

About Bath

Bath is the principal centre of the Bath and North East Somerset authority with a population of 80,000.

The City of Bath was designated a World Heritage Site by UNESCO in 1987.

Bath has a variety of theatres, museums, and other cultural and sporting venues, which have helped to make it a major centre for tourism, with over one million overnight visitors and 3.8 million day visitors to the city each year. The city has two universities and several schools and colleges.

Within CIVITAS RENAISSANCE, Bath will introduce a number of innovations that will improve both the technical and behavioural aspects of transport in the city. Measures target the improvement of both quality of life and air quality, making this thriving city an even better place to live, work and visit.

Technology

Powabike - Electric cycle hire

Objectives / Innovative Aspects

- Provide residents and visitors with a greener means of transport around the city.
- Install electric charging points across the city.
- Establish a web based registration system for regular users.

Expected Results

- 90% of the bicycle fleet to be in use during working/ shopping hours by 2013.



Infrastructure

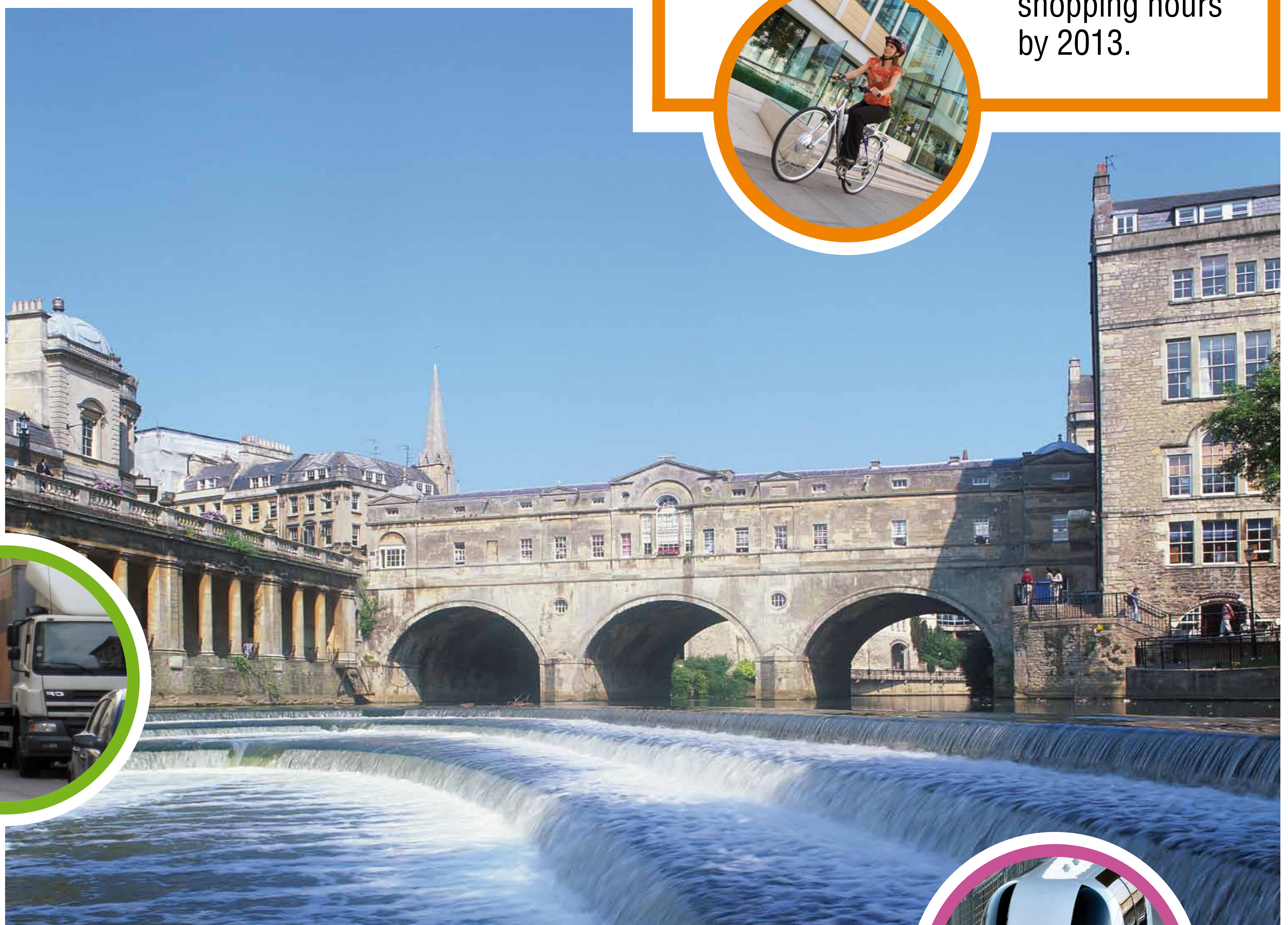
Safe and secure road infrastructure demonstration area

Objectives / Innovative Aspects

- Establish a demonstration area in Bath city centre to demonstrate best practise for road surfaces, street lighting and furniture.

Expected Results

- Reduced motor vehicle movements in the demonstration area.
- Reduced traffic-related accidents in the demonstration area.
- Improved pedestrian security by reducing reported street crime in the demonstration area.



Innovation

ULTra Personal Rapid Transit System

Objectives / Innovative Aspects

- Conduct a feasibility study to examine the potential for PRT in a historic city.
- A design contest is being held to find the best solutions for integrating PRT infrastructure in Bath.
- Combine the resource efficiency of public transport with a taxi-like level of service.

Expected Results

- Reduced carbon emissions over car transport by 70%.
- Reduced carbon emissions over diesel-powered public transport vehicles by 50%.

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