
Bath & North East
Somerset Council

Improving People's Lives

The Movement Strategy for Bath Recommendations report

May 2026



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This document has been prepared by the Strategic Transport Projects team in Bath and North East Somerset Council.

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Executive summary

In 2020, Bath & North East Somerset Council committed to introducing a circulation plan as part of its *Journey to Net Zero*, recognising the need to rethink how people move around Bath, how limited road space is shared, and how a cleaner, safer and more inclusive transport system can be achieved. This commitment has since evolved into the Movement Strategy for Bath, which provides a long-term, strategic framework for delivering a more sustainable and equitable transport network while respecting the city's unique heritage and built environment.

Public engagement on the draft Movement Strategy took place during autumn 2025, between 14th October and 28th November. Engagement levels were strong, with 842 survey responses received, approximately 510 people attending in-person events, and over 15,850 visits to the project webpages. Overall support for the strategic direction of the Movement Strategy was 63%, indicating broad endorsement of the Council's ambition to create a cleaner, safer and more sustainable transport network for Bath.

The engagement report, published on 27th March 2026, summarised the key themes, concerns and recommendations raised by respondents. While there was general support for the Strategy's vision and principles, feedback highlighted a number of areas where greater clarity, consistency and reassurance were requested. These included the presentation of data, alignment of maps and terminology, the treatment of heritage-sensitive areas, the role and reliability of the bus network, perceptions that the Strategy could be seen as 'anti-car', and the importance of ensuring that viable alternatives are introduced before demand management measures are progressed.

This report sets out Bath & North East Somerset Council's response to those findings and identifies the recommended changes to the draft Movement Strategy. The proposed updates are focused on improving clarity and transparency; ensuring consistency across maps, figures and terminology; strengthening references to equity, inclusion and heritage considerations; and better explaining the Strategy's incremental and balanced approach to change. The Strategy aims to provide greater choice over time by improving sustainable travel options and making more efficient use of limited road space whilst continuing to support essential car use.

The Movement Strategy for Bath will be updated to reflect the outcomes of the engagement exercise with the aim of adoption in Summer 2026. Adoption of the Strategy will be a critical step in enabling the prioritisation, feasibility assessment and phased delivery of future transport interventions, supporting the Council's wider objectives under the Journey to Net Zero and its ambitions for an accessible, equitable and sustainable transport network for Bath.

1 Introduction

1.1 Report purpose

This report sets out Bath and North East Somerset Council's response to the engagement report for the Movement Strategy for Bath, which was published on Friday 27 March 2026. The engagement report summarised the key views and feedback received from respondents during the public consultation, which ran from Tuesday 14 October to Friday 28 November 2025.

This recommendations report builds on that work by setting out the Council's proposed actions in response to the feedback received, identifying where changes will be made to update the final Movement Strategy ahead of adoption. In doing so, it demonstrates how consultation responses have been carefully considered and how public input has informed the next stage of the Strategy's development.

1.2 Need for the Movement Strategy for Bath

In 2020, Bath & North East Somerset Council pledged to introduce a circulation plan as part of Journey to Net Zero. This commitment has since evolved into a comprehensive Movement Strategy for Bath, which is essential to reimagine how people move, how space is shared and how we create a sustainable, inclusive future.

1.2.1 Key drivers

- Climate and public health: Transport contributes 36% of Bath's carbon emissions, of which transport is linked to 300 premature deaths annually in the West of England.
- Travel patterns: A lack of alternative ways to travel from the car often means trips, particular through Bath and to/from Bath are often completed using a private car. Public transport reliability is poor, with only 62% of residents satisfied with bus punctuality.

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- Congestion and delays: Bath experiences 294,000 daily trips, of which 194,000 trips are made by car which is equivalent to the busiest section of the M25¹. This is forecast to grow by 7% (21,000) over the next decade and by 2036 increasing the average journey in Bath by 74%.

1.2.2 Project purpose and objectives

The Movement Strategy for Bath will:

- Rebalance the current transport network to better serve residents, businesses and visitors.
- Deliver Journey to Net Zero ambitions.
- Align with the Council's Corporate Strategy by:
 1. Creating great-quality places that promote health and tackle inequalities.
 2. Improving travel choices to reduce emissions.
 3. Reducing vehicular traffic to support clean, safe, vibrant neighbourhoods.

1.2.3 Issues and levers within the Strategy

For the purpose of this report, the following issues and levers were proposed during the consultation.

Issues:

1. Safety, air quality and noise impacting the quality and continuity of the public realm and green setting.
2. High levels of greenhouse gas emissions from transport in Bath.
3. Conditions for walking, wheeling and cycling are constrained by physical characteristics.
4. Lack of high-quality alternatives to car trips.
5. Congestion and delays for road users.
6. Reliability and punctuality issues for bus services.

¹ Department for Transport, July 2023, <https://www.gov.uk/government/statistics/road-traffic-estimates-in-great-britain-2022/road-traffic-estimates-in-great-britain-2022-traffic-in-great-britain-by-road-type> [Accessed 10/02/2026]

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Levers:

1. Safer traffic speeds across the city
2. Public realm improvements
3. Residential street improvements
4. Create better and greener places
5. Develop and deliver our programme of bus priority on all key corridors into the city
6. Deliver our Active Travel Masterplan across the city
7. Making the most of our interchanges
8. Managing car parking in the city more effectively
9. Coach travel
10. Signage and information
11. Management of freight movement
12. Demand management – CAZ Future Vision
13. Demand management – Workplace Parking Levy
14. Demand management – business and university travel plans
15. Demand management – School travel

1.3 Summary of engagement report findings

The public engagement in autumn 2025 for the Movement Strategy for Bath saw strong participation, with 842 survey responses, around 510 attendees at in-person events, and 15,850 webpage visitors. Overall support for the strategic direction was 63%, showing a broad endorsement of the Council's ambition to create a cleaner, safer, and more sustainable transport network for Bath.

Feedback highlighted several issues impacting how a person chooses to travel today: congestion, poor bus reliability, limited alternatives to car use, and accessibility barriers for disabled and older residents. Some respondents noted that while environmental concerns such as poor air quality can affect their view of public spaces, this does not always change the way a person will travel. Views on the current active travel (walking, wheeling and cycling) infrastructure were mixed, with some finding routes usable but others noting gaps in the cycle network, safety concerns, and poor maintenance.

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There was strong support for improvements that make Bath's places more people-friendly, introducing bus priority on key route, better freight management, improve signage and information, and safer school travel. Measures which attracted the highest agreement included creating greener public spaces and expanding bus priority. Others, such as a workplace parking levy, future Clean Air Zone changes, interchange upgrades, and the Active Travel Masterplan received more neutral responses, reflecting uncertainty or a desire for more clarity.

Open comments revealed a range of priorities, including improved bus reliability and frequency, an east-of-Bath Park & Ride (P&R), safer and continuous cycle routes, improved pedestrian safety, demand for better rural connectivity, and concerns about Liveable Neighbourhood schemes and traffic displacement. There was interest in wider structural solutions such as a ring road, tram system, and stronger freight controls.

Key stakeholder groups, such as political groups, community organisations, transport partners, and accessibility advocates emphasised the need for clear targets, consistency with regional transport plans, better interchange facilities and a "bus-first" approach before introducing new measures to manage demand.

1.4 Document Structure

The report has been split into three sections to reflect the council's response based on:

- Section 2: Issues and proposed changes
- Section 3: Recommendations and proposed changes
- Section 4: Conclusion

2 Issues and proposed changes

This section focuses on the issues which respondents noted when using the current transport network within Bath. The description of the issues has been taken from the engagement report, 'Section 5.1: Issues'.

