

Cheshire West & Chester Council

# cycling strategy



visit: [cheshirewestandchester.gov.uk/cycling](http://cheshirewestandchester.gov.uk/cycling)



Cheshire West  
and Chester







# Contents

Foreword	4
Cycle for life	5
Getting in gear	6
Cycling in focus	7
The journey so far	8
Gaining momentum	10
Why cycle?	12
The path ahead	14
Funding	28
Monitoring	29

For more information Tel **0300 123 7036**

For full details about our cycling strategy and its supporting documents please visit the Council website [www.cheshirewestandchester.gov.uk](http://www.cheshirewestandchester.gov.uk) and search for cycling.

# Foreword



Although I chaired the Cycling Strategy group it was very much a co-operation between Councillor David Robinson, Councillor Hugo Deynem and me. The group was ably supported by Jamie Matthews and Bethan Edwards.

We have worked towards producing an inclusive, active and living strategy that will be a major part and guiding light within the overall Local Transport Strategy for Cheshire West and Chester.

The reasons for increasing the number of people cycling are becoming more pressing. The way we live and travel is making us a less healthy nation and having a detrimental effect on our environment. Rising obesity, climate change, the cost of fuel are issues impacting on all of the population and cycling is an easy accessible way to react to these challenges.

The potential to increase cycling across the Borough for all is enormous and we set out to create a coherent approach looking at ways in which can change hearts and minds and support cycling to become, where practical, the first method of transport.

Currently cycling is often seen as a secondary consideration in planning but the strategy supports and puts in context the need for cycling to be a major consideration in all planning applications and whenever highways work is planned. Thus making cycling a genuine priority. This strategy demonstrates our commitment to improving cycling provision and our determination to have cycling as a concept at the forefront of our thinking. We hope it inspires and encourages you to get out and cycle.

A cycle strategy sets the context for the role of cycling in our Borough but it will work only if it is a springboard for action. Generally the conditions for cycling need to be improved and this strategy will be judged over the years by its impact on cycling usage.

May I thank both David and Hugo for their commitment to the work we undertook and to the strategy. We all commend this to Executive.

A handwritten signature in blue ink that reads "Jill Houlbrook". The signature is written in a cursive, flowing style.

*Jill Houlbrook*

# Cycle for life

People who cycle do so for many different reasons. For some, it is the easiest and cheapest way to travel to work. Others use their bikes for a quick trip to the shops, to get to school or college, or to run an errand knowing that traffic jams and parking won't be a problem.

Some cycle to improve their fitness, or even to take part in cycling as a competitive sport. Whatever your reasons to get on a bike, it's one of the most convenient, low cost and environmentally friendly forms of transport available and, what's more, it's good for your health and it's lots of fun.

There has been considerable investment in cycling in West Cheshire in recent years, but the number of people who regularly use a bicycle has remained relatively low when compared to some other towns and cities in Britain.

This document tells you about our ideas and proposals to make cycling easier, cheaper, safer, attractive and more convenient over the next 15 years. We want to encourage more people to choose cycling as their favourite mode of transport particularly for shorter trips.

You can read about our plans to build on the achievements and legacy of the Chester Cycling Demonstration Town project and develop great opportunities to get involved with cycling across the whole Borough.

We will ensure that Cheshire West and Chester is in a good position to take full advantage of funding opportunities available. We will make the most of the Council's successful bid to the Local Sustainable Transport Fund. Linked to that, we will introduce a number of cycling projects to improve access to jobs and training in Chester and Ellesmere Port, to Mid Cheshire College and the schools located on the Hartford Campus in Northwich.

At the time of this publication a new Local Plan for the Borough is being prepared. The Local Development Framework (LDF) and associated Community Infrastructure Levy (CIL) will be important tools in promoting and securing new and enhanced infrastructure to improve facilities for cyclists, for example, as part of new development proposals. We will make sure that all new development and housing that is built close to our existing cycle networks is linked to the network and that new buildings have suitable cycle facilities.

"Healthy Lives, Healthy People" (DH 2011) sets out the Government's long-term vision for the future of Public Health in England. From April 2013, the Council has the responsibility to make inroads in helping people lead more active and healthy lifestyles. This gives us the opportunity to take a leadership role in improving the health of all ages of our population with work being led by the Health and Wellbeing Board.

Encouraging more people to make cycling and walking the new norm is a big part of this and a means of keeping well both physically and emotionally.

# Getting in gear

In preparing this new strategy we wanted to make sure that we collected the thoughts of local people and from our partners. We used a number of different channels to make sure that everyone who wanted to be involved was able to have their say.

- **Stakeholder workshop** – to explore a wide range of ideas about how we can encourage more people to cycle;
- **Questionnaire survey** – with more than 600 completed forms returned;
- **Focus groups** – held across the Borough giving us a useful insight into what could attract people who don't currently cycle to consider trying it out;
- **Meetings with partners** – including
  - Local and national cycling and campaign groups;
  - The health sector, police and road safety team;
  - Leisure and tourism interests;
  - School, colleges and the University of Chester;
  - The Council's Highways, Regeneration, Development Control and Local Plan teams; and
  - Neighbouring local authorities.
- **Feedback on our proposals** – we consulted with our partners and the wider community on our emerging plans and ideas.
  - 85% of respondents agreed with our suggested vision and objectives;
  - 79% agreed with the actions and measures that we proposed; and
  - 78% supported the targets and indicators that we have set.

Full details about our consultation exercises can be found on the Council's cycling website. Results and observations are also set out in the section on our plans for the future.



# Cycling in focus

## Our vision for cycling in Cheshire West and Chester:

We want to see a new culture of cycling for all residents in Cheshire West and Chester so that it becomes an obvious and realistic choice in the way in which we travel.

