

## Strategy Summary

- Support the Local Enterprise Partnership;
- Tackle congestion and improve journey times;
- Provide for increased public transport, walking and cycling;
- Influence travel behaviour;
- Manage demand through highway improvement, management and maintenance;
- Ensure access to employment growth areas;
- Support delivery of houses and jobs through the emerging Core Strategies;
- Maintain, manage and ensure best use of transport assets;
- Address the potential issues of Peak Oil.

With an area as diverse as the West of England we recognise our Joint Local Transport Plan 3 (JLTP3) will have a different effect according to where you live. One size of JLTP3 does not fit all. The box below highlights the varying impact of measures to support economic growth.

## Indicators and targets

Indicators and targets will be added following a review of funding and resources.

## 6.1 Background and evidence

6.1.1 The West of England is one of the fastest growing economies in the UK and the economic hub for the South West aiming to generate 95,000 more jobs over the next 20 years. We are committed to building on this success and supporting sustainable growth and through our Local Enterprise Partnership. Indeed we are well placed to assist national economic recovery with unique strengths to help do this including:

- Four top class universities strong in science, high technology and creative industries;
- A highly skilled workforce;
- A diverse and resilient economy;
- Priority high growth sectors for aerospace, defence and advanced engineering, environmental technologies/marine renewables, creative industries and media, microelectronics and tourism.

6.1.2 Our Local Enterprise Partnership is committed to facilitating sustainable growth on a local and national scale. We will build on our high quality environment, our high quality business, our highly skilled workforce and

Where people live	Contribution to Goal	Impact
Major Urban Areas	Significant	Reduced congestion on main corridors, new housing and jobs, public transport, walking and cycling more attractive
Towns	Medium	Local congestion tackled, public transport, walking and cycling more attractive
Rural	Some	Management of inter-urban roads, bus and rail commuting more attractive than car use

opportunities to develop a low carbon economy at the same time addressing the regeneration and skills needs of our existing disadvantaged communities. Our actions will lay the foundations for a long term sustained, prosperous and productive West of England and national economy.

6.1.3 We are well served by the M4 and M5 motorways and by extensive rail links to London, South West, South Wales and the Midlands. Bristol Airport is one of the fastest growing regional airports in the UK and offers access to 144 destinations in 28 countries. The Port of Bristol is one of the most productive and technically advanced in Europe. We are the transport hub for the South West.

6.1.4 A key priority for business is the delivery of major transport improvements. The links between transport, our major scheme programme and the economy are shown in Figure 6.1. Our task will be to co-ordinate the transport infrastructure to serve development and regeneration areas, working with the development industry and other partners, whilst addressing pressures on the existing transport system.

6.1.5 Our strategy for supporting economic growth by providing an affordable, low carbon, accessible, integrated, healthy, safe and reliable transport network taking people, goods and services where they want to go is set out at the end of this chapter. Below we focus on how public transport, cycling, walking, rail, powered two wheelers, demand management and asset management will contribute.

## 6.2 Buses, Cycling and Walking

6.2.1 We are already improving public transport through the Greater Bristol Bus Network (see Box 6a), and smartcards (see Box 6b) and increasing walking and cycling (see Box 6c).

6.2.2 Engagement results (see Chapter 3) revealed the importance of focusing investment on public transport. First and foremost this will be on buses with for example the development in the early years of the JLTP3 of Quality Partnership Schemes (QPS) for each Greater Bristol Bus Network corridor.

6.2.3 The first QPS, for the A367 corridor between Midsomer Norton and Bath, is due to be made in early 2011. It takes advantage of opportunities arising from the 2008 Local Transport Act, to provide greater influence over fares, frequencies, vehicle and infrastructure standards to further boost the quality of bus travel and passenger numbers. The A367 QPS will form the template for the remaining corridors with consistent standards, complementary service and ridership benefits.

6.2.4 The importance of public transport is shared across all four councils with for example joint revenue support for some cross boundary bus services and the Diamond Travelcard.

6.2.5 Our Core Strategy land-use planning policies seek to co-locate homes, jobs and services, such that people can walk or cycle. We believe that if we

## Box 6a: Greater Bristol Bus Network

The Greater Bristol Bus Network (GBBN) was developed as a cross boundary scheme, in partnership with local bus operator First, to tackle public transport provision in the area.

£70 million of investment (£42million from the DfT) has brought key benefits via:

- Improved service and reliability of journey times as a result of bus lanes, intelligent traffic lights and improved junction layouts, 22 with bus priority signals;
- £20 million investment in 40 new low floor low carbon emission buses allow wheelchairs and buggies to get on and off with ease and provide a more comfortable ride for all;
- New shelters, improved lighting and improvements at over 940 bus stops across the area;
- Improved accessibility thanks to raised kerbs at bus stops and the new low floor buses;
- Real Time Information linked to satellite technology and to a website and SMS text to show what time the bus is due that puts passengers in control of their travel options.

These improvements on 10 showcase corridors have brought greater reliability and shorter journey times to over 70 different bus services; pedestrians and cyclists have benefited from improved junction layouts, crossing points and over 8km of new bus or priority lanes all helping to reduce carbon emission by 42,771 tonnes over the project lifetime.

The introduction of Quality Partnership Schemes, supported by Voluntary Partnership Agreements, on all ten corridors will lock in the benefits and provide a virtuous circle of investment by all local bus operators and the local authorities.

Adding value to GBBN are the Romney Avenue and Cheswick Bus Links.

**As a result of GBBN we expect to see 3.9 million more bus journeys per year.**

can create residential and business environments that are not wholly dominated by vehicular travel, quality of life in the West of England would be enhanced and provide an incentive to inward investment.

6.2.6 We will continue to increase the attractiveness of public transport, cycling and walking by:

- Delivering a rapid transit network;
- Working with bus operators to provide and market services more responsive to local demand focused on customer satisfaction, reliable, frequent and comfortable;
- Introducing a smart travelcard;
- Taxis and private hire vehicles playing as wide a role as possible in the public transport system;
- Working with the rail industry to increase capacity and improve services and access to stations;
- Promoting ferry use through wider publicity and greater integration with other public transport services;
- Enhancing facilities for walking and cycling for example through Government funding bids, Rights of Way Improvement Plans and other initiatives.

