

Appendix 3 – Policy Analysis

Objective List-

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

Document Title/Project and date	Level of Document	Vision	Policies/Priorities	Relevant Objectives Met					
				1	2	3	4	5	
Health and Wellbeing									
Telford and Wrekin Health and Wellbeing Strategy (2016-2019)	Local	This strategy sets out the vision and approach to allow people within Telford and Wrekin to maximise their potential through their health and wellbeing.	Of the three priorities, Priority 1 – Encouraging healthy lifestyles is where walking and cycling can play an important role. The Walking and Cycling strategy will be able to support the following deliverables: <ul style="list-style-type: none"> • More people having a healthy diet and taking enough exercise • Halt the increase in overweight and obesity in children • Reduce the number of people who die from preventable diseases and improve life expectancy, across the borough and closing the gap with national rates 	✓					
Obesity and the Environment: Increasing Physical Activity and Active Travel (2013)	National	The health benefits of active travel are clear and supported in this document, which endorses the use of active travel as a way to improve public health. It suggests that creating an environment where people actively choose to walk and cycle as part of everyday life can have a significant impact on public health and may reduce inequalities in health. It is an essential component of a strategic approach to increasing physical activity and may be more cost-effective than other initiatives that promote exercise, sport and active leisure pursuits. It stipulates that local authorities have important influence over whether planning applications for new developments prioritise the need for people to be physically active as part of their daily life. It suggest the strategic leadership of local authority and health and wellbeing boards by identifying a senior councillor responsible for active travel to be a champion on behalf of the local authority, to provide leadership, and work with district councillors in two-tier areas to be responsible for promoting walking and cycling.	The document recommends setting realistic but ambitious targets for walking and cycling within the local authority, and considers a dedicated town-wide programme along the lines of the sustainable travel towns and cycling demonstration towns. It also recommend local authorities to consider training for public health and planning colleagues in the use of the HEAT tool for walking and cycling to estimate the value of different scenarios of increasing walking and cycling levels and working with transport planners on how public health evidence can support their work.	✓	✓				
Healthy Lives and Healthy People: Our Strategy for Public Health in England	National	The Department of Health's White Paper (2010) recognises the detrimental impact of poor air quality on health whilst simultaneously promoting active travel. It suggests that active travel and physical activity need to become the norm in communities	The document specifies that the Department of Health will support local areas by providing good evidence on how to make regular physical activity and healthy food choices easier for their populations, for example by sharing learning from the experiences of the nine 'Healthy Towns', as well as sustainable travel and cycle towns.	✓					✓
Get Britain Cycling (2013)	National	The Get Britain Cycling inquiry is an initiative of the All Party Parliamentary Cycling Group (APPC) a cross party body with members in both the House of Commons and the House of Lords, with the aim to enable more people across the UK to take up cycling, cycle more often and cycle more safely.	Recommendations are divided into five broad topics and below are the recommendations that local authorities can implement: A new priority for investing public funds <ul style="list-style-type: none"> • Create a cycling budget of at least £10 per person per year, increasing to £20 • Ensure local and national bodies, such as Highways England, Department for Transport, and local government allocate funds to cycling of at least the local proportion of journeys done by bike. Redesigning Our Roads, Streets And Communities <ul style="list-style-type: none"> • A statutory requirement that cyclists' and pedestrians' needs are considered at an early stage of all new development schemes. 	✓	✓	✓			

			<ul style="list-style-type: none"> • Revise existing design guidance. • Local authorities should seek to deliver cycle-friendly improvements across their existing roads, including small improvements, segregated routes, and road reallocation. • Safe Driving And Safe Speed Limits • Extend 20 mph speed limits in towns, and consider 40mph limits on many rural lanes. • Improve HGV safety by vehicle design, driver training, and mutual awareness with cyclists; • promote rail freight and limit use of HGVs on the busiest urban streets at the busiest times, and use public sector projects to drive fleet improvements. • Training and Education • Provide cycle training at all primary and secondary schools • Offer widespread affordable (or free) cycle training and other programmes to encourage people of all ages and backgrounds to give cycling a try, as evidenced by NICE. • Promote cycling as a safe and normal activity for people of all ages and backgrounds. • Political Leadership • Central and local government and devolved authorities should each appoint a lead politician responsible for cycling. 					
