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**Pedalling Ahead: Cycle Strategy**

**July 2005**



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# **Pedalling Ahead: Cycle Strategy**

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# Pedalling Ahead: Cycle Strategy

## 1 Introduction & Background

Pedalling Ahead is our policy document on cycling, which was last reviewed and published in July 2000. It is part of the West Sussex Transport Plan, a ten-year document demonstrating how West Sussex County Council will plan, commit and spend funds provided to it by central Government on transport schemes across the county. It provides details on the approach West Sussex County Council will take to promote cycling through a range of measures.

As part of this latest review of 'Pedalling Ahead', we have established an action plan for cycling through partnership working with the national English Regional Cycling Development Team (ERDCT). This 'Action Plan', prepared after a considerable review of how West Sussex County Council approaches cycling within its other work, seeks to significantly improve infrastructure and general conditions for cyclists and to increase resources devoted specifically to cycling over the next ten years. The 'Action Plan' can be found in Appendix 1 of this document.

Since the last edition of 'Pedalling Ahead', we have been steadily improving conditions for cyclists across the county but over the last five years progress has not been as fast as we, or our stakeholders, would have liked. This is partly due to funding and partly because of a number of implementation delays and problems, for example land ownership, traffic volumes and speeds, and so on. It is also representative of national trends and the national rise in car ownership. Across the county, cycling levels have not increased overall, but in areas where we have implemented locally supported schemes we have seen some very encouraging increases in cycling, and we aim to continue this success every year with new schemes and improvements.

Maintaining or increasing levels of cycling in West Sussex is very important to the County Council because with this comes lower levels of congestion which help all road users to travel more easily, a reduction in air pollution which improves the air we all breathe, more awareness of bicycles on roads from other road vehicles which increases safety, and an increase in the general level of fitness of residents which reduces the strain on our health service and allows funds to be more fairly distributed. Cycling is easy and enjoyable and is an excellent way to exercise.

Over the last few years we have continued to consult and engage with residents through Area Committees, Highways & Transport Partnerships and a new countywide Cycle Forum to ensure that the improvements we have made, and will make for cycling, promote and improve conditions for all cyclists. To permit the sharing of this information, cycling has been included within a new system of 11 Area Transport Plans. These consider development of cycling across the whole county, rather than just the urban areas as was previously the case, and are also directly representative of the priorities residents have for transport as a whole.

Cycling can provide a healthy, affordable and environmentally friendly way to travel. It offers mobility for those individuals who do not, cannot, or choose not to drive and provides independence for young people and others who do not have access to a car. More cycling can help reduce congestion and pollution, particularly in urban areas where local trips to school and work can replace short distance car journeys.

Our cycling policies will help to achieve national government and County Council shared priorities by:

- tackling congestion, enabling modal shift in favour of cycling from short distance car journeys;
- enabling improved accessibility to local services, and also to passenger transport interchanges;
- reducing pollution, particularly by reducing short car trips, which are particularly polluting as catalytic converters do not have time to warm up or function on short journeys;
- making cycling more attractive through the delivery of safer and more pleasant routes and networks.

Cycling is an excellent way to take regular exercise and can also help to reduce the risk of many serious illnesses such as heart disease. Increasing the popularity of cycling for both utility and leisure journeys can only realistically be made possible through the delivery of more attractive routes together with a safer cycling environment. We must also integrate cycling with other transport modes to reduce any potential conflict.

To deliver this to the residents of West Sussex, we will use our cycle route construction budget, our ongoing maintenance of cycle routes budget, external funding and partnership working opportunities as they become available, our Safer Routes to Schools programme, our work with businesses and schools on Travel Plan development and the Travelwise initiative, as well as changing our working practises to consider cycling as part of any highways scheme within the Works Programme.

## **2 Aims of the Strategy**

In short, this strategy describes how we intend to:

- make cycling accepted as normal behaviour in West Sussex and more attractive to everyone;
- develop partnership with health providers to promote the health benefits of cycling, and also look at implementing cycle parking at doctor's surgeries and hospitals etc;
- develop partnerships with other organisations such as public transport operators to improve facilities for cyclists at stations and promote integration between cycling and other modes of transport to increase choice;
- develop more Safer Routes to School initiatives;
- ensure that new developments promote cycling and are all accessible by bicycles through working with planning authorities and using guidance notes to aid developers when making applications;
- promote cycling as part of the TravelWise initiative and travel plan development;
- promote road user safety;
- reduce road casualties.

## **3 Reducing Congestion**

### **3.1 Cycle 'Networks'**

We will continue to provide quality and integrated cycle-friendly infrastructure and to increase and improve cycle parking facilities, traffic calming benefiting cyclists and proposed bus/ cycle lanes.

