



Draft West Sussex Walking and Cycling Strategy

2016 to 2026



Highways and Transport, West Sussex
County Council

Contents

Chapter 1	Introduction	p3
Chapter 2	Existing situation	P7
Chapter 3	Approach to Infrastructure Design and Safety	p15
Chapter 4	Supporting Activities	p19
Chapter 5	Infrastructure Priorities	p24
Chapter 6	Delivering the Strategy	p26
Appendix 1	Full list of schemes entered by stakeholders sub-divided by scheme type and prioritised by Sustrans' 'Rate' tool ranking	p28
Appendix 2	Walking and cycling case study examples	p45
Appendix 3	Cycling marketing segmentation and propensity to cycle evidence information	P47

1 Introduction



Walking and cycling are low cost modes of travel that have the potential to replace a significant proportion of motorised journeys. Modal shift from motor transport (and in particular private cars) to active modes can reduce traffic congestion, improve journey reliability, and reduce carbon emissions linked to climate change. Moreover, walking and cycling have numerous health benefits including: reducing levels of obesity and related conditions such as diabetes and coronary heart disease, improving poor air quality which is estimated to hasten around 40,000 deaths per year in the UK ¹, reducing stress,

contributing to mental wellbeing, and improving healthy life expectancy. Walking and cycling can also help to boost the local economy and reduce societal costs associated with sedentary living, mitigating air pollution, and adapting to climate change.

1.1 The need for this strategy

The purpose of this document is:

- To clearly state West Sussex County Council's aims and objectives for cycling and walking between 2016 and 2026
- To determine the Council's priorities for funding reflecting the overall walking and cycling aspirations of the Council
- To provide guidance in support of prioritising cycling and walking infrastructure in new development
- To provide a framework through which local interest and community groups can make suggestions for the development of cycling and walking improvements
- To support interested parties in securing additional funding where available

This strategy outlines the design and safety principles for walking and cycling that the County Council will follow, and developers will be expected to follow, when implementing infrastructure schemes. The strategy also provides a mechanism by which schemes can be identified and prioritised, thereby enabling the County Council to direct future investment (such as contributions from future development) and support future funding bids (such as the Department for Transport's Access Fund).

Additionally, the Government has recently consulted on its draft Cycling and Walking Investment Strategy (CWIS) and publication of the final document is expected in the summer of 2016. It is our intention that this strategy will support delivery of the CWIS and the Government's aims to:

- Double levels of cycling by 2025
- Reduce each year the rate of cyclists killed or injured on English roads
- Reverse the decline in walking activity, and

- Increase the percentage of children aged 5-10 who usually walk to school.

1. <https://www.rcplondon.ac.uk/projects/outputs/every-breath-we-take-lifelong-impact-air-pollution>

By promoting walking and cycling this strategy will support the County Council’s wider objectives and our three core priorities:

- Giving children the best start in life
- Championing the West Sussex Economy
- Promoting Independence in Later Life

The West Sussex Walking and Cycling Strategy also supports the West Sussex Transport Plan 2011 – 2026 objectives. This includes four strategies based on the following priorities that guide the County Council’s approach to maintaining, managing and investing in transport, and meeting the main objective of improving quality of life for the people of West Sussex:

- Promoting economic growth
- Tackling climate change
- Providing access to services, employment and housing
- Improving safety, security and health

Recent studies into the benefits of walking and cycling in pursuit of the above objectives are compelling. Reporting on the benefits of sustainable travel initiatives such as; the Sustainable Travel Towns, Cycling Demonstration Towns; Local Sustainable Transport Fund; Cycling Ambition Grants and the Linking Communities Fund; the Government reports benefit cost ratios between 2:1 and 32:1, typically in the region of 5:1 and 6:1.

The financial benefits accruing from health improvements from a more physically active population choosing cycling and walking are also convincing. The direct cost of illness as an outcome of inactivity to the NHS are around £1 billion per year while indirect costs are estimated as £8.3 billion per year.² Investing in walking and cycling as a key means by which physical activity can be built into people’s lives achieves an average benefit cost ration of around 6:1.



1.2 Objectives

The objectives of this walking and cycling strategy are:

- 1 To ensure that cycling and walking are recognised as important travel modes and therefore part of the transport mix
- 2 To make cycling and walking the natural choice for shorter journeys (such as journeys to school), or as part of a longer journey
- 3 To reduce the number of cyclists and pedestrians that are killed or seriously injured on our roads
- 4 To support economic development by facilitating travel to work and services without a car
- 5 To reduce congestion and pollution by encouraging and enabling people to travel without a car
- 6 To increase levels of physical activity to help to improve physical health
- 7 To help to maintain good mental health and staying independent later in life
- 8 To increase the vitality of communities by improving access by bicycle and on foot
- 9 To help people to access rural areas and enjoy walking and cycling

Note: numbering does not reflect priority. Objectives are of equal importance.

1.3 Building on recent work



This strategy aims to build on recent activities that have focussed on promoting active travel and on a range of schemes implemented following successful Local Sustainable Transport Fund (LSTF) bids to the Department for Transport in 2012 and 2014. The County Council was a partner in two LSTF bids:

- Sustainable access to England's two newest National Parks (New Forest and South Downs)
- Walk to School Outreach Project/'Walk To' (delivered by pedestrian charity Living Streets)

A third bid - the 'West Sussex Sustainable Travel Towns' project - focussed on the growth areas of Horsham and Chichester.

Walking and cycling initiatives delivered through these LSTF bids included:

- An intensive programme of work with selected schools, communities and employers to increase levels of walking
- Bike It schemes and 'Dr. Bike' sessions at selected schools
- A new multi-modal journey planning website (www.travelwestsussex.co.uk) and sustainable travel map leaflets
- New and improved walking and cycle routes in Horsham and Chichester
- A new uncontrolled crossing to improve access between the South Downs Way and Amberley station
- Workplace walking and cycling challenges
- Pedestrian access, forecourt improvements, wayfinding measures, and new double-deck cycle parking at Horsham and Chichester stations. Double-deck cycle parking was also installed at Barnham station.
- Double-deck cycle parking in Horsham town centre
- An improved walking and cycle route to Arundel station and associated wayfinding measures

We have also been working with the South Downs National Park Authority and neighbouring transport authorities to deliver a £5 million programme of infrastructure schemes to enhance walking and cycling within, and connecting to, the National Park. This programme was completed in 2015 and involved: improvements to the Bognor-Barnham-Bignor link, extension of the Centurion Way from Binderton to West Dean, and provision of a safe Downs Link crossing point on the A283 Steyning Bypass south of Bramber village.

In addition the County Council has been working with local service and accommodation providers and tourist attractions to promote leisure walking and cycling as part of the 'West Sussex Weekends' campaign.

1.4 Document structure

The following chapter discusses the current state of play and identifies the various challenges and opportunities in relation to walking and cycling in West Sussex. Chapter 3 sets out our approach to design and safety, while our ongoing activities that support walking and cycling are described in Chapter 4. Our infrastructure priorities - and the process used to establish them - are explained in chapter 5. An action plan for implementing our strategy is set out in Chapter 6.



2. Existing Situation

West Sussex is well situated to see an increase in cycling and walking numbers over the coming years. The weather, which is typically more clement than many areas nationally, and the flat coastal plain across part of the county, helps to reduce some of the barriers. The major towns will also see significant growth over the coming years providing ample opportunity to ensure that cycling and walking is supported through appropriate infrastructure design and provision. The Public Rights of Way (PRoW) network in West Sussex is more than 4,000 km long and approximately one third of this can be used for cycling. This network provides users with the opportunity to walk or cycle for leisure or commuting purposes both in urban and rural areas

Despite recent investment in cycling routes, it is clear that facilities are either not in sufficient quantity, or of sufficient quality, to meet demand or bring about a significant modal change. In addition there have been recent increases in the numbers cyclists killed and seriously injured. The Government's National Propensity to Cycle Tool (PCT) identifies West Sussex with approximately 3% of people choosing to cycle to work. This is ahead of many other areas nationally although some way behind the best performing areas; Oxfordshire 6.9%; Humberside 5.1%; and Cambridgeshire 8.6%; based on the 2011 census.

2.1 Challenges and Opportunities

The following table outlines some of the main challenges and opportunities in respect of cycling and walking in West Sussex.

Challenge	Objective	Opportunity
Giving children the best start in life	1; 2	Promoting cycling and walking as a way to increase activity, health, independence and road sense
Championing the West Sussex Economy	3; 4; 5; 8; 9	Encouraging and maintaining economic growth is a priority. Economic benefits result from reduced congestion, spending on bikes and accessories, leisure and tourism spending, better health, and making town centres more attractive.
Promoting Independence in Later Life	6; 7; 9	Promoting cycling and walking as a way to increase activity, health and independence.
Sharing space and minimising conflicts between users - reducing barriers to walking and cycling	1; 2; 3; 5	Establishing cycling and walking as a key part of the transport mix together with training and promotion activity
Improving safety both actual and perceived	3	Improving facilities, training and promotion reduces the likelihood of an incident occurring and also improves the perceptions of safety
Maximising sustainable tourism	8; 9	The environment of West Sussex is uniquely suited to encourage sustainable tourism. The potential to build on established programmes such as the Beautiful Outdoors can lead to significant inward investment.
Increasing physical activity	6; 7	Working with partners in Public Health and the Clinical Care Commissioning Groups to establish cycling and walking as positive contributions to health.
Reducing reliance on the car for short distance trips	1; 2	Making cycling and walking a daily travel choice for as many people as possible. Reducing the pressure on on-street and off-street parking

2.2 Current Cycling and Walking Levels

In support of the Propensity to Cycle Tool, and as an update to the 2011 census figures, analysis of Department for Transport Statistics for 2013/14 reveals that:

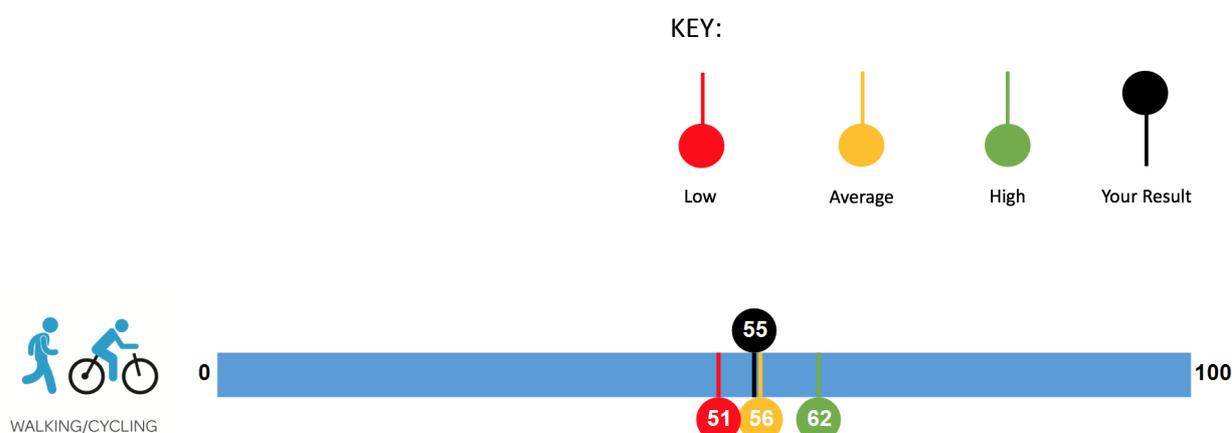
- 86.7% of West Sussex residents walk at least once a month and 19.8% cycle. 88.2% either walk or cycle. For England these figures are 86.3%, 15.0% and 87.1% respectively.
- 3.1 % of West Sussex adults cycled at least 5 times per week. In England this was 2.5%
- 45.2 % of West Sussex residents walked for at least 10 mins at least 5 times per week - down from 46.9% in 2012/13.³

