Cycling and Walking Investment Strategy



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Foreword





We made great progress on cycling in the last Government, and spend on cycling was more than doubled between 2010 and 2015 from £2 per person to £6 per person in England in 2015-16. We want to build on these achievements and that's why we have committed over £300 million to support cycling and walking over this Parliament. We will invest £50 million to provide a further 1.3 million children with cycling proficiency training through the Bikeability scheme, £100 million for Highways England to make improvements to 200 sections of the road network in England for cyclists and £101 million to deliver the Cycle City Ambition scheme in full. If we can increase levels of walking and cycling, the benefits are substantial. For people, it means cheaper travel and better health. For businesses, it means increased productivity and increased footfall in shops. And for society as a whole it means lower congestion, better air quality, and vibrant, attractive places and communities.

Those benefits explain the Government's ambition for walking and cycling in England. We will double cycling activity by 2025, and reduce each year the rate of cyclists killed or seriously injured on English roads. We will reverse the decline in walking that we have seen over the last few years. For that to happen, cycling and walking should become the natural choice for shorter journeys or as part of a longer journey. Cycling and walking should become safer, and, importantly, be perceived to be safe. In short, walking and cycling should be easy, normal and enjoyable.

We cannot achieve these changes alone. Our ambition will be delivered only if we work with local government, businesses, charities, and the public - the same approach taken in other nations, such as the Netherlands. We want to support local delivery partners to do what they do best, identify and deliver individual and tailored interventions fit for their own local areas; with the Government taking a lead on issues which require a national approach, such as setting the framework and sharing knowledge and good practice.

So this Strategy has not been developed in isolation. We are grateful to all the organisations in the cycling and walking sector who have given their time to support and develop our plans.

This Strategy has been designed to help us achieve a long-term goal. Reaching that goal will require persistence, patience and resolution. But by working together we can transform our country's attitude to walking and cycling, positioning England as a global-leader and inspiration around the world. This Strategy - the first ever Cycling and Walking Investment Strategy - marks the beginning of this transformation.

Rt Hon Patrick McLoughlin MP

Secretary of State for Transport

Robert Goodwill MP

Minister of State with responsibility for cycling and walking

Executive summary

1 Creating a walking and cycling nation is a long-term process and the first step in that process is this Strategy. Our long term goal up to 2040 is that walking and cycling should be a normal part of everyday life, and the natural choice for shorter journeys such as the commute to school, college, work or leisure trips. We want to create a nation where cycling and walking are the norm for all people whatever their background or characteristics. To make our goal a reality, we want everyone in the country to have access to safe, attractive routes for cycling and walking and we are calling that goal our cycling and walking ambition. Our ambition for England is:

"We want to make cycling and walking the natural choice for shorter journeys, or as part of a longer journey"

2 This ambition sets out our desire to see transformative change over the coming years. Change that will require us all to share a responsibility to make it happen. Realising this ambition will not only take sustained investment in cycling and walking infrastructure but also long-term transport planning and a change in attitudes amongst central Government, local bodies, businesses, communities and individuals. Cycling and walking must be seen as transport modes in their own right and an integral part of the transport network.

3 This Strategy is the first step to that long-term transformative change process. It sets out our objectives that we are working towards to meet our ambition, the financial resources available to meet our objectives, our strategy for delivering our objectives and the governance arrangements that will review this delivery. The objectives and target we have set to measure progress towards our 2040 ambition are to:

- Double cycling, where cycling activity is measured as the estimated total number of bicycle stages made each year, from 0.8 billion stages in 2013 to 1.6 billion stages in 2025;
- Reverse the decline in walking activity, measured as the total number of walking stages per person per year;
- Reduce the rate of cyclists killed or seriously injured on England's roads, measured as the number of fatalities and serious injuries per billion miles cycled, each year;
- Increase the percentage of children aged 5 to 10 that usually walk to school.

4 During the development of the next Strategy we will review whether quantified targets for walking for 2025 are appropriate.

5 The delivery of these objectives will be achieved by the financial resources available for cycling and walking up to 2020-21, in line with the Spending Review 2015 (SR15) settlement period. These include, as a minimum, specific DfT cycling and walking programmes, DfT local transport programmes, Government programmes supporting cycling and walking, local body programmes and initiatives led by business and the third sector. In addition to funding, the objectives will also be achieved through a

number of specific activities divided into three themes:

- Better Safety
- Better Mobility, and
- Better Streets.

1. Introduction

1.1 In December 2015 the Government set out the timescales and approach to developing the first Cycling and Walking Investment Strategy in the document *'Setting the First Cycling and Walking Investment Strategy'*[1]. This document now delivers that first Strategy.

1.2 In this Strategy we set out the Government's ambition for creating a walking and cycling nation, the targets and objectives we are working towards, the financial resources available to meet our objectives, our strategy for delivering our objectives, and the governance arrangements that will review this delivery.

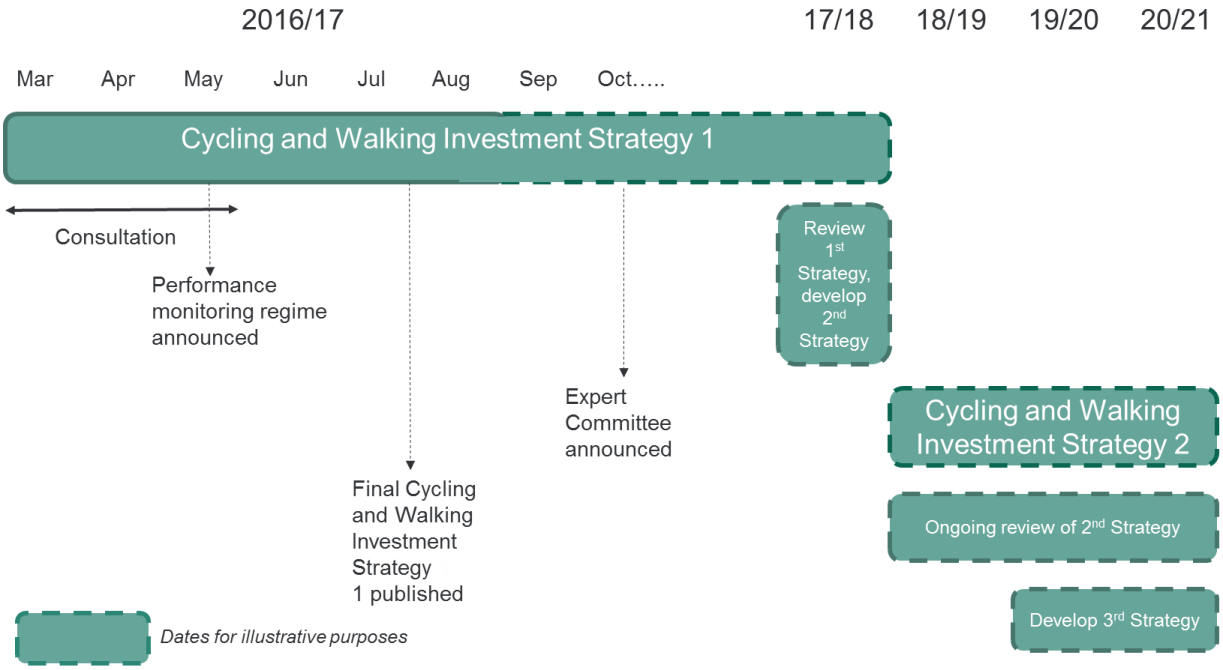
1.3 This is the first step in a longer term process for meeting our ambition (Figure 1). We will review this first Cycling and Walking Investment Strategy during 2017, monitoring the progress that has been made on the actions set out in section 8. We will work with our new Expert Committee (see section 6) to decide when it would be appropriate to begin to develop the second Cycling and Walking Investment Strategy. This second Strategy will incorporate our learning from the first Strategy period, including the knowledge gained from our partners.

1.4 Central to our approach is working in partnership with local bodies, business and commerce, the third sector, individuals and the wider public and private sector. It is only by working together that we can support individuals in the travel choices they make whether that is cycling to work or walking to school. It is the only way we can achieve a long term transformative change.

1.5 We are undertaking a public consultation between Sunday 27th March 2016 and Monday 23rd May 2016 seeking views on our Strategy for delivering progress towards our objectives. Section 8 contains further information on how to respond to the consultation.

[1] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/487846/cycling-and-walking-investment-strategy.pdf

Figure 1 Milestones moving forwards



1

2. The Government's ambition for cycling and walking in England

2.1 By 2040, walking and cycling should be a normal part of everyday life, and the natural choice for shorter journeys such as going to school, college or work, travelling to the station, and for simple enjoyment. We want everyone in the country to have access to safe, attractive routes for cycling and walking.

2.2 We have called that goal our cycling and walking ambition. It's an ambition for every community, village, town and city in England, because places where cycling and walking are normal, everyday activities are attractive and vibrant.

Our ambition for England

We want to make cycling and walking the natural choice for shorter journeys, or as part of a longer journey

2.3 We want to see a transformative change through our ambition: change which will tackle congestion and support the delivery of our long term economic plan; change which will extend opportunity to all through improved physical and mental health, and change which will support local economies. Delivery of our ambition will see employers benefit from a healthier workforce, and healthy high streets supporting local employment. At the same time creating opportunities for all by delivering streets which are accessible for people with reduced mobility or visual impairments.

2.4 Walking and cycling for just 10 minutes can contribute towards the recommended 150 minutes of moderate intensity physical activity for adults per week as recommend by the four Chief Medical officers[2]. This is in addition to numerous positive health outcomes in terms of reducing the risk of conditions including cardiovascular disease, stroke, type 2 diabetes, and a variety of cancers, as well as in terms of mental health, stress, injury risk, health-related quality of life, all-cause mortality and productivity and reduced absenteeism at work[3].

2.5 We cannot afford not to grasp the opportunities available. Realising our ambition will take sustained investment in cycling and walking infrastructure. It will take long-term transport planning and it will take a change in attitudes – amongst central Government, local bodies, businesses, communities and individuals. Walking and cycling must be seen as transport modes in their own right and an integral part of the transport network, rather than niche interests or town-planning afterthoughts. We must build a local commitment together to support this national Strategy.

2.6 If we get it right, we will create places where people want to live, work and shop (see Figure 2). We will have reversed the long-term decline in walking, increased the number of cycling trips, reduced the likelihood of cyclists being killed or seriously

[2] Start active, stay active (2011) A report on physical activity for health from the four home countries' Chief Medical Officers. London: DH.
[3] Claiming the Health Dividend: A summary and discussion of value for money estimates from studies of investment in walking and cycling (2014), London, DfT

injured, and encouraged more children to walk to school. We will have streets that are safer for walking and cycling, and a healthier nation. We will be a nation where cycling and walking are the norm for all people whatever their background or personal characteristics.

2.7 This ambition will require patience, persistence and courage. It must involve us all, engage us all, and we must recognise that we all share a responsibility to make it happen.