The engagement report summarised the responses to the closed-ended questions. Respondents perceive congestion and delays are the most significant concern, with 57% agreeing they negatively impact travel. Bus reliability and punctuality also rank highly, affecting half of respondents. Nearly half (47%) rely on private vehicles due to limited alternatives, while poor safety and air quality are viewed as impacting public spaces more than personal travel choices. Current active travel infrastructure was noted as a mixed issue with some finding routes usable but others noting gaps in the cycle network, safety concerns, and poor maintenance.

Table 2:1 below provides a summary of the additional issues respondents noted, and the proposed changes to the Movement Strategy for Bath report to reflect the issue.

Table 2:1: Response to issues identified within the engagement report

Ref	Title	Description of the issues identified within the engagement report	Has the issue already been addressed?	Description of how the issue has been incorporated within the "issues" section of the draft Movement Strategy report	Proposed change to the Movement Strategy report
Topography and accessibility					
1	Hills	Respondents frequently commented that Bath's hills make cycling and walking difficult or impractical, particularly for people with health conditions, older residents and families with children.	Yes	Issue has been addressed within "Issue 3 - Conditions for walking, wheeling and cycling are constrained by physical characteristics".	No change required.
2	Health and disability	Some individuals with health conditions, injuries or disabilities, regardless of blue badge eligibility, reported that they face challenges walking, cycling or using public transport because of hills, fatigue, or other limitations. They felt that walking distances limit access to the city centre.	Partly	The council recognises the health, disability and accessibility concerns raised by respondents and acknowledges its statutory responsibilities in this area. These issues are reflected within the Strategy through the section "Meeting the needs of people" and are considered	No change required.

Ref	Title	Description of the issues identified within the engagement report	Has the issue already been addressed?	Description of how the issue has been incorporated within the "issues" section of the draft Movement Strategy report	Proposed change to the Movement Strategy report
				throughout project development in line with the Equality Act 2010 and the Public Sector Equality Duty, which requires the Council to have due regard to eliminating discrimination, advancing equality of opportunity and fostering good relations. The Council works closely with its Equalities Officer and other specialist officers to ensure that transport proposals are developed using inclusive design principles, supported by Equality Impact Assessments where appropriate, and designed in accordance with relevant UK standards to reduce barriers for people with disabilities, health conditions and differing mobility needs.	
3	Disabled parking and access	Respondents perceived a shortage of suitable disabled parking, especially for adapted vehicles such as those with wheelchair hoists, and raised concerns about access limitations at underground car parks and P&R sites due to height restrictions.	Partly	The Strategy's objective to reduce overall vehicle traffic volumes is balanced by the Council's statutory duties to ensure accessibility for disabled people. The Council recognises the need to continue reviewing parking provision across the city to ensure that appropriate and accessible spaces are available in suitable locations. Parking accessibility issues align indirectly with "Issue 4 – Lack of high-quality alternatives to car trips".	Issue 4 within the Strategy will be updated to recognise this and to ensure that parking and transport changes are developed using inclusive design principles and do not create barriers for people who rely on car access due to disability or health needs.

Ref	Title	Description of the issues identified within the engagement report	Has the issue already been addressed?	Description of how the issue has been incorporated within the "issues" section of the draft Movement Strategy report	Proposed change to the Movement Strategy report
4	Mobility issues	Many older residents or people with limited mobility stated that they rely on their cars, as they feel public transport is not a viable option due to cancellations, infrequent services, reliability concerns and overcrowding.	Yes	The council recognises this as an important issue and has already been addressed within "Issue 4 - Lack of high-quality alternatives to car trips" and through the section "Meeting the needs of people".	No change required.
5	Pedestrian experience	Respondents expressed a perceived need for more pedestrian crossings, especially in and around the city centre. Some suggested greater pedestrianisation and felt that 20mph limits are not always observed.	Yes	Issue has been addressed within "Issue 3 - Conditions for walking, wheeling and cycling are constrained by physical characteristics".	No change required.
Public transport issues					
6	Cost	Many respondents described buses and trains as expensive, especially for families or groups, leading them to feel that driving and parking are more cost-effective.	No	The issue of perceived cost was raised by respondents but is not currently addressed explicitly within the report.	The Strategy will be updated to acknowledge this perception and to reflect the role that affordability plays in shaping travel choices.
7	Unreliability and infrequency	Respondents frequently reported buses being late, cancelled, full (especially with students), infrequent at evenings and weekends, and poorly timed for commuting or appointments.	Yes	Issue has been addressed within "Issue 6 - Reliability and punctuality issues for bus services".	No change required.
8	Route limitations	Some felt that bus routes focus too heavily on the city centre and lack direct cross-city links or services to locations such as Larkhall, Moorland Road, Oldfield Park station, the Royal United Hospital (RUH) and surrounding villages. Circular routes were desired.	Yes	Issue has been addressed within "Issue 4 - Lack of high-quality alternatives to car trips".	No change required.

Ref	Title	Description of the issues identified within the engagement report	Has the issue already been addressed?	Description of how the issue has been incorporated within the "issues" section of the draft Movement Strategy report	Proposed change to the Movement Strategy report
9	Overcrowding	Respondents noted that buses often feel too full to board, particularly at peak times or when busy with students, which, combined with cancellations or infrequent services, they feel reduces reliability.	Partly	Issue has partly been addressed within "Issue 4 - Lack of high-quality alternatives to car trips".	To update the Strategy to include key findings from the University of Bath's recent Travel Survey, noting students have cancellation/infrequent services.
10	Lack of shelter/seating	People raised concerns about poor bus stop facilities, with insufficient shelter or seating making waiting uncomfortable, especially in bad weather or late at night.	Partly	Issue has partly been addressed within "Issue 4 - Lack of high-quality alternatives to car trips".	To update issue 4 within the Strategy to reflect concerns of poor bus stop facilities.
11	Bus station/train connections	Some perceived poor wayfinding and poor integration between bus and rail services, as well as concerns about bus station cleanliness, temperature, seating, signage and accuracy of information displays.	Yes	Issue has been addressed within "Issue 4 - Lack of high-quality alternatives to car trips".	No change required.
12	Rural connectivity	Respondents from rural areas reported significant gaps in bus services to and from surrounding villages, making them feel that car use is essential.	No	The Movement Strategy focuses on Bath but acknowledges that journeys into the city are heavily influenced by rural connectivity and is reflected within the reports data. Limited alternatives to the private car for out-of-town travel remain a key challenge. Addressing this requires coordinated action across B&NES, with the Movement Strategy complementing wider programmes such as <i>Creating Sustainable Communities</i> to improve sustainable access into Bath.	No change required.
13	Park and Ride facilities	Some respondents felt that the Park and Ride sites do not meet the needs of certain disabled users (e.g., wheelchair hoists). Others felt the lack of an eastern	Partly	Issue has been partly addressed within "Issue 4 - Lack of high-quality alternatives to car trips".	To include additional text within Issue 4, reflecting the current interchange sites not meeting the needs of certain

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		park and Ride contributes to issues on London Road, reduces the appeal of walking/cycling and affects bus journey times.			disabled users.
Cycling Infrastructure and safety					
14	Lack of safe routes	Respondents perceived a shortage of safe, continuous and well-maintained cycle routes, discouraging cycling.	Partly	Issue has been partly addressed within <i>"Issue 3 - Conditions for walking, wheeling and cycling are constrained by physical characteristics"</i> .	The Strategy will be updated to acknowledge the issue of disconnected and fragmented cycle routes, recognising that the Active Travel Masterplan sets the long-term vision for delivering a coherent, connected and continuous cycling network across the city.
15	Conflict with traffic	Cyclists reported feeling unsafe due to perceived speeding, aggressive driving, vehicles passing close by and vehicles obstructing cycle lanes. Some requested greater physical separation such as "green buffers."	Yes	Issue has been addressed within <i>"Issue 1 - Safety, air quality and noise impacting the quality and continuity of public spaces and green settings"</i> .	No change required.
16	Pavement parking	Respondents frequently mentioned pavement parking as obstructing cycle routes and forcing pedestrians into the road.	Partly	Issue has been partly addressed within <i>"Issue 4 - Lack of high-quality alternatives to car trips."</i>	The Strategy will be updated to reflect concerns about pavement parking and its impacts on pedestrians and will note forthcoming central government legislation intended to strengthen restrictions on parking on pavements.

