Bath & North East Somerset Council

Improving People's Lives

Active Travel Masterplan

Consultation Report

December 2024

1. Introduction

Our Active Travel Plan identifies where measures are needed to enable those people who can, to switch to active modes of travel, keeping the roads clearer and improving journeys for people who have no other option than to drive. It will also establish how we can make more of our roads and public spaces feel safer for those using active travel modes.

By implementing infrastructure improvements and behaviour change campaigns, the measures identified in our Active Travel Masterplan will improve the safety, accessibility, and attractiveness of active travel options, contributing to a reduction in carbon emissions from vehicular transport, whilst increasing the health and wellbeing of residents, by enabling them to change their travel habits.

The Active Travel Masterplan aims to create a comprehensive and inclusive framework that addresses the diverse needs and aspirations of residents within the district. To achieve this, it is crucial to incorporate the insights and perspectives of the community, stakeholders, and experts. The success of the Masterplan is heavily dependent on the active participation and support of the local community.

2. Consultation

A six-week public consultation was undertaken on the draft Active Travel Masterplan from 10th July to 23rd August. The consultation process was designed to be as inclusive and accessible as possible, with the consultation materials published on the Council's website. An online questionnaire was made available, allowing the public to provide their views on the proposed transport improvements. Additionally, an interactive map enabled respondents to leave feedback on missing active travel links and the alignment of proposed routes.

The questions posed during the consultation sought to gauge the level of support for the proposed measures and routes, ensuring that they align with the needs and preferences of residents. By collecting comprehensive feedback from the community, the Masterplan could be refined and adapted to better serve the interests of the residents. This iterative process was essential for making informed decisions that reflect the collective voice of the community.

To further enhance awareness and participation, several consultation events were held including:

- Midsomer Norton – Public Consultation Drop In Event – 18th July 2024

- Keynsham – Public Consultation Drop In Event - 22nd July 2024

- Bath– Public Consultation Drop In Event – 23rd July 2024

- Whitchurch– Public Consultation Drop In Event – 30th July 2024

These sessions provided additional opportunities for residents to engage with the Masterplan and contribute their input.

The following section provides an analysis of the feedback received during the public consultation on the Active Travel Masterplan. It highlights the key themes, concerns, and suggestions raised by participants and outlines how this feedback has been incorporated into the final version of the plan. By addressing public input, the masterplan aims to reflect the priorities and needs of the community, ensuring that the proposed initiatives are both practical and effectively respond to the diverse requirements of local residents. This comprehensive approach demonstrates a commitment to collaboration and responsiveness, enhancing the overall effectiveness and inclusivity of the plan.

3. Consultation Feedback

Question 1: In what capacity are you completing this consultation?

371 respondents answered this question regarding what capacity they are completing this consultation, of which 87% were a Bath and North East Somerset **resident**, 9% were **visitors** to Bath and North East Somerset. Those responding on **behalf of an organisation, business or volunteer group** and those who **work or are employed** in Bath and North East Somerset both represented 2% of respondents. This is illustrated in **Error! Reference source not found.** below.
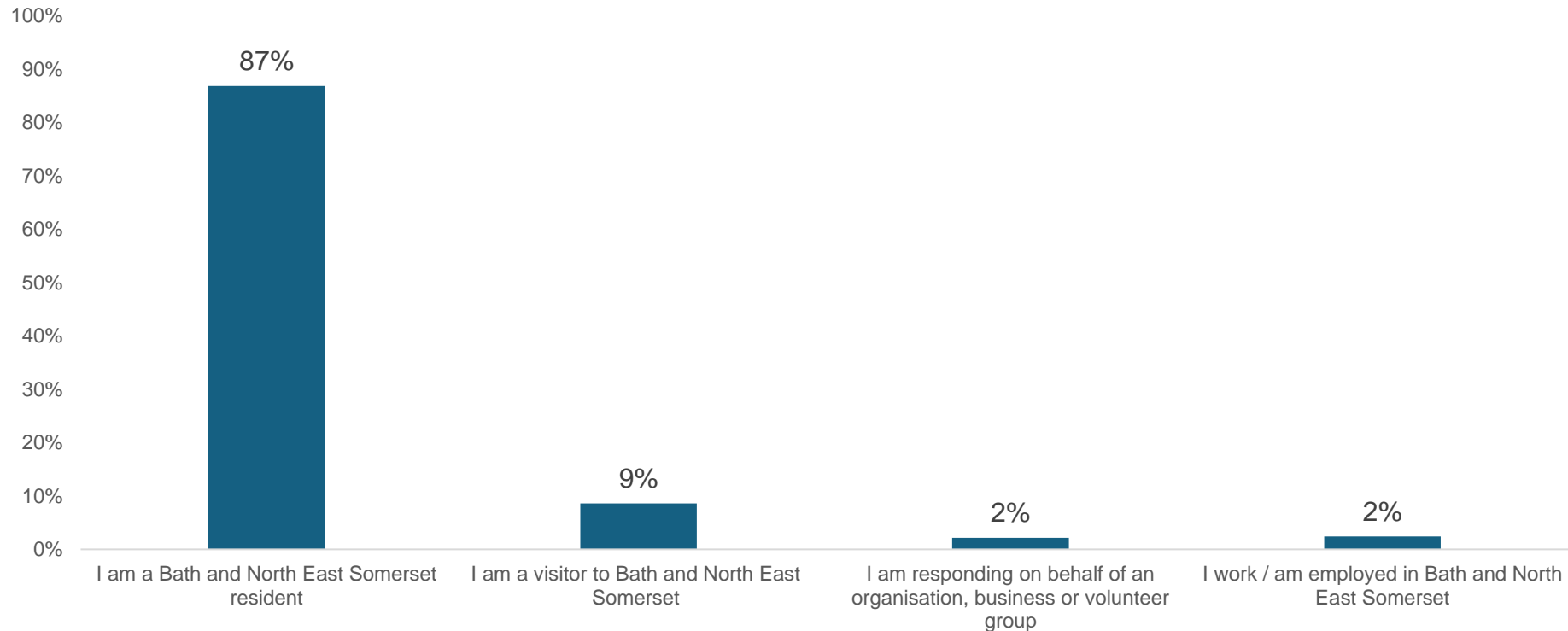

Figure 1: Question 1 In what capacity are you completing this consultation?

Question 2: To what extent do you agree that the Active Travel Masterplan and the routes identified will enable you to walk, wheel or cycle more in your everyday life?

380 respondents answered this question on to that extent they agreed or disagreed with the Active Travel Masterplan and if the routes identified will enable you to walk, wheel or cycle. 33% of respondents answered, '**strongly agree'** or **'agree'**. 57% of respondents answered, **'strongly disagree'** or **'disagree'**. This is illustrated in 2 below.
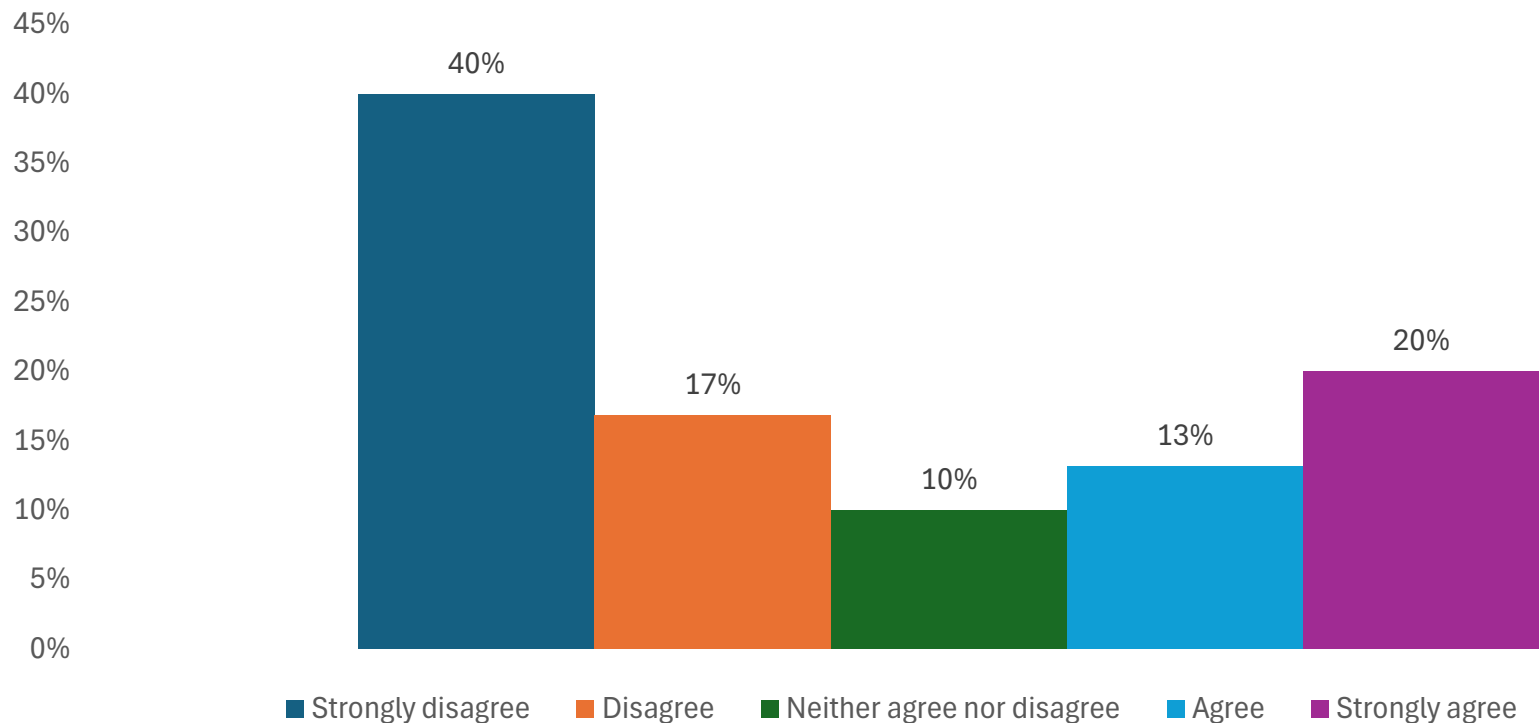

Figure 2: Question 2 To what extent do you agree that the Active Travel Masterplan and the routes identified will enable you to walk, wheel or cycle more in your everyday life?

Figure 3 below highlights differences in agreement whether the Active Travel Masterplan would enable walk, wheel or cycle more in your everyday life across various demographic groups. Among respondents who undertake active travel, opinions were more mixed, with **40% agreeing or strongly agreeing** and **47% disagreeing or strongly disagreeing.** In comparison, those who do not use active transport leaned more toward disagreement, with **83% disagreeing or strongly disagreeing.**

Respondents with dependent children showed higher support, with **59% agreeing or strongly agreeing**, while **55%** of those without dependent children also **agreed or strongly agreed.** Disabled respondents, however, were less supportive, **with 80% disagreeing or strongly disagreeing,** compared to **53%** of non-disabled respondents who **disagreed or strongly disagreed**.

Younger respondents, especially those aged 25 to 34, were more supportive, with **76% agreeing or strongly agreeing**. In contrast, older age groups, particularly those 75 and older, were more likely to disagree, with over **70% disagreeing or strongly disagreeing**. Gender differences were small, though men were slightly more likely to **agree (40%)** compared to **women (32%)**.