We want to make it **easier, cheaper, safer, attractive** and **more convenient** to cycle in our Borough and establish Cheshire West and Chester as having one of the best cycling environments in the Country.

### To achieve this we will:

- B Build** – New and improved infrastructure to improve facilities for cyclists.
- I Inform** – Awareness and marketing campaigns and travel plans to encourage a cycle friendly culture and promote the benefits of cycling as a sustainable form of transport.
- K Know how** - Education and training to improve cycle safety and security.
- E Enthuse** – Measures to highlight and raise the profile of cycling in the Borough.

This approach complements a number of our existing transport objectives set out in our Local Transport Plan (LTP) including our ambitions to:

- **Improve** and **encourage** the use of sustainable (low carbon) transport;

- Ensure that **new development** takes place in accessible locations which minimise the need for travel; and
- **Promote healthier lifestyles** by encouraging more active forms of transport such as walking and cycling.

**The importance of cycling** is also reflected in Altogether Better, our Corporate Plan for the period 2011 to 2015. It is our ambition to have a transport system which is **accessible, safe, well maintained** and **sustainable**.

The plan notes that one of our measures of success will be that more journeys to work are being made by cycle or on foot by 2015.

Cycling remains an **important** part of the Government's national transport agenda. Two thirds of all journeys are less than five miles in length and the Government's goal is to encourage people to use greener types of transport for these short trips. Evidence from the Sustainable Showcase Towns and Cycle Demonstration Towns projects shows that carefully targeted marketing and awareness campaigns along with modest investment have **increased cycling levels by up to 26 percent**.

Cycling will also contribute to our goal to promote **more active lifestyles**. At a local level the Council has established a Health and Wellbeing Board which brings together leaders from the health and care system to work to improve local health and wellbeing and reduce health inequalities. As already noted, there are strong opportunities to encourage more people to cycle as part of our work to **improve health and fitness**.



# The journey so far

Over the last few years there has been a significant amount of money spent on supporting and promoting cycling in West Cheshire.

- Over £2.9 million spent to provide new cycleways in Cheshire since 2001;
- Over £4 million spent between 2001 and 2011 on safer routes to school projects many of which incorporated cycling schemes along with additional spending on local area based improvement schemes and local safety schemes for the benefit of cyclists;
- Significant levels of external funding have been gained from Sustrans and the Big Lottery Fund to support the development of national and regional cycleways in the Borough and the Riversdale Bridge project in Northwich;
- £4.4 million of funding was secured to deliver the Chester Cycle Demonstration Town (CDT) project including just over £2 million of Government funding as well as additional Sustrans, Connect 2 and LTP funding to improve access and links to the City's cycle network;
- Bikeability – The Council receives a £100,000 annual grant from the Government to provide cycle proficiency training for local school children;
- Cycling has been an important part of our work with employers to develop travel plans and workplace challenge promotions; and
- Road safety – Cycle training forms an important part of our road safety school engagement programme.

## Successes include:

- An extensive cycle network has been established over the last 10 years consisting of 131 km of National and 217 km of Regional cycle routes. There are a further 155 km of other off-road cycle routes in the Borough;
- 61km of new cycle routes have been signed and provided with appropriate road markings as a result of the CDT project. The existing Millennium Greenway was also extended by 3km to link additional residential areas to the local cycle network;
- The CDT project has also doubled the amount of secure cycle parking in the City and a further 500 cycle spaces have been provided in local schools;
- 1100 people signed up and participated in workplace challenge events. Between them they cycled over 65,000 miles during the challenge period;
- All mainstream schools in the Borough possess a travel plan;
- Over 4,500 school children have successfully completed Bikeability training courses between 2009 and 2012. We are now seeking to train a further 3000 pupils every year; and
- As a result of targeted CDT projects nearly 5 percent of secondary age pupils cycle to school in Chester compared to a Borough average of 2.5 percent. A further 2.3 percent of primary age children also use bikes to reach schools in the City. The Borough average is just under 1 percent.







# Gaining momentum

Even though there has been a considerable level of investment and excellent results achieved in West Cheshire, cycling levels remain relatively low when compared to some other locations in the UK such as Cambridge, Bristol, Oxford or York (see below). Even these locations cannot match the levels of cycling experienced in some towns in Denmark and the Netherlands.

## Percentage of residents who cycle in selected locations.

Local Authority	1 x per month	1 x per week	3 x per week	5 x per week
Cambridge	58	52	43	37
Oxford	33	30	17	12
York	32	23	15	10
Bristol	24	14	10	9
Lancaster	23	15	8	4
Exeter	20	15	7	3
Cheshire West & Chester	18	11	5	4
Cheshire East	18	10	3	1
Warrington	18	10	5	3
Bath	18	10	4	2
London	16	11	5	3
Wirral	12	8	4	2
Halton	11	8	3	1
Greater Manchester	11	7	4	2
Merseyside	11	7	4	2
North West	13	8	4	2
England	15	10	4	3

*Data taken from DfT Walking and Cycling Statistics (2011)*

It is also disappointing that cycling as a proportion of commuter trips has fallen from 6 percent to 3 percent since 1981 with the exception of Chester which has benefited from the Cycle Demonstration Town project.

Our consultation exercise has shown that a number of physical and perceived barriers exist that influence peoples willingness to consider cycling as a realistic form of transport. Issues that were highlighted include:

- **Car culture** – People who are not regular cyclists consider that their lifestyles are strongly centred around using their cars. They feel that bikes do not provide the same level of flexibility or convenience;
- **Safety** – Concerns about road safety. These include a lack of confidence to cycle on main roads and proximity to the relatively high speed of other traffic using these routes. This reinforces perceptions that cyclists are more vulnerable than other road users; and
- **Facilities** – A view that our current cycle network and routes remain too disjointed and do not always connect to where people want to go. It was suggested that many important destinations often lack adequate facilities for cyclists not least, cycle parking and space for changing, or the storage of cycling gear.

