



Department  
for Transport

# 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'**

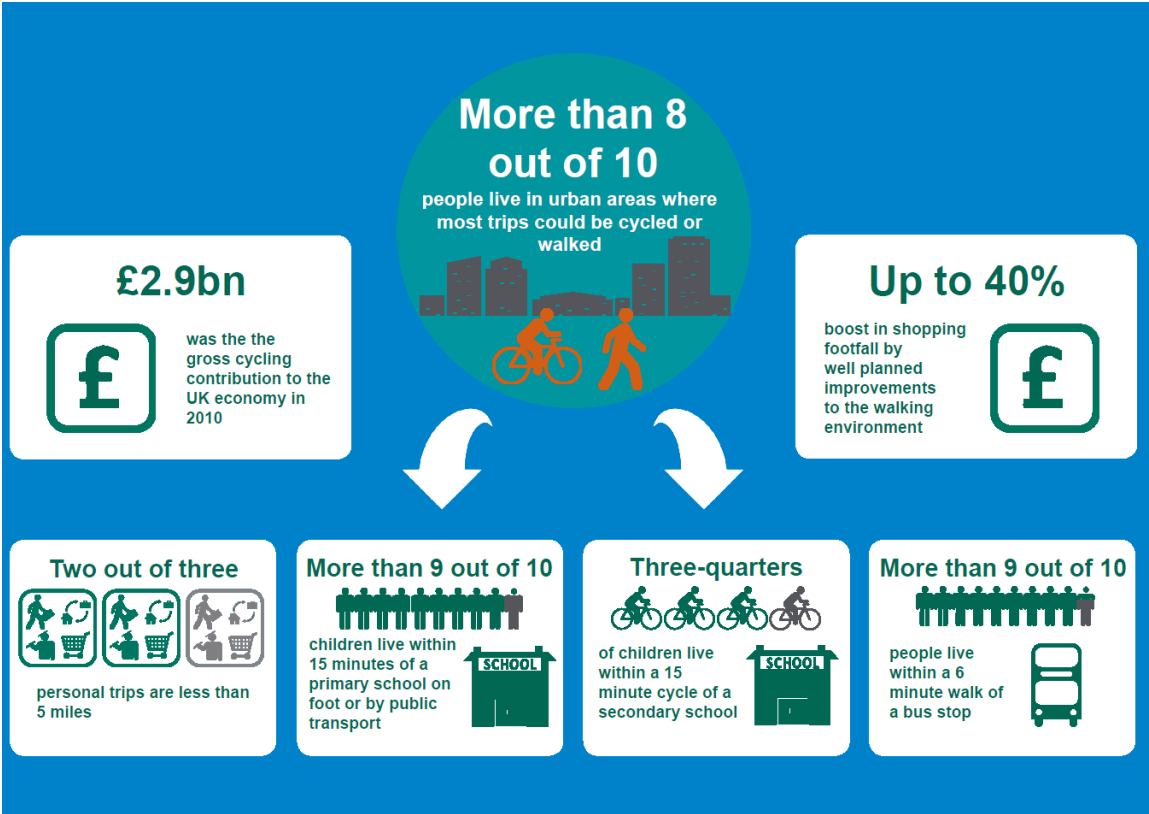
- places designed for people of all abilities and ages so they can choose to walk or cycle with ease
  - improved public realm
  - better planning for walking and cycling
  - more community-based activities, such as led rides and play streets where local places want them
  - a wider green network of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

## 2. Financial Resources, Performance and Governance

### Introduction

- 2.1 This chapter details the financial resources available for the next four years which will be used to help us work towards the ambition set out in the Strategy. It also includes a number of indicators that will help us understand not just how we are performing in relation to our aims, target and objectives, but also what is driving that performance. Further to this, it sets out the governance arrangements that will be put in place.

### Financial Resources

- 2.2 The financial resources set out in this chapter relate to the Spending Review 2015 (SR15) settlement period up to 2020-21. The aim of this process is to assist forward planning by Government and a range of delivery bodies, both local and national, and to reduce the potentially negative impact of the stop-start funding previously seen in this sector.
- 2.3 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
- 2.4 Each one of these will play a significant part in working towards achieving the objectives for 2020, as set out in the previous chapter.

### Performance Monitoring

- 2.5 The performance indicators set out in this document are a suite of measures of performance, covering outputs and activities, as well as outcomes. This will help the Government understand the broader picture underpinning performance against the aims, target and objectives, enhance our knowledge of which policies work best in which circumstances, and better inform future decisions about how to target further interventions.

- 2.6 For example, the Government has set an objective relating to cycle safety – to reduce the rate of people killed or seriously injured each year per billion miles cycled. It is important not just to consider that headline measure, but to assess underlying performance in order to better understand both what is driving that headline measure, and likely future outcomes. This may include assessing the rate of people killed and seriously injured amongst different population groups, or in different parts of the country.