Ref	Title	Description of the issues identified within the engagement report	Has the issue already been addressed?	Description of how the issue has been incorporated within the "issues" section of the draft Movement Strategy report	Proposed change to the Movement Strategy report
17	Lack of secure, covered cycle parking	Many felt there is insufficient secure or covered cycle parking, which they believe discourages cycling.	Partly	Issue has been partly addressed within " <i>Issue 4 - Lack of high-quality alternatives to car trips.</i> "	The Strategy will be updated to reflect concerns that a lack of secure and covered cycle parking discourages some people from cycling and will include data on cycle hanger uptake to demonstrate demand and the role that secure storage plays in enabling cycling for some residents.
18	Infrastructure and maintenance	Some described conflict on shared routes and were concerned about poor surfacing and lack of lighting, particularly on the canal towpath and riverside paths during winter and at night.	Yes	Issue has been addressed within " <i>Issue 3 - Conditions for walking, wheeling and cycling are constrained by physical characteristics.</i> "	No change required.
Traffic congestion and road issues					
19	High traffic volumes	Respondents widely reported congestion as a major issue, which they attributed to through-traffic, tourist travel and student travel.	Yes	Issue has been addressed within " <i>Issue 5 - Congestion and delays for road users.</i> "	No change required.
20	Potholes and poor road surfaces	Many raised concerns about poor road conditions, which they perceive as hazardous, especially for cyclists.	Partly	Issue has been partly addressed within " <i>Issue 3 - Conditions for walking, wheeling and cycling are constrained by physical characteristics.</i> "	The Strategy will be updated to include recent data reflecting potholes on roads which cyclists use.
21	Road closures and Liveable Neighbourhoods (LNs)	Some felt that LN schemes and road closures are counterproductive, increasing congestion and pollution on main routes.	No	Monitoring and Evaluation of the Liveable Neighbourhoods programme is still ongoing. As the findings are not yet available, the issue has not been addressed within the Movement Strategy.	No change required.

Ref	Title	Description of the issues identified within the engagement report	Has the issue already been addressed?	Description of how the issue has been incorporated within the "issues" section of the draft Movement Strategy report	Proposed change to the Movement Strategy report
22	Speeding and aggressive driving	Respondents frequently reported perceived speeding and aggressive behaviour as ongoing safety concerns.	Yes	Issue has been addressed within " <i>Issue 1 - Safety, air quality and noise impacting the quality and continuity of public spaces and green settings</i> ".	No change required.
23	Parking issues	Many felt there is insufficient parking, that charges are too high and that illegal parking (e.g., on pavements or double yellow lines) contributes to congestion and inconvenience.	No	The strategy aims to reduce private vehicular volumes. A substantial body of international and UK evidence demonstrates that increasing parking supply induces higher levels of car ownership and car use. Studies show that access to convenient or free parking significantly increases the likelihood of car ownership and choosing to drive, even in areas with good public transport provision. Conversely, constrained or unbundled parking is associated with lower car ownership and reduced driving. Parking supply is therefore recognised as a key driver of travel demand.	No change required.
24	Through traffic	Heavy goods vehicles and general through-traffic were frequently mentioned as concerns in the city centre.	Yes	This issue is addressed within the Strategy through the inclusion of through-trip data, which demonstrates that private car travel represents the highest proportion of journeys passing through Bath without stopping.	No change required.
25	Traffic management	Respondents perceived traffic lights as poorly coordinated and contributing to congestion. Some felt traffic flow should be prioritised in locations such as Queen Square.	Yes	Issue has been addressed within " <i>Issue 5 - Congestion and delays for road users</i> ".	No change required.

Ref	Title	Description of the issues identified within the engagement report	Has the issue already been addressed?	Description of how the issue has been incorporated within the "issues" section of the draft Movement Strategy report	Proposed change to the Movement Strategy report
Environmental concerns					
26	Air and noise pollution	Respondents expressed concerns about perceived air quality issues and noise pollution from traffic, particularly from motorbikes.	Yes	Issue has been addressed within "Issue 1 - Safety, air quality and noise impacting the quality and continuity of public spaces and green settings".	No change required.
Specific location/route issues					
27	Royal United Hospital (RUH) access	Some perceived poor public transport links to the RUH and raised concerns about difficulties parking nearby.	Yes	Access to the RUH and other anchor institutions via public transport is a key issue that must be addressed to ensure residents have a wide range of viable travel choices. Specific location-based issues are identified in Appendix A (Evidence Base).	No change required.
28	Specific roads	Roads such as London Road, Upper Bristol Road, Wellsway and Widcombe Hill were frequently mentioned as problematic.	Yes	Specific location issues identified in Appendix A, Evidence Basis.	No change required.
29	Park and Ride	Respondents expressed dissatisfaction with costs, operating hours and locations, and strongly supported additional provision, especially on the east side of Bath.	No	The annual National Highways & Transport (NHT) survey places Bath Park & Ride second nationally for user satisfaction, therefore not reflective of the respondents' reviews. The cost of public transport services will be included within this table under reference 6.	No change required.
30	Eastern bypass/link road	Some called for an eastern bypass or link road, which they felt could help ease traffic.	No	This is a recommendation rather than an issue. High traffic volumes have already been reflected as an issue within this table under reference 19.	See recommendations table, Table 3:1 reference 16.
31	Pulteney Bridge/Great Pulteney	Respondents raised concerns about pedestrian safety and perceived impacts of bus traffic in these historic areas,	Yes	Specific location issues identified in Appendix A, Evidence Basis.	No change required.

Ref	Title	Description of the issues identified within the engagement report	Has the issue already been addressed?	Description of how the issue has been incorporated within the "issues" section of the draft Movement Strategy report	Proposed change to the Movement Strategy report
	Street	including concerns about bus gate enforcement.			
Policy and strategy criticisms					
32	Focus on cycling/active travel	Some felt the strategy over-prioritises cycling and active travel at the expense of car users and public transport and does not adequately account for the needs of elderly, disabled or rural residents.	No	The council acknowledges that some respondents felt the Strategy focused too heavily on active travel. The evidence base and strategic objectives aim to improve travel choices across all modes to create a more equitable network, recognising that while the road network continues to serve private vehicles, gaps remain in both the active travel and bus corridor networks that the Strategy seeks to address.	No change required.
33	Ideological vs practical	Some described the strategy as driven by ideology rather than practical needs.	No	The vision set out in the Strategy defines the Council's aspirations. It is underpinned by a robust evidence base, which demonstrates that the proposed levers are effective in achieving the overarching objective of reducing carbon emissions, in line with the Council's Climate Emergency commitments. This approach is supported by evidence and experience from other cities across the UK and Europe.	No change required.
34	Lack of joined-up thinking	Respondents perceived poor integration between different transport modes and geographical areas.	No	The Strategy currently doesn't recognise this as an issue.	To update " <i>Issue 4 - Lack of high-quality alternatives to car trips</i> ", reflecting the poor integration of different transport modes, impacting