2.3 What People Think

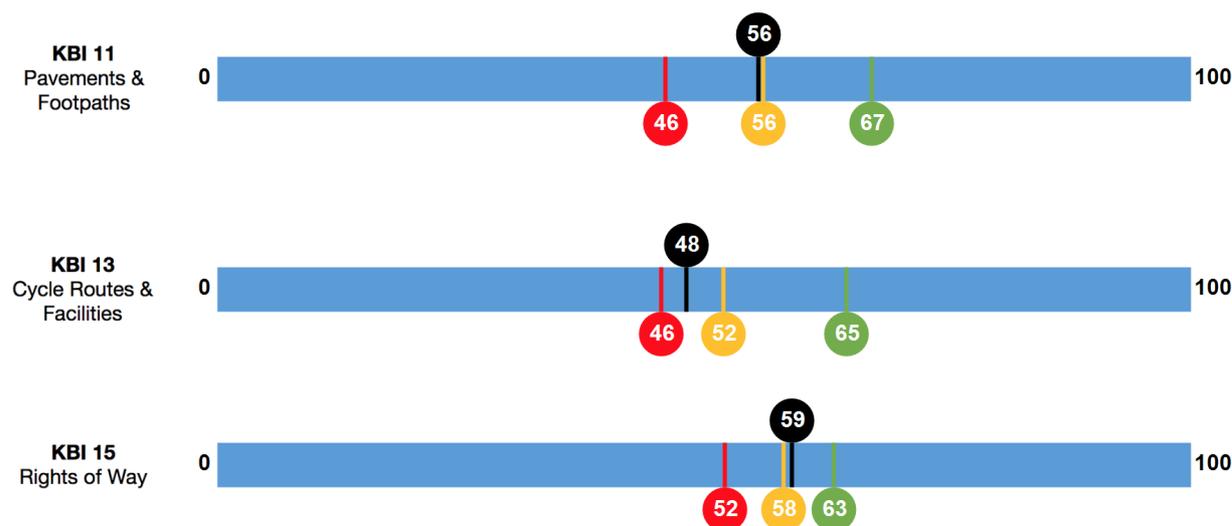
Along with many other authorities nationally, West Sussex takes part in the annual National Highways and Transport Network (NHT) public satisfaction survey. A wide number of questions are asked of residents, and the most pertinent results for cycling and walking are outlined below, based on overall average satisfaction measures.

Overall walking and cycling results for 2015 are as follows:

Walking & Cycling Theme



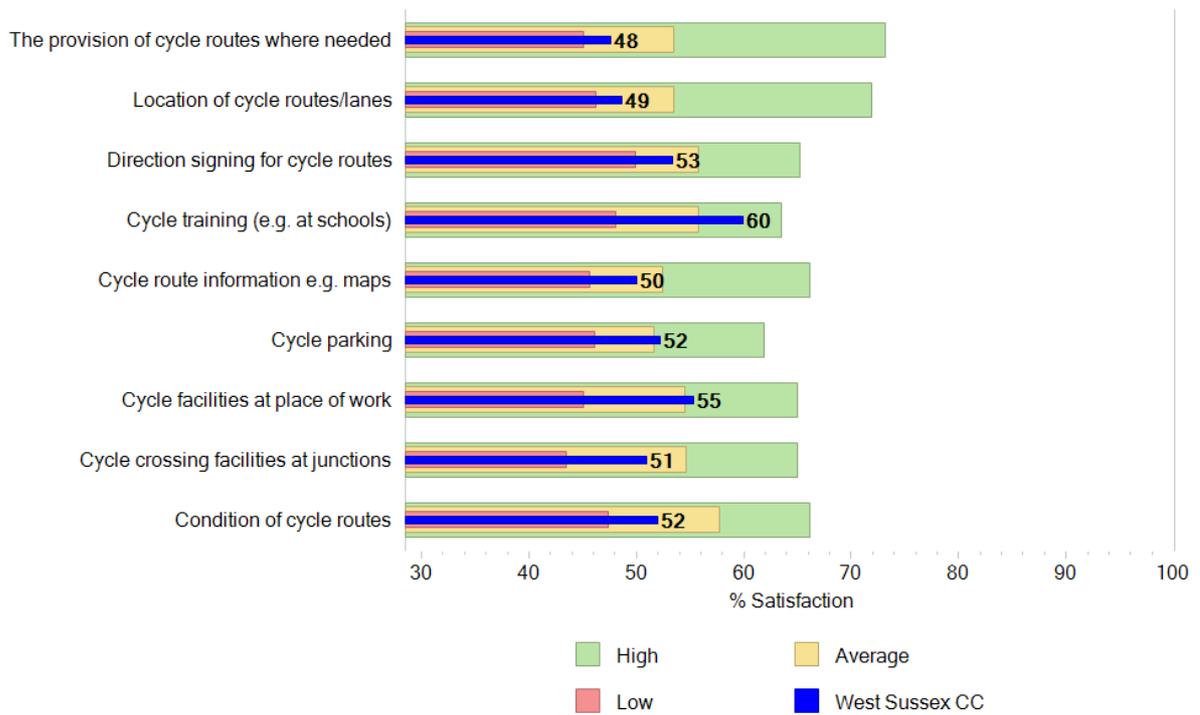
Walking & Cycling Key Benchmark Indicator Results



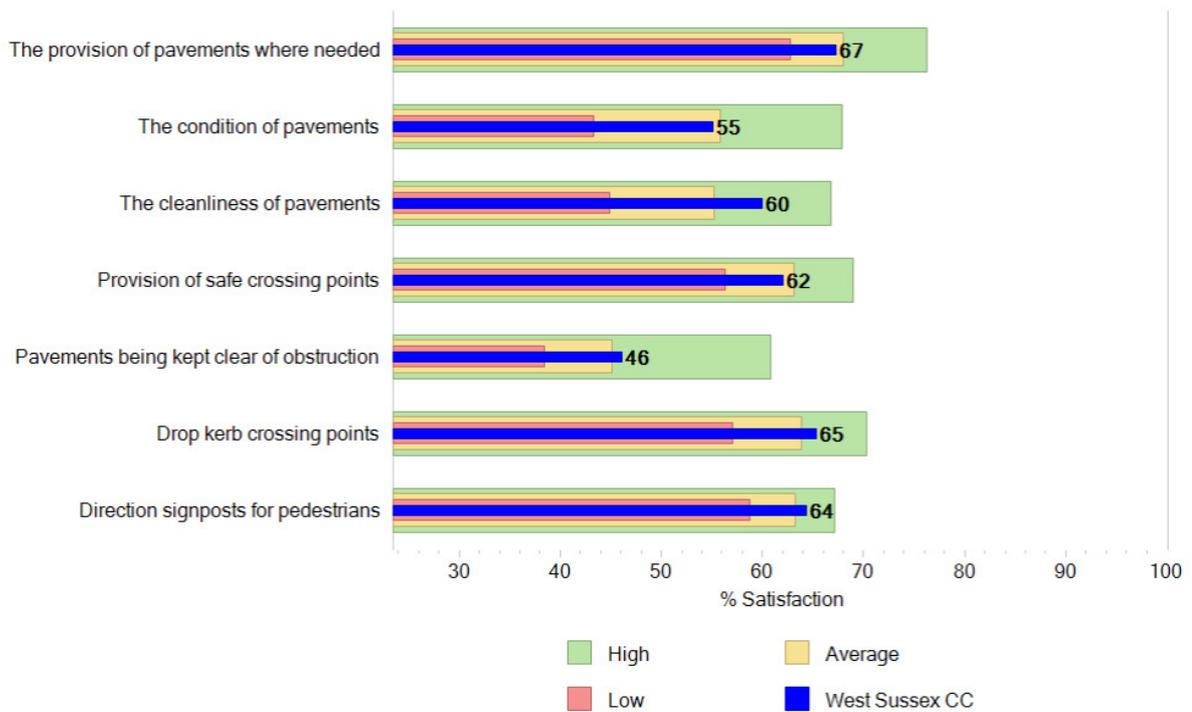
West Sussex results indicate that our residents' satisfaction is at, or about, the average of those responses received nationally, albeit slightly below average for cycle routes and facilities, and slightly above for PRow.

The following tables provide further detailed responses in comparison to other authorities.

How satisfied or dissatisfied are you with each of these locally?



Aside from cycle training, cycle parking and facilities at work, residents rate West Sussex provision below the average of the other surveyed local authorities.



The graph above demonstrates that more people in West Sussex are satisfied with the provision of pavements than with their condition. ⁴

4. <http://www.nhtnetwork.org/nht-network/home/>

2.4 Safety

Making the roads as safe as possible is vital. West Sussex results are generally in line with the national trend which has seen a significant increase in the number of cyclists killed or seriously injured (KSI) in recent years. The following presents an outline analysis of KSI data for West Sussex. This information is derived from the Police accident database known as Stats 19 data. ⁵

Age Groupings - Pedestrian KSI Casualties 2011 to 2015

KSI	0-11	12-16	17-24	25-59	60-69	70+	Total
Male	22	29	32	68	19	38	208
Female	12	21	15	30	18	55	151
Total	34	50	47	98	37	93	359

Road Class - Pedestrian KSI Casualties 2011 to 2015

Speed Limit/Rd Class	A Roads and Motorways	B Roads	C Roads and Unclassified	Total of all Pedestrian KSIs
30mph and under	82 (23%)	35 (10%)	166 (46%)	283 (79%)
40mph	27 (8%)	3 (1%)	3 (1%)	33 (10%)
50mph and over	34 (9%)	8 (2%)	1 (<1%)	43 (10%)

Other key facts about pedestrian casualties are:

- After retirement female casualties overtake male casualties
- There is an increase in pedestrian numbers during the autumn/winter months of Nov-Jan.
- Collision numbers rise during the day to a significant peak during the evening rush-hour. 34% of collisions occur between 3pm and 6pm.
- 56% of collisions involving a pedestrian casualty are at a junction.
- 85% occur in fine weather
- 70% of collisions occur in daylight
- Cars make up the predominant vehicle involved
- Top contributory factors are; Failed to look properly (pedestrian); Failed to look properly (driver); Careless/Reckless (pedestrian); Failed to judge vehicle path or speed (pedestrian); Careless/reckless (driver); Impaired by alcohol (pedestrian)

Age Grouping - Pedal Cycle Casualties 2011 to 2015

KSI	0-11	12-16	17-24	25-59	60-69	70+	Total
Male	4	20	29	177	24	17	271
Female	8	6	5	57	6	7	89
Total	12	26	34	234	30	24	360

Road Class - Pedal Cycle Casualties 2011 to 2015

Speed Limit/ Road Class	A Roads and Motorways	B Roads	C Roads and Unclassified	Total of all Pedal Cycle KSIs
30mph and under	73 (20%)	43 (12%)	139 (39%)	255 (71%)
40mph	18 (5%)	5 (1%)	6 (2%)	29 (8%)
50mph and over	49 (14%)	9 (3%)	18 (5%)	76 (21%)

Cycle KSI Casualties by Year

Cycle KSI Casualties	2005-09 base line	2010	2011	2012	2013	2014	2015 (unvalidated)
West Sussex	45.6	45	54	54	76	97	79

Other key facts about cycle casualty data are:

- Cycle KSI casualties are mainly male. Proportionally the 25-59 year old group has most casualties.
- There is a noticeable increase in KSI cycling collisions between May and September
- The numbers of casualties rise during the morning and evening rush hours, the evening one being the peak.
- Most KSI cycle collisions involve a car, 84%.
- 70% casualties are injured in a 30mph speed limit.
- 87% are injured during fine weather conditions.
- 81% during light-conditions.
- Top contributory factors for driver or rider are; Failed to look properly; Careless/Reckless; Failed to judge other person's speed; Poor turn or manoeuvre; Too close to cyclist, horse or pedestrian; Cyclist entering from pavement; Loss of control

Maintenance standards are important as poorly maintained roads can lead to safety problems. West Sussex operates an inspection and repair regime known as Safety Plus that ensures that defects such as trips, potholes and raised ironwork are identified and fixed in a timely fashion. We

are also developing an asset management strategy that will ensure that roads, pavements and cycleways are safe and available for use and repaired at the most economically advantageous time.

