high car driver mode share for commuting journeys. The highest levels of car commuting within the district follow the lines of our main transport corridors including the A37, the A367 and the A362. This shows areas where there is potential to encourage more residents to choose an active form of travel through the provision of improved and dedicated active travel infrastructure. Bath is notably the area that has the lowest car driver mode share for commuting trips with areas of the Somer Valley and Whitchurch Village having higher car driver mode shares.

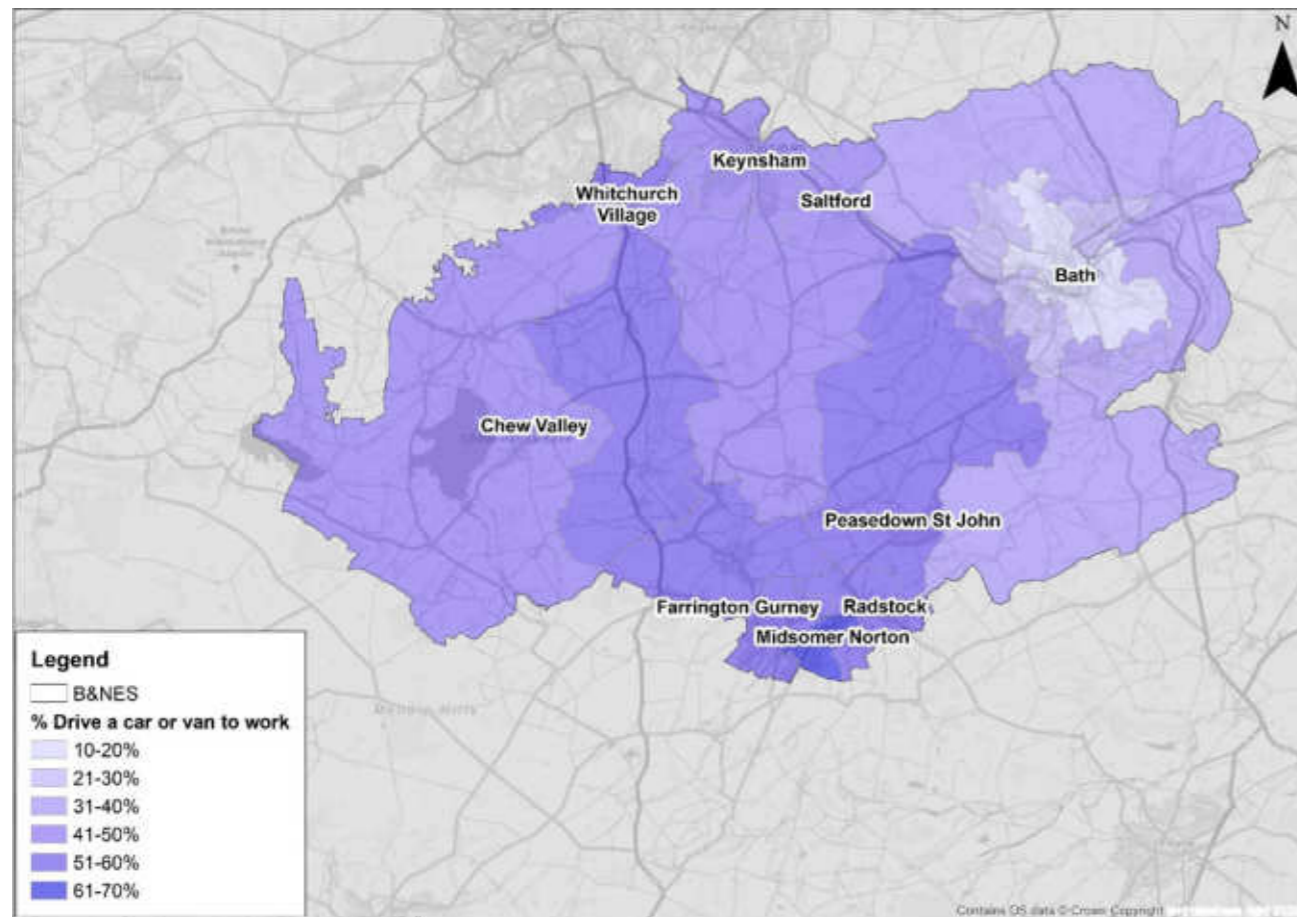


Figure 1.8: Percentage of People who Commute to Work using a Private Vehicle by MSOA (2021 Census)

Census data on car ownership has been extracted and presented below. This shows the areas of the district that are more reliant upon active transport and public transport to make a journey to their workplace. Figure 1.9 illustrates that Bath has the highest percentage of households that do not own a private vehicle, followed by households in the Somer Valley and Keynsham. Unsurprisingly, the rural areas of the district, such as the Chew Valley, have the highest levels of car ownership whilst our towns and city, while those corridors with good public transport links and access to active travel routes have lower levels of car ownership.

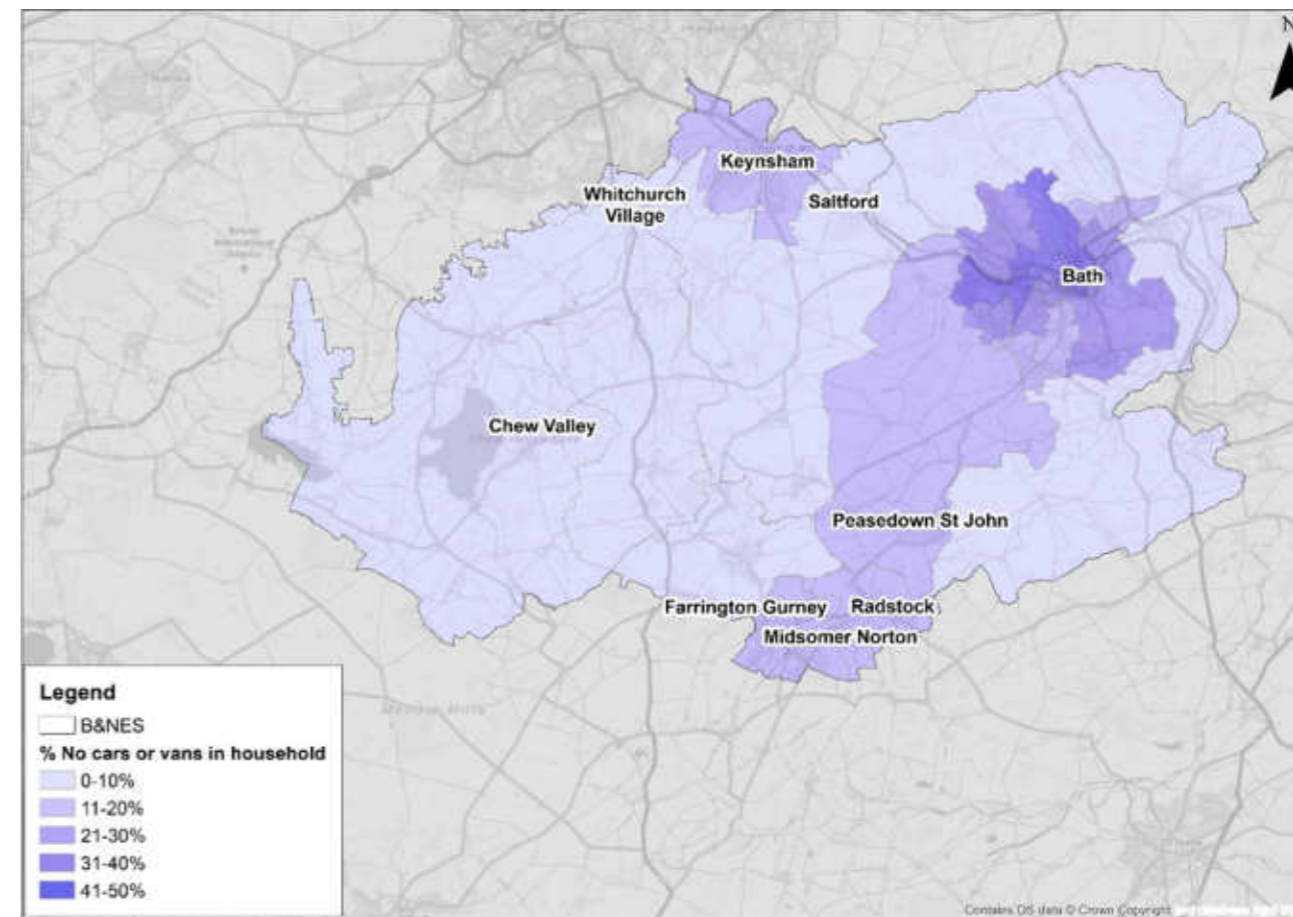


Figure 1.9: Percentage of Households that do not own a Car or Van (2021 Census)

Approximately 1% of Bath and North East Somerset Council's (B&NES) adopted highway assets are dedicated cycle routes, 30% are footways, 32% are public rights of way and 37% are carriageways. This illustrates the need to improve active travel infrastructure in the district, in particular cycling which is the main focus of this report.

## 1.5 B&NES Climate Emergency

In 2019 B&NES was one of the first councils to make a declaration to tackle the climate emergency. We committed to provide the leadership to enable the Bath and North East Somerset area to become carbon neutral by 2030 as well as doing the same for our own operations. We are committed to achieving carbon neutrality by 2030.



In the UK, climate change is making some extreme weather events more frequent and more serious. The winter floods in 2013-14, which cost the economy £450 million in insured losses, occurred due to record rainfall in England and Wales<sup>8</sup> and were made more likely by climate change<sup>9</sup>. The European summer heatwave in 2018, which led to wildfires in parts of the UK, was made around 30 times more likely by climate change<sup>10</sup>. Scientists now expect 12% of UK summers to experience the same levels of heat. Before global warming, the risk was less than 0.5%<sup>11</sup>

It is no longer enough for us to acknowledge the issue of climate change: we must now act with greater urgency to confront this challenge head-on. It is no longer enough to expect everyone else to change their behaviour or rely upon technology to solve the issue. B&NES is working tirelessly with regional and central government to provide us with tools, powers and resources to achieve our target of being carbon neutral by 2030. The policies and initiatives set out in this plan promote and enable the increased use of active modes of transportation in order to decarbonise our transport system.



## 1.6 Historical Context

### How did we get here?

Until the 1930s, walking was the most common way for an individual to travel to work. This was primarily due to people living closer to their place of work in combination with a limited number of other affordable transport options. Cycling emerged in the late 19th century primarily as a leisure pursuit for wealthier individuals. Over time, it became popular among the better-off segments of the working class due to its practicality. In the 1930s, around 34% of all trips within our cities were made by bicycle. The availability of affordable bicycles expanded access to potential job opportunities and social activities.

By the late 1940s, cycling in the UK reached its peak, becoming the second most popular commuting mode after buses, accounting for one-fifth of all journeys. As shown in Figure 1.10, from around 1950, though, cycles declined as a mode of transport as motorbikes and private cars gained in popularity. The growth of car usage led to an expansion of car-related infrastructure without a corresponding increase in dedicated cycling infrastructure. As a result, cycling declined until the mid-1970s, at which point its use levelled off. It has fluctuated since and cycling currently accounts for around 2% of all trips.

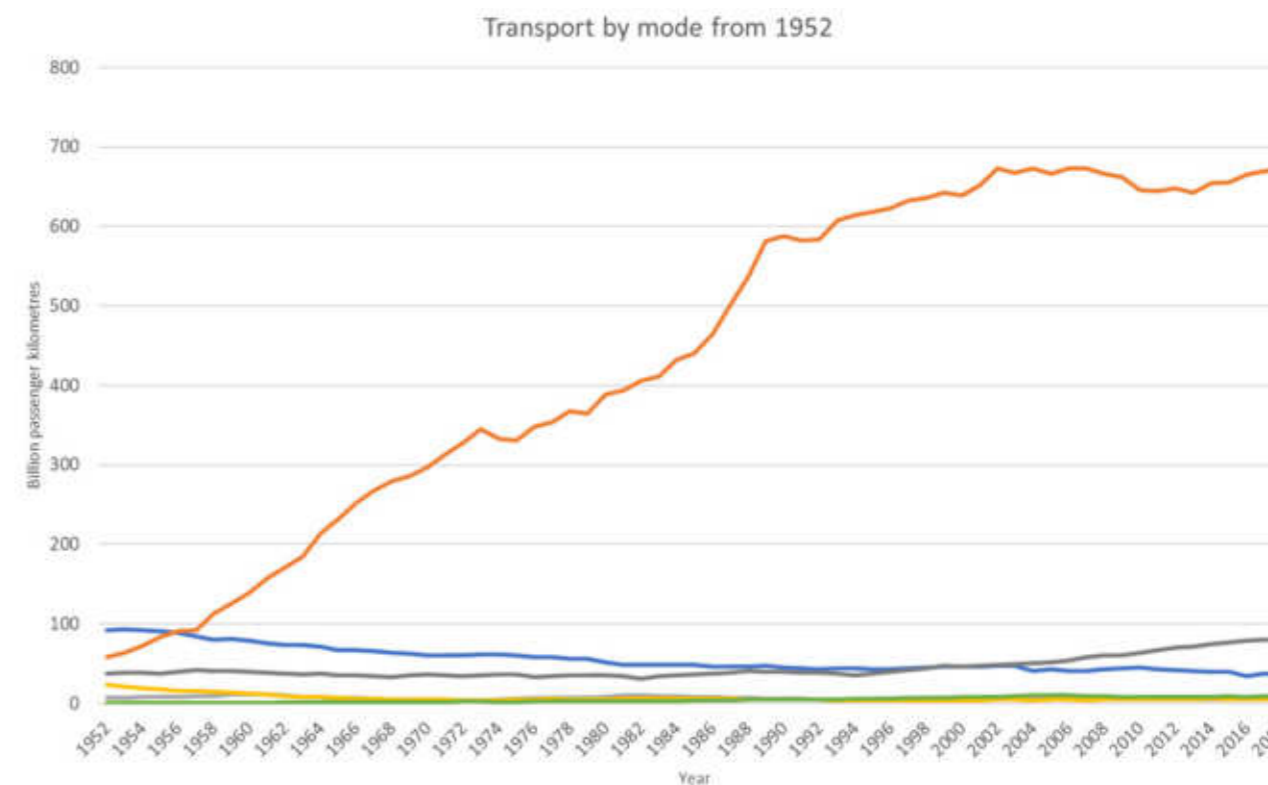


Figure 1.10: Transport by mode in the UK since 1952

<sup>8</sup> Kendon, M. et al. (2015) State of the UK Climate 2014. Met Office, Exeter, UK.

<sup>9</sup> Schaller, N. et al. (2016) Human influence on climate in the 2014 southern England winter floods and their impacts. Nature Climate Change

<sup>10</sup> <https://www.carbonbrief.org/met-office-climate-change-made-2018-uk-summer-heatwave-30-times-more-likely/#:~:text=This%20year's%20summer%20heatwave%20dominated,by%20human%2Dcaused%20climate%20change.>

<sup>11</sup> <https://www.imperial.ac.uk/grantham/publications/climate-change-faqs/what-are-the-impacts-of-climate-change/#:~:text=Scientists%20now%20expect%2012%25%20of%20climate%20change%20will%20grow.>

By 1970, private cars accounted for 77% of all passenger miles in the UK, and this proportion has continued to increase. From the 1960s to the 1990s, transport policy followed the “predict and provide” principle. This meant estimating future traffic demand and trying to build enough capacity to accommodate it. This approach often dealt with different modes of transport separately and hindered integrated transport planning.

Since the mid-20th century, towns and cities have been shaped by the rise of car ownership and the expansion of road networks. Increased access to cars has resulted in faster travel times, longer commutes, and facilitated the movement of people away from employment centres and leisure services, thanks to cheaper land and housing options. At the same time, cars have made town centres hard to access for those walking, wheeling or cycling.



While the United Kingdom has witnessed an increase in the prevalence of motor vehicles, several European countries have taken a different path. Countries such as the Netherlands, Belgium and Germany have invested heavily in active travel improvements since the 1970s. This long-term commitment to promoting active modes of transportation has resulted in these countries having more extensive networks of dedicated active travel infrastructure. The figure below illustrates the stark difference in the number of cycle routes provided in the Netherlands and Belgium in comparison to England.

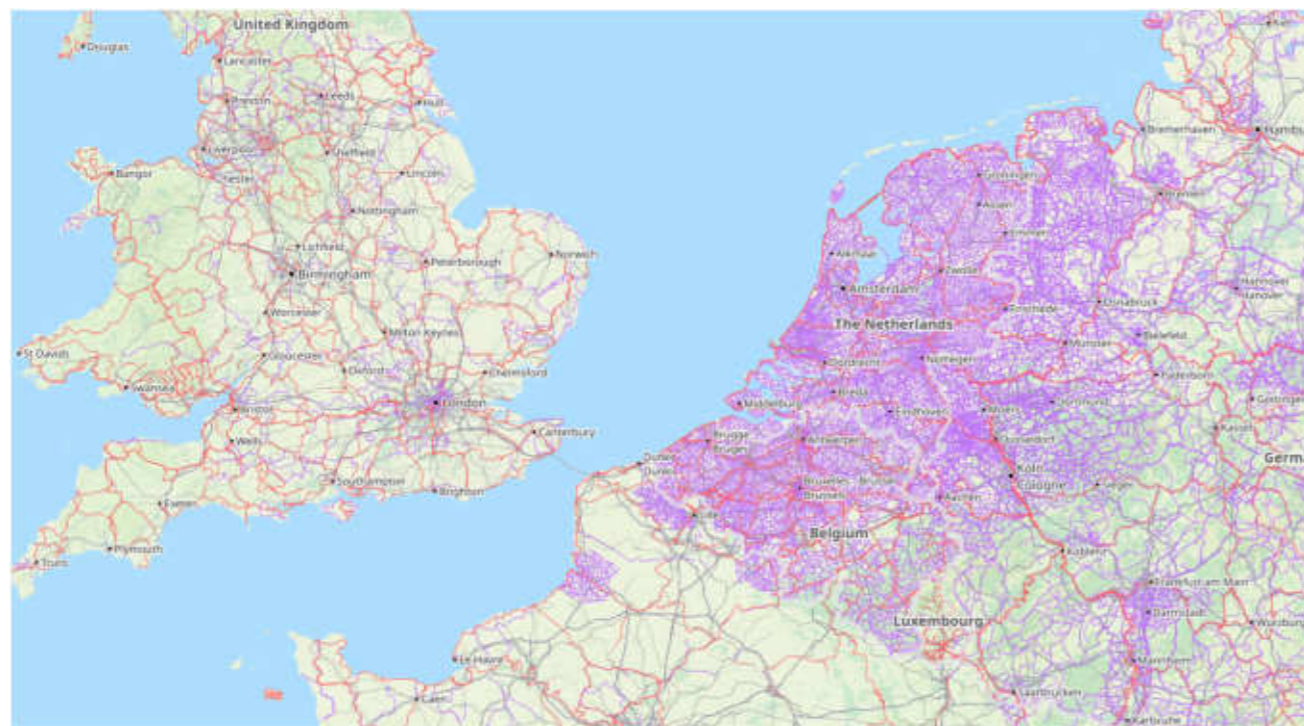


Figure 1.11: Cycle Routes in the UK and Europe<sup>12</sup>

<sup>12</sup> <https://www.opencyclemap.org/>

## 1.7 Scale of the challenge

The scale of the challenge to deliver a comprehensive network of active travel routes cannot be underestimated. It represents a monumental undertaking, requiring significant planning, investment and a shift in societal norms. These challenges arise from the entrenched dominance of vehicles, particularly cars, in our daily lives. As a society we have become heavily dependent on our cars and the freedom they offer us.

As we confront the urgent need to address these environmental challenges associated with the Climate Emergency, it is critical that we transition towards active transport modes. This shift requires a fundamental re-evaluation and rebalancing of our transport network to prioritise active travel options such as walking, wheeling, and cycling.

We are now at a crossroads: our choices today will determine the legacy we leave for future generations. In this masterplan, we acknowledge the past, confront the present, and embrace a future where active travel shapes more sustainable communities.



# Benefits of Active Travel

Increasing the number of journeys undertaken by active modes offers personal benefits to the individual and wider benefits to society, including boosting the economy and improving the environment. This is set out in greater detail below.

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## 2.1 Addressing the Climate Emergency

Active travel offers a sustainable solution to address the climate emergency by reducing greenhouse gas emissions and mitigating the environmental impacts associated with transportation.

Unlike many other sectors that have made significant strides in adopting cleaner technologies and practices, the transportation sector has often fallen short of meeting climate targets.<sup>13</sup>

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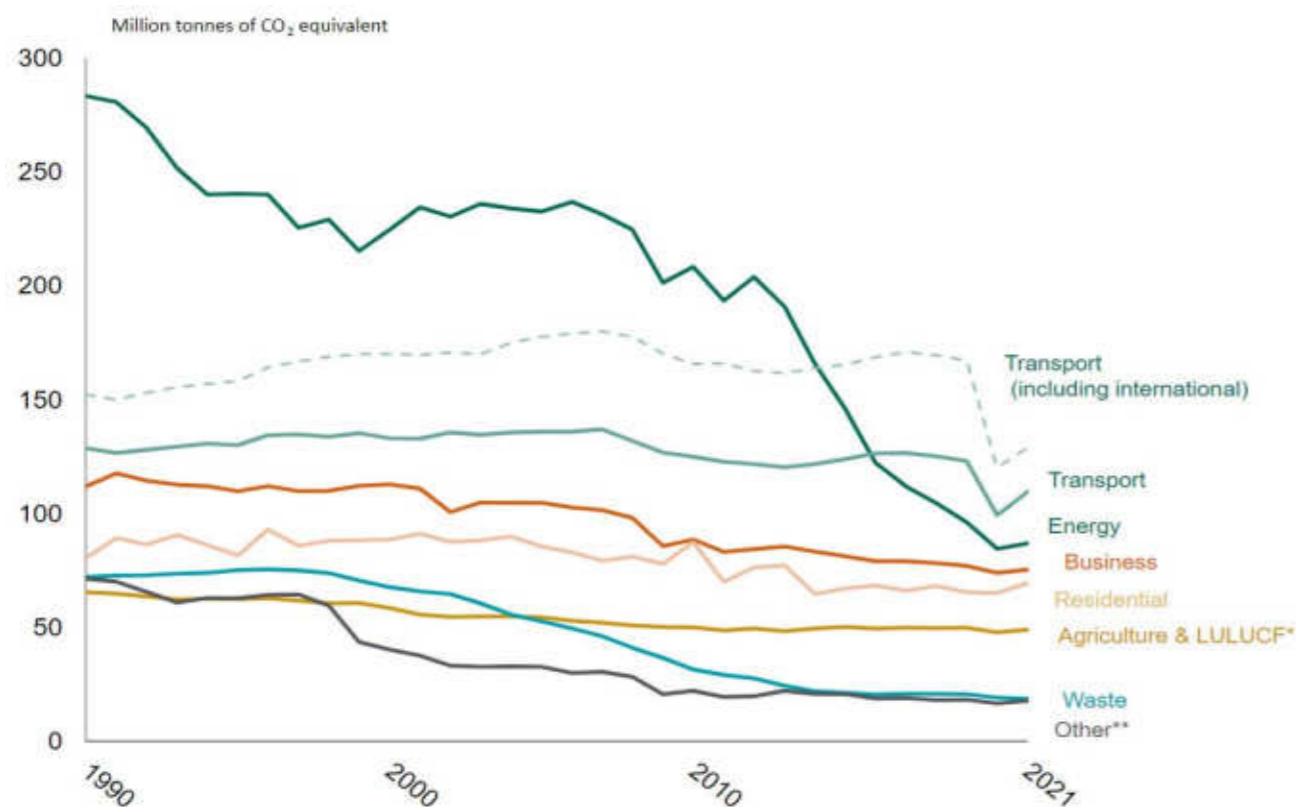


Figure 2.1: UK emissions of greenhouse gases by sector 1990 to 2021<sup>15</sup>

<sup>13</sup> <https://www.theccc.org.uk/wp-content/uploads/2020/12/Sector-summary-Surface-transport.pdf>

<sup>14</sup> <https://www.theccc.org.uk/wp-content/uploads/2020/12/Sector-summary-Surface-transport.pdf>

<sup>15</sup> <https://www.gov.uk/government/statistics/transport-and-environment-statistics-2023/transport-and-environment-statistics-2023>

Despite advancements in electric vehicles, the transport sector still heavily relies on fossil fuels and contributes a substantial portion of global emissions. Emission of greenhouse gases by sector can be seen in Figure 2.1 above. In contrast, active travel enables zero-emission modes of transport and reduces the need for motorised vehicles, thereby decreasing congestion and pollution. Active travel modes also have a much lower level of embodied carbon which is the carbon associated with materials and the manufacturing process. To effectively combat the climate crisis, a greater emphasis must be placed on promoting and investing in active travel as a practical transport mode.

## 2.2 Healthy People

Walking, wheeling and cycling are excellent ways to incorporate exercise into a daily routine, benefiting both physical and mental health. It can help to prevent and manage over twenty chronic conditions and diseases, including some cancers, heart disease, type 2 diabetes and depression. It is also linked to overall health benefits, such as reduced injury risk, improved quality of life, increased productivity, and reduced absenteeism at work. The health benefits of regular physical activity can be seen in Figure 2.2 below.

*Over 4 in 10 women (42%) and 1 in 3 men (34%) in England are not active enough for good health.*

*Public Health England - Cycling and Walking for Individual and Population Health Benefits*



Figure 2.2: Health benefit of active travel and regular physical activity

Physical inactivity is responsible for one in six UK deaths (equal to smoking) and is estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone).<sup>16</sup>

B&NES is one of eleven local authorities to have been awarded funding from the Department of Transport for a three-year pilot into social prescribing. Social prescribing is a means of enabling health professionals to refer people to a range of local, non-clinical services. This includes promoting activities such as walking, wheeling or cycling as a means to address various health and social issues. This innovative practice recognises that physical activity and community engagement play crucial roles in overall health. By prescribing active travel, healthcare professionals aim to encourage patients to incorporate walking, wheeling or cycling into their daily routines, fostering not only physical fitness but also mental well being.

Keeping active is critical in helping address current levels of obesity. The prevalence of obesity in the UK has increased dramatically over the last 25 years with Britain now being the most obese nation in Europe. The majority of the adult population (61.9%) and 28% of children aged 2- 15 are either overweight or obese and it is estimated that, without clear action, these figures will rise to almost nine in ten adults and two-thirds of children by 2050.<sup>17</sup>

Walking, wheeling and cycling have also been shown to help manage stress, with studies finding that commuters who combine public transport with active travel suffering less stress. Recent research has found that active commuting is positively associated with wellbeing and is associated with reduced risk of feeling constantly under strain and being unable to concentrate compared to car travel.<sup>18</sup> Physical activity can also have a huge impact on our mental wellbeing, even a short burst of 10 minutes' brisk walking or wheeling increases mental alertness, energy and positive mood and participation in regular physical activity can increase self-esteem and can reduce stress and anxiety.

