

As you may know, Bridgwater will experience a significant amount of housing and economic growth between now and 2026. 'Bridgwater Challenge' is the name given to the work being led by Sedgemoor District Council and its partners, including the County Council, to interpret the regional growth plans for the town, and to turn aspirations to create 7,500 new jobs and 7,700 homes into policies and plans that manage investment and change to improve the town as a whole. Bridgwater Challenge is a key part of the District Local Development Framework. Ensuring the transport network is sufficient to cope with this growth is a key part of the work and this document gives suggestions about the range of transport movements that could be made to support future development.

Good transport links to, in and around Bridgwater are fundamental to its economic and social vitality. However, congestion and its associated knock-on effects have been a concern for a number of years. Somerset County Council has been working on gathering evidence and assessing current and future traffic trends to feed into a long-term action plan to address transport issues from the present until 2026. While this may seem a long time period, it should be recognised that transport projects often take many years to plan, fund and build so it is sensible to plan this far ahead, particularly in the context of regeneration work being proposed by 'Bridgwater Challenge'.

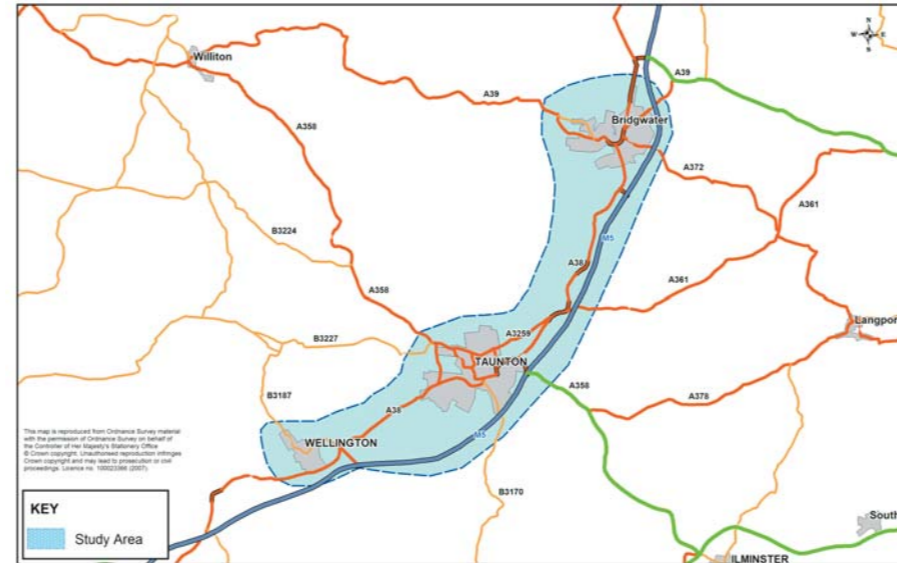
Through a detailed study of the transport trends in the town, the following issues have been identified:

- At the times of high demand, approximately 65% of people are making journeys for work purposes;
- There is not enough space on popular routes for all those who want to use them, so queuing and delay occurs – it is anticipated that this will worsen over time;
- Access to low cost, town centre, long-stay parking encourages people to drive;
- Over 50% of car drivers make short trips within the town;
- Perception of alternatives to the car is that they are more expensive, unreliable and poor quality;
- Air quality and noise cause localised environmental problems;
- Trips made by people are not predictable so often cannot be planned into public transport routes; and
- Increases in traffic in Bridgwater are likely to reduce the ease with which people can access services and facilities in their community.

In order to solve the issues outlined and achieve the objectives of the project, a problem-solving exercise was undertaken to draw out all the possible solutions that could be delivered from now until 2026. It should be stressed that while some of these proposals have already been made public, others are purely conceptual and are open to debate. Please see the map and explanations as a guide.

The next steps for this project will be to consider feedback from this exercise and integrate this into further development work to outline the main transport schemes likely to be taken forward. There will be a full consultation event on these proposals during 2009.

This document is part of the Taunton Area Transport Strategy Review, which covers transportation issues in Wellington, Taunton & Bridgwater.



