

TELFORD & WREKIN COUNCIL**CABINET – 14 SEPTEMBER 2017****TELFORD & WREKIN CYCLING AND WALKING STRATEGY****REPORT OF: ASSISTANT DIRECTOR, HEALTH & WELL BEING AND ASSISTANT DIRECTOR, CUSTOMER & NEIGHBOURHOOD SERVICES****LEAD CABINET MEMBER – COUNCILLOR ANGELA McCLEMENTS and COUNCILLOR ARNOLD ENGLAND****PART A) – SUMMARY REPORT****1. SUMMARY OF MAIN PROPOSALS**

- 1.1 The purpose of this report is to present to Cabinet the proposed Telford & Wrekin Council Cycling and Walking Strategy for review and approval as the adopted Cycling and Walking Strategy for the borough.
- 1.2 In recent years the Council has been successful in securing external funding into sustainable transport improvements such as the new National Cycle Route 55 connection between Newport & Stafford or the replacement Telford Central footbridge. Alongside this the Council continues to invest in maintenance of the Borough's infrastructure through the Pride in Our Community programme which will see £1.4m invested in our footway and cycleways over the next two years as well as investment into the roll out of new LED's across the Borough. However a strategy is needed to ensure that resources are focussed in the right areas to continue to encourage walking and cycling in the Borough and to ensure that it is accessible to all regardless of age or ability.
- 1.3 This new Cycling and Walking strategy sets out a long-term plan to encourage and support residents and visitors of the Borough to walk and cycle more in their everyday lives. The Action Plan that comes with 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.
- 1.4 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.”*
- 1.5 This approach will ensure the Council is 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 as well as seeking opportunities linked to Pride in Our Community, Telford's 50th Birthday and the use of existing assets such as Telford Town Park.

2. RECOMMENDATIONS

- 2.1 That Cabinet approves the adoption of the new Cycling and Walking Strategy (Appendix A)
- 2.2 That Cabinet resolves to support and participate in the successful delivery of the measures proposed in the new Cycling and Walking Strategy.

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	Contributes to all by improving access within the Borough but specifically: "Protect and create jobs as a Business Supporting, Business Winning Council" "We will ensure that neighbourhoods are safe, clean and well maintained" "We will improve the health and wellbeing of our communities and address health inequalities".
	Will the proposals impact on specific groups of people?	
	No	
TARGET COMPLETION/ DELIVERY DATE	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.	
FINANCIAL/ VALUE FOR MONEY IMPACT	No	The Council currently funds any cycling and walking improvements through the Local Transport Plan Capital Grant Funding received from DfT. Previous grant funding has also been used to deliver other sustainable transport improvements such as the NCN55 Cycle Improvements or the Wharfage Footway scheme. The Council is also investing £1.4m of capital funding into footway and cycleway maintenance as well as £100,000 into Public Rights of Way. 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-

		<p>prioritise 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 Customer and Neighbourhood Services. DR 3/5/17</p>
LEGAL ISSUES	No	<p>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)</p>
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	<p>Opportunities to increase the well-being of local residents through encouraging them to do more walking and cycling</p>
IMPACT ON SPECIFIC WARDS	No	

PART B) – ADDITIONAL INFORMATION

4. INFORMATION

- 4.1 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.
- 4.2 The benefits of cycling and walking as an alternative mode of transport and to improve personal health and fitness levels are widely accepted. 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.
- 4.3 In recent years the Council has been successful in securing external funding into sustainable transport improvements such as the new National Cycle Route 55 connection between Newport & Stafford or the replacement Telford Central footbridge. Alongside this the Council continues to invest in maintenance of the Borough's infrastructure through the Pride in Our Community programme which will seem £1.4m

invested in our footway and cycleways over the next two years as well as investment borough wide into upgrading to LED's.