By 2040 our ambition is to deliver:

BETTER SAFETY **"A safe and reliable way to travel for short journeys"**	• streets where cyclists and walkers feel they belong, and are safe • reduced community severance • safer traffic speeds, with 20 mph limits where appropriate • cycle training opportunities for all children
BETTER MOBILITY **"More people cycling and walking - easy, normal and enjoyable"**	• cycling facilities that are recognised by business as in the top ten globally • urban areas that are considered as amongst the most walkable globally • dense networks of routes around public transport hubs and town centres, with safe paths along busy roads • better links to schools and workplaces • technological innovations which promote walking and cycling • behaviour change interventions
BETTER STREETS **"Civilised places where people come first"**	• places designed for people, with walking and cycling put first • improved public realm • planning for walking and cycling • community based activities • A wider green network of walkways, cycleways and open spaces that lets people actively incorporate nature into their daily lives

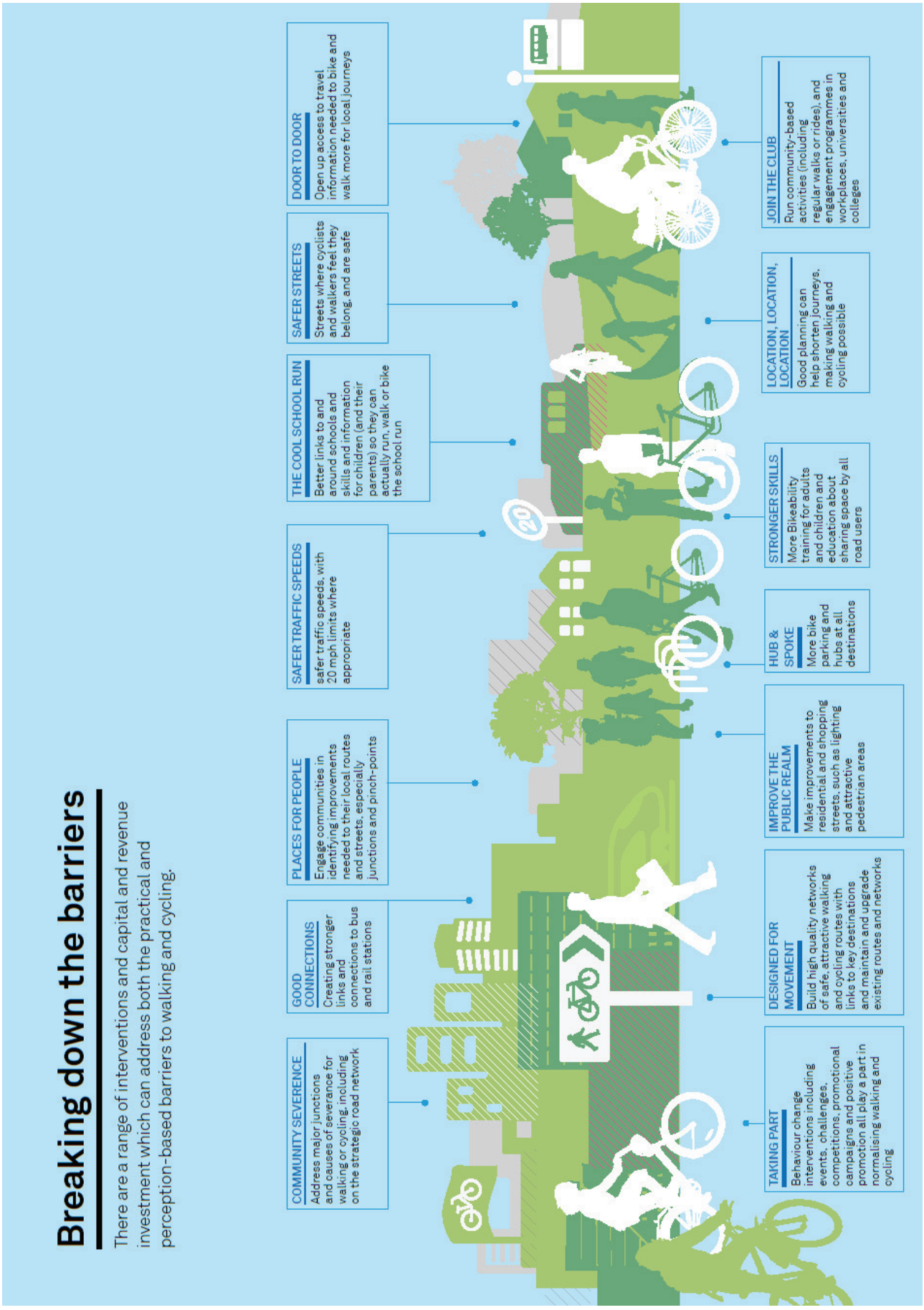
Case study: Next

Fashion retailer Next is committed to promoting sustainable travel options for its staff. Last year it began working with organisations including Living Streets, the UK charity for everyday walking, to run a range of promotional activities encouraging staff to walk and cycle.

Throughout the year Next ran activities with staff at their Head Office and Gedding Road sites, including a travel clinic where Living Streets advised staff how they can build more walking into their day and collected pledges from staff who promised to walk a certain distance each day. They also began offering staff a daily £1 travel voucher which they can redeem in Next staff shops.

Over the last 12 months, Next has seen an increase in people walking and cycling, and now have 28% of the 4,200 staff at their Head Office and Gedding Road sites travelling sustainably on a daily basis. This year Next will be promoting activities to staff in their stores and warehouses - around 58,000 people across the UK.

Figure 2 Breaking down the barriers



3. A changing institutional landscape

3.1 Since the publication of the draft Cycling Delivery Plan in October 2014 the Government has transformed the delivery landscape across England through a process of devolution which has seen powers pass from Whitehall to local areas across the country. We are giving places more control over transport, housing, skills and healthcare with elected mayors, whilst local government will be allowed to keep the rates they collect from business to spend on local priorities. At this time of increased devolution to local people we believe that this Strategy will give cities, towns and villages support to our national ambition for walking and cycling at a local level.

3.2 In this new post-devolution landscape local bodies will be enabled and supported by Government to deliver transformative change in their local areas and communities to make walking and cycling the natural choice.

3.3 In section 2 we have outlined our ambition for walking and cycling, and in the following section we set challenging objectives by which our success will be measured. Over the rest of this Strategy we outline how we will work with local bodies and business to develop expertise and support, the tools and policies we will deliver to facilitate them in increasing walking and cycling in local communities, and how this work will enable progress towards our national objectives and targets.

4. Our specific objectives and target for walking and cycling

4.1 In order to deliver our national ambition for 2040 we have set a number of objectives to measure progress, which will be delivered through the financial resources set out in section 5. By 2020 we will:

- Increase cycling activity, where cycling activity is measured as the estimated total number of cycle stages made each year;
- Reverse the decline in walking activity, measured as the total number of walking stages per person per year;
- Reduce the rate of cyclists killed or seriously injured on England's roads, measured as the number of fatalities and serious injuries per billion miles cycled, each year;
- Increase the percentage of children aged 5 to 10 that usually walk to school.

4.2 Further to this, we have set a target for 2025 to:

- Double cycling, where cycling activity is measured as the estimated total number of cycle stages made each year, from 0.8 billion stages in 2013 to 1.6 billion stages in 2025[4].

4.3 During the development of the next Strategy we will review whether quantified targets for walking for 2025 are appropriate.

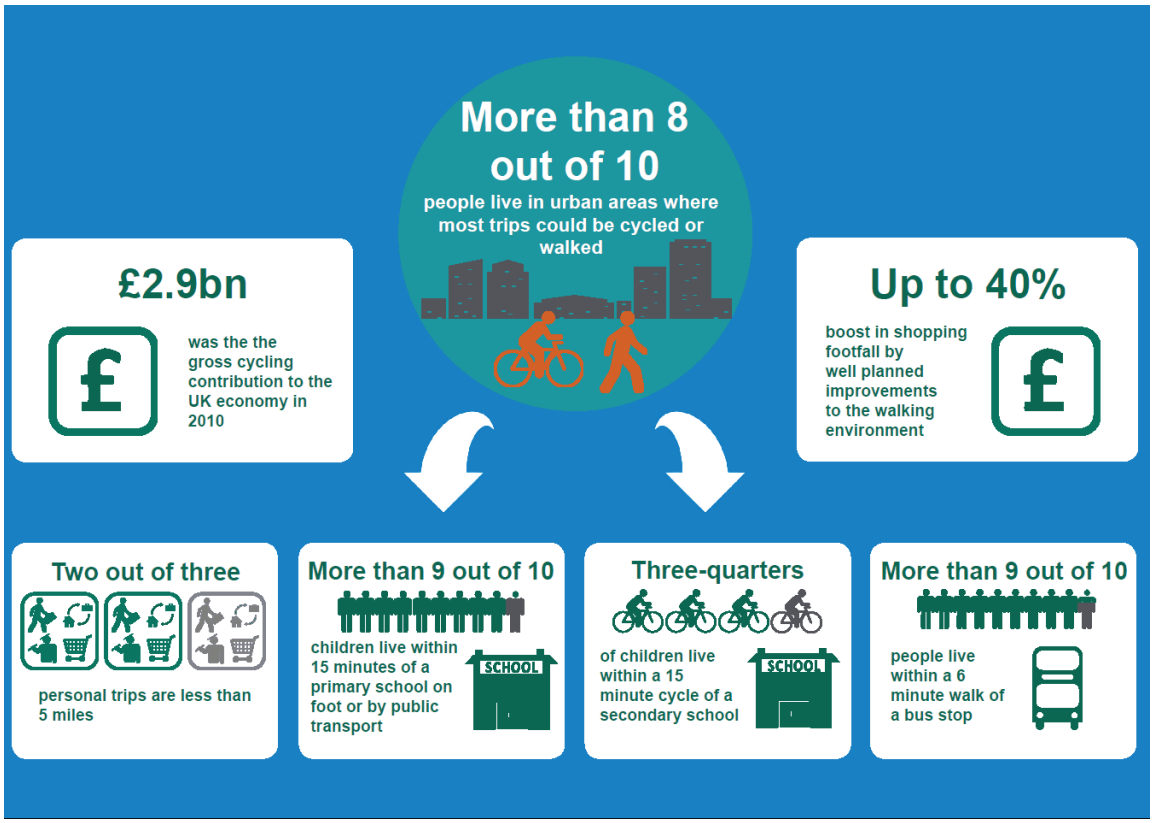
4.4 Underpinning the objectives set out above will be a range of performance metrics to help understand our progress towards our objectives. These will be made available in summer 2016. Additionally, the governance arrangements we will put in place will ensure that both outputs and outcomes are monitored and reported.

4.5 The charts in Annex A show recent data[5] for cycling activity (Figure A1) , walking activity (Figure A2), rate of cyclists killed or seriously injured per billion miles cycled (Figure A3) and the percentage of children aged 5-10 that usually walk to school (Figure A4).

4.6 As Figure 3 shows, there is significant potential for change in our travel behaviour. Two out of every three personal trips are within five miles - an achievable distance to walk or cycle for most people. For school children, the opportunities are even greater. Three quarters of children live within a 15 minute cycle ride of a secondary school, while over 90% live within a 15 minute walk or bus journey from a primary school.