Key objectives of the project are:

Safety

- Reduce casualties for all users of transport
- Reduce crime and the fear of crime on public transport

Economic

- Reduce short trips by car
- Ensure future development can take place without overloading the road network
- Reduce journey times and make journeys more reliable
- Ensure the road network can cope with increases in flooding

Environment

- Address noise issues and air quality, including carbon emissions
- Improve ecological diversity
- Protect the historical built environment and improve streetscape

Social

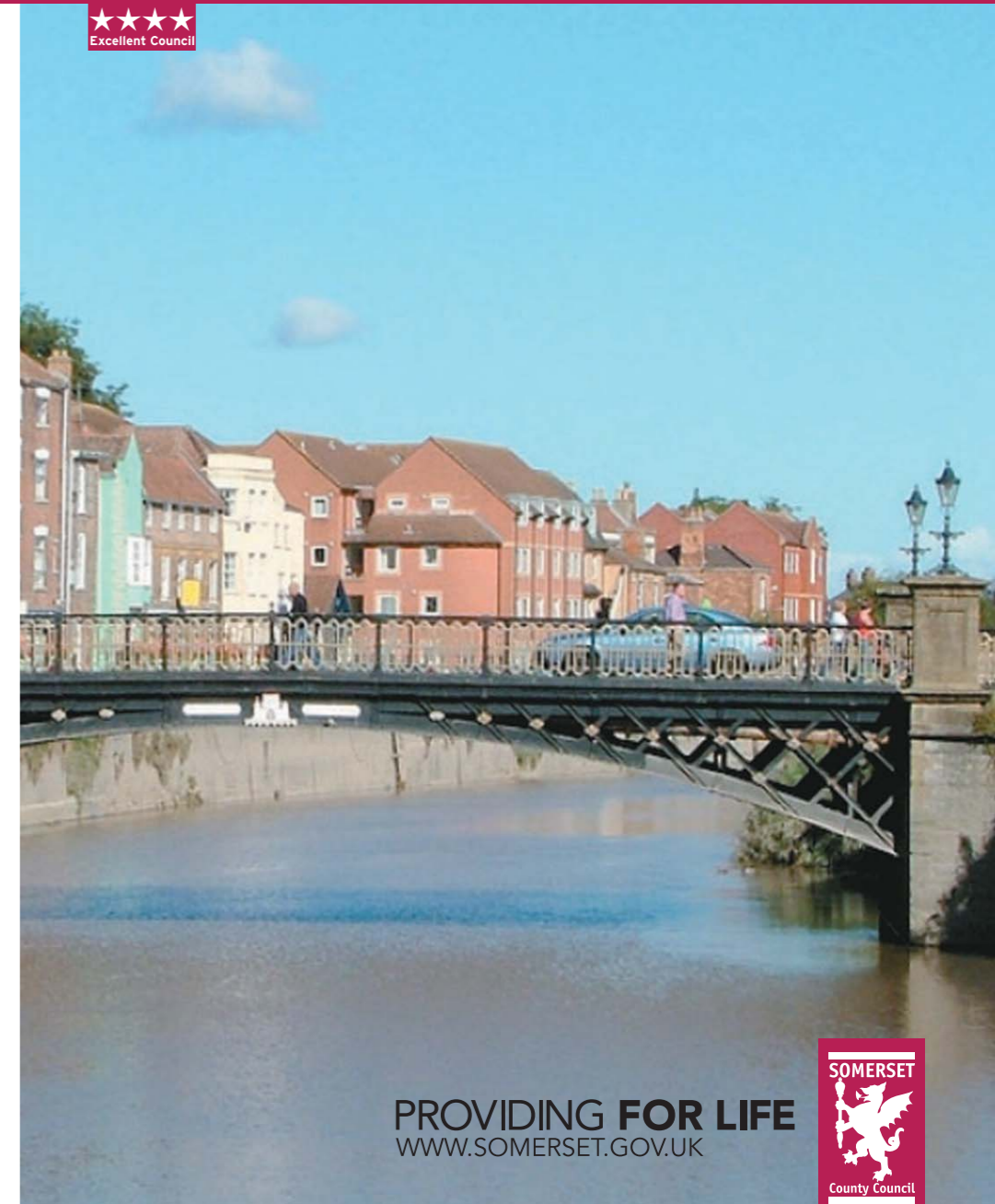
- Increase accessibility to non-car modes of travel and improve public transport waiting facilities
- Improve personal fitness and social well-being in communities

For more information, contact TransportPolicy@Somerset.gov.uk or Telephone: 0845 345 9155



