

# WELCOME



## A shared vision

To minimise the negative effects of traffic congestion in and around Keynsham and ensuring it retains its independence and its separate identity within an attractive rural setting by becoming a more sustainable, desirable and well-connected place in which to live and work.

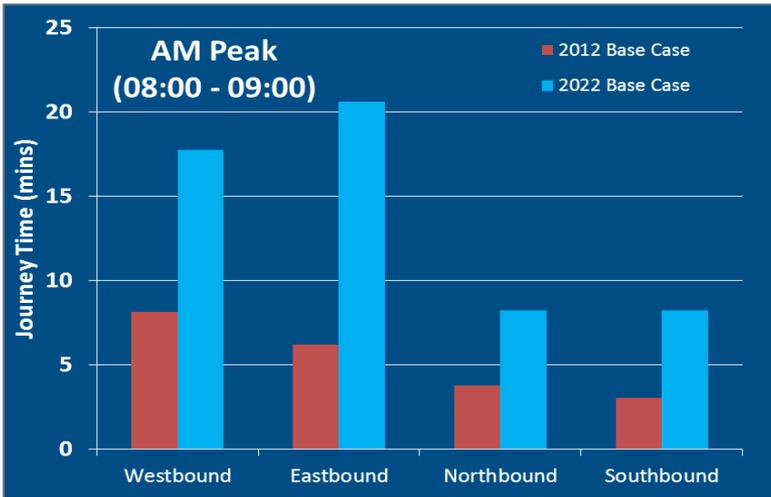
## Objectives

- Minimising future increases in traffic congestion;
- Supporting the local economy;
- Promoting sustainable mobility, including better facilities for pedestrians and cyclists;
- Widening travel choice and improving connections, particularly improved rail services;
- Widening access to opportunities: jobs, learning, training, leisure and other local facilities;
- Improving air quality and reducing vehicle carbon emissions;
- Improving the quality of life for residents and investing in the public realm; and
- Ensuring that all traffic management and pedestrian schemes are designed to take mobility needs into account.

# The Challenges

1. To establish a transport strategy which identifies what changes to the transport network are needed to cope with the additional development proposed up to 2029.
2. To show how these changes can be effective while at the same time improving the public realm of the town centre.
3. To prepare an assessment of the transport impact of the developments committed and proposed within Keynsham.
4. To develop proposals for the Town Centre which will improve the Public Realm, enable regeneration and ensure access is maintained.
5. To develop a plan which encourages alternative modes of transport by improving further the provision of public transport, pedestrian and cycling facilities.
6. To assess potential provision of new highway links including:
  - A4175 link to Broadmead roundabout.
  - A new link at Hick's Gate from the A4 westbound approach to the A4174 Ring Road.
7. To demonstrate that these changes are cost effective and deliverable.

# Reducing the impact of vehicles

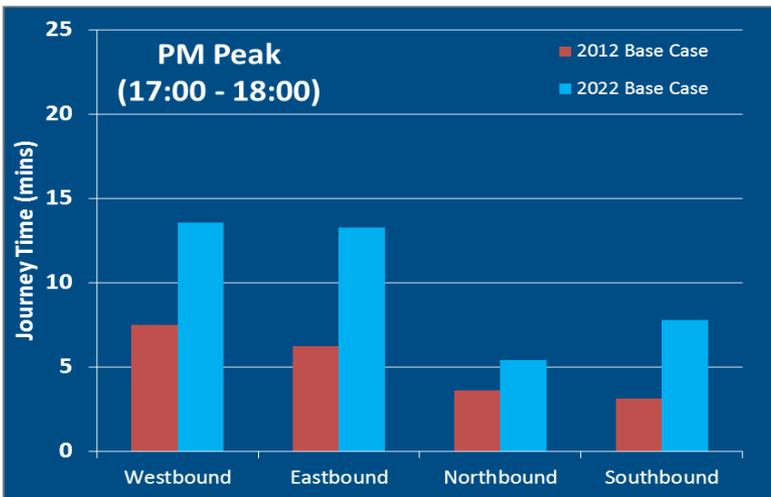


For Keynsham residents, the car is the most common means of travel to a level where two thirds of trips to work in the 2011 Census were made by car.

Traffic volumes and congestion are already a problem. Traffic demand will increase in the future as a result of new developments in the Core Strategy:

- 2,150 new dwellings.
- 1,600 new jobs.

Congestion is predicted to worsen, as demonstrated by large increases in journey times through Keynsham if nothing is done.



