

A4 Bath to Bristol consultation response

Keynsham section | Walk Ride Bath and North East Somerset | 20 September 2026

We support the bypass route for walking, wheeling and cycling, safer speeds and better access to express buses. This investment should also create a regional bus-rail interchange at Keynsham, connecting communities along the A4 to the railway station.

We support the Memorial Park entrance as a useful walking and wheeling connection. We seek relocation of the bus stops: the park location has the longest station transfer of the options measured and relies on an isolated park approach that WRB considers socially unsafe after dark. Prioritise bus-rail interchange at Pool Barton and Station Road, with step-free access and a direct, legal cycle connection to the station.



Figure 1 The consultation scheme between Hicks Gate and Broadmead. Source: WECA consultation map, reproduced in the Bristol Cycling Campaign draft. The map shows the consultation proposal, not WRB's requested relocation.

Changes we propose

- Create a regional bus-rail interchange in the Pool Barton and Station Road area, with step-free access to both stops and no signalised bypass crossing.
- Retain the Memorial Park entrance and provide a Pool Barton ramp linking the bypass cycle route directly to the station and town centre.
- Keep Gaston Avenue as an inclusive eastern access and complete the route through its junctions, crossings and bus stops.
- Join the scheme to the wider Keynsham network and assess its effects on the A431 and the Bitton Railway Path gateway.

The Transport Vision calls for easier interchange and more useful travel choices. The bypass scheme should make journeys to Keynsham station safer and more convenient. [1]

Make Keynsham a regional interchange

WRB supports the proposed Memorial Park entrance for walking and wheeling. Our objection concerns locating the bus stops there. The entrance remains useful if the stops move. The park's cycling prohibition means a separate legal cycle connection to the bypass and railway station is also needed. [2]



Figure 2 Proposed Memorial Park entrance, supported by WRB as a walking and wheeling connection. Support for this entrance does not imply support for the bus-stop location. Source: WECA visualisation reproduced in the Bristol Cycling Campaign draft.

Shorten the journey to the station

WRB considers convenient rail interchange a higher regional priority than maximising the number of residents within walking distance of a stop. Compare journeys from Saltford, Hicks Gate and the wider A4 corridor, including the time and effort needed to transfer between buses and trains.

People cycling from Saltford to catch a train also need a direct, legal route from the bypass to the station. The proposed Gaston Avenue connection serves eastern Keynsham but is poorly placed for this journey. Develop the Pool Barton and Station Road connection so station access does not depend on cycling through Memorial Park or pushing a cycle.

Retain the entrance and relocate the stops

The entrance should give people easy access to the park and bypass path, with a gate that meets children's safety and mobility needs. Locate the bus stops where passengers have a shorter, more visible route to the station, without relying on an isolated park approach.

The 2023 engagement report records 32 responses suggesting another hub location and concerns about isolation and personal security after dark (page 191). It does not present an explicit Pool Barton/Station Road bus-rail comparison or an engineering conclusion rejecting that option. [12]

The current public FAQs identify Pool Barton and Station Road as alternatives considered. They favour the selected location for centrality and reduced engineering, earthworks and tree removal, but do not show how these factors were weighed against rail interchange benefits. [2]

We ask WECA to publish the comparison of stop locations, including costs, accessible transfer distances, personal security, legal cycling connections and access from the proposed Hicks Gate development. Explain how the benefits of direct bus-rail interchange were weighed against engineering and environmental constraints, and address the earlier consultation concerns before deciding the stop location.

Connect buses and cycles to trains

Provide an accessible ramp at Pool Barton to connect the bypass walking, wheeling and cycling route directly to Station Road and the railway station. This is a core requirement for people travelling from Hicks Gate, including the new development. Assess the bus-stop position and direct Station Road lifts alongside it; lifts do not remove the need for this route connection.



Figure 2b WRB indicative Station Road transfer route. The map measurement is 266m; it is not a surveyed access design. Base map as supplied by WRB.

Of the options measured by WRB, Memorial Park has the longest station transfer: approximately 460m, compared with 380m for the illustrated Pool Barton ramp and 260-270m for direct Station Road access. These are indicative distances, not surveyed designs. The additional western stop option described below needs a fresh measurement; the 380m estimate cannot be assumed to apply. Lift waiting and travel time are additional.

Compare what each option adds to existing bus services. Walking catchment maps alone do not show the benefit to passengers transferring to trains. Include gradients, crossing delays, lift reliability, evening conditions, rail services and access to both platforms.

Publish passenger demand scenarios for existing communities and future development. Agree signs, passenger information, cycle parking and responsibilities with bus and rail operators. Deliver the essential station connection with the bypass scheme.

Compare visibility throughout the transfer

The proposed Pool Barton ramp could be visible from both the bypass and Pool Barton, with the route continuing along streets towards the station. Trees may screen the Memorial Park stop and approach from street activity. WRB considers Pool Barton the better option for personal security, although passing traffic does not guarantee help. Check sightlines along the route, including the effects of retaining walls, vegetation, lighting and waiting areas after dark.

Link Hicks Gate growth to the railway

The May 2026 Hicks Gate Joint Masterplan identifies Keynsham as the nearest railway station. It envisages a new community and transport interchange, including relocation of Brislington Park and Ride and future mass transit. This gives the A4 bypass connection a regional purpose beyond access for nearby Keynsham residents. [9] WRB's indicative map measurement from the Hicks Gate area to the station is 1.85km (1.15 miles); the final legal route will depend on access design.

Draft Local Plan Policy 3.9 proposes a transport interchange south-west of Hicks Gate roundabout, linked to mass transit stops, and connected walking, wheeling and cycling routes. Separately, Crest Nicholson is promoting up to 550 homes north of the A4; this is a component of the wider growth area, not its total capacity. These proposals do not establish that all infrastructure is funded or approved. [10, 11]



Figure 2c WRB illustrative Pool Barton ramp alignment in yellow beside the bypass route in green. A potential link in the journey between Hicks Gate or Saltford and Keynsham station; levels and structural feasibility require assessment.

WRB asks for a Pool Barton ramp as an essential part of the Hicks Gate-Keynsham station connection. People approaching from Hicks Gate should be able to leave the bypass route here and reach the railway directly, without continuing past the station approach towards Memorial Park. Cycling through the park is prohibited, so it cannot provide the onward cycle route. Measure the additional distance via the available legal alternatives and include it in the assessment.

WECA, Bristol and B&NES should agree the route, land, funding and delivery responsibilities. Check access through Hicks Gate roundabout from the proposed housing and interchange, and provide the necessary connections as homes are occupied. Link both interchanges so residents can reach bus, rail and future mass transit services.

Hicks Gate development masterplan

The joint masterplan illustrates the wider development on both sides of the A4, including housing, schools, neighbourhood centres, active travel links and a transport interchange. Its indicative scenarios provide between 2,500 and 3,050 homes across the wider area. The plan below shows the maximum scenario, not an approved development layout. [9]

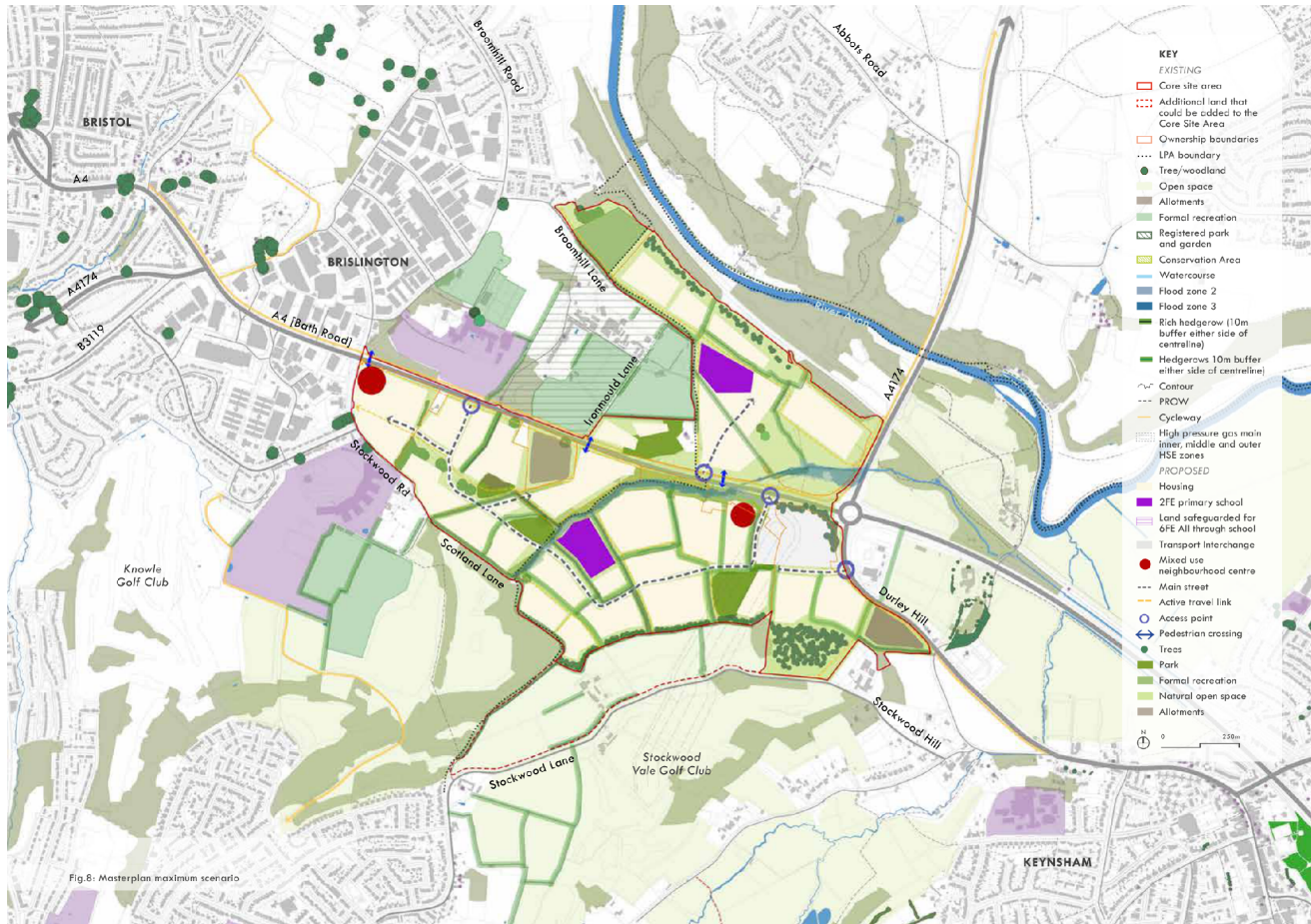


Figure 2d Hicks Gate Joint Masterplan, May 2026, Figure 8, masterplan maximum scenario (printed page 15). Source: AECOM / CBRE for WECA, Bristol City Council and B&NES. Original legend retained. Proposed development and transport infrastructure are indicative. [9]

Connect the development to Keynsham station

Hicks Gate roundabout sits towards the eastern side of the plan, with the A4 bypass continuing towards Keynsham. The proposed transport interchange is south-west of the roundabout. WRB asks for the development's walking, wheeling and cycling routes to connect continuously through this junction to the bypass path and the Pool Barton-Station Road station approach.

The masterplan does not include a designed connection to Keynsham station. Agree the station link, bus services and delivery responsibilities across the development and corridor schemes.

Provide safe access after dark

We support the park entrance, but consider its isolated approach socially unsafe as the principal route between bypass bus stops and the station after dark. Bus-rail interchange must be usable throughout service hours.

Women travelling alone and children or young people travelling independently must be central to the stop-location decision.

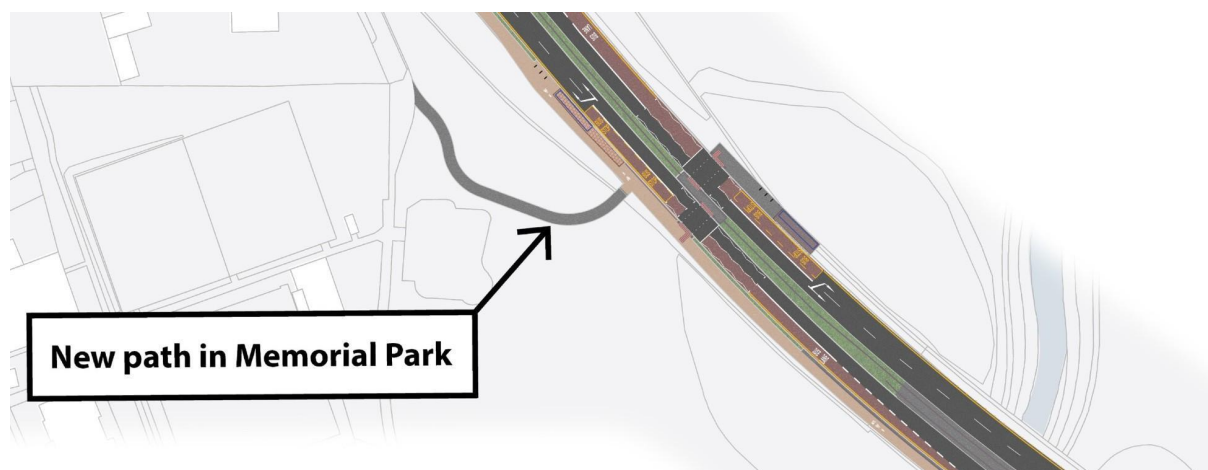


Figure 2a The new Memorial Park path meets the proposed bypass stops. Assess the complete approach through the park, beyond this short connection. Source: WECA consultation drawing reproduced in the Bristol Cycling Campaign draft.

Assess the whole approach through the park

WRB's local assessment is that some journeys would involve five minutes or more walking alone through isolated parts of the park. This is an estimate for the wider approach, not the length of the proposed 70 metre access path. Publish walking times from relevant entrances and neighbourhoods, including slower walking and wheeling speeds, and assess conditions throughout the hours buses operate.

Fear of harassment or being unable to find help can make a route unusable even where its surface and gradient are accessible. Lighting helps people see, but does not by itself create overlooking, activity or nearby assistance. WRB does not consider a park-dependent approach an acceptable principal route to these stops late at night.

Apply the guidance to walking as well as cycling

LTN 1/20 section 8.1.2 requires social safety to be considered on routes away from highways. Its Appendix A assessment includes lighting and isolation: routes away from activity score poorly, while routes overlooked throughout score well. This supports assessing personal security alongside separation from traffic. [4]

Active Travel England's guidance on pavements and footpaths calls for good lighting and visibility, with overlooking from nearby buildings to provide natural surveillance. These expectations apply to walking and wheeling routes, including access to public transport. In WRB's view, reliance on the isolated park approach conflicts with these principles. [8]

Pool Barton and Station Road offer access within sight of road activity, subject to checking levels and screening. Design ramps, lifts and waiting areas to maintain that visibility and avoid concealed corners. Review the complete station route after dark with women, young people and disabled users; passing traffic alone is not enough.

Make Pool Barton and Station Road access work

Investigate relocating the A4 stops to the Pool Barton and Station Road area, keeping express buses on the bypass. Provide separate step-free links to each stop, using Station Road to connect across the A4. With this arrangement passengers would not need to cross the bypass carriageways or wait at pedestrian signals.

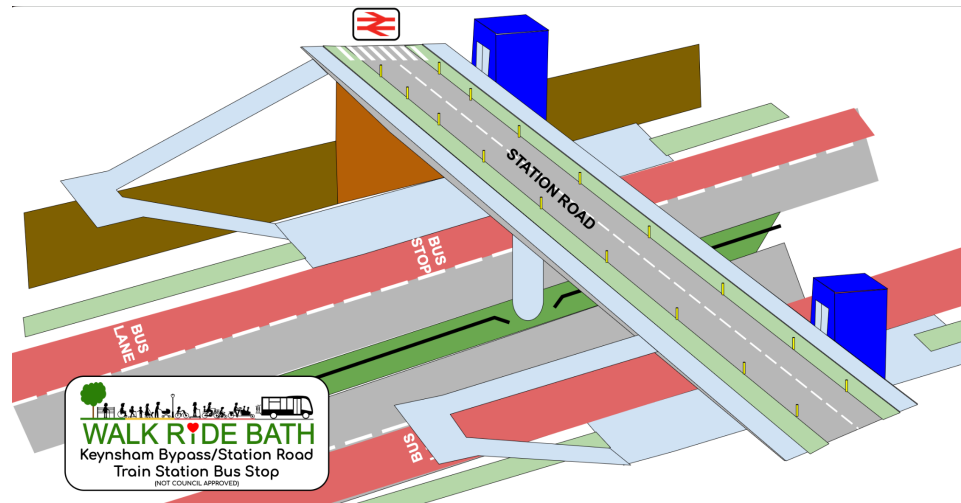


Figure 3 WRB illustrative concept for Station Road access, showing potential lifts and ramps to the bypass stops. Not to scale or council approved. Road layout, stop positions, gradients and structural works are illustrative and require assessment.

Assess lifts and the structural work

Assess passenger lifts between Station Road and the bypass bus stops, either alongside ramps or where a direct ramp cannot fit. Provide suitable lift dimensions, doors and approaches for wheelchairs, mobility scooters and any cycles using that connection. Stairs may supplement step-free access but cannot replace it.

For the constrained stop location beside the existing retaining wall, allow for structural works to create space for the stop, boarding area and access. A lift reduces the length needed for a ramp, but does not remove this requirement. Survey the wall, foundations and available width, and assess alterations, replacement or an independently supported structure. Keep the southern walking, wheeling and cycling path clear throughout.

Investigate the Pool Barton ramp option

Provide an accessible Pool Barton ramp connecting the bypass path to the street network and station. Assess the illustrated alignment along the retaining wall, including where altering the wall is impractical. Resolve levels, gradient, land, width, edge protection, sightlines and structural loading, with independent support if necessary. Its precise alignment requires engineering, but a direct ramp connection is central to WRB's proposal, including if passenger lifts are provided.

Keep lifts and ramps available throughout service hours

Agree lift ownership, operating hours, maintenance funding and repair response before approval, with a usable alternative during outages. Access must work whenever buses operate. Design ramps, lift entrances and waiting areas for visibility and personal security after dark.

Retain a continuous southern bypass path and local northern access to the Bath-bound stop. Deliver the Pool Barton ramp as part of the route, coordinated with Hicks Gate growth. Publish drawings and compare journey length, accessibility, structural and environmental constraints, capital costs and maintenance. Account for avoided bypass crossing costs without assuming they cover structural works.

Assess the western Pool Barton stop option

Assess a specific alternative stop location near the Pool Barton end of the existing footpath crossing, west of Station Road. The primary purpose would be a bus-rail interchange, with an accessible connection along Pool Barton and Station Road to Keynsham station. Compare it with stops directly below Station Road and the illustrated ramp option.



Figure 3a WRB indicative route between the western Pool Barton area and Dyleaze, approximately 341m as plotted. The line crosses the A4 and railway; their crossing arrangements require assessment. This is not the distance to Keynsham station or an approved bus-stop design. Base aerial image supplied by WRB.

Compare complete journeys to the station

A more westerly stop may change the retaining-wall and ramp requirements but lengthen the transfer to trains. Survey the location and compare access to both stops and both station platforms, gradients, visibility, boarding space, structural works and whole-life costs. Retain assessment of lifts at Station Road. Select the arrangement that best supports convenient, dependable interchange.

Explore the additional northern connection

The footpath towards Dyleaze may provide an additional walking catchment north of the railway. Check its legal status, railway crossing, accessibility, vegetation and personal security. The existing unsignalised A4 crossing needs its own assessment and must not be assumed suitable for bus passengers. Any northern link would complement the principal step-free station connection.

Provide a wide and continuous bypass path

Retain the full 3.45 kilometre path, separated from motor traffic, and the proposed 40 mph limit with average speed enforcement. Provide a 5.5 metre usable path width so walking and wheeling can be separated from cycling in future. Initial shared use must accommodate expected demand safely. [3, 4]



Figure 4 Consultation visualisation of the path beside a bus boarding area. Detailed designs must show how passengers and through-cyclists are separated at the relocated stops. Source: WECA visualisation reproduced in the Bristol Cycling Campaign draft.

