

Gloucestershire County Council

Draft Local Transport Plan 2027-2043

LTP Strategy



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Foreword

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Executive Summary

Gloucestershire's fifth Local Transport Plan (LTP) sets out a long-term strategy for how transport will support the county's people, places, economy and environment by 2043.

It responds to a period of significant change from population growth, increased housing and employment requirements, the transition to net zero, changing travel behaviours, local government reorganisation and the opportunities that may arise through devolution.

The Plan establishes a clear vision for a better-connected Gloucestershire where transport supports everyone's needs, the environment flourishes and growth is sustainable.

To achieve this vision, the LTP is structured around three outcomes:

- **A well-connected and prosperous Gloucestershire** will support Gloucestershire's economy, connect people to jobs and services, and make journeys more reliable for businesses, visitors and freight.
- **A green and healthy Gloucestershire** will make Gloucestershire healthier, safer and more sustainable, while protecting the landscapes, towns, villages and historic places that make our county so distinctive.
- **A Gloucestershire for local communities** will help more people access the places, services and opportunities that matter to them, whether they live in

Gloucester, Cheltenham, a market town, a village or a more isolated rural area.

The Plan sets out a future transport system in which a transformed public transport network forms the backbone of movement across the county. A zero-emission Bus Rapid Transit network, better rail services, improved interchange hubs, Park & Ride, local bus services, active travel networks and shared mobility will work together to provide more reliable, attractive and sustainable choices. The Gloucestershire Cycle Spine and wider walking, wheeling and cycling networks will support everyday journeys, while rail improvements and strategic interchange will strengthen regional connectivity and support sustainable growth.

The LTP Strategy is supported by three Implementation Plans, an evidence base, engagement and consultation feedback and a number of assessment reports. Together, these provide the framework for prioritising investment, aligning transport and land use planning, coordinating with neighbouring authorities and regional partners, and ensuring progress can be reviewed over time.

Overall, our LTP provides a strategy for a more connected, inclusive, resilient and sustainable Gloucestershire. It seeks to enable growth while reducing carbon, improving health and safety, strengthening the economy, protecting communities and ensuring that everyone can access the people, places and activities that matter to them.



1. Introduction

Gloucestershire is a county rich in heritage and natural beauty, with a vibrant cultural life, a dynamic hub for world-leading cutting-edge industry, including cyber security, advanced manufacturing and agri-tech clusters, as well as hosting a thriving visitor economy. Our Gloucester-Cheltenham conurbation is strategically located on the M5 corridor, and the county has good onward connections to the Thames Valley and London, Bristol, the West Midlands and South Wales. These transport connections make our county an attractive place to live, work and do business with our transport network a key enabler of current and future success. In turn, the movement of people and goods can put infrastructure under strain and impact communities, places and environment.

Gloucestershire's population is around 670,000 and is continuing to grow. A rising population, a strong economy, and the need to deliver increased housing targets and expanding employment places a further demand on the need for an accessible and well-connected transport network. At the same time, we are seeking to reach net zero carbon emissions by 2045, make our roads safer, travel healthier, and ensure that everyone can access the people, places and activities that matter to them. This means that we have to make travel cleaner by reducing carbon emissions alongside other pollution, while managing the transport system efficiently, to support growth and to enable people to lead safe, active and healthy lives.

Although much of the county is rural, around 70% of residents live in the urban areas of Gloucester and Cheltenham. These urban areas contain the highest concentration of jobs, healthcare and education services, while more suburban and rural parts of the county are more sparsely populated, have fewer services and more limited transport accessibility. Travel therefore varies depending on where people live, the services provided locally and the transport options available.

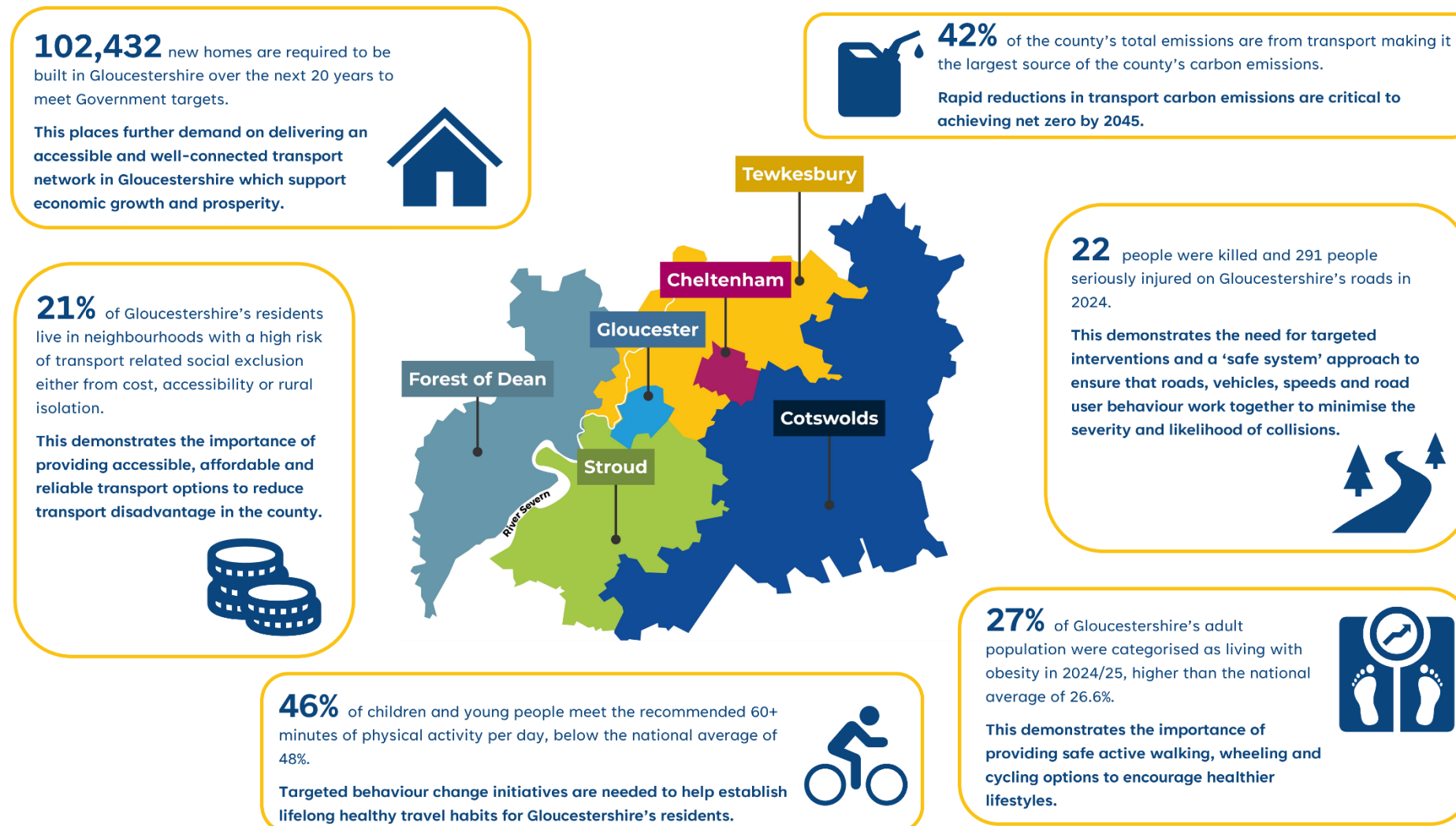
These challenges need to be addressed during a time of profound change to the Local Authorities delivering planning and transport services. Local Government Reorganisation will replace Gloucestershire's two-tier system of county and district councils with a single unitary authority. While this will create a period of uncertainty, there are also opportunities. A unitary authority will provide a single strategic voice for transport, land use planning, housing, economic development and infrastructure.

In addition, the Government's English Devolution White Paper sets out an ambition for all areas of England to be covered by a Mayoral Strategic Authority. For Gloucestershire, this would mean working as part of a wider strategic geography alongside neighbouring areas, where decisions on major transport corridors, economic growth, housing and investment would be planned at a regional level. A Mayoral Strategic Authority could provide Gloucestershire with greater access to devolved powers, including greater leverage on rail services,

and long-term funding. It is of great importance that we understand our transport investment requirements to be able to secure our priorities at a regional level.

With this in mind, we have developed our fifth Local Transport Plan (LTP) for Gloucestershire identifying the key challenges and opportunities (Figure 1) to set a vision, objectives and outcomes for transport and travel across the county up to 2043.

Figure 1: Some of the key transport challenges facing Gloucestershire



2. A Transport Vision for Gloucestershire

Production of an LTP is a statutory requirement for Local Transport Authorities under the Transport Act 2000 (as amended by the Local Transport Act 2008). The Act requires Local Authorities to prepare, maintain and keep policies and implementation plans for transport in their area under review. Better Connected: A Strategy for Integrated Transport, the Government's long-term strategy for transport and the Department for Transport's Statutory Guidance for LTPs has been published to guide the LTP process. The new LTP guidance strengthens the emphasis on integration with housing, economic and spatial strategies and introduces a national outcomes framework tied to performance monitoring.

This document sets out our LTP Strategy detailing our transport vision, objectives and outcomes for Gloucestershire and the policies we need to deliver these. The Strategy is supported by three Implementation Plans as set out in Figure 2 which will be updated on an annual basis. The objectives, policies and proposals set out within this Strategy will remain in place until the next review of the LTP and will not be subject to an annual review.

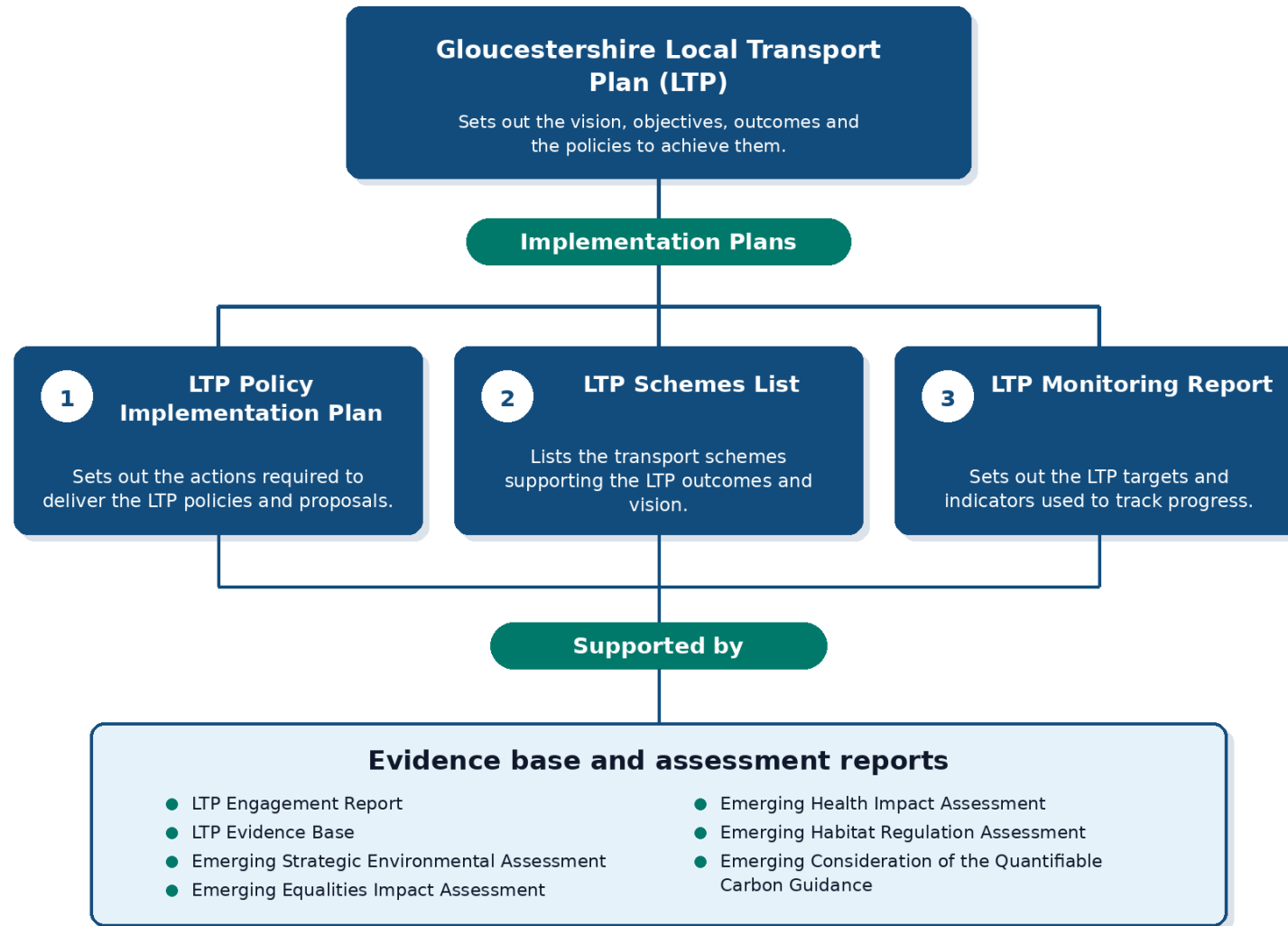
Our LTP Strategy and Implementation Plans are supported by an evidence base, extensive engagement and public consultation and a number of assessment reports required under relevant environmental and equality legislation.

The LTP is complemented by a number of supporting documents including our Transport Asset Management Plan

(TAMP), Bus Service Improvement Plan (BSIP), Manual for Gloucestershire Streets (MfGS), Rail Strategy, Active Travel Strategy, Road Safety Policy and Ultra Low Emission Vehicle Strategy. These supporting documents set out our mode specific transport policy and strategy in more detail. They are independent strategies that have their own review processes and schedules but align with the overall transport vision set out in this LTP.

In line with Government guidance and strategy, and considering the LTP evidence base, we have developed a clear vision for the future of transport in Gloucestershire. A summary of this vision was included in our LTP public and stakeholder engagement (summarised in Appendix A). Over 80% of respondents 'strongly agreed' or 'agreed' that our vision and outcomes reflect what transport in Gloucestershire should deliver.

Figure 2: LTP Strategy, Implementation Plans and Assessment Reports



Our Vision for Gloucestershire

Our vision is for a **better-connected Gloucestershire where transport supports everyone's needs, our environment flourishes and growth is sustainable.**

Residents will have travel choice and the ability to shift to sustainable modes. New homes and employment will be located where they can be served by high-quality sustainable transport.

A transformed public transport network will form the backbone of the county's transport system. A county-wide zero-emission Bus Rapid Transit (BRT) network will provide fast, frequent, reliable and affordable connections on core corridors between Gloucester and Cheltenham, our market towns, rural communities and key employment locations. High-quality interchange hubs, complemented by Park & Ride (P&R) facilities on strategic corridors, will enable seamless travel between local bus, rail, active travel and shared mobility services. The Robin network will connect our most rural communities allowing them to benefit from convenient and accessible public transport connections. This will ensure that everyone can access the people, places and activities that matter to them regardless of age, ability, income or access to a private car.

Walking, wheeling and cycling will be safe and attractive options for everyday journeys. The Gloucestershire Cycle Spine will form the heart of a county-wide active travel network. Comprehensive sustainable networks will provide

safe, direct and attractive routes for journeys and support healthier, more sustainable lifestyles.

Rail will play an important role in connecting Gloucestershire. Through the delivery of the Midlands Rail Hub and wider rail improvements, residents and businesses will benefit from faster, more frequent and more reliable rail services, strengthening links to Birmingham, Bristol, Cardiff, London, the Midlands and the South West. Improved integration between rail, BRT and local transport services will create a seamless public transport network across the county through delivery of improved facilities at railway stations and enhanced first-and-last mile connectivity

Our transport network will support the efficient movement of goods, strengthen supply chains and improve access to regional and international markets. Strategic highway improvements will support economic growth whilst enabling a shift towards sustainable travel.

Transport investment will underpin the continued success of our globally significant economic clusters such as the county's cyber sector in Cheltenham, advanced manufacturing businesses on the M5 corridor, and the agri-tech sector. Businesses will benefit from improved access to labour, customers and markets, while residents will enjoy greater access to high-quality employment opportunities.

