



Department  
for Transport

OBJ/036/W9/2-2

(Appendix 2 to W9/1)

# Cycling and Walking Investment Strategy

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

The Department for Transport has actively considered the needs of blind and partially sighted people in accessing this document. The text will be made available in full on the Department's website. The text may be freely downloaded and translated by individuals or organisations for conversion into other accessible formats. If you have other needs in this regard please contact the Department.

Department for Transport  
Great Minster House  
33 Horseferry Road  
London SW1P 4DR  
Telephone 0300 330 3000  
Website [www.gov.uk/dft](http://www.gov.uk/dft)  
General enquiries: <https://forms.dft.gov.uk>



© Crown copyright 2017

Copyright in the typographical arrangement rests with the Crown.

You may re-use this information (not including logos or third-party material) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence, visit <http://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/> or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or e-mail: [psi@nationalarchives.gsi.gov.uk](mailto:psi@nationalarchives.gsi.gov.uk)

Where we have identified any third-party copyright information you will need to obtain permission from the copyright holders concerned.

# Contents

Foreword	4
1. The Strategy	6
Introduction	6
The Government's ambition for cycling and walking in England	7
Our objectives for walking and cycling	9
2. Financial Resources, Performance and Governance	11
Introduction	11
Financial Resources	13
Performance Monitoring	24
Governance	26
3. Action Plan	28
Introduction	28
Recent Achievements	29
Actions to deliver our objectives	31

# Foreword



Over the past six years great progress has been made on cycling. Cycling rates have increased in areas where dedicated funding has been made available and spend on cycling has risen from around £2 per person in 2010 to £6 per person in England in 2016-17. We want to build on these successes and make walking and cycling the natural choices for shorter journeys, or as part of a longer journey. To help achieve this we have made over £1 billion of Government funding available to local bodies that may be invested in cycling and walking over the next five years. This means we have gone beyond our Manifesto commitment to invest over £200 million to make cycling safer, committing over £300 million in dedicated cycling and walking programmes alone over this Parliament. We will invest £50 million to provide a further 1.3 million children with cycling proficiency training through the Bikeability scheme, £101 million to deliver the Cycle City Ambition scheme in full, £85 million for Highways England to make improvements to 200 sections of the road network in England for cyclists, £80 million for local cycling and walking schemes through the Access Fund, and a further £30 million road safety fund, which will be used to make improvements in places along the line of the High Speed 2 route – for instance, to support traffic calming, safer junctions or better pedestrian crossings.

For too long, some have seen cycling as a niche activity, rather than a normal activity for all. 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 aim to double cycling activity by 2025 and each year reduce the rate of cyclists killed or seriously injured on English roads. We aim to reverse the decline in walking that we have seen over the last few years. For that to happen, we want cycling and walking to be the natural choices for shorter journeys in every urban and rural community in England. For cycling or walking to be normalised in this way, they need to be safer, and be perceived to be safe, normal and enjoyable ways to travel.

We cannot achieve these changes alone. Our ambition will be delivered only if we bring people together in local places, including local government, businesses, charities, and the public - the same approach taken in other nations, such as the Netherlands. This ambition is part of our commitment to build a society and an economy that works for all people. To achieve this, we have published guidance on the preparation of Local Cycling and Walking Infrastructure Plans. The guidance will help support local delivery partners to identify and deliver individual and tailored interventions fit for their own local areas and get the most out of existing tools, such as the Propensity to Cycle Tool. The Government will only take a lead on issues which require a national approach, such as setting the framework, and sharing knowledge and good practice.

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

Reaching the Strategy's long-term 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 statutory Cycling and Walking Investment Strategy - marks the beginning of this transformation.