## Governance

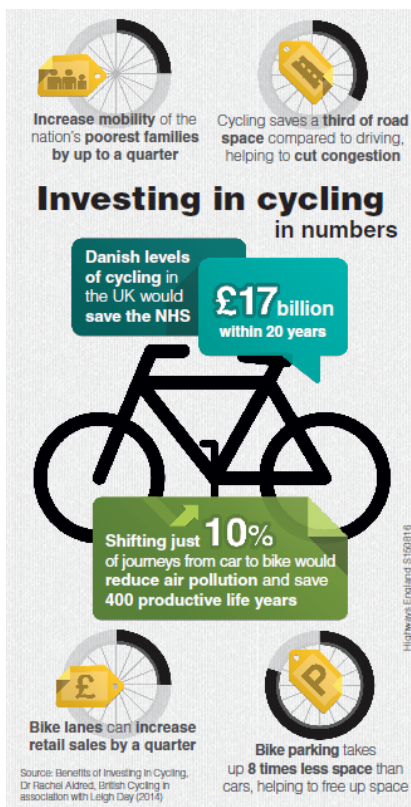
- 2.7 Good governance is key to the effective delivery of this Strategy and that is why a new and independent governance arrangement is being put in place to help oversee delivery of the Strategy, as well as monitor and report on progress. These arrangements will ensure that activities, outputs and outcomes are monitored and reported, and that the Secretary of State is able to fulfil his statutory obligation to report on progress.
- 2.8 The Government is recruiting an Expert Committee to advise on delivering the first phase of the Cycling and Walking Investment Strategy, and on the development of future phases of the Strategy. This Committee will be supported by a Delivery Unit based within the Department for Transport. The Delivery Unit will have responsibility for collating annual performance monitoring data, as described in this document, on behalf of the Expert Committee. The Committee will then scrutinise this information as part of the process of Government accountability, alongside publication of the performance monitoring information.
- 2.9 In future, the Expert Committee may also wish to advise on the content of this performance monitoring regime. In this instance, the Committee will need to clearly set out its delivery timetable for any new metrics, along with interim milestones, so that progress can be monitored. Performance against these measures will also be used to inform the development of future phases of the Strategy.

# Financial Resources

## Introduction

2.10 The case for investing in walking and cycling is well established, and some of the benefits are set out in Figure 2.

Figure 2: Investing in cycling<sup>5</sup>



## DfT cycling and walking programmes

2.11 The Department for Transport runs a number of programmes dedicated to cycling and walking (Table 1), in addition to the larger Government local transport programmes that support walking and cycling.

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

Table 1: Department for Transport Cycling and Walking Programmes

<sup>5</sup> Aldred, R (2014) *The benefits of investing in cycling*; Highways England (2016) *Cycling Strategy*

### **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 is 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 is actively delivering Bikeability in 27 of the 28 junior, infant and primary schools in the borough, and in private schools.

The Council has 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)

2.12 In addition to this funding, the Department also runs a number of smaller scale programmes dedicated to cycling and walking. More information on these programmes can be found in chapter 3.

### **Case study: Coast to Capital**

Coast to Capital LEP committed to supporting an £8 million investment in Brighton's Valley Gardens project as one of the major schemes in the Local Enterprise Partnership (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 focuses 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 Local Sustainable Transport Fund 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

2.13 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 (Table 2).

2.14 The current funding for these programmes is:

Programme	£b, 2016-17 to 2020-21
Local Growth Fund	12
Highways Maintenance Block	3.8
Integrated Transport Block	1.3

Table 2: Department for Transport Local Transport Programmes

## Local Government programmes

2.15 This is a time of change in public funding with increased devolution in line with the Government's localism vision. The Government believes that local bodies are best placed to determine 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 case studies below highlight London and Manchester as cities that demonstrate this change, whereby, following increased devolution, both cities increasingly focused on measures to boost cycling and walking.

### 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<sup>6</sup>. 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)

<sup>6</sup> <http://www.enjoywalthamforest.co.uk/>

### Case study: Wilmslow Road Cycleway

As part of the first phase of Greater Manchester's Cycle City programme, six new cycleways have been delivered, including the Wilmslow Road Cycleway.

Linking residential areas to the south of the city with employment and education opportunities, the Wilmslow Road Cycleway provides a critical link for commuters, students and residents.

Kerb segregation has been installed along the majority of the route, as well as new bus stop and car parking bypasses, giving cyclists an easy and less interrupted ride. New early release green signals for cyclists have also been installed.

The Wilmslow Road Cycleway will connect directly into Manchester city centre once further segregated cycle lanes are completed on Oxford Road in 2017.



(Image courtesy of Transport for Greater Manchester)

### Government programmes

- 2.16 There are further Government programmes that are either directly or indirectly linked to the Government's cycling and walking agenda. Preventative health measures concerning obesity and physical inactivity are a priority for this Government and programmes aimed at tackling these concerns include the promotion of cycling and walking initiatives.
- 2.17 The national planning system and greenspace mapping are examples of further programmes which benefit cycling and walking infrastructure and will directly result in increases to cycling and walking activity.
- 2.18 Most of these wider programmes have no direct funding associated with them, but the programme of work is expected to help towards meeting the Government's ambition and objectives for cycling and walking. Table 3 and the following paragraphs describe one relevant funded programme. Other non-funded programmes are also described below.

Programme	£m, 2016-17 to 2020-21
Sport England's strategy <i>Towards an Active Nation</i> – funding to tackle inactivity	265

Table 3: Government Programme



## Sporting Future: A New Strategy for an Active Nation

- 2.19 In December 2015, the Department for Culture, Media & Sport published the Government's new sport and physical activity strategy<sup>7</sup> *Sporting Future: A New Strategy for an Active Nation*. This contains a range of cross-Government measures to reduce physical inactivity and ensure everyone can get the best possible experience and benefit from sport and physical activity. It also confirmed 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 and walking.
- 2.20 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.
- 2.21 *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 physical activity an easy choice.
- 2.22 In May 2016, Sport England published *Towards an Active Nation* which set out Sport England's new strategy and plans to measure, influence and directly fund, including its role in supporting cycling and walking (Figure 3).

**Figure 3: Sport England's new plans to measure, influence and directly fund**

ACTIVITY	MEASURE	INFLUENCE	DIRECTLY FUNDED
WALKING FOR LEISURE	✓	✓	✓
WALKING TO WORK	✓	✓	✗
CYCLING TO WORK	✓	✓	✗

- 2.23 The strategy also commits to at least 25 per cent (£265 million) of the total investment over the next four years to directly benefit inactive people, including a dedicated fund of £120 million and a proportion of the funding for local delivery, children and young people, and facilities.

