



# **Developing a Strategy for Keynsham**

October 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”*

The proposed Strategy has been developed taking into account:

- Local initiatives from the Joint Local Transport Plan and other funding sources;
- The Adopted Core Strategy and National Planning Policy Framework both of which support the principles of sustainable development;
- The views that are shared by key stakeholders recognising the importance of transport to the local economy and the wellbeing of the town, its residents and employees;
- The wider vision of Keynsham as an attractive place to live and work, with a thriving retail centre.

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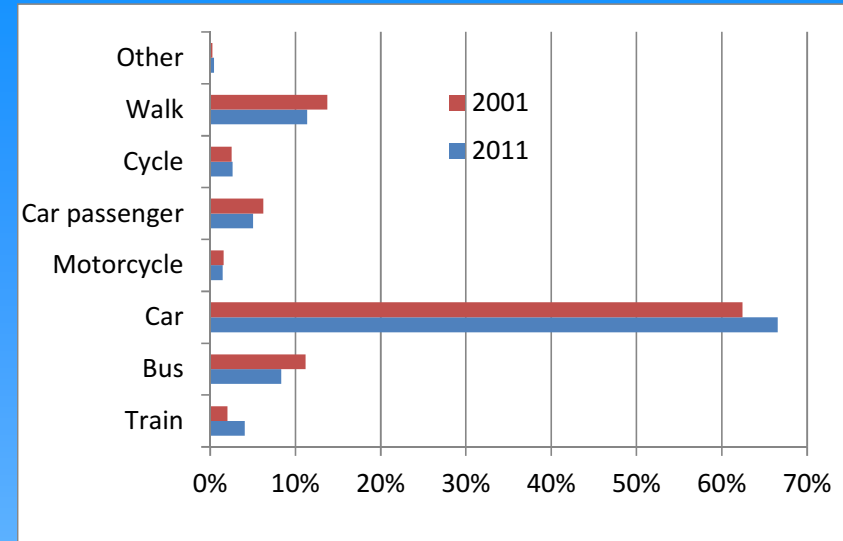
# Objectives

The following objectives are proposed:

- 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

- Car is the dominant mode of transport with two thirds of trips to work in 2011 being made by car
- Traffic volumes and congestion are already a problem, with an Air Quality Management Area along the High Street and Charlton Road
- Traffic demand will increase in the future as a result of new developments
- Over 2,000 new houses are expected to be built between 2011-2029 in line with the Core Strategy



Travel to Work by Keynsham residents

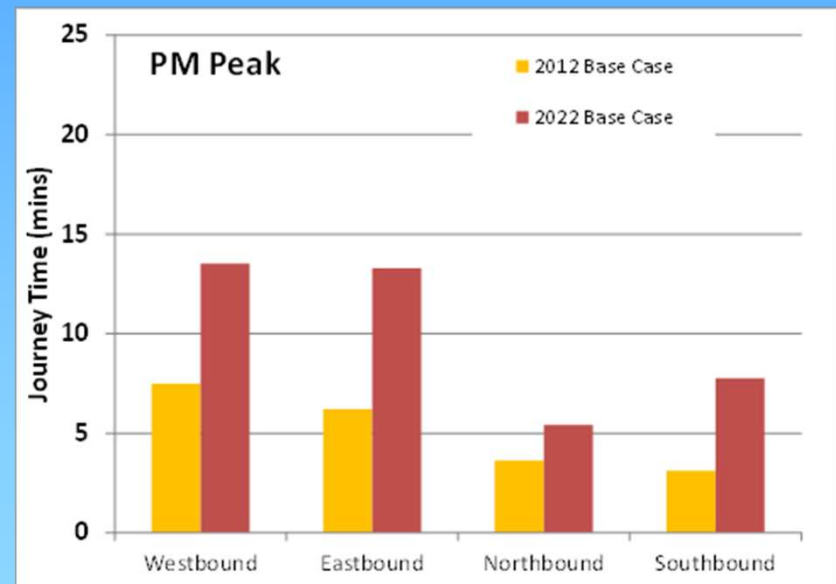
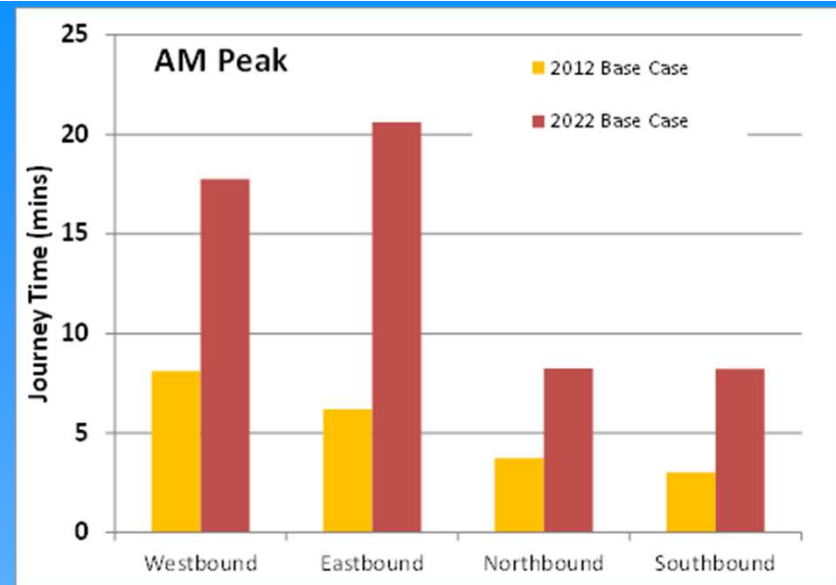


