
Bath & North East
Somerset Council

Improving People's Lives

The Movement Strategy for Bath engagement report

March 2026



Funded by
UK Government

Funding secured by

WEST MAYORAL
OF ENGLAND COMBINED
AUTHORITY

Document history

Revision	Purpose	Date
1.0	Working draft	27/01/2026
2.0	Second draft	16/02/2026
3.0	Third draft	03/03/2026
4.0	Final	19/03/2026

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

Contents

1	Executive summary	4
2	Introduction	5
2.1	Report purpose	5
2.2	Need for the Movement Strategy for Bath.....	5
3	Consultation summary	6
3.1	Methodology	6
4	Respondent profile	8
4.1	Consultation demographics.....	8
4.2	Consultation questions responses	11
5	Key themes and feedback.....	15
5.1	Issues	15
5.2	Proposed levers	20
6	Public consultation event feedback	29
7	Stakeholder group insights.....	33
8	Conclusion	35
9	Appendices	36

Figures

Figure 4:1: Responses to age group	8
Figure 4:2: Responses to gender identity.....	9
Figure 4:3: Response to private vehicle ownership.....	9
Figure 4:4: Response to employment status	10
Figure 4:5: Response to those who identify as disabled	10
Figure 4:6: Types of responders	11
Figure 4:7: How respondents found out about the consultation	12
Figure 4:8: Respondents travel frequency.....	12
Figure 4:9: Respondents main mode of travel.....	13
Figure 4:10: Respondents journey purpose in Bath	14

Tables

Table 5:1: Responses to close-ended issues questions.....	15
Table 5:2: Responses to close-ended questions based on the proposed levers.....	21
Table 5:3: Respondents feedback to the proposed levers and wider solutions.....	23
Table 6:1: Summary of engagement events.....	29
Table 7:1: Summary of themes from key stakeholders	33

1 Executive summary

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 the Movement Strategy for Bath, essential to reimagine how people move, how space is shared and how we create a sustainable, inclusive future.

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 which shaping their daily travel: congestion, poor bus reliability, limited alternatives to car use, and accessibility barriers for disabled and older residents. Some also noted that while environmental concerns such as poor air quality can affect their view of public spaces, this do not always change the way a person will travel. Views on active travel (walking, wheeling and cycling) infrastructure were mixed views, with some finding routes usable but other noted gaps in the network, safety concerns, and poor maintenance.

There was strong support for improvements which 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 recurring priorities: 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.

The findings provide an evidence-base for shaping the next stage of the Movement Strategy. A separate Recommendations Report and updated Strategy will be published in summer 2026.

2 Introduction

2.1 Report purpose

This report summarises public engagement undertaken for the Movement Strategy for Bath report. This ran from Tuesday 14 October to Friday 28 November 2025.

2.2 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, essential to reimagine how people move, how space is shared and how we create a sustainable, inclusive future.

2.2.1 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: Lack of alternative ways to travel from the car often means trips, particular through Bath and trips to/from Bath are often completed using a private car. Public transport reliability is poor, with only 62% of residents satisfied with bus punctuality.
- 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%.

2.2.2 Project purpose and objectives

The Movement Strategy for Bath will:

- Rebalance the current transport network to better serve residents, businesses and visitors.
- Delivering 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 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]

3 Consultation summary

Public engagement on the proposals took place over six weeks in October and November 2025.

The engagement programme combined a mixture of different online and in-person public-facing events to ensure wide awareness and opportunities for participation. This included seven joint events delivered alongside the Local Plan team as well as seven in-person drop-in sessions held across Bath. In addition, the Council hosted three online forums and carried out multiple meetings with stakeholder groups, community organisations and local representatives.

Engagement reach was substantial. The dedicated webpage received 15,850 unique visitors, and 842 responses were submitted through online and paper questionnaires and emails. Feedback from consultation events is still being processed and will be added to this total. Attendance at in-person drop-in events was strong, with approximately 510 people participating across the Bath locations. In total, respondents provided around 70,000 words of free-text comments through the open-ended questions.

Overall levels of support indicated that 63% of respondents were supportive of the proposals, 19% were neutral and 18% were opposed. Detailed reasons for support or opposition will be identified during the next stage of analysis.

A range of promotional methods were used to increase awareness of the engagement. Social media activity generated approximately 800,000 impressions, with Facebook advertising in particular achieving the highest engagement at the lowest cost. A total of 55,000 leaflets were distributed to households and businesses in Bath, alongside a further 1,500 leaflets promoting the combined Local Plan and Movement Strategy events. Word of mouth was also reported as a strong driver of participation.

Multiple engagement channels were offered to support different levels of involvement, including surveys, workshops, drop-in sessions, online platforms and stakeholder meetings. Accessibility measures were embedded throughout the programme, with specific actions taken to support disabled people and harder-to-reach groups.

3.1 Methodology

The engagement used a combination of open and closed-ended questionnaires hosted on the Council's online engagement platform, *Participatr*. The questionnaire was intentionally designed to be short and straightforward to encourage participation and minimise barriers to completion. A copy of main Movement Strategy for Bath report, the questionnaire and the leaflet used during the public consultation can be viewed in Appendices A, B and C.

Two open-ended questions asked respondents to provide more detailed reflections on the issues affecting Bath and their views on the proposed levers for change. This generated a substantial volume of qualitative feedback, which is detailed in the report below.

Council officers have read all responses in full. To support consistency and efficiency, officers were also supported by AI-assisted tools to help summarise themes and extract key findings. These automated processes were used only to support, not replace, officer judgement and interpretation.

4 Respondent profile

4.1 Consultation demographics

This section sets out the number of responses to the engagement, as well the profile of the respondents. The following questions and answers were received below.

4.1.1 Age group

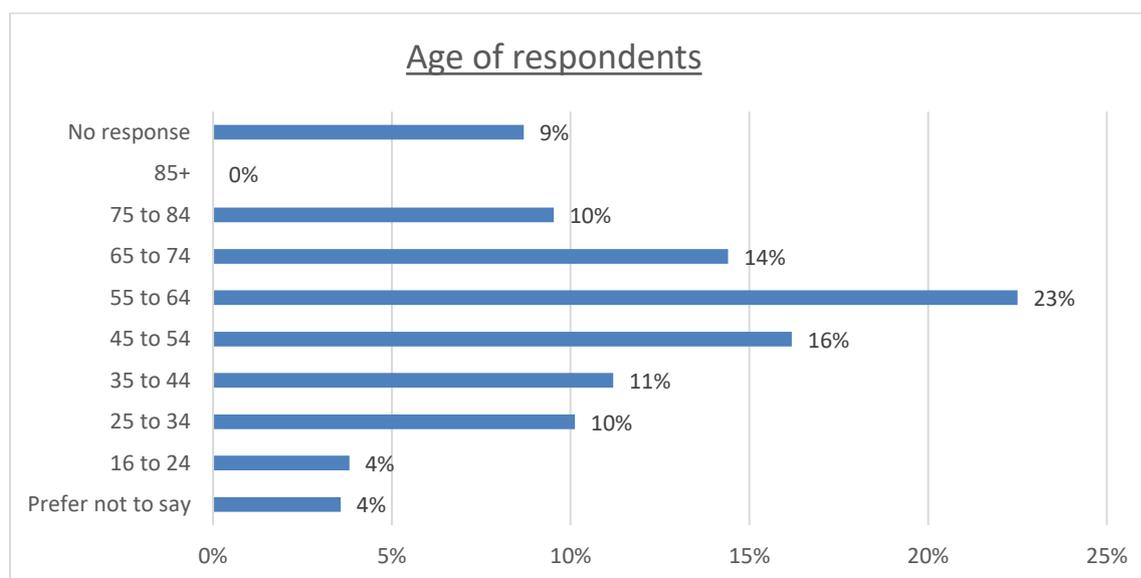


Figure 4:1: Responses to age group

Figure 4:1 presents that the age profile of respondents was skewed toward middle-aged and older adults. The total exceeds 100% as a result of rounding individual percentage values to the nearest whole number.