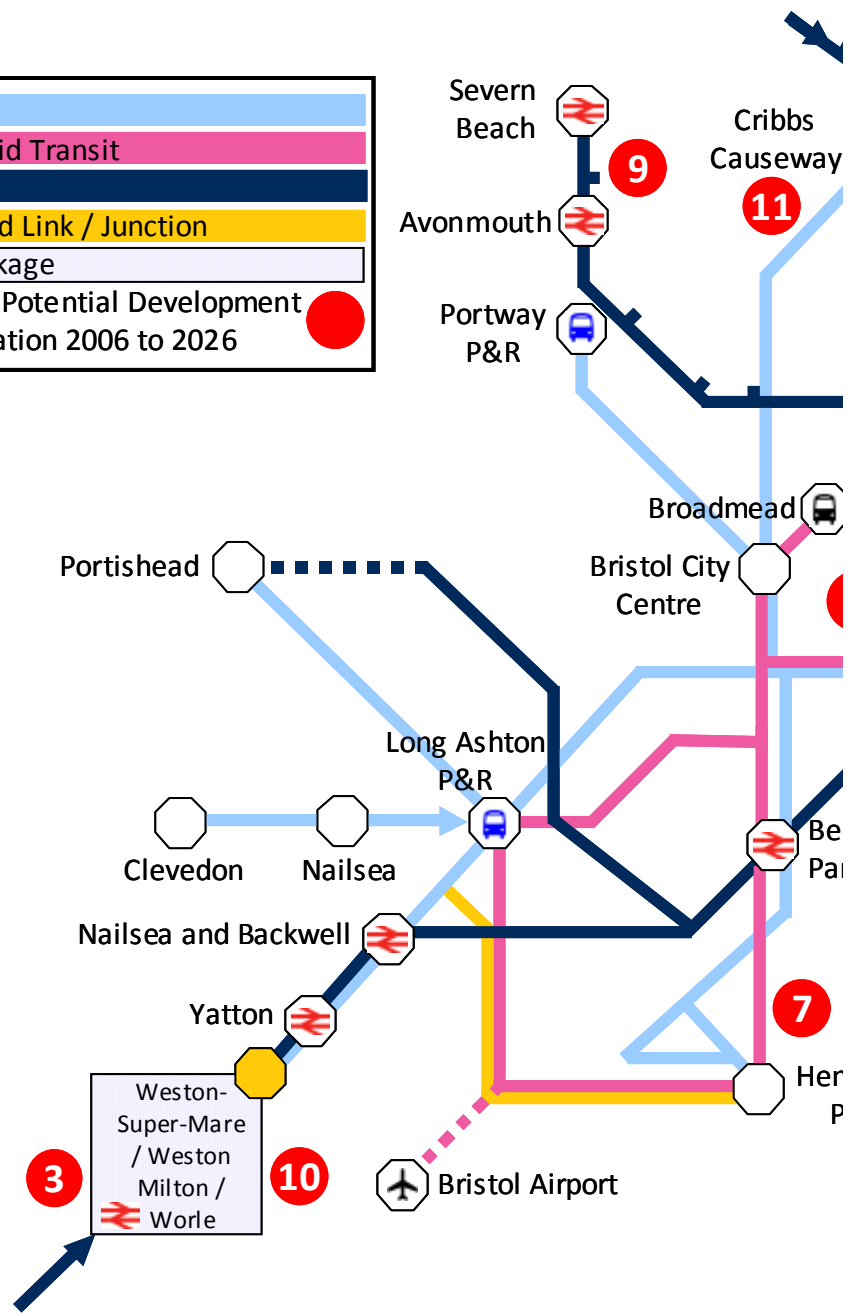
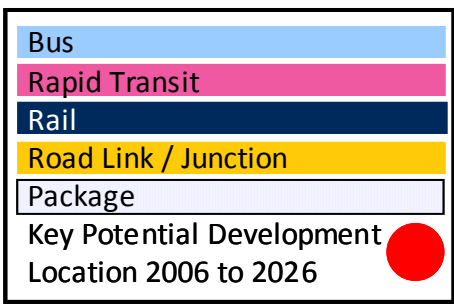
**Figure 6.1**

**Key Potential Development Locations and Major Transport Programme**

**West of England Skills and Competitiveness Board**

- Creating and promoting a successful business environment.
- Attracting and sustaining business growth and job creation.

1	Bristol including St Philips
2	Bath central area and river corridor
3	Weston-super-Mare
4	Keynsham town centre and Somerdale
5	East Fringe of Bristol Urban Area, Emerson's Green East & Science Park
6	Midsomer Norton and Radstock town centres and employment sites
7	South Bristol including Hengrove Park and Knowle West
8	North Bristol including Lockleaze
9	Avonmouth / Severnside
10	Weston-super-Mare, on previously developed land
11	New Neighbourhoods : Cribbs / Patchway
12	New Neighbourhoods : East of Harry Stoke
13	New Neighbourhoods : North Yate



Source: West of England Multi Area Agreement 2009, updated 2010

**Peak oil**

- Declining oil production, rising costs.
- Potential effect on competitiveness.
- Resilience built into JLTP3 strategy to reduce carbon based dependency.
- Maintain mobility through increased use of sustainable transport.

**Key travel facts**

- £600m cost of congestion per year by 2016 (Our Future Transport, 2006).
- Each person makes 1,000 trips each year and travels over 6,900 miles (National Travel Survey).
- 637 of these trips (64%) are made by car with an average trip length of 8.5 to 8.7 miles taking 21-22 minutes.
- 57% of car trips are less than 5 miles.
- Each person made an average of just 16 trips a year by bicycle.
- Cycle average trip length was 2.6 miles, taking 21 minutes.
- Bus average trip length was 5.1 miles, taking 33 minutes.

**Smarter Choices**

- Reduce vehicle trips for business and commuter trips.
- Reduce the adverse impact of vehicle trips.
- Lower costs for business from reduced parking needs and mileage payments and a healthier workforce.

**Rail**

- Rail use accounts for 1.5% of journeys to work rising to 15% on key corridors such as Bath to Bristol (2001 Census).
- Rail passengers increased by 56% between 2004 and 2009.
- Severn Beach railway line passengers up 41% 2006 to 2009 (Annual Rail Survey).
- Rolling stock, capacity and service frequency issues.
- Re-instate network connection at Portishead providing access for a further 25,000 residents.

