

Pedalling Ahead: Our Cycle Strategy

April 2006



TRAVELWISE®

Pedalling Ahead: Our Cycle Strategy

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Pedalling Ahead: Cycle Strategy

1 Introduction & Background

This is our third edition of Pedalling Ahead, our policy document on cycling, which was last reviewed and published in July 2000. It is part of the West Sussex Transport Plan 2006-2016 (WSTP), a ten-year document demonstrating how West Sussex County Council will plan, commit and spend funds provided to it by central Government on transport schemes across the county. The WSTP sets out the following key transport objectives for the whole county:

- Tackling congestion, particularly modal shift from shorter distance car journeys by encouraging cycling and walking.
- Delivering better accessibility to services and to public transport;
- Achieving safer roads, which will make cycling more attractive;
- Reducing pollution, particularly by reducing short car trips, which are particularly polluting as catalytic converters do not have time to warm up or function on short journeys;

These are in line with the shared priorities set out in the Government's White Paper for Transport, which looks ahead to 2030, and agreed by local authorities nationally. We will strive to find new ways of promoting cycling to deliver these key objectives. Improving accessibility to services is the central key in this. It requires assessing systematically how easy and affordable it is for people to travel, specifically to places of work, healthcare facilities, schools and food shops. Cycling can play a significant part in all of these journeys. This impact is discussed in greater detail throughout the document.

Cycling is easy and enjoyable and is an excellent way to exercise. Cycling even once a week can dramatically increase the general level of fitness of residents. It can provide a healthy, affordable and environmentally friendly way to travel. It also offers mobility for those individuals who do not, cannot, or choose not to drive and provides independence for young people and others who do not have access to a car.

Increasing the popularity of cycling for both utility and leisure journeys can only realistically be made possible through the delivery of more attractive routes together with a safer cycling environment.

To promote and deliver improvements for cycling to residents, we will use a number of the resources available to us. These include the following:

- A cycle route construction budget;
- An ongoing maintenance of cycle routes budget;
- External funding and partnership working opportunities as they become available,
- The Safer Routes to Schools program;
- Our work with businesses and schools on Travel Plan development and the Travelwise initiative;
- We are also changing our working practises to consider cycling as part of any highway scheme within the Works Programme.

As part of the Safer Routes to School program and our cycle training initiatives, we are also specifically encouraging children to cycle. This has the double benefits of increasing fitness and instilling a level of road sense at an early age. More information on these projects can be found later in the document.

The WSTP and sections within this document detail our plans to continue implementation of the approved county cycle network over the next ten years. In this time we expect to have

made significant progress by completing networks in two of our urban areas and completing around three-quarters of the rest of the network across the county. In the last five years, across the county, cycling levels have not increased overall. However, in areas where we have implemented locally supported schemes we have seen some very encouraging increases in cycling, and we aim to continue this success every year by using our budgets effectively and wisely.

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

Finally, as part of this latest review of 'Pedalling Ahead', we have worked in partnership with the English Regional Cycling Development Team (now subsumed into Cycling England) and participated in a CTC National Cycle Benchmarking exercise for South-east England during 2004/2005. Included within Appendix One are some of the notes and evaluation grids we received after completion of this project and the visit to West Sussex in March 2005.

A resulting Cycle Action Plan, prepared after this and a considerable review of how West Sussex County Council approaches cycling within its other work, seeks to significantly improve infrastructure and general conditions for cyclists and to increase resources devoted specifically to cycling over the next ten years. As Pedalling Ahead provides the policy, our Cycle Action Plan provides the detail.

2 Aims of the Strategy

In short, Pedalling Ahead describes how we intend to:

- Make cycling more attractive;
- Promote cycling as a normal and acceptable behaviour in West Sussex;
- Provide cycle networks, including the National Cycle Network, to increase safety for cyclists;
- Promote the health benefits of cycling;
- Work with organisations such as public transport operators to improve integration between modes of transport, increasing choice;
- Develop more Safer Routes to School initiatives;
- Ensure that new developments promote cycling and are all accessible by bicycle;
 - Promote cycling as part of the TravelWise initiative and travel plan development;
- Promote road user safety;
- Reduce road casualties.