The largest group was those aged 55 to 64, making up 23% of respondents, followed by 45 to 54 at 16% and 65 to 74 at 14%. Younger adults were less represented, with only 4% aged 16–24 and 10% aged 25–34. A further 10% were aged 75–84, while no respondents were aged 85 or over. In addition, 4% preferred not to state their age and 9% did not provide an answer.

This distribution indicates that older age groups were more engaged in the consultation than younger residents. According to the Movement Strategy report, 17% of Bath residents are aged 65 and over, whereas 24% of respondents fell into this age bracket (65–74 and 75–84 combined). This suggests that older residents were over-represented in the consultation sample, while younger adults were under-represented.

4.1.2 Gender

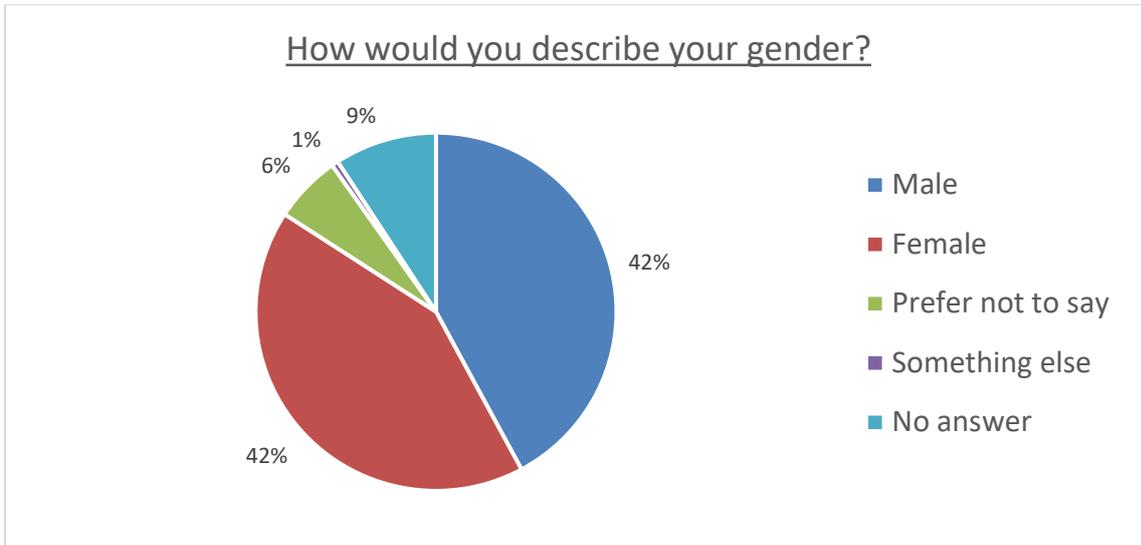


Figure 4:2: Responses to gender identity

The gender profile of respondents was broadly balanced, with 42% identifying as male and 42% identifying as female. A further 6% preferred not to state their gender, 1% selected “something else,” and 9% did not provide an answer. This distribution suggests a relatively even representation between male and female participants, though the proportion of respondents choosing not to disclose or selecting another gender identity as shown in Figure 4:2.

4.1.3 Private vehicle ownership

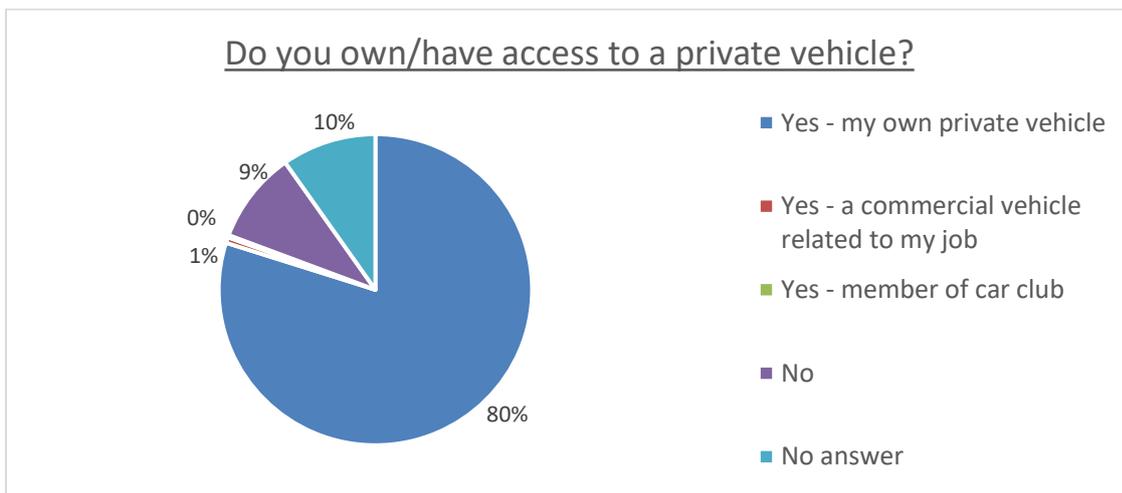


Figure 4:3: Response to private vehicle ownership

Figure 4:3 highlights that the majority of respondents reported having access to a private vehicle, with 80% stating they own their own car. A further 1% had access to a commercial vehicle through their job, and 0% were members of a car club. Only 10% of participants said they did not have access to a private vehicle, while another 10% did not provide an answer. This is an important consideration when interpreting

the findings, as 2021 Census data shows that 20% of households in Bath and North East Somerset do not have access to a car, meaning the consultation sample under-represents residents who rely on alternative travel options such as public transport, walking, cycling, and shared mobility.

4.1.4 Employment status

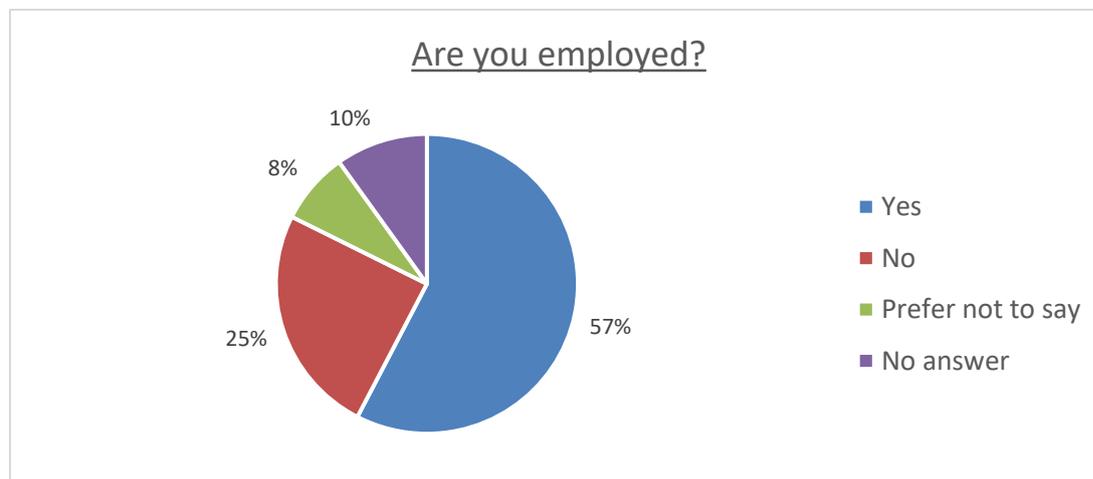


Figure 4:4: Response to employment status

The employment profile of respondents shows that 57% reported being employed, while 25% said they were not in employment. An additional 8% preferred not to disclose their employment status, and 10% did not provide an answer as seen in Figure 4:4. This indicates that the consultation sample was predominantly made up of people in work, which is important to consider when interpreting views on travel patterns, commuting behaviours, and transport priorities.