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					how people choose to travel.
35	Consultation process	Some criticised the survey design and expressed a perceived lack of responsiveness to feedback.	No	The Council acknowledges that some respondents expressed concerns about the survey design and a perceived lack of responsiveness to feedback. All responses received were reviewed and summarised in the engagement report to reflect the overarching views. This feedback has helped shape priorities and will continue to inform future engagement and delivery.	No change required.
36	Negative impact on businesses	Concerns were raised that transport policies may deter visitors and negatively affect local businesses.	Partly	This issue is recognised as an important consideration for Bath within the section <i>"Place-shaping opportunities to attract visitors and for our communities to thrive"</i> . This section highlights the importance of supporting local businesses, and potential impacts will be assessed as part of individual project development to identify and minimise unintended consequences.	To include relevant statistics and evidence highlighting the positive impacts of active travel on local businesses, such as increased footfall, dwell time and spend, to demonstrate how walking and cycling can support economic vitality.
Other specific issues					
37	Event impact	Respondents raised concerns about the effects of Bath Rugby fixtures and other large events on travel conditions.	Partly	Issue has been partly addressed within <i>"Issue 5 - Congestion and delays for road users"</i> .	To include reference to key events, such as the Rugby games, exacerbating congestion.
38	Delivery vehicles	Some felt that large delivery vehicles and bin lorries operating at peak times cause issues.	No	This issue has not been included within the strategy.	The perceived impact of delivery vehicles will be reflected within <i>"Issue 5 – Congestion and delays for road users"</i> . Further work will

Ref	Title	Description of the issues identified within the engagement report	Has the issue already been addressed?	Description of how the issue has been incorporated within the "issues" section of the draft Movement Strategy report	Proposed change to the Movement Strategy report
					be required through proposed " <i>Lever 11: freight consolidation</i> " workstream to better understand the nature, scale and potential mitigation of these impacts.
39	Tourist impact	Over-tourism was frequently mentioned as affecting pedestrian areas and congestion.	No	Tourism is recognised as a key feature of Bath within the evidence base, with visitor numbers rising to almost six million per year. Tourism plays an important role in supporting the local economy and businesses, and its impacts are considered within the Strategy in the context of managing movement, place-shaping and supporting a thriving city for residents and visitors alike.	No change required.
40	Pavement clutter	Some raised concerns about shops, stalls and signage obstructing pavements.	No	It is not clear that this is a significant factor discouraging walking, wheeling or cycling. As responsibilities vary depending on land ownership and enforcement, this issue is not considered one for the Movement Strategy to address directly.	No change required.
41	Lack of toilets	Respondents noted a lack of public toilets, especially at the bus station.	No	Issue currently not addressed within the Strategy.	To include specific detail on toilets and wider facilities within " <i>Issue 1 - Safety, air quality and noise impacting the quality and continuity of public spaces and green settings</i> ".

Ref	Title	Description of the issues identified within the engagement report	Has the issue already been addressed?	Description of how the issue has been incorporated within the "issues" section of the draft Movement Strategy report	Proposed change to the Movement Strategy report
42	E-scooters/ e-bikes	Hazards from e-scooters and e-bikes on pavements and roads were raised.	No	These modes are currently subject to a national trial in the UK, with a final decision on their future use expected by Spring 2028. Concerns relating to e-scooters are noted; however, their potential role aligns with the Strategy's objective of providing improved and flexible travel choices, subject to national direction and local safety considerations. The Council will continue to feedback residents' views through relevant Government consultations.	No change required
43	Car size	Some felt that larger cars are unsuitable for Bath's narrow streets.	No	Vehicle sizes are increasing, driven by consumer demand for larger models like SUVs, which made up over 60% of new UK car sales in 2024, up from less than 50% in 2020. Research shows that bigger vehicles such as SUVs and vans are more likely to cause serious injuries or fatalities to pedestrians (especially children) and cyclists because of their height and blind spots. Large vehicles also block buses, emergency services, and deliveries on narrow roads, causing delays to bus punctuality.	To include within "Issue 6 - <i>Reliability and punctuality issues for bus services</i> ".
44	Roadside vegetation	Overgrown vegetation obstructing pavements was mentioned by several respondents.	Yes	Issue has been addressed within "Issue 3 - <i>Conditions for walking, wheeling and cycling are constrained by physical characteristics</i> ".	No change required.

Ref	Title	Description of the issues identified within the engagement report	Has the issue already been addressed?	Description of how the issue has been incorporated within the "issues" section of the draft Movement Strategy report	Proposed change to the Movement Strategy report
45	Wheelchair accessibility	Respondents highlighted significant challenges for wheelchair users regarding pavements, kerbs and bus access.	Yes	Issue has been addressed within "Issue 3 - <i>Conditions for walking, wheeling and cycling are constrained by physical characteristics</i> ".	No change required.
46	Roadworks	Frequent roadworks were perceived as creating bottlenecks and contributing to pollution hotspots.	No	Roadworks occurs for multiple reasons to be temporary through address emergency issues (e.g., water pipe burst, vault road caved in). These are not intended to be permanent and are managed through Street Works.	No change required.

3 Recommendations and proposed changes

Following the feedback summarised within the engagement report, this section sets out how the recommended changes will be addressed within the final Movement Strategy for Bath report.

Table 3.1: Response to recommendations identified within the engagement report

Ref	Title	Description of proposed recommendation from engagement report	Has the recommendation already been addressed?	Description of how the recommendation has been incorporated within the “Levers” of the Movement Strategy report	Proposed change to Movement Strategy Report
Public Transport (Buses & Trains)					
1	Bus information & accessibility	Clearer, more user-friendly bus information at the station, including re-introducing printed route maps for less frequent users. Better timetables and reliability are crucial, especially for elderly residents and those in rural areas.	Yes	Both <i>Lever 5: Bus priority on key corridors</i> and <i>Lever 7: Making the most of our Interchanges</i> support improved passenger information and interchange quality.	Add text on aspirations for improved real-time information and printed route maps.
2	Bus service	To explore staff buses to/from RUH from wider areas, e.g., pick up points at Longwell Green Vue, Waitrose in Keynsham. Some believe bus services are already excellent, while others find them poor, expensive, and unreliable, leading them to drive. More bus services to align with university lecture timings.	No	Bus services are currently operated by private bus operators. On this basis, the council does not have the ability to directly alter specific services, however, it can work with operators through the Enhanced Partnership with WECA. This includes raising requests such as specific services for key destinations such as universities and hospitals. This is reflected in the Strategy’s “Bus” section, and the council will continue to work through the Enhanced Partnership to feedback user needs and experiences to bus operator.	No change required.

Ref	Title	Description of proposed recommendation from engagement report	Has the recommendation already been addressed?	Description of how the recommendation has been incorporated within the “Levers” of the Movement Strategy report	Proposed change to Movement Strategy Report
3	Bus network & frequency	More bus routes, increased frequency, larger buses on popular routes, and better cross-city routes rather than, to/from city centre (e.g., from Bear Flat to Lansdown). Concerns about bus services stopping too early in the evening and cancellations. Calls for increased frequency of buses to villages outside of Bath.	No	The bus network is operated commercially, meaning the council does not directly control of routes, frequencies, or service hours. However, through the Enhanced Partnership with WECA and bus operators, the council can influence network development by advocating for improvements such as increased frequency, better cross-city connectivity, extended evening services, and enhanced provision for rural areas. This is reflected in the Strategy’s “Bus” section, and the council will continue to work with partners to promote improvements in network coverage, reliability, and capacity.	Note the strengthened relationship with WECA and bus operators within the “Bus” section.
4	Bus fares	Cheaper bus travel is frequently requested, with suggestions for discounted passes, lower fares for families and students, and potentially free travel for certain groups.	No	The council recognises the desire for cheaper bus travel and continues to work through the Enhanced Partnership with WECA and bus operators, including First Bus, to reflect residents’ views, as noted on page 30 of the report. However, the council is not in a position to set or reduce fares, as current bus fare caps are determined by central government. The council will continue working with WECA to explore opportunities to improve the overall affordability of travel by bus.	No change required.