## NHS: Healthy New Towns

- 2.24 Healthy New Towns, supported by NHS England and Public Health England, is an innovative 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

<sup>7</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/486622/Sporting\\_Future\\_ACCESSIBLE.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf)

development projects where they would like NHS support in creating health-promoting new towns and neighbourhoods in England.

2.25 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 and healthy lifestyles, and to 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

2.26 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 March 2016 and further updates will be available on the programme's web pages<sup>8</sup>. Those sites selected as Healthy New Town demonstrators will be offered capacity building support.

### **Department of Health: Walking Cities**

2.27 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 cities (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 Walking Cities have formed partnerships with new organisations and carried on successful projects after the funding ended.

---

<sup>8</sup> <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 learned from Walking Cities support this model.



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 supported 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 England: Everybody Active, Every Day

- 2.28 Physical inactivity directly contributes to one in six deaths in the UK and costs business and wider society £7.4 billion a year<sup>9</sup>. Physical inactivity is among the top ten causes of disease and disability in England<sup>10</sup>.
- 2.29 Childhood obesity is the great health challenge of this generation. We have one of the worst records for childhood obesity in the developed world and one in five children leave primary school obese<sup>11</sup>. Physical activity brings important health benefits, and active travel - like walking or cycling to school - provides a healthy way to start the day. The Government's Childhood Obesity Plan<sup>12</sup> will help children and families to recognise and make healthier choices, and be more active.

<sup>9</sup> Public Health England (2014) Everybody Active, Every Day - An evidence-based approach to physical activity

<sup>10</sup> Newton et al. (2015) Changes in health in England, with analysis by English regions and areas of deprivation, 1990–2013: a systematic analysis for the Global Burden of Disease Study 2013. The Lancet

<sup>11</sup> [http://www.noo.org.uk/NOO\\_about\\_obesity/child\\_obesity](http://www.noo.org.uk/NOO_about_obesity/child_obesity)

<sup>12</sup> <https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action>

- 2.30 In October 2014, Public Health England published an evidence-based framework, *Everybody Active, Every Day*<sup>13</sup>, highlighting that walking and cycling are often the easiest ways to build activity into daily life, and are good for our physical and mental health. Public Health England is continuing to support the public health system and transport planners on prioritising and taking action on active travel.
- 2.31 Public Health England has worked closely with a number of other organisations including Sport England, the Town and 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<sup>14</sup>.
- 2.32 Local authority public health teams are key champions for walking and cycling, particularly supporting planning and behaviour change interventions that encourage people to be active both for pleasure and travel. The ring-fenced public health grant will continue until at least 2017-18 and funding for local authorities for public health has been outlined to 2020.

### **National Planning Policy**

- 2.33 National planning policy sets out a clear approach to promote sustainable transport. One of the core planning principles set out in the National Planning Policy Framework<sup>15</sup> is that the planning system should actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in sustainable locations.
- 2.34 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.
- 2.35 Through their Local Plans and planning decisions, local planning authorities should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. Local Plans, prepared in consultation with local communities, should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Developments should be located and designed where practical to:
- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities
  - create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians
  - site key facilities such as primary schools and local shops within walking distance of most properties, particularly within large-scale developments

---

<sup>13</sup> <https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life>

<sup>14</sup> <https://www.tcpa.org.uk/healthyplanning>

<sup>15</sup> <http://planningguidance.communities.gov.uk/blog/guidance/transport-evidence-bases-in-plan-making/transport-evidence-bases-in-plan-making-guidance/>

## **Greenspace Mapping**

- 2.36 The Department for Business, Energy & Industrial Strategy (BEIS) is leading on and funding a project that will significantly improve the information and data available about greenspaces across England and Wales. The aim of the project is to meet the Government's manifesto commitment to 'make it easier to access our beautiful landscapes, by providing free, comprehensive maps of all open-access green space'. The project will be delivered by Ordnance Survey, and will provide spatial data and mapping to greatly improve the data available on location, extent and type of accessible greenspace across urban and rural areas.
- 2.37 The project has a number of benefits across a range of policy areas, such as planning, air quality, biodiversity and health. The Greenspace Mapping project will make it much easier for people to identify useable and accessible areas of greenspace near to where they live, increasing the opportunities for recreational activities such as walking and cycling. The project will be completed later this year, with the dataset and mapping made available from spring 2017.

## **Paths for Communities (P4C)**

- 2.38 The P4C scheme encouraged communities to create multi-use Public Rights of Way, allowing use by walkers, cyclists and horse-riders, resulting in 55km of new bridleways, as well as 21km of footpath. P4C also sought to create routes with greater accessibility, such as improved access for wheelchair users and pushchairs, and use of benches.
- 2.39 The Department for the Environment, Food & 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 created through the scheme 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 through reductions to lost productivity.

## **Support from business and the third sector**

- 2.40 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 worked in partnership with a number of businesses to deliver its Local Sustainable Transport Fund project, Keeping Derby Moving. This included £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.
- 2.41 The Cycle to Work Scheme is a tax-efficient, salary-sacrifice employee benefit, introduced in the 1999 Finance Act, which provides a way of encouraging more adults to take up cycling. Employers are able to loan cycles and safety equipment to employees up to the value of £1,000. 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. The savings that individuals make through the Cycle to Work Scheme improves the affordability of, and access to, cycling.

2.42 To date, over 1 million people have taken advantage of the scheme, which involves over 2,500 bike retailers and 53,500 employers. The scheme plays a valuable role in increasing participation in everyday cycling; 62% of participants were either non-cyclists, novice cyclists or occasional cyclists before joining the scheme. Having joined the scheme 79% of respondents described themselves as enthusiastic cyclists. A new report<sup>16</sup> indicates that the Cycle to Work Scheme generates at least £72 million in economic benefits for the UK economy and employers through improved physical fitness and associated health benefits.

