

Bath & North East Somerset Council

MEETING:	Planning, Transport and Environment Policy Development and Scrutiny Panel
MEETING DATE:	15 th January 2013
TITLE:	Outcome of Bath Transport Conference September 2012
WARD:	Bath Wards
AN OPEN PUBLIC ITEM	
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Appendix A: List of Conference Attendees	
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1 THE ISSUE

1.1 The Panel at their meeting in October asked for a report on the conference held in September 2012 on the need for a Transport Strategy for Bath. This report outlines the agenda for the conference, the main outcomes and the next steps.

2 RECOMMENDATION

The Panel is asked to note the report.

3 FINANCIAL IMPLICATIONS

3.1 The work to develop the strategy is a key priority for the service and will be undertaken by existing staff within the service with minimal use of external consultants. This should be accommodated within existing budgets.

4 THE REPORT

4.1 On 18th September 2012 a conference was held to hear what stakeholders' priorities were for a Transport Strategy for Bath. Peter Hendy gave the key note speech which showed how London had successfully developed its wider planning and economic strategies and demonstrating how the City's Transport Strategy provided a key element identify supporting infrastructure for the delivery of the wider vision.

4.2 Those who attended are listed in the attached table at Appendix A. Key stakeholders were asked to provide their three priorities. Full transcripts of their individual contributions are attached at Appendix B.

4.3 The priorities given by each of the key stakeholders were:

FOBRA

- Reducing through traffic (HGV ban, use of alternatives eg an A36-A46 link and A420)
- Keeping unavoidable through traffic moving on the designated through route (A36)
- Reducing traffic in the centre (eg Queen Square)

Chamber of Commerce

- P&R on each side of the city
- More and better buses
- Focused development around the railways station – opportunities provided by electrification.

Bath Preservation Trust

- Comprehensive modelling
- Over-arching strategy but not necessarily one 'grand' solution (see Buchanan)
- Incremental strategic change in agreed direction
- Strong leadership

Bath Cycle Campaign

- Listen
- Learn
- Join things up!
- Do!

Public Health:

- Important to increase level of physical activity
- More active life styles have a very positive BCR
- Evidence of these benefits now well established in academic literature

First Bus:

- Need to show DfT we have a clear plan for the future
- Buses are important to local shopping centres
- Information, information, information!

4.4 There is a recognised need for a clear and succinct articulation of what the Council's transport Strategy should be for Bath. The strategy is key to delivering:

- Economic growth and sustainable development set out in the Councils Draft Core Strategy.
- the development of the Key sites owned by the Council
- Reduced congestion on key routes throughout the City.
- Improved freight delivery in the City.
- Enhanced the quality of life and wellbeing of those who live, work and visit the City.
- Improved Air Quality
- Improved transport opportunities for the community.
- Make a positive contribution to climate change.
- Support the delivery of key sites in the Bath City of Ideas Enterprise Area.
- Support the delivery of the Council's Public Realm and Movement Strategy

4.5 The Council has a very good record in delivering many elements of transport policy although there are some outstanding issues that still need to be addressed. The controlled parking zones in the city have been key elements in reducing traffic and supporting the Council's very successful Park and Ride offer. The implementation of the Bath Transport Package will significantly increase the amount of spaces available for Park and Ride service. The continued investment in local bus facilities through the Greater Bristol Bus Network major scheme and

now the Bath Package will support the continued increase in bus patronage. While the improvements to local rail services through the new Franchise for Great Western Railways and with electrification of the mainline improvement will support the continued growth in rail use into and out of the city.

4.6 There are however some elements of a Bath Strategy which have yet to be finalised or solutions identified. The need for a Park and Ride site to the east is a clear priority, Air Quality remains a serious concern and the intrusive nature of HGVs travelling through the city are issues that need to be addressed.

4.7 Next Steps: Following the conference and subject to resources being available, particularly following finalisation of the Core Strategy where key staff are currently committed, a work programme to develop a new Transport Strategy for Bath will be put in place. It is planned that the Strategy should be subject to public engagement later in the year prior to being finalised and published.