Provide space and a usable surface

WRB asks for a 5.5 metre usable path width throughout the bypass, allowing future separation of walking and wheeling from cycling. Publish dimensioned cross-sections showing this width, separation from traffic and every pinch point. Keep traffic buffers, shelters, posts and waiting areas outside the usable path width, and safeguard the space needed for future segregation.

Use a smooth, sealed surface throughout, including the access links. Provide effective drainage, sweeping and vegetation maintenance. Light the route for everyday use; identify any ecological constraints and show how proposed unlit sections would affect safety and accessibility after dark. Complete the connections at Hicks Gate and Broadmead so the route continues beyond the scheme boundary.

Resolve bus stops and crossings

At the relocated stops, provide accessible boarding areas and clearly defined routes for passengers. Publish how each layout meets the current floating bus stop guidance. A visualisation cannot establish compliance, and a change of paving alone does not resolve conflicts between waiting passengers and through-cyclists. [5]

With separate step-free links using Station Road to connect both stops, the interchange would not require the proposed two-stage signalised bypass crossing. Include avoided construction, signal delays and maintenance in the option comparison, without assuming net savings before access costs are assessed. The existing footpath crossing west of Station Road is a separate issue: assess its use and future treatment. Do not assume it is suitable for passengers to reach the opposite stop.

Keep the local connections accessible

Gaston Avenue remains useful for eastern Keynsham. Improve it alongside the new central connection so that different parts of the town can reach the bypass route without unnecessary detours.



Figure 5 The Gaston Avenue visualisation shows a staggered barrier. Resolve this discrepancy with the consultation text, which describes a bollard. Source: WECA visualisation reproduced in the Bristol Cycling Campaign draft.

Remove the staggered barrier arrangement. If access controls are justified, use a straight approach with inclusive clearances and demonstrate access for adapted cycles, trailers and mobility scooters. LTN 1/20 identifies bollards with at least 1.5 metres clear spacing as an alternative to restrictive barriers. Provide sealed surfacing and a safe connection to the bypass path. [4]

Improve the approach at Hicks Gate

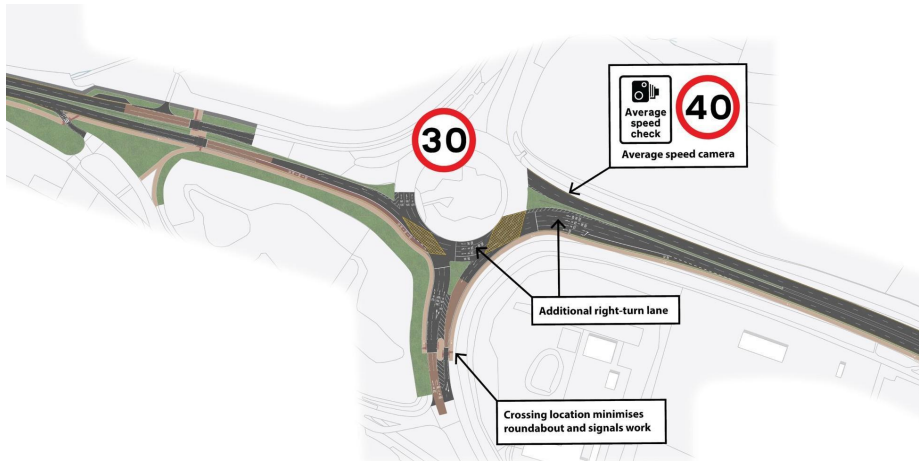


Figure 6 Hicks Gate proposals, including the new crossing south of the roundabout. Source: WECA consultation drawing reproduced in the Bristol Cycling Campaign draft.

We support the 30 mph limit, improved crossings and wider waiting area. Place the new A4175 crossing as close to the roundabout as safely practicable and publish the extra distance imposed on each walking, wheeling and cycling movement. Avoid an unnecessary stagger and connect all approaches clearly. [3]

Treat these works as a step towards a fully accessible junction. Safeguard future improvements around Hicks Gate and investigate connections towards the Avon corridor, subject to land, levels and environmental assessment.

Connect the station and town centre

Station Road should provide a comfortable route between the interchange, railway station and High Street. Its design must reflect the additional journeys created by relocating the bypass stops.



