

Cycle Strategy

2006 – 2011



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1 INTRODUCTION

- 1.1 In 1990, the Council produced its first Cycling Strategy. This aimed to do more to provide for the need of cyclists, making it a safer more attractive mode of transport. Since that time, the Council in conjunction with Hampshire County Council, Southampton City Council and the cycle charity Sustrans has provided a growing network of cycle routes as shown on the Borough cycle map, published in 2006. The Borough cycle map is available in a free paper format or can be viewed on the Council's website: www.eastleigh.gov.uk/ebc-1380
- 1.2 The overall vision for cycling in the Borough of Eastleigh is to promote cycling as a viable transport choice. A framework will be put in place in order to try and achieve this vision with the aims and objectives set out in the context of national, regional and local transport policy. The Cycling Strategy aims and objectives will not be looked at in isolation but will work towards the policy objectives of the County Councils Local Transport Plan 2006 – 2011 as well as ensuring that there is cohesion with the cycling strategies of neighbouring local authorities and other interested parties.
- 1.3 The consultees on this strategy included Hampshire County Council, local and national cycle groups, as well as the general public.



2. POLICY BACKGROUND

2.1 NATIONAL TRANSPORT POLICY

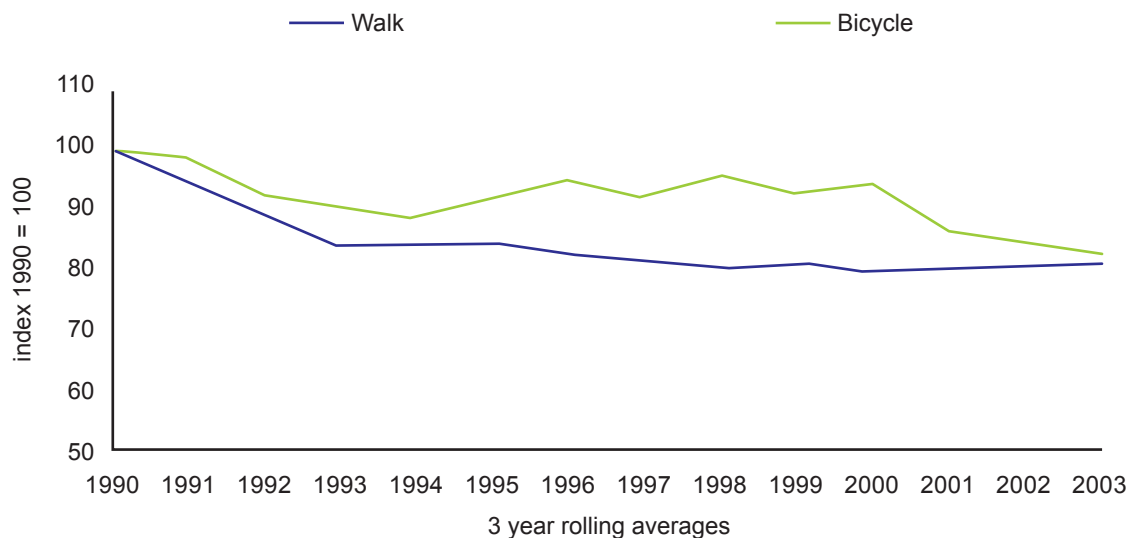
- 2.1.1 The need to develop cycling initiatives has stemmed primarily from the continued increase in the level of car use in this country. The Government's road building programme has seen a dramatic decrease in schemes being implemented with an acknowledgement that the old system of "Predict and Provide" in terms of road provision is no longer sustainable. Studies have also shown that the building of roads, far from alleviating the problems of congestion, have actually encouraged an increase in the use of the private motor vehicle.
- 2.1.2 Environmental issues are also a concern and there is a growing momentum for the need to find practical alternative transport choices to the car. Encouraging the use of public transport, such as buses, trams and trains is one way of reducing the number of journeys made by car, but for short journeys walking or cycling can provide an efficient, cheap and healthy alternative.
- 2.1.3 The 2004 Transport White Paper highlights the need for a longer term strategy which has long term objectives and importantly investment with the aim to manage the growing demand for transport and mitigating the negative impacts this brings.