[4] Cycling activity for the purpose of this document is measured as cycle stages as in the National Travel Survey. The basic unit of travel in the National Travel Survey is a trip, which consists of one or more stages. A new stage is defined when there is a change in the form of transport. Counting cycle stages rather than trips allows us to include journeys that involve a cycle but where this is not the main form of transport (for example, cycling to a railway station to catch the train to work).
[5] Data from the National Travel Survey 2014, England only

Figure 3 The opportunities from cycling and walking[6]



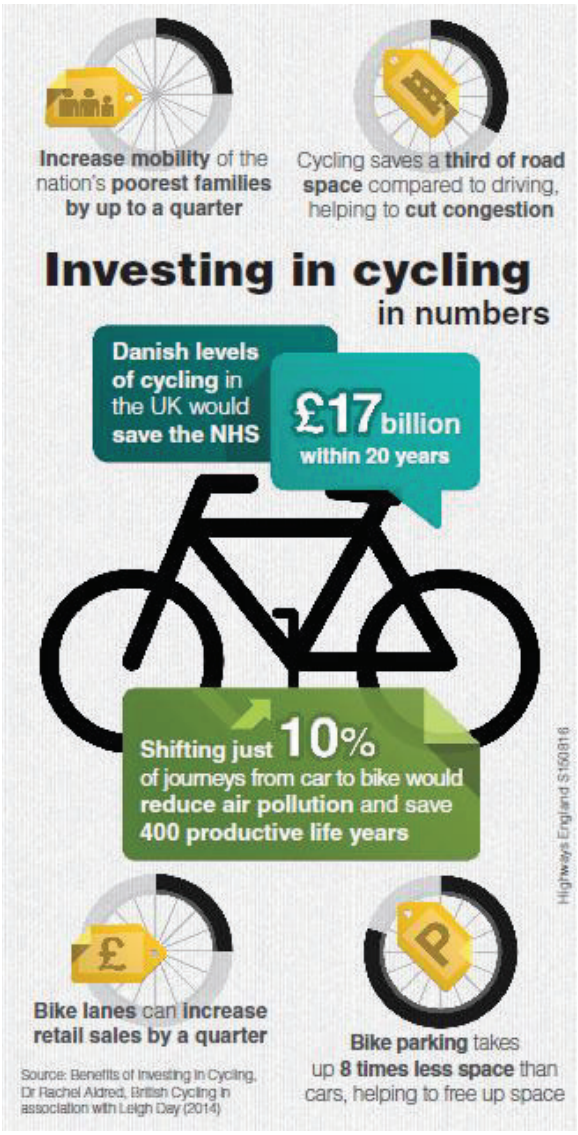
[6] DfT (2015) *Investing in Cycling and Walking: The economic case for action; National Travel Survey 2014*; Living Streets (2013) *The Pedestrian Pound*

5. Financial resources

Introduction

5.1 The case for investing in walking and cycling is well established, and some of the benefits are set out in Figure 4.

Figure 4 Investing in cycling[7]



5.2 In this section we set out the financial resources for cycling and walking up to 2020-21, in line with the Spending Review 2015 (SR15) settlement period. The aim of this is to assist forward planning by Government and a range of delivery bodies, both

[7] Aldred, R (2014) *The benefits of investing in cycling*

local and national, and reduce the potentially negative impact of the stop-start funding previously seen in this sector.

5.3 The five main sources of funding for cycling and walking are outlined in turn:

a. DfT cycling and walking specific programmes
b. DfT local transport programmes
c. Other central Government programmes supporting cycling and walking
d. Local body programmes
e. Initiatives led by business and the third sector.

5.4 Each and every one of these will play a significant part in realising the objectives for 2020 set out in section 4.

5.5 The main sources of unallocated funding currently available are the Access revenue fund and the Local Growth Fund, on which announcements will be made during 2016.

DfT cycling and walking programmes

5.6 The Department for Transport runs a number of programmes dedicated to cycling and walking, in addition to the larger Government local transport programmes that support walking and cycling.

Table 1 Department for Transport Cycling and Walking programmes

Programme	£m, 2016-17 to 2020-21
Bikeability	50
Cycle Ambition Cities	101
Highways England	85
Access fund	80

Cycle Ambition Cities

£191 million from 2013-14 to 2017-18

5.7 The Cycle Ambition Cities programme was announced by the Prime Minister in 2013 with spend of £10 per person to build cycle networks in Birmingham, Bristol, Cambridge, Leeds, Manchester, Newcastle, Norwich and Oxford. It was a competitive fund open to the 28 cities in England with City Deal status. The eight participating cities have outlined their long-term visions and infrastructure programmes to bring about a step change in provision for cycling, with Government funding of £191 million for the five years to 2018.

5.8 The key features the cities are delivering include:

- New networks of quiet routes, including Dutch-style segregated cycleways
- Improved facilities, including better lighting and new cycle parking
- Improved cycle links to key services, such as employment and education, as well as better cross-modal connectivity, for example to rail stations.

Bikeability

£50 million from 2016-17 to 2019-20

5.9 Bikeability[8] is the Government's long-standing programme of cycle-training for school-children, with over 1.7 million children trained since 2010. It is available to every local body in England (London has separate funding arrangements for Bikeability). Funding of £12 million a year has been confirmed for the next four years, providing a range of cycling activities to schools:

- Level 1 – off-road training, providing the skills to cycle with excellent control;
- Level 2 – preparing for on-road cycling through tuition on single lane roads and junctions;
- Level 3 – training for busier and more challenging journeys
- Bikeability Plus- a further suite of 11 cycle training modules focussed on increasing levels of cycling and cycle safety.

Case study: Cycle Southend Bikeability

From 2011 to 2015 Cycle Southend have seen an increase of 31% in the number of children who received DfT funded Bikeability training. The Council are now aiming to increase this further through the Department for Transport's continued financial support for Bikeability.

In 2014-15 more than 3,700 pupils have received Bikeability training at levels 1-3. The Council are actively delivering Bikeability in 27 of the 28 junior, infant and primary schools in the borough, and in private schools.

The Council have piloted seven Bikeability Plus modules, resulting in a doubling of the number of children cycling to school at least once a week.

Trainees taking part in Bikeability Level 2 and Bikeability Balance training





(Images courtesy of Southend-on-Sea Borough Council)

[8] https://bikeability.org.uk/

Highways England designated fund for cycling, safety and integration

£100 million from 2015-16 to 2020-21 for cycling

5.10 Highways England is the Government-owned company responsible for the strategic road network in England. The Road Investment Strategy (RIS)[9] includes a performance specification that sets out the Government's expectations for Highways England and the strategic road network and under this it is obliged to promote the interests of cyclists and pedestrians. To this end, it has published a Cycling Strategy supporting its aim to invest £100 million between 2015-16 and 2020-21 on cycling from a £250 million fund ring-fenced for cycling, safety and integration. This will support the cycle-proofing of the existing strategic road network with improved facilities for cycling and reduced severance. The new strategic roads programme will see further funding for cycling as facilities for cycling are included within the costs of the schemes. The programme will also deliver more comprehensive improvements that work more effectively with local roads and routes for cyclists.

Case study: Lowestoft

In Lowestoft, Suffolk, work will begin in early 2016 and be delivered by the end of April 2016 to improve existing cycling facilities and, where possible, provide continuous cycle provision along the A12. Totalling £1.6 million, the scheme will see a number of improvements, including: construction of new shared use footway/cycleways, widening of existing segregated footways and cycleways, new or upgraded Toucan and Puffin crossings and improved cycling and walking links along the A12.

Access fund

£80 million revenue from 2016-17 to 2020-21

5.11 The Government's new Access fund is intended to build on the legacy of the Local Sustainable Transport Fund (LSTF). As is the case with the existing LSTF, revenue funding is provided directly to the Department for Transport for projects that support the Government's cycling and walking objectives, whilst the capital element (which include £500 million capital from the Access Fund) was allocated to LEPs through the Local Growth Fund.

5.12 The revenue funding will be allocated by competition, with a transitional year in 2016-17[10]. Further information on the funding for 2017-18 and beyond will be available by summer 2016.

5.13 The Government is also funding a Sustainable Transport Delivery Excellence programme to provide capacity support to LEPs and delivery partners. This includes pipeline development, making the economic case, supply chain management and monitoring and evaluation programmes. In its first year 28 out of 38 LEPs were supported; in the second year (2016-17) support is being widened to include advice on making the case for health, planning for housing development, and helping to develop plans to deliver against this Investment Strategy.

[9] https://www.gov.uk/government/collections/road-investment-strategy
[10] https://www.gov.uk/government/publications/sustainable-travel-transition-year-revenue-competition-2016-to-2017

Case study: Coast to Capital

Coast to Capital committed to supporting an £8 million investment in Brighton's Valley Gardens project as one of the major schemes in the LEP area. The scheme will see the transformation of a central area of open spaces and roads to create an attractive, flexible and safe space that includes improvements to pedestrian and cycle connectivity, road safety and the public realm. This scheme focusses on Valley Gardens and includes the area to the east, characterised by high levels of unemployment and a lack of physical activity. The revenue proposals have been designed to build on the success of another LSTF project that ran from 2011-15, the Lewes Road corridor, which delivered a 14% increase in cycling and a 7% increase In bus use within two years.

DfT local transport programmes

5.14 In addition to the programmes highlighted above directly funded by the Department for Transport to support cycling and walking there are a number of funding streams which are devolved to local bodies.

Local Growth Fund

£12 billion from 2016-17 to 2020-21

5.15 The Local Growth Fund is a £12 billion programme running from 2015-16 to 2020-21, which brings together funding from the Department for Transport, Department for Business, Innovation and Skills, and Department of Communities and Local Government to enable Local Enterprise Partnerships to realise their strategic economic growth plans. Around £7.7 billion has been allocated to date, with £4 billion supporting transport projects, including around £600 million for cycling and walking.

DfT highways maintenance block

£3.8 billion between 2016-17 and 2020-21

5.16 This funding is shared between local highway authorities in England (outside London). Local highway authorities are upper tier and unitary councils.

5.17 Currently this funding is distributed using a formula that takes into account the length of different types of road, the number of street lights and the number of bridges. From 2018-19, this formula will also take into account the length of footways and cycleways, and 9% of the funding will be dependent on this.

5.18 This funding is not ring-fenced, and local highway authorities spend it according to their priorities. This could include highways renewals to create safe space for pedestrians and space for cycling by remodelling junctions or adding segregated cycle-ways and low-level traffic lights.

Integrated Transport Block

£1.3 billion from 2016-17 to 2020-21

5.19 The Department for Transport provides £258 million a year to all local bodies outside London distributed by formula for small-scale capital works focussed on road safety, tackling congestion, reducing harm to the environment and improving accessibility. Research by the Department has shown that around 11% is typically allocated to cycling, and around 4% to walking (public realm and right of way improvements).

Government programmes

NHS Healthy New Towns

5.20 Healthy New Towns, supported by NHS England and Public Health England, is an innovation programme putting health at the heart of new neighbourhoods and towns across the country. As set out in the NHS Five Year Forward View, the programme has invited local bodies, housing associations and the construction sector to identify development projects where they would like NHS support in creating health-promoting new towns and neighbourhoods in England.

5.21 The Healthy New Towns programme was launched on 1 July 2015 with a call to local areas to express interest in local housing development sites becoming 'demonstrators' for building healthy environments and communities. Through these sites, the programme aims to:

- Explore new approaches to shaping the built environment to promote strong communities, healthy lifestyles and support people to remain independent;
- Demonstrate radical new models of deeply integrated care, going beyond the 'Vanguards' and exploiting opportunities to innovate without legacy constraints
- Accomplish the first two objectives in a way that can be replicated elsewhere, making learning available to other national programmes as well as other local areas

5.22 Some Healthy New Town sites will want to take innovative approaches to cycling and walking, integrating opportunities for active travel as part of their overall vision for improving health through the built environment. Ten demonstrator sites were announced in February 2016 and further updates will be available on the programme's web pages[11]. Those sites selected as Healthy New Town demonstrators will be offered capacity building support from the Department for Transport's Sustainable Transport Delivery Excellence programme.