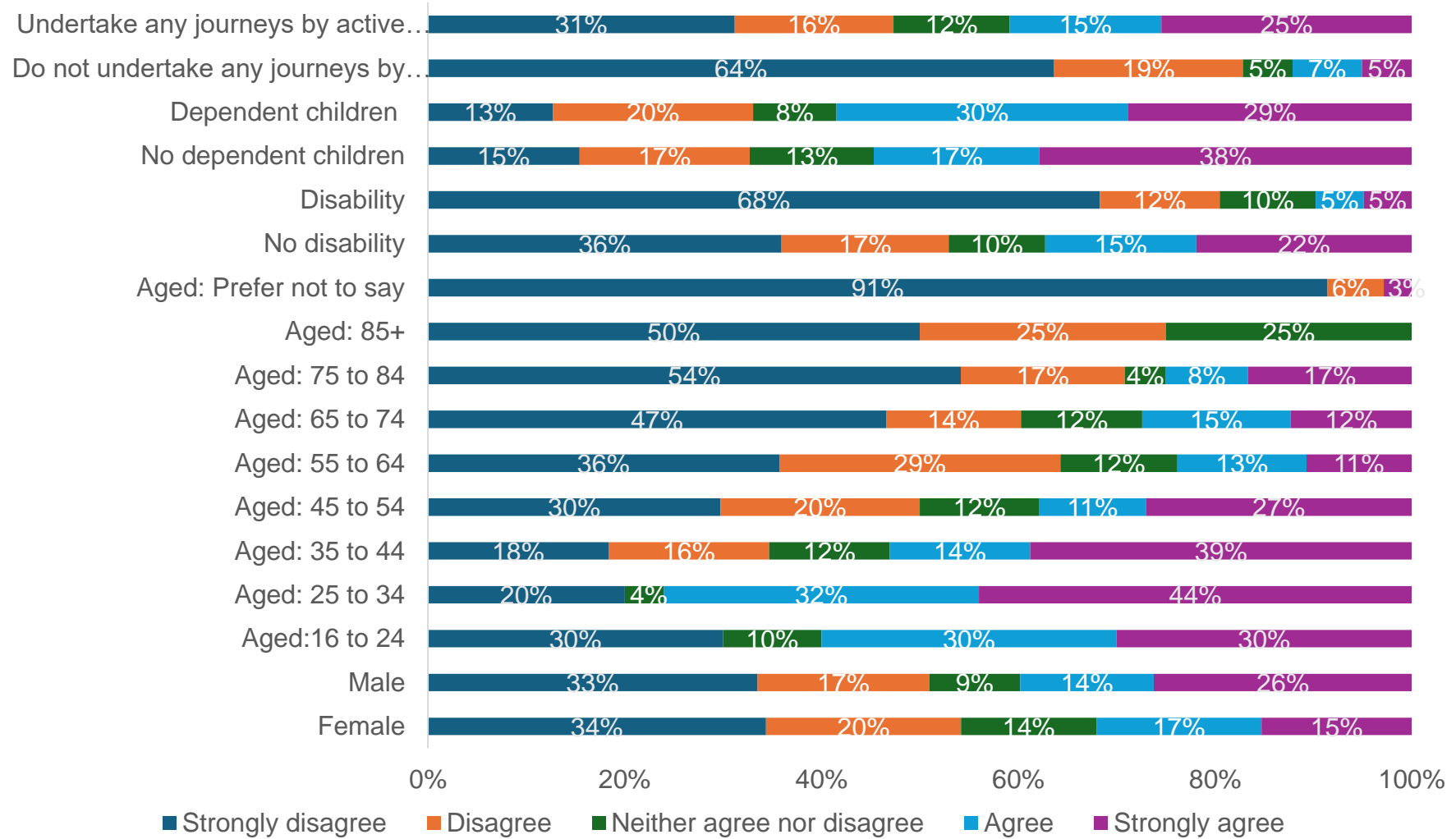|	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Undertake any journeys by active…	31%	16%	12%	15%	25%
Do not undertake any journeys by…	64%	19%	5%	7%	5%
Dependent children	13%	20%	8%	30%	29%
No dependent children	15%	17%	13%	17%	38%
Disability	68%	12%	10%	5%	5%
No disability	36%	17%	10%	15%	22%
Aged: Prefer not to say	91%	6%			3%
Aged: 85+	50%	25%	25%		
Aged: 75 to 84	54%	17%	4%	8%	17%
Aged: 65 to 74	47%	14%	12%	15%	12%
Aged: 55 to 64	36%	29%	12%	13%	11%
Aged: 45 to 54	30%	20%	12%	11%	27%
Aged: 35 to 44	18%	16%	12%	14%	39%
Aged: 25 to 34	20%		4%	32%	44%
Aged:16 to 24	30%		10%	30%	30%
Male	33%	17%	9%	14%	26%
Female	34%	20%	14%	17%	15%

Figure 3: Question 2 answers by demographic

Question 4: Which of the following initiatives or incentives, if any, do you believe would effectively promote active travel behaviours? Please select all that apply

Initiative	Percentage
Incentives for employees who use active modes	29%
Financial incentives for purchasing bicycles	28%
Better information that is more accessible	26%
Offer incentives for pupils/students who walk or cycle	24%
E-bike hire	19%
School Steets	18%
More awareness campaigns	18%
More community events	13%
More cycle training	12%
Bike hire	11%
E-scooter hire	11%
More groups rides and walks to build confidence	10%
Adapted cycle hire	7%
Personalised travel planning	7%

Figure 44 outlines the top choices of initiatives and incentives that respondents believe will promote active travel behaviour. **Incentives for employees who walk, cycle, or use other active modes** were the most picked, selected by **29%** of respondents. Close behind are **financial incentives** such as tax breaks or subsidies for purchasing bicycles, by **28%** of the respondents.

Additionally, **improving the accessibility of information** was selected by **26%** of respondents, while offering **incentives for students who walk or cycle to school** was selected by **24%**. Both **e-bike hire** and **initiatives to enhance school street safety** were selected by **18%** of respondents, highlighting a range of strategies favoured for encouraging active travel.

Within the "other" answer, respondents mentioned that there must be some form of measures for horse riding activity such as connected bridleways and lower speed limits. There was also a need for more secure methods to lock e-bikes and e-scooters in town. Respondents had mixed feelings about the environmental focus of the plan, with some supporting the reduction of car use to lower pollution, while others felt that the measures were unrealistic or economically damaging, suggesting for more balanced policies that consider the needs of all residents, including those who must rely on cars.
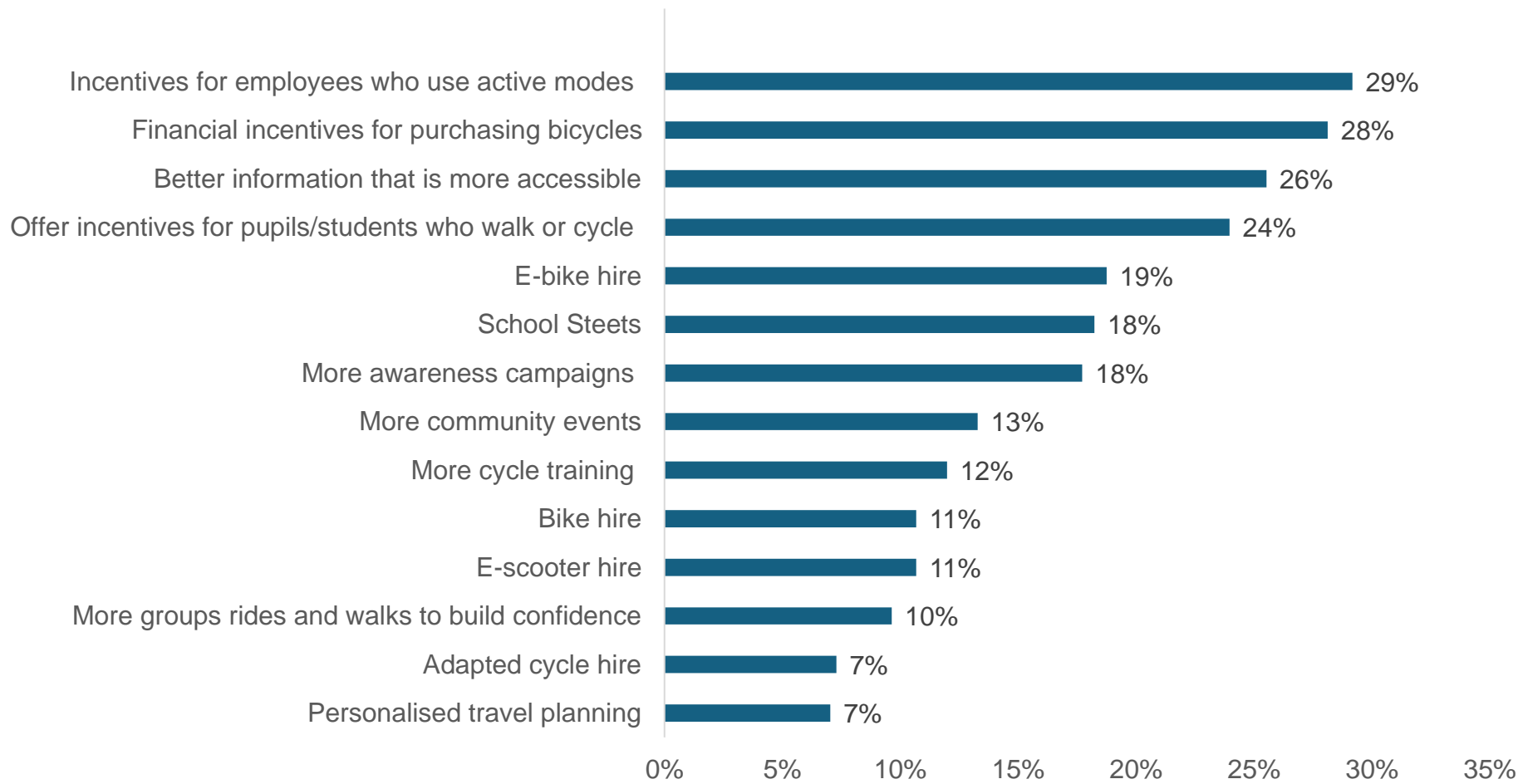
Figure 4: Question 4 Which of the following initiatives or incentives, if any, do you believe would effectively promote active travel behaviours?

Question 5: Which of the following are the most important to you when choosing how to undertake a journey? Please select your top three preferences from the list below

Figure 55 below identifies the factors that respondents consider important when choosing how to undertake their journeys. **Journey Time** leads as the most significant factor, with **53%** of respondents selecting it which highlights the emphasis on efficiency in travel decisions. Following closely is **Safety** which is selected by **49%** of respondents. **Convenience** is also important as selected by **40%** of respondents. **Practicality** is chosen by **30%** of respondents, indicating the importance of feasible and realistic travel options in their decision-making process. **Reliability** deemed important by **25%** of respondents, suggesting a preference for dependable and consistent travel routes.

Within the "other" answer of Question 5, respondents emphasised additional concerns and preferences that influence their travel. There is a significant appreciation for the enjoyment and health benefits of walking and cycling, with a preference for scenic or greener routes. However, concerns about security are prominent, particularly the need for secure cycle storage options. Respondents also highlighted the importance of well-maintained road surfaces for safe cycling and adequate pavements for safe walking, stressing infrastructure improvements. Issues around road safety, such as the annoyance of roadworks and the risks posed by poorly maintained road surfaces to cyclists and other road users, were also pointed out.
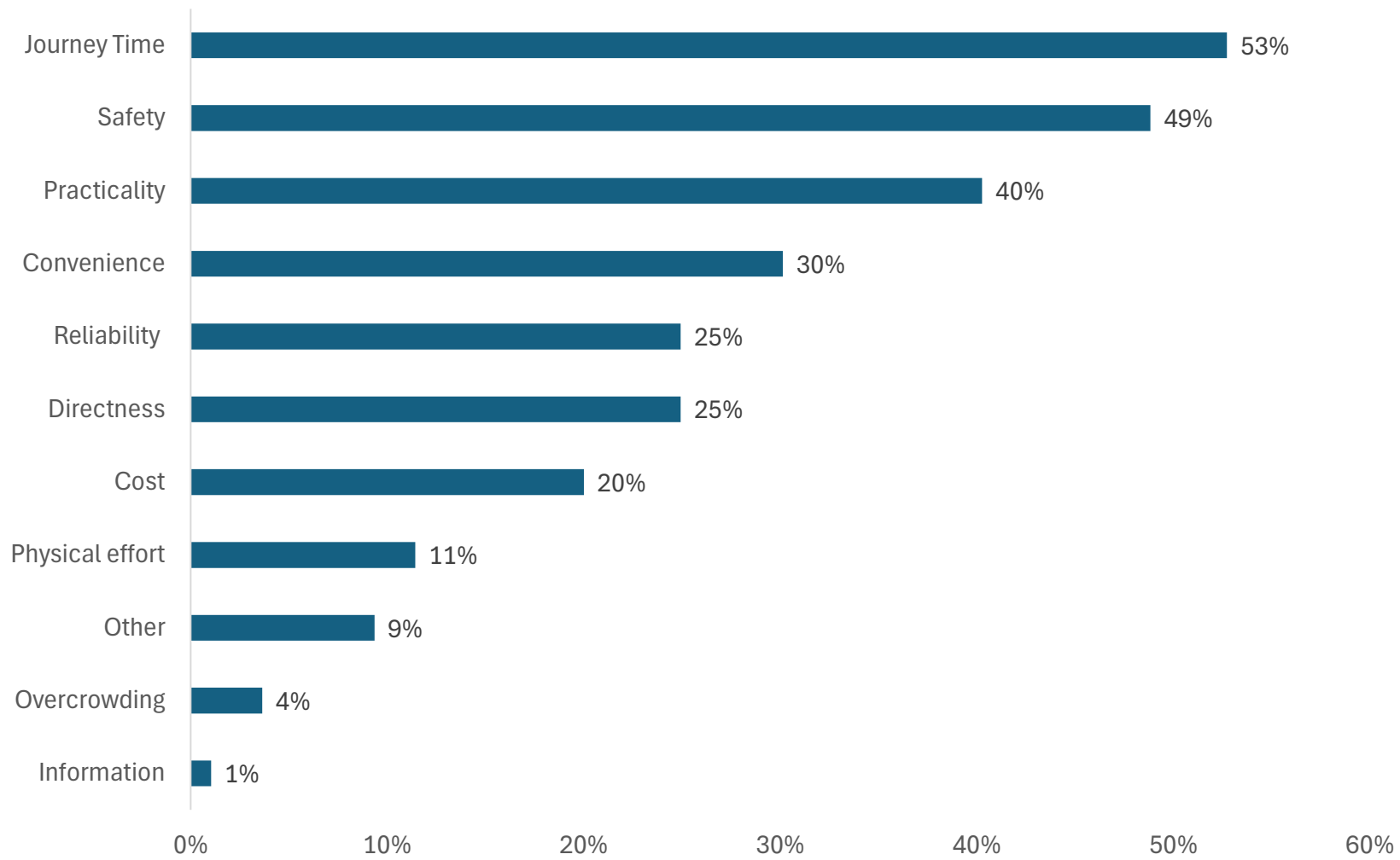
Figure 5: Question 5 Which of the following are the most important to you when choosing how to undertake a journey?

