

Celebration Mile



Prepared for



Prepared by



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Purpose of this report

Celebration Mile connects the railway station, Eastover, the river and the docks—creating a clear route through the heart of Bridgwater for everyday journeys, shopping and leisure. It is designed to make the town centre easier to move around, safer to use and a more enjoyable place to spend time.

The scheme was delivered in 2025, bringing improved streets, public spaces and changes to traffic movements on Eastover, Salmon Parade and East Quay. These changes were aimed at reducing traffic dominance and putting people first.

Why are we reviewing it?



Listening to local feedback:

Following comments from residents, businesses and councillors, Somerset Council commissioned a review to understand how the Celebration Mile is working and to test whether different traffic arrangements could perform better.



Looking at the full picture:

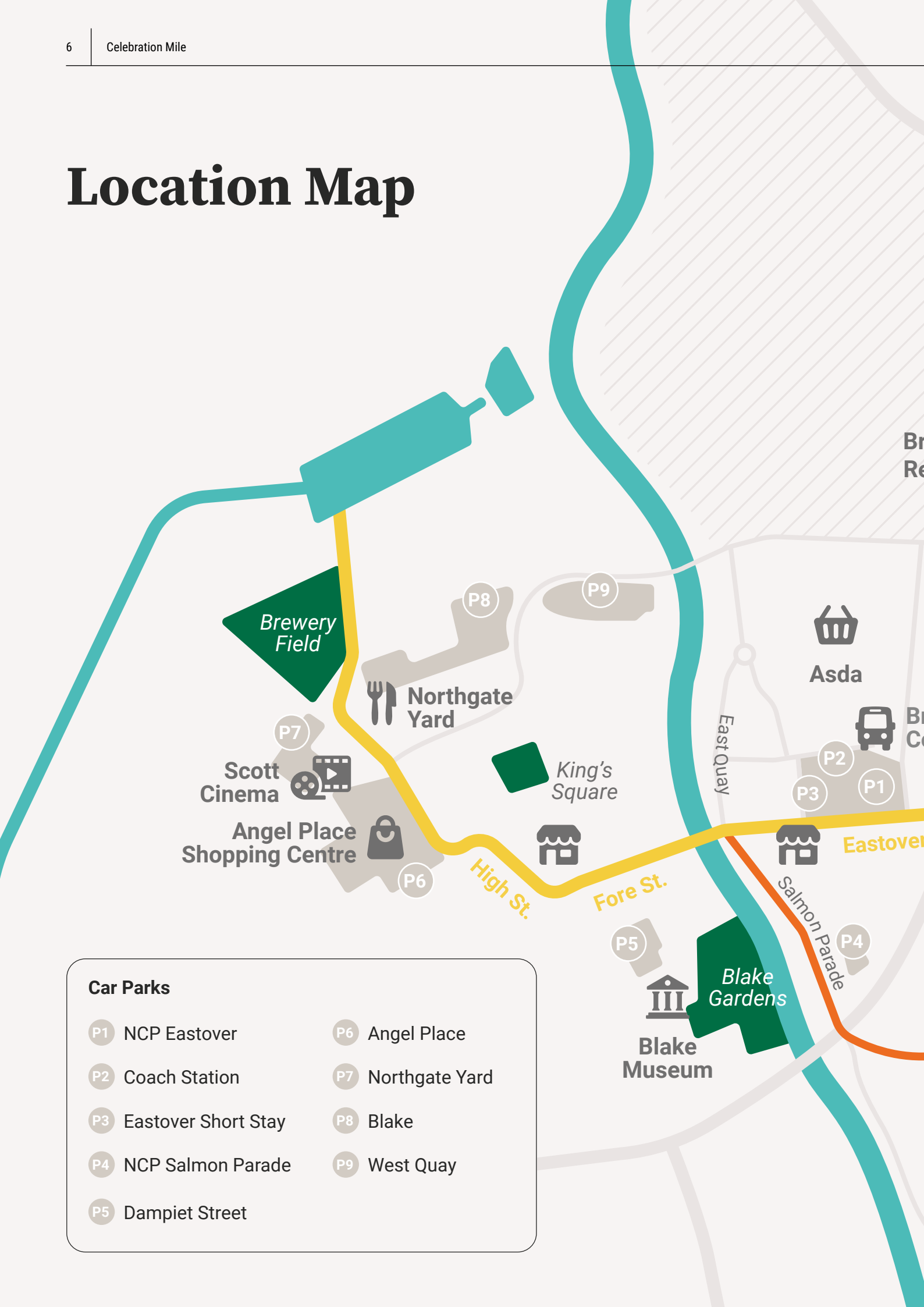
This review compares the current layout with three alternative options, considering:

- » How traffic operates at busy times.
- » How safe and comfortable the streets feel.
- » How the town centre works as a place, not just a route.
- » How well the area supports visitors and local businesses.

The aim is to understand which option best supports a safe, welcoming and thriving town centre for Bridgwater.



Location Map



Car Parks

- | | |
|-------------------------------|--------------------------|
| P1 NCP Eastover | P6 Angel Place |
| P2 Coach Station | P7 Northgate Yard |
| P3 Eastover Short Stay | P8 Blake |
| P4 NCP Salmon Parade | P9 West Quay |
| P5 Dampiet Street | |



Bridgwater
Retail Park

Bridgwater Bus &
Coach Station

St John St.

Cycle Path

Cranleigh
Gardens

Bridgwater
Train Station


Bridgwater &
Taunton College

Original Scheme Overview

Why Celebration Mile Matters

 Connecting the heart of Bridgwater

 Putting people first

 Creating a place to spend time, not just pass through

Celebration Mile has been part of Bridgwater's vision for its town centre for many years. Set out through the Bridgwater Vision and later updates, it responds to a long-standing challenge: how to better connect key places such as the railway station, Eastover, the retail core, the river and the docks, while improving the look and feel of the town centre.

Traditionally, the area was dominated by through-traffic. Streets were busy, crossings limited and walking or cycling uncomfortable, especially for older people, families and those with mobility needs. The Eastover, Salmon Parade, East Quay was a recognised conflict zone between vehicles and people. Celebration Mile was developed to change that.