Department of Health - Walking Cities

5.23 The Department of Health believes that mainstreaming walking and cycling offers a cost effective way to increase health-enhancing physical activity, relieve congestion and improve the quality of life within the city. In 2013, the Department of Health provided £1.2 million over two years, between five cites (Birmingham, Manchester, Leeds/Bradford, Norwich, and Cambridge), to encourage more people to walk. The main achievement for these cities has been the ability to increase their knowledge on walking and build expertise on walking interventions which can be applied in their communities. These cities have formed partnerships with new organisations and carried on successful projects after the funding ended.

[11] https://www.england.nhs.uk/ourwork/innovation/healthy-new-towns/

Case Study: Walking Cities

Projects in the Walking Cities programme have built on 'grass-roots' community assets already in existence. The use of community based assets was particularly important in accessing those who are harder to reach and the lessons from Walking Cities support this model.



In Leeds, the walking cities project piloted a '3-million steps' social reward within eight community organisations. This saw 388 people walked over 15 million steps.

In Cambridge, the walking cities project worked with existing community groups – a young fathers group and an Asian women's group, to enable better design of their environment to promote walking schemes.

In Manchester, last year's inaugural Greater Manchester walking festival was funded through the Walking Cities funding and was deemed such a success that it has been decided to make the Greater Manchester walking festival an annual event. The walking festival is to showcase and publicise the walking opportunities and groups there are in Greater Manchester and encourage more people to walk. There are plans to expand the original scope of the festival to engage with businesses and schools.

(Image courtesy of Living Streets)

Public health

5.24 Physical inactivity directly contributes to one in six deaths in the UK and costs £7.4 billion a year to business and wider society. Physical inactivity is the fourth largest cause of disease and disability in the UK[12].

5.25 Obesity is a major problem in England, with one third of children aged 2-15 overweight or obese[13] and one of the highest adult obesity rates in the European Union.[14] Of course, physical activity brings important health benefits including weight management. The Childhood Obesity Strategy, to be published in the summer, will

[12] Public Health England (2014) Everybody Active, Every Day - An evidence-based approach to physical activity
[13] Public Health England (2015) Sugar reduction: responding to the challenge.
[14] WHO (2014) Global Health Observatory (GHO) data.

look at everything that contributes to a child becoming overweight and obese. Active travel has an important role in this process.

5.26 In October 2014, Public Health England published an evidence based report, *Everybody Active, Every Day*[15] to help support a step change in the public's health by making it easier to be active every day. *Everybody Active, Every Day* recognises that walking and cycling are good for our physical and mental health and the many ways the built and natural environment impacts on the choices people are able to make to become more physically active. It emphasises that by developing 'active environments', through thoughtful urban design and creating transportation systems that promote walking and cycling, we can help to create active, healthier, and more liveable communities. This is supported by an emerging evidence base suggesting that well-designed outdoor spaces where it is easy, enjoyable and safe to go outdoors support people to be physically active throughout their life and promote increased walking and cycling.

5.27 Public Health England has worked closely with a number of other organisations including Sport England, Town & Country Planning Association, RoSPA, and the Local Government Association amongst others, to produce a range of design guides, evidence-informed briefings and toolkits to support local authorities in their efforts to increase active travel - such as the *planning healthy-weights environment* project[16]. Building active travel, including walking and cycling, into everyday life can help achieve win-wins for health, the economy and the wider environment.

Government's new sport strategy

5.28 In December 2015 the Department for Culture, Media and Sport published the Government's new sport and physical activity strategy[17] *Sporting Future: A New Strategy for an Active Nation*. This contains a range of cross-Government measures to reduce physical inactivity and spread the benefits of sport and physical activity to everyone. It also outlines a broadening of Sport England's role from measuring and supporting sport to measuring and supporting both sport and certain types of physical activity, including cycling, dancing and walking. This removes previous restrictions relating to utility cycling and walking.

5.29 In order to deliver against the five outcomes set out in the Government strategy; physical wellbeing, mental wellbeing, individual development, social and community development and economic development, Government will encourage more people, from every background, to regularly and meaningfully take part in sport and physical activity and support the development of a more productive, sustainable and responsible sports sector.

5.30 *Sporting Future* also states that Government will work with others to ensure that all children have the opportunity to learn to cycle, through the Bikeability cycle training programme. And it stresses Government's commitment to outdoor recreation, including by measuring it through the new Active Lives Survey. Furthermore, the strategy also highlights the importance of the wider built and natural environment being designed to make taking part in physical activity safer and easier to make activity an easy choice.

National Planning Policy

5.31 In March 2012 the Department for Communities and Local Government replaced over a thousand pages of national policy with the National Planning Policy

[15] https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life
[16] http://www.tcpa.org.uk/data/files/Health_and_planning/Health_2014/PHWE_Report_Final.pdf
[17] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf

Framework. The Framework includes a set of core land-use planning principles, one of which is that planning should actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling.

5.32 The Community Infrastructure Levy allows local authorities in England and Wales to raise funds from developers undertaking new building projects in their area in order to help provide vital infrastructure, based on local priorities. The levy can be used to fund a wide range of infrastructure, including transport, parks and green spaces, cultural and sports facilities. The levy is a set charge on relevant new developments based on the amount of gross internal floor space.

5.33 Section 106 planning obligations mitigate the impact of unacceptable development to make it acceptable in planning terms by funding key infrastructure needed including road and transport improvements. Where they constitute a reason for granting planning permission, the obligations should meet the three regulatory tests: that they are necessary to make the development acceptable in planning terms, directly related to the development, and fairly and reasonably related in scale and kind.

Local and city programmes

5.34 This is a time of change in public funding with increased devolution in line with the Government's localism agenda. The Government believes that local bodies are best placed to determine local solutions to local transport issues. Therefore, whilst Government has a duty to set objectives and financial resources, increasingly the powers and levers necessary to deliver change will be held elsewhere. The sections below highlight London and Manchester as both cities demonstrate this change, whereby, following increased devolution both cities increasingly focussed on measures to increase cycling and walking. This is in addition to developing innovative new programmes, following Manchester's increased responsibility for local NHS and public health.

London

£913 million from 2012-13 to 2021-22 (subject to review)

5.35 Transport for London (TfL) is the regional body responsible for implementing the Mayor of London's Transport Strategy and managing transport services across the capital. In recent years, London has seen unprecedented population growth and increased demand for transport. It is estimated that its population will reach 10 million people by 2031, with an additional five million journeys by road every day by 2030, up from 26 million today. In response to these challenges, TfL is funding and delivering a 'Road Modernisation Plan'[18], with £4 billion of investment through to 2021-22 to keep London moving and the economy growing. This includes £913 million to deliver the 'Mayor's Vision for Cycling'[19]. The programme will be subject to review following the recent Government spending review and the forthcoming Mayoral election.

5.36 Cycling is already a major mode of transport in London with 645,000 cycle journeys being made every day in 2014. This is double the 320,000 daily cycling trips made in 2001 and equivalent to around 20% of the trips made daily on London Underground and around 10% of the daily trips made by bus. The Mayor's Vision for Cycling has been developed to build on this, using robust transport planning analysis to target investment to where it can have maximum impact and attract a wide range of new

[18] https://tfl.gov.uk/travel-information/improvements-and-projects/road-modernisation-plan
[19] https://tfl.gov.uk/corporate/about-tfl/how-we-work/planning-for-the-future/vision-for-cycling

cyclists. The majority of funding will be directed to on-street cycling routes and infrastructure. These can help to overcome the key barriers to cycling of 'fear and vulnerability' and a 'lack of cycling infrastructure', supported by behavioural change interventions to encourage more people to cycle. Major Vision programmes include:

- Substantially segregated new Cycle Superhighway routes;
- A network of lower traffic 'Quietways' following backstreets and through parks;
- The 'Central London Cycling Grid' of connected cycle routes;
- A 'Better Junctions' programme of major safety improvements for cyclists; and
- The 'Mini-Hollands programme', giving three outer London boroughs the funding to help make them as cycle friendly as their Dutch equivalents.

Case study: Waltham Forest 'Mini Holland'

More than half of the 'potentially cyclable trips' in the Capital are in outer London. Most of these are currently made by car. In 2013, all 18 outer London boroughs were given the opportunity to apply for funding from TfL's Mini-Holland programme of £100 million. Waltham Forest, Enfield and Kingston were successful, with Waltham Forest Council awarded £27 million of investment from 2014 to 2021[20]. The investment programme will transform the cycling infrastructure in the borough, making it more cycle friendly and encouraging a greater number of people to take up cycling and walking. Schemes will be delivered across the whole of Waltham Forest, including segregated cycle tracks on Lea Bridge Road; road closures for motorised vehicles in Walthamstow Village; and improved cycling infrastructure, public spaces and cycle hubs along Ruckholt Road.



(Image courtesy of Transport for London)

Manchester

5.37 As a growing and competitive city region, Greater Manchester has a vision of making cycling an aspiration and attractive travel choice for everyone, regardless of age or ability. In 2013 Greater Manchester became one of the Department for Transport's Cycle Cities, and set an ambitious target for 10% of all journeys being made by cycle by 2025, achievable alongside sustained local and national Government funding. This ambition was underpinned by the Greater Manchester Cycling Strategy which was adopted in 2014 and outlined a robust approach to long term capital and revenue investment in cycling. With over one million commuting journeys made each day in Greater Manchester, there are significant challenges in managing congestion and air quality. There are also opportunities, with 15% of car journeys in the morning peak being less than one mile and 30% being less than three miles, where cycling is a realistic alternative. The potential that cycling has to improve the health and

[20] http://www.enjoywalthamforest.co.uk/

wellbeing of residents in Greater Manchester is also significant, with 80% of residents not achieving the recommended level of physical activity and 30% of school pupils being classed as obese.

5.38 The cycling transformation in Greater Manchester has already begun, with over £42 million of investment being made through the Cycle City Ambition Grant. Combined with investment from sources such as the Local Sustainable Transport Fund, the Cycle Safety Fund, the Local Growth Fund, the Cycle Rail Fund, and Road Safety Partnership, this has resulted in over £90 million of investment being made in cycling from 2011-12 to 2020-21. This investment will result in significant improvements being made to the quality of cycle routes that connect communities with services and opportunities, increased availability of secure cycle parking facilities at key locations, such as workplaces and transport interchanges, better cycling facilities at schools and colleges, as well as a comprehensive programme of cycle training, promotion and practical support.

Funding from business and the third sector

5.39 Many other non-Government sources of funding are available to promote cycling and walking. The Department for Transport's programmes often include a match funding requirement that is used to secure business investment. For example, Derby City Council is working in partnership with a number of partners to deliver its Local Sustainable Transport Fund project, Keeping Derby Moving. This includes £105,000 from Bombardier, £100,000 from Balfour Beatty, and £130,000 in Section 106 Planning Agreements. Furthermore, many local bodies are exploring funding opportunities through innovative mechanisms such as Social Impact Bonds.

5.40 The Cycle to Work Scheme allow employers to loan cycles and cycle safety equipment to employees up to the value of £1,000 free of any income tax liability. The Scheme plays a valuable role in increasing new participation in everyday cycling. The 1999 Finance Act introduced an annual tax exemption which allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit for cycling to work. On the back of this, the cycle industry created the Cycle to Work Scheme whilst the Department for Transport produced guidance.