2.5 Sharing the network

It is crucial for the success of this strategy that all users use and share the network appropriately. The mix of old and young, families and those interested in sporting or commuting activity, cyclists and equestrians can lead to conflicts. In providing a network suitable for all users much can be achieved through appropriate design. It is also important that those using the network do so reasonably.

Recent promotion on the Downs Link for example known as Think, Share and Be Aware encourages users to:

- Respect other visitors on your route and be courteous;
- Cyclists: Please slow down and give way to walkers, horse riders and wheelchair users;
- Please keep your dog under control and clear up after it;
- Be aware parts of the Downs Link and Worth Way pass through working farmland;
- Take your litter home with you.



3. Approach to Infrastructure Design and Safety

The relative lack of specific facilities and concerns about safety are barriers to increasing cycling and walking. It is therefore vital that both are improved if the aims of this strategy, and the Government's strategy, are to be realised. The needs for cyclists, walkers, wheelchair users, mobility scooter users, people with pushchairs, equestrians, trike users, and cycles with trailers are different but can be shared. In addition specific needs vary depending on journey purpose and the person making the journey (e.g. children, families, and older people).

People wishing to travel to work may have different needs from those who seek to access the countryside for leisure purposes. In addition a confident on or off road cyclist will be attracted to a level of facility that may not suit a child who is travelling to and from school or a family cycling or walking for leisure.

In recent years the number of cyclists injured in West Sussex and indeed nationally has increased significantly. This appears to be driven by an increase in vehicular traffic and the number of people cycling rather than cycling becoming inherently more dangerous. Further analysis is needed to understand this trend. In West Sussex, cyclist injuries are most prevalent in urban areas, in particular at junctions. The adoption of Vision Zero means that West Sussex aims, in the long term, that no-one is killed on our roads.

This implies that our approach needs to vary in different parts of the county. In general this means infrastructure improvements need to deliver:

- segregated paths following major high speed (40 mph+) corridors
- leisure facilities that are mainly off-road or less busy lanes
- a safer built-up environment based on area wide safety management and,
- where appropriate, reallocation of road space to create improved facilities

As indicated by the Government, training remains a vital part of ensuring that cyclists, particularly younger people and those returning to cycling have the skills and experience to keep them safe.

3.1 Infrastructure Design Principles

Our approach to design and safety is supported by the evidence and case studies shown at Appendix 2 and also the Department for Transport's Cycling and Walking Strategy. We will also consider socio-demographic information, such as the cycle market segmentation tools included in Appendix 3, to assess the likely demand for new infrastructure and the characteristics and needs of these users, to inform investment and design considerations. The following design principles will apply:

- Cycling and walking are recognised as a key part of the transport mix
- All new (development) and improvement / maintenance schemes will consider, and wherever possible prioritise, the needs of cyclists and walkers
- The differing needs of users will be recognised in the design of routes and those needs will, wherever possible, be incorporated e.g. people with pushchairs, equestrians, etc.
- Deliver sound economic and other benefits with key determinants including:
 - Supporting economic growth
 - Supporting future development
 - Accessibility
 - Health
 - Air quality
 - Carbon reduction
 - Safety
 - Reducing traffic congestion and delay

Infrastructure improvements will therefore reflect Government and other best practice guidance (e.g. Design Manual for Roads and Bridges, Manual for Streets etc.)⁶ and are considered in the following way:

- Segregated inter-community routes that connect places and are designed primarily for utility journeys e.g. commuting and accessing facilities.
- Off road and / or less busy inter-community routes that enable access to and through the countryside and are designed primarily for leisure
- Routes and facilities in built up areas which are designed primarily to:
 - Re-allocate road space and improve safety at junctions on key distributor roads and public transport hubs
 - Manage traffic speeds (where appropriate with 20mph limits), through traffic and safety at junctions in residential streets
 - Create safer links to encourage sustainable journeys in particular travel to and from schools, employment sites, leisure destinations and transport hubs.
 - Encourage use of public transport (e.g. providing cycle parking)

3.2 Inter-community Utility Routes

A priority ambition is to create a network of high quality segregated inter-community routes that would typically be aimed at cycling. The design of these new routes should be based on an approach that will create high quality segregated paths following major, high speed (40mph and above) corridors that are continuous. The main advantages of such routes are that they:

- Appeal to both faster cyclists and less confident ones
- Avoid conflict with motorised traffic
- Can enable an increase cycling where local demand is high

The key challenges when considering such an approach is that facilities of this nature are expensive to provide and are more deliverable where road width and associated highway land is sufficient to accommodate the design.

This implies that, in the first instance, priority routes for investment will be based on:

- A sound economic case that is likely to attract various funding sources.
- Routes where existing highway land is sufficient and / or other land ownership is either agreed or easily attainable
- Local demand and support from key stakeholders including business is high.

3.3 Off Road / Less Busy Leisure Routes

Accessing the countryside has an important wellbeing and economic benefit. The ambition is to create a network of routes that link urban areas and transport hubs to key leisure attractors. Such routes may follow PRoW and, where appropriate, be signed along less busy rural lanes. The advantages of such routes are that they:

- Encourage walking and cycling as a result of safer, quieter conditions
- Help to create access to pleasant local environments
- Support the leisure and tourist economy
- Can be relatively inexpensive to provide where PRoW Bridleways exist (dependant on surface condition, width, gradient etc.)

The key challenge with such routes is funding and balancing the needs of all stakeholders, including land-owners. The PRoW network provides a valuable resource for a wide group of users including equestrians and other non-motorised users. This means that the design of schemes has to balance the needs of all of these groups where possible and not just meet the aspirations of one. WSCC also

seeks to be sensitive to the environment within which the route passes (e.g. agricultural land) and this will influence designs.

This implies that priority routes will be based on:

- A sound economic case that is likely to attract various funding sources; routes where land owners' and users' needs can be met,
- Local demand and support from key stakeholders such as The South Downs National Park Authority is high and where future development can be confidently predicted so that facilities are already in place when sites become occupied.

The Rights of Way Improvement Plan is a ten-year strategic document which runs from 2007 to 2017 and reflects both Government and County Council ambitions. The Plan identifies actions required to improve access to the countryside and will be reviewed in 2016/17. The new Plan will outline more detail in relation to design standards in West Sussex.

3.4 Built Up Areas

There are two key elements to our approach in built up areas. The first is that, in order to make space for cycling and walking we should adopt a longer term approach that actively seeks to manage traffic and parking which may allow road space re-allocation to non-motorised users. The second is that, in the light of cycling casualties, we adopt an urban safety management approach to junctions and, where appropriate, manage traffic speed. This implies the following approach:

- Road space and parking management that recognises cycling and walking as a key part of the transport mix in support of town centre vitality
- Reduced speed limits where appropriate
- Closing or limiting access to residential streets for through traffic
- Cycle / Walking priority at junctions where appropriate
- Two way cycling on one-way streets where appropriate
- Dedicated cycle parking facilities
- Bike hire facilities in larger towns

Key challenges in introducing this approach are: funding, ease of delivery (depending very much on location); potential to increase congestion or reduce available parking; and that local key stakeholders' vision for urban centres supports this strategy.

This implies that priority will be based on:

- A sound economic case that is likely to attract various funding sources,
- Improvements where priority of vulnerable road users is either vital for safety or feasible given road layout and existing traffic conditions
- High local demand and support from key stakeholders.

4. Supporting Activities

In addition to delivering the infrastructure referred to later in Chapter 5 the County Council will continue to implement, as appropriate, a range of activities that support walking and cycling in West Sussex. We believe such activities are important for the successful delivery of this strategy and will achieve better outcomes than infrastructure provision alone. This is supported by a previous Department for Transport review into the revenue capital investment balance (see Appendix 2). The activities are largely funded through the Council's revenue and capital programmes but may be enhanced, intensified, or extended should the securing of additional funding in the future allow (e.g. through external challenge fund bids). The activities currently carried out are outlined below. We will use evidence we have gathered about the uptake and role of these initiatives from our past experience of delivering these programmes to inform our focus for future activities

4.1 Training and skills

We will continue to offer free cycle training to national standards (Bikeability levels 1-3) to all Year 6 pupils (over 8,000 pupils received training in 2015/16). We are developing our cycle training offer and are now able to provide similar training to adults (at cost). We are utilising DfT grant monies to offer free school holiday courses and develop a course for balance bike users. We intend to expand our cycle training services further as funding permits – and in particular we would like to train those with mobility impairments to use adapted bicycles.



We will continue to offer adult cycle training to employers/employees (at cost) and will explore opportunities to secure funding that would enable us to fully or partially subsidise these courses. To this end we will include free or subsidised adult cycle training in future bids for Government funding as appropriate.

We will continue to provide guidance and support to schools wishing to deliver our scooter skills and 'Footsteps' pedestrian training programmes as part of their School Travel Plans. Training resources are available on our website and we will review and update their content regularly.

4.2 Road Safety



We will continue to promote road safety to all user groups and provide appropriate information (such as advice on how to fit a cycle helmet) on our website and through the Sussex Safer Roads Partnership website. We will encourage primary schools to implement our Junior Road Safety Officer scheme, which encourages Year 5/6 pupils to be road safety ambassadors and raise awareness among their classmates, parents, and school communities.

We will continue to be active members of the Sussex Safer Roads Partnership (SSRP), which is working to reduce casualties across East Sussex, West Sussex, and Brighton and Hove. We will continue to maintain and promote the links between road safety and sustainable travel. To this end we will include road safety initiatives that are of benefit to pedestrians and cyclists in future bids for Government funding as appropriate. We will also encourage residents to report unsafe driving, antisocial parking, and other issues to Sussex Police’s Operation Crackdown initiative.

Through our driver training services unit we will continue to administer Police referrals to National Driver Offender Retraining Scheme (NDORS). In 2015 we arranged speed awareness courses for over 24,000 people across Sussex who were offered training as alternatives to speeding fines.

With support from the SSRP we will continue to collect and analyse traffic collision data, to monitor trends, and take necessary and appropriate remedial action. We will also continue to implement our programme of Safer Routes to School (SRTS) schemes and School Safety Zones (SSZs) in response to issues highlighted in School Travel Plans. These schemes help to enhance walking and cycling routes to schools and reduce speeds in the vicinity of schools, which in turn enables more parents and children to walk, cycle and scoot to school. SSZs and SRTS schemes are identified in our Infrastructure Works Programme and are often funded by developer contributions.

4.3 Travel Plans

98% of schools in West Sussex have a School Travel Plan, which aims to promote walking and cycling and other sustainable modes of travel to school. We will continue to support schools in developing their Travel Plans and have recently signed-up to a national accreditation system (Modeshift Stars) that has replaced our in-house accreditation scheme (Travel Mark).



