

**Cabinet Meeting Resolution**

**Executive  
Forward Plan  
Reference**

**E3649**

**The Movement Strategy**

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| <b>Date of Meeting</b>        | 25-Sep-25                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>The Issue</b>              | <p>In 2023, Bath &amp; North East Somerset Council pledged to introduce a circulation plan for Bath. Since then, this commitment has evolved into a comprehensive Movement Strategy. This shift reflects a deeper understanding of what the city needs to thrive - it's not just about congestion, but about how people move, how space is shared, and how we can shape a more sustainable, inclusive future for Bath. The Movement Strategy is a long-term blueprint that reimagines how we use, and view, our streets. It aims to rebalance the city's transport network to better serve residents, businesses and visitors, while supporting our climate goals. It will provide the framework for delivering the Journey to Net Zero ambitions and identifies measures, specifically for the city of Bath, that will help to significantly reduce transport-related emissions. The report seeks approval for the Movement Strategy document for consultation commencing in October this year.</p>                                                                                                                                                                                                                                                                                               |
| <b>The decision</b>           | <p>(1) To approve the development of a Movement Strategy.</p> <p>(2) To agree the strategic objectives for the Movement Strategy. The objectives are creating a great quality place, improve travel choices and reduce private vehicular traffic.</p> <p>(3) To approve proceeding to public consultation from Tuesday 14<sup>th</sup> October to Friday 28<sup>th</sup> November 2025.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Rationale for decision</b> | <p>Transport accounts for over 30% of carbon related emissions within Bath and North East Somerset Council, impacting the Council goal to achieve Net Zero by 2030. Following the Journey to Net Zero Strategy in 2020, a Circulation Plan, now named a Movement Strategy was identified to recognise Bath's historic layout and constrained road network. The Movement Strategy proposes a shift away from years of car dependency by improving alternatives such as walking, wheeling, cycling and public transport. This will not only reduce transport emissions and congestion but also enhance the quality of life for everyone who lives in, works in, or visits the city.</p> <p>Currently, around 294,000 trips are made each day on the Bath transport network, comprising journeys within the city, to and from Bath, and through Bath. With the expected population growth in the region over the next 10 years, if no intervention is made, forecasts suggest an increase of 21,000 additional daily trips (7% growth). When considered alongside the wider West of England region, congestion is estimated to cost the regional economy approximately £800,000 per day, driven by lost productivity, longer journey times, and reduced reliability across the transport network.</p> |

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|                                                                                                | <p>A Movement Strategy is required to reimagine how we use, and view, our streets. It should aim to rebalance the city's transport network to better serve residents, businesses and visitors, while supporting our climate goals. The objectives underpinning the Movement Strategy reflect the Council's Corporate Strategy. It is also necessary to provide the framework for delivering the Journey to Net Zero ambitions.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Other options considered</b>                                                                | <p>An alternative to delivering the Movement Strategy would be to take no action. However, this option was rejected as Bath and North East Somerset Council declared a climate emergency in 2019. Without a plan in place, future growth would likely lead to increased congestion and rising transport emissions, undermining the Council's environmental commitments.</p> <p>The Movement Strategy analysis confirmed that with no action taken, there will be a 7% increase in total car journeys over a 10-year period, resulting in additional transport related emissions.</p> <p>The Movement Strategy represents the next critical step in achieving the carbon reduction targets set out in the Journey to Net Zero. It provides a proactive and coordinated approach to managing transport demand, reducing emissions, and supporting sustainable development within Bath.</p> |
| <b>The Decision is subject to Call-In within 5 working days of publication of the decision</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |