

THE MOVEMENT STRATEGY FOR BATH

Delivering our Journey to Net Zero promise

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1. Introduction

In 2019, we at Bath & North East Somerset (B&NES) Council declared a Climate Emergency. Our Corporate Strategy sets an ambition to build a sustainable future for B&NES to be net zero and nature positive. We know that transport currently accounts for **36% of greenhouse gas emissions in the B&NES area**¹ and therefore action needs to be taken to reduce our emissions.

Our 2021 Journey to Net Zero Strategy built an evidence base to understand how people travel, which has been supported through public consultation². The strategy identified that there are many potential pathways to achieving this target. For example, one scenario would require:

- 7% decrease in the number of car journeys across the local authority area
- 25% reduction in kilometres travelled per person by car each year
- Electric cars: 76% pure battery, 14% petrol hybrid
- Buses: 76% electric, 24% hybrid
- Rail: 37% of freight rail is electric, 100% passenger rail is electric

Bath faces complex challenges on its transport network that need to be addressed to create a city that works for all. On this basis, we committed to producing:

“a traffic circulation map [since renamed the Movement Strategy for Bath] as a standalone project... This will identify the main roads where arterial bus routes are prioritised and car traffic is expected to remain, and the residential streets that we want to be quieter, with future projects aiming to deliver this plan incrementally.”

Journey to Net Zero

This Movement Strategy delivers on this commitment.

Focusing primarily on the city of Bath but recognising the whole of B&NES, it highlights the key issues facing our transport network, noting the need to reallocate road space to better balance competing demands. It sets out our vision for the transport network and how it could work for Bath’s communities, businesses and visitors. Through this, we aim to create an equitable transport system to ensure that everyone’s transport needs are met.

- Our goals for transport across the city are to:
- Create great quality places
 - Improve travel choices
 - Reduce vehicle traffic volumes

This Movement Strategy aims to provide the blueprint for how we will develop the transport network over the next 10 years. This will enable people to make the sustainable travel choices that support our commitment to reduce greenhouse gas emissions, build climate resilience and support nature recovery, whilst creating a great place for people to live, work and visit.

Aligning with the B&NES Corporate Strategy and the Journey to Net Zero Strategy, the Movement Strategy sets the ambition for how we move around and enjoy the city of Bath.

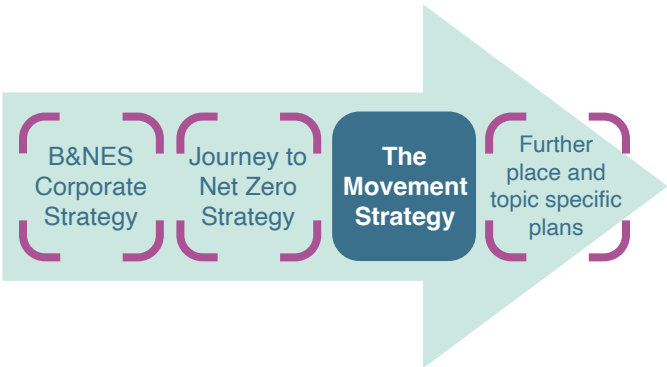


Figure 1 Policy Alignment

¹ Department for Energy Security and Net Zero, UK Greenhouse Gas Emissions for 2005 to 2023, 2025
² Journey to net zero consultation Document overview | Bath and North East Somerset Council

2. What is the Movement Strategy for Bath?

The Movement Strategy proposes a new way of thinking about how everyone moves around Bath and how we can rebalance the use of our streets. It sets a blueprint for understanding how space can be used differently, and how to balance competing demands to deliver this transition in a sustainable way to provide an equitable network across the city.

In doing so, it will provide the framework for delivering the Journey to Net Zero ambitions. It identifies measures, specifically for the city of Bath, that will help to significantly reduce transport-related emissions.

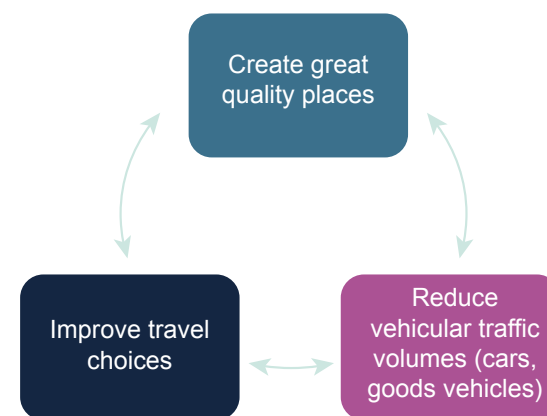
The vision and goals

Set within the 2021 Journey to Net Zero Strategy, the Movement Strategy vision is as follows:

“Bath will enhance its unique status by adopting measures that promote sustainable transport and decision making, whilst reducing carbon dioxide emissions and the intrusion of vehicles, particularly in the historic core. This will improve the quality of life for local people, enable more economic activity and growth, while enhancing the special character and environment of the city.”

This will be achieved through delivering our three goals:

- **Create great quality places:** Establish better and greener streets and more people-friendly places that attract people to relax in and enjoy these locations. Examples would include Queen Square or Royal Victoria Park.
- **Improve travel choices:** Enable everyone that travels within, to and from, and through Bath to have the opportunity to walk, wheel, cycle and use public transport to improve accessibility for all, no matter their circumstance.
- **Reduce vehicle traffic volumes (cars, goods vehicles):** Provide attractive and efficient options to reduce car dependency and congestion, enabling reliable public transport journeys, safe and pleasant active travel journeys, and quicker car journeys for those who must drive.



All three goals work together, each one supporting and maximising the benefits of the other two goals.

Improving alternatives to the car will encourage changes to the way we travel and reduce traffic. It will provide more travel choices and enable us to create safer, greener, more liveable places which are less dominated by vehicular traffic and put people first. Reducing traffic will also help make walking, wheeling and cycling more attractive and improve the performance and reliability of bus services.

In this document we have proposed gradual and incremental changes over the next decade to achieve the **ambition we have set for our city for 2035**.

The outcome of implementing the Movement Strategy will bring wide-ranging benefits to the city, including:

- Improved air quality
- Improved places, green spaces and streets
- Improved environmental setting
- Improved health and wellbeing
- Reduced transport related impacts on the World Heritage Site
- Improved connectivity and accessibility
- Reductions in greenhouse gas emissions
- Less congestion and more reliable journeys
- Support for the growth of local businesses

Meeting the needs of people

The focus of the Movement Strategy is to explore prioritisation of transport modes, supporting people to choose the right modes of transport for the right routes. In doing so, it is crucial to recognise the needs of different people, residents, workers and visitors, using the transport system in the city.

It is important to understand the needs of people with disabilities, people in poor health, and older people with limited mobility. In Bath, 17% of residents are aged 65 and over, while 16% are disabled and 5% are in poor health³. These residents are less likely to be able to walk, cycle or wheel long distances.

We acknowledge that some people face significant access barriers caused by badly designed footways, difficulties caused by traffic, and pavement parking. Measures to improve walking, wheeling, and cycling should ensure that the needs of older people and people with disabilities are met.

Improving accessibility of our transport network can promote and enhance walking, wheeling and cycling provision for all users, not just those with mobility impairments. People using wheelchairs, pushing prams, with an injury, and fully mobile individuals - everyone benefits from an improved community space with accessible infrastructure.

Evidence shows that residents of some protected characteristic groups as identified in the Equality Act (2010) are less likely to use public transport due to a lack of availability, accessibility, safety and affordability⁴. Measures to improve bus services in the city should ensure that the needs of all groups are addressed, including improving accessibility and personal safety. This is important as 2021 census data indicated that in Bath and North East Somerset, 20% of households do not have access to a car⁵ and therefore rely on alternative travel options.

We understand for some people, personal car travel will be critical in meeting their day-to-day needs. The Movement Strategy seeks to address challenges faced by different user groups and meet the needs of these essential car users, to ensure that there is a decisive shift towards a fully accessible, inclusive transport system that meets the needs of all.

³ Build a custom area profile - Census 2021, ONS

⁴ ES13: Future of Transport - Equalities and access to opportunity - rapid evidence review (publishing.service.gov.uk)

⁵ 2021 Census

⁶ Journey to Net Zero Consultation Report, 2022

<https://www.bathnes.gov.uk/sites/default/files/JNZ%20Second%20Consultation%20-%20Final%20with%20appendices.pdf>

⁷ Voicebox Survey, 2024 https://www.bathnes.gov.uk/sites/default/files/BANES_Voicebox32_Report.pdf

What we know so far

During development of the 2021 Journey to Net Zero Strategy, two consultations took place to understand residents' views⁶.

In early 2021 we asked respondents to select the transport themes of most importance to them. From the 1,000+ responses, the most popular themes included:

- Better public transport options
- Providing for travel by bike and on foot

In early 2022, a second consultation was held to seek the views on the draft Journey to Net Zero Strategy, focusing on future projects to support the ambition to net zero. Around 550 people responded, with the most supported future projects being:

- Supporting independent travel to school
- Promotion and investment in travel by bike
- Improvements to the pedestrian experience

In the 2024 Voicebox survey⁷, the top three issues that people felt need improving were:

1. Road and pavement quality
2. Affordable decent housing
3. Public transport

When asked if residents were willing to use public transport more often instead of travelling by car, 53% either strongly agreed or agreed.

3. Why is it needed?

Bath is a popular and attractive place to live, work and visit. We want to work collectively to protect and enhance our city's unique qualities.

We need to rebalance and reallocate our street space to reduce transport-related greenhouse gas emissions and provide an equitable transport network that increases travel choices for all and creates great quality places

Our Corporate Strategy⁸ has two core goals:

- 1. To lead the UK in climate and nature action, building a sustainable future for Bath and North East Somerset
- 2. To listen to and work with residents to act on their concerns

To achieve the goals of our Corporate Strategy, one of the key priorities is to provide:

- More travel choices – making it easier for people to walk, wheel and use public transport to reduce transport emissions.

To ensure that we are delivering schemes that meet the core goals of the Corporate Strategy, we have a Decision Wheel that sets out key considerations for each scheme.

These priorities have been set because if we don't do anything now, we risk increasing journey delays, congestion and poor air quality across the city. **Currently, Bath is ranked fifth in the most congested urban areas in the UK by a recent 2024 INRIX study⁹.**

Bath is recognised as a World Heritage Site and under the Bath World Heritage Site Management Plan there are six key priorities, of which the Movement Strategy supports those relating to climate change, development, public realm and transport. The city needs to be protected and enhanced and remains vulnerable to large-scale development. This is due to the need to provide more homes to meet our statutory targets , and increase job opportunities to support a growing economy, all whilst minimising the impact on our environment and improving overall quality of life for our communities. Housing growth in neighbouring areas will also have an impact on movement to the city.