## 2.3 Local Economy Boost

Making areas more pleasant and more accessible to those on foot and cycles has been shown to have a beneficial economic effect on local businesses. Well-planned improvements to public spaces within town and city centres have been shown to boost commercial trading by up to 30%,<sup>19</sup> whilst the Department for Transport estimates that active travel has a high benefit to cost ratio returning £430 for every £100 spent.<sup>20</sup> This is significantly higher than the benefit to cost ratio of highways schemes. For instance, the fifty-six committed major enhancements schemes included within the Road Investment Strategy returned only £220 for every £100 spent.<sup>21</sup>

<sup>16</sup> [Gear Change: A bold vision for cycling and walking](#)

<sup>17</sup> [Healthy Weight Strategy Bath and North East Somerset 2015 to 2020](#)

<sup>18</sup> [Working Together to Promote Active Travel: A briefing for local authorities. PHE](#)

<sup>19</sup> [The Pedestrian Pound 2018](#)

<sup>20</sup> [UK Parliament - House of Commons Committee report - Active Travel in England.](#)

<sup>21</sup> [Highways England - Economic Analysis of the Second Road Period - July 2020](#)

There is also compelling evidence that pedestrians and cyclists spend more than people arriving by motorised transport. A study in Bristol found that retailers on a local high street overestimated the proportion of shoppers arriving by car by almost double at 41% compared with the actual proportion of 22%. In fact, over half of the shoppers had arrived there by foot, and greater proportions had arrived by bus and cycle than those estimated by retailers. The retailers also underestimated how far pedestrians had travelled to get to the high street; over 60% lived within one mile, and pedestrians generally visited more shops than those arriving by car.<sup>22</sup>

## 2.4 Connectivity and Community Cohesion

Active travel plays a crucial role in improving accessibility and connectivity both within and between communities. Walking, wheeling, and cycling infrastructure enables people to move around more easily, connecting neighbourhoods, schools, workplaces as well as our green spaces, waterways and recreational areas. This increased connectivity enhances accessibility to essential services, public transportation, and social opportunities. Active travel also promotes inclusivity by providing accessible options for individuals who may not have access or be able to use motorised vehicles.

## 2.5 Inclusion and Equality

The cost of running a car is unaffordable for many people, putting them at risk of becoming socially excluded and effectively marginalised. Likewise, for some low-income families, the lack of a realistic alternative has forced some into owning a car which places a large financial burden on them. Transport is the single largest household expense (excluding mortgage repayments) for rural families, and the second largest for urban ones. Transport costs therefore contribute significantly to poverty, pushing over five million people, or 8% of the population, into poverty.<sup>23</sup> Walking and wheeling is the most affordable form of transport. Likewise, cycling costs are lower than many other transport modes, making it affordable to most income groups.

There is currently a gender imbalance in active travel uptake, reflecting disparities in accessibility, safety concerns, and societal expectations. In England, females on average made 18% more walking or wheeling trips than males but males made almost three times as many cycling trips than females and cycled on average over three times the distance.<sup>24</sup> There is a pressing need to better understand and address the current gender inequality in active travel take-up in order to create inclusive and equitable urban environments.

<sup>22</sup> (Sustrans. 2006. Shoppers and how they travel. Information Sheet LN02. Sustrans, Bristol)

<sup>23</sup> [Getting the measure of transport poverty - Social Market Foundation - Nov 2023](#)

<sup>24</sup> [DfT - Walking and Cycling Statistics, England: Demographic differences in walking and cycling \(Aug 2023\)](#)

Active travel also offers significant benefits for children and young people, encompassing both physical and mental well being. Engaging in regular active travel not only promotes a healthier lifestyle by reducing the risk of obesity, but it also promotes overall physical development. Moreover, active travel contributes to the development of independence and mobility skills in youngsters. As children navigate their environment on foot or by bike, they cultivate a sense of self-reliance and confidence, learning to assess and manage risks. This increased independence not only boosts their self-esteem but also instils a sense of responsibility. Overall, embracing active travel as a routine part of daily life for children and young people not only benefits their immediate health but also lays the foundations for it to become a normal everyday activity that continues into adulthood.

Good active travel links can help tackle social exclusion by improving affordable access to jobs, schools, facilities and opportunities, particularly benefiting those on lower incomes who rely on walking or wheeling, and disabled people who are challenged by poor infrastructure. In short, improving public realm and better provision and access to walking, wheeling and cycling helps to increase social equity.

## 2.6 Tourism Benefits

Bath is one of the UK's most historic cities with designations both as a UNESCO World Heritage Site and one of the Great Spas of Europe, with some sites dating back thousands of years. It has a compact city centre which is best explored by walking or wheeling. Bath is striving to be accessible to all, including neurodiverse visitors and those with physical disabilities or impairments. Prioritising facilities for active modes supports improves accessibility and promotes Bath's tourism industry.

## 2.7 Better Use of our Road Space

There is an opportunity to re-allocate road space currently dominated by vehicles to active modes instead. This involves reimagining how road space should be used, in order to provide the infrastructure and facilities that people need to travel by walking, wheeling or cycling. By re-thinking the design of streets and public spaces, the entrenched imbalances in space for active modes can be addressed.

## 2.8 Local Plan (Scale and Location)

The Local Plan seeks to encourage sustainable movement patterns by locating new development in four broad locations for growth: Keynsham and Salford, the Somer Valley, Whitchurch and Hicks Gate. This provides the opportunity to increase the share of trips made by walking, wheeling and cycling. New development enables high quality infrastructure for active modes to be designed from the outset and it brings investment for improving the connections to existing routes.

## 2.9 Conclusion

Whatever form active travel takes, there are many positive health, economic and environmental benefits from using active travel, as Figure 2.3 below shows.

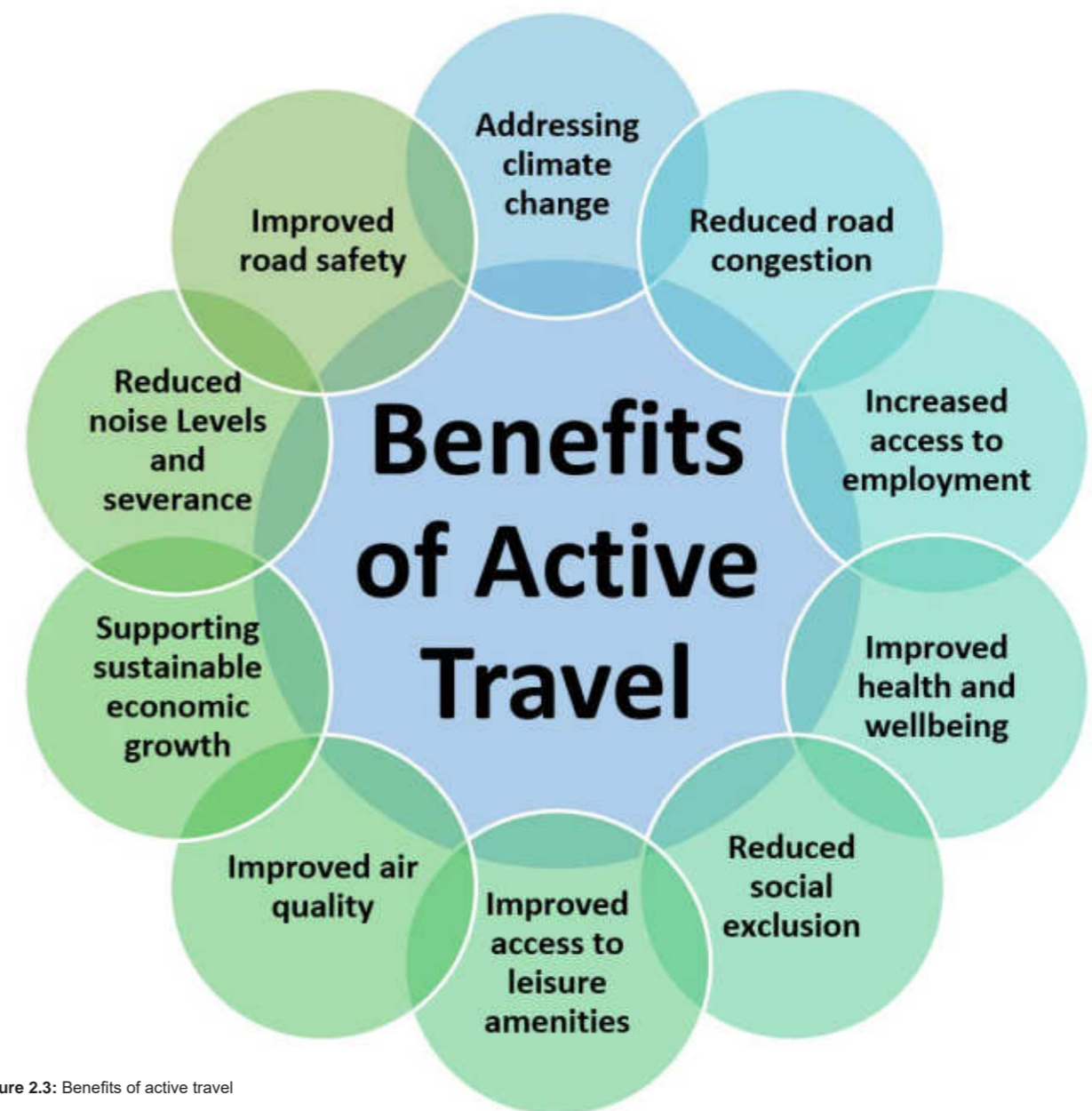


Figure 2.3: Benefits of active travel

The amount of funding currently spent on active travel is among the most secure investments that government can make. For every £1 spent, active travel infrastructure has an average return on investment of £5.62, and these returns increase over time. In comparison, average road building returns are £2.50 for every £1 spent, while some projects realise no return on investment at all. The Lower Thames Crossing (costing up to £9 billion) is expected to deliver a maximum return of £1.46 for every £1 spent. If invested in active travel, £9 billion could deliver over 3,800 miles of separated cycle paths - more than double the length of the road network in Birmingham.<sup>25</sup>

<sup>25</sup> Stride and Ride – England's path from laggard to leader in walking, wheeling and cycling – February 2024

# Policy

Currently, our transport network is run by a number of different government bodies and agencies all working together. Below is a summary of those public bodies that deliver transport improvements at a nation, regional and local level.



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### 3.1 Department for Transport

The Department for Transport (DfT) is the central government body responsible for overseeing transportation policies and strategies across the United Kingdom. It plays a vital role in setting the national agenda for active travel initiatives, providing funding, guidance, and support to local authorities and regional bodies to encourage the uptake of walking, wheeling, cycling, and other sustainable modes of transportation.

### 3.2 Active Travel England

Active Travel England, an executive agency established by the Department for Transport, was established in August 2022 with a mission to make walking, wheeling, and cycling attractive choices for everyday trips. It aligns with the government’s vision for half of all short journeys in towns and cities to be undertaken by these active modes of transport by 2030. Active Travel England collaborates closely with the Department for Transport to develop and implement policies that prioritise walking, wheeling, and cycling as viable transportation options. Active Travel England provides expertise, guidance, and funding to support local authorities and regional bodies in delivering active travel infrastructure and programs, ensuring a concerted effort towards sustainable and active transportation nationwide.

### 3.3 Western Gateway Sub-national Transport Body (Western Gateway STB)

Western Gateway STB is an alliance of eight Local Authorities and one Combined Authority that have committed to work together to drive innovation, facilitate the transition to a decarbonised transport system, maximise economic growth and improve industrial productivity by strengthening travel connections to local, national and international markets. The role of the Western Gateway Sub-national Transport Body (STB) is to set out the transport strategy for the region, provide leadership on strategic transport matters and present our collective priorities for greater investment in transport in the Gateway area to government, by providing a single, unified voice for the region.

### 3.4 West of England Combined Authority (WECA)

The West of England Combined Authority (WECA) is a regional governing body responsible for strategic planning and decision-making across the West of England area. It consists of the local authorities of Bristol, South Gloucestershire, and Bath and North East Somerset, as well as other key stakeholders. WECA play a pivotal role in coordinating transport policies and investments to improve infrastructure, enhance connectivity, and promote sustainable modes of transportation.

### 3.5 Local Authorities

Local Authorities are governmental bodies responsible for the administration and governance of specific geographic areas, such as cities, towns, or districts. Local authorities operate at the municipal level and have statutory powers to make decisions and implement policies that affect the daily lives of residents within their jurisdiction.

Local Authorities are instrumental in implementing active travel initiatives at the grassroots level. They are responsible for planning, designing, and maintaining local transport infrastructure, such as cycle paths, pedestrian walkways, and traffic calming measures. Local Authorities work closely with regional bodies, community groups, and other stakeholders to identify priorities, allocate resources, and engage with residents to promote active travel and create safer, more accessible streets for all.

Document	Description
<b>National</b>	
<a href="#">Cycle Infrastructure Design (LTN1/20)</a> , Department for Transport	This Local Transport Note provides guidance and good practice for the design of cycle infrastructure, in support of the Cycling and Walking Investment Strategy.
<a href="#">Gear Change: A bold vision for cycling and walking</a> , Department for Transport	The Gear Change Strategy sets out the government’s objective for half of all journeys in towns and cities being walked, wheeled or cycled by 2030.
<a href="#">Gear Change: One Year On</a> , Department for Transport	The report reviews the progress made towards achieving the goals of the Gear Change walking and cycling plan.
<a href="#">Transport Decarbonisation Plan</a> , Department for Transport	A plan to decarbonise the entire transport system in the UK.
<a href="#">Active Travel Fund: Local Transport Authority Allocations</a> , Department for Transport	Funding allocations for active travel schemes for local authorities in England.
<a href="#">The second cycling and walking investment strategy (CWIS2)</a> , Department for Transport and Active Travel England	The document sets out the government’s objectives for to boost overall levels of walking, wheeling and cycling across England until 2025.
<a href="#">Inclusive mobility: a guide to best practice on access to pedestrian and transport infrastructure</a> , Department for Transport	This document is a guide to best practice on access to pedestrian and transport infrastructure, creating and maintaining an accessible public realm to ensure that disabled people are not excluded from playing a full role in society.

Document	Description
<b>Regional</b>	
<a href="#">Strategic Transport Plan 2020 – 2025</a> , Western Gateway	The Strategic Transport Plan outlines the role and functions of the Sub-National Transport Body, identifies the long-term delivery outcomes and scheme priorities from 2020 to 2025.
<a href="#">Issues and opportunities for the Strategic Transport Plan 2025-2050</a> , Western Gateway	This document outlines the issues and opportunities facing the region in terms of transport planning for future transport growth and takes into consideration both national and local priorities.
<a href="#">South West Rural Mobility Strategy</a> , Peninsula Transport and Western Gateway	This strategy sets out mobility policy for the whole South West of England to support the levelling-up of our local rural communities and economies. It identifies an ambitious vision for the future of rural mobility and a set of policies and proposals to achieve it.
<b>Sub-regional</b>	
<a href="#">West of England Local Cycling and Walking Infrastructure Plan 2020-2036</a>	This plan is set out to transform active travel in the region and proposes capital investment of £411m by 2036 to bring the greatest increases in walking and cycling.
<a href="#">Joint Local Transport Plan 4 (JLTP4)</a>	The Joint Local Transport Plan 4 sets out the vision for transport up to 2036 and aims to achieve a well-connected sustainable transport network that works for residents across the region; a network that offers greater, realistic travel choices and makes walking, cycling and public transport the natural way to travel.
<a href="#">West of England Joint Transport Study</a>	The Joint Transport study is a technical report that has drawn on extensive evidence and stakeholder engagement to develop a long-term Transport Vision for the West of England to 2036 and beyond.
<a href="#">Sustainable Transport Settlement - West of England Combined Authority (westofengland-ca.gov.uk)</a>	In April 2022, the West of England was allocated £540m for investment in local transport networks by 2027 as part of the City Region Sustainable Transport Settlement.
<b>Local</b>	
B&NES Corporate Strategy	This document introduces nine priorities which set out how people's lives will be improved over the next four years. One of these is to provide more travel choices making it easier for people to walk, wheel and use public transport to reduce transport emissions
<a href="#">Journey To Net Zero</a>	The Plan proposes capital investment of £411m by 2036 and is a significant and exciting first step towards transforming active travel in the region.

Document	Description
<a href="#">Transport and Development Supplementary Planning Document (SPD)</a>	It sets out the aims to achieve a well-connected sustainable transport network that works for residents, businesses and visitors across the region; a network that offers greater, realistic travel choices and makes walking, cycling and public transport the natural way to travel.
<a href="#">Low Traffic Neighbourhood Strategy</a>	This plan outlines projects that will support the journey to carbon neutrality, considering at a high level the potential scale of carbon reduction that the future projects could deliver.
<a href="#">Creating the Canvas for Public Life in Bath</a>	This document sets out the approach and expectations for new developments and re-developments, specifically in relation to walking, cycling, ultra-low emission vehicles, parking standards and travel plans.
<a href="#">Local Plan options consultation   B&amp;NES (bathnes.gov.uk)</a>	The Option Consultation on the Local Plan (2022-2042) took place between February – April 2024. The Local Plan provides the planning framework for the B&NES district.

Table 3.1: Policy Summary

The Active Travel Masterplan will support the existing Local Plan framework and will call upon those policies already included in other transport plans and strategies including the Local Cycling & Walking Infrastructure Plan (LCWIP), The Journey to Net Zero transport plan, the City Region Sustainable Transport Settlement (CRSTS), and the Transport & Development SPD. These documents have set out the policy framework including what we want to achieve and why. The Active Travel Masterplan will take this a step further by identifying how we achieve this.

A timeline of B&NES Council's activity on active travel policies is illustrated below.

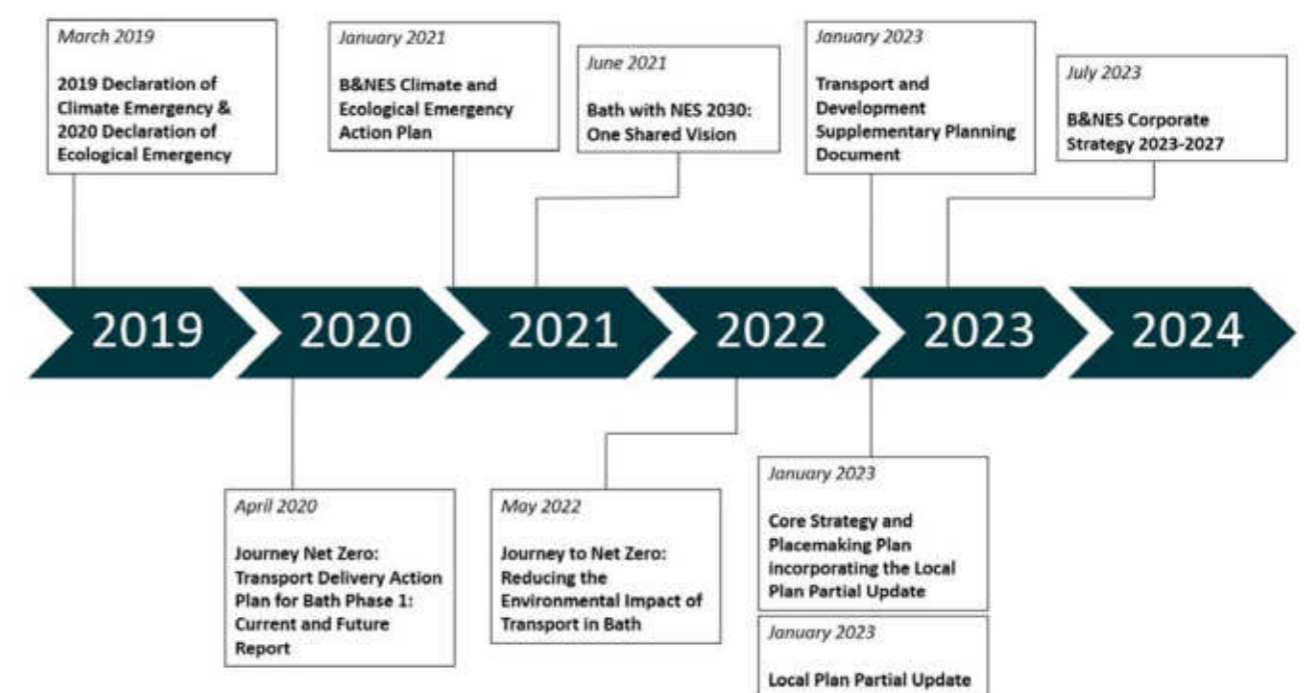


Figure 3.1: Timeline of B&NES Council's activity on active travel

# The Need for Active Travel

*“Cyclists and pedestrians are considered to be ‘traffic’, within the meaning of the Road Traffic Regulation Act 1984 and the Traffic Management Act 2004, and therefore duties to manage the road network to secure ‘expeditious and safe movement for all traffic’ apply to them as well as motorised modes.”*

Local Transport Note 1/20



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Transport currently accounts for around a third of all carbon emissions within Bath and North East Somerset, mostly from cars as shown in Figure 4.1. The majority of households living in B&NES have access to a car, which offers them the flexibility and convenience they value. However, this reliance and dependency on cars, in some cases, may have resulted in people feeling somewhat limited in their transport options. We want to increase travel choices, to make it easier for those of us who can, to leave our cars at home more of the time, making access easier for those who have no choice but to use a car.

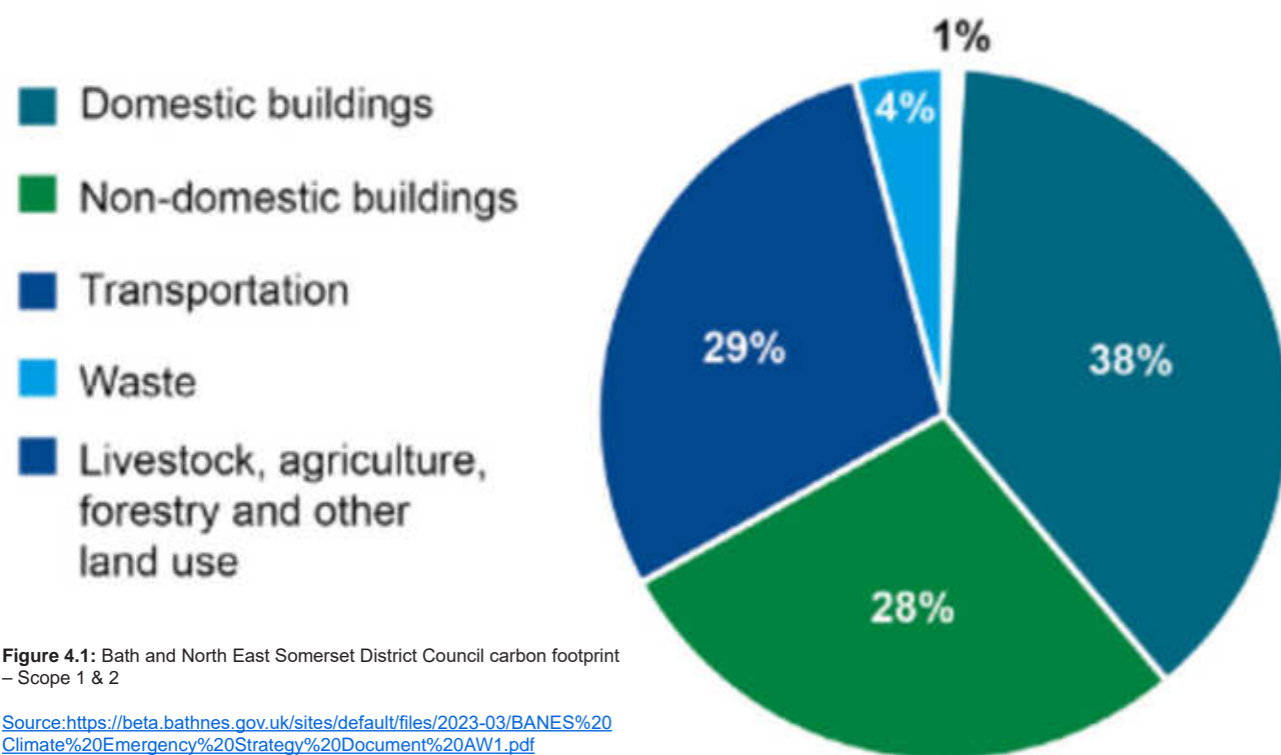


Figure 4.1: Bath and North East Somerset District Council carbon footprint – Scope 1 & 2

Source: <https://beta.bathnes.gov.uk/sites/default/files/2023-03/BANES%20Climate%20Emergency%20Strategy%20Document%20AW1.pdf>

In March 2019, B&NES declared a Climate Emergency, which included a commitment to become carbon neutral by 2030. To combat the challenge of climate change we must act to reduce the number of journeys we currently undertake by car. This is the only way that we will guarantee becoming carbon neutral in transport terms in the long term. The long-term solution therefore needs to be ensuring that those people that are able, can make more of their journeys on foot, by wheeling, by cycling or by public transport. The UK government has set a number of challenging targets for active travel levels. These include:

- the need to double the number of trips made wholly or in part by cycling, from 2013 levels, by 2025.<sup>26</sup>
- increasing the percentage of short journeys in towns and cities that are walked, wheeled or cycled to 50% in 2030 and to 55% in 2035.<sup>27</sup>
- increasing the percentage of children aged 5 to 10 that usually walk or wheel to school from 49% in 2014 to 55% in 2025.<sup>28</sup>

<sup>26</sup> DfT - Cycling and Walking Investment Strategy

<sup>27</sup> DfT - The Second Cycling and Walking Investment Strategy

<sup>28</sup> DfT - Cycling and Walking Investment Strategy

As well as national targets there are also a number of regional and local targets that rely upon more of us using active travel for more of our journeys.

Figure 4.2 below shows the modal shift target from the West of England’s Joint Local Transport Plan. This shows the proportion of those walking, wheeling and cycling making up a greater proportion of our journeys and an overall increase in those using active travel.

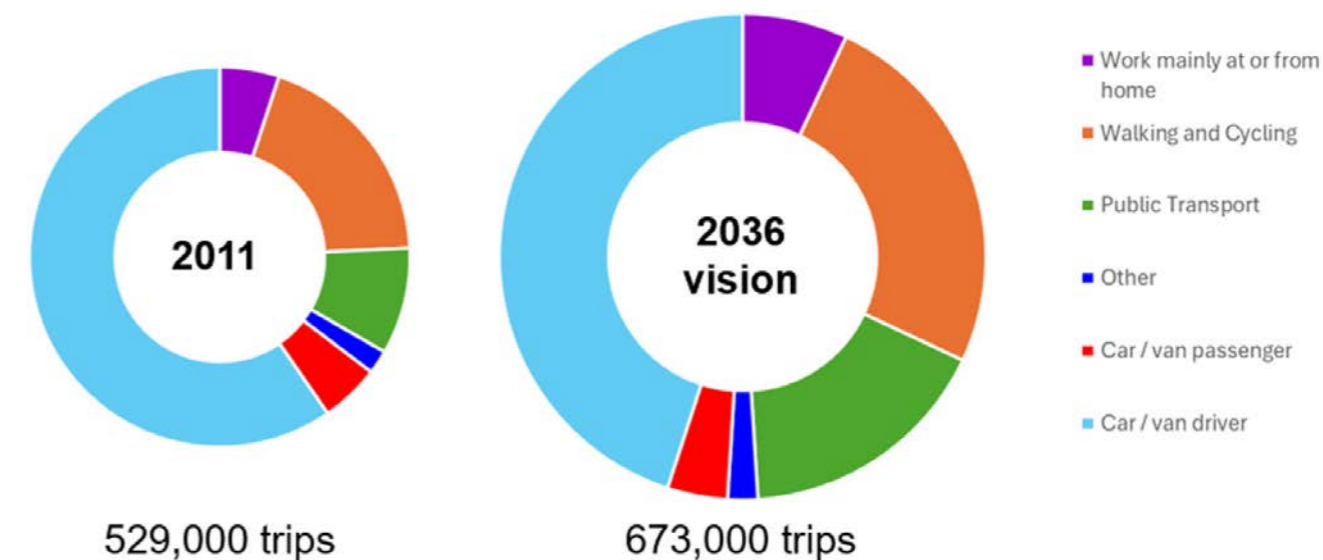


Figure 4.2: Joint Local Transport Plan 4 – Modal Shift Target

Locally, emissions from transport make up 29% of Bath and North East Somerset’s carbon footprint. Our Climate Emergency Strategy (2019 – 2030), identifies the scale of change needed to meet the carbon neutrality target. This includes a 25% reduction in car and van mileage per person per year by 2030.