5 RISK MANAGEMENT

5.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

6 EQUALITIES

Equalities considerations will be undertaken during the development of the Strategy.

7 CONSULTATION

7.1 Further consultation on the strategy will be undertaken in the course of its development.

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Background papers	
Please contact the report author if you need to access this report in an alternative format	

Appendix A

Attendance at Transport Conference

Dorian	Baker	Transport Consultant	Transport Consultant
David	Beeton	Chairman	WHS Steering Group
Ian	Bell	Executive Director	Chamber of Commerce/Executive Director
Sandy	Bell	General Manager	Chamber of Commerce/General Manager
Nick	Brook-Sykes	Chief Executive	Bath Tourism Plus
Henry	Brown	Chairman	FOBRA
John	Bull	Councillor	Bath & N. E. Somerset Council
Neil	Butters	Councillor	Bath & N. E. Somerset Council
Edward	Chorlton	Bath Transport Commission	
Anthony	Clarke	Councillor	Bath & N. E. Somerset Council
Adrian	Clarke	Transportation Policy Team Manager	BANES
Simon	Coombes		Valley Parish Alliance
Andrew	Cooper	City Centre Manager	Bath Future Plus
Charles	Curnock	Footprint Project Director	Bath Abbey
Martin	Curtis	Managing Director	Bath Bus Company
Richard	Daniel		Transition Bath
Justin	Davies	Regional Managing Director	First Group
Barbara	Davies	Head of Infrastructure and Place	WoE LEP
Adrian	Davis	Public Health Consultant	Public Health Consultant
Peter	Dawson	Group Manager	BANES
Malcolm	Dodds	Chairman	Bath City Cycle Campaign
Jeremy	Douch	Technical Director	Mayer Brown
Peter	Duppa-Miller	Secretary to Local Councils Association	Parish Liaison
Gordon	Edwards	Director	TravelWatch
Richard	Fry	National Chairman	Road Hauliers Association
Stephen	George	Senior Planning Policy Officer	BANES
Mike	Greedy	Rail Passenger Manager	First Great Western
Don	Grimes		B& NES Green Party
Nick	Helps	Senior Transport Planner	BANES
Marc	Higgins	Business Development Manager	Sport & Active Leisure
Fergus	Hobbs		Landowners Forum
Roger	Houghton	Transition Bath	
Duncan	Hounsell		Saltford Station campaign
Andy	House	Head of Estates	RUH
Patrick	Hutton	Chairman	Bath Heritage Watchdog
Caroline	Kay	Chief Executive	Bath Preservation Trust
John	Knight		Bath Taxis
Angela	Ladd	Chair/Federation of Small Businesses	Small Business Focus
Pat	Lunt	Chair	Bath Bus User Group
Ken	McCulloch	Property & Facilities Manager	Future Publishing
Owen	McNeir	Development & Marketing Director	Bath Festivals Trust
Derek	Merkl		Bath Bid
Peter	Metcalfe		Transition Bath

David	Metcalfe	Executive Group Member	Cultural Forum for the Bath Area
Mark	Millar	Chief Executive	Future Publishing
John	Myers		It's a wonderful life
James	Page	Estates Manager	Bath Spa University
Caroline	Roberts	Councillor	Lib Dem Group
Patrick	Rotherham	Transport Lead	FOBRA - Transport Lead
Rhodri	Samuel	Regeneration Manager	BANES
Rab	Smith	Transportation Policy Team Leader	BANES
Robin	Spalding	Environmental Monitoring Officer	BANES
Robert	Spriggs	Transport Director	Callidus Group
Sean	Stephenson	Estates Manager	City of Bath College
Gareth	Stevens	Regional Development Manager	First Group
David	Stuart	Historic Areas Advisor	English Heritage
Malcolm	Summerville	Estates Manager	RNHRD
Laurence	Swan		Bath Bid
Roger	Symonds	Cabinet Member for Transport	BANES
Ken	Taylor		Bath Taxi Owners Federation
Ed	Thomas	Head of Communications	Arriva Trains UK Limited
Vaughan	Thompson	Director/Place Studio	Place Studio
Michael	Thompson	Facilitator	Design Connect
Martin	Tressider	Senior Project Manager	Multi Development UK Ltd
David	Trigwell	Divisional Director	BANES
Jon	Usher	Local Network Co-ordinator	Sustrans
Richard	Wales	Chairman Widcombe Assoc.	FOBRA - Widcombe Association
Tim	Warren	Councillor	Bath & N. E. Somerset Council
Martyn	Whalley	Director of Estates	University of Bath
Nigel	Williams	Press/Publicity	Cycling Bath