Tackling Physical Inactivity: A Coordinated Approach	National	In 2014 the All Party Commission on Physical Activity published this document which set out a number of recommendations to get the country more active. The long term vision is that the villages, towns and cities are designed so that more people walk and cycle to school or work.	<p>Recommendations include:</p> <ul style="list-style-type: none"> • Re-focus transport strategy over time, to provide long-term continuity of resources to incentivise and facilitate walking and cycling as regular daily transport. • Existing and planned new developments and infrastructure to be 'health-checked' to ensure that walking, cycling, active recreation and other forms of physical activity are prioritised. • Employers are encouraged to support their employees, suppliers and visitors to be active while at work, or travelling to or from it. 	✓		✓		
Moving More, Living More (2014)	National	In 2014 'Moving More, Living More' was published, a cross-government commitment to increase physical activity for all age groups and carry on the legacy of the London 2012 Olympic and Paralympic Games. It recognises making an alternative "active" travel choice for some or all of a journey as a cheap, convenient and easy way to introduce a level of physical activity into everyday routines. It gives recommendations for encouraging walking in cycling among children and young people (e.g. provision of cycle parking, safe routes to schools, campaigns to promote cycling and walking to school, cycle training), employees (the cycle to work scheme, providing cycle parking facilities; shower/changing facilities, publicising the approved mileage for using cycles for business travel, and making it easier for employees to reclaim cycle hire costs used for business travel) and transport providers. The document also highlights that generally areas with higher levels of deprivation tend to have lower levels of physical activity and it is therefore important that opportunities to be physically active are provided in disadvantaged areas that are safe and free or low cost	<p>Transport providers can support that choice by providing:</p> <ul style="list-style-type: none"> • cycle parking at stations • linking better places for local growth and engaging with Local Enterprise Partnerships • embedding excellent cycling and walking infrastructure into all communities • introducing more 20mph limits and other design and traffic management measures • local authorities engaging communities • actively promoting 'better streets' principles • promotion campaigns, trial days, and working with national organisations • creating community cycle clubs which are targeted at any group in society • conducting an audit of local street environments with residents • joining up with employers to encourage walking and cycling to work • enforcement action to tackle anti-social pavement behaviour • championing good quality street and pavement maintenance • traffic-free city centre days. 	✓	✓	✓	✓	✓
Walking and cycling: measures to promote walking and cycling as forms of travel or recreation	National	<p>This guideline, produced by NICE in 2012, sets out how people can be encouraged to increase the amount they walk or cycle for travel or recreation purposes. This will help meet public health and other goals (for instance, to reduce traffic congestion, air pollution and greenhouse gas emissions). The main recommendations are as follows:</p> <ul style="list-style-type: none"> • High-level support from the health sector • Ensuring all relevant policies and plans consider walking and cycling • Developing programmes • Personalised travel planning • Cycling programmes • Walking community-wide programmes • Walking individual support • Schools • Workplaces • NHS 	<p>Actions that need to be taken within cycling and walking programmes are the following:</p> <p>Cycling programmes</p> <ul style="list-style-type: none"> • Address infrastructure and planning issues • Implement town-wide programmes to promote cycling • Ensure programmes include theoretical framework for behaviour change • Ensure cycle parking and residential storage issues are addressed • Ensure travel by cycle and public transport is integrated to support longer journeys • Ensure training is available and ensure all training is sensitive to cultural issues • Consider providing free cycle safety checks • Use local media to publicise activities <p>Walking programmes: community-wide programmes</p> <ul style="list-style-type: none"> • Address infrastructure issues that may discourage people from walking • Programmes based on an accepted theoretical framework for behaviour change • Ensure walking programmes link to existing national and local walking initiatives • Ensure all programmes address safety, cultural and disability issues • Ensure all programmes offer a variety of routes, paces and distances • Ensure walking routes are integrated with accessible public transport links • Provide information tailored for individuals who want to go walking without joining a group or club • Develop and implement a publicity strategy • Provide support to help people who have started walking as a leisure activity to also consider walking as a means of transport. <p>Walking: individual support, including the use of pedometers</p> <ul style="list-style-type: none"> • Ensure individual support is available for anyone who is walking on their own • Ensure additional, one-to-one support is offered at regular intervals • Provide general information • Only use pedometers as part of a package 	✓	✓	✓	✓	

Cycling and Walking Investment Strategy	National	<p>The Department for Transport strategy sets out a clear ambition to transform the way we travel in England by 2040 making "cycling and walking the natural choice for shorter journeys and part of a longer journey".</p> <p>The strategy identifies a set 5 measurable objectives and targets to track progress being made by 2040, which are: 1. Double cycling, where cycling activity is measured as the estimated total number of bicycle stages made each year, from 0.8 billion stages in 2013 to 1.6 billion stages in 2025; 2. Reverse the decline in walking activity, measured as the total number of walking stages per person per year; 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, each year; 4. Increase the percentage of children aged 5 to 10 that usually walk to school.</p>	<p>These objectives will be achieved by a set of three specific activities themes:</p> <ul style="list-style-type: none"> • Better Safety - "A safe and reliable way to travel for short journeys" <ul style="list-style-type: none"> - streets where cyclists and walkers feel they belong, and are safe - reduced community severance - safer traffic speeds, with 20 mph limits where appropriate - cycle training opportunities for all children • Better Mobility - "More people cycling and walking - easy, normal and enjoyable" <ul style="list-style-type: none"> -cycling facilities that are recognised by business as in the top ten globally -Urban areas that are considered as amongst the most walkable globally -dense networks of routes around public transport hubs and town centres, with safe paths along busy roads -better links to schools and workplaces -technological innovations which promote walking and cycling -behaviour change interventions • Better Streets - "Civilised places where people come first" <ul style="list-style-type: none"> - places designed for people, with walking and cycling put first -improved public realm -planning for walking and cycling -community based activities -A wider green network of walkways, cycleways and open spaces that lets people actively incorporate nature into their daily lives 	✓	✓	✓	✓	✓