4.1.5 Disability status

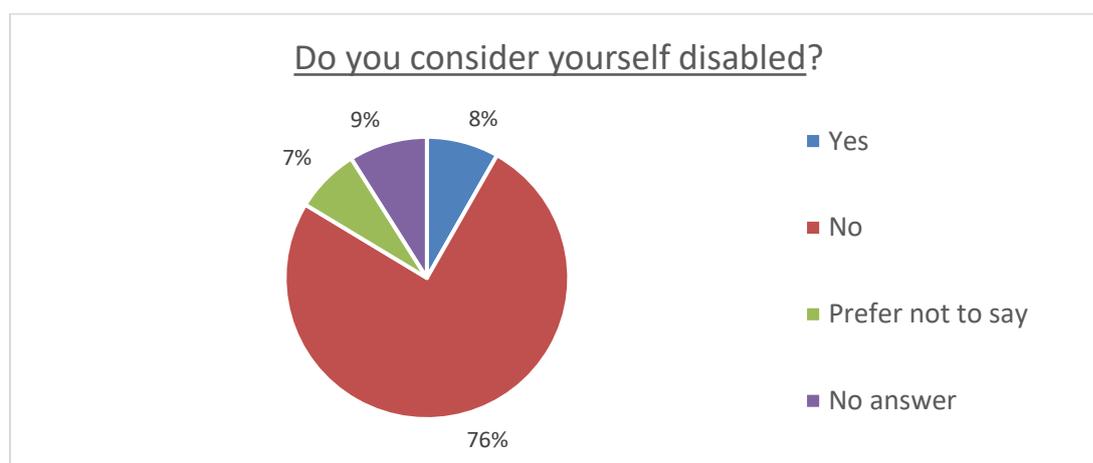


Figure 4:5: Response to those who identify as disabled

Figure 4:5 presents the consultation responses, of which 8% of participants identified as disabled, while 75% said they were not disabled. A further 7% preferred not to say, and 9% did not provide an answer. This means that people who identify as

disabled were under-represented in the engagement compared with the wider Bath and North East Somerset population. According to the Movement Strategy report, 16% of BANES residents identify as disabled, indicating that the consultation sample included proportionally fewer disabled respondents than the local demographic profile.

4.2 Consultation questions responses

This section covers how the respondent has responded to the consultation and how their current travel patterns.

4.2.1 How are you responding to this consultation?

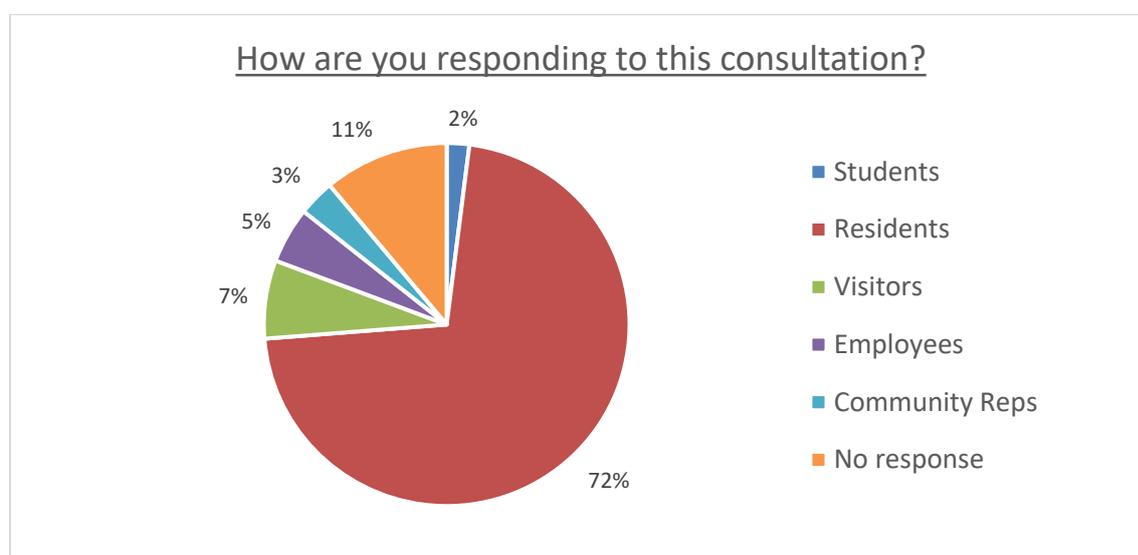


Figure 4:6: Types of responders

Figure 4:6 shows that the majority of responses to the consultation website were received from residents (72%, red). The other groups included 11% with no response (orange), 7% were visitors (green), 5% employees/business owners (purple), 3% Community representatives (teal) and 2% students (blue).

4.2.2 How did you find out about this consultation?

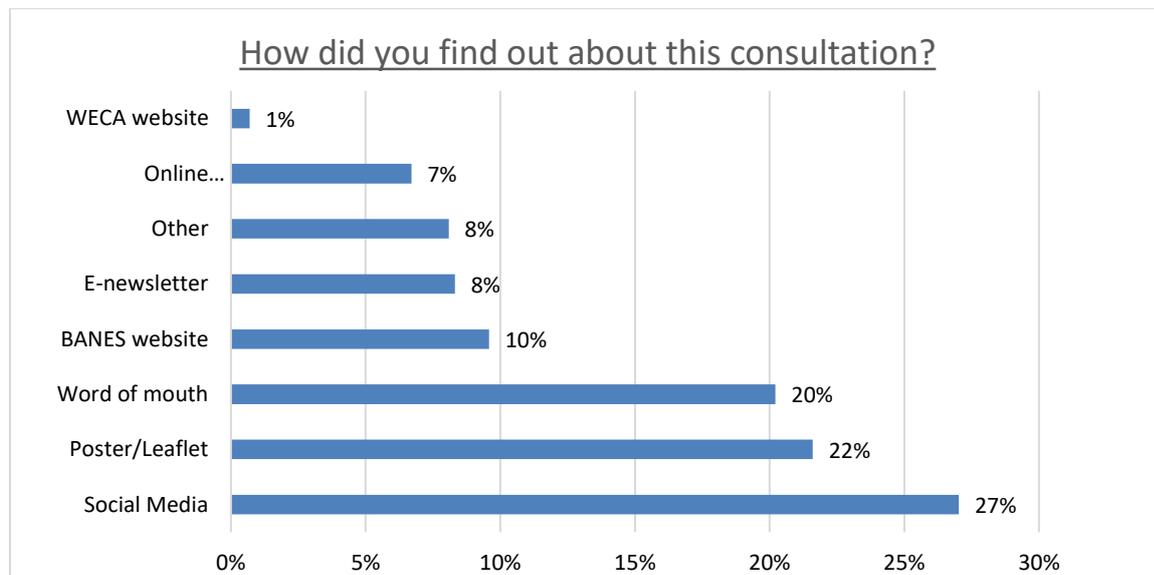


Figure 4:7: How respondents found out about the consultation

Approximately 27% of respondents found out about the consultation via social media, 22% by posters/leaflets, 20% from word of mouth, 10% from the BANES website, 8% by e-newsletter, 7% by online publication/press, 1% from the WECA website and 8% said other. This is reflected in Figure 4:7. Note that respondents were able to select multiple options leading to a total which exceeds 100%.