Nevertheless, there are good reasons to be optimistic in what we can do to increase the number of cyclists in the future:

- The 2012 National Travel Survey found that 38 percent of people agreed that many of the journeys of less than two

miles that they currently make by car could just as easily be made by bike;

- This survey also showed that Cheshire West and Chester has a higher proportion of people who currently cycle at least weekly or monthly than the North West and English averages;
- Anecdotal evidence suggests that the level of leisure cycling is increasing (although there is currently no data to back this up);
- The achievements of the British Cycling Team at the 2012 London Olympics and Paralympics, alongside success in the Tour de France, have inspired a new generation of people to try cycling; and
- The Council has secured considerable funding to develop cycling and sustainable travel projects. This includes:
  - £4.6 million from the Local Sustainable Transport Fund (LSTF) to help improve sustainable access to employment and training opportunities in Chester and Ellesmere Port;
  - £417,000 of LSTF funding to tackle congestion problems in and around the Hartford school campus in Northwich; and
  - Just over £600,000 has been secured from Sustrans, the Welsh Government and Flintshire County Council to build a new off-road link between Neston and Deeside Industrial Estate. An additional £200,000 of the Council's LSTF funding has been used to improve links between this new route and local cycle networks in the Wirral.

# Why cycle?

From cost to convenience and exercise to environment, there are many reasons why some people already love to cycle and others should be encouraged to give it a go.

## Economic benefits

The London School of Economics (LSE) published a report in 2011 which examined the economic benefits that cycling provides for the UK economy and found,

- Cycling in the UK has had a renaissance over the past five years. The result is an estimated gross cycling contribution to the UK economy of £2.9 billion each year;
- 'Gross cycling product' is estimated to be £230 per cyclist, per annum;
- Sales of new bikes increased by 28 percent in the 12 months to 2010 with sales of 3.7 million bikes generating £1.62 billion; and
- An estimated 20 percent increase in current cycling levels by 2015 could save the economy £207 million in terms of reduced traffic congestion and £71 million in terms of lower pollution levels. Latent demand for cycling could amount to around £516 million of untapped economic potential for the UK.

Investment in cycling also represents good value for money. Recent analysis by the DfT has estimated that the benefit – cost ratio for investment in cycling is between 2.5 to 1 and 6.1 to 1 (ie, there is a return of £2.50 to £6.10 for every Pound spent on cycling).

Traffic levels in West Cheshire are forecast to increase by 12 percent by 2026. With congestion costing the national economy an estimated £10 billion each year, every effort needs to be made to reduce the impact of this. Increasing cycling trips for shorter journeys represents a very effective way to help reduce the impact of traffic. Furthermore, cycling improvements are relatively cheap in comparison to other transport projects.

At a time when fuel costs and other expenditures associated with running a car continue to increase, the purchase and use of a bicycle certainly makes common sense as a low cost form of transport.

## Health benefits

Cycling is an easy and low impact activity which can significantly improve individual fitness and which has the potential to have a major impact on public health. It can help to reduce the risk of a range of health problems, notably heart disease and cancer, the leading preventable causes of premature death.

The benefits of cycling are recognised in new NHS National Institute for Health and Clinical Excellence (NICE) public health guidance published in November 2012. This includes ideas on how people can be encouraged to increase the amount they walk or cycle for travel and recreational purposes to improve their health.

According to model based estimates of obesity for West Cheshire, 22.9 percent of adults have a Body Mass Index (BMI) above 30 and are considered to be overweight. This compares to an estimated North West average of 24.5 percent and English average of 23.6 percent (Office for



National Statistics). In addition, 14.9 percent of 10 - 11 year olds are considered to be obese, putting them at increased risk of hypertension, coronary heart disease and type 2 diabetes. The estimated cost to the NHS locally as a result of principal disease related to obesity currently stands at £90.7 million.

One of the main benefits of cycling is that people can do it as part of their normal daily activity, by cycling to work, to see friends or to the shops, rather than having to find additional time for exercise.

Recognising the need to increase levels of physical activity, the Chief Medical Officer has advised that “for most people, the easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life.” A total of 30 minutes brisk cycling or walking on most days of the week, even if carried out in 10 to 15 minute episodes, is effective in providing such health benefits.

Research has proven that cycling is good for people’s health, in particular:

- Regular cycling can help people to lose weight, reduce stress and improve their overall fitness;
- Cycling can help to reduce the feelings of depression and anxiety;
- As a low-impact type of exercise it’s easier on your joints than running or other high-impact activities; and
- Regular cycling can reduce the risk of chronic illnesses such as colon and breast cancer, high blood pressure, heart disease and type 2 diabetes.

## Environmental benefits

Climate change is recognised as posing a major threat to the environment, the economy and our way of life. Since 1990, greenhouse gases from transport have increased by 12 percent and now represent 20 percent of total UK emissions.

Encouraging an increase in more sustainable types of transport such as cycling represents a very realistic option for reducing levels of emissions associated with other forms of transport. Projects in Darlington, Peterborough and Worcester have shown that relatively modest travel awareness campaigns have led to an average 9 percent decrease in car trips while cycling levels have increased by an average of 12 percent.

Such actions can also benefit local air quality. Two Air Quality Management Areas (AQMA) have been declared in the Borough. Measures to help increase levels of cycling are included in action plans that have been prepared to solve these problems.



