

Gloucestershire's Local Transport Plan 2015-2031

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# Connecting Places Strategy

## CPS 3 – North Cotswold

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Local Transport Plan  
2015-2031

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A resilient transport network that enables sustainable economic growth by providing door to door travel choices

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**Gloucestershire**  
COUNTY COUNCIL

# Connecting Places Strategy CPS 3 – North Cotswold

<b>Version</b>	1.1
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<b>Review Date</b>	
<b>Category</b>	Transport Planning
<b>Owner</b>	Gloucestershire County Council
<b>Target Audience</b>	Anyone wanting to find out about the county council's transport proposals for Chipping Campden, Moreton-in-the-Marsh, Stow-on-the-Wold, Bourton-on-the-Water and surrounding areas

This strategy acts as guidance for anybody requiring information regarding the county council's priorities for transport within Chipping Campden, Moreton-in-the-Marsh, Bourton-on-the-Water and Stow-on-the-Wold.

The document sets out the aspirations for the North Cotswold Connecting Places Strategy area up to 2031.

## Snapshot of stakeholder views

*We need to increase parking at Kingham and Moreton railway stations*

*If there was more investment in major routes it would reduce traffic on minor routes*

*The A429 Fosse Way lacks the capacity for the quantity of vehicles. Stow Hill is frequently gridlocked*



# Area Summary

## Area Summary

- The North Cotswold area is rural with a low population density
- Much of the area falls within the Cotswold AONB
- Approximately 5% of county's population live in the area
- Many people live in the area and work in locations outside the county including Stratford-upon-Avon, Oxford and London
- There is a greater proportion of over 65s living within the area when compared to the county average

## Transport Links

- A429 – Fosse Way – linking Cirencester (A417) with M40
- A44 linking Evesham and Oxford
- A40 linking Cheltenham and Oxford
- 1 railway station (Moreton in Marsh) linking Worcester, Oxford, Reading and London
- Limited bus access
- National cycle routes - 48, 57 & 442

## Places

- Chipping Campden
- Moreton-in-Marsh
- Stow-on-the-Wold
- Bourton-on-the-Water



# The Place

## **The North Cotswolds Connecting Places Strategy (CPS) area is located in the north-east of the county.**

Situated in an Area of Outstanding Natural Beauty (AONB), the area has a low population density and a higher proportion of over 65s compared to the county as a whole. As with any predominantly rural area, travel patterns are dominated by the private vehicle.

The North Cotswolds CPS encompasses the thriving market towns of Stow-on-the-Wold, Moreton-in-Marsh, Chipping Campden and Bourton-on-the-Water.

The emerging Cotswold District Council Local Plan (2011 to 2031) outlines the spatial strategy for the district. During the plan period (at the time of writing), provision will be made to meet the need for about 7,700 new homes and land to support about 28 Ha of B-class employment. Of the new homes over 60% has either been built or have extant planning permissions.

Within the North Cotswold CPS area the majority of new homes have already been built or have extant planning permission. The focus of this is development is in Bourton-on-the-Water (330 dwellings), Moreton-in-Marsh (820 dwellings) and Upper Rissington (390 dwellings).

The vision for the Cotswolds is one of enabling a strong, competitive and innovative local economy which capitalises on the area's key strengths, notably its high quality historic and natural environment. Development within the North Cotswolds will occur in the most sustainable towns and larger villages so the majority of services and facilities will be met from within those settlements reducing the need to travel longer distances.

Tourism is critical for the socio economic wellbeing of the Cotswolds. It provides an essential source of income for businesses and communities both within and around the AONB. Due to the rural nature of the CPS area car access will remain the dominant mode of choice when visiting the area and it is important that vehicle delays at pinch points are managed to not deter people from visiting the area.

Key highway routes include the A429, known as the Fosse Way, A417 and the A40 which connect the North Cotswolds to the West Midlands, Swindon, Cheltenham and Oxford. Approximately 40% of work related trips start and end within the CPS area, 40% travel to the South East (mainly Oxfordshire) or the Midland region (mainly Stratford-upon-Avon) and the remaining 20% travel elsewhere in the county.