What the scheme set out to do

- » Create a clear, legible route: A continuous, pedestrian priority spine through the town centre, making it easier to walk between destinations.
- » Makes streets safer and more comfortable: wider pavements, calmer traffic movements and better public spaces to support walking and cycling.
- » Support businesses and town life: Streets designed for people encourage footfall, longer visits and more vibrant local economy.
- » Celebrate Bridgwater's identity: A unified streetscape, lighting, seating, wayfinding, and public art, highlighting heritage and improving the setting of historic buildings.

Part of the bigger picture

The scheme also supports wider Town Deal and regeneration investment, helping individual projects work together as a coherent whole. By encouraging sustainable travel and improving environmental quality, Celebration Mile aims to create a healthier, more welcoming town centre that will thrive in the long term.

Scheme Objectives

Celebration Mile, as outlined above, has multiple objectives that the Council wanted to achieve with its implementation. Presented below is a summary of schemes' objectives, with how they have been achieved:



Create a continuous, legible pedestrian-priority route linking key destinations:

- » Establish a clear corridor from the railway to the docks
- » Improve wayfinding and legibility, so that information is easily accessible to users



Use the route to emphasise Bridgwater's heritage through design:

- » Improve pedestrian safety and active travel provision
- » Upgrade key streets and links, including Eastover



Improve the visitor experience and attract businesses:

- » Support increased footfall and time spent in the town centre by improving the walking/cycling environment and public realm



Improve safety, comfort and accessibility for Active Travel:

- » Improve pedestrian safety and active travel provision
- » Upgrade key streets and links, including Eastover



Support wider regeneration

- » Help Town Deal investments work together as a coherent offer that supports social, cultural and economic uplift
- » Encourage walking and cycling and support wider outcomes such as reduced congestion and improved air quality

Understanding the users

Celebration Mile brings together a diverse mix of people—from shoppers and diners to business owners and commuters. Any changes to the scheme will shape how these groups experience the area, as well as how local businesses along Eastover operate and thrive. So that the scheme works for everyone, we've considered the different ways people use it. By thinking about visitors as a set of typical user types, we can better understand their journeys, needs and expectations.

These user types are inspired by the Department for Transport's 'personas', helping to illustrate the variety of people who rely on Celebration Mile every day.

Jackie (64)



Depending on how I feel, I'll drive into town or hop on the bus. Both are super convenient.

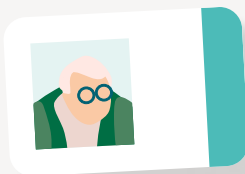


I like to hunt for some gems in the Indoor Shopping Centre's Treasure Trove - and I absolutely love the new mural!



I also often have a workshop or theatre trip booked in at the Bridgwater Arts Centre.

Peter (81)



As I'm no longer "on the roads" I often catch the bus to Watson Lane bus/coach station.



It's a good location to then mossey along Eastover with it's wide footways and pop into the post office.



And if I feel up to it I like to walk along the river and enjoy the goings on at Blake Gardens.

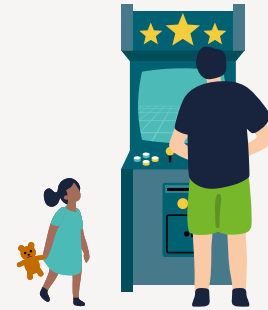
Ryan (35), Naomi (37) and Jasmine (4)



If we're all heading into town we'll go by car, with plenty of car parks to choose from.

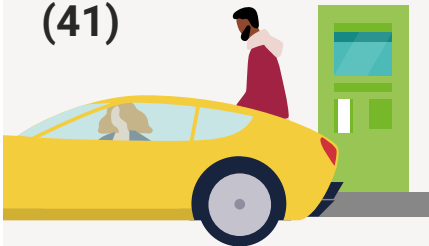


When running errands with Jasmine, it's peace of mind to know footways are wide and the centre is pedestrianised.

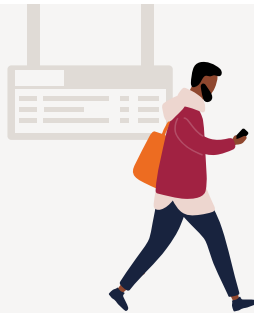


As a treat we'll finish off at the Timewarp Arcade for a game!

Omar (41)



I work in Bridgwater and often car share with a colleague to help with the cost of fuel.



When we've got a team social and I want a few pints after work I'll get the train, it's only a 20 min walk.



Northgate yard is great for a bite to eat and some ten-pin bowling - we get a bit competitive!

Zach (19)



I'm currently saving up for my first car, so either walk or cycle everywhere.