We recognise the need to develop an Active Travel Masterplan to achieve these targets and improve the health and well being of residents. An Active Travel Masterplan will also enable us to bring forwards interventions in a coordinated manner, delivering a fully joined up network as opposed to a piecemeal approach as may have been used in the past.

We know that the current walking, wheeling and cycling infrastructure across Bath and North East Somerset does not meet the needs of a large number of people. Many people do not have access to safe cycle routes that they can use away from traffic or safe and direct routes to walk. Reductions in car use can only come if we start making improvements to existing infrastructure as well as providing more cycle facilities, better pedestrian infrastructure and a safer active transport network that everyone can use.

Whilst the majority of households across Bath and North East Somerset own one car, around a quarter of households currently do not have access to their own car. The trend showing the change in car ownership in Bath and North East Somerset can be seen below in Figure 4.3 below.

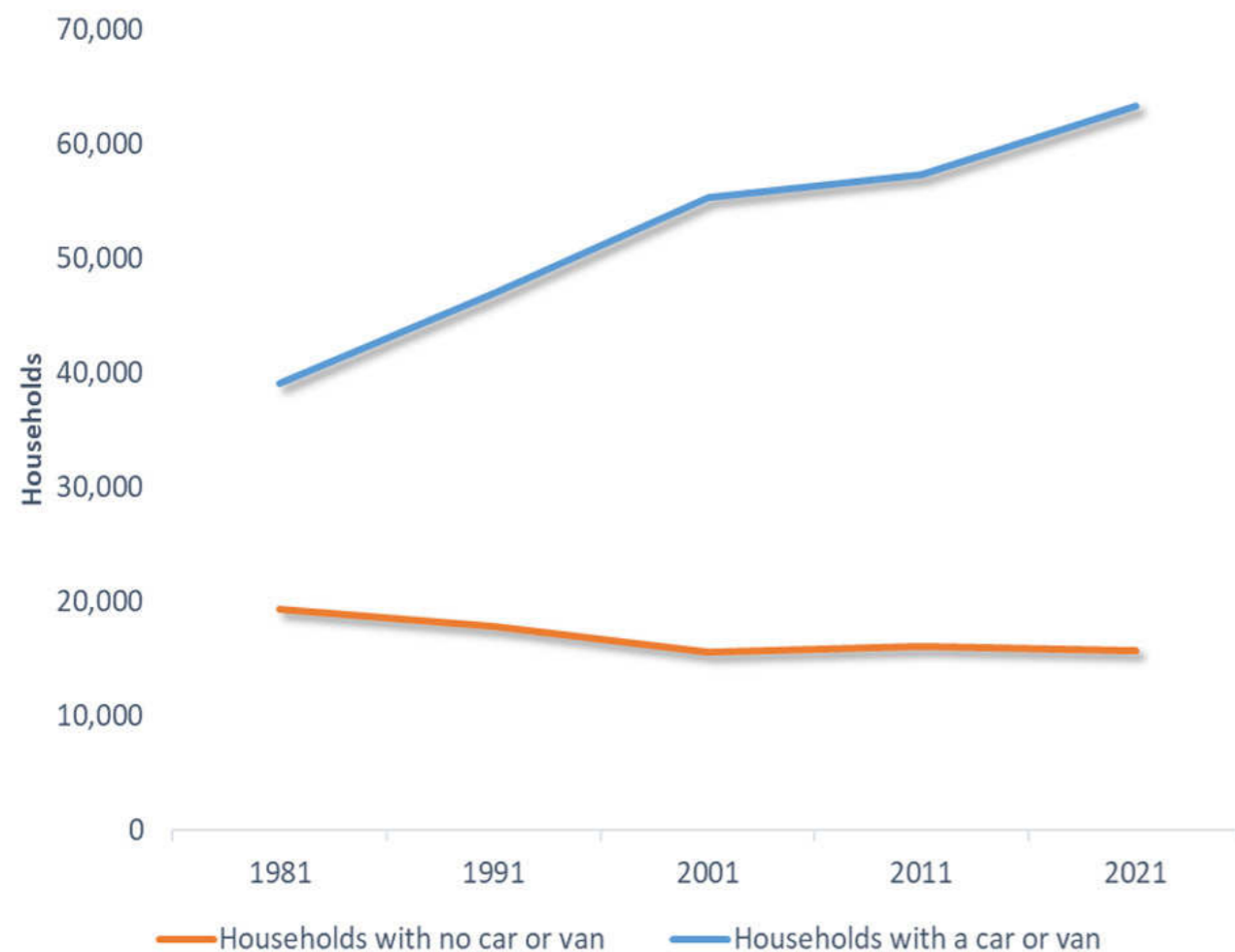


Figure 4.3: B&NES car availability data

For these individuals moving around the district can be incredibly difficult with limited walking, wheeling and cycling, and public transport facilities.

This issue has become a lot worse in recent times due to the cost-of-living crisis. The average cost of running a car is currently around £370 per month<sup>29</sup> making it unaffordable for many households. Active travel is a much cheaper form of transport and is therefore becoming increasingly important as it provides a real alternative.

The Active Travel Masterplan is an opportunity to set out the improvements needed to enable these residents to travel and access key services and opportunities by active travel modes.

<sup>29</sup> [Household expenditure on motoring for households owning a car, by gross income decile group, UK, financial year, year ending 2018](#)

We need to ensure that the active travel network meets the needs of disabled people who are unable to walk and cycle by ensuring that the infrastructure and improvements we provide are inclusive and allow everyone to use them. For many disabled people across the district cycling and walking or wheeling is not an option and their only means of getting around is by car. Providing more and better active travel infrastructure will mean that the roads are less congested for those individuals for whom the car or public transport is their only option for travel. Conversely, there are some disabled people who rely on a bicycle, including adapted bicycles, for their mobility. We need to ensure that our network meets their needs.



# Local Engagement

This section sets out the public engagement that has taken place in B&NES on active travel and the challenges and barriers which active mode users experience to inform the production of this masterplan.



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## 5.1 School's Climate Summit

Young people's views on climate change were shared at a Bath and North East Somerset Climate Youth Conference on 8th May 2024.

Staff and pupils from schools across the area joined a discussion on Active Travel where they were invited to share their experiences and perspectives.

Two of the main questions that were asked during the conference were the following:

- What are the main things that make you feel unsafe or stop you from walking and cycling?
- What do you think we need to do to enable you to walk and cycle more?

Word clouds have been created to show the key themes of the responses provided by the students which are provided in Figures 5.1 and 5.2 below.



Figure 5.1: Word Cloud Response to 'What are the main things that make you feel unsafe or stop you from walking and cycling?'



Figure 5.2: Word Cloud Response to 'What do you think we need to do to enable you to walk and cycle more?'

## 5.2 The Citizens' Panel on Active Travel

Bath & North East Somerset Council commissioned Britain Thinks to run a Citizens' Panel to ensure locals have their say on the principles that should guide the Council when bringing in active travel schemes in the local area.

Residents stated that they are open to active travel schemes in the district as long as they follow these four principles:

1. Offer an easy and appealing alternative to short car journeys.
2. Have clear and effective safety features (to reassure new cyclists especially).
3. Be connected and integrated into the wider transport network.
4. Be careful not to disadvantage those who cannot easily choose active travel.

The Citizens' Panel on Active Travel in Bath and North East Somerset report highlights the following barriers to active travel for people in B&NES as part of the report findings:

- Inconvenient
  - Takes longer and requires more effort.
  - Especially when travelling in a group, travelling to / for work, or carrying a load (e.g. when shopping).
- Physically hard
  - Not possible for disabled people.
  - Really hard for those not used to physical activity, especially given the terrain.
- Unpleasant environment
  - Congestion in busy parts of the city causes noise and air pollution.
  - Bad weather puts people off.
- Unsafe
  - Cars leaving little space for cyclists and being a danger to pedestrians.
  - Steep hills that make it hard to control speed.
  - Poor road conditions.
  - Walking in unlit areas at night.
- Expensive outlay
  - Initial cost of a bike, especially an e-bike or e-scooter, is felt to be prohibitive.

# Barriers to Active Travel

The Active Travel Masterplan seeks to ensure that walking, wheeling and cycling are the first choice for local everyday trips, for people of all ages and physical abilities, with our public spaces designed around people, prioritising their well being and connection with the places they live, work, and play. However, the first step to increasing active travel is to identify the barriers that stop people from walking, wheeling and cycling for more of their journeys. Only once these barriers have been identified can we expect to overcome these and start enabling more of our communities to have the confidence and facilities necessary to use active travel modes more frequently.



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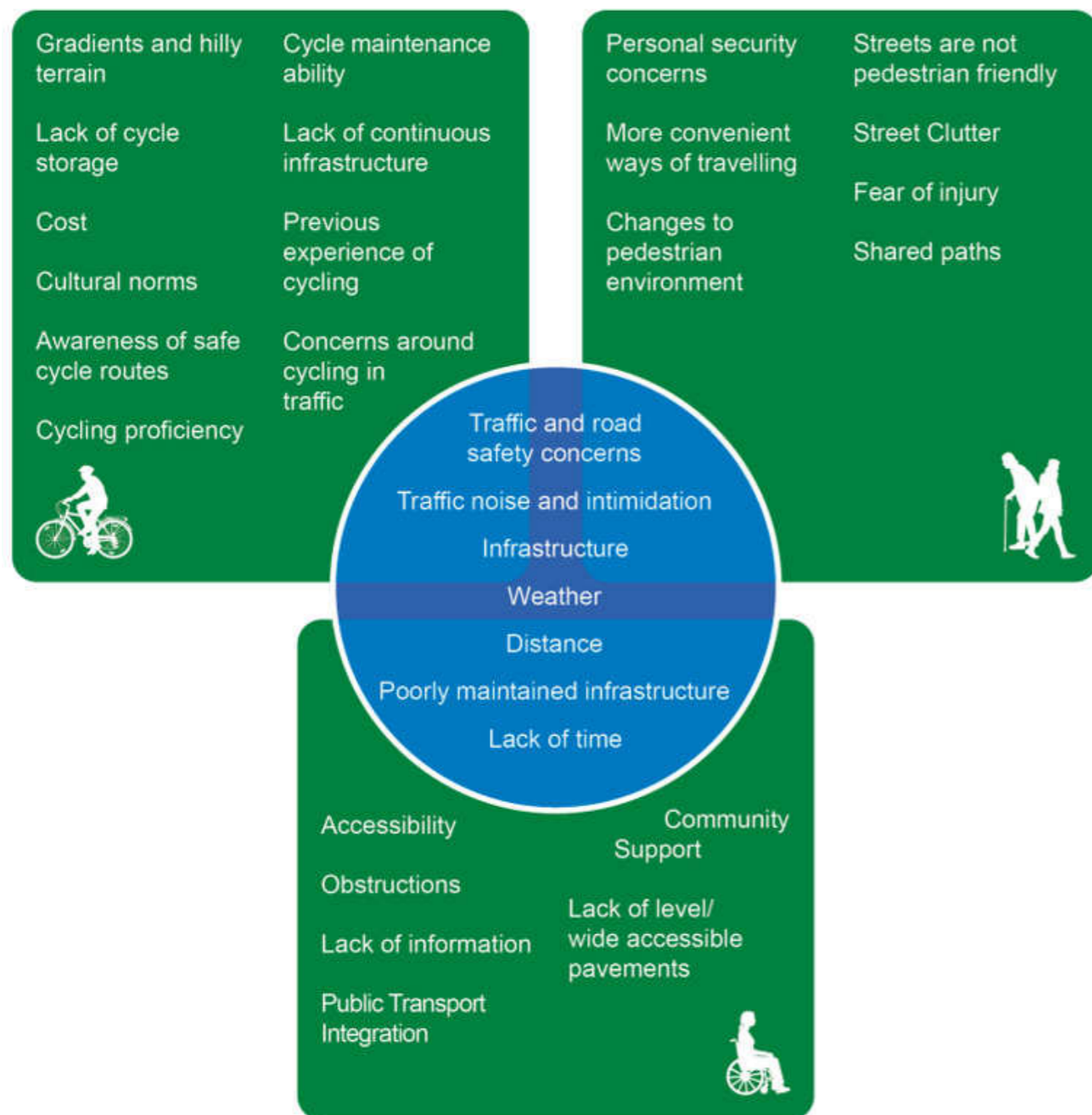
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A barrier is anything that restricts or prevents someone from accessing or travelling via active modes. These can include physical, mental, age, gender, socio-economic, ethnic and religious barriers.

Below are some of the main barriers that have been identified following previous discussions with our communities.



## 6.1 Fragmented Network

The active travel network, particularly the cycle network across Bath and North East Somerset, is fragmented having historically been delivered in a piecemeal manner. This approach has led to several issues that hinder the effectiveness and attractiveness of the network for users. The piecemeal development of the network has resulted in a lack of cohesion and comprehensiveness. The network is not fully connected, with many routes starting and stopping abruptly, leading to gaps in the network. This disjointed nature of the network makes it difficult for users to plan and undertake journeys, as they are often required to navigate through sections that lack dedicated cycling infrastructure.

For users, this fragmented network is not only unattractive but also perceived as unsafe. The need to constantly stop and start, often in mixed traffic conditions, can be intimidating for many users, particularly those who are less confident or inexperienced. This perception of danger can deter potential users from utilising the network, thus limiting the uptake of active travel modes.

## 6.2 Space Constraints

Many roads across B&NES, especially in the historic city of Bath, are constrained by buildings or infrastructure which limit the width of the highway and the space available to provide walking and cycle infrastructure. Narrow roads can lead to a lack of active travel infrastructure or the below standard provision such as narrow footways leading to pedestrians being unable to pass each other within the footway. A lack of space can result in a lack of space for vehicles to be able to pass cyclists safely. The lack of space can be intimidating and considered dangerous for potential users, resulting in less uptake.

## 6.3 On Street Parking

The parking of vehicles within the highway results in less space for cyclists in the carriageway. This can prevent the provision of dedicated cycle lanes. On-street parking can lead to cyclists moving into the path of traffic to navigate around parked vehicles and vehicles pulling out of on-street parking into cyclists. This can be intimidating for many users and there is a perception of danger for cyclists. The recent growth in car ownership and resultant increases in traffic levels has led to a diminishing availability of parking spaces. This has led to a rise in the number of people choosing to park on pavements. Pavement parking poses a significant challenge for pedestrians, particularly those using wheelchairs and pushchairs, as it obstructs their path and forces them to navigate around parked vehicles, often into the road. This not only compromises their safety but also their independence and freedom of movement.



## 6.4 Topography

The topography of a route can be a barrier for people to use active travel methods for journeys, in particular for individuals with disabilities or health issues. Routes with steep gradients can deter individuals from walking or cycling due to the difficulty and effort of the journey and the perception of requiring a certain level of physical fitness to be able to undertake the journey, thus limiting uptake of active travel.

## 6.5 Funding

Obtaining sufficient funding in order to undertake improvements to active travel routes or build new active travel routes can be difficult and determine what improvements are able to be implemented.

The most ambitious countries, regions and cities in Europe have invested upwards of £35 per head on walking, wheeling, and cycling infrastructure per year. Copenhagen, considered one of the most cycle-friendly cities in the world, has spent £35 per head establishing its separated cycling network<sup>30</sup>. In Belgium, the region of Flanders is estimated to be spending the equivalent of £39 per head on new cycle paths<sup>31</sup>.

Within England there are large disparities in active travel spending. While London spent the equivalent of £24 per head per year between 2016 and 2021 the rest of the country spent the equivalent of only £10 per head. If investment in England had matched this level of commitment per capita, more than £5.6 billion would have been spent on active travel in England outside London over this period. Investment in active travel has historically been low across England, accounting for just two per cent of total transport spend.

## 6.6 Public Perception

A challenge for increasing the uptake of active travel for journeys is the public perception of active travel. Active travel as a method of transport is often not considered convenient and therefore a behaviour change is often required to encourage its uptake .

## 6.7 Accessibility

Ensuring that active travel is accessible for all is a challenge for promoting the use of walking and cycling for journeys. This can include the route lengths, gradients and type of infrastructure provided, such as providing rest places along the route.

<sup>30</sup> Sustrans (2019a) 'Sustrans Copenhagen-inspired cycling assessment to roll out in additional UK cities'.

<sup>31</sup> Küster - The state of national cycling strategies in Europe (2022)



# Toolkit of Measures

This section provides details on the toolkit of measures which will be used to promote and improve active modes. It includes measures which will be used for all types of active mode users, as well as those focused on particular groups such as children, elderly and disabled people.



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## 7.1 Active Travel Facilities

### 7.1.1 Children - Safe Streets

Creating streets that are safe for children to walk and cycle is paramount to delivering a healthier and more active community. Facilitating opportunities for children to walk and cycle not only contributes to their physical health with studies showing that children who walk or cycle to school tend to be more attentive and achieve better academic results<sup>32</sup>. In places where walking and cycling culture thrive, the high number of children walking and cycling reflect a broader societal acceptance and integration of active travel as modes of transport.

However, in the UK, children's ability to travel independently has rapidly diminished over the past decades. This decline has taken place at the same time that levels of traffic have increased leading to greater levels of parental concerns. Consequently, the UK has some of the lowest levels of children cycling throughout Europe. For instance, while around half of children in the Netherlands cycle to school, the figure in the UK stands at only 2%<sup>33</sup>.

To encourage more children to walk or cycle, this toolkit emphasises the importance of creating child-friendly streets. For example, play streets whereby communities are permitted to close streets during specified times for use by children as a play area. This model was first developed by parents (co-founders of Playing Out) on one street in Bristol in 2009 and has now been taken up by hundreds of street communities all over the UK – and beyond – supported by councils and local organisations.

#### Case Study – Play Streets

Frustrated that children could not play outside like so many of us did growing up, friends Amy and Alice got together with neighbours to close their street to traffic and open it up for play. The results were remarkable, benefiting children of all ages, and this innovative idea began to gain traction. Recognising its potential, Bristol City Council implemented a policy to allow street communities to organise regular play sessions, prompting interest from other local authorities.

Today, the concept of resident-led play streets has spread across the United Kingdom and internationally, offering children a safe space to play right outside their homes on a temporary basis. This initiative has evolved into the Playing Out movement, championed by the national organisation of the same name, which advocates for long-term changes to support every child's fundamental right to outdoor play, promoting their health, happiness, and sense of community belonging.

Since Playing Out began supporting residents to organise play streets where they live:

- Over 1,600 street communities have 'played out' in 100+ different local authority areas across the UK.
- Most of these streets have at least 12 sessions a year.
- Around 49,140 children and 24,570 adults have been directly involved on their street\*.
- Over 100 councils are now actively supporting the playing out model and many have specific street play policies in place.

(ref – <https://playingout.net/play-streets/impact-overview/>)

### 7.1.2 Healthy Streets

Healthy Streets is a human-centred approach for embedding public health in transport, public realm and planning<sup>34</sup>. There are 10 Healthy Streets Indicators focused on the human experience needed on all streets if they are to be considered pleasant and attractive places where noise, pollution and accessibility barriers are removed. These indicators serve as a framework for ensuring that decisions regarding the built environment prioritise people's health and well being, enhancing the quality of life within our communities.

- Everyone feels welcome: Streets must be welcoming places;
- Easy to cross: Streets should allow people to cross directly and quickly;
- Shade & shelter: Shade and shelter should be provided such as trees, awnings and colonnades;
- Places to stop & rest: Providing seating and regular opportunities to stop and rest;
- Not too noisy: Reducing the noise from road traffic to create a more pleasant environment;
- People choose to walk and cycle: Make walking and cycling more attractive options;
- People feel safe: From antisocial behaviour, unwanted attention, violence and intimidation;
- Things to see and do: Street environments need to be visually appealing to people walking and cycling, they need to provide reasons for people to use them with art and nature;
- People feel relaxed: Street environments that are clean, quiet, safe and easy to navigate;
- Clean Air: Reducing air pollution benefits everyone especially some of the most vulnerable and disadvantaged people in the community, reducing unfair health inequalities.

<sup>32</sup> <https://www.gov.uk/government/publications/the-value-of-cycling-rapid-evidence-review-of-the-economic-benefits-of-cycling?fbclid=IwAR0pAvkhZl8l>

<sup>33</sup> <https://www.oxfordshire.gov.uk/sites/default/files/file/roads-and-transport-policies-and-plans/ActiveTravelStrategy.pdf>

<sup>34</sup> <https://www.healthystreets.com/what-is-healthy-streets>



Figure 7.1: Healthy Streets Indicators

In line with the Healthy Streets approach, active travel schemes in B&NES will consider standards and incorporate the principles of the Healthy Streets design. This includes initiatives such as removing street clutter, improving air quality, enhancing safety through well-designed crossings, and providing amenities for pedestrians to stop and rest. By introducing this approach, we aim to create streets that serve as the heart of our communities and that are not only conducive to active travel, but also contribute to the overall health of our residents by adopting a people-first approach. The Healthy Streets indicators can be seen in Figure 7.1 above.

### 7.1.3 Elderly and Active Travel

In the UK, cyclists aged over 50 are in the minority. Of all journeys made by the over 65s, only 1% are made by bike, this compares to 2% for the rest of the adult population<sup>35</sup>. Yet we know there is the potential to increase this. In the Netherlands, for example, the figure is around 23%, while in Germany the proportion of journeys by cycle made by over 65s is closer to 9%<sup>36</sup>.

Encouraging active travel among older adults is a crucial component of promoting healthier, more independent lifestyles and delivering vibrant, age-friendly communities. Current guidelines suggest that older adults should aim to undertake 150 minutes (two and a half hours) of moderate intensity aerobic activity each week, building up gradually from current levels<sup>37</sup>. However, achieving this goal can be challenging without accessible and supportive environments for walking, wheeling and cycling.



The issue of road infrastructure and, specifically, road safety is an area of concern for the elderly. A recent study has shown that whilst older people represent 22.8% of the population and the group accounts for 19% of all trips and miles walked, they account for 43.6% of all pedestrians killed<sup>38</sup>. Poor road safety not only negatively impact the levels of physical exercise people may undertake, it can create a hostile environment and potentially lead to less social contact, with studies showing that people who live on streets with high volumes of motorised traffic go out less and so have fewer friends and acquaintances<sup>39</sup>.

<sup>35</sup> Department for Transport - National Travel Survey 2023

<sup>36</sup> Pucher, J. and Buehler, R. 2012. City Cycling. Cambridge

<sup>37</sup> NHS – Physical Activity Guidelines for Older Adults

<sup>38</sup> Morency P. (2012), 'Neighbourhood social inequalities in road traffic injuries: the influence of traffic volume and road design'

<sup>39</sup> Hart & Parkhurst (2008) - Driven To Excess: Impacts of Motor Vehicles on the Quality of Life of Residents of Three Streets in Bristol UK

Barriers such as distance, weather, safety concerns, and declining health hinder participation in active travel amongst the elderly. By addressing barriers and leveraging opportunities to promote walking, wheeling and cycling among older populations, we can create healthier, more inclusive communities where individuals can age actively and enjoy a higher quality of life.

- **Infrastructure:** Prioritise investments in walking, wheeling, and cycling infrastructure is essential for creating safe and accessible environments for active travel. This will include maintaining pavements, improving cycle lanes, widening footways, as well as implementing traffic calming measures to enhance safety and convenience.
- **Emphasis on Safety:** Addressing safety concerns is critical for encouraging older adults to engage in active travel. Enhancing infrastructure, such as pedestrian crossings, and protected cycle paths, can increase a sense of safety and confidence among older adults.
- **Designing for Connectivity:** Creating connected street networks that link residential areas with key destinations promotes accessibility and encourages walking, wheeling and cycling for everyday trips at a local level.
- **Promoting Public Transport Integration:** Recognising the complementary role of public transport in facilitating active travel, efforts should be made to design active travel networks that provide convenient access to bus stops and promote seamless multi-modal journeys.

#### 7.1.4 Cycle Routes

This Plan has been developed for every type of cyclist whether it be a confident commuter who will choose the fastest route between their origin and destination or a family cycle ride which necessitates choosing the safest route available, which typically have lower traffic volumes. This plan also recognises that there are several different types of non-motorised cycles available; including adapted cycles, cargo bikes and electric bikes. This demonstrates that a one-size-fits-all approach to designing cycle routes will not work. For cycling to be accessible to all, it is necessary to provide a network of different types of cycle routes: Quick Routes, Quiet Routes, Community Connections and Urban Routes.

The network of cycle routes has been developed with reference to the most recent cycle design guidance.

To accompany the publication of Gear Change, the DfT published LTN1/20 to set out a comprehensive national standard for design of cycle infrastructure. Its intention was to provide guidance to local authorities on delivering high quality+ cycle infrastructure including:

1. space for cycling within highways.
2. transitions between carriageways, cycle lanes and cycle tracks.
3. junctions and crossings.
4. cycle parking and other equipment.
5. planning and designing for commercial cycling.
6. traffic signs and road markings.
7. construction and maintenance.

The 5 Cycle Network Principles are set out in LTN 1/20 to help guide the development and design of new cycleways.



Routes must link places cyclists want to start and finish, easy to navigate with consistent provision.



Routes must be as direct as possible to make cycling as attractive as possible.



Routes must improve cyclists' safety and the perception of safety. Includes reducing the speed of traffic and removing conflict with vehicles, especially at junctions.



Smooth surfaces, minimal stopping, avoiding steep gradients and removing conflicts with other modes.



Creating pleasurable routes that people want to cycle on.

### 7.1.5 Intra Urban Active Travel Routes

In order to promote active travel as a safe, inclusive, and effective alternative to car travel in Bath and North East Somerset, it is essential to identify and develop a comprehensive network of intra urban active travel routes that serve the diverse needs of the community. These routes have been designed to accommodate the needs of all potential users and allows people to travel between our city, towns and rural areas. Our approach has been to develop a network of active travel routes that incorporates a dual focus, a network of quick routes and a set of quiet routes. Both sets of routes are designed to enable people using all forms of active travel.

### 7.1.6 Quick Routes

“Quick” cycle routes are crucial to encourage individuals to choose active travel modes as a practical alternative to the car. These routes will prioritise directness and efficiency, connecting key origins and destinations often along our main transport corridors. By offering direct routes and quick journey times, active travel becomes a competitive alternative to car use for short commuting trips, reducing congestion and environmental impacts. Quick Routes are particularly beneficial for time-sensitive journeys, providing a direct, practical and time-efficient choice for residents.

For cyclists, while the majority of the Quick Routes network will be via dedicated off-road active travel routes, some sections may involve limited road usage at times, primarily where the route travels through villages and communities that lie along our main transport corridors. In these instances, we are committed to safeguarding cyclists by implementing speed reduction measures and providing dedicated cycle infrastructure wherever possible for their safety. For those sections of Quick Routes that are on carriageway the preferred provision is as follows:

- A continuous cycle route with minimum 1.5m width where space permits;
- A 20mph continuous cycle speed where possible;
- Physical segregation from traffic; and
- Segregation between a footway when located adjacent to a footway.

### 7.1.7 Quiet Routes

Alongside Quick active travel routes, we are developing a network of Quiet Routes that prioritise the safety and comfort of walkers, wheelers and cyclists which feel attractive and safe to people of all ages and abilities. Quiet Routes are essential to encourage a broader demographic to embrace active travel. These routes take into account the concerns of individuals who may feel apprehensive about cycling alongside motor vehicles on busy roads. Quiet Routes can include traffic-free paths, quiet roads and lanes, bridleways and greenways that allow for a more pleasant and peaceful experience. As such, they will

predominantly be located in rural areas. Developing such routes enhances the appeal of active travel as a leisure activity and ensures that walking, wheeling and cycling is an accessible option for all ages and abilities, including families and those who may be less confident. On the Quiet Routes network, coherence is of the utmost importance. A single ‘missing link’ can seriously undermine the effectiveness of a route or the entire network.