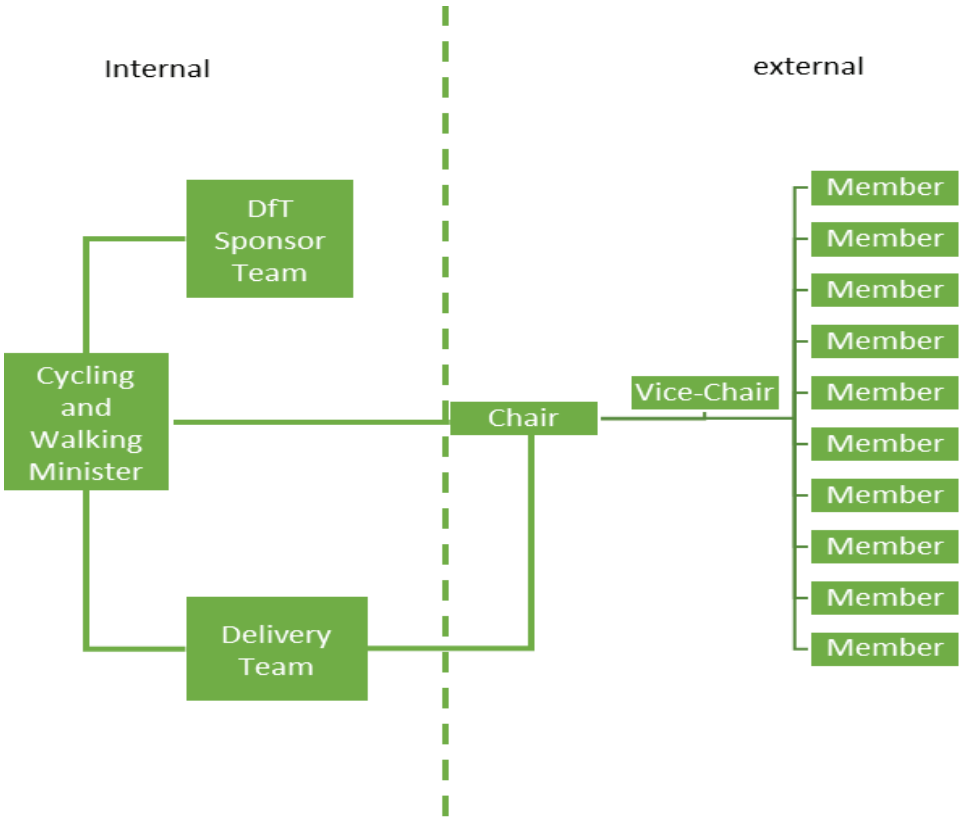
5.41 Over 40,000 employers have chosen to participate to date. If they do and if they want to recover the cost of providing the cycle and safety equipment loaned to the employee, they can do this through a salary sacrifice arrangement. At the end of the loan, an employer can offer the cycle for sale to the employee, but at the full market value. It is currently estimated that around 150,000 cycle sales per annum are made through the scheme. This represents about 4% of the adult cycle sales in the UK. Over 600,000 employees have participated leading to an increase in commuter cycling which has unquantified benefits to public health, sustainable travel, employee well-being, as well as a reduction in congestion. Research indicates that around 65% of participants were either non-cyclists or novice cyclists prior to joining the Scheme and almost 80% claim to be regular/enthusiastic cyclists following purchase.

6. Governance arrangements

6.1 Good governance is key to the effective oversight and delivery of this Strategy, its objectives and activities. We are committed to ensuring transparent review of the Strategy's development and on-going delivery, and we want to ensure this Strategy is truly cross-governmental. Therefore, we aim to promote a culture of mutually supportive working at the heart of the Strategy.

6.2 With this in mind, we will be creating a Department for Transport sponsored independent Expert Committee to review the Strategy and its implementation. This Committee will be supported by a Delivery Team hosted within the Department for Transport and made up of representatives from a range of relevant government departments, local bodies as well as other external organisations. The Delivery Team will be responsible for enabling delivery of the Strategy at a local level under the review of the Committee (Figure 5).

Figure 5 Cycling and Walking Investment Strategy Expert Committee



6.3 This body - the Cycling and Walking Investment Strategy Expert Committee - will be made up of 8-10 members including a Chair. Membership will be partly drawn from organisations and individuals in the cycling, walking and related fields as expected but we will also ensure the Committee is suitably represented by relevant business

and commercial experts beyond the immediate world of cycling and walking, to provide innovation and a broader perspective on increasing cycling and walking. This will ensure that the Strategy targets non-cyclists and groups that are currently under-represented in cycling and walking, such as people with disabilities. These experts may be drawn from the fields of public realm, public health, local, business, rail and other relevant areas.

6.4 The Committee will ordinarily meet once every two months and report to the Minister for Cycling and Walking. Its main tasks will be to:

- Review implementation of the first Strategy;
- Create partnerships with local bodies and national businesses to develop and disseminate expertise and support that will help local bodies to develop Local Cycling and Walking Infrastructure Plans and strategies for implementation (see Section 8);
- Contribute to the development of the second Cycling and Walking Investment Strategy by auditing and quality assuring local strategies. The Committee will provide feedback to Ministers on the outcome of their audits and checks.

6.5 The Committee will be responsible for monitoring and reporting to the Minister for Cycling and Walking on the ongoing delivery of the Strategy and monitoring progress against the objectives in the first Strategy and beyond. The Committee will also monitor wider Government ambitions and programmes, relating to cycling and walking, such as those delivered by and on behalf of Department for Transport, Department of Health, Department for Culture, Media and Sport, Department for Business, Innovation and Skills, Department for Communities and Local Government, Department for Education and Department for Environment, Food and Rural Affairs.

6.6 Over the period of consultation on this Strategy, the Department will launch an open competition recruitment exercise to appoint suitably fitting candidates to this Committee, with a view to having the Committee in place by October 2016.

7. Recent developments

7.1 In October 2014 the Coalition Government published the draft Cycling Delivery Plan[21]. This introduced an ambition for walking and cycling to be the natural choice for shorter journeys, or as part of a longer journey. We as a Government, through this Strategy, reconfirmed and expanded on the ambition in the draft Cycling Delivery Plan. We have drawn on all of the valuable information received through the Cycling Delivery Plan consultation to inform the actions we set out in section 8 to deliver our aims for this Strategy. Whilst many of the actions contained within the draft Cycling Delivery Plan are still pertinent, much progress has been made already.

- £664 million invested through the Local Sustainable Transport Fund (LSTF) to support sustainable transport projects and Bikeability;
- £191 million of support for the eight Cycle Ambition Cities to 2017-18;
- £17 million to support cycling in four National Parks;
- £1.2 million to increase walking in five cities;
- £500,000 for the Big Bike Revival;
- Nearly £30 million available for Cycle Rail facilities;
- Support for a review into the effectiveness of 20mph limits and zones;
- Updating the Traffic Signs Regulations and General Directions, which include a number of changes that will support local authorities in their ambitions to make cycling safer. This will also support walking, for example by prescribing pedestrian countdown signals, which provide more information about how much time people have to cross the road;
- Published *Investing in cycling and walking: the economic case for action* and the economic case for action toolkit[22] which quantifies the impact of investment in cycling and walking and makes the case for investment;
- Our stakeholders are examining pavement parking outside London, including the legal and financial implications of an alternative regime;
- Set up the Cycle Proofing Working Group which has launched its own website and published a suite of good process design case studies for cycling and walking design guidance[23];
- Roll out of pilot projects supporting Electrically Assisted Pedal Cycles (EAPCs);[24]
- Published *Working Together to Build a Safer Road System British Road Safety Statement*;

[21] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/364791/141015_Cycling_Delivery_Plan.pdf
[22] https://www.gov.uk/government/publications/cycling-and-walking-the-economic-case-for-action
[23] https://www.gov.uk/government/collections/cycling#case-studies-developing-new-cycling-infrastructure
[24] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/462163/EAPC_Bid_table.csv/preview

- Published *Sporting Future: A New Strategy for an Active Nation*;
- Launched the Paths for Communities scheme in 2012, which was a £2 million funding scheme designed to encourage and enable local rural communities to develop and enhance local pathways;
- £20 million revenue funding for sustainable travel transition year 2016-17
- £60 million Access fund for 2017-18 to 2019-20 to continue the legacy of the LSTF.

8. Consultation on the actions to deliver our objectives

8.1 Over the last year we have been working with our partners in local bodies, the third sector and the wider public and private sector to develop a strong foundation for future Investment Strategies. In the coming year, we will focus on four key areas that support the delivery of our ambition, targets and objectives for cycling and walking:

- We will establish a new Expert Committee, and make appointments to that Committee;
- We will help local bodies that are serious about increasing cycling and walking in their local areas, to take a more strategic approach to improving conditions for cycling and walking, issuing guidelines on the preparation of Local Cycling and Walking Infrastructure Plans (LCWIPs) and supporting the production of LCWIPs in areas with significant potential for high levels of cycling and walking;
- We will engage with Local Enterprise Partnerships, building on our existing successful Sustainable Transport Delivery Excellence programme in order to build capability and understanding;
- We will develop a mechanism for effectively sharing knowledge and lessons learned by the eight Cycling Ambition Cities, five Walking Cities and others so that all authorities can benefit from their experience and learning.

8.2 We are committed to devolving control over transport, housing, skills and healthcare with elected mayors. Throughout 2016 Government will be working with local authorities to agree a number of ‘devolution deals’ that give these areas control over their own transport issues. In this changing landscape, we will enable and support new mayors and combined authorities to harness the benefits available through walking and cycling in boosting economic prosperity and healthier communities. The Cities and Local Government Devolution Act 2016 makes possible the formation of Sub-national Transport Bodies (STBs), which will also devolve transport planning and decision making at a higher and more strategic level, covering much wider geographies. These are at an early stage of development, with Transport for the North and Midlands Connect two emerging groupings to date, and it is possible that they may in future wish to consider strategic walking and cycling interventions alongside other modes.

8.3 The draft Cycling Delivery Plan contained actions based around four themes - vision, leadership and actions; funding; infrastructure and planning; and safety and perceptions of safety. Each of these areas are fundamental to achieving our headline objectives.

8.4 In order to achieve our objectives for 2020, the Government will continue and initiate a range of activities during the period of the first Cycling and Walking Investment Strategy. While we know that these activities will move us further towards achieving our targets and ambition for walking and cycling, it is not straightforward to quantify

precisely specific impacts in each area. Developing a mechanism for doing this will be a key priority during the development of the second Cycling and Walking Investment Strategy.

8.5 The delivery of our ambition is divided into three themes in section 2:

- Better Safety
- Better Mobility, and
- Better Streets

8.6 For ease of reference the following sections are divided by these three themes but it is important to note that actions within each theme can contribute to the delivery of more than one of our objectives outlined in section 4. For example the use of 20mph limits can benefit both cyclists and pedestrians.

Responding to the consultation

8.7 The proposed activities for the first Strategy are set out in this section. Government is inviting views on these proposals through the questions posed at the end of this section. The proposed activities set out below are not all for the Department for Transport. They need to be taken forward by Departments across Government, by local bodies, and in partnership with stakeholder groups and the public. It is only by working together that our ambition for walking and cycling can be achieved. This is why we are consulting on our ideas for delivering our high level objectives - so that we can seek your opinions on our plans and gather your suggestions on further actions we and others can take to help achieve our objectives.