4.2.3 How often do you travel within, into or through Bath?

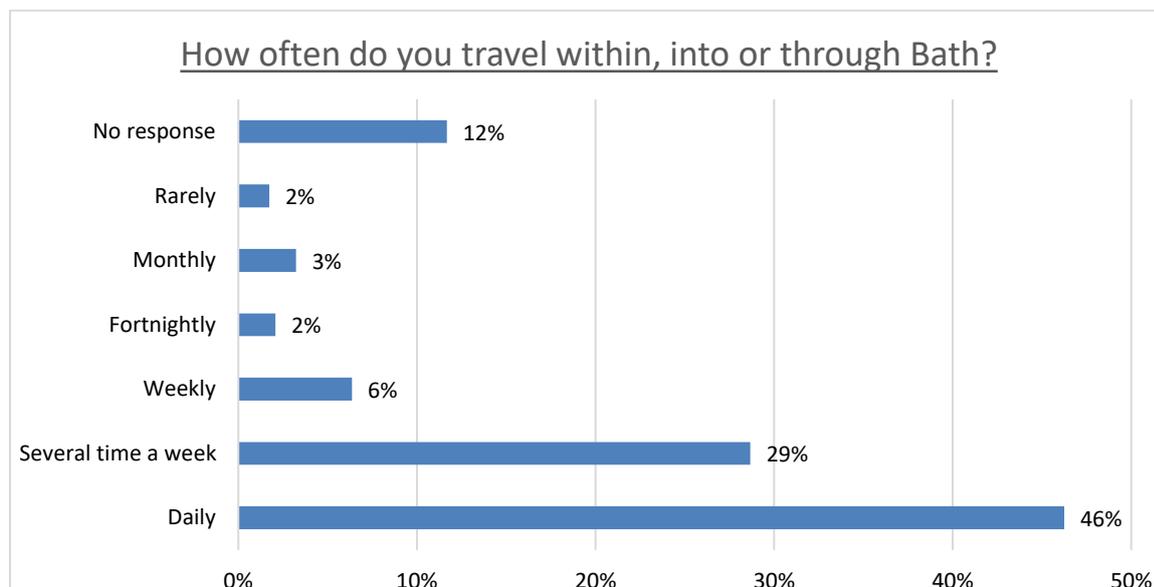


Figure 4:8: Respondents travel frequency

Nearly half of the respondents travel within, into or through Bath daily (46%) and 29% travel several times a week. Approximately 13% of respondents travel weekly or less often, 12% gave no response, as shown in Figure 4:8.

4.2.4 What is your main mode of transport for journeys in Bath?

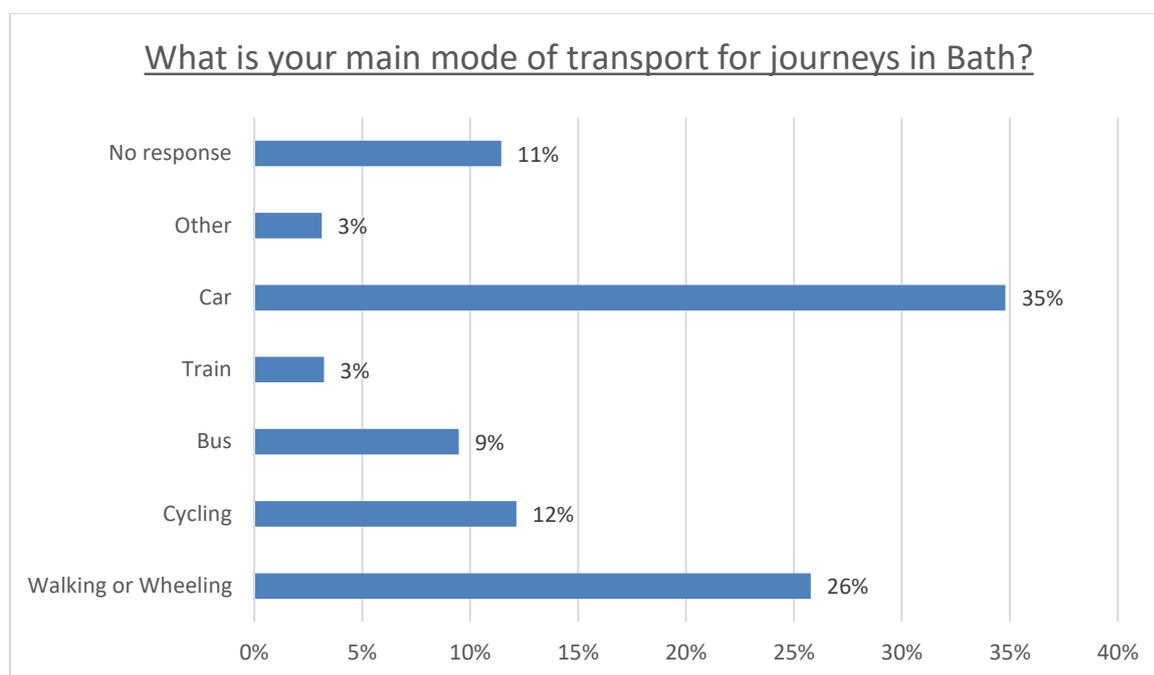


Figure 4:9: Respondents main mode of travel

Figure 4:9 shows that transport via car is the most common mode of transport for journeys in Bath (35%), followed by 26% choosing to walk/wheel. 12% of respondents chose cycle as their main mode of transport, 9% bus and 3% train. Many respondents described multimodal habits such as walking, bus and travel by car in “other”. Note that the percentage in this figure total 99% due to rounding.

The respondents who selected “Other” for their main mode of transport in Bath generally reported using a mix of transport options rather than a single mode. Common combinations included walking, car and bus, with some also mentioning cycling, taxis, park and ride, motorbikes and electric wheelchairs. A few responses highlighted reliance on trains for travel from outside Bath and noted that bus services are often considered unreliable, leading to greater car use. Community group submissions indicated that their members use all available modes. Overall, these responses reflect a flexible, multimodal approach to travel, with interest in improved public transport options.

4.2.5 What is the purpose of most of your journeys in Bath?

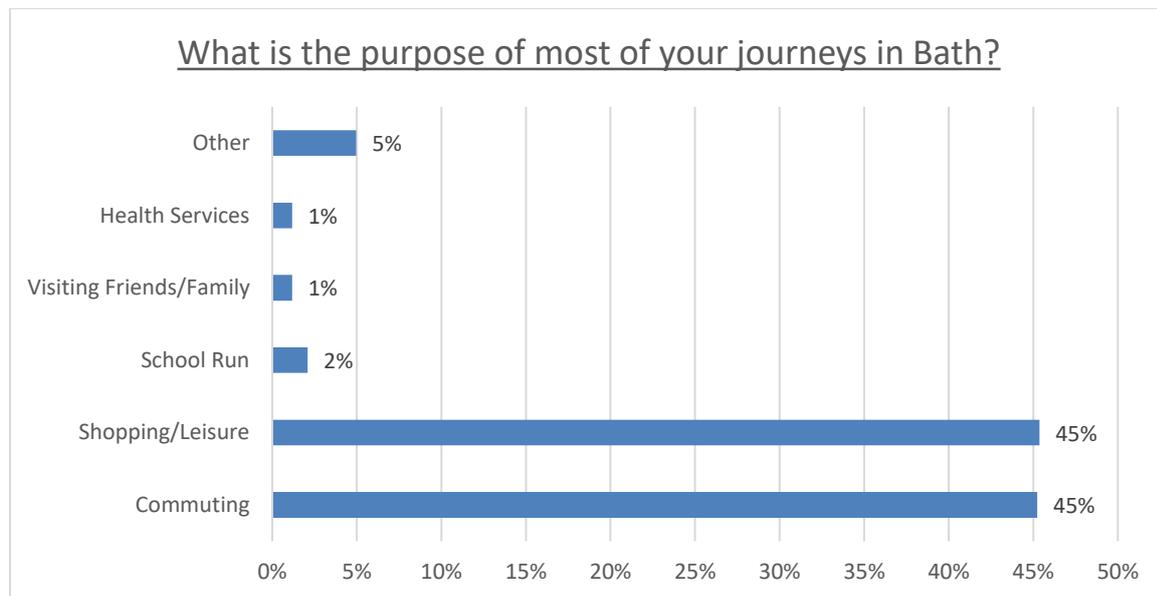


Figure 4:10: Respondents journey purpose in Bath

Figure 4:10 shows that commuting (45%) and shopping/leisure (45%) are the primary reasons for journeys into Bath. Other reasons include schools runs (2%), visiting friends/family (1%), health services (1%) and other purposes (5%). Note that the percentage in this figure total 99% due to rounding.