**Rt Hon Chris Grayling MP**  
**Secretary of State for Transport**

**Andrew Jones MP**  
**Parliamentary Under-Secretary of State with responsibility for cycling and walking**

# 1. The Strategy

## Introduction

- 1.1 It is our ambition that cycling and walking are the natural choices for shorter journeys, or as part of a longer journey. This Government's approach to delivering our ambition for cycling and walking is one of partnership. We believe that by working closely with our partners in local bodies, the third sector, and the wider public and private sector, we can develop a strong basis for achieving our ambition for walking and cycling.
- 1.2 This partnership approach builds on existing successful partnerships with local bodies through the delivery of funding programmes such as Cycle Ambition Cities, Bikeability and the Access Fund.
- 1.3 The Department ran a public consultation on the draft Cycling and Walking Investment Strategy between 27th March and 23rd May 2016. The consultation invited respondents to provide answers on five questions around our proposed activities, and these comments have been taken into account in the development of the final Strategy.
- 1.4 This Strategy has been set out in three chapters, the first detailing our ambition for walking and cycling and the objectives to move us closer to this ambition. Chapter 2 sets out the financial resources available to support these objectives, as well as governance and performance monitoring arrangements. The final chapter describes the specific actions planned to support delivery of the ambition and objectives during the first phase of the Cycling and Walking Investment Strategy.
- 1.5 In addition to publishing the Strategy we have also published the following accompanying documents:
  - Government response to the consultation on the draft Strategy
  - Cycling and Walking Investment Strategy: Investment Inputs, Outputs and Outcomes
  - Cycling and Walking Investment Strategy: Information leaflet for members of the public

# The Government's ambition for cycling and walking in England

## **Our ambition for England**

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

- 1.6 The Government wants walking and cycling to be a normal part of everyday life, and the natural choices for shorter journeys such as going to school, college or work, travelling to the station, and for simple enjoyment. As part of our aim to build a society that works for all, we want more people to have access to safe, attractive routes for cycling and walking by 2040.
- 1.7 We want to support the transformation of local areas through our ambition: change which will tackle congestion; change which will extend opportunity to 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 thriving high streets supporting local employment, whilst at the same time creating more opportunities by delivering streets which are accessible for people with reduced mobility or visual impairments.
- 1.8 Walking and cycling for just 10 minutes a day can contribute towards the 150 minutes of physical activity for adults per week, as recommended by the UK Chief Medical Officers<sup>1</sup>. Physical activity helps to prevent and manage more than 20 chronic health conditions, including cardiovascular disease, stroke, type 2 diabetes, dementia, obesity and a variety of cancers. It is also linked to overall health benefits, such as reduced injury risk, improved quality of life, increased productivity and reduced absenteeism at work<sup>2 3</sup>.
- 1.9 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 should be seen as transport modes in their own right and an integral part of the transport network, rather than as niche interests or town-planning afterthoughts. We need to build a local commitment together to support this national Strategy.
- 1.10 If we get it right, we will increase walking and cycling overall and encourage more children to walk or cycle to school. We will have streets that are safer for walking and cycling, and a healthier country. We will be a place where cycling and walking are the norm.

<sup>1</sup> Start active, stay active (2011) A report on physical activity for health from the four home countries' Chief Medical Officers. London: DH.

<sup>2</sup> Claiming the Health Dividend: A summary and discussion of value for money estimates from studies of investment in walking and cycling (2014), London, DfT

<sup>3</sup>[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/523460/Working\\_Together\\_to\\_Promote\\_Active\\_Travel\\_A\\_briefing\\_for\\_local\\_authorities.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/523460/Working_Together_to_Promote_Active_Travel_A_briefing_for_local_authorities.pdf)

1.11 This ambition needs to involve us all, engage us all, and we have a shared 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
  - better connected communities
  - safer traffic speeds, with lower speed limits where appropriate to the local area
  - cycle training opportunities for all children
- 

**BETTER MOBILITY**

**'More people cycling and walking - easy, normal and enjoyable'**

- more high quality cycling facilities
  - more urban areas that are considered walkable
  - rural roads which provide improved safety for walking and cycling
  - more networks of routes around public transport hubs and town centres, with safe paths along busy roads
  - better links to schools and workplaces
  - technological innovations that can promote more and safer walking and cycling
  - behaviour change opportunities to support increased walking and cycling
  - better integrated routes for those with disabilities or health conditions
- 