# Traffic Demand

- Congestion is predicted to worsen, as demonstrated by 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:** Place a 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.

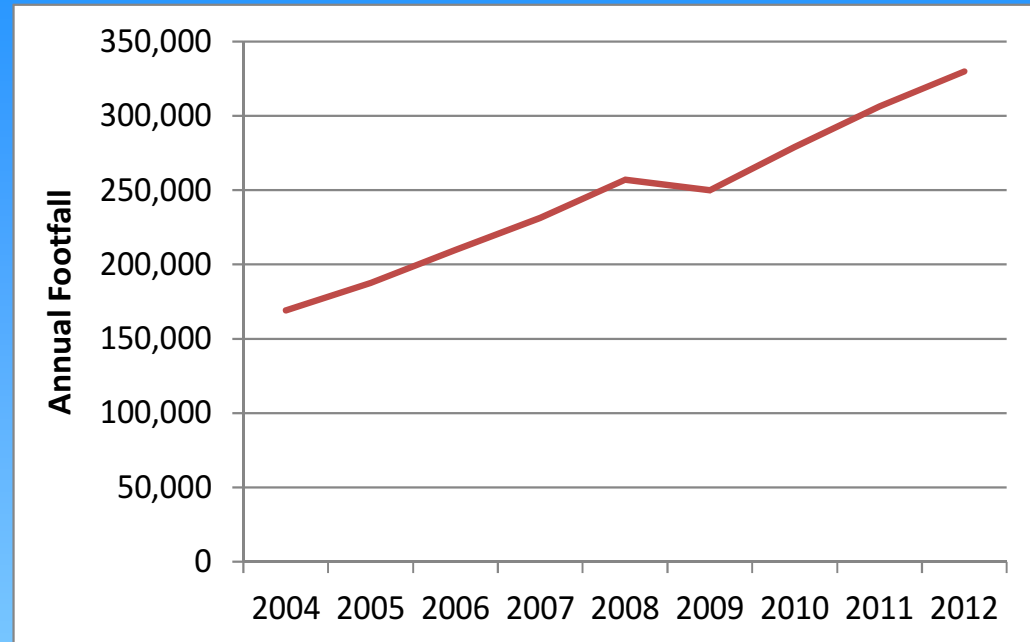
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# Rail Improvements

- Rail use has doubled since 2004, with around 330,000 passengers using Keynsham station in 2012.
- The proposed MetroWest network envisages the upgrading of services across a wide area with more frequent trains between Bath Spa and the Bristol area.
- Changes on Great Western Mainline 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

Local improvements are proposed including:

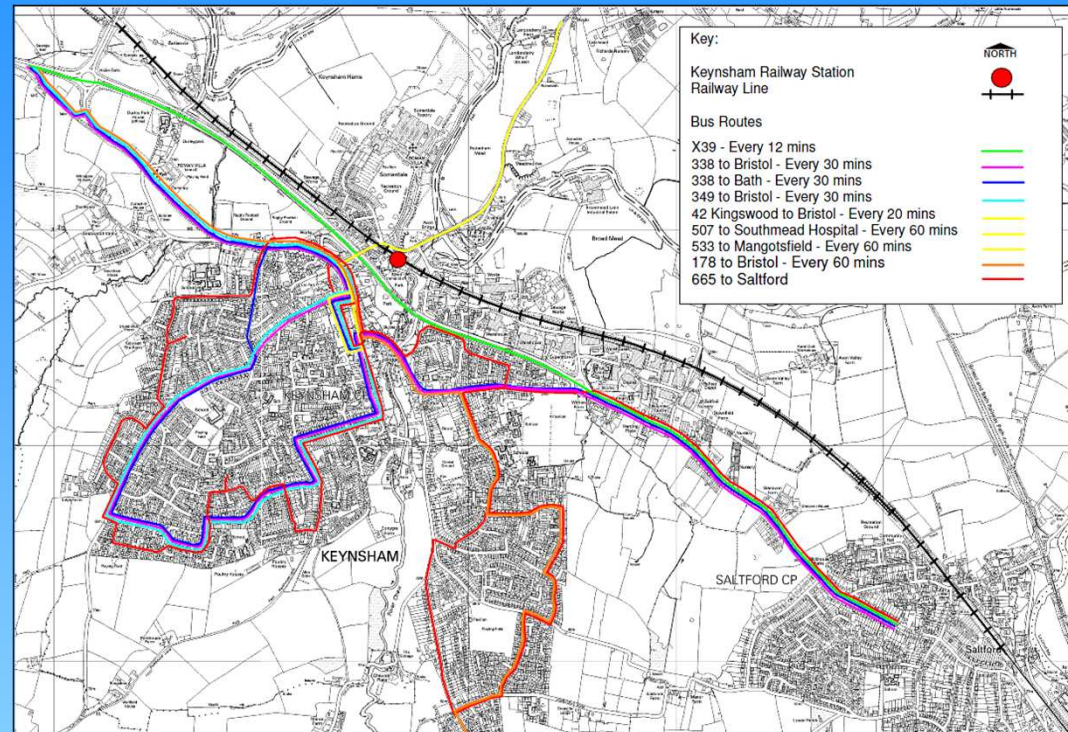
- Improved accessibility for pedestrians and cyclists, nearby bus stop
- Increased car and cycle parking
- Improved security
- Real time service information
- Improved waiting facilities.

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



# Bus Services

- There is a declining core market for buses.
- Improvements are outweighed by problems of unpredictable traffic conditions and negative perceptions of using the bus.
- It is essential that bus services and bus stop locations are improved in order to maximise take up of rail – potential linking of bus services to the station has been investigated.
- The combination of bus and rail services is crucial if car usage is to decline.





Specific measures to encourage higher bus use include:

- Better multi-media service information (joint initiative between operators, the Council and users)
- Improved linkages between bus and rail services
- Smart ticketing, as being introduced currently, 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

- Over 2,000 new houses in Keynsham (Core Strategy) will cause an increased demand for parking spaces in the town centre.
- Demand should be less than the 30% increase in number of households, as both existing and new parking demand should reduce with measures to encourage other modes.
- The new Town Hall will have a Travel Plan for staff and visitors trips which 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: Ensure that increased parking stock in the town centre is planned for. Undertake parking surveys once the Town Hall is complete to ascertain if there is currently any spare short or long stay capacity, to enable estimates of the required future capacity to be made.**



# Walking and Access for All

- An improved walking network will support a shift from motorised modes and help to get *'more people, more active, more often'*, in line with the councils 'Fit for Life' Strategy
- Mobility impairments need to be considered taking into account age structure, with 23% of residents over the age of 65.
- Specific measures will include:
  - Improvements to benefit people with impairments e.g. crossings, surfacing, lighting, access to bus stops;
  - Reducing street clutter where possible; and
  - Engagement with all those directly affected.