3 Shared Objectives for Transport

In line with the priorities set out in the Government's White Paper for Transport, following an agreement in 2002 by the Government and Local Government Association, we will strive to find new ways of using cycling to deliver the shared objectives for transport, which are:

- Reducing congestion;
- Delivering better accessibility;
- Safer roads;
- Improving air quality.

Each of these key areas is now explored in more depth over the following pages and specifically related to cycling.

4 Reducing Congestion

4.1 Cycle 'Networks'

Since WSCC started constructing facilities for cyclists in the early 1990's, there has been a desire to identify a 'network' of preferred cycle routes and safe cycle facilities in each urban area in West Sussex. We have been more successful in implementing these networks in some towns than in others, as can be seen on Table 1. Over the next ten years we will continue to develop these cycle 'networks' in our urban areas as well as inter-urban and leisure routes across the county. We maintain our commitment to complete the outstanding sections of National Cycle Network within West Sussex, and will be working with our partners to develop recognised regional routes to further promote the three core routes.

We have developed a prioritisation system to guide the formulation of the highways works programme cycling scheme budget. We will look to increase the size of cycling budgets and the percentage of the 'integrated transport' allocation spent on cycling both directly and indirectly. This increase is noted within the WSTP. We aim, subject to funding, to complete the cycle 'networks' in Chichester and Worthing together with 75% of the 'networks' in other towns by 2016. As a first priority, we will seek to complete the Chichester 'network' by the end of 2007 through the use of partnership funding and innovative ways of working.

As well as a high-quality and integrated cycle-friendly infrastructure, we also wish to implement cycle parking facilities, traffic calming benefiting cyclists and propose bus/cycle lanes where they are appropriate. We will ensure that any new cycle parking infrastructure is installed in prominent and convenient places such as shopping centres, schools, strategic passenger transport interchanges and other public buildings, such as local council offices, supermarkets, libraries and doctor's and dentist's surgeries.

We will continue to base our design standards and scheme development practises against the advice given in existing guidance documents such as 'Cycle Friendly Infrastructure' and National Cycle Strategy documents. We will add to this with the expected new version of the 'Design Manual for Roads and Bridges' and Department for Transport (DfT) Local Transport Notes on planning and policy for cycling and on adjacent and shared use paths as they are approved. We will consider the latest research on pedestrian and cycle interaction and remain up to date with national guidance on design standards and the use of segregation.

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

In urban areas, we will also continue to consider the reallocation of road space through the Home Zone concept to promote a safer travelling environment for cyclists and pedestrians. It will be important for us to also assess the extent to which cycling is provided for and promoted in all other highways and transport schemes (see section on Cycle Audits below). We will develop traffic calming schemes to the satisfaction of all users, so they can offer a great rate of return and promote cycling by being well designed and safe.