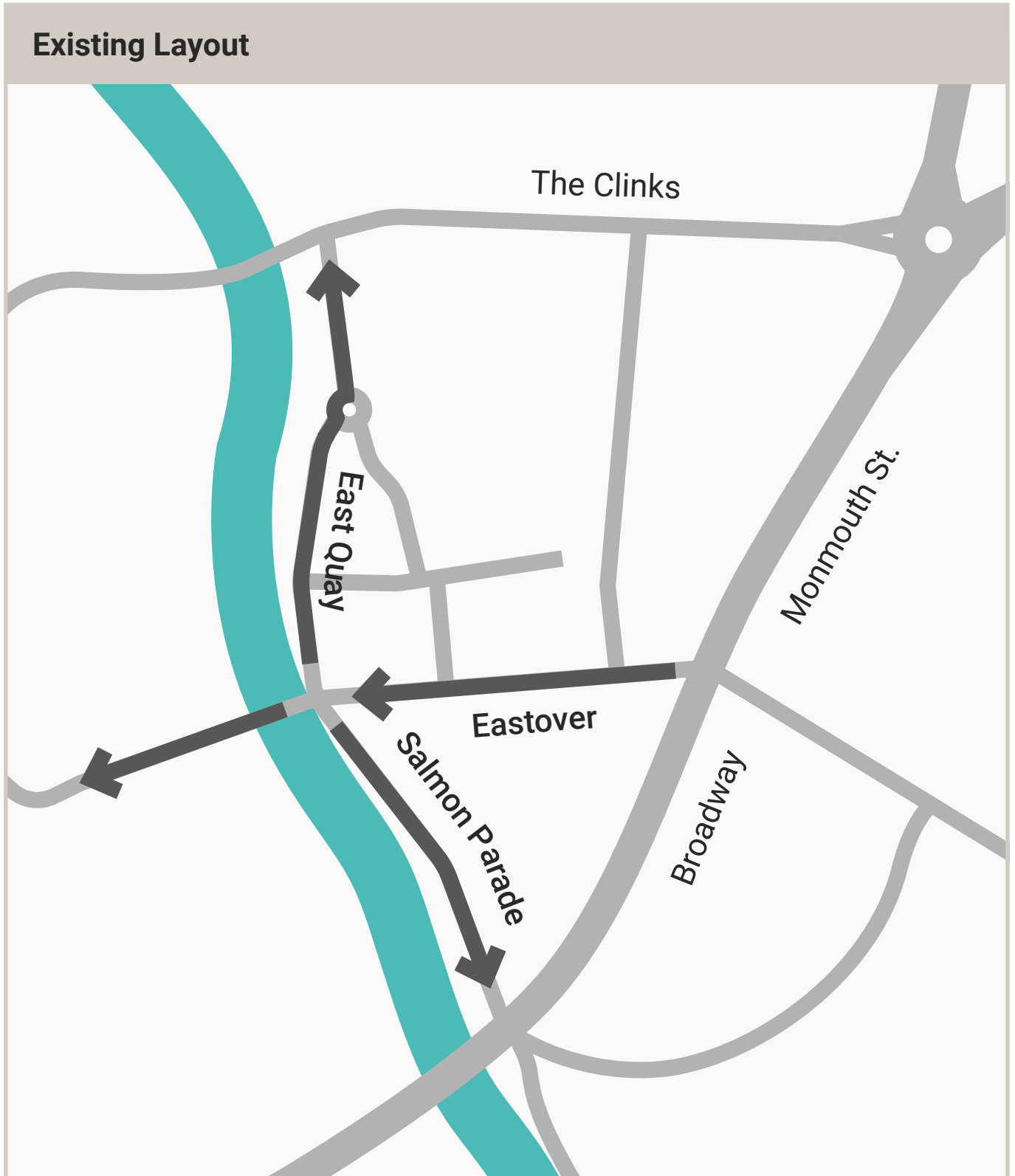


I've left college but not sure what I want to do next so I've been volunteering at pdsa. Also because I love dogs!

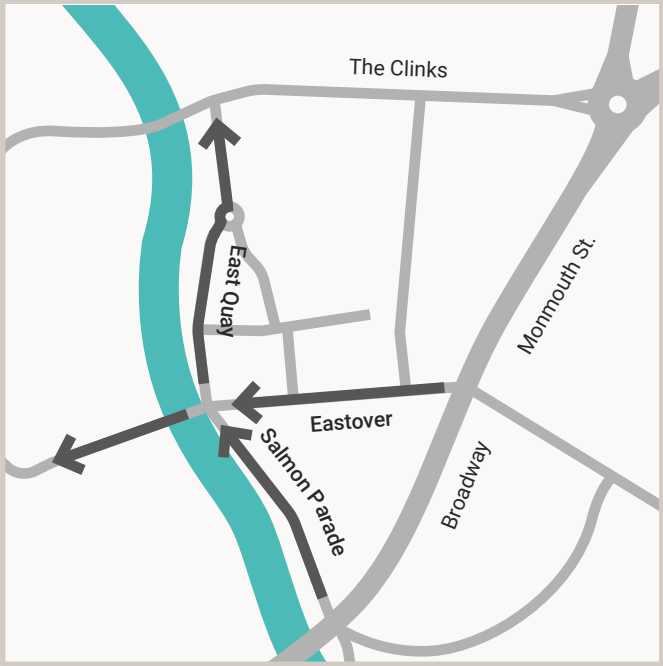


If Mum needs any bits before I head home, I whizz into Aldi.