Appendix B

Transcript of stakeholder contributions:

Residents	Patrick Rotheram - FOBRA
Business	Ian Bell, Chamber of Commerce
Heritage	Caroline Kay, Bath Preservation Trust
Cyclists	Malcolm Dodds, Bath Cycle Group
Health	Adrian Davis, Public Health
Buses	Justin Davies, First Group

1/ **RESIDENTS - Patrick Rotheram**

I hope this is the start of a very important process for the city.

So what's the problem?

Traffic

Dominating the WH Site and through congestion, visual degradation, noise and smell

Traffic damaging historic buildings through vibration and air pollution damaging the health of residents and visitors.

Typical Bath traffic images show everyday traffic. This is a ridiculous situation in a world heritage site.

A good example of how other places do it better – La Rochelle.

On to air pollution. The Council's Air quality action Plan – 'nicknamed the 'corridor of death' slide shows the nitrogen dioxide concentrations in Bath. Anywhere that red or darker is above the legal health safety limit set by WHO, EU Commission and British government legislation.

These are estimated levels but the picture is clear enough. These levels of air pollution are seriously damaging to health. Some 8,500 people live in the affected area and they are likely to suffer lung and heart problems and in some cases, early death as a result of air pollution. It's not getting any better. The Air Quality Action Plan already covers the entire road network in Bath. It recently had to extend it to the surplus area in the last plan. These are ten year charts of pollution and it shows they are not improving and there is no downward trend, though maybe even an upward one.

Th is despite a reduction in some actual traffic numbers

And I think what we are seeing is the congestion due to bottlenecks. Research is beginning to show that modern diesel cars produce more NO₂ – so technology is not going to save us from this

So what needs to happen?

Well we think it needs to start with a vision of what Bath ought to b like. Our vision: the city centre largely traffic free with the PRMS fully implemented, which will give us vibrant public places. We would like to see reduced through traffic to reduce traffic in he city as a whole, and overall a high quality environment with good air quality.

How do we get to there from here?

We need an integrated transport plan for the whole city. This should include specific, measurable objectives not just statements of policy or intent. York is an excellent example as a similar sort of city and their Plan is a model in my view.

What it needs to cover?

Echoing what Peter Hendy said, it needs to be based on land use and development as envisioned in the core strategy. We need to protect the heritage assets and cover all aspects of transport including parking, as every parking space in the city creates a vehicle to come and use it.

And critically it needs to allow access. Access for all types of people who come into the city – traders, workers, residents, deliveries – everything that makes he city work.

I would like to suggest a few key objectives of a plan. One is to take out through traffic. The Council is attempting to get an HGV ban for lorries over 18 tonnes on Bathfleet Street which has been opposed by Wiltshire. We will see what happens but particularly we need to look at the use of alternatives for coming through Bath such as an A40/A36 Link. And why is the A420 not our Northern Bypass. It's an underused road with very little population along it.

Secondly, where we do have to have through traffic, it needs to be kept moving on the designated through route – the A36 Lower Bristol Road. There is no transport plan for all the development that is foreseen for the Western Riverside development in the Core Strategy.

Lastly – reducing traffic in the city centre. I show an example of Queen's Square. Queen's Square is where all the traffic in Bath intersects. It happens to also be the roots of Georgian Bath and it needs to be tackled. Bristol has shown the way with Queen's Square in Bristol turned from a major through route to a marvellous oasis in the middle of town. It wouldn't require huge infrastructure spending to achieve that.