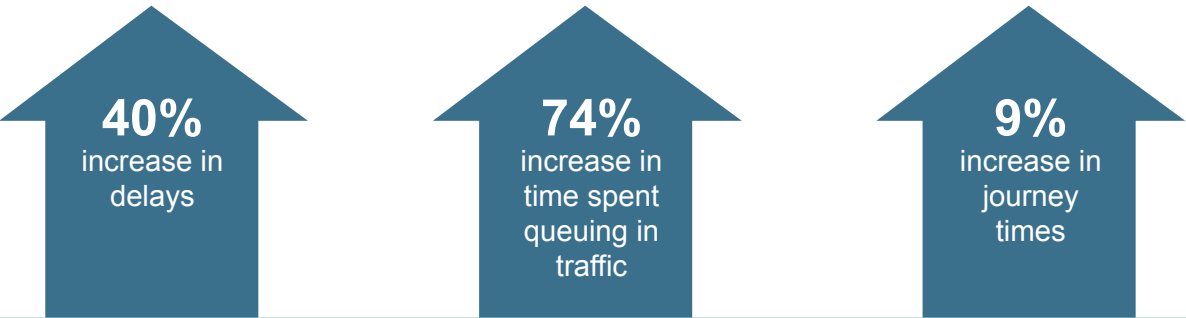
These factors will increase pressures on the Bath transport network and could impact adversely on the World Heritage Site, and its green spaces .

Existing movements in Bath

To understand the issues faced on our transport network, we collected movement data through the view of three lenses:

- **Lens 1 – Trips within Bath:** trips with an origin and destination within the study area (36% of total movements).
- **Lens 2 – Trips to/from Bath:** trips with an origin outside Bath and a destination within the study area (and vice-versa: origins inside Bath and destinations outside) (40% of total movements).
- **Lens 3 – Trips through Bath:** trips with origins and destinations outside the study area but using Bath's transport network (24% of total movements).

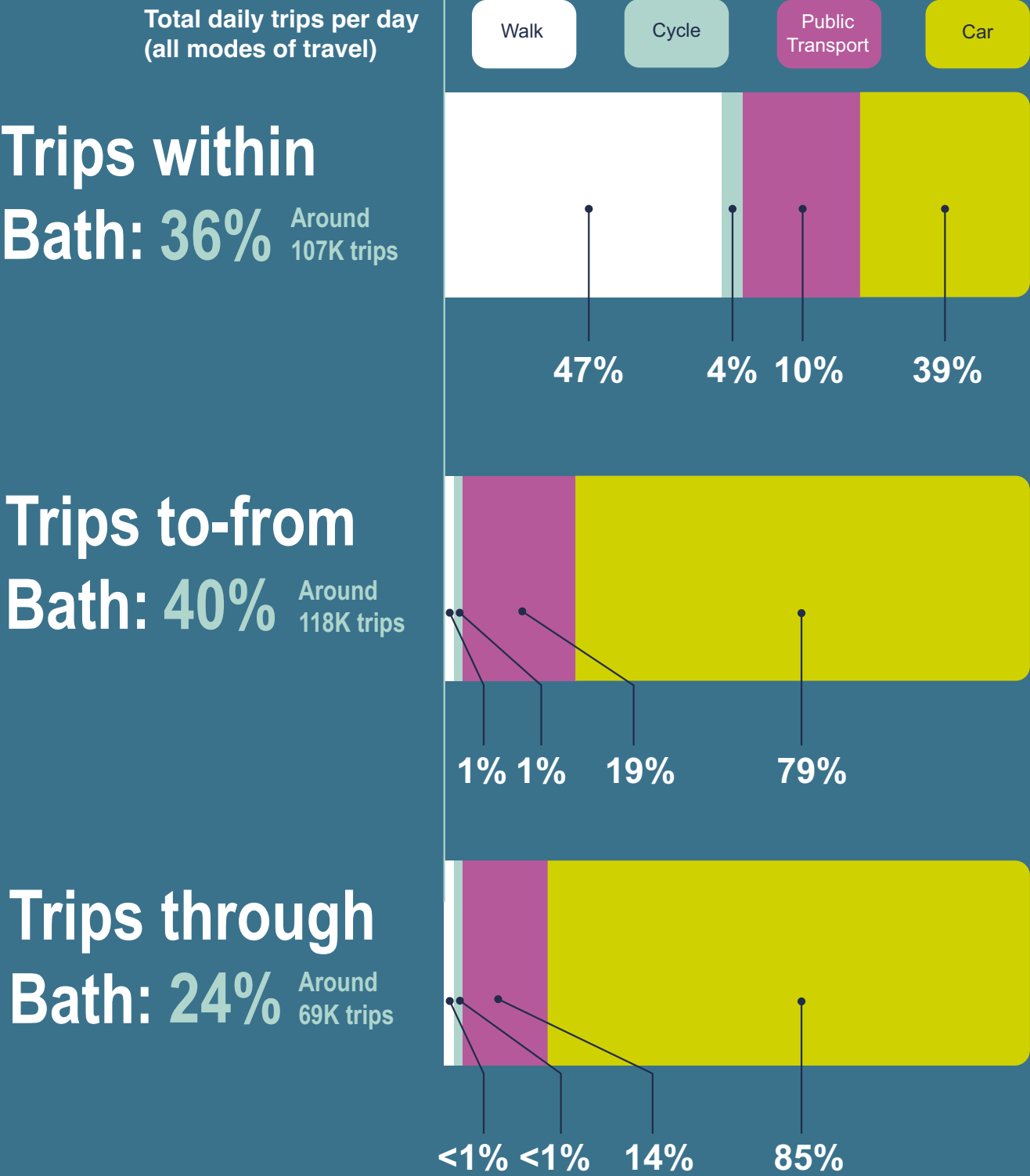
If we don't do anything now, in 2036 we will see...



JLTP4-Adopted-Joint-Local-Transport-Plan-4.pdf

⁸ B&NES Corporate Strategy, 2023-2027 <https://www.bathnes.gov.uk/sites/default/files/Corporate%20Strategy%202023-2027.pdf>
⁹ INRIX 2024 Global Traffic Scorecard: London most congested city in Europe: congestion costing the UK £7.7 billion. - INRIX

Based on this approach, we found there to be a high proportion of trips made on foot within the city, but also a high proportion of trips made by car for trips to, from and through the city. Although walking is the most popular mode for trips within Bath, there is still high car demand for relatively short trips. We have summarised this in the table below¹³.



¹³ All Modes, Daily, West of England Regional Transport Model 2019

Place-shaping opportunities to attract visitors and for our communities to thrive

Bath is designated by UNESCO as a double-inscribed World Heritage Site of outstanding universal value¹⁴ which attracts about six million¹⁵ annual visitors. The Roman Baths is an important visitor destination generating more than one million visitors every year¹⁶ to the area and has been forecast to continue to grow.

The visitor economy is vital to Bath. In 2022¹⁷, the tourism and leisure sector accounted for 14% of all businesses, and led to £122 million in Gross Value Added to the local economy. This makes tourism in B&NES the second largest business sector. Tourism is therefore key to boosting the local economy, providing local jobs and supporting our communities.

To maximise the benefits of our visitor economy, we have been exploring further opportunities to improve our public places, making them greener wherever possible and more enjoyable for residents, workers and visitors.

The Public Realm and Movement Strategy¹⁸ has begun to do this through identifying key places in the city, both current and future, for place-shaping opportunities. The Movement Strategy will support with improving our spaces through re-routing movements, if required, to unlock the land.

When considering the design for this approach, the Pattern Book¹⁹ provides design guidance such as the type of street lighting and furniture that can be used to enhance key routes and spaces. It also highlights the need to ensure that there is a network of routes connecting people to high-quality public realm.

When designing streets and improving transport infrastructure we must seize the opportunity to create vibrant, welcoming spaces that create great places such as Union Street.

Issues that impact our transport network

The Movement Strategy considers existing movements within, to, from and through Bath and the place-making opportunities that can come with ensuring the right modes of transport are using the right routes. Technical studies have informed the Movement Strategy, from which we have established the main issues that impact our transport network:

1. Safety, air quality and noise impacting the quality and continuity of public spaces and green settings
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

Safety, air quality and noise impacting the quality and continuity of public spaces and green settings



Between **2019 – 2023**, the Department for Transport reported that **14** people were killed and **103** seriously injured by vehicle collisions within Bath and North East Somerset.

[Department for Transport: Road Transport Statistics](#)

Ensuring the safety of all is a Council priority. In 2023, the Council committed to a target to eliminate all traffic fatalities and serious injuries by 2030²⁰, known as Vision Zero. To achieve this; we committed to:

- Work with the West of England Mayoral Combined Authority (MCA) to fund and publish plans to support the Vision Zero target, as well as with neighbouring authorities to promote a joint approach to Vision Zero
- Continue to consider Vision Zero during strategies, designs and highway maintenance projects, including implementing LTN1/20 standards
- Work with partners and other organisations such as Avon & Somerset Police, South West Ambulance Trust, First Bus, Faresaver, Dott, developers and residents to achieve Vision Zero

We believe that everyone should have the right to be safe from violence and harassment on the streets²¹. We have committed to:

- Champion the right of women and girls to be protected from violence and harassment in public places within B&NES
- Improve the security of public spaces by encouraging a review of lighting (in streets, car parks and parks), CCTV provision and other means to improve safety

We need to improve our transport network and spaces to ensure that everyone feels safe to travel in sustainable ways.



92% of nitrogen dioxide emissions in B&NES are attributed to road traffic. As of 2020, transport has been linked to over **300** premature deaths a year in the West of England due to nitrogen dioxide emissions. B&NES makes up 20% of the West of England population.

[Bath's Clean Air Zone](#)
[westofengland-ca.gov.uk/wp-content/uploads/2021/10/JLTP4-Adopted-Joint-Local-Transport-Plan-4.pdf](#)

Air Quality Management Areas continue to be in place in the city to monitor legal limits of nitrogen dioxide concentrations.

We need to continue reducing pollution due to its impacts on health and to do this we need to change the way that we travel.



Noise levels on Bath's A roads are typically above acceptable levels of **75 decibels**.

[Extrium > England Noise and Air Quality Viewer](#)

The quality of our public spaces is compromised by severance and noise caused by motorised traffic, particularly on A roads. To encourage more people to switch to more sustainable ways to get around we need to make these options more attractive by ensuring the right modes are using the right routes.

High levels of greenhouse gas emissions from transport in Bath



Currently, transport accounts for **36%** of greenhouse gas emissions in the B&NES area.

[Department for Energy Security and Net Zero. UK Greenhouse Gas Emissions for 2005 to 2023. 2025](#)

We know through our 2021 Journey to Net Zero Strategy²² that, to reduce our greenhouse gas emissions, we need to make changes to the way that we travel. This will require more people switching to sustainable ways to get around wherever possible.