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5	Train services	Cheaper rail prices and ensuring sufficient services for commuters.	Partly	This is not something the council can directly influence, however, Section 7 of the strategy recognises the council's role in working with Network Rail/Train Operators to improve rail connectivity. The council will continue to work with partners, including WECA and neighbouring authorities, to lobby central government for more affordable rail fares.	To reference the rail nationalisation to improve future services.
6	Bus operator issues	Frustration with existing bus operators (e.g., FirstBus) and calls for the council to take over services for better efficiency and reinvestment. To also consider stricter control on bus operators to deliver improvements.	No	The council is not in a position to take over the bus network, this would be a responsibility for WECA. Progress against Bus Service Improvement Plan (BSIP) targets is monitored and reported annually through a performance report based on key performance indicators (KPIs).	Include text to reflect the Monitoring and evaluation of bus operators.
7	Bus Stop Design	Concerns raised about accessibility for visually impaired people, including the need for audio-visual announcements and appropriate placement of bus stops.	Partly	This is addressed in part through <i>Lever 5: bus priority on key corridors</i> . The council continues to follow design standards set by central government. For example, updated design guidance on floating bus stops was published in January 2026, which the council has adopted. Furthermore, the council will continue to develop schemes in line with LTN 1/24 and LTN 1/20 guidance.	To include a note that bus stops should be designed in mind of those requiring audio-visual announcements on an individual project basis.

Ref	Title	Description of proposed recommendation from engagement report	Has the recommendation already been addressed?	Description of how the recommendation has been incorporated within the “ <i>Levers</i> ” of the Movement Strategy report	Proposed change to Movement Strategy Report
Park & Ride and Connectivity					
8	East of Bath Park & Ride (P&R)	Demand for a P&R, particularly on the east and north-east sides of Bath to intercept traffic from the A46 and London Road. Also, suggestions for a P&R at Claverton Down and on the Warminster Road area.	No	Previous administrations were unable to identify a suitable site for an east of Bath P&R. The council is currently working with Wiltshire Council and WECA to improve the strategic travel corridor in this area.	Include text reflecting the complexity of the east of Bath and the partnership work with Wiltshire / WECA.
9	P&R cost	Suggestions for making Park & Ride cheaper or even free to encourage its use.	No	The council notes the aspiration for lower P&R costs. Evening services are already in operation and have been extended until the end of July, and the annual National Highways & Transport (NHT) survey places Bath P&R services as second nationally for user satisfaction. While the council supports making P&R more affordable in principle, current financial constraints limit the ability to reduce fares. The council will continue working with WECA to explore opportunities to improve the overall affordability of travel by bus.	Update text to reflect WECA partnership to improve fares.
10	Hospital P&R	Restoration of P&R bus services specifically to hospitals (like the RUH) is requested.	No	The council recognises requests to restore P&R services serving hospital sites and is assessing this further. Currently, the number 4 bus service provides access to Odd Down P&R, but services do not extend to other sites such as Newbridge and Lansdown. Any potential changes	Include text within bus section of report.

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				would need to take account of available resources, funding, and deliverability. The council remains supportive of improving travel choices where feasible, particularly for those accessing essential services such as hospitals	
11	University of Bath P&R	Mixed feedback on the proposed University of Bath Park & Ride/Mobility Hub, with confusion caused by the consultation visual leading some to believe it was located in Claverton Down rather than on the campus. While many supported better transport links to the University, there was strong concern about green-space loss, residential impacts, and a view that an Eastern P&R should be prioritised instead.	Yes	Under “ <i>Lever 7: Making the most of our Interchanges</i> ”, The University of Bath attracts a significant number of students and staff from surrounding areas during term time, making it an important transport hub. Recognising this location as an interchange ensures that facilities meet best practice and industry standards. In addition, further work is needed to explore opportunities linked to off-peak events, particularly for those who can walk, wheel or cycle to the site, and to improve bus connectivity into and out of the city centre.	Include text and update map to reflect location on University of Bath Travel Hub.
Active Travel (Cycling & Walking)					
12	Cycling Infrastructure	More, safer, segregated, and continuous cycle lanes are highly desired including areas such as Lower Bristol Road and Windsor Bridge, as well as into town from Oldfield Park. Concerns about the safety of existing lanes, especially at junctions and pinch points.	Yes	<i>Lever 6: The Active Travel Masterplan</i> reflects the council’s commitment to improving and expanding safer active travel options, including enhanced cycling infrastructure. Work is ongoing to review and prioritise delivery of the masterplan, subject to available time and resources.	No change required.

Ref	Title	Description of proposed recommendation from engagement report	Has the recommendation already been addressed?	Description of how the recommendation has been incorporated within the “ <i>Levers</i> ” of the Movement Strategy report	Proposed change to Movement Strategy Report
		Calls for better bike parking, including secure and covered options. Calls for more bike rental services. Concerns regarding shared use spaces meaning increased accidents between cyclists and pedestrians. To aspire for segregated routes.			
13	E-bikes & e-scooters	A mixed response with some requesting a wider expansion of e-bikes beyond the city centre, including in suburban areas. Suggestions for trial sessions to learn how to use them and improve road safety skills. Concerns about e-scooters being a hazard and needing better regulation and enforcement.	Partly	Concerns relating to e-scooters are noted. E-scooters are currently subject to a national trial, with a final decision expected in early 2028, and the Council will continue to feedback residents’ views through relevant Government consultations. The potential role and benefits of e-bikes, including their contribution to reducing car travel and supporting improved travel choices where safe, are set out in Appendix D, alongside supporting evidence. The council will continue working with WECA to expand the network of e-scooter and e-bike, ensuring that parking bays are appropriately placed and managed correctly through the contract to minimise impacts on public spaces.	To include additional text within section “ <i>Walking, wheeling and cycling</i> ” within the report to reflect the national e-scooter trials.

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14	Walking	Improved pedestrian safety, wider pavements, more pedestrian crossings, and prioritising pedestrians at traffic lights. Needs for segregation with cyclists to improve safety.	Yes	<i>Lever 6: Active Travel Masterplan</i> reflects the council’s commitment to improving and expanding safer active travel options, including enhanced walking infrastructure. Work is ongoing to review and prioritise delivery of the masterplan, subject to available time and resources	No change required.
15	Hilly terrain	Acknowledgment that Bath’s hilly terrain is a significant barrier to cycling and walking, making e-bikes a solution for many.	No	This is an issue which impacts a person’s travel choice, rather than a recommendation. This issue will be addressed within <i>Issue 3 - Conditions for walking, wheeling and cycling are constrained by physical characteristics</i> and has been reflected above in Table 2:1, reference 1.	No change required.
Infrastructure & Planning					
16	Bypasses & ring roads	Demand for a bypass or ring road to divert through traffic away from the city centre, linking key roads like the A36 and A46.	No	These routes are part of the strategic road network and are owned by the Department for Transport, and options for an A36–A46 link have previously been reviewed and ruled out. Evidence shows that increasing road capacity typically leads to increased traffic demand, rather than resolving congestion. On this basis, the Council’s goal is to improve travel choices for all residents and the challenges of vehicle congestion. New roads are not supported unless required to unlock future strategic	No change required.