### **Case study: Next**

Fashion retailer Next is committed to promoting sustainable travel options for its staff. In 2015 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 in Leicester 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.

---

<sup>16</sup> <http://www.employment-studies.co.uk/resource/impact-cycle-work-scheme>

## Government financial resources for cycling and walking

2.43 Table 4 provides a guide to the amount of Government funding that may be invested in cycling and walking in the next five years, some of which is based on previous trends. **Many of the decisions on the allocation of these funds will be made by the relevant local body, in line with the Government's devolution and localism agenda.**

£m	16-17	17-18	18-19	19-20	20-21	Total (SR15)
Enhancements (capital)	251	261	156	105	82	854
Renewals / maintenance (capital)	0	0	65	65	65	196
Operations (revenue)	33	33	33	33	**	132
Total	284	294	254	203	147	1,182

\* All figures £m rounded to nearest million

\*\* Revenue funding for 2020-21 subject to next spending review

**Table 4: Estimated Government investment in walking and cycling\***

2.44 The figure for enhancements includes Cycling Ambition Cities, Highways England, schemes already committed in the Local Growth Fund and a portion of the Integrated Transport Block based on previous trends. It does not include the funding to be allocated through the latest round of Local Growth Fund.

2.45 The figure for maintenance and renewals includes a portion of the highways maintenance block, based on the formula weighting for footways and cycle routes from 2018-19.

2.46 The figure for operations includes Bikeability, Sustainable Transport Transition Year and the Access revenue funding.

2.47 There is also additional investment in cycling through local authority programmes such as Transport for London's cycling portfolio, and matching contributions to Government programmes.

# Performance Monitoring

- 2.48 In the development of performance measures for the Strategy, the focus has been on existing evidence, such as surveys and statistical data covering cycling and walking. In future, the Government's new Expert Committee may advise on the need for new metrics, in which case consideration will need to be given to the possibility of collecting new data. To ensure that this monitoring reflects the priorities of users and those with an interest in cycling and walking, key stakeholders have been consulted in the development of this suite of metrics.
- 2.49 The performance monitoring regime is broken down into the four objectives below that the Government is seeking to progress by 2020, as these four areas are key to delivering our wider ambition. Each area contains a number of metrics that will help explain performance against the headline objective.

## Cycling activity

### Objective 1:

Increase cycling activity, where cycling activity is measured as the estimated total number of cycle stages made.

2.50 Progress on this objective will be monitored via the following supporting metrics:

- Frequency of activity, urban / rural split, geographical breakdown, trip purpose breakdown and breakdown by age, gender, ethnicity and mobility

## Walking activity

### Objective 2:

Increase walking activity, where walking activity is measured as the total number of walking stages per person.

2.51 Progress on this objective will be monitored via the following supporting metrics:

- Frequency of activity, urban / rural split, geographical breakdown, trip purpose breakdown and breakdown by age, gender, ethnicity and mobility



## Cycle safety

### Objective 3:

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.

2.52 Progress on this objective will be monitored via the following supporting metrics:

- Rate of cyclists killed / seriously injured / slightly injured on England's roads, urban / rural split, regional split, and proportion of cyclists/ drivers stating that cycling is unsafe

## Walking to school

### Objective 4:

Increase the percentage of children aged 5 to 10 that usually walk to school.

2.53 Progress on this objective will be monitored via the following supporting metrics:

- Frequency of walking to school, urban/rural split, geographical breakdown and percentage of children walking to school as measured by Living Streets Travel Tracker survey<sup>17</sup>

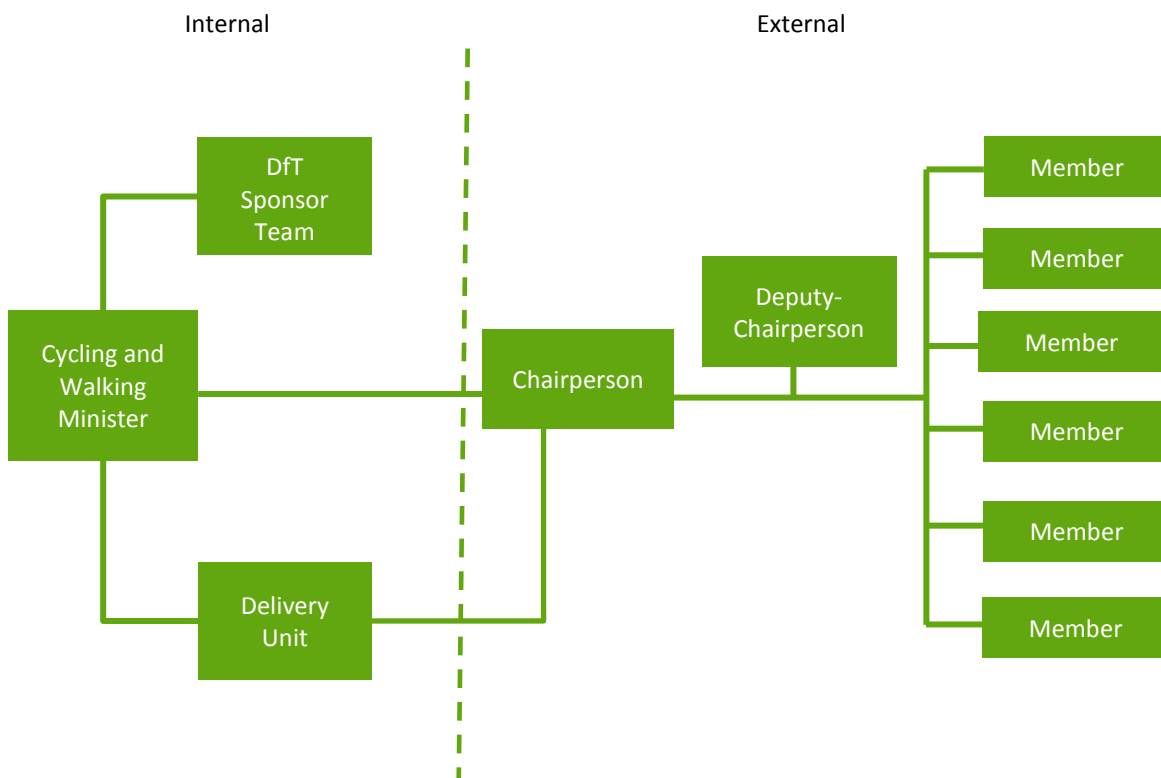
---

<sup>17</sup> This indicator measures the impact of walk to school programmes and will be introduced in 2017