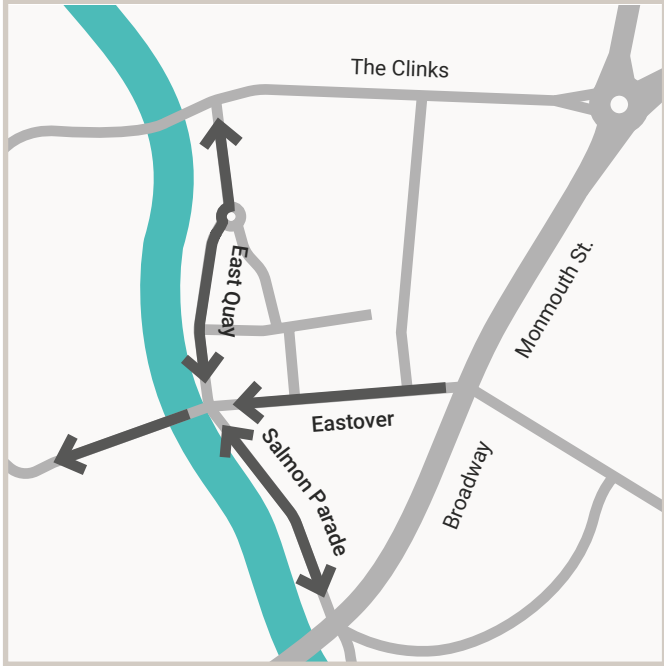
Options



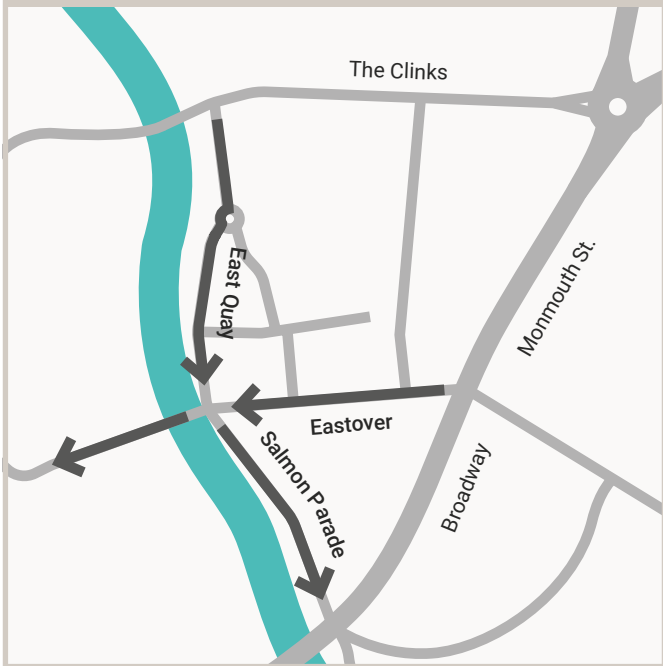
Option A



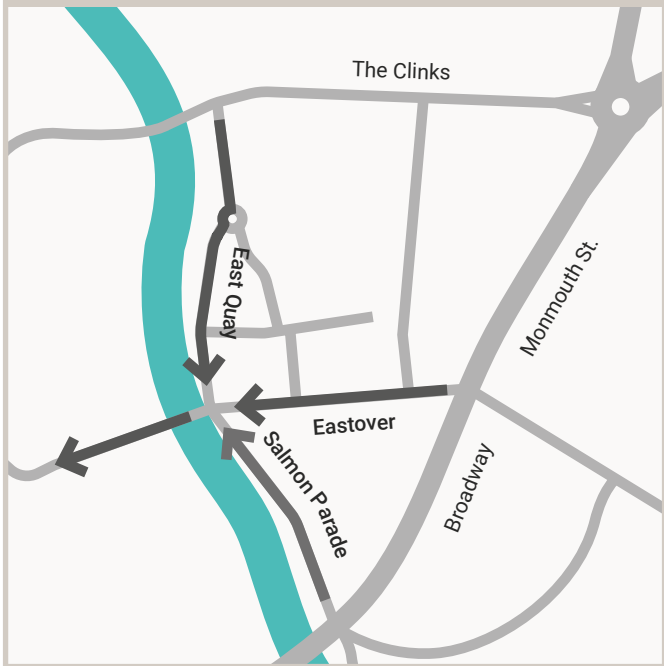
Option B



Option C

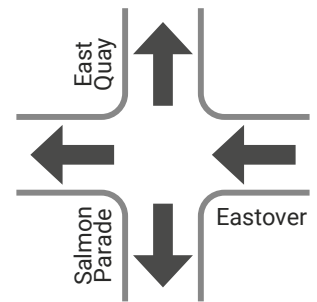


Option D



Existing Layout

We've taken a balanced look at each option, exploring what works well, where there are challenges, and what opportunities each one could bring for the area, starting with the existing layout.



Safer Streets for People

What works well:

- ✓ Easier to cross streets thanks to clear, upgraded crossings.
- ✓ Calmer traffic levels making walking and cycling feel safer, especially for older people and families.
- ✓ Simpler vehicle movements reduce turning conflicts at key junctions.
- ✓ A dedicated cycle lane on Eastover gives cyclists space away from traffic.

What needs managing:

- ! In some westbound sections, cyclists and vehicles still mix, which can cause uncertainty if movements are not clear.



Traffic Movement

What works well:

- ✓ Less traffic through the town centre, particularly in the evening, helping streets feel calmer.
- ✓ Avoids drawing extra traffic into the heart of Bridgwater from alternative routes.

What needs managing:

- ! Fewer route choices mean longer journey times at peak periods than traffic-led options.
- ! Wider congestion elsewhere still affects how the area performs.



A better town centre environment

What works well:

- ✓ Streets feel more welcoming and attractive, encouraging people to spend time in the town centre.

What needs managing:

- ! Changes to on-street parking may affect some visitors who rely on stopping close to shops.

Deliveries & Servicing Access

What works well:

- ✓ Essential business access remains in place with Eastover acting as the main access route for servicing and deliveries
- ✓ Less through traffic means servicing activity is easier to plan outside of peak periods providing more predictable delivery conditions.
- ✓ Arrangements already established for loading / unloading can continue.

What needs managing:

- ! Limited on-street servicing space which could result in challenging deliveries at busy times.
- ! There is a reliance on delivery management to provide servicing arrangements that avoid conflict with pedestrians and cycles.

Key Opportunity: Targeted signal improvements could help reduce delays at specific junctions without changing the overall layout.

Key Risk to watch: Where cycles and vehicles share space, safe speeds and driver behaviour are essential to reduce overtaking risks.

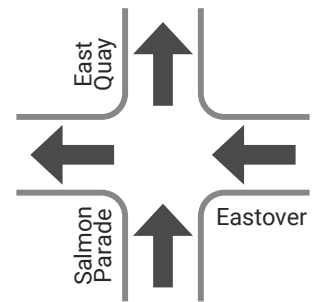
Overall Message: Delivers the intended benefits

The existing layout prioritises people first, addressing the safety issues at Eastover, Salmon Parade, East Quay cross roads, while peak-time journeys may take longer, the result is a more attractive, safer and welcoming town centre that support everyday life, local businesses and long-term regeneration.



Option A

Additional northbound route through the town centre



Safer Streets for People

What works well:

- ✓ Provides some relief from congestion on parts of the wider network, particularly in the morning peak.
- ✓ Maintains a degree of pedestrian and cyclist priority compared to more traffic led options.

What needs managing:

- ! Additional vehicle movements introduce more crossing points where vehicles pass through pedestrian and cycle desire lines.
- ! In the evening peak, increased traffic through the town centre can reduce comfort and perceived safety.
- ! Changing the layout again may create temporary confusion for people walking, cycling and driving.



Traffic Movement

What works well:

- ✓ Clear improvement over the Existing Layout for traffic flow and journey times, especially in the morning peak.
- ✓ Faster average speeds than the existing layout in the AM peak.
- ✓ Improved connectivity for vehicles moving northbound helps redirect traffic away from some congestion points.

