



## **Approval for Consultation Draft Cycling Strategy**

### **SUMMARY**

1. This report provides an update on the Cycle Derby bidding process and seeks approval of the Cabinet member to the emerging key elements and actions of an updated Cycling Strategy to support our bid to secure funding to extend and enhance the Cycle Derby project.

### **RECOMMENDATIONS**

- 2.1 To note the situation with regard to the Cycle Derby bid.
- 2.2 To approve the 'Draft Cycling Strategy for Derby – Proposed key elements and actions', set out in Appendix 2, as the focus for initial consultation and an updated Cycling Strategy for the City.

### **REASONS FOR RECOMMENDATIONS**

3. To demonstrate to Cycling England the importance that Derby City Council places on cycling as an integral part of its overall long term transport strategy.

### **SUPPORTING INFORMATION**

- 4.1 In March 2008, Cabinet approved the submission of a bid to Cycling England for £1.215m, to extend the Cycle Derby project for a further three year period up to 31 March 2011. Cycling England have responded with a number of enquiries for further information and clarification. The responses need to be submitted to Cycling England by 24 June 2008.
- 4.2 As part of our strategic response to these issues we feel it is important to set out the Council's position in relation to the key elements and actions that the Council will be aiming to deliver. These are set out in the document included as Appendix 2 entitled 'Draft Cycling Strategy for Derby – Proposed key elements and actions'. This document would form the basis of an updated cycling strategy document. It is proposed that this draft document be included as part of the further bid information
- 4.3 Over the coming months we will develop the more detailed strategy, consult stakeholders and the public, with a view to launching the new strategy in late 2008, tying in to the extension of the Cycle Derby project, should our bid be successful.

- 4.4 As the Cabinet Member will be aware, a meeting is also to be arranged for July with the Chair of Cycling England and the Cabinet Member and Leader. This meeting will enable Cycling England to discuss our emerging updated cycling strategy and bid proposals in more detail and to learn more about why we consider cycling to be such an important element of our long term transport strategy and why we need to extend and enhance the Cycle Derby project.
- 4.5 We anticipate knowing the outcome of our bid to Cycling England in the summer.

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<b>Background papers:</b>	None
<b>List of appendices:</b>	Appendix 1 – Implications

<b>IMPLICATIONS</b>
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**Financial**

- 1.1 The continuation of the Cycle Derby project depends on the availability of continued funding from Cycling England. If the bid is successful, the City Council will secure a further £1.215million over a three year period.
- 1.2 Match funding will also be required from the City Council. This was previously detailed in Item 12, appendix 2 to the 2008/09 Highways and Transport Work Programme, reported and approved by Cabinet on 18 March 2008.

**Legal**

2. None directly arising from this report.

**Personnel**

3. A number of posts are funded through the Cycle Derby project, which would be adversely affected if the bid is unsuccessful. These include posts that deliver the highly successful and nationally accredited cycling training to young people.

**Equalities impact**

- 4 The continuation of the Cycle Derby project will enhance the attractiveness of cycling as a mode of transport for travel in and around Derby. Cycling is a healthy and affordable transport option and can make access to shops and local services easier and more affordable for more people.

**Corporate objectives and priorities for change**

5. The project contributes to a number of our corporate priorities for 2008 – 2011:
  - Make everyone proud of our neighbourhoods – more cycling will encourage greater social interaction between people on the street and will reduce the numbers of local journeys being made by car
  - Create a 21<sup>st</sup> century city centre – the Cycle Derby project links to the redevelopment of our public realm in the city centre, and a key element of the project seeks to enhance city centre permeability by bike

- Lead Derby towards a better environment – cycling is the most efficient mode of travel for journeys in relation to energy consumed, and the reduction in car journeys will have a positive impact on carbon emissions, enhance air quality, reduce traffic congestion and make our roads safer.
- Help everyone to be healthy, active and independent – cycling is an excellent way in which to achieve these objectives, and the project seeks to deliver training, information and infrastructure to enable everyone, but especially young people, to benefit from cycling.

## Draft Cycling Strategy for Derby – Proposed key elements and actions

### 1. Introduction

1.1 The Derby Joint Local Transport Plan 2006 – 2011 (LTP2) sets out our overall vision for transport and the overarching objectives that we wish to deliver. Cycling plays an increasingly important role in the delivery of these objectives, and many partners will be involved in the development of new and improved facilities for cycling, and also the delivery of training programmes, promotional events and other activities that help enhance cycling as a mode of transport.

1.2 LTP2's transport vision is:

***To develop and maintain an integrated transport network which promotes safety and sustainability and contributes to a better quality of life for people living in, working in or visiting the Derby Joint LTP area.***

1.3 The long term transport strategy in LTP2 is broken down into six key elements, one of which seeks to improve local safety and accessibility. Cycling plays a key role in helping to deliver this element of LTP2's strategy, primarily by:

- giving people a choice in how they travel for more of their journeys
- providing access to employment, education, healthcare, shopping and other facilities, especially for those who don't have access to a car
- reducing the number of cars on the roads, helping to tackle congestion and reduce air pollution
- improving the health and wellbeing of local people.

1.4 Cycling contributes to most of LTP2's overarching objectives, and the final strategy will set out how the range of cycling measures will help deliver against the objectives. For example, the objective to reduce the number of road accident casualties will be helped through the development of safer routes to schools and through the ongoing programme of cycle training.