Historically, there has been a desire to identify a network of preferred cycle routes and 'safe' cycle facilities in each urban area in West Sussex. We will continue to consult within Area Committees, Highways & Transport Partnerships and the countywide Cycle Forum, to develop cycle 'networks' in our urban areas as well as inter-urban and leisure routes across the county. We will also continue our commitment to complete the outstanding sections of National Cycle Network with West Sussex, and will be working with our partners to develop recognised regional routes as well.

However, we will also attempt to make all roads safe and attractive for cycling by treating cycling on the road as normal behaviour. A significant part of this will be to increase driver's awareness of cyclists on our roads. Innovative methods will also be used as required at key high-risk points – advanced stop lines (ASLs) at busy junctions, the implementation of 'magic roundabouts', side road priority for cycle routes, and toucan crossings – will promote cycling and the perception of cycling as a safe way of travelling across West Sussex.

A signing standard for cycle routes in the county will also be developed. As part of this is it possible that not all routes identified on consulted networks need to be signed, as the majority are well known to existing cyclists. This is part of the County Council's commitment to reduce sign clutter, and an evaluation will be undertaken route by route.

We will seek to develop rural routes that support wider strategic networks, predominantly for recreational cycling but also linking into urban areas where appropriate. Priorities in rural areas will reflect our Rights of Way Improvement Plan and our Equestrian Strategy. Cycling will also be considered within other relevant County Council documents to ensure that it is given the correct priority.

We will continue to review programmes and assess the extent to which cycling is provided for and promoted in all other highways and transport schemes. See section on Cycle Audits (below).

We will review our design standards and scheme development practises as appropriate against the advice from the new Department for Transport (DfT) Local Transport Notes on planning and policy for cycling and on adjacent and shared use paths. We will consider the latest research on pedestrian and cycle interaction and up to date national guidance on design standards and the use of segregation.

We will endeavour to support the provision for cyclists through our consultations and scheme development processes.

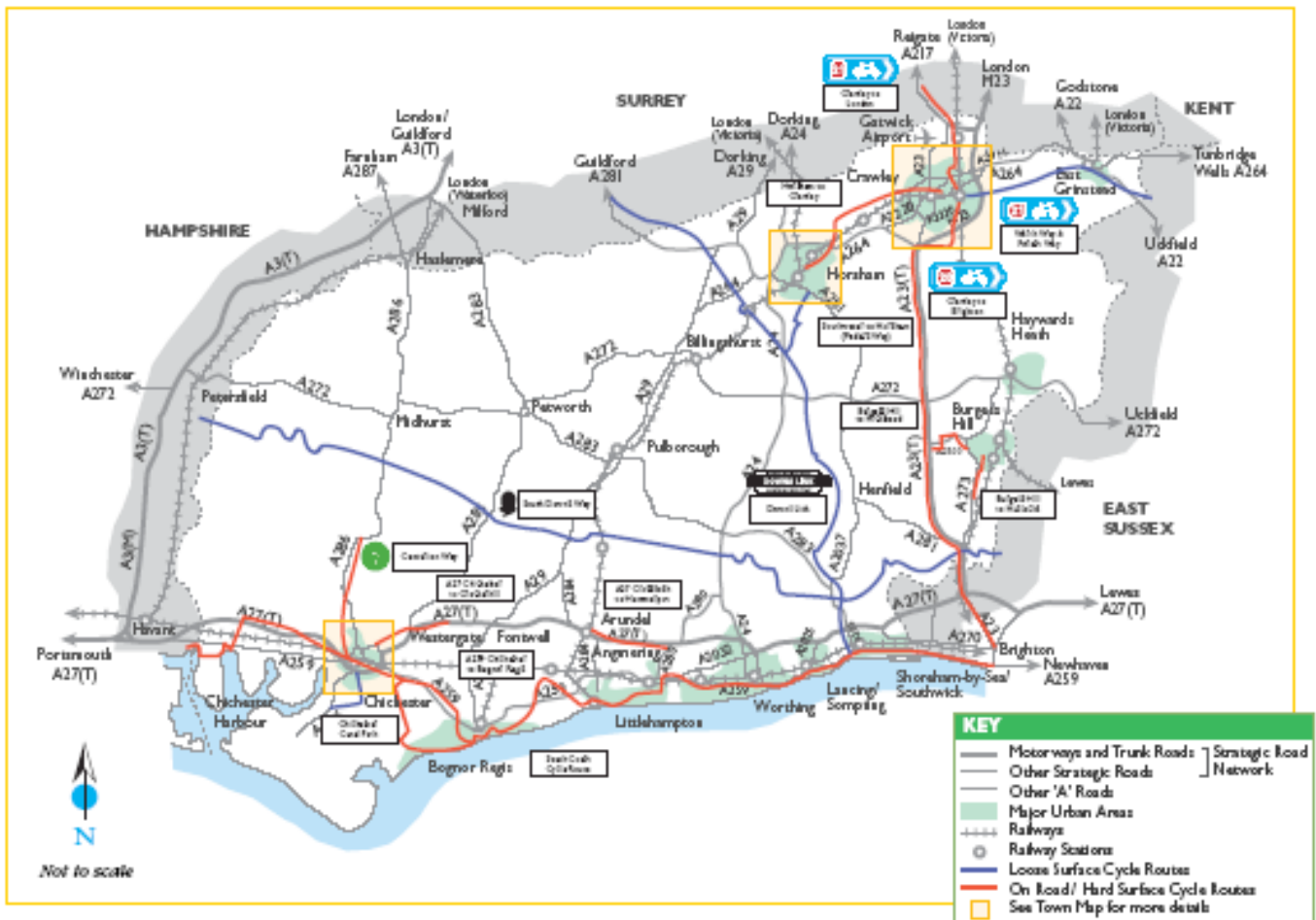
We have developed a prioritisation system to guide the formulation of the highways works programme cycling scheme budget. We would like, subject to funding, to complete the cycle 'network' in Chichester and Worthing together with 75% of the 'networks' in other towns by 2010. We will seek to complete the Chichester 'network' as a high priority by the end of 2007 through the use of partnership funding and