DfT cycling and walking programmes	National	<p>The DfT runs a number of programmes dedicated to cycling and walking, in addition to larger Government local transport programmes, such as Bikeability, Cycle Ambition Cities, Highways England and access fund. There are also DfT local transport programmes, such as Local Growth Fund, DfT highways maintenance block and Integrated Transport Block. All of these schemes have the collective vision of improving cycling and walking at a national and local scale.</p>	<p>There are a number of Government initiatives and programmes for promotion of walking and cycling, including:</p> <ol style="list-style-type: none"> 1. NHS Healthy New Towns: a multiagency programme where stakeholders from public bodies, housing associations and the construction sector are to come together to identify development projects where they would like the NHS support in creating "health-promoting" towns and neighbourhoods. 2. Department of Health - Walking Cities: A £1.2m programme over 2 years to incentive more people to walk in five main cities such as Birmingham and Manchester. 3. Public health: Everybody Active, Every Day, evidence base report acknowledges the detriments effect on public health due to the lack of physical activity. 4. Government's new sport strategy: <ul style="list-style-type: none"> • In December 2015 the Department for Culture, Media and Sport published the Government's new sport and physical activity strategy Sporting Future: A New Strategy for an Active Nation. This contains a range of cross-Government measures to reduce physical inactivity and spread the benefits of sport and physical activity to everyone. • 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. 5. Local and city programmes: In London where cycling is a major mode of transport, the Mayor's Vision for Cycling has been to continue building on this using robust planning to target investment to maximise impact and attract further the use of the network. The majority of the funding will be directed to on-street cycling routes and infrastructure. These can help to overcome the barriers to cycling of 'fear and vulnerability' and a 'lack of cycling infrastructure', supported by behavioural change interventions to encourage more people to cycle. Major Vision programmes include: <ul style="list-style-type: none"> • Substantially segregated new Cycle Superhighway routes; • A network of lower traffic 'Quietways' following backstreets and through parks; • The 'Central London Cycling Grid' of connected cycle routes; • A 'Better Junctions' programme of major safety improvements for cyclists; and • The 'Mini-Hollands programme', giving three outer London boroughs the funding to help make them as cycle friendly as their Dutch equivalents. 	✓	✓	✓		
Everybody Active, Every Day	National	<p>An evidence based approach document evidencing the importance of embedding a culture of physical activity across the country calling at all professionals, providers and commissioners in health, social care, transportation, planning, education, sport and leisure, culture, the voluntary and community sector and both public and private employers to engage and help make a case for a more active Britain.</p>	<p>The document sets out four domains of action at national and local level:</p> <ul style="list-style-type: none"> • Active society: creating a social movement. A communication strategy aimed at turning around attitudes toward physical activity. It is set out as a long-term promotion with a common vision to get everybody active every day. e.g. Change4life '10 minute shake-up' campaign. • Moving professionals: activating networks of expertise. To connect and activate professionals in spatial planning, social care, psychology, sport and leisure, the media, trades unions, education and business to bring about radical change. • Active lives: creating the right environments. Linking transport and housing planning with local health policy not only to create new networks of expertise, but also to design with physical activity as a priority and find new ways of reversing the downward trends in activity levels. • Moving at scale: scaling up interventions that make us active: to increase the appetite for a revolution in physical activity and health in partnership with the support and of the local and national government, professionals in schools, the health sector, transportation and the sports, leisure and voluntary sectors. 	✓	✓	✓	✓	

<p>Sports England: Towards an Active Nation Strategy (2016-2021)</p>	<p>National</p>	<p>Vision as outlined in the report: "We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers". The focus of this strategy is to contribute to the government's five outcomes of physical wellbeing, mental wellbeing, individual development, social and community development and economic development. To do this public funding will be targeted towards:</p> <p>1. More people from every background regularly and meaningfully engage in sport and physical activity:</p> <ul style="list-style-type: none"> • Inactive people becoming active • More resilient habits • More positive attitudes among young people • More diverse volunteers • Improved progression and inclusion in talent development <p>2. A more productive, sustainable and responsible sport sector</p> <ul style="list-style-type: none"> • A more demand-led sport sector that welcomes everyone • Improved governance • Improved financial efficiency • Increased and more diverse revenue generation • Increased diversity in leadership • A diverse and productive workforce 	<p>Public funding will be directed towards seven investment programmes which will be underpin by a new Workforce Strategy and a new Coaching Plan. The investment programmes are:</p> <ul style="list-style-type: none"> • Tackling inactivity: it is the most important features of this strategy recognizing a stronger focus to tackle this issue and target under-represented groups in the society who are less active. There is a dedicated £120m fund for this purpose. • Children and young people: £40 million into projects which offer