- 4.4 The Council also continues to deliver a Bikeability training to over 800 children a year in primary schools through Government's Bikeability grant funding ensuring that children have the confidence and skills to cycle safely. However a strategy is needed to ensure that resources are focussed in the right areas to continue to encourage walking and cycling in the Borough and to ensure that it is accessible to all regardless of age or ability.
- 4.3 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
 - A fitter, happier, more productive community
- 4.4 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 Telford & Wrekin 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
- 4.5 In April 2017 the Department for Transport published guidance on 'Local Cycling and Walking Infrastructure Plans (LCWIPs)' which are a new, strategic approach to identifying cycling and walking improvements at the local level. The key outputs of LCWIP's are:
- a network plan for walking and cycling which identifies preferred routes and core zones for further development
 - a prioritised programme of infrastructure improvements for future investment
 - a report which sets out the underlying analysis carried out and provides a narrative which supports the identified improvements and network
- 4.6 The recent guidance states that whilst the preparation of LCWIP's is non-mandatory, Local Authorities who have plans will be well placed to make the case for future investment. This strategy confirms to the requirements of the LCWIP's subject to the development of a network plan which will now be undertaken.
- 4.5 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 in Table 1.

Table 1: Cycling & Walking Strategy Objectives and Goals

Objectives	Goals
<p>Objective 1: Taking a holistic approach to improving health and wellbeing through walking and cycling</p>	<ul style="list-style-type: none"> • Decreasing the percentage of people who are physically inactive. • Improving the awareness of the health benefits from healthier and more active lifestyles to school children and their families. • Improving the health of all people in the area by encouraging walking and cycling as attainable exercise modes which can be incorporated into their everyday lives. • Improving mental health as a result of increased physical activity. • Reducing early deaths and costs to the NHS for diseases which may be avoided through a more active lifestyle.
<p>Objective 2: Create long-term behaviour changes towards more sustainable and healthier travel choices</p>	<ul style="list-style-type: none"> • Creating a mode shift away from the car towards public transport, walking and cycling, especially for shorter journeys. • Encouraging all or part of the journey to work, school or other amenities to be conducted by walking or cycling. • Providing additional training and support to people to make these lifestyle changes.
<p>Objective 3: Make the cycle and walking network more accessible to residents and visitors</p>	<ul style="list-style-type: none"> • Implementing a programme of improvements and maintenance for the existing infrastructure to include quality of the surface, appropriate segregation from traffic and between pedestrians and cyclist as well as lighting, signage, and planting. • Adding additional infrastructure in any 'missing gaps' in the network. • Provision of secure cycle parking stands and lockers in town and village / local centres, schools, workplaces and health centres etc. • Considering a target density for the walking and cycling network in the urban areas, for example, all residents in Telford to be within 300m of a dedicated cycle route.

	<ul style="list-style-type: none"> • All schools and employment locations to be subject to a cycle and walk audit and to draft a travel plan to provide improved cycling and walking facilities and support measures. • Ensuring the signage to and along walking and cycling routes is visible, coherent, and consistent. Signage that includes distances and time markers on appropriate routes to be considered as well as ancillary and promotional information about the local area. • Making information more readily available through paper maps, websites and apps. • Implementing a cycle hire scheme or implementing a “try a bike scheme” as well as introducing a recycle or reuse bike scheme in order to provide universal access to cycles.
<p>Objective 4: Integrating community resources to deliver the strategy</p>	<p>Ensuring local groups with an interest in walking, cycling, local accessibility etc. are clearly represented at a council level and have clear contact points to the appropriate people within the Council.</p> <p>Local businesses to increase involvement through implementation of travel plans, providing staff incentives and trials to walk and cycle to work, including sustainable travel and active travel in their corporate responsibility considerations, and including walking and cycling in their promotional products.</p> <ul style="list-style-type: none"> • Using the extensive and active network of local community and special interest groups to help with maintenance of the network. • Increasing awareness to residents of walking and cycling groups.
<p>Objective 5: Integrate walking and cycling with other modes of public transport</p>	<ul style="list-style-type: none"> • Integration with public transport through consideration of cycle and walking access routes to the stations and stops as well as availability for additional storage on board trains (and, where appropriate, on buses). • Providing secure cycle parking stands and lockers at major transport hubs. • Make provision for electronic bikes at stations and town centres, including a network of charging stations to cater for and encourage this growing trend.

4.6 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.

4.7 Telford & Wrekin Council will implement the Strategy and Action plan in close partnership with Parish and Town Councils; Enterprise Telford; Marches Local Enterprise Partnership; Shrewsbury and Telford Hospital NHS Trust and 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. 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 as well as maximise opportunities linked to Pride in Our Community and Telford's 50th Birthday.

5.0 **PREVIOUS MINUTES**

None

6.0 **BACKGROUND PAPERS**

Appendix A – Telford & Wrekin Cycling and Walking Strategy

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