# Governance

- 2.54 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.
- 2.55 With this in mind, the Department has created a Departmentally-sponsored independent Expert Committee to review the Strategy and its implementation, facilitate partnerships and advise on subsequent phases of the Strategy. This Committee will be supported by a Delivery Unit hosted within the Department, and made up of representatives from inside and outside government. The Delivery Unit will be responsible for enabling delivery of the Strategy at a local level under the review of the Committee (Figure 4).

**Figure 4 Cycling and Walking Investment Strategy Expert Committee**



- 2.56 The Cycling and Walking Investment Strategy Expert Committee will be made up of 6-8 members including a Chairperson. We will ensure that the Committee is 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 and health conditions. These experts may be drawn from the fields of public realm, public health, local, business, rail and other relevant areas. Membership will also be partly drawn from organisations and individuals in the cycling, walking and related fields as expected.

2.57 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 phase of the 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 chapter 3)
- contribute to the development of the second phase of the Cycling and Walking Investment Strategy by reviewing local strategies; the Committee will provide feedback to Ministers on the outcome of their review.

2.58 The Committee will be responsible for reporting to the Minister for Cycling and Walking on the ongoing delivery of the Strategy and monitoring progress against the objectives in the first phase of the 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 the Department for Transport, Department of Health, Department for Culture, Media & Sport, Department for Business, Energy & Industrial Strategy, Department for Communities and Local Government, Department for Education and Department for Environment, Food & Rural Affairs.

# 3. Action Plan

## Introduction

- 3.1 This chapter outlines actions that have already been taken, as well as actions planned for the future, which will support the Government's ambition to make cycling and walking the natural choices for shorter journeys, or as part of a longer journey.
- 3.2 In developing our actions we have drawn on the valuable information received through the previous Cycling Delivery Plan consultation in October 2014 and more recently, the draft Strategy consultation in March 2016. Significant information has also been gathered from our funded programmes.
- 3.3 While we know that the activities set out in this chapter will move us further towards achieving our ambition, we are not able to directly attribute impacts to each action area. We plan to develop a mechanism that will allow us to do this whilst developing the second phase of the Strategy.
- 3.4 This action plan is a live section of the Strategy and will be reviewed and updated regularly alongside the Strategy monitoring.

## Recent Achievements

- 3.5 Since publication of the draft Cycling Delivery Plan in October 2014, there has been continued progress towards the Government's ambition for cycling and walking. Achievements include:
- investing £677 million through the Local Sustainable Transport Fund between 2011 and 2016, to support sustainable transport projects and Bikeability training
  - providing an additional £50 million of funding for Bikeability
  - providing £191 million of support for capital investment in the eight Cycling Ambition Cities from 2013 to 2018
  - providing £17 million to support cycling in four National Parks to unlock a range of cross-cutting economic and social benefits that enable growth in rural areas
  - providing £1.2 million funding to increase walking in five cities
  - investing £500,000 to extend the Big Bike Revival following a successful pilot
  - providing nearly £30 million for cycle facilities at railway stations across England, such as new and improved cycle parking, safer access, bike hire and additional cycle facilities, such as tool stations and bike pumps
  - investing £700,000 in the roll out of pilot projects supporting Electrically Assisted Pedal Cycles in both urban and rural areas
  - Highways England publishing a Cycling Strategy to support its aim to invest £85 million between 2015-16 and 2020-21 on cycling
  - investing £20 million of revenue funding for the Sustainable Travel Transition Year 2016-17 to bridge the gap between the Local Sustainable Transport Fund and the Access Fund
  - providing £60 million funding for the Access Fund from 2017-18 to 2019-20 to build on the legacy of the Local Sustainable Transport Fund
  - providing £30 million for a road safety fund which will be used to make improvements in rural areas along the line of the High Speed 2 route – for instance, to support traffic calming, safer junctions or better pedestrian crossings
  - launching the Paths for Communities scheme in 2012, a £2 million funding scheme designed to encourage and enable local rural communities to develop and enhance local pathways
  - convening a round-table meeting in March 2016 to consider the practicalities (including the financial and legal implications) of how to improve pavement parking controls
  - the Cycle Proofing Working Group launching a website and publishing a suite of case studies demonstrating good practice in cycling and walking design
  - publication of *Investing in cycling and walking: the economic case for action and the economic case for action toolkit* which quantifies the impact of investment in cycling and walking, and makes the case for investment
  - publication of *Working Together to Build a Safer Road System: British Road Safety Statement*

- publication of *Sporting Future: A New Strategy for an Active Nation* by the Department for Culture, Media & Sport, which includes support for cycling and walking

3.6 Since publication of the draft Cycling and Walking Investment Strategy in March 2016 we have begun work on the four key areas below, which support the delivery of our ambition for cycling and walking:

- We are recruiting a new Cycling and Walking Expert Committee and have begun to develop a terms of reference for that Committee.
- To help local bodies develop strategic plans to improve conditions for cycling and walking we have published guidance on the preparation of Local Cycling and Walking Infrastructure Plans and will be providing a package of technical support to local bodies that wish to develop a Local Cycling and Walking Infrastructure Plan.
- We have delivered a Sustainable Transport Delivery Excellence Programme which looked to assist Local Enterprise Partnerships (LEPs) develop cycling and walking plans. In its first year (2015-16), 28 out of 38 LEPs were supported; in the second year (2016-17) 36 out of 38 LEPs were supported.
- Work is also underway to establish effective ways of 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.