Responses within the “other” category have highlighted that many trips are multifunctional, blending work, leisure and personal responsibilities. Many of these overlap with the shopping/leisure and commuting categories; for example, trips to gyms, theatres, golf clubs and cyclin events align with leisure. Additionally, respondents mentioned community engagement activities such as community events, parish council meetings, volunteering roles, church services and extracurricular activities such as after school clubs.

5 Key themes and feedback

This section of the report summarises responses to the proposed issues and levers identified with the Movement Strategy for Bath report.

The Movement Strategy builds on the Council's wider transport, climate, and place-making work, including proposed improvements to public transport, walking, and cycling routes, neighbourhood streets, and the delivery of electric vehicle infrastructure.

The aim of the Strategy is to bring these strands together, while ensuring future decisions reflect the feedback received through this engagement.

5.1 Issues

The responses to the issues identified during the consultation are presented below in Table 5:1. Each statement corresponds to a specific challenge affecting travel within, into or through Bath.

Table 5:1: Responses to close-ended issues questions

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Response
Poor safety, air quality and noise pollution has negatively impacted public spaces.	24%	22%	25%	14%	11%	4%
Poor safety, air quality and noise pollution has affected the way I choose to travel.	13%	17%	28%	17%	20%	4%
Poor infrastructure (e.g. lack of cycle lanes, or uneven, narrow pathways) has stopped me from choosing to walk, wheel or cycle.	18%	17%	23%	17%	21%	4%
Limited alternatives to car travel meant I need to rely on my private vehicle to travel.	23%	24%	25%	14%	11%	4%
Congestion and delays negatively impact my travel within, to / from, or through Bath.	29%	28%	24%	10%	5%	4%
Poor bus reliability and punctuality impact my ability to take the bus.	30%	20%	31%	9%	6%	4%

**Note totals may fall slightly above or below 100% due to rounding.*

The closed-ended question responses show that out of the issues outlined in the report, congestion and delays negatively impacting travel in Bath are the most significant concern for respondents. 57% of respondents agreed or strongly agreed that congestion and delays impact their journeys, with 15% disagreeing or strongly disagreeing and 24% remaining neutral.

Poor bus reliability and punctuality impacting respondents' ability to use bus services was the second biggest concern, underscored by 50% of respondents agreeing or strongly agreeing with the statement. Notably, while 15% of respondents disagreed or strongly disagreed, 31% remained neutral, suggesting experiences of bus services vary across time and route, and pointing towards the need for targeted improvements for bus services.

Limited alternatives to car travel were also identified as a barrier, with 47% of respondents agreeing or strongly agreeing this restricts their chosen travel method to the car. 25% of respondents disagreed or strongly disagreed with this statement, and a further 25% remained neutral, highlighting certain areas of the city and journey purposes may be well served by public transport and active travel, while others are perceived to be car dependent.

Concerns about poor safety, air quality and noise pollution were evident, particularly in relation to public spaces. 46% of respondents agreed or strongly agreed these factors negatively impact public spaces, while 25% remained neutral and a further 25% disagreed or strongly disagreed. However, responses were more divided when the question was concerned with the impacts of these factors on personal travel choices, with 37% disagreeing or strongly disagreeing and 30% agreeing or strongly agreeing. This suggests these environmental factors impact perceptions of public spaces more than travel choices.

Respondents had mixed views on the quality and lack of walking, wheeling and cycling infrastructure impacting on their ability to use active travel. While 35% of respondents agreed or strongly agreed current infrastructure has deterred them from walking, wheeling and cycling, a further 38% disagreed or strongly disagreed. This indicates that while current infrastructure is fit for some, it does not meet the requirements of all users to walk, wheel and cycle if they so choose, suggesting further work is needed to remove barriers to active travel and improve accessibility and comfort.

Across all questions, neutral responses ranged from 23% to 31% and a consistent 4% of respondents provided no response, suggesting a wide range of experiences or uncertainty around the impacts of the factors on personal travel decisions.

5.1.1 Summary of open-text responses from the consultation

We also gave respondents the option to tell us about other issues that affect the way they travel into, out of, through and within Bath. A total of 842 responses were submitted, highlighting a wide range of views and perceptions summarised below, in no particular order.

Topography and accessibility

- **Hills:** Respondents frequently commented that Bath's hills make cycling and walking difficult or impractical, particularly for people with health conditions, older residents or families with children.
- **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.
- **Disabled parking & 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.
- **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.
- **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.

Public transport issues

- **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.
- **Unreliability & infrequency:** Respondents frequently reported buses being late, cancelled, full (especially with students), infrequent at evenings and weekends, and poorly timed for commuting or appointments.
- **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.
- **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.
- **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.
- **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.

- **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.
- **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 Park and Ride contributes to issues on London Road, reduces the appeal of walking/cycling and affects bus journey times.

Cycling infrastructure and safety

- **Lack of safe routes:** Respondents perceived a shortage of safe, continuous and well-maintained cycle routes, discouraging cycling.
- **Conflict with traffic:** Cyclists reported feeling unsafe due to perceived speeding, aggressive driving, close passes and vehicles obstructing cycle lanes. Some requested greater physical separation such as “green buffers.”
- **Pavement parking:** Respondents frequently mentioned pavement parking as obstructing cycle routes and forcing pedestrians into the road.
- **Lack of secure, covered cycle parking:** Many felt there is insufficient secure or covered cycle parking, which they believe discourages cycling.
- **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.

Traffic congestion and road issues

- **High traffic volumes:** Respondents widely reported congestion as a major issue, which they attributed to through-traffic, tourist travel and student travel.
- **Potholes and poor road surfaces:** Many raised concerns about poor road conditions, which they perceive as hazardous, especially for cyclists.
- **Road closures and Liveable Neighbourhoods (LNs):** Some felt that LN schemes and road closures are counterproductive, increasing congestion and pollution on main routes.
- **Speeding and aggressive driving:** Respondents frequently reported perceived speeding and aggressive behaviour as ongoing safety concerns.
- **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.
- **Through traffic:** Heavy goods vehicles and general through-traffic were frequently mentioned as concerns in the city centre.
- **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.

Environmental concerns

- **Air and noise pollution:** Respondents expressed concern about perceived air quality issues and noise pollution from traffic, particularly from motorbikes.

Specific location/route issues

- **Royal United Hospital (RUH) access:** Some perceived poor public transport links to the RUH and raised concerns about difficulties parking nearby.
- **Specific roads:** Roads such as London Road, Upper Bristol Road, Wellsway and Widcombe Hill were frequently mentioned as problematic.
- **Park and Ride:** Respondents expressed dissatisfaction with costs, operating hours and locations, and strongly supported additional provision, especially on the east side of Bath.
- **Eastern bypass/link road:** Some called for an eastern bypass or link road, which they felt could help ease traffic.
- **Pulteney bridge/Great Pulteney Street:** Respondents raised concerns about pedestrian safety and perceived impacts of bus traffic on these historic areas, including concerns about bus gate enforcement.

Policy and strategy criticisms

- **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.
- **Ideological vs practical:** Some described the strategy as driven by ideology rather than practical needs.
- **Lack of joined-up thinking:** Respondents perceived poor integration between different transport modes and geographical areas.
- **Consultation process:** Some criticised the survey design and expressed a perceived lack of responsiveness to feedback.
- **Negative impact on businesses:** Concerns were raised that transport policies may deter visitors and negatively affect local businesses.

