



# Developing a Transport Strategy for Keynsham

Planning, Transport & Environment Policy Development Scrutiny Panel  
11 November 2014

Bath & North East  
Somerset Council

  
Mott MacDonald

## **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”***

# Vision

The proposed Strategy takes into account:

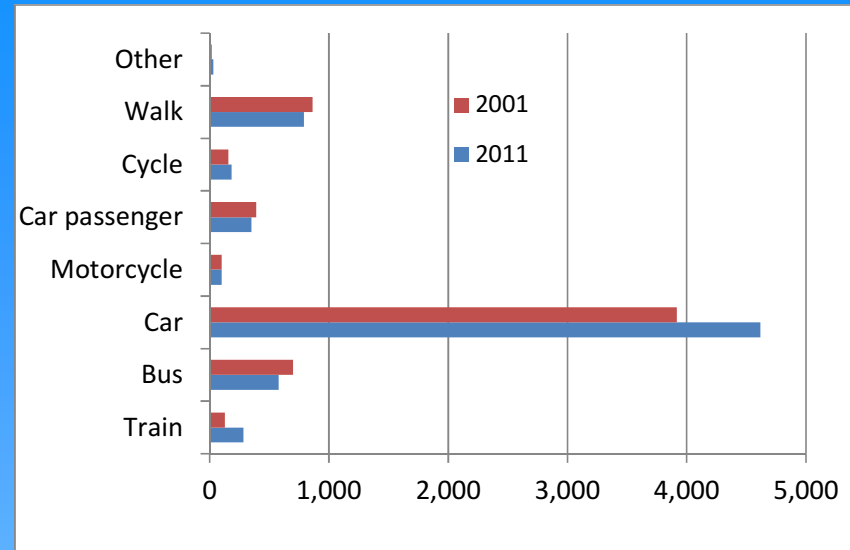
- Joint Local Transport Plan and other funding sources
- Adopted Core Strategy and National Planning Policy Framework, both supporting sustainable development
- Key stakeholder views recognising the importance of transport to the local economy and the wellbeing of the town, its residents and workers
- The wider vision of Keynsham as an attractive place to live and work, with a thriving retail centre

# Objectives

- Minimising the future increase in traffic congestion
- Supporting and enabling the local economy
- Promoting sustainable mobility
- Widening travel choice
- Improving connections, particularly to improved rail services and the town centre
- 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
- Ensuring that all traffic management and pedestrian schemes are designed to take mobility needs in to account

# Traffic Demand

- Two thirds of trips to work in 2011 were made by car
- Traffic volumes and congestion are already a problem
- Air Quality Management Area along the High Street and Charlton Road
- Traffic demand will increase in the future as a result of new developments: 2,000+ new homes (Core Strategy to 2029)