Conclusion

We need a Transport Plan. UNESCO Guardian of our World Heritage Site status say we should have one. Let's get on with it.

2/ BUSINESS Ian Bell Chamber of Commerce

Without commerce there is nothing. In the words of the great Jacob Rees-Mogg the MP for North East Somerset "Without business we would still be living in mottle and daub houses". And without transport of course, there is no commerce. So the business community very rightly concerned, as the residents are, about this topic. And of course transport touches every aspect of our lives.

We as Peter has already been talking, are very interested in generating economic growth for a whole variety of reasons.

More better jobs so that as many people in our community can live the sorts of lives they actually want to live That requires a variety of things including places for those jobs, and places for those people to live.

Where are those places going to be? That is going to be significant as far as transport is concerned. Some of them may be close by. Some people can walk in but doubtless we will still rely on a good number of people coming into the city to work from outside.

So there are a lot of questions to be asked and I fell back on our old friend Rudyard Kipling. He said of his six honest serving men, that they taught him all he knew..

"Their names are What and Why and When
And How and Where and Who."

So, what are the journeys that people need to make? Why are they making them? When are they travelling? How are they travelling? Where are they going and who are they?

So, Bath is, and will continue to be in future, the economic engine of the district. You can talk about growth happening in Radstock, Midsommer Norton and the rural areas, but when it comes to Bath, it will be the economic engine. And so when it comes to things like office space demand for the centre of Bath, that is where we all want to be . And of course it is line with concept of Bath as a city of Ideas. Great idea. And those businesses who represent that sort of idea here want to be there in modern, well-connected offices with good wifi, fast broadband and so on.

And, they want to be close to the railway station because they want fast and reliable links in and out of Bristol, for workers and for customers, and of course good links up and down to London. Ironically, if we reduce the amount of existing office space, developers are more likely to come forward with schemes that produce those kinds of offices. But our question then would be, where would they go? One of the good places they might go would be Avon Street Car Park close to the station and in the centre of Bath. But we would be mad to do that if we did not give people an alternative and attractive way of getting into the city. That means it calls for Park & Rides on all sides of the city. All large capacity working for longer hours, seven days a week. And serviced by reliable and frequent buses. The buses buses need to be clean, attractive, modern, and ideally with things like wifi on bard. I know there are plans to bring that into place in different areas.

One of problems is that we have an element of uncertainty since the work on the Core Strategy will take longer than hoped. But there are still some things that are certain. We have got an Enterprise Area along the riverside. What should we be doing to get that moving? In our opinion there is no time to lose as the Enterprise Zone in Bristol is almost up and running and it will suck in inward investment like a huge black hole. We need to get out attractive story straight and transport is an important part of that.

Inward investors like fast trains to London, but they also like proximity to Bristol Airport and we currently don't make that journey as easy as it might be. Visitors like being able to drive up to the door of their hotels even if it is only to drop off their luggage and that is not always possible. Shoppers like to buy things but they could b put off at the prospect of lugging their purchases around with them all day. Might there be a way for dropping things off for collection at the Park and Rides? Business is already starting to make use of the Freight Consolidation Centre doing something to reduce the number of big lorries coming into the city centre. We can be smarter about ways of doing that.

And of course, businesses themselves can think about transport plans, helping with walking, bikes and car clubs. They all have a part to play. But we really cannot ignore the law of the personal car. And in the short

to medium term we have to factor that behaviour into our thinking. Those behaviours might change over time, but it will take some time.

Trains also have a part to play but that means a huge investment in the electrification of the line which is going to speed up journeys between here and London. That won't make it easier, we think, to increase the number of local services because we have put in millions to reduce the time between major urban centres people don't want Thomas the Tank Engine trundling along and slowing down the fast expresses.

Those are long-term aspirations and here and now we need to look at ways to make improvements we can afford, we can make applications for sub-regional financial support and we should already be thinking about our next bid for national funding. Bath's Transportation Package 2 if you like.

Above all as other people have said, let's not go for a quick fix, but a long-term strategic programme that we can all support.