# The path ahead

As we embrace the challenge to increase the number of cyclists in our Borough there are three main areas that we need to address:

- Challenging people's perceptions about cycling;
- Making it safer to cycle; and
- Providing better facilities for cyclists.

In our approach to these challenges we will shape our actions into four objectives.

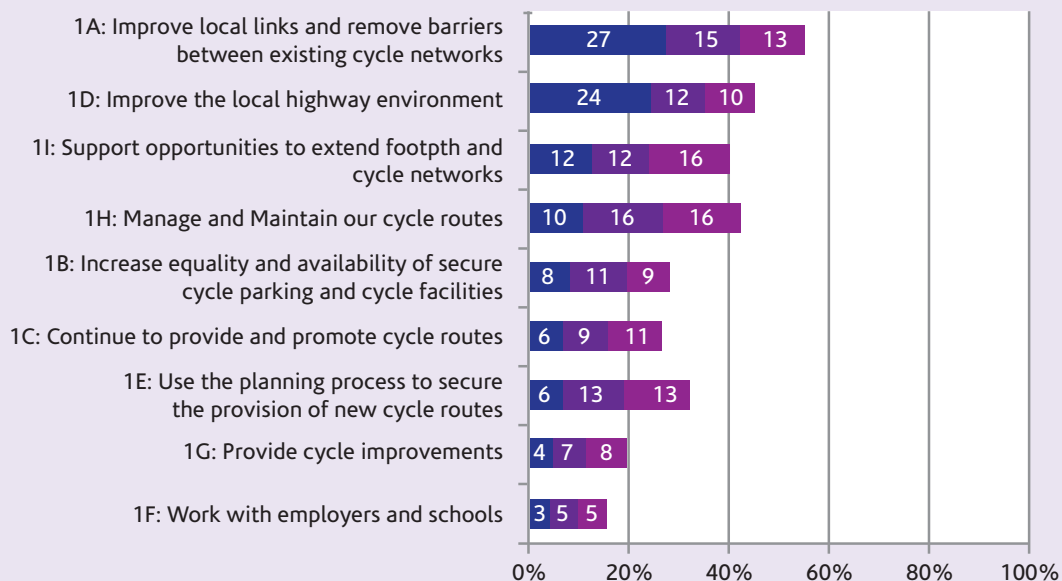
- B Build** – New and improved infrastructure to improve facilities for cyclists.
- I Inform** – Awareness and marketing campaigns and travel plans to encourage a cycle friendly culture and promote the benefits of cycling as a sustainable form of transport.
- K Know how** – Education and training to improve cycle safety and security.
- E Enthuse** – Measures to highlight and raise the profile of cycling in the Borough.



# Build

New and improved infrastructure to improve facilities for cyclists.  
**What you said – feedback from consultation.**

% of times each option was chosen as 'most important',  
 2nd most important and 3rd most important



Base: 547-559

■ Most important

■ 2nd Most important

■ 3rd Most important

As well as the feedback given above, non-cyclists also stressed the importance of improving the local environment to create safer cycling conditions. People prioritised the need for improved links and the removal of barriers to the existing cycle network. More and better cycle parking at popular destinations was also a concern.

#### **Specific comments noted:**

- Measures which encourage an increase in shorter trips to access jobs, education and local services should be prioritised;
- Strong support to increase investment for maintaining existing cycle networks;
- Suggestions that modest investment (such as signing potential routes) alongside awareness campaigns work best as demonstrated by Cycle Demonstration Town programme;
- The need for a more pro-active approach to using the Local Development Framework and Planning Development Management process. This is to ensure that a high standard of cycling provision is provided in new developments and housing and funding is secured through measures such as CIL and Section 106 agreements to improve access to local cycle networks;
- There are a number of pinch points identified for longer term investment which are considered to be essential to improve capacity and safe cycling especially routes that provide access to our larger town centres;
- The importance of secure cycle parking and the difference between short and long stay requirements;
- There were mixed views on the merits of introducing speed control measures. The relative safety benefits were noted. However, there was also a view that if introduced schemes need to be supported by the local community and measures need to be enforceable;
- The need to take advantage of investment in cycle networks in North East Wales and to maximise opportunities to improve cross-boundary routes particularly to employment sites such as Broughton and Deeside Industrial Estate; and
- A call for renewed investment in safer routes to school projects.





## Our proposed actions and measures

### Quick wins

- Work with Sustrans, Welsh Government and other partners to build a new cycle route between Neston and Deeside. Opportunities to link this route to the Wirral Way in Neston will also be considered;
- Take advantage of LSTF funding in Chester, Ellesmere Port and Hartford to improve local cycle networks that link to employment sites and training opportunities;
- Improve the availability and quality of cycle parking at key locations across the Borough including railway stations and Park and Ride sites;
- Ensure that the needs of cyclists are given top priority in planning and designing highway junction improvements, local safety schemes and maintenance projects. This will include the provision of advanced stops lines and Trixi mirrors wherever appropriate;
- Apply our best existing cycle parking standards (Appendix One) across the Borough;
- Work to maintain our existing cycle routes and facilities so that they are kept to an acceptable standard; and
- Prepare new guidance for developers to set out the Borough's expectations and design standards for cycling.