¹⁴ Pattern Book, https://www.bathnes.gov.uk/docs/temp/Planning-Policy/Evidence-Base/Urban-Design-Landscape-and-Heritage/bath_pattern_book_part_1.pdf

¹⁵ J2NZ Consultation 2022 Visitors and Tourists

¹⁶ The Roman Baths & Pump Room welcomes 1 million visitors | Roman Baths

¹⁷ B&NES Strategic Evidence Base, 2022 <https://www.bathnes.gov.uk/strategic-evidence/document-library/strategic-evidence-base-summary-and-full-report>

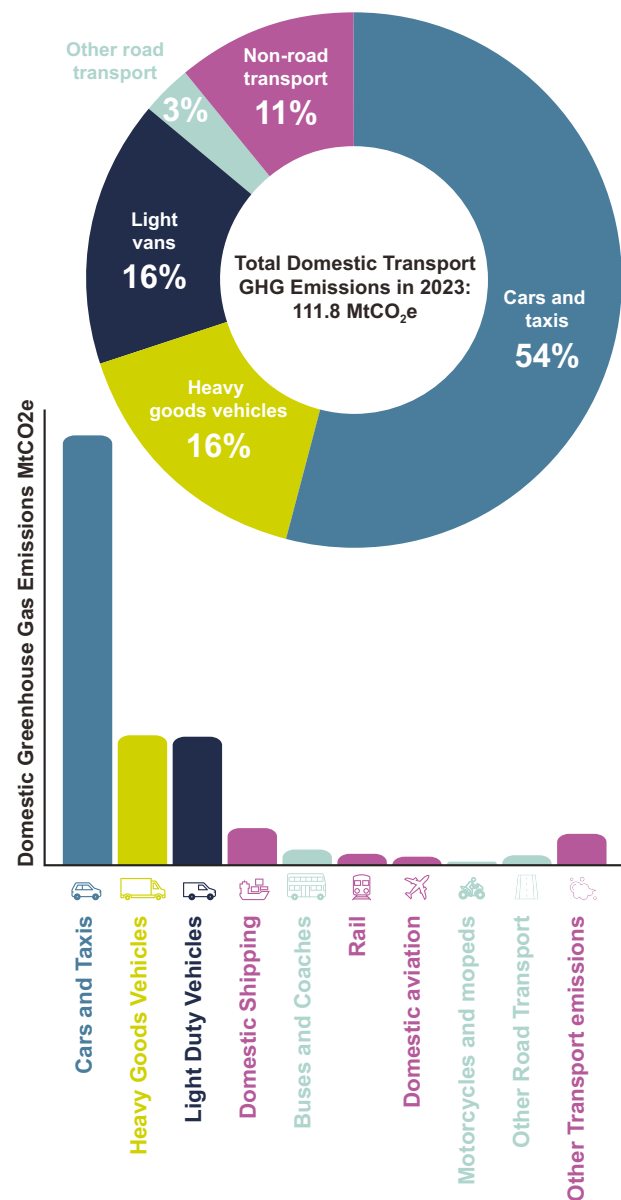
¹⁸ Public Realm & Movement Strategy, July 2010 <https://www.bathnes.gov.uk/document-and-policy-library/public-realm-movement-strategy>

¹⁹ Pattern Book, https://www.bathnes.gov.uk/docs/temp/Planning-Policy/Evidence-Base/Urban-Design-Landscape-and-Heritage/bath_pattern_book_part_1.pdf

²⁰ B&NES, 2023 <https://democracy.bathnes.gov.uk/mgAi.aspx?ID=32260>

²¹ B&NES, July 2021 <https://democracy.bathnes.gov.uk/documents/s68916/Safety%20for%20Women%20Update%20Report.pdf>
Journey to Net Zero, 2021 <https://www.bathnes.gov.uk/sites/default/files/B%26NES%20JNZ%20FINAL%20-%20ACCESSIBLE%20WEB%20VERSION.pdf>

UK domestic transport emissions 2023



We are already on the path to reducing transport-related emissions through a range of measures, including:

- Increasing the numbers of electric vehicle (EV) charging points to support the switch to EVs.
- Working with bus operators through our Enhanced Partnership to increase services where possible to support more people to switch to buses to reduce car dependency.
- Identifying key active travel routes through our Active Travel Masterplan²³ to enable more people to switch to walking, wheeling and cycling to reduce car dependency for short trips.
- Delivering new walking, wheeling and cycling projects, such as the Scholar's Way project, funded by the City Region Sustainable Transport Settlements (CRSTS).

²³ Active Travel Masterplan, 2025 <https://www.bathnes.gov.uk/active-travel-masterplan>

The Movement Strategy will continue this process – this is an evolution, not a revolution. We want to improve travel options in the city to enable people to switch to sustainable modes where possible to collectively move towards achieving our vision.

The Movement Strategy recognises that road space is restricted in Bath and not all roads and streets can support specific infrastructure to enable all modes of travel. Therefore, we need to rebalance our street spaces. The Movement Strategy presents measures, for the city of Bath, that will help to significantly reduce transport-related greenhouse gas emissions and deliver a transport network that is fit for the future.

Conditions for walking, wheeling and cycling are constrained by physical characteristics



2011 Census data show that **walking to work** in Bath is most popular in the city centre (**38%-55%** of commuters walk to work) and decreases with distance from the city centre (**10%-18%** of commuters living outside of the city centre walk to work).

[Transport Delivery Action Plan](#)

The topography of the city presents challenges to people who live further away from the city centre to walk, wheel or cycle to work. Cycling is more popular in areas with fewer hills and in areas of green space, demonstrating that physical characteristics have an impact on active travel.



Greener walking, wheeling and cycling routes have been found to improve health and wellbeing, with a study in Bristol seeing **50%** of participants feeling happier when travelling on a greener route.

<https://tranquillcity.co.uk/2022/07/06/bristol-workshops-show-green-routes-can-boost-feelings-of-happiness-and-relaxation/>

We need to ensure that there is a good level of public transport connectivity to serve people from hilly areas where active travel choices are more difficult.

Walking, wheeling and cycling enables physical activity to be incorporated into daily life. This brings numerous benefits in terms of improving physical and mental health and connecting people to their surroundings and communities.

England is expected to benefit from 300 miles of new footpaths and cycle track from Active Travel Funding allocation between 2020 and 2025. This will encourage 30 million more journeys by bike or foot and will lead to 43,000 less sick days a year to ease pressure on the NHS²⁴. This is beneficial as physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4bn a year²⁵.

We need to make space for planting and street trees wherever possible to improve street quality, reduce noise and pollution, mitigate flood water, and provide habitats. Additionally, street trees cool urban areas, aid climate adaptation, and benefit mental health for everyone. By providing shade during hotter weather and soaking-up surface water, designing-in planting as an integral part of improving our streets will improve the experience for people walking, wheeling, cycling and waiting for buses, encouraging more people to do so.

There are opportunities to transfer more of the short trips currently taken by car within Bath to walking, wheeling and cycling, if the conditions are suitable. Encouraging this shift for those who can make a change will enable our network to be more efficient, making space for people who have little option to make this switch. We need to make sure that conditions are safe, convenient and attractive to encourage more people to walk, wheel and cycle for short journeys.

Lack of high-quality alternatives to car trips

To facilitate movements to and from Bath, rail is a key consideration. Whilst there is a good level of provision east to west, there are no north to south links available from Bath Spa station, with Bristol Temple Meads or Swindon as the required connecting stations.

²⁴ Active Travel England 2025 <https://www.gov.uk/government/news/almost-300-million-to-gear-up-new-walking-wheeling-and-cycling-schemes>

²⁵ <https://www.bathnes.gov.uk/transport-fast-facts>

²⁶ <https://www.bathnes.gov.uk/sites/default/files/Bath%20Report%20Aug%202020%20-%20Final%20edited.pdf>

²⁷ [Transport Delivery Action Plan](#)

Growth in patronage at Bath rail stations is in line with national trends and slightly lower than the level of growth seen at Bristol Temple Meads station (approximately 4.5% per annum)²⁶.



In 2023, **58%** of visitors arrived in the West of England region by car. **72%** of these parked in city centres and **28%** used Park & Ride. Once in the area, **69%** of visitors walked around and **28%** used their cars.

VisitWest Visitor Survey 2023

In 2016, a rail survey was taken to understand passengers' opinions on rail services from Bath Spa and Oldfield Park. Passengers were typically dissatisfied with the availability of seats (~70% of responses), frequency of services (~60% of responses), and punctuality of trains (~55% of responses).

Rail mode share could be improved if stations at Corsham and Saltford were reopened. This would increase choice and cater for the new homes we expect in both locations.

Users of Bath's Park & Ride interchange sites tend to travel to the closest P&R site to their place of origin²⁷. The interchange sites are located at Lansdown to the north of the city, Newbridge to the west, and Odd Down to the south. These facilities intercept journeys travelling into the city and provide a transfer to more sustainable modes to reduce congestion.

Coach travel to the city is vital for tourism and the local economy. Coach parking has been removed within the city and although coaches can use the interchange sites at the edges of the city, however coach tours are often time-constrained, and we recognise that operators prefer to park closer to the city centre.

We must enhance our services for city visitors by transforming our interchange sites into multifunctional hubs, offering diverse travel options and accommodating the needs of coach arrivals.

Congestion and delays for road users

Heavy reliance on car travel within B&NES is causing delays, congestion, road safety issues.



In 2019, **79%** of trips to or from Bath were made using a private car.

All Modes, Daily, West of England Regional Transport Model 2019

The A roads within Bath provide east to west connectivity across the city and extend north-east and south-east, connecting the city to Bristol, Wiltshire and Radstock. This traffic passes through the city centre as there is no bypass or relief road for Bath. There is also a lack of north to south connectivity in Bath through these main A roads.



The annual cost of congestion in the West of England is **£300m**.

Joint Local Transport Plan 4 2020-2036

Key A roads through the city have been designated to carry strategic journeys through the city and not stop, and they tend to carry heavier volumes of traffic, with extensive congestion. Limited public transport options connecting people to and from the city contribute to the reliance on cars and impact on congestion in the city.

We need to make sure that the right modes are using the right routes to enable more efficient movement through the city for strategic connections.

Reliability and punctuality issues for bus services

Encouraging more people to use public transport in the city would help to reduce congestion. However, buses are often caught up in traffic congestion, reducing their reliability and resulting in long journey times.



75 cars are taken off the road by **one full double-decker bus**.

The Future of Bus: Policy and Fiscal Interventions as Part of a National Bus Strategy, Campaign for Better Transport, 2019

Annual bus passenger surveys highlight that only 62% of respondents are satisfied with bus reliability and punctuality within B&NES. The national average for bus punctuality within urban areas such as Bath is 86%²⁸.

The most frequent bus services are into and out of the city centre. There are on average, 3.5 buses per hour (approximately one bus every 17 minutes) on corridors into the city during the Monday AM peak hour. The south-east and north of the city have areas with less frequent bus services (between 0-2.5 per hour, approximately one bus every 24 minutes)²⁹.

To make bus travel more attractive and realistic, we need to consider how to prioritise movement on our corridors to facilitate efficient and reliable journey times for buses.

4. Understanding the issues and causes

The technical work that has led to the development of the Movement Strategy identified six clear issues that impact the current transport network, which were presented in the previous section. The Movement Strategy seeks to address these issues by achieving the goals.

Once we identified the issues, there was a further need to understand why the issues were occurring and other factors that are influencing them. We have presented this on the following page.