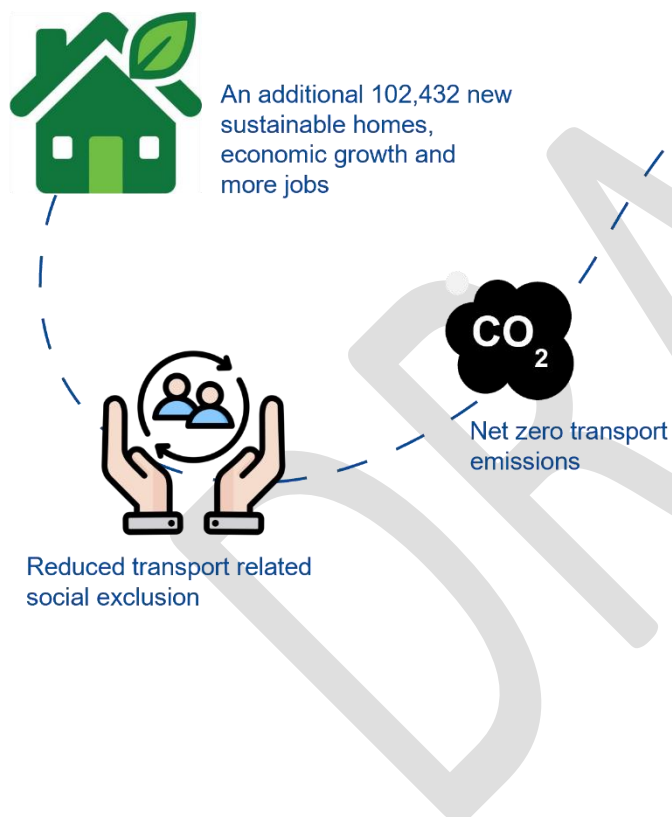
By 2043, Gloucestershire's transport system will contribute fully to the county's net zero ambitions. A shift towards more sustainable modes through increased walking, wheeling, cycling and public transport use, alongside cleaner vehicles

will significantly reduce carbon emissions, improve air quality and create more attractive places. We want 117% of trips in urban areas and 16% in rural areas to be made by walking, wheeling or cycling, across the county we want a 145% increase in bus patronage and an 112% increase in rail patronage. Streets and public spaces will be greener, safer and more resilient to climate change, incorporating trees, sustainable drainage and nature-based solutions.

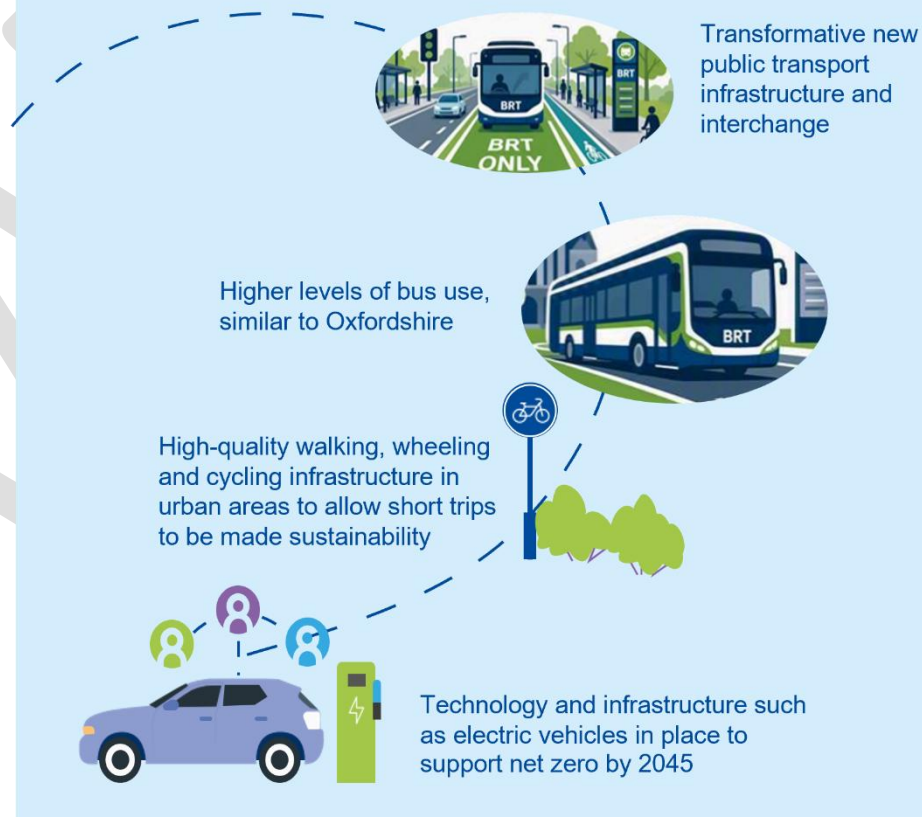
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Figure 3: Gloucestershire's Vision for Transport

For Gloucestershire we will deliver:



To achieve this we need:



Our vision will be delivered through the LTP outcomes and objectives as outlined in Table 1. This LTP Strategy sets out how we will achieve these by 2043.

Table 1: Gloucestershire LTP Vision, objectives and outcomes

Vision: A better-connected Gloucestershire where transport supports everyone's needs, our environment flourishes and growth is sustainable		
Outcome 1: A well-connected and prosperous Gloucestershire	Outcome 2: A green and healthy Gloucestershire	Outcome 3: A Gloucestershire for local communities
Objective 1: Improving regional transport connections to support a wider functional economic area	Objective 5: High quality natural and built environment	Objective 9: Integrating different types of transport to make it work better for the community
Objective 2: A transport system which supports sustainable housing and employment growth	Objective 6: Reducing carbon emissions and shifting to sustainable transport modes	Objective 10: Ensuring travel is affordable for all and supports reduced social exclusion
Objective 3: Making our transport system more reliable and resilient all day, every day	Objective 7: Making travel safer and more secure	Objective 11: Ensuring transport is accessible and inclusive for everyone
Objective 4: Making our transport system fit for the future	Objective 8: Enabling people to lead active and healthy lives	Objective 12: Local transport that reflects community needs

3. Outcome 1: A well-connected and prosperous Gloucestershire

Transport plays a critical role in supporting our economy ensuring all residents and visitors can benefit from economic growth by improving access to skills, jobs, supply chains, services, major tourism locations and international gateways. It also supports future housing and employment growth by unlocking strategic locations, connecting residents to opportunities, ensuring that new communities grow in an accessible, inclusive and sustainable manner.

Gloucestershire's Growth Plan recognises that spatial planning and infrastructure delivery are fundamental to enabling sustainable economic growth. Continued investment in transport services and infrastructure will be essential to maintaining our competitive advantage. Golden Valley is a prime example, bringing 3,700 new homes, 12,000 jobs, generating £151 million for our economy.

Gloucestershire has strong links to regional and national locations by road and rail. Regional rail investment which will help to unlock greater capacity and safeguard existing rail infrastructure, alongside ongoing investment in the Strategic Road Network (SRN) from National Highways will help to improve strategic transport connections for Gloucestershire. We are also exploring the delivery of Park and Ride at strategic interchange hubs which will intercept vehicular traffic from the SRN before it reaches the urban areas. The adoption of technological innovation and emerging transport solutions for asset management, maintenance and customer

information will be key to enhancing Gloucestershire's transport network.



Objective 1 – Improving regional transport connections for a wider functional economic area

Investment in Gloucestershire's Regional Transport Corridors is fundamental to Gloucestershire's economy and to the wider economies in the region. Recent changes in national policy place greater emphasis on planning, investment and decision-making across wider economic geographies. We will continue to work with neighbouring authorities and regional partners to ensure that we are well positioned to influence investment decisions and maximise the economic and connectivity benefits arising from strategic regional transport schemes (**Policy 1: Preparing for Devolution**). Neighbouring authorities have expressed a particular interest to work together on rail, freight and public transport integration as part of the LTP stakeholder engagement. A coordinated regional approach across these modes will help to ensure that growth is distributed fairly across the wider area, with investment directed towards sustainable locations that are well-connected by public transport and active travel networks.

This regional perspective is increasingly important in ensuring Gloucestershire benefits from nationally significant transport investment beyond the county boundaries. Major programmes such as the Midlands Rail Hub have the potential to improve connectivity, capacity and journey times across a much wider geography than the areas in which infrastructure is physically located. **Policy 2: Improving Gloucestershire's Rail Infrastructure** seeks to ensure that Gloucestershire benefits from these investment opportunities. As outlined in our Rail Strategy, we will achieve this by working with Great British

Railways, neighbouring authorities and other strategic transport bodies such as Midlands Connect and Western Gateway to advocate for rail investment in Gloucestershire, including making the most of committed rail investment programmes. We will support rail infrastructure enhancements including new railway stations where they meet strategic policy objectives, present a positive business case and do not result in local and wider network impacts.

We must continue to strengthen all forms of sustainable regional transport. Real opportunities for this will also be gained through the development of high-quality coach connections, and better integration between transport modes. This includes connecting coaches to Gloucestershire's strategic interchange hubs, offering a flexible, affordable and lower-carbon means of supporting regional mobility (**Policy 3: Delivering high quality coach travel**).

We will maintain highway connectivity by managing the local highway network in line with our Highways Asset Management Strategy and Policy, ensuring investment and maintenance activities support our strategic priorities for Gloucestershire to tackle climate change, support sustainable growth and improve our road network. To help target investment where it will deliver the greatest benefit, we will identify a Key Route Network (KRN), as outlined in **Policy 4: Managing Gloucestershire's Local Highway**. The KRN will provide a clear framework to guide investment, focusing resources on the routes that are most important for connecting people, places and businesses. In line with Government guidance, we will also apply the national road

user hierarchy to give greater consideration to the needs of people walking, wheeling, cycling and using public transport, while ensuring the network remains efficient, accessible and safe for all users.

Within Gloucestershire, nationally important roads managed by National Highways play an important role in Gloucestershire's economy and connectivity. As set out in **Policy 5: Supporting the function of the SRN**, ongoing investment from National Highways will be required to ensure this continues. This includes improving M5 Junction 10 to deliver growth, improve safety, and reduce congestion at the junction itself and on the A46. Gloucestershire will explore opportunities to deliver future strategic interchange hubs near major junctions and at railway stations, to facilitate modal shift via Park and Ride (P&R), rail, BRT and local transport connections.

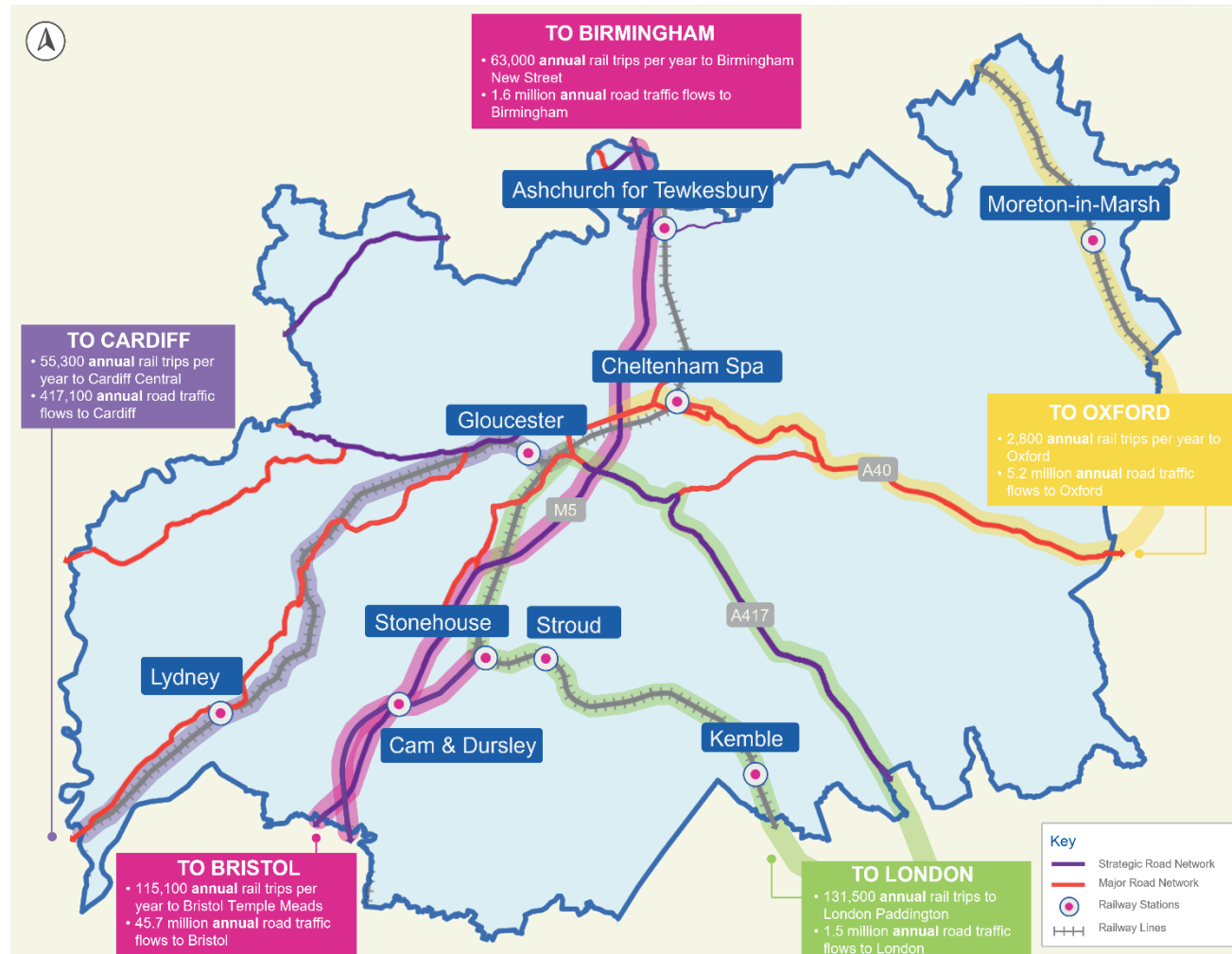
Approximately 89% of all domestic freight in Gloucestershire moved by road, in line with national trends. Ensuring the continuous movement of freight is therefore essential for Gloucestershire's economy (**Policy 6: Ensuring efficient freight movement**). Gloucestershire's Advisory Freight Route Map can be found in the LTP Policy Document and identifies the most suitable roads for freight movement. This includes recognising the need to provide safe and well-designed driver facilities. We need to look at the carbon emissions associated with freight to collaboratively explore opportunities to transfer the movement of more freight by rail and water. This would provide a more sustainable and resilient alternative for longer-

distance freight movements, reducing the number of goods vehicles using the SRN and MRN in the county.

We will only be able to provide improved transport links if funding can be secured for enhanced services and infrastructure investment. It is therefore of fundamental importance that we secure inward transport investment (**Policy 7: Funding Strategic Transport Infrastructure**).

Figure 4 illustrates Gloucestershire's regional transport corridors which connect the county to Birmingham, London, Oxford, Bristol and Cardiff by road and rail.

Figure 4: Gloucestershire's Regional Transport Corridors



Objective 2 - A transport system which supports sustainable housing and employment growth

The new National Planning Policy Framework (NPPF) has a revised standard approach to assessing housing needs. This has resulted in an estimated requirement of 102,432 new homes to be built across Gloucestershire over the next 20 years, an increase of 86% from the previous target. This level of housing development will correlate to employment growth that will support around 107,000 additional jobs across the county. Gloucestershire's new housing targets will require an integrated approach between land use and transport planning. Our Local Planning Authorities are preparing Local Plans under the legacy and new planning systems. This new planning system also re-introduces strategic planning through spatial development strategies (SDS), which will be prepared by Strategic Planning Authorities. The SDS will in the future identify the broad locations for growth. To accommodate this growth, the Highways Authority will continue to support both the strategic planning authority and local planning authorities in their statutory duties to produce Development Plans, providing the policy and spatial framework for development in their areas. **Policy 8: Land Use Transport Integration** sets out how we will collaboratively work with Local Planning Authorities to ensure decisions about the location, scale and form of future development are clearly guided by the long-term vision for our places. This will be aided by Local Government Reorganisation with the transport and planning roles and responsibilities for Gloucestershire sitting under a single unitary authority.

