

Bath & North East Somerset Council

MEETING	Cabinet	
MEETING	8th July 2015	EXECUTIVE FORWARD PLAN REFERENCE:
		E 2720
TITLE:	Getting Around Keynsham Transport Strategy	
WARD:	Keynsham wards	
AN OPEN PUBLIC ITEM		
List of attachments to this report: Appendix 1 - Getting Around Keynsham Transport Strategy Appendix 2 – Keynsham Transport Strategy Consultation Report		

1 THE ISSUE

1.1 The Council's Adopted Core Strategy identifies Keynsham for growth of more than 2,000 dwellings together with over 1,000 new jobs. This represents a significant increase in the size of the town which at peak times suffers from delays and congestion. Although the Council has an overall Transport Strategy in 3rd Joint Local Transport Plan 2011 to 2026, a more detailed Transport Strategy for the town is required to ensure the growth proposed can be accommodated.

2 RECOMMENDATION

2.1 The Cabinet note the responses to the consultation process and the amendments made and approve the adoption of the 'Getting around Keynsham Transport Strategy'.

2.2 The Cabinet agrees the Strategy be subject to a period of engagement within Keynsham to allow the public a further opportunity to understand the proposals (as set out in paragraph 5.9 below) within the Strategy.

2.3 The Cabinet delegated any further minor changes to the Getting Around Keynsham Transport Strategy to the Divisional Director Environmental Services, or the Strategic Director Place, in consultation with the Cabinet Member for Transport.

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- 3.1 The 'Getting Around Keynsham' Transport Strategy will support the growth proposed in the Council's Adopted Core Strategy, in particular for Somerdale and South West Keynsham. Its implementation will draw on a number of funding sources and decisions on individual projects will be subject to the Council's annual budget process. In addition the development of individual sites will contribute to the Strategy by being part of a coordinated development to reduce the effect of traffic on the town and, where appropriate, making financial contributions to particular infrastructure needs.
- 3.2 The key funding source will principally be, but not exclusively, the Integrated Transport Capital grant (received annually from government). Funding associated with other key strategies which support the actions within the Keynsham Transport Strategy may also be targeted, if approved through the annual budget process.
- 3.3 This report does not seek to make financial commitments, individual projects arising from the implementation and delivery of the strategy would require further approval. This strategy however outlines the direction that these projects would take.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

- 4.1 Statutory requirements of Equalities, Sustainability, Planning, Human Rights and Public Health have been considered.

5 THE REPORT

- 5.1 The strategy is needed to support the extensive housing and employment growth proposed for Keynsham within the Council's Adopted Core Strategy. The transport strategy has emerged following research and consultation. Building on the policies contained within the 3rd Joint Local Transport Plan the strategy sets out a vision covering both short and long term actions. The transport strategy is being prepared in parallel with the Placemaking Plan to ensure that the initiatives within that plan are fully supported. Key stakeholder views have been taken into account.
- 5.2 **Problems:** The Strategy recognises that the road network through Keynsham is particularly constrained due to the proximity of both the river and the railway line to the north. As a result traffic is funnelled through the town from a wide geographic area. In order to address some of the problems this creates the Strategy recommends a range of measures.
- 5.3 The Vision for the proposed strategy is *"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"*. This vision aligns with the Core Strategy Vision for Keynsham.
- 5.4 The objectives of the strategy are:

- 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; and
- ensuring that all traffic management and pedestrian schemes are designed to take mobility need into account.

5.5 The key issue highlighted by the Strategy is that two thirds of trips in Keynsham are made by car, that this percentage is increasing adding to traffic volumes and congestion which are already a problem. If no measures are undertaken the traffic demand will increase in the future as the new housing is developed and new jobs created.

5.6 Other key issues identified are the need to improve:

- conditions for walking through improved public realm, clearer routes and better crossing, surfacing and lighting;
- bus services to improve overall usage; and.
- car parking provision and management.

5.7 Initial consultation last year with the Keynsham Development Advisory Group, Chamber of Commerce and others identified a desire to improve the public realm within the town centre and particularly along the High Street. The strategy has assessed the potential for introducing one way traffic working on the High Street which might allow public realm improvements to follow.

5.8 The transport modelling undertaken identified other key junctions which require attention including Hick's Gate on the A4, A4175 Avon Mill Lane and the Bath Hill/ Bath Road / Wellsway junction. These should reduce the amount of traffic using the centre of Keynsham and therefore supporting public realm improvements.