innovative ways of working. We will look to increase the size of cycling budgets and the percentage of the 'integrated transport' pot spent on cycling both directly and indirectly.

We will continue to consider the reallocation of road space through the Home Zone concept to give cyclists and pedestrians a safer travelling environment. We will continue to develop area wide traffic calming schemes where they can offer a greater rate of return and do not create new problems for cyclists, for example pinch points or narrow lanes.

**The table below demonstrates key achievements for cycling in West Sussex**

<b>National Cycle Network Route Number</b>		
20		Brighton to Crawley route completed
21		Gatwick Airport to East Grinstead (including Worth Way) completed
<b>District / Borough</b>	<b>Area Transport Plan (ATP) Area</b>	
Adur	Shoreham & Southwick	Downs Link
Arun	Littlehampton	Ferring to Littlehampton
Arun	Bognor Regis	A29 Route, Town centre improvements
Chichester	All	Urban cycle network, Centurion Way, Canal route to Hunston
Crawley	Crawley	Urban cycle network, Worth Way, improvements to Three Bridges station cycle parking
Horsham	Horsham	Urban cycle network, Peglars Way
Horsham	South	Downs Link
Mid Sussex	North	Worth Way, Forest Way to county boundary
Mid Sussex	Central	Improvements to Haywards Heath station cycle parking
Mid Sussex	South	Hassocks to Burgess Hill, A2300 route to A23
Worthing	Worthing	A259 Route to Goring by Sea, South Coast Cycle Route



### 3.2 Safer Routes to School (SRtS)

We will continue to develop and promote SRtS as one of our main initiatives to encourage a shift towards sustainable travel. We will highlight travel and safety concerns in relation to walking and cycling routes in conjunction with local schools and develop new cycle routes, footpaths and crossing facilities. We will also take opportunities to introduce traffic calming measures to enhance conditions for pedestrians and cyclists near schools. This work is essential to help address social exclusion issues, to encourage modal shift, and to continue to work towards making towns safer and more pleasant places to live. We will complement this work through Road Safety and Travelwise initiatives. Our target is to achieve 80% of pupils travelling by sustainable modes with Travel Mark level 3, i.e. walking, cycling, bus, train and car sharing, by 2010 at all SRtS project areas and complete SRtS cluster schemes in all major towns by 2011.

### 3.3 Business Travelwise

We will continue to work with businesses to deliver effective cyclist facilities and encourage an increase in commuter travel by pedal cycle in all employment sectors. Employers will be encouraged to provide secure cyclist facilities as part of their development of staff travel plans, and we will encourage large employers to establish a Bicycle User Group (BUG) for staff.

### **3.4 “Walk to School”**

We will continue to promote National and International Walk to School events in association with Road Safety Education, Training and Publicity and in support for the National Travelwise Association (NTWA). Part of the “Walk to School” pack includes promotion of all sustainable means of getting to school and cycling is certainly part of this. We will link this work to the development of School Travel Plans and the existing and emerging SRtS programme. We will endeavour to increase participation year on year and introduce new initiatives and innovations as part of the promotion.