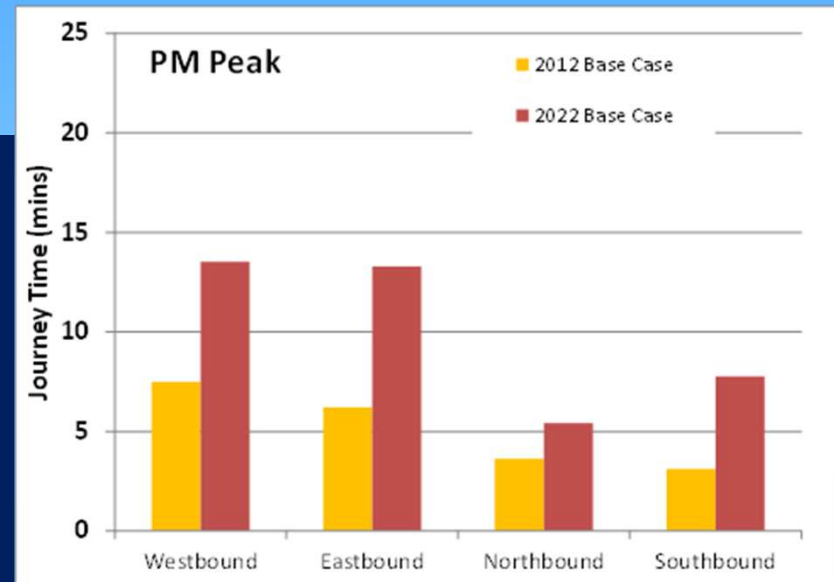
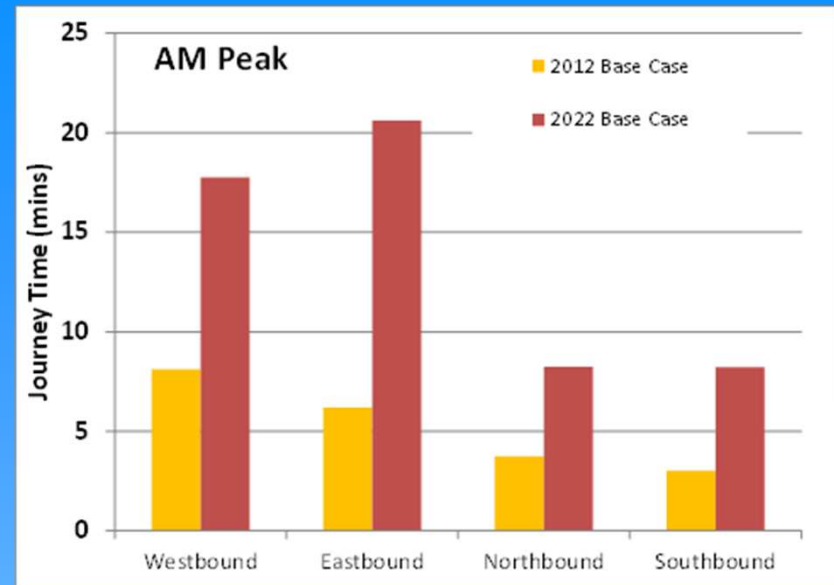
Travel to Work by Keynsham residents



# Traffic Demand

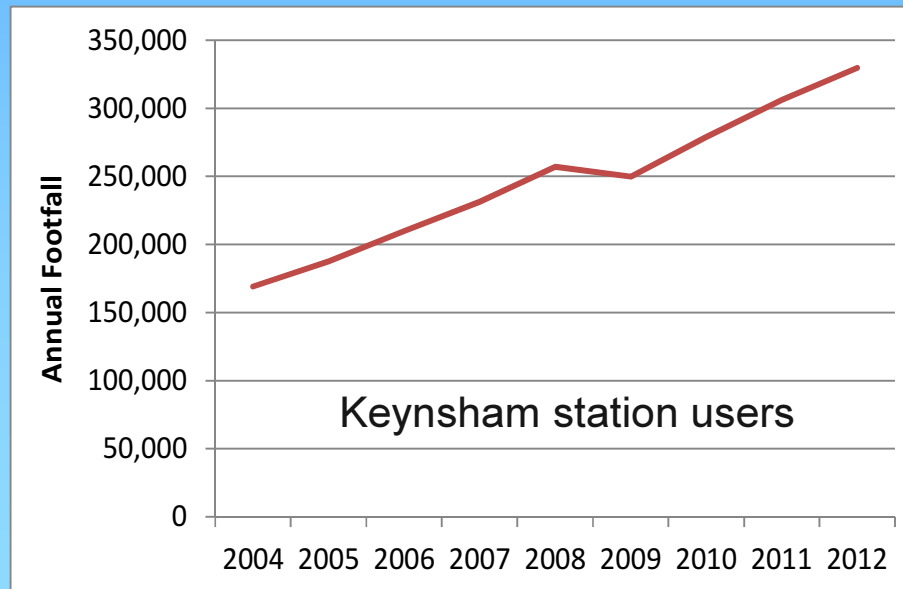
- Congestion is predicted to worsen with large increases in journey times through Keynsham if nothing is done
- Capacity of the High Street and its junctions is a key constraint

**Key Action: Strong emphasis on reducing the impact of vehicles by supporting trips that are made by means other than car, by more people using improved rail and bus networks and increasing levels of walking and cycling**



# Rail Improvements

- Rail use has doubled since 2004: 330,000 station users 2012
- MetroWest network upgrades services across a wide area: more frequent trains between Bath Spa and the Bristol area
- Changes on Great Western Main Line will increase the capacity available from Bath Spa to London Paddington via Chippenham, Swindon and Reading.



