

Active Travel in Gloucestershire

Key design principles

Cycling is or will become mass transit and must be treated as such. Routes must be designed for larger numbers of cyclists, for users of all abilities and disabilities.



Cyclists must be separated from volume traffic, both at junctions and on the stretches of road between them.



Cyclists must be separated from pedestrians.



Cyclists must be treated as vehicles, not pedestrians.



Routes must join together; isolated stretches of good provision are of little value.



Routes must feel direct, logical and be intuitively understandable by all road users;



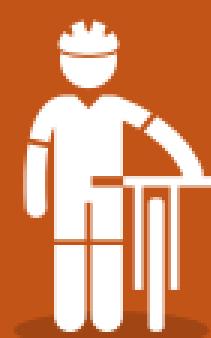
Routes and schemes must take account of how users actually behave;



Purely cosmetic alterations should be avoided.



Barriers, such as chicane barriers and dismount signs, should be avoided.



Routes should be designed only by those who have experienced the road on a cycle.

Why it matters to Gloucestershire County Council

We are committed to:

- Reducing emissions and tackling climate change.
- Improving public health.
- Creating better places to live and work.
- Supporting sustainable transport for future generations.

Why are we building the Cycle Spine?

This scheme is part of a county-wide strategy to:

- Provide safe, direct, and continuous routes for cycling and walking.
- Connect schools, workplaces, shops, and public transport hubs.
- Make active travel a realistic daily choice for short journeys.
- Ensure routes are inclusive for all ages and mobility needs.

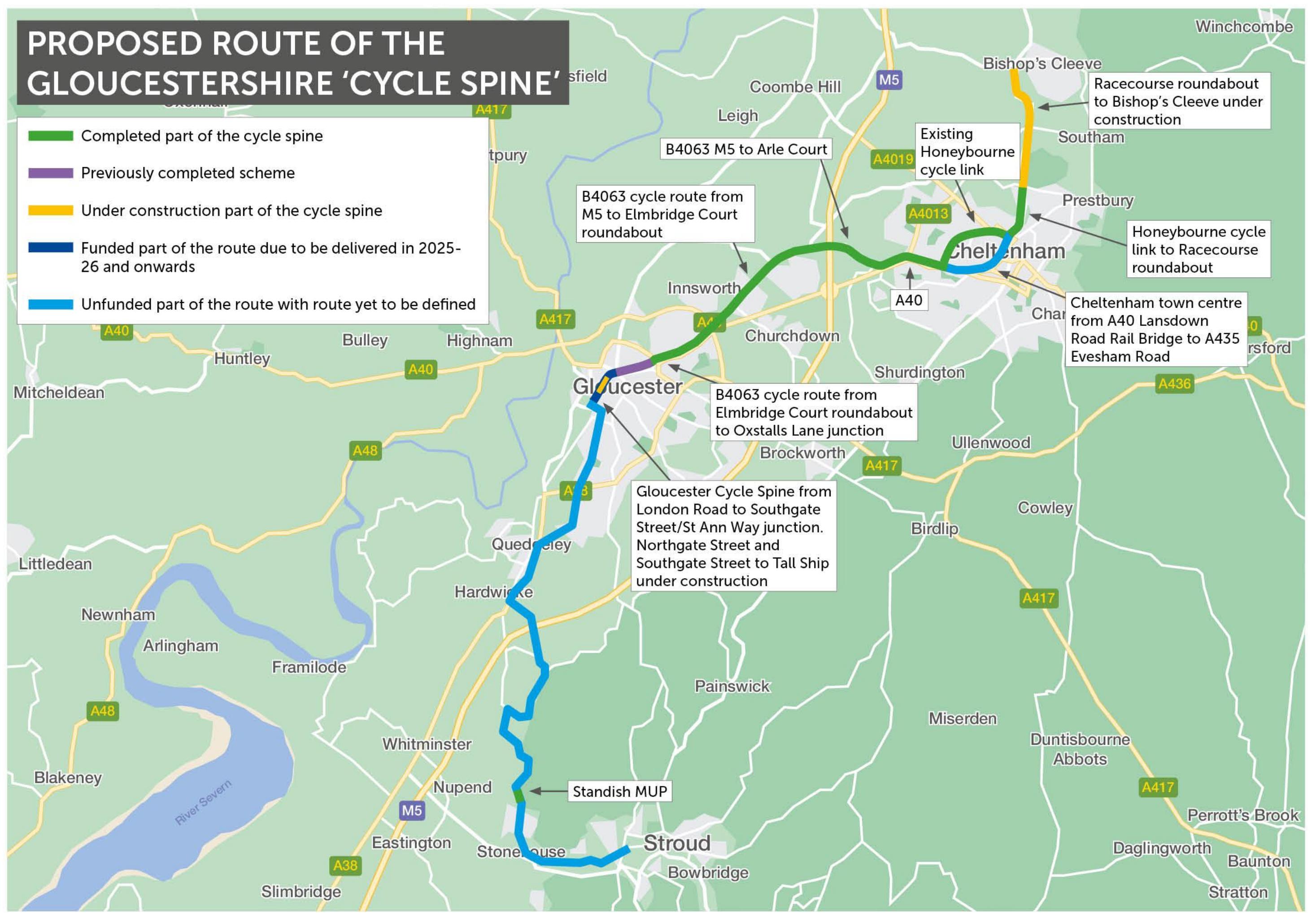
Source: [Gear change: a bold vision for cycling and walking](#)