## Our proposed actions and measures

### Longer term actions

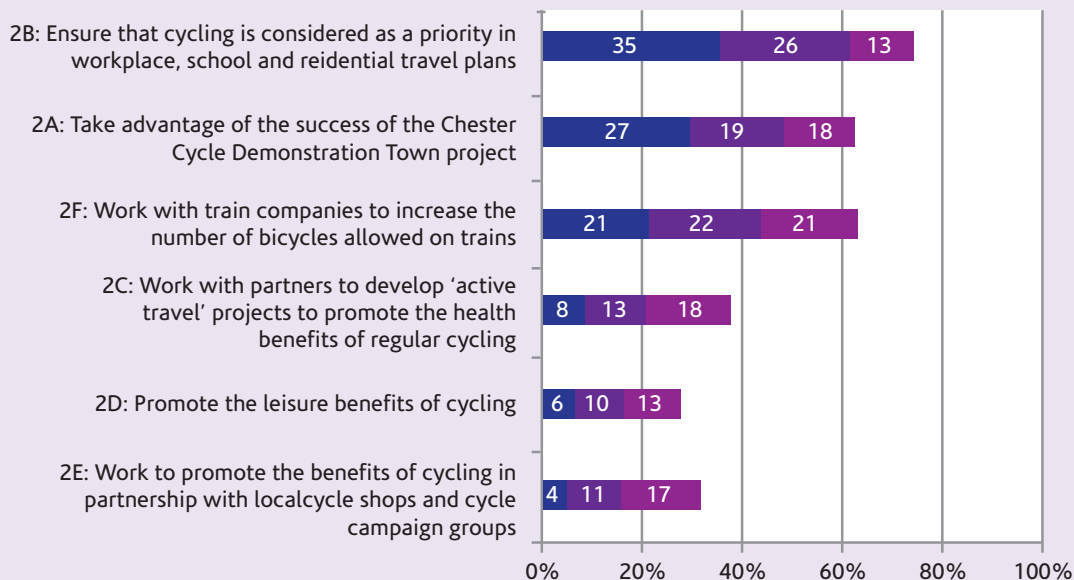
- Seek funding to continue to deliver improvements for both on-road and off-road routes as identified in the CDT Cycle Masterplan;
- Commission additional cycle masterplans to help identify opportunities and future programmes to improve and increase cycle networks so as to improve connectivity to jobs, schools and local services elsewhere in the Borough;
- Use the planning process through CIL and S106 agreements to secure funding to extend and improve access to local cycle networks and make sure that new developments possess a high standard of facilities for cyclists;
- Ensure that the Council's new Local Development Framework embeds clear standards and expectations for the future provision of cycling facilities and associated infrastructure;
- Encourage local communities who are preparing Neighbourhood Development Plans to consider cycling facilities, provision and access to cycle routes in their documents;
- Liaise with neighbouring authorities and work to promote and improve cross-boundary connectivity;
- Use opportunities for speed management measures to improve and support a safer cycling environment;
- Prepare best practice guidance for highway design and cycling;
- Deliver a programme to provide further advanced stop lines, install Trixi mirrors at appropriate junctions and consider the introduction of more contra-flow cycle lanes in one way streets;
- Develop a phased programme of maintaining and improving the marking, signing and lining of cycle routes across the Borough to improve links between out towns and villages;
- Consider the conversion of footways and footpaths for shared use by both pedestrians and cyclists in appropriate rural locations; and
- Work with Northern Rail, Arriva Trains Wales and Merseyrail to introduce cycle hire facilities at Chester and Ellesmere Port stations and liaise with other train operators to consider similar projects elsewhere in the Borough.

# Inform

Awareness and marketing campaigns and travel plans to encourage a cycle friendly culture and promote the benefits of cycling as a sustainable form of transport.

**What you said – feedback from consultation.**

% of times each option was chosen as 'most important',  
2nd most important and 3rd most important



Base: 465-489

■ Most important

■ 2nd Most important

■ 3rd Most important

Non-cyclists highlighted that the success of the Chester Cycle Demonstration Town project needs to be repeated elsewhere in the Borough. They also recognised and supported the use of school and workplace travel plans as a means to boost local cycle trips.

### Specific comments noted:

- There needs to be a better understanding of what influences peoples travel behaviour in order to reduce current levels of car dependency;
- Investment in 'hearts and minds' campaigns works but this needs to be sustained if schemes are to be successful;
- Shorter trips, especially commuter trips need to be targeted as a means to reduce traffic congestion;
- The health benefits of regular cycling are important and need to be marketed; and
- Support for allowing more bicycles on trains, more secure cycle parking at local railway stations and the introduction of cycle hire schemes.





## Our proposed actions and measures

### Quick wins

- The LSTF project will include the use of targeted awareness campaigns including personalised journey planning to encourage an increase in commuter trips by bike especially for shorter trips;
- The health benefits of cycling will be highlighted as part of 'active travel' promotional campaigns; and
- The health and fitness benefits of cycling will be promoted through the work of the Health and Wellbeing Board.