In partnership with the Local Planning Authorities we will continue to secure and agree Travel Plans for appropriate new employment and residential development sites. Travel Plans typically include the following measures to promote walking and cycling:

- Bike shop discounts and/or a cycle to work salary sacrifice scheme
- Public transport discounts and/or interest free season ticket loans
- Providing free or subsidised cycle training
- Pool bikes for business travel

- Financial contributions towards public transport season tickets and/or new bicycle purchases
- Personal journey planning services/promoting journey planning websites/providing route maps
- Promoting Walk to Work Week/Bike Week and offering incentives to walk or cycle (e.g. free breakfasts)

We will also seek to secure walking and cycling infrastructure around new school builds, and expanding and existing schools, and we will work with developers and school communities to ensure that planning agreements achieve this. Where additional funding allows, we will endeavour to implement schemes that embed walking and cycling behaviours within schools, such as Sustrans' 'Bike It' and Living Streets' 'Walk To' schemes.

As one of the largest employers in the county we recognise that commuting and business travel by County Council employees has an impact on the road network, the environment, and the health of our employees. We will continue to encourage County Council employees to walk and cycle to work, and for appropriate business journeys, by reinvesting staff car parking revenue in sustainable travel initiatives and infrastructure. Our Staff Travel Plan includes:

- Secure, covered cycle parking, shower facilities, lockers, and pool bikes at our main hub sites
- Low-interest loans for new bicycle purchases
- Free high vis tabards, rucksack covers and lights
- Access to the Travel West Sussex online journey planner via our Intranet
- Local bike shop discounts and 10% discount at Halfords (through our membership of the easitNETWORK)
- Free cycle training
- Promoting Walk to Work Week/Bike Week and the benefits of walking and cycling at staff wellbeing events

In addition, we will investigate scope to offer a cycle to work salary sacrifice scheme as part of our pay and reward review.

4.3 Promotion and information provision



We will continue to promote sustainable travel awareness events such as Walk to Work Week, Walk to School Week, and Bike Week. We will also support Sussex Safer Roads Partnership initiatives that promote safe walking and cycling, such as the 'Be Bright Be Seen' campaign.

Building on our recent 'West Sussex Weekends' campaign, and working with the South Downs National Park Authority, we will promote walking and cycling in the county as enjoyable leisure activities and encourage walking and cycle tourism.

We will maintain the travelwestsussex.co.uk online journey planner and the West Sussex Cycle Journey Planner, and will continue to fund the associated annual license fees.

We will work to promote walking and cycling events and initiatives through press releases, our social media accounts, e-newsletters, and West Sussex Connections - our residents' magazine. Where additional funding is available we will run campaigns to promote walking and cycling and our journey planning websites.

4.5 Air Quality, health and wellbeing

In West Sussex approximately 77% of air pollution is due to motor traffic⁷. Monitoring and mitigating poor air quality is statutory function of district and borough councils, however; the County Council will continue to provide support to district and borough Air Quality Action Plans. We will also remain active members of Sussex Air and through this group will explore the scope to bid for external funding (e.g. European Union funding) for pan-Sussex sustainable travel initiatives.

In 2013 public health functions transferred to the County Council from the West Sussex Primary Care Trust. Our transport and public health officers will continue to work together to promote the health benefits of walking and cycling and to encourage greater use of active travel modes in a co-ordinated way. Wherever appropriate public health officers will be asked to support bids for walking and cycling initiatives.



4.6 Working with delivery partners and key stakeholders



In partnership with our highways maintenance contract service provider we will ensure that cycle paths, footways and Public Rights of Ways are inspected and maintained in accordance with agreed standards and response times. We will continue to engage with key stakeholders to ensure that a co-ordinated approach is taken to delivering new walking and cycling infrastructure - particularly where routes may cross boundaries. We will also seek

stakeholder support for future funding bids (e.g. to the Coast-to-Capital Local Enterprise Partnership). Key stakeholders include:

- Neighbouring Local Highway Authorities
- The West Sussex district and borough councils
- Parish councils
- Highways England
- The rail industry
- South Downs National Park Authority
- West Sussex Cycle Forum
- West Sussex Local Access Forum
- Chichester Harbour Conservancy
- Cycle retailers
- Tourism operators
- Ramblers groups
- Transport charities such as Sustrans and Living Streets
- Vulnerable road user groups

We believe it is important to work with stakeholders in this way because there is greater potential to:

- Access various additional funding sources
- Support end-to-end journeys
- Deliver better joined-up planning of infrastructure

5. Infrastructure Priorities

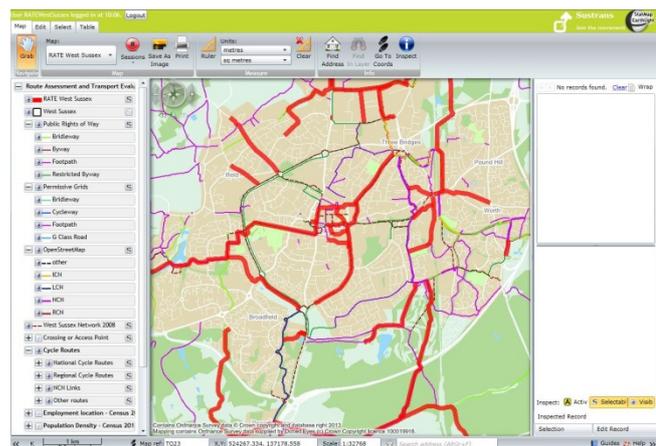
To be in a position to be able to promote and fund infrastructure improvements a single, prioritised list of schemes is kept and maintained. This allows for:

- Feasibility work to be carried out against an agreed plan for priority schemes
- Bids to be made to various funding opportunities
- Appropriate allocation of resources
- District, Borough, Town and Parish Councils to be aware of local demand and incorporate in their plans as appropriate
- Local Planning Authorities to negotiate more effectively with developers

5.1 Priority List Development

During pre-consultation work associated with this strategy key stakeholders were asked to map their scheme ideas as a route or part of route onto a web enabled Geographical Information System (GIS) provided by Sustrans. This system employed a ranking methodology called RATE that prioritised proposed routes based on a set of criteria. Each scheme was assessed against 10 criteria as set out in the table below.

Each criterion was assigned a weighting, which was agreed during the pre-consultation work. The score for each criterion was calculated using a mix of information entered by stakeholders and geographical information contained within the RATE system (e.g. housing numbers, school locations, employment centres). Criteria were weighted as follows:



Criteria	Weighting	Manual Fields	Automatic Fields
Employment	15%	7.5%	7.5%
Housing	15%	7.5%	7.5%
Education	15%	7.5%	7.5%
Rail	15%	7.5%	7.5%
Leisure	7.5%	7.5%	0%
Local Services	7.5%	7.5%	0%
Bus/Tram	7.5%	7.5%	0%
Safety	7.5%	0%	7.5%
Deprivation	5%	0%	5%
Deliverability	5%	5%	0%
TOTAL	100%		

In adopting this approach the list comprised 353 potential routes and parts of routes. It is our intention to develop this approach and to maintain an up-to-date GIS mapping system for cycling and walking schemes that is available on our website. The full list of schemes is currently available in the appendix and will be reviewed annually, with major revisions every five years.

5.2 Priority Schemes

The list of potential schemes will be further prioritised against the following criteria:

- Priority in cycling schemes given to inter-community utility routes
- Considering the feasibility and deliverability of schemes (e.g. is land available, is there local community support, is funding available, does the route meet local community needs?)
- Considering the potential to support future development (not considered as part of the assessment above)

Duplicate suggestions were discounted together with schemes that already exist (except those that require upgrading) and schemes that are already being delivered. In addition, suggested schemes that have already been assessed and approved will also be progressed in line with this strategy.

The resulting 318 suggested schemes were sub-divided to reflect our infrastructure design priorities as set out in sections 3.2, 3.3, and 3.4 of this document. As a further sense check the top five cycling schemes in each category were compared to the Department for Transport's [Cycling Propensity Tool](http://pct.bike/west-sussex/) (<http://pct.bike/west-sussex/>), which maps cycle to work census data by ward area. The top five schemes in each category will be considered for feasibility work.

When feasibility studies are complete, and a sound business case accepted, schemes will be progressed according to the criteria associated with available funding. This will ensure that bids submitted have the most chance of success.

The full list of suggested schemes is attached in Appendix 1 of this document.

Where communities wish to progress lower ranked schemes, or scheme ideas that are not currently on the list, this may still be possible subject to:

- A feasible and deliverable scheme
- Significant community support and
- Specific funding identified (e.g. via local development)

6. Delivering the Strategy

Given on-going funding constraints the Strategy does not contain specific targets. The proposed delivery plan is set out below. We will work with all relevant partners to deliver the strategy which will benefit the residents and economic vitality of West Sussex. **The following relate to actions to be carried out during the financial year 2016/17 which will be annually reviewed:**

Action 1: DELIVERING ALL OBJECTIVES

We will strengthen relationships between the county council and its key stakeholders including, public sector partners, LEP, disability groups and cycling and walking organisations. We will put in place governance arrangements to oversee the delivery of the walking and cycling strategy, monitor and report on progress.

Action 2: DELIVERING ALL OBJECTIVES

We will seek funding to carry out feasibility studies for the highest priority infrastructure schemes in West Sussex. Once complete we will create business cases to ensure the best possible opportunity for funding from all available sources.

Action 3: DELIVERING ALL OBJECTIVES

We will make the full list of potential schemes, and those additional schemes that may be added over time, available on the WSCC website with the expectation that, where and when possible schemes, irrespective of their position on the list, are promoted via other agreed works or development.

Action 4: DELIVERING OBJECTIVES 3; 6; 7

We will complete a review of cycling and walking casualties in West Sussex and, subject to funding, implement works (infrastructure and/or training / behavioural interventions as appropriate) working with the Sussex Safer Roads Partnership.

Action 5: DELIVERING OBJECTIVE 5; 6;7;8; 9

We will encourage cycling and walking as a healthy and affordable means of travel through information, promotion and practical support.

Action 6: DELIVERING OBJECTIVE 5; 6; 7; 8; 9

We will bid for funding to support behavioural change programmes of work such as 'Walk To' and 'Bike It'.

Action 7: DELIVERING OBJECTIVES 1; 2; 4; 5

We will continue to develop our approach to parking and road space management to assist in the reallocation of road space for walking and cycling in urban areas.

Action 8: DELIVERING OBJECTIVES 6; 7; 9

We will review the Rights of Way Improvement Plan.

Action 9: DELIVERING OBJECTIVES 3; 6; 7

We will develop our cycle training offer to ensure that training is available to those who want it at an affordable price. Note: Bikeability training is currently offered to all Year 6 pupils free of charge.

Continued overleaf ...

Action 10: DELIVERING OBJECTIVES 6; 7

We will work with Public Health and the Clinical Care Commissioning Groups to actively promote and encourage cycling as a healthy activity.

Action 11: DELIVERING OBJECTIVE 9

With the South Downs National Park Authority and other partners, we will help to develop West Sussex cycle and walking tourism offer.

Action 12: DELIVERING OBJECTIVE 1

We will monitor levels of walking and cycling using our network of automatic cycle counters, National Highways and Transport survey data, and Department for Transport walking and cycling statistics.