Gloucestershire Cycle Spine

The Gloucester City Centre Cycle Improvement scheme is part of the wider ambition for a Gloucestershire Cycle Spine, extending across the county from Stroud in the south to Bishop's Cleeve in the north. The Cycle Spine will contribute to a significant cycling and walking network across Gloucestershire, improving quality and connectivity.

The Gloucestershire Cycle Spine will support a greener Gloucestershire and help reduce carbon emissions, supporting improvements to public health and making it easier for people to cycle and walk to work, homes and transport hubs.

The Black Dog Way and London Road Cycle Scheme is the next phase of the Gloucestershire Cycle Spine to progress to construction.



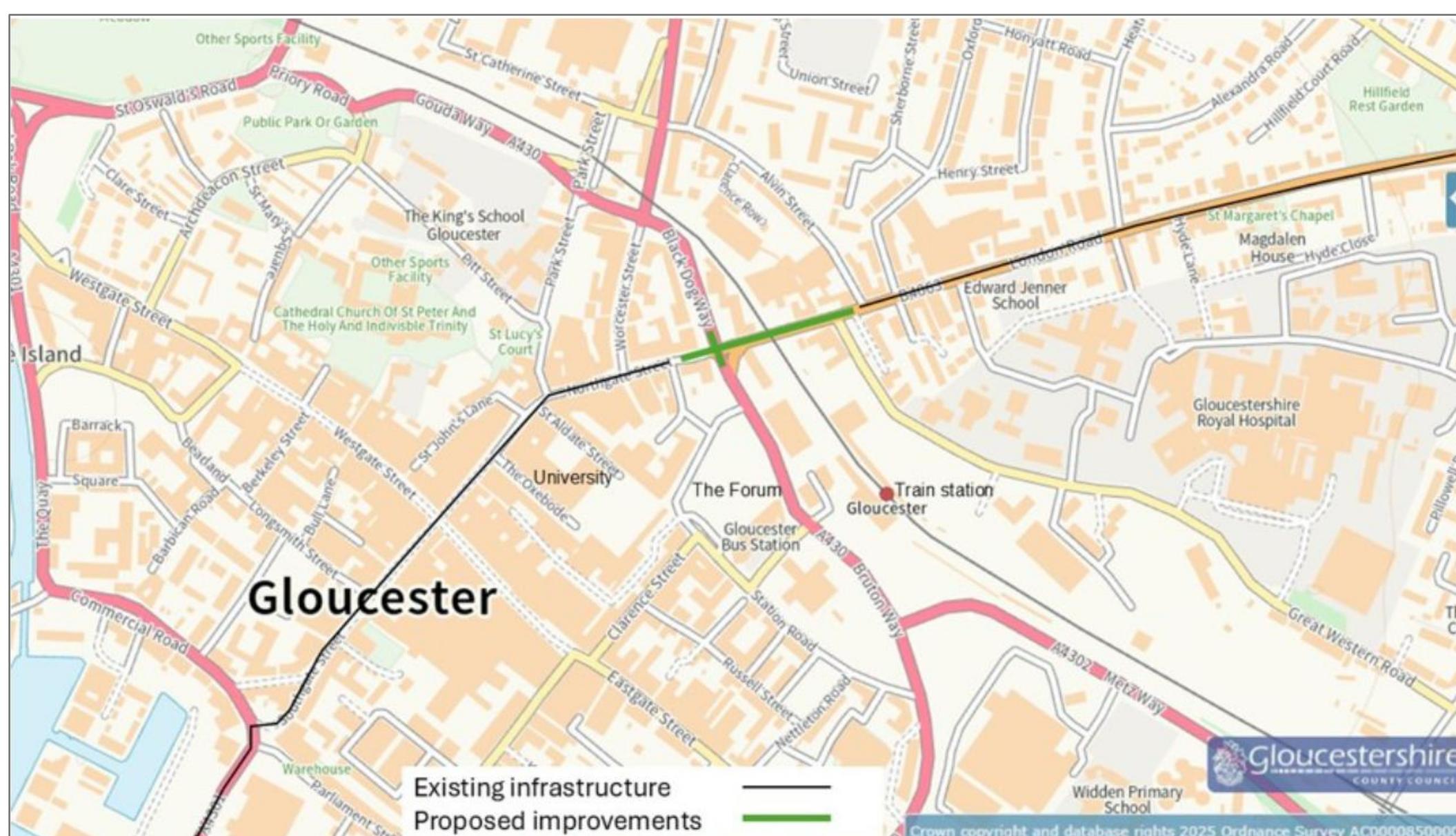
Black Dog Way and London Road Cycle Scheme Overview