8.8 We are seeking views on each of the broad areas for action identified below via the questions posed. We have set up a dedicated website to record your comments and responses to this consultation. You can add your responses by clicking here. You can also submit material for consideration to this email address: walking.cycling@dft.gsi.gov.uk, or hard copies can be sent to:

Cycling and Walking Investment Strategy consultation

Department for Transport

2/14 Great Minister House

33 Horseferry Road

London

SW1P 4DR

8.9 In addition, we will also host a number of consultation workshops around England. Further information including how to book a place at one of these events can be accessed by clicking here.

Better Safety

8.10 In section 2 we outlined how the delivery of a safe and reliable way to travel for short journeys is a key element of our ambition for cycling and walking in England. The actions below set out how we will deliver streets where cyclists and pedestrians feel they belong and are safe.

8.11 We will continue to address cycle and pedestrian road safety issues as outlined in the Department for Transport's Road Safety Statement published in December 2015[25]. This is in addition to continuing to work across Government and with freight and cycling representative groups and vehicle manufacturers on issues specific to the safety of cyclists and pedestrians. We continue to watch with interest initiatives implemented in London and other cities within the UK and abroad, and will consider the impact of rolling out nationally once further information is available.

8.12 The design of cycling and walking facilities is the responsibility of the local traffic authority. In all new design, traffic authorities need to consider the impact on all road users, for example pedestrians when designing cycling schemes. Cycling and walking infrastructure will benefit from the Department for Transport's revision of the Traffic Signs Regulations and General Directions (TSRGD). The revised TSRGD includes many new measures which will benefit cyclists and pedestrians including:

- New types of traffic lights for cyclists, to give them a 'head start' at junctions
- A new parallel pedestrian/cycle crossing
- Allowing cyclists to cross the first stop line at an Advanced Stop Line at any point, rather than only through the gate/lead-in lane
- A wider range of signing for cycle routes
- Pedestrian countdown signals, as trialled in London
- Removing pelican crossings as an option for authorities putting in new crossings
- Introducing 40mph zones, which are similar to 20mph zones, but use 40mph zone entry signs, and painted roundel markings on the road. A few such zones have already been created through authorisation, most recently for the New Forest National Park in August 2014
- We will also be revising the Traffic Signs Manual, including producing a new chapter on traffic signals and pedestrian crossings.

8.13 As highlighted in section 5, Highways England's Cycling Strategy[26] was published in 2016, supporting its plan to invest £100 million on cycling from a £250 million fund ring-fenced for cycling, safety and integration. This will enable cycle-proofing of the strategic road network and reduce any severance from new roads schemes by enhancing access for a variety of users, including pedestrians, horse riders and the disabled. Highways England is also committed to upgrading and increasing the number of safe crossings on the network in the interests of the safety and convenience of more vulnerable customers as well as ensuring they integrate with other networks including local roads and rail links.

8.14 We remain firmly committed to providing cycle training to school children in order to give the next generation of cyclists the skills and confidence to cycle safely on local roads. In recognition of the importance of this, we will provide £50 million over the next four years to support Bikeability cycle training in schools. This funding will help to increase children's road awareness, encourage active travel and improve future motorists' empathy for more vulnerable road users. This also supports the Department for Education's 2014 Travel to School Guidance which supports both cycling and walking to school[27].

[25] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/487704/british_road_safety_statement_print.pdf
[26] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/490545/S150572_Cycling_Strategy.pdf
[27] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/445407/Home_to_School_Travel_and_Transport_Guidance.pdf

8.15 We are also expanding the range of training available to schools by offering Bikeability Plus – a new range of training modules designed to tackle specific barriers to cycling. This programme aims to encourage more children and families to engage in cycling, ensuring children experience cycling from an early age and providing them with the skills to keep on cycling. The modules can be selected by grant recipients to meet local needs and include:

- 'Bikeability Learn to Ride' which provides cycle training to children and families with no previous experience of cycling, in a non-threatening environment;
- 'Bikeability Balance' which provides children in Reception and Year 1 with a positive experience of cycling, breaking down a key barrier of not being able to ride by using balance bikes to develop their handling and awareness;
- 'Bikeability Fix' – providing children with the know-how to fix and maintain their bikes;
- 'Bikeability Transition' – supporting children making the transition to secondary school by planning safe routes to their new schools and participating in led rides.

Better Mobility

8.16 In section 2 we outlined the need to encourage more people to cycle and walk by making it easy, normal and enjoyable. In order to achieve this, we will deliver better routes and networks with better links to schools, workplaces and transport hubs supported by behaviour change interventions.

8.17 Ensuring a seamless transition from public transport to and from walking and cycling routes and networks is key to increasing the number of walking and cycling stages to train stations and other transport interchanges. The Buses Bill will provide local authorities with the tools they need to improve local bus services. The Bill will give authorities the option to take more control of their local services, through implementing Quality Partnerships, new 'Enhanced Partnerships' or through adopting a franchising approach. These approaches will provide authorities with the ability to better integrate bus services with wider public transport networks, and with sustainable travel options such as cycling and walking facilities.

Case Study: Cambridgeshire County Council - walking and cycling bridleway alongside 'guided busway'



The Government has already committed to 'cycle proof' new roads and this notion can be extended to public transit schemes. As with a new road the creation of new public transport corridors such as busways, new trams or opening new railways offers the chance to add in traffic free cycle and walking routes alongside it.

In 2011 Cambridgeshire County Council opened a 25 km 'guided busway' for a cost of £181 million.

A walking and cycling bridleway alongside it is encouraging more cycling, and helping commuters to become more active on their way to work. The cost of the first 10 km of new weatherproof bridleway was less than £2 million. It is now being extended through the Centre of Cambridge as part of the Cambridge Cycle Ambition scheme. The additional costs of such infrastructure is a marginal additional cost when set aside the overall scheme cost and can provide an attractive invitation to walk and cycle.

(Image courtesy of Shane Snow)

8.18 In order to increase the use of walking and cycling to access train stations and other transport interchanges we will continue to explore opportunities for promoting cycling and walking in franchise specifications for rail operators, in any refurbishments of stations and for new stations delivered by Network Rail such as through the New Stations Fund.

8.19 Since 2012 the Department for Transport has provided almost £30 million to train operating companies for new and improved cycle facilities at stations to make it easier and more convenient for people to cycle to and from the station. When complete, over 20,000 new cycle parking spaces at stations will have been added as a result of this project more than tripling the number of cycle parking spaces at stations across England. In the same period, cycle trips to stations have increased by 66% per annum to an all-time high of 38 million journeys.

8.20 The funding has been delivered through the Cycle Rail Working Group, a body of experts from across the cycle and rail industries. They have used their experience and expertise to ensure that high quality facilities have been built at prime locations ensuring good value for money and increased customer satisfaction for rail users.

8.21 Schemes include innovative cycle hubs, cycle hire schemes, improved access and safe and secure cycle parking. 'Bike and Go' has been launched across three rail networks providing convenient cycle hire for the onward journey. The largest cycle hub in the country has been built at Cambridge station offering 3,000 cycle parking spaces, cycle hire, cycle repairs and a retail outlet, and a new mobile phone app called 'PlusBike' providing those travelling by cycle and train with all the information they need for their trip.

8.22 The Cycle Rail Working Group[28] has produced a Cycle Rail Toolkit to help ensure that high-quality cycle infrastructure is in place to support the anticipated increase in cycle-rail journeys. And they continue to motivate and support train operators and Network Rail in their ongoing delivery of cycle rail initiatives.

Case study: PlusBike – a new information portal

The number of journeys by cycle and train is at an all-time high largely due to new cycle infrastructure at stations which means people can confidently park their cycle knowing it will be safe. But people also need to know what facilities are available at the stations they are travelling from and to, if they can take their cycle on the train, or if there is cycle hire facilities at their destination. Developed by the Association of Train Operating Companies and funded by the Department for Transport, PlusBike offers a free online source for information on cycling facilities available at stations and on trains in Britain.



Before you travel, you can find out the level of cycling facilities at any given station including the number and type of cycle parking spaces, cycle hire facilities at the station, with the app providing a direct link to any existing hire scheme near to the station, and cycle carriage policy on different train services. PlusBike is available through National Rail Enquiries or as a mobile app so can also be used on the go.

Robert Goodwill MP - Minister of State,

Department of Transport launching PlusBike

(Image courtesy of Greater Anglia)

8.23 In summer 2016 we will issue guidance to local bodies on developing Local Cycling and Walking Infrastructure Plans (LCWIPs). LCWIPs reflect a strategic approach to increasing walking and cycling. Central Government intends to actively support those local bodies that wish to, to develop LCWIPs in their areas. This builds on the feedback from local bodies to the Cycling Delivery Plan consultation which welcomed support to increase levels of walking and cycling. The LCWIP guidance will build upon good practice from across the UK and will include a level of service tool to help local bodies assess how well infrastructure meets cyclists' and pedestrians' needs as

[28] Membership of CRWG includes: Philip Darnton (Chair), ATOC (Secretariat), Network Rail, TfL, British Transport Police, Sustrans, DfT, Transport Focus and Local Authority representation.

well as a directory of design guidance to encourage high quality infrastructure solutions that support increased levels of walking and cycling.

8.24 In order to support LEPs to identify and deliver infrastructure which will support cycling and walking through both the Access fund and other funding sources highlighted in section 4, we will continue our existing successful Sustainable Transport Delivery Excellence programme in order to build capability and understanding. The programme began in 2015 and engaged 28 LEPs at a cost of £250,000. A second tranche of the programme has been launched for 2016.

8.25 We will enable local bodies to increase walking and cycling in their local communities through a range of support and tools. Our joint working with members of the Cycle Proofing Working Group has led to the launch of a one stop portal of examples of good practice for local bodies and practitioners responsible for providing cycling and walking infrastructure[29]. We will promote the LCWIP guidance and the one stop portal of examples of good process through the Cycle Proofing Working Group and other routes to local bodies, professional bodies, the private sector and training providers. We will work with local bodies to encourage implementation of cycling legacy network pathway demonstrator schemes, and encourage the use of a National Propensity to Cycle Tool (to be launched in summer 2016) which will enable local bodies to identify areas of high cycling propensity. These tools will facilitate strategic decision-making which will help make walking and cycling the natural choice for shorter journeys or as part of a longer journey in local areas.

8.26 Behaviour change is a key element of making cycling and walking the natural choice for shorter journeys, or as part of a longer journey. Since 2012 both the Government and the previous Coalition Government have funded a number of sustainable transport behaviour change projects, many of which provided support for cycling and walking, to support both capital and revenue projects through the Local Sustainable Transport Fund. The Government will continue to support the use of behaviour change projects to deliver the objectives of this Strategy through the £20 million Sustainable Travel Transition Year funding launched in February 2016, and the new £60 million Access fund for 2017-18 to 2019-20 (in addition to £500 million capital funding). As part of the development of the Access fund the Department for Transport will work with local bodies to reduce administrative burdens in bidding for funds.

8.27 The Department for Transport is contributing to the Inter-Ministerial group on Clean Growth. The Department is looking into the extent to which behaviour change measures to promote sustainable transport can support carbon reduction and better air quality. As part of this we are considering how increases in cycling and walking can contribute to a reduction in CO_2, NO_X and particulate emissions from private motor vehicles.

[29] https://www.gov.uk/government/groups/cycle-proofing-working-group

Case Study: Walk to School

Since 2012, through the LSTF, Living Streets coordinators delivering the Walk to School project (led by Durham County Council) have worked intensively with 140 schools across 11 local authorities to identify and tackle physical barriers on local walking routes to schools. A School Route Audit has been completed at each school, with the opinions of pupils, teachers, parents/carers and influential members of the community being collected during a site visit. Each audit records and maps concerns about accessibility, safety or the condition of routes to school and puts forward a set of recommended actions.