new opportunities for families with children to get active and play and sport together: • Volunteering: create a new strategy for volunteering in sport and physical activity in England. • Taking sport and activity into the mass markets: Identify and back innovations that offer clear potential for growth at scale, especially in under-represented groups. Cycling is an appealing sport/ activity with a potential to widening the number of users, especially in underrepresented groups. It is already enjoyed by millions of people but also because it can easily fit in with people's busy life. • Supporting sport's core market: Provide insight, advice and funding to those who deliver to regular players, focusing on customer needs and delivering excellent experiences. • Local delivery: Invest at least £130 million over the next four years in 10 places in England to develop and implement local strategies for physical activity and sport. They will be a mix of urban and rural areas. As recommended by Sporting Future, these will be pilots to learn lessons we can then apply elsewhere. • Facilities: Work with the industry to develop a single customer-facing quality standard for all sports facilities and concentrate on two areas: <ul style="list-style-type: none"> - A strategic capital programme: for large, usually multi-sport facilities - Community Asset Fund : offering grants of between £10,000–£150,000 to support and improve existing local infrastructure 	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p></p>	<p></p>	
<p>Action Plan for implementation of the European Strategy for the Prevention and Control of No communicable Diseases (2012-2016)</p>	<p>International</p>	<p>This EU Action Plan focuses on priority action areas and interventions for 2012–2016 within a comprehensive and integrated framework.</p>	<p>Among supporting interventions is promoting active mobility with an aim to promote increased physical activity through cycling and walking by means of modifications of the urban environment (by developing safe infrastructures, fostering the establishment of accessible green spaces for leisure time physical activity and encouraging behavioural change). It also stresses that policies, which promote cycling and walking as means of transport, have a great potential to reduce the gap in inequalities.</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p></p>	<p></p>	
<p>European Charter of Counteracting Obesity</p>	<p>International</p>	<p>The policy addresses the growing challenge posed by the epidemic of obesity to health, economies and development, adopted by the Ministers and delegates attending the WHO European Ministerial Conference on Counteracting Obesity (2006). It suggests that impact on public health objectives should have priority consideration when developing economic policy, as well as policies in the areas of transport and urban planning.</p>	<p>Particular importance is attached to settings such as the means of transport, communities, schools, workplaces, the urban environment, housing, leisure facilities etc. A package of essential preventive actions should be promoted as measures, including promotion of cycling and walking by better urban design and transport policies.</p>	<p>✓</p>	<p>✓</p>	<p></p>	<p></p>	<p></p>	
<p>WHO Global Strategy on Diet, Physical Activity and Health</p>	<p>International</p>	<p>The WHO Strategy suggests that multi-sectoral policies are needed to promote physical activity.</p>	<p>National policies to promote physical activity should be framed, targeting change in a number of sectors and national and local governments should frame policies and provide incentives to ensure that walking, cycling and other forms of physical activity are accessible and safe; and that transport policies include non-motorized modes of transportation.</p>	<p>✓</p>	<p>✓</p>	<p></p>	<p></p>	<p></p>	
<p>Transport Link Improvements</p>									
<p>Road safety strategy (2015)</p>	<p>Local</p>	<p>This strategy will target a reduction in the number of casualties on the highway network between 2015 and 2025 to align with the delivery of Local Transport Plan 3. The vision set out in the Strategy is: "To develop a plan led approach to reducing the risk & severity of collisions occurring across Telford & Wrekin to create a safer and more reliable road network."</p>	<ul style="list-style-type: none"> • To reduce the number of casualties on the Boroughs road network, and targeting locations which represent a high benefit to cost ratio. • To implement effective and appropriate speed limits and management measures on a consistent basis, in relation to road function, type of users, traffic speeds and consideration of local conditions. • To improve the perception of road safety for all users within the local communities, by encouraging a positive, responsible and co-existence with other users attitude to travelling through the Borough. 	<p></p>	<p>✓</p>	<p>✓</p>	<p></p>	<p></p>	
<p>Local Transport Plan (2011-2016)</p>	<p>Local</p>	<p>The Local Transport Plan 2011-2026 (LTP3) sets out the goals and objectives in relation to transport following a review of issues and challenges within the Borough.</p>	<p>The Local Transport Plan notes that walking and cycling:</p> <ul style="list-style-type: none"> • Reduces carbon emissions to help tackle climate change • Allow everyone to access jobs, education, healthcare, shops and leisure • Improve the quality of life by reducing the visual, noise, air quality and other impacts of transport on people and the local environment. • Accommodates increasing travel without increasing carbon emissions and maintain the reduction in road accident casualties. • Through regeneration and new development creates an urban form that encourages cycling and walking trips. <p>The Council plans to maintain and improve on infrastructure by:</p> <ul style="list-style-type: none"> • Implement road safety schemes and consider the introduction of 20mph speed limits and Home Zones in urban areas and Quiet Lanes in rural areas. • Target road safety engineering, education, training and enforcement measures in association with promotional campaigns. 	<p></p>	<p>✓</p>	<p>✓</p>	<p></p>	<p></p>	

			<ul style="list-style-type: none"> • Use regeneration and development projects to encourage greater levels of active travel through better urban design and planning and creating strategic links to walking, cycling and bridleway networks. • Personal safety issues in urban and rural areas will be addressed during project development. <p>It also assumes that increased levels of active travel can be achieved through:</p> <ul style="list-style-type: none"> • Improved safety on the transport network, including safety education and training. • Improved public realm and transport networks. • Better levels of personal safety. • Promotion of active travel and its associated benefits (for example health, financial, climate change). 					
