

## **TELFORD & WREKIN COUNCIL HEALTH & WELLBEING BOARD**

**8 MARCH 2017**

### **DRAFT TELFORD & WREKIN CYCLING AND WALKING STRATEGY**

**REPORT OF: LIZ NOAKES, ASSISTANT DIRECTOR, HEALTH AND WELLBEING, AND  
STATUTORY DIRECTOR OF PUBLIC HEALTH**

**LEAD CABINET MEMBER – CLLR RICHARD OVERTON**

### **PART A) – SUMMARY REPORT**

#### **1. SUMMARY OF MAIN PROPOSALS**

- 1.1. The purpose of this report is to present the Health & Wellbeing Board with the draft Telford & Wrekin Council Cycling and Walking Strategy for an opportunity to comment and feedback on its proposals.
- 1.2. Encouraging more residents and visitors to the Borough to walk and cycle more in their everyday lives will support the Health & Wellbeing Board to deliver the Health & Wellbeing Strategy not only through reducing physical inactivity rates but also in improving mental wellbeing. Walking and cycling also has an important role to play in improving air quality, providing access to jobs and services to those without access to a vehicle and much more.
- 1.3. Historically Telford, being a new town, was designed for the car and as a result much of the Borough is not sustainable in considering cycling and walking as a reasonable alternative to the use of car. This strategy is not anti-car but seeks longer term behavioural change for people to make lifestyle changes in order to consider the use of walking and cycling more actively and frequently. The strategy has an action plan of proposed measures which will help to achieve the vision of the strategy *“To provide a safe and attractive network of walking and cycling routes to support successful, prosperous and healthy communities”*.

#### **2. RECOMMENDATIONS**

That the Board:

- a) Reviews the draft Cycling and Walking Strategy and provides feedback on the strategy's proposals.

#### **3. IMPACT OF ACTION - (How it is intended that action will make a difference)**

Increasing cycling and walking is an effective means to tackling health and well-being

issues. It has been proven that walking briskly for 30 minutes a day can help reduce obesity levels and reduce disease. People that regularly cycle to work take less sick days compared to colleagues who do not cycle to work. But it can also be about getting outdoors and enjoying a short walk or cycle which can help reduce stress and improve general well-being.

#### **4. SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Health & Wellbeing Board priority objective(s)?	
	Yes	Contributes to: <ul style="list-style-type: none"> <li>• Encouraging Healthier Lifestyles</li> <li>• Improve Mental Wellbeing and Mental Health</li> </ul>
	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	Contributes to all by improving access within the Borough but specifically: <ul style="list-style-type: none"> <li>• “Protect and create jobs as a Business Supporting, Business Winning Council”</li> <li>• “We will ensure that neighbourhoods are safe, clean and well maintained”</li> <li>• “We will improve the health and wellbeing of our communities and address health inequalities”.</li> </ul>
	Will the proposals impact on specific groups of people?	
	No	
<b>TARGET COMPLETION/ DELIVERY DATE</b>	The Cycling and Walking Strategy will become the Council’s formal approach to these modes following adoption by the Cabinet. This will enable the Council to be better placed to co-ordinate activities to achieve the aims of the strategy and secure funding from external sources over the lifetime of the strategy.	
<b>FINANCIAL/ VALUE FOR MONEY IMPACT</b>	No	<p>There is currently no funding within the Council’s Capital Programme to support the Cycling and Walking Strategy. As the Action Plan detailed in the strategy is developed cost implications will need to be identified and funding sources explored. External funding opportunities will need to be considered and the Council could look to re-priorities its capital programme if it wishes to make Cycling and Walking a higher priority than other schemes. If capital funding is secured through prudential borrowing there would be a cost implication to the Council in relation to the cost of borrowing.</p> <p>Revenue costs of the strategy from marketing activities or maintenance would need to be met from existing budgets within Neighbourhood Services.</p>