Further details of the data collected, and the identification of issues can be found in the Technical Appendix.

| GOAL | ISSUES | CAUSES OF ISSUES | FACTORS INFLUENCING DEMAND |
|----------------------------------|--|---|--|
| Create great quality places | Issue 1 - Safety, air quality and noise impacting the quality and continuity of the public realm and green setting. | There are competing travel demands, journey lengths and purposes on a constrained transport network. | The car is currently the most attractive and convenient option in common with cities throughout the UK, the city's streets have been adapted to current travel demands with car use as a priority. |
| | Issue 2 - High levels of greenhouse gas emissions from transport in Bath. | High levels of car use resulting in high levels of congestion contribute to greenhouse gas emissions. | |
| Improve travel choices | Issue 3 - Conditions for walking, wheeling and cycling are constrained by physical characteristics. | The hilly terrain contributes to the perceived viability of walking and cycling in some parts of the city. | There is a high level of car parking availability within the city and a lack of restraints for cars entering the city. |
| | Issue 4 - Lack of high-quality alternatives to car trips. | Delays to bus services reduce their attractiveness to potential users, and high traffic volumes also reduce the perceived safety and attractiveness of walking and cycling. | |
| Reduce vehicular traffic volumes | Issue 5 - Congestion and delays for road users. | High and competing car demands and journey lengths constrain the network and cause congestion and delays for all traffic. | There are high levels of car ownership in Bath, which increases in distance from the city centre. |
| | Issue 6 - Reliability and punctuality issues for bus services. | High vehicular traffic demands cause congestion and delays to bus services, impacting on their reliability and punctuality. | |

²⁸ bus09.ods (live.com)
²⁹ Transport Delivery Action Plan, 2020. <https://www.bathnes.gov.uk/sites/default/files/Bath%20Report%20Aug%202020%20-%20Final%20edited.pdf>

5. How will this be achieved?

The Movement Strategy is being developed in phases:

Phase 1: Evidence led approach

- Analysing data split of journeys travelled within, to & from, and through Bath to establish an initial people and places street user matrix

Phase 2: The lever option.

- Based on evidence, a variety of high-level measures have been developed. These measures can be 'pulled on', like a lever, and support the delivery of the vision and transport goals

Phase 3: How will it look?

- Using the levers, a future visualisation of what Bath might look like has been created

Phase 4: Public engagement

- We want to hear from you to understand if you think the Strategy will work

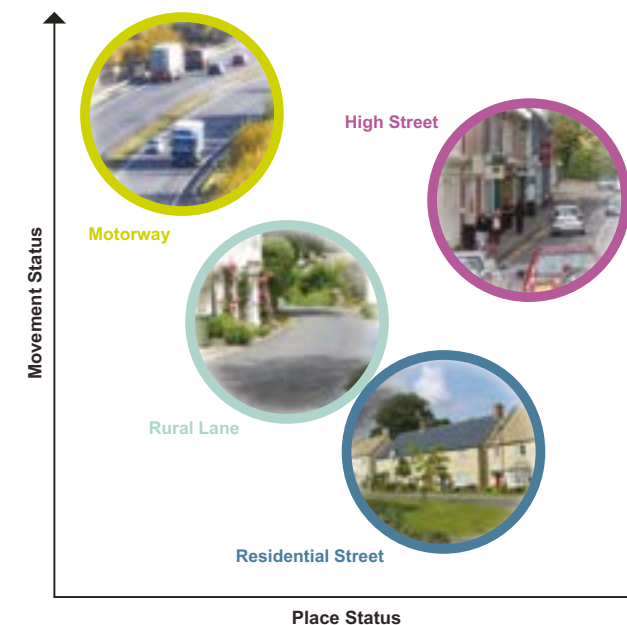
Phase 5: Update and adopt strategy

- The Strategy will be updated to reflect the comments received from Phase 4

- This document focuses on Phases 1, 2 and 3, and future Phases are expected to follow.

Developing a B&NES street user matrix

Bath is not alone in managing competing travel demands within a constrained network. The Manual for Streets 2³⁰ recognises this and provides design-based guidance, in which the first step is applying a user matrix based on the aspiration for the street network as to whether it has a movement or place status. An example is shown below:



We applied this to Bath, using existing, robust data sources, local knowledge and technical experience, to establish a network matrix to define street types based on their place and movement functions. The matrix builds on our previous transport hierarchy³¹ and accounts for the high-quality places that we have in the area.

Eight different road and street types have been identified, each containing a typology and a modal hierarchy that outlines how modes are prioritised. Bath's streets have then been classified into these different categories. We have included examples of the streets in each category in the graphic on the next page.

³⁰ Manual for Streets 2, 2010 <https://tsrgd.co.uk/pdf/mfs/mfs2.pdf>

³¹ Journey to Net Zero





| People Places | People and Movement Places | Traffic Free Routes | Historic City Centre | Connecting Movement Places | High Frequency public transport routes | High Volume Movement Routes | Strategic Movement Routes |
|---|---|---|---|---|---|--|--|
| Neighbourhood areas, including residential streets which prioritise active travel | Mixed use places that serve the local community | Traffic free transport places facilitating active travel connections including along greenways | Destination people places that also facilitate high volumes of access movements. | Facilitate connecting movements. | Facilitate high volume movements, focused on public transport. | Facilitate high volume movements excluding the Primary Road Network and Strategic Road Network. | Facilitate movement between the local and regional transport network. |
| <div>1. Walking & wheeling</div> <div>2. Cycling (include e-scooters and cargo bikes)</div> <div>3. Bus</div> <div>4. Car and goods vehicle</div> | <div>1. Walking & wheeling</div> <div>2. Cycling (include e-scooters and cargo bikes)</div> <div>3. Bus</div> <div>4. Car and goods vehicle</div> | <div>1. Walking & wheeling</div> <div>2. Cycling (include e-scooters and cargo bikes)</div> | <div>1. Walking & wheeling</div> <div>2. Cycling (include e-scooters and cargo bikes)</div> <div>3. Bus</div> <div>4. Car and goods vehicle</div> | <div>1. Bus</div> <div>2. Walking & wheeling</div> <div>3. Cycling (include e-scooters and cargo bikes)</div> <div>4. Car and goods vehicle</div> | <div>1. Bus</div> <div>2. Walking & wheeling</div> <div>3. Cycling (include e-scooters and cargo bikes)</div> <div>4. Car and goods vehicle</div> | <div>1. Car and goods vehicle</div> <div>2. Rail</div> <div>3. Bus</div> <div>4. Cycling (include e-scooters and cargo bikes)</div> <div>5. Walking & wheeling</div> | <div>1. Car and goods vehicle</div> <div>2. Rail</div> <div>3. Bus</div> <div>4. Cycling (include e-scooters and cargo bikes)</div> <div>5. Walking & wheeling</div> |

Considering the goals of the Movement Strategy, which are to create great quality places, improve travel choices and reduce vehicular traffic, we must consider how we prioritise movement and place for each street type.

In doing so, we have used an evidence-led approach to consider movement within, to and from and through Bath to identify streets and measures - or levers - to achieve the goals. We have presented the outcomes of this approach in the following sections.

The levers

We have used different sources of evidence to identify and test measures ('levers') to support the Movement Strategy. Our starting point was to use a tool called the Carbon Assessment Playbook³², a recently developed tool designed to support the creation of transport policies that encourage changes in travel behaviour, promote mode shift, and reduce greenhouse gas emissions. This shows that a wide range of policies is needed to achieve changes in travel behaviours.

The Playbook applies the 'Avoid-Shift-Improve' methodology to identify potential policies. This includes measures to **avoid** or reduce the need to travel, and measures to enable people **shift** to active travel or public transport. These measures are important in reducing traffic demand, which is the root cause of greenhouse gas emissions. The third component ('**improve**') focuses on reducing emissions from vehicles, including measures such as Electric Vehicle (EV) charging, EV car clubs and zero emissions bus fleets. All of these levers will be needed to successfully reduce emissions.

We will continue in our programmes to accelerate the uptake of zero emissions vehicles across B&NES. However, our primary focus in this Movement Strategy is to improve travel choices and reduce vehicular traffic volumes. The evidence from the Playbook indicates that the following transport measures would be likely to be most effective in supporting our goals:

- Business travel plans: by working closely with businesses, we have the opportunity to reduce car dependency for commuting and business journeys.
- Providing new public transport options: if well-designed, these can significantly improve travel options, for example through new rapid transit services.

- Promoting more car sharing: where there are groups of people travelling to the same destination, for example hospitals, universities and large employers.
- Better management of on-street parking: many people currently drive because they know that there is plentiful parking at their destination.
- Road user charging: through application of area-wide road charging, we can influence people's travel choices and encourage more people to consider other modes.

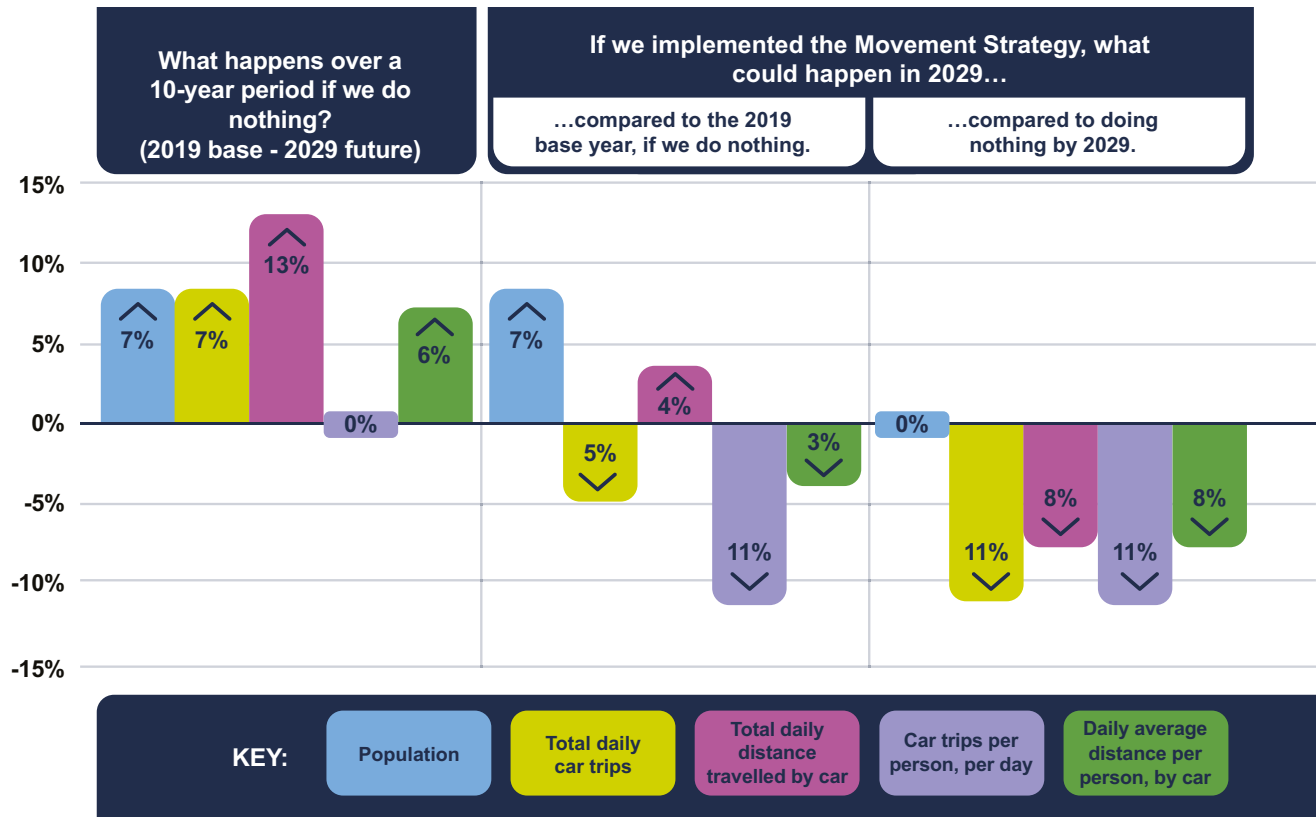
These measures would have the greatest impacts because they influence a wide range of journeys, including longer journeys that generate more greenhouse gases. In practice, the real-world impacts of these measures depend on the numbers of people that are influenced. This means that it is more important to influence the travel behaviours of a large number of people than concentrate on improving travel choices on one single corridor with a limited catchment area.