5.9 Key actions identified within the Strategy are outlined below and can be elaborated in the public engagement recommended in paragraph 2.2.

- A trial to introduce one-way operation in the High Street.
- Undertake a study of Hick's Gate to determine a suitable scheme to increase its capacity (a study has now been commissioned with our term consultant)
- Provide two southbound lanes at the proposed A4175 Keynsham Road/ Avon Mill Lane signalised junction
- Convert the existing Bath Hill/ Wellsway/ Bath Road mini roundabout to a signalised junction to increase its capacity
- Investigate other strategic improvements that could reduce the volume of through traffic in the town centre, allowing future one way operation of the High Street to be achieved.
- In partnership with Sustrans, Bristol and South Gloucestershire, identify priority cycling routes to and from Keynsham to establish and build a cycling culture for people of all abilities. Appropriate opportunities to fund these schemes to be targeted.

- Following parking surveys there is currently sufficient parking within Keynsham although this will need to be kept under review.
- Ensure that all new developments have good accessibility by non car modes, backed up effective travel plans enforced through effective section 106 agreements.
- Growth in rail services as part of 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 services is to be maximised.
- Produce a Delivery Plan with a five year profile against which continuous improvement can be demonstrated through an annual review.
- Strong emphasis on reducing the impact of vehicles by supporting trips that are made by means other than car, by more people using rail and bus, travel planning and increasing levels of cycling and walking.
- Undertake an audit of pedestrian facilities in the town centre and on the main routes used for walking to and from the town centre and railway station, taking into account particularly the needs of the mobility impaired.

5.10 The headline target for the strategy recommended by Strategy is to reduce the proportion of Keynsham residents driving to work to below 60% by 2021.

5.11 The achievement of the strategy objectives and the key actions outlined above can only be achieved if the local community are fully engaged in their development and implementation.

5.12 **Consultation:** An extensive consultation with key stakeholders and the public has been held. Presentations have been made to Keynsham Town Council, the Connecting Communities meeting (which included neighbouring Parish Councils), the Chamber of Commerce and the Keynsham Development Advisory Group. In addition two public exhibitions/events have been held at Keynsham rugby club. The consultation questionnaire is available on the Council website with the “Developing a Strategy for Keynsham” document. This consultation finished on 12th November 2015.

5.13 **Summary of Consultation:** A report of the consultation has been prepared. The main comments raised were:

- most people in Keynsham use the car and that the strategy does not include enough proposals to reduce congestion;
- the strategy is too orientated towards cycling;
- better bus access to the station is needed;
- a circular bus service around Keynsham is needed in particular serving east Keynsham;
- Keynsham should have a Park & Ride service;
- Keynsham needs a cycle network based on a central spine route running through the town park (there was also strong objection to this);
- improvements to the High Street are required with a preference for making it one way;
- the zebra crossings on Rock Road and Charlton Road (between the High Street and Ashton Way) should be signalised (the Rock Road zebra is now to be signalised as part of the Civic Centre improvements); and
- through traffic is the main problem and solutions to this should be found including looking at the A4 Hick’s Gate to A37 route.

5.14 The strategy has been amended as follows to taken into the consultation responses.

6 RATIONALE

6.1 The draft strategy has emerged following research and consultation with stakeholders throughout the last year. The proposals are based on current policies and the approach contained within the 3rd Joint Local Transport Plan 2011 to 2026. The authority now wishes to approve the strategy to inform and support the council's Adopted Core Strategy and other key initiatives to regenerate Keynsham.

7 OTHER OPTIONS CONSIDERED

7.1 The strategy has emerged following research and consultation which has considered a wide range of options. The strategy itself makes clear that further more detailed analysis of individual proposals is required. A report on consultation is attached.

8 CONSULTATION

8.1 Strategic Management Team, Section 151 Officer, Cabinet Member for Transport, PTE Scrutiny, Keynsham Town Council and other Stakeholders have been consulted. In addition there was a period of public consultation in October and November last year.

9 RISK MANAGEMENT

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

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Sponsoring Cabinet Member	Councillor Anthony Clarke
Background papers	a) Getting Around Keynsham Transport Strategy 2015 b) Keynsham Transport Strategy Consultation Report
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