## Freight

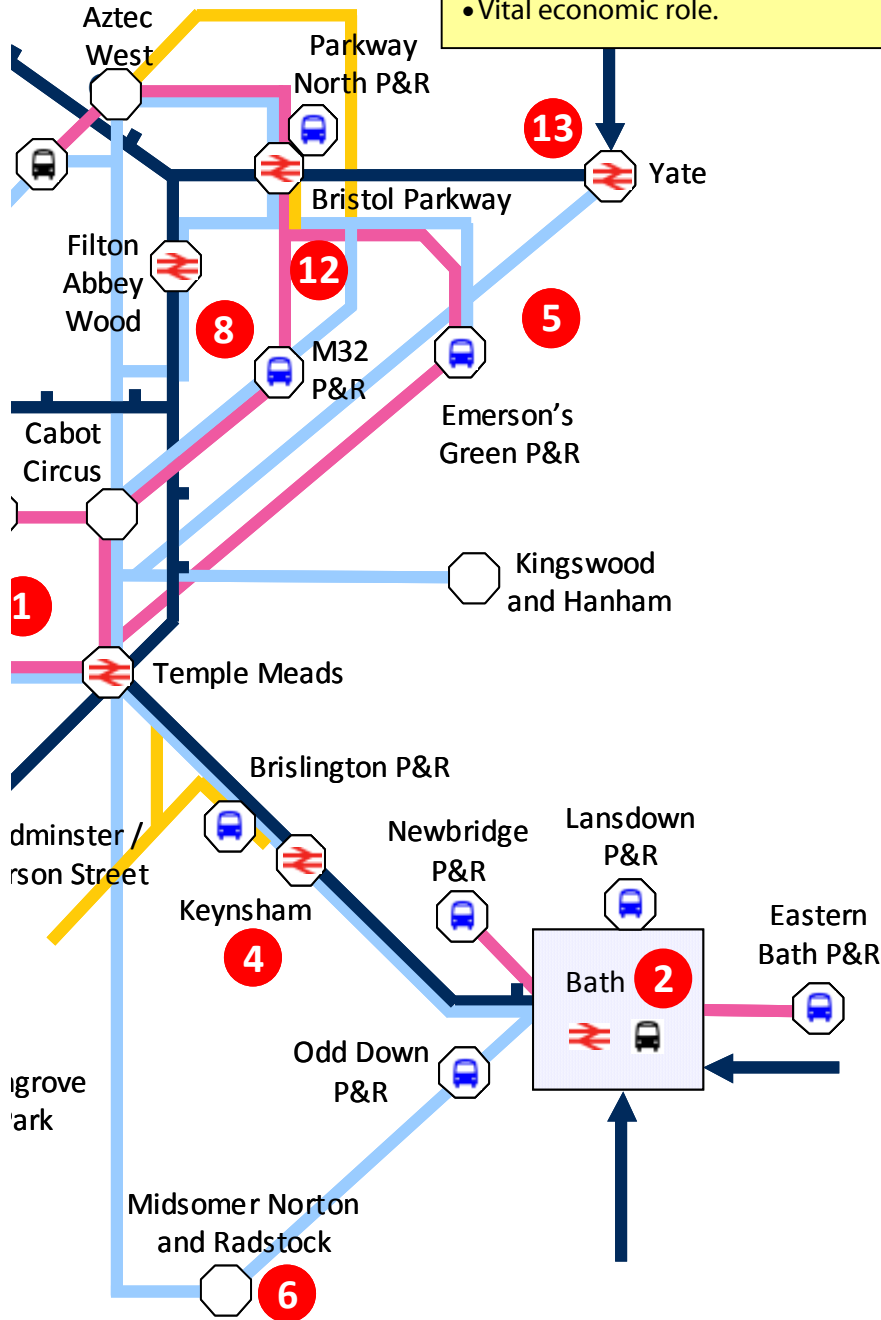
- Congestion causes delays and creates significant problems for the freight and logistics industry.

## Tourism

- 4.5m visitors to Bath.
- 6.5m visitors to Weston-super-Mare
- 7.4m visitors to Bristol.
- Transport brings people to the West of England and helps them travel to tourist attractions.
- Vital economic role.

## Motorway Network

- 50% of M5 peak traffic has both its origin and destination within the West of England (Greater Bristol Strategic Transport Study, 2006).
- Motorway network suffers from rapid breakdown in operation following accidents and incidents.
- Managed Motorways pilot scheme to ease congestion.
- Interactions between motorway and local road network (DaSTS Study, 2010).



## Key Economic Facts

- 3.4% forecast growth in GVA 2010-2020 (3.2% UK).
- 19% increase in population by 2026.
- 21% growth in employment to 2030.
- 50,000 undergraduate and 17,000 post graduate places.
- Bristol most competitive large English city outside London (UK Competitiveness Index, 2010).

## Cycling and Walking

- Reduce congestion and improve accessibility.
- Health benefits and reduced absenteeism from increased levels of cycling and walking.
- Low cost, high value options (Value for Money report, 2010).
- Chief Medical Officer recommendation (2009) for cycle and walking targets.
- Contribute, with horse riding, to the local economy.

## Asset Management

- 400 km of principal or A roads;
- 1,200 km of non-principal or B roads;
- 3,200 km of unclassified roads.
- 2,984 km of public rights of way
- 5% of principal roads need structural maintenance and.
- 12% of non-principal roads are below standard (2008 data).
- Demands will increase with greater traffic volumes, future development and extreme weather conditions.
- Bridges, viaducts, retaining walls, street furniture and lighting all need maintenance.

## Travel+ branding

- Four councils working together delivering sustainable transport improvements.
- Real alternatives to the private car and change travel behaviour.
- Help manage congestion.
- Branding used on all promotional literature.

## Core Strategies

- Growth in jobs, population and housing.
- Investment in transport infrastructure needed to support and keep pace with development.
- Links to Local Development Frameworks.

## **Box 6b: Smartcard Ticketing**

ITSO Smartcards are currently used for our Diamond Travelcard and South Gloucestershire Council's youth concessionary travel schemes Youth Unltd (see Box 7c). In December 2009, the West of England was awarded £2.2m by the DfT to develop smart and integrated ticketing.