Figure 7 Station Road as shown in the consultation. The widened footway is proposed for shared use. Source: WECA visualisation reproduced in the Bristol Cycling Campaign draft.

Test protected cycling provision through reallocation of carriageway space first. If a short shared-use section is necessary, publish the constraints, usable widths and expected pedestrian and cycle flows. A Pool Barton connection may reduce through-movements, but does not remove the need for enough space or protection for people walking and wheeling. [4]

Support the improved side-road and Priory Road crossings, with continuous, legible routes and appropriate tactile paving. Provide a lawful cycle crossing at Priory Road and timings that allow people to cross comfortably without excessive waits.



Figure 8 Proposed High Street roundabout improvements. Source: WECA visualisation reproduced in the Bristol Cycling Campaign draft.

We support crossings on every arm and tighter junction geometry. Assess parallel pedestrian and cycle crossings on the Station Road and Bristol Road arms where they connect to lawful cycle routes. Retain accessible parking and loading while keeping approaches clear. Resolve the Church Stop B location with bus users, preserving convenient access alongside the new crossings.

Deliver a connected network

The bypass should support journeys to work, education, shops and public transport. Plan its connections alongside the proposed Keynsham-Willsbridge route towards Bitton and the emerging Somerdale and Avon network. These wider links should be safeguarded without treating their delivery or funding as certain. [6, 7]

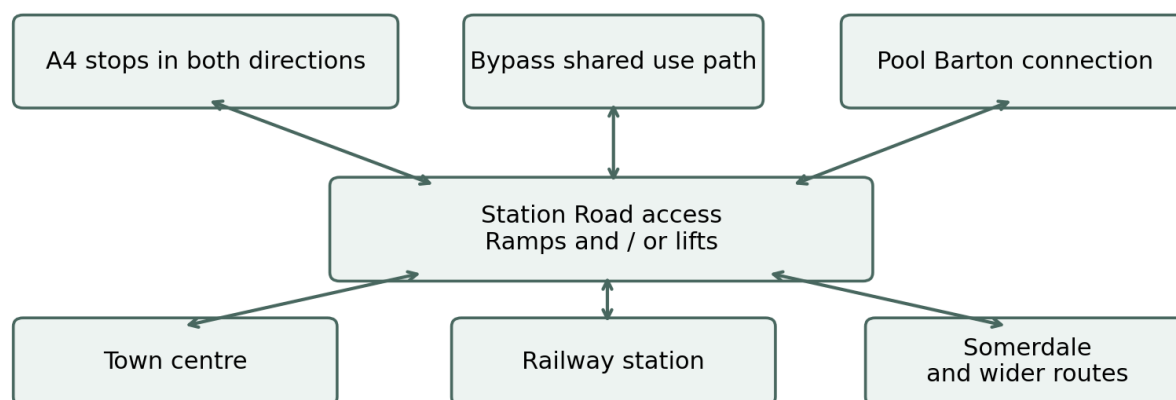


Figure 9 The Station Road connections also serve the wider network. Onward links need coordinated design and delivery; this diagram does not imply that future schemes are funded.

Address the A431 and Bitton gateway

Bitton and Oldland Cycling Club raises concerns about traffic transferring to the A431 and the crossing near Bitton Station. Publish an assessment of likely traffic changes, comparing forecasts with existing conditions. Monitor traffic volumes, speeds and collisions before and after opening. [7]

Assess a safe crossing of the A431 at the Railway Path gateway, alongside the protected connection towards Keynsham. Where mitigation is needed, agree the measures, funding, delivery authority and timing across council boundaries. A signalised crossing should be considered on its merits; a parallel crossing is a different, unsignalised option.

Decisions needed before detailed design is fixed

- Publish a bus-rail interchange comparison of the western Pool Barton location, the illustrated ramp option and direct Station Road access, including complete transfer distances, visibility, engineering and costs.
- Engage disabled people, bus and rail users, walking and cycling groups, and park users on complete journeys through the scheme.
- Publish the dimensioned route, crossings and access designs, accessibility assessment and relevant safety review findings before construction commitments.
- Identify responsibility and funding for each connection, including maintenance and any lift operation. Deliver essential access alongside the stops.
- Maintain usable walking, wheeling and cycling routes during construction, with accessible diversions published in advance.