In alignment with the revised NPPF, Section 15, we will use a vision-led approach to deliver sustainable, safe and well-designed future development where transport is integrated with land use planning from the outset rather than being addressed separately and retrospectively.

This LTP therefore seeks to guide development to the most suitable locations such as those where people can walk and cycle to local centres and access high frequency public transport. Gloucestershire's railway stations and BRT network together will create sustainable growth corridors as shown in Figure 6 which are best placed to support a vision-led approach to planning.

Underpinning this is our ambition of at least two trains per hour at all Gloucestershire stations. As set out in **Policy 9: Supporting enhanced rail connectivity** we will deliver this through the proposals set out in our Rail Strategy, including by working with industry partners to increase service frequencies and improve connectivity through and beyond the county.

Policy 10: Prioritising high-quality rapid transit corridors seeks to deliver a system that secures a step change in public transport provision along our sustainable growth corridors. Building out from the Gloucester–Cheltenham–Tewkesbury corridor, the BRT system we will provide a phased delivery of high frequency, limited stop services using zero emission vehicles, supported by bus priority measures and high-quality interchanges. The BRT system will connect key destinations with Gloucestershire's railway stations, a network of P&R sites and smaller interchange hubs. The improvement in public

transport connectivity through the delivery of the improved railway services and the BRT system will provide residents and visitors with a real choice in how they travel across Gloucestershire.

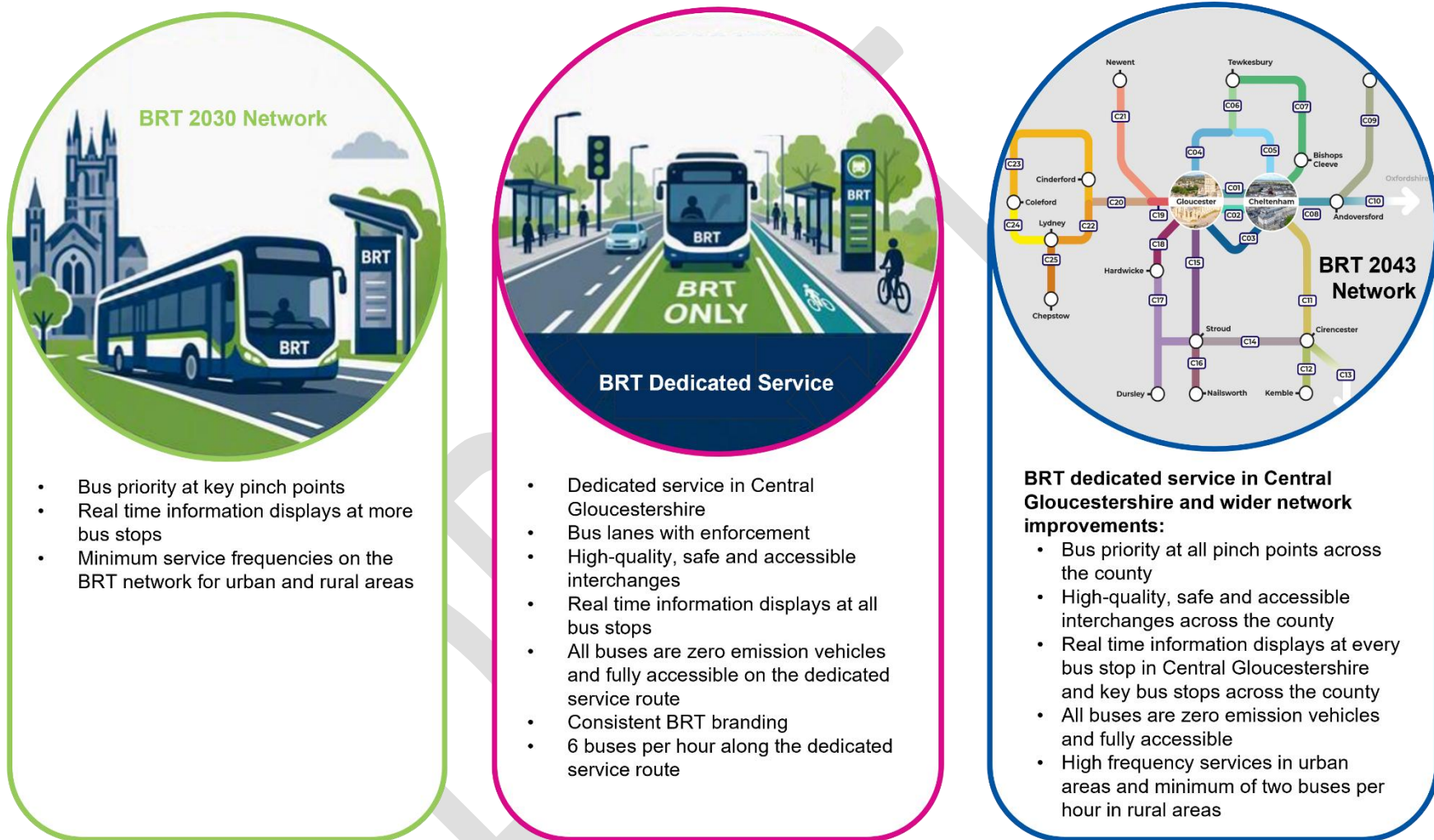
Once new housing and employment sites are allocated, we will ensure that developments are highly integrated into existing settlements or forms distinct new places where services and amenities are located within walking or cycling distance, and connections to wider public transport routes are provided through interchange hub facilities. We will enable all residents living in new development to walk, wheel or cycle everyday local trips, have good access to public transport and Gloucestershire's county wide cycle network (**Policy 11: Development Management**).

Investing in our sustainable growth corridors will also benefit Gloucestershire's local businesses and the visitor economy (**Policy 12: Connecting local businesses and supporting the visitor economy**). Improved sustainable connectivity through enhanced walking, wheeling and cycling routes, our Public Rights of Way and an enhanced network of quiet lanes will make reaching destinations easier, safer and more attractive while reducing congestion, pollution and transport costs. It will provide businesses with access to customers and increase local spending, as people arriving on foot, by bike or public transport often spend more time locally in town centres and may visit multiple businesses during a trip. Extended bus services into the evening in line with our Bus Service Improvement Plan (BSIP) ambitions will also help to support the nighttime economy in

Gloucestershire, allowing visitors and residents to travel affordably, safely and reliably outside of traditional working hours. Transport for London found that people who walk, cycle or use public transport spend around 40% more each month in local shops than those who travel by car.

Gloucestershire's businesses will also find that affordable and reliable transport expands the pool of employees who can reach employment sites which will help with recruitment and retention.

Figure 5: Gloucestershire's Bus Rapid Transit Network



Objective 3 - Making our transport system more reliable and resilient all day, every day

Reliance on the private car remains high across Gloucestershire, reflecting the county's rural nature and dispersed settlement pattern. Census 2021 data shows that around 86% of households have access to a car or van. Traffic levels in Gloucestershire have largely returned to pre-pandemic levels and are expected to continue to grow over the coming decades as the population ages and the economy expands. In Gloucestershire, the total number of vehicles on our road network across is forecast to increase by around 28% by 2041. This will increase congestion which will place additional pressure on existing transport infrastructure, impacting the reliability of our network.

This LTP seeks to place the needs and experiences of residents, communities and businesses at the heart of decision-making. This means listening to what matters most to people. Engagement as part of this LTP identified maintaining roads, managing congestion, improving bus journey reliability and ensuring that transport infrastructure remains resilient to future changes were identified as key priorities for Gloucestershire's residents.

We therefore want to create a reliable transport system in Gloucestershire where vehicular journeys are predictable by supporting modal shift, buses are not delayed by congestion, and the transport network recovers quickly from any disruption. This is likely to require bold decisions that support the reallocation of road space to sustainable measures. While

targeted highway improvements will remain important, relying solely on increasing road capacity is neither sustainable nor affordable in the long term.

In some cases, strategic road building on the SRN such as M5 J10 and J9 can generate significant development and growth potential supporting house building and job creation. However, increased road capacity can result in induced demand. Congestion often falls initially, but over time people adapt by making trips they previously avoided, driving at peak times rather than off peak or use a car rather than public transport. As a result, traffic volumes tend to rise, and congestion returns to previous levels.

Continually increasing capacity would also be expensive and will generate adverse environmental impacts, including increased carbon emissions, and poorer air quality. Nationally, 70% of all trips are under 5 miles long, indicating a great potential to reduce congestion by shifting to alternative modes of transport, particularly in urban areas. We will explore managing travel demand through measures such as workplace parking levies or congestion charging. This will help to reduce congestion and support modal shift on the network. However, before any of these measures are implemented, we will gather community input and advocacy (**Policy 13: Managing travel demand**).

We will protect bus services from congestion by implementing integrated bus priority measures along whole transport corridors to improve journey time reliability. This means that

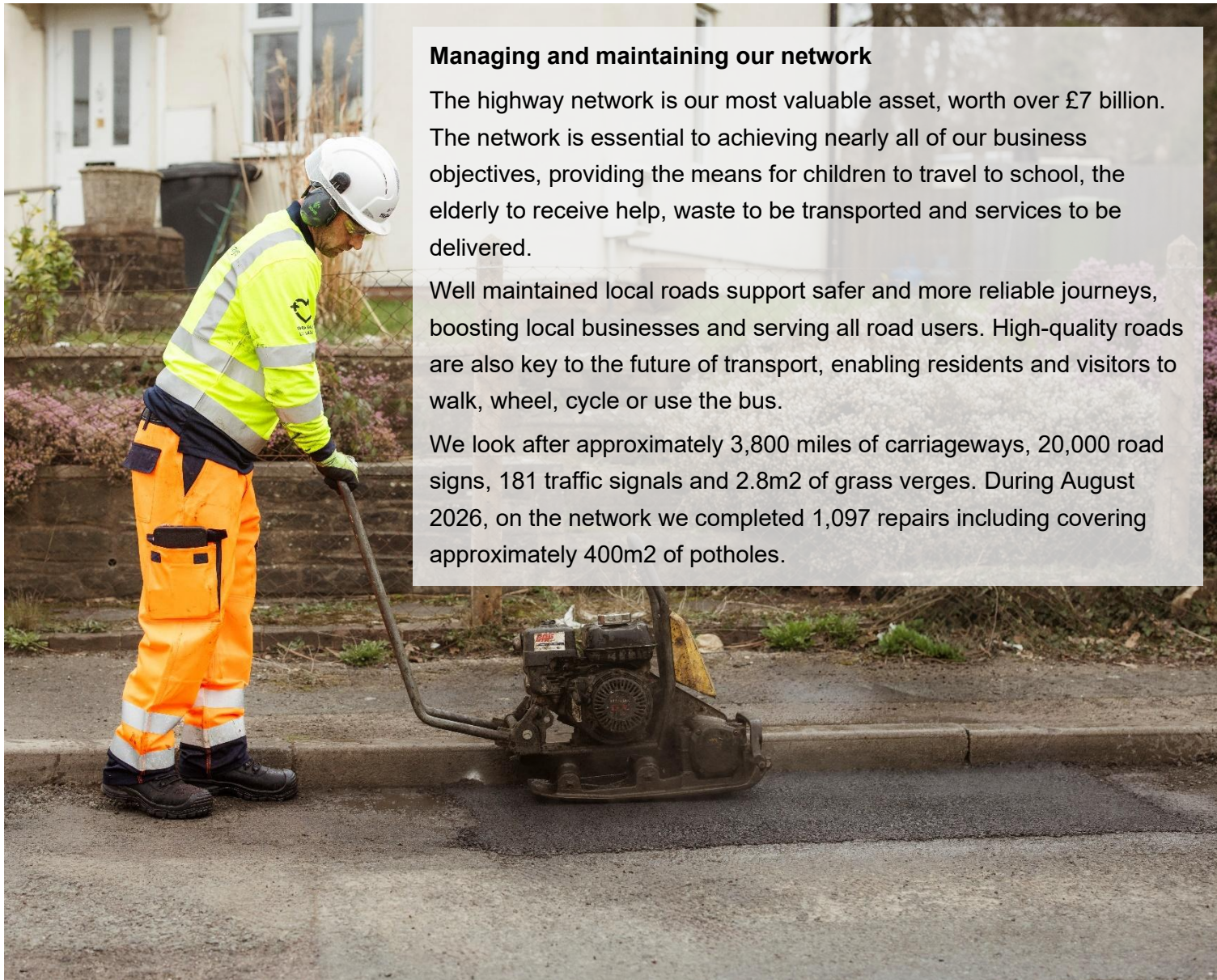
services will operate consistency, punctually and free from delay (**Policy 14: Improving bus reliability**).

Uncertain weather patterns and weather events, such as the 2007 and 2014 flood events, and the 2022, 2025 and 2026 heatwaves, caused widespread disruption to the transport network, affecting the performance, safety and reliability of operations and infrastructure. This trend is only expected to intensify, with warmer, wetter winters and hotter, drier summers. To help mitigate these challenges, we will incorporate climate resilience into design and look at entire assessment management lifecycle interventions including climate adaptation and resilient measures to minimise disruption and costs. We will reduce the impact of climate change through considering the design of infrastructure and continue to manage existing infrastructure to ensure it anticipates, withstands and recovers quickly from accidents, major events, extreme weather events and other disruptions, to keep people and goods moving (**Policy 15: Creating a resilient transport network**).

We will continue to develop an Asset Management Framework to set clear levels of service and undertake regular monitoring of the network (**Policy 16: Managing and maintaining our transport network**). This will help to build a more resilient transport system in Gloucestershire, allowing people and goods to move safely, reliably and without interruption.

We must also manage and enforce traffic and regulatory controls proportionately and consistently. We will use a range

of measures to improve compliance with traffic restrictions, including network design, engineering solutions, signage, communications and enforcement. Where appropriate and proportionate, we will use our powers under the Traffic Management Act 2004, including ANPR and other camera-based moving traffic enforcement technologies, to support road safety, improve bus reliability, reduce congestion and enable more sustainable travel choices. This will help to improve safety, protect network resilience and performance and ensure fair use of the highway by all users in line with **Policy 17: Enforcing civil and regulatory powers**. This includes managing car parking in line with **Policy 18: Managing on street car parking** which will ensure our network operates effectively while maintaining the safe and expeditious movement of traffic.



Managing and maintaining our network

The highway network is our most valuable asset, worth over £7 billion. The network is essential to achieving nearly all of our business objectives, providing the means for children to travel to school, the elderly to receive help, waste to be transported and services to be delivered.

Well maintained local roads support safer and more reliable journeys, boosting local businesses and serving all road users. High-quality roads are also key to the future of transport, enabling residents and visitors to walk, wheel, cycle or use the bus.

We look after approximately 3,800 miles of carriageways, 20,000 road signs, 181 traffic signals and 2.8m² of grass verges. During August 2026, on the network we completed 1,097 repairs including covering approximately 400m² of potholes.

Objective 4 - Making our transport system fit for the future

Although broadband coverage has improved significantly through our Fastershire programme, digital connectivity gaps remain across the county. These digital challenges are most evident in rural areas of the county including the Forest of Dean, Cotswold, Tewkesbury and Stroud. Areas in North Cotswolds and villages near Cirencester face challenges with mobile phone coverage. These gaps affect access to services, business productivity and social connectivity, creating disparities between our urban and rural communities.

Digital exclusion can create significant barriers to accessing and using the transport network. Increasingly, journey planning, ticket purchasing, real-time travel information and disruption updates are provided through online digital channels. This means that people without reliable internet access, suitable devices or digital skills may find it harder to travel confidently and independently.

At a local level, Gloucestershire's Growth Plan highlights the importance of high-quality digital infrastructure to support sustainable economic growth and connected communities. As set out in **Policy 19: Maximising the benefits of digital connectivity**, we will work with partners to increase digital connectivity and maximise the benefits for transport. Improving digital connectivity will help to ensure that all residents can access up-to-date travel information, plan their journeys more effectively, and benefit from emerging transport opportunities such as car sharing or car pooling.