Appendix 1: Full list of schemes entered by stakeholders sub-divided by scheme type and prioritised high to low by Sustrans' Rate tool ranking

Note: All schemes subject to funding and feasibility

Inter-community utility cycle schemes

Scheme ID	Name	Description entered by stakeholders
270	NCN228	Extension of the NCN network from NCN20/21 in Crawley to Horsham
143	CHEMROUTE	Chichester to Emsworth
6	National Cycle Network Route 2 Inland Option	Missing link in National Cycle Network
286	Hurst 1	Safe cycle route to Downlands School
192	Barnham to Chichester via Oving	Quiet roads and tracks linking Chichester with Eastergate and the Westergate Link
190	Horsham to Southwater	Direct route along Worthing Rd. Connecting two large communities just 3 miles apart for work and leisure and providing strategic link between NCN223 and the Horsham-Crawley cycle route linking with NCN20
370	A27 (south) missing link Norton Lane to Fontwell/Walberton Link	Missing link along south side of A27
173	A264 Warnham railway line underpass and A24 Warnham crossing	Uses existing underpass to provide a safe traffic-free crossing of the dangerous, busy A264.
188	Haywards Heath Circular Route inc. station and secondary schools	Haywards Heath is desperately lacking in dedicated cycle paths to allow safe travel for commuters to the station and more importantly for secondary school children to be able ride from Haywards Heath to Warden Park Secondary School.
235	Off Road shared use path linking Ditchling to Hassocks	Aspirations to upgrade path surface to allow cyclists and walkers and off road route to link into circular route.
347	Turners Hill Road Cycle Path	Marked Off Cycle Lane Travelling East on Turners Hill Road
146	Upper Beeding to Steyning Schools	Upper Beeding to Steyning Schools
136	Mannings Heath/Monks Gate to Horsham (A281)	Safe cycle route from Mannings Heath/Monks Gate to Horsham town centre (included in the Nuthurst Neighbourhood Plan)
375	Cycle Route on A23 Bridge at Pease Pottage	Addition of 'wing' to existing road bridge to provide a safe cycling and walking route
348	Manor Royal to Lowfield	An off road walking and cycling route adjacent to London Road

	Heath Cycle Route	
196	NCN2 coastal alternative diversion	Seaview route
126	NCN2 feeder link to Yapton	Currently there is no safe cycle route from Yapton to NCN 2 and onwards to Littlehampton or Felpham /Bognor this proposed route will create a cycle path alongside the existing from the outskirts of the village
341	A264 crossing Horsham	Crossing along this stretch for cycles and walking (Riverside Walk)
44	Shoreham to Lancing	
85	A27 Arundel Bypass	The new Arundel Bypass motorway
42	A280 Long Furlong	An extremely dangerous road but a potentially highly useful cycle route.
82	Yapton to Climping	
45	Lancing to Shoreham	
288	NCN2 North Mundham to Chichester	Alternative route offering a route to the East side of Chichester
39	Angmering to Arundel	
345	NCN21 Spur to Felbridge	Upgrade surface and signage to existing Bridleway to connect Felbridge to the NCN21
67	Linking Lancing and Shoreham	
96	Hassocks to Lower Beeding	
229	Path from Hassocks to Burgess Hill east side of railway line	Aspiration to create a new shared use off road route
145	Chichester - Tangmere/Aldingbourne Route	Provides a better link between Portfield and A27 cycle path to Tangmere/Aldingbourne
272	Parish Lane roundabout by-pass	Provision of a two way off road path avoiding the high speed and busy roundabout at this point
374	Horsham Road Pease Pottage Cycle Lane	At the Western End an off road Cycle and Walking Route and Improved Traffic Claming at the Eastern End to provide continuous good cycle provision
19	WESTERGATE LINK	SURVEYED OFF ROAD ROUTE BY WSCC 2014/5
231	New link from Hassocks to Hurstpierpoint	Aspiration to upgrade surfaces of 3C & 8C to link into HPP 65hu and local road network
369	West Chiltington Common to Primary School	Safer Route to School
53	Littlehampton to Arundel	
59	Worthing Cycle Network	
122	NCN 2 missing section V DANGEROUS SECTION	Missing link from North Mundham to off road cycle route to Chichester canal
175	East Preston to Ferring	Field route - currently footpath
62	Worthing Cycle Network	
187	Quiet route from Haywards Heath to	Alternative to route 185. There is a great need for a traffic free route for families and younger cyclists to travel from Haywards Heath to

	Burgess Hill	Burgess Hill.
84	Ford road roundabout to Causeway Roundabout (station)	
138	Yapton to Barnham proposed cycle way	Cycle path linking Yapton to Barnham safely
185	Connecting route between Ashenground and Bedelands	A route that will allow safe pedestrian and cycle access between the two nature reserves of Bedelands and Ashenground avoiding the section of Rocky Road which has no pavement/cycling and low vehicle visibility.
108	Loxwood to bramley, Surrey	
274	Slaugham - NCN20 Alternative Route	A quiet alternative route to the path adjacent to the A23.
182	Downs Link all-weather cycle path	
57	Angmering to Rustington	
125	NCN2 Littlehampton to Felpham	New section of NCN 2 funding agreed and due to commence in 2016
165	GLaM Route 17	Chichester to North Mundham
74	Storrington to Washington	
213	Route connecting Scaynes Hill and Lindfield	There is no pavement on this route currently making it very unsafe for cyclists and pedestrians

Continued overleaf ...

Urban cycling improvements

Scheme ID	Name	Description entered by stakeholders
8	Worthing Cycle Network North West	Arterial cycle route on Worthing Cycle Network
26	Worthing Cycle Network	
29	Worthing Cycle Network	
13	Worthing Cycle Network - East Worthing Route	Quiet route connecting businesses and schools in East Worthing, Lancing, Sompting with link to NCN2 coastal cycle route
150	Horsham-Crawley Cycle route	Largely on-road leisure and commuting/utility cycle route. Fills a gap in the National Cycle Network between NCN20 and (via the Riverside Walk cycle route and Broadbridge Heath) NCN223. Links Horsham town centre and Roffey to Ifield and Crawley via the 'Missing Link' A264 underpass and Wimland Rd. The Missing Link provides a safe crossing of the A264 to the north of Horsham strategic site.
24	Shoreham Harbour Regeneration	National Cycle Network Route 2: Waterfront route using new flood defences
317	Southgate Avenue Cycle Path (Improvements to continuity)	Provide continuous priority at entrance to Southgate Park, allow cyclists to join bus lanes at side junctions (with ASL) and routing cycle route behind bus shelters at bus stops
30	Worthing Cycle Network	~750m grid, as per Dutch guidelines.
137	Horsham town contraflows	Short cycle contraflows on existing one-way streets
151	Riverside Walk to Downs Link Cycle route	Largely off-road route using the Riverside Walk path and Old Wickhurst Lane to join the Downs Link NCN223 with the Horsham-Crawley cycle route
208	Quiet link: North Heath Lane to Littlehaven Station	Short link through cul de sacs to local station
335	Depot Rd	One-way with cycle contraflow
320	Crawley Lane to Three Bridges Station	Allow cycle access through cul-de-sac at SE end of Crawley Lane, signage along Crawley Lane, then segregated cycleway to Three Bridges station
325	Hurst Road and Horsham Park	Hurst Rd cycle tracks and opening up links into the park
351	North of Horsham Strategic site A24/A264 connectivity for NMUs	The bypass causes serious severance and already has poor safety. New junction designs need more, better and safer connectivity for cyclists and walkers

252	Chalcraft Lane/West Meads Drive to West Park	Links Chichester cycle route to Bognor sea front route. Chalcraft Lane section links Aldwick/Rose Green to Chichester cycle route.
Continued overleaf ...		
176	A264-A281 Horsham Eastern Strategic Link	Links from the A264 (onward to Crawley) to Horsham town centre and to A281. There is space for protected cycle tracks alongside most of this route which follows busy roads. A fast and direct route for longer rides for club cycling and touring. Provides access to Sedgewick and Kerves Lane to reach the Downs Link and rural lanes and St Leonard's Forest for on- and off-road leisure cycling. Links with A281 to Mannings Heath. Key local route to school for Millais, Forest and QEII. Key local route to Roffey town centre from surrounding residential areas
294	CrawleyTown Centre	Cycle Access between Crawley Town Centre and Crawley Station
298	College Path	Provide connectivity to cycle network at north and south ends, and extend width of surface
230	PROW 7	E maintainable path which is a main east to west link in the village. Needs resurfacing and flooding issue addressed
253	Rose Green to West Meads Drive	
264	West Tarring Contraflows	Cycling contraflows to open up north-south route through Tarring
265	Worthing Cycle Network - Central Station Link Route	Link route connecting cycle routes east and west of Worthing Central Station
120	Carfax Cycle Contraflow (NB This is one of several town centre cycle contraflow schemes which could be delivered together under a single TRO.)	This is a 300m section of South St and Market Square that currently has to be walked by southbound cyclists. This provides a key connection between north-south and east-west cycle routes and provides cycle access to the town centre. This enables cyclists to avoid cycling along the Albion Way dual carriageway. The setts on this 20mph street will shortly be due for major maintenance, so this work could be combined with creating the contraflow. All the required land is assumed to be owned by WSCC or HDC. The section of contraflow along the spur to Market Square has already been agreed as part of the LSTF route and is awaiting sealing of the TRO.
170	Old A264 Broadbridge Heath bypass cycle track	Protected cycle tracks along the downgraded A264 and cycle proof the Five Oaks and Farthings Hill roundabouts. Cycle access to the Broadbridge Heath community centre and improved cycle access to the Quadrant. At-grade crossing to Wickhurst Lane
299	Re-routing of NCN21 through NE Sector	Change alignment of NCN21 to run through Grattons Park and new development, providing a more direct and greener route
327	Novartis and Railway station Horsham	Access to Novartis site and Hurst Rd -exact routes depending on redevelopment plans
344	Booth Way Cycle Link,	Off-road cycle link completes a N-S cycle route from north of

	Horsham	Horsham strategic development at A264 Rusper Rd to Queen St
25	Worthing Cycle Network Loose Lane Link	
139	Bishopric / Lynd Cross Joined-Up Cycling	Links north-south and east west cycle routes in Horsham town centre. Provides access to town centre shops and services. Avoids the need to cycle on Albion Way dual carriageway
207	North Parade Link	Route along North Parade
282	Three Bridges Station SW to NCN20	Key Commuter path giving a traffic free route South West from Three Bridge Station Continued overleaf ...
255	New Street	New Street filtering scheme
330	Broadbridge Heath Quadrant Access	Full cycle access into/out of/within the site
368	NCN 2 to Market Avenue, Chichester	Links existing SCCR to city centre (east) creating a more direct route to the part of the city. Signing only.
271	NCN228 - NCN20 Link	Vital missing link between main Crawley-Brighton path and the Crawley-Horsham path.
372	Haywards Heath Cycle Route Priorities	Atkins town centre study (see Jamie Dallen)
315	Arundel station to town centre - stage 1	Shared off-road path from railway station avoiding crossing A27. Implemented 2015.
318	Warren Drive to A23 cycleway, via Friston Walk and The Mardens	Provide walking and cycling access through ends of cul-de-sacs and provide signage
227	Woodsland Road to Grand Avenue	Link new housing estate Clayton Mills to village centre/schools etc
316	Ifield Avenue Cycleway	Off road route to extend from existing cycle provision alongside and across A23 along Ifield Avenue
254	Jubilee Path (north), Midhurst	Footpath upgrade to a cycle and walking shared path, plus shared path around South Pond
293	Crawley Town Centre East-West Path	Provides a cycle friendly mixed-use path into the town centre
209	Quiet Link: Rusper Road to Roffey shops	Short route along paths and residential roads linking local housing to shops and school
212	Horsham town centre east-west route	continuous cycle route across town centre avoiding Albion Way
371	Walberton to Arundel (via Old Scotland Lane)	Largely off-road route through woodland
98	Fix for western end of Worthing Prom	Western end of Worthing Prom forces people to cycle illegally on footways or footpaths. This is not acceptable. Funding is available from S106 for this, and local agreement obtained years ago.
258	A286 New Road crossing	Safe crossing for Jubilee Path cycle path
307	Langley Green to County Oak Walking and Cycling Route	A direct and largely traffic free route between Langley Parade to County Oak providing onward linkage to Manor Royal and the NCN21.
257	Jubilee Path (south), Midhurst	Footpath upgrade to a cycle shared path
291	Tangmere SDL - Shopwyke Lakes SDL	Inter Strategic Housing/Employment site route parallel to S side of A27