The funding has been used to put in place the key ingredients of a smartcard scheme for all users with cards, card readers on buses and a back office. Bus operator First is committed to upgrading its on-board ticket machines to allow for an integrated ticketing system in the West of England from 2011.

Working jointly with the South West Smartcard Board, the project provides advice and support to operators and authorities from Gloucestershire to Cornwall providing a South West wide ticketing scheme. South West Improvement and Efficiency Partnership funding is being used to pump-prime adoption of the new technology.

In addition several authorities are looking at extending the range of services covered, for example allowing access to library books or leisure facilities.

## **Box 6c: Cycling City**

Greater Bristol's Cycling City project began in mid-2008, helping to spearhead a cycling renaissance across the south west.

By spring 2011 the Cycling City project will have completed over 40 infrastructure schemes, adding 31 miles of new or upgraded traffic-free cycle paths, 21 miles of on-road cycle lanes, 2000 extra bike parking spaces and a new cycle signing network across the city in a little over two years.

The project has already seen some very encouraging results, with cycle traffic on some central bike lanes up by as much as 44 percent.

Projects are also running in schools to set school children on the right track for the future. Bikeability training, Bike It schools, safer routes to schools and after-school activities have all helped double the numbers of school children riding to primary school.

Workplace cycle promotions, carried out by the Cycling City road show team, and match-funded grants for businesses have helped to raise workplace cycling levels by 35 percent, meaning that over 25,000 now regularly cycle to work.

Other projects such as Bike Back, All Abilities cycling, loan bikes, cycle training, Bristol Cycle Festival, Cyclescreen Film Festival and a high-profile advertising and promotion campaign have all contributed towards an overall 17 percent increase in cycling levels since 2007/08.

### 6.3 Powered Two Wheelers

6.3.1 Powered two wheelers including mopeds, scooters and motorcycles are increasing in use. They can provide an affordable, independent and alternative mode of transport to the car for many trips. They are useful where public transport is limited and walking and cycling are unrealistic, thus increasing mobility and widening access to services, further education and employment. For younger people this can be crucial. Other advantages include the reduced space required for parking, good fuel efficiency for smaller motorcycles and mopeds, lower emissions and running costs compared to cars.

6.3.2 Powered two wheelers tend to have a higher accident record, can cause noise and/or exhaust pollution if legal standards are not met and are also prone to theft. These issues need to be addressed and we will take account of national policy and guidance.

### 6.4 Rail

6.4.1 Rail passenger numbers have grown by 56% over the last five years whilst infrastructure and services have struggled to meet increasing demand. We are concerned about the quality and quantity of the current rolling stock and we will continue to lobby the Government to take action.

#### Box 6d: Rail Memorandum of Understanding, July 2010

The Memorandum of Understanding (MoU) between the West of England local authorities, Network Rail, First Great Western, CrossCountry and South West Trains promotes effective co-ordination and co-operation between the four organisations.

Under the MoU it has been agreed that:

- Network Rail, First Great Western, CrossCountry and South West Trains will be key partners in the production of the Joint Local Transport Plan 3 and will provide input, expertise and feedback as required.
- A programme and phasing of Network Rail, First Great Western, CrossCountry, South West Trains and West of England authorities schemes for 2011–2016 is agreed for inclusion in the JLTP3 Delivery Plan.
- First Great Western, CrossCountry and South West Trains to provide timely consultation on timetable and rolling stock changes.
- Network Rail to provide full and timely consultation on investment and planning decisions including the Network Rail Business Plan, Network Rail Discretionary Fund and other smaller schemes.

An Action Plan has been drawn up to reduce overcrowding, increase patronage and capacity through short, medium and long term proposals for new and enhanced services, rolling stock and infrastructure including schemes for Portishead, Greater Bristol Metro and Rapid Transit.

6.4.2 In the period to 2026 we will build on the Great Western Route Utilisation Strategy and the Memorandum of Understanding with the rail industry (see Box 6d) to deliver the rail network in Figure 6.2.

6.4.3 Full electrification of the Great Western Main Line will reduce travel times and improve services between London and the West of England travelling through Bath to Bristol. We will continue to push for electrification to be extended beyond the current (November 2010) end of the scheme at Didcot. It is essential that electrification is implemented ahead of potential longer term ambitions for a High Speed Rail route.

## 6.5 Freight

6.5.1 The West of England's large population, size and diverse economic activity generate significant amounts of freight. There are also international, national and regional flows of goods through the West of England, reinforced by its position at the intersection of two motorways, two mainline railways, the presence of the Port of Bristol and Bristol Airport. Both are planning to increase their throughput. This will have an effect on the area's transport infrastructure and require integration with JLTP3 proposals.

6.5.2 Figure 6.3 shows the approximate shares of road, rail, sea, air and pipeline in the carriage of freight in the area in 2008. These have been stable for some years with road freight having by far the largest share.