Gloucestershire's Digital Infrastructure, Inclusion and Innovation Strategy identifies the importance of having the 'access, skills, support and confidence to participate in and benefit from our modern digital society'. In the UK approximately 8.5 million lack basic digital skills - based on the national figure approximately 89,000 people in Gloucestershire, particularly older adults and those from deprived areas, may struggle with digital literacy. Therefore, developing the necessary digital skills and having access to the right training and support is essential for digital inclusion in Gloucestershire.

For those who have to travel, technology and innovation will transform how people are moved and how transport networks are planned and managed. We will improve our capabilities to understand traffic trends and monitor performance through new data-sharing platforms such as Compass. This will play a critical role in enabling a safer, more efficient and inclusive transport system in Gloucestershire which is ready for the future.

We will make better use of existing data, automation and intelligent transport technologies to plan for the future (**Policy 20: Exploring technology and innovative solutions**). We have already begun to explore this with demand responsive transport - using ridership details to identify demand, we expanded The Robin to Newent, closing the gap in rural coverage, providing connectivity to a previously unserved area. We will continue to work with government, operators and the private sector to facilitate the deployment of further transport innovation into our own

operations. We have already made significant progress on this with the digitalisation of all static Traffic Regulation Orders (TROs) which has helped to support improved accessibility and the more efficient management of restrictions. Alongside the deployment of real time passenger information at transport interchanges and the use of mobile apps for ticketing and accessing mobility services.

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Love to Ride App

The Love to Ride app is an online platform designed to encourage more people to cycle. Participants can log their rides, set goals, and track their progress.

In Gloucestershire, we have used the app to set annual challenges such as 'Cycle September' encouraging more communities, workplaces, schools and community groups to cycle. Community-focused events such as 'She's Electric', designed to empower more women to cycle regularly and confidently have also been rolled out across the county in partnership with our Think Travel Team.

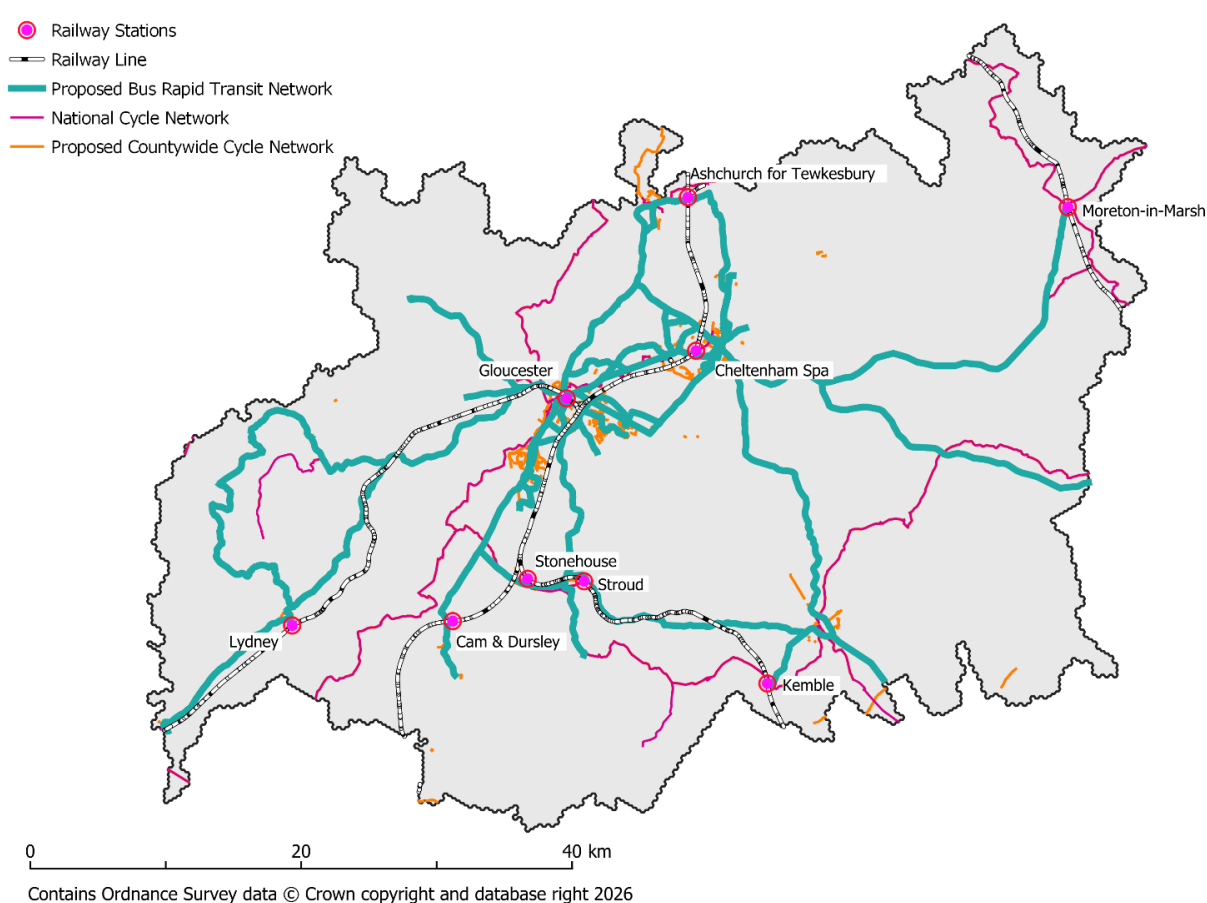
The figure sets out the current statistics from the Love to Ride app for Gloucestershire. The app has encouraged 2,660 people in the county to ride covering 3,622,244 miles and contributing to a reduction in 421,556 pounds of carbon dioxide.



Gloucestershire's Sustainable Transport Corridors

Figure 6 presents Gloucestershire's Sustainable Transport Corridors which consist of BRT and the county's railway stations, complemented by the countywide cycle network. These corridors will be essential in helping to deliver a well-connected and prosperous Gloucestershire.

Figure 6: Gloucestershire's Sustainable Transport Corridors



4. Outcome 2: A green and healthy Gloucestershire

Gloucestershire is a county of outstanding natural beauty, characterised by diverse landscapes including the Cotswolds National Landscape, the Forest of Dean, the River Severn and an extensive network of rural towns and villages. There are numerous designated sites of international and national importance for nature that have special legal protection including the Seven Estuary, Wye Valley Woodlands, Cotswold Beechwoods and Highbury Wood. It also has a rich historic environment, with the cathedral city of Gloucester, the regency townscape of Cheltenham, historic market towns and numerous heritage assets that contribute to the county's unique identity and sense of place. These assets are fundamental to Gloucestershire's character, economy and quality of life and must be carefully considered as the transport network evolves.

To create a green and healthy Gloucestershire, we want to make walking, wheeling and cycling easy, safe and attractive for people of all ages and abilities. By enabling more everyday journeys to be made actively, we can help to reduce carbon emissions, improve air quality, reduce congestion and support nature recovery, whilst helping our residents lead healthier lives. Through investment in high-quality active travel networks, safer road layouts, speed management measures, education and behaviour change initiatives, we will create places where sustainable travel supports both a thriving environment and healthier lifestyles.



Objective 5 – High quality natural and built environment

Gloucestershire's Local Nature Recovery Strategy (LNRS) identifies key challenges facing Gloucestershire's natural environment including pollution, loss of habitats and ecological connectivity, pressure for land use change and the risk of overdevelopment in the county to meet housing targets. We will support nature recovery in Gloucestershire through mitigating these challenges and enhancing the natural environment. This includes reducing transport related pollution and waste, minimising noise and light pollution and embedding biodiversity considerations throughout the planning, design, delivery and operation of transport infrastructure and improving access to rural green spaces.

Several Air Quality Management Areas (AQMAs) were declared in Gloucestershire between 2005 and 2020 due to nitrogen dioxide exceeding safe levels. However, many of these AQMAs have since been revoked after achieving compliance. The only remaining AQMA in the county is in Birdlip at the Air Balloon roundabout connecting the A417 and A436, where persistent congestion and a high proportion of heavy goods vehicles continue to contribute to elevated emissions. However, revocation of the AQMA at this site is anticipated following the completion of the Missing Link construction works. Despite the revocation of most AQMAs in the county, air quality remains a key consideration. We will continue to protect and enhance both the natural and built environment by reducing the environmental impacts of transport. Through **Policy 21: Reducing transport related pollution and waste**, we will seek to improve air and water

quality, minimise noise pollution, and reduce litter and waste associated with the construction and operation of the transport network. We will do this by delivering schemes that improve traffic flow and reduce congestion, by promoting the uptake of low and zero emission vehicles and by integrating environmental mitigation into transport schemes such as noise reduction, drainage and pollution control measures. This will help to respond to the challenges identified in LNRS and create healthier and more attractive places in Gloucestershire.

We will seek to avoid and minimise the impacts on areas important for nature, including designated sites Special Protection Areas (SPAs), National Nature Reserve (NNR), Special Areas of Conservation (SACs), Ramsar wetland sites, Special Protection Areas (SPAs), Sites of Special Scientific Interest (SSSIs), National Nature Reserves (NNRs), Local Nature Reserves (LNR), Local Wildlife Sites (LWS) and Conservation Road Verges. We will identify opportunities to protect and enhance these habitats as identified in the Local Habitat Map in the LNRS in line with **Policy 22: Supporting nature recovery**.

The LNRS identifies the benefit of engagement with and access to nature for improving mental health and reducing loneliness. Evidence from the Mental Health Foundation found that 45% of UK residents use visits to green spaces to help cope with stress. In Gloucestershire, there are inequalities to accessing nature. Communities that are in the lowest 20% of the Index of Multiple Deprivation in Gloucester, Cheltenham, Cinderford West and Tewkesbury South have a strong correlation with inequitable access to nature.

As the county continues to grow, we will ensure that new housing, employment sites and community facilities have networks of greenspace. This will also help to manage flood risk, improve air quality, mitigate increasing temperatures and provide opportunities for walking, wheeling and cycling. It will also deliver significant health and wellbeing benefits for our residents, helping to improve mental health, encourage physical activity and reduce feelings of loneliness. In line with **Policy 23: Improving access to greenspace for all**, we will create more sustainable communities to ensure growth in the county delivers lasting environmental, social and economic value for both our existing and future residents.

Streets are not only transport corridors but also places where people live, work, shop and spend time. In line with **Policy 24: Delivering good streets and public spaces**, good street design can help balance these functions by creating built environments that follow a specific road user hierarchy to ensure they are safe, attractive and accessible for everyone. With 60% of multi-modal trips beginning with walking, we need to ensure our streetscape has high-quality public realm to support these trips. New transport schemes will be designed to reflect local context while supporting accessibility, sustainability and quality of place to provide inclusive public spaces. This will ensure that our streets, public spaces, transport interchanges and infrastructure contribute positively to local character, distinctiveness and community wellbeing. These schemes will focus on managing traffic speeds, improving accessibility, supporting walking, wheeling and

cycling, direct routes to public transport stops and creating spaces that reflect local character and identity.

Conservation Road Verges (CRVs)

CRVs represent Gloucestershire's most valuable roadside habitats, providing refuge for rare and scarce wildflowers, pollinators, birds and other wildlife. They help to create a connected network of wildlife corridors across the county and support biodiversity beyond designated nature reserves and protected sites.

In Gloucestershire, we have 96 designated CRVs creating a countywide ecological network of roadside wildlife sites. These sites have been surveyed and found to be of significance in terms of habitat, presence of scarce, rare or characteristic species, connectivity to Local Wildlife Sites or Site of Special Scientific Interest or potential for recovery/creation of biodiversity value in Gloucestershire.

Our CRV's provide significant environmental, economic and social benefits including improved biodiversity, providing important agricultural links, more attractive roadsides and enhanced landscape character.



Objective 6 - Reducing transport carbon emissions and shifting to sustainable transport modes

Transport is the largest source of Gloucestershire's carbon emissions. In 2023, transport contributed to 42% of the county's carbon emissions, 35% of these emissions are from trips made entirely within Gloucestershire and 32% from through trips. Rapid reductions in transport carbon emissions are therefore critical to mitigating the impacts of climate change. Transport in Gloucestershire contributes to climate change through direct user emission from vehicles and the generation of energy from transport-related manufacturing, construction and maintenance.

Direct user transport emissions are the largest source of carbon emissions in Gloucestershire, accounting for 1.38 MtCO₂e in 2023. The source of these emissions is split almost equally between trips originating from urban and rural place types, each presenting a different decarbonisation challenge. Energy and upstream / downstream carbon emissions are much smaller – estimated at less than 0.05 MtCO₂e in 2024 – but still material to tackling the climate crisis and largely within our direct influence.

A trajectory of transport user emission reduction has been developed to guide ambition. This requires a 40% reduction in user emissions by 2030 and 89% by 2040 before reaching zero in 2045 in line with **Policy 25: Reducing transport carbon emissions**.

The transition to Zero Emission Vehicles (ZEVs), will be the main source of the county's transport decarbonisation

however, there remains uncertainty over how quickly this transition will happen. An accelerated ZEV uptake scenario will require a supportive national policy landscape such as continued commitment to the ZEV mandate, as well as local action such as unpolluting buses in line **Policy 26: Zero Emission Buses**, the delivery of a coherent electric vehicle charging network (**Policy 27: Implementing electric vehicle charging infrastructure**) and the transition to zero-emission technologies (**Policy 28: Gloucestershire related transport emissions**).

Decarbonising vans and lorries will be critical as together they comprise 35% of the county's transport user emissions. As well as delivering a charging network to support the electrification of these vehicles (**Policy 29: Supporting sustainable local deliveries**) we will explore how to reduce urban freight movements.

While ambitious electrification of vehicles will be essential, it is unlikely to be enough on its own. It is estimated that transport emissions will reduce 22% by 2030, 78% by 2040 and 90% by 2045 through accelerated ZEV uptake. Electrification therefore leaves a shortfall in achieving our trajectory of net zero by 2045. ZEVs are an important part of our transition to a low-carbon transport system, but they are not a complete solution. While they will reduce carbon emissions and improve air quality, they do not address other negative impacts such as congestion, road safety and noise pollution. As ZEVs become more affordable to operate, there is a potential for increased car use. We therefore need to complement vehicle decarbonisation with measures that reduce the need to travel

by car, encouraging a shift towards public transport, active travel and shared mobility.

There remains a critical role for the LTP to deliver infrastructure that supports a shift in journeys to public transport and active travel modes, particularly for shorter journeys. This will help to further alleviate congestion and contribute to healthier, more sustainable and resilient communities. We will minimise the infrastructure carbon involved in constructing and maintaining the county's transport network. In the 2024/25 highways maintenance and operations activities generated an estimated 28,061 tCO₂e of which 64% was associated with planned maintenance such as highway resurfacing. **Policy 30: Reducing carbon in infrastructure** sets out how we will reduce these and major project infrastructure carbon emissions by adopting low-carbon design principles, sustainable materials, efficient construction methods and maintenance practices across all schemes.



ZEBRA Buses

The Zero Emission Bus Regional Areas (ZEBRA2) scheme is a funding programme introduced by the DfT in 2023 which allowed local authorities to bid for a share of £142.8 million to support the roll out of up to 955 zero emission buses across England.

Of this fund, Gloucestershire received £5.9 million which was used to procure 58 zero emission buses delivered between 2023 and 2025. This brought the total share of electric buses operating within Gloucestershire to 20%. The additional 58 buses will remove approximately 59,069 tonnes of CO₂ and 30 tonnes of NO₂ over their lifetime when compared to diesel buses.

Objective 7 - Making travel safer and more secure

In 2024, 21 people were killed and a further 291 people were seriously injured on Gloucestershire's roads. A significant proportion of the most severe road collisions occur on our high-speed rural roads. Locations of residential areas face significant challenges for vulnerable road users.

We have adopted Vision Zero, which seeks to eliminate all road deaths and life-changing injuries by 2050 while enabling safe, healthy and equitable mobility for everyone. Vision Zero recognises that human errors will occur and we need to adopt a 'safe system' approach. This will ensure that roads, vehicles, speeds and road user behaviour work together to minimise the likelihood and severity of collisions. We have set an interim target of achieving a 65% reduction in the number of adults killed or seriously injured (KSI) and a 70% reduction for children by 2035 based on the government's Road Safety Strategy. Actions taken to achieve this target will help to reduce the number of KSIs on the network whilst creating safer environments for walking and cycling, supporting overall health and wellbeing.