### **3.5 Cycle Audits**

We will aim to give cyclists greater priority on roads in line with relevant national guidance on all highway schemes. Our new cycle audit will evaluate the effect on cyclists of any highway works, and will aim to maintain or improve facilities for cyclists as part of every scheme within the Works Programme. Reducing attractiveness for cyclists is to be avoided.

## **4 Delivering Accessibility**

### **4.1 Integration with Passenger Transport**

As part of promoting cycling as a usual travel behaviour, we would like more people to feel they can cycle to a bus stop or train station and either safely leave their bike to continue the journey by public transport, or be allowed to take their bike with them. This allows bicycles to become part of longer multi-modal journeys that do not need to involve a car.

There are a number of ways we will be doing this. Firstly, we want to provide safe cycling conditions on road from residential areas, schools and town centres to train and bus stations. As above, this will be part of our work on ‘networks’. Secondly, we want to increase the amount of safe and secure cycle parking at these stations, and will be working with providers and landowners to ensure this happens. Thirdly, we encourage providers to allow and promote cycle carriage and even increase the provision for doing so if possible, and we will make this view known through local forums and associations as well as in response to national consultations.

Linking to our work on cycle networks and our Safer Routes to School programme to increase levels of cycling and walking, we will research the use of public transport by school children and consider the implementation of ‘safer routes from stations’ if the need for this can be proven.

### **4.2 New Developments**

We will continue to consider cyclists needs in all new land-use development through the use of guidance notes and standards that all developers will be obliged to follow. We will endeavour to secure funding from developers (known as Section 106 contributions) to deliver our wider Local Transport Plan objectives – increasing road safety, increasing accessibility to services, reducing congestion and improving air quality. Cycle schemes for which developer funding is secured will be progressed as part of the Highways Works Programme. Priority will be given to access to and completion of the county cycle ‘network’ and to the provision of safe secure conveniently located cycle parking.

We will ensure that cyclists can access all new commercial developments safely and conveniently, and that wherever possible and appropriate, connections to urban networks are provided by the developer. We will ensure that development does not sever routes or networks currently used by cyclists or pedestrians and wherever



possible they should simplify or enhance the existing facility. New developments will incorporate safe and convenient access for cyclists in line with PPG13.

## **5 Safer Roads**

Cycling and walking schemes will be designed to benefit both modes and avoid potential conflict between them.

All new cycle route facilities undergo the same three-stage safety audit as undertaken for all highway improvements (including assessments of accident risk). Road safety will remain a primary element in all new cycle design. We continue to pay attention to potential areas of conflict, particularly around roundabouts, busy junctions and main roads, and between cyclists and other road users. Innovative methods to reduce the risk to user will be used as required to resolve this conflict, for example advanced stop lines at busy junctions, the implementation of 'magic roundabouts', side road priority for cycle routes, and toucan crossings. When we undertake traffic calming schemes we will consider cyclists within our designs so that we do not create new potential safety hazards for them, for example, pinch points, narrow cycle lanes or any confusion over priority.

As also mentioned in previous sections, we are attempting to make all roads safe and attractive for cycling by treating cycling on the road as normal behaviour. We will promote cycling and the perception of cycling as a safe way of travelling across West Sussex. We will also produce appropriate publicity post scheme delivery incorporating cyclist behaviour guidance to raise the profile of what we have been able to achieve while reminding users that they are using a road vehicle while cycling.

We will encourage employers to provide advanced driving tuition for company drivers, which includes raising awareness of vulnerable road users such as cyclists and pedestrians.

### **5.1 Road Casualty Reduction Plan**

We recognise the real and perceived dangers that face cyclists. We will aim to create a safer and more attractive environment through a range of measures to encourage an increase in cycling. Safety remains our primary consideration when designing schemes. Please see the latest copy of the Road Casualty Reduction Plan for more details.

### **5.2 School Travel Plans**

We will continue to promote travel plan development and monitoring as part of our Safer Routes To School programme. Related initiatives through Travelwise and Road Safety will support this work. We will seek to use, support and provide links to the National Cycle Network (NCN) as part of the delivery of the Safer Routes to School programme.

### **5.3 Maintenance & Surfacing**

For the first time cycle routes are being included directly within the new Asset Management Maintenance Strategy. This means that routes will be inspected more regularly, and checks on non-cycle routes will include a consideration of the needs of cyclists, for example, carriageway condition within the 1 – 1.5 metre area a cyclist will choose next to the kerb-line.