Marches LEP SEP	Regional	Investing in infrastructure is one of the themes of the Strategic Economic Plan (SEP) of the Marches Local Enterprise Partnership (LEP). Transport and infrastructure are a fundamental focus for the Marches SEP and make up a major proportion of the 'ask' with regard to investment. Ageing infrastructure and strategic road networks, poor site access, public transport difficulties and high levels of congestion are acting as restraints on the levels of major growth that could be delivered. The projects proposed will help to remove these constraints – they are the enabling infrastructure which will allow the Marches to accelerate growth.	The plan proposes a series of infrastructure priorities which would serve the Marches; these projects would unlock land to deliver more sites and provide improved transport networks, including public transport and sustainable transport such as walking and cycling. In Telford, Telford Growth Point Package received support for implementation. The package (in addition to highway improvements) is also supported by sustainable transport improvements across the Borough enhancing the cycle network providing linkages into the employment areas.				✓	
Active Travel Strategy	National	The Active Travel Strategy (2010) emphasises the need for better infrastructure in increasing the modal share of active travel. It also makes reference to Britain's continuing poor levels of air quality, the measureable cost of which is around £10 billion per year. The National Active Travel Strategy targets the increased uptake of cycling and walking as a way of increasing air quality whilst bringing with it various health, economic and environmental benefits. The National Active Travel Strategy also continually highlights the correlation between congestion and economic productivity and the role of Active Travel in alleviating the former to increase the latter. The strategy targets technological advancements in transport as well sustainable and active travel choices as the two main weapons in combating congestion. The National Active Strategy endorses moderate physical activity citing its potential to reduce the risk of major chronic diseases such as coronary heart disease, strokes and type 2 diabetes.	The strategy commits to substantial investment in cycling infrastructure with the aims to provide: <ul style="list-style-type: none"> • Cycle parking within easy reach of every public building • Sufficient secure bike parking at every rail station to be delivered through the Rail Integration Taskforce • Provide fully supervised cycle-hubs - • Extend the network of 20mph streets • Increase the number of cycling hubs at UK rail stations, providing bike hire, parking and repair • Improve cycling facilities on the UK rail network – support four train companies to come 'bike and ride' flagship operators • Provide improved and safer links to approximately 500 schools • Engage more employers in the Cycle to Work scheme – provide the relevant cycling infrastructure that allows employees to cycle to work and store their bicycle safely. • Continue to support development in areas with good pedestrian and cycling access to local amenities 	✓		✓		✓
Highways England: Cycling Strategy	National	HE is in charge of operating, maintaining and modernizing the strategic road network but also supporting the needs of vulnerable road users such as cyclists. The ambitious £11 billion Route Investment Strategy encompasses integrated schemes aimed at improving cyclists' facilities. The Delivery Plan will commit £100m of ring-fenced funding in 200 cycling schemes to 2021 aligning with the government vision to make cycling a natural choice for journeys and the development of the Government's Cycling and Walking Investment Strategy. It will contribute towards the development of integrated, safe, comprehensive and high quality cycling network, but it also recognizes the limitations of the network such as prohibitions of using motorways and incompatibilities with major parts of the network.	HE strategy aims at improving cycling environment by: <ul style="list-style-type: none"> • Reviewing the extent and quality of the existing cycling network. • Identifying, prioritising and investing in ways to improve cycling conditions. • Progressively creating comprehensive and coherent cycle networks with their stakeholders and delivery partners. <p>And additionally it will also bring about:</p> <ul style="list-style-type: none"> • Training and developing our planners, designers, engineers and service providers to think differently about cycling infrastructure. • Working more collaboratively with our partners and stakeholders. • Improving how HE plans for cycling. • Supporting the overall development of cycling related infrastructure design and planning. <p>The benefits of the HE cycle strategy take into account the favourable effects on the community from the environmental point of view as it has negligible climate change, air pollution and noise repercussions.</p>			✓	✓	
Transport White Paper: Roadmap to a Single European Transport Area - Towards a competitive and resource efficient transport system	International	The European Commission (EC) adopted in 2011 40 concrete initiatives to build a competitive transport system that will increase mobility, remove major barriers in areas and fuel growth and employment. It suggests that facilitating walking and cycling should become an integral part of urban mobility and infrastructure design.	One of the initiatives of the Paper is "promoting more sustainable behaviour"; particularly, to promote awareness of the availability of alternatives to individual conventional transport (e.g. walk and cycle)".				✓	