Testing the levers

We used the West of England Regional Transport Model, which has been developed by the local authorities in our region, to test the impacts of different policies. We analysed travel patterns in the 2019 base year and a 2029 forecast year, which takes into account growing travel demand (from more people living and working in our area) and the effects of committed schemes, for example current transport programmes in the city. The 2019-2029 modelling represents a decade of change that has been projected into the future from 2025 onwards, the year of publication of the Movement Strategy. Unfortunately 2025 could not be selected as the base year as the most recent base year in the Transport Model is 2019, reflecting the latest full year of data not impacted by COVID-19.

Under the goal to improve travel choices, we tested improvements to active travel (walking and cycling) and public transport (focusing on faster, more frequent buses). Under the goal to reduce vehicular traffic volumes, adjusting parking supply and parking charges could incentivise people to modify their travel choices.

The Transport Model does not directly assess the impacts of measures such as business travel plans and car sharing: the impacts of these measures can be considered using other tools.



Using the Transport Model, we were therefore able to identify the right combination of levers (improving travel choices, reducing vehicular traffic volumes) to encourage a shift in travel behaviour while ensuring Bath remains an attractive and vibrant place to live, work and visit.

We have presented the outcomes of these tests in the table on the following page. In summary, if no action is taken beyond current commitments there would be a 7% increase in total daily car trips in the B&NES area by 2029. However, if we implemented all the levers, we could see a 5% reduction in total daily car trips when compared with 2019.

The following pages present the timescales and the levers to support the Movement Strategy.

³² Carbon Assessment Playbook



If we implemented all the levers, we could see a 5% reduction in total daily car trips when compared with 2029!

| Goal | Lever number | Lever name | Action |
|----------------------------------|--------------|--|--|
| Create great quality places | 1 | Safer traffic speeds across the city | Deliver 20mph along specific roads within the City Centre. |
| Create great quality places | 2 | Public realm improvements | Phase 1: Delivery of the schemes set out within the Public Realm and Movement Strategy. Includes Queen Square, Milsom Quarter & Fashion Museum, Corn Market Square, Parade Gardens, Bath Riverline, and The Quays. Phase 2: Refresh the Public Realm and Movement Strategy. |
| Create great quality places | 3 | Residential Street Improvements | Delivery of a range of community-led measures to improve the safety and environment of residential streets and encourage more active travel. |
| Create great quality places | 4 | Create better and greener places | Create better areas of public realm, greener routes and places, ensuring planting and greening are integral to all street improvement schemes, where possible. |
| Improve travel choices | 5 | Develop and deliver our programme of bus priority on all key corridors into the city | Feasibility Study and Preliminary Designs of bus lanes (potential to combine designs with active travel routes, as shown within the Movement Strategy Framework Map). Deliver schemes that are already funded through CRSTS. |
| Improve travel choices | 6 | Deliver our Active Travel Masterplan across the city | Feasibility Study and Preliminary Designs of Active Travel routes (potential to combine designs with bus priority routes, as shown within the Movement Strategy Framework Map). Deliver schemes that are already funded through CRSTS and Active Travel Fund. |
| Reduce vehicular traffic volumes | 7 | Making the most of our interchanges | Develop an Interchange Plan. |
| Reduce vehicular traffic volumes | 8 | Managing car parking in the city more effectively | Develop an Interchange Plan. Develop a Parking / Kerbside Strategy. Expansion of Resident Parking Zones (RPZs). |
| Reduce vehicular traffic volumes | 9 | Coach travel | Develop a Coach Strategy to provide parking for coach operators to support events in our city, such as Bath Rugby and the Christmas market. |
| Reduce vehicular traffic volumes | 10 | Signage and information | Develop a Signage Strategy to direct vehicular movement to improve network efficiency, including for walking and cycling. |
| Reduce vehicular traffic volumes | 11 | Management of freight movements | Develop a Freight Consolidation Strategy. |
| Reduce vehicular traffic volumes | 12 | Demand management | Develop the CAZ Future Vision - Next Steps Study. |
| Reduce vehicular traffic volumes | 13 | Demand management | Investigate a Workplace Parking Levy. |
| Reduce vehicular traffic volumes | 14 | Demand management | Continue to deliver business travel plans and university travel plans. |
| Reduce vehicular traffic volumes | 15 | Demand management | Continue to work with schools to deliver cleaner, greener school travel |

| Timeline | Outcomes | How will success be measured? |
|---------------------|---|---|
| Short Term | Increased walking, wheeling and cycling due to actual and perceived safety improvements | Traffic collision data. Mode share data |
| Short / Medium Term | More attractive places to spend time. Increased visitor numbers and thriving local economy. | Visitor numbers. Local economic indicators. Voicebox survey. |
| Medium Term | Increased levels of walking, wheeling and cycling on residential streets due to safer, greener and more attractive environments. | Mode share data. Community feedback. |
| Short / Medium Term | Increased resilience to climate change. Increased biodiversity. More attractive places to spend time. Increased walking, wheeling and cycling. | Biodiversity net gain indicators. Voicebox survey. Mode share data. |
| Medium / Long Term | Improved bus punctuality and reliability. Increased patronage. | Bus patronage data. Journey time data. |
| Medium / Long Term | Increased levels of walking, wheeling and cycling. | Mode share data. |
| Long Term | Increased numbers of trips entering the city using sustainable modes. | Bus patronage data. Park and Ride patronage data Mode share data. |
| Short / Medium Term | Increased shifts from the car to alternative modes. | Car park data. Journey time data. |
| Short Term | Coaches accommodated in suitable places. Increased visitor numbers. | Visitor numbers. |
| Short Term | Efficient use of the transport network and reduced congestion. | Journey time data. Voicebox survey. |
| Short Term | Reduced levels of freight traffic using unsuitable streets. | Journey time data. |
| Short / Medium Term | Increased mode shift from the car to alternative modes. More attractive places to spend time. | Mode share data. Journey time data. Air quality and noise data. |
| Short / Medium Term | Increased mode shift from the car to alternative modes. | Mode share data. Journey time data. |
| Short / Medium Term | Informed choices made to sustainable modes. | Mode share data. Journey time data. |
| Short / Medium Term | Informed choices made to sustainable modes. | Mode share data. Journey time data. |

6. What will it look like?

When considering the long list of potential levers that could be applied to Bath, the next step is to understand how this might look in the future.

So far, we have set out:

- The issues facing Bath's transport network.
- Our vision and goals for movement.
- Our street user matrix, recognising that streets have differing place and movement functions.
- The levers that we intend to pull on to meet our vision and objectives.

Considering the street user matrix with differing place and movement functions, we need to understand the locations to be prioritised for different modes of travel to achieve the vision and goals of the Movement Strategy to:

- Create great quality places.
- Improve travel choices.
- Reduce vehicular traffic volumes.

Achieving the vision and goals will require the implementation of the levers identified in the previous section.

There are places in the city that can be enhanced to improve the visitor experience and increase safety for all by reconsidering how these spaces are used. Queen Square is a good example. Originally designed as a place for people to dwell and spend time in, even with an environmental vehicle weight limit, it is now surrounded by busy roads. By establishing more appropriate routes for vehicle movement, there is the opportunity to restore and revitalise central areas, like Queen Square, to become attractive and greener places for people to enjoy the historic city of Bath. Public realm can be reclaimed and improved in line with the World Heritage Sites Management Plan³³ to protect Bath's status as a World Heritage Site.

Other areas that have been identified as opportunities to improve the public realm are:

- Milsom Quarter and the Fashion Museum³⁴: Milsom Quarter is set to become the destination point for fashion and creativity. The project seeks to bring a prominent Grade II listed building to life by housing a unique collection of objects, drawing more visitor

footfall to this central area. The public realm is set for enhancement, aiming to revitalise streets and public spaces.

- Bath River Line Green Infrastructure Upgrades³⁵: This is an exciting project to improve the towpath, parks, open spaces and public realm along the river corridor through Bath from Newbridge to Batheaston.
- Bath Central Riverside³⁶: This proposed project focuses on six key areas of Manvers Street, Terrace Walk, the Guildhall Market, Pulteney Bridge, the Colonnades and Parade Gardens. Sites will be regenerated to improve the public realm and improve sustainable movement to enhance access and bring these areas to life.

We want to ensure the success of these projects and others that bring visitors to the city and enable our residents and business to thrive. To do that, we must ensure that the setting is inviting. The following pages present the vision for the transport network for each type of transport in the city – it identifies how different roads and streets will be prioritised for different modes of travel.

Network visualisation across all modes

The map on the following page provides a summary of walking, wheeling and cycling; bus; and general traffic and freight to form an overall illustrative visualisation for the transport network in 2035.

The overall visualisation presented in the following map is illustrative and recognises the inter-dependencies between different measures and the goals of the Movement Strategy.

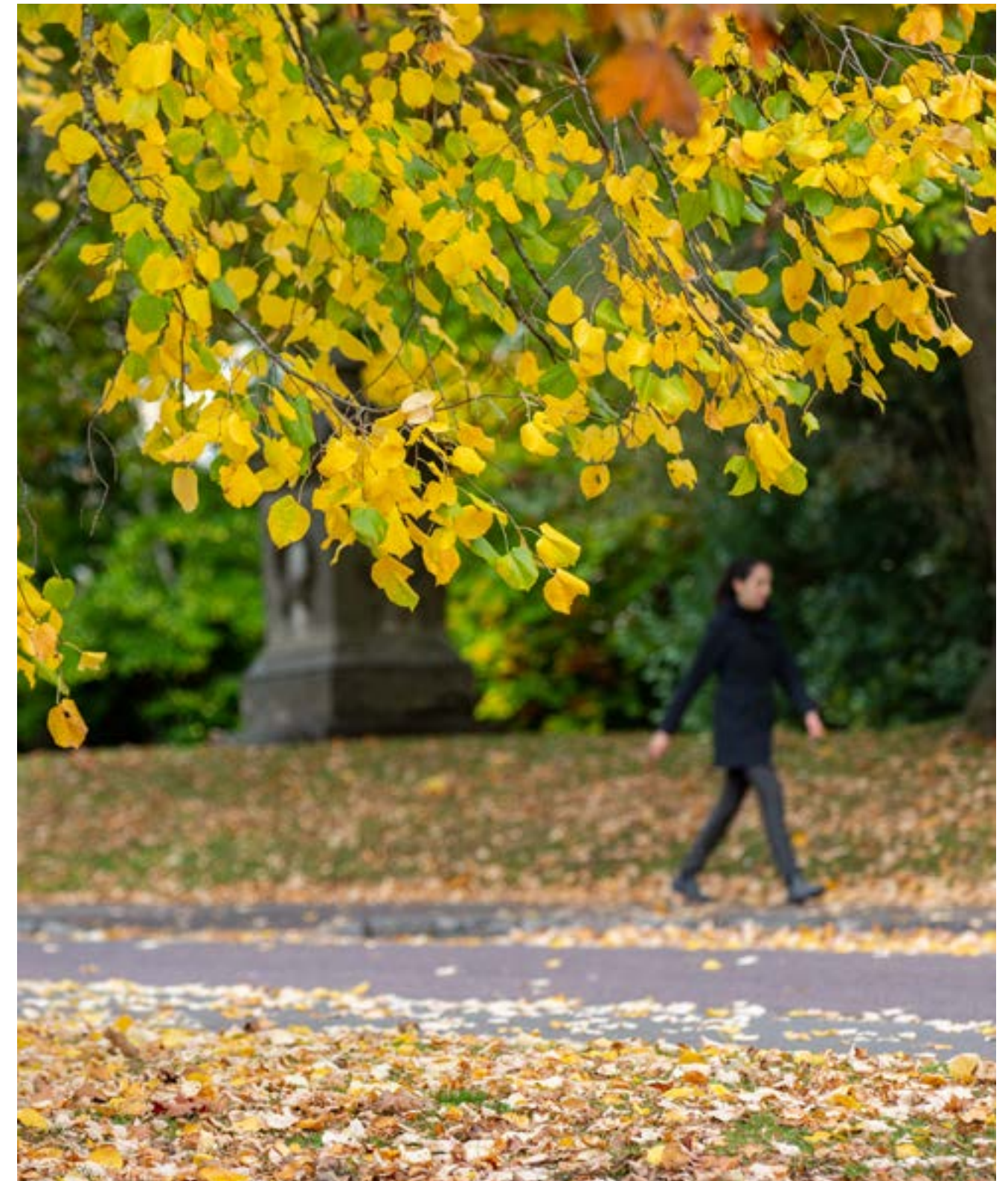
For example, measures to reduce vehicular traffic volumes will help to create the space needed to improve sustainable travel choices and create high-quality public spaces. Improving travel choices will also mean that fewer people may choose to drive, which will help reduce traffic and create better places for people across the city.