Participating local authorities have implemented a number of small scale infrastructure schemes to address issues raised through these audits such as a new double zebra crossing between St John Plessington College and St John's Catholic Infant School, Wirral.

Before and after the installation of a double zebra crossing at St John Plessington College in Wirral, identified by students doing a School Route Audit as key to encouraging walking to school



(Images courtesy of Living Streets)

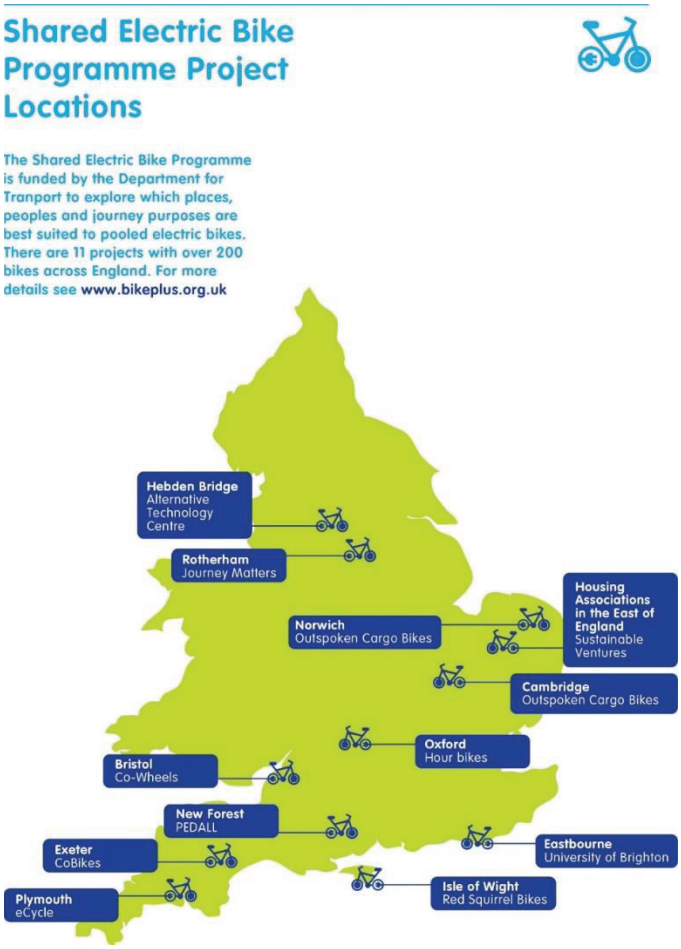
8.28 Employers from the public sector, private sector and third sector organisations have a key role to play in encouraging employees to walk and cycle to and from workplaces but also during working hours and breaks. We continue to support initiatives such as Walk to Work week and national Cycle to Work day and we will work with employers and local bodies to support the delivery of such behaviour change programmes through the Access fund. As Government we will encourage civil servants to participate and will promote such awareness raising opportunities through Government communication channels.

8.29 In order to share good practice from walking and cycling projects across England including Local Sustainable Transport Fund projects, Cycling Ambition Cities and the Department of Health Walking Cities programme we will deliver a range of stakeholder events in partnership with training providers across 2016-17 which will build on the Local Sustainable Transport Fund knowledge sharing hub. In order to build on our shared ambitions to increase walking and cycling, we will work with the Department of Health and Public Health England to hold a summit to outline the Government's ambition for walking and cycling and the associated health benefits in 2016-17.

8.30 Technological innovation can support behaviour change interventions whether through phone based apps to encourage children to walk to school, to embedding technology within the streetscape itself. We will work with the Transport Catapult Centre to support research into new technologies which will support the delivery of our objectives. More broadly we also support research to increase the evidence base for walking and cycling to most effectively make the case for investment.

8.31 Electric cycles can encourage cycling by groups that may otherwise find it challenging to take up cycling, and we support the roll out of Electrically Assisted Pedal Cycles (EAPCs). In March 2015 we announced the launch of a £700,000 pilot which is giving 11 hotspots in cities, rural and tourist areas the opportunity to trial electric cycle sharing schemes (Figure 6). This pilot is due to complete at the end of March 2016 and a report on the study will be published in summer 2016. We will continue to promote the use of EAPCs, building on the lessons of the pilot for use by workplaces and educational facilities.

Figure 6 Map of EAPC pilot hotspots

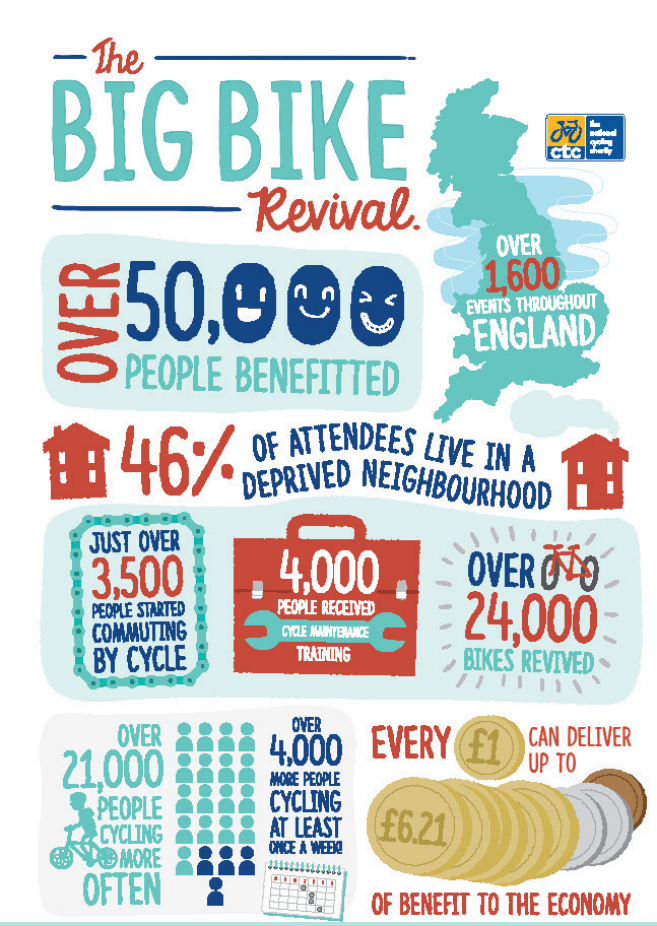


8.32 We will also work to increase awareness of the use of cycles as a mobility aid. We understand that there will be occasions when it is not possible for users to dismount from their cycle and will work to increase awareness of the need for discretion when implementing 'cyclist dismount' regulations in public areas, including stations.

Case Study: Big Bike Revival

The Big Bike Revival is a strongly evidenced social marketing campaign delivered by Cycling UK and funded by the Department for Transport. It works by engaging a network of established community focused initiatives where cycling has been adopted to help address, economic, social or health inequality. The type of community initiative that becomes involved varies widely and has typically been formed to address local needs; e.g. high levels of anti-social behaviour, low levels of employment, physical inactivity or to provide engagement opportunities in support of a prevalent or an excluded demographic.

Cycling UK is developing and supporting a network of Community Cycle Clubs that is representative of the initiatives offering regular cycling activities for the communities they service. The Cycling UK network represents the broadest and most inclusive range of cycling activity across the UK and therefor helps to make cycling accessible to those that stand to benefit the most from doing it, typically hard to reach communities and within some of the more deprived regions within our society.



Better Streets

8.33 In section 2 we outlined how the delivery of civilised places where people come first is a key element of our ambition for cycling and walking in England. Streets and roads make up around three quarters of all public space. Their appearance and the way they function therefore have a significant impact on people's lives. Well-designed, accessible streets can encourage people to walk or cycle more as part of their daily routines, reducing their risk of developing a number of health problems. Streets which encourage people to linger and spend time can also provide economic benefits, for example for local retail.

8.34 In recent years there has been a significant step change in attitudes to street design and management. The focus is increasingly on creating streets that function as places to visit and spend time in. Some innovative shared space schemes have been very popular - others less so. In all cases the needs of disabled and sight impaired pedestrians should be considered.

8.35 The Department already encourages this, through its guidance on street design, Manual for Streets, published in 2007, which changed the approach to the design and provision of residential and other streets. It enjoys an excellent standing among practitioners seeking to provide well-designed streets. The Manual includes a hierarchy of provision that puts walking and cycling at the top. Following these principles can help design places that encourage cycling and walking, and all the benefits this can bring.

8.36 The actions below will deliver places designed for people, and improved public realm which plans for walking and cycling and is brought to life by community based activities.

8.37 The use of 20mph zones and limits can make a difference to both actual and perceived levels of safety in our cities, towns and villages. We believe that local bodies are best placed to determine the speeds limits for their areas, based on local knowledge and the views of the community. In order to assist local bodies in their determination on the role of 20mph zones and limits the Department for Transport has commissioned Atkins, AECOM and Professor Mike Maher from University College London to carry out a research project into the effectiveness of 20mph speed limits, with this study due to be completed by the end of 2017. The study will consider a range of outcomes including speed, collisions, injury severity, mode shift, quality of life, community, economic public health benefits and air quality. It will also examine drivers', riders' and residents' perceptions of 20mph speed limits and assess the relative cost/benefits to specific vulnerable road user groups including cyclists.

8.38 Local authorities have the powers to introduce pavement parking restrictions where they consider it appropriate and the Department for Transport has taken steps to assist them in this. The Government has issued guidance to local authorities about using Traffic Regulation Orders (TROs) to ban pavement parking and removed the requirement for an individual sign authorisation for local authorities in England (outside London). During 2016 the Department for Transport will work with a range of stakeholders to examine the legal and financial implications of an alternative pavement parking regime and the likely impacts on local authorities. This will commence with a roundtable between the Parliamentary Under Secretary of State for Transport and key stakeholders to help inform the Department's subsequent research.

8.39 The Paths for Communities (P4C) scheme encouraged communities to create multi-use paths, allowing use by walkers, cyclists and horse-riders, resulting in 55km of new bridleways. P4C also sought to create routes with greater accessibility, such as improved access for wheelchair users and pushchairs, and use of benches. The Department for Environment, Food and Rural Affairs (Defra) evaluation of the scheme showed that the paths were encouraging new use and a broader range of types of use, with one in seven users being classed as a new user. Defra carried out an evaluation of the socio-economic benefits of the scheme. Economic impacts include expenditure by users of the 43 paths being estimated at £8.9 million at a local level. In addition, new activity taking place on three case study paths equates in total to an estimated £112,500 per annum in saving to personal health, the NHS and in lost productivity.

8.40 Rights of Way Improvement Plans (ROWIPs) should be consulted when developing local walking and cycling plans as they should contain locally appropriate ideas for improving access for walkers and cyclists. ROWIPs are statutory requirements for local authorities and are the primary means by which local bodies should identify changes to be made to their rights of way network to provide a better experience for users. Further advice is available from Natural England[30].

8.41 We will work across Government and with local bodies to ensure new housing projects - from Garden Cities to small developments - are designed using the principles developed from Manual for Streets and subsequent design guidance to encourage cycling and walking through supporting infrastructure and the provision of local services accessible by walking and cycling. We will also work with other government departments to raise awareness of relevant guidance such as Sport England's Active Design Guidance[31] (supported by Public Health England) and Transport for London's Healthy Streets Approach.

