

Appendix 2 - Cycling & Walking policy – national, regional and local

A review of policies and strategies has been undertaken to determine the national, regional and local context for the development of this strategy.

Of particular relevance to this Strategy are the following documents;

- Local Plan Telford & Wrekin 2011-2031
- Telford and Wrekin Health and Wellbeing Strategy (2016-2019)
- Sport England: Towards an Active Nation (2016-2021)
- Everybody Active, Every Day (Public Health England, 2014)
- Telford and Wrekin Local Transport Plan (2011-2026)
- National Cycling and Walking Investment Strategy (Department for Transport 2016)

These collectively seek to create a culture of participating in physical activity on a daily basis. Cycling and walking are seen as physical activities available to almost everyone.

Telford and Wrekin Local Transport Plan (2011-2026)

The transport plan sets out how the transport network will be managed, maintained and developed across the borough. The borough has six Local Transport goals, including:

1. Making travel more reliable and efficient, to attract jobs and support growth and regeneration.
2. Maintain highways effectively and efficiently.
3. Reduce carbon emissions to help tackle climate change.
4. Allow everyone to access jobs, education, healthcare, shops and leisure.
5. Improve safety and security on the transport network and promote active travel choices which encourage people to be healthier.
6. Improve the quality of life by reducing the visual, noise, air quality and other impacts of transport on people and the local environment.

The goals and the overarching vision set out in the Local Transport Plan have influenced the objectives and vision of this strategy. Objectives and actions have been considered in line with the Local Transport Plan in order to assist in achieving the goals that are highlighted above.



Telford & Wrekin Health & Wellbeing Strategy (2016-2019)

A site visit and audit (Appendices 4-6) were conducted using the attractors map to assess the present use and purpose of each route. Through auditing the area it became evident that within Telford and Wrekin to maximise their potential through their health and wellbeing.

Three priorities have been highlighted in the strategy, these include: Encouraging *Healthy Lifestyles, Improve mental wellbeing and mental health* and strengthen our communities and community based support.

It is considered that the Walking and Cycling Strategy will help to achieve these priorities and will be able to support the following deliverables;

- 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

Sport England: Towards an Active Nation (2016-2021)

'We want everyone in England, regardless of their age, background or level of ability to feel able to engage in sport and physical activity.'

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*.

This strategy will align with and support these outcomes.

Everybody Active, Every Day (Public Health England, 2014)

This evidence based approach document recognises the importance of embedding a culture of physical activity across Britain.

'Physical activity needs to be made easy, made fun and made affordable. If we want everyone to be active every day, exercise and active recreation must be available to all, at every stage of life in every community across England.'

The document sets out four domains of action at national and local level:

- **Active society:** creating a social movement with 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.

This strategy will support the four areas of action through the action plan and the measures to be implemented.



National Cycling and Walking Investment Strategy (DfT, 2016)

Ambition: *'make cycling and walking the natural choice for shorter journeys, or as part of a longer journey.'*

The Department for Transport's Cycling and Walking Investment Strategy is the first step in a long term transformative change process to grasp the opportunities and benefits available associated with cycling and walking;

- for **People** – through improved health and cheaper travel
- for **Businesses** - through increased productivity of employees and increased footfall in shops
- for **Society** – through lower congestion, better air quality and vibrant and attractive communities

The Government's target is to double cycling activity by 2025 and reverse the recent trend of a decline in walking.

This investment strategy has strongly influenced our methodology to ensure our strategy and action plan is evidence led. Telford & Wrekin's Strategy will also support the ambition and targets of National Strategy by removing the barriers that prevent Telford and Wrekin residents making active travel choices.

Local Plan of Telford & Wrekin 2011-2031

The Local Plan sets 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.

The strategy shall use the selected aims to focus the strategy targets specifically for the area:

- **Aim: Promoting prosperity and opportunity for everyone**
 - The strategy will expand the Borough's leisure, tourism and business visitor offer
- **Aim: Promote more socially cohesive, healthy and active communities**
 - The strategy will focus on enabling healthier lifestyles and improve the health and wellbeing of the population;
 - Address social and economic deprivation;
- **Aim: Enhance the infrastructure for improved access and communication**
 - The strategy will 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: Reduce the environmental impact of new development**
 - The strategy will aim to reduce car trips by promoting alternatives modes of transport for new development.