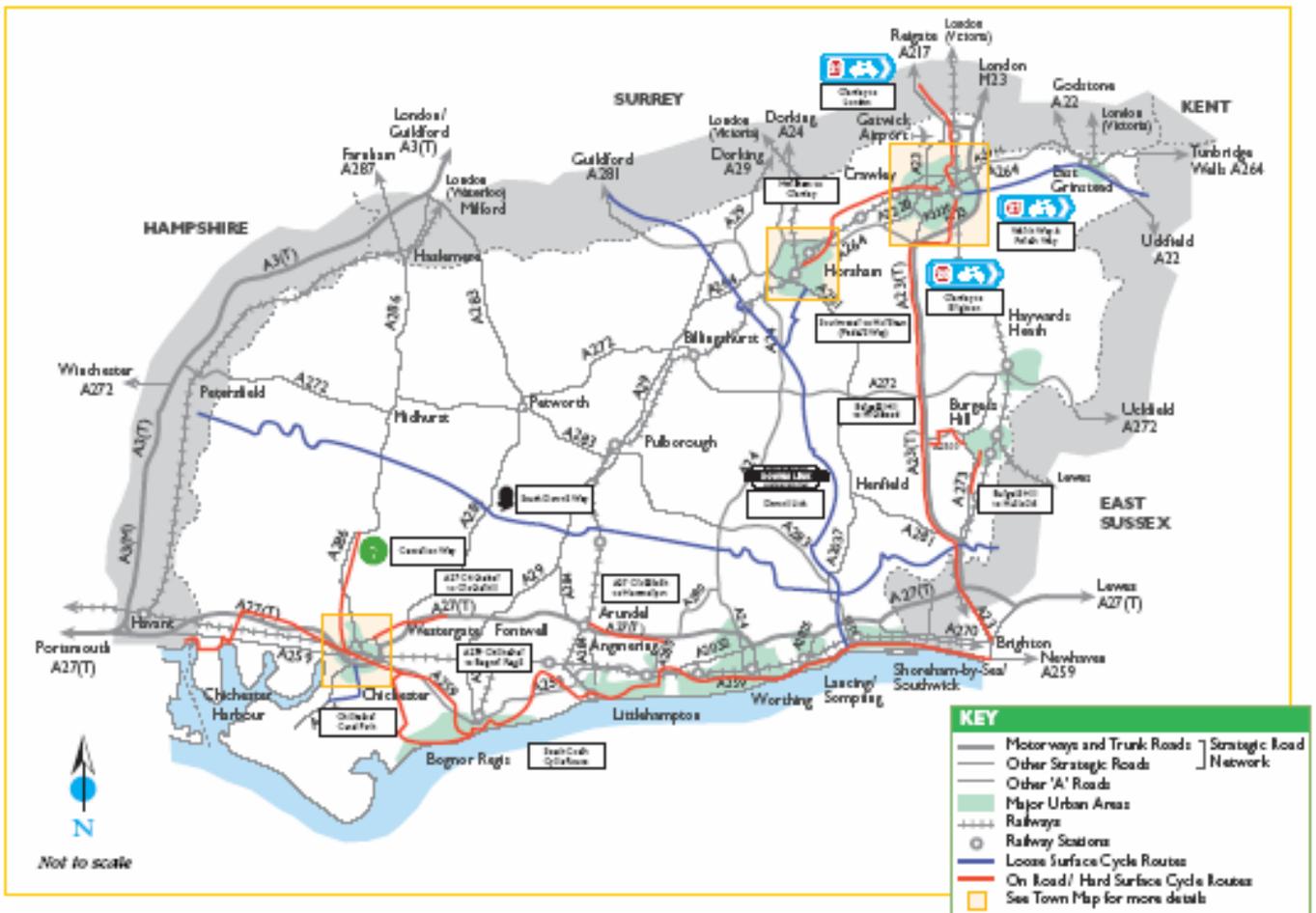
In rural areas, we will seek to develop routes that support wider strategic networks, predominantly for recreational cycling but also linking into urban areas where appropriate. Priorities in rural areas will reflect our Rights of Way Improvement Plan and our Equestrian Strategy. Cycling will also be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

Engagement with stakeholders is vital. We will work with County Local Committees, Highways & Transport Partnerships and the countywide Cycle Forum to ensure that priorities for cycling are shared. We also consult with local communities as cycle routes are implemented.

A signing standard for cycle routes in the county will also be developed. This is part of the County Council's commitment to reduce sign clutter, and an evaluation will be undertaken route by route.

Table 1: Key achievements and opportunities for cycling in West Sussex (since 1990)

National Cycle Network Route Number	Achievements	Opportunities
2	Lancing to Worthing Pier, Hunston