B&NES district benefits from an extensive network of some 953km of Public Rights of Way. This includes public footpaths, bridleways, restricted byways and byways open to all traffic. This network of pathways and routes provides a vital network that links communities to key facilities and services and allows people to walk, wheel and in some instances ride and cycle away from the noise and threat posed by vehicular traffic.

Through collaboration with local communities and stakeholders, B&NES will review the Public Rights of Way network to identify those physical barriers on our network that currently prevent some people from accessing our countryside and will identify a set of improvements that secures accessibility for everyone. Where appropriate, footpaths will be converted to bridleways to permit use by cyclists and horse riders, although it is acknowledged that this can be complex, involving a legal process and negotiations with landowners. Physical infrastructure upgrades would also be required, including replacing stiles with gaps or gates. However, this holds immense potential for delivering safer, more direct, protected routes that allow people to travel away from motorised traffic and the threat and intimidation that this can cause.

It is important to note that the traffic / environmental impacts of converting roads to Quiet Routes should be adequately studied to minimise adverse impacts, and that high levels of engagement and consultation with stakeholders and local residents is undertaken to progress from strategy to delivery.



Infrastructure that can be installed to provide and improve the Quiet Route network could include:

- Signs and road markings to highlight the presence of cyclists and horse riders to drivers;
- Signs to allow cyclists to easily navigate to their destination;
- Rationalising of on-street car parking;
- Traffic calming to create low speed routes;
- Widening of narrow carriageways or provision of passing places;
- Removal of carriageways between 3.2m and 3.9m in width;
- Modal filters that remove through traffic from using certain routes and moving motorised vehicles back onto the main network; and
- Shared footpaths with a minimum width of 3m where cyclists, horse riders and pedestrians are mixed.

### 7.1.8 Community Connections

Creating “Community Connections” that seamlessly link the Quick and Quiet active travel routes to smaller villages and rural areas is a fundamental aspect of building a comprehensive active travel network. These connections not only extend the benefits of active transportation to more remote areas but also foster a sense of community and inclusivity. The rural parts of the district are interspersed with several villages and hamlets with varying levels of population and accessibility to local services.

The Community Connections routes aim to provide a cycle connection between communities, to offer an alternative to the often natural choice of the private car in rural areas. This provides the potential for cycling to replace some journeys that are ordinarily made by private car, for residents who may consider that currently they do not have a realistic choice of modes.

By strategically designing and implementing these connections, we aim to bridge the gap between urban and rural areas, ensuring that residents in smaller villages have convenient access to the larger network. This, in turn, promotes economic vitality, enhances social connections, and most importantly provides a sustainable mode of transport for daily activities.

The hierarchy of rural communities has been identified as follows:

- Large villages – including Chew Magna, Peasedown St John, Paulton, Saltford and Timsbury;

- Small villages – including Chew Stoke, Compton Marton, East Harptree, Farmborough, Wellow;
- Hamlets; and
- Isolated houses and farms.

Community Connections include routes between villages or larger urban areas such as Bath.

### 7.1.9 Urban Routes

Urban cycle routes are located exclusively within the most urban parts of the district. Principally this comprises Bath, but also includes Keynsham, Midsomer Norton and Radstock.

The National Cycle Network spans 12,763 miles in total. Currently there is an emphasis on “leisure” routes in rural settings, while there is relatively limited coverage in terms of provision of routes for daily commutes and urban travel within the areas where most people live.

For Urban Routes, the preferred provision for cyclists is as follows:

- On-street through a lightly trafficked route such as a residential road or a Low Traffic Neighbourhood;
- Signed route for cyclists;
- A 20mph speed limit; and
- Minimised on-street parking.



### 7.1.10 Cycle parking/cycle hubs (urban and rural)

To promote cycling across the district, Bath & North East Somerset Council aims to provide convenient, secure, and ample cycle parking at residential locations, workplaces, shops, and other destinations.

B&NES has developed cycle parking standards for new developments, covering both residential and commercial buildings within its Transport and Developments Supplementary Planning Document. These standards establish minimum requirements for short-stay and long-stay parking based on building use and size. The document also sets out the key cycle parking design requirements to ensure all types of cycles including but not limited to hand cycles, tricycles, adapted bicycles, bicycles with trailers and cargo bikes are provided for.

B&NES plans to audit existing developments and install additional parking where a lack of suitable parking exists today. A priority will be locating large-scale secure covered cycle parking in urban centres, as well as more cycle parking at public amenities, and near public transport stops to enable first/last mile connections.



To overcome issues of storage and access in residential areas, we will be installing cycle hangars to make owning and storing a bike as easy and secure as possible. Current cycle hangars are funded from the government's Active Travel Fund. As these become more popular, B&NES will explore options to deliver these more widely.

At key destinations within the district, B&NES will encourage the introduction of cycle hubs. These facilities provide covered, secure and convenient parking when leaving your bicycle for a long duration of time with access typically via a key fob. The cycle hubs will also include other services such as bicycle repair services, cycle pumps, CCTV, and enhanced lighting.

We will work with local businesses, education establishments, transport providers, retail stores, and leisure locations to install high-quality bicycle parking on their properties. We will also ensure this is provided at B&NES' own facilities.

Ongoing monitoring of usage and community feedback will inform where additional infrastructure is needed. B&NES aims to make cycling the convenient choice by providing parking that is ubiquitous and fit for purpose across Bath and North East Somerset.

### 7.1.11 Secure Cycle Parking at School

Providing secure cycle parking facilities at schools plays a pivotal role in promoting active travel among students, reducing traffic congestion around school gates, and delivering a culture of cycling. Effective cycle parking not only encourages children to cycle to school but also contributes to creating a welcoming and inclusive environment where cyclists feel valued and supported.

Key Considerations for Safe Cycle Parking:

- 1. Location:** The location of cycle parking is critical to its usage and security. Optimal locations are prominent, convenient, and integrated into the natural flow of movement towards school entrances. It is essential to ensure that cycle parking does not obstruct access for disabled individuals and takes into account prevailing weather conditions.
- 2. Security:** Visible security measures, such as good lighting and CCTV cameras, enhance the sense of safety and encourage the use of cycle parking facilities. Ensuring that bicycles are securely locked and easily visible adds to the perceived security of the parking area.
- 3. Capacity Planning:** Determining the appropriate number of parking spaces requires a thorough assessment of current usage levels. Surveying site users and considering factors such as the number of bicycles/scooters currently used can help in determining the required capacity.
- 4. Types of Parking:** Utilising robust and user-friendly cycle parking solutions, such as stands or cycle lockers, ensures efficient use of space and provides secure storage options for bicycles and scooters. Cycle shelters offer protection from the weather, further incentivising the use of cycle parking facilities.
- 5. Accessibility:** Providing parking options for trailers and tricycles requires thoughtful planning to accommodate their unique requirements. End stands at parking bays and appropriate signage can designate spaces for trailers and tricycles, ensuring inclusivity for all cyclists.
- 6. Sustainability:** Embracing sustainable practices in cycle parking design contributes to reducing the carbon footprint of school infrastructure. Eco-friendly materials, such as recycled wood, can be used to construct cycle shelters, while repurposed shipping containers offer cost-effective and environmentally friendly storage solutions.

In line with our commitment to promoting active travel and creating healthier, more sustainable communities, B&NES will explore implementation of safe cycle parking facilities at all of our schools. By consulting with stakeholders, selecting suitable locations, and implementing security measures, we aim to provide accessible and secure parking options for children and young people. This aims to contribute to reduced traffic congestion, increased physical activity among students, and delivering a culture of cycling within our school children and communities.

### 7.1.12 Public Bike Repair stations

Public bike repair stations provide a convenient place for cyclists to make necessary and essential repairs to their bicycles when away from home. These repair stations would provide a fixed platform for people to re-inflate tyres, tune bikes, fix punctures and make repairs that could otherwise be difficult. The additional provision of tools and a quality track pump at these facilities provides less confident cyclists who may not carry repair kits and tools the opportunity to fix their cycles and have a safe and comfortable onwards journey.

These facilities may be provided at key attractors in a community such as transport interchanges, near secure cycle parking or along key cycle corridors. These facilities may also be used by other active travel users and will benefit wheelchair users, people with mobility scooters, people with prams amongst other users who may encounter the need to reinflate tyres and undertake other maintenance to their mobility aids.

### 7.1.13 E-bike

An e-bike or electric bike is a regular bike with the addition of a motor to assist your progress. E-bikes are a transformative solution to overcome the challenges posed by hilly terrain, making cycling significantly more accessible to a wider demographic, including those with limited physical fitness and the elderly. In areas such as Bath and North East Somerset, where steep hills and undulating landscapes can deter individuals from traditional cycling, e-bikes offer a game-changing alternative.

As cycling gains more popularity for its environmental and health benefits, B&NES will focus on supporting and promoting the use of e-bikes to further encourage cycling adoption. E-Bikes are a versatile solution for various purposes, including commuting, leisure, and shopping, offering appealing travel times that in some circumstances can be quicker than travelling by car, without the typical constraints of cars, such as traffic and parking.

As well as the obvious benefits of a motor – helping you get up the hills more easily and with less sweat – there are several other benefits.

- For those with a recurrent injury or illness, e-bikes can help people keep cycling, rather than having to give up pedalling completely.
- E-bikes fill the gap between journeys short enough for walking or non-powered cycling and longer trips where a bus or car may be necessary.
- In some instances, especially around urban areas, it is possible to get to and from work faster on an e-bike and convert commuting into leisure time.
- They can be a viable replacement for a second car with all the environmental, financial and other benefits that this entails.

- E-bike riders often say they feel safer in traffic than when riding a non-powered bike, as the extra acceleration and speed up hills mean the speed of other passing vehicles is less than it otherwise would be. The quick acceleration off the mark also means users can clear stationary traffic more quickly.
- It is possible to carry heavier loads more easily than with a regular bike, so many shopping trips and the school run might now be a possibility with an e-bike.
- People using e-bikes still get exercise; electric cycling is not cheating. Many studies have shown that people using e-bikes get plenty of very beneficial aerobic exercise. Also, the vast majority of e-bikes have power level settings on the handlebar controls that let users dial down the power if they want more exercise, or turn it up if in need of more assistance.

Ensuring that cycling is a realistic and attractive option for everyone is a priority, but to do this we must aim to attract a broader demographic of cyclists. E-Bikes can serve as a rehabilitation tool and boost cycling confidence among various groups, delivering a more inclusive cycling community.

More people are expected to start using e-bikes over the next decade. However, e-bikes have batteries that need to be charged and charging your e-bike battery from a building mains supply might not always be possible. Therefore, we will explore the potential of e-bike charging infrastructure that is built into cycle parking and can be used by any make or brand of e-bike, focusing initially on key city destinations where people are likely to travel from across the district.

B&NES will seek to enable rapid increased adoption of e-bikes by implementing infrastructure enhancements and launching awareness campaigns around the benefits of e-bikes. These initiatives will promote the potential cost savings for users by reducing car-related expenses and may involve conducting additional e-bike trials to showcase the accessibility they offer, particularly in conquering steep hills, which may otherwise deter conventional cycling.

### 7.1.14 Cycle hire and E-bike hire

Shared mobility offers a cost-effective and convenient transport solution, particularly in densely populated areas where owning a personal vehicle may not be practical or necessary. Providing access to more transport options, shared mobility reduces the need for private car ownership. It also enables the use of sustainable transport options by reducing the reliance on our vehicles whilst at the same time improving air quality and alleviating traffic congestion and parking issues. Additionally, shared mobility initiatives promote social equity by providing affordable and accessible transportation options to a broader spectrum of the population, including those who may not have access to personal vehicles or traditional bicycles. Overall, embracing shared e-bikes and e-cargo bikes not only enhances mobility and convenience but also contributes to building more sustainable and inclusive communities.

As part of a new service launched in October 2023, a fleet of 500 shared e-bikes and e-scooters are now available across Bath. There is an opportunity to consider how this network can be expanded further to serve the areas outside of Bath, with proposals to extend coverage to Keynsham and Midsomer Norton in 2024. Offering this alongside long-term rental provides greater flexibility for riders, broadening its appeal.



B&NES will continue to support and expand the provision of shared cycle hire at strategic locations across the district. These locations will include key destinations including key mobility hubs such as train and bus stations, town centres, local shops, community facilities, leisure, employment, and educational sites. By strategically placing cycle hire stations at key origins and destinations, we aim to encourage residents, commuters, and visitors to embrace cycling as part of their day-to-day journeys.

B&NES recognises the importance of cycle hire within the district, making cycling accessible without owning a bike. We will focus on offering a variety of cycles for hire, including e-bikes, e-cargo bikes and adapted bikes. This will provide an opportunity for people of all abilities to have easy access to a bike.

### Case Study – E-bike Cornwall

*Based in Penzance and working with partners across the region, EBIKE Cornwall are electric bike hire specialists operating out of six locations across the county. Dedicated to getting people out of cars and onto two wheels to explore Cornwall, EBIKE Cornwall offer e-bike hire as well as route planning information to best suit users' interests and fitness levels. EBIKE Cornwall opened in 2021, at the height of Covid-19 lockdowns, believing that electric bikes could get more people outside and exploring Cornwall in a fun, healthy and sustainable way. After a successful first year on the High Street, they are now working with hotels, resorts and others to build a regional network of electric bikes.*

### 7.1.15 E-Cargo bikes

Currently, there are approximately 9,000 light and heavy goods vehicles entering or leaving Bath every day<sup>40</sup>. E-commerce and home deliveries have played a key role in contributing to the growth in the number of deliveries made each day. The UK is now the number one market in Europe and third in the world for online shopping. However, this has led to an increase in the number of van and delivery lorries on our roads and an increase in emissions.

E-cargo bikes offer an attractive alternative to traditional delivery vans through cost-efficiency, shorter journey times in congested areas, and reduced environmental impact. E-cargo bikes are critical if we want to reduce the number of delivery vehicles travelling across Bath and North East Somerset and ensure that more of our goods are delivered sustainably.

To reduce the environmental impact traditional delivery vehicles have when making deliveries, we have provided businesses with access to e-cargo bikes. This allows them to undertake the final stage of the delivery process by bike, rather than by vehicle. And following the early success of the scheme, we have recently added 10 new electrically assisted e-cargo bikes to Bath's streets to support local businesses.

We also have four e-cargo bikes which are available for free loan to local businesses, organisations and charities who wish to trial them before making their own investment.

Another e-cargo bike trial is currently underway at the Royal United Hospital in Bath which is helping staff from the Children's Therapies team visit their patients in the community. The trial is for a year but if successful could be rolled out further to include other public sector rolls such as street cleaning, park maintenance and waste collection.

E-cargo bikes will eventually replace delivery vans in Bath's city centre, enabling local organisations to make quick, clean and economical deliveries. E-cargo bikes will help make our towns and city more pleasant places to be whilst also offering a sustainable mode of transport for the delivery of goods.

Working with operators, B&NES will actively support trials of e-cargo deliveries and undertake more initiatives aimed at promoting these with local businesses, community organisations, and families to facilitate movement of goods, materials, and shopping more sustainably.



<sup>40</sup> Transport Delivery Action Plan for Bath – Phase 1 Current and Future Report 2020

In addressing last-mile delivery strategies, we recognise the importance of consolidation and micro-consolidation centres, where e-cargo bikes will play a vital role in streamlining deliveries, particularly in city centres. We will explore possible locations within our urban landscapes, where we can potentially accommodate consolidation centres both for businesses and local residents.

#### 7.1.16 Access for All

B&NES is committed to promoting active travel as a sustainable and inclusive mode of transportation, ensuring that everyone can enjoy the benefits of active travel.

Our choices around active travel are affected not only by the existence of safe walking, wheeling and cycling routes, but other factors such as accessing a cycle, skills and confidence, security concerns, or individual health conditions. There are groups of people across B&NES currently under-represented in walking, wheeling and cycling.

Research shows that there are specific barriers to women and girls being more involved in physical activity, especially cycling. A research report by Sustrans<sup>41</sup> found that most women do not feel safe and are hesitant to start cycling. Other studies have shown that women feel intimidated on the roads. Women cyclists reported facing regular abuse and aggression from drivers, and a lack of safe cycle routes to use all year round. A recent study undertaken by London Cycling Campaign identified that 93% of women surveyed said drivers had used motor vehicles to intimidate them. 77% said they experienced this at least once a month. Nine out of 10 said they had experienced abuse from other road users while cycling – 63% said it was at least once a month. More than one in five women said they had given up cycling, temporarily or permanently, because of these experiences and nine out of 10 said they would start to cycle or cycle more if they had safer cycle routes, for instance with protected cycle tracks, for their journeys<sup>42</sup>.

*“9% of women cycled at least once a week in comparison to 21% of men. Also, women are less likely to drive a car than men. 67% of women are license holders in comparison to 80% of men.”*

Also walking and cycling are viewed as “not safe or attractive enough” for many people over 50. Fear of injury and concerns about safety mean that the majority of the older population does not contemplate cycling. But what if the potential for cycling among the older population was realised? Whilst cycling accounts for 23% of all journeys for people aged 65 and older in the Netherlands, 15% in Denmark and 9% in Germany, it represents only 1% of all journeys in the UK<sup>3</sup>. This Active Travel Masterplan seeks to ensure that more of our towns and rural areas are shaped and designed to be more supportive and suit older people’s needs.

<sup>41</sup> Sustrans (2018) – Inclusive city cycling – Women: reducing the gender gap.

<sup>42</sup> London Cycling Campaign – What stops women cycling in London 2024

The Active Travel Network identified as part of this masterplan has been strategically planned and designed to enable the creation of inclusive and secure environments, ensuring that everyone can enjoy the advantages of active travel. This comprehensive approach involves designing and delivering infrastructure that accommodates adapted cycles and mobility aids, eliminating physical obstacles, minimising pavement parking, and reducing street clutter that can be a barrier to active travel, particularly for individuals using mobility equipment and those with pushchairs.

We will build upon established practices, such as the mandatory Equality Impact Assessment for all projects and collaborate with partners to continuously enhance our best practices. Early engagement with user groups, along with thoughtful consideration of design measures tailored to individuals with diverse needs and abilities, will be a key focus, adhering to the principles outlined in “Inclusive Mobility – a Guide to Best Practice on Access to Pedestrian and Transport Infrastructure” (Department for Transport, 2021).

#### 7.1.17 Disabled access

The Equality Act 2010 defines disability as a physical or mental impairment that has a ‘substantial’ and ‘long-term’ negative effect on a person’s ability to do normal daily activities. According to the Office for National Statistics (ONS), one in five people in England and Wales currently have a disability.

The social model of disability says that a person is disabled by society, rather than by their impairment or health condition. This is because disabled people face barriers that stop them from taking part in society in the same way as non-disabled people.

Disabled people face significant barriers to walking and cycling. A common physical barrier to walking is crossing the road. Having enough time to cross, not finding a safe place to cross the road and signalised crossings that do not work, are all barriers.

In a recent survey undertaken by the organisation Transport For All, 50% of respondents experienced missing dropped kerbs. Where dropped kerbs do exist, they are often broken, too steep to manage, or obstructed, forcing people to turn back and find the next nearest place to cross, or go into the road alongside vehicular traffic. As well as too few controlled crossings, crossings can sometimes lack the audio-visual cues needed to make them accessible, whilst a lack of tactile paving to indicate where safe crossings are located are a barrier to those with visual impairments.

Issues with pavements are frequently cited as being a barrier to walking and wheeling for those with a disability. Obstructions, advertising boards, wheelie bins and parked cars, are commonly encountered and make walking difficult. Poor pavements can render whole routes inaccessible and even dangerous. For wheelchair users, irregular surfaces can be painful or impossible to go over and can cause damage to the chair. Bad pavements also posed a serious trip hazard, particularly for blind and visually impaired people, and those with impaired balance.

A lack of public facilities, such as accessible toilets, water fountains, and seating is a barrier to walking and wheeling for many disabled people. Not only are facilities often unavailable or inaccessible, they can also be difficult to locate. Poor information on key facilities such as whether toilets are locked with a radar key, or where people can sit down along a route can act as an additional barrier.

As well as physical barriers, disabled people also face social barriers or attitudinal barriers, such as assuming that a disabled person “can’t do” something creating a barrier for that person.

Disabled accessibility through inclusive infrastructure is a key part of our approach and we will incorporate the Government’s recommendations as set out in their policy “Inclusive Transport Strategy: achieving equal access for disabled people” (November 2020).

### Case Study – Miles without Stiles

*The “Miles Without Stiles” project is a pioneering initiative aimed at promoting accessibility and inclusivity in outdoor recreational spaces. Launched in 2017, the project seeks to remove barriers that limit the enjoyment of natural landscapes by individuals with mobility challenges, ensuring that everyone, regardless of physical abilities, can experience the beauty of the outdoors. Initially the project was introduced in the Lake District, however following its success similar schemes have now been introduced in many of our national parks and outdoor natural spaces. As the project continues to evolve, it holds the promise of inspiring similar initiatives potentially across Bath and North East Somerset, allowing everyone the right to access and enjoy the beauty of nature.*

The project was conceived in response to the growing recognition of the limited accessibility of many outdoor trails and natural spaces. Traditional hiking trails often present obstacles such as steep inclines, uneven terrain, and narrow pathways, preventing individuals with mobility impairments from fully participating in outdoor activities. “Miles Without Stiles” addresses this issue by identifying, modifying, and creating trails that accommodate a diverse range of abilities including those in all-terrain powered mobility scooters and families with younger children.

### 7.1.18 Disabled cyclists

Many disabled people do not get to enjoy the benefits of cycling because of barriers that are put in their way; be they physical, attitudinal or otherwise. However, we know that significant numbers of disabled people do already cycle and that many more could do so given the right conditions. B&NES want to ensure that disabled people are able to cycle whenever and wherever they wish - whether for transport, leisure or exercise.

The most common barriers to cycling among disabled people are lack of appropriate equipment, low availability of safe cycling infrastructure and lack of confidence and support.

Many are not aware of the fact that disabled people cycle and that for many disabled people, their cycle is their choice of mobility aid. Growing numbers of disabled people are now choosing to cycle more, with some using standard two-wheeled bicycles and others using non-standard cycles, for transport, leisure, and sport. However, there are a number of physical, cultural and societal barriers that continue to prevent more disabled people from taking up cycling.

Whenever developing cycle routes, we will actively consider how any infrastructure can be as inclusive as possible. We will strive to provide cycle routes that cater for the requirements of everyone, including those using adapted cycles and tricycles.

### 7.1.19 Active travel and tourism in B&NES

Bath City Centre attracts a significant number of tourists, many of whom visit on foot. The Council will develop pedestrian-friendly zones in key tourist areas, encouraging walking and making it easier for visitors to navigate on foot. This could involve pedestrianising certain streets, enhancing signage for walking routes, and providing information on historical landmarks and points of interest along the way.

A parklet is a micro community facility typically intended to provide space for people to sit, relax and enjoy the city around them, enhancing the overall streetscape. To encourage more people to use active modes, cycle parking is usually provided. Parklets may be provided by repurposing car parking spaces or using space on an existing pedestrianised area.

B&NES has created a number of parklets in urban areas around the district and will identify appropriate locations for new parklets.

### Case Study – Milsom Street, Bath

*Following implementation of a bus gate on Milsom Street in Bath city centre, in 2021 B&NES Council installed two parklets on Milsom Street, which is a principal shopping street with high pedestrian movement.*

*Milsom Street is on a gradient, so the design had to ensure that all furniture is flush with the kerb to ensure that it was accessible for disabled users.*

*The purpose of the parklets was to extend the central dwell space along the street to create an attractive, green, public space for visitors. The parklets are part of a wider programme of public real improvements.*



Improving connectivity for visitors to Bath and North East Somerset's countryside is essential to promote accessibility and enjoyment of the region's natural landscapes. As an area renowned for its stunning countryside and outdoor recreational opportunities, it is imperative to ensure that residents and visitors alike have easy access to these areas for walks, exploration, and outdoor activities. By enhancing connectivity between urban centres and rural areas including our public rights of way network, we can facilitate seamless access to the countryside, enabling everyone to experience and appreciate the natural beauty that surrounds us.

As well as enabling more people to access the countryside on foot, we need to expand our cycle network, creating designated cycling routes, and improving bike rental facilities to enable visitors to explore the region on two wheels. The Chew Valley Lake, Bristol to Bath Railway Path and Two Tunnels offer excellent examples of recreational cycle paths; however, they are not fully connected to the wider cycle network.

Working with public transport operators to provide for active travellers is another important way to encourage active travel tourism. Offering discounted or bundled ticket packages for tourists combining public transport with cycling or walking tours can further incentivise travelling to the area by sustainable modes.

By implementing these measures, Bath and North East Somerset Council can promote sustainable transport choices while showcasing the region's rich cultural heritage and natural beauty. Through collaboration with local stakeholders and ongoing community engagement, the Council can position the area as a leading destination for active travel tourism.

## 7.2 Connectivity

### 7.2.1 Multi-modal connectivity

Multi-modal connectivity is central to Bath and North East Somerset's active travel strategy. Multi-modal connectivity refers to the seamless integration of various modes of transport, such as walking, cycling, public transport, and shared mobility services, to make it simpler and more convenient to move around. Our plan focuses on making it easy to switch between walking, cycling, public transport, and shared mobility services. We are improving connections from transport hubs to your final destination, by offering bikes, scooters, and on-demand transport. We are also creating neighbourhoods where walking and cycling are straightforward, near transport hubs, promoting healthier, greener travel.

We will continue to provide ways to help you get from transport hubs to your final destination easily. This might include options like bike-sharing programs, electric scooters, or demand responsive transport. These choices make it simpler and more flexible for you to finish your journey.

We are committed to creating neighbourhoods where walking and cycling are easy and enjoyable. By designing mixed-use developments, affordable housing, and amenities near transport hubs, we will make it convenient for you to walk or cycle to your destinations. This not only promotes healthier and more active lifestyles but also reduces reliance on cars, making our communities more vibrant and sustainable.

We will work with partners to utilise technology including mobile phone apps and websites to give you up-to-date information about timetables, routes, and options for getting around. This way, you will always know the best way to travel. Using technology and teamwork, we aim to make travel easier for everyone.

### 7.2.2 Pedestrian and cycle links to public transport

A crucial part of this strategy is to improve infrastructure, ensuring smooth connections between cycling and walking paths and key public transport hubs like bus and train stations. This could mean building separate lanes for bikes, improving pedestrian paths, and providing safe places to park bikes near bus stops. These improvements make it easier for commuters and travellers to choose walking or cycling as convenient ways to access public transportation options.

Furthermore, public transport planning is crucial for creating a well-connected transportation system. This might mean aligning timetables, tickets, and routes to make it easier for people to use a mix of walking, cycling, and public transport. We will continue to work with the West of England Combined Authority and public transport operators to improve the integration between different transport modes.

By developing the integration of walking and cycling with public transport, Bath and North East Somerset can promote a transport system that offers flexibility, convenience, and accessibility for all travellers.

### 7.2.3 Bikes on buses

Buses are a lifeline service for many people, especially those who do not own a car, and for many of those who live in rural communities for whom, given the distances involved, active travel is not always a viable option to access the services and facilities they need.

Cycling supports more efficient public transport by extending the catchment area of bus stops far beyond a walking range and at a much lower cost than delivering neighbourhood 'feeder' bus services. Better integration of buses and cycles allows more journeys to be undertaken that would otherwise only be possible by car. Whilst the provision of cycle parking at bus stops extends the catchment area of a bus stop, allowing bikes on board buses has the additional advantage of extending the distances that people can travel from the bus stop they have alighted from to their destination. Allowing bikes to be taken on board buses offers the chance for people to extend a cycling trip for those who want to go further afield. They also allow cyclists to avoid busy stretches of road or steep sections of a route.