The map shows that some routes will have

multiple functions, and trade-offs will be needed in how we manage street space. For example, London Road has a critical role in catering for walking and cycling, buses, and general traffic. Careful consideration will be needed to address the balance of needs of different users on this corridor. Our vision-based approach will enable us to design for greener, lower traffic and to facilitate significant improvements to bus services

to enable mode shift for travel into the city from the east. Further feasibility work and public engagement will be required to understand and balance the competing needs of users on our corridors.

In the following sections, we have explored each mode in detail to understand the opportunities each provide to achieve our goals.



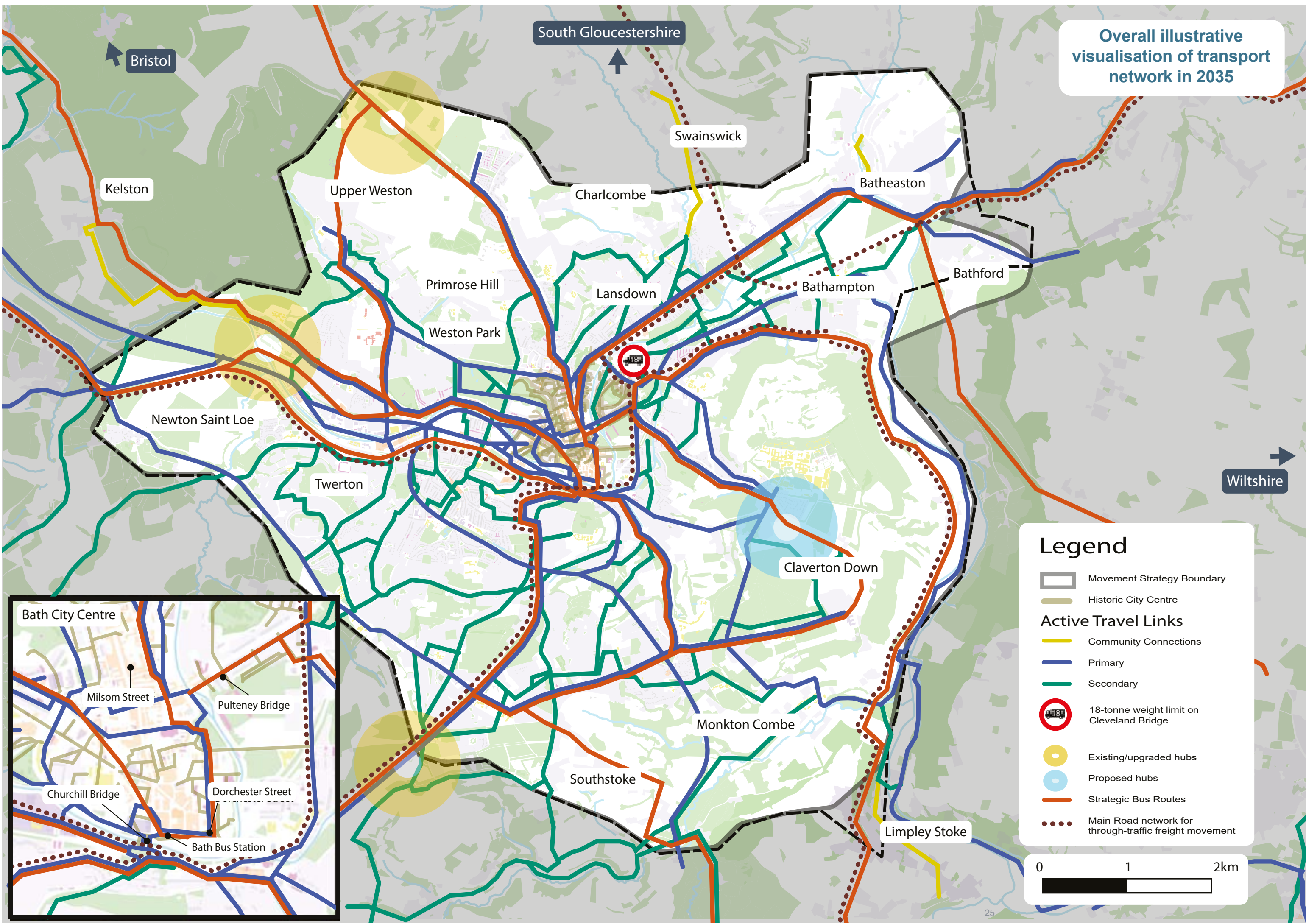
³³ <https://www.bathnes.gov.uk/sites/default/files/Bath%20WHS%20Management%20Plan%202024%20to%202030%20Draft%20for%20consultation.pdf>

³⁴ Fashion Museum Summary

³⁵ Bath River Line: river parks and towpath improvements | Bath and North East Somerset Council

³⁶ Bath Central Riverside

Overall illustrative visualisation of transport network in 2035



Legend

- Movement Strategy Boundary
- Historic City Centre
- Active Travel Links**
 - Community Connections
 - Primary
 - Secondary
- 18-tonne weight limit on Cleveland Bridge
- Existing/upgraded hubs
- Proposed hubs
- Strategic Bus Routes
- Main Road network for through-traffic freight movement

Bath City Centre

- Milsom Street
- Pulteney Bridge
- Churchill Bridge
- Dorchester Street
- Bath Bus Station

Walking, wheeling and cycling

We want to create a network that helps more people to walk, wheel and cycle.



Currently **36% of all trips per day take place within the city itself**, which gives an opportunity for many of these trips to be made by active modes.

West of England Regional Transport Model, 2019

Encouraging more people to walk, wheel and cycle plays an important role in helping people to connect with their local communities, and there are proven health benefits in integrating physical activity into daily travel routines. Furthermore, this is a good way of helping people to enjoy the benefits of spending time within the city's high quality built and natural environment.

At present, many of our streets are dominated by vehicular traffic, which means that walking, wheeling and cycling are less attractive than they could be. Some of the city's pavements are narrow and cluttered with parked cars, traffic speeds are high, and it is difficult to cross the road, whilst cyclists must contend with goods vehicles and heavy vehicular traffic.

We have an ambition for Bath to be a walkable and wheelable city, ensuring that people can navigate where they want to go on foot or wheeling using accessible, convenient and attractive routes. We will ensure that the delivery of the Movement Strategy is aligned to other strategies which seek to improve active travel in the city, including the West of England's Local Cycling and Walking Infrastructure Plan (LCWIP).

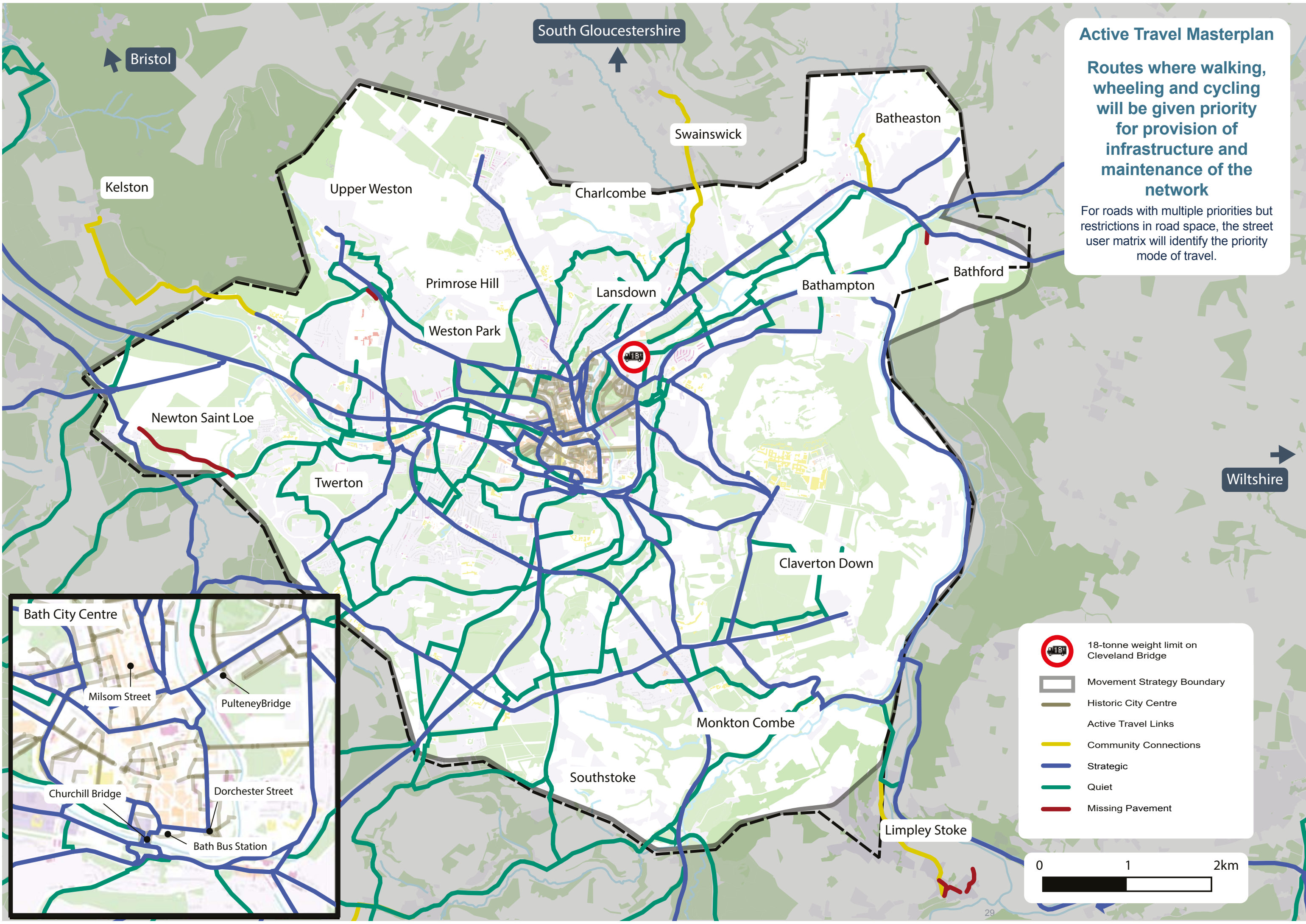
E-bikes offer a valuable opportunity to support this ambition, particularly in areas where traditional cycles may be less feasible due to distance, hilliness, or physical ability. A recent study by the University of Bath found that e-bikes could replace around 2,500km of car travel per person, per year in Bath and North East Somerset; this is double the impact of traditional bikes and ten times that of walking. E-bikes also provide a more accessible and inclusive option for individuals who may be less able to cycle using conventional bicycles, whether due to age, disability, or fitness levels. This evidence strengthens the case for investing in active travel infrastructure as part of a more inclusive, low-

carbon transport system. More information can be found in Appendix D.