The County Council has for some time approved the use of green coloured surfacing as required on cycle routes to promote the safety of cyclists. This use complements our use of red coloured surfacing which is used to identify conflict points on carriageway. We will continue to use coloured surfacing to increase safety for all road users.

Through the development of a priority rating system the County Council is able to prioritise structural maintenance schemes to give a higher weighting to factors such as the need for a continued provision and the on-going maintenance of cycle and pedestrian facilities. There is an identified cycle route maintenance budget within the Works Programme to ensure funds are available to maintain our cycle routes.

Standards of basic maintenance such as vegetation control, drainage cleaning and safety inspections are also documented in the Asset Management Strategy. We will encourage landowners to ensure overhanging branches and brambles are maintained and do not obstruct or hinder cyclists or pedestrians.

For more information please refer to the Asset Management Strategy.

#### **5.4 Cycle training**

We see cycle training as vital to our work to increase road safety and offer free training to all school children aged between 10 and 12 years as part of the curriculum. More details can be found in Section 7 – Education.

#### **5.5 Helmets & Safety clothing / equipment**

We will continue to encourage cyclists to wear a correctly fitted and British Standard approved helmet to reduce the risk of head injury. We continue to encourage cyclists to wear light coloured, reflective or fluorescent clothing to increase the chance of them being seen by other road users. Lights, bells and reflectors should be fitted and working in accordance with the law. Cyclists are encouraged to maintain their bikes to ensure they are safe and roadworthy.

#### **5.6 Enforcement**

We will continue to work in partnership with Sussex Police to support national and local campaigns to improve driver behaviour in relation to speed and awareness of cyclists.

#### **5.7 Speed Commitment & Campaigns**

Through the promotion of our Speed Commitment initiative, we will continue to target poor driver behaviour and make drivers aware of vulnerable road users such as cyclists. We continue to target areas most at risk from potential conflict between drivers and cyclists/pedestrians.

We will consider a policy of addressing local speed limits along with cycle enhancements as part of integrated urban corridors to ensure cycling facilities provided are safe, continuous and coherent.

#### **5.8 Poor cycling behaviour & illegal parking**

We will continue to raise awareness of other road users towards cyclists including illegal and inconsiderate parking, overtaking too close and tailgating. We will also continue to support campaigns targeting dangerous and inconsiderate cyclists to address the problems caused by poor cycling behaviour, riding at night with no lights and illegal cycling on pavements.

## **5.9 Cycle Security**

We will ensure that any new cycle parking infrastructure is installed in prominent and convenient places such as shopping centres, schools, strategic passenger transport interchanges and other public buildings, such as local council offices, supermarkets, libraries and doctor's and dentist's surgeries. We will encourage employers to provide safe and secure parking for cyclists. CCTV will be used and encouraged where appropriate subject to funding. We will continue to work with the Police to reduce pedal cycle theft in the County. We will promote national and local campaigns tackling cycle theft.

## **6 Improved Air Quality**

We have excellent joint working in Sussex on air quality and climate change through the Sussex Air Quality Steering Group. We have no air quality management areas in West Sussex at the moment; however, we do have some 'hot spots', which we will continue to monitor. We will continue to be proactive and develop new strategies to improve and reduce global warming. We recognise the potential improvement to air quality through reducing congestion.

Encouragement of cycling is an important part of this process. The impact of increased cycling can improve Air Quality and reduce climate change. We will continue to seek to reduce pollution, particularly by reducing short distance car trips, which are particularly polluting as catalytic converters do not have time to warm up and function on short journeys.

## **7 Education, Encouragement & Engagement**

Through treating the bicycle as central to all discussions on congestion, accessibility and road safety, and the implementation of new cycle facilities and cycle parking across the county, our TravelWise campaign, Road Safety initiatives and the Safer Routes To School programme, we will continue to promote cycling at both a national and local level. We want on-road and off-road cycling to be accepted and treated as normal behaviour. We will continue, through the TravelWise and Road Safety programmes, to promote the sustainable and health benefits of cycling that will be supported through publicity to educate cyclists and other road users.

### **7.1 Cycle Training**

We will ensure that all schools teaching children between 10 and 12 years of age are offered the opportunity to include cyclist training in their curriculum. Schools will be encouraged to develop a 'safe cycling policy', particularly those developing Travel Plans or those providing cycle parking or other facilities. Encouragement will also be given to incorporate cycling as a key part of health, safety and leisure activities within the curriculum.

We have also developed a cycle training course aimed at teenagers. The course includes pre-bike training talks and offers guidance on appropriate clothing and safety equipment. We intend to offer the course on a countywide basis in line with demand and funding.