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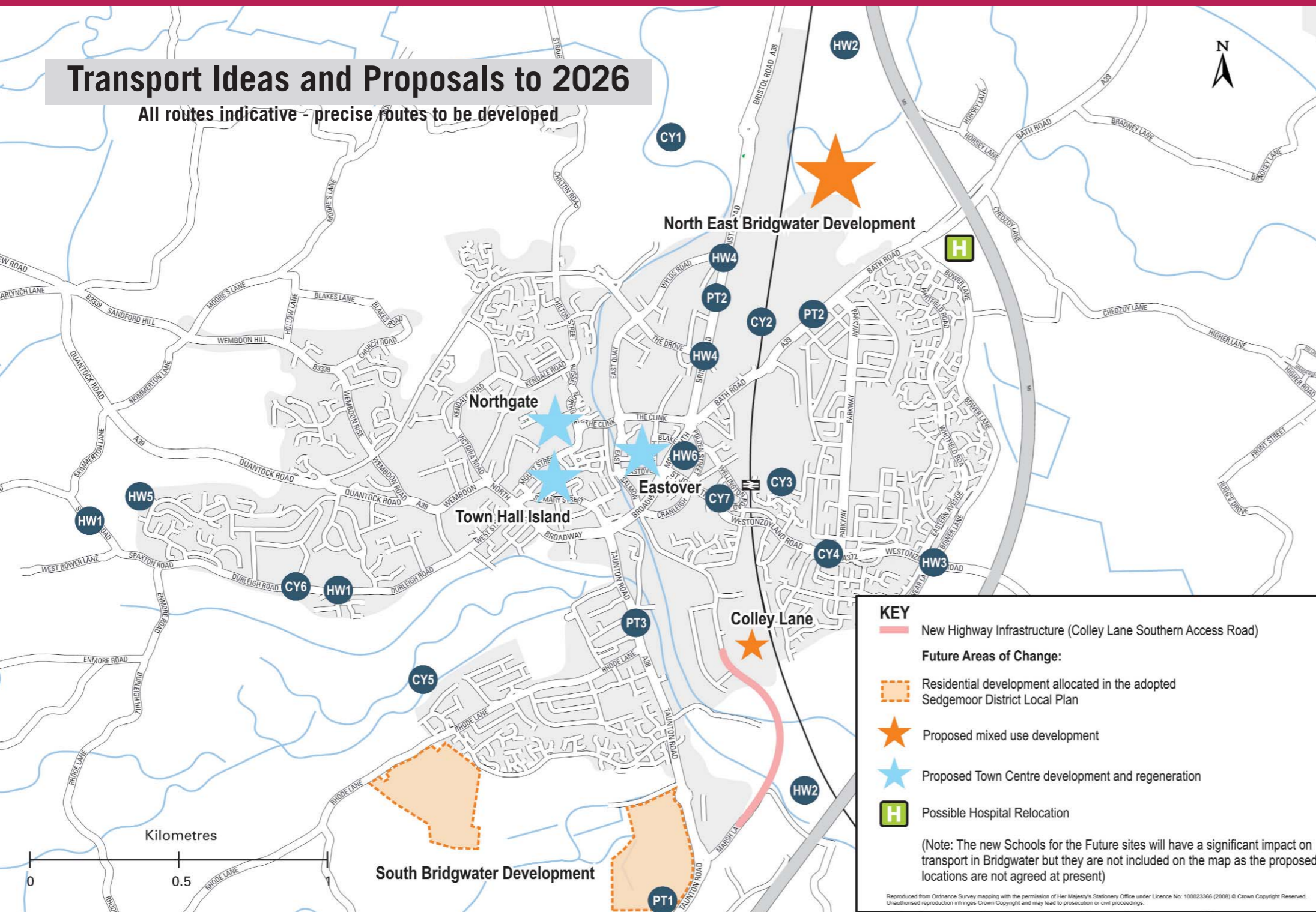
**TRANSPORT IN BRIDGWATER:
THE WAY AHEAD**