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				growth, and any such need would be considered as part of the forthcoming Local Plan development process.	
17	Tram system	Frequent suggestions for a tram system, citing its success in other cities and its potential to move large numbers of people efficiently.	Partly	Mass transit, including tram-based systems, is referenced within the “Buses” section of the report. This reflects the opportunity to assess and develop a range of options, subject to funding availability and demonstrated benefits. Options could include light rapid transit systems such as trams. Further work is being led by WECA in collaboration with local authorities, including BANES.	To include text within the wider area regarding WECA Transport Vision providing the context for this and that we continue to collaborate and develop this work further.
18	Road maintenance	Need for better road surfaces and pothole repairs.	No	The council is responsible for the maintenance of potholes and was therefore not initially identified as a direct lever. However, the council remains reliant on funding from central government and continues to pursue additional resources to support its maintenance programme.	To will include updated information on highway maintenance activity, for example, as of February 2026, the council repaired 1,143 potholes. The council will continue to prioritise maintenance within available resources and will keep seeking additional funding from central government. Members of the public can also report potholes and other highway defects through the council's website, including via FixMyStreet, to support timely identification and repair.

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19	New developments	Ensuring new developments have adequate parking and public transport access.	No	This has not been included within the Strategy as this will be addressed through the updated Local Plan and associated Transport Evidence Basis.	No change required.
Traffic Management & Restrictions					
20	Congestion charging/ CAZ/ ULEZ	Frequent calls for congestion charging, ULEZ, or CAZ expansion to include private vehicles to discourage car use. Some see these as essential for improving air quality and funding public transport.	Yes	To be assessed further as part of <i>Lever 12: Clean Air Zone (CAZ) Future Vision</i> .	No change required.
21	Road closures & Liveable Neighbourhoods (LNs)	Mixed opinions, with some strongly opposing LNs and road closures, stating they create congestion on main routes and are divisive. Others support LNs to improve residential streets.	Partly	The council acknowledges the varied public feedback associated with the LNs programme. This was considered prior to consultation, and consequently LNs were not included as a proposed lever. However, a refreshed approach is reflected within <i>Lever 3: Improved Residential Streets</i> , focusing on a resident-led approach to enhancing active travel and the public realm in residential areas. The existing LNs programme will continue to be subject to ongoing monitoring and evaluation to assess its impacts.	No change required.
22	Speed limits	Calls for a 20mph speed limit across Bath, with better enforcement. Conversely, some feel 20mph limits on main roads are unnecessary and cause congestion and road rage.	Yes	Reflected within <i>Lever 1: Safer traffic speeds across the city</i> .	No change required.

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23	Traffic flow & bottlenecks	Focus on improving traffic flow, removing bottlenecks and optimising traffic light timings. Reduce traffic flows through the city centre of Bath.	Yes	All of the levers are aimed at improving travel choices for everyone, reducing reliance on the private car and improving overall traffic flow and network efficiency.	No change required.
24	Parking/Resident Parking Zones (RPZs)	More affordable and available parking is requested by some, while others advocate for reduced parking in the city centre to encourage alternatives. Concerns about the impact of RPZs pushing cars into other areas. Suggestion to provide live car parking availability online to assist in choosing travel choice.	Yes	We are committed to delivering a parking strategy as noted under <i>Lever 8: Managing car parking more effectively</i> , to encourage residents to have improved travel choices.	No change required.
25	Freight & deliveries	Stricter controls on freight vehicles, including weight limits and dedicated delivery times/routes to reduce disruption and damages.	Yes	The council recognise this as a priority to bring forward appropriate policies to reduce through freight traffic and manage freight movements in the most efficient and sustainable ways under <i>Lever 11: Freight management</i> .	No change required.
26	Coach	Strong support prioritising a dedicated Coach Strategy, citing unmanaged coach movements and impacts on congestion, safety, air quality and heritage streets. Many feel day-trip coaches provide limited benefit and suggest encouraging longer or overnight stays. Key actions requested include removing coach parking from central streets,	Yes	The council highlighted this as a priority to progress this through <i>Lever 9: Coach Travel Strategy</i> .	No change required.

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		creating a dedicated coach park, enforcing anti-idling, improving P&R options, managing day-trip coach volumes and rerouting coaches away from sensitive areas.			
27	Student vehicles	Suggestions to restrict or ban university students from bringing cars to the city.	Partly	The council acknowledges requests to restrict or ban student vehicles; however, it is not possible to prohibit students from owning or using cars. The Strategy reflects the need to work closely with local universities to expand travel options and support the development of sustainable travel plans, in line with <i>Lever 14: Business and University Travel Plans</i> . It is recognised that some academic courses require travel for placements or part-time work, which can necessitate car use, and this will continue to be reviewed in partnership with universities. Wider consideration of student numbers, accommodation and travel demand is also being progressed through the Local Plan and related workstreams to ensure growth remains sustainable for the authority.	No change required.
28	Bus gates & bus lanes	Support for more bus lanes to improve public transport speed but concerns about them causing congestion for other road users.	Yes	The council supports the development of priority bus routes to improve the public transport offer to residents. This has been accounted for under <i>Lever</i>	No change required.

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		Opposition to bus gates that create diversions.		<i>5: Bus priority on key corridors.</i>	
29	One-way systems	Some find one-way systems inefficient and wish for more direct routes.	No	This has currently not been included with the main report. In central and built-up areas there is very limited road space, and it is not possible to build new or wider roads due to surrounding buildings and existing uses. In these constrained locations, one-way systems help make better use of the space available. They support safer movement for all users, provide adequate space for buses and larger vehicles, and enable wider footways and safer streets for people walking and cycling. One-way systems may be considered during the development of individual schemes, once funding has been identified.	No change required.
30	Signage	Signage was a key lever in the Movement Strategy, and residents broadly supported improving it, noting that existing signs across Bath are often confusing, inconsistent or visually cluttered, particularly given the city's heritage context. They called for clearer, simpler and better-maintained signage that supports wayfinding, promotes sustainable travel choices and	Yes	Reflected as a priority within <i>Lever 10: Signage and Information address this recommendation.</i>	No change required.

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		improves accessibility for all users, including those with visual impairments.			
31	Car type	Concerns about both very large vehicles, particularly heavy SUV-type cars, and older high-polluting vehicles, arguing that these car types pose disproportionate safety, congestion, and environmental impacts in Bath’s narrow historic streets. Many suggested introducing targeted charges or restrictions for oversized vehicles and extending the CAZ/intruding ULEZ-style measures for pre-Euro 6 petrol and diesel cars, believing this would fairly reduce the most harmful forms of private vehicle traffic.	Yes	This has been addressed within <i>Lever 8: Managing car parking more effectively</i> and <i>Lever 12: Clean Air Zone (CAZ) Future Vision</i> .	No change required.
Cultural & Behavioural Change					
32	Culture shift	A need for a cultural shift away from car dependency, with people making conscious choices about their transport. Education for drivers about their impact and for children on road safety.	Partly	The Strategy already supports a shift away from car dependency through its core principles, including prioritising walking, cycling and public transport, improving road safety, and encouraging long-term behaviour change. It recognises the importance of creating safe, attractive environments that help people develop sustainable travel habits from	Update the report to more explicitly reference the role of education, schools-based initiatives and complementary programmes in supporting culture change and reducing future car dependency under Lever 15.