Accessibility

The Black Dog Way scheme will provide high-quality, fully accessible routes through Gloucester's city streets, creating the shortest and most direct link for cyclists and pedestrians. It forms a continuous section of the Gloucestershire Cycle Spine, making cycling and sustainable travel more appealing and reducing reliance on car use.

Connectivity

This junction is a critical connector within the Cycle Spine. It will link Gloucester Docks, the Transport Hub, Railway Station, Gloucestershire Royal Hospital and Education sites including Gloucestershire College and University of Gloucestershire (Oxstalls campus). It also integrates with the B4063 Gloucester to Cheltenham cycleway, ensuring seamless travel between major destinations and forming part of the wider network from Stroud to Bishop's Cleeve.



Safety

Improvements include safer crossings, segregated cycle lanes, and clearer junction layouts to reduce conflict between vehicles, cyclists, and pedestrians.

Environmental

By encouraging active travel, the scheme supports Gloucestershire's climate goals by reducing greenhouse gas emissions and air pollution, cutting local car trips, and improving air quality to help meet CO₂ reduction targets. This approach aligns with the county's strategy for creating a greener, healthier, and more sustainable future.

You Said We Did

During the consultation carried out in summer 2023, several points were raised by the public. These included potential traffic congestion, access to nearby businesses, the reliability of bus services, and the movement of emergency vehicles. Feedback also highlighted reservations about the proposed removal of the bus stop near the filling station, as well as perceptions that the cycle improvements may primarily benefit a limited number of users.

In response, we commissioned independent traffic modelling and revised the design to include changes such as reversing the Northgate Street bus gate, relocating the bus stop, and adjusting junction geometry.

Below are responses to some of the common themes raised:

1. Traffic congestion and prohibition of right turn

You said

The junction of London Road is heavily used by buses and is congested with cars. The proposed changes will slow traffic, effect buses and cause real problems for ambulances...

We did

The review compared the existing junction operation with the proposed layout, which includes prohibiting the right turn from London Road onto Black Dog Way, reversing the Northgate Street bus gate, and amending the junction geometry to accommodate improved cycling and pedestrian facilities.

Results indicate that the proposed junction is expected to operate within capacity, with similar or improved queuing and delay compared to the existing arrangement.