## **Traffic Management**

Support trips that are made by means other than car, by improving other modes of transport.

### **Rail**

Access provision to the station to be improved.

### **Bus**

Improve bus services, with ticketing and other measures.

### **Car Parking**

Undertake parking surveys to ascertain if there is any spare short or long stay capacity.

## **Walking and Access**

Undertake an audit of the pedestrian facilities in the town centre and main routes to and from the town centre and the rail station.

### **Cycling**

Identify priority cycling routes to/from and within Keynsham.

### **Developments**

Ensure that new developments have good accessibility by non-car modes.

### **Travel Plans**

Ensure that travel plans are promoted for all major trip generators in the town.

# Priority Short Term Measures



Improved  
cycle  
routes to  
the main  
schools



Audit of  
pedestrian  
facilities in  
the town  
centre and  
to/from the  
centre and  
rail station



Continue  
to work  
with the  
bus  
operators  
on  
improved  
ticketing  
and  
simplified  
fare  
structure



Improve  
Wellsway,  
Bath Hill,  
Bath Road  
junction  
  
A study of  
the Hicks  
Gate  
Junction



New  
surveys of  
car park  
use are  
completed  
and future  
parking  
demand is  
estimated

The strategy will only be successful if local people are engaged in its development and feel they have a stake in the outcomes.

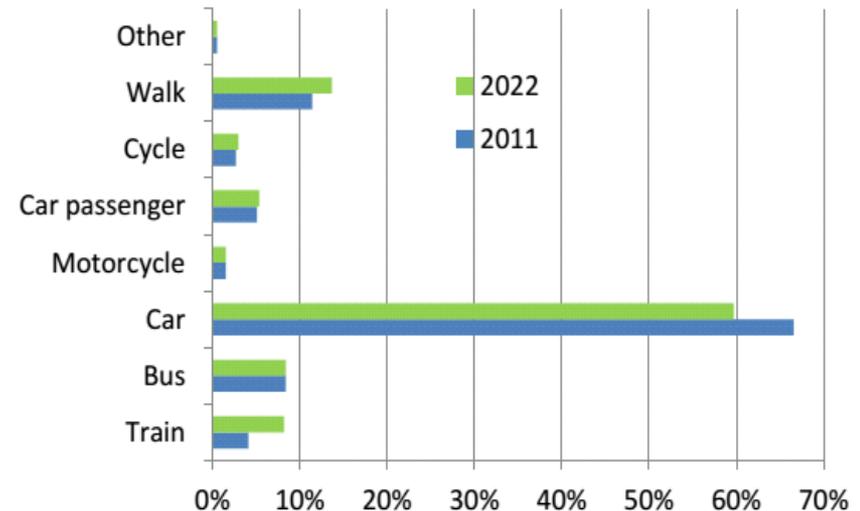
Short term priorities have been identified that would provide immediate benefits to the area.

The impacts of the strategy will need to be measured on a regular basis and assessed for their contribution towards the objectives.

All measures outlined need to be delivered in combination to show significant long term outcomes.

The headline target is to reduce the proportion of Keynsham residents driving to work to below 60% by 2022.