What needs managing:

- ! PM peak performance is weaker, with increased delays and congestion through the town centre.
- ! Conflicts with the scheme objective of limiting traffic pressure in sensitive areas.



Deliveries & Servicing Access

What works well:

- ✓ Offers greater flexibility for vehicle movement, improving access on some approaches.
- ✓ Some redistribution of traffic helps relieve pressure on specific routes.

What needs managing:

- ! Increased circulation through the town centre can conflict with pedestrian activity.
- ! Servicing activity remains constrained in some locations.

A better town centre environment

What works well:

- ✓ Retains some of the existing streetscape improvements.

What needs managing:

- ! Vehicle movements crossing Eastover reduce pedestrian priority, making routes less intuitive for people on foot or by bike.

- ! The town centre feels busier at peak times, particularly in the evening.
- ! Increased traffic presence in the PM peak risks undermining the calmer, people focused character of the Celebration Mile.
- ! Reduced opportunities for markets, events and informal social use during busy periods.

Key Opportunity: Targeted traffic relief without wholesale change

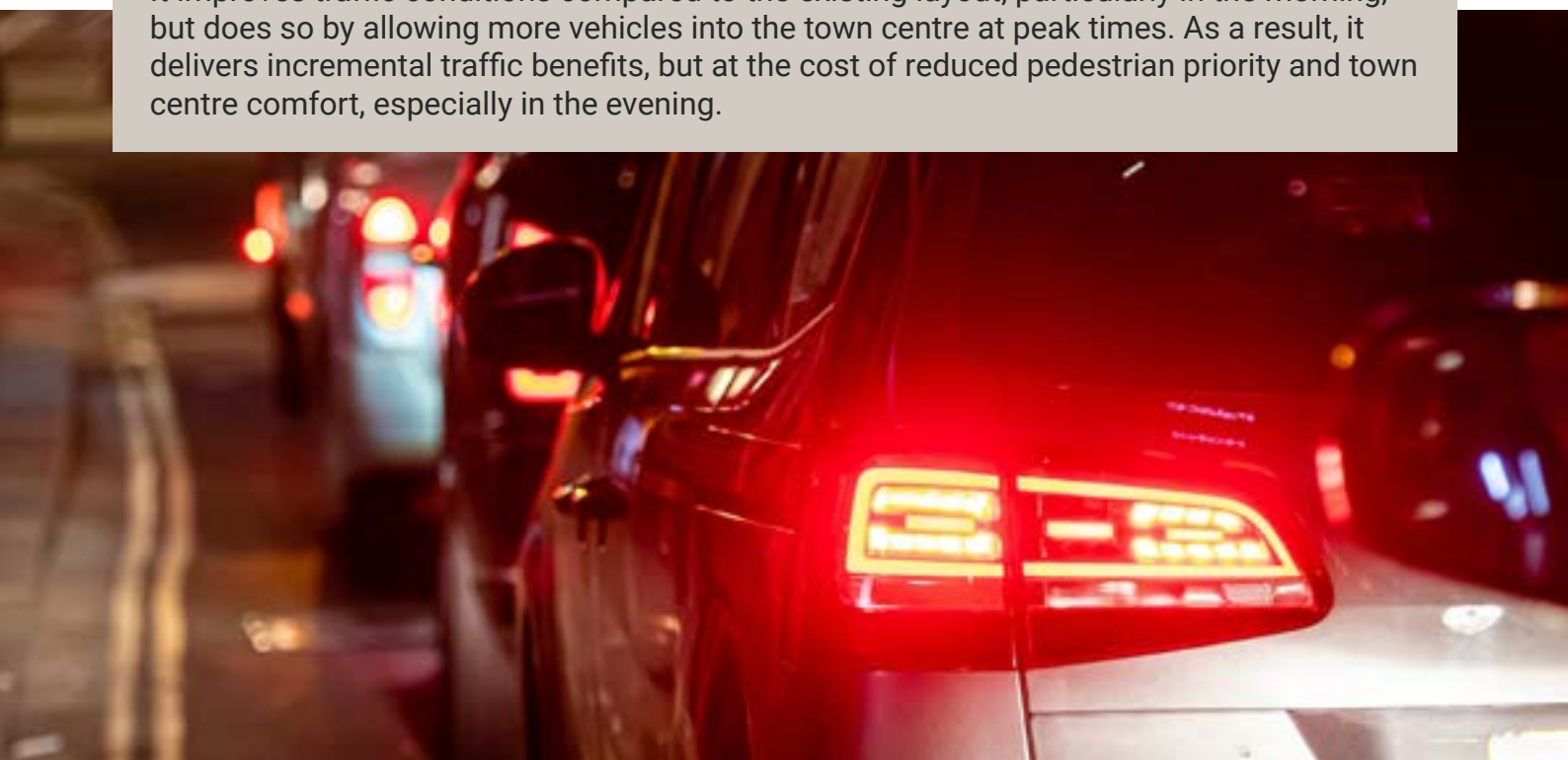
Selective improvements to routing and signal operation could build on Option A's morning peak benefits while reducing evening congestion, helping balance traffic movement without fully undermining the town centre's people focused character.

Key Risk to watch: More traffic through the town centre at busy times

Allowing additional vehicle movements, particularly in the evening peak, risks making the town centre feel busier and less comfortable for people walking and cycling, weakening the Celebration Mile's placemaking objectives.

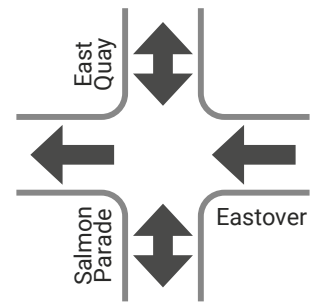
Overall Message: Option A offers a middle ground solution.

It improves traffic conditions compared to the existing layout, particularly in the morning, but does so by allowing more vehicles into the town centre at peak times. As a result, it delivers incremental traffic benefits, but at the cost of reduced pedestrian priority and town centre comfort, especially in the evening.