Key movements, such as from Black Dog Way to Bruton Way, are predicted to see a reduction in average delay in the morning and evening peak.

The prohibition of the right turn from London Road is a key mitigation measure that helps maintain junction capacity, supports smoother traffic flow, and ensures continued priority for buses and emergency vehicles.

You Said We Did

2. Junction capacity

You said

Taking away lanes will increase traffic on an already busy commuter route and give rise to even more issues when ambulances need to get through the traffic - how is traffic meant to get out of the way?

We did

Detailed traffic modelling was undertaken to assess the impact of lane reductions on junction performance. The results indicate that the junction is expected to operate within capacity, with similar or improved queuing and delay compared to existing conditions.

In addition, to maintain access for emergency vehicles, the design incorporates splay kerbs with lower upstands along tighter carriageway sections, allowing vehicles to move aside if required to let ambulances and emergency services pass safely.

3. Loss of bus stop on London Road

You said

Possible loss of bus stop outside filling station on London Road . Hugely busy stop as it is taking people out of town. Stop opposite near Pharmacy is less busy-little point in catching No 94 here as you are nearly at terminus..

We did

We recognise the importance of the bus stop outside the filling station on London Road, particularly for passengers travelling out of town. We explored several options to retain the stop in its current location. However, due to the limited road space and the need to maintain safe access to and from the petrol station, it was not feasible to keep the stop there. As an alternative, a new bus stop is proposed on Northgate Street near the bus gate. This location has been selected to maintain convenient access to bus services while ensuring the overall safety and functionality of the road layout.

You Said We Did

4. Removal of pedestrian islands

You said

The existing pedestrian islands in the centre of the road are shown as removed, this is more dangerous for those walking...

We did

We understand the importance of safe crossing points for all pedestrians. While the existing central islands are being removed, the new pedestrian crossings will be equipped with advanced signal technology that detects pedestrian movement in real time. These smart signals include built-in safety features that ensure slower or more vulnerable users have sufficient time to cross safely. Vehicle signals will remain red for the maximum safe duration when needed, maintaining a high level of pedestrian safety without compromising traffic flow

5. Footways

You said

Any improvements to the barrier of the very narrow, raised footway under the railway viaduct near the junction with London Road and Black Dog Way would also help (where cyclists are in conflict with pedestrians on the footway), as well as clearing up the scruffy environment at the junction of Northgate Street with Black Dog Way...