Question 6: Which of the following barriers, if any, prevent you from making more of your journeys via active transport? Please select all that apply
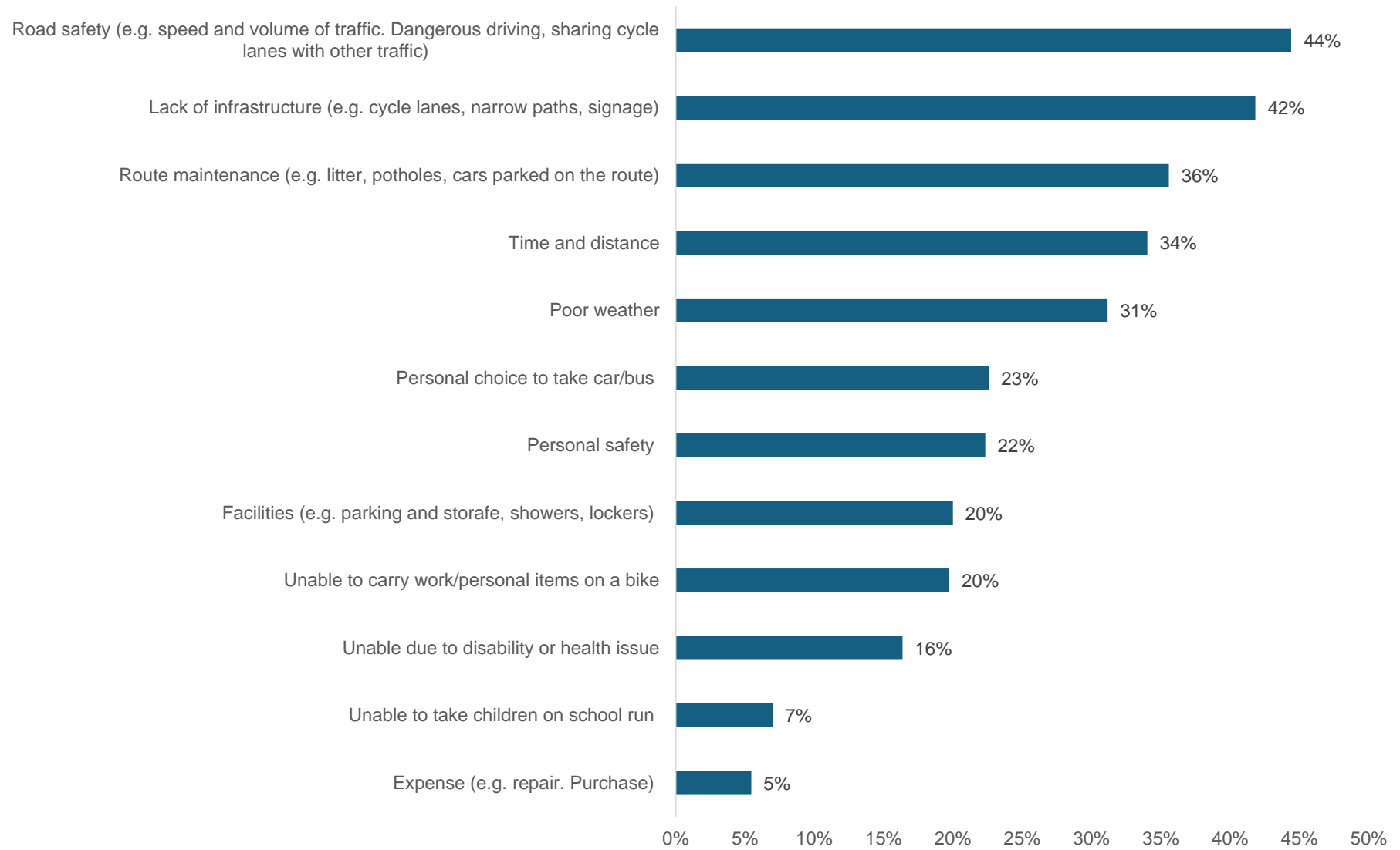
Category	Percentage
Road safety (e.g. speed and volume of traffic. Dangerous driving, sharing cycle lanes with other traffic)	44%
Lack of infrastructure (e.g. cycle lanes, narrow paths, signage)	42%
Route maintenance (e.g. litter, potholes, cars parked on the route)	36%
Time and distance	34%
Poor weather	31%
Personal choice to take car/bus	23%
Personal safety	22%
Facilities (e.g. parking and storafe, showers, lockers)	20%
Unable to carry work/personal items on a bike	20%
Unable due to disability or health issue	16%
Unable to take children on school run	7%
Expense (e.g. repair. Purchase)	5%

Figure 66 illustrates the primary barriers preventing people from opting for active transportation methods such as walking or cycling. **Road safety** is the most significant barrier, selected by **44%** of respondents. **42%** of respondents point out the **lack of infrastructure**. **Route maintenance** was selected by **36%** of respondents as a barrier. **Time and distance** considerations were chosen by **34%** as a factor that discourages them from choosing active travel options. Additionally, **poor weather** conditions affect the choice for **31%** of respondents.

In addition to the barriers identified in

Category	Percentage
Road safety (e.g. speed and volume of traffic. Dangerous driving, sharing cycle lanes with other traffic)	44%
Lack of infrastructure (e.g. cycle lanes, narrow paths, signage)	42%
Route maintenance (e.g. litter, potholes, cars parked on the route)	36%
Time and distance	34%
Poor weather	31%
Personal choice to take car/bus	23%
Personal safety	22%
Facilities (e.g. parking and storafe, showers, lockers)	20%
Unable to carry work/personal items on a bike	20%
Unable due to disability or health issue	16%
Unable to take children on school run	7%
Expense (e.g. repair. Purchase)	5%

Figure 6, contained within the "other" answer to the question, respondents have highlighted some specific barriers. The area's hilly terrain makes walking, cycling, and using mobility scooters particularly challenging, especially for the elderly, disabled, and those carrying heavy loads, with requests for more accommodating infrastructure such as uphill bike lanes. For the aging population and those with physical disabilities, active travel is often impractical. Furthermore, respondents pointed out that active travel might not be feasible for certain professions that require transporting heavy items or extensive travel.
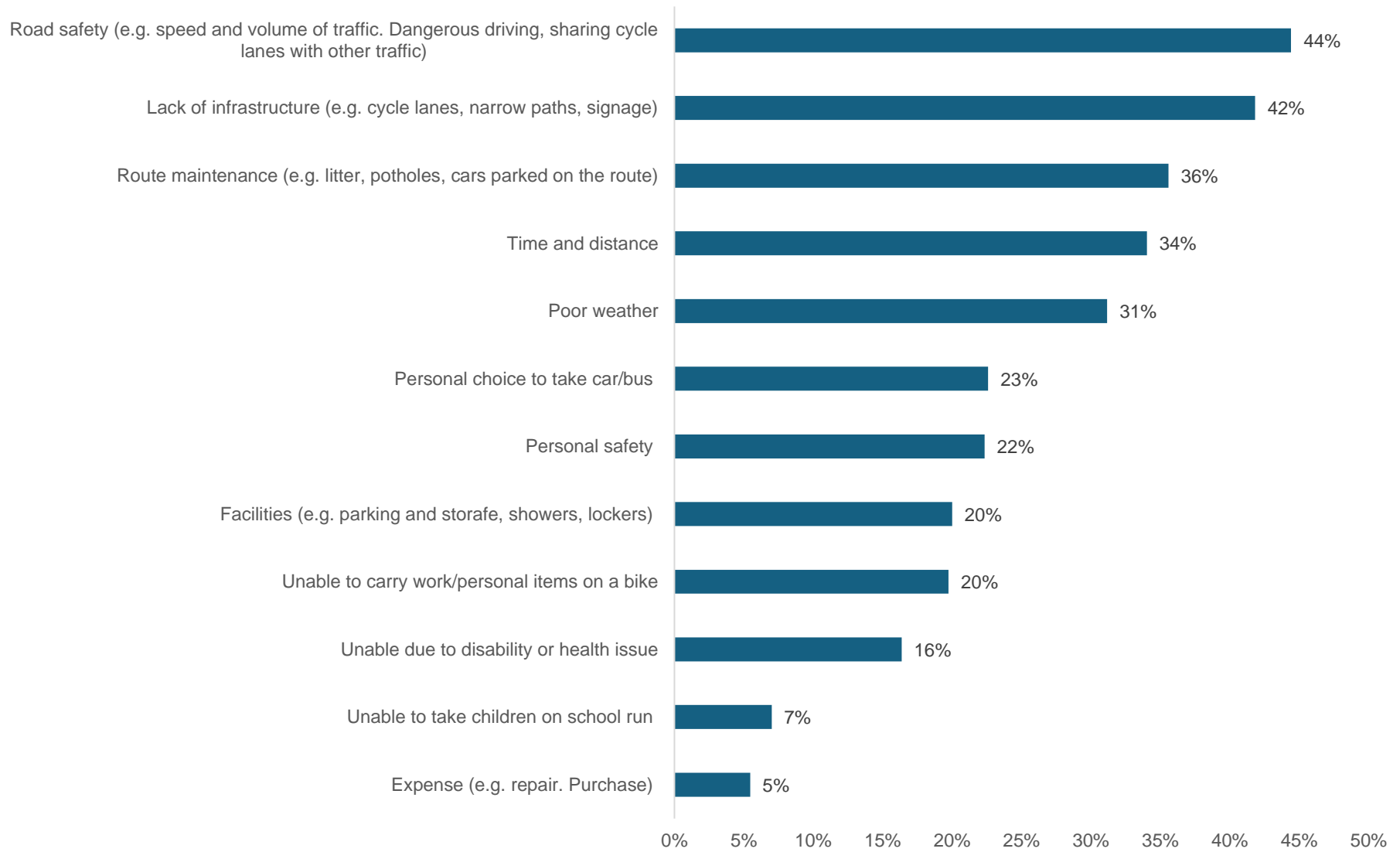
Figure 6: Question 6 Which of the following barriers, if any, prevent you from making more of your journeys via active transport?

Question 7: Do you undertake any journeys by active transport?
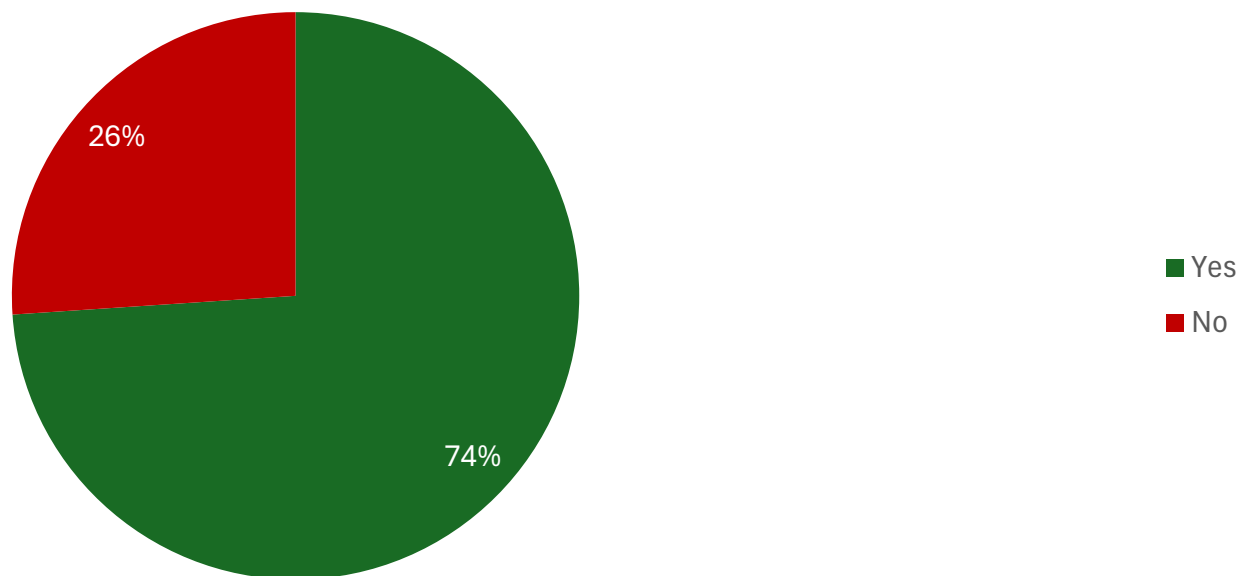
Figure 7: Question 7 Do you undertake any journeys by active transport?