# Rail Improvements

Continued co-operation between local authorities will help maximise the benefits of the service improvements

- Improved accessibility for pedestrians and cyclists, nearby bus stop
- Increased car and cycle parking
- Improved security
- Real time service information
- Improved waiting facilities

**Key Action: Growth in rail capacity and range of services available as part of the MetroWest and other schemes will support significantly more rail journeys to/from Keynsham. Access to the station has to be improved if the take up of these enhanced services is to be maximised.**



# Bus Services

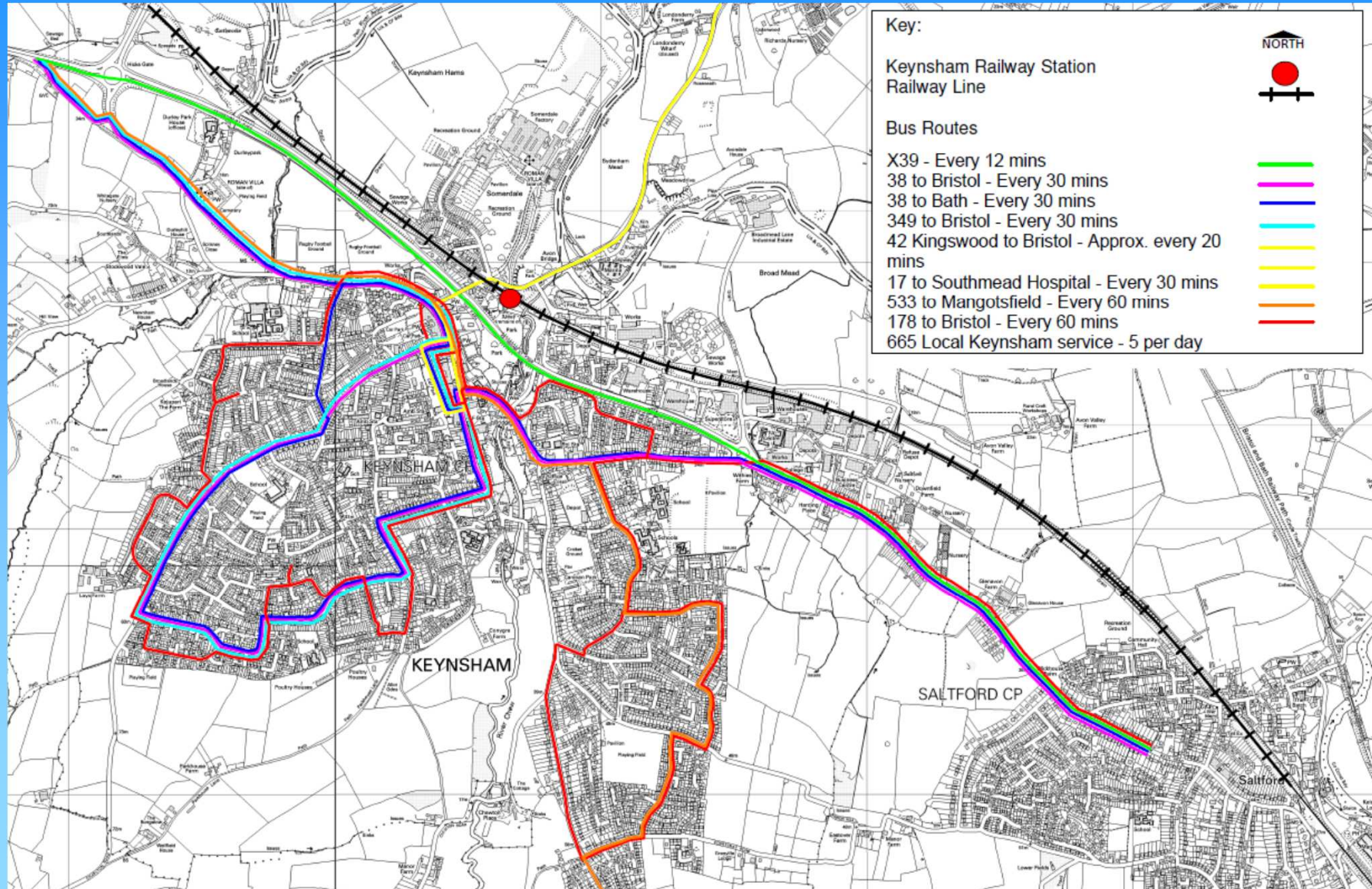
- Declining core market for buses
- Problems of unpredictable traffic conditions and negative perceptions of using the bus
- Essential that bus services and bus stop locations are improved in order to maximise take up of rail
- A combination of bus and rail services is crucial if car use is to decline