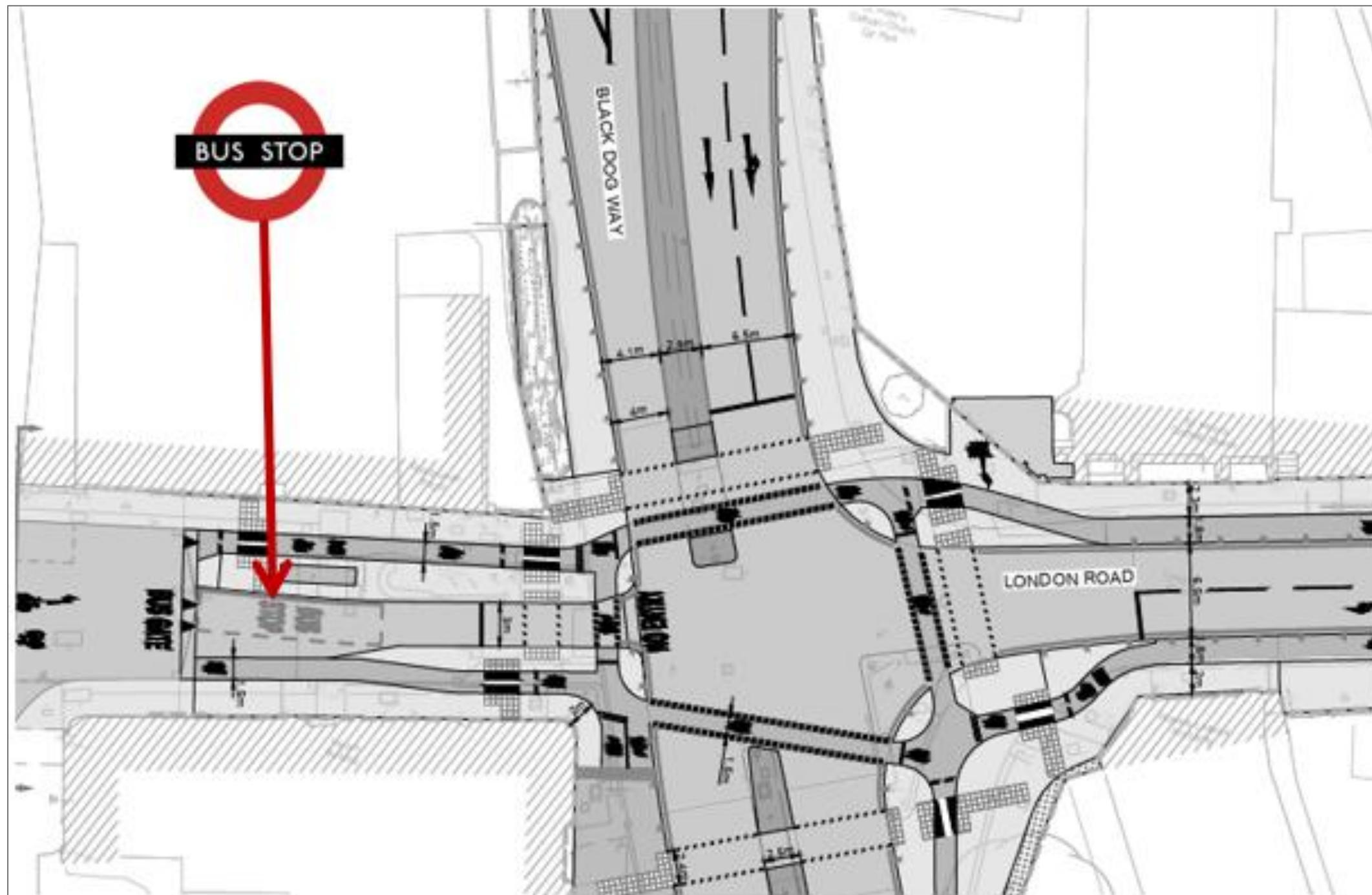
We did

The barrier will be replaced where necessary, however the foundations and utilities under the existing footpath has meant that improvements to the footpath has been difficult to implement. The cycle path here is slightly wider to allow for a buffer zone from the vertical hazard of the retaining wall, pedestrian barriers and high upstand kerbs.