3.7 Additional activities that have commenced since the publication of the draft Strategy in March include:

- launching a further round of the Local Growth Fund and distributing funding to Local Enterprise Partnerships to support their strategic economic plans
- revising the Traffic Signs Regulations and General Directions (TSRGD), which came into force in April 2016, to include many new measures which will benefit cyclists and pedestrians
- Sport England publishing *Towards an Active Nation*<sup>18</sup> and creating a new dedicated fund of £120 million up to 2020-21 to tackle inactivity
- the Department of Health publishing *Childhood Obesity: A Plan for Action*<sup>19</sup> which includes support for cycling and walking
- Highways England publishing *Cycle Traffic and the Strategic Road Network* Interim Advice Note (IAN) 195/16; the IAN ensures that the needs of cyclists are accommodated in all future schemes and that infrastructure facilitates the convenient and safe movement of cyclists along or across the strategic road network

<sup>18</sup> <https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>

<sup>19</sup> <https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action>

## Actions to deliver our objectives

- 3.8 The Government has a number of actions planned to support delivery of its ambition during the first phase of the Cycling and Walking Investment Strategy. The actions below set out how we will continue to work towards our ambition to make cycling and walking the natural choices for shorter journeys, or as part of a longer journey. They have been split into four themes: financial investment, behaviour change, safety and partnership.

### Financial investment

#### Access Fund

- 3.9 The Government will continue to support the use of behaviour change projects to deliver the objectives of the Strategy through the new £60 million Access Fund for 2017-18 to 2019-20, following on from the £20 million Sustainable Travel Transition Year funding launched in February 2016. The Government announced over £60m of funding to local authorities in January 2017<sup>20</sup> as part of a wider government package to boost walking and cycling during the current parliament. 25 successful local authority bidders will each receive a share of the £60 million Access Fund for 2017 to 2020. Many of the successful Access Fund bids are partnerships between several local authorities so overall around 50 individual local authorities around England are involved in Access Fund programmes. The money will help local authorities and their partners to provide more cycle safety training, bike repair and maintenance courses and walk to school initiatives.

#### Cycling and Walking to Work Fund

- 3.10 The Department has invested £3.77 million to fund three combined authorities in a pilot of projects that support the Government's Industrial Strategy and Cycling and Walking Investment Strategy, by directly connecting jobseekers with employment and apprenticeships, through cycling and walking.

#### Cycling Ambition Cities

- 3.11 The Cycle City Ambition grant programme continues to provide support for the eight Cycling Ambition Cities with a total of £191 million funding available until 2017-18. Investment has been used to help each city deliver plans to get more people cycling by improving and expanding cycle routes between the city centres, local communities, and key employment and retail sites.

#### Small Business Research Initiative

- 3.12 In January 2017 the Department announced its intention to launch a competition in partnership with Innovate UK to deliver a Small Business Research Initiative (SBRI)

---

<sup>20</sup> <https://www.gov.uk/government/news/64-million-government-funding-to-encourage-more-cycling-and-walking-to-work>

for cycling and walking innovations. SBRI is a well-established process which brings together public policy challenges and ideas from business to create innovative solutions. Through this competition we will be seeking to support the development of new solutions for increasing cycling and walking. Selected bidders will receive funding to support product design and development, and access to expert mentoring and advice. There will also be an opportunity for schools to engage in this challenge, with a prize for the winning entry.

### **DfT Innovation Challenge Fund**

- 3.13 The Innovation Challenge Fund (ICF) is a scheme that enables the Department for Transport (DfT) to fund research projects in support of innovative ideas or concepts that facilitate a better transport system. Applications were invited to the ICF in December 2016 for proposals that support our aim to double cycling activity from micro, small and medium-sized businesses, academia and other organisations. Through this competition we are seeking to explore and exploit technology, capabilities and knowledge that address barriers to cycling and to support and grow innovation in the cycling sector. Winning bidders will be announced shortly and will receive grant funding to support the development of their projects and new innovations.

### **Bikeability and Bikeability Plus**

- 3.14 The Department remains 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. 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.

### **Cycle to Work Scheme**

- 3.15 At the Autumn Statement 2016, the Chancellor reaffirmed the Government's support of the Cycle to Work Scheme, confirming that it will be excluded from impending changes to salary-sacrifice schemes expected in April 2017. We want to make sure that the scheme continues to attract new cyclists and is as inclusive as possible.

## **Behaviour Change**

### **Big Bike Revival**

- 3.16 We are providing a further £1 million funding for the Big Bike Revival, a strongly evidenced social marketing campaign delivered by Cycling UK. This aims to get people who own a bike, but do not currently use it, back in the saddle through engaging a network of established community-focused initiatives. The campaign helps to make cycling accessible to those that stand to benefit the most from doing



it, typically hard to reach communities within some of the more deprived regions within our society.

### **Electric Cycles**

- 3.17 In March 2015 the Department 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. We will continue to promote the use of Electrically Assisted Pedal Cycles, building on the lessons of the pilot for use in workplaces and educational establishments.

### **Walk to School and Travel Tracker**

- 3.18 We will be providing £1 million funding for the Walk to School project, a highly successful programme delivered by Living Streets which aims to increase the number of children walking to school. The funding will target schools (including free schools, academies and independent schools) that are not covered by the Access Fund Walk To consortium, to ensure maximum geographic reach. A further £160,000 will be made available to Living Streets for them to develop their school Travel Tracker data collection tool which will be used to inform the impact of Walk to School outcomes.