We will promote safer and responsible cycling, alongside an awareness of cyclists' needs by other road users. We will also complete and distribute a code of conduct for users of shared paths.

We will support local businesses in their efforts to guide and train adult cyclists.

## **7.2 Marketing & Promotion**

We will continue to promote the benefits of cycling for both individuals and the environment. We will continue to undertake publicity campaigns in conjunction with local and national media. We will endeavour to support and promote cycle event dates such as National Bike Week and the European Cycle to Work Day.

We will continue to develop and review leaflets promoting cycle routes, both for the major towns and rural or leisure routes across West Sussex. We aim to complete this within the next five years. An allowance will also be made within cycle scheme cost estimates for scheme specific publicity.

We will develop a coherent plan for publicising cycling as a means of travel within West Sussex and will review and improve the cycling information available to residents and visitors, both paper leaflets and what is available on the WSCC web site.

## **7.3 Cycle Forum and other Consultation**

A Cycle Forum has been set up to permit the discussion of specific countywide cycling matters with key stakeholders and local interest groups. From this we are developing a database of cycling consultees, who will be asked to provide feedback on county 'network' plans and the Works Programme. Cycling is also discussed within Area Committees and Highways & Transport Partnership meetings, where transport issues in local communities are raised and discussed.

## **7.4 Theatre in Education**

We will continue to promote appropriate theatre in education performances in schools where they support Road Safety and Travelwise education provided within the curriculum. We will work with schools and education establishments to promote cycling in secondary schools and to incorporate it as a key part of health, safety and leisure activities within the curriculum.

## **7.5 Road Safety & Travelwise Quiz**

We will continue to run a countywide Road Safety and Travelwise Quiz to support the work undertaken with schools.

## **7.6 Health**

We will continue campaigns to promote the associated health benefits of cycling and walking to all road users. Better facilities for cyclists will be provided at doctor's and dentist's surgeries and hospitals. We will become more involved with linking the cycling agenda with the health agenda.

# **8 Targets, Indicators & Monitoring**

- *Following the removal of the National Cycling Target, we have been developing our own challenging local based targets. Further details will be included in due course, but the focus will be on a range of urban growth targets based on current levels of cycling, and a headline figure for the countywide Transport Plan.*
- We will review the extent to which other highways works schemes contribute to cycle targets and how this can be increased.

- We will seek to set appropriate targets in relation to delivering the cycle network in the light of an increased budget over the life of the new Transport Plan.
- We will continue to report cycling achievement in our future Local Transport Plan Annual Progress Reports.
- We will develop and implement a suitable monitoring system.

### **Number of Cycling Trips**

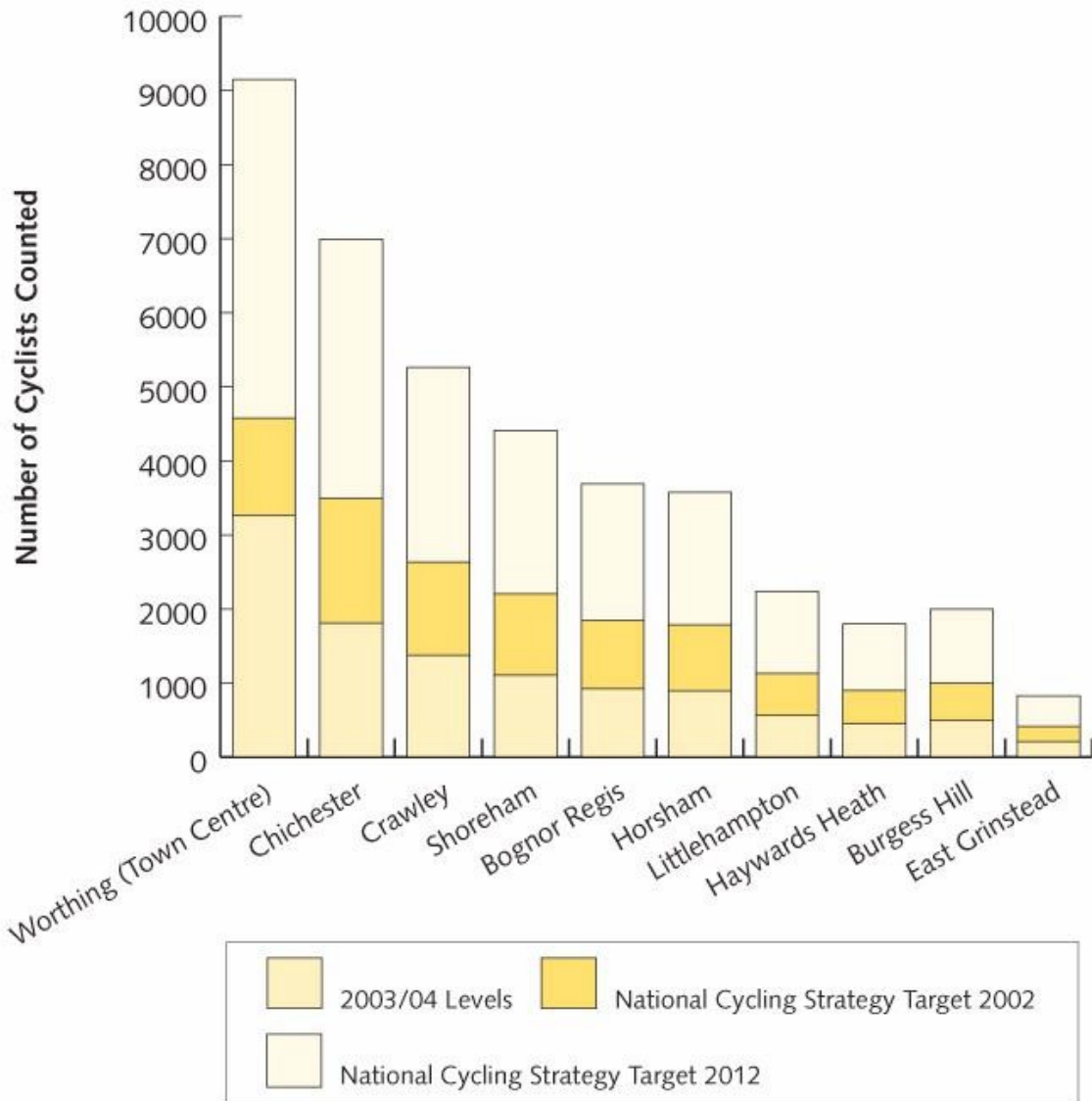
*Previously, the Government's 10 Year Plan for transport included the following target:*