The creation of a Growth Zone, as promoted in the Strategic Economic Plan (SEP), is to ensure the availability of quality employment land in proximity to the M5 motorway is attractive to businesses and with excellent connectivity throughout Gloucestershire and the rest of the UK.

Increasing the speed and accessibility of broadband is crucial for overcoming geographic barriers to economic growth and ensuring Gloucestershire can compete in the 21st century knowledge based economy.

For a decade or more, slow broadband speeds and inconsistent coverage have been a frustration for many residents and businesses in Gloucestershire, particularly in rural areas.

As a result of the Fastershire Broadband Infrastructure Project, 88% of premises should be provided with Next Generation Access (NGA) broadband, providing download speeds of over 30mbps in the eligible areas. Additionally, every home and business in the eligible area will have access to the government's Universal Service Commitment of a minimum of 2mbps.



Improvements in broadband technology will change the way services are delivered and for some individuals this may reduce the need or distance they travel.

The North Cotswold CPS is bounded by Worcestershire and Warwickshire to the north, the South Cotswolds CPS area to the south, Oxfordshire to the east and the Tewkesbury and Central Severn Vale CPS areas to the west.

A consequence of the rural nature of the area coupled with the standard of many of the roads results in the disproportionate impact of HGVs on many local communities. This is sometimes due to the reliance on SATNAVs' directing freight to use the shortest route rather than the most appropriate one. This includes trips bisecting this area from neighbouring authorities accessing the Vale of Evesham in Worcestershire.

Rail connections show a greater share than the national average, with hourly services to Oxford and London from Moreton-in-Marsh and Kingham rail stations. Cycle links are poor, but there is potential to provide leisure routes to support and promote the area as a tourist attraction. Any scheme to improve journey time reliability and accessibility to the North Cotswold CPS is to be encouraged.

*Freight needs to use the A44 in the countryside but not through the towns; something needs to be done about the pinch points at Chipping Norton, Moreton-in-Marsh and Bourton-on-the-Hill*

*Why does freight have to cut through Stow?*

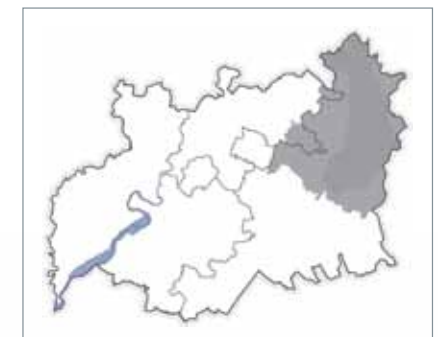


# The Issues

- Vehicle delays and road safety concerns for Fosse Way
- Freight traffic using inappropriate routes
- Poor traffic management within Stow-on-the-Wold and Bourton-on-the-Water
- Traffic congestion inhibiting tourist growth
- Parking availability and a lack of signage in the Market Towns
- Limited public transport options
- Limited awareness of public transport offered
- Poor public transport links to Gloucester Royal Hospital, Stratford-upon-Avon and Evesham
- Lack of adequate walking and cycling routes from new housing developments into the town centres.
- Developing a community-based car sharing systems to address problems of rural isolation.
- Poor mobile telephone signal coverage



District Boundaries and the CPS strategy area



# The Priorities

## Gloucestershire's vision for transport is to deliver:

***'A resilient transport network that enables sustainable economic growth by providing door to door travel choices'***

To address the issues raised during our conversation with local stakeholders and support the delivery of the outcomes identified in the LTP Overarching Strategy, a range of scheme priorities have been identified.

The scheme appraisal process used to inform these priorities is based on the same process promoted through the European Union project Boosting Urban Mobility Plans (BUMP).

Every scheme identified has been included on the basis of need and compliance with delivering the LTP outcomes and does not reflect a commitment by the county council for funding.