### **Behavioural Insight Trials**

- 3.19 The reasons why people make the travel choices they do are often complex and dependent on a number of interrelated factors. Evidence suggests that with the right interventions, it is possible to change that ingrained behaviour. That is why we have been involved in a number of behavioural insight trials to test different methods for encouraging the take up of sustainable travel and, in particular, cycling and walking.
- We are working with Harvard University on a ‘trip chaining’ project aimed at getting more people to cycle to the station, with a particular focus on commuters. The project is still at design stage, but initial ideas are around messaging, changing norms, new incentives or gamification, to name a few. Following the university’s visit to London in January 2016, in order to develop the suggestions into realistic interventions, we hope to be able to embed these in future work.
  - We are in the process of developing a trial in conjunction with the Cycle to Work Alliance and the Behavioural Insights Team in partnership with the Cabinet Office (formerly the ‘Nudge’ Unit) to promote the Cycle to Work Scheme. Through a randomised control trial we will be developing targeted communications for employees within specific organisations, so that we can ascertain which types of communications have the greatest impact in encouraging employees to join the Cycle to Work Scheme.
  - We worked with Heathrow Airport’s Sustainable Travel Team to design a series of interventions aimed at encouraging employees to consider leaving the car at home. This included a ‘try-before-you-buy’ cycle scheme and personalised travel planning. Initial outcomes indicate a low take-up rate and, as a result, the number of employees who changed their travel habits was very low. This has helped the Sustainable Travel Team to reconsider their approach to the promotion of greener travel options.

## **PlusBike**

- 3.20 PlusBike is an information portal for those that use both bike and rail in their journeys. It is an online facility for cycle-rail users funded by the Department and linked to the National Rail Enquiries app and web platform. PlusBike makes it easier to access information about bike facilities at the station and on the train, encouraging people to consider using the bike for their journey to and from the station. For the first time cyclists have a one-stop shop for all the cycling information they need to plan their journey by bike and train, and make it hassle free. PlusBike has been very successful thanks to the national marketing campaign launched in May 2016. Despite high satisfaction rates (89% of users are extremely satisfied with the product), the level of awareness of the app was low. The campaign is on target to triple awareness of PlusBike and cycle-rail facilities available at stations, helping people to make more journeys by bike and train.

## **Cycle Rail**

- 3.21 The Department will be investing a further £5 million into the Cycle-Rail Programme to enable ongoing delivery of a package of measures to enhance cycle facilities at stations. We will continue to work with delivery stakeholders to promote cycle-rail and share best practice. This includes ensuring rail franchises address the issue of sustainable access to stations with a particular focus on cycling. In addition, the Cycle Rail Toolkit 2 ensures train operators have robust guidance that helps facilitate the installation of cycle facilities at stations and provides good practice examples.

## **Modeshift STARS**

- 3.22 Modeshift STARS is the schools accreditation scheme that recognises schools that have demonstrated excellence in supporting cycling, walking and other forms of sustainable transport. Schools are able to achieve three levels of accreditation – Bronze, Silver and Gold – and are rewarded with the Modeshift STARS plaque and certificate to display in their school, use of the nationally-recognised STARS logo, and the opportunity to be put forward for the National STARS School Travel Awards. In 2016 the Department awarded Modeshift STARS a grant of £60,000 to continue the work undertaken in the previous two years.

## **Safety**

### **Road Safety Statement**

- 3.23 In December 2015, the Department published The Road Safety Statement. We have now delivered many actions which contribute to the safety of all road users, including cyclists and pedestrians:
- A total of £175 million of the additional funding for local roads will be used to upgrade some of England's most dangerous roads, where the risk of fatal and serious collisions is highest. The Road Safety Foundation's analysis of the safety performance of the country's major road network highlights where investment should be targeted.

- Legislation has been presented to Parliament to increase penalties for drivers using a handheld mobile. This came into effect on 1<sup>st</sup> March 2017, alongside a major Think! Campaign.
- A major piece of research on young driver safety has been commissioned.
- We have consulted on improving compulsory basic training for motorcyclists and allowing learner drivers on motorways.
- We have continued to push forward on drug driving, which has led to around 10,000 arrests.
- The Driving and Vehicle Standards Agency has trialled a new practical car driving test, to improve new driver safety.

### **Strategic Road Network**

- 3.24 The Department will continue to work closely with Highways England to maximise the impact of their Cycling Strategy, which was published in 2016. This will enable cycle-proofing of the strategic road network and reduce any severance from new road schemes by enhancing access for a variety of users, including pedestrians, horse riders, and people with disabilities or health conditions. 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 road users, as well as ensuring they integrate with other networks, including local roads, and existing and emerging rail links.
- 3.25 To date, Highways England has made good progress against the commitment to invest £100m on cycling from the £250m fund ring-fenced for cycling, safety and integration. As of mid-December 2016, 35 schemes have been delivered, with plans well in development to deliver the remaining funds up until March 2021 inclusive.
- 3.26 To support the wider outcome of addressing severance, and to improve connectivity between communities alongside and around the strategic road network, Highways England is also delivering a number of other activities:
- Work is continuing to refine the approach to appraising, monitoring and evaluating cycling investment opportunities, to ensure that good quality schemes are delivered. In turn this will help inform a review of Highways England's cycling performance indicators, to ensure they are meaningful and easily understood. The new approach will be tested in 2017-18 to ensure it is fit for purpose.
  - Highways England continues to work closely with a range of stakeholders representing the views of vulnerable users, including cyclists. This includes national engagement on development of their overall approach, as well as local engagement regarding specific scheme opportunities and issues.
  - Highways England recognises the need for cycling investment to positively contribute to local cycle networks. To support this they have been testing network planning approaches with specific local highways authorities to ensure that Highway England's investment supports the ambitions of local authorities, as set out in their Local Cycling and Walking Infrastructure Plans (LCWIPs), as well as Government. Once fully developed they will implement this approach more widely.