7 shows that **74%** of respondents **undertake journeys by active transport**. Conversely, **26%** of respondents **do not undertake any journeys by active transport**.

Figure 88 below illustrates the proportion of respondents who undertake journeys by active transport across various demographics. Among respondents with disability, **61% undertake active journeys** while **39% do not**. For those without a disability, **77% undertake active journey**s compared to **23% who do not**. Respondents with dependent children show that **77% undertake active transport**, similar to the **75%** of those without dependent children.

The age demographics highlight a clear trend: younger individuals are more likely to **undertake active transport**, with the 25 to 34 age group showing the highest usage at **88%**. This trend decreases slightly with age, with the 65 to 74 age group **undertaking active transport at 75%.** Gender differences are also noted, with **68%** of females and **80%** of males **undertaking active transport**.
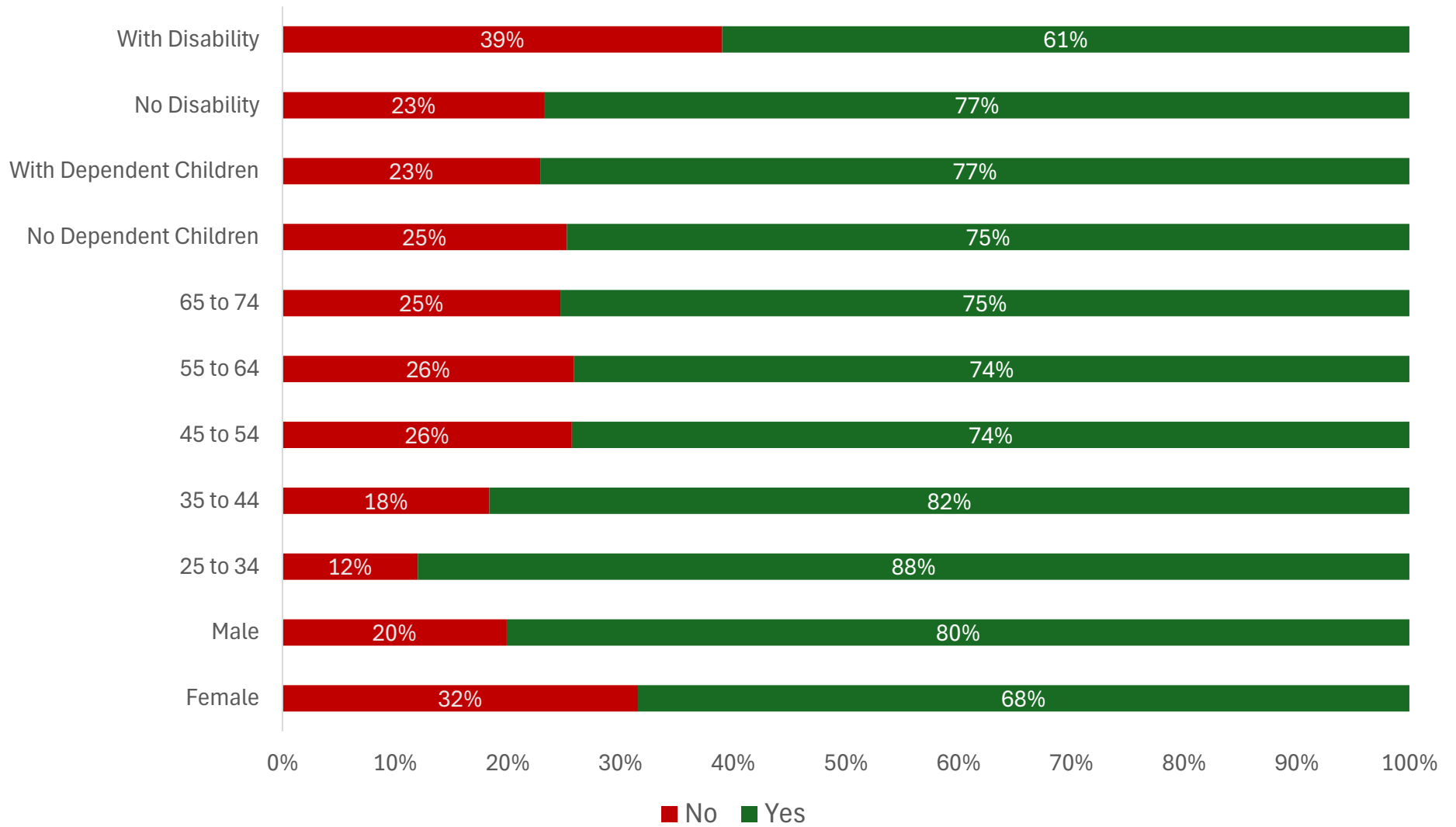
Figure 8: Question 7 Do you undertake any journeys by active transport?

Question 8 How often do you undertake a walk/wheeling journey lasting at least 10 minutes?

The figure below shows the frequency of respondents undertaking a walk or wheeling journey lasting at least 10 minutes. **38%** of respondents do so **every day**, while **30%** take such journeys **3-5 days a week**, and **15%** do so **1-2 days a week**. A smaller proportion, **2%**, undertake these journeys **once a fortnight**, with another **2%** doing so **about once a month**, and **1%** about **once every 2-3 months**. Notably, **11%** of respondents reported that they **never** take such journeys. This indicates that while a majority frequently undertake walking or wheeling journeys, a portion of the respondents rarely or never does.
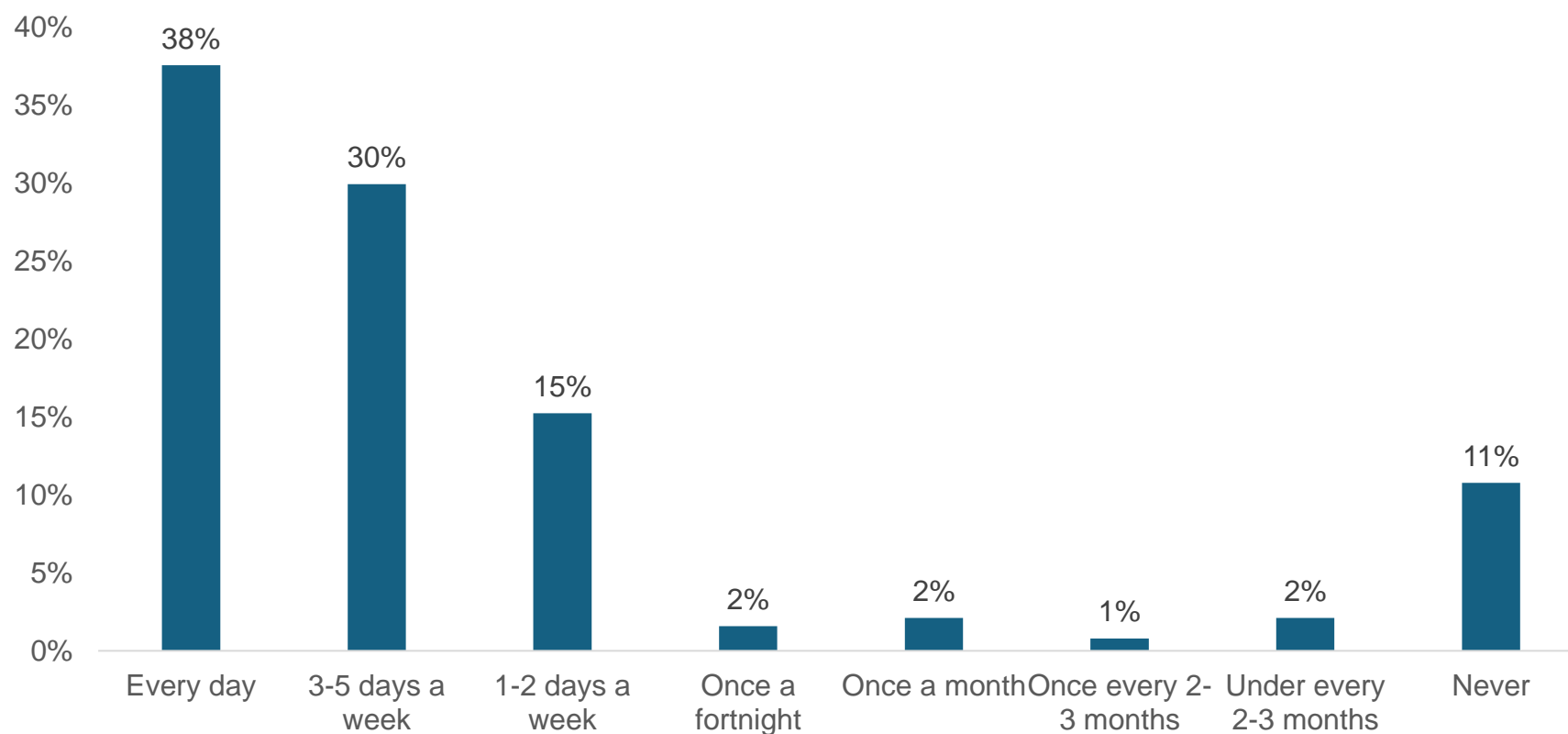
Figure 9: Question 8 How often do you undertake a walk/wheeling journey lasting at least 10 minutes?

Question 9 How often do you undertake a cycling journey?

Figure 10 below illustrates the frequency of cycling journeys among respondents. Only **4%** cycle **every day**, while **16%** cycle **3-5 days a week**, and **12%** cycle **1-2 days a week**. Smaller percentages of respondents cycle less frequently, with **4%** cycling **once a fortnight**, another **4%** cycling **about once a month**, and **3%** cycling **about once every 2-3 months**. **11%** cycle **less than every 2-3 months**, and a significant **46%** of respondents reported that they **never** cycle. This highlights that nearly half of the respondents do not cycle, while only a small portion of the population cycles regularly.
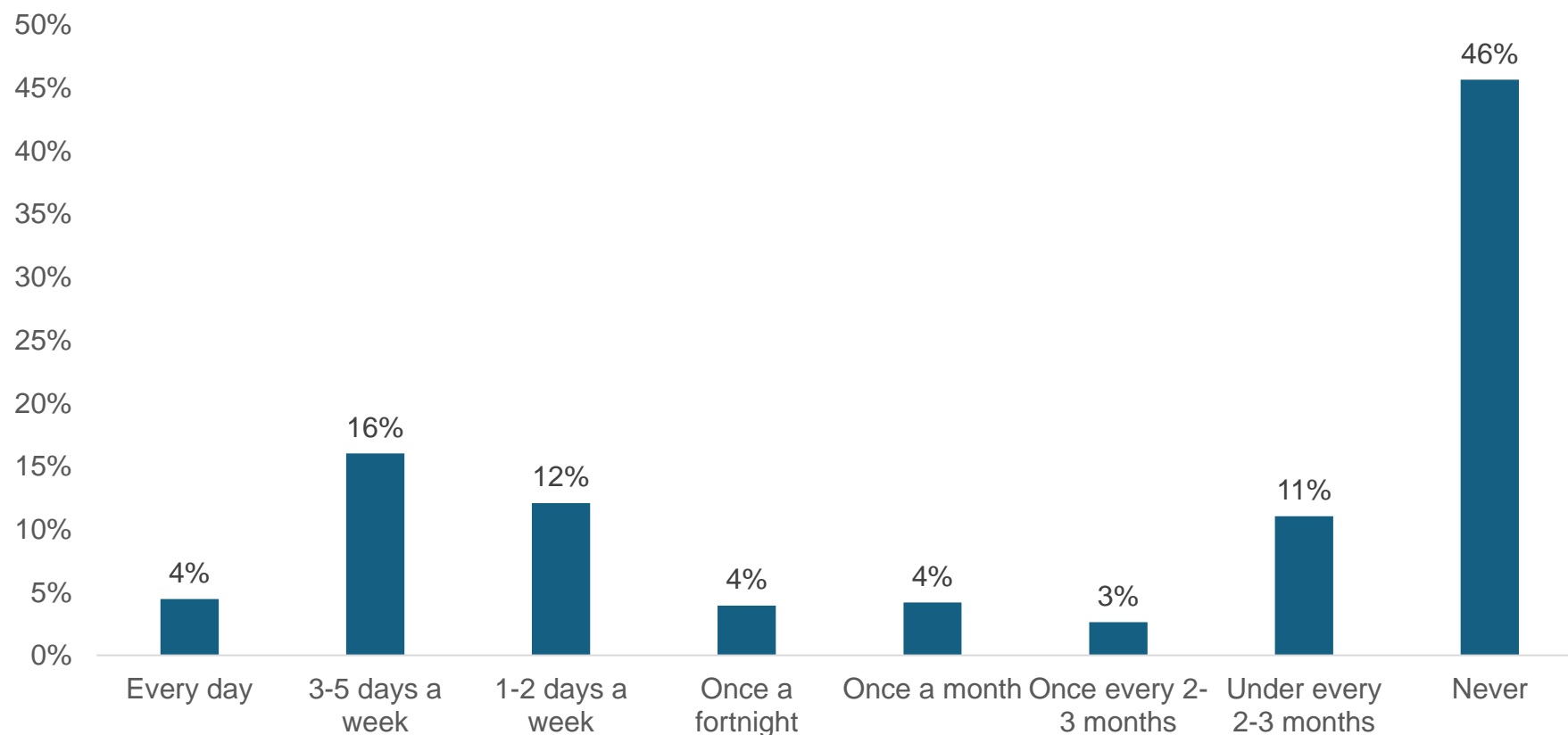
Figure 10: Question 9 How often do you undertake a cycling journey?