For further responses, check our webpage

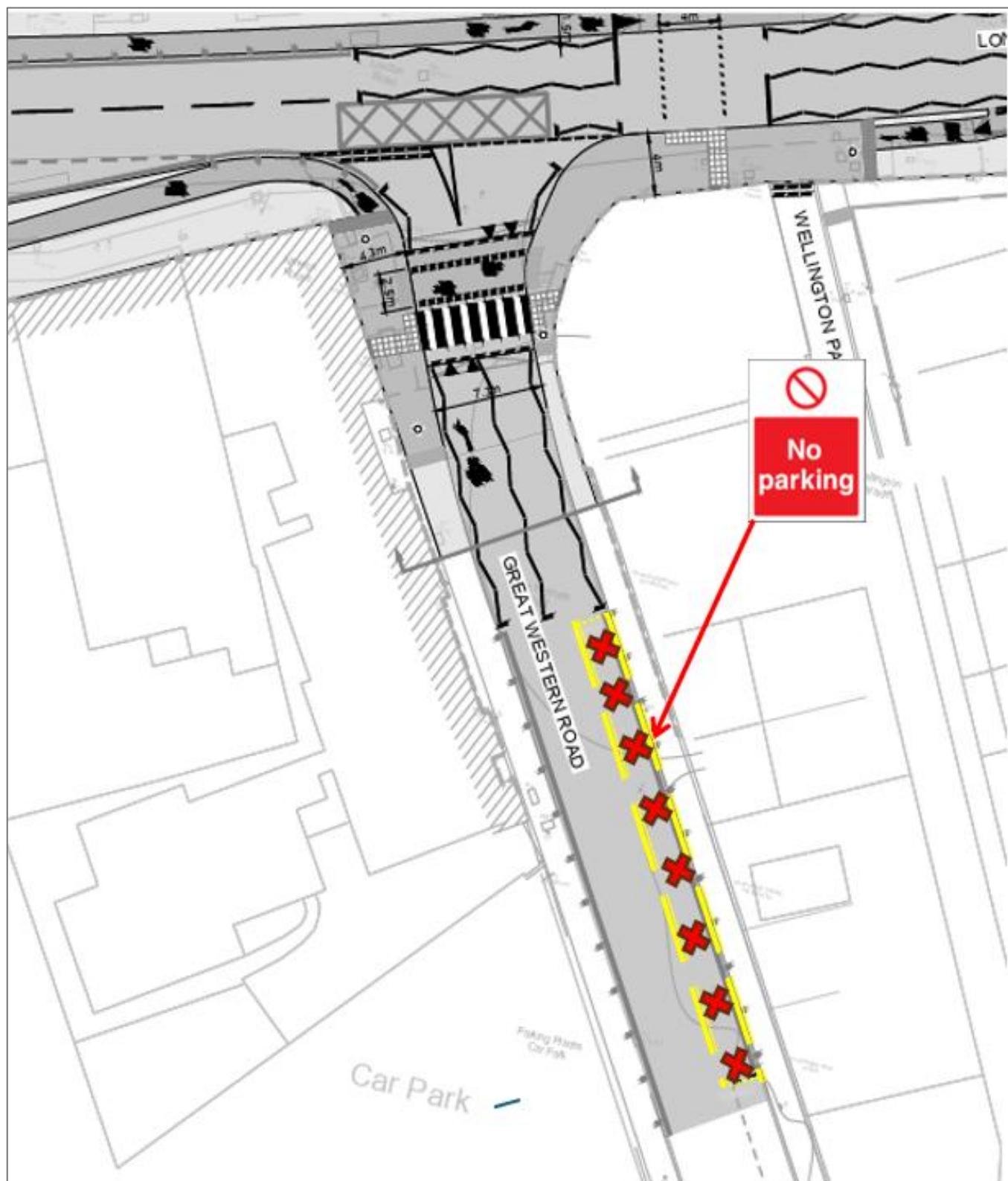


Key Changes



Relocation of bus stop from London Road to Northgate Street and reversal of bus gate