Currently bikes are not allowed to be taken on board buses as they impact on the capacity of the bus, reducing the number of paying passengers which can impact upon the commercial viability of some bus services. The positive impact of allowing bikes on board buses is an increase in the numbers travelling by bus, especially in rural areas, potentially helping to support rural bus services.

Bikes on board buses have however been shown to work in some cases, for instance in the Scottish Borders. Working in partnership, Sustrans and Borders Buses have created a bike-friendly bus route. Buses operating on the X62 service which serves Tweed Valley and the Scottish Borders were retrofitted with bike storage areas that provided each of the buses with dedicated space for a minimum of two bikes. The improvements have resulted in a fully bike-friendly, more accessible bus service.

We will work with local bus operators to explore the potential for taking bikes on board buses on appropriate routes. This will focus primarily on rural areas where journeys are usually longer, bus passenger demand is lower and there is likely to be the capacity to cater for this.

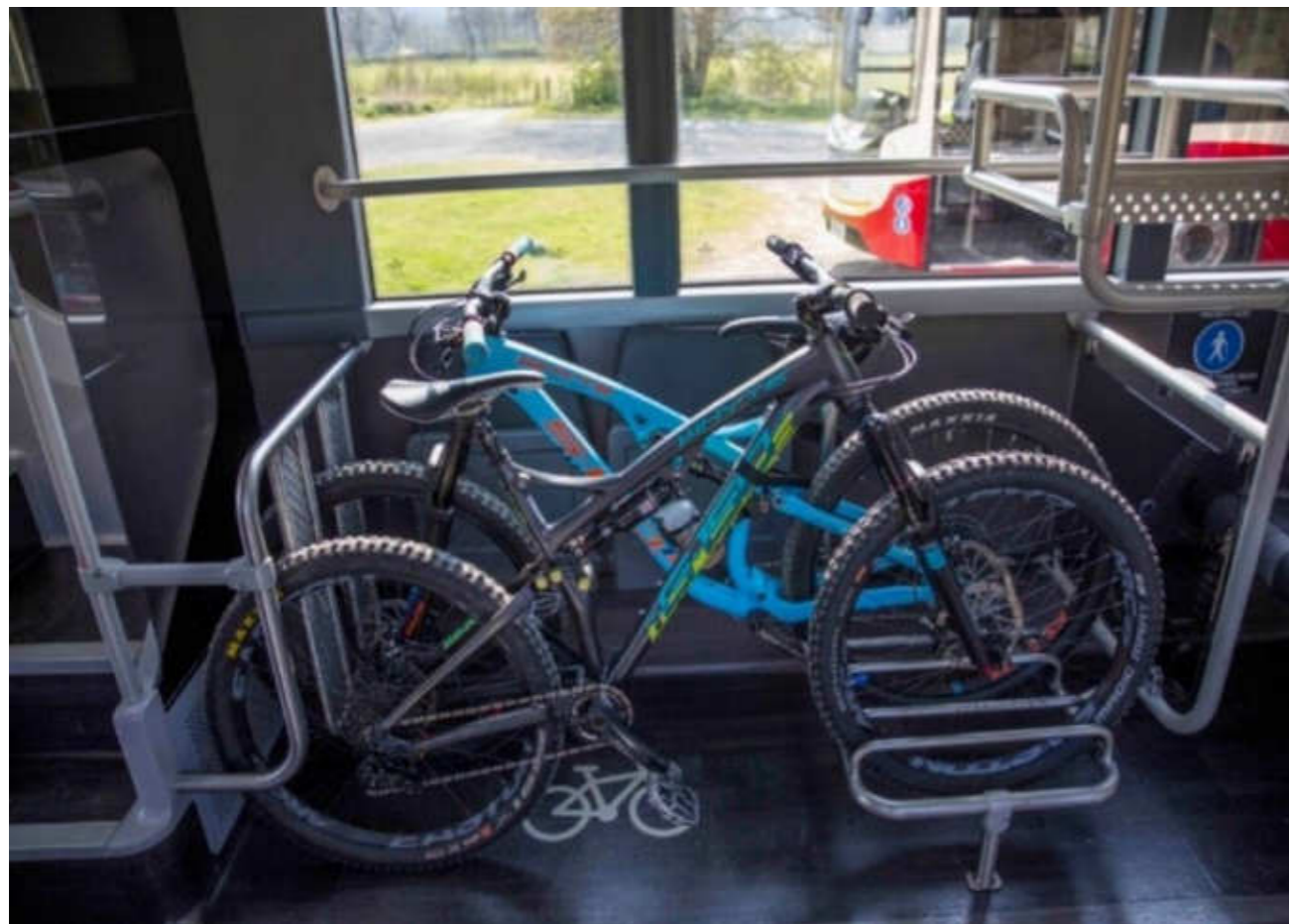


Figure 7.2: Bike storage on the X62 service, serving the Tweed Valley and Scottish Borders. (Sustrans website <https://www.showcase-sustrans.org.uk/category/news/case-studies/?cn-reloaded=1>)

## 7.3 Infrastructure

**7.3.1 Reallocation of road space** – rebalancing our streets and places for active travel  
Road space is finite and we must make the most efficient use of it as possible in order to improve accessibility across B&NES. Currently across our transport network there is very little space dedicated to those walking, wheeling and cycling relative to motor vehicles. Currently across B&NES there is 1,102km of roads for vehicular traffic but only 885km of footways and 39km of dedicated off-road cycle routes.

*As a percentage of the overall road space available within B&NES, space for cars and other motorised traffic accounts for more than half at 54%, whilst footways make up 43% and dedicated cycle routes accounts for less than 2%.*

We must start planning how we can move more people in more efficient ways in order to address our climate emergency and help tackle congestion and, in doing so, meet our objective to address air quality. Walking, wheeling and cycling are efficient ways to travel with less demand on road space than cars carrying individual people. But in order to ensure these modes are realistic for people, we need to provide infrastructure for this, and existing road space is not enough.

If we want more people to walk, wheel and cycle across our district we must start providing more dedicated facilities for these modes to make it safer, more convenient and much more pleasant. To achieve this, it will be necessary to reprioritise the limited road space we have available in favour of active travel provision.

In line with the Joint Local Transport Plan 4, B&NES supports the reallocation of road space in favour of walking, wheeling and cycling as an essential measure to achieve its transport objectives, although new schemes must be considered on a case-by-case basis.

We are in the process of developing a Movement Strategy for Bath which will look at how different roads across the city are used and propose how they could work differently in the future. Once completed, it will change the way that traffic and people use roads and streets to move around the city. Space on the roads could be freed up for more frequent and reliable public transport, as well as creating a safer and more attractive environment for people walking, cycling or using other methods of active travel. B&NES will consider similar reviews in other areas of the district.

Wherever possible, we will look to reallocate road space to walking, wheeling and cycling that carry people more efficiently. We will achieve this through converting road space currently used by motorised traffic, creating safer, more attractive active travel infrastructure.

### 7.3.2 Road safety and traffic calming

B&NES will seek to lower speeds to encourage active travel, address actual and perceived danger, and reduce the risk of accidents. We will prioritise the implementation of traffic calming measures and speed enforcement strategies. This includes installing average speed cameras, road humps, speed cushions, narrowings, chicanes, gateways and parking management to enhance the character and attractiveness of active travel while ensuring road safety.

We will collaborate closely with the police to identify the most effective enforcement tools. This includes initiatives such as Community Speed Watch, vehicle-activated signs, mobile safety camera enforcement, and static safety camera installations. B&NES is committed to achieving Vision Zero. Our goal is to achieve a future where our transport networks are devoid of fatalities and serious injuries. We will adhere to a comprehensive Safe System approach, tirelessly working to minimise road safety issues through infrastructure improvements, effective enforcement, data-driven decision-making, public engagement, and education.

- 1. Safe Speeds:** Our Vision Zero initiative in B&NES focuses on encouraging safe speeds appropriate to the streets of our bustling and populated district.
- 2. Safe Streets:** The safety of our road users is paramount, and we are committed to creating an environment safe for everyone. In B&NES, we will transform junctions, which are often the locations of collisions, ensuring safety is a central consideration in all design schemes.
- 3. Safe Behaviours:** Reducing the likelihood of risky behaviours on our road is a key aspect of Vision Zero in B&NES. We will achieve this by implementing a package of measures. Our strategy includes targeted enforcement to deter risky behaviours, impactful marketing campaigns to raise awareness, comprehensive educational programs for all road users, and specialised safety training for pedestrians and cyclists.
- 4. Post-Collision Response:** In the unfortunate event of a road incident, we are dedicated to improving our post-collision response.

*“15 people were killed and 133 seriously injured by vehicle collisions within Bath and North East Somerset. On average, 30 people were injured every year.”*

### 7.3.3 20mph zones

Bath & North East Somerset Council is taking significant steps to enhance road safety, promote active travel, and improve the overall transport experience for residents and visitors. As part of our ongoing efforts, we are introducing 20mph speed limits along several key roads across the district. These measures align with our commitment to improving

air quality, reducing accident risks, and encouraging more people to walk, wheel, and cycle by making our roads safer for everyone.

The speed at which people drive also impacts the likelihood and severity of the outcome of a collision. People walking hit by a vehicle at 30mph are around five times more likely to be killed than at 20mph. Reducing speeds and imposing more 20mph limits is one of the most impactful things we can do to reduce the risk of people being killed and seriously injured on our roads. By ensuring that the roads are safer for everyone, we aim to ensure that more individuals can take up walking and cycling as their preferred modes of transport.

We will keep introducing and expanding 20mph zones, responding to local demands that support walking and cycling to ensure that the 20mph zones not only improve road safety but also promote active travel. Additionally, we will keep assessing and managing traffic speeds in rural areas and along rural roads as part of our broader plan to make rural cycling more attractive by addressing the main deterrent, which is traffic speed.



### Case Study – Wales 20mph

Many towns and cities have introduced 20mph limits on a case-by-case basis. In September 2023, Wales implemented a default 20mph speed limit on restricted roads, replacing the previous default of 30mph. This widespread change to 20mph zones aimed to reduce speeds and improve road safety across the country. It was announced in April 2024 that certain roads would revert back to a higher speed limit, but the principle of a default 20mph has been particularly successful in areas with higher volumes of pedestrians and cyclists.

An independent analysis was conducted to assess the impact of the 20mph zones on vehicle speeds in the first week after implementation. The study analysed GPS data from over 13 million vehicle trips in 10 Welsh towns and cities, including major population centres such as Cardiff, Swansea and Wrexham.

#### Key Findings

- Average vehicle speeds reduced by 12.8%, from 22.7mph to 19.8mph, following the introduction of 20mph zones. This shows significant compliance with the new speed limits.
- The proportion of roads with average speeds at or above 30mph dropped from 2.3% before implementation to just 0.2% after.
- Around half of roads (49.5%) saw average speeds above 20mph. This indicates more work is needed to improve compliance, although most excessive speeds were within 4mph of the limit.
- Median travel times increased by 45-63 seconds on sample 2.5km routes. Those traveling at higher speeds previously saw the greatest increase in journey time.
- Speed limit compliance was highest in Wrexham (3.7mph reduction) and lowest in Merthyr Tydfil (1.2mph reduction), pointing to varied effectiveness across Wales.

The analysis indicates the new 20mph zones have been largely successful in reducing speeds across Wales. Although compliance is not universal, the significant drop in average speeds and extremely excessive speeds shows most drivers are adhering to the new limits. This is likely to lead to improved road safety, with reduced risk and severity of crashes.

### 7.3.4 School Streets

The school run is a major contributor to traffic during peak times throughout the school week. These journeys contribute to congestion, noise, and air pollution, as well as creating safety issues due to parking and manoeuvres where there are high volumes of traffic, especially when children are walking and cycling along the path.

A School Street is a road outside a school that is temporarily closed to motor traffic during drop-off and pick-up times to create a safer environment for students walking, cycling, or using other active modes of transportation. Bath and North East Somerset Council will seek to enhance road safety and promote active travel through the implementation of School Streets across our district. By doing this we will create a safe and convenient environment for active travel, enabling children to walk, wheel and cycle to school.

At locations where we face challenges due to traffic impacts, we will explore comprehensive traffic reduction measures to facilitate the implementation of School Streets. Our goal is to ensure that all of the primary schools in B&NES can be accessed via low-traffic safe streets that enable more of our children to travel to school safely. B&NES will collaborate with wider partners such as Public Health, schools and their families to explore ways to increase the number of journeys made by active modes.

B&NES will explore two kinds of School Street:

1. Temporary / Volunteer-led School Streets – Parents apply for permission to temporarily close the street, typically a few times a year. They voluntarily take on the role of traffic marshals during these closures.
2. Permanent, Enforced School Streets: These are enduring School Street initiatives with built-in enforcement mechanisms. Drivers are required to avoid these areas every weekday during the school term.

Implementing School Streets may not be feasible for every school, particularly those located along bus routes or major roads. The suitability of a School Street scheme often depends on the school's location. Moreover, the successful implementation of a School Street, especially if operated with manual traffic marshalling, hinges on the active participation and enthusiasm of volunteers, such as parents, governors, and school staff. It is also worth noting that not all schools may be supportive of the School Street concept.



### 7.3.5 Safe Routes to School

The UK government has set a number of challenging targets for active travel levels. This includes increasing the percentage of children aged 5 to 10 that usually walk to school from 49% in 2014 to 55% in 2025<sup>43</sup>.

Our ambition is for all secondary school pupils to be able to travel independently to school whether by bus, on foot, or by bike, in both urban and rural areas. We would like to break the cycle of parents driving their children to school because of real or perceived threats to their safety. To do this, we will look at improvements to walking and biking facilities close to schools and develop:

- High-quality routes.
- Good crossing facilities.
- Reduced traffic speeds.
- Good levels of security and lighting.
- Secure, undercover bike storage at school sites.
- An Enhanced cycle training programme that will support children's transition to secondary school, giving them the tools and confidence to make those school trips by bike.

### 7.3.6 Maintenance

Poorly maintained road surfaces, particularly those riddled with potholes, pose significant threats to all users of active travel. For cyclists, potholes can cause sudden jolts or loss of control, leading to accidents, injuries, or damage to bicycles. Pedestrians are also at risk, as uneven surfaces increase the likelihood of trips and falls, particularly for those with mobility issues or visual impairments. Moreover, potholes can be especially hazardous for users of mobility aids such as wheelchairs or scooters, potentially causing equipment damage or causing individuals to become stuck or injured. Overall, addressing road surface maintenance is crucial for ensuring the safety and accessibility of active travel routes for all users.

Ensuring secure and pleasant walking, wheeling and cycling experiences relies on well-maintained surfaces. Road maintenance is a crucial element in guaranteeing that road or path surfaces on the network remain smooth, well-drained, and visually appealing. Regular pruning of vegetation overlooking active travel routes, paths and footways is essential to create a safe and welcoming environment for active travel. An overgrown path or cycle route can pose significant hazards to users by effectively narrowing the available space, leading to reduced clearance and increased potential for conflicts between pedestrians, cyclists, and other users. Vegetation can limit visibility, impede passage, and create unsafe conditions, compromising the overall usability and safety of the pathway or cycle route.

<sup>43</sup> DfT – Cycling and Walking Infrastructure Plan

Furthermore, road improvements, especially routine resurfacing, offer a cost-effective opportunity to significantly enhance cycle routes, particularly those reliant on line markings, especially on main roads where traffic management is a substantial element of scheme cost.

B&NES will seek to improve the maintenance of our footways and cycle routes to ensure that surfaces are smooth, well-drained, and safe. We will also review our maintenance program for cutting back vegetation on or near our public footpaths and cycle paths, collaborating with local communities to identify problematic areas.

### 7.3.7 Wayfinding and signage

B&NES will place a strong emphasis on the role of wayfinding and signage in promoting active travel. Our strategy revolves around providing clear and accessible directions to local facilities, such as parks, schools, retail centres, and community spaces. Our goal is to create safe, appealing, and easily navigable routes for pedestrians and cyclists.

We will deliver consistent and accessible signage and wayfinding solutions. This includes offering clear and uniform directions between essential destinations. We will also explore the potential to use more digital technologies to assist visually impaired individuals, thus enhancing inclusivity.

Ensuring the safety and well being of our community is of utmost importance. We will review our signage and wayfinding systems, with a particular focus on the integration of pedestrian and cycle signage. As we promote active travel, we will work on creating a comprehensive network of routes, marked by a unique identity, to make navigation effortless and efficient for all. We will apply principles that emphasise the importance of treating signage as an integral part of the design process, ensuring consistency, legibility, and sensitivity to the environment.

As part of our forward-looking strategy, we will explore innovative digital technologies to enhance wayfinding systems. This initiative will involve the development and implementation of accessible digital wayfinding solutions, including mobile apps and interactive maps. These tools will provide real-time information about active travel routes, such as walking and cycling paths, public transport options, and points of interest. They will cater to a wide range of users, including those with disabilities, by offering features like voice-guided navigation and screen-reader compatibility. Our aim is to make it easier for everyone to plan and navigate their journeys, promoting inclusivity and accessibility in our active travel network.

## 7.4 Behaviour Change & Education

### 7.4.1 Branding of walking and cycling network

We recognise the significance of branding our active travel routes and networks. This section outlines the essential principles and considerations when it comes to creating a distinctive and memorable brand for our infrastructure, with the objective of improving visibility and encouraging walking, wheeling and cycling as the preferred mode of transportation in our region.

To make the network easily recognisable, a strong emphasis will be placed on brand consistency. This means that visual elements, such as logos, colour schemes, and typography, will be consistently applied across all aspects of our network, from signage to promotional materials. This consistency will build trust among users and reinforce the identity of the National Cycle Network routes in Bath and North East Somerset.

Branding will be seamlessly integrated into our signage and mapping systems. Direction signs will prominently feature our network's logo, creating a strong link to the National Cycle Network. This ensures that users can easily associate route names and numbers with our network's visual identity. Digital and printed maps will also reflect our branding, providing a unified and user-friendly experience.

Branding elements should also go beyond visual recognition. They will serve as reminders of responsible behaviour on the network. This means using branding to encourage courteous and safe cycling practices, such as adhering to traffic rules and demonstrating respect for shared path etiquette.

Ensuring consistent branding at key points, including junctions and decision points, will enhance the legibility of our routes. Users will be able to navigate the network with ease, making their cycling journeys more convenient and enjoyable.

To make our network more appealing, we will use branding to create attractive and engaging environments. Elements such as artistic designs, interpretation boards, and eye-catching visuals will be integrated along the routes where safe to do so. These elements will not only enhance the user experience but also make using the network a memorable and enjoyable activity.

A consistent brand identity will extend to our outreach and promotional efforts. Whether through digital campaigns, brochures, or public events, our brand will remain consistent and recognisable. This not only builds trust but also encourages users to explore the network further and participate in our active travel initiatives.

The combination of these branding principles, in alignment with the guidance from Local Transport Note 1/20, will create a compelling and recognisable brand for our network. This approach will not only encourage more people to adopt walking, wheeling and cycling as their preferred mode of transport, but also foster a sense of community and responsibility among all users in Bath and North East Somerset.

#### 7.4.2 Social prescriptions, including walking, wheeling and cycling

Social Prescribing attempts to establish meaningful connections between individuals and a diverse range of local resources, activities, and services within their communities. These connections serve to address the practical, social, and emotional needs that significantly influence an individual's health and overall wellbeing.

B&NES received funding in 2023 from the Department for Transport to trial ways in which health workers can be supported to prescribe walking and cycling for health, wellbeing and to promote active travel for everyday journeys.

The Active Way is a three-year pilot project being delivered by B&NES, which will provide a range of free activities to increase the health and wellbeing of the people in the Somer Valley, through active travel.

The Active Way aims to remove any obstacles (physical and mental) to becoming more active through travel, whether that is the opportunity to try something new, access to bikes or local infrastructure, or the support to become more confident, meet like-minded people and offer advice with the overall aim of establishing sustained behaviour change.

Subject to the monitoring of this trial, B&NES will continue to support these initiatives to reduce reliance on prescribed pain medication, mental health need, and health inequalities, and improve life expectancy through active travel measures. While only available currently in the Somer Valley, this scheme could be implemented in other parts of the district.

#### Case Study – Branding and ‘The Bee Network’

*Greater Manchester's Bee network is an integrated London-style transport system which seeks to join together buses, trams, cycling and walking and rail. The Manchester Bee Network has emerged not only as a strategic transportation initiative but as a powerful brand that has played a pivotal role in raising awareness of active travel and driving a significant modal shift towards healthier and more sustainable transport options. The distinctive branding of the Bee Network, inspired by the iconic Manchester bee symbol, has proven to be a key factor in capturing public attention, building trust and familiarity and promoting the adoption of active and sustainable modes of transportation.*

*The brand's visual elements, including the bee logo prominently featured on signage, cycling lanes, and promotional materials, have become synonymous with the ideals of active travel. This consistent and recognizable branding has contributed to a strong association between the Bee Network and the benefits of walking and cycling, reinforcing the message that these modes of transport are integral to a healthier and more sustainable lifestyle. The Bee Network has cultivated a cultural shift towards a more sustainable and active future for the city and in doing so has become more than just a transportation project but a symbol of Manchester's commitment to a sustainable and active future.*

#### 7.4.3 Bikeability and adult cycle training

One in eight UK adults do not know how to cycle and one in five have not ridden a bike for more than 10 years. Many adults cannot cycle or lack the confidence to. Adult Cycle Training sessions can boost their confidence and improve their cycling skills. B&NES will promote and provide cycle training for adults, including people with disabilities.

Currently, we provide regular one-to-one cycle courses for adults. As part of the Active Travel Masterplan, B&NES will continue to deliver this training whilst also exploring options for online sessions.



Bikeability is a cycle training programme that aims to help you cycle to the National Cycling Standard. It is about gaining practical skills and becoming confident to make safe and responsible on-road journeys. That means making frequent observations, choosing suitable riding positions, communicating intentions clearly to others, and understanding priorities when negotiating shared spaces.

B&NES Council is committed to expanding its Bikeability program as a pivotal component of the Active Travel Masterplan. B&NES aims to extend the reach of Bikeability training beyond schools, making it accessible to workplaces and community groups.

Recognising the cooperative relationship between education and cycling proficiency, B&NES plans to integrate Bikeability training into the educational curriculum. By collaborating closely with schools, the goal is to ensure a significant portion of students undergo Level 2 Bikeability training by the end of Year 6.

Sustainability of the Bikeability program is integral to its long-term success. B&NES will actively seek funding partnerships to support ongoing maintenance of school cycle fleets, ensuring the program's longevity and effectiveness. This proactive approach to securing funding will involve exploring various streams and strategically allocating resources based on availability and requirements.



#### 7.4.4 Campaigns to promote walking and cycling

There is a significant benefit to be gained by introducing incentives that promote behavioural change, emphasising the application of new habits and giving individuals the awareness, skills, and confidence to opt for active travel. These incentives, working alongside other measures, create a comprehensive approach for increasing active travel participation.

To promote walking, wheeling and cycling as attractive and accessible modes of transport, B&NES Council will continue to deliver engaging travel choice campaigns. Through targeted marketing efforts, we will aim to raise awareness of the benefits of walking, wheeling and cycling for individuals, communities, visitors, and businesses alike.

One initiative already being delivered by the council is Modeshift STARS. By developing a travel plan with schools, it helps to educate children about not just the benefits to their health, parents, and staff, but also improves the local environment for the whole community, by reducing the amount of cars on our roads. This initiative is just one way to increase the number of people using active modes to move around the district.



# Action Plan

Bath & North East  
Somerset Council

Improving People's Lives

## 8.1 Existing Active Travel Infrastructure

Walking and cycling infrastructure is varied across the B&NES district. In urban areas, there are well-established networks for active travel, through the provision of footways running alongside carriageways, our Public Rights of Way network, shared walking / cycling routes as well as some dedicated cycleways. The main considerations for these networks include the provision of continuous and coherent routes, and ongoing challenges to maintenance amidst funding shortages. The shared pedestrian, wheeling and cycle routes which are adjacent to carriageways and the on-carriageway cycle lanes are less attractive for pedestrians and cyclists respectively when compared to segregated facilities dedicated to a single mode.

In rural areas, provision for active modes is less established, less utilised and often limited to within rural settlement boundaries, although some strategic cycling routes connecting settlements are available. Walking, cycling and wheeling are mostly associated with leisure uses and infrastructure is often not designed to be accessible for all users including wheeling. There are a number of flagship strategic active mode routes within the district, including The River Avon / Avon and Kennet Canal shared-use towpath (part of National Cycle Network (NCN) Route 4) through Bath City Centre, the Bristol to Bath Railway Path (part of NCN Route 4), and the Two Tunnels Circuit which is illustrated in Figure 8.1.

There are a series of leisure walking routes within the Bath urban area and the World Heritage setting around Bath which are promoted by Bathscape. These are shown in Figure 8.1.

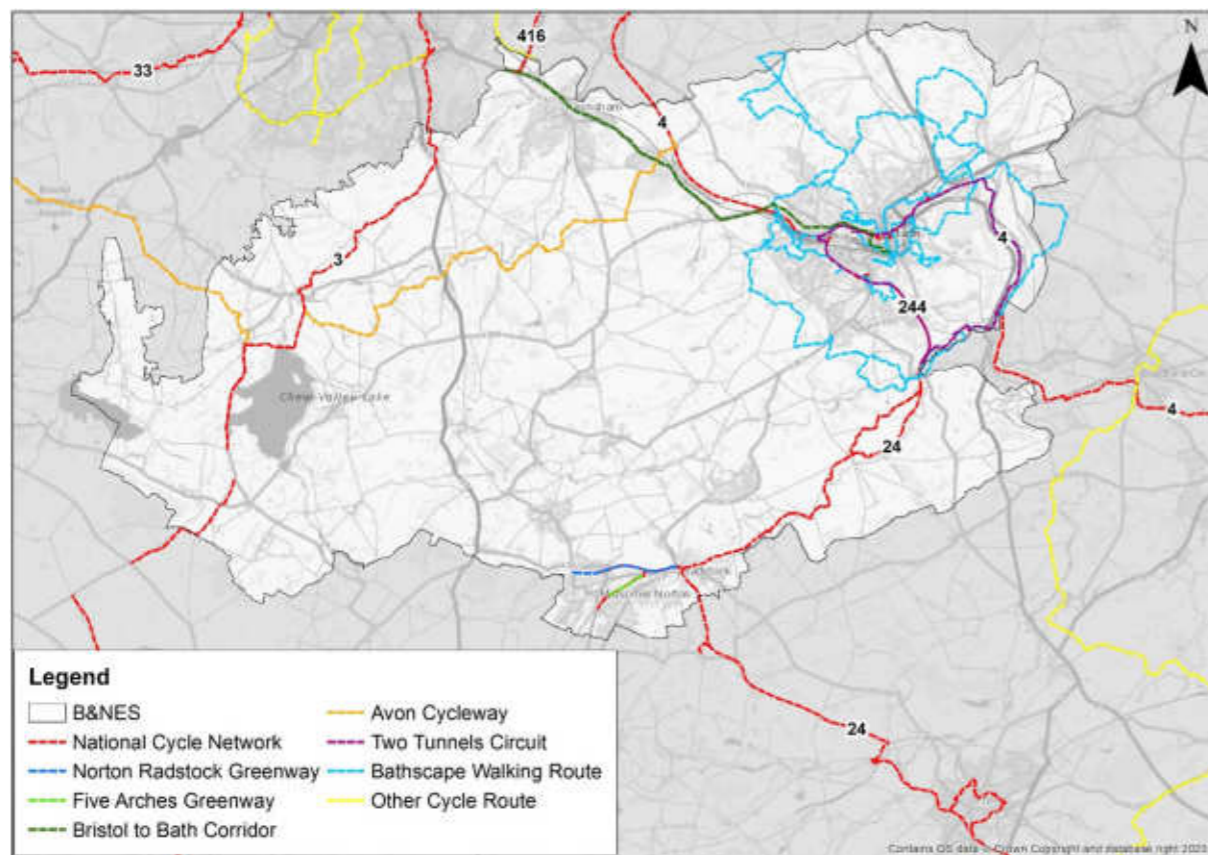


Figure 8.1: Existing Active Travel Routes

Figure 8.1 shows that NCN Route 24 runs from Bath through Radstock to Frome and on towards Eastleigh (Hampshire). Route 24 through Radstock is part of the Colliers Way, which connects Frome with the Dundas Aqueduct on the outskirts of Bath via a mixture of on-road and traffic-free cycle paths. The NCN Route 24 connects with the NCN Route 244 (The Two Tunnels Greenway) which connects Midford with Bath.