295	Memorial Gardens Cycle Path	Off Road Cycle Path from County Mall NE Car Park Entrance to Queensway and then crossing the Boulevard by upgrading existing crossing to a Toucan to join NCN228.
309	Three Bridges Station - Walking and Cycling Route West	A direct and traffic segregated walking and cycling route to and from Three Bridges Station from the West (avoiding the current narrow pavement adjacent to high speed carriageway).
197	Southwater via BOAT and Red Routes	Access to and within Southwater avoiding dangerous A24 crossing by upgrading footway and public rights of way within golf course. Better signage, minor works and removal of barriers to make better use of existing 'Red Routes' for cycling within Southwater Continued overleaf ...
311	Crawley Station Entrance to Southgate Avenue Cycle Path	There is a clear demand for a cycle route connecting Crawley Station with Southgate Avenue Cycle path. Two possibilities exist: either a segregated cycleway on the south side of station way, and a new toucan crossing over Southgate Avenue. Alternatively, the new designs associated with the Station Development could provide a protected cycle routes adjacent to both carriageways, together with ASLs on the Station Way/Southgate Avenue junction, with drop kerbs on Southgate Avenue.
329	Albion Boulevard Horsham	Protected cycle tracks
198	Eastergate - Linden Homes Dev to Westergate Link	funded by developer 106? Signage only needed
310	Three Bridges Station walking and cycling access NW	There is a clear demand for safe walking and cycling routes to Three Bridges station from the North West. This scheme proposes a cycle contra-flow on Hazelwick Road. This then requires a means of crossing Hazelwick Road to then use the new crossing over Haslett Avenue (part of the upcoming Three Bridges Station improvements scheme)
328	Horsham Cricketfield Rd, Pedlars Way extension	East-west route across the south of town; links Pedlar's Way to Riverside Walk and Downs Link
203	Southwater village centre	Traffic-free access links within the village
224	City Centre-North	Northern routes from City Centre
266	Short links across Horsham	Five short cycle routes linking cul de sacs etc - accessing schools, shops, housing estates
337	Pirie's Place Redevelopment cycle access	Secure and safeguard cycle routes through Pirie's Place as a condition of redevelopment
321	Faraday Road Cycle Pth	An off road north south cycle route
149	Steyning central car park to schools	Footpath connection to allow cycling from both central Steyning and the north end of Shooting Field estate to schools avoiding busy Shooting Field
216	West Dean - Safe cycling & walking route	Safe Access route and A286 crossing
243	Centurion Way access to West Dean village	Access for peds, cyclists, equestrians from CW shared path to Motor Rd to allow access to school, college, village amenities, attractions and road network

323	Newton Way Ccycleway	Replace on-road NCN21 route with off road cycleway
346	NCN21 Continuity at East Grinstead Station	Provide continuous priority across Grosvenor Road, upgrade bridgw to full width for cycling, and replace steps with ramp
312	Crawley Station South Side to Southgate Avenue Cycle Path	Link Crossing on Southgate avenue (upgrade to toucan) through Arora Hotel access road, and through car park to East Park
5	Lower Bognor Road	Completes missing link
222	City Centre - Bognor Roundabout bridge	Direct route from Eastgate gyratory via The Hornet and Bognor Rd, links to the A259 cycleway Continued overleaf ...
223	City Centre - Eastern Link	Links City Centre to routes eastward to Westhampnett, Boxgrove and Tangmere
27	Worthing Cycle Network	
306	Fleming Way North Side Cycle Track	Upgrade of existing fragmented and obstructed cycle route to have continuous priority across all entrances and side roads.
221	Arunside-Ridgehurst Drive Bridge	Missing cycle/foot bridge
281	Broadfield Path Cycle Track	Upgrade of existing route to cycle track
305	Rutherford Way Cycle Route	Re-route the NCN21 away from current fragmented and narrow path onto Rutherford Way. This is a relatively quiet road, with low speeds enforced with tight radius corners.
338	Barttelot Rd	Widen existing pedestrian link avoiding dual carriageway for dual use
31	Worthing Cycle Network	
206	Whyke estate 2	Link from cycle path on north side of A27 into Whyke estate and Chichester High Schools
205	Whyke Estate 1	Link from new bridge over A27 to Hay Road
297	Ifield Road to High Street Path	Short stretch from end of on-road path in Ifield Road across wide paved area to join High Street off road path.
148	Cycleway to Gatewick Farm estate	Conversion of existing footpath to shared use with permissive cycling
339	Redkilm Way and King's Rd Roundabout Horsham	Protected cycle tracks and roundabout redesign
46	Urban route in Shoreham	
134	NCN 2 Bognor to Nyetimber	NCN2 Missing section Marine parade Bognor to Summer Lane Nyetimber
147	The Street westbound to Downslink north transition	Conversion of 30m of footway to shared use using existing dropped kerb to provide an easier transition for cyclists riding west along The Street onto the Downslink northbound
40	Angmering link to A259	
241	Dawn Crescent Link	Conversion of footpath to permissive cycle path
280	Tilgate Park North East Link to NCN20	Provide signage and remove obstacles to link major destination Tilgate Park to the National Cycle Network. Possibility of very minor improvements to weather proofing of the track.
302	Pease Pottage to	Replace steps with slope on the cycle route

	Crawley Link	
54	A259 Littlehampton to Roundstone	Along main road North & South
303	Crawters Brook Southern Link	Link southern entrance of park to start of off road path on south side of Manor Royal at Churchill Court
55	Littlehampton E/W	
68	Shoreham / Southwick	
129	Promenade Feeder Route	Links Bognor East communities to NCN2 with potential to realign existing NCN2 from a road route to promenade
51	Littlehampton	Continued overleaf ...
52	Roundstone roundabout on A259 to Coastal Road	North South connector
336	Pixie Hollow Link	All-weather link between Pondtail Rd and North Heath Lane
33	Littlehampton	
50	Littlehampton - Town Centre to Toddington	
324	London Road Crossing - Martyr's Avenue	A toucan crossing to Link Langley Green with Manor Royal at Martyr's Avenue
214	Connecting local schools with Orchards shopping centre	
28	Lancing	Links Business Park
174	Pigeonhouse Lane	East Preston
218	Existing unsigned off-road paths WSCC 2008 network	Existing paths -need signing to show cycling permitted
350	Gatwick Road to Lowfield Heath Cycle Path	Surfacing and signage of existing bridleway
41	Worthing Cycle Network	
178		
49		
65	South Lancing	
326	Link in Horsham Park	
342	Crawley Rod traffic calming, Horsham	
66	Lancing to Shoreham	
70	Shoreham beach to town centre via Adur Ferry Bridge	
69	Kingston By Sea by Southlands Hospital	
111	Pulborough Station	
340	Parsonage Rd Horsham	
314	Worth Church to Maidenbower	A link from the NCN21 to the existing signalised crossing of the Balcombe road to link up with southern part of Maidenbower
61	Worthing Cycle Network	
215	Horsham town centre	

32	Worthing Cycle Network	
64	Hailwick Farm to A27	
352	North of Horsham Strategic Site	Major development location in Local Plan
56	Rustington - North South route	
343	Compton's Lane dead end	Change signage to indicate there is cycle access to Roffey shops etc
34	Worthing Cycle Network	Continued overleaf ...
73	Worthing Cycle Network	
79	Arundel Town Centre	
300	GLaM Route 6	Selsey Coastal Route
250	Safe route from Downs Link at Partridge Green (HW12)	To provide a safer route for the Downs Link at Partridge Green where it follows the B2135 for 500m. Take route down Star Road and pick up old railway line (impassable at present) to re-join route further south. Land Registry documents obtained. Alternative option make tarmac pavement along eastern verge, reduce speed limit on B road.
363	Route 1 East Wittering and Bracklesham Neighbourhood Plan	A cycle foot and bridle link between Bracklesham Lane and Stocks Lane via Stubcroft Lane as set out as a top priority in policy 5.18 of the East Wittering and Bracklesham Neighbourhood Plan
71	Ferring Seafront - Pattersons Walk	

Inter-community leisure cycle schemes

Scheme ID	Name	Description entered by stakeholders
191	Bignor-Barnham-Bognor	South Downs Way to NCN2 part of Five Villages cycle network
109	Downs Link NCN223 all-weather path	Upgrade of the Downs Link to all-weather surface -with priority to populated sections e.g. Southwater
10	A24 Cycle Route North of Worthing	Leisure access north of Worthing; utility access into Worthing.
86	Ashington to Southwater	A24 cycleway
90	Wisborough Green to Billingshurst	
99	Courtlands Way	Existing way, usefully connects cycle routes, no cycling allowed.
155	Highwood via A24 underpass to Downs Link NCN223 Cycle route	Uses existing underpass of A24 to provide a direct cycle route from Highwood (via the Riverside Walk) to Christ's Hospital station and the Downs Link, NCN223. Spur makes use of existing railway bridge to link to Parthings Lane and Tower Hill
194	Tangmere to Aldingbourne	
210	North Southwater to Christ's Hospital	Uses existing bridleways BP1662 and BP1642 which need all weather surfacing
142	Salterns Way - Chichester Canal Basin	Connecting Salterns Way to Chichester Station and Chi High Schools Campus

262	Cowdray Park Cycle shared path, Midhurst	Upgrade of footpaths and permissive routes to a cycle shared path for utility, commuter and leisure journeys in Midhurst linking with Easebourne
283	Midhurst to Petersfield 'Rother Valley Greenway' route	Strategic cycle shared long distance path, predominantly following the Midhurst to Petersfield former railway line and PRoW. Linking into Stedham to Midhurst cycle path (opened 2015).
114	GLaM Route 22	To provide an Off road link from Selsey to Chichester
269	Horsham - Colgate – Crawley	Leisure cycling route between Horsham and Crawley Continued overleaf ...
278	NCN20 Parish Lane and Tilgate Forest	Traffic Calming / Speed Reduction of Parish Lane and surface improvements in Tilgate Forest
220	Centurion Way - West Dean Extension	Opened Dec 2015 - Extension of Centurion Way along old rail line to the tunnel at West Dean
285	Midhurst to Pulborough Strategic Cycle route	Long distance cycle and walking shared path, following the former Midhurst to Pulborough railway line.
292	Tangmere Airfield circular/link Route	Existing paved link between Barnham - Chichester and S side of A27 routes through Tangmere SEL and circular Tangmere leisure route. See also Tangmere Neighbourhood Plan Policies 8&9.
124	Littlehampton to Arundel	This will be the only off road cycle route from Littlehampton to Arundel and the downs - this is a desired route by Arun District council will link with the NCN2 in the south and Arundel / South Downs in the north. This will not only join two communities and many other via the NCN2 but will give access to the sea for Arundel residents. This also fits in with the South Downs national parks strategy of encouraging the community to visit the park by sustainable transport
233	Footpath 5K	Improve surface of path for walking & cycling
237	Cycle path from Keymer Road to New Road	Using Lodge Lane west side create new cycle path
127	PAGHAM TO SELSEY	Conversion of old tramway route to complete the final section of the cycle route from Selsey to Chichester to the south downs - current alternative is a very dangerous route cycling on the main road
251	Centurion Way extension Midhurst to Cocking	Extension of Strategic shared path on former railway line (primarily) and quiet lanes between Midhurst and Cocking to connect with the South Downs Way National Trail and Centurion Way to Chichester.
77	Arundel to north of the South Downs	There is no decent route to cycle northwards from Arundel.
244	Centurion Way extension to Singleton, South Downs Way and Cocking	Extension to CW strategic shared path route (Chichester to Midhurst) from West Dean to South Downs Way, including connections to West Dean, Singleton and Cocking villages, and PRoW network. Sections: 1- West Dean 2- Singleton 3- SDW & Cocking
7	NCN to Downslink Connection	Links National & Regional cycle routes
234	PROW 14C	Locally known as Cinder Path, existing route east of railway line that was previously tarmaced. Surface needs repairing and widening where possible.