3/ HERITAGE

Caroline Kay

I would just like, as a starter, to say that mention was made in a question earlier of people being against economic development. I want to make absolutely clear that if anyone was thinking that was the Trust, that is not the case. We work as, Mr Hendy suggested earlier, with the need for sustainable development, but you need to do it well and you need to have the consensus of the community to take it with you.

You will be unsurprised that I might take an historical perspective. There is nothing new to pictures of traffic jams in Bath. Here are two from the 30's and 60's. In the Thirties the Plan was the so-called 'Bath Bill' which didn't go through and which involved knocking down large parts of the upper Georgian Town to let the motorcar go through. In the Sixties there was the 'Buchanan Plan'.

Here we have Christmas traffic jam in 1981 – Avon Street Car Park full at 10:30 in the Morning. Park and Rides were the 1980's solution. And there is Dorchester Street in 2001. And we all know the major development around Dorchester Street has solved all the problems! Nothing is really new about transport problems. And the problem is not Bath. The problem is the car and its relationship with Bath. If we think what we have in Bath which is a Roman city overlaid with a mediaeval city with Georgian city stuck on the top of that, it is not surprising there are challenges, but my thesis would be that a number of the reasons that earlier big schemes went wrong is that they tried to pretend that Bath was not Bath. They tried therefore radically to change Bath in order to achieve a transport objective. This is one of my favourite quotations:

"Many people in Bath will be expecting straightforward understandable proposals for highway improvements and car parks – proposals which will solve all the City's traffic problems within a reasonably short period of time. Unhappily there is no prospect whatever of such expectations being gratified."

That is about the second paragraph of the 180 page report by Buchanan in 1965. It is a very good, intelligent read. Come to the Bath Preservation Trust's archive and see that and all the related papers. But what Buchanan is mostly remembered and for what came out of that report was the Buchanan tunnel. This sat around not happening for about seven years; caused a great deal of controversy – here is an artist's impression of where the Western exit of the tunnel would come out across Royal Avenue – and you can see why it caused problems. There is however, a lot of sense in what Buchanan has to say, and I don't see that quotation as a council of despair. I see it as a sensible warning against thinking that any one personal politician at one time will come up with the one magic solution that will make it all alright.

So we have heard what the problems are and from a heritage perspective there is the pollution which affects people and buildings. There is congestion which primarily affects people's enjoyment and access of the heritage city and the significant effect of cars and lorries sitting still and vibrating. If you doubt that go and look at what's happening at the north end of Pultney Bridge where there are some cracks opening because of buses sitting rumbling at the traffic lights.

So what do you do about that? We need to really good modelling and I can't believe it's beyond the engineers' capacity at Bath University to develop something that you can feed live data into. And then you have to listen to what that modelling says. The Eastern Park & Ride proposals which were a large number of supporting documents might have achieved certain things, but it was certainly clear from the modelling information that one of the problems it wasn't going to solve was the congestion on the London Road. Because the London Road is at saturation, it said that would carry on and hold some cars but it wouldn't solve the congestion on London Road. So the politicians need not to overstate what the modelling says.

Then you need an overarching strategy but the point of the Buchanan quote is that it is not necessarily one grand solution that is going to make it all better.

And then I was really interested in the points about political consensus. You really need to be able incrementally to be able to implement that strategic change in that agreed direction and you need strong leadership to do it.

4/ CYCLISTS

Malcolm Dodds

I am Chair of Cycle Bath, Bath's cycling campaign and I wanted to start with some pictures. These are some pictures of what cycling in Bath should be like. I think this is the test. If you felt happy to cycle around Bath with your child on the back of the bicycle you would know that Bath was a place for cycling. The cyclists I am showing look, calm and elegant. They look safe and relaxed. They look like they belong in the city centre.

A few years ago the Bath Cycling Campaign produced the 'Bath Cycling Manifesto'. I want to emphasise that making things better for cyclists in Bath is a package. It's not one of the elements I am showing. It is all of them. I want to draw your attention to a couple of them:

- *Improve the environment for cycling – convenient, attractive, safe infrastructure*

I put more emphasis on convenient and attractive.