Other specific issues

- **Event impact:** Respondents raised concerns about the effects of Bath Rugby fixtures and other large events on travel conditions.
- **Delivery vehicles:** Some felt that large delivery vehicles and bin lorries operating at peak times cause issues.
- **Tourist impact:** Over-tourism was frequently mentioned as affecting pedestrian areas and congestion.
- **Pavement clutter:** Some raised concerns about shops, stalls and signage obstructing pavements.
- **Lack of toilets:** Respondents noted a lack of public toilets, especially at the bus station.
- **E-scooters/e-bikes:** Hazards from e-scooters and e-bikes on pavements and roads were raised.
- **Car size:** Some felt that larger cars are unsuitable for Bath's narrow streets.
- **Roadside vegetation:** Overgrown vegetation obstructing pavements was mentioned by several respondents.

- **Wheelchair accessibility:** Respondents highlighted significant challenges for wheelchair users regarding pavements, kerbs and bus access.
- **Road works:** Frequent roadworks were perceived as creating bottlenecks and contributing to pollution hotspots.

In summary, the closed-ended 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. Active travel infrastructure is a mixed issue, with opinions split.

The open-ended feedback reflects a general sense of dissatisfaction with transport options, particularly relating to reliability, cost, infrastructure quality and the perceived impacts of congestion and traffic management measures. Many respondents called for more practical, integrated and affordable solutions that address the diverse needs of residents and visitors.

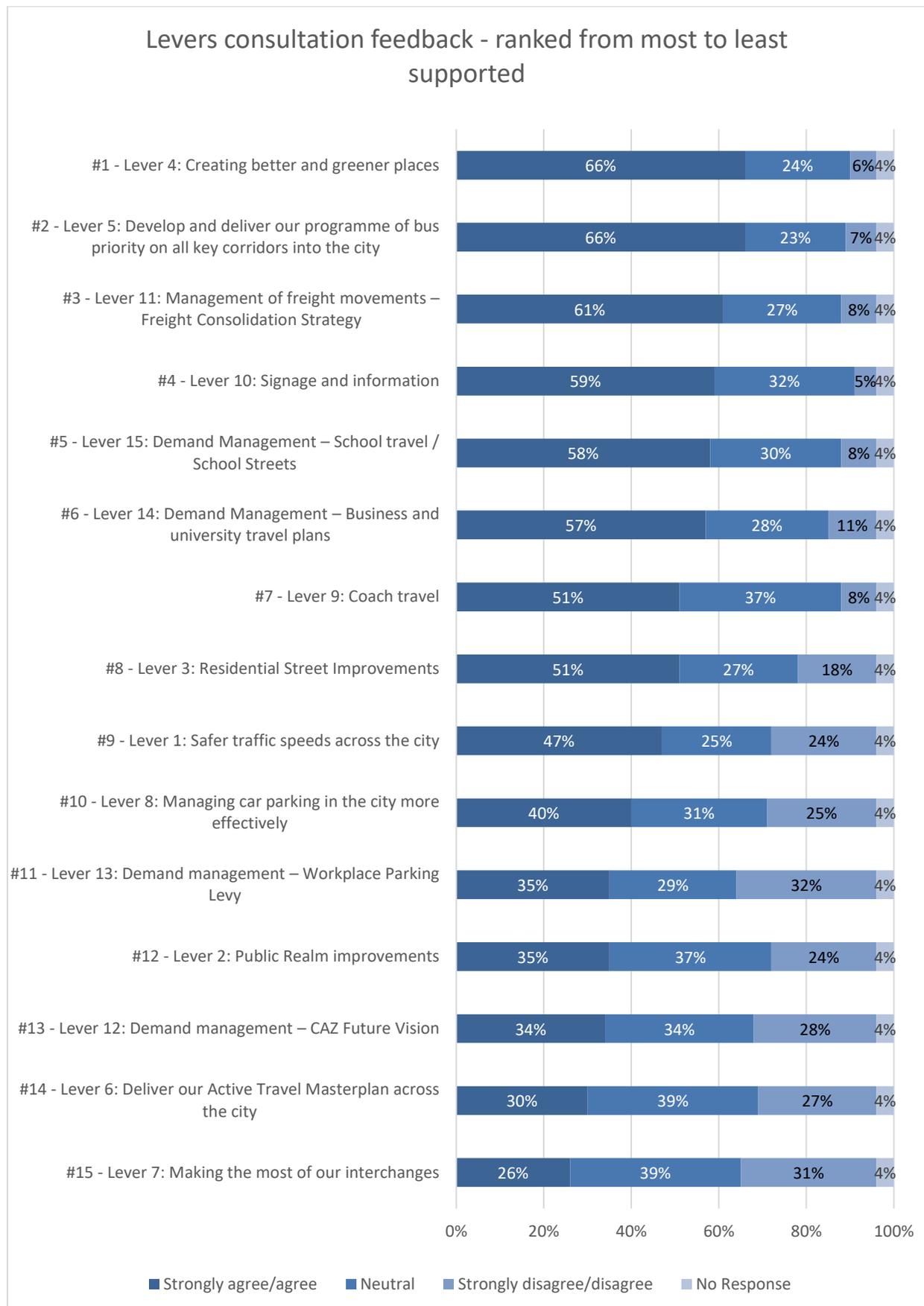
5.2 Proposed levers

Within the Movement Strategy report, 15 levers were proposed to support the council in achieving the goal to create great quality places, improve travel choices and reduce private vehicular traffic. The levers were:

1. Safer traffic speeds across the city
2. Public Realm improvements
3. Residential Street Improvements
4. Creating 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 movements – Freight Consolidation Strategy
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 / School Streets

The responses to the proposed levers are presented below in Table 5:2. Each statement relates to a proposed lever.

Table 5.2: Responses to close-ended questions based on the proposed levers



Analysis of the response data shows clear variation in levels of support across the proposed levers. Several levers attracted strong and decisive support, while others received more mixed responses or a narrower balance of agreement.

The strongest levels of support were for proposals focused on place-making, public transport improvements and freight management. The highest levels of agreement were recorded for Lever 4: Creating better and greener places and Lever 5: Bus priority on key corridors, each with two-thirds of respondents in support and very low levels of disagreement. Strong support was also evident for Lever 11: Freight management, Lever 10: Signage and information, Lever 15: School Streets, and Lever 14: Business and university travel planning, all of which had favourable balances above +45.

A second group of levers received positive but less emphatic support. These included Coach travel (Lever 9) and Residential Street Improvements (Lever 3), both with agreement levels just above 50%. Safer traffic speeds (Lever 1) and Managing car parking more effectively (Lever 8) also showed a positive balance of support, though with higher levels of opposition relative to the more strongly supported levers.

The remainder of the levers generated a more mixed response, with larger proportions of neutral respondents. This was most notable for public space improvements (Lever 2), Workplace Parking Levy (Lever 13), Active Travel Masterplan delivery (Lever 6), Improvements to interchanges (Lever 7) and Demand management – CAZ future vision (Lever 12). For these proposals, levels of agreement and disagreement were more closely matched, and neutrality was significantly higher, suggesting uncertainty or a need for further information and clarity.

Overall, the findings indicate clear public support for place-making, bus priority and freight management measures, while proposals relating to parking, speeds, active travel and demand management generate more varied views and will require deeper exploration through the next stage of analysis below.

Additionally, respondents were invited to identify any other issues that affect how they travel into, out of, through and within Bath. A total of 553 responses were submitted. These reflected a wide range of views and highlighted multiple barriers and influences on people's mobility. The key themes emerging from these comments are summarised below, in no particular order.

5.2.1 Summary of open-text responses from the consultation

Table 5:3 below summarises the feedback received from respondents in relation to the proposed levers, as well as additional suggestions to improve the transport network within Bath.