2.2 NATIONAL CYCLE POLICY

- 2.2.1 In 1998 the Government White Paper, A New Deal for Transport: Better for Everyone endorsed the National Cycling Strategy's target of quadrupling cycling levels by 2012 from their base level in 1996. The national cycling target was then re evaluated in the 2nd Transport White Paper, The 10 Year Plan, which aimed to treble the number of cycling trips from their 2000 level by 2010. The growth of cycling was expected to be generated by improved local provision for cycling and from the impetus created by the National Cycle Network.
- 2.2.2 Despite the efforts made since the launch of the National Cycle Strategy in 1996, it is well documented that the national average distance travelled both on foot and by bike has remained fairly constant, see figure 1.



Figure 1: Distance Walked & Cycled Per Person Per Year
1990 to 2003



2.2.3 The 2004 Transport White Paper, *The Future of Transport* addresses the challenges ahead for walking and cycling such as the fact that 40 per cent of trips are under two miles and a quarter of car journeys are less than two miles. There is thus a huge potential for many of these trips to be by bicycle. The 2004 White Paper also addresses the concerns about safety, which deter many people from choosing to cycle. There is also an emphasis to ensure that the quality of our cycling and walking environment is reassuring and attractive, especially for elderly and other mobility impaired groups.

2.2.4 The 2004 White Paper states that the aim for the next 20 to 30 years is to increase walking and cycling, without emphasising a specific national cycling target. Focus has moved to working more closely with individual local authorities where “*sharper, more focused Local Plans and targets for walking and cycling can be put in place*”.

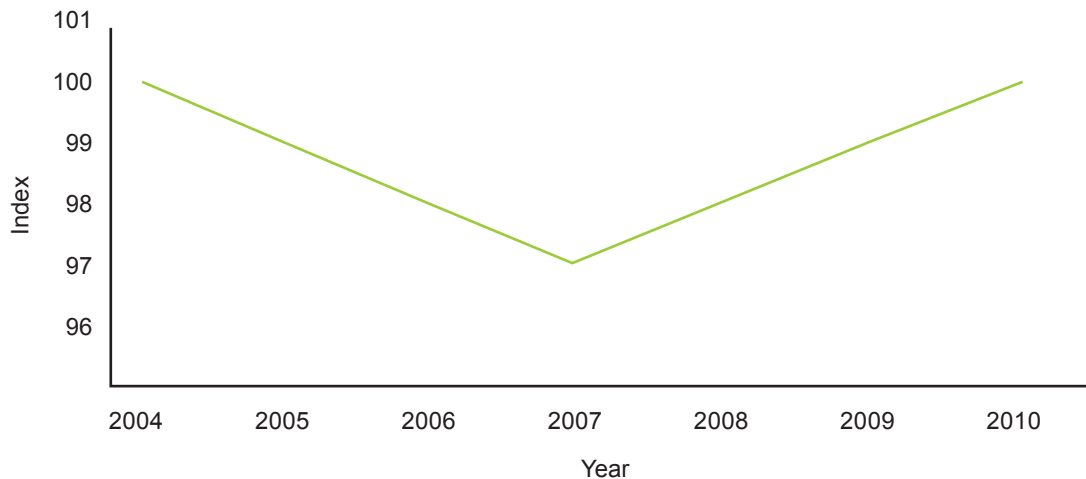
2.2.5 The DfT has also published an Action Plan called “Walking and Cycling: An Action Plan” (2004), which aims to increase the levels of walking and cycling by working in conjunction with other departments such as the Department of Health. The Action Plan identifies the most effective approach is to combine improvements to the environment and facilities for walkers and cyclists with carefully targeted information about travel choices, health benefits and recreation opportunities.

2.3 HAMPSHIRE CYCLING TARGETS

2.3.1 Since 1991, the Hampshire average for journeys to work by bike has fallen from 4.5% in 1991 to 3.5% in 2005. In light of this trend, Hampshire County Council’s 2006-2011 Local Transport Plan has set the 5 year target for cycling as, “*To halt the decline in cycling by 2007 from a 2004 base and increase the levels of cycling from 2007 back to 2004 levels by 2010*” (see figure 2, for five year trajectory). This has addressed the fact that with the current trends it would be unrealistic, in the short time period the LTP covers, to set a more ambitious target at this stage.



Figure 2: Five Year Trajectory of Cycle Trips for Hampshire 2004 - 2010



2.3.2 The Eastleigh Borough Cycle Strategy (2007 - 2011) has a vision to promote cycling as a viable transport choice. It will set out objectives specific to the Borough of Eastleigh, which will work towards achieving the overall aims contained in the Hampshire Local Transport Plan as well as those specific to cycling.

2.4 HAMPSHIRE COUNTY COUNCIL LOCAL TRANSPORT PLAN (2) 2006-2011. OUTLINES ACTIONS TO ACHIEVE MODAL SHIFT TOWARDS CYCLING:

- Targeted improvements to encourage more cycling, where these can be shown to be cost effective. This would include focusing activities on areas and routes that are most likely to be used by large numbers of cyclists, especially new cyclists;
- Priority will be given to measures that encourage utility cycling, such as journeys to work and to school. This will include identification of missing links on the network;
- Effective maintenance to help to make best use of existing infrastructure;
- Cycling will be promoted through Workplace Travel Plans and the provision of signing, publicity and marketing;
- The County Council will work with developers to ensure that new development accommodates cycling and joins to existing cycle routes, where appropriate;
- Cycling and cycle training will be promoted as part of School Travel Plans and the Safer Routes to Schools initiative;



- Revenue funded measures to increase awareness of cycle facilities will be continued together with training and improved integration with other forms of transport;
- Maintenance of cycle facilities will be improved as part of the comprehensive approach to asset management in the Transport Asset Management Plan.

2.4.1 One of the means of achieving these actions and targets and those specific to Eastleigh Borough is to encourage a larger proportion of the resident population to cycle to access work, school or leisure. Eastleigh Borough Council's Adopted Local Plan Review (2001 - 2011).

2.4.2 The Cycling Strategy aims to compliment existing strategy documents such as the Sport & Recreation Strategy for the Borough 2002-2007, the emerging Parks and Green Spaces Strategy and the Eastleigh Borough Community Plan. The Sport & Recreation Strategy includes a strategic aim to improve access to core sports and recreation facilities within walking and cycling distance. The Parks and Green Spaces Strategy have similar aspirations in terms of the development of a network to improve access to parks and green spaces by walking and cycling.

2.4.3 The Eastleigh Borough Community Plan identifies a need to enhance the health and well being of Borough residents by making it easier for people to walk and cycle. The plan also highlights the need to improve quality leisure facilities to encourage healthy lifestyles and a way to achieve this is to get residents to take 30 minutes or more exercise 5 times a week.