More than ten years ago there was a great plan for improving cycling in Bath. Here it is. A network of cycle routes that cover the city and took people from the suburbs into the city centre. Ten years on, how much is there of that on the ground?

Another perspective about pace:

- *Make sure policies encourage cycling and remove barriers – and get resourced and implemented*

I gave a talk for a group of Councillors more than five years ago. And this is one of the slides I used five years ago and unfortunately, I think the problems there are just as pertinent today as they were five years ago.

So here we are - the Bath Cycling Manifesto:

- Get more people cycling in Bath, conveniently, frequently, safely – providing a viable alternative to car use
- *Improve the environment for cycling – convenient, attractive, safe infrastructure*
- Provide residents with encouragement to cycle more by developing confidence and skills and providing information and incentives
- *Make sure policies encourage cycling and remove barriers – and get resourced and implemented*

These aren't actually our four priorities but if you want to sum up what cyclists want in Bath these do as good a job as anything.

I was very interested in one of Peter Hendy's slides which showed how TfL can measure what progress is being made. I think that is a real weakness in the Council's transport policy. I have chosen a flat route measure of what has happened over the last year in terms of change to the cycling, but if you look across a broader range of measures, rag rate them you can see that red dominates.

These are our priorities. There are four rather than three. I want the Council to listen to what cyclists who live in and actively cycle in Bath think about cycling and listen to our experience. I want the Council to learn from other places. Bristol, Oxford, Cambridge, York. The photographs I used earlier were taken in Padua in the summer. Historic Italian city, mediaeval road layout, cobbled stones. And yet the city centre is a fantastic place to cycle.

Join things up but above all, 'do'.

5/ HEALTH

Adrian Davis

I work for the public health Directorate in Bristol representing across the Sub-Region. I am a specialist on transport and health and I have been trying to help out across the sub-region in terms of where we go with transport policy. The first thing to say is that if we don't support the health of population, it costs society huge amounts of money. We know from the CBI that we lose about £17.4bn per year through absenteeism. About a third of that absenteeism is due to things like the common cold. Why is that? Because such a high percentage of the population are physically inactive. About 95% of the adult population don't do enough physical activity to look after their health. People's immune function is lower and they are more susceptible to things like the common cold and people do not turn up to work in large numbers as a result.

You cannot see transport as an isolated entity. It is part of public policy and has to be integrated with other areas of public policy. I want to flag up in the academic literature, for the last 20 years, increasingly in the last 15, from across the world, where we have turned our attention to look at the relationship between transport and health shows that you really need to increase the amount of walking and cycling we have in our country.

Places like Padua always come with a fact that they have about 30% share for things like cycling it is often higher. We are so far behind, not least because what happened with the Buchanan report and interpretation that we should make more room in our cities for cars.

The benefits of increasing walking and cycling far outweigh the dis-benefits and that includes the risk of injury which we must take into account.

The point about increasing walking and cycling levels, and one of the critical aspects is there is a huge suppressed demand for walking and cycling. But the number one that stops you as a parent or as you yourself is the fear. Transport leads to enormous amount of fear when they think about walking and cycling so they just don't do it. If they have the option they get in the car even for short journeys. Year after year if you look at the National Travel Survey, you see that levels of walking and cycling go down and the number of short trips by cars increases inexorably.

The value for money question cannot be ignored. We know that there is unequivocal economic justification for investment to facilitate walking and cycling. Yet, if we look back in history since Buchanan we know it has largely been ignored and I am glad that Peter Hendy talked about the big push in London to promote cycling. It makes sense for the economy of cities and for the health and well-being of citizens.

When we talk in technical jargon we talk about BCRs – Benefit-to-cost-ratios. This shows that if you are investing £1 in transport schemes almost invariably the best schemes for BCR are walking and cycling schemes. Why? Because they reduce the burden on the national health service and they reduce the burden on society. People live longer and live healthier lives.