As part of this LTP, we will deliver an evidence-led approach to safety, using collision data, risk analysis and emerging research to identify and prioritise interventions across the transport network. This will include targeted highway infrastructure improvements, speed management measures, education and behaviour change initiatives, and close working with Gloucestershire Road Safety Partnership (GRSP), the police, emergency services and other

stakeholders (**Policy 31: Supporting safer streets and roads**). We will move towards making our transport system safer for all people travelling, regardless of mode.

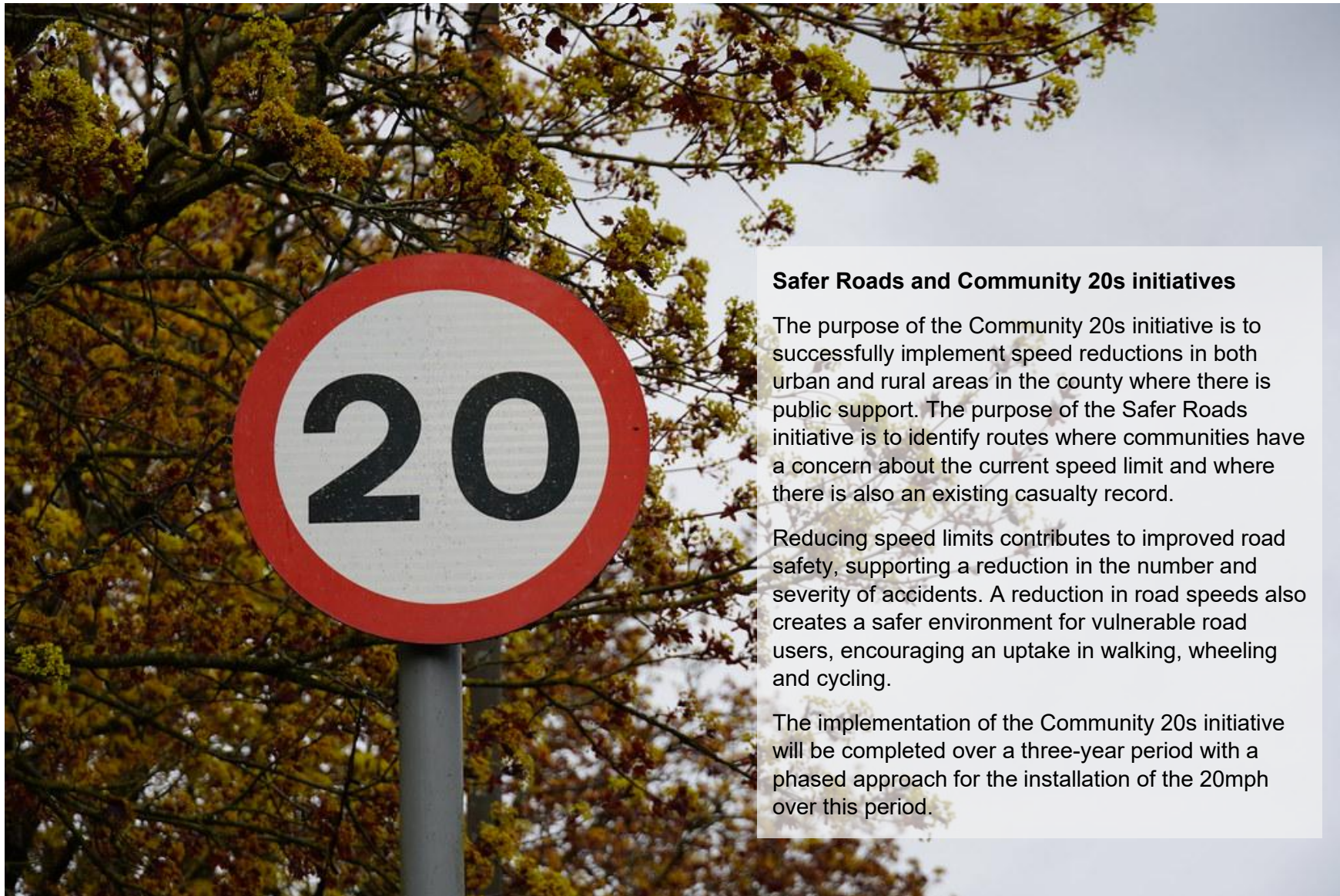
A key part of this approach is the delivery of Gloucestershire's ambitious Safer Roads and Community 20s Programme as approved by Cabinet in March 2026. We have made significant progress in advancing our 20mph ambitions, securing almost £2.8 million of funding to support the phased rollout of community-backed 20mph speed limits and targeted speed reductions on higher-risk roads. With more than 150 local communities already expressing an interest in participating, the programme prioritises locations where lower speeds can deliver the greatest road safety benefits.

LTP engagement identified that around 27% of respondents felt unsafe when using public transport in Gloucestershire. We will therefore seek to improve personal safety and security across the transport network (**Policy 32: Ensuring personal safety when travelling**). This includes designing streets, public transport interchanges, bus stops, walking routes and cycling facilities and implementing speed limits that are welcoming, accessible and feel safe to use at all times of day. Consideration will be given to lighting, passive surveillance, visibility, accessibility and inclusive design so that all users, particularly women, children, older people and other vulnerable groups, can travel with confidence. As part of the Merrywalks transport hub upgrade, we have delivered overhead and footway lighting improvements to make the waiting environment safer. Continuing to improve perceptions of safety will be essential to encourage greater use of

sustainable transport modes by all users, including children who are travelling independently to school.

Comprehensive walking, wheeling and cycling networks in our communities will provide safe, direct and attractive routes for everyday journeys, enabling more children to travel actively to school and support healthier, more sustainable lifestyles.

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Safer Roads and Community 20s initiatives

The purpose of the Community 20s initiative is to successfully implement speed reductions in both urban and rural areas in the county where there is public support. The purpose of the Safer Roads initiative is to identify routes where communities have a concern about the current speed limit and where there is also an existing casualty record.

Reducing speed limits contributes to improved road safety, supporting a reduction in the number and severity of accidents. A reduction in road speeds also creates a safer environment for vulnerable road users, encouraging an uptake in walking, wheeling and cycling.

The implementation of the Community 20s initiative will be completed over a three-year period with a phased approach for the installation of the 20mph over this period.

Objective 8 - Enabling people to lead active and healthy lives

Active travel has the potential to deliver a wide range of benefits for Gloucestershire. As well as improving physical and mental health, increased levels of walking, wheeling and cycling will help to reduce congestion in Gloucester and Cheltenham, improve access to employment and contribute to our Net Zero targets. Despite these clear benefits, the number of people walking and cycling at least once per week gradually declined in Gloucestershire until 2018, when there was a resurgence to above 2016 levels. However, this resurgence was followed by a further decline with current figures below the pandemic levels. This clearly demonstrates that without intervention, everyday activity levels in Gloucestershire are unlikely to increase with potentially significant impacts on the health and wellbeing of our residents.

Enabling people to lead active and healthy lives is therefore central to our LTP. Through **Policy 33: Delivering our Active Travel Strategy**, we will make walking, wheeling and cycling easy and accessible for everyday journeys by creating safe, inclusive and connected networks that work for people of all ages and abilities. Gloucestershire's Local Cycling and Walking Infrastructure Plans (LCWIPs) set out improvements to walking, wheeling and cycling routes across our urban areas. These infrastructure improvements will support the long-term vision to deliver a coherent, direct, safe and attractive active travel network across the county, supporting

a 117% increase in walking, wheeling and cycling in urban areas and 16% increase in rural areas.

The LCWIPs position us to successfully secure external funding and investment, enabling the delivery of high-quality active travel infrastructure designed in accordance with LTN 1/20 and Active Travel England Rural Design Guidance. By continuing to bring forward and supporting our LCWIP priorities as part of **Policy 34: Gloucestershire's walking, wheeling and cycling network**, we will provide safe and attractive options for everyday journeys.

The Gloucestershire Cycle Spine will form the heart of a county-wide active travel network, connecting Bishop's Cleeve, Gloucester, Cheltenham, Stonehouse, and Stroud, while linking these communities to employment, education, transport hubs and leisure destinations. Comprehensive active travel networks in our urban areas, market towns and rural communities will provide safe, direct and attractive routes for everyday journeys. This will include supporting most children in Gloucestershire to travel actively to school in line with the Government target of 60% in towns and cities by 2035. As well as recognising the importance of the Gloucestershire Cycle Spine, there are miles of railway paths as well as the Public Rights of Way network that can assist in active travel provision, particularly to support travel to school journeys.

We will also continue to embrace innovative mobility solutions in our urban areas, building on the success of our shared micromobility programme. Following the recent extension of

our scooter scheme and plans to introduce a combined e-scooter and e-bike network, we will support shared transport options that complement public transport and provide flexible alternatives to private car use. The existing scheme already supports over 37,000 active users and plays an important role in reducing car trips and improving sustainable travel choices. To manage the future rollout of micromobility solutions, we will develop a Shared Mobility Strategy for Gloucestershire (**Policy 35: Providing shared micromobility services**).

Recognising Gloucestershire's extensive rural areas, we will strengthen rural connectivity and make the county's outstanding landscapes more accessible to residents and visitors alike through targeted rural active travel improvements.

We will explore the opportunities offered by a countywide network of quiet lanes (**Policy 36: Support opportunities to create quiet lanes where appropriate**). These low-speed rural routes will provide safer and more pleasant conditions for walking, cycling and horse riding while enhancing access to the countryside and supporting rural tourism. Aligning to the Rural Design Guide for active travel principles, we will work with local communities and partners to develop a network of Quiet Lanes across rural Gloucestershire, helping to connect villages, Public Rights of Way, visitor destinations and active travel routes.

Gloucestershire has around 3,509 miles of Public Rights of Way made up of footpaths (81%), bridleways (15%) and restricted byways (4%). This extensive network provides

access to the countryside, supports recreation and tourism and contributes to health and wellbeing in the county. Gloucestershire's Public Rights of Way Improvement Plan vision is to help improve access to greenspaces, schools, town centres, transport interchanges and employment sites, by ensuring that active travel is embedded within both new developments and existing communities. The Plan seeks to identify how the Public Rights of Way, as part of the wider active travel network could be improved to support active travel opportunities and access to the countryside for tourism and recreation. As set out in **Policy 37: Access to greenspaces and Public Rights of Way**, we will support measures to improve safety accessibility and the quality of the experience for those using Gloucestershire's Public Rights of Way. Targeted maintenance of the Public Rights of Way network will be key to supporting everyday journeys, exercise and recreational activities. This will help to deliver significant health and wellbeing benefits for our residents and visitors, improve mental health, encourage physical activity and reduce feelings of loneliness.

Through **Policy 38: Influencing Travel Behaviour** we will deliver behaviour change initiatives through Gloucestershire's 'thinktravel' programme. The programme already helps to encourage residents, schools, communities and businesses to adopt more sustainable travel choices and realise the health and wellbeing benefits of active travel. For example, the Roll & Stroll global workplace challenge aimed to encourage people to walk, wheel and cycle more frequently and saw 741 registrations from 85 workplaces across Gloucestershire.

Children and young people are a key group to focus on helping establish lifelong healthy travel habits, yet only 46.2% of children and young people in Gloucestershire meet the recommended 60+ minutes of physical activity per day, below the national average of 47.8%.

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Gloucestershire Cycle Spine

Gloucestershire Cycle Spine is a planned walking and cycling route extending across the county from Stroud in the south to Bishop's Cleeve in the north. We have delivered approximately 10 miles of the route to date including Oxstalls Lane to Lansdown Road, A435 Cheltenham to Bishops Cleeve, Llanthony Road and Southgate Street (between Kimbrose and Tall Ships).

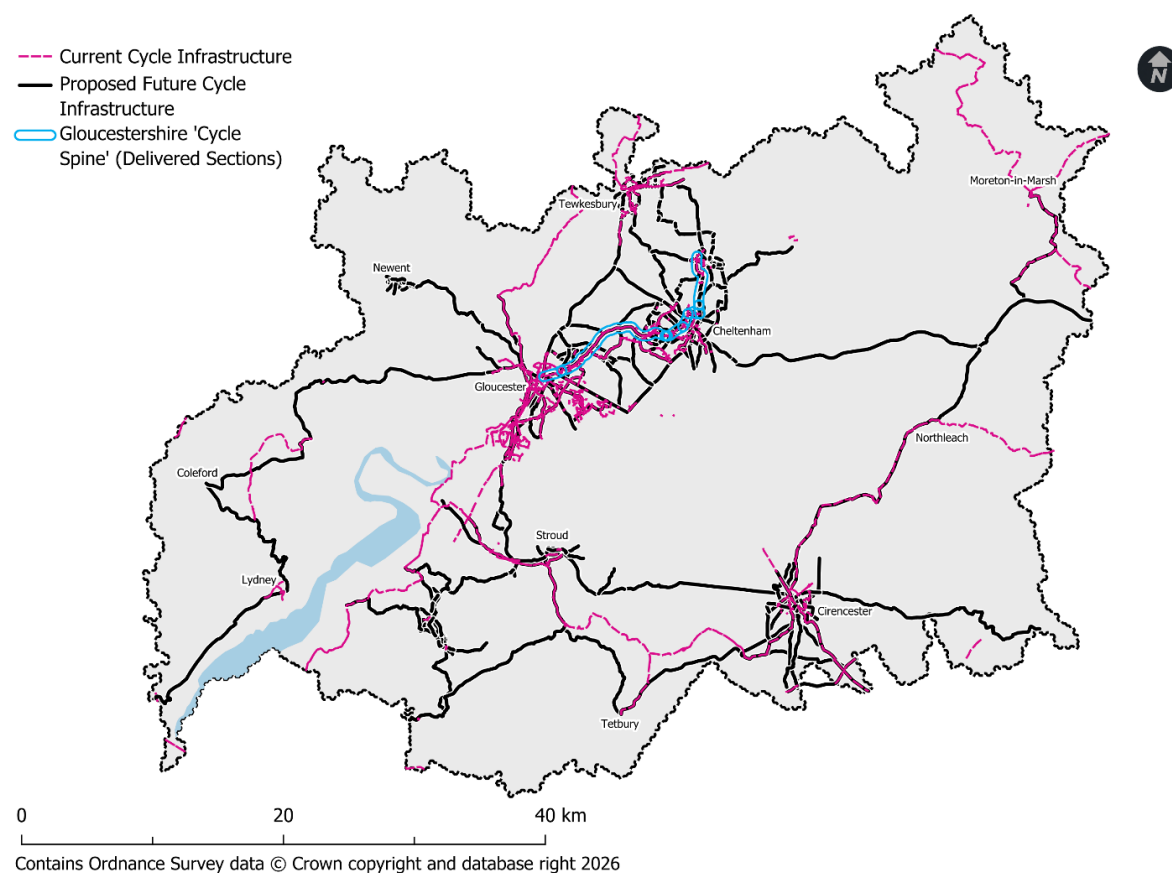
In December 2025, we were awarded Tier 3 capability rating from Active Travel England, putting the county within the highest rating category for planning, designing and delivering schemes which support the objectives set out in the national Cycling and Walking Investment Strategy.

This award recognises Gloucestershire as one of England's highest performing authorities for active travel and the to date the only predominately rural area to achieve this milestone.

Gloucestershire's Proposed Cycle Network

Figure 7 presents the proposed countywide cycle network as set out in Gloucestershire LCWIPs which will be essential in supporting a green and healthy Gloucestershire.

Figure 7: Gloucestershire's Proposed Cycle Network



5. Outcome 3: A Gloucestershire for local communities

Transport plays a fundamental role in supporting thriving, connected, integrated and inclusive communities in Gloucestershire. Whether travelling to work, education, healthcare, shops, leisure opportunities or to visit family and friends, people need a transport system that is convenient, reliable, affordable and accessible. Our residents have a wide range of transport needs which vary according to age, disability, income, and whether people have access to a car or are reliant on public transport, walking, wheeling or cycling. We want a transport network that works for everyone, enabling people to travel independently and confidently, access opportunities, and participate fully in community life.