**BETTER STREETS**

**'Places that have cycling and walking at their heart'**

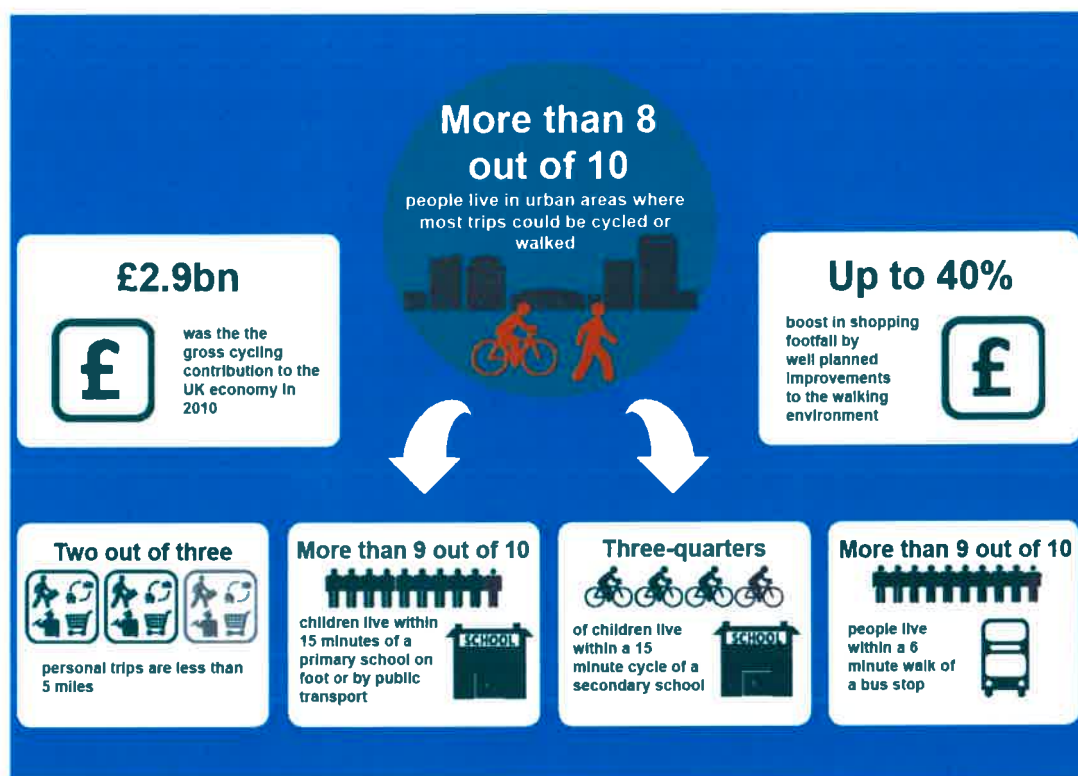
- places designed for people of all abilities and ages so they can choose to walk or cycle with ease
  - improved public realm
  - better planning for walking and cycling
  - more community-based activities, such as led rides and play streets where local places want them
  - a wider green network of paths, routes and open spaces
-



## Our objectives for walking and cycling

- 1.12 This Strategy aligns with the Spending Review 2015 period. We have set a number of objectives over that period to measure progress towards our longer-term ambition for 2040. The financial resources to support these objectives are set out in chapter 2.
- 1.13 Cycling and walking activity for the purpose of this document is measured as 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 or walking stages rather than trips allows us to include journeys that involve cycling or walking but where this is not the main form of transport (for example, cycling to a railway station to catch the train to work).
- 1.14 Our objectives are that by 2020, we will:
- increase cycling activity, where cycling activity is measured as the estimated total number of cycle stages made
  - increase walking activity, where walking activity is measured as the total number of walking stages per person
  - 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
  - increase the percentage of children aged 5 to 10 that usually walk to school
- 1.15 Further to this, we have set the following aims and target, respectively, to 2025:
- We aim 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, and will work towards developing the evidence base over the next year.
  - We aim to increase walking activity, where walking activity is measured as the total number of walking stages per person per year, to 300 stages per person per year in 2025, and will work towards developing the evidence base over the next year.
  - We will increase the percentage of children aged 5 to 10 that usually walk to school from 49% in 2014 to 55% in 2025.
- 1.16 As Figure 1 below shows, there is significant potential for change in travel behaviour. Two out of every three personal trips are within five miles - an achievable distance to cycle for most people, with many shorter journeys also suitable for walking. For school children, the opportunities are even greater. Three quarters of children live within a 15 minute cycle ride of a secondary school, while more than 90% live within a 15 minute walk or bus journey from a primary school.

Figure 1: The opportunities from cycling and walking<sup>4</sup>



1.17 As well as tracking the objectives set out above, Government will also monitor other metrics to help understand our progress towards our objectives. Additionally, the governance arrangements we will put in place will ensure that both outputs and outcomes are monitored and reported. Details of both these monitoring and governance arrangements are included in the next chapter.

<sup>4</sup> DfT (2015) *Investing in Cycling and Walking: The economic case for action*; *National Travel Survey 2014*; *Living Streets* (2013) *The Pedestrian Pound*