Europe 2020	International	This report is the European Union's ten-year growth strategy and it puts forward three mutually reinforcing priorities: Smart growth, Sustainable growth and Inclusive growth. The aim of this is to support the shift towards a resource efficient and low-carbon economy and to decouple the economic growth from resource and energy use, reduce CO2 emissions, enhance competitiveness and promote greater energy security. The Commission will work on proposals to modernise and decarbonise the transport sector thereby contributing to increased competitiveness.	One of the Flagship Initiatives of the strategy is the "Resource efficient Europe", which will secure growth and jobs for Europe.				✓	

Road Safety Policy Orientations 2011-2020	International	One of the EC's sub-objectives in this policy document is the protection of vulnerable road users – riders of powered two-wheel vehicles, pedestrians and cyclists. The EC notes that potential or perceived road safety risks remain a decisive obstacle for potential cyclists.	The EC acknowledges the significant environmental, climate, congestion and public health benefits of cycling and it identifies the Action Plan on Urban Mobility as the main means of improving the safety of cyclists.		✓	✓			
Pan-European Master Plan for Cycling Promotion (2014)	International	In the 2014 Paris Declaration, adopted by Transport, Health, Environment Pan-European Programme (THE PEP), revealed that they "Decide to initiate the development of a pan-European Master Plan for Cycling Promotion, supported by guidelines and tools to assist in the development of cycling promotion policies at the national level. This new initiative will be undertaken within the framework of THE PEP partnerships."	The exact content of a draft master plan will be developed by the end of 2016 and its official adoption is foreseen in 2019.			✓			
Sustainable Transport									
Telford & Wrekin Council Sustainable Modes of Travel Strategy (2016-2021) (Draft)	Local	This strategy outlines how Telford and Wrekin intend to meet the requirements of the Education and Inspections Act 2006 and in so doing it would work towards meeting the sustainable transport aims and objectives of the Telford & Wrekin Local Transport Plan and Accessibility Strategy. In particular, this strategy promotes choice for children and young people to use sustainable travel alternatives, develop healthy, safe & active lifestyles and to help protect our future environment. A number of initiatives and travel events are outlined in the document which schools take part in. The Walking and Cycling Strategy will aim to complement these measures.	<ul style="list-style-type: none"> Improving the quality of the local and global environment, by reducing carbon emissions associated with school travel and reducing local congestion Helping to reduce child casualties Widening choice by improving accessibility to educational establishments and activities Improving the physical and mental health of children and Contributing to improving educational achievement and attendance 	✓	✓				
Action Plan on Urban Mobility	International	This EU document proposes twenty measures to encourage and help local, regional and national authorities in achieving their goals for sustainable urban mobility. Under Theme 1 (Promoting integrated policies) Action 3 (Transport for healthy urban environments) can be found, which stresses that sustainable urban transport can play a role in creating healthy environments and contribute to reducing non-communicable diseases such as respiratory diseases, cardiovascular diseases and injury prevention.	The EC supports the development of partnerships towards healthy environments and will explore, in the context of its work on public health, further synergies between public health and transport policy. Under Theme 6 — Optimising urban mobility it recognises that affordable and family-friendly public transport solutions are to encourage citizens to become less car-dependent, use public transport, walk and cycle more, and explore new forms of mobility.	✓		✓			✓
Shaping of the area									
Shaping Places - Local Plan of Telford & Wrekin (2011-2031)	Local	The Local Plan will set out policies and priorities for development in relation to housing, green space, shops, businesses, transport and community facilities. It recognises that with work places and homes being segregated as part of the new town principles, and with good link roads, Telford is relatively unsustainable in terms of travel behaviour although it does have an extensive cycling and walking network albeit parts of which are unsafe and poorly lit. The challenge for the borough is to use the Local Plan to re-shape and create an urban form and density that is more conducive for cycling, walking and viable public transport provision.	