6.5.3 Road freight remains the main option

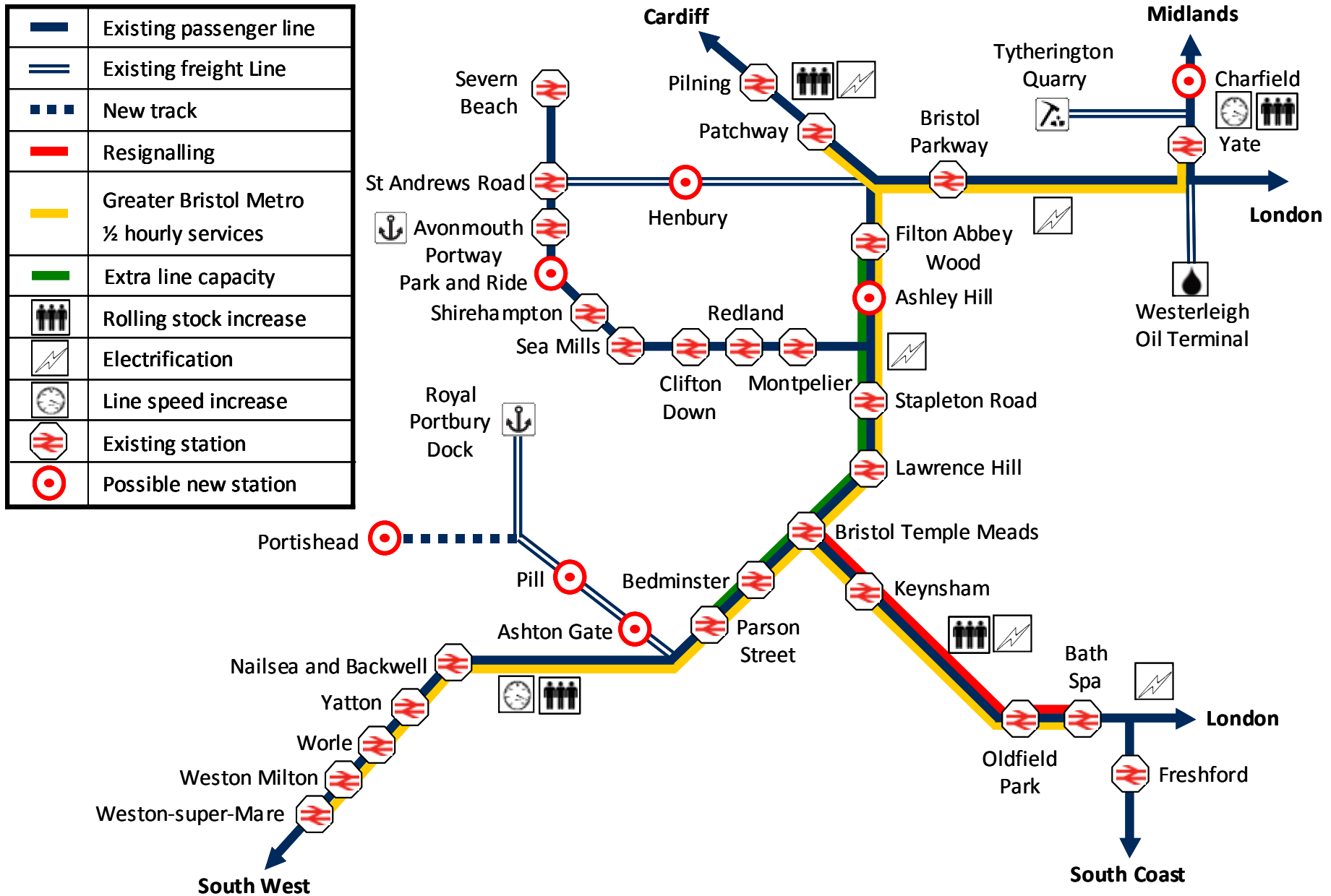
for most distribution in the West of England and suffers from congestion and delivery problems. The JLTP3 needs to balance the requirement for distributing goods whilst mitigating the adverse impact of vehicles on communities. Priority vehicle lanes in South Gloucestershire for example are available to Heavy Goods Vehicles during peak periods to help keep freight moving.

6.5.4 The first urban freight consolidation scheme in the UK commenced in Bristol in 2004. The scheme has 55 retailers on board removing 4,000 HGV trips from central Bristol every year. The authorities are now progressing with options to extend the scheme to cover both central Bath and Bristol by 2011 to enhance the geographical scope and improve the operational efficiency of the scheme.

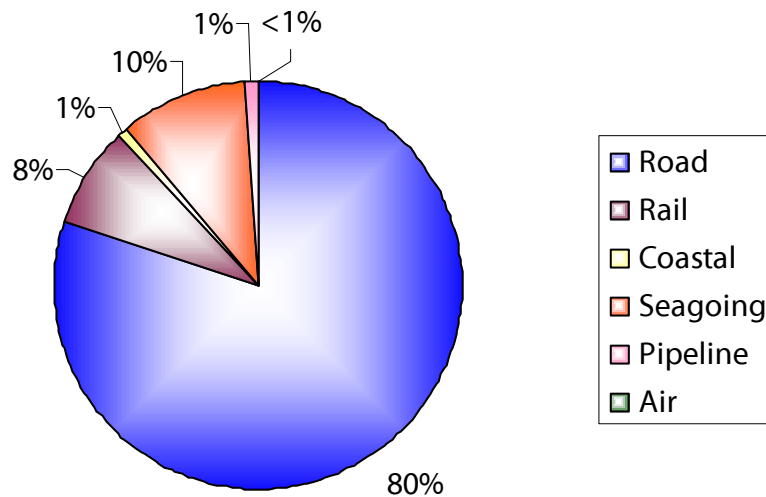
6.5.5 There is scope for the transfer of some freight from road to rail or coastal shipping. Capacity enhancements being explored by Network Rail through the Great Western RUS, including the three or four tracking of the Filton Bank, would widen opportunities to increase rail freight. The opening of a new rail freight terminal for bulk wine shipment near Ashton Vale Trading Estate is a recent example of the scope for switching from road to rail.



**Figure 6.2: Vision for West of England Rail Network**



**Figure 6.3 Freight Mode Shares : West of England 2008**



Proportions are shares of the approx 3,800 million tonne km carried across land and offshore coastal waters

## 6.6 Parking

6.6.1 The supply and management of parking is closely linked with the demand for car use and this in turn affects traffic levels, especially in peak periods and, ultimately, congestion. It is a key part of our range of demand management measures for tackling congestion and traffic growth in some areas.

6.6.2 Parking controls can be used, where appropriate, as part of an integrated strategy to contribute to:

- Reductions in vehicle trips to central areas during the peak providing congestion, local air quality, health and carbon reduction benefits;
- Improving the financial viability of bus, Park and Ride and rail services;

- Encouraging shorter trips within the urban areas to transfer to walking, cycling and public transport;
- Lock in the benefits of reduced traffic by reallocating road space to people through pedestrianisation and public realm enhancements;
- Improving quality of life in both residential areas as well as the city centres through greater opportunities for active travel, less motorised travel movements and emissions.

6.6.3 Pricing of parking can significantly influence travel demand. Within Bath the local authority has control of the majority of off-street public parking. For Bristol the local authority has lower scope for direct control but through working closely with private operators can seek to influence their approach to charges for different user groups.

6.6.4 Bath and North East Somerset Council has a proven track record in taking forward a combination of residents parking schemes surrounding the central core in tandem with pricing of car parks encouraging long stay parking to use the Park and Ride sites (see Box 6e). We aim to have new and improved Park

and Ride sites and we will work with partners to develop opportunities to open park and share sites.