Question 10 Which of the following journeys, if any, do you undertake by active travel?

Figure 11 below displays the types of journeys undertaken by active travel. The majority of respondents, **70%**, use active travel for **leisure or recreation** purposes. **55%** use it for **errands or shopping**, while **25% commute to work** via active travel. Smaller percentages include **8%** of respondents using active travel for **business** purposes, and **5%** for **commuting to school**. This indicates that active travel is predominantly used for recreational and shopping activities, with fewer respondents using it for work or school commutes.
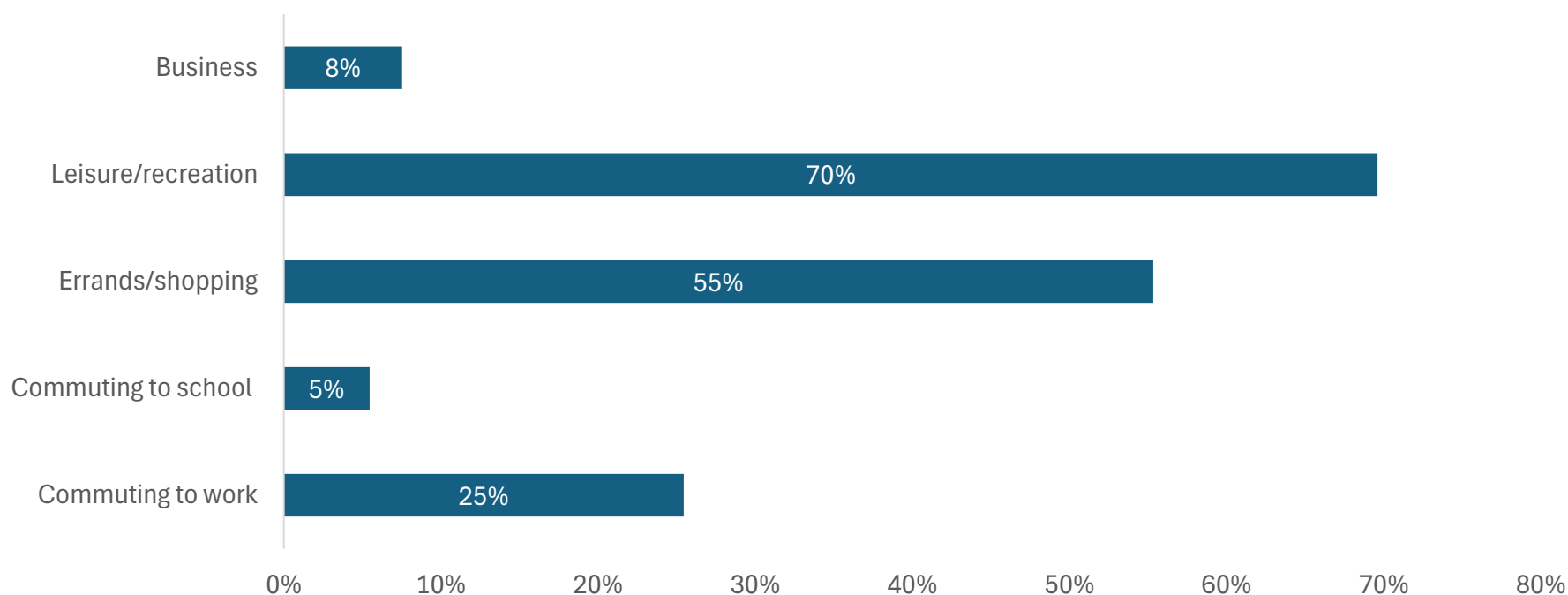

Figure 11: Question 10 Which of the following journeys, if any, do you undertake by active travel?

Question 11 Which of the following improvements, if any, would encourage you to walk / wheel more frequently? Please select your top five preferences from the list below:

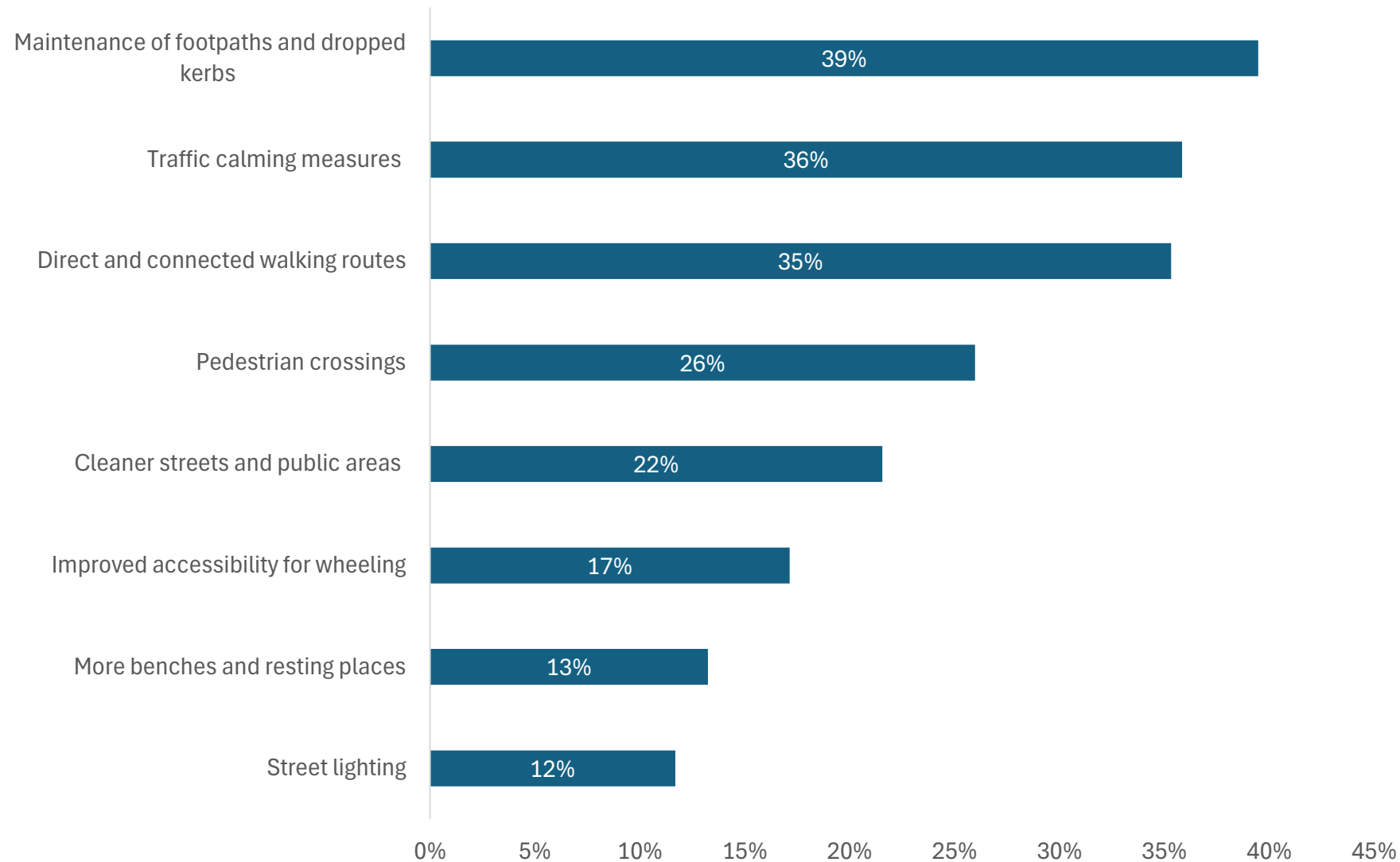Figure 22 below highlights improvements that respondents believe would encourage more frequent walking or wheeling. **Maintenance of footpaths and dropped kerbs** is the most suggested improvement, with **39%** of respondents supporting it. **Traffic calming measures** are suggested by **36%** of respondents, and **35%** opted for **direct and connected walking routes. Pedestrian crossings** are suggested by **26%** of respondents and **cleaner streets and public areas** are suggested by **22%** of respondents.

In addition to

Figure 1, many respondents within the "other" answer requested more pedestrian priority over vehicles, especially at crossings. Better enforcement of speed limits and traffic volume control were suggested. There are also safety concerns with bus stops and road crossings as comments raised about dangerous bypasses and poor crossing designs. A few respondents also raised about the lack of public toilets in Bath, which they believe discourages walking, particularly for older residents.

Category	Percentage
Maintenance of footpaths and dropped kerbs	39%
Traffic calming measures	36%
Direct and connected walking routes	35%
Pedestrian crossings	26%
Cleaner streets and public areas	22%
Improved accessibility for wheeling	17%
More benches and resting places	13%
Street lighting	12%

Figure 22: Question 11 Which of the following improvements, if any, would encourage you to walk / wheel more frequently?

Question 12 Which of the following improvements, if any, would encourage you to cycle more frequently? Please select your top five preferences from the list below.
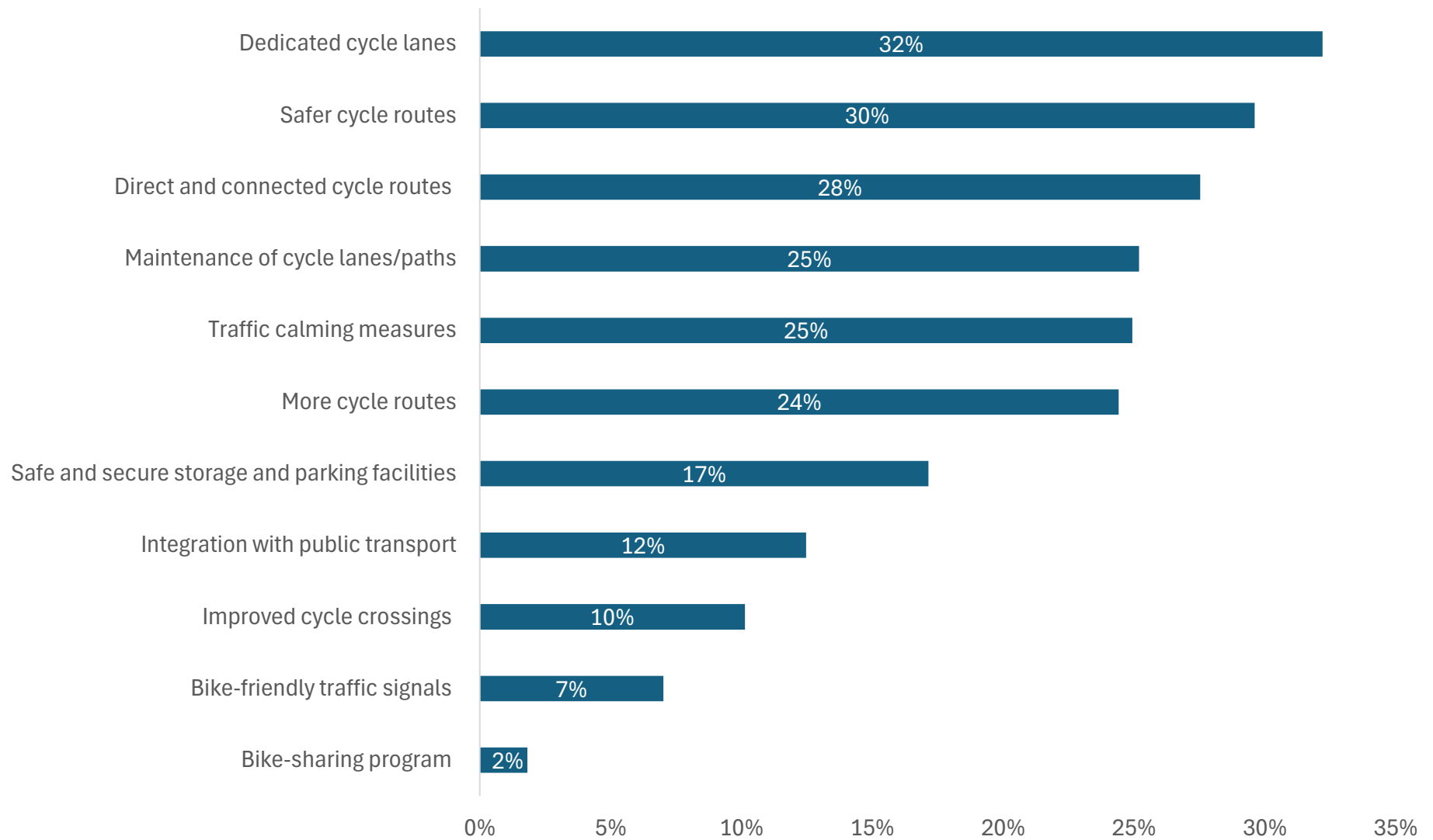
Category	Percentage
Dedicated cycle lanes	32%
Safer cycle routes	30%
Direct and connected cycle routes	28%
Maintenance of cycle lanes/paths	25%
Traffic calming measures	25%
More cycle routes	24%
Safe and secure storage and parking facilities	17%
Integration with public transport	12%
Improved cycle crossings	10%
Bike-friendly traffic signals	7%
Bike-sharing program	2%

Figure 33 below shows the improvements that respondents believe would encourage more frequent cycling. The most popular suggestion is the provision of **dedicated cycle lanes**, supported by **32%** of respondents. **Safer cycle routes** come next, with **30%** in favour, followed by **direct and connected cycle routes**, chosen by **28%. Maintenance of cycle lanes/paths** and **traffic calming measures** are both supported by **25%** of respondents and **24%** of respondents **wanted more cycle routes**.