Bath & North East  
Somerset Council



  
Mott MacDonald

# Bus Services



# Bus Services

- Better multi-media service information (joint initiative between operators, the Council and users)
- Improved links between bus and rail services
- Smart cards (underway) and mobile phone ticketing
- Revised fare structure, especially for inter-urban services
- Measures to reduce delays to buses e.g. as part of capacity improvements at key junctions.

**Key Action: Improve bus services, with ticketing and other measures, in order to improve reliability and create better linkages between bus and rail services. This will provide viable alternative travel options to car use, promoted through travel plans and comprehensive marketing.**

# Car Parking

- 2,000+ new homes will increase demand in the town centre
- Demand should be less than the 30% increase in number of households with measures to encourage other modes
- The new Town Hall travel plan for staff and visitors trips could reduce the demand for parking and/or change demand patterns
- Expected increase in parking demand of up to 20% for the Council-run car parks

**Key Action: Plan for increased parking stock in the town centre. Undertake parking surveys once the Town Hall is complete to ascertain if there is spare short or long stay capacity to inform estimates of required future capacity**

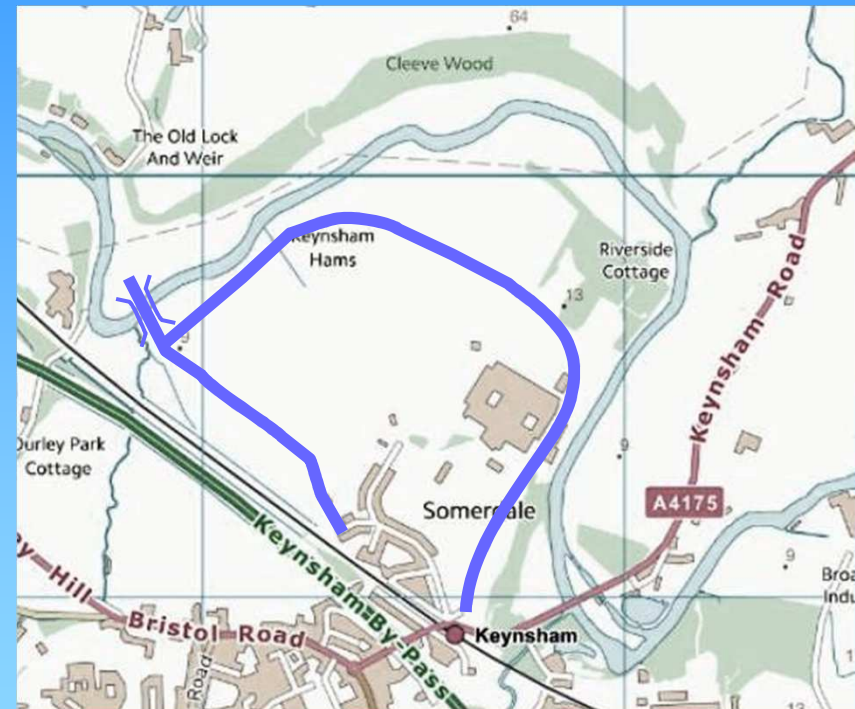
# Walking and Access for All

- Improved walking network will support a shift from motorised modes - *'more people, more active, more often'* in line with the council's 'Fit for Life' Strategy
- Needs of mobility impaired people to take into account age structure: 23% of residents over age 65
- Specific measures:
  - Improvements to benefit people with impairments  
e.g. crossings, surfacing, lighting, access to bus stops
  - Reduced street clutter
  - Engagement with all those directly affected