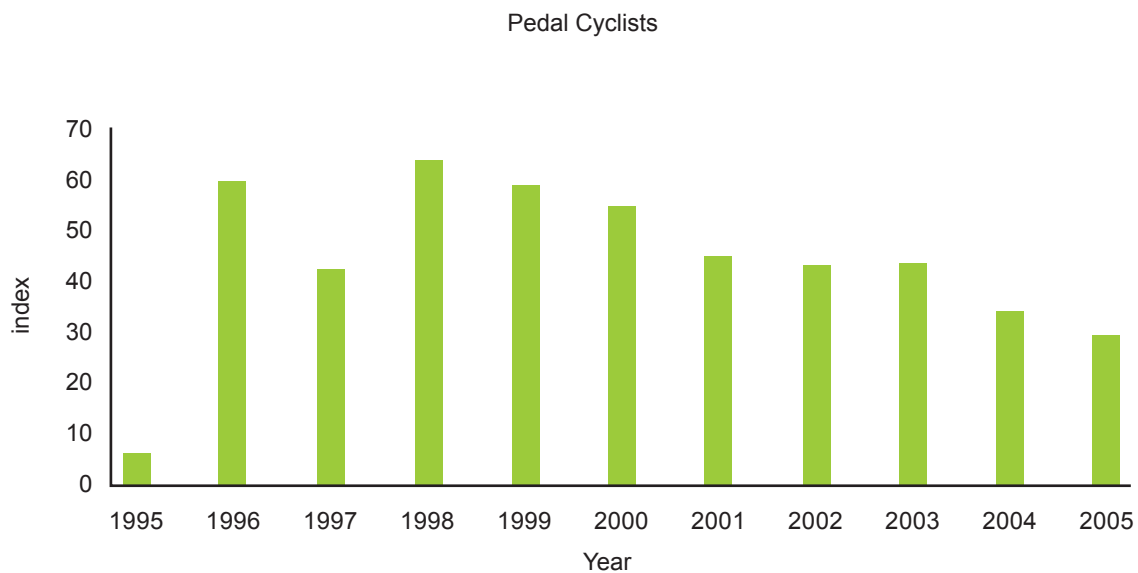
3 BACKGROUND

3.1 CYCLE USE

- 3.1.1 Approximately 2 million cycles are sold every year in the UK in contrast to the decreasing number of miles cycled each year. As the majority of all journeys made are less than 5 miles, a distance suited to cycling, there is a great potential for modal shift. The key to encouraging cycling is to target the shorter journey of 2 to 7 miles or up to half an hour cycling time where it is a viable alternative to the car.
- 3.1.2 It has been found that a large proportion of those who do own bicycles do not use them for work or school related journeys. Roads are often perceived by some users to be unsafe to cycle, especially in peak hour traffic and, that cycle security at their destination is inadequate. By addressing these real concerns and promoting the benefits of cycling such as saving money, improving health and being environmentally friendly, then advances can be made.
- 3.1.3 Eastleigh Borough Council has been investing in the Borough's cycling infrastructure and has a continued commitment to encourage increasing levels of cycling in the Borough for trips to school, work and leisure. It was found in the 2001 census that only 3% of work journeys in the Borough were made by bicycle, where much of the topography is relatively flat. There were 7% by foot and 4% by bus, but 54% by car. However, the geography of the Borough creates problems, being divided by the M3 and M27, the airport, railway lines and rivers or major watercourses. Highway width is also limited; therefore there is frequently not the scope for the development of facilities on many routes.
- 3.1.4 Despite these obstacles there are now over 35km of cycleways in the Borough centred mainly on the areas of Eastleigh and Hedge End. The aim is to increase levels of cycling by extending these facilities and further developing routes across the Borough and more locally to serve the needs of particular areas.
- 3.1.5 The infrastructure and promotion of cycling in the Borough to date has endeavoured to increase the safety of cycling. Figure 3 highlights the encouraging trend in the reduction in cycle casualties in the Borough of Eastleigh between 1995 and 2005.



Figure 3: Casualty Data: Pedal Cycle Accidents in Eastleigh Borough 1995 to 2005



3.2 BENEFITS OF CYCLING

- 3.2.1 The benefits on the highway network from increased cycling include a reduction in congestion, improved traffic management and a reduction in accidents.
- 3.2.2 For the rider, cycling can help reduce the risk of many health problems including heart disease, high blood pressure, osteoporosis and obesity.
- 3.2.3 For the environment, reduced congestion results in a reduction in toxic emissions which contribute to air pollution and smog and stabilises the emissions of carbon dioxide which contributes to global warming.



4 MAIN OBJECTIVES

4.1 THE IDENTIFIED MAIN OBJECTIVES OF THE EASTLEIGH BOROUGH CYCLE STRATEGY ARE:

- To increase the modal share of cycling and walking;
- To continually improve the cycling infrastructure;
- To increase the safety of cycling and security of cyclists and their cycles.

4.2 HOW TO ACHIEVE OBJECTIVES

4.2.1 There are a range of measures to achieve the primary objectives including:

- Further developing the utility route network with feasibility work on missing routes;
- Auditing all highway and land-use development schemes for 'cycle-friendliness' as part of the Development Control process;
- Consider traffic restraint measures and where necessary, redistributing road space in preference of cyclists where appropriate;
- Liaising with neighbouring authorities and Highway Authorities to ensure that all proposed routes to the Borough boundary are compatible with other authorities' plans;
- Working with local employers as part of the overall transport planning process to provide facilities for cyclists at work, such as for changing/showering and secure under cover parking through the development of travel plans;
- Monitoring annual accident statistics provided by Hampshire County Council and liaising with them on implementation of appropriate safety schemes;
- Liaising with cyclists, cycling organisations and schools to develop the most appropriate facilities;
- Working with schools to adopt School Travel Plans and promote Safe Routes To School at a rate of 4 school travel plans per year with all state schools having completed a travel plan by 2009;
- Improving/installing cycle parking facilities at all major destinations where necessary in a continuing programme and ensure developers provide cycle parking provision for all new developments in accordance with Hampshire County Council parking standards;



- Improving linkages between transport nodes and allowing better cycle facilities at these locations (i.e. rail stations, bus stations, shopping centres, leisure facilities etc).

4.2.2 The main objectives and the methods to achieve them are incorporated into the Action Plan in Appendix A of this document.