In addition to the improvements suggested, respondents in the "other" answer raised some key points about cycling. Many indicated that a physical inability to cycle due to age, disabilities, or health conditions, while others expressed a preference for driving or walking. Many respondents were concerned about the shared path conflicts between cyclists and pedestrians.
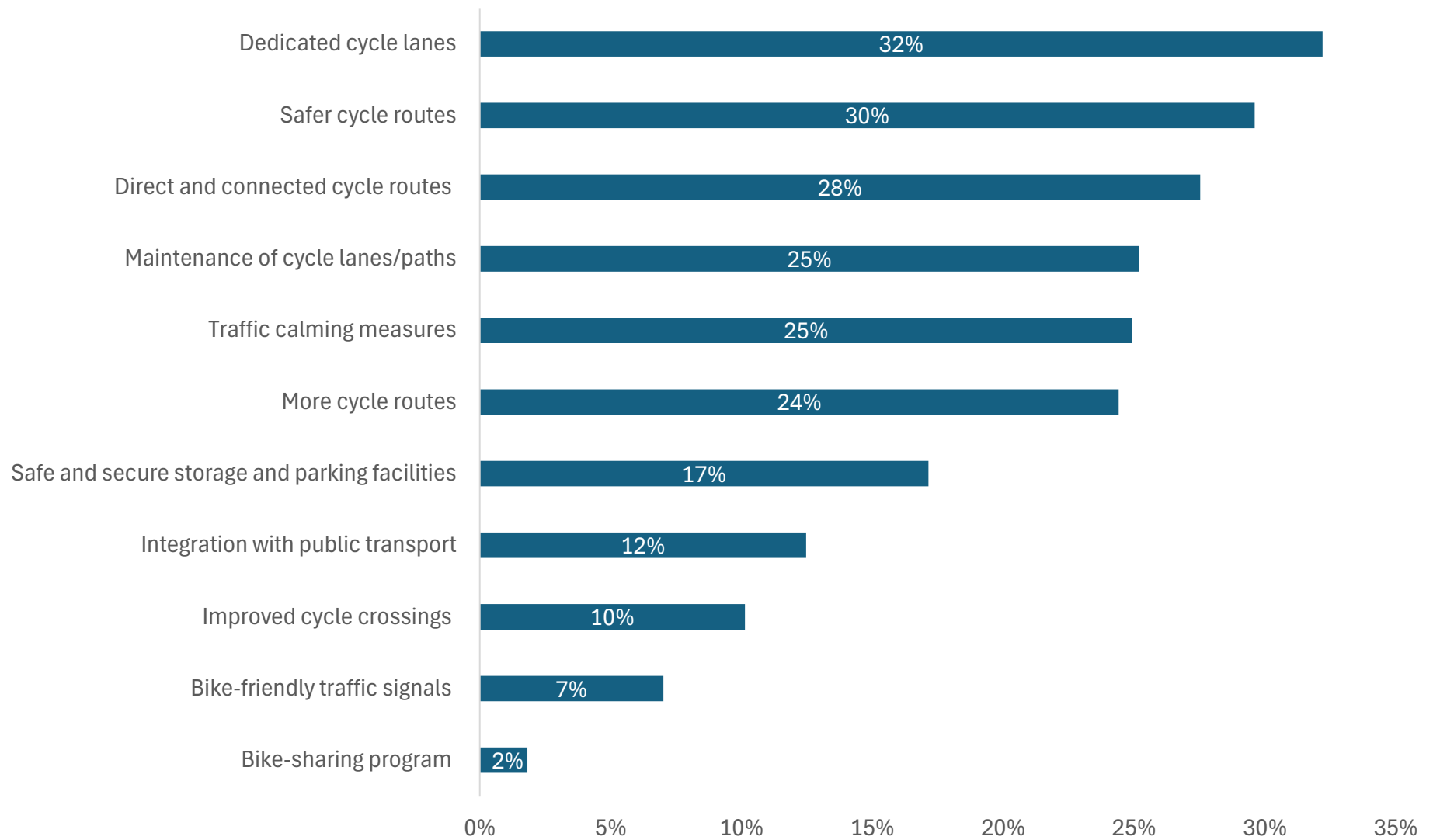
Figure 33: Question 12 Which of the following improvements, if any, would encourage you to cycle more frequently?

Question 13 *In your opinion, in what ways can the active travel masterplan better accommodate the needs of under-represented groups, such as children, the elderly, or people with disabilities?*

The responses under each theme reflect feedback on how the Active Travel Masterplan (ATM) could better support under-represented groups, including children, the elderly, and people with disabilities. Key themes include accessibility, safety, and infrastructure improvements. Respondents noted the need for the ATM to address physical barriers like uneven pavements and the lack of dropped kerbs, as well as to prioritise pedestrian safety in shared spaces. Concerns were also raised about the limited availability of reliable public transport, especially for elderly and rural residents.

Some respondents highlighted the need for safer cycling routes, better maintenance of walking paths, and travel options that are inclusive of people with mobility challenges. The council has acknowledged these concerns and outlined specific measures to address them, including enhancing accessibility, improving public transport integration, and committing to infrastructure maintenance to support all users, with a particular focus on under-represented groups.

The themes raised within Question 13 have been set out in Table 1 below, alongside a detailed commentary and the council's response.

Table 1: Question 13 Themes, Comments and Council's response

Theme	You Said	We Did
Accessibility and Inclusion	**Accessibility:** Many respondents felt that the current active travel proposals neglect the needs of disabled people, particularly wheelchair users, those with limited mobility, and those who rely on cars for independence. Suggestions include better parking provisions for disabled people, inclusive cycle options, and more accessible public transport.	The Active Travel Masterplan (ATM) addresses accessibility concerns under the section titled "Enhancing safety and accessibility". The plan includes several measures to ensure that active travel is accessible to all, regardless of physical ability. The ATM promotes the use of adapted cycles and e-cycles, which can be beneficial for those with limited mobility. These cycles are designed to accommodate various physical needs, making cycling a viable option for more people. The plan emphasises the integration of active travel modes with public transport. The ATM is supported by an Equality Impact Assessment (EQIA) report, which identifies the impact of proposed measures on different groups within the community. The main aim is to identify any discriminatory or negative consequences for specific groups and to find ways to better promote equality and inclusivity. We are committed to ensuring that are active transport network meet the needs of all residents.

Theme	You Said	We Did
Accessibility and Inclusion	**Impact on Elderly**: Several respondents noted that elderly people cannot be expected to cycle or walk long distances, particularly in Bath's hilly terrain. The need for reliable public transport, car access, and pedestrian safety for the elderly was emphasised.	The ATM acknowledges the challenges faced by elderly residents and includes provisions to address these under the section titled "Elderly and Active Travel". Enhancing connectivity between active travel routes and public transport ensures that elderly residents have reliable alternatives to walking or cycling long distances. This includes improving bus routes and schedules to better serve areas with higher populations of elderly residents. Improving pedestrian infrastructure, such as safer crossings, better-maintained pavements, and adequate lighting, ensures the safety of elderly pedestrians. The plan also includes measures to reduce traffic speeds in areas with high pedestrian activity to enhance safety. The ATM proposes the development of support services, such as community transport options, to assist elderly residents in accessing essential services and amenities.
Accessibility and Inclusion	**Physical Barriers**: Respondents highlighted obstacles like uneven pavements, lack of dropped kerbs, street furniture, and pavement parking, which limit accessibility for disabled and elderly people.	The ATM includes comprehensive measures to improve accessibility by addressing physical barriers. The plan outlines the need for better pavement conditions, installation of dropped kerbs, and removal of unnecessary street furniture to ensure that all users, including disabled and elderly people, can navigate public spaces safely. Specifically, the ATM proposes regular maintenance and resurfacing of pavements to eliminate uneven surfaces, installation of dropped kerbs at key crossing points to facilitate easier movement for wheelchair users and those with mobility issues, and more effective management of street furniture to prevent obstructions.

Theme	You Said	We Did
Accessibility and Inclusion	**Shared Spaces and Safety Concerns**: Shared pedestrian and cycle routes were seen as intimidating for visually impaired, hearing-impaired, and elderly people due to speeding cyclists and lack of segregation.	The ATM addresses these concerns by proposing the segregation of pedestrian and cycle routes wherever possible. This includes the implementation of clear markings and physical barriers to separate different types of users, ensuring that visually and hearing-impaired individuals, as well as elderly people, feel safe. Key measures include the development of dedicated pedestrian and cycle paths with clear signage and physical barriers.
Safety Concerns	**Cycling Safety**: Many respondents raised the need for safe, separated cycle lanes that are fully protected from motor traffic. There was concern over dangerous cycling conditions on busy roads, poor infrastructure, and the danger posed by potholes.	The ATM prioritises the creation of safe, separated cycle lanes that are protected from motor traffic. This includes dedicated cycling infrastructure designed to minimize interaction with vehicles, addressing the concerns over dangerous cycling conditions and poor infrastructure. The ATM also recognises that poorly maintained road surfaces, particularly those with potholes, pose significant threats to all users of active travel. B&NES will seek to improve the maintenance of our footways and cycle routes to ensure that surfaces are smooth, well-drained, and safe.

Theme	You Said	We Did
Safety Concerns	**Pedestrian Safety**: Concerns were raised about cyclists on footpaths, shared spaces, and pedestrian crossings. Suggestions included better enforcement of traffic laws, clear segregation of pedestrian and cycle paths, and stricter measures for cyclists.	The ATM acknowledges the concerns regarding the interaction between cyclists and pedestrians, particularly in shared spaces and pedestrian crossings. The plan includes several measures to address these issues and ensure the safety and comfort of all users. Where possible the ATM outlines the development of dedicated infrastructure that physically separates cyclists from pedestrians. Our strategy also includes targeted enforcement to deter risky behaviours, impactful marketing campaigns to raise awareness, comprehensive educational programs for all road users, and specialised safety training for pedestrians and cyclists.
Safety Concerns	**Road Maintenance**: Poorly maintained roads and pavements, including potholes and uneven surfaces, were frequently mentioned as key barriers to safe travel, both for pedestrians and cyclists.	See the response above (Cycling Safety) regarding improved maintenance and active travel.

Theme	You Said	We Did
Safety Concerns	**Traffic Calming Measures**: Some respondents called for lower speed limits (particularly a consistent 20mph across Bath), traffic calming near schools, and more enforcement of speed limits to improve safety for vulnerable road users, including children and horse riders.	Bath & North East Somerset Council is taking significant steps to enhance road safety, promote active travel, and improve the overall transport experience for residents and visitors. As part of our ongoing efforts, we are introducing 20mph speed limits along several key roads across the district. By ensuring that the roads are safer for everyone, we aim to ensure that more individuals can take up walking and cycling as their preferred modes of transport. We will continue introducing and expanding 20mph zones, responding to local residents requests that support walking and cycling to ensure that the 20mph zones not only improve road safety but also promote active travel. The ATM includes specific measures to help improve road safety for children travelling to school. This includes providing safe routes to school, more training on how to travel safely by active modes and the delivery of more school streets which is temporarily closed to traffic during drop-off and pick-up times to create a safer environment for students.