Option B

Two-way operation with maximum route choice



Safer Streets for People

What works well:

- ✓ Clear and direct vehicle routes reduce queuing across the wider network.

What needs managing:

- ⚠ Removal of cycle lanes on East Quay and Salmon Parade means cyclists must share space with traffic.
- ⚠ Two-way traffic increases conflict at crossings, particularly for older people, families and less confident cyclists.
- ⚠ Reduced clarity and legibility for vulnerable users.
- ⚠ Reintroduces conflict zone at the Eastover, Salmon Parade, East Quay junction.



Traffic Movement

What works well:

- ✓ Best overall traffic performance in the modelling.
- ✓ Lowest delays, fastest average speeds and shortest journey times in both AM and PM peaks.
- ✓ Increased route choice improves resilience in traffic terms.

What needs managing:

- ⚠ Evening congestion hotspots appear within the town centre.
- ⚠ Traffic performance benefits may reduce once safety and placemaking mitigation is applied.
- ⚠ Marginal Delay and journey time benefits over existing layout results in greater disbenefits for other users.



Deliveries & Servicing Access

What works well:




- ✓ Most efficient option for vehicle movement overall.
- ✓ Increased route choice allows deliveries and general traffic to move more freely.

What needs managing:






- ⚠ Increased vehicle circulation through the town centre can conflict with loading, servicing and pedestrian activities.
- ⚠ Southbound access benefits are limited by wider junction constraints.

A better town centre environment

What works well:

-  Strongest vehicle connectivity across the network.
-  Traffic distributes more evenly rather than concentrating on individual routes.
-  Faster journeys for drivers passing through the area.

What needs managing:

-  Streets feel busier and more vehicle-dominated, particularly at peak times.
-  Reduced suitability for markets, events and social activity.
-  Weaker sense of place and town-centre identity.
-  Increased two-way traffic re-introduces severance between east and west of the River Parrett.
-  Active travel routes become less continuous and less comfortable.

Key Opportunity: Strong vehicle efficiency if town centre impacts were acceptable

From a traffic perspective, Option B demonstrates what is possible when route choice is maximised, offering a benchmark for network efficiency under peak conditions.

Key Risk to Watch: Loss of safety and comfort for people

Removing cycle infrastructure and increasing two way traffic through the town centre significantly raises conflict risk, reduces perceived safety, and undermines the quality of place—particularly for vulnerable users.

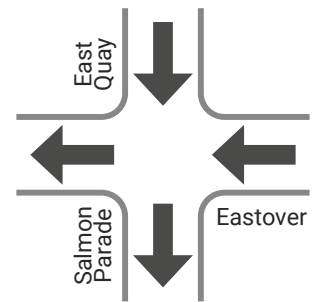
Overall Message: Option B performs best for traffic, but least well for place.

While it delivers the strongest journey time and delay reductions, it does so by prioritising vehicle movement through the heart of the town centre. This conflicts with the Celebration Mile's vision, reduces safety, comfort and the quality of experience for people walking and cycling. The wider impacts outweigh the traffic efficiency benefits.



Option C

Restricted movements with limited route flexibility



Safer Streets for People

What works well:

- ✓ Retains some elements of the existing streetscape, meaning conditions are familiar for people already using the town centre.
- ✓ Slight reductions in traffic on some routes may benefit pedestrian comfort in isolated locations.

What needs managing:

- ! Increased traffic on certain routes means cyclists and pedestrians mix more often with vehicles.
- ! No meaningful improvement in safety or legibility compared with the existing layout.
- ! Changes to layouts risk confusion without delivering clear safety benefits.



Traffic Movement

What works well:

- ✓ Small, localised improvements in evening peak flow on a limited number of routes.
- ✓ Journey times are broadly comparable with the existing layout in some periods.

What needs managing:

- ! Poorest overall journey time performance of all options.
- ! Highest delays in the morning peak and slower average speeds.
- ! Key routes, such as northbound Route 1, perform worse due to lack of alternative routing.
- ! Continued congestion pressure at nearby junctions, including Broadway and St John Street.



Deliveries & Servicing Access

What works well:

- ✓ Simpler turning arrangements can make vehicle movements more predictable in some locations.

What needs managing:

- ! Limited servicing and loading space continues to constrain business deliveries.

- ! No direct access between key streets creates longer and less intuitive routes for service vehicles.
- ! Additional routing inefficiencies encourage vehicles to pass through sensitive town centre areas.

A better town centre environment

What works well:

- ✓ Maintains basic access between key streets, largely reflecting existing conditions.
- ✓ Retains existing public realm improvements.

What needs managing:

- ! Limited route choice means traffic cannot redistribute effectively.

- ! Additional pressure is placed on sensitive town centre streets, reducing comfort for people walking and cycling.
- ! Increased traffic on some town centre routes risks eroding the quality of place.
- ! Limited benefits for footfall, dwell time or town centre activity compared to other options.

Key Opportunity: Scope for small, targeted fixes

Any limited benefits delivered by Option C could be enhanced through very localised mitigation, such as junction or signal tweaks, rather than relying on broader layout changes.

Key Risk to Watch: Limited Benefits

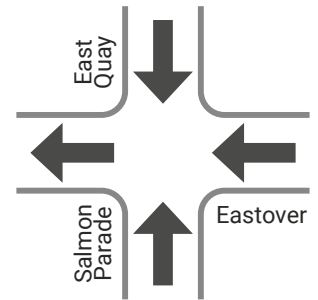
Limited route choice means traffic is channelled through already constrained town centre streets, increasing congestion and conflict without delivering meaningful network benefits.

Overall Message: Option C offers few advantages and clear disadvantages.

While it delivers some minor, localised traffic improvements, it performs poorly overall and increases pressure on sensitive town centre routes. It does not support the Celebration Mile's people focused vision and provides no compelling benefit over the existing layout.

Option D

Maximum town centre access



Safer Streets for People

What works well:

- ✓ Retains a generally calm, low traffic environment, similar to the existing layout.
- ✓ Maintains simple vehicle movements and crossing conditions, supporting safer and more legible streets.
- ✓ Aligns broadly with a people focused approach, helping improve comfort for pedestrians and cyclists on Eastover.