The Norton - Radstock Greenway is a traffic-free cycle route approximately 3.2km long which runs from Northmead Road in Midsomer Norton to Somervale Road in Radstock where it connects to the NCN Route 24.

There is access from the Norton – Radstock Greenway to the Five Arches Greenway at Radstock Road. The Five Arches Greenway runs from Radstock Road south along the disused railway line which separates Midsomer Norton and Westfield, ending at Silver Street. Both Greenways can be used to access the NCN Route 24.

NCN Route 244 is a traffic-free cycle path between Bath and Midford that connects to NCN Route 4 and Route 24 and is part of the Bath Two Tunnels Circuit.

NCN Route 3 provides a cycle route between Land's End in Cornwall to Bristol. NCN Route 3 passes through the study area along Norton Road over the A37 and along Sleep Lane to connect to the Whitchurch Railway path. From Whitchurch Village, the NCN Route 3 can be accessed via Staunton Lane, Sleep Lane and Norton Lane and there are several connections to the Whitchurch Railway path from residential roads.

NCN Route 4 is a long-distance cycle route from London to Fishguard in west Wales, which includes the Bristol-Bath Railway Path.

The Avon Cycleway is an 85-mile circular route around the city of Bristol. The cycleway connects to NCN Route 3 and 4.

In addition, within the B&NES district there is a large network of Public Rights of Way (PRoW) which are shown in Figure 8.2 and Figure 8.3.

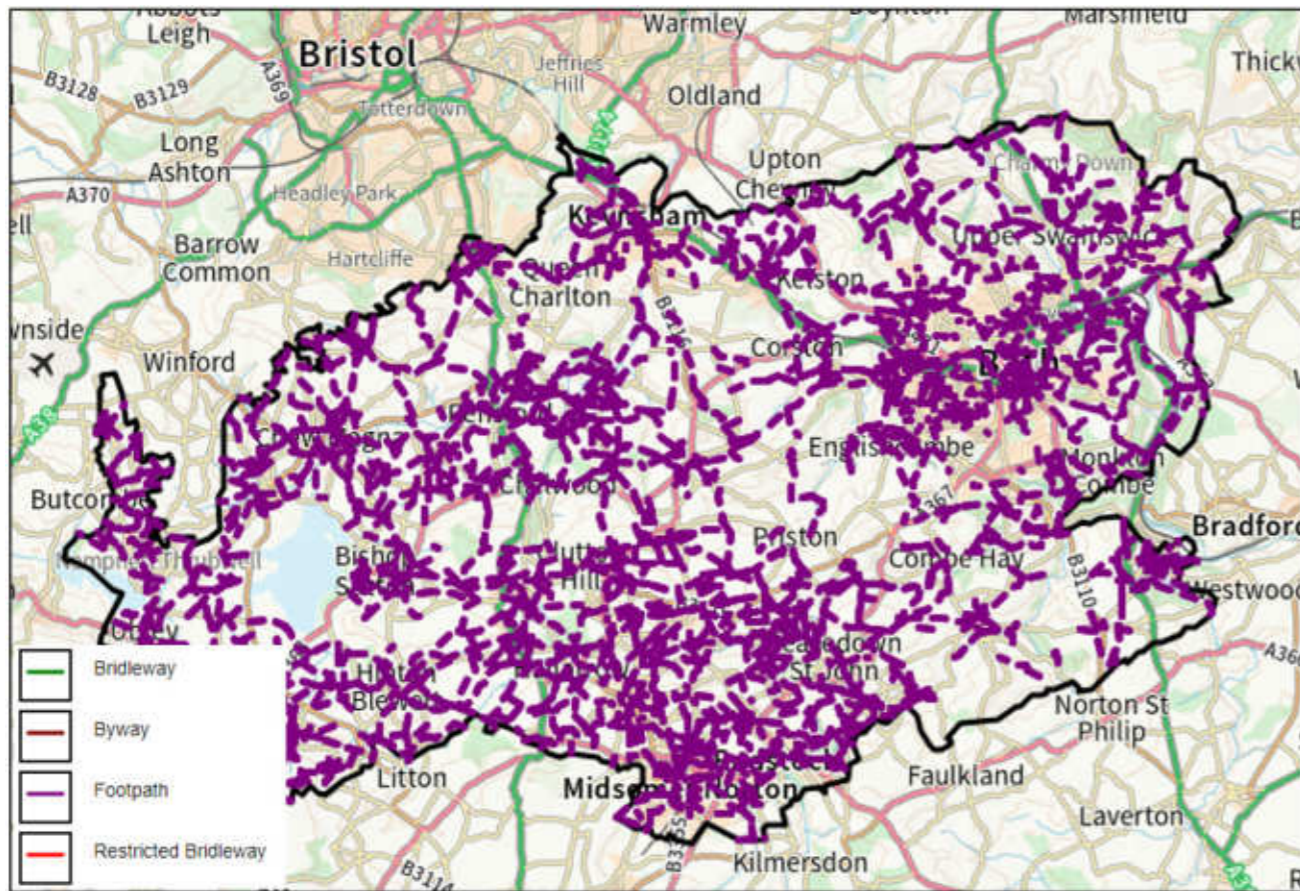


Figure 8.2: PRoW Network – Footpaths (Source: B&NES website)

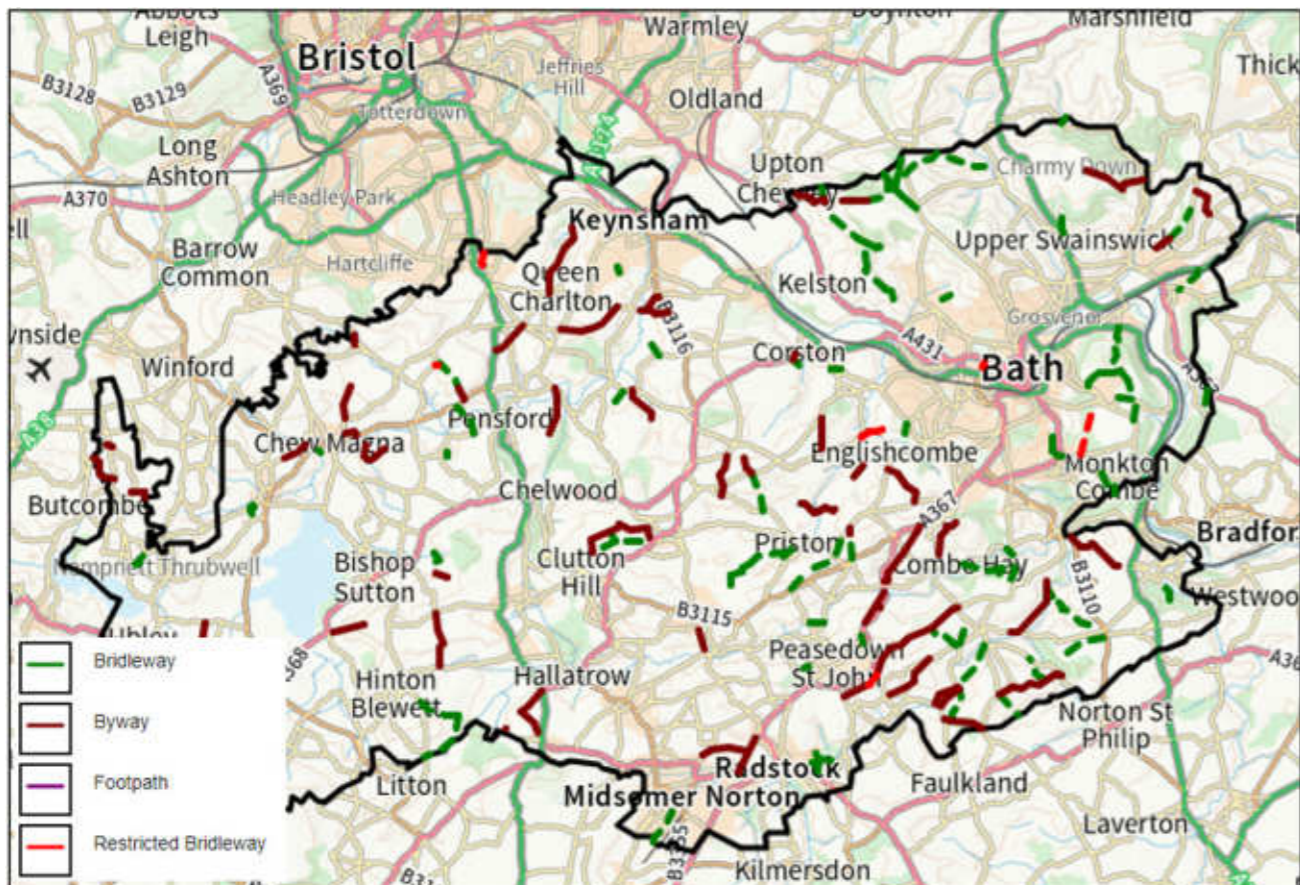


Figure 8.3: PRoW Network – Bridleways, Byways and Restricted Bridleways (Source: B&NES website)

Figure 8.2 and Figure 8.3 show that there is an extensive PRoW network across the B&NES district, encompassing both rural and urban areas.

However, there are also sections of missing pavements across the district which are shown in Figure 8.4 below.

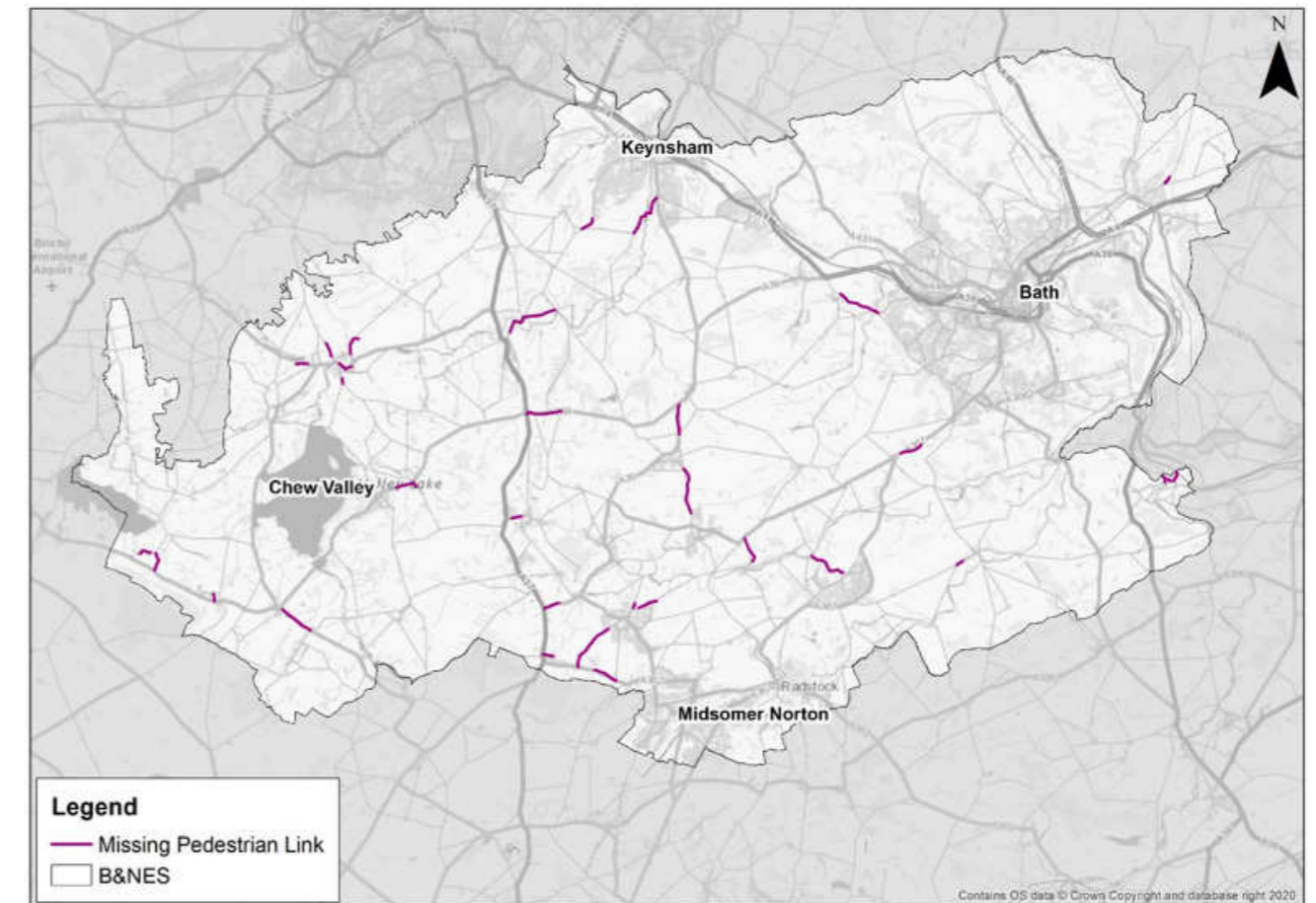


Figure 8.4: Missing Pavements across the District

The local walking, cycling and wheeling networks in the four broad locations for growth vary by location, as discussed in the following paragraphs.

### 8.1.1 Local Plan Growth Areas

The Hicks Gate area is bisected by the A4 Bath Road, which creates severance for pedestrians. Large distances between safe, formal crossing points are likely to increase the amount of informal crossing taking place along the corridor, which can present a risk to pedestrian safety. The majority of the A4 routed through the Hicks Gate area has shared pedestrian cycle paths on both sides of the carriageway. There are a number of Public Rights of Way (PRoWs) in the Hicks Gate area, albeit connectivity is hampered by topography and barriers to movement such as major roads, the river and railway line.

NCN Routes 3 and 416 are located in the vicinity of Hicks Gate, providing connections to Bristol City Centre, Whitchurch Village and north Bristol.

Keynsham and Saltford are also bisected by the A4 Bath Road, which is heavily trafficked and creates further local severance and acts as a barrier to north-south pedestrian movement. For example, from the residential areas to the south of the A4 and supermarket and employment opportunities to the north in the Ashmead Industrial Estate. However, the A4 does provide a footway, shared with a cycleway in places, which strengthens east-west pedestrian and cycle movement. Within the residential areas of Keynsham and Saltford, the footways are mostly located on both sides of the carriageway. Furthermore, 20mph speed limits are in place in residential areas and around schools e.g. on Charlton Road, which further improves the comfort and safety of pedestrians. There has been a longstanding aspiration amongst those who live in and visit Keynsham to improve the public realm and reduce traffic levels within the town centre, especially the High Street. As part of the Keynsham Transport Strategy, the High Street was reconfigured, becoming one-way to vehicles between Charlton Road and Bath Hill junction with a contra-flow cycle lane. This enabled improvements to the public realm, including widened pavements, green planting and the provision of convenient cycle parking.

There are a number of PRow footpaths through the countryside around Saltford. It is also worth noting that the Bristol and Bath Railway Path which forms part of the NCN Route 4 is also suitable for walking trips. The Sustrans website describes the route as having “disabled access” (albeit the accesses in the vicinity of Saltford may not be sufficient for all users). Also noteworthy is the Avon Cycleway which is an on-road circular route predominately used for leisure trips. It is worth noting that people access the Bristol to Bath Railway Path via the eastern extent of the 3m shared cycleway adjacent to the A4 (Norman Road/Beech Road).

In the Somer Valley, there is a network of footpaths which provide alternative routes to the main roads between the main settlements. However, for these routes to provide realistic, safe and usable routes and for them to connect to existing established walking and cycling routes such as the Norton – Radstock Greenway, upgrades in terms of their surfacing, lighting, crossings, wayfinding and access are needed. There are also topographical challenges across the Somer Valley which act as a significant barrier to walking and cycling.

NCN Route 24 runs from Bath through Radstock to Frome. At Midford, the route spurs into Route 244 which includes the Bath Two Tunnels route. This section runs through the Combe Down Tunnel. At an impressive 1,672 metres (approximately 1 mile) long, it’s the UK’s longest cycling and walking tunnel. Route 24 travels along the Colliers Way. The route between Dundas Aqueduct, Radstock and Frome makes use of disused railway lines and quiet country lanes meaning that whilst it’s not as direct as the A367, it provides a less steep route.

The cycle route from Radstock to Bath via the NCN 24 and Two Tunnels Greenway is approximately 16 km long. Within the Somer Valley, the Norton - Radstock Greenway is a heavily used traffic-free cycle route approximately 3km long, which runs from Northmead Road in Midsomer Norton to Somervale Road in Radstock where it connects to the NCN Route 24. There are plans to extend this route in a westerly direction as part of the Somer

Valley Enterprise Zone, linking this to the Midsomer Norton and Radstock.

Within Midsomer Norton there is a bridleway which runs along Withies Lane (adjacent to the Midsomer Norton South Heritage rail line). Other short sections of bridleway are in Radstock (A362 to Mill Road) and Church Hill to Tynning. In Peasedown St John there are short sections of bridleway, including Eckweek Lane to Dunkerton Hill and Whitebrook Lane to New Buildings. Otherwise, there is limited dedicated cycle infrastructure to connect the towns and villages within the Somer Valley.

Whitchurch Village is bisected by the A37 corridor, which provides an arterial route into Bristol City Centre. However, pedestrian and cycle facilities alongside the A37 are fragmented and limited which discourages its use by active modes. Pedestrian crossing points across the A37 are present, although they do not accommodate the desire lines which may be associated with new housing growth in the area.

The existing residential areas provide a network of footpaths and there are also a number of PRow’s which provide connections for pedestrians to Keynsham. As part of the Liveable Neighbourhoods programme, a modal filter has been put in place on Queen Charlton Lane to prevent through traffic using the route. The introduction of a restriction preventing access for motorised vehicles has resulted in significantly more active travel journeys. Recent monitoring has shown that a year after launch, an average of 50 more pedestrians are walking along the lane each day. This represents an increase of just under 300% compared with baseline data. In addition, the public have commented on how the restriction has improved safety for pedestrians, cyclists and horse-riders.

### 8.1.2 20mph zones

B&NES Council has implemented 20mph speed limits along several key roads across the district within Bath, Keynsham, the Somer Valley and many villages. This is part of an ongoing effort to reduce overall traffic speeds to improve safety for all road users, including those walking, wheeling and cycling.

## 8.2 LCWIP and other planned/committed schemes

### 8.2.1 Somer Valley Links

The Somer Valley Links project, developed by the West of England Combined Authority (WECA) in partnership with B&NES Council, aims to give people more options to travel sustainably between Midsomer Norton, Westfield, Radstock and Bath/Bristol along the A37, A362 and A367.

Proposed active travel improvements are summarised below.

- Several dedicated or segregated routes were proposed together with quieter local roads to offer better options for walking, wheeling, or cycling. The aim of these proposals is to create more continuous and direct routes and separate pedestrians, cyclists, and traffic as much as possible to make journeys safer, quicker, and easier. Routes are proposed at:
  - New segregated cycle lane along the Wellsway between Midford Road and Hatfield Road. Extending the bus lane and changes to local car parking;
  - New cycling links and improvements for walkers between Midsomer Norton and Westfield;
  - New cycling links and improvements for walkers between Silver Street and the Fosseway in Midsomer Norton;
  - New Quiet Route linking Peasedown St John to the NCN Route 24 via Shoscombe;
  - New Quiet Route linking Peasedown St John to the NCN Route 24 via High Littleton;
  - Convert Old Mills Lane into a new Quiet Route to connect Paulton with the A362;
  - New Quiet Route connecting the A367 and Main Street to Paulton Road via the Old Railway Path and shared use path along the A362 to connect to Old Mills Lane; and
  - New cycling Quiet Route using improved local country lanes as an alternative to the A37, connecting Hallatrow, Clutton, Pensford, Publow and Whitchurch village.
- Mobility Hubs – eight new mobility hubs are proposed at key locations along the A37, A362 and A367. These hubs are designed to bring different forms of transport together in one convenient place, to make it as easy as possible to make more sustainable travel choices. The aim is to switch between different types of transport such as walking, cycling or an e-scooter to standard buses, or a new on-demand WESTlink minibus, connecting to the main bus network. Cycle stands, lockers, bike repair stands and pumps, mobile phone charging points and bus stops with digital information screens are some of the features that may be available. Mobility hubs were proposed at:
  - Bath (Odd Down) - better cycling facilities and e-scooter parking at Odd Down Park and Ride;
  - Bath (Bear Flat) - new place to switch between different types of transport at the Bear Flat bus stop with new cycling facilities and e-scooter parking;
  - Pensford - new place to switch between different types of transport at Pensford Bridge bus stop with new cycling facilities and e-scooter parking. Better cycle parking and facilities and improved pedestrian crossings;
  - Temple Cloud - new place to switch between different types of transport at Paulwood Road bus stop with new cycling facilities and e-scooter parking. Better cycle parking and facilities and improved pedestrian crossings;
  - Midsomer Norton - new place to switch between different types of transport at the Town

Hall bus stop with better cycle parking and facilities;

- Radstock - new place to switch between different types of transport at the Victoria Hall bus stop (A and B) with better cycle parking and facilities;
- Peasedown St John - new place to switch between different types of transport at the Keel's Hill bus stop with improved pedestrian crossing and better cycle parking and facilities; and
- Farrington Gurney – new place to switch between different types of transport at Ham Lane bus stop. Better cycle parking and facilities and improved pedestrian crossings.

These improvements can be seen as part of the wider Somer Valley Links project, shown summarised in Figure 8.5 below.

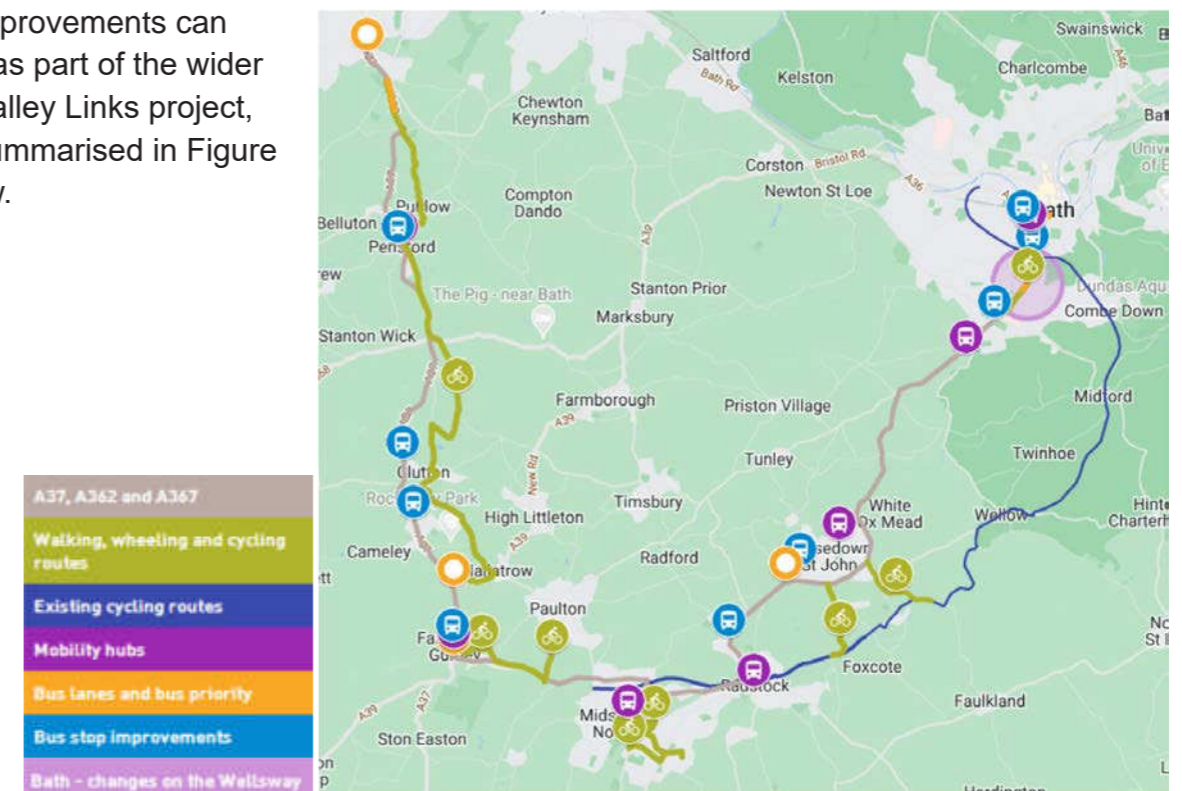


Figure 8.5: Somer Valley Links Improvements (Source: Have Your Say West website)

## 8.2.2 West of England Local Cycling and Walking Infrastructure Plan 2020-2036

The plan presents a variety of plans showing proposed improvements to walking and cycling routes throughout the West of England region. The proposed LCWIP routes in Bath and North East Somerset are at the following locations in the District and are included within Figure 8.6 below:

- Bath;
- Keynsham; and
- Somer Valley.