The last point is if we are thinking about the Council alone and as Peter Hendy mentioned, you need to involve a lot of stakeholders, and others involved in developing a transport strategy. But Councils in general, not being specific to Bath here, are very silo orientated. We need leaders of Council and Executives in charge of the various portfolios to understand that if we do things in transport they have implications for other areas and other areas also need to think about transport.

Just an example. I chose education. We need to understand the importance of physical activity for our children. I come back to my point about fear as the reason why so many children are shuttled around in cars. Parents fear for the safety of their children and yet we need to get our children to be more physically active. The win-win situation in education is that we now have very strong scientific evidence that there is a causal relationship between physical activity and academic performance. It is not a correlation. It is a causal relationship. The more physical activity you do the better the human body works. Education departments should be supporting transport that promotes a more physically active lifestyle.

I have been talking from a public health perspective. I could have shown many other slides that show other perspectives. I wanted to pick three that focus on the uplift of physical activity through active travel. It is the most obvious way to increase the appallingly low levels of physical activity we have. If you don't think that links to transport, I am not quite sure what you would need to convince you as this is the obvious way. Chief Medical Officers across the developed world say that the number one way to get the population physically active is to root in physical activity. Walking and cycling for short journeys including walking and cycling linked to public transport for longer journeys. It is not a total solution, but is a solution that has been ignored for fifty years.

6/ BUSES

Justin Davies

The whole point of the conversation today is about forming a long-term partnership for a strategy and getting things right for Bath. I think that is very, very important. There is a lot of change taking place in the wider economic picture and especially in my industry and for everyone involved in it. That is going to mean there better and different funding solutions becoming available. The only way it is possible to mine those is by having good strong partnerships and being able to show the Department of Transport you have a clear plan about what you want to deliver over the longer term and indeed, in the short term and that you actually deliver it. The only way to do that is to do that together.

Buses are extremely important for the local economy. They carry the vast numbers of public transport customers. We carry the people. Buses are also very important of people getting into shopping centres and places like that. Something like 22-25% of people arriving into a shopping centre arrive by Bus. Therefore we are important and that is excluding the Park and Ride system.

We can support the reduction of congestion, but equally, we have to be given the space to do our job in. If we don't have the space to do our job, then we can't achieve what we need to be. That is to be reliable and punctual each and every time we try to make a journey. And I believe that Bath quite clearly has a unique opportunity given the type of city that it is and given the number of people who want to visit this historic place. Both to enjoy the sights and to come and work – to come and engage with economic activity. What we need to do is ensure that the people who come in here not understanding what they can do and how they can easily link their journeys, are able to do that in a way that enables the city to breath; that enables the city to expand and develop, and which also ensures that when they go away from the city, they have a view of the city that is a positive one. And one that enables them to say, "That is what is good about Bath".

If I listen to people who go to Cambridge and other places they tell me how easy it was to get in by Park & Ride, or other forms of bus service. And that is what we need Bath to be about. We need people talking in a positive aspect.

How do we power that future. We can do that in many different ways. We have got to make sure that everyone can purchase a ticket easily and travel around in as easy a way as possible. There are all sorts of smart ticketing that are, or are about to be available.

The key here is to make sure that you buy the long-term solution and not the short-term solution. You don't buy the Betamax, you buy the proper version. That is very important. Let's make sure we do that.

We have already extended the Park & Ride service recently. The opportunity is to grow that more and more. How do we make that in such a way that everyone wants to use it, both local and national, and it becomes a talking point for people about Bath? The bus is integral to the future success of Bath and I have three mantras. These are information, information and information. People need to know what they can do with public transport, how they access it and where they can get it from. In electronic form, paper form or whatever form we can give it to people.

Lastly, but not least, how do we buy and how do we power the future? We will shortly be introducing hybrid buses into Bath on the Park and Ride services. The vehicles that I buy probably have a fifteen year life. We need to get it right now about how we are going to power our buses in future. Are we going to be an electric city or some other form of propulsion system. But, if we grasp that opportunity here in Bath it becomes another talking point of the success of Bath and that is what we can achieve if we have a good, proper transport policy for this place.