6.6.5 In Bristol controls would need to be extended sufficiently far from the central area to discourage people from parking further away and walking to their end destination.

### **Box 6e: Case Study. The role of parking and demand management in creating a canvas for public life in Bath**

Bath's status as a World Heritage Site and major tourist destination with over 4 million visitors a year, of which almost 80% are day visitors, puts great strain on the city's historic streets.

To reverse this decline a public realm and movement strategy was adopted in 2010. At its heart, pedestrians, cyclists and public transport are given priority over the car, with the ambition of Bath becoming the UK's most walkable city.

The strategy builds on the successes of demand management measures already introduced in the city including the Northgate Street Bus-gate that severs the north-south route through the city centre for general traffic but maintains access for buses, taxis and other essential vehicles.

With traffic in the important Milsom Street shopping area reduced, public realm enhancements and widened footways in Walcot Street can be implemented providing enhanced walking routes. The introduction of the Bus-gate was followed by major investment in new buses by First giving Bath a modern fleet of low floor vehicles.

On-street parking has been enhanced by physical measures and by bringing in 'pay and display'. Residents are also essential for the city centre's vitality and viability and programme of residents' parking zones was introduced. This scheme covers over 3,000 households and was completed within 18 months following engagement with the local community.

Park and ride services were made more attractive by introducing a fleet of new buses, extending the operating times from 8am – 7.30pm to 6.15am to 8.30pm.

Urban Traffic Management and Control systems have helped improve traffic flow on main routes around the historic core, such as the A36, providing bus priority, pedestrian crossings, and effective monitoring and fault reporting.

The Bath Transportation Package will provide additional Park and Ride spaces and an opportunity for further controls on city centre parking to help regenerate the city and improve the public realm.

## 6.7 Demand Management

- 6.7.1 As part of the Joint Local Transport Plan (JLTP) 2006 to 2011 we undertook, through the DfT's Transport Innovation Fund (TIF), to investigate possible demand management options. The TIF work enabled us to demonstrate the potential impact of combining tough demand restraint with packages of measures to make it easier to car share, use public transport, walk or cycle.
- 6.7.2 The Transport Act 2000 allows the option for local authorities to introduce charges for both road use and private non-residential parking. Such schemes could have an important contribution to play as part of the strategy in a number of ways:
- Providing a financial incentive for employers to manage the demand for travel of their employees;
  - Providing a revenue stream which the authorities could use to enhance the delivery of the JLTP3 strategy;
  - Encouraging employers to support their staff more to be physically active in order to reduce sickness related absenteeism.
- 6.7.3 In central Bristol, there are substantial amounts of private non-residential parking. Most of this parking is free at the point of use and there are no demand management controls to influence their use. Bristol City Council will explore the potential for workplace parking levies as a means to influence the supply and use of parking.
- 6.7.4 Complementary to parking control and demand management are

mechanisms to change the nature of the road network to discourage through traffic in residential areas. An example of this approach is 20mph limits. Whilst they are aimed at slowing speeds and improving safety they can positively encourage modal shift by creating environments far more pleasant for walking and cycling. At the same time they become less attractive to unnecessary through traffic providing an extra demand management tool. Locking in the benefits by developing low cost measures with local communities will further strengthen the role of 20mph limits.

## 6.8 Asset management

- 6.8.1 Ensuring the existing transport infrastructure is well maintained is crucial. A Joint Transport Asset Management Plan (JTAMP) has been produced. This has provided the opportunity to identify the condition of local transport assets and define levels of service and performance targets for the maintenance of footways, carriageways, bridges and other structures to ensure maximum value for money.
- 6.8.2 Making our road and rail networks resistant and adaptable to adverse weather, accidents and impact of climate change is dealt with in Chapter 5.

## 6.9 Strategy

- 6.9.1 Our strategy aims to provide the infrastructure to deliver and support the expected growth in jobs and houses and the sustainable transport to enable people to get to their jobs,

houses and services through the following:

**Rapid Transit**

6.9.2 We believe the Rapid Transit network is essential for sustainable economic growth, by providing a deliverable, cost effective, reliable and attractive alternative to the car. Without it congestion will increase and investment could go elsewhere. We will:

- Introduce a series of Rapid Transit services (see Figure 6.4) operating on routes with segregation from general traffic and offering a high quality, frequent and reliable form of public transport;
- Complement and supplement bus and rail services, offering much wider public transport journey opportunities;

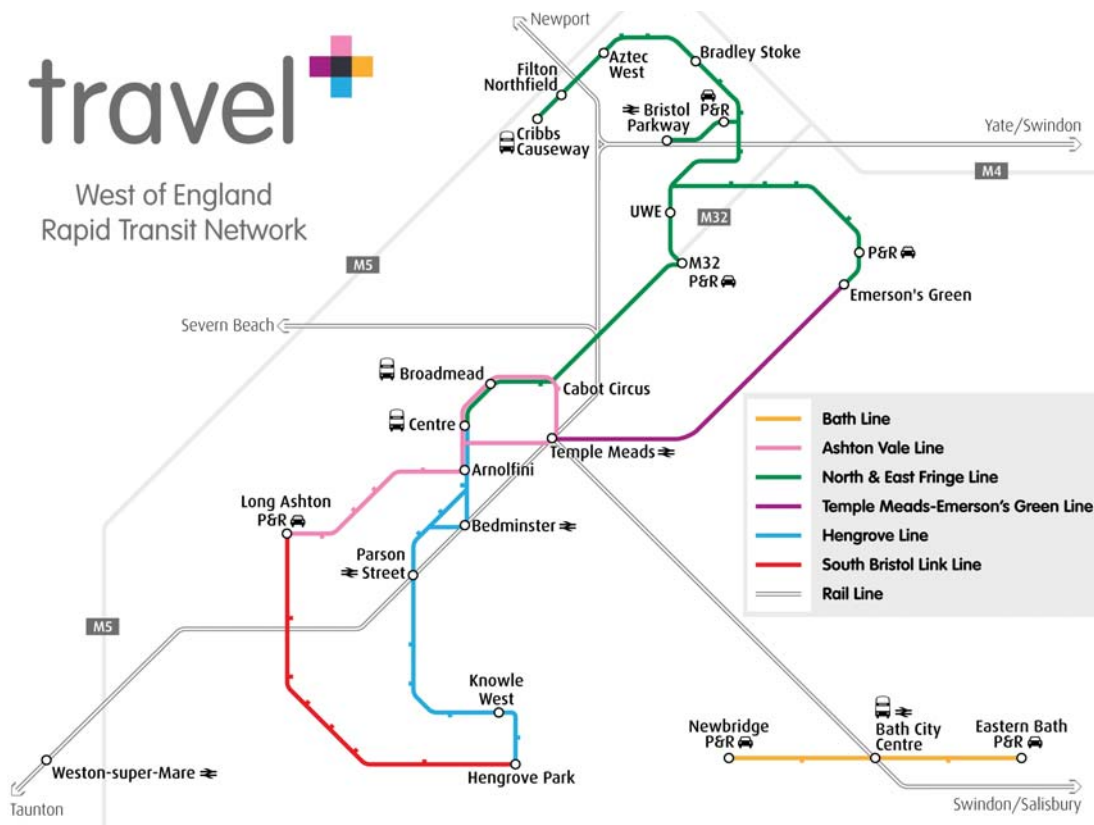
- Allow for future upgrading of the network as new technology and funding allows.