5 TARGETS

Specific targets have been set by Eastleigh Borough Council to help monitor the impact of the strategy, these are to:

- Target 1** Ensure consistency with Hampshire County Council's cycling targets and work with them to bring forward schemes highlighted as part of Local Transport Plan (2).
- Target 2** Provide a year on year increase in cycle route mileage in the Borough with an emphasis on routes which are cost effective and will attract large numbers of cyclists as well as focusing on utility routes such as journeys to work and school.
- Target 3** Increase year on year the share of journeys to school by bicycle.
- Target 4** Work with Hampshire County Council to reduce the number of cyclist casualties year on year from 2005 over the next five years.
- Target 5** Reduce cycle thefts through participation in the Crime and Disorder Partnership.

These targets will require regular review to maintain the impetus of the strategy. Refer to the Action Plan in Appendix A for further details.



6 THE CYCLE NETWORK

6.1 CYCLE ROUTE REQUIREMENTS

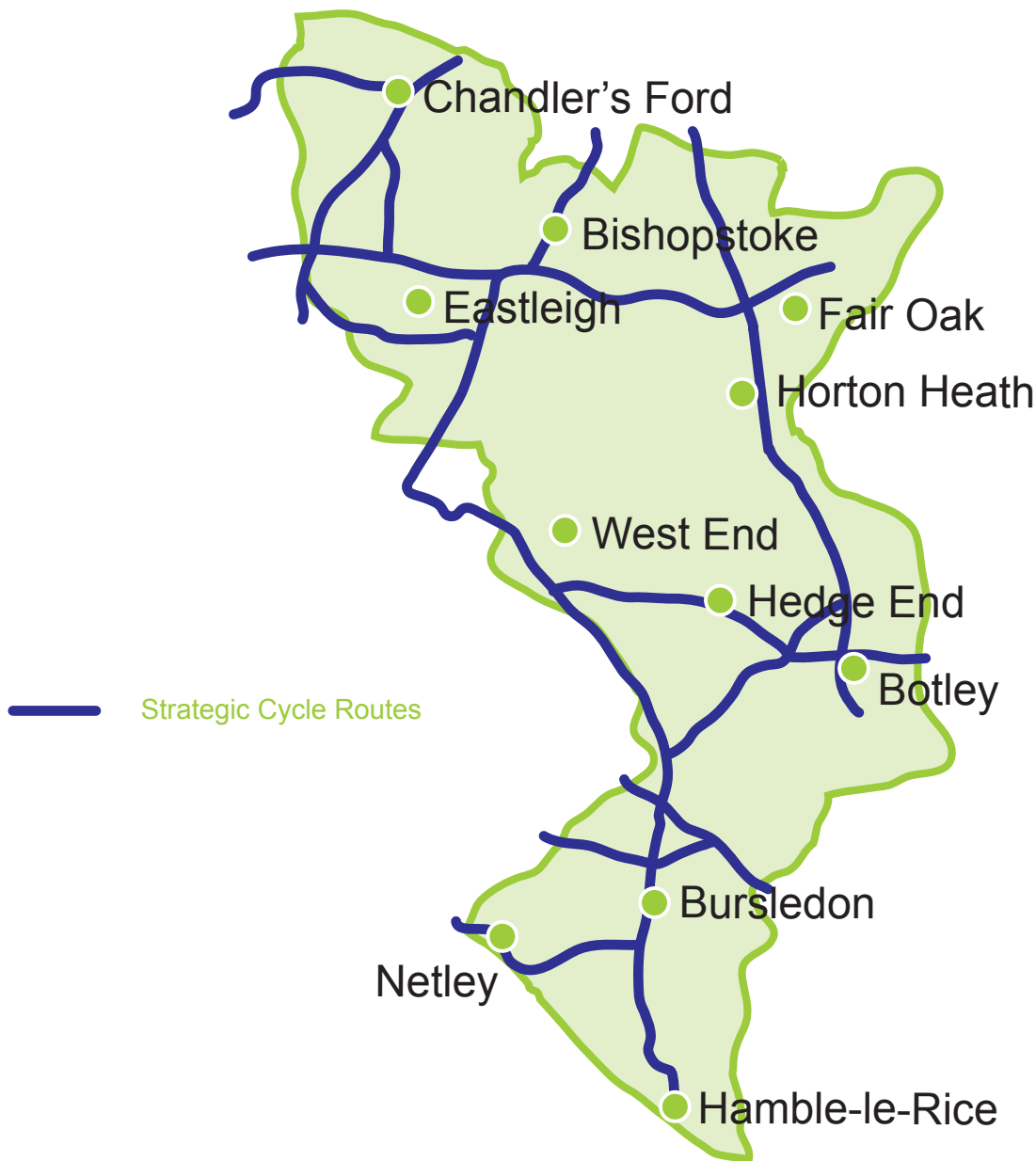
- 6.1.1 There are differing forms of cycling, which consist mainly of journeys to work and school or for leisure and health. These categories have different requirements for facilities and abilities range from those who are adult cyclists and experienced on the road network, to school children with minimal experience or confidence of cycling and using the roads. In providing facilities it has to be decided which category is being catered for to determine the most appropriate facilities. Eastleigh Borough Council has primarily aimed to provide facilities for utility routes and Safe Routes to Schools where there are perceived or actual road safety issues. This decision resulted from extensive consultation with the focus on providing the main network, then concentrating on local connections from these routes.
- 6.1.2 The Cycling Strategy will focus on the main network and the local links to it. Whilst links to the major schools will be considered, specific links to individual schools will be focused through the Safer Routes to School Programme.
- 6.1.3 Cycling for health and leisure will be addressed with Sustrans routes planned and the Council is also developing possible leisure routes to integrate with Rights of Way Improvement Plans. Both these aspects will work to complement the Eastleigh Borough Community Plan, the Sport & Recreation Strategy as well as the Parks and Green Spaces Strategy. Leisure routes shall be provided within this strategy for completeness, however, utility routes will remain a priority.
- 6.1.4 For routes to be successful five crucial factors have been identified:
- Attractiveness;
 - Directness;
 - Coherence;
 - Safety;
 - Comfort.