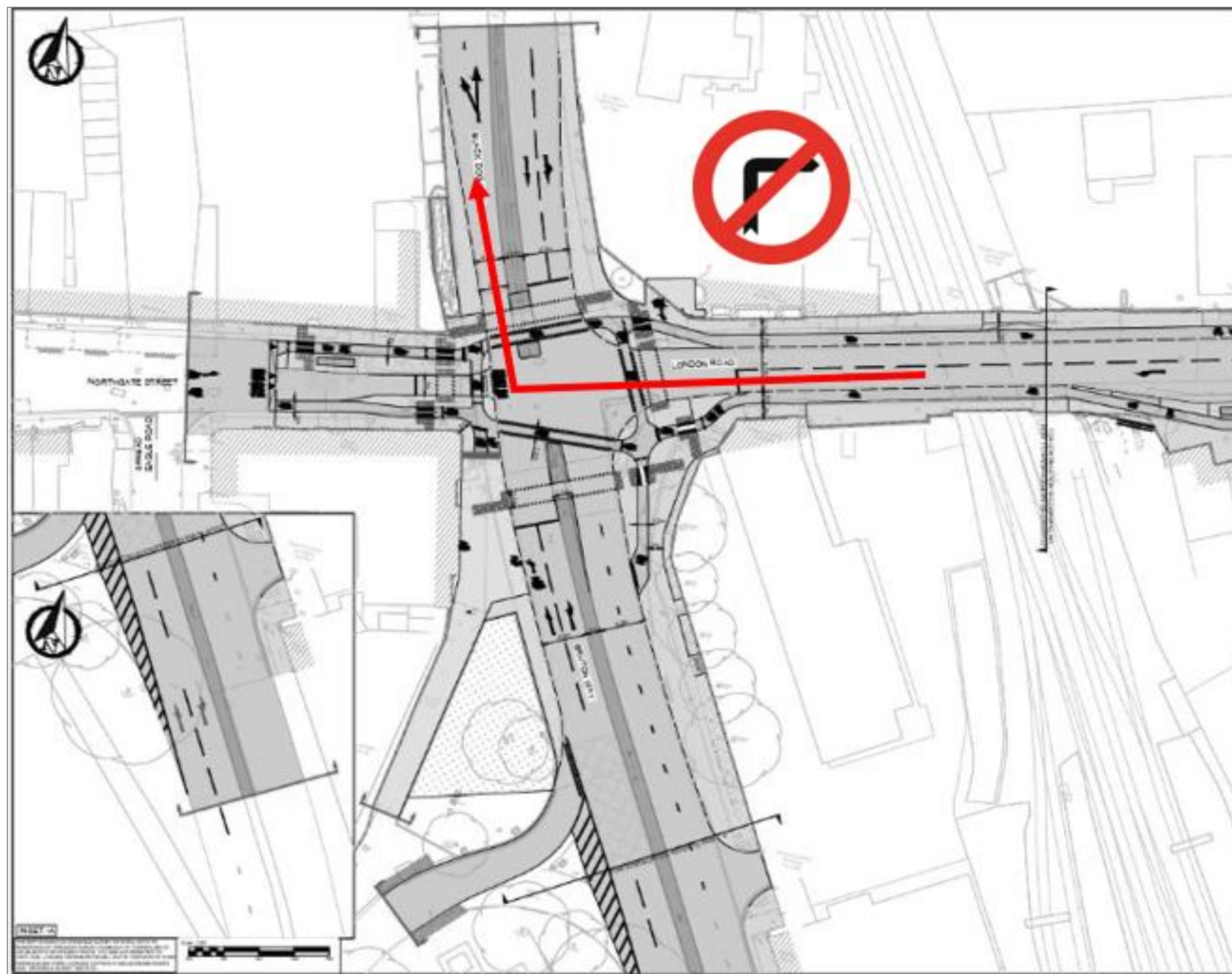
- Reversal of the Northgate Street bus gate will improve bus flow and reduce delays for public transport users.
- Bus stop relocation to Northgate Street maintains accessibility while improving safety and road layout functionality.
- Buses will have their own signal at the junction, providing priority across the junction. Improving the flow for the bus traffic and reducing congestion on London Road.



Removal of parking on Great Western Road

- We are proposing to remove a small number of the parking bays along Great Western Road. The extra road space provided by this will help to enable smoother two-way vehicle flow on Great Western Road near the London Road junction. This improvement will enhance junction capacity and help alleviate congestion.
- Removal of this parking will result in improved accessibility for emergency services.

Prohibited right turn onto Black Dog Way from London Road



Why are we doing it?

Prohibition of the right turn from London Road onto Black Dog Way helps maintain junction efficiency and prioritises buses and emergency vehicles.

Traffic Redistribution

Once the right-turn ban is implemented, we expect traffic to redistribute onto other routes. Drivers who previously used London Road to travel north toward the A40 are likely to divert via alternative routes such as Estcourt Road. With the manoeuvre no longer permitted, there will be little reason to continue along London Road for those aware of the restriction.

Advance warning signs will be installed ahead of the junction to inform drivers in good time. We anticipate that traffic patterns will take time to settle and will closely monitor the area, particularly around Alvin Street, during the adjustment period.

Contact us

How can I stay informed about the scheme?

The following channels will be used to communicate scheme information:

- Gloucestershire County Council scheme webpage
 - Black Dog Way www.goucestershire.gov.uk/highways/cyclespinegloscity
- Letters to affected residents
- Emails to affected stakeholders
- Gloucestershire Cycle Spine newsletter
- Contractor newsletters
- Media releases
- Gloucestershire County Council social media - Facebook, Instagram, X (formerly known as Twitter) and LinkedIn

Contact details

Gloucestershire County Council – Major Projects team

- Email: majorprojects@goucestershire.gov.uk