Access to public transport is hindered by poor quality interchanges, including inconsistent access to rail stations by sustainable modes, with some stations lacking reliable bus connections, high-quality walking routes or safe cycling infrastructure. Better integration between different modes of transport is essential and should be supported by coordinated timetables, clear and consistent passenger information, and integrated ticketing that enables seamless journeys across the transport network.

In addition, transport hubs can offer opportunities that go beyond providing access to public transport, these hubs should contribute positively to the character and vitality of their surrounding areas, acting as attractive gateways that support local economic activity, promote social interaction and enhance the overall sense of place within our communities.



Objective 9 - Integrating different types of transport to make it work better for the community

Local bus services are at the heart of an integrated and sustainable transport system because they provide the essential links that connect people to the wider transport network. As the most extensive form of public transport, they play a critical role in enabling seamless door-to-door journeys and supporting interchange between different modes of travel. Local bus services therefore provide the foundation for an accessible, connected and sustainable transport offer.

However, Gloucestershire has experienced a consistent and gradual decline in bus patronage since 2010, predating the substantial drop caused by the COVID-19 pandemic.

Recovery has been slow and consequently, we are currently falling short of our bus patronage target of 46.8 passenger journeys per capita per year, despite a gradual increase in figures in recent years. Some of this recovery can be attributed to the ongoing work being delivered through the BSIP, which aims to enhance service quality, reliability, and accessibility across the network and on vehicles. These initiatives include promotion of the Robin in all six areas of operation, development of a countywide bus service network digital map and the delivery of 58 electric buses as part of the Zero Emission Bus Regional Areas (ZEBRA) scheme.

We will work with local bus operators to identify and bring forward service improvements through a periodic review of our network. In line with **Policy 39: Improving Gloucestershire's local bus network**, we will identify and

deliver improvements to local bus services to create better connected places where our communities can access sustainable local transport options, supported by our BSIP and Enhanced Partnership (EP).

As set out in **Policy 40: Integrated public transport timetabling, ticketing and payments**, we will continue to deliver enhancements to improve the quality of bus travel and supporting infrastructure across the county. There is currently no countywide integrated bus ticket covering all operators, which can make public transport journeys more complicated and less convenient for passengers. We are therefore working with operators to develop a tap-on and tap-off hardware to support multi-operator ticketing across the county.

Reducing barriers between public transport modes is also central to creating a fully integrated transport network. For instance, bus routes serving our railway stations can effectively become extensions of the rail network where bus and rail service calls are aligned and through ticketing is enabled, offering new “bus branch lines” for our communities without direct access to the rail network. Following the successful launch of the 801 ‘rail link’ bus, connecting Moreton-in-Marsh railway station with communities across the Cotswolds and onto Cheltenham, the flagship project offers the county’s first fully integrated bus/rail service with through ticketing, information and timetable coordination. Working in collaboration with rail and bus operators our ambition is to deliver similar schemes across the county as part of our integrated fixed bus network.

Through ticketing is already available in our major conurbations, such as the PlusBus schemes in operation in Gloucester and Cheltenham which offer unlimited daily bus travel with a purchased train ticket. We will identify opportunities to introduce and/or widen PlusBus zones to facilitate seamless travel between bus and rail.

Meanwhile, we will continue to support the Department for Transport and bus operators with Project Coral to introduce a multi-operator ticketing scheme in Gloucestershire. This will enable seamless journeys between modes, transparent fares and convenient pay-as-you-go travel. A simple and consistent ticketing system will make public transport easier to understand and use. It will allow passengers to move between different operators and transport modes without needing to purchase multiple tickets or navigate complex fare structures.

Another important part of an integrated transport system is to improve the points where people access public transport or change between modes or services. Interchange hubs serve as key gateways to the public transport network and facilitate onward travel. They also have potential to act as community hubs that provide a wide range of services and amenities, including parcel collection facilities, cycle parking and repair stations, seating, rest areas and local information. By creating safe, welcoming, attractive and high-quality waiting environments, with clear information, good lighting and accessible design, interchange hubs can improve passenger experience and support local communities to feel comfortable and secure throughout their journey.

There are currently over 6,700 bus stops in Gloucestershire. However, the quality of infrastructure provided at these existing interchange hubs varies across the county and is not consistent even along core routes, often contributing to users feeling unsafe. This is supported by the 2021 BSIP public satisfaction survey which identified that 33% of users had concerns about their personal safety on buses and 39% for their safety waiting at bus stops. Gloucestershire is implementing a number of schemes to improve passenger experience at bus stops, including enhancements to the quality and quantity of roadside timetable displays and upgrades to the real time information allowing live cancellation information to be displayed.

A number of interchange hub schemes have already been delivered in Gloucestershire such as Gloucester Transport Hub, Cheltenham Town Centre, Arle Court Transport Hub, and the Merrywalks Interchange Hub in Stroud. In line with **Policy 41: Establishing high-quality and safe interchange hubs**, we will continue to deliver our rolling interchange hub improvement programme. We have allocated funding to improve interchange facilities at Bourton-on-the-water, Cirencester, Lydney and Newent, to enhance transport integration in more rural parts of the county.

As well as interchange hubs, it is imperative that our railway stations facilitate reliable, seamless bus connections as one public transport network, as well as promote access by active travel to reduce reliance on car travel through high-quality walking routes or safe and secure cycling infrastructure. Many of our stations also function as gateways to local centres, and

they should provide high-quality places which add value to their local communities and ensure passengers feel safe and comfortable when travelling. Some also provide opportunities for Park and Ride, where appropriately scaled parking can encourage trips off the highway network and provide access to rail for our more outlying rural communities.

Working with local partners, we are currently developing and delivery railway station improvements at locations such as Cam & Dursley and Ashchurch for Tewkesbury, to improve interchange between sustainable modes and rail. As outlined in our Rail Strategy, we have developed a Station Improvements programme which will deliver improvements over the short, medium and long term in line with **Policy 42: Delivering railway station improvements.**

Arle Court Transport Hub

Arle Court is our flagship transport hub on the western edge of Cheltenham, located conventional close to the A40 and M5 Junction 11. The hub provides a modern gateway for sustainable travel, bringing together P&R, frequent and reliable local and interurban buses, long distance coach services, walking and cycling connections including secure cycle storage, electric vehicle charging, and high-quality passenger facilities including real time information, covered waiting areas and a customer information desk.

The hub plays a strategic role in Gloucestershire's transport network by supporting strong and seamless sustainable connections to central Cheltenham, Gloucester, the railway station and local hospitals, helping to reduce car dependency in the county. This will help to reduce congestion, lower carbon emissions and improve air quality in the region.



Objective 10 - Ensuring travel is affordable for all and supports reduced social exclusion

In Gloucestershire, 143,246 residents (22.2%) live in neighbourhoods with a high-risk of transport related social exclusion. This means that transport accessibility has a fundamental impact on everyday life and limits the ability to fulfil everyday needs. This could mean being unable to access childcare, or job opportunities, facing poverty due to transport costs, experiencing loneliness and social isolation or facing stress and anxiety from using transport as part of everyday life. This is particularly evident in the Forest of Dean where 38.9% of residents are at risk of social exclusion.

Transport plays a critical role in providing access to employment, education and healthcare, allowing users to fully participate in everyday life. Although Gloucestershire has relatively high levels of car ownership, approximately one in seven households across Gloucestershire (one in five in urban areas) rely on public transport, walking, cycling, community transport, taxis or lifts from others to access essential services and opportunities. In many rural areas, limited public transport provision, particularly in the evenings and at weekends, can make access to these opportunities more difficult, increasing the risk of transport poverty and social exclusion. Access to affordable transport options is therefore fundamental to ensuring that all residents can participate fully in Gloucestershire's economic, social and community life.

We will work to reduce transport poverty by ensuring that residents have access to affordable and reliable travel choices (**Policy 43: Reducing transport poverty**) including active travel, which is free at the point of use. We will identify areas and social groups within the county who are most affected by transport poverty, developing targeted interventions to improve connectivity and affordability.

Affordability can often be a barrier to using rail services. Fares can be expensive for the distance travelled and hard to navigate due to the complexity of the existing rail fare system. We will work with industry partners to advocate for better value, more transparent rail fares across our network, but particularly in areas faced with high barriers to public transport such as the Forest of Dean.

As set out in our BSIP, we have the ambition for buses to be at the heart of an affordable transport system for everyone in Gloucestershire. A particular focus will be placed on supporting children and young people (**Policy 44: Providing transport for children and young people**). We will provide and promote safe, accessible, affordable and sustainable transport options that enable eligible children and young people to access education, training, employment, healthcare, leisure and social opportunities. This includes support for home-to-school and college transport, with a specific focus on meeting the needs of children and young people with Special Educational Needs and Disabilities (SEND).

We will continue to embrace innovative mobility solutions, such as using Car Club vehicles as part of its staff travel arrangements as set out in **Policy 45: Shared mobility**.

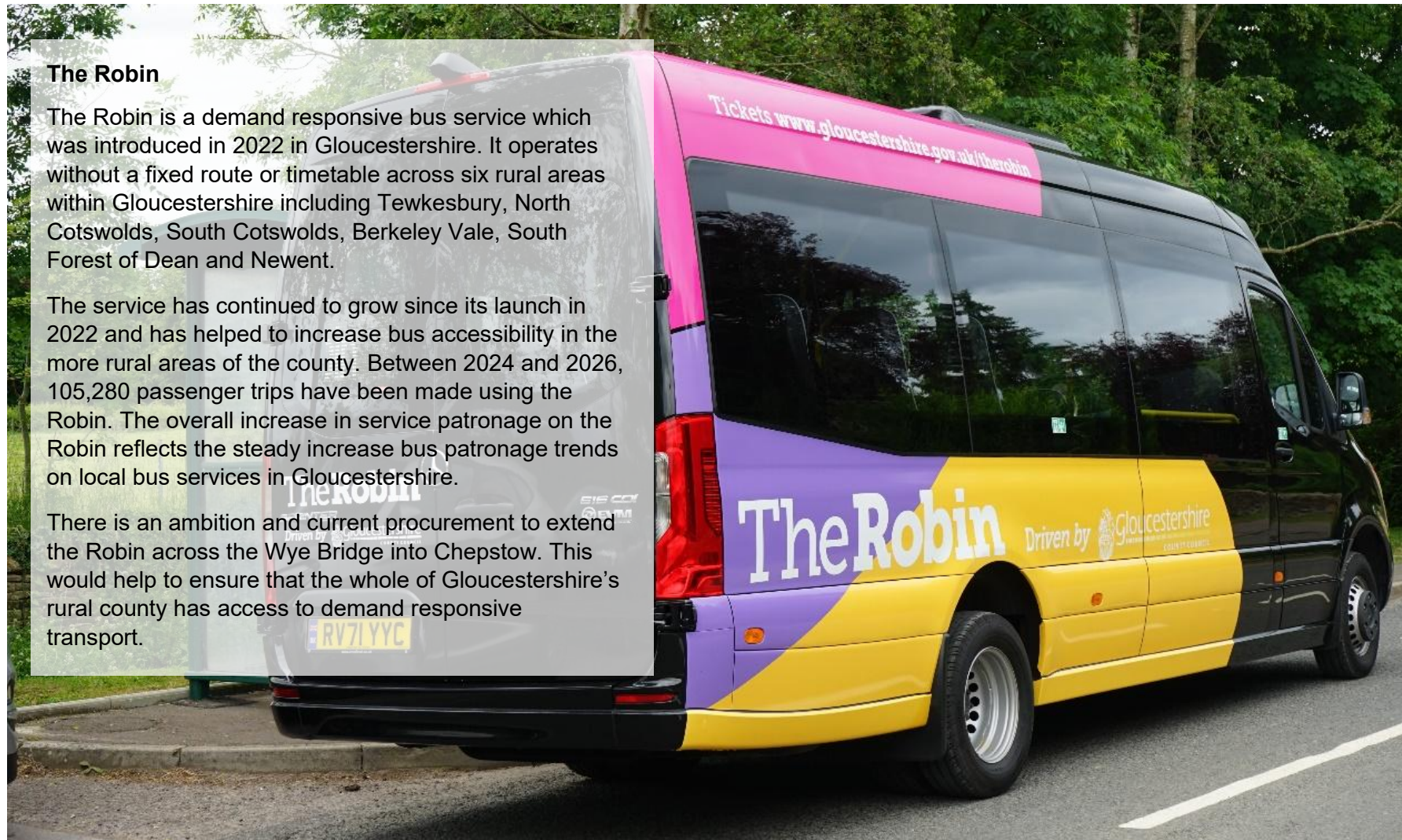
Demand responsive transport such as The Robin, taxis, car sharing, car clubs and private hire vehicles all form an important part of the wider transport system in Gloucestershire. To ensure all users can benefit from these options, we have ensured fares are kept low and affordable. These alternative modes will play a vital role in filling gaps in services which are not provided by local buses and trains, helping to enhance mobility and social inclusion as set out in **Policy 46: Expanding our demand responsive transport offer** and **Policy 47: Taxis and personal hire provision**.

The Robin

The Robin is a demand responsive bus service which was introduced in 2022 in Gloucestershire. It operates without a fixed route or timetable across six rural areas within Gloucestershire including Tewkesbury, North Cotswolds, South Cotswolds, Berkeley Vale, South Forest of Dean and Newent.

The service has continued to grow since its launch in 2022 and has helped to increase bus accessibility in the more rural areas of the county. Between 2024 and 2026, 105,280 passenger trips have been made using the Robin. The overall increase in service patronage on the Robin reflects the steady increase bus patronage trends on local bus services in Gloucestershire.

There is an ambition and current procurement to extend the Robin across the Wye Bridge into Chepstow. This would help to ensure that the whole of Gloucestershire's rural county has access to demand responsive transport.



Objective 11 - Ensuring transport is accessible and inclusive for everyone

Access to transport opportunities is important for groups who are less likely to be car drivers due to accessibility challenges. For these groups, reliable alternatives to the private car are essential for accessibility to education, employment, healthcare, shopping, leisure and social opportunities. With 16.8% of Gloucestershire's population classed as disabled and 30% of households having at least one person living with a disability, this affects a significant number of people locally.

This was reinforced by the LTP engagement survey responses, where 81 responses identified issues relating to accessibility and inclusivity. Many respondents felt that older residents and those with limited mobility were disproportionately impacted by transport-related challenges. Respondents expressed concerns about becoming isolated if they were no longer able to drive, difficulties boarding buses, a lack of space on buses for disabled users, and issues travelling with mobility scooters.

We want Gloucestershire to have a transport network that enables everyone to travel independently and confidently regardless of age, ability or location. We want our streets, paths and public spaces to be safe, attractive and accessible, while transport hubs, railway stations and bus stops designed to meet all user needs.

We will ensure that transport is accessible for everyone by creating a transport network and vehicles that are inclusive by design and meets the accessibility needs of people of all abilities, ages and backgrounds. We will work with bus operators and rail industry

partners to improve the accessibility of our public transport network. This could be delivered through improvements to vehicle specifications, interchange enhancements and supported travel policies. As stated in our Rail Strategy, we will continue to advocate for step-free access across our network.

We will apply inclusive design standards and guidance (**Policy 48: Considering accessibility and inclusion in transport**) from the emerging Department for Transport Accessible Travel Charter to both existing and new transport services and infrastructure. This will ensure that accessibility is embedded throughout the planning, design, delivery and operation of the transport system rather than being considered as an afterthought. We will draw on evidence, engagement and lived experience to understand the barriers and enablers that influence how people travel. Engagement with disabled people, accessibility groups and local communities will help us ensure that transport services and infrastructure reflect the lived experiences of users and that barriers to travel are identified and addressed early in design.

Recognising that different types of disability can create different barriers to travel we will place the customer at the heart of transport delivery. Through **Policy 49: Improving customer experience for all people travelling**, we will work with operators and delivery partners to improve vehicle accessibility, customer assistance, staff awareness and service reliability, creating a transport network that is easier to understand and use.