Sources and illustration credits

This WRB response draws on the Bristol Cycling Campaign draft, the network comments briefing and the Bitton and Oldland Cycling Club response. WRB takes responsibility for the recommendations here; this is not a joint submission.

1 West of England Transport Vision, February 2026. Integrated transport objectives.

https://www.westofengland-ca.gov.uk/wp-content/uploads/2023/07/WE4924-Transport-Vision-for-web_v4.pdf

2 Keynsham consultation FAQs. Memorial Park cycling restriction and alternative stop locations.

<https://haveyoursaywest.co.uk/keynsham/index.php?contentid=85>

3 Keynsham Bypass and Hicks Gate proposals. Route, stops, access and speed changes.

<https://haveyoursaywest.co.uk/keynsham/index.php?contentid=67>

4 Department for Transport, Cycle infrastructure design, LTN 1/20. See sections 6.2, 6.5, 8.1.2, 8.3 and 10.4, and Appendix A indicators 21 and 22.

<https://www.gov.uk/government/publications/cycle-infrastructure-design-ltn-120>

5 Department for Transport and Active Travel England, Floating bus stops provision and design, January 2026.

<https://www.gov.uk/government/publications/floating-bus-stops-provision-and-design>

6 South Gloucestershire Council, Keynsham-Willsbridge Active Travel Route consultation and supporting documents.

https://consultations.southglos.gov.uk/keynsham_cycle_route/consultationHome

7 Supplied working material: BCC_A4_Keynsham_network_comments_briefing.md; DRAFT_27Aug_BCyC_Consultation Response_A4 Keynsham.pdf; BOCC Response to A4 Bath Bristol Corridor Consultation.pdf, dated 28 August 2026.

8 Active Travel England, Pavements and footpaths. Personal security, visibility and natural surveillance.

<https://activetravelengland.gov.uk/planning-active-places/pavements-and-footpaths>

9 Hicks Gate Joint Masterplan, May 2026, sections 2.1 and Appendix 1.

<https://haveyoursay.bathnes.gov.uk/localplan/documents/Item%2018a%20-%20Appendix%20Hicks%20Gate%20Framework%20Masterplan.pdf>

10 B&NES Draft Local Plan Regulation 19, Chapter 3, Policy 3.9 (Hicks Gate), September 2026. Draft policy, not an adopted allocation or planning permission. <https://haveyoursay.bathnes.gov.uk/localplan/documents/Chapter3.pdf>

11 Crest Nicholson, Land at Hicks Gate consultation. Developer proposal for up to 550 homes. <https://hicksgate.co.uk/>

12 A4 Bath to Bristol 2023 engagement report, page 191 (alternative locations and personal security) and page 222 (hub findings). <https://haveyoursaywest.co.uk/Overall%20BBSC%20engagement%20report%20FINAL.pdf>

Illustrations

Figures 1, 2, 2a and 4-8 reproduce consultation maps and visualisations contained in the supplied Bristol Cycling Campaign draft. Original source: WECA / A4 Bath to Bristol project. They show the published consultation scheme, not approved construction details or WRB's relocated stop design. Original labels are retained.

Figure 3 is the WRB illustrative concept supplied for this response, showing potential lifts and ramps at Station Road. Figure 9 is a functional network diagram. Neither is to scale or an approved engineering design. No surveyed ramp alignment, lift location, structural feasibility or land agreement is asserted. Figures 2b and 2c are WRB-supplied annotated aerial images. Distance estimates are indicative and do not establish a compliant or deliverable access design. Figure 2d reproduces the maximum-scenario plan from source 9; it is an indicative masterplan, not a construction drawing. Figure 3a is WRB's indicative northern footpath measurement; it is not a station transfer distance.

Basis of the response

The Memorial Park cycling restriction is recorded as stated in the consultation FAQs. WRB's park-access concerns and journey estimates are distinguished from surveyed evidence. Station Road relocation, Pool Barton access and removal of the bypass crossing are WRB proposals requiring engineering, accessibility and cost assessment. Hicks Gate sources, the consultation FAQs and the 2023 engagement report were checked on 20 September 2026; other references were checked on 14 September 2026.