<p>The aims and associated objectives of the documents that walking and cycling could contribute the most to are the following:</p> <ul style="list-style-type: none"> Aim 1: Promoting prosperity and opportunity for everyone <ul style="list-style-type: none"> -to expand the borough's leisure, tourism and business visitor offer (by increase in X visitor numbers/%); Aim 4: Promote more socially cohesive, healthy and active communities <ul style="list-style-type: none"> - Enable healthier lifestyles and improve the health and wellbeing of the population; - Address social and economic deprivation; Aim 5: Enhance the infrastructure for improved access and communication <ul style="list-style-type: none"> - Support the continued provision of a highly accessible and integrated transport network; - Encourage and help enable greater access by non-vehicular means to local green space, services and locations of employment; Aim 7: Reduce the environmental impact of new development <p>Across different policies, developers will be expected to:</p> <ul style="list-style-type: none"> take into consideration the needs of pedestrians and cyclists; provide safe, appropriately lit, accessible and convenient internal routes in the development for a range of modes including walking, cycling; design development blocks (avoiding cul-de-sacs) of a size that encourages filtered permeability for walking and cycling and traffic calming measures; fund enhancement of local and strategic walking and cycling routes; appropriately locate development that is accessible by walking, cycling and public transport; provide secure, covered, convenient on plot space to park cycles within all residential developments; provide public cycle parking in convenient, overlooked, locations to serve on site facilities such as shops and recreational areas; encourage walking and cycling in the layout and design of streets and open space and design for the car without harming the quality of the place; to adapt to climate change and provide measures to encourage greater levels of sustainable travel. 	✓	✓	✓	✓	✓	

<p>Shaping our Future Community Strategy (2013)</p>	<p>Local</p>	<p>Sets out the vision for the Borough until 2020.</p>	<p>The strategy identifies 4 themes and three most important ones that relate to walking and cycling are:</p> <ul style="list-style-type: none"> • Live – a place people choose to live and feel they belong whatever their background. We will continue our efforts to (...) improve health and address health inequalities, (...) work to ensure that all of our communities are safe and feel safe. • Visit – to continue to attract more visitors to the Borough. For more sporting visitors the Borough hosts a range of events and these will flourish as the Council and partners work with local sports clubs to support and promote these events and develop new ones too: promoting the Borough and civic pride, whilst increasing participation in sport to improve the health and wellbeing of the local population. • Play – to encourage positive and active lifestyles and community participation (...) to work with our communities to protect and maintain this infrastructure which links the Borough through footways and cycle paths – such as the Silkin Way. By encouraging 'active lifestyles', the environment will play a central role in the improvements to the health and wellbeing of the Borough. <p>Two outcome measures to deliver by 2020 where walking and cycling could play a core role were identified:</p> <ul style="list-style-type: none"> • Reduced early deaths from cancer and heart disease to the national rate • Reduced child obesity to the national rate 	<p>✓</p>	<p>✓</p>				
<p>Cycle Delivery Plan</p>	<p>National</p>	<p>This draft Cycling Delivery Plan is a 10 year plan for England, setting out government's vision for cycling and walking and the role everyone has to play in achieving this vision. In delivering this plan, the Government plans to set up partnerships with local authorities, where - in exchange for signing up to a series of actions that we believe are necessary to deliver ambitious changes in cycling and walking - local authorities will receive access to supporting tools and incentives, including knowledge sharing, priority access to funding and sector expertise.</p>	<p>In forming a partnership with government, local authorities would be expected to:</p> <ul style="list-style-type: none"> • Set a clear and specific vision for their area which outlines how cycling and walking will be increased and supported in a defined area over a defined period; • Develop a local walking and cycling delivery plan, supported by their own local partners - such as voluntary sector organisations; • Appoint an influential cycling and walking champion locally (be that an elected member, supported by senior officer or a public figure); • Demonstrate a commitment to door-to-door journeys, and to creating safe cycling and walking provision through cycle proofing and pedestrian proofing new transport infrastructure and, where relevant, a planned and funded cycling and walking investment programme; • Demonstrate that their walking and cycling plans include steps to meet the needs of people from hard to reach groups – including disabled people, older people and others - where those needs are different from the needs of other people. 			<p>✓</p>	<p>✓</p>		
<p>Environmental</p>									
<p>A Climate for Change (2008-2026)</p>	<p>Local</p>	<p>The Council's strategy 'A Climate for Change' 2008-2026 aims "to address the causes of climate change by reducing greenhouse gas emissions and preparing for the impacts of a changing climate". A target was set for the reduction of emissions as to reduce annual CO2 emissions by 60% from 1990 levels, by 2050 (36% by 2026).</p>	<p>According to the strategy, road transport accounts for 23% of CO2 emissions in Telford and Wrekin, whilst based on consumption this figure increases to approximately 29%. Transport therefore plays an important role in tackling climate change, both by being at risk due to climate change and through its impact on the GHG emissions.</p>	<p>✓</p>					