By 2010 to triple the number of cycling trips compared with a 2000 base

The graph below shows current cycling levels in our towns against the old National Cycling target. Levels of cycling have remained broadly the same over the last 7 years with the exception of Worthing and Chichester where levels have increased. We aim to complete these urban town networks and substantially complete the rest within the timeframe of the second Local Transport Plan.

With this in mind our local target for Chichester and Worthing will be more challenging than for other urban areas, and these will be used as a benchmark to show what is possible across the county as these networks are increased and completed.

## Cycling Levels in West Sussex



### Performance Indicators:

- Length of cycle routes (on/off road);
- Number of cycle parking places;
- Levels of recorded cycling to school;
- Levels of recorded cycling for any purpose;
- Levels of recorded cycling to work;
- Number of toucan crossings;
- Number of cycle racks at stations.

Journey Frequency	Cycling for any purpose	
	WSCC Household survey (2000) %	NTS (1999) %
At least times a week	10	7
Once or twice a week	7.3	6

Travel to work by bicycle			
WSCC Household survey (2000) %	NTS (1999) %	Census (2001) (W.Sx) %	Census (2001) (E&W) %
4.1	3	3.42	2.76

## 10 Year Transport Plan

Cycling plays an important role in the development of our new 10 Year Transport Plan. As part of the consultation, we sought specific views on cycling issues and some of the headline findings are below:

### Stakeholder Consultation Results

The following results represent the view of 114 stakeholders:

'We should increase spending on cycling measures & schemes'

No Response	Strongly Agree	Tend to Agree	Tend to Disagree	Strongly Disagree
6%	28%	39%	22%	5%

'We should not increase spending but concentrate efforts on one or two towns at a time'

No Response	Strongly Agree	Tend to Agree	Tend to Disagree	Strongly Disagree
11%	8%	28%	34%	19%

'Rural cycle routes should be given equal priority with those in the urban areas'

No Response	Strongly Agree	Tend to Agree	Tend to Disagree	Strongly Disagree
6%	20%	40%	30%	4%

'We should aim to have better integration between cycling and public transport'

No Response	Strongly Agree	Tend to Agree	Tend to Disagree	Strongly Disagree
6%	35%	50%	6%	3%

'We should continue with road safety cycle training to encourage children to cycle'

No Response	Strongly Agree	Tend to Agree	Tend to Disagree	Strongly Disagree
6%	54%	38%	2%	0%

## 9 The County Council's Commitment – 'Our Travel Plan'

We recognise the value in encouraging staff to cycle for both commuter and business journeys. We continue to encourage appropriate journeys to be made by pedal cycle and support this through the provision of pool bikes, lockers, safety equipment, training, shower and changing facilities.

