

Statutory Consultation: Bristol Road 20mph

10th September – 1st October 2024

Consultee	Comments
Stagecoach bus	<p data-bbox="730 403 1599 437">Thank you for contacting us regarding the below consultation.</p> <p data-bbox="730 477 2024 837">At Stagecoach, our number one priority is safety, and steps that can be taken to improve safety for our passengers and staff are welcomed. Whilst the impacts of singular 20mph schemes can be negligible, the cumulative impact of multiple 20mph schemes has a detrimental impact to bus journey times. So much so, that in extreme cases, the increase in journey time means that all of the layover that is required to ensure a reliable bus service is lost, and thus requiring the service to absorb the costs of an additional bus (up to £200k per annum) into the cycle. We have also seen on our networks that increased journey time leads to fewer people travelling sustainably by bus, and encourages more people to travel by car. In turn, this increase in costs and reduction in revenue will lead to a reduction in bus services.</p> <p data-bbox="730 882 2018 1099">With regards to this scheme specifically, we have estimated that the impact of reducing the speed limit by 33% along this 1km stretch of road will reduce bus journey times by 30 seconds during the day and up to 50 seconds at peak times. We would therefore strongly encourage bus priority measures elsewhere along the route to be put in at the same time to off-set this impact. Without such measures, this scheme does not have the full support of Stagecoach.</p> <p data-bbox="730 1144 898 1177">All the best,</p> <p data-bbox="730 1251 927 1284">Kind Regards</p> <p data-bbox="730 1353 2033 1552">Further Response - Thank you for your detailed response and for addressing the points we raised. We fully recognise the concerns highlighted; however, it's important to note that the collision data appears to be concentrated around the Tesco entrance. This suggests that the primary area for safety improvement is that specific junction, where several risk factors converge: the supermarket car park entrance, a pedestrian crossing, and access to Frampton Street. Targeted interventions at that location may therefore deliver more meaningful safety</p>

benefits than applying a blanket 20mph limit to the wider corridor.

In relation to journey times, our services already factor in dwell time for boarding and alighting at stops. As such, introducing a reduced speed limit would add further delay without providing compensatory measures such as bus priority, creating unnecessary pressure on reliability and operational efficiency.

We fully support road safety improvements, particularly where there is a clear and evidenced risk to vulnerable road users. However, Bristol Road is a straight section of highway with good visibility and relatively low volumes of pedestrian and cyclist activity. It does not meet some of the key characteristics typically associated with effective 20mph environments.

By contrast, there are numerous streets in Cheltenham and Gloucester's urban centres — such as Montpellier Walk, the Promenade, Clarence Parade, Clarence Street, Pittville Street, Park Road, Brunswick Road, Station Road, Market Parade, Worcester Street, Eastgate Street and others — which experience substantially higher levels of pedestrian, cyclist and vehicular interaction. Although these streets currently operate at 30mph, they are actually far more suitable candidates for 20mph limits due to their activity levels, land use, and the density of movements within them. If the objective is to create safer, more pedestrian focused environments, these central areas would be the logical priority.

For these reasons, while we remain strongly supportive of targeted measures that improve safety, we believe that a more focused approach — particularly at the Tesco junction — would deliver greater benefits without adversely affecting bus journey times or network viability.