6.2 STRATEGIC CYCLE NETWORK

- 6.2.1 The Strategic Cycle Network (figure 4) shows the strategic cycle links to serve all of the major settlements in Eastleigh Borough within each of the Local Area Committee boundaries. The Strategic Cycle network encompasses the aims of this strategy document, providing an overview of what the Borough requires in terms of cycle route provision. The network is aspirational and it is unrealistic to suggest that all these strategic links will be implemented within the life span of this document (until 2011). What the Strategic Cycle Network provides is an overview which can be built upon as and when the funding and demand is identified.



Figure 4: Eastleigh Borough Council Strategic Cycle Network



6.3 SCHEME INVENTORIES

6.3.1 Accompanying this document is a set of comprehensive Scheme Inventories detailing proposed cycle routes. Each of the five Local Areas has a separate Scheme Inventory. These inventories will detail:

- An overview of the individual routes proposed in the Adopted Local Plan Review (2001-2011);
- An overview of the priority routes highlighted by the Local Area Committees;
- A detailed list of proposed cycle links incorporating the proposals from the Local Plan and previous proposals from the Local Area Co-Ordinator's. Each proposed cycle link is accompanied by a route plan and a data sheet, which provides information on the perceived demand, type of use, parties involved and barriers to implementation. Each Inventory concludes by prioritising the routes for each local area based on the information supplied.



6.3.1 The prioritised routes within each Local Area will require approval from Hampshire County Council as the Highway Authority by undergoing a “Gateway Assessment”. The strategy and the detailed appendices will then form part of the Local Development Framework being developed by Eastleigh Borough Council.

6.3.2 Each Scheme Inventory and this Cycling Strategy can be accessed via the internet: www.eastleigh.gov.uk/ebc-3104 or by using the contact details on the back page.

6.4 INTEGRATION

6.4.1 Further to the development of the cycle network there are additional measures to improve the attractiveness of cycling. For longer journeys cycling is not such a viable option but by integrating cycling with other transport modes this may be improved. Measures range from the introduction of safe, secure and easily accessible parking for cycles at transport interchanges and signing improvements, as well as more innovative schemes such as the introduction of cycle carriers on buses.

6.5 FUNDING

6.5.1 The Local Transport Plan 2 includes funding for local schemes for the period 2006 – 2011 including cycle scheme development and travel planning. However funds earmarked for cycling in the LTP2 have been reduced compared to the LTP1. As a result of this a greater reliance will be on Developer Contributions to provide top up funding for proposed schemes as set out in The Adopted Local Plan Review policy number 191.IN para 12.20 to 12.24.

6.5.2 Funding may be available through the Borough’s own Community Investment Programme (CIP) as well as from the Local Area Committees, if it is agreed that a particular scheme has sufficient priority to warrant funding from available (and inevitably constrained) resources.