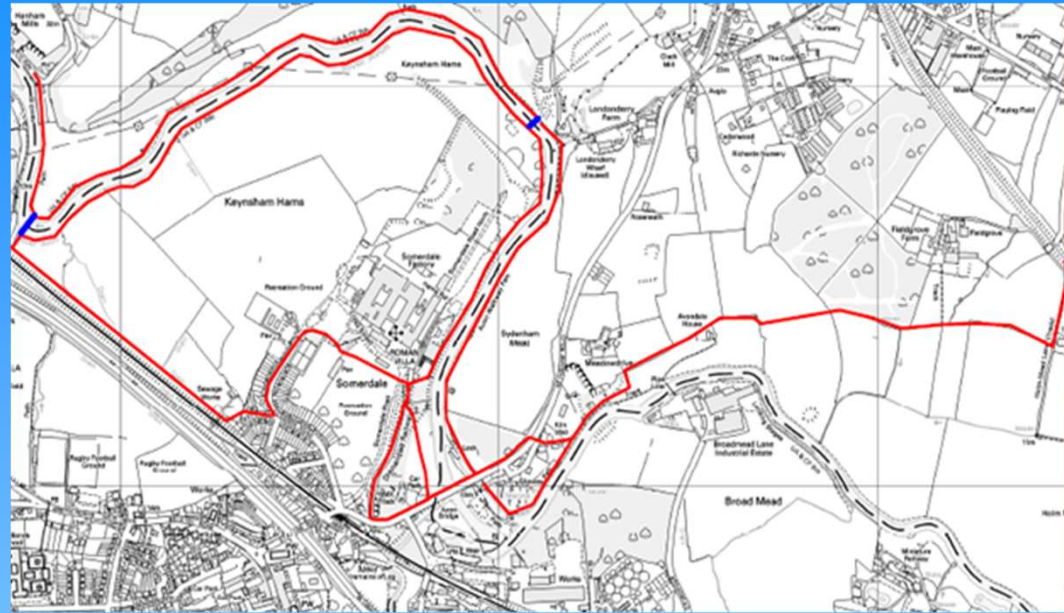
**Key Action: Undertake an audit of the pedestrian facilities in the town centre and on the main routes used for walking to and from the town centre and the rail station, taking into account the needs of those with mobility impairments.**

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# Cycling

- Currently, Keynsham is poorly served by cycle infrastructure, with no cycle routes between south of town and the town centre and rail station
- Sustrans have completed a draft review of potential cycling 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 shared space and traffic calming
  - Improved east-west routes linking into the Spine Route and to access schools



# 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
- Improving and creating 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 and the neighbouring authorities of 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

- A number of new developments are currently being built, with others planned as part of the Core Strategy.
- Developers must consult bus operators to plan bus access from an early stage, rather than trying to retro-fit bus links through a fixed development layout.
- A Transport Assessment is required for new developments detailing sustainable travel opportunities and traffic mitigation methods.
- Travel Plans should be provided for new developments, containing targets on sustainable travel set to a specific timeframe.

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

# Travel Plans

- Contribute to giving people a better understanding of their travel options and encourage a move towards sustainable modes.
- School travel plans and workplace travel plans for major employers should be progressed.
- The impact of travel plans can be 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.**

# Town Centre and Junction Improvements

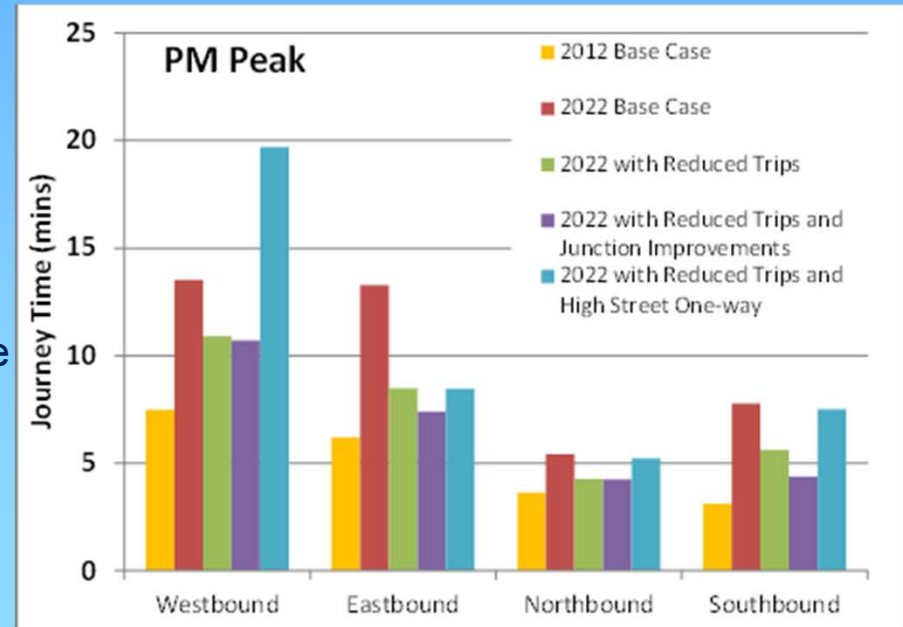
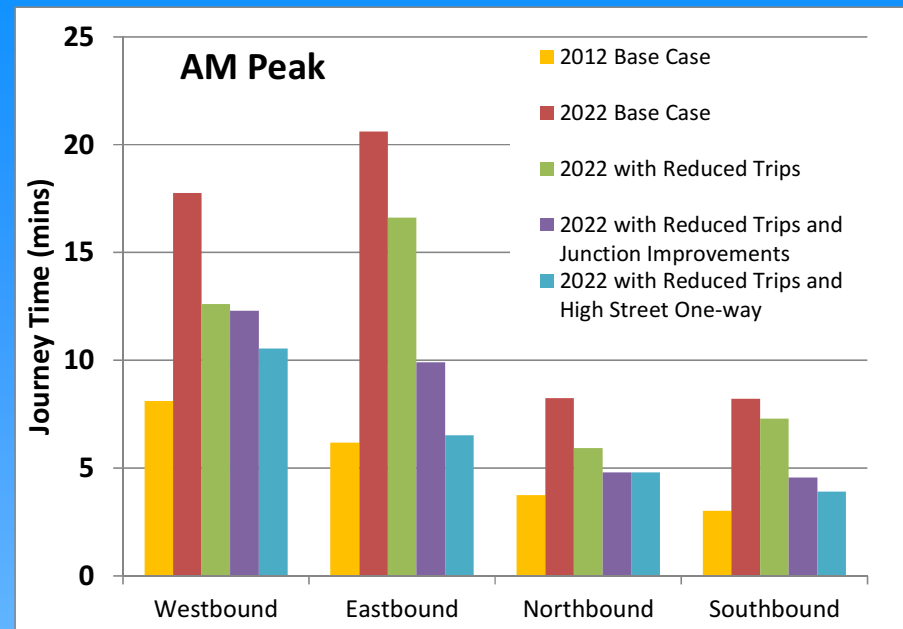
- Increased rail use and walking/cycling for local trips will help to reduce traffic growth
- However, with Reduced Trips long delays are still predicted
- Improvements to key junctions will reduce the level of increased delays
- Two potential layouts were considered with the High Street as one-way southbound
- 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