8.42 As part of this work we will work through the Cycle Proofing Working Group to commission a six month review into how the planning system supports cycling and walking provision. The review will report back with specific, realistic recommendations for how we can improve application of the existing planning framework when it comes to walking and cycling.

[30] https://www.gov.uk/guidance/local-authority-rights-of-way-improvement-plans
[31] https://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/active-design/

Case study: Diglis cyclist and pedestrian bridge, Worcester

New bridge links up communities and develops recreational walking and cycling areas.



(Image courtesy of Sustrans)

Diglis Bridge is a striking new bridge over the River Severn making it easier for people to get around Worcester on foot and by cycle, a key factor in developing a town-wide network of signed routes.

The scheme is part of Sustrans Connect2 programme, funded through the BIG Lottery. This extended the traffic-free network to the north of the city alongside the Worcester and Birmingham Canal, linking to employment, leisure and educational centres. The network of routes, radiating from Diglis Bridge, included new stretches of traffic-free path, toucan crossings and signing.

The riverside area of the city needed redevelopment to turn it into a focal point for residents and tourists. The installation of the bridge was to play a key role in that, increasing bar and restaurant sales by at least a 20%, as the bridge brings more walkers and cyclists to the area.

Diglis Bridge also provides opportunities for increasing levels of activity, in particular for more hard to reach groups, such as novice cyclists and families, who are often not the target of schemes associated with the highway alone. Before it was built, surveys indicated to expect about 31,000 trips annually to pass the west bank riverside where the bridge was proposed. Surveys after the bridge was built gave a figure of 465,000, showing just how important the intervention is to the area. Convenience was a major factor in people using the facility – 90% of users said they used the bridge because it was the most convenient option.

Question 1

The Government would be interested to hear views on the approach and actions set out in section 8 of this strategy

Question 2

The Government would be interested to hear views on the potential roles of national government departments, local government, other public bodies, businesses and the voluntary sector in delivering the strategy and what arrangements could best support partnership working between them

Question 3

The Government would be interested to hear suggestions and evidence of innovative projects and programmes which could be developed to deliver the objectives outlined in Section 4

Question 4

The Government would be interested to hear your views on how to increase cycling and walking in typically under-represented groups (for example women, older people, or those from black, Asian or minority ethnic backgrounds

Question 5

The Government would be interested to hear views on what type of assistance Local Authorities and Local Enterprise Partnerships would find beneficial to support development of ambitious and high standard Local Cycling and Walking Infrastructure Plans

Annex A: Data and Objectives - Cycling and Walking

A.1 The charts in this Annex show recent data for cycling activity (Figure A1), walking activity (Figure A2), the rate of cyclists killed or seriously injured per billion miles cycled (Figure A3) and walk to school data (Figure A4).

Figure A1 Actual number of cycle stages made per year - 2010-2014 (National Travel Survey, 2014 and population estimates)

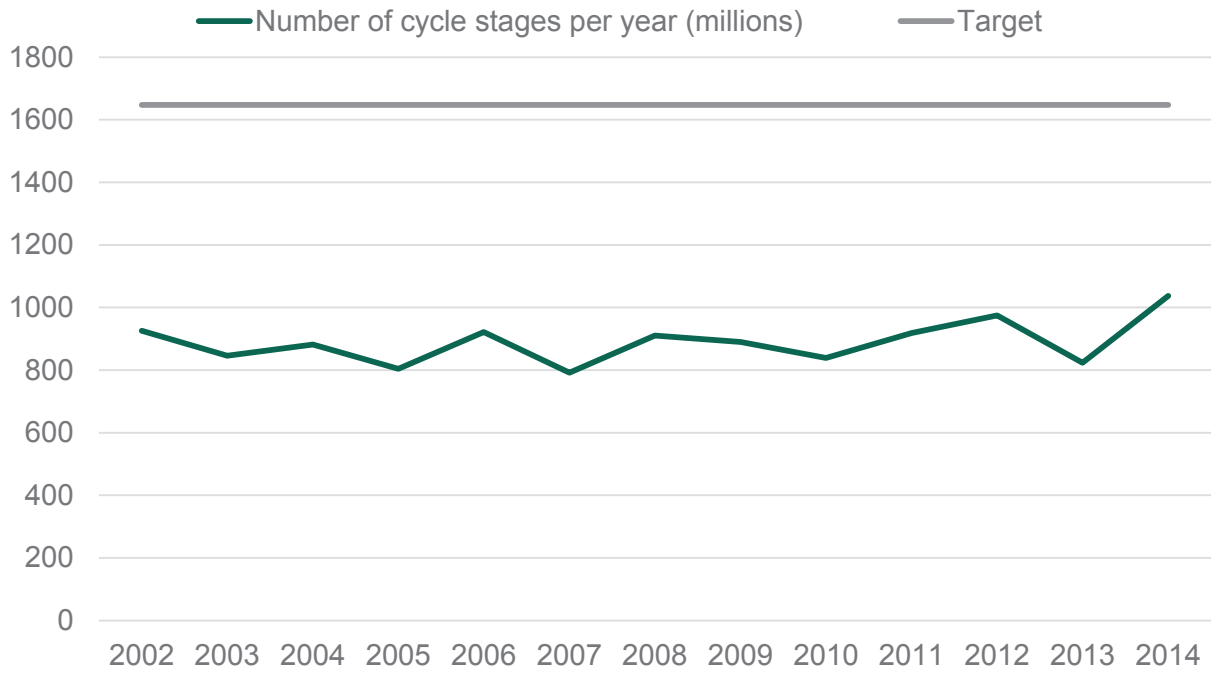


Figure A2 Actual number of walking stages per person per year 2002-2014 (National Travel Survey, 2014)

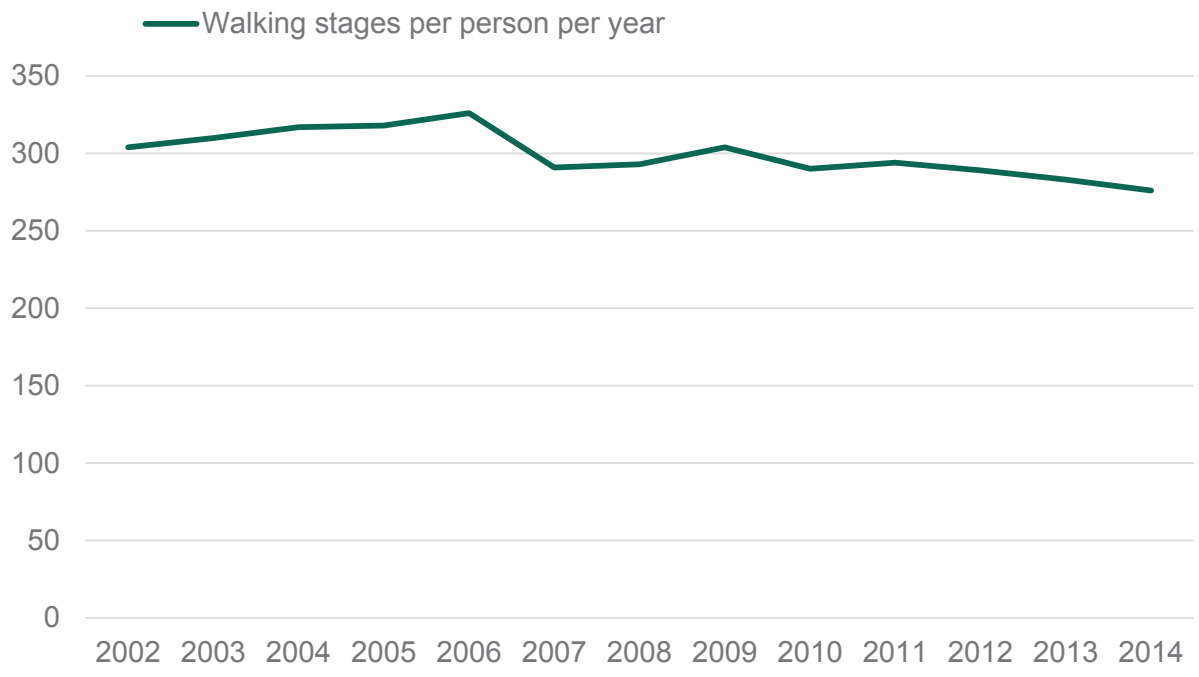


Figure A3 Rate of cyclists killed or seriously injured per billion miles cycled 2002 - 2014 (Reported Road Casualty Report, 2014/Road Traffic Estimates in Great Britain, 2014)

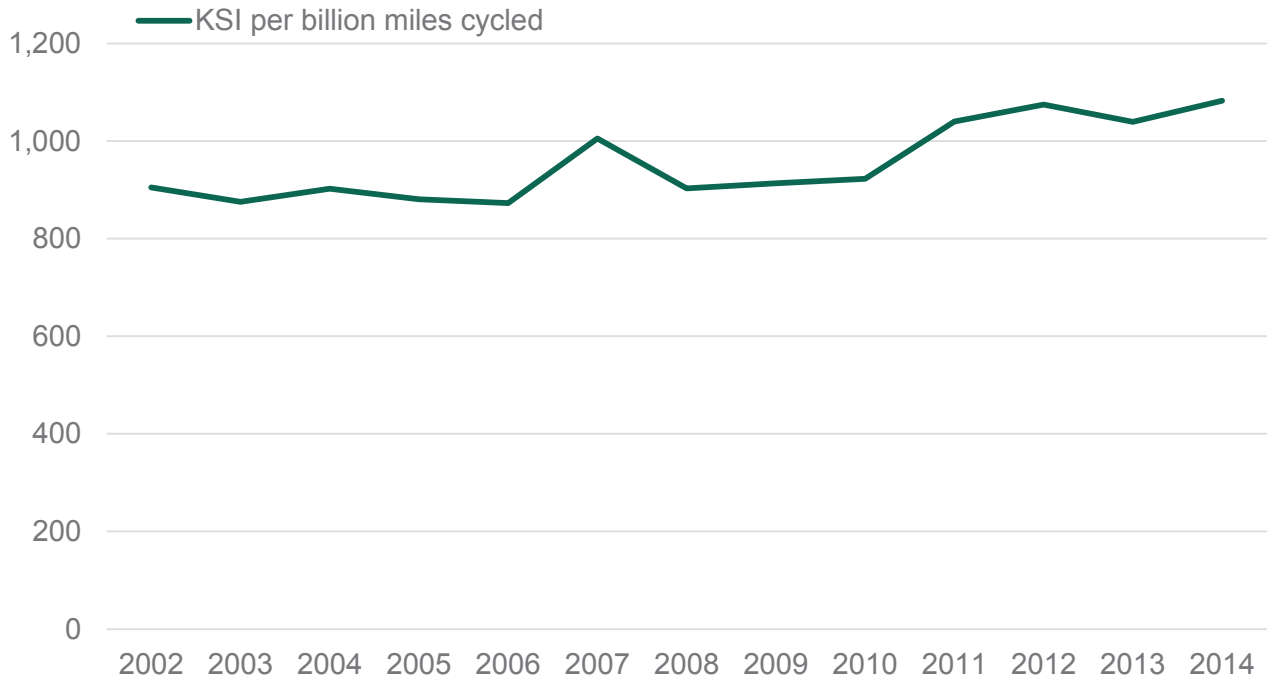


Figure A4 Percentage of children aged 5-10 that usually walk to school 2002-2014 (National Travel Survey, 2014)