**Key Action: Undertake an audit of the pedestrian facilities in the town centre and on the main routes used for walking to and from the town centre and the rail station, taking into account the needs of people with mobility impairments**

# Cycling

- Town is poorly served by cycle infrastructure with no cycle routes between south of town and the town centre and rail station
- Sustrans has completed a draft review of potential routes
- Potential local schemes include:
  - Routes alongside the River Avon between Bath and Bristol, linking into National Cycle Network and Bristol Temple Quarter Enterprise Area
  - Keynsham 'Spine Route' along the River Chew to rail station and town centre
  - Extension of the existing Bath Road shared route to Saltford
  - A 'quietway' along Chandag Road with traffic calming
  - Improved east-west routes linking into the Spine Route and to access schools



Indicative proposed cycle routes

# Cycling recommendations

- Short term - improve access to schools through consultation with local cycle groups and schools;
- Medium to long term – new routes taking into account the recent Sustrans review
- More secure cycle parking at the rail station, workplaces, residential developments, leisure facilities and town centre
- Promotion of the new cycle routes through leaflets, route maps, school liaison etc.

**Key Action: In partnership with Sustrans, Bristol and South Gloucestershire, identify priority cycling routes to/from and within Keynsham in order to build a cycling culture for people of all abilities. Target appropriate opportunities to fund these schemes.**

# Developments

- Some new developments currently being built, others planned
- Developers must work with bus operators to plan bus access from an early stage, rather than trying to retro-fit bus links through a fixed development layout
- Transport Assessments required for new developments detailing sustainable travel opportunities and traffic mitigation
- Travel Plans should be provided for new developments with sustainable travel targets within a specified timeframe

**Key Action: Ensure that new developments have good accessibility by non-car modes, backed up by active and effective Travel Plans that are enforceable through a Section 106 agreement**



# Travel Plans

- Contribute to a better understanding of people's travel options and a move towards sustainable modes
- Progress travel plans for schools and workplaces for major employers
- Impacts demonstrated by lasting changes in travel behaviour, supporting sustainable travel choices and reducing peak time car travel

**Key Action: Ensure that travel plans are promoted for all major trip generators in the town to support a move from car to other means of travel**

Bath & North East  
Somerset Council



  
Mott MacDonald

# Town Centre & Junction Improvements

- Increased rail use and walking/cycling for local trips will help reduce traffic growth
- However, even with fewer trips, long delays are still predicted
- Improvements to key junctions will reduce the level of delays