What needs managing:

- ! Some traffic is redirected towards the town centre, which can increase interaction between vehicles and people.
- ! Does not provide a clear improvement in safety over the existing layout, and may reintroduce localised points of conflict in the wider town centre.



Traffic Movement

What works well:

- ✓ Slight improvements in delay compared with the existing layout in both AM and PM peaks.
- ✓ Performance remains broadly similar to existing conditions, with manageable network operation.



What needs managing:

- ! Benefits are marginal and incremental, with no clear step change in performance.
- ! Increased traffic at key junctions (e.g. Cross Rifles) can reduce wider network efficiency.
- ! Does not address underlying congestion issues and may simply shift pressure elsewhere.





Deliveries & Servicing Access

What works well:



-  Maintains familiar and simple routes for servicing and general traffic.
-  Continues to provide access to key destinations via Eastover, East Quay and Salmon Parade.

What needs managing:



-  Directs additional delivery / servicing vehicles, including vans and HGVs, towards the town centre, which can increase interaction between vehicles and people.
-  Does not provide a clear improvement in safety over the existing layout, and may reintroduce localised points of conflict in the wider town centre.

A better town centre environment

What works well:

-  Retains a generally attractive and people focused environment, supporting footfall and local activity on Eastover.
-  Continues to align with the broader aims of the Celebration Mile in supporting town centre use.

What needs managing:

-  Additional traffic movements into the town centre risk eroding the calm, people focused character.
-  Limited improvement in overall experience compared with the existing layout.

Key Opportunity: Refine rather than redesign

Option D shows that small changes to traffic direction can deliver minor improvements without fundamentally changing the layout, suggesting scope for targeted, low impact adjustments alongside the existing scheme.

Key Risk to Watch: More traffic drawn into the town centre

Redirecting vehicle movements towards the town centre risks increasing pressure where people walk and spend time, without delivering meaningful improvements elsewhere.

Overall Message: Option D offers only limited benefits over the existing layout.

While it provides small improvements in traffic performance, these are marginal and achieved by directing more vehicles into the town centre. As a result, it does not significantly improve conditions for users and does not represent a clear step forward from the existing, more balanced arrangement.

Multi-Criteria Appraisal

Bringing the evidence together

To understand which option works best for the Celebration Mile, the assessment looks beyond traffic data alone. The multi-criteria appraisal brings together the results of the traffic modelling with the findings of the SWOT analysis, so that both how the network operates and how the town centre feels and functions are considered together.

This approach allows each option to be tested against a wider set of priorities, including safety, accessibility, town centre quality, and alignment with Bridgwater’s long-term vision. By combining technical evidence with a structured assessment of strengths, weaknesses, opportunities and risks, the appraisal provides a balanced, transparent way of comparing options and understanding the trade-offs involved.

Decision Theme	Existing	Option A	Option B	Option C*	Option D*	Key Discussion Points / Evidence
Strategic & Policy Fit						Alignment with scheme objectives and council priorities
Network Performance & Resilience						AM/PM delay, journey times, route choice, resilience, Modelling outcomes
Safety & Active Travel						Pedestrian/cycle safety, conflict risk, hierarchy of users, inclusive design
Town Centre Experience & Economy						Town centre congestion, access, streetscape, business effects
Deliverability & Risk						Operational complexity, risk, dependency on mitigation

*Option C and D is discounted from further review. This will explain why it is missing from the benefits / disbenefits section

How the Options Compare, Benefits & Disbenefits

Existing Layout - People-first Town Centre

⚙️ What this option does

The existing layout focuses on creating a calmer, safer town centre by reducing through traffic and prioritising people walking, cycling and using public transport. While it does not perform as strongly in traffic modelling as some alternatives, it aligns most closely with Bridgwater's long term vision.

👍 Benefits

- » Creates a **safer and more comfortable environment** with reduced traffic dominance.
- » Improved crossings and simpler vehicle movements support **vulnerable users**.
- » Avoids drawing additional traffic into the heart of the town centre.
- » Offers a **high quality public realm** that encourages people to stay longer and visit local businesses.

👎 Disbenefits

- » Longer journey times at peak periods than some alternatives.
- » Fewer alternative routes mean traffic has less opportunity to redistribute.

👤 What it means for people

- » **Older residents and bus users** benefit from calmer streets, wider footways and safer crossings.
- » **People without cars** find it easier and more pleasant to move through the town centre.
- » **Families** benefit from reduced traffic stress and better pedestrian safety.
- » **Drivers** experience less efficient peak hour journeys, but everyday conditions remain manageable.

Overall: This option delivers the **strongest alignment with policy, safety and town centre quality**, with traffic impacts considered acceptable and capable of improvement through wider network measures.

The new road layout makes it so much easier for me to cross. I no longer have to worry about busy two-way traffic.



Option A - Traffic Improvement with trade-offs

What this option does

Option A allows some additional traffic movements, improving network performance, particularly in the morning peak, by redistributing vehicles away from certain congestion points.

Benefits

- » Noticeable improvement in **traffic flow and journey times** compared to the Existing Layout.
- » Second fastest average speeds in both morning and evening peaks.
- » Helps relieve pressure on some parts of the wider network.