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				an early age, although it does not set out detailed education programmes for children.	
33	Incentives	Using incentives (car-sharing schemes, financial rewards for using public transport) rather than just penalties.	No	Whilst this would be aspiration for the council, it is not proposed at this stage due to the type of funding allocated in the short/medium term. Furthermore, businesses have the ability to provide car sharing services to minimise the need for private car usage for work purposes. This is reflected within <i>Lever 14: business and university travel plans</i> .	To reference within <i>Lever 14</i> .
34	Workplace parking levy	Mixed views, with some seeing it as a way to fund improvements and others fearing it will drive businesses out or increase costs for employees.	Yes	Addressed as part of <i>Lever 13: Workplace Parking Levy</i> where further development would be required to understand benefits and impacts.	No change required.
35	Anti-car ideology	Minority of residents expressed the view that the Movement Strategy feels like an attack on cars, citing road closures, LTNs, reduced parking and speed restrictions as evidence of policies that make driving more difficult. While these views do not represent the majority, they were strongly worded and reflected concerns that essential car use is being restricted without sufficient viable alternatives.	Yes	The Strategy is not intended to remove the ability to travel by car where it is needed. Instead, it includes a clear focus on <i>Meeting the needs of people</i> , recognising that different users have different requirements. The overall vision is to deliver a more equitable and effective transport network over time, through incremental changes that improve safety, accessibility and choice, while ensuring that essential car journeys remain possible and that alternatives are introduced alongside any	No change required.

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				changes.	
Specific Locations & Issues					
36	School runs	Calls for more school buses, walking buses, cycling buses and restrictions on parents driving to school. Call for catchment areas of schools to be re-introduced to support students walking/cycling to local schools. To work with schools to reduce the need to drive.	Partly	Partly covered <i>Lever 15</i> . The council want to promote safe, independent sustainable choices to enable to residents and their children to get to school and other local destinations.	Update text of lever 15 to reflect both school streets and school travel plans.
37	Pulteney Bridge & Great Pulteney Street	Concerns about designating these as strategic bus routes due to their heritage value, narrowness, and pedestrian use. Want the designated strategic bus route to be moved to North Parade Road.	No	The maps propose bus movements along Great Pulteney Street, showing buses routed over Pulteney Bridge in line with the existing bus lane allocation, which aims to improve the reliability of bus services. However, residents have highlighted that this may not be a feasible solution in practice, noting that buses currently	Update the map to re-route bus routes along Pulteney Road (A36) and North Parade Road.

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				use North Parade Road due to associated with nearby student accommodation.	
38	Widcombe Hill	Residents request closure to through traffic due to its unsuitability for the volume and speed of vehicles.	Partly	The Strategy doesn't identify this location as a primary corridor for car movements. At this stage, no specific changes are proposed, and any future options would be informed by further, location-specific assessment.	No change required.
39	Newbridge Hill	Concerns about speeding traffic and lack of enforcement. Respondents requested improved speed enforcement.	Partly	The Strategy does not identify this location as a primary corridor for car movements. At this stage, no specific changes are proposed, and any future options would be informed by further, location-specific assessment.	No change required.
40	Cleveland Bridge	Some respondents expressed opposition to increasing traffic over Cleveland Bridge, emphasising structural fragility, heritage risks and safety concerns. Most respondents favoured keeping or strengthening the current HGV restrictions and rejected proposals to route buses or strategic traffic through the Pulteney Estate or Bathwick. Many noted that past periods without HGVs improved air quality and congestion. There were	Yes	Cleveland Bridge is a crucial river crossing that facilitates a significant number of movements through the city and represents a key convergence point for both north–south and east–west travel. It also forms part of the primary route network, recognising its role as one of the most economically important routes within the UK. While maintaining and improving this connection supports strategic movement, it also helps to reduce the need for through traffic within the city centre, enabling a reduction in vehicle	No change required.

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		repeated calls for better enforcement, clearer data on HGV movements, and transparency on the bridge’s structural capacity, particularly in relation to heavier electric buses. Some respondents proposed alternative routes for through-traffic, including a future A36–A46 link road or a new NE bridge, to avoid reliance on Cleveland Bridge altogether.		dominance and supporting the creation of greener, more accessible spaces. There are currently no plans to amend the existing HGV restrictions on the bridge. Work is ongoing within the council to review the structural integrity of the bridge and to inform future management and investment decisions.	
Accessibility & Inclusivity					

Ref	Title	Description of proposed recommendation from engagement report	Has the recommendation already been addressed?	Description of how the recommendation has been incorporated within the "Levers" of the Movement Strategy report	Proposed change to Movement Strategy Report
41	Disabled & elderly access	Specific needs of people with injuries, disabilities, and limited mobility who cannot easily walk or cycle need to be considered, including accessible parking and public transport.	Partly	The report reflects the need to deliver what the people need based on their situations in <i>Section 2: Meeting the needs of the people section</i> . The council are committed to addressing this issue and further responses can be viewed within the Table 2:1, reference 2 and 3.	Include text within Section 2 - "It is important to note the council's legal duties under the Public Sector Equality Duty (2011) and Equality Act (2010): The general duty requires public authorities, in the exercise of their functions, to have due regard to the need to: • eliminate unlawful discrimination, harassment, victimisation and any other unlawful conduct prohibited by the act • advance equality of opportunity between people who share and people who do not share a relevant protected characteristic • foster good relations between people who share and people who do not share a relevant protected characteristic
42	Visually impaired	Specific guidance provided by Guide Dogs regarding the challenges faced by visually impaired people with public transport, e-bikes/scooters, and cycling infrastructure.	Partly	The council is committed to addressing this issue and further responses can be viewed within the Table 2:1, reference 2 and 3. The council will continue working with disabled groups through consultation and design development of individual projects to minimise adverse impacts.	To note the importance of collaborative design in line with current design standards such as LTN1/20 and LTN1/24 but also working with disabled groups to ensure best design practice.
Broader Concerns					

Ref	Title	Description of proposed recommendation from engagement report	Has the recommendation already been addressed?	Description of how the recommendation has been incorporated within the “ <i>Levers</i> ” of the Movement Strategy report	Proposed change to Movement Strategy Report
43	Cost of living	The impact of transport costs on ordinary working people and the need for affordable alternatives.	No	The council recognise the impact the cost-of-living situation is having on the population and will continue to work with WECA and central government to advocate for affordable alternatives.	No change required.
44	Environmental impact	While many suggestions relate to improving air quality and reducing emissions, some question the effectiveness of certain measures and the overall strategy's alignment with net-zero ambitions.	Yes	Whilst this is an overarching strategy with modelling within the report noting some reduction in overall car travel within Bath if these levers are implements, the individual levers will be assessed in further detail to reflect each levers effectiveness of delivering net zero. So far, the Decarbonisation Playbook toolkit has provided the baseline to demonstrate that these levers are effective to reducing overall carbon emission.	No change required.
45	Balance	A call for balance, acknowledging that cars will remain necessary for many and that strategies should not excessively penalise residents.	Yes	The report reflects the need to deliver what the people need based on their situations in <i>Section 2: Meeting the needs of the people</i> .	No change required.