6.5.3 When prioritisation of schemes is being considered regard will be given to the areas of investment identified within the Local Transport Plan 2 period. LTP2 identifies that walking and cycling investment will be mostly found within the accessibility investment programme under town centre access, severance or countryside access and also in the safety investment programme under Safer Routes To Schools.

6.6 MONITORING

6.6.1 For the Cycling Strategy to retain its relevance and impact it will require periodic review to ensure it maintains relevance and appropriate objectives. Review of the cycle network plan will require annual review as will specified targets. The overall strategy will be comprehensively reviewed and re-evaluated at the end of the LTP period. It is anticipated that some of the utility routes will also benefit from the introduction of automatic counters to monitor use. This will be pursued with Hampshire County Council.



6.7 PUBLICITY

- 6.7.1 Publicity is one of the more important factors in a successful cycling initiative. People need to be informed about the options available and the consequences of their choice of mode of transport to enable them to make an informed decision about what mode of transport to use for a particular journey. Cycle routes need to be published in attractive, preferably free leaflets that can be easily carried on a person and which themselves increase the attractiveness of cycling.
- 6.7.2 Special events linked closely to existing facilities help to promote cycling on a local scale, which can be incorporated with activities involving other departments. Links with other organisations, such as the Cycle Touring Club, Sustrans and Southampton Cycling Campaign have been forged and these will be maintained to assist with achieving maximum publicity and communicating with actual user groups. The latest Eastleigh Borough Council cycle leaflet was published in early 2006.

7 CONCLUSION

- 7.1 Eastleigh Borough Council has a sustained initiative to promote and encourage cycling in the Borough as a primary corporate objective. This strategy and targets set out to guide cycling developments in the Borough. Cycling will play a key role in future transport for both leisure and work based journeys and this strategy aims to provide the necessary structure to ensure the needs of cyclists within the Borough are met.



APPENDIX A: ACTION PLAN

Primary Objectives	Methods to Achieve Objectives	Target	Time Frame to delivery
To increase the modal share of cycling and walking.	Working with local employers as part of the overall transport planning process to provide facilities for cyclists at work, such as for changing/showering and secure under cover parking through the development of travel plans.	1. Ensure consistency with Hampshire County Council's cycling targets and work with them to bring forward schemes highlighted as part of the LTP2	2006 - 2011
	Improving linkages between transport nodes and allowing better cycle facilities at these locations (i.e. rail stations, bus stations, shopping centres, leisure facilities etc).		2006-2011
	Liaising with cyclists, cycling organisations and schools to develop the most appropriate facilities.		Ongoing
	Working with schools to adopt school travel plans and promote safer routes to schools at a rate of 4 school travel plans per year.	3. Increase year on year the share of journeys to school by bicycle	All schools in the Borough to have a completed travel plan by 2009 at a rate of 4 per year.
Primary Objectives	Methods to Achieve Objectives	Target	Time Frame to delivery
To continually improve the cycling infrastructure	Further developing the utility route network and investigate the feasibility of implementing missing routes.	1. Ensure consistency with Hampshire County Council's cycling targets and work with them to bring forward schemes highlighted as part of the LTP2	2006 – 2011
	Auditing all highway and land-use development schemes for "cycle-friendliness" as part of the Development Control process.		Ongoing
	Introducing traffic restraint measures where necessary, redistributing road space in preference of cyclists where appropriate.	2. Provide a year on year increase in cycle route mileage in the borough with an emphasis on routes which are cost effective and will attract large numbers of cyclists as well as focusing on utility routes such as journeys to work and school	
	Liaising with neighbouring authorities and Highway Authorities to ensure that all proposed routes to the Borough boundary are compatible with other authorities' plans.		



Primary Objectives	Methods to Achieve Objectives	Target	Time Frame to delivery
<p>To increase the safety of cycling and security of cyclists and their cycles.</p>	<p>Monitoring annual accident statistics to identify locations hazardous to cyclists and inform these to HCC as a matter of importance.</p>	<p>4. Reduce the number of cyclist casualties year on year from 2005 over the next five years.</p>	<p>Ongoing</p>
	<p>Introducing traffic restraint measures where necessary, redistributing road space in preference of cyclists where appropriate.</p>		
	<p>Improving/installing cycle parking facilities at all major destinations where necessary in a continuing programme and ensure developers provide cycle parking provision for all new developments in accordance with the HCC parking standards.</p>	<p>5. Reduce cycle theft through participation in the Crime and Disorder partnership</p>	<p>2006 - 2011</p>





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