		Continued overleaf ...
376	Thakeham North-South cycleway	A cycle-able, all-weather route to create a safe north-south route, through central Thakeham and connecting this area with Storrington suburbs. Such a route is currently lacking: Strawberry Lane bridleway has unsuitable surface and topography for cycling, and the B2139 via Jackets Hill is too dangerous for cycling (60mph speed limit, narrow, twisting, steeply banked). The central section of this plan will be delivered by agreed S106 ROW improvements in the Abingworth housing development. This will include a new west-east cycle-able route connecting fp 2487 to bridleway 2483 (Strawberry Lane). The scheme then needs to connect northeast and southwards. North-eastwards the landowner is willing to allow upgrading of bridleway 2483 from the new Abingworth connection to footpath 2487, up to The Street/Crays Lane. To the south, fp 2487 needs to be upgraded between existing bridleway 2488 at Greenhurst Farm and TQ1016. Cyclists can then travel west to the B2139. Ideally it would then meet a 200m northward extension of a cycleway/pavement alongside the B2139 from the junction with Merrywood Lane. For modest investment, this scheme would give residents of central Thakeham a safe route to Storrington with a usable surface in all seasons. It would also allow leisure cycling visitors to move through the Thakeham area in a way that is not currently possible.
89	Ashington to Wisborough Green	
195	Pook Lane (Mini-roundabout at A286 to Memorial Hall and Village Green)	Public right of way to access village hall/green from A286 and bus stops
365	Blake Trail (part, from Felpham to Boxgrove)	Error in Tangmere
256	Chesworth/Kerves Lane connection	Link between Chesworth Farm path and Kerves Lane
273	NCN20 North of Handcross	Provision of segregated cycle and walking path along the line of the former carriageway
47	Shoreham to Downsmill	
113	Debbie Thomas	Access to Batchelors field as already used as a desire line
199	Village Green to Mid Lavant	Footpath to provide access from East to Mid Lavant
245	South Downs Way A286	Improved / safer highway crossing for South Downs Way National

	crossing	Trail users and Centurion Way users. Improved visibility for path users and highway users
200	Fontwell via Slindon to Barnham Bignor route	Quiet route from Fontwell tunnel to Slindon and on to Bignor route not crossing A27 and A29
100	Steyning to Chanctonbury Ring Road	On and off road route avoiding hilly A283
279	Broadfield and Cottesmore path	Improve Surface and Signing if existing bridleway
35	Worthing to Steyning	Possible signing only? Continued overleaf ...
92	Houghton to Storrington via Amberley	
261	Ashurst to Dial Post via Pepper's Lane & Honeybridge Lane	Quiet Lane designation of a classic rural route
78	Arundel to Whiteways Lodge	A safe alternative to a very dangerous and narrow A-road
246	Safe crossing of Downs Link over A281 at Rudgwick	To create a safe crossing point for the Downs Link over the A281 south of Rudgwick. WSLAF report Fe 2012, crossing point on cusp of speed limits to meet criteria for Pegasus crossing. Crossing so dangerous few users attempt it although it is a WSCC promoted route. Crossing where limit changes from 40 to 60 mph.
75	Washington Roundabout cycle bypass	A very useful route to avoid having to cycle on the busy and dangerous A24 Washington roundabout.
110	Pulborough to Bury	
202	East Grinstead Worth Way Kingscote Station Project	
236	New cycle path Spring Lane to Lodge Lane	Aspiration to achieve an off road shared use path
260	Henfield West End to Ashurst	Footpath upgrade to permissive cycleway + improve bridleway surface
284	Midhurst to Stedham Cycle route	Opened 2015 - Utility and commuter route
91	Storrington to Wisborough Green	
248	Bw 1550/1 to Tower Road (HW14)	To create a link between Bw 1550/1 and Tower road to meet Bw 2822 through Holmbush Estate
259	Pepper's Lane to Spithandle Lane	Bridleway 1872 surface upgrade to allow all year / all-weather use by all users
189	Lindfield to Crawley along railway	It would be ideal to have an off-road link along the railway line linking up Lindfield and Haywards Heath with Tilgate Park and Crawley. This can be used as a leisure route as it goes through some beautiful areas of our county but also as a commuter route for those living in Haywards Heath and commuting to Crawley
228	Hassocks to South Down Way	Aspiration to achieve a new cycle path from the south side of Hassocks to meet with the South Downs National Way at Pyecombe
38	Steyning to Wiston	
157	GLaM Route 10	W Wittering to E Wittering & Bracklesham Bay to Earnley

93	Sopers Lane	
276	Worth Way to Worth Abbey School	Upgrade existing footpath to allow cycle and equestrian access.
76	Storrington to Wisborough Green	There is no existing direct route from Wisborough Green south to Pulborough and the suburban areas north of Storrington
36	Spithandle Lane and Hole Street as Quiet Lanes	Definition of Spithandle Lane and Hole Street as a 'Quiet Lane'
263	Wiston (Hole Street) to Ashington	Surface upgrade to BW 2583 Continued overleaf ...
308	Benson's Hill Path	Upgrade existing footpath to Bridleway
141	Chichester Ship Canal towpath	Links Selsey Route to Salterns Way & Harbour
242	Spithandle Lane to Downslink	Bridleway in need of upgrade along river bank
275	A23 Underpass - South of Handcross	The recent road widening works established an underpass on the A23 at this point, with the intention of re-establishing bridleway access and full surfacing for cyclists along the existing footpath. However, this has not been completed.
172	Golf course underpass to Warnham Nature Reserve	Links existing popular cycleway over Rookwood golf course to Warnham Nature Reserve via the existing underpass of Warnham Road
219	Haywards Heath to Wakehurst	A leisure route to Wakehurst Place which I have cycled, but found it incredibly dangerous. Wakehurst have cycle racks so are obviously hoping people will cycle but with the current provision for cycling I cannot see how this would be possible.
332	Blakes Way -Bognor-Felpham to Lavant	Bognor via NCN2 to Felpham, Blakes Road, then Barnham, Fontwell, Eartham, Aldingbourne Country Centre, Tinwood Lane, Goodwood, Westerton To Lavant
354	Harting Hill crossing	Improved / Safer crossing for South Downs Way National Trail cycling and walking route
107	Wisborough Green	
186	America Lane to Scaynes Hill	
232	Cycle route from London Road to College Lane Hurstpierpoint	Upgrade existing footpath surface to allow cycle route from Hassocks to HPP
249	Link from Bw 1550/1 to Blackhorse Road (HW13)	To create safe link between Bw 1550/1 to Blackhorse Road leading to BW 1704 through Black Hill Wood
361	Route 5 East Wittering and Bracklesham Neighbourhood Plan	Longer Term aspiration to join Downview Public Open Space with Church Road for cycle foot and bridle
163	GLaM Route 11	Salterns Way to Bracklesham
226	Bridleway 3k	Upgrade existing bridleway surface, build new part from northern end of 3K to link with 1k & 2k. Upgrade bridleway on southern end of 3k but this is East Sussex.
356	A29 Whiteways crossing	Improved / Safer crossing for South Downs Way National Trail cycling and walking route
80	Slindon to Walberton	

88	Southwater to Mannings Heath	
103	West Grinstead to Partridge green	
105	Partirdge Green	
362	Route 2 East Wittering and Bracklesham Neighbourhood Plan	A cycle foot and bridle connection between Downview Public Open Space and Stubcroft Lane, from policy 5.18 of the East Wittering and Bracklesham Neighbourhood Plan
104	Partridge Green to Ashurst and beyond	Continued overleaf ...
118	GLam Route 12	West Selsey Link to Medmerry and PHNR
166	GLaM Route 20	Vinnetrow Road to A259
167	GLaM Route 21 Portsmouth to Arundel Canal	Portsmouth to Arundel Canal (part)
116	Selsey Direct Route	Alternative section b
364	Route 4 East Wittering and Bracklesham Neighbourhood Plan	A footpath from Clappers Lane to Woodborough Close as identified in policy 5.18 of the East Wittering and Bracklesham Neighbourhood Plan
366	Rose Green connection to Runcton	
117	Selsey Driect Route	Alternative section c
161	GLaM Route 8	Mapson's Lane
37	Washington to Wiston	
43	High Salvington and Findon	
95	A272 footpath link	To provide a missing footpath along the busy A272 Horsham Road at Petworth to link the footpath from the north. There is a footway along the A272 marked in yellow but it stops shorts of the public footpath running south behind North Street. This link would provide a safe route for leisure encouraging walkers within the national Park. The alternative is to walk with the traffic.
160	GLaM Route 7	Jury Lane link
238	Morrells to Roundstone - off B2166	Existing footpath and hard farm track
333	Blakes Way: Bognor-Felpham-Lavant	
106	Shermanbury to Wineham	
112	Coldwaltham to Rackham via Greatham	
154	GLaM Route 3	Warner Lane to Medmerry Service Road
158	GLam Route 4	Bracklesham Barn to Earnley & Medmerry
247	Centurian Way via Cocking South Downs Way Link	
301	GLaM Route 23	Elms Lane B2179
102	Shipley to West	

	Grinstead	
153	GLaM Route 9	PHNR VC to Pagham Village
156	EA / RSPB Medmerry Service road	Indicative line of Medmerry Service Road - NOT TO SCALE
159	GLaM Route 1	RSPB Pagham Harbour VC to Medmerry
169	GLaM Route 14	Siddlesham Ferry to East Beach
239	Park Farm to Merston	Superior route from Morrells towards Chichester
359	A283 South Downs Way crossing	Improved / Safer crossing / bridge for National Trail cycle and walking route Continued overleaf ...
360	A273 Pyecombe South Downs Way crossing	Improved / Safer crossing for SDW National Trail cycling and walking route
152	GLaM Route 15	Links Route 88 to Pagham

Walking improvements

Scheme ID	Name	Description entered by stakeholders
227	Woodsland Road to Grand Avenue	Link new housing estate Clayton Mills to village centre/schools etc
373	Storrington Washington link pathway	
195	Pook Lane (Mini-roundabout at A286 to Memorial Hall and Village Green)	Public right of way to access village hall/green from A286 and bus stops
113		Access to Batchelors field is already used as a desire line
199	Village Green to Mid Lavant	Footpath to provide access from East to Mid Lavant
201	Fordwater Road	Footpath to complete pedestrian access along Fordwater Road between existing footpath/track

Appendix 2: Walking and cycling case study examples

This appendix includes information from a number of walking and cycling case study examples of capital infrastructure and revenue behaviour change investment which can be used to inform investment decisions. These examples concern:

- The Sustrans Bike It project
- The Living Streets Walk to School outreach programme
- The revenue and capital investment balance
- New cycling and walking infrastructure case studies

Sustrans Bike It

Bike It was delivered by Sustrans on behalf of the County Council in Chichester and Horsham as part of the Department for Transport funded Local Sustainable Transport Fund programme during the academic years 2013/14 and 2014/15. The aim of the initiative was to increase the number of pupils cycling across the 17 participating schools in these two places. There was a total of 6,173 pupils on roll at the 17 schools.

The headline results¹ of the initiative were:

- Both cohorts exceeded the aim of increasing the number of pupils cycling to school to 20% - the 2013/14 cohort achieved a cycling rate of 24% and the 2014/15 cohort achieved a cycling rate of 29%.
- Both cohorts met the aim of decreasing the proportion of pupils being driven to school by 10% - the 2013/14 cohort decreased the proportion by 10% and the 2014/15 decreased the proportion by 32%.