Table 5.3: Respondents feedback to the proposed levers and wider solutions

Title	Description of proposal
Public transport	
Bus information & accessibility	Clearer, more user-friendly bus information at the station, including returning to route maps for less frequent users. Better timetables and reliability are crucial, especially for elderly residents and those in rural areas. Some believe bus services are already excellent, while others find them poor, expensive, and unreliable, leading them to drive
Bus service	To explore staff buses to/from RUH from wider areas, e.g., pick up points at Longwell Green Vue, Waitrose in Keynsham. More bus services to align with university lecture timings.
Bus network & frequency	Calls for 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.
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.
Train services	Cheaper rail prices and ensuring sufficient services for commuters.
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.
Bus stop design	Concerns raised about accessibility for visually impaired people, including the need for audio-visual announcements and appropriate placement of bus stops.
Interchange connectivity	
East of Bath P&R	Request 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.
P&R cost	Suggestions for making P&R cheaper or even free to encourage its use.

Hospital P&R	Request to restore the P&R services specifically to hospitals such as the RUH.
University of Bath P&R	Mixed feedback on the proposed University of Bath P&R/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 Park & Ride should be prioritised instead.
Active travel	
Cycling infrastructure	Request for 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. 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.
E-bikes & e-scooters	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.
Walking	Support for improved pedestrian safety, wider pavements, more pedestrian crossings, and prioritising pedestrians at traffic lights. Needs for segregation with cyclists to improve safety.
Hilly terrain	Acknowledgment that Bath's hilly terrain is a significant barrier to cycling and walking, making e-bikes a potential solution for many.
Infrastructure & planning	
Bypasses and 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.
Tram system	Suggestions for a tram system, citing its success in other cities and its potential to move large numbers of people efficiently.
Road maintenance	Need for better road surfaces and pothole repairs.

New developments	Ensuring new developments have adequate parking and public transport access.
Traffic management & restriction	
Congestion charging/CAZ/ULEZ	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.
Road closures & LTNs	Mixed opinions, with some strongly opposing Liveable Neighbourhoods/ Low Traffic Neighbourhoods (LTNs) and road closures, stating they create congestion on main routes and are divisive. Others support LTNs to improve residential streets.
Speed limits	Request for a blanket 20mph speed limit across Bath, with better enforcement. Conversely, some feel 20mph limits on main roads are unnecessary and cause congestion and road rage.
Traffic flow & bottlenecks	Focus on improving traffic flow, removing bottlenecks (especially in Odd Down and around roundabouts), and optimising traffic light timings. Reduce traffic flows through the city centre of Bath.
Parking/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 resident parking zones pushing cars into other areas. Suggestion to provide live car parking availability online to assist in choosing travel choice.
Freight & deliveries	Stricter controls on freight vehicles, including weight limits and dedicated delivery times/routes to reduce disruption and damages.
Coaches	Support prioritising a dedicated Coach Strategy, citing unmanaged coach movements and impacts on congestion, safety, air quality and heritage streets. Many feels day-trip coaches provide limited benefit and suggest encouraging longer or overnight stays. Key actions requested include removing coach parking from central streets, creating a dedicated coach park, enforcing anti-idling, improving P&R options, managing day-trip coach volumes and rerouting coaches away from sensitive areas.
Student vehicles	Suggestions to restrict or ban university students from bringing cars to the city.

Bus gates & bus lanes	Support for more bus lanes to improve public transport speed but concerns about them causing congestion for other road users. Opposition to bus gates that create diversions.
One-way systems	Some find one-way systems inefficient and wish for more direct routes.
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 improves accessibility for all users, including those with visual impairments.
Car type	Concerns about both very large vehicles, particularly heavy SUV type cars, and older, more 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/introducing ULEZ-style measures for pre-Euro 6 petrol and diesel cars, believing this would fairly reduce the most harmful forms of private vehicle traffic.-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.
Cultural and behavioural change	
Culture shift	A need for a cultural shift away from car dependency, with people making conscious choices about their transport.
Education	Education for drivers about their impact and for children on road safety.
Incentives	Using incentives (car-sharing schemes, financial rewards for using public transport) rather than just penalties.
Workplace Parking Levy (WPL)	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.

Anti-car ideology	A 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.
School runs	Major problem identified, with 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.
Specific locations	
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.
Widcombe Hill	Residents request closure to through traffic due to its unsuitability for the volume and speed of vehicles.
Newbridge Hill	Concerns about speeding traffic and lack of enforcement. Want better speed enforcement.
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 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, such as an A36–A46 link road or a new bridge, to avoid reliance on Cleveland Bridge altogether.
Accessibility	
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.
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.
Broader concerns	
Cost of living	The impact of transport costs on ordinary working people and the need for affordable alternatives.
Environmental impact	While 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.
Balance	A call for balance, acknowledging that cars will remain necessary for many and that strategies should not excessively penalise residents.
Council competence	Some respondents express a lack of faith in the council's ability to deliver effective transport solutions and lacked understanding of issues.
Consultation process	Concerns that consultations are not genuinely listened to and that decisions are predetermined.
Data & transparency	Calls for better data collection and public access to information regarding traffic volumes and the impact of transport strategies.
Tourist tax	Some support for a tourist tax to be introduced in Bath to support management of tourism.
Expand scope boundary	Wider request to expand the boundary of the Movement Strategy to encompass Bath and North East Somerset.
No change	A few requested that no further changes are made to the current road network and for recent changes such as Liveable Neighbourhoods to be reversed.

6 Public consultation event feedback

There were 15 public consultation events held in total, spread over 6 weeks, of which:

- 7 were road show events linked with the Local Plan, where officers moved across a range of locations to speak with people passing by, hand out leaflets informing residents of the consultation and spread the word.
- 7 were drop-in events which included consultation boards, leaflets, printed out copies of the Movement Strategy report and appendices, tablets to access the Movement Strategy website and online questionnaire, as well as paper copies of the questionnaire. One of these events was linked with the A4 Bath to Bristol Strategic Corridor consultation event, ran by the West of England Mayoral Combined Authority with support from B&NES.
- 1 of the events was a presentation at the Journey to Net Zero Online Forum.

In total, more than 500 people attended the drop-in events. The event dates, timings, location, any linked projects out for consultation at the same time, the type of event and number of attendees to drop-in sessions are shown Table 6:1.

Table 6:1: Summary of engagement events

Date	Event title	Linked consultation	Event type	Number of attendees
Wednesday 15th October 2025, 6:30pm - 8:30pm	Parish Liaison Community Engagement, Keynsham	BBSC & Local Plan	Road show	n/a
Monday 20th October 2025, 7:30am - 4pm	Odd Down Park and Ride, RUH Bath, Batheaston	Local Plan	Road show	n/a
Tuesday 21st October 2025, 9:30am - 11am	Bath City Farm	Local Plan	Road show	n/a
Monday 27th October 2025, 11am - 1pm	University of Bath	Local Plan	Road show	n/a
Tuesday 28th October 2025, 3.30pm - 7pm	Kingswood Sports Pavilion, BA1 9AU	None	Drop in	20
Thursday 30th October 2025, 9am - 5:30pm	Lansdown P&R, Boathouse	Local Plan	Road show	n/a
Friday 31st October 2025, 7:30am - 6pm	BID, Bath Pumpkin Patch, Brunel Square drop in	Local Plan	Road show	n/a
Saturday 1st November 2025, 8am - 3pm	Hope & Anchors car park, Kingsmead Square	Local Plan	Road show	n/a
Monday 3rd November 2025, 6pm - 7.30pm	Journey to Net Zero Forum	BBSC	Online presentation	n/a

Friday 7th November 2025, 3.30pm - 7pm	Odd Down Sports Ground, BA2 2PR	None	Drop in	40
Tuesday 11th November 2025, 3.30pm - 7pm	New Oriel Hall, Larkhall, BA1 6RA	None	Drop in	87
Wednesday 12th November 2025, 12pm - 4pm	Bath Spa University, Locksbrook Campus, BA1 3EL	BBSC	Drop in	80*
Tuesday 18th November 2025, 12pm - 7pm	The Georgian Room, Bath Guildhall, BA1 5AW	None	Drop in event	170
Thursday 20th November 2025, 12pm - 4pm	Royal United Hospital (RUH), BA1 3NG	None	Drop in event	53
Tuesday 25th November 2025, 12pm - 4pm	Student Union, University of Bath, BA2 7AY	None	Drop in event	60*
			Total	510

**the number of attendees provided at the two university events were estimates*

Some themes emerging from the comments provided by event attendees are summarised below for each drop-in event.