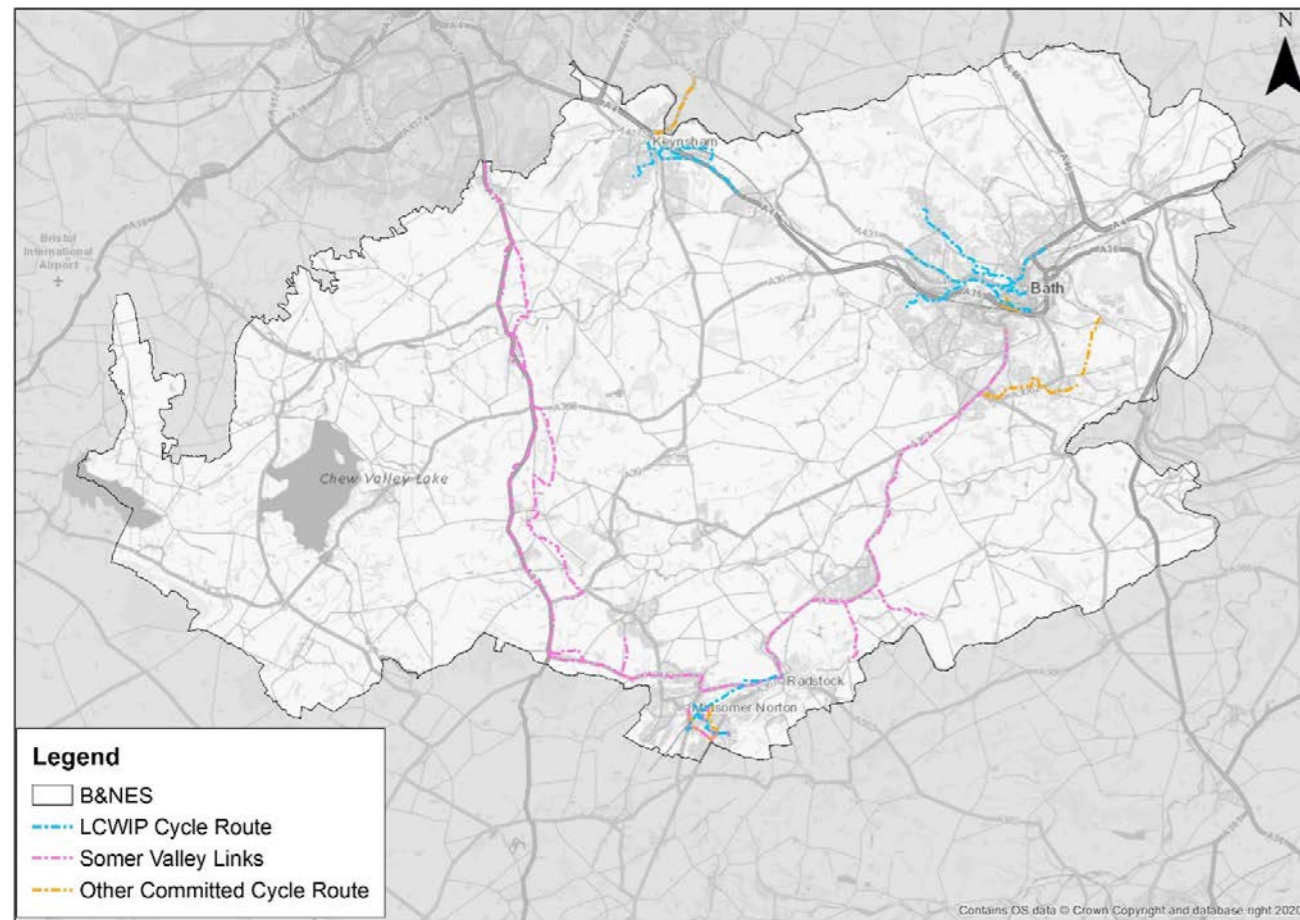


Figure 8.6: Committed / Planned Cycle Routes

### 8.2.3 Liveable Neighbourhoods

As part of the Liveable Neighbourhoods programme, B&NES is proposing a new scheme to improve walking, wheeling and cycling connections and facilities on the A37. The proposals include the following improvements:

- A new 5.2m wide 'toucan' crossing on the A37 to the north of the junction with Queen Charlton Lane with dropped kerbs and tactile paving.
- Moving the two existing bus stops 30-40m to accommodate the new crossing and the provision of bus shelters and real-time information at the relocated bus stops.
- Reduction in width of the A37 / Norton Lane junction and the A37 / Queen Charlton Lane junction to slow approaching traffic.
- Widening the shared path that forms part of the NCN 3 from 1.5m to 3m.
- A new pedestrian refuge island on Queen Charlton Lane.
- Widening the footway to the south of the proposed crossing on the eastern side of the carriageway from 1m to 2m.

- Improvements to the existing traffic island opposite the Norton Lane junction to protect the safety of right-turning vehicles.
- Removal of existing bus stop on the A37 south of Norton Lane to improve visibility.

## 8.3 Infrastructure for Future Development

In planning for the sustainable growth of our community, a key priority has been ensuring that new developments are well-integrated with an effective active travel network. To achieve this, we focused on creating an infrastructure network that allows residents to access essential services and public transport without the need for a car. Our approach was systematic and comprehensive, involving several critical steps to identify the necessary active travel routes. This approach is set out below:

- Analysed the planned growth areas and assessed the accessibility of key services and public transport to ensure that new residential and commercial developments could connect seamlessly with schools, retail centres, healthcare facilities, libraries, and employment hubs.
- Conducted a thorough evaluation of the existing active travel facilities within the key growth locations including current pathways, cycle routes, pedestrian crossings, and connectivity to public transport links. This assessment highlighted the strengths and weaknesses of the current infrastructure and provided a clear picture of where enhancements were necessary.
- Identified any missing links that would be essential to ensure each allocated site could effectively access key services and public transport through identifying any gaps in the network where additional pathways, cycle lanes, or crossings were required. We prioritized these missing links based on factors such as safety, convenience, and potential usage, ensuring that all residents, including those with mobility challenges, could benefit from improved accessibility.
- Identified potential multi-modal hubs—strategic locations where different forms of transport could intersect seamlessly. These hubs are designed to facilitate easy transitions between walking, cycling, and public transport, thereby encouraging the use of active travel modes over car dependency. By focusing on areas with high footfall and significant connectivity potential, these hubs will serve as central nodes in the active travel network.

Through this methodical approach, we developed a targeted plan to enhance the active travel routes required to support the planned growth. By ensuring that services and public transport are accessible without a car, and by identifying and addressing gaps in the current infrastructure, we are paving the way for a more sustainable, connected, and liveable community.

## 8.4 Future Infrastructure

### 8.4.1 Methodology for developing the network

This section sets out the proposals to provide infrastructure improvements in order to develop a coherent, comprehensive network of cycling, walking and wheeling routes across the district.

The proposed active mode network has been developed in the context of local, regional and national policies and is compliant with relevant regulations, as outlined in Section 3.

### 8.4.2 Walking and Wheeling Routes

Data has been extrapolated from the 2021 census 'Workday Population Method of Travel to Workplace' for B&NES at the middle super output area level to demonstrate the workplace destinations in the district which attract the greatest number of journeys on foot. The total number of walking and wheeling trips to a workplace by MSOA is illustrated in Figure 8.7. These journey destinations have been used as a first stage in identifying the walking and wheeling movements throughout the B&NES region.

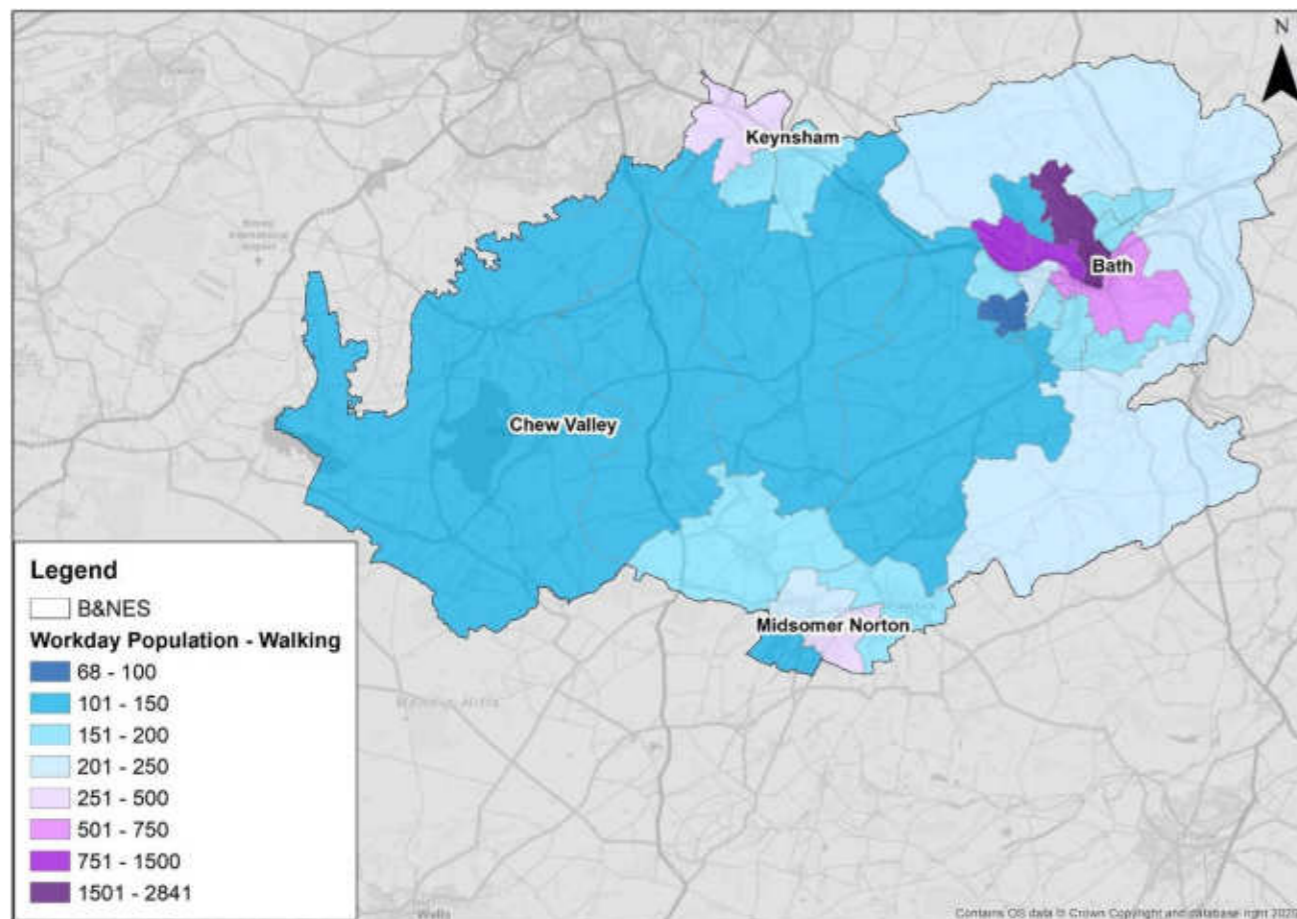
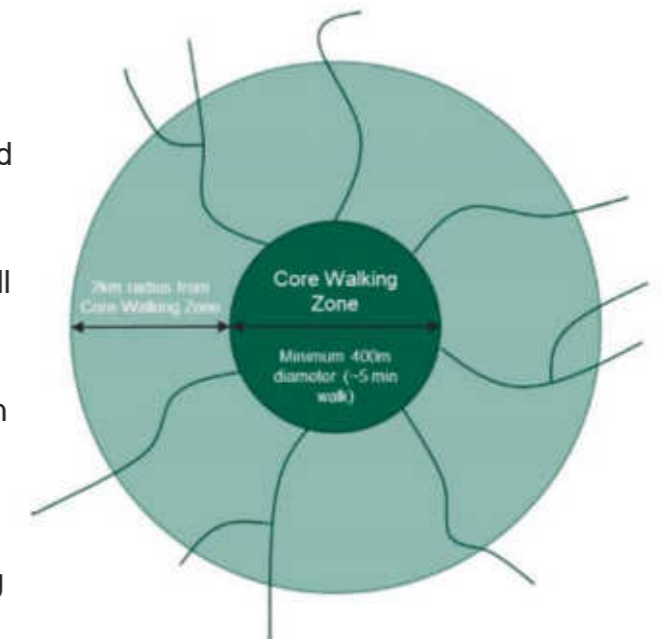


Figure 8.7: 2021 Census Workday Population Method of Travel to Workplace – Walking

Figure 8.7 highlights that the top workplace walking and wheeling destinations in the district are the following:

1. Bath City Centre;
2. Bath Riverside (including Royal United Hospital);
3. Bath University;
4. Keynsham; and
5. Midsomer Norton.

Core walking and wheeling zones are defined areas of a minimum 400m diameter which equates to an average walking or wheeling time of 5 minutes. Within these core zones all pedestrian infrastructure should be deemed to be important and crucial to providing safe journeys for people walking and wheeling. An outer 2km radius from the core walking and wheeling zone boundary has then identified. This area encompasses the important pedestrian routes that serve the core walking and wheeling zone.



The core walking and wheeling zones have been created via the mapping of trip generators or attractors. These attractors are places of significance within a community and result in generating a number of trips throughout an area. Attractors that have been considered as part of this core walking and wheeling zone assessment include:

- City, town, district centres;
- Employment areas or large individual employers, and office and business parks;
- Educational establishments, including nurseries, primary schools, secondary schools, colleges and universities;
- Healthcare establishments including hospitals;
- Retail facilities including local retail centres, shopping parades, supermarkets and retail parks;
- Community facilities and leisure venues, including community halls, sports facilities and grounds, visitor attractions, places of historical significance, parks and places of worship; and
- Transport interchanges including railway and bus stations.

To further understand the walking and wheeling zones, an additional 800m boundary has been detailed within the walking and wheeling zones, which equates to an average time of 10 minutes based on the industry standard 80m / minute.

The walking and wheeling zones presented in Figure 8.8 (a larger version is provided in Appendix A) were developed following the Department for Transport's LCWIP (Local Cycling and Walking Infrastructure Plan) technical guidance document. The walking and wheeling network map provides a high-level overview of the walking and wheeling zones within a district that can be used for further investigation and development of walking and wheeling routes.

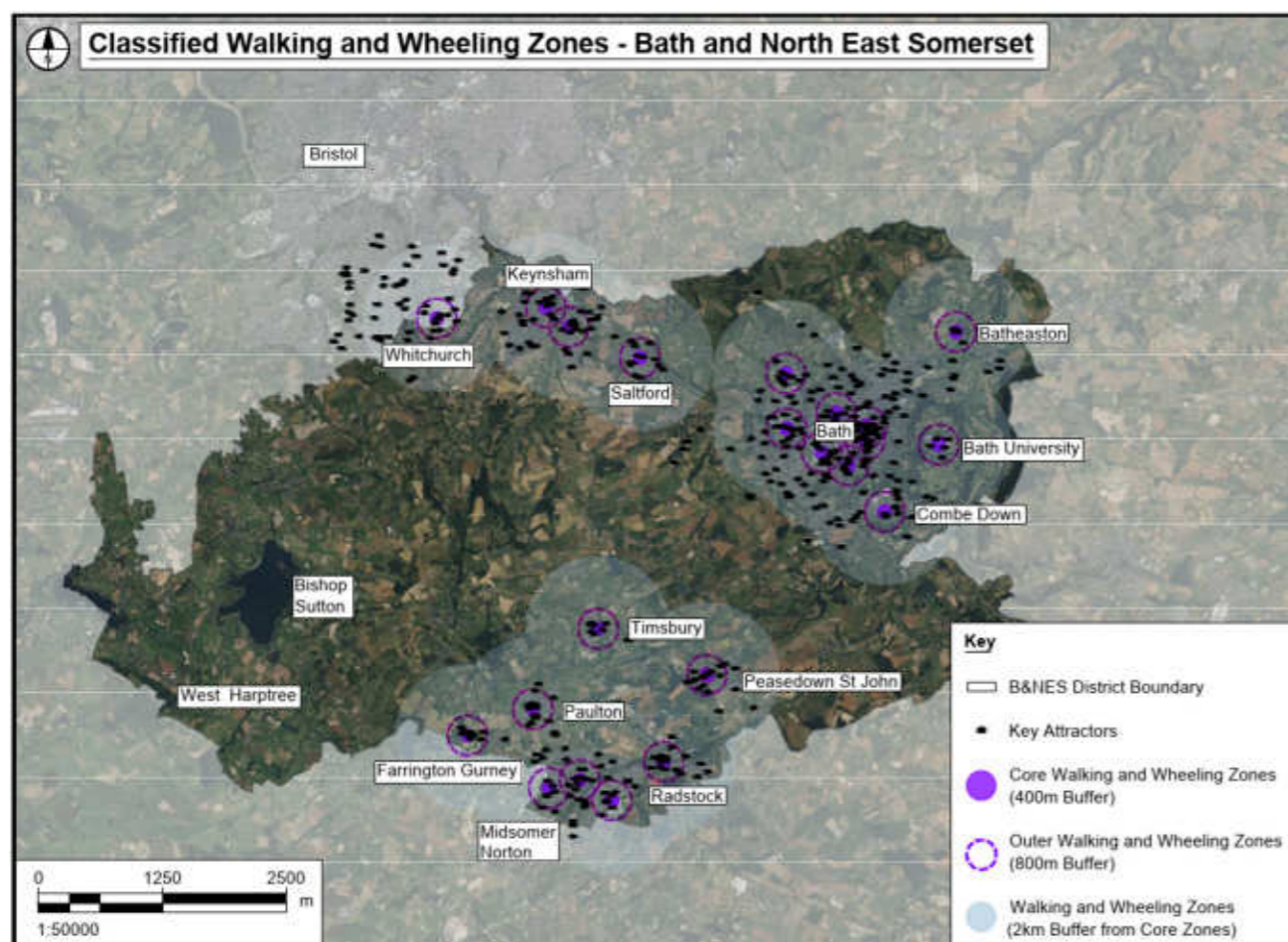


Figure 8.8: Classified Walking and Wheeling Zones in Bath and North East Somerset

The study indicated a high number of walking and wheeling zones within Bath city centre, due to the substantial number of attractors within the area. Clusters of attractors can be seen to be within the central areas of the city and include shopping areas, transportation hubs and sites of historical and cultural significance to name a few.

Keynsham and Midsomer Norton were seen to have two and three walking and wheeling zones respectively. This appears to be due to the large number of clustered attractors in these communities including schools, industrial parks, high streets and leisure facilities. The south Bristol area also can be seen to have two walking and wheeling zones due to the number of attractors in the area.

Other areas outside of Bath City were identified as having one walking and wheeling zone including Batheaston, Combe Down, Saltford, Whitchurch, Timsbury, Paulton, Farrington Gurney, Peasedown St John and Radstock. These communities predominantly had attractors relating to retail, high streets, leisure/sports facilities, supermarkets, green spaces and retail/industrial parks. In these communities there was seen to be a reduced spread of attractors with many being clustered around the high street areas of the towns.

Detailed maps of the Classified Walking and Wheeling Zones can be found within Appendix A – Walking and Wheeling Zones.

### 8.4.3 Walking and wheeling tool box

The core walking and wheeling zones are centred around many key attractors in an area and will generally see a large influx of people in these areas. Further study of these areas will aid in the identification of barriers and funnel routes (routes people are directed towards due to barriers in the area). Once these barrier and points of funnelling are identified, improvements to the core and outer walking and wheeling zones might include:

- New walking and wheeling links;
- Additional pedestrian crossings;
- Improving existing pedestrian crossing facilities, e.g. crossing width, introducing refuges, reducing waiting times, and/or increasing crossing times;
- Replacing broken/uneven/rocking pavements;
- Resurfacing pavement;
- Reducing noise by improving pavement and road surfaces;
- Improving street lighting;
- Providing CCTV security cameras;
- Increasing pedestrian capacity (Pedestrian Comfort Levels) by widening footways and/or reallocation of carriageway space;
- Removing street clutter and redundant signage;
- Reducing traffic speeds, e.g. by introducing 20mph limits/zones and providing traffic calming features;
- Providing dropped kerbs and tactile paving;
- Improving signage and wayfinding;
- Tree planting in public spaces;
- Improving planting, shade and shelter;
- Improving seating facilities to enable people to rest;
- Reduce junction radii to slow vehicles and reduce crossing distances;
- Improvements to street drainage;
- Reduction of larger, heavy vehicles in walking and wheeling zones;
- Providing segregated cycling facilities for cyclists; and
- General improvements to the public realm, encompassing some or all of the above.

#### 8.4.4 Cycle Routes

The West of England Regional Transport Model (WERTM) is a strategic transport model developed to support the evidence base for spatial strategies, major scheme business cases, other transport improvements and policy changes. The origin-destination data in WERTM has been developed using Mobile Phone Origin Destination (MPOD) data. The MPOD matrices include all trips starting in, ending in, or passing through the WECA Unitary Authorities (UAs) – Bristol City, South Gloucestershire, and B&NES; and North Somerset; plus a 5-10km buffer around the outer boundary of these local authority areas. A strength of using WERTM for origin-destination data is that it includes all journey purposes instead of relying on Census data that focusses solely on journeys to work.

WERTM has been used to determine the most popular origins and destinations of journeys made between different areas in the B&NES district and around its periphery including Bristol, Frome and Trowbridge. This has been undertaken using WERTM for the highway network for the 2042 assessment year and both the AM and PM peak hours.

Origin and destination data has been extracted from the West of England Regional Transport Model for the following areas, which are also illustrated in Figure 8.9:

1. Trowbridge
2. Frome
3. Midsomer Norton and Farrington Gurney
4. Timsbury and Paulton
5. Radstock
6. Peasedown St John
7. Bath University
8. Bath City
9. Saltford
10. Keynsham
11. Whitchurch Village
12. South Bristol
13. East Bristol
14. Bristol City Centre
15. North Bristol

This origin-destination data has been used to determine the top 30 origin-destination pairs based on the combined AM and PM peak demand for these routes. Where there were duplicate origin-destination pairs within the top 30, these were removed and resulted in 18 origin-destination pairs to use for this assessment.

The top 18 origin-destination pairs are set out below and shown in Figure 8.8:

1. Bath City – East Bristol
2. Bath City – Bath University
3. Trowbridge – Bath City
4. Keynsham – East Bristol
5. Frome – Bath City
6. Bath City – Keynsham
7. North Bristol – Bath City
8. Whitchurch Village – South Bristol
9. North Bristol – Keynsham
10. Midsomer Norton and Farrington Gurney – Timsbury and Paulton
11. Radstock – Midsomer Norton and Farrington Gurney
12. Timsbury and Paulton – Bath City
13. Radstock – Bath City
14. Bath City – South Bristol
15. Frome – Midsomer Norton and Farrington Gurney
16. Keynsham - Midsomer Norton and Farrington Gurney
17. Midsomer Norton and Farrington Gurney - Peasedown St John
18. Radstock - Peasedown St John

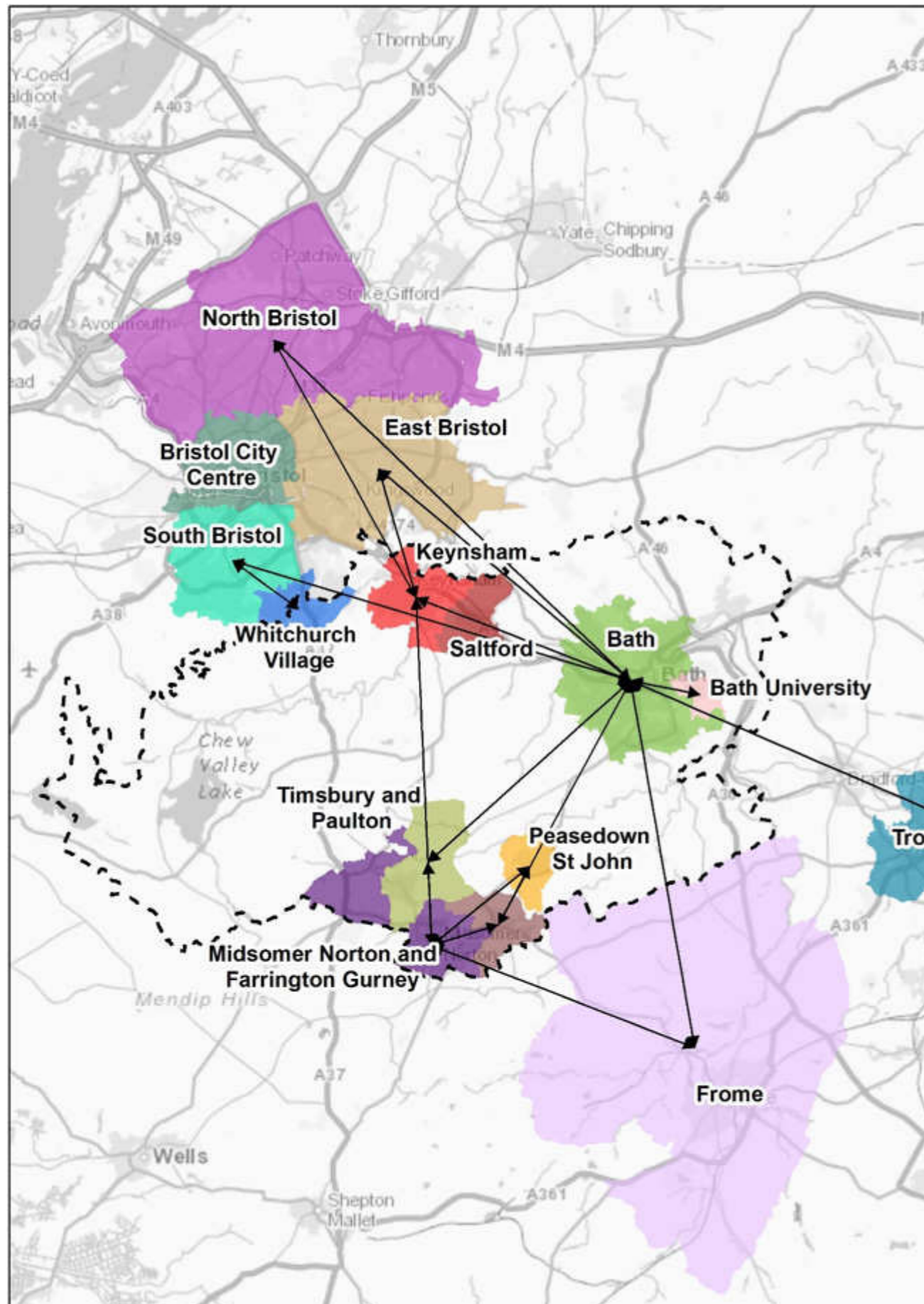


Figure 8.9: Top 18 Origin-Destinations

Identifying the potential demand for cycling using data from WERTM has provided the basis for developing the proposed cycle network. To maximise the attractiveness of cycling, where possible different types of cycle routes are proposed for the key Origin and Destinations shown in Figure 8.8. This accommodates the different types of cyclists as well as the range of journey purposes for cycling, from commuting to school and leisure trips. Additional cycle routes are also proposed using local knowledge and in consultation with key stakeholders.

Proposed cycle routes have been developed in accordance with cycle design guidance including 'Cycle Infrastructure Design' within LTN1/20 and the Propensity to Cycle tool. This tool suggests potential cycle routes within Bath and North East Somerset using the following inputs:

- Trip purpose – commuting or school trips;
- Type of cycling – straight lines, fast routes, fast and quieter routes, route network; and
- Scenario – Census 2011, government target, gender equality, go-dutch and e-bikes.

Using the Propensity to Cycle tool has provided guidance on the different type of cycle routes which would meet the demand identified in Figure 8.9.

## 8.5 Future Cycle Networks

A map showing the proposed future cycle network for the district is provided below. It is noted that routes have been proposed in areas beyond the B&NES district and will require collaboration with neighbouring councils. These routes will help to broaden the opportunities of active travel users and propose routes to neighbouring communities. The routes that are proposed outside of the district boundary would require discussions and collaboration with the relevant highway authorities.