## **HS2 Road Safety Fund**

- 3.27 In October 2016, the Department announced the creation of a £30 million road safety fund, which will be used to make improvements in rural areas along the line of the High Speed 2 route – for instance, to support traffic calming, safer junctions or better pedestrian crossings all of which will benefit facilities for cycling and walking. During 2017 we will be developing individual allocations for local authorities.

## **Traffic Regulation Orders (TROs)**

- 3.28 The Department is considering how to improve the TRO-making process with the aim to make it simpler and easier for local authorities to ban pavement parking where they consider it appropriate.

## **20mph and 40mph Speed Limits**

- 3.29 In order to assist local bodies in their determination of the role of 20mph and 40mph zones and limits, the Department 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.

## **Tactile Paving**

- 3.30 The Department will commission a project to update two guidance documents relating to accessibility. These are the Department's guidance on the use of tactile paving and its broader guidance on accessibility related design, which is known as inclusive mobility.

## **Refresh of Cycle Infrastructure Design**

- 3.31 The revised Traffic Signs Regulations and General Directions 2016 covered many new cycling and walking measures, including new designs for Advanced Stop Lines (ASLs), cycle 'early start' signals, a new parallel pedestrian and cycle crossing, and low-level mini cycle signals. To reflect these changes, we will consider how to refresh the Department's guidance in *Local Transport Note 2/08: Cycle Infrastructure Design* to ensure that councils can continue to design good, safe schemes in accordance with legislation.

## **Partnership**

### **Local Cycling and Walking Infrastructure Plans (LCWIPs)**

- 3.32 In order to help local bodies that are interested in increasing cycling and walking in their local areas, we have published guidance on the preparation of Local Cycling

and Walking Infrastructure Plans. The guidance will enable local bodies to take a more strategic approach to improving conditions for cycling and walking in order to support increases in travel on foot and by cycling, by:

- understanding existing and future travel patterns, and the barriers and enablers to increasing cycling and walking
- identifying and mapping a recommended cycling network and core walking zones that will become the primary focus for infrastructure improvements
- creating a prioritised pipeline of enhancements to ensure infrastructure effectively supports growth in cycling and walking, and contributes towards meeting broader local goals

### **Technical Support for Local Bodies**

- 3.33 A programme of technical support for local authorities, LEPs and delivery partners has been launched to help them to develop a Local Cycling and Walking Infrastructure Plan. This programme makes available resources to support the development of cycling and walking networks, including scheme identification and prioritisation of delivery. The programme will also focus on improving sharing of knowledge and lessons learned by the eight Cycling Ambition Cities, five Walking Cities and others, so that authorities can benefit from their experience and learning. This will include a three year programme of events, seminars and conferences to support sharing good practice between local bodies.

### **Propensity to Cycle Tool**

- 3.34 The Department-funded Propensity to Cycle Tool (PCT) is a free, open source strategic planning tool that has been developed in partnership with four universities: Cambridge, Leeds, Westminster and the London School of Hygiene & Tropical Medicine. The tool has been designed to assist transport planners and policy makers in the planning of cycling networks and identification of interventions to promote cycling. The tool comprises an interactive map that shows the current and potential future distribution of commuter cycling trips under different potential future growth scenarios. It provides numerical and graphical outputs, including estimated numbers of cyclists in an area, and along desire lines and routes.
- 3.35 The Propensity to Cycle Tool can assist with the preparation of Local Cycling and Walking Infrastructure Plans and will be of particular assistance in defining potential demand for cycling, identifying the most promising routes and areas for investment, and estimating future capacity needs for route and area-based measures. Further information about how the tool can be used to support the preparation of Local Cycling and Walking Infrastructure Plans is included in the Department's Local Cycling and Walking Infrastructure Plan guidance.

### **National Air Quality Plan for Nitrogen Dioxide**

- 3.36 Air quality has improved significantly over recent decades and the UK currently meets the limit values for almost all pollutants. But we know there is still more to do and the UK faces significant challenges in meeting limit values for nitrogen dioxide. We are committed to improving the UK's air quality, reducing health impacts, and fulfilling our legal obligations. The 2015 national air quality plan for nitrogen dioxide

introduces the concept of a Clean Air Zone, a key element in the Government's plans to reduce emissions from transport, mandating five cities (Birmingham, Derby, Leeds, Nottingham and Southampton) to implement these zones. A Clean Air Zone defines an area where targeted action is taken to improve air quality and where resources are prioritised and co-ordinated in order to deliver improved health benefits and support economic growth in the urban environment. They aim to address sources of pollution, including nitrogen dioxide and particulate matter, and reduce public exposure to them using a range of measures tailored to the particular location, including encouraging active travel improving people's health while removing polluting journeys.

- 3.37 Following the High Court judgement on air quality the Government is considering next steps in light of both the judgement and recent updates in data on emissions from diesel vehicles and we will publish an updated plan shortly.
- 3.38 Birmingham, Derby, Leeds, Nottingham, and Southampton are required to introduce a Clean Air Zone, and the Government has allocated funding to help implement these Zones. Funding will be available to the cities to support the implementation of measures needed to deliver improvements in air quality, which could include the provision of cycling and walking facilities and routes, along with other options.

### **Bus Services Bill**

- 3.39 The Bus Services 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. 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 bus stops and other transport interchanges.

### **Working With the Third Sector**

- 3.40 The Department will be working closely with various third sector organisations, such as Living Streets, Sustrans and Cycling UK, through a range of programmes and campaigns, including Bike Week and National Walking Month.