### Longer term actions

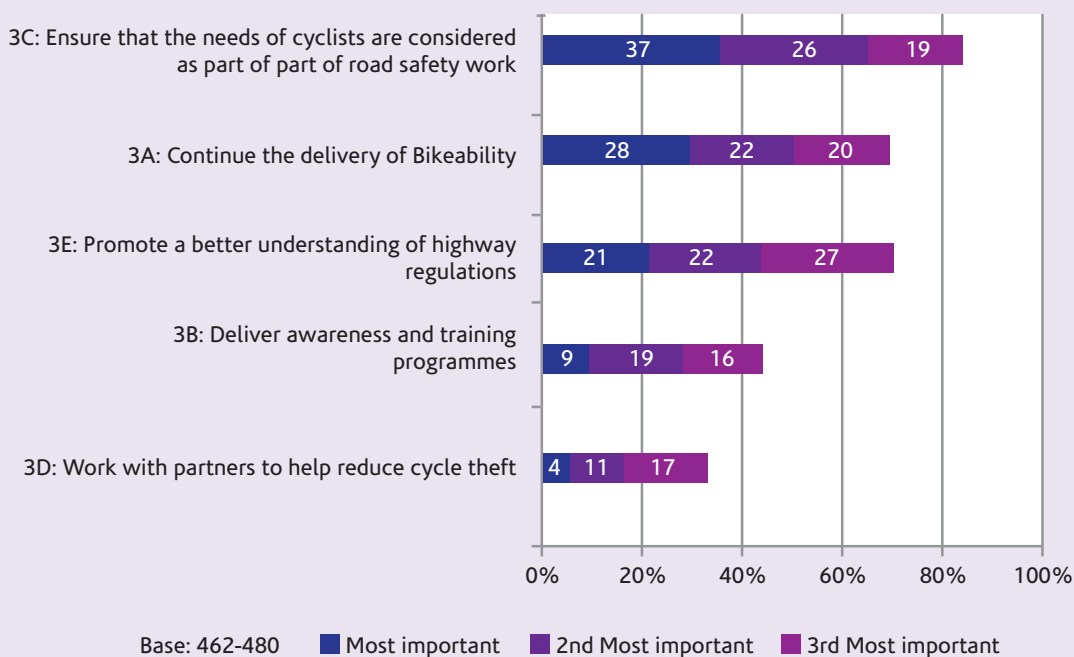
- Develop and introduce publicity and promotional material (using a variety of media) in order to develop 'hearts and minds' campaigns that encourage an increase in cycling for shorter trips;
- Use key opportunities to influence behaviour as part of significant lifestyle changes, for example, moving house, changing jobs, starting school or college which result in new personal travel patterns;
- Cycling will continue to be actively promoted as an important part of school and workplace travel plans. It will also be considered in our Air Quality Action Plans;
- Promote the availability and use of secure cycle parking at local railway stations including Mouldsworth, Frodsham, Hartford and Neston;
- Station travel plans will be developed through the work of our local Community Rail Partnerships; and
- The Council will continue to lobby train operating companies to increase the number of cycles allowed on local train services.

# Know how

Education and training to improve cycle safety and security.

**What you said – feedback from consultation.**

% of times each option was chosen as 'most important',  
2nd most important and 3rd most important



Non-cyclists strongly supported the continuation of the Bikeability programme to provide cycle training for young people. They also suggested that this type of activity should be extended for adults as well.

### Specific comments noted:

- Young people need to learn basic cycle repair and maintenance skills;
- Adult cycle training could be built into workplace travel plan projects;
- Continued investment in road safety will be essential to help children learn appropriate skills to cycle with confidence;
- Cycle awareness training could be extended to other road users such as bus and HGV drivers;
- A number of concerns were noted relating to conflicts between cyclists and pedestrians on some shared use routes. Speeding was a particular issue. It was suggested that a more considerate approach from all users needs to be encouraged on shared use routes; and
- A related issue was complaints from pedestrians about cyclists using pavements in urban areas and cycling through pedestrianised areas. This was a particular concern for older residents and those with mobility issues. In contrast to this, there were also requests for considering using pavements as shared use routes in more rural locations and where pedestrian use is low.



## Our proposed actions and measures

### Quick wins

- The Council will continue to administer and deliver Bikeability training for school children to teach them cycling training and safety skills;
- Cycling will continue to be a central part of the Council's road safety programme with schools and colleges; and
- We will continue to use Bikeability funding to work with Sustrans to provide Bike It activities in local schools to help younger children develop cycling skills.

### Longer term actions

- Opportunities will be explored to extend cycle training to adults as an opportunity to develop confidence and skills to support safer on-road cycling;
- Work with social enterprise partners to run courses in cycle repair and maintenance;
- Support the continued delivery of Wheels for All across specific sites;
- Seek to increase levels of cycling participation by disadvantaged groups;
- Liaise with partners (including local access and disability groups) to reduce and avoid potential conflicts between cyclists and pedestrians;
- Work with the Police and other partners to raise awareness about cycle security and help reduce cycle theft;
- Explore potential partnerships with local retailers and / or social enterprise groups to introduce cycle hubs that act as focal points for cycle parking and storage, cycle hire, repairs and marketing opportunities; and
- Continue to monitor cycling accident data and respond to address problem locations.

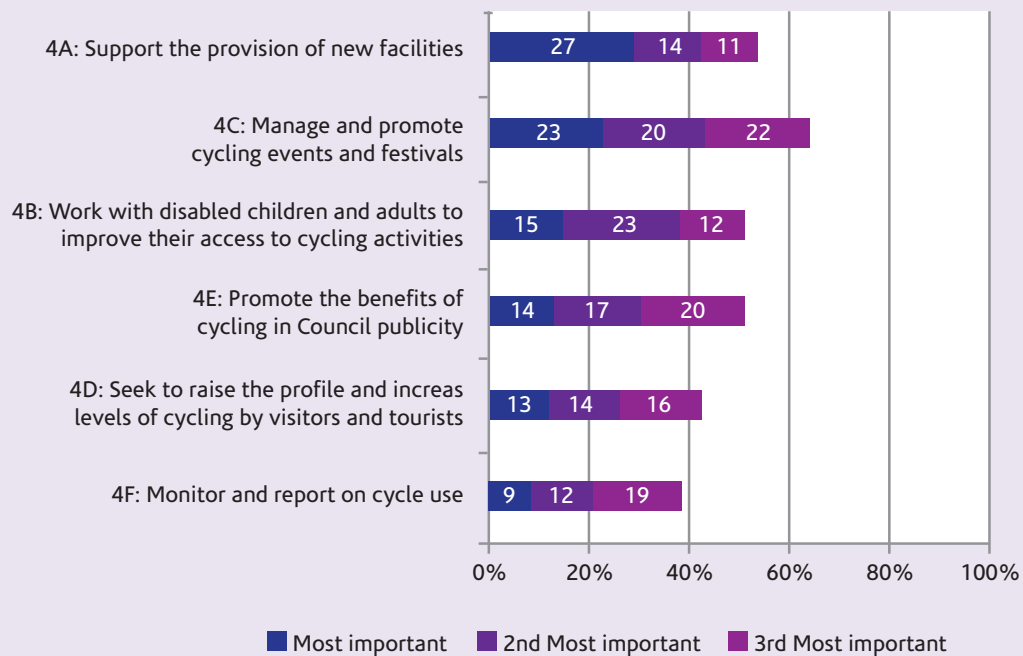


# Enthuse

Measures to highlight and raise the profile of cycling in the Borough.