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

- Two southbound lanes are provided at the proposed Keynsham Road / Avon Mill Lane signalised junction
- The existing Wellsway, Bath Road, Bath Hill mini-roundabout is converted to a signalised junction to increase its capacity
- A study into Hick's Gate is undertaken to determine a suitable scheme to increase its capacity
- Investigate schemes to introduce one-way operation on the High Street in the short term, possibly during off-peak hours only (10:00-16:00) PD3
- Investigate other strategic improvements that could reduce the volume of through traffic in the town centre, allowing one-way operation of the High Street to cater for future traffic demand.



**Slide 17**

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**PD3**

This was highlighted by the Road Safety Review and we are unlikely to promote this.

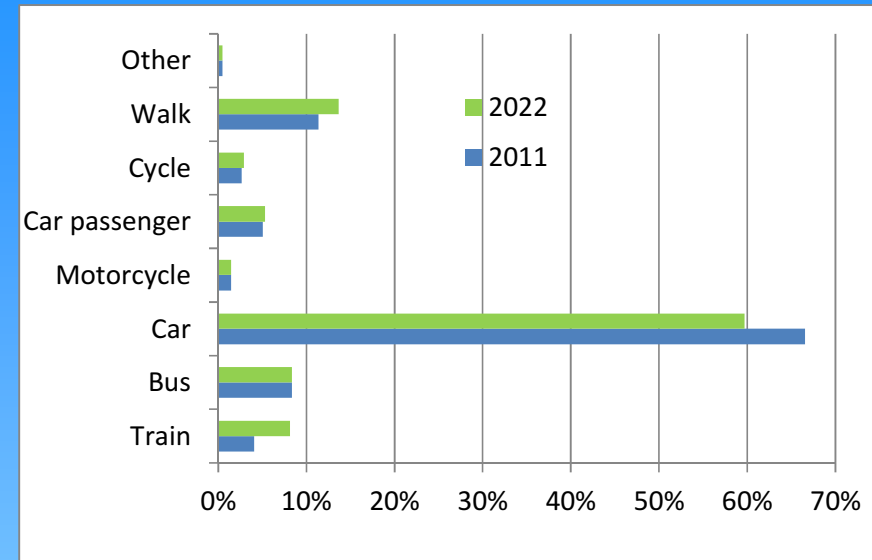
Peter Dawson, 10/09/14

# 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.
- 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 2021.

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

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Travel to Work Mode Share Target

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**Slide 18**

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**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



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