We continue to offer low interest loans for staff wishing to purchase new pedal cycles and continue to negotiate discounts through partnership with many local retailers. We offer a mileage rate to staff cycling for official journeys in line with the tax threshold.

We consider the practical promotion of cycling important and supportive of our encouragement for Business Travel Plans.

## 10 Contacts & Further Information

Officer Name	Tel. No	Email address	Area of Work
Philip King	01243 777353	<a href="mailto:philip.king@westsussex.gov.uk">philip.king@westsussex.gov.uk</a>	West Sussex County Council Cycling Officer
Andy Hickman	01243 777470	<a href="mailto:andy.hickman@westsussex.gov.uk">andy.hickman@westsussex.gov.uk</a>	West Sussex Transport Plan & Strategic Transport Policy
Ian Patrick	01243 777161	<a href="mailto:ian.patrick@westsussex.gov.uk">ian.patrick@westsussex.gov.uk</a>	Travelwise Policy & Management
Roger England	01243 777500	<a href="mailto:roger.england@westsussex.gov.uk">roger.england@westsussex.gov.uk</a>	Walking and Cycling Champion
Debbie Jones	01243 777516	<a href="mailto:debbie.jones@westsussex.gov.uk">debbie.jones@westsussex.gov.uk</a>	Safer Routes to School
Andy Moulard	01243 753667	<a href="mailto:andy.moulard@westsussex.gov.uk">andy.moulard@westsussex.gov.uk</a>	Business Travelwise Management
Nicky Bleakley	01243 756740	<a href="mailto:nicky.bleakley@westsussex.gov.uk">nicky.bleakley@westsussex.gov.uk</a>	School Travel Plans
Ron Paterson	01243 777581	<a href="mailto:ron.paterson@westsussex.gov.uk">ron.paterson@westsussex.gov.uk</a>	Road Safety Management
Ian Evans	01243 777888	<a href="mailto:ian.evans@westsussex.gov.uk">ian.evans@westsussex.gov.uk</a>	Air Quality Management
Brenda Smith	01403 257902	<a href="mailto:brenda.smith@westsussex.gov.uk">brenda.smith@westsussex.gov.uk</a>	Road Safety Community Liaison

### Road Safety & Travelwise in Schools

Fiona Copping	01903 839360	<a href="mailto:fiona.copping@westsussex.gov.uk">fiona.copping@westsussex.gov.uk</a>	Worthing & Shoreham areas
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Martin Cooke	01403 270043	<a href="mailto:martin.cooke@westsussex.gov.uk">martin.cooke@westsussex.gov.uk</a>	Crawley & East Grinstead areas
Dean Pocock	01243 777098	<a href="mailto:dean.pocock@westsussex.gov.uk">dean.pocock@westsussex.gov.uk</a>	Chichester, Midhurst & Petworth areas
Gill Starkie	01403 270025	<a href="mailto:gill.starkie@westsussex.gov.uk">gill.starkie@westsussex.gov.uk</a>	Horsham & Haywards Heath areas

**Further information is available on the West Sussex County Council website:**

[www.westsussex.gov.uk](http://www.westsussex.gov.uk)

**Details of our Cycling Action Plan is also available on our website**

## 11 Facts About Cycling

- A 10% increase in the number of people cycling regularly would lead to a 4% reduction in the number of people with heart disease, saving the NHS £200m a year (Source: Going for Green).
- Cycling regularly will improve your fitness and can help you live a long and healthy life (source: CTC).
- Riding a bike can help you maintain a healthy weight (source: CTC).
- Three quarters of all personal journeys are less than 5 miles long - that's half an hour on a bike (source: CTC).
- Walking and cycling for utility trips provide the opportunity to undertake daily exercise without the need for specialist equipment. Britain has a higher rate of coronary heart disease (CHD) and associated illnesses than most European countries. A modest amount of regular moderate intensity exercise such as walking or cycling can help to protect against developing such illnesses as CHD, stroke, non-insulin-dependent diabetes, osteoporosis and, by improving strength and co-ordination, it can also protect against falls, fractures and injuries (Davis, A, Active Transport, HEA 1999).
- Non-exercisers cycling approximately 30km per week can make significant gains in fitness, sufficient to considerably reduce any propensity to develop CHD (TAL 12/99, Cycling for Better Health).
- Encouraging walking and cycling is included in the policy document Our Healthier Nation, DoH 1999. Air pollution can be attributed as a contributory cause to many respiratory diseases. Walking and cycling for short trips can help to reduce emissions to meet the objectives of the Government's Air Quality Strategy, DETR 2000.