1.5 To achieve our objectives, we will deliver improvements against the following key elements:

- Cycling network
- Safety for cyclists
- Wayfinding
- Cycle parking
- Promotion and information
- Cycle training
- Maintenance of the cycle network

1.6 An overview of the actions to be delivered against each of these elements is set out in Section 2.

## **2 The key elements of the cycling strategy**

### **Cycling network**

- 2.1 The provision of a continuous, convenient, well maintained and safe network for cycling, that provides links for people's daily travel needs, is essential if we are to maintain existing cycling levels, encourage existing cyclists to cycle more and to attract new people to start cycling.
- We will continue to deliver improvements that are focussed on the strategic cycling network, which provides a continuous and safe network of routes, some on-highway and some off-highway, serving the needs for both local access, for example to shops and local facilities, and also for more strategic journeys such as to the city centre and longer distance cycling. Priority will be given to those improvements that contribute the most to enhancing accessibility to employment, education, healthcare, shopping and other facilities, especially for those who don't have access to a car.
  - We will constantly review the network we will take the opportunity to improve it when appropriate
  - We will seek to deliver improvements to the integration of cycling with other modes, especially with passenger transport at key interchanges such as rail stations and the bus station.
  - We will seek to secure improvements to the strategic cycling network and to local cycling access when considering planning applications for new developments.

### **Safety for cyclists**

- 2.2 It is of prime importance that we address safety issues, train cyclists to ride appropriately and constantly and make all road users more aware of cyclists and the problems that they potentially face.
- We will continue to deliver local safety schemes to address problems where cyclists are put at greater risk by the nature of the road layout.
  - We will consider the needs of cyclists in all highways and transport schemes that we deliver, including through safety audits of proposals.
  - We will review speed limits on all of our roads by 2010/11, in line with national guidance, and in so doing we will take specific account of the needs of cyclists, especially in those areas and on those roads where there is a record of speeding problems and/or speed related accidents.

### **Wayfinding**

- 2.3 Ordinary road direction signs provide useful information for cyclists, but specific information is often needed, to identify the recommended routes that form part of the strategic cycling network, and also because many routes will differ from those for other road users, for example through the use of off-highway cycling links.

- We will review our approach to cycle signing to determine how best to provide the required information in a way that assists existing cyclists and also promotes the viability of cycling to non-cyclists, who may be considering switching modes. This will include continuing to develop our network of cycle route signing, alongside the development of the strategic cycle network, and providing journey time information on key routes.
- We will develop a specific city centre wayfinding approach which encompasses cycling needs to deal with accessibility and permeability issues around the city centre.
- We will enhance signing to cycle parking, especially in the city centre, in district and neighbourhood centres, and at key interchanges, to assist with accessibility to key parts of the city centre and to aid permeability within the city centre, through the indication of convenient cycle parking.

## **Cycle parking**

2.4 Cycle parking needs to be plentiful, convenient to the ultimate destination, and secure. It also needs to be well publicised, so that cyclists know they can leave their cycle at their destination.

- We will provide cycle parking that meets the above criteria at a range of locations, including throughout the city centre, at district and neighbourhood centres and at key transport interchanges. This parking will be signed from the strategic network to ensure it is accessible by cycle.
- We will promote the availability of cycle parking through promotional material and information provided for cyclists and by encouraging destinations to promote the availability of cycle parking in their own promotional materials, including web-based information.

2.5 Cycling provides an easy way to access key passenger transport networks, and we recognise the increasing importance that passenger transport will play in delivering the long term transport strategy.

- We will focus resources on increasing the quantity and improving the quality of cycle parking at key transport interchanges, including Derby Rail station, the new Bus Station and other rail stations in the Joint LTP area.

## **Promotion and information**

2.6 Much can be achieved by making people more aware, of the provision of cycling facilities and of the benefits of cycling, financially and in terms of health and wellbeing.

- We will continue to deliver promotional materials and information to make people more aware of cycling, in terms of infrastructure and of the benefits of cycling as a mode of transport. This will be linked in to our overall Smarter Choices Marketing Strategy for transport in Derby.

- We will continue to focus our promotional efforts on younger people, but will expand this to the whole population if resources permit, using the 'Cycle Derby' programme and branding. The promotions will include a focus on the benefits of cycling to and from school and work, as well as promoting the benefits to health and the opportunities to enhance leisure time through cycling.

## **Cycle training**

2.7 It is important to ensure that cyclists have the skills they need to use the public roads and the strategic cycle network. This is particularly true for younger people who have not fully developed their sense of spatial awareness and can benefit from training to make them aware of the dangers when cycling and walking.

- We will continue to deliver an enhanced programme of cycle training to young people through the Cycle Derby programme, focussed on schools and colleges.
- With enhanced resources we will expand this programme to cover the entire population of the city, making cycling training available to all those who need to improve their skills, both in terms of safety and also related to cycle maintenance.

## **Maintenance of the cycling network**

2.8 Cyclists face particular problems as a result of poor road maintenance. For example, a small pot-hole might not be noticeable in a car but can be a real hazard to a cyclist, especially in darkness.

- We will take account of the strategic cycle network when prioritising expenditure on maintenance and will seek to ensure that the network is maintained to reasonable standards, especially in relation to the types of maintenance problems that cause safety hazards for cyclists, such as pot-holes and sunken gullies.
- We will seek to ensure that street lighting on the strategic cycle network is maintained to ensure that cyclists are able to cycle in reasonable safety throughout the year.

## **3. Delivery of the strategy**

3.1 The strategy will be delivered through the annual Highways and Transport programme, which is approved by the City Council each year in February or March. Delivery will be enhanced through other partners' delivery programmes and by securing funds for cycling improvements through the planning process.

## **4 Monitoring the impact**

4.1 We will review the impact of the strategy by monitoring our performance against a range of indicators set out in LTP2 and in Derby's Local Area Agreement, which are either entirely related to cycling or are influenced in part by cycling.