We must therefore significantly improve conditions for people who are walking, wheeling and cycling. The map on the next page shows our Active Travel Masterplan, showing the key routes where we will prioritise active travel, which will include measures such as:

- Continuing the roll-out of safer speed limits, which may include physical measures to reduce speed.
- Delivering a range of community-led measures to improve the safety and environment of residential streets and encourage more active travel.
- Providing dedicated cycle lanes, segregated from other modes where possible.
- Widening and improving the surface of pavements, and improved pedestrian crossings.
- Addressing on-street and pavement parking.
- Supporting the use of e-bikes, e-cargo bikes and e-scooters. This will enable people to travel in Bath more easily up and down the hilly terrain.
- Improving access to and from our interchanges by walking, wheeling and cycling to enable longer journeys to be made.
- Ensuring connectivity across the city and beyond, maximising and improving our public rights of way networks.
- Improving public realm to enhance the experience for walking, wheeling and cycling, including provision of wayfinding to help people navigate the city.





Active Travel Masterplan

Routes where walking, wheeling and cycling will be given priority for provision of infrastructure and maintenance of the network

For roads with multiple priorities but restrictions in road space, the street user matrix will identify the priority mode of travel.



18-tonne weight limit on Cleveland Bridge



Movement Strategy Boundary



Historic City Centre



Active Travel Links



Community Connections



Strategic



Quiet



Missing Pavement



Buses

This Movement Strategy seeks to prioritise bus journeys on key corridors into the city centre with the highest frequency services. This aligns with the strategies geographical boundary but also supports the wider authority-wide bus network, as many services travel into Bath from surrounding areas.

The key bus corridors also align with the street user matrix presented earlier.

Reducing bus journey times and improving their punctuality can reduce costs for operators and enable an increased number of services for passengers. It also means that services will be more attractive to users, helping to encourage more car users to consider switching their travel choices.

To achieve this, we must prioritise measures that enable buses to move freely and efficiently. Bus priority measures will be needed for journeys to be reliable and on time. This will enable people to trust that their journey will begin, and finish, as expected and not adversely impact on the rest of their day.

Most of the emissions from transport in the city are generated by medium to longer distance journeys, which means that better public transport will play a key role in decarbonising our transport network. Whilst better train services will be important on some routes, faster and more frequent bus services will be critical for many journeys within and into the city.

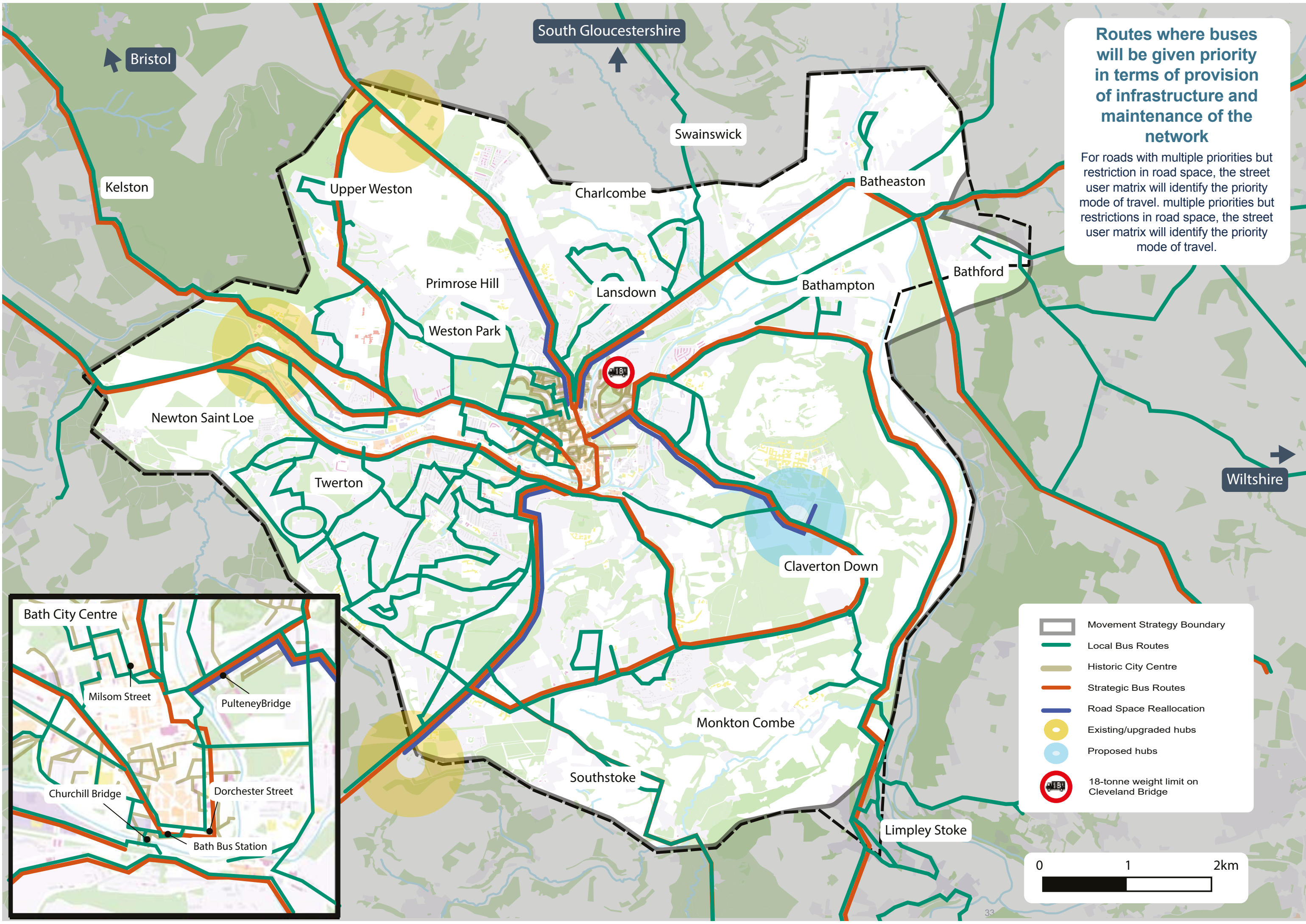
Priority for buses heading into, out of and within the city can be achieved by a variety of measures. These will include measures such as (with illustrative priority corridors shown in the map on the next page):

- Providing mass transit options to connect people to and from Bath from surrounding areas including Bristol, the Somer Valley and East of Bath.
- Extending the opening hours of the current bus interchanges at Odd Down, Newbridge and Lansdown to support the evening tourism economy.
- Increasing capacity at the current bus interchanges to support future economic growth. To also consider including parking for all modes; cars, bikes, e-bikes, e-cargos, and e-scooters.

- Improving information, signage and on-site facilities at our interchange sites, making purchasing tickets easier to understand.
- Developing a network of travel hubs across the city and on key corridors to extend the catchment of the existing bus services by providing first and last mile connection options. This includes the provision of a hub within the vicinity of the University of Bath. Further work would be required to understand the opportunities associated with off-peak events for those who can walk, wheel and cycle to the site for bus routes into and out of the city centre.
- Enhancing our tourism offerings by exploring how visitors can access the city and the potential for discounted tickets to attractions through the use of our interchange sites.
- Developing a coach plan to ensure that coaches can be accommodated in the city.
- Re-allocating road space to provide bus priority, where possible. This work has already been implemented along London Road, and further plans are being developed as part of the Somer Valley Links project.
- Giving buses priority at traffic lights.
- Better managing on-street parking in places where this delays buses.
- Investigating locations for new transport interchanges to give people the opportunity to change between modes en route into the city.
- Continuing working with bus operators through the Enhanced Partnership³⁸ to identify issues and opportunities to improve the bus network and investigating options to permit more control for local government over the bus network, for example through franchising.
- Offering direct bus routes to more key destinations from our Interchanges (P&R).

38 WECA, 2024 <https://www.westofengland-ca.gov.uk/wp-content/uploads/2024/06/West-of-England-EP-Scheme-V6.0-June-2024.pdf>





Routes where buses will be given priority in terms of provision of infrastructure and maintenance of the network

For roads with multiple priorities but restriction in road space, the street user matrix will identify the priority mode of travel. multiple priorities but restrictions in road space, the street user matrix will identify the priority mode of travel.

- Movement Strategy Boundary
- Local Bus Routes
- Historic City Centre
- Strategic Bus Routes
- Road Space Reallocation
- Existing/upgraded hubs
- Proposed hubs
- 18-tonne weight limit on Cleveland Bridge

0 1 2km

General traffic and freight

Our analysis shows that, on a typical weekday³⁹:



193,000 trips made per day, of which **24%** are through the city without stopping.

As shown in the previous sections, we need to make space for walking, wheeling, cycling and bus travel, which will mean reducing traffic, reallocating street space and directing the remaining traffic to the most appropriate routes to maintain efficient movement.

We are seeking to reduce general traffic through various levers (for example freight consolidation). For the remaining journeys that are unavoidably routed through the city, traffic will continue to be directed to primary and major routes, as designated by central government. The Movement Strategy is not proposing to make changes to the classification of any primary or major routes.

For instance, Cleveland Bridge is a crucial river crossing that already facilitates many movements through the city and is a key point at which north-south and east-west movements converge. Cleveland Bridge is also part of the primary and major route, meaning it forms part of one of the most economically important routes within the UK⁴⁰.

The bridge currently has a structural weight restriction of 18 tonnes, which results in larger vehicles being directed to other routes within and around the city, particularly at Queen Square within the centre, of which are not part of the primary and major road network. However, we also have constrained capacity on London Road and Lower Bristol Road, reducing the alternative routes for through movements.

To maintain the economic importance of the primary and major routes, further works will be required in the near future to ensure the structural integrity of Cleveland Bridge and safeguard this historic bridge for future generations. This would support cleaner electric buses and in turn unlock place shaping opportunities in areas currently used by heavy through-traffic (e.g. Queen Square).