<b>LEGAL ISSUES</b>	No	Legal advice will be provided as required going forward, for example regarding changes to the highways/rights of way network and potentially regarding funding and partnership arrangements. Otherwise, there are no specific legal issues arising out of this report.  IR 22.02.17
<b>EQUALITY &amp; DIVERSITY</b>	No	
<b>IMPACT ON SPECIFIC WARDS</b>	No	
<b>PATIENTS &amp; PUBLIC ENGAGEMENT</b>	Yes	An upfront initial consultation through the Community Panel was undertaken to understand the barriers to cycling and walking. This was supplemented by a survey of young people to ensure the survey was representative of all age ranges. A wide range of stakeholders have been engaged through the development of the strategy including a workshop held with various stakeholders. This included representatives from Wellington Walkers are Welcome, NHS Trust, Cycle Experience, Local Access Forum, Transition Town Telford, Energize Shropshire Telford and Wrekin, Ironbridge Clarions Cycling Club, Severn Gorge Countryside Trust, Wheels2Work and Living Streets.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	No	

## **PART B) – ADDITIONAL INFORMATION**

### **1. INFORMATION**

- 1.1. The benefits of cycling and walking as an alternative mode of transport and to improve personal health and fitness levels are widely accepted. In recent years Telford & Wrekin Council has taken a number of steps towards encouraging more people to use their cycles for both leisure and commuting to work and the Council has also sought to promote walking – again for leisure through our gardens and parks and for walking to access work and social facilities.
- 1.2. The Telford & Wrekin Council’s Cycling and Walking Strategy (please see Appendix A for a copy of the draft strategy) sets out a long-term plan to encourage and support the residents and visitors of the Borough to walk and cycle more in their everyday lives. The Action Plan that accompanies the Strategy will guide priorities and funding on those measures, infrastructure schemes and wider supporting initiatives that are considered to be the most effective methods to increase cycling and walking rates in the Borough.
- 1.3. The benefits of walking and cycling are well documented and active travel is able to address a number of issues associated with health and wellbeing, physical inactivity, congestion and the environment.

It can also help to support access to health, employment, leisure, entertainment, retail and tourism sites. Walking and cycling have benefits for both the individual and the community, including:

- An improved economy;
- A healthier population;
- A more attractive borough;
- Environmental benefits; and
- A fitter, happier, more productive community.

1.4. This new approach includes the setting of the context for the need for the Strategy and the purpose of adopting this document. The Strategy reviews recent developments in cycling and walking in the Borough and recent developments in policy regarding these modes at the National and regional level. The Strategy document evaluates the progress that Telford & Wrekin Council has made over recent years, for example the success that has been achieved in areas such as cycle riding training in schools and colleges and installation of cycle lanes across the borough by joint working with property developers.

1.5. The proposed Cycling and Walking Strategy has set a framework of objectives to achieve the required increase in take up of these modes. The objectives of the strategy are shown below:

- Taking a holistic approach to improving health and wellbeing through walking and cycling;
- Create long-term behaviour changes towards more sustainable and healthier travel choices;
- Make the cycle and walking network more accessible to residents and visitors;
- Integrating community resources to deliver the strategy; and
- Integrate walking and cycling with other modes of public transport.

1.6. The proposed Cycling and Walking Strategy contains a detailed Action Plan that sets out new and improved infrastructure measures, awareness raising measures and wider supporting initiatives that are required to achieve success. The measures can be applied across Telford & Wrekin Council and include proposals for all user groups.

1.7. Telford & Wrekin Council will implement the Strategy and Action plan in close partnership with Enterprise Telford, Marches Local Enterprise Partnership, Shrewsbury and Telford Hospital NHS Trust, Telford & Wrekin Public Health, Shropshire Council, Telford and Wrekin Council for Voluntary Service, Shropshire Rural Communities Charity, Community Council of Shropshire, and Cycle Experience along with any further organisations with an interest or expertise in the area.

1.8. This strategy has been developed in a challenging funding environment, where the case for investment in sustainable travel initiatives must be made in the light of competing priorities. By adopting the Strategy the Council will be in a strong position to press for further funding for cycling and walking and to compete when further funding streams become available.

**2. IMPACT ASSESSMENT – ADDITIONAL INFORMATION**

Nothing further to add at this time.

**3. PREVIOUS MINUTES**

None.

**4. BACKGROUND PAPERS**

Appendix A – Telford & Wrekin Cycling and Walking Strategy

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