Disbenefits

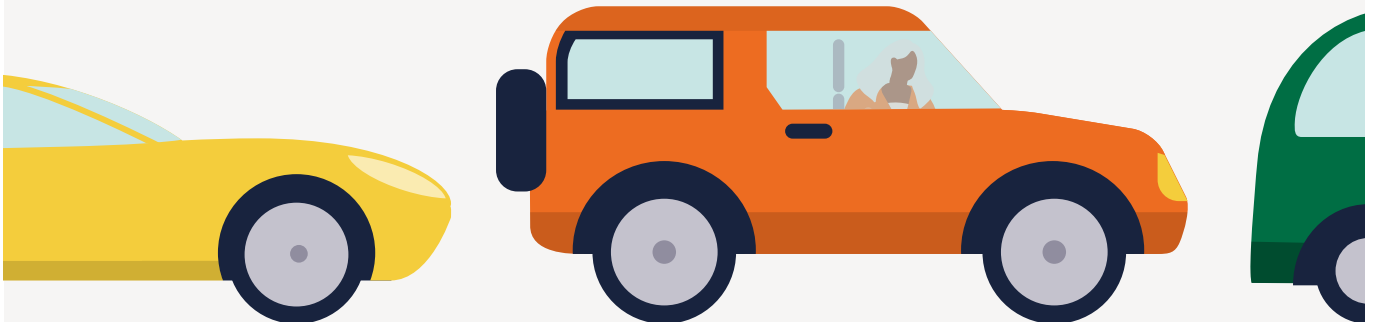
- » Introduces **more traffic into the town centre in the evening peak**, increasing congestion.
- » Vehicle movements across key pedestrian routes reduce priority for walking and cycling.
- » Changes to layouts increase the risk of confusion for users.

What it means for people

- » **Commuters** benefit from improved morning peak journeys.
- » **Pedestrians and cyclists** may feel less confident where vehicle movements increase.
- » **Town centre users** experience a busier and less calm environment, especially later in the day.

Overall: A credible middle-ground option that improves traffic performance, but does so at the cost of town centre comfort and active travel priority. Gains are incremental rather than transformational.

This option creates a lot of traffic in town in the evenings - I'm going to be late for a performance at the Bridgwater Arts Centre!



Option B - Best for traffic, weakest for place

What this option does

Option B prioritises traffic flow through greater route choice, delivering the strongest performance in transport modelling.

Benefits

- » **Fastest average speeds and lowest overall delay** in both AM and PM peaks.
- » Best journey time performance of all options.
- » Traffic distributes more evenly across the network.

Disbenefits

- » Removes cycle lanes on East Quay and Salmon Parade.
- » Increases two way traffic in areas with high pedestrian and cycling demand.
- » Introduces new congestion hotspots in parts of the town centre.
- » Conflicts directly with the objectives of the Celebration Mile.

What it means for people

- » Drivers benefit from quicker journeys.
- » Cyclists face increased mixing with traffic and reduced perceived safety.
- » Older residents and families encounter more complex crossings and busier streets.
- » Town centre visitors experience a noisier, vehicle led environment.

Overall: Technically strong for traffic, but **fails to support safety, placemaking and policy objectives.** The wider disbenefits outweigh the congestion benefits.

Without dedicated cycle lanes I have to be increasingly vigilant of traffic and parked cars. It makes the cycle to work a lot more stressful!



Celebration Mile Modelling vs. Real World Conditions

Understanding Traffic: What the Evidence Really Shows

When people talk about traffic, they are usually talking about what they experience in everyday life:

Is it easy to get through town?

Does it feel congested?

Are delays constant or occasional?

To answer these questions properly for the Celebration Mile, two different types of evidence were used, each telling a different part of the story.

Looking at the network under pressure

First, traffic modelling was used to explore “**what if**” scenarios during the busiest times of day, the morning and evening peaks. These are the periods when the road network is under the most pressure.

The modelling helps compare how different layout options perform when traffic levels are highest. It shows, for example, that:

- » Some options allow traffic to move more quickly at peak times.
- » Others experience more delay in the evening rush, particularly on approaches such as the A38 and at nearby junctions.

This type of modelling is useful because it highlights **where pressure builds up** and how traffic redistributes across the network. However, it focuses only on **short, peak periods** and represents a worst case snapshot rather than everyday conditions.





What happens on a normal day

To understand how the Celebration Mile actually works in practice, real world journey times were also monitored after the scheme was delivered.

This tells us how streets operate **across the whole day**, based on what people genuinely experience.

The real world data shows that:

- » The town centre is **not congested all day**.
- » Most delays are **short-lived and predictable**, typically linked to peak periods.
- » Outside the busy times, traffic flows **close to free-flow conditions**.
- » Longer delays do happen, but they are uncommon and usually linked to incidents or wider network pressures rather than the Celebration Mile layout itself.

For most people travelling through Bridgwater, this means conditions are **manageable and familiar**, not constantly frustrating.



Why both views matter

Looking at modelling and real world evidence together helps separate **perception from reality**.

- » Modelling shows how the network behaves when it's under maximum stress.
- » Monitoring shows how the town centre works most of the time.

Taken together, the evidence shows that congestion in Bridgwater is **episodic and demand driven**, not a permanent problem caused by the Celebration Mile. Peak time pressure is real, particularly in the evening, but it reflects wider network constraints rather than a failure of the scheme.

Summary




A successful town centre isn't just about moving traffic efficiently, it's about creating places where people feel safe, comfortable and want to spend time. See how the existing layout benefits a diverse range of users:

Jackie (64) - Occasional driver, regular visitor

-  Improved town centre experience
-  Better public spaces and cultural venues
-  Manageable traffic conditions outside peak times

"It still feels easy to get into town, but much nicer to walk around once I'm there."




Peter (81) - Bus user & walker

-  Safer crossings
-  Reduced traffic dominance
-  Easier access from bus stops to shops and green spaces

"Calmer streets and wider footways make it easier for me to get around safely and enjoy my walk along the river."






Ryan (35), Naomi (37) & Jasmine (4) - Family

-  Reduced traffic stress
-  Easier crossings with children
-  More welcoming places to linger and play

“Wide pavements and calmer streets mean we don’t feel rushed or unsafe when we’re out together.”

Zach (19) - Active travel, no car

-  Safer cycling conditions
-  Reduced two-way vehicle movements
-  Clear routes to shops, volunteering and station

“The cycle routes mean I don’t have to mix with heavy traffic, which makes getting around a lot easier.”

“I can still drive where I need to when I want to while enjoying the town centre.”





Stantec is a global leader in sustainable architecture, engineering, and environmental consulting. The diverse perspectives of our partners and interested parties drive us to think beyond what's previously been done on critical issues like climate change, digital transformation, and future-proofing our cities and infrastructure. We innovate at the intersection of community, creativity, and client relationships to advance communities everywhere, so that together we can redefine what's possible.