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46	Council competence	Some respondents express a lack of faith in the council's ability to deliver effective transport solutions and lacked understanding of issues.	No	The Strategy and its supporting evidence are intended to clearly set out the scale of the challenges faced, the constraints within which the council operates, and the rationale for the proposed approaches. The council is committed to improving the clarity of communication around decision-making, progress, and delivery. It will continue to work with communities and partners to strengthen understanding, build confidence, and demonstrate how feedback is shaping future transport outcomes. Furthermore, BANES works in partnership with WECA to support the delivery of effective transport solutions and future strategic transport objectives.	Include text to reflect communication of projects to enable the public to build confidence.
47	Consultation process	Concerns that consultations are not genuinely listened to and that decisions are predetermined.	No	The council recognises that some individuals may feel their views are not always heard. The engagement and recommendation reports are intended to address this by clearly setting out the issues raised and how they are responded to. Work is ongoing within the council to improve communication and engagement, ensuring residents have opportunities to provide feedback and influence outcomes.	No change required

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48	Data & transparency	Calls for better data collection and public access to information regarding traffic volumes and the impact of transport strategies.	No	The council is working closely with the West of England Combined Authority and other partners to deliver an ambitious programme. A review of communications has recently been completed, and a programme of work is underway to improve and modernise engagement, recognising that current consultation approaches do not always reach a representative audience and that transport changes can be highly emotive.	Include text relating to future engagement with <i>Section 8: Next Steps</i> of the report.
49	Tourist tax	Some support for a tourist tax to be introduced in Bath to support management of tourism.	No	While this may impact travel arrangements in the area, the introduction of a tourist tax would require further assessment from heritage and business perspectives and is therefore outside the scope of this report. This work is being progressed at a regional level through WECA, in consultation with the Local Authorities.	No change required.
50	Expand Scope Boundary	Wider request to expand the boundary of the Movement Strategy to encompass Bath and North East Somerset.	No	The strategy compliments our <i>Creating Sustainable Communities</i> strategy, which focuses on the North East Somerset region. This particular workpiece reflects Bath as an economic centre which attracts North East Somerset residents and wider to travel within Bath for business and leisure and aims to balance the road network within a currently restricted	No change required.

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				road network due to the built-up nature of the city.	
51	No Change	A few requested that no further changes are made to the current road network and for recent changes such as LNs to be reversed.	No	Based on future increased growth, the council are unable to do nothing as congestion is predicted to worsen. This will impact both residents, tourists and businesses with increased journey times, taking away from time to work, shop or leisure. While views vary, the consultation indicates overall support for the measures identified in the strategy.	No change required.

3.1 Stakeholder specific recommendation responses

Ref	Title	Description of the recommendation identified by the public within the engagement report	Is the issue already addressed?	Description of how the recommendation has been incorporated within the draft Movement Strategy report	Proposed change to Movement Strategy report
1	SMART objectives	Requested clear trade-offs and SMART KPIs per lever. They also ask to simplify complex graphics and define terms.	No	As a high-level strategy, the Movement Strategy sets overall direction rather than defining detailed SMART objectives or KPIs. These would need to be developed through further feasibility and business case work for each lever.	Update the report to clarify that detailed KPIs and trade-offs will be developed at the next stage of scheme development and provide clearer definitions of key terms where possible.
2	Regional alignment	Calls to align with WECA regional Growth Strategy.	Partly	Policy alignment is embedded within the overarching strategic framework, including links to the <i>Journey to Net Zero</i> , and is reflected in <i>Figure 1: Policy Alignment</i> . However, at the time of publishing the Strategy, the Growth Strategy was released concurrently and could not be fully incorporated. The council continues to work closely with the WECA and neighbouring authorities to develop a shared regional vision.	Update Figure 1 and accompanying text to more clearly reference alignment with the WECA Regional Growth Strategy.
3	Interchanges	Elevate Bath Spa train station as a flagship interchange (wayfinding, RTI, CCTV, seating, shelters, cycle parking), and to think beyond P&Rs.	Partly	Connections between the rail station, bus station and wider network are identified, however the role of these locations as flagship interchanges is not explicitly stated.	Update mapping and supporting text to identify the city centre bus station and Bath Spa rail station as a key transport interchange.
4	Bus system first	Stakeholders emphasised bus reliability, capacity, priority, and coverage, including expresses (e.g., University), rural shuttles, and potential franchising appraisal, before applying tougher demand	Yes	These themes are reflected throughout the Strategy, particularly within the dedicated <i>Bus</i> section, which prioritises reliability, capacity and bus priority measures.	No change required.

Ref	Title	Description of the recommendation identified by the public within the engagement report	Is the issue already addressed?	Description of how the recommendation has been incorporated within the draft Movement Strategy report	Proposed change to Movement Strategy report
		management.			
5	Heritage, place & sensitive routing	Protection of the World Heritage Site and Georgian townscapes city-wide, not just a "historic core", is a strong theme. Avoid heavy routings over Pulteney Bridge/Laura Place/Great Pulteney St, as well as delivering a people-first Queen Square.	Yes	The importance of the World Heritage Site and sensitive place-making is addressed within the section "Place-shaping opportunities to attract visitors and for our communities to thrive." Current mapping shows bus routing over Pulteney Bridge to reflect existing bus lane provision and service reliability.	Update mapping to reflect bus movements along the A36 and North Parade Road rather than Great Pulteney Street and Pulteney Bridge, in line with consultation feedback and Table 3.1, reference 39.
6	Equity & inclusion	Rural access, night-time safety, and accessibility for people with sight loss (bus announcements at bus stops, kerb-segregated cycleways, tactile design) are key.	Yes	These issues are addressed within the "Meeting the needs of the people" section. Detailed route and scheme design stages would further consider accessibility, inclusive design and night-time safety.	No change required.
7	Design quality & consistency	Requests for higher-quality, standardised designs for cycling, crossings and signage, with maintenance commitments.	Partly	While not explicitly stated, all proposed infrastructure would be designed in line with national guidance, such as LTN 1/20 and LTN 1/24 and other relevant standards.	Include additional text to explicitly reference national design guidance and best practice standards to provide clarity and reassurance.
8	Demand management	Mixed views with some support for CAZ evolution however concerns about readiness. University of Bath opposed a WPL. With all these demand management issues, most agreed that alternatives must be in place first to get people moving by sustainable modes.	Yes	Feedback relates to "Lever 12: Clean Air Zone – Future Vision" and "Lever 13: Workplace Parking Levy". The Strategy recognises mixed views and confirms that further assessment would be required to understand impacts and alignment with overall objectives.	No change required.

3.2 Wider items to update within the report

During the consultations and emails received from the public a couple of additional points have been raised which need to be updated as part of the final Movement Strategy for Bath report.

Table 3:2: List of items to update for the final Strategy report

Ref	Reason for change	Description of action
1	During the public consultation, some respondents were confused by the way the data was presented, as it appeared to overstate the proportion of public transport trips.	Update the total daily trips percentage figures in Section 3 to ensure they are accurate. Revise the trips to/from/within diagrams to more clearly represent the proportion of car trips.
2	Confusion regarding the location of the University of Bath interchange site, with some respondents believing it would require land take from National Trust land.	Update the map to clearly show the University of Bath interchange in its correct location.
3	It was noted that the online map did not align with the bus routes shown within the report.	Update all city centre bus route maps to ensure consistency and to reflect the agreed bus routes across both the report and online mapping.
4	Inconsistency in the naming of Lever 15 between the report and the website caused confusion for some respondents.	Consistent naming of Lever 15 across all materials: <i>Lever 15 – Sustainable School Travel</i> , incorporating School Streets (where appropriate to street type) and School Travel Plans (for all schools).

4 Conclusion

The recommended changes set out in Sections 2 and 3 of this report respond directly to the issues raised through the public engagement process and seek to improve clarity, consistency and accuracy within the Movement Strategy, while remaining aligned with its overarching vision and principles. These updates will be incorporated into the final Movement Strategy for Bath to ensure it appropriately reflects stakeholder feedback and provides a clear and robust foundation for the next stage of development and delivery.

Subject to Cabinet approval, the updated Strategy will progress through the Council's adoption process, with the aim of adoption in Summer 2026. Adoption of the Movement Strategy will be a critical step in enabling prioritisation, feasibility work and phased implementation of individual proposals, supporting the Council's wider objectives for a safer, more equitable and sustainable transport network.