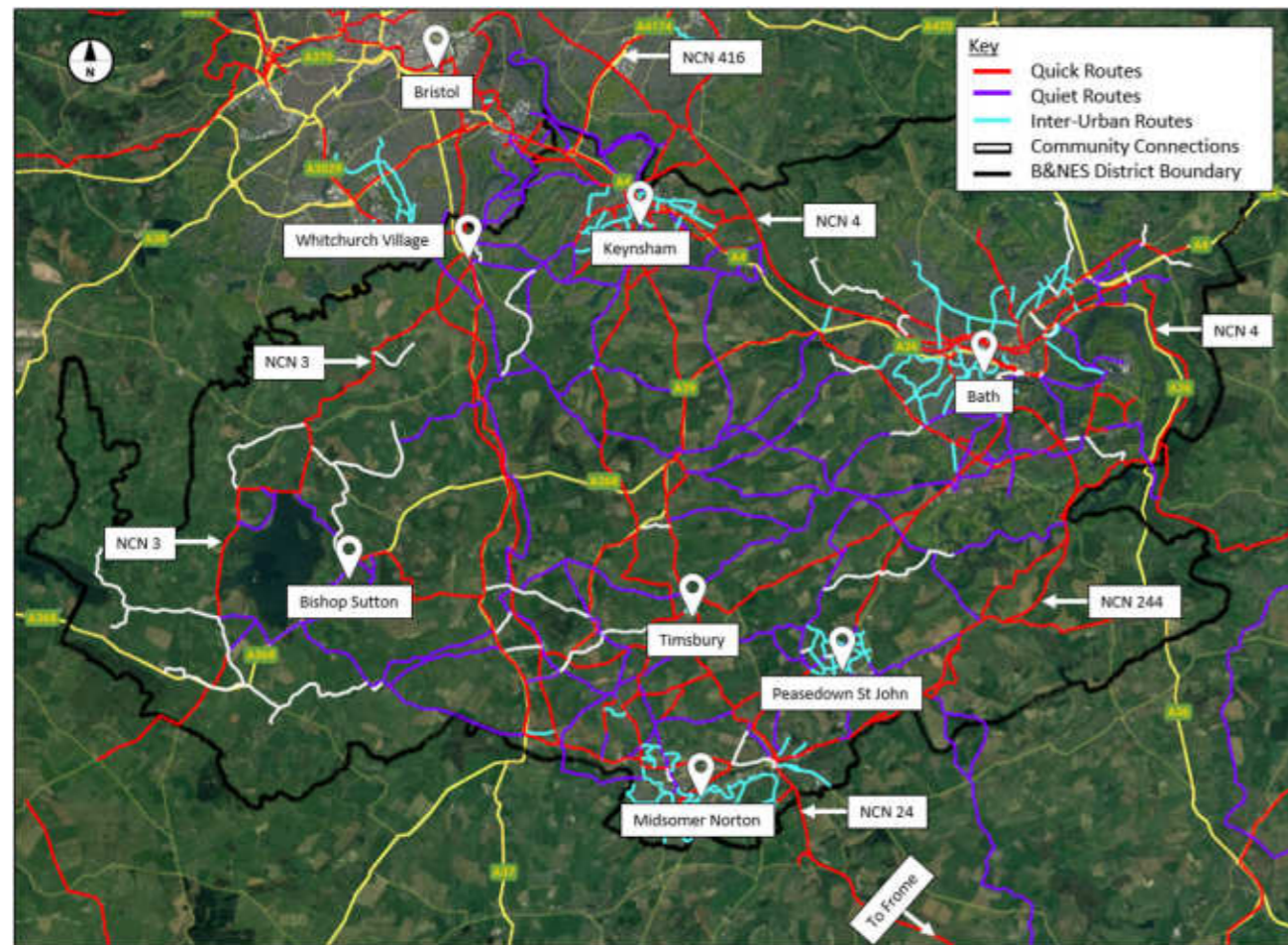


Figure 8.10: Proposed Future Cycle Network

Table 8.1 below describes the proposed cycle routes that are shown in Figure 8.10. Further figures are provided in Appendix B, showing all of the routes discussed below. Reference to both Quick and Quiet Routes has been made through the use of capitalised and non-capitalised letters. For instance, between points 1 and 2, a Quick Route would be labelled '1-2A' whilst a Quiet Route will be labelled '1-2a' and will be referred to in this manner in the following table.

Appendix Figure	Origin/Destination	Route ID's	Route Description	Notes
1	Bath City to East Bristol	8-13	The existing Bristol to Bath cycle path (NCN 4) provides excellent off-road connection for cyclists. Further Quiet Route improvements to connect into Cadbury Heath (8-13a), and a Quick Route along the A431 into Longwell Green (8-13A) would improve access into East Bristol and onto NCN 416.	Would require collaboration with neighbouring district.

Appendix Figure	Origin/Destination	Route ID's	Route Description	Notes
2	Bath City to Bath University	8-7	North Road Quiet Route (8-7a) would link Bath University to NCN 4 and New Sydney place Liveable neighbourhood ETRO (NSP LN) via North Road.  Widcombe Hill Quiet Route (8-7b) would provide access from Bath Spa train station to Bath University.  Bathwick Hill Intra-Urban Route would provide access from Bathwick to Bath University.	Topography of area means that routes are steep towards Bath University.
3	Trowbridge to Bath City	1-8	NCN 4 provides an off-road route for cyclists between Trowbridge and Bath. A Quiet Route connecting NCN 4 from Limpley Stoke to Combe Down (1-8a) would allow cyclists a more direct route into Bath.	Topography of area means that routes are steep towards Combe Down. Engagement would be needed with Wiltshire Council.
4	Keynsham to East Bristol	10-13	Improved intra-urban routes in Keynsham would facilitate access to the Keynsham Road shared footway. Proposed PRow improvements (10-13A) and on the A431 (8-13A) will allow access onto NCN 4 that continues north to East Bristol.	Improvements to PRow would require TRO and negotiation with third party landowners.
5	Frome to Bath City	2-8	A new Quiet Route connection between Frome and Stoney Littleton (2-8a) would utilise Quiet Routes along country lanes and PRow improvements to connect cyclists to NCN 244. Alternative Quiet Route to Lippiat Hill (2-8b) would provide cyclists a car free route on existing PRow to avoid mixing with motorised vehicles along steep section of the route.	Would require collaboration with neighbouring district. Topography of area means that routes are steep. Improvements to PRow would require TRO and negotiation with third party landowners.
6	Bath City to Keynsham	8-10	New Quick Routes along existing PRow to the east of Keynsham (8-10A) would provide direct access onto the NCN 4 and into Bath. Route passes through East Keynsham industrial yards and nearby to Flourish at Genavon Farm shop. Additionally, cyclists could utilise proposed route 10-13A to access NCN 4.	Improvements to PRow would require TRO and negotiation with third party landowners.

Appendix Figure	Origin/Destination	Route ID's	Route Description	Notes
7	North Bristol to Bath City	15-8	Utilising NCN 4 cyclists are able to connect to an extensive cycle network that exists within the North Bristol area.	
8	Whitchurch Village to South Bristol	11-12	A new Quick Route along Whitchurch Lane and Maggs Lane (11-12A) that connects from NCN 3 to the Hengrove Way roundabout would provide direct access for cyclists into South Bristol.	Would require collaboration with neighbouring district.
9	North Bristol to Keynsham	15-10	New Quick Routes along Durley Hill (15-10A), improve existing PRow (15-10B), and along the Keynsham bypass (15-10C) would provide direct routes between Keynsham and South Bristol and NCN 416. These routes would then allow cyclists onwards journeys to North Bristol. Cyclists may also utilise proposed routes 10-13A and access NCN 4 and permeate into Bristol's existing cycle network.	Improvements to PRow would require TRO and negotiation with third party landowners.  Topography of area means that routes are steep on Durley Hill.
10	Midsomer Norton and Farrington Gurney to Timsbury and Paulton	3-4	A new Quick Route along the B3355 and along improved existing PRow would allow access from Midsomer Norton to Paulton and onto Timsbury (3-4A). A Quiet Route that utilises residential streets and existing PRow improvements (3-4a) provide an off-road route for cyclists from Midsomer Norton to Paulton. Proposed Quiet Route on Old Mills Lane (3-4b), an SVL scheme can be accessed by cyclists who use the A362 Quick Route (5-3A).	Improvements to PRow would require TRO and negotiation with third party landowners.  Topography of area means that routes are steep towards Paulton.
11	Radstock to Midsomer Norton and Farrington Gurney	5-3	A new Quick Route proposal on the A362 as part of the SVL scheme (5-3A) would provide direct access for cyclists.  For people looking for a more scenic Quiet Route, PRow improvements to the south of the A362 (5-3a) would provide an alternative route that runs near Farrington Park golf course.	Improvements to PRow would require TRO and negotiation with third party landowners.

Appendix Figure	Origin/Destination	Route ID's	Route Description	Notes
12	Timsbury and Paulton to Bath City		A new Quick Route along the B3115 (4-8A) connecting Timsbury to the A367 (6-8A) would allow cyclists a direct route into Bath.  An alternative Quiet Route that is comprised of quiet lanes and existing PRow improvements (4-8a) would allow cyclists to navigate through the nearby villages of Priston and Inglesbatch and then into Bath.	Improvements to PRow would require TRO and negotiation with third party landowners.  Topography of area means that routes are steep.
13	Radstock to Bath City	5-8	Cyclists would have the opportunity to navigate along the proposed A367 Quick Route (5-6A) or use the alternative Quiet Route from Radstock along Bath Old Road (5-6a) to avoid the steep hill out of the village. Cyclists can navigate through Peasedown St John and use a proposed Quick Route (6-8A) to continue into Bath.	Improvements to PRow would require TRO and negotiation with third party landowners.  Topography of area means that routes are steep.
14	Bath City to South Bristol	8-12	The existing Bristol to Bath cycle path (NCN 4) provides excellent off-road connection for cyclists to Saltford. From here, an additional Quiet Routes along Manor Road (8-12a) which could incorporate a modal filter to create a low traffic route. Cyclists may also use the existing Bath Road shared footway and B3116 Quick Route (8-12A) would allow cyclists access into Keynsham. From here access to proposed routes along the Keynsham bypass, A4 or off-road Quick Route from Durley Hill to the Brislington Park & Ride site (5-10A, B & C) would provide a direct Quick Route for cyclists into South Bristol.	Improvements to PRow would require TRO and negotiation with third party landowners.  Topography of area means that routes are steep on Durley Hill.
15	Frome to Midsomer Norton and Farrington Gurney	2-3	Connections onto the existing NCN 24 near Radstock in the form of PRow improvements (2-3A & 2-3B) would offer cyclists a more direct route to Midsomer Norton and the proposed cycle network, whilst connecting the small village of Haydon.	Improvements to PRow would require TRO and negotiation with third party landowners.  Topography of area means that routes are steep.

Appendix Figure	Origin/Destination	Route ID's	Route Description	Notes
16	Keynsham to Midsomer Norton and Farrington Gurney	10-3	A new Quick Route that runs north to south between Keynsham and Midsomer Norton (10-3A) would provide a direct route for cyclists between the towns. The route improves existing PRow, starting at Keynsham and passes through Compton Dando, Hunstrete, Farmborough, Timsbury, Paulton and into Midsomer Norton. An alternative on road option along the A39 (10-3B) would provide more direct route and tie into 10-3A at Timsbury, here cyclists may have to be mixed with general traffic at sections due to geometric constraints.	Improvements to PRow would require TRO and negotiation with third party land-owners.  Topography of area means that routes are steep.
17	Midsomer Norton and Farrington Gurney to Peasedown St John	3-6	Existing connections to Radstock along the NCN link route will allow cyclists to access the A367 Quick Route (5-6A) which they can navigate or the nearby Quiet Route along Bath Old Road (5-6a) to avoid the steep hill out of the village.	Improvements to PRow would require TRO and negotiation with third party land-owners.  Topography of area means that routes are steep.
17	Radstock to Peasedown St John	5-6	A367/ Bristol Road Quick Route (5-6A) which cyclists could navigate or using the nearby proposed Quiet Route along Bath Old Road (5-6a) avoids the steep hill and busy hill out of the village. An alternative route that links the NCN link route and Clandown (5-6b) would improve an existing PRow. Cyclists may also make use of NCN 244 and the SVL Gassons Quiet Route that runs north to south between Peasedown St John and NCN 244.	Improvements to PRow would require TRO and negotiation with third party land-owners.  Topography of area means that routes are steep.
18	A37, Farrington Gurney to Whitchurch Village	3-11	Three routes have been identified between Farrington Gurney and Whitchurch Village. Route 3-11a is the previously proposed SVL Quiet Route that would improve existing country lanes to connect the areas. Route 3-11A is a proposal to provide a new Quick Route along the A37 corridor, separating cyclists from motorised traffic where possible. The third option, route 3-11B, is a Quick Route proposal along the old North Somerset railway line. This route would provide an off road car free environment for cyclists similar to NCN 4.	Improvements to PRow would require TRO and negotiation with third party land-owners.  Topography of area means that routes are steep.

Appendix Figure	Origin/Destination	Route ID's	Route Description	Notes
19	Whitchurch to Keynsham	11-10	Several routes have been proposed between the two destinations. 11-10a make use of the current Queen Charlton Lane LN ETRO modal filter that creates a car free environment. 11-10b proposes the improvements to existing PRow. 11-10c proposes the improvements of PRow between Queen Charlton and Charlton Road. 11-10d & e are proposals to improve on road cycle provision and create a Quiet Route. Quick Routes within Keynsham on routes 11-10A & B would improve cycle provision into the centre of the town	Improvements to PRow would require TRO and negotiation with third party land-owners.
20	Chew Valley to Farrington Gurney and onward	16-3	Many new Quiet Routes have been proposed in the area. These routes utilise the existing country lanes and roads along with traffic calming that will facilitate a safer environment for cyclists (16-3 a to e). The links will connect the towns and villages and provide a route to the A37 where onward connections east is possible. A Quick Route is proposed from Bishop Sutton to the A37 near Clutton (16-3A), providing a Quick Route for cyclists to access onward journeys.	Improvements to PRow would require TRO and negotiation with third party land-owners.

Table 8.1: Proposed Cycle Routes

## 8.6 Public realm and pedestrian improvements

### 8.6.1 Bath

Bath, with its rich historical heritage and compact urban layout, presents numerous opportunities for pedestrian and public realm improvements. Enhancing the pedestrian experience can leverage Bath's unique architectural and cultural assets, promoting both tourism and local quality of life. Key opportunities include expanding and upgrading pedestrian pathways to connect major attractions such



as the Roman Baths, Bath Abbey, and the Royal Crescent, ensuring these routes are accessible and well-lit. The expansion of the existing pedestrianised area could also create a more pleasant environment, making the area more inviting for walking and outdoor activities. Additionally, revitalising public spaces such as parks, squares, and riverfronts can provide more attractive and functional areas for community gatherings and events. Integrating green infrastructure, such as planting more trees and creating pocket parks, can enhance urban biodiversity and contribute to a healthier environment. Improved wayfinding and interpretive signage can further enrich the pedestrian experience by highlighting Bath's historical and cultural narratives, making the city more navigable and engaging for both residents and visitors

### 8.6.2 Radstock

Identified through the “Creating Sustainable Communities in North East Somerset: the Journey to Net Zero” Transport Strategy, there is an opportunity to make significant improvements to public realm and active travel provision in Radstock Town Centre.

There are significant issues with vehicle dominance and severance in the Town Centre, which affects connectivity into the Town Centre, and between cycle routes. Options will be investigated and taken forwards which address these issues, and improve conditions for walking, wheeling and cycling in the Town Centre.

### 8.6.3 Keynsham

There is an opportunity to re-imagine how the public space in the centre of Keynsham operates, provide a better balance between people, vehicles and multiple transport modes. As with Radstock, a study will take place looking at options for the High Street and surrounding network. Aspirations include reduced severance for active mode users, journey time benefits for bus services and an improved public realm that could act as a catalyst for the regeneration of the Keynsham's retail and leisure offer.

## 8.7 Connectivity to other modes

Active travel facilities will be provided to complement the existing public transport network, including bus stops and rail stations, to ensure that door-to-door journeys across the district can be met by modes other than the private car. By developing the integration of walking, wheeling and cycling with public transport, the transport system will offer greater flexibility, convenience, and accessibility for active mode and public transport users alike.

Bath Spa rail station benefits from being located adjacent to the bus station creating a sustainable transport core. In order to capitalise on this, improved marketing is proposed to raise awareness of the bus network for rail passengers and vice versa. Similarly, the location of the bus and rail station are both within walking and wheeling distance of the city

centre. The potential for better information provision for walking and wheeling maps will be explored, particularly for visitors.

Keynsham rail station will be transformed into a hub for different transport modes as part of the Bristol to Bath Corridor project. This includes improved cycle parking, better walking and wheeling routes between the station and town centre and the new mobility hub proposed on the A4 corridor. This will ensure the rail station is more accessible by active modes and better integrated with the town centre, employment and residential areas.

B&NES Council will also investigate whether facilities for active modes could be improved at the other two rail stations in the district; Oldfield Park and Freshford rail stations.



## 8.8 Locations of mobility hubs

A mobility hub brings together shared transport with public transport and active travel in spaces designed to improve the public realm. A network of mobility hubs will be implemented across the B&NES district at key locations where they are required to meet the travel needs of residents.

A plan showing the location of potential mobility hubs is shown at Figure 8.11.

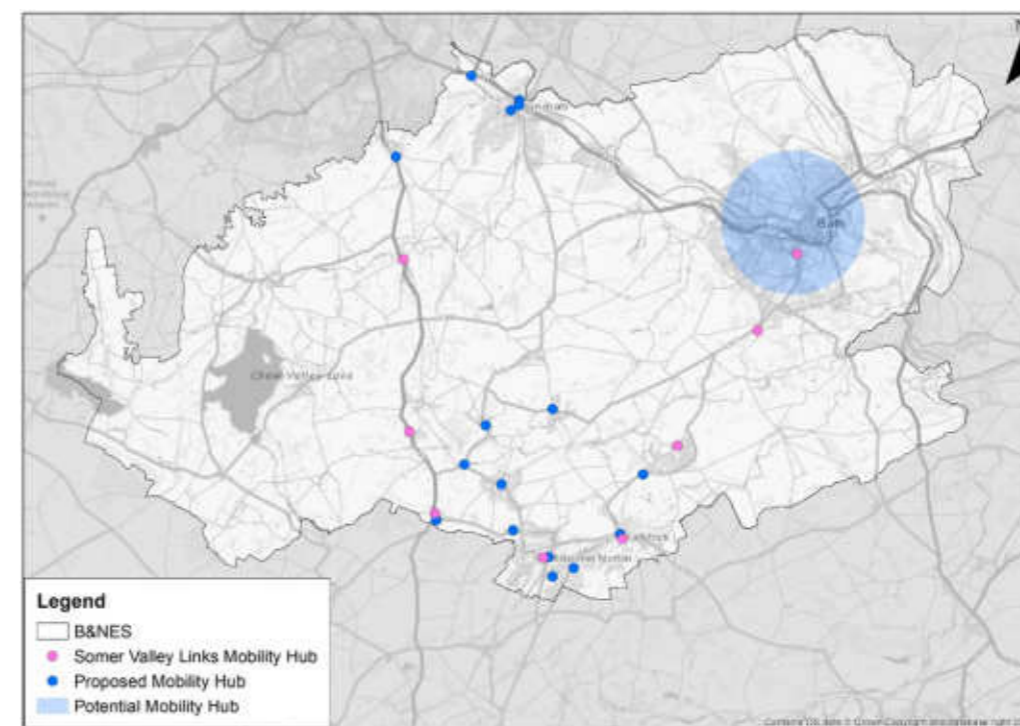


Figure 8.11: Mobility Hub Locations

# Involving Stakeholders

Bath & North East  
Somerset Council

Improving People's Lives

## 9.1 Key partners

Developing and delivering active travel improvements in Bath and North East Somerset (B&NES) necessitates a collaborative approach, engaging a wide array of stakeholders to ensure that the infrastructure meets the diverse needs of the community and maximizes its potential benefits.

The following key partners have been identified to support delivery and uptake of cycling and walking and wheeling:

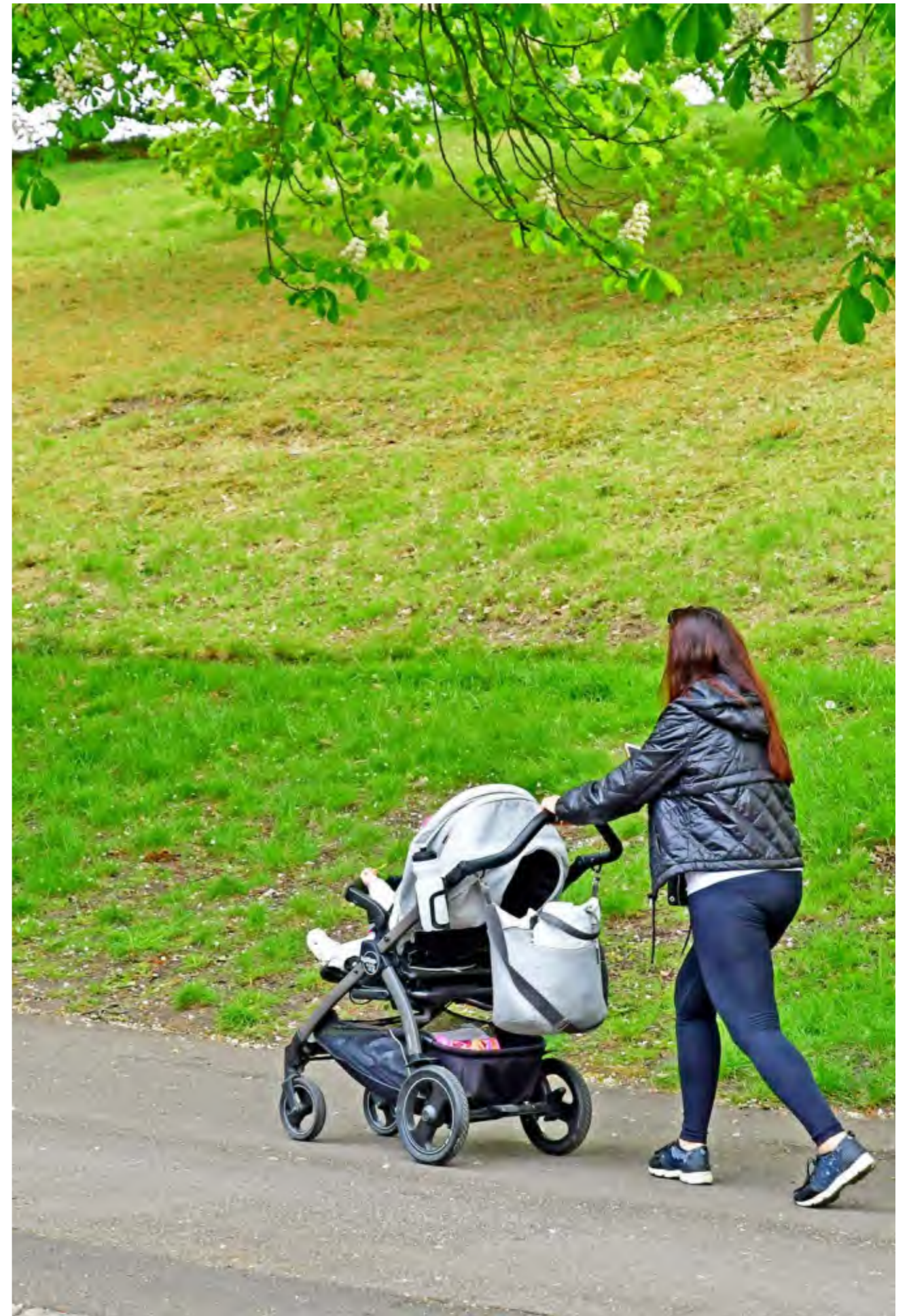
- schools;
- disability groups;
- active travel groups;
- workplaces;
- hospitals;
- universities and colleges; and
- retailers.

Working in partnership with stakeholders, including local residents, businesses, schools, healthcare providers, and advocacy groups, ensures that the planning and design of active travel networks are inclusive and responsive to the needs of all user groups. By incorporating feedback from those who will directly use the infrastructure, we can identify specific barriers and opportunities, tailoring solutions to enhance accessibility, safety, and convenience for pedestrians and cyclists of all ages and abilities.

Engaging stakeholders from the outset encourages a sense of ownership and commitment to the active travel projects. When community members and local organizations are involved in the decision-making process, they are more likely to support and advocate for the initiatives, leading to higher levels of public acceptance and usage. This grassroots support is crucial for the long-term success and maintenance of the active travel infrastructure.

We will continue to engage with stakeholders to ensure that we achieve the best possible outcomes when implementing the measures set out in this Plan.

As schemes identified within this Active Travel Masterplan come forwards, there will be a programme of community engagement which is likely to include co-design workshops where appropriate. B&NES Council is committed to giving people a bigger say, and ensuring that the community is engaged in the design and implementation of schemes.



# Funding and Delivery

Bath & North East  
Somerset Council

Improving People's Lives

The Active Travel Masterplan is deliberately aspirational, reflecting our commitment to transforming the way people move within Bath and North East Somerset. Achieving this vision will require an unprecedented level of funding, encompassing both capital for one-time investments in physical infrastructure and revenue for ongoing operational costs. This significant acceleration in spending on active travel is essential to meet the ambitious targets we have set.

Funding sources and opportunities will be identified to maximise delivery and B&NES Council will prepare a Delivery Plan outlining how the schemes will be delivered. This will be undertaken at a later stage in the project.

It is important that an Active Travel Masterplan (ATM) is in place to guide investment, and to be agile to capitalise on availability of funding. B&NES will seek to utilise this ATM to promote schemes into delivery programmes such as through the City Region Sustainable Transport Settlement (CRSTS), and Joint Local Transport Plan, as well as seeking funding through mechanisms such as the DfT's Active Travel Fund. The ATM will guide developer S.106 investment into active travel schemes, as determined through the development management process. It is therefore a key tool to achieve funding, and harness investment in active travel. These are discussed further below.

### City Region Sustainable Transport Funding

One of the primary sources of funding is the City Region Sustainable Transport Funding, accessed as part of the West of England Mayoral Combined Authority. This funding stream is crucial for supporting large-scale, sustainable transport projects that align with our regional goals for active travel.

### Central Government Funding

Central government funding via the Department for Transport (DfT) will also play a significant role. This includes allocations from the Active Travel Fund, which is specifically designed to support the development of infrastructure and initiatives that promote walking, cycling, and other forms of active travel. These funds will be instrumental in implementing the projects outlined in our masterplan.

### Developer Contributions

Developer contributions through Section 106 settlements are another vital source of funding. These contributions, negotiated as part of the planning process, ensure that new developments contribute to the necessary infrastructure improvements required to support increased active travel.

### External Agencies and Transport Operators

We will also seek funding from external agencies such as National Highways, as well as transport operators, to secure significant capital investment. These partnerships will be essential for major projects aimed at decarbonizing our transport network through active travel initiatives.

### High Value for Money

Despite the substantial funding required, active travel measures consistently demonstrate extremely good value for money with high benefit to cost ratios, resulting in a wide range of public health, decarbonisation, social and economic benefits. This helps to reinforce confidence in the strategic allocation of funds towards the Active Travel Masterplan.

By leveraging a diverse range of funding sources, including regional, national, and private sector contributions, B&NES Council is confident in its ability to deliver the Active Travel Masterplan. The high value for money associated with active travel projects underpins our commitment to this ambitious strategy, ensuring that the benefits of improved active travel infrastructure will be felt widely across our communities.





# Monitoring and Evaluation



Bath & North East  
Somerset Council

Improving People's Lives

A Monitoring and Evaluation Plan will be established at a later stage in the project. A targeted monitoring programme will measure success of infrastructure delivery and understand changing behaviours, and give us the ability to identify and change anything that is not working.

Monitoring will be undertaken to gather data and information to assess the impacts of individual projects and the Strategy as a whole. The first step will be to review existing data and monitoring sources to see what is already being gathered, before commissioning any new data gathering. Data and analysis will be made available to all interested parties and stakeholders.

To monitor the targets outlined in this strategy, we will use the following methods:

**Automatic Counter Data** B&NES maintains a network of automatic cycle counters and sensors on dedicated cycle and walking routes throughout the district. These counters provide feedback on the effectiveness of new facilities and help monitor the overall level of cycling across the District in the long term.

**Census Data** This provides the most reliable measurement of work journeys on a District and Ward basis. If the Census is discontinued, the Office for National Statistics plans to replace it with various data sources that may offer more frequent updates to track our progress.

**The National Travel Survey (NTS) and Active Lives Survey** These surveys offer useful insights into national trends and comparative purposes. While the data is broken down to the District level, it is less robust than Census data due to the smaller dataset.

**West of England Travel to Work Survey** This annual survey is offered free of charge (subject to ongoing resources) to employers with more than 50 employees, including B&NES Council.

**Other Travel to Work Surveys** Some large employers in B&NES conduct their own surveys to meet travel plan monitoring requirements or other needs. We expect annual or bi-annual data from employers such as hospitals, colleges and universities.

**School Travel Data** This data is collected annually through a Mode of Travel survey. Recording bus use, in addition to active modes, is important as it includes an active travel element. While shifting from bus travel to active travel can save revenue for the Council, reducing car journeys remains the primary goal.



