

**Bath Taxi Forum**  
**24<sup>th</sup> September 2014**  
**Getting Around Bath Transport Strategy**

The Cabinet at its meeting on 14<sup>th</sup> May 2014 agreed the recommendations of, and the launch document for, the 'Getting Around Bath Transport Strategy' for consultation. The Strategy will support the growth proposed in the Council's Draft Core Strategy and the emerging Master Plan work for the Bath City Riverside Enterprise Area.

The strategy is needed to support this growth agenda but also to improve the environment within the city itself which is damaged by the impact of traffic and congestion. The Strategy is designed to set an agreed long term vision for Transport which will have broad and enduring agreement. The longevity of the Strategy is key to providing a consistent vision for the city and to accommodate the ambitious housing and jobs targets set out in the Core Strategy.

The Strategy builds upon existing initiatives including:

- the Bath Transport Package such as the expanded Park and Ride Sites and Variable Message Signs;
- the Better Bus Area funding by introducing further bus priority measures; and
- Network Rail Electrification.

**Vision:** Mott MacDonald, who were have prepared the Strategy, have developed the following vision for transport in Bath:

*"Bath will enhance its unique status by adopting measures that promote sustainable transport and reduce the intrusion of vehicles, particularly in the historic core. This will enable more economic activity and growth, while enhancing its special character and environment and improving the quality of life for local people"*

The recommendations of the Strategy are attached. Its main proposals are for:

- (1) A walking/cycling strategy to make Bath the UK's most walkable city
- (2) A parking strategy to support the economic growth but at the same time reducing the amount of off-street spaces within the city centre
- (3) Supporting greater use of buses and rail to reduce the number of cars entering the city.
- (4) Continue to expand our existing P&R sites, where we can, to reduce the number of parking spaces within the city.
- (5) Better management of HGVs within the city
- (6) Finding a new location for coaches to park once they have dropped off visitors in the city centre.

The Strategy was subject to formal consultation which ended at the end of July. More information on Strategy is available at our dedicated web page [www.bathnes.gov.uk/gettingaroundbath](http://www.bathnes.gov.uk/gettingaroundbath).

The final Strategy will be considered by Cabinet at its meeting in November.

## Appendix 1 – Recommendations of the Strategy

1. That a strong emphasis should be given to reducing the impact of vehicles by supporting trips that are made by means other than car, particularly walking and cycling with more people using improved bus and rail networks.
2. That walking be given highest priority in the strategy. It creates a healthier population, an ambience to the historic core of the city and reduces the number of local car journeys. Bath should be an exemplar walking city demonstrating commitment to sustainable transport at a European level.
3. That consideration for the needs of people with mobility impairments is regarded as a core element of the strategy and the measures included within it.
4. That cycling be promoted through better cycling routes with appropriate infrastructure where needed, building a cycling culture for people of all abilities.
5. Vehicle movement should be better managed, particularly in those parts of the city where there is least space available.
6. That the Enterprise Area is developed as part of an integrated approach with strong sustainable transport links to the city centre and rail stations. The development should focus initially on office and related development at the eastern end of the site and have limited car parking. Subsequent housing development should also focus on accessibility by non-car modes.
7. Car parking is a central feature of the strategy, enabling other components to take effect. The policy of reducing central area public parking and expanding long stay capacity at Park and Ride sites should continue, enabling greater emphasis to be given to walking, cycling and bus services in the historic core and on key corridors.
8. That further work is required to establish the need for increased Park and Ride capacity as part of a wider parking strategy and to undertake a detailed assessment of sites to the East of the City
9. Improved bus services, with ticketing and other improvements and measures to improve reliability, will provide alternative travel options to car use, promoted through travel plans and comprehensive marketing.
10. Travel plans should be promoted for all main activities in the city to support a move from car use to other means of travel:
  - Travel plans will be built into the planning process;
  - Existing plans will be refreshed for workplaces and education establishments;
  - Travel need for healthcare, particularly the Royal United Hospital will be considered;
  - Access to rail stations (currently around 100 trains per day serving Oldfield Park and 340 serving Bath Spa) will be reviewed; and
  - Travel plans will be developed working with transport providers: train and bus operators, cycle shops, etc.
11. Maintain the taxi network as part of the wider range of transport options.
12. The growth in rail capacity and the range of services available as part of the Great Western Main Line electrification scheme and the development of MetroWest will support significantly more rail journeys. Access to local stations will need to be improved and new stations may be appropriate. Better services should be promoted to link Bath with the west Wiltshire towns.
13. That coaches continue to be promoted as an important means of bringing visitors to the city. A replacement coach park should be provided at either Weston Island or Odd Down Park and Ride site. The city centre set down/pick up point should be Terrace Walk (with some adjustments).
14. That freight movements be considered more fully, working with businesses and operators, particularly to promote consolidation of deliveries and to better manage loading and unloading arrangements.