**What you said – feedback from consultation.**

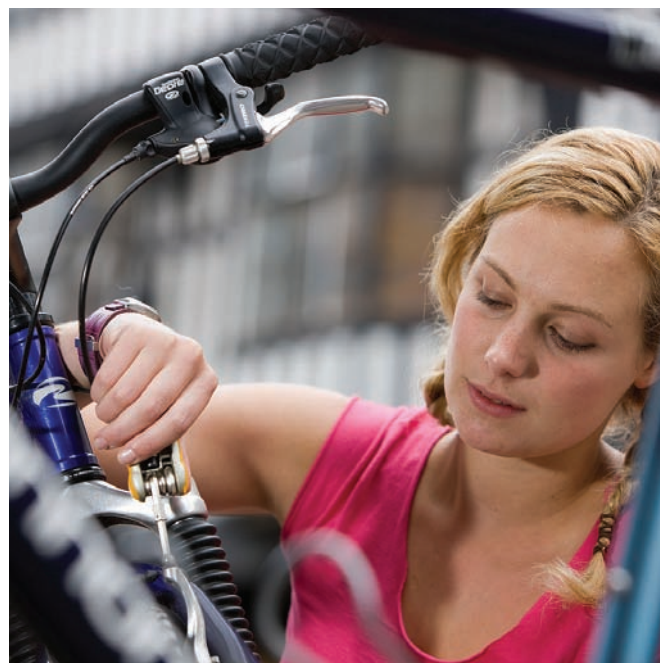
% of times each option was chosen as 'most important',  
2nd most important and 3rd most important



Non-cyclists supported the need to encourage younger people to cycle and gain the appropriate skills and confidence to use bicycles. They also felt that events and festivals were a useful way to highlight the wider benefits of cycling to a wider audience.

### Specific comments noted:

- Working with social enterprise projects or using volunteers could provide an opportunity to teach children bike maintenance and repair skills;
- Promotional activities need to be pro-active to get people to participate, for example, workplace cycle challenges;
- The need to be visibly supporting the needs of cycling, for example, providing Trixi mirrors in appropriate locations;
- Improved cycle parking is required at leisure and tourism attractions if people are going to be encouraged to cycle to reach them; and
- Calls for re-establishing the collection of data and setting indicators and targets for cycling in the Borough.



## Our proposed actions and measures

### Quick wins

- Continue to work and liaise with local cycling clubs, retailers, campaign groups and other interested organisations to raise the profile and encourage the uptake of cycling in West Cheshire;
- Co-ordinate and champion cycle challenge events in local workplaces as part of the LSTF project; and
- Consider how best to integrate cycling with other sustainable modes of transport in the preparation of new policies and strategies.

### Longer term actions

- Promote the recreational and leisure benefits of cycling through the use of social and health rides;
- Work with partners to host and promote the benefits of cycling at special events and festivals across the Borough;
- Work with partners to capitalise on opportunities of hosting nationally organised cycling events and link into networks that promote under represented cycle groups;
- Promote community bike rides including an emphasis on women's cycle rides;
- Promote existing specialised cycle tracks, off-road trails and BMX parks as an opportunity for people to learn additional cycling skills, gain confidence and have fun;
- Work with people of all abilities to improve their access to cycling activities and include cycling as an option in Independent Travel Training plans;
- Promote the use of workplace salary sacrifice schemes which support cycling;
- Work with social enterprise partners who make available refurbished and second-hand bikes at reasonable cost;
- Work with partners in the local tourism board to promote the attractiveness of Cheshire as a cycle friendly visitor destination; and
- Undertake an inventory to assess the level of cycle access and availability of suitable facilities at leading tourism and visitor attractions.



## Funding

Our vision for cycling is achievable but it is going to take time and hard work if we are going to fulfil the potential. Identifying and securing the right levels of funding will be a crucial if we are to succeed. This could be available from a number of sources including:



- Existing Council funding and Government grants such as the Local Transport Plan, road safety and Bikeability training budgets;
- Funding bids such as the Local Sustainable Transport Fund, Regional Growth Fund or European initiatives;
- Partnership funding including work with the Health Sector, Welsh Government, Sustrans and other cycling groups; and
- Developer contributions secured through the planning process and contributory funding secured through Section 106 agreements and the Community Infrastructure Levy.



# Monitoring

As we move forward to achieve our vision we will monitor and report on cycling indicators on an annual basis.

## Our targets are:

- To increase the number of people cycling at least once a week by 25% by 2015; and
- To secure a 25% increase in the number of people in the Borough who cycle at least five times a week by 2015.

## We will monitor a series of other indicators. These are:

- The number of trips made by bicycle to primary and secondary schools;
- Annual use of the off-road cycle network; and
- Annual road safety statistics for cycling casualties.

A series of health related indicators will also be monitored through the Public Health Outcomes Framework. This will make use of annual data relating to:

- Excess weight in 4 to 5 and 10 to 11 year olds;
- Excess weight in adults;
- Proportion of physically active adults;
- Proportion of inactive adults;
- Self-reported wellbeing; and
- Use of green space for exercise / health reasons.