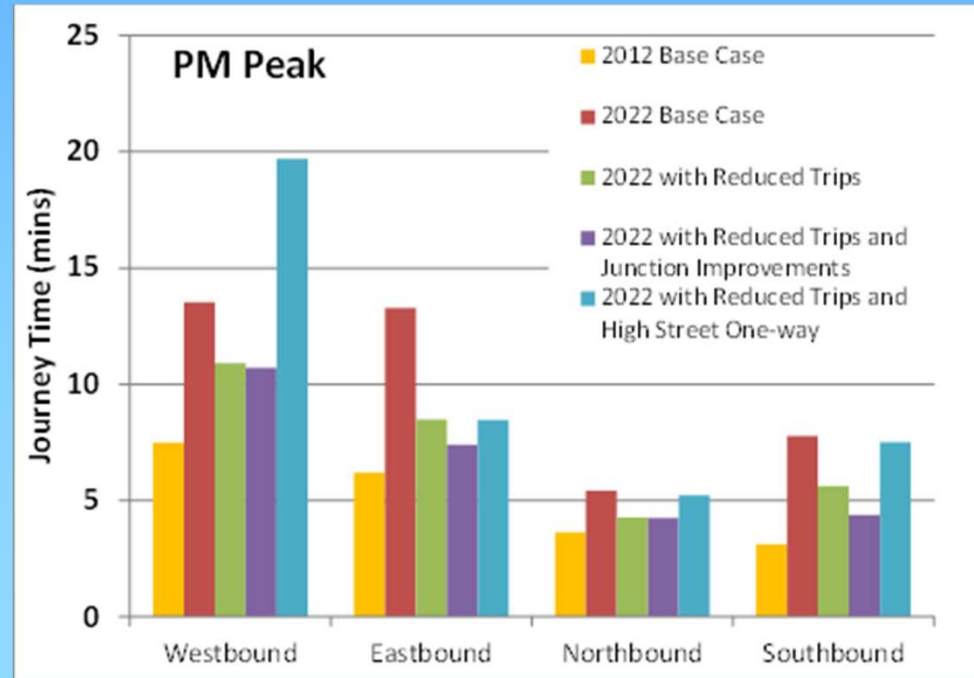
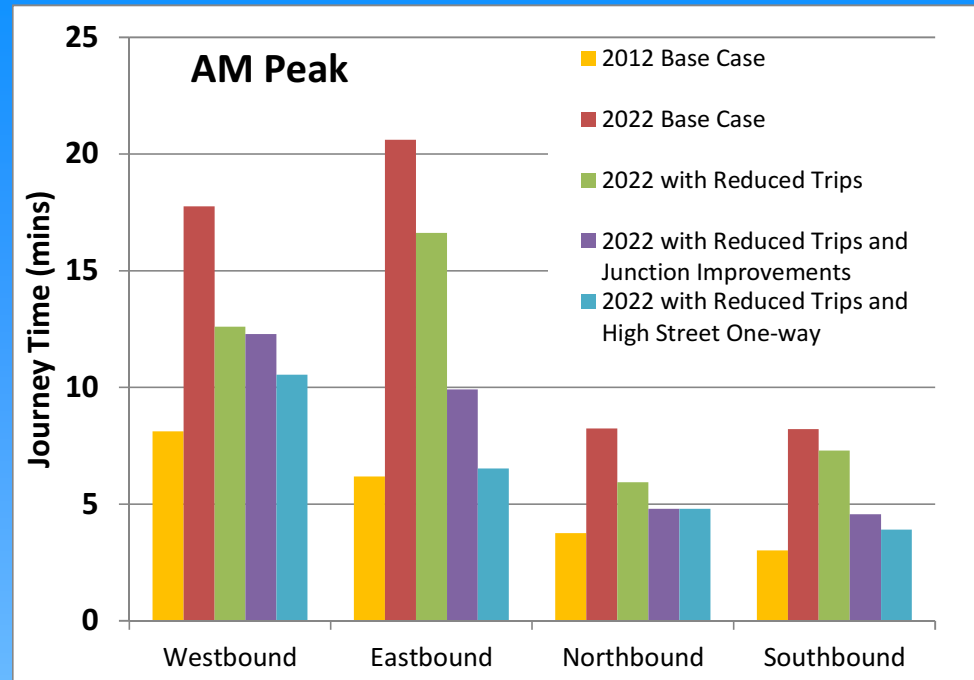


# Town Centre and Junction Improvements

- Two potential layouts were considered with the High Street as one-way southbound
- Traffic modelling showed a better performance with Ashton Way retained as two-way
- Long delays were predicted for westbound traffic in the PM peak due to the constraint of High Street / Ashton Way junctions
- A one-way scheme should be possible with existing traffic levels or for off-peak hours only with future traffic demand

# Town Centre and Junction Improvements

Bath & North East Somerset Council



# Town Centre and Junction Improvements

**Key Action: Pursue specific junction improvements and investigate other measures further:**

- Provide two southbound lanes at the proposed Keynsham Road / Avon Mill Lane signalised junction
- Convert existing Wellsway, Bath Road, Bath Hill mini-roundabout to a signalised junction to increase its capacity
- Undertake a study of Hick's Gate to determine a suitable scheme to increase its capacity
- Investigate schemes to introduce one-way operation in High Street in the short term
- Investigate other strategic improvements that could reduce the volume of through traffic in the town centre, allowing future one-way operation of High Street

# Delivering the Strategy

- The strategy will be successful only 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
- 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 2021.

**Key Action: Produce a Delivery Plan with a five year profile against which continuous improvement can be demonstrated through an annual review**

## Slide 22

---

**PD1**

Should use numbers not % so increase in Cycle/bus use is clear

Should we have greater expectation re: bus use

Peter Dawson, 10/09/14



**Mott MacDonald**

**[www.mottmac.com](http://www.mottmac.com)**