Choosing your route to the future



Transport Ideas and Proposals to 2026

All routes indicative - precise routes to be developed



KEY

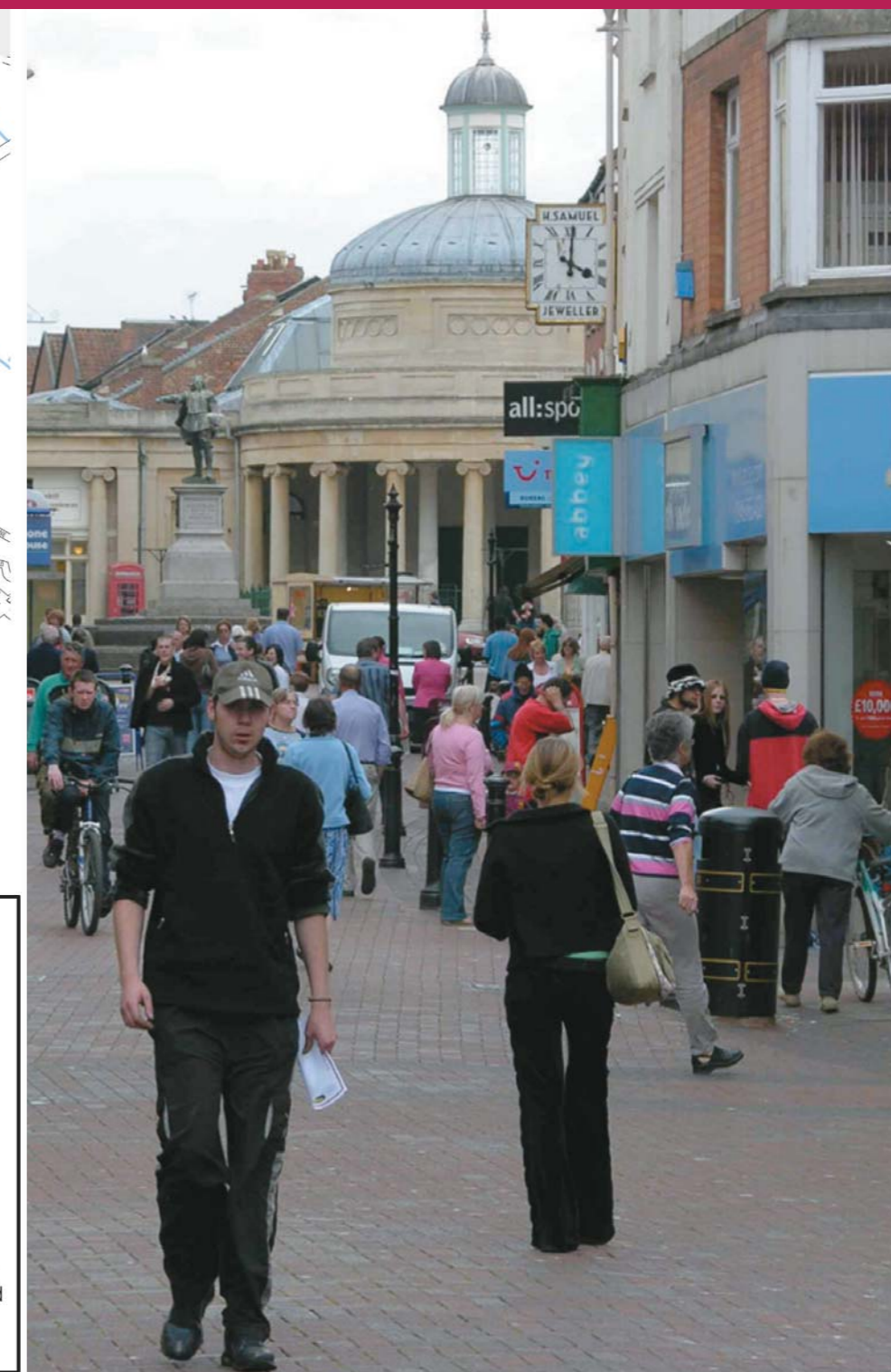
- New Highway Infrastructure (Colley Lane Southern Access Road)

Future Areas of Change:

- Residential development allocated in the adopted Sedgemoor District Local Plan
- Proposed mixed use development
- Proposed Town Centre development and regeneration
- Possible Hospital Relocation

(Note: The new Schools for the Future sites will have a significant impact on transport in Bridgewater but they are not included on the map as the proposed locations are not agreed at present)

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Potential new highways infrastructure to ease congestion at pinch points

- HW1 Improved junctions along Durleigh Road and Spaxton Road
- HW2 New road between Bristol Road and Taunton Road running adjacent to the M5
- HW3 Improved junction on Westonzoyland Road at Dunwear Lane
- HW4 Improved junctions along Bristol Road into Bridgewater from the north, to include the Cross Rifles junction
- HW5 Improved link from A39 Quantock Road to Spaxton Road
- HW6 Improved junctions in Broadway area, potentially using improved traffic light co-ordination and other intelligent transport technology

Potential public transport improvements to increase use and reduce reliance on the car

- PT1 New Park and Ride to the south of Bridgewater along Taunton Road
- PT2 Enhanced bus services linking the new Park and Ride along A38 to the north of Bridgewater along Bristol Road and Bath Road
- PT3 New or improved bus priority from new Park and Ride to the south of the town to Bridgewater Town Centre

Potential new or improved cycle routes to increase cycling

- CY1 New cycle route from the north of Bridgewater into the town centre, following the route of the River Parrett
- CY2 New cycle route from Bristol Road to Bath Road including foot/cycle bridge to cross the railway line
- CY3 New cycle route from Bridgewater Town Centre to Bower Lane including foot/cycle bridge to cross the railway line at Westonzoyland Road
- CY4 Improved cycle facilities along Westonzoyland Road
- CY5 New cycle route from Durleigh to Taunton Road, through Hamp
- CY6 New cycle route from Town Centre to the reservoir along Durleigh Road
- CY7 Provide a direct pedestrian and cycle link from the College and Railway Station to the Town Centre