Kingswood Sports Pavillion

The Kingswood Sport Pavilion consultation identified key priorities around school travel, commuter parking and public transport provision. Attendees requested subsidised school bus services, anti-idling campaigns and initiatives such as organised walking groups for pupils. Concerns were expressed about non-residents parking near the Royal United Hospital, how traders and delivery vehicles fit into the strategy, the clarity of funding arrangements and the impact of road closures under Liveable Neighbourhood schemes. Additional suggestions included the introduction of a congestion charge for the city centre along with electric buses and a Park and Ride site for the East of Bath, improved cycle parking and enhanced road safety measures on Lansdown Road.

Odd Down Sports Ground

Participants at Odd Down Sports Ground highlighted a need for improvements to bus reliability, the introduction of orbital routes and extended service hours. Concerns were raised about inconsistencies between real-time information, apps and timetables. There was support for an east of Bath Park and Ride and enhanced bus priority measures. School travel planning, active travel improvements such as segregated routes, additional crossings and speed enforcement (for example, on Rush Hill) and better maintenance of infrastructure were also highlighted. Additional issues included bin collection scheduling, heavy goods vehicle restrictions and enforcement along Whiteway, scepticism regarding RPZs in both their purpose and enforcement and interest in tram systems.

New Oriel Hall, Larkhall

Feedback emphasised the need for an east of Bath P&R, with numerous alternative site suggestions and proposals for solutions such as tidal-flow bus lanes. Respondents expressed concerns about the impact of Residents' Parking Zones (RPZs) on local businesses and the lack of effective enforcement, alongside calls for targeted support for traders. Improving bus connectivity was highlighted, with requests for orbital routes and enhanced links to the Royal United Hospital. Additional priorities included addressing congestion on London Road and widening pavements to accommodate prams and mobility aids. There was support for 20mph speed limits and improved signage, as well as proposals for missing pavements, weight restrictions on toll bridges and better lighting for pedestrian routes. Respondents also highlighted the importance of clear communication, transparency regarding electric vehicle uptake assumptions and behaviour change incentives. Ideas such as trams, water taxis and a ring road were also raised.

It should be noted that this event was held on the back of an RPZ consultation, held a week prior to the Movement Strategy event.

Bath Spa University, Locksbrook Campus

Interest was shown in enhancing active travel infrastructure and addressing school transport challenges. Respondents advocated for the development of additional cycle routes, improved maintenance of existing paths and safer shared-use facilities. Concerns were raised regarding heavy freight traffic on Old Newbridge Hill and Station Road, with suggestions for freight consolidation measures. School travel planning, particularly for private institutions, was identified as a priority, alongside calls for more affordable and reliable public transport. Additional feedback included support for e-bikes and e-cargo bikes, improved signage, clarification around data reliability and for projected pollution impacts to be included.

The Guildhall

Feedback from the Guildhall event reflected concerns regarding the implementation of Liveable Neighbourhoods, particularly at Sydney Place, with residents expressing fears of traffic displacement and a lack of clarity in the overall strategy. There was support for an east of Bath Park and Ride, with alternative sites such as the proposed Lidl site and calls for extended operating hours to support the evening economy. Respondents emphasised the need for stricter speed enforcement, improved pedestrian crossings and enhanced signage, alongside concerns about bus reliability and the removal of routes from sensitive heritage streets. Broader issues included scepticism about piecemeal implementation, Bath's challenging topography and doubts about the feasibility of modal shift. Participants also raised questions about RPZ requirements in Southlands, suggested collaboration with health sector organisations to reduce cross-city journeys and sought clarity on

regional progress toward bus franchising to improve service reliability and integration.

Royal United Hospital

Attendees at the RUH event underscored the lack of amenities in the western part of Bath, which forces residents to make car journeys elsewhere when coupled with poor-quality cycling routes. Respondents supported the creation of an east of Bath Park and Ride with a dedicated shuttle service to the hospital. Concerns included inadequate cycling safety, limited availability of electric vehicle charging points and bike theft. There was opposition to extending the Clean Air Zone and certain Liveable Neighbourhood schemes, alongside support for bus franchising to simplify fare structures.

University of Bath

Attendees emphasised the need for increased bus capacity during peak hours, reduced fares and improved waiting facilities for both the university and the whole of Bath. There was criticism of the limited promotion of consultation events and expressed reservations about housing growth targets imposed by National Government. While the overall strategy was supported, respondents requested greater detail and practical measures to ensure effective implementation.

7 Stakeholder group insights

This section summarises the perspectives of the key stakeholder groups engaged in the programme, highlighting their objectives, constraints and immediate priorities. 24 key stakeholder groups provided a formal response to the consultation, made up of varying backgrounds and often representing larger population groups. These stakeholders were:

- Political groups such as the Labour Party and Green Party
- Parish/Town Councils such as Keynsham Town Council and South Stoke Parish Council
- Charities including Guide Dogs and In Her Place.
- Community led groups such as Walk Ride Bath, Bath Alliance and Chew Valley Sustainable Transport Partnership
- Regional partners including WECA, University of Bath and GWR
- Residential Association Groups such as FoBRA and PERA.

Across the groups, several common themes emerge; a shared commitment to improving transport outcomes, varying levels of resource pressure, and a need for clearer alignment on milestones, data requirements and decision pathways. While each stakeholder brings distinct responsibilities and expectations, there is broad consensus on the importance of strengthening cross-team coordination and reducing bottlenecks that affect the wider system. Table 7:1 outlines the crosscutting analysis in relation to the proposed levers.

Table 7:1: Summary of themes from key stakeholders

Theme	Description
SMART objectives	Requested clear trade-offs and SMART KPIs per lever. They also ask to simplify complex graphics and define terms.
Regional alignment	Calls to align with WECA regional Growth Strategy.
Interchanges	Elevate Bath Spa as a flagship interchange (wayfinding, RTI, CCTV, seating, shelters, cycle parking), and to think beyond P&Rs.
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 management.
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.
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.
Design quality & consistency	Requests for higher-quality, standardised designs for cycling, crossings and signage, with maintenance commitments.
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.
East of Bath P&R	Requests for an east-of-Bath P&R and the need to address London Road/north-east Bath pressures and reduce inbound car trips.

8 Conclusion

Overall, the public consultation for the Movement Strategy for Bath has demonstrated a high level of public engagement, with 842 responses and a clear majority of 63% expressing support for the proposed direction. This positive response provides a solid foundation for the next stage of work, while also underscoring the importance of continuing to refine the strategy to reflect the needs and aspirations of the community.

All feedback from this engagement will be reviewed and used to develop clear and tangible recommendations. These will be presented in a separate Recommendations Report.

The Recommendations Report will set out the changes required to update the Movement Strategy for Bath main report. These updates will then be incorporated into a revised Movement Strategy report, of which both reports are scheduled for completion by summer 2026.

9 Appendices

- Appendix A: Movement Strategy for Bath Report, October 2025
- Appendix B: Movement Strategy Questionnaire
- Appendix C: Movement Strategy Leaflet