

Developing a Strategy for Keynsham Questions and Answers

What's the big idea?

The vision 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.

What would this mean in reality?

Key proposals include:

- Consideration of improvements to the High Street including the Public Realm
- Improved cycle routes including to the main schools;
- An audit of pedestrian facilities in the town centre and to/from the centre and railway station, with identification of improvements needed;
- Continued work with bus operators for example to improve ticketing and simplify fare structures;
- Improvement to Wellsway, Bath Hill, Bath Road junction;
- New surveys of car park use and estimated of future parking demand;
- A study of Hick's Gate roundabout.

Why do we need to change things?

Transport is fundamental to the successful economy and wellbeing of the town, its residents and employees. It provides access to the town centre and its retail and leisure facilities, as well as access to employment for those living or working in Keynsham.

However, traffic congestion is causing delays; both in the town and for traffic using the A4, affecting the quality of life for residents in some parts of the town and making the town centre a less attractive place to visit. This situation will only worsen with increases in traffic demand from new developments proposed within the town. In particular the Bath & North East Somerset Core Strategy will deliver 2,150 new dwellings and 1,600 new jobs in Keynsham which will inevitably place more pressure on the town's transport network.

A Transport Strategy is needed to provide the framework within which individual proposals to mitigate these negative impacts can be considered and assessed against the objectives. A number of initiatives have already been delivered including 20mph speed limits and improvements to bus services through the Greater Bristol Bus Network project. The strategy will also build on the policies and measures included in successive Joint Local Transport Plans.

What are the desired outcomes?

The strategy '*Getting around Keynsham*' looks at the future growth of the town and options on how to plan transport provision. The objectives include:

- Minimising future increases in traffic congestion;
- Supporting the local economy;
- Promoting sustainable mobility, including better facilities for walkers and cyclists;
- Widening travel choice and improving connections, particularly improved rail services;
- 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 investing in the public realm;
- Ensuring that all traffic management and pedestrian schemes are designed to take mobility needs in to account.

Who has put together this strategy?

The strategy has been put together by an independent company Mott MacDonald, a global management, engineering and development consultancy employed by the Council which has taken an independent view based on the evidence available.

What happens then? What's the timeline for all this?

This is a long-term vision. The Council will work together with local stakeholders on the detail of individual projects during all stages of the development and implementation process.

How will this be paid for?

Implementation of this would draw on a number of funding sources. Decisions on individual projects will be taken through the Council's annual budget process.

It will be delivered through a wide range of projects which will be funded from future budgets principally, but not exclusively, the Integrated Transport Capital funds (received annually from Government).

In addition there may be opportunities to bid for funding from other sources including contributions from new developments.

How does this link to other plans for Bath & North East Somerset Council?

It will support the growth proposed in the Council's adopted Core Strategy.

The strategy builds upon existing initiatives including:

- the 3rd Joint Local Transport Plan
- the Better Bus Area funding by introducing further bus priority measures;

- Network Rail Electrification of the Bristol to Bath and London route.
- Equalities Strategy?
- Council's Strategic Economic Plan

It will also support the Council's Leisure and Health and Well Being strategies.