**Bus**

6.9.3 Whilst Rapid Transit offers an exciting future, there will remain a need for reliable and attractive bus and rail services, to reach those areas off the Rapid Transit Network, ensure sustainable economic growth and minimise car trip generation. We will:

- Complete the £70m Greater Bristol Bus Network of enhanced passenger facilities, bus priorities and services;
- Implement the Bath Transportation Package providing bus priorities, better shelters and enhanced information for ten routes in the city;

**Figure 6.4 West of England Rapid Transit Network**



- Build on and complement GBBN investment with further infrastructure and enhanced routes in Bristol and adjacent urban areas of South Gloucestershire;
- Consider a lighter touch approach for secondary routes, where a lower level of investment may result in tangible benefits for passengers, based on expected demand and setting minimum frequencies;
- Establish Quality Partnership Schemes for greater influence over fares, frequencies, vehicle and infrastructure standards on specific corridors;
- Keep the national concessionary travel scheme under review and investigate the scope for extending it to cover other age groups;
- Introduce a multi-operator Smart travelcard for bus travel, building on the experience of the Freedom Travelpass and BathRider;
- Keep the network under review to ensure it serves business and communities;
- Assess the scope for greater use of mobile phone technology (using the Traveline platform);
- Increase the provision of park and ride services to encourage more drivers to switch to public transport thereby reducing car traffic on main routes.

## Rail

6.9.4 Our strategy for rail recognises that major decisions on infrastructure and services are taken at national level. We will:

- Use the Memorandum of Understanding with the rail industry (see Box 6d) to improve rail capacity, performance and journey times and introduce new and enhanced services and rolling stock (see Figure 6.2);
- Aim to create a Greater Bristol Metro of half hourly cross-Bristol train services;
- Reopen the Portishead branch for passenger traffic;
- Widen ticketing opportunities and work with the train operators to extend the smartcard to include rail travel;
- Seek enhancement of stations including extending platforms at Worle;
- Work with Network Rail, First Great Western and other key stakeholders to develop a plan for improved interchange at Bristol Temple Meads station;
- Work closely with the Severnside and Heart of Wessex Community Rail Partnerships and other partners (see Box 9d);
- Work with the Great Western Partnership to secure electrification and a 'state of the art' High Speed Rail route to the South West and South Wales.

6.9.5 We support proposals set out in the Great Western Route Utilisation Strategy (2010) covering the period 2014 to 2019 for:





- Bristol Temple Meads to Parson Street four tracking;
- Train lengthening Manchester and Gloucester to Bristol Temple Meads and Cardiff to Portsmouth and Taunton;
- Increased linespeed Bristol Temple Meads to Bridgwater;
- Filton Bank three/four tracking;
- Bristol Temple Meads to Yate half hourly extension;
- Bristol Temple Meads to Bath (with possible extension to Clifton Down/Avonmouth) additional services;
- Additional rolling stock for services between Bristol Temple Meads and Gloucester, Portsmouth, Taunton and Cardiff;
- Electrification of the Great Western Main Line and opportunities for electric services on the Greater Bristol Metro;
- Bath Spa capacity upgrade (committed scheme 2009 to 2014);
- Westerleigh Junction to Barnt Green linespeed increase (committed scheme 2009 to 2014).

### **Walking and cycling**

6.9.6 Our broad aims are to:

- Maximise the role of cycling and walking as alternatives to the use of private cars by raising their status and

- promoting them as low cost, low carbon, economic, healthy and energy efficient means of transport;
- Improve walking and cycling networks with links within developments and to surrounding areas.
- Improve the cycling and walking environment by reducing danger from speed and volume of traffic;
- Develop and maintain safe, convenient, efficient and attractive transport infrastructure conducive to cycling and walking;
- Recognise the needs of people who have personal mobility problems;
- Use the Rights of Way Improvement Plans to develop a coherent network of multi user routes in and between communities including proposals for the new National Coastal Path.

### **Smarter Choices**

6.9.7 The Smarter Choices strategy to encourage the use of sustainable modes of transport includes supporting the following key elements:

- Continue to work with businesses, the health sector, schools and further education to help them reduce their vehicle trip generations, for both business and commuter trips
- Personalised Travel Planning;
- Marketing and events;
- Workplace Travel Plans;
- Residential Travel Plans;
- Travel Information;
- School Travel Plans and sustainable travel strategies required by the Education and Inspections Act 2006;
- Car sharing;
- Car clubs;
- Investigate how to better target smarter choices to assist with decision

points in people's life for example changing school, preparing for work, buying a house or starting a new job.

### **Powered Two Wheelers**

6.9.8 The powered two wheelers strategy includes:

- Travel plans to incorporate measures to encourage their use;
- Ensure development proposals include appropriate parking provision;
- Working with the police to improve the provision of safe and secure parking facilities;
- Establish an area-wide programme of road safety education, training and publicity;
- Consider extending usage along bus lanes on proposed showcase route on an individual scheme basis.

### **Taxi and Private Hire vehicles**

6.9.9 Our strategy is for taxis and private hire vehicles to complement and reinforce other public transport services focusing on three main areas:

- Infrastructure and information improvements;
- Licensing controls and working with operators;
- Increasing role as part of integrated transport strategy.