The project helped children to get out on their bikes and through associated 'Dr Bike' cycle maintenance sessions and training improved ensured more young people's bikes were in roadworthy condition. The benefits are believed to extend beyond the school run to leisure and other activities which is expected to benefit the health and wellbeing of pupils engaged in the initiative.

Each school is slightly different and the initiative should be tailored to the needs of the school and its community. However, monitoring suggested that the greatest benefits of the initiative appear to have come from assemblies, promotional events and secure cycle/scooter storage. In contrast, the least important activities were seen to be pupil consultation and classroom activities.

¹ Sustrans, Bike It Chichester and Horsham, Summary Monitoring Report for 2014/15, November 2015

Living Streets Walk to School Outreach Programme

Living Streets completed a three-year national Walk to School Outreach programme, funded as part of the Department for Transport's Local Sustainable Transport Fund, which has subsequently been extended with additional funding. The programme aimed to encourage more children to walk to and from school, through local support and behaviour change campaigns including WoW (Walk once a Week), Free Your Feet and Campaign in a Box. It worked with 182 secondary schools and 854 primary schools across 15 local authorities, reaching around 400,000 children, with West Sussex taking part in this programme. The programme achieved significant modal shift: in primary schools the number of pupils walking all or part of the way to school increased by 23% and the number being driven all the way decreased by 30%. In secondary schools the number of pupils walking increased by 12%. These new walking journeys, many of which were converted from car, resulted in considerable transport and health benefits. Economic appraisal undertaken as part of the programme evaluation identified the central economic case had a strong Value for Money with a Benefit Cost Ratio (BCR) of 4.17².

The revenue capital investment balance in sustainable transport

The Department for Transport has commissioned a [review](#) into the optimum balance of revenue and capital investment to encourage sustainable travel³. This review considered funding allocations made through five recent Government programmes, including the Local Sustainable Transport Fund. The overall intention was to understand the ways in which funding programmes can achieve the most change with a balance of capital and revenue funding. The review concluded that 'sustainable transport schemes that were 100% capital, did not, in general, show the highest value' whilst '...in some instance, 100% revenue projects may show exceptionally high value'. This review supports the approach set out in this strategy whereby it is believed that supporting revenue funded behaviour change activities will achieve better outcomes than infrastructure provision alone.

New cycling and walking infrastructure case studies

A series of [national case studies](#)⁴ of cycling infrastructure investment has been commissioned by the Department for Transport Cycle Proofing Working Group to improve the quality of UK cycling infrastructure. These include a variety of infrastructure measures from smaller scale junction improvements such as early release traffic signals for cyclists at junctions, protected on-road cycle lanes, speed management measures, and improved crossing facilities to large scale new infrastructure such as new cyclist and pedestrian bridges, area wide public space improvements and continuous off-road cycle lanes on main traffic corridors.

There are also examples of local cycling and pedestrian infrastructure improvements in West Sussex which also help to inform investment decisions and design considerations for cycling and pedestrian infrastructure across the county. For example, the Shoreham Ferry Bridge opened in 2013 replacing the aging and narrow former Shoreham footbridge, in a joint partnership between the County Council, Sustrans, Adur District Council and the Environment Agency. Route user surveys undertaken

² Capita, Living Streets Walk to School Outreach Programme Economic Appraisal, August 2015

³ Transport for Quality of Life, Sustrans and WSP, Finding the Optimum: Revenue/Capital Investment Balance for Sustainable Travel, Final Report to the Department for Transport, December 2014, <https://www.gov.uk/government/publications/sustainable-travel-projects-revenue-and-capital-investment>

⁴ <https://www.gov.uk/government/collections/cycling>

in 2011 and 2014 revealed an estimated annual increase in usage of just over 54,000 cycle journeys and just under 69,000 pedestrian journeys to 800,000 in 2011 to over 910,000 journeys in 2014⁵.

The County Council maintains a series of automatic cycle counters across the county located in a variety of settings. In 2015, this data reveals over 500 cyclists a day to be using the National Cycle Network 2 (NCN2) route between Worthing and Lancing near to Brooklands Park, and just under 400 cyclists a day using the NCN2 between Fishbourne and Chichester. This information also helps to inform future investment decisions about cycling infrastructure investment.

Appendix 3: Cycling market segmentation and propensity to cycle evidence information

This appendix includes information from a number of segmentation and propensity to cycle tools that are available to help understand more about different types of cyclist. We believe that the tools are important as they can tell us about the population to be served by any new cycling infrastructure investment and supporting behaviour change activities. These tools can be used to provide information to:

- understand how well new cycling infrastructure in different locations is likely to be used to inform infrastructure investment decisions,
- inform where people are likely to be travelling to and what the purposes of their journeys are likely to be, so to inform decisions about which routes should be prioritised for cycle infrastructure improvements, and
- inform what the needs of different groups are likely to be in the design of cycle infrastructure improvements.

There are four pieces tools presented in this appendix:

- Information on the Bikeability training levels which help inform which types of cycling route infrastructure will be suitable for cyclists of different skill levels.
- Information on the Transport for London Cycle Market Segmentation tool which provides information on the propensity to cycle amongst the population of London.
- Information from Mosaic, a community segmentation and profiling tool created by Experian, which can be used to provide information on the dominant groups within areas, and in turn can be used to understand how cycle routes in a specific area may be used.
- The National Propensity to Cycle Tool which is an online planning support tool to inform investment in cycling.

Bikeability training levels

The Department for Transport promotes the National Standard for Cycle Training through the [Bikeability](#) award scheme programme. There are three Bikeability levels, designed to improve cycling skills from the basics of controlling a bike to making independent journeys on busier roads. These Bikeability training levels are applicable to both children and adults.

⁵ Sustrans' Route User Survey Report, Adur Ferry Bridge, Shoreham – Connect 2, June 2011 and June 2014



Level 1 – Following level 1 training cyclists can share space with pedestrians and other cyclists in a motor-traffic free environment.

Level 2 – Following level 2 training cyclists know how to deal with traffic on short journeys to school, to work or for leisure on quiet roads.

Level 3 – Following level 3 training cyclists are equipped to deal with more challenging roads and traffic situations – busier streets, queuing traffic, complex junctions and roundabouts.

In considering which cycling infrastructure schemes to take forward and the design of these schemes, it will be helpful to consider this simple skill level segmentation to consider which types of cyclists are likely to use infrastructure.

Transport for London Cycle Market Segmentation Tool

A number of different travel behaviour socio-demographic segmentation tools have been developed in the UK to understand travel behaviour characteristics of sections of the population. However, there are few models that have been developed which specifically consider the degree of inclination to cycle amongst population groups. This example is from the [Transport for London Cycle Market Segmentation Tool](#)⁶ which classifies the Greater London population into seven segments based on their propensity to cycle as shown in the table below. This segmentation has been informed by travel survey data from London and also by Experian's Mosaic dataset (please see below).

These segments have also been mapped based on postcodes. The group with the highest propensity to cycle, "Urban Living" were found to be concentrated in central and inner London, in South West London and in some outer London town centres. The segment next most likely to cycle, "Young Couples and Families", were found to be concentrated in a ring on the borders of inner and outer London. The segments least likely to cycle, "Manual Trades" and "Comfortable Maturity", were found to most likely be located in outer London to the East and South East.

Whilst this tool is not directly applicable to West Sussex, most notably it does not include any rural or market town populations, the concepts behind the tool are useful for considering who will use cycle infrastructure investment in West Sussex, and again could help inform investment decisions.

⁶ <http://content.tfl.gov.uk/analysis-of-cycling-potential.pdf>

Cycle Market Segmentation - London segments

Most likely to cycle	Segment	Description	% of London population
	Urban living	Young (54% under 35), white (74%), well educated, reasonably well-off and usually live in town/city centre (41% in central London). Many choose to live without a car (44%).	23%
	Young couples and families	Young (56% under 35), BAME groups (50%) and with young children. Often tight finances, ethnic background may present a barrier to cycling.	15%
	High earning professional	Well educated, affluent, white (83%), often working in multinationals. Tend to use personal rather than public transport, high car ownership (81%). More likely than average to live in central London (24%).	11%
	Suburban lifestyle	Average income, heavily reliant on car (83% own a car) and living in suburbia, especially in the south (24%) and east (22%). Cycling for leisure is as likely as cycling for purpose.	17%
	Hard pressed families	Difficult family finances, and often living in inner city flats and tower blocks, especially in east (25%), west (28%) and central (27%) London. Low car ownership (49% no car). 58% BAME, ethnic background may present a barrier to cycling.	21%
	Manual trades	Mainly white (79%) with high car ownership (70%), this segment is unlikely to cycle with generally negative attitudes towards cycling. 50% are under 35.	5%
	Least likely to cycle	Comfortable maturity	Older (40% over 55) and retired people, white (83%), and reasonably well off, living in suburban areas - some potential for off-road leisure cycling.

Source: Cycle Market Segmentation, TfL 2010

Mosaic community segmentation and profiling tool

[Mosaic](#) is a community segmentation and profiling tool created by Experian, combining over 450 economic and social variables to classify every household in the UK into one of 15 Groups and 66 Types. This household data can then be aggregated to wider geographies to provide information on the dominant groups for a given area.

Mosaic gives a very good indication of household type based on these variables, but is not meant to provide a definitive profile of each household due to other variances that may exist which could affect results.

The one line descriptions of the 15 Groups are provided in the table below. The information variables used to compile these 15 groups and the 66 types within them includes information on transport and access characteristics. For example the 'Domestic Success' and 'Prestige Positions' groups are the groups with the highest likelihood to own a bicycle, whilst the 'Municipal Challenge' and 'Transient Renters' groups were the groups least likely to own a car.

Group/Type Name	One-Line Description	West Sussex proportion
A Country Living	Well-off owners in rural locations enjoying the benefits of country life	8.8%
B Prestige Positions	Established families in large detached homes living upmarket lifestyles	12.5%
C City Prosperity	High status city dwellers living in central locations and pursuing careers with high rewards	0.2%
D Domestic Success	Thriving families who are busy bringing up children and following careers	9.4%
E Suburban Stability	Mature suburban owners living settled lives in mid-range housing	8.5%
F Senior Security	Elderly people with assets who are enjoying a comfortable retirement	13.3%
G Rural Reality	Householders living in inexpensive homes in village communities	5.2%
H Aspiring Homemakers	Younger households settling down in housing priced within their means	10.5%
I Urban Cohesion	Residents of settled urban communities with a strong sense of identity	3.4%
J Rental Hubs	Educated young people privately renting in urban neighbourhoods	8.3%
K Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles	3.7%
L Transient Renters	Single people privately renting low cost homes for the short term	3.8%
M Family Basics	Families with limited resources who have to budget to make ends meet	4.5%
N Vintage Value	Elderly people reliant on support to meet financial or practical needs	6.7%
O Municipal Challenge	Urban renters of social housing facing an array of challenges	1.1%
	Total Population	364,324

These groups and sub-types have been mapped based on postcode information and includes a wealth of socio demographic information about the profiles of communities across West Sussex. This tool can also be used to provide an indication of the purpose of the role of new cycle infrastructure investment in specific communities and how well used new infrastructure is likely to be.

National Propensity to Cycle Tool

The Department for Transport [National Propensity to Cycle Tool](http://pct.bike/)⁷ is an on-line tool developed to assist transport planners and policy makers to prioritise investments and interventions to promote cycling. The tool helps make an assessment of where cycling levels are most common and where cycling has the greatest potential to grow. The tool can be used to show different visions of the future through different scenarios that show what the rate of cycling could look like in different places, and can be used along a particular corridor to estimate future mode share to help inform investment decisions. It helps provide information about where the greatest increases to cycling might be expected. This tool is helpful in understanding which of the schemes listed in Appendix 1 are likely to see the highest levels of use and will help inform investment decisions.

⁷ <http://pct.bike/>