We will also review a series of public satisfaction / condition indicators collected on an annual basis as part of the National Highways and Transport Network Public Satisfaction Survey. This includes:

- Condition of cycle routes and facilities;
- Provision of cycle routes where needed;
- Location of cycle routes / lanes;
- Cycle crossing facilities at junctions;
- Cycle parking;
- Directional signing for cycle routes;
- Cycle route information (eg. maps);
- Cycle training (eg. at schools); and
- Cycle facilities at place of work.



# Appendix 01

## Cheshire West and Chester Council cycle parking standards

### Maximum Non-residential cycle parking standards

Land Use	Chester	Remainder of the Borough
<b>A1 Shops</b>		
Food	1:112 sq m gross floor area	1:140 sq m gross floor area (min 2 spaces)
Non-Food	1:188 sq m gross floor area	1:200 sq m gross floor area (min 2 spaces)
<b>A2 Financial and professional Services</b>	1:312 sq m gross floor area	1:200 sq m gross floor area (minimum of 2 spaces)
<b>A3 Restaurants and cafes</b>	1:50 sq m gross floor area	1:50 sq m gross floor space (min 2 spaces)
<b>B1 Offices stand alone, business parks and Light Industrial</b>	1:250 to 1:400 sq m gross floor area	1:300 sq m gross floor area (minimum of 2 spaces)
<b>B2 General Industries</b>	1:250 sq m gross floor area	1:450 sq m gross floor area (min 2 spaces)
<b>B8 Storage and Distribution</b>	1:250 sq m gross floor area	1:850 sq m gross floor area (min 2 spaces)
<b>C1 Hotels</b>	1:12 bedrooms	1:10 bedrooms (min 2 spaces)
<b>C2 Residential Institutions</b>	1 per every 10 staff resident 1 per every 37 beds	1 space per 40 beds (min 2 spaces)

Land Use	Chester	Remainder of the Borough
<b>D1 Non-residential institutions</b>		
Medical or Health Service Facilities	1 per every 10 staff 0.3 spaces per consulting room	2 spaces per consulting room
Higher and Further Education	1 per 10 staff	1 space per 5 staff plus 1 space per 3 students
Schools	Appropriateness of pupil cycle facilities should be discussed with council School Travel Plan Officer.	1 space per 5 staff plus 1 space per 3 students
Creches, day nurseries, day centres	See rest of Borough	1 space per 4 staff and 1 space per 200 sq m gross floor area for visitors (min 2 spaces)
Art galleries, museums, libraries	See rest of Borough	1:200 sq m gross floor area (min 2 spaces)
Halls and places of worship	See rest of Borough	1:50 sq m gross floor area (min 2 spaces)
<b>D2 Assembly and Leisure</b>		
Cinemas and Conference	1 space per 30 seats	1 space per 20 seats (min 2 spaces)
Leisure	1 space per 220 sq m gross floor area	1 space per 20 seats (min 2 spaces)
Stadia	1 space per 150 seats	See Chester standard

#### Maximum Non-residential cycle parking standards

Land Use	Chester	Remainder of the Borough
<b>C3 Residential Dwelling</b>	<p>Not less than 2 secure covered cycle parking spaces per dwelling.</p> <p><i>NB – There is a preference that this is built as an integral feature of the garage.</i></p> <p><i>Alternatively, where there are groups of dwellings and communal parking, a dedicated cycle store could be created to complement the car park. This should be secure, well lit and only accessible by residents.</i></p>	<p>1 bedroom – 1 allocated, 1 communal</p> <p>2 to 3 bedrooms – 2 allocated, 1 communal</p> <p>4+ bedrooms – 4 allocated (2 communal)</p> <p><i>NB - Cycle parking need not be allocated if garages are available.</i></p>

## Accessing Cheshire West and Chester Council information and services

Council information is also available in Audio, Braille, Large Print or other formats. If you would like a copy in a different format, in another language or require a BSL interpreter, please email us at **[equalities@cheshirewestandchester.gov.uk](mailto:equalities@cheshirewestandchester.gov.uk)**

إذا أردت المعلومات بلغة أخرى أو بطريقة أخرى، نرجو أن تطلب ذلك منا.

যদি আপনি এই ডকুমেন্ট অন্য ভাষায় বা ফরমেটে চান, তাহলে দয়া করে আমাদেরকে বলুন।

Pokud byste požadovali informace v jiném jazyce nebo formátu, kontaktujte nás

Jeżeli chciałby Państwo uzyskać informacje w innym języku lub w innym formacie, prosimy dać nam znać.

ਜੇ ਇਹ ਜਾਣਕਾਰੀ ਤੁਹਾਨੂੰ ਕਿਸੇ ਹੋਰ ਭਾਸ਼ਾ ਵਿਚ ਜਾਂ ਕਿਸੇ ਹੋਰ ਰੂਪ ਵਿਚ ਚਾਹੀਦੀ, ਤਾਂ ਇਹ ਸਾਥੋਂ ਮੰਗ ਲਵੋ।

如欲索取以另一語文印製或另一格式製作的資料，請與我們聯絡。

Türkçe bilgi almak istiyorsanız, bize başvurabilirsiniz.

اگر آپ کو معلومات کسی دیگر زبان یا دیگر شکل میں درکار ہوں تو برائے مہربانی ہم سے پوچھئے۔

**Tel:** 0300 123 8 123 **Textphone:** 18001 01606 867 670

**email:** [equalities@cheshirewestandchester.gov.uk](mailto:equalities@cheshirewestandchester.gov.uk)

**web:** [www.cheshirewestandchester.gov.uk](http://www.cheshirewestandchester.gov.uk)