They will provide the basis for future funding bids, as opportunities arise, and discussions with third parties where funding may be provided such as by transport operators, providers and developers.

The priorities identified for this CPS have been divided between capital and revenue schemes and separated into two delivery phases. The priorities identified should not be considered a definitive list as it will be subject to periodic reviews as new evidence emerges through the District led Local Planning process.

- Short-term capital priorities 2015 to 2021
- Long-term capital priorities 2021 to 2031
- Revenue priorities 2015 to 2031

The delivery phases are indicative only and schemes may be delivered in a different phase to that suggested here.



# Short-term capital priorities (2015 to 2021)

*The identification of priorities does not reflect a commitment by the county council for funding.*

## Highways

- Capital maintenance programme
- Highway safety improvement programme
- 20 mph zones

## Bus

- Local Park and Ride facilities

## Cycle

- Cycle infrastructure improvements





# Long-term capital priorities (2021 to 2031)

*The identification of priorities does not reflect a commitment by the county council for funding.*

## Highways

- Highway improvement A429, Moreton-in-Marsh
- Highway improvement Moreton Railway Bridge including pedestrian and vehicle access
- Implementation of A429 and A433 (east and west of Cirencester) feasibility study
- Junction improvement A429 Unicorn junction (A436 / B4068), Stow-on-the-Wold
- 20 mph zones
- Capital maintenance programme
- Highway safety improvement programme

## Rail

- Moreton-in-Marsh small scale railway station enhancements

## Bus

- Local Park and Ride facilities

## Cycle

- Cycle infrastructure improvements (countywide)



# Revenue projects priorities (2015 to 2031)

*The identification of priorities does not reflect a commitment by the county council for funding.*

## Highways

- Working with Highways England to progress A417 Missing Link Scheme
- Fosse Way Highway Improvement Feasibility Study (A429 and A433 east and west of Cirencester)
- Maintenance programme
- Highway safety programme
- Freight Gateway management system
- On street parking management schemes
- Highway Safety promotions
- Civil Parking and bus lane enforcement
- Deployment of non enforceable average speed cameras (subject to operation by Road Safety Partnership)
- Feasibility Study to consider the role of Intelligent Transport Systems
- Freight information feasibility strategy including the role of Vehicle Messaging Systems and future lay-by information provision

- The development of advisory guidance on Construction Management Plans
- The development of advisory guidance on Last Mile Delivery Policy and route identification as part of the Neighbourhood Development Plan / Local Plans process
- The development of advisory guidance of voluntary Quiet Delivery Service scheme as part of the Neighbourhood/Local Plans process.

## Rail

- Railway Station Travel Plans and investment strategies
- Resolve pedestrian access arrangements in Moreton-in-Marsh

## Bus

- Ongoing bus stop improvement programme
- Continued roll out of multi operator bus Smartcard ticket
- Local Park and Ride feasibility study

## Thinktravel

- Ongoing support for Thinktravel branding
- Bikeability training in schools
- Ongoing installation of electric cars and bikes charging points
- Personalised Travel Plans for new developments
- Personalised Travel Plans for key corridors
- Workplace Travel Plans



# The Outcomes

**By delivering the priorities outlined in this strategy they will assist delivering the LTP objectives by:**

**Support sustainable economic growth**

- The reduction of vehicle delays on the Fosse Way
- A common approach to managing freight demands with neighbouring authorities

**Enable community connectivity**

- Better managed parking facilities aiding ease of access when travelling within the Market Towns

**Conserve the environment**

- With delivery partners providing improved broadband connectivity to increase awareness of Thinktravel initiatives, travel information and service delivery

**Improve community health and well being**

- More people cycling and walking across all age groups for shorter distance trips and leisure
- The delivery of passenger transport in partnership with local communities to enable a quality of service which maintains community's' quality of life



# Connecting Places Strategy



**For more information on local transport within Gloucestershire visit:**

[www.gloucestershire.gov.uk/ltp3](http://www.gloucestershire.gov.uk/ltp3)

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