To further support reducing the number of HGVs traveling through the city to reach other destinations, we will work with National Highways and neighbouring authorities to progress the recommendations of the M4 to Dorset Coast Strategic Study⁴¹ which seeks to provide a new strategic route through Wiltshire. However, it should be noted that the degree to which the new route will reduce through traffic in Bath and the timescales for delivery are still being confirmed.

Car parking availability also influences traffic routings in the city. Improving the range of options at our interchanges (P&R) will reduce traffic to the city centre and key destinations.

We recognise that an element of city centre parking is vital for visitors for short stays to support the city's economy and enable accessibility. Further investigations into this can be found within the Technical Appendix.

Managing the demand for our roads may encourage people to consider taking alternative options where they can. Measures such as a workplace parking levy, where employers are charged for the number of parking spaces they have, can be used to fund enhanced sustainable transport measures, providing staff with a choice of modes of travel to work.

Our vision for general traffic and freight can be achieved by a variety of measures including:

- Encouraging car journeys into Bath to transfer at interchanges on the edge of the city and complete their journey by bus or cycle.
- Directing through-traffic to routes that enable efficient movement, as shown in the following map, freeing space on streets that are not appropriate for large volumes of traffic to facilitate movement by other modes and public realm improvements.
- Transferring freight servicing Bath to smaller vehicles through the introduction of new freight consolidation centres at our interchanges on the edge of the city. This will require further feasibility work due to the complexity of this proposal.
- Managing car parking in the city to support short stay parking, blue badge holders and residents parking. This can be achieved through developing a Parking Plan.

- Developing a plan to manage the kerbside space in the city to enable more efficient use of the network.
- Developing a signage plan to help to direct drivers to the most appropriate routes and parking facilities, to include our interchanges, and to improve wayfinding for walking, wheeling and cycling.
- Promoting the uptake of car clubs to empower residents to hire cars when required, rather than own them, reducing the number of vehicles on our streets.

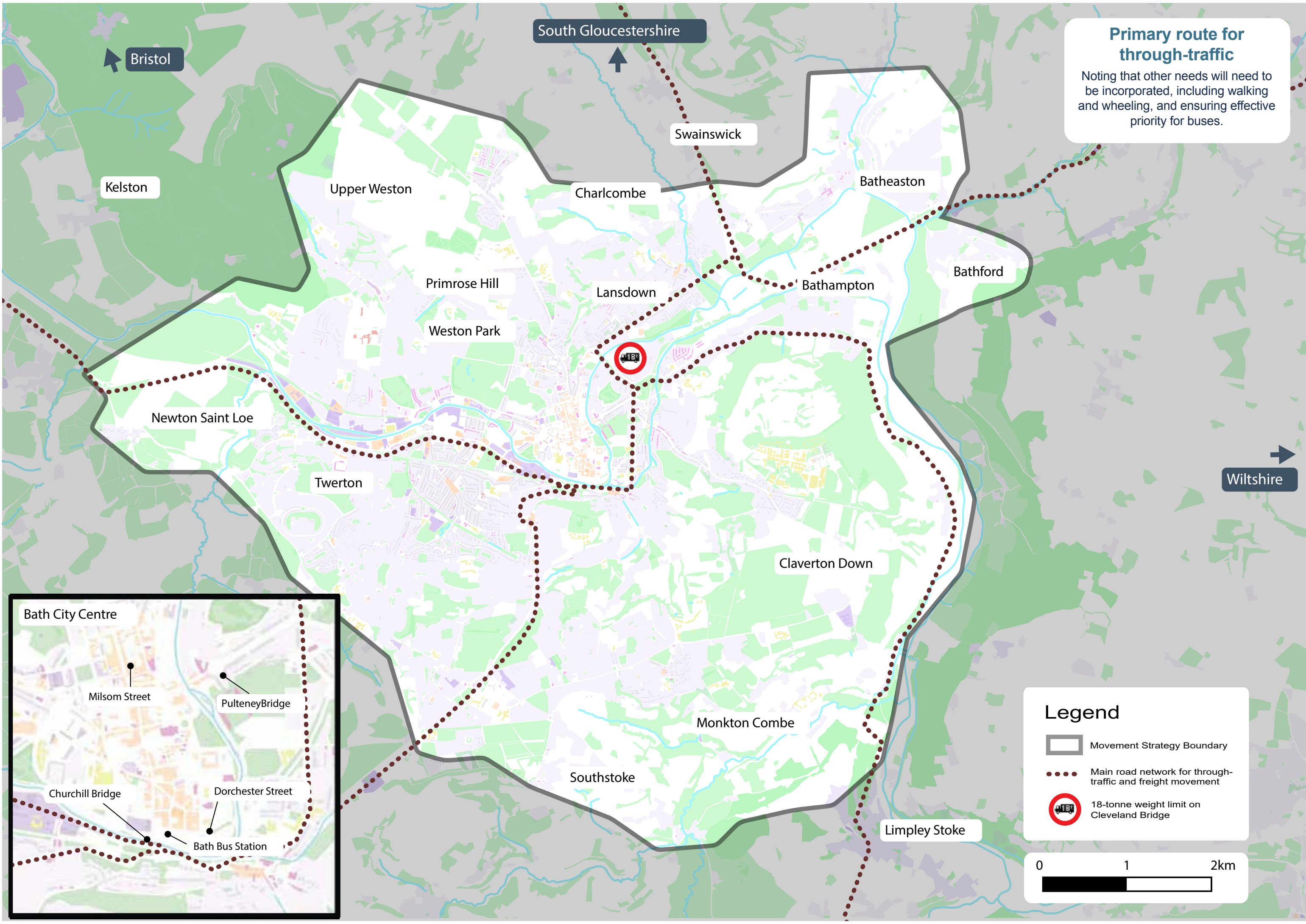
- Working with the West of England MCA, Bristol City Council, North Somerset Council, South Gloucestershire Council, Wiltshire Council and National Highways to take a regional approach to managing movement of freight.
- Investigating the introduction of demand management measures, including considering the next steps for our successful Clean Air Zone to encourage a shift to alternatives to car use.



³⁹ West of England Regional Transport Model, 2019

⁴⁰ <https://maps.dft.gov.uk/major-road-network/index.html>

⁴¹ [m4-to-dorset-coast-strategic-study-v3.pdf](#)

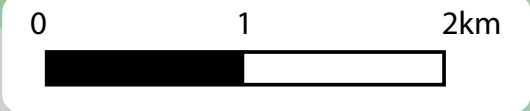


Primary route for through-traffic

Noting that other needs will need to be incorporated, including walking and wheeling, and ensuring effective priority for buses.

Legend

- Movement Strategy Boundary
- Main road network for through-traffic and freight movement
- 18-tonne weight limit on Cleveland Bridge



7. How does this align with wider opportunities?

Our ambition is for our vision of the Movement Strategy to be delivered over the next decade, with short-term interventions to be delivered by 2027, medium-term interventions between 2027 and 2032, and the longer-term interventions between 2032-2035.

These timelines are aligned with the West of England's City Region Sustainable Transport Settlements (CRSTS) programme, meaning that our programme will be integrated into wider activity to support transport improvements across our region. These measures will be mutually beneficial: the delivery of one measure will help to unlock the delivery and contribute to the success of other measures.

For example, maximising the use of our interchanges will need to be supported by measures to effectively manage car parking in the city. Effective signage and traffic information will also be needed to direct drivers to the most appropriate car parks in the city centre.

We will also need to work with our partners across the region to achieve our ambitions. We will work collaboratively with National Highways and our neighbouring local authorities (Bristol City Council, South Gloucestershire Council, Wiltshire Council, and North Somerset Council) to ensure a sustainable long-term approach to the management of our region's road network. We will work closely with places in the city that attract high numbers of trips, such as University of Bath, Bath Spa University and Royal United Hospital, to collaboratively identify solutions to encourage more sustainable movement.

Bath attracts around six million visitors per year and the World Heritage Site Management Plan calls for a Sustainable Tourism Strategy for the World Heritage Site in accordance with the Responsible Tourism Strategy of the Great Spa Towns of Europe. We will work in partnership with the World Heritage Site Management Plan to ensure the delivery of the Movement Strategy supports it.

Developing a signage plan to direct freight and general traffic onto the most appropriate routes, taking account of constraints both within Bath itself and other towns in the wider area, will be a collaborative project with our partners. We will work with National Highways to follow the recommendations of the M4 to Dorset Coast strategic study⁴², which seeks to direct strategic north-south through traffic through Wiltshire.

We will work with the West of England MCA and Wiltshire Council to develop a coherent long-term bus plan covering the city and its wider area of influence, including the Somer Valley and western parts of Wiltshire.

We will also work with Great British Railways and the Western Gateway Partnership to make the case for improved rail connections serving the city and wider region. This includes the new rail stations at Corsham and Saltford.

The Western Gateway Rail Deal has been supported by Government. The deal sets out ways to capitalise on new funding to connect an extra 248,000 people to new local train stations across South Wales and Western England, including five new railway stations, which if delivered, could add £17bn of economic benefits to the UK43. We will work with Western Gateway to support this process.

8. Where next?

We will not achieve all these changes at once. We're on a 10-year journey to enable a decade of change across the city. It is a long-term vision, to improve travel choices through walking, wheeling, cycling and public transport improvements, and by diverting traffic to appropriate roads to free-up street space. By doing so, we can create greener, healthier and resilient places for our communities to live, work and enjoy.

To get there, our next steps will be to begin Phase 4, public consultation, to understand if and how these levers could work for our people. This will be followed by Phase 5, updating and the adopting of the Movement Strategy for Bath.

Once adopted, we envisage the following programme:

- Short-term (2025-2027)
 - Delivering improvements to the Milsom Quarter public realm and new public square at Northgate Street.
 - Delivering the current programme of act travel schemes, such as Bath City Centre and Somer Valley Links, all framed by this Strategy.
 - Developing our package of measures in more detail for delivery in the medium-term, including plans to develop our interchanges, car parking plan, signage and freight plan.
 - Delivering quick wins, for example improving our interchanges, introducing improved signage and parking management.
 - Developing our second wave of City Region Sustainable Transport Settlement funded schemes.
- Medium-term (2027-2032)
 - Further investment and delivery, including bus priority and active travel provision on priority corridors, and measures to help manage demand, including investigating a workplace parking levy.
 - Delivering our second wave sustainable transport schemes funded by future phases of sustainable transport funding.

- Long-term (2032-2035)

- Completion and activation of a dense grid of walking and cycling routes, high-quality bus/transit network, travel hubs enabling seamless interchange, and more proactive parking management across the city.

We will continue to explore new ways of engaging with residents of all backgrounds, as we are committed to giving everyone an opportunity to contribute to shaping these plans. We will follow our Decision Wheel to ensure that all schemes are aligned with our Corporate Strategy.

Through following this approach, we can look to achieve our goals of creating a great quality place, which improves travel choices for all, whilst reducing vehicular traffic volumes to enable a transport network that works for all.

⁴² [m4-to-dorset-coast-strategic-study-v3.pdf](#)

⁴³ UK Government, 2025 <https://edm.parliament.uk/early-day-motion/63097#:~:text=That%20this%20House%20notes%20the,17bn%20of%20economic%20benefits%20to>

THE MOVEMENT STRATEGY FOR BATH

Delivering our Journey to Net Zero promise

October 2025