<p>Telford & Wrekin Local Green Infrastructure Needs Study (2013)</p>	<p>Local</p>	<p>The study identifies the areas of greatest need for green infrastructure in relation to health and wellbeing. Specifically, it looked at the need for green routes based on the current population movement gradient between residential areas and workplaces and/or residential areas and schools and future population movement gradient (for each housing option) between residential areas and workplaces and/or residential areas and schools. This way it suggested the areas of the borough where large numbers of people are likely to want to pass through regularly and found that the green travel routes between people's homes and places where they shop, work or go to school are most needed in urban parishes.</p>	<p>Strong concentrations of need include:</p> <ul style="list-style-type: none"> • Newport • Central Telford: the shopping facilities, institutions and other work places clustered in Telford Town Centre are a major destination and as such generate the strongest needs for accessibility through green(er) travel routes • Parishes in northern Telford, particularly: <ul style="list-style-type: none"> - Around Wellington town centre and the areas immediately to the north - Hadley and Leegomery – where the hospital as well Hadley Park and Hadley Learning Community are likely destinations for surrounding communities - Wrockwardine Wood and Trench as well as Muxton and Donnington (respectively in Wrockwardine Wood and Trench, and Lilleshall, Muxton and Donnington) - In Oakengates around the train station, the Sports & Learning Community and retail and other facilities around Market Street - In St Georges and Priorslee – where St Georges Primary School and the Priorslee Campus are expected to be likely destinations for surrounding communities • Parishes in the south of Telford, particularly: <ul style="list-style-type: none"> - Around schools and communities in Stirchley and Brookside - Across Woodside and Sutton Hill in Madeley, as well as around the Madeley Centre and Tesco Superstore 	<p>✓</p>					

<p>Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen</p>	<p>National</p>	<p>The White Paper produced by the Government in 2011 supports the active travel strategy in which the Government's commitment to facilitating travel by active travel is reaffirmed along with a commitment to infrastructure improvements. In addition to the infrastructure commitments outlined in the Active Travel Strategy, the white paper commits to the continued development of the cycling journey planner which allows the user to select a route between two points based on skill and confidence but also provides the most recreational route if so desired. It highlights the tangible benefits of localised active transport initiatives as a method for improving air quality. It recognises that while technology is more expensive and not always yet suitable, sustainable travel choices are an opportunity that exists now.</p>	<p>Expenditure on encouraging and facilitating walking and cycling travel is inexpensive and provides far greater value for money than traditional road schemes. The White Paper suggests in economic terms, public realm improvements which increase the appeal of local centres to those on foot or cycle are proven to be economically beneficial with public realm improvements providing between 5% and 15% uplift in high street expenditure. Health benefits also save the NHS money, with the cost of obesity alone costing the NHS £4.2 billion per year. In addition to the obvious weight management benefits of active travel, active travel can contribute to the promotion of a healthier lifestyle which stands to reduce absenteeism which costs around 172 million working days and the economy over £13 million.</p> <p>Behaviour change is a crucial element in the shift from car dominated journeys to active travel. An approach called the 'nudge' is supported in the White Paper; to qualify as a 'nudge' an intervention must be easy and accessible and not reduce choice. Choices become well informed, in transport terms this could mean better signage or clearly designated cycle ways, they gently encourage users to make choices which are better for them. The white paper encourages place makers to be aware of their local needs and tailor nudges accordingly. Nudges, however, are seldom effective in isolation. They are suited to forming a package of measures targeted at increasing the uptake of active travel which could include marketing and the increased provision of infrastructure.</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p></p>	<p></p>	
<p>Financial</p>									
<p>The British Cycling Economy - 'Gross Cycling Product' Report (2011)</p>	<p>National</p>	<p>Findings of the report find that the full extent of cycling contributions to the British economy include saving £2 billion over a ten year period in terms of absenteeism; • A 20 per cent increase in current cycling levels by 2015 could save the economy £207m in terms of reduced traffic congestion, £71m in terms of lower pollution levels, £107m through the reduction of premature deaths and £52m reduction in NHS costs; and the latent demand for cycling could amount to £516 million.</p>	<p>facilitators in the cycling ecosystem include:</p> <ul style="list-style-type: none"> • Cycling has been made appealing to the widest number of user groups • Coordinated and preferential traffic signals that facilitate faster and safer journeys • 'Short cut' routes in dense urban areas that join arterial road routes • Traffic calming initiatives that include road narrowing and speed restrictions • Extensive parking and in some areas, designated women-only spaces • Established bike rental schemes • Long-running training programmes for children • The prevalence of strict 'liability laws' 	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p></p>	<p>✓</p>	