

South Bristol Link What and why

The South Bristol Link is a 4.5km express bus route and roadway that includes new cycle and pedestrian paths along its length.

It runs between the A370 in Long Ashton and Hengrove Park.

Benefits

- Fewer cars on unsuitable residential roads
- Less congestion
- Improved access to and from the area
- Support for economic growth in south Bristol
- Improved public transport and new paths for cyclists and pedestrians
- Easier access to jobs and educational opportunities for residents

Reducing congestion and improving access

The South Bristol Link will reduce congestion and take traffic away from unsuitable roads by providing an alternative connection between south Bristol, the A38 and the A370.

At present the most direct alternative route is along the congested A3029 Winterstoke Road via the Parson Street gyratory and along either the A38 Bridgwater Road or the A4174 Hartcliffe Way. Traffic also uses Barrow Street or Yanley Lane to travel between the A38 and the A370.

MetroBus services will start operating on the South Bristol Link in autumn 2017. Research by pTeg (Passenger Transport Executive Group) has shown when bus services are introduced to remote employment sites, the labour pool opens up significantly.

Supporting economic growth in south Bristol

Many local businesses view the South Bristol Link as vital to the regeneration of the area and believe it will encourage investment and create more jobs.

A new link into the Brookgate business area from the South Bristol Link will provide local businesses with a direct connection to the national road network.

The South Bristol Link will create the right conditions for valuable new jobs, new business and new opportunities that can help the local economy grow. It will bring £224m of economic benefit to the area through:

- reduced business costs;
- reduced congestion;
- improved accessibility for businesses and employees;
- better access to employment and education for local people;
- the unlocking of new areas for employment and housing.

It's forecast that the scheme will unlock approximately 2,500 jobs in the local area.



The South Bristol Link will connect residential areas with key employment hubs

Improving public transport and opportunities for local people

The South Bristol Link is part of the new Metrobus network.

1,000 residents living near the South Bristol Link will have easy access to a 20-minute MetroBus journey into central Bristol when services start operating on the South Bristol Link in autumn 2017.

MetroBus will make travelling to employment centres in both south Bristol and across the wider city region easier and quicker.

MetroBus connects key employment hubs (Aztec West, the Bristol and Bath Science Park, Cribbs Causeway) with residential areas (Bradley Stoke, Stoke Gifford, Emersons Green, Bedminster, Knowle West and Hengrove).

Encouraging sustainable travel to Bristol Airport

In 2014 the Airport Flyer express bus service carried more than 770,265 passengers between Bristol city centre and Bristol Airport.

By using the South Bristol Link, the Airport aims to increase the number of its passengers using public transport from just over 10 per cent to 15 per cent of all passengers.

The South Bristol Link's bus priority lanes and segregation from general traffic will help the Airport provide easy, reliable and efficient access to the Airport for passengers and staff.

The southern section of the Link will improve public transport for south Bristol, Keynsham, Salford and Bath.

Encouraging healthier lifestyles

The South Bristol Link will have new walking and cycling paths along its entire 4.5km length, making it easier for people to access leisure activities and the nearby countryside. The new paths provide a safer, quicker route from south Bristol to the Ashton Court Estate and cycle paths in North Somerset.

Creating better neighbourhoods

Easy access to bus and rail services reduces congestion, encourages economic investment and improves air quality.

High quality public transport creates healthy and more desirable neighbourhoods and a shorter commute is now an important consideration for more people when choosing where to live.

Demand for housing near public transport is rising especially amongst younger people - recent studies have revealed people under 30 drive less, walk more and are more dependent on public transport.



The South Bristol Link will increase the number of passengers choosing to travel to Bristol Airport by public transport



The South Bristol Link will encourage walking and cycling