We will provide clear, accurate and accessible travel information on services for passengers through a variety of outlets, reaching every

individual in every location, as set out in **Policy 50: Providing accessible and inclusive travel information.**

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Accessible Cycle Spine

We seek to incorporate inclusive and accessible design principles into the planning and delivery of transport infrastructure where possible, as demonstrated through the development of the Gloucestershire Cycle Spine. The scheme has been designed in accordance with Local Transport Note 1/20 (LTN 1/20), the national standard for high-quality cycling infrastructure, which promotes networks that are safe, direct, coherent, comfortable and attractive for users of all ages and abilities. The guidance recognises that cycling infrastructure should cater not only for confident cyclists, but also for children, older people, disabled people, people using adapted cycles and those who may be less confident travelling in traffic.

In applying these principles, the Cycle Spine has been developed as a continuous route for walking, wheeling and cycling that improves access to employment, education, healthcare, transport hubs and local services across Gloucestershire. By providing high-quality infrastructure that is designed to be accessible to all, the scheme seeks to reduce barriers to active travel and enable a wider range of people to travel independently and safely.

Objective 12 – Local transport that reflects community needs

We will take a collaborative approach to planning and delivering transport by working closely with key stakeholders, infrastructure providers, neighbouring authorities, planning authorities, transport operators, businesses, community organisations and residents.

We recognise that local communities are often best placed to identify transport challenges, opportunities and barriers that affect journeys. This was particularly important as part of this LTP engagement which took place during Summer 2026. We engaged with residents and visitors through a number of channels including press releases, social media content, focus groups, emails, newsletters and in person drop-in sessions. We received a total of 921 online responses through 2,792 website visits and 17,563 social media views.

We know that effective engagement with communities helps to ensure that transport interventions we deliver respond to local circumstances, build public confidence and deliver wider social, economic and environmental benefits. We have established Active Travel and Bus Passenger Forums, providing opportunities for members of the public to discuss transport issues, priorities and concerns directly with officers, elected members and other stakeholders. We also work with the Community Rail Partnership to deliver community outreach across Gloucestershire. Further to this, community engagement takes place through the parish-led Neighbourhood Plan process, which provides an important mechanism for local communities to influence how their areas

develop and how transport, accessibility and movement are addressed at a local level. By engaging with communities through a range of formal and informal channels, we will ensure that local knowledge and lived experience help shape transport policies, schemes and investment decisions (**Policy 51: Working with local communities**).

Policy 52: Community led transport, recognises that the transport needs of communities vary across Gloucestershire, particularly in our rural areas. We will continue to support Community Transport Groups to deliver these services across Gloucestershire. These services complement the local bus and rail network by providing flexible and accessible services that help residents access healthcare, shopping, employment, education, leisure activities and social opportunities. Services range from demand-responsive ‘dial-a-ride’ operations and volunteer car schemes to community bus routes and group transport services, helping to address gaps where traditional fixed-route public transport is unavailable, infrequent or unsuitable.

We will also continue to support communities to develop and deliver their own innovative transport solutions where conventional services are limited and residents are underserved. This may include community transport minibus services such as Newent Community Transport, car-share schemes supported by Liftshare and community car clubs, bike-share initiatives and other locally led approaches that improve access people, places and activities.

Gloucestershire's Active Travel Advisory Group and Active Travel Forum

Gloucestershire's Active Travel Advisory Group is a public member and GCC officer group, who provide strategic direction and support to our walking and cycling projects and schemes. The group aims to improve the quality of provision for people walking, wheeling and cycling and to encourage more people to travel actively more often in Gloucestershire.

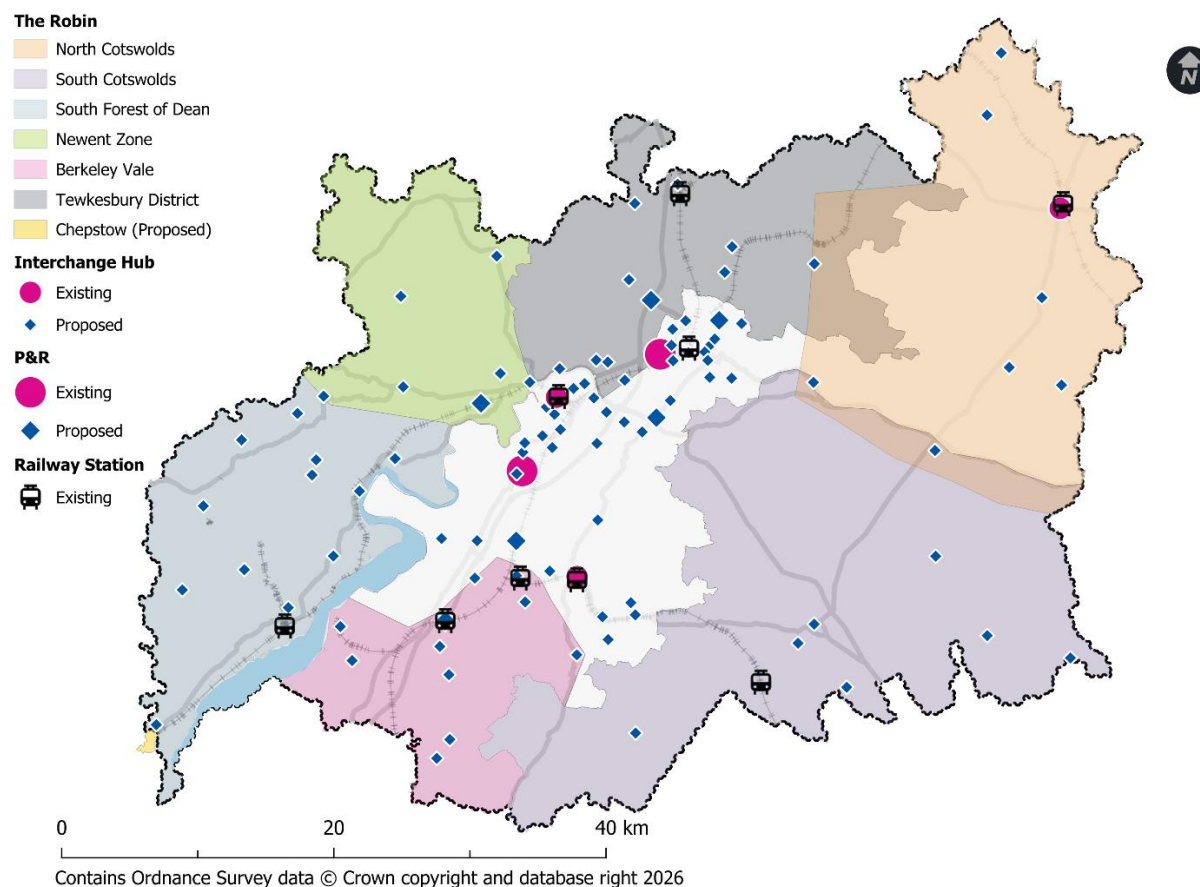
Our Active Travel Forum ensures we hear and engage with our local residents and communities as our ambitions for walking, wheeling and cycling move forward.



Gloucestershire's Demand Responsive Network and Interchange Hubs

Figure 8 presents the Robin and the existing and proposed interchange hub network in Gloucestershire will be essential in supporting local communities.

Figure 8: The Robin and Interchange Hub Network



6. Considering transport in a local context

Residents in Gloucestershire have a strong sense of belonging to their local area. This feeling is particularly strong in rural districts, where 68- 72% of adults felt they belonged strongly to their immediate neighbourhoods, compared to 60% and 61% in Gloucester and Cheltenham and an average of 62% across England. We will promote a place-based approach to transport planning, recognising that transport is about more than moving people and goods; it is about creating attractive, healthy and prosperous places. While each of our communities has its own unique identity, it is the people who live, work, learn, visit and spend time there who give these places their character and vitality. We recognise that transport is not an end in itself, but a means of helping people to access the people, places and activities that matter to them.

We will therefore ensure that transport investment responds to the specific needs and aspirations of our local communities. Transport will be planned not simply to move vehicles efficiently, but to support thriving communities, strengthen local identity, improve access to opportunity and enhance the quality of life of people across our urban, market towns and suburban and rural areas.



Vibrant urban centres

Around 70% of our county's population reside in areas classified as urban, with Gloucester and Cheltenham serving as the two principal urban areas. These urban areas accommodate a significant proportion of jobs, education facilities, healthcare services, retail destinations and cultural attractions, making them key destinations for daily travel and economic activity. However, with approximately 20% of households in Gloucester and Cheltenham without a car, it is essential that there are reliable and convenient alternative sustainable transport modes available to support everyday journeys within and to these areas. Around 6% of residents travel to work by bus in Gloucester and 26% walk or cycle to work in Cheltenham. Our ambition is to further increase this usage.

By 2043, we want to make walking, wheeling and cycling the natural choice for everyday journeys within Gloucester and Cheltenham. We want residents and visitors to be able to walk, wheel and cycle safely and easily and for these modes to be accessible for everyone, regardless of age, ability, income or location. This will be achieved through the delivery of a direct, safe and high-quality walking and cycling network, identified in Cheltenham and Gloucester Walking and Cycling Infrastructure Plan with the Cycle Spine at its core. This will be supported by the expansion of our cycle hire scheme countywide which will enable the use of sustainable modes for the first and last stage of everyday journeys. As a result, almost all children will walk, wheel or cycle to school in our urban areas.

We will deliver a high-quality, zero emission bus network supported by bus priority measures and P&R sites which will reduce congestion and intercept longer-distance car trips before they enter the urban areas. The BRT system will form the backbone of our sustainable public transport system, providing fast, frequent and reliable connections between Gloucester and Cheltenham and to Andoversford, Tewkesbury, Cirencester, Coombe Hill, Tuffley, Stroud, Highnam and Hardwicke. This will be supported by a network of P&R sites, including the existing facilities such as Arle Court and proposed P&R sites on the A4019 (Northwest Cheltenham), A40/A48 corridor (West of Severn), and the A46/A417 corridor (south of Cheltenham and east of Gloucester), and interchange hub facilities with connections to other local bus and active travel/micromobility connections.

Gloucester and Cheltenham Spa are our busiest railway stations, with an annually footfall of 1.8 million and 2.4 million passengers respectively. Each sit within constrained city centre/suburban locations, with limited opportunities for expansion but offer good access to onward travel connections and a range of destinations. Each station serves large catchments and supports high levels of interchange between train routes, with up to 8 trains per hour offering connections across the region and further afield. Our Rail Strategy has identified a number of improvements to enhance the function of these stations and the quality of the public realm and passenger environment. This includes improving station approaches, principally connections to Gloucestershire Royal Hospital and Gloucestershire Cycle Spine and Honeybourne

Cycle Link. The Honeybourne Cycle Link Scheme will see the existing route to/from the station and Cheltenham town centre extended through the station to the A40 Lansdown Road. We will continue to pursue provision of step-free access at Cheltenham Spa.

Urban streets are not only transport corridors but also places where people live, work, shop and spend time. Good street design can help balance these functions by creating environments that are safe, attractive and accessible for everyone. New transport schemes will be designed to a high standard, reflecting local context while supporting accessibility, sustainability and quality of place. This will ensure that our urban streets, public spaces, transport interchanges and infrastructure contribute positively to local character, distinctiveness and community wellbeing. This will include, managing traffic speeds, improving accessibility, supporting walking, wheeling and cycling, creating direct routes to public transport stops and delivering public spaces that reflect local character and identity.

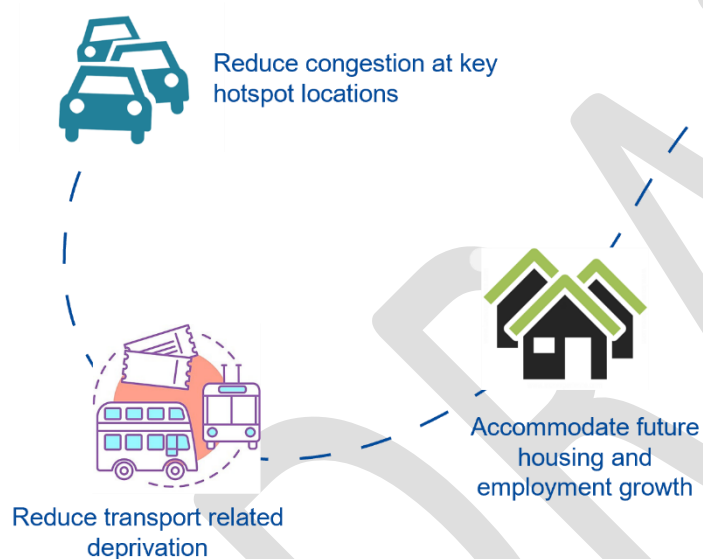
Delivering better places also means managing how the highway network is used. We will support the efficient movement of goods and services in urban areas while reducing the impacts of traffic on local communities. This will include managing deliveries, servicing activity and freight movements in a way that supports businesses while protecting the quality of local streets and public spaces in Gloucester and Cheltenham. Electric cargo bikes, e-bikes and

other low-emission vehicles will become a common part of last-mile deliveries in our urban areas.

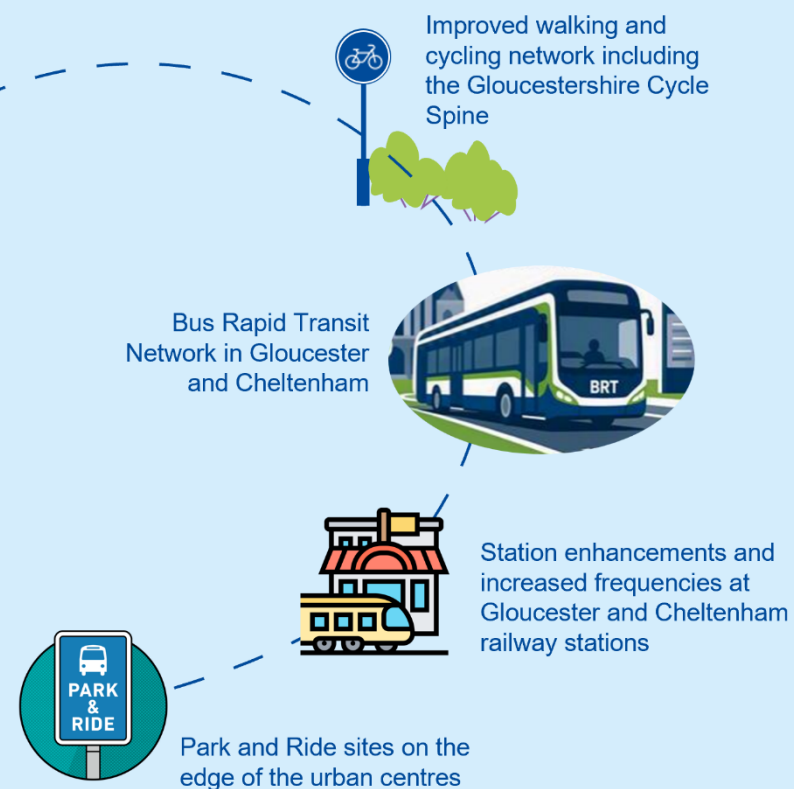
In 2024, Gloucestershire welcomed approximately 15.7 million-day visitors (8.2 million urban and 7.5 million rural visits) who contributed £748.2 million in daily spend. Around 15% of visitor spend was on travel. Therefore, improved sustainable connectivity in Gloucester and Cheltenham will continue to support the urban tourism economy, making destinations easier, safer and more attractive to reach while reducing congestion, pollution and transport costs. It will also enhance the character and attractiveness of historic landmarks, leisure and tourist destinations in these areas. Reliable public transport, walking routes and cycle hire schemes will improve accessibility for tourists visiting our urban areas.

Figure 9: Vibrant Urban Centres

For our urban centres we will:



To achieve this we need:



Thriving market towns and suburban areas

Our larger market towns of Bishops Cleeve, Cirencester, Cam & Dursley, Chalford, Cinderford, Newent, Lydney, Moreton-in-Marsh, Nailsworth, Stonehouse, Stroud, Tetbury, Coleford, Tewkesbury, Wotton under Edge act as important service centres for surrounding communities, providing access to education, healthcare, retail and employment opportunities. However, most journeys are made by private vehicles rather than by sustainable modes. In 2021, Census data showed that 55% of residents living in Moreton-in-Marsh travelled to work by car and 66% in Lydney.