### **Water Transport**

6.9.10 Our strategy for water transport strategy focuses on:

- Enhancing waterside access as key parts of the regeneration of Bristol city centre and Bath City Riverside in Bath;

- Seeking ways and means of increasing patronage of Bristol Harbour ferries and integrating them further into the public transport system;
- Exploring the potential for other ferries or innovative forms of water transport.

### **Demand Management**

6.9.11 The parking strategy has the following key elements:

#### *Parking Controls*

- Parking controls including charges will be structured to support short stay retail, leisure and business trips to the central areas;
- All day parking will be controlled in a way to discourage users who could transfer to lower carbon travel choices.

#### *Restricting Access to On-Street Parking*

- Residential parking controls will be extended to a greater geographical area surrounding central Bristol and will be considered for other areas of high parking demand in the West of England.



*Workplace Parking Levies*

6.9.12 For the Bristol City Council area initially the authority will:

- Undertake development work to allow the full costs and benefits of a workplace parking levy scheme to be understood.
- Develop a robust business case and secure political approval before progressing the implementation of any scheme.

*Future measures*

- Support Government proposals to establish a system of lorry road user charging.
- Explore and develop innovative demand management solutions to achieve transport objectives.

*Creating Streets for People - 20mph limits*

- 20mph limits will be rolled out to cover all of the Bristol City Council administrative area;
- Enhance the street scene to increase pedestrian and cycling activity;
- Work in partnership with other agencies to enhance the environment for local communities.

**Highway Improvement, Management and Maintenance**

6.9.13 We recognise the continuing importance of managing, maintaining and where necessary, extending our highway networks. To this end, our major transport scheme programme (see Chapter 11) includes new highway schemes that are targeted at economic growth, namely:



- Weston Package and M5 Junction 21 Bypass to facilitate economic growth at Weston;
- Stoke Gifford Link (in Hengrove-North Fringe Package) to support growth in north Bristol;
- South Bristol Link to enable regeneration in South Bristol.

6.9.14 To manage the highway network effectively we will:

- Oversee the safe, effective and efficient use of the highway network in line with our duties under the Traffic Management Act 2004 and consider the needs of all road users, including pedestrians, cyclists and powered two wheeler riders;
- Review our network management plans to ensure they are kept up-to-date and complement each other;
- Review hierarchy of roads to direct different kinds of traffic onto the most

appropriate routes, including Heavy Goods Vehicles;

- Continue to use the transport user priorities (see section 7.5.2) adopted in JLTP 2006 to 2011 in considering alterations to the highway network;
- Adapt the highway network through engineering schemes and measures to ease congestion, increase safety, improve the quality of life for local people and encourage public transport use, walking and cycling;
- Maximise the operational effectiveness of traffic signals and extend the use of Urban Traffic Control systems where appropriate;
- Develop an Intelligent Transport System (ITS) for the West of England to build on the work of the Bristol Traffic Control Centre, improve journey times and reliability, reduce delays and emissions and tackle congestion hotspots;
- Maintain, manage and ensure best use of transport assets through the implementation of the Joint Transport Asset Management Plan (JTAMP);
- Ensure our road network is resistant and adaptable to the impact of climate change.

### Freight

6.9.15 Our strategy towards freight will be to:

- Work with Network Rail and the freight industry to promote the movement of freight by rail in preference to road;
- Discuss with the Port of Bristol and Bristol Airport ways and means of accommodating changes in the pattern of freight movements generated by their activities;
- Enhance the highway network information available to the travelling

public, business, the freight industry and service providers;

- Identify with road freight interests, opportunities for enhanced lorry parking provision;
- Extend the use of freight consolidation through continued development of the scheme to cover the two main urban centres of Bath and Bristol;
- Seek improvements to delivery arrangements in city and town centres and opportunities for giving HGVs priority over the private car along certain roads.

### Peak Oil

6.9.16 Together with the Government's desire to decarbonise the economy and support the creation of new green jobs and technologies the transport strategy set out above will need to build resilience against the potential effects of peak oil through:

- Reducing the number and length of journeys to access goods, employment and services;
- Maximising the use of sustainable, human powered (i.e. walking and cycling) modes of transport;
- Maximising the use of public transport to increase efficiency per unit of fuel.



**Travel+**

6.9.17 We will use our Travel+ branding to promote transport projects in support of economic growth.

Management, Parking, Public Transport, Smarter Choices and Walking supplementary documents.

**Supplementary Documents**

6.9.18 More detail on our strategy can be found in the Cycling, Freight, Network




**6.10 Future ideas to 2026**

6.10.1 In supporting economic growth throughout the life of the JLTP3 we will keep options and ideas open. Some of these are outlined in Box 6f.

**Box 6f: Future Plan Ideas**

- Continued development and expansion of Rapid Transit Network;
- Increased capacity on the rail network where linked to employment and housing growth areas;
- Electrification of local rail services;
- Tram trains and light rail, subject to the outcome of national trials and DfT review of costs, to provide higher frequency services with options for on-street running;
- Cycling major transport scheme bid to build on the success of Cycling City;
- Showcase walking routes – super commuter routes into town and city centres;
- Targeted smarter choices aimed at transitions in life such as planning for young people to encourage alternatives to car ownership.
- New ways to manage street works including possible permit schemes.

**Find out more**

-  Cycling, Freight, Network Management, Parking, Public Transport, Road Safety, Smarter Choices and Walking draft JLTP3 Supplementary Documents, 2010.
-  Building a positive future for Bristol after Peak Oil, 2009
-  Chief Medical Officer Annual Report, 2009
-  Core Strategies of Bath and North East Somerset, Bristol City, North Somerset and South Gloucestershire Councils
-  Great Western Route Utilisation Strategy, 2010
-  Greater Bristol Strategic Transport Study, 2006
-  Interactions between motorway and local road network DaSTS Study, 2010
-  Joint Rights of Way Improvement Plan 2006 – 2011
-  Joint Transport Asset Management Plan
-  North Somerset Rights of Way Improvement Plan 2006 - 2011
-  Our Future Transport, 2008
-  Rail Action Plan, 2010
-  South West Rail Prospectus, 2010
-  Value for Money: An Economic Assessment of Investment in Walking and Cycling
-  West of England Local Enterprise Partnership proposal, 2010