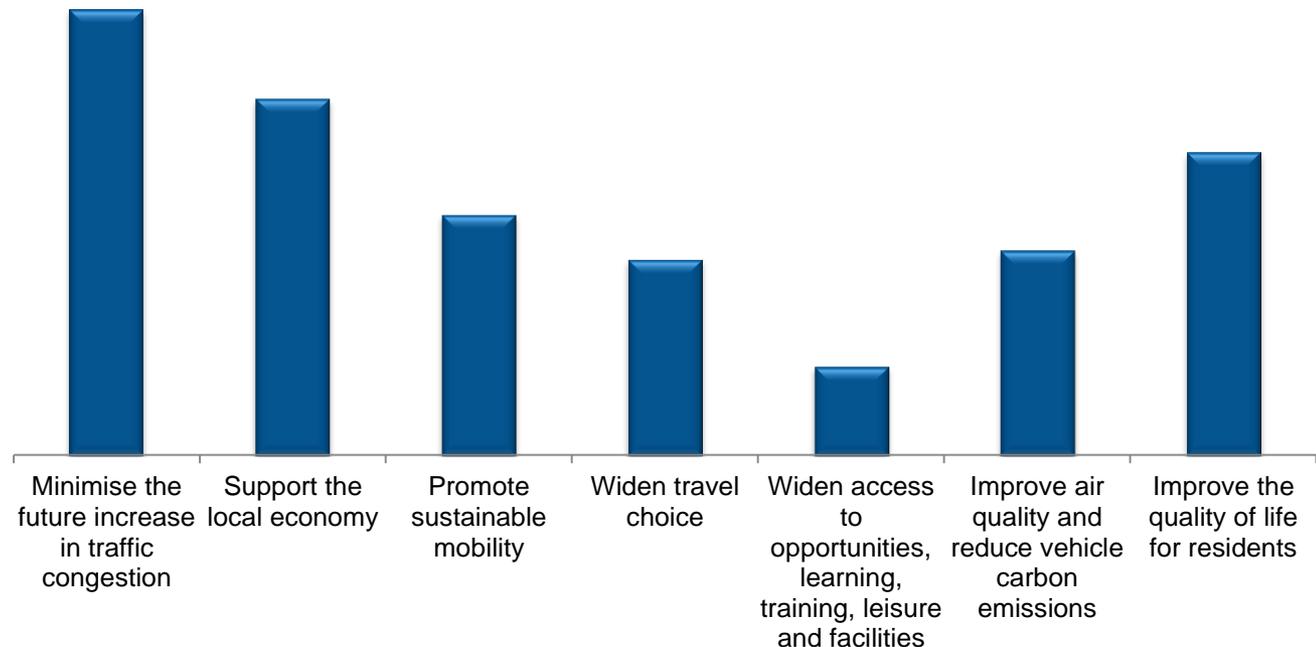
Travel to Work Mode Share Target

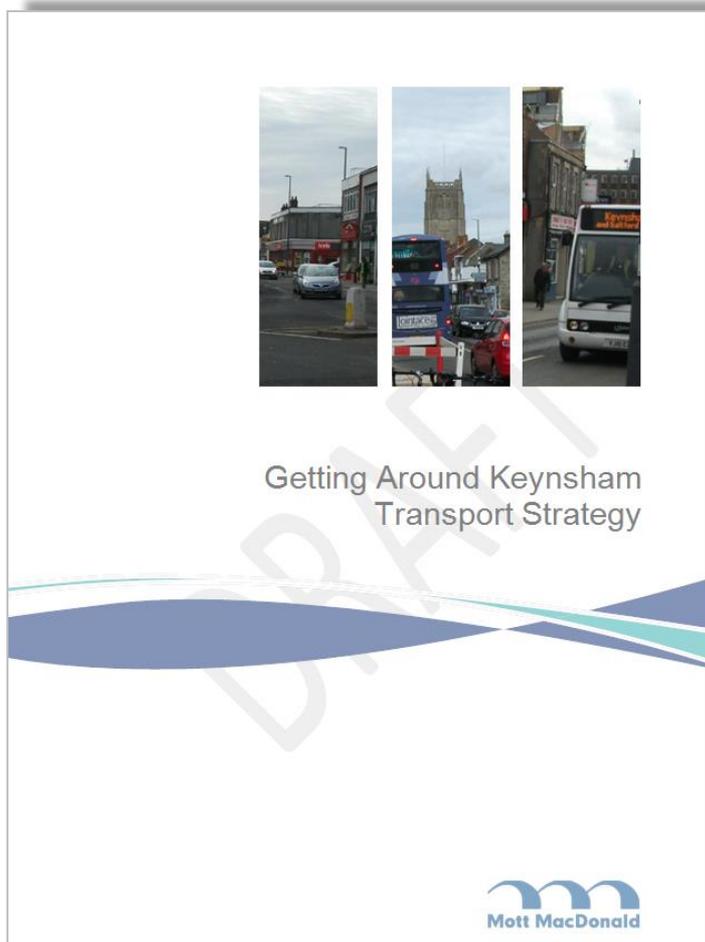


Following the publication of the draft Transport Strategy for Keynsham, a consultation was undertaken in October 2014 with members of the public and stakeholders to explore opinions of the proposals set out within the vision document.

A total of 130 responses were received to the consultation questionnaire.

Most Important Priorities in the Short Term





The strategy was taken to the Council's Cabinet for approval on 8<sup>th</sup> July.

The Cabinet approved the Strategy subject to this period of additional engagement in Keynsham to allow residents to understand the proposals.

In addition any further changes to the 'Developing a Strategy for Keynsham' have been delegated to the Cabinet member for Transport in conjunction with Council Officers.

# Developing a Strategy for Keynsham

Thank you  
for Coming