While there is some level of public transport accessibility from suburban areas into our market towns, the frequency and accessibility of these services vary significantly. There are currently between 2 to 4 bus services per hour serving Cirencester, Lydney, Nailsworth and Moreton-in-Marsh whilst Coleford, Cam & Dursley, Tetbury, Wooton-under-Edge and Chalford are served by less than two buses per hour.

We will create thriving market towns which are linked to each other, the larger urban centres and the communities they serve by high-quality, zero emission bus services. This will include improved local bus services for Chalford, Wooton-under-Edge, Tetbury and Coleford and increased bus connections between Coleford, Cinderford and Lydney in the Forest of Dean.

These local links will be supported by a Gloucestershire wide BRT system which will seek to deliver a minimum frequency of 1 to 2 buses per hour serving Tewkesbury, Innsworth and

Bishops Cleeve between 7am and 7pm Monday to Saturday. The aim for evening and Sunday services is for 1 bus per hour. This will mean that residents benefit from reliable connections even if they do not own a private car.

We will strengthen rail connectivity across Gloucestershire's market towns by improving access to stations, enhancing station facilities and lobbying for increased rail frequencies. Our ambition is for two trains per hour serving Ashchurch for Tewkesbury, Cam & Dursley, Stonehouse, Lydney and Moreton-in-Marsh, alongside an additional train per hour for Kemble and Stroud. The increased rail frequencies will improve connectivity to key destinations including the West Midlands. In Stroud, we will continue to seek a fully accessible railway station and improved integration between rail, bus and active travel and access to the town centre. Improved rail services in our market towns will support sustainable growth, expand access to employment and education opportunities, and increase the attractiveness of public transport for longer-distance journeys.

We will also improve first-and-last mile connections at Kemble, Lydney and Moreton-in-Marsh railway stations. This will be important as these railway stations function as key gateways to the Cotswold and Forest of Dean.

Every market town will have an interchange hub, bringing together all modes of transport in a safe, attractive and vibrant location. We have already delivered improvements to Merrywalks Interchange Hub and will continue to deliver improvements for interchange at Cam & Dursley, Ashchurch

for Tewkesbury, Lydney, Kemble and Moreton-in-Marsh railway stations and in Cirencester and Cinderford. The interchange hubs will act as gateways to the wider public transport network and help support our communities by providing high-quality passenger facilities, travel information and seamless connections between modes. Public transport access to rail stations will also be strengthened through the Robin and local bus enhancements to Kemble, Cam & Dursley, Ashchurch for Tewkesbury and Moreton-in-Marsh, ensuring stations are accessible from surrounding towns and villages.

Where appropriate, targeted car parking increases will support modal shift for longer distance journeys in more rural areas without alternative means of access, although this has to be balanced against promoting sustainable transport connections for more immediate station catchments

Shops, healthcare, education, employment, leisure and community facilities in our market towns will be accessible by safe and direct walking, wheeling, and cycling routes. This will be achieved through the delivery of comprehensive LCWIPs for all larger market towns and service centres. The LCWIPs will plan connected networks for everyday journeys which link to the countywide cycling network and National Cycle Network (NCN). We will ensure that Stroud, Stonehouse, Innsworth and Bishop's Cleeve are connected via the Cycle Spine to Gloucester and Cheltenham. Where a rural railway station is close to, but not directly in a Gloucestershire market town, we will provide active travel corridors to link the two, such as the

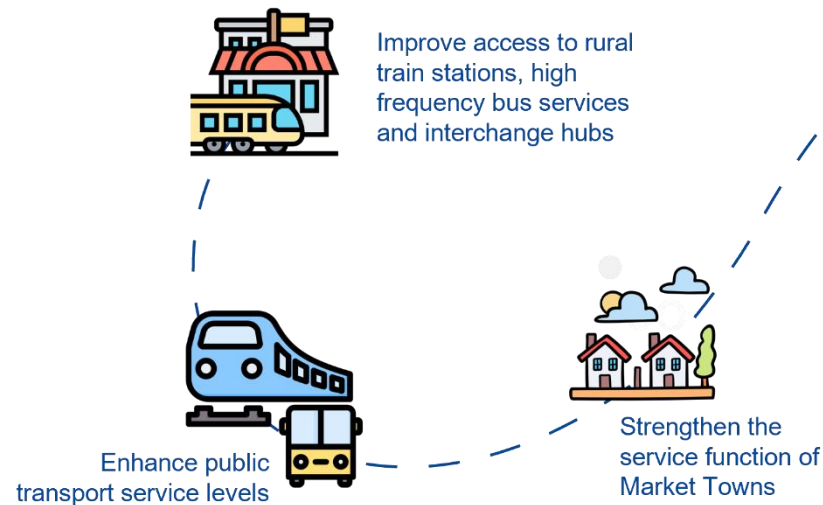
Kemble to Tetbury and Cirencester cycle link, Wotton under Edge to Charfield, and the Cam and Dursley Greenway.

Within Lydney, Tetbury, Cirencester, Coleford and Stonehouse, we will focus investment on improving everyday journeys, including better walking and cycling routes to the town centre, education and employment areas.

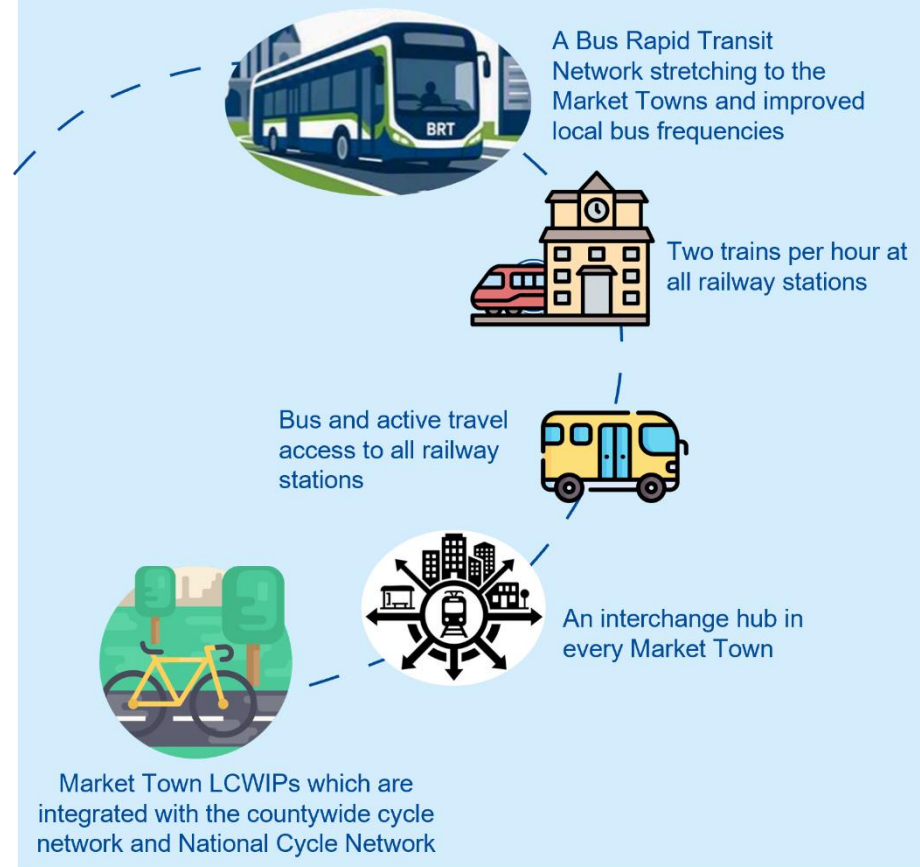
In the Forest of Dean, Cinderford and Lydney will be linked to an extensive leisure cycling network, creating opportunities for both everyday travel and sustainable tourism. Improved sustainable connections to attractions will help support local businesses and strengthen the visitor economy.

Figure 10: Thriving Market Towns and Suburban Areas

For our Market Towns and suburban areas we will:



To achieve this we need:



Well-connected rural settlements

The majority of Gloucestershire's land is classified as rural (87.5%) and only 29.2% of the county's population reside in rural areas of the county, far higher than the average for England. Compared to Gloucester, Cheltenham and the market towns, our rural communities generally have fewer transport options and are more reliant on private vehicles to support everyday journeys as indicated by only 12% of households not having access to a car. As a result, the rollout of electric vehicles will be particularly important in rural areas, where the continued reliance on private cars means fleet decarbonisation will be critical to achieving Gloucestershire's net zero ambitions.

Our rural economy is diverse, with our more rural districts being home to a broad range of sectors. Whilst land-based industries appear to dominate (e.g. farming and forestry) due to the amount of space they cover, their direct employment remains relatively small. The dominant industries across our more rural districts vary with accommodation and food services being particularly high in Cotswold, and manufacturing in Forest of Dean, Stroud and Tewkesbury. However, other industries such as education, health, retail and professional services also feature prominently.

However, land-based and tourism-focused industries support webs of businesses and employment across rural areas with other sectors providing support. These industries tend to be relatively low paid compared with the county average and

are often located in dispersed and isolated areas, making access heavily dependent on affordable and reliable public transport for those who do not have a car.

Access to healthcare, education, retail and other essential services and activities for our rural residents requires journeys that are often further and longer, and more complex and costly. Improved coverage, frequency and reliability of public transport as an alternative to private car therefore plays an important role in connecting our rural communities to key destinations across the county. This is highlighted, for example by the score for access to key services by public transport, walking, and cycling in the Forest of Dean. The rural area scored 36.64 out of DfT Connectivity Tool 100 for education and 35.01 out of 100 for healthcare compared to 70.39 and 64.48 in Gloucester.

For local journeys in rural areas, we want to encourage more walking, wheeling and cycling where it is feasible to do so. To support a more active approach to rural journeys we want to develop a network of 'quiet lanes', alongside the existing and improved active travel infrastructure, to provide more priority to sustainable travel for short journeys and increase the safety of our rural road users. Alongside this approach we also want to improve safety at locations where there is a record of road traffic collisions, to help us meet our overall aim to reduce deaths and serious injuries on our rural roads.

Gloucestershire has already demonstrated the value of innovative rural transport solutions through the successful delivery of The Robin which now covers more than 80% of

rural Gloucestershire and in June 2026 served 105,280 passengers. It provides flexible, reliable and convenient transport for residents in more isolated rural settlements, connecting homes and villages directly with key destinations, interchange hubs, rail, and scheduled bus services. We will also explore with bus operators the opportunity to deliver a dedicated bus service to provide enhanced access to rural train stations in the county.

A comprehensive P&R offer will be developed on approaches to Gloucester and Cheltenham in close proximity to the SRN, such as the A40/A48 west of Gloucester, M5 J10/A4019 northwest of Cheltenham and the A46/A417 south of Cheltenham and east of Gloucester. This will enable commuters and visitors to transfer from private vehicles and rural transport services onto the rapid transit network, helping to relieve congestion from our urban areas.

We are currently exploring opportunities to provide smaller P&R sites for our market towns and rural settlements to support modal shift, enable sustainable development and support sustainable tourism.

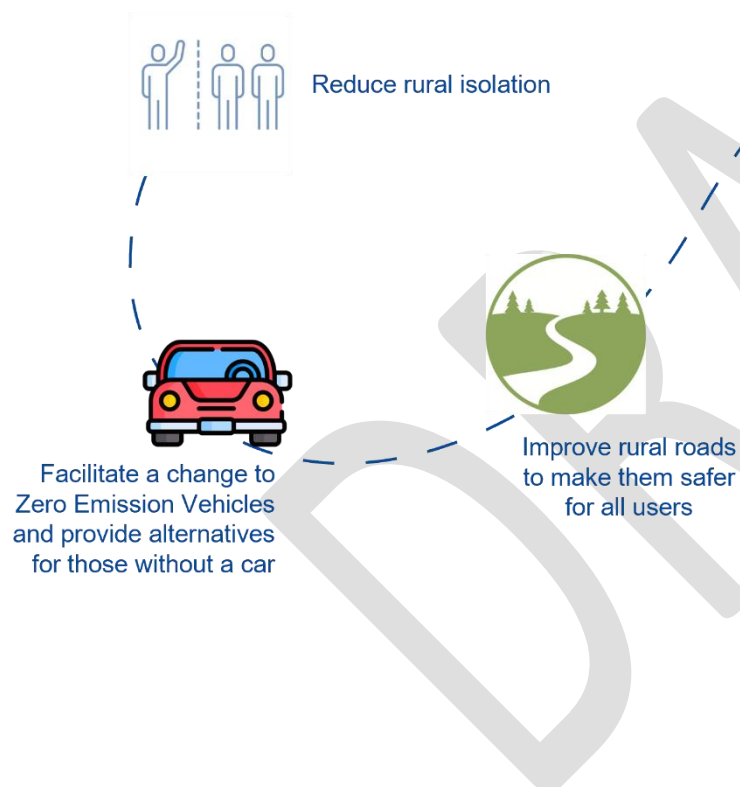
Further to this, community transport, car clubs, taxis and private hire vehicles will continue to form an important part of the wider transport system for our rural communities. We will also look to diversify the range of shared transport options at key interchange hubs across the county so that they support our rural communities as well as our urban journeys.

The transition to a fully electric public transport network will play a central role in Gloucestershire's journey towards Net Zero by 2045. With the expansion of electric vehicle charging infrastructure across the county at key interchange hubs with rural areas being a key cornerstone to achieving this target.

The potential for digital communications to improve access to services as an alternative to travel has particular importance to rural areas, however, this is hindered by poor fixed and mobile digital connectivity. We are working across the council and with stakeholders to improve the provision in rural areas and reduce the disparity in connectivity with our urban areas.

Figure 11: Well-connected rural settlements

For our rural areas we will:



To achieve this we need:



7. Delivering Gloucestershire's Local Transport Plan

This chapter sets out how we will implement and monitor the transport policies set out in our LTP Strategy. It also provides an overview of the proposed funding routes and governance for delivery.

Implementation Plans

The LTP Strategy is supported by three Implementation Plans which set out how we will deliver and monitor our progress. These Implementation Plans will be updated regularly and include:

- **Gloucestershire LTP Policy Implementation Plan:** Sets out the actions and interventions we are going to take to deliver the LTP policies.
- **Gloucestershire LTP Schemes List:** Lists the schemes which will support the achievement of our vision, outcomes and objectives.
- **Gloucestershire LTP Monitoring Report:** Details the LTP targets, and how we will monitor these on an annual basis. As part of our monitoring, we will measure our performance against national transport priorities as set out in the Government's Local Outcomes Framework.

Funding

The LTP will be delivered through the actions and interventions identified in the Policy Implementation Plan and

the schemes in the Schemes List. While both Implementation Plans are not fully funded, we will seek funding for both revenue interventions and capital schemes through a number of funding sources.

Potential funding sources could include central government grant funding, ad hoc funding opportunities from central government, developer funding or Gloucestershire County Council resource.

Governance

The LTP will be updated and amended to reflect the adoption of local plans or national guidance. Updates to the LTP will be agreed through discussions with the relevant Lead Cabinet Member. Where these are deemed to be significant, approval will be sought from Cabinet. Where the decision to amend, the strategy is considered to have a significant impact on a local community, local stakeholders will have an opportunity to comment through a targeted local consultation process.

Major reviews of LTP will be undertaken periodically and linked to changes in local, regional and national transport policy.

At officer level, delivery of the LTP will be overseen by the LTP Management Board, comprising of those managers responsible for the delivery of the individual elements of LTP strategy. This Board will be overseen by the Executive Director responsible for economy, environment and infrastructure.

Endnotes

[Better Connected: A Strategy for Integrated Transport](#)

[Statutory Guidance for LTPs](#)

[Gloucestershire's Growth Plan](#)

[Digital Infrastructure, Inclusion and Innovation Strategy](#)

[Gloucestershire's Local Nature Recovery Strategy](#)

[Cycle Infrastructure Design \(LTN 1/20\)](#)

[Active Travel England Rural Design Guidance](#)

[Rural Design Guide for Active Travel](#)

[Gloucestershire's Public Rights of Way Improvement Plan](#)

[Cheltenham and Gloucester Walking and Cycling Infrastructure Plan](#)

[DfT Connectivity Tool](#)