Theme	You Said	We Did
Horse Riders' Concerns	**Lack of Infrastructure for Horse Riders**: Several respondents pointed out that horse riders are often neglected in transport plans. There were calls for safer, linked bridleways, better road signage, and traffic calming measures around areas frequented by horse riders. Respondents requested more infrastructure that allows for the safe horse riding, including shared routes, mounting blocks, and lower speed limits near stables.	The ATM acknowledges the importance of accommodating various forms of travel, including horse riding. Whilst horses will have access to the active travel network including the public highway, restricted byways or bridleways, it won't be practical or feasible to allow them access to all of the network. It is important to recognise that funding the construction of new traffic free routes is generally justified on the basis of encouraging cycling and walking as modes of transport, for people to travel actively rather than by car; the use of these routes purely for leisure being secondary. If substantial additional expenditure is required to accommodate equestrians, the vast majority of whom are undertaking leisure journeys, this may need to be funded out of other non-transport budgets.

Theme	You Said	We Did
Public Transport	**Improving Public Transport**: A recurring theme was the need for better, more reliable public transport services. Many respondents believe that improving bus and train services would do more to reduce car reliance than building cycle lanes. Suggestions included more frequent buses, better rural transport links, and free or subsidised bus fares for children, the elderly, and disabled individuals.	It's important to note that the Creating Sustainable Communities report developed alongside the ATM aims to make significant improvements in public transport provision across North East Somerset. Additionally, the West of England Bus Service Improvement Plan is set to enhance bus services across the district and the wider sub-region. The ATM, whilst focusing on walking, wheeling and cycling does acknowledge the need to improve the connectivity of active travel modes and public transport, ensuring smooth connections between cycling and walking paths and key public transport hubs like bus and train stations. This could mean improving pedestrian connections to bus stops and providing safe places to park bikes near bus stops. These improvements make it easier for commuters and travellers to choose walking or cycling as convenient ways to access public transportation options. Whilst enhancing public transport is crucial, we must adopt a comprehensive approach to address the climate emergency declared by the Council. Relying solely on improvements to bus and train services may not be sufficient. A package of improvements, including the development of cycle lanes and other sustainable transport options, is essential to provide viable alternatives to car use. This holistic approach will ensure we meet our environmental goals and create a more sustainable and accessible transport network for all.

Theme	You Said	We Did
Public Transport	**Integration with Active Travel**: Some respondents suggested that public transport should be integrated with active travel by allowing bicycles on buses and providing better facilities for bike parking at bus stops.	The ATM includes a section specifically around bikes on board buses. Better integration of buses and cycles allows more journeys to be undertaken that would otherwise only be possible by car. Whilst the provision of cycle parking at bus stops extends the catchment area of a bus stop, allowing bikes on board buses has the additional advantage of extending the distances that people can travel from the bus stop they have alighted from to their destination. Currently bikes are not allowed to be taken on board buses in B&NES as they impact on the capacity of the bus, however through the ATM we propose to work with local bus operators to explore the potential for taking bikes on board buses on appropriate routes.
Geographical Challenges	**Hilly Terrain**: The steep hills, especially in Bath, were repeatedly referenced as a significant barrier to cycling and walking, especially for elderly and disabled people. Respondents highlighted that the city's geography makes active travel impractical for many.	We understand the challenges posed by Bath's steep hills for cycling and walking, particularly for elderly and disabled individuals. Whilst we want to significantly increase the number of people travelling by bike, we understand that it isn't an option for everyone. We want those who can choose to travel by bike in their daily life to do so, but we understand the infrastructure needs to make it safer for this to be a practical option for the majority.

The arrival of shared electric bikes within Bath has enabled far greater adoption of bike travel as it has removed the challenge that the hills currently present. The introduction of e-bikes makes travel by bike a realistic option for more journeys and more people. We are committed to making active travel more accessible and practical for everyone in Bath, and the integration of e-bikes is a crucial step towards achieving this goal. |

Theme	You Said	We Did
Geographical Challenges	**Weather Concerns**: Respondents also mentioned that the UK's unpredictable weather further discourages cycling and walking as practical modes of transport.	We understand that concerns about rain and bad weather in general can be a significant deterrent for many. It's worth noting that other countries with similar weather patterns, such as Holland, Belgium, and Germany, have much higher levels of active travel usage compared to the UK. These countries have successfully promoted cycling and walking through robust infrastructure, community support, and policies that encourage active travel regardless of the weather. While the weather can indeed be unpredictable, there are ways to mitigate its impact. For instance, investing in good-quality waterproof clothing and accessories can make cycling and walking more comfortable even in wet conditions. Additionally, planning trips around weather forecasts can help avoid the worst of the weather.
Opposition to Active Travel	**Freedom of Choice**: Many respondents expressed resistance to what they perceive as an imposition of active travel. They argued that the council should respect people's right to choose how they travel, particularly by car, and stop restricting motorists.	The ATM aims to expand sustainable and healthy transport options, not to impose restrictions on personal choice. The plan emphasises creating a balanced transport network that offers viable alternatives to car travel, thereby reducing congestion, improving air quality, and addressing climate change. The ATM respects individual freedom of choice while promoting active travel as a beneficial option for those willing to adopt it. The plan includes measures to enhance the infrastructure for walking, wheeling, and cycling, making these modes of transport more attractive and accessible without mandating their use.

Theme	You Said	We Did
Opposition to Active Travel	**Opposition to Cycle Lanes and Low Traffic Neighbourhoods**: Several respondents voiced strong opposition to Low Traffic Neighbourhoods (LTNs) and cycle lanes, which they believe are underused and a waste of public money. There were also calls to remove cycle lanes and reduce measures that restrict car use.	The ATM includes the implementation of cycle lanes and LTNs as part of its strategy to create safer streets and encourage active travel. These measures are based on successful models from other UK and European cities that have seen significant benefits in terms of reduced traffic congestion, improved air quality, and enhanced public health. The plan outlines the long-term vision of transforming transport infrastructure to support sustainable travel, which is essential for meeting climate goals and improving community well-being. The ATM also includes provisions for monitoring and evaluating the usage of these facilities to ensure they meet the needs of the community effectively.
Suggestions for improvement	**Infrastructure Upgrades**: Suggestions included improving road quality, creating segregated and continuous cycle routes, and fixing potholes.	The ATM addresses the need for infrastructure upgrades, including the creation of segregated and continuous cycle routes and the maintenance of road quality. Specific measures include fixing potholes and ensuring smooth, well-drained surfaces for all users. These improvements are crucial for making active travel safe and attractive, thereby encouraging more people to walk, wheel, and cycle. The plan also includes a commitment to regular maintenance and upgrades to ensure the infrastructure remains in good condition and meets the needs of all users.
Suggestions for improvement	**Parking Solutions**: Many called for more car parking spaces, particularly for disabled people, as well as lower parking charges and removing restrictions that hinder access by car.	More parking spaces, lowering the costs of parking and removing restrictions would contradict the main objective of both the Active Travel Masterplan and Creating Sustainable Communities report, which is to decarbonise the transport network by investing in the provision of more sustainable transport options and reducing car dependency. Providing free parking could lead to increased car usage and emissions, which is counterproductive to reducing overall carbon emissions.

Theme	You Said	We Did
Suggestions for improvement	**Education and Enforcement**: Respondents recommended better education for drivers and cyclists on sharing roads safely and respecting vulnerable road users. There were also calls for stricter enforcement of traffic regulations.	The ATM includes initiatives for education and enforcement to ensure road safety. This involves campaigns to educate both drivers and cyclists on safe road-sharing practices and respecting vulnerable road users. Additionally, the plan supports stricter enforcement of traffic regulations to enhance safety for all. The ATM outlines specific programs for driver and cyclist education, as well as partnerships with local law enforcement to ensure compliance with traffic laws and to promote a culture of safety and respect on the roads.
Environmental and Economic Considerations	**Concerns Over Economic Impact**: Some respondents worry that restricting car access and implementing cycling infrastructure will harm local businesses and make the city less accessible for shoppers and tourists.	The ATM considers the economic impact of transport policies and aims to create a more pleasant environment that can attract shoppers and tourists. By reducing traffic congestion and improving air quality, the plan seeks to make the city more accessible and enjoyable, which can benefit local businesses. The experience from other cities shows that well-implemented active travel infrastructure can boost local economies by creating vibrant, pedestrian-friendly areas. The plan includes measures to support local businesses during the transition to more sustainable transport options and to promote the benefits of active travel for economic vitality.
Environmental and Economic Considerations	**Calls for EV Infrastructure**: Some respondents suggested the council focus more on promoting electric vehicles by providing more charging points and improving the EV infrastructure across Bath.	Whilst not included in the ATM, the Creating Sustainable Communities transport strategy and Journey to Net Zero Transport Plan for Bath includes plans to enhance EV infrastructure as part of its broader strategy to decarbonize the transport network. This involves increasing the number of charging points and supporting the transition to electric vehicles, which complements the goals of reducing emissions and promoting sustainable travel. The plan outlines specific initiatives to expand the EV charging network and to integrate EV infrastructure with other sustainable transport options, ensuring a comprehensive approach to reducing the environmental impact of transport.

4. About You

During the consultation for the Active Travel Masterplan, we asked a series of questions to better understand the respondents and their perspectives. This data is vital for ensuring that the consultation process includes a wide and representative range of community voices.

By analysing the demographics, experiences, and backgrounds of those who participated, we can determine if the consultation has effectively reached a diverse audience. This is crucial for developing a strategy that addresses the needs, priorities, and concerns of all community members, rather than being shaped by a narrow set of opinions.

This method helps us identify any groups that may be underrepresented in the feedback. Ensuring a variety of responses enhances the consultation process by incorporating a broad spectrum of views and insights, leading to a more inclusive and effective transport strategy that aligns with the community's overall goals.

Our focused effort to understand who is participating in the consultation demonstrates our commitment to listening to and integrating feedback from all community sectors, ensuring the strategy is built on principles of equity and inclusivity.

The following figures show the data collected from the questions aimed at understanding the respondents. This information provides valuable insights into the demographics and backgrounds of participants, helping to ensure the consultation reflects a diverse and representative range of community voices.
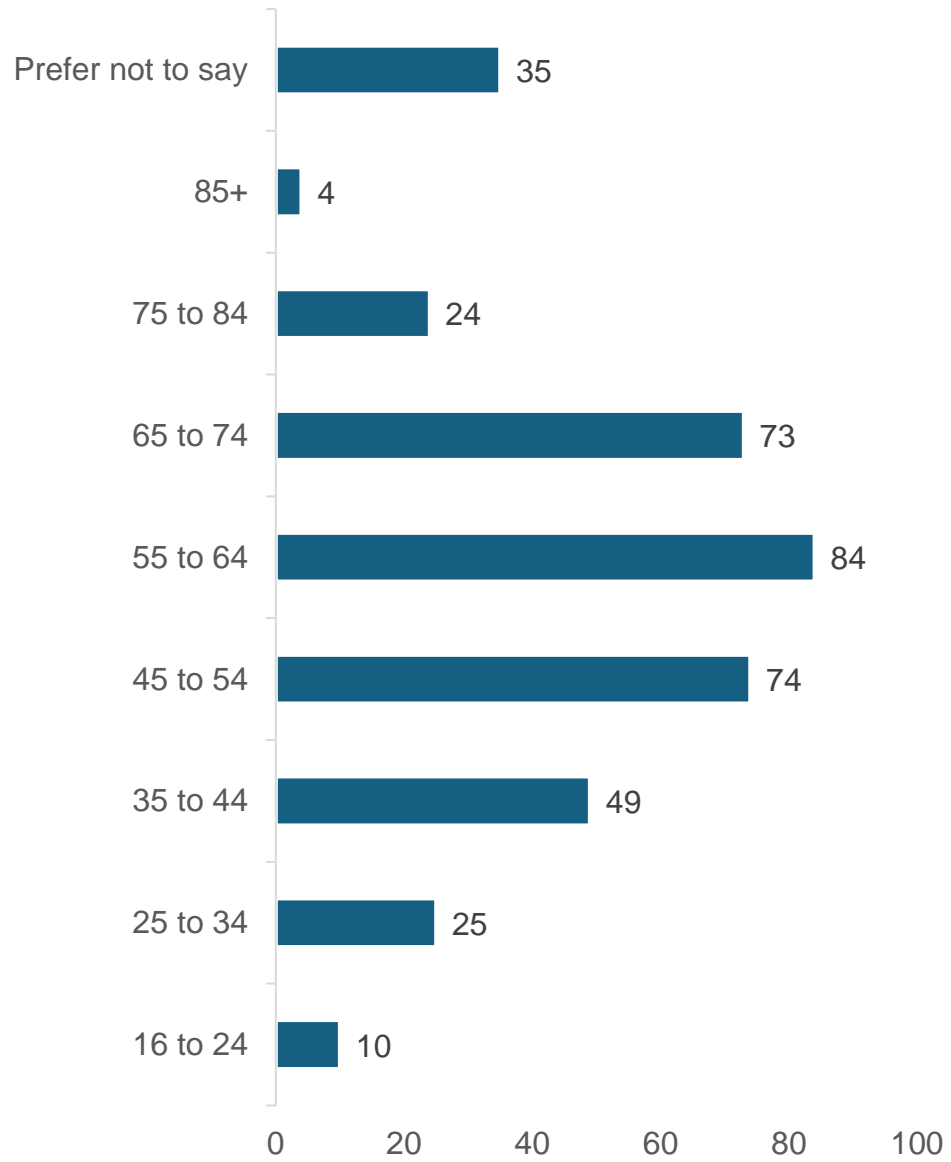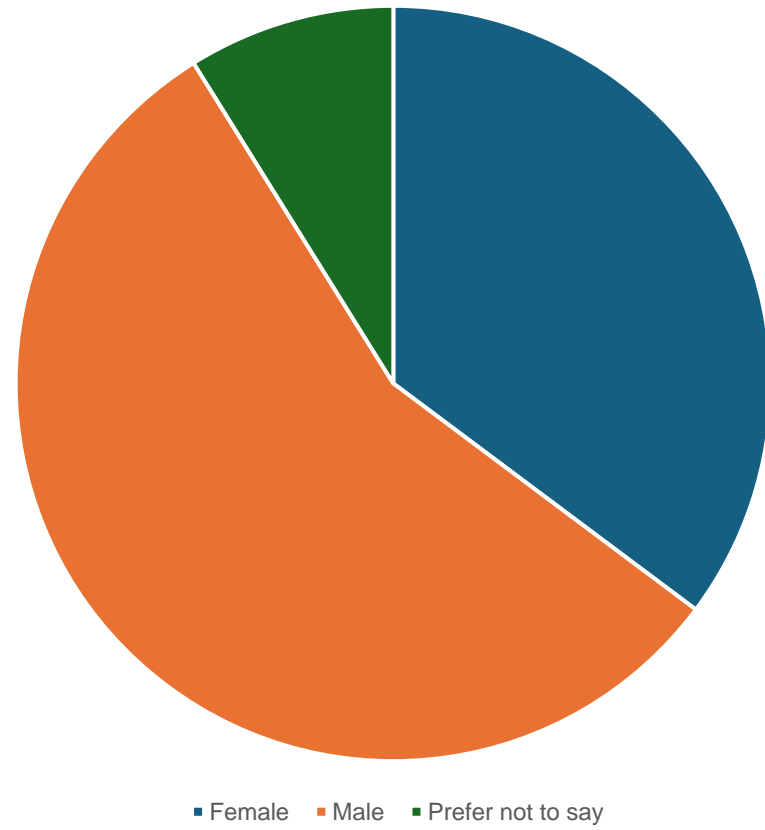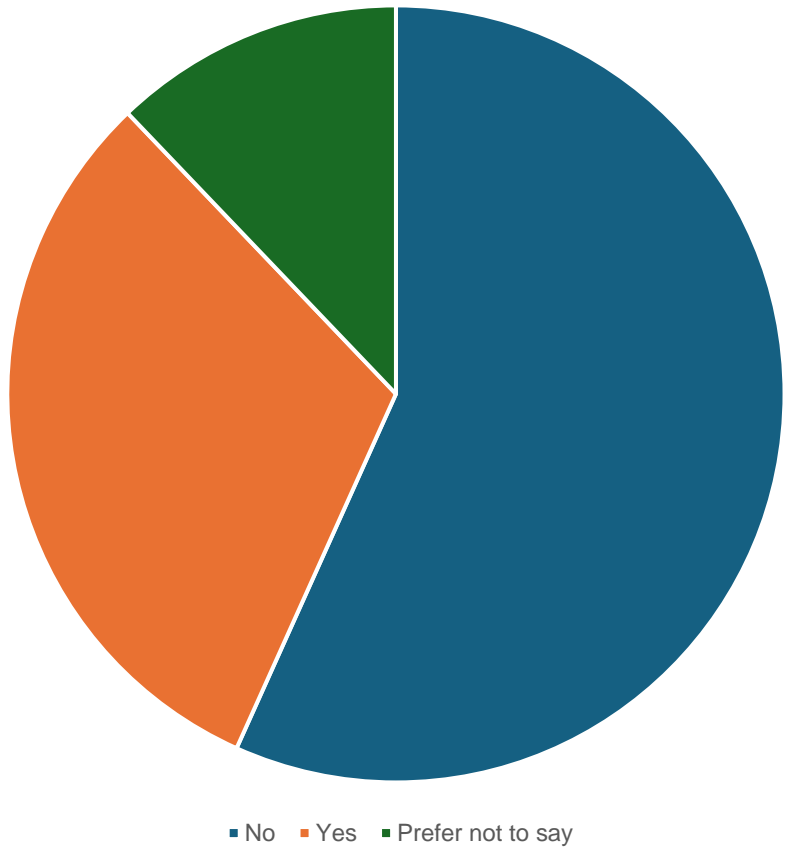
Figure 44 – Age of respondents

Prefer not to say: 35
85+: 4
75 to 84: 24
65 to 74: 73
55 to 64: 84
45 to 54: 74
35 to 44: 49
25 to 34: 25
16 to 24: 10

Figure 55 – Sex of respondents

Legend: ■ Female ■ Male ■ Prefer not to say

■ No ■ Yes ■ Prefer not to say

Figure 66 – Respondents with dependents

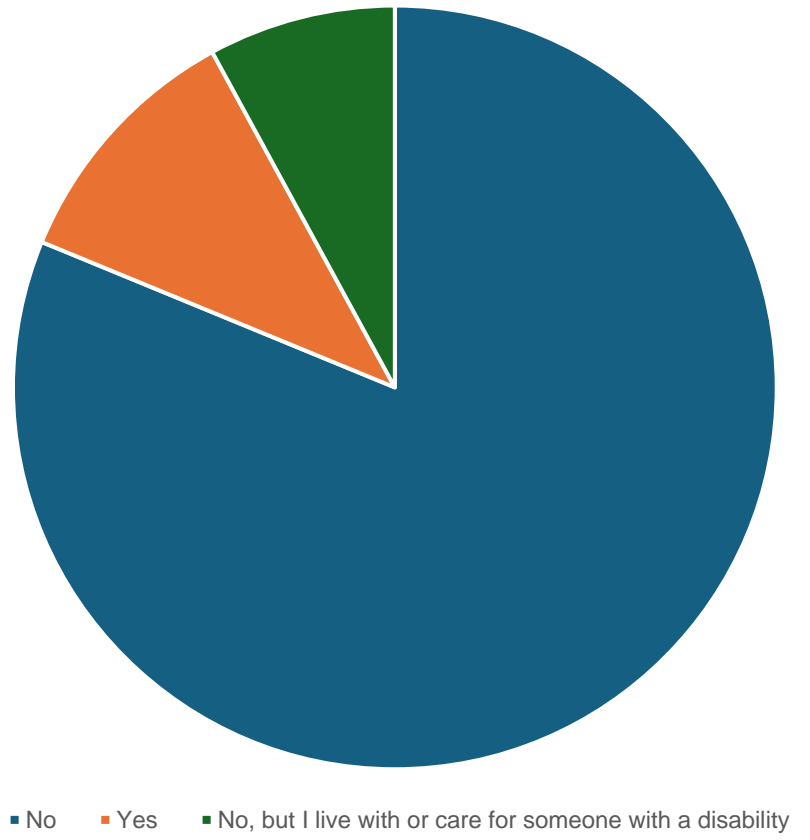■ No ■ Yes ■ No, but I live with or care for someone with a disability

Figure 77 – Respondents who consider themselves disabled

5. Conclusion

Overall, the Active Travel Masterplan is a product of extensive community engagement and stakeholder collaboration, ensuring that it is well-informed and reflective of the diverse needs and aspirations of the district's residents. The consultation process, which included a six-week public consultation and multiple drop-in events across various locations, provided a platform for residents to voice their opinions and contribute to the development of the Masterplan. This inclusive approach has been instrumental in shaping a plan that not only addresses the current challenges but also anticipates future needs.

The feedback received highlighted several key areas of focus, including the need for improved infrastructure, enhanced safety measures, and better integration with public transport. Respondents emphasized the importance of dedicated cycle lanes, safer pedestrian crossings, and well-maintained footpaths and cycle routes. The Masterplan has incorporated these suggestions, ensuring that the proposed initiatives are both practical and responsive to the community's needs.

Moreover, the Masterplan recognises the unique challenges faced by under-represented groups, such as children, the elderly, and people with disabilities. Specific measures have been included to enhance accessibility and safety for these groups.

The Active Travel Masterplan is not just about infrastructure improvements; it also aims to enable a cultural shift towards more sustainable travel behaviours. Initiatives such as group rides and community events are designed to encourage residents to adopt walking, wheeling and cycling, and other active modes of transport. By promoting these behaviours, the Masterplan aims to reduce carbon emissions, improve air quality, and enhance the overall health and wellbeing of the community.

In conclusion, the Active Travel Masterplan represents a comprehensive and forward-thinking approach to transforming the district's transport network. It is a testament to the power of community engagement and collaboration, demonstrating that when residents, stakeholders, and experts come together, they can create a plan that truly reflects the collective vision for a sustainable and accessible future. The successful implementation of this Masterplan will depend on continued community support and active participation, ensuring that the district remains a vibrant and well-connected place for all its residents.

Appendix 1 – changes made

The table below provides a summary of the issues identified and the substantial changes made in response to the feedback received.

Section	Proposed Change
How can we make the measures included in the ATM more inclusive?	Include more specific information on shared use spaces and reference to current guidance including LTN 1/20.
	Include more specific information around how to manage the conflict between different modes, particularly in relation to pedestrians, e-scooters and cyclists.
	Include more specific information regarding the Active Travel Network and horse riding and what level of provision we should be aiming for.
	Set out what we mean by accessible footways including…... - The use of significant footway cambers at vehicle crossovers (where vehicles cross pavements to access properties/car parks) needs to end. - Maintaining a level footway at crossings, notably pedestrian crossings on main roads, should be the default design.
	Potential for storing cycles and scooters on the highway not the footway
	Removal of inaccessible metal barriers on urban footpaths.
	Potential for placing EV charging infrastructure in the highway not on footways.
	Potential for a kerbside strategy to be developed
Barriers to Active Travel	Include a section on the weather in the UK as a barrier to active travel comparing it to the experience on the continent.
Funding & LCWIP	Add further text that sets out the future relationship and interaction between the LCWIP and the Active Travel Masterplan
	More details regarding timelines and future sources for funding
Toolkit of Measures	Update the 'quick and quiet' terminology for active travel routes to a more appropriate set of descriptions
	Intra Urban routes - rationalise the different route types and remove intra urban
	Include reference to the need to link to Bath bus station and Bath Spa, including links on the active travel network map.

Section	Proposed Change
	Clarify that the Movement Strategy and Active Travel Masterplan are being developed in tandem with one another.
	Make reference to specific needs of e-bike owners: (a) dropped kerbs (b) basic cycle racks (c) rainproof cycle racks (d) overnight fully secure e-bike parking (e) charging facilities
	Page 65 (section 2.1). The first 2 paragraphs are repeated.
	Page 56 quick routes - remove reference to 20mph continuous speed.
	Include case studies on the Active Way, including Chat-e-Cycle
	Look to strengthen text on the importance of active travel links to public transport.
	Inclusion of more direct marketing material for those living in B&NES as part of the effort to raise awareness of active travel.
	Add clarity of the relationship and roles of Western Gateway, WECA and B&NES, including a diagram showing the hierarchy up to DfT and central Govt with their roles.
	Add a reference or case study on the role of School Travel Plan Officer and the role they play working with B&NES schools.
	Emphasise the role of the Local plan in ensuring active travel facilities are delivered as part of developments.
	Make reference to the need to site cycle lockers in locations that do not impact on sight lines and visibility for drivers.
	Emphasise the need for extensive community engagement as part of any Liveable Neighbourhood measures.
	Emphasise the need to work with the local community when introducing any quiet routes.
	Add a reference to the need to design active travel routes with sympathy to their surroundings. Include a reference to designing in response to designations such as Sites of Nature Conservation Interest (SNCI) and the Cotswolds AONB.
	Insert more detail regarding the lighting of active travel routes.
	Make reference to the need to link up existing walking and cycling routes.
	Include a section explaining that the active travel network map will be dynamic and kept under continual review in order to align and respond to the needs of other projects coming forwards including Liveable Neighbourhoods, CRSTS schemes and the Movement Strategy for Bath.
	Add a section on connections to major transport interchanges.

Section	Proposed Change
	Update the section on Liveable Neighbourhoods to take account of the latest schemes and monitoring
General	Include an Executive Summary
	Include a section on Monitoring and Evaluation using a SMART objectives approach.
	Ensure accessibility of colours for the routes map
	Include a 'Next Steps' section in the ATM. Acknowledge that the Active Travel Masterplan isn't a detailed investigation into each of the routes identified but sets the wider policy framework and identifies the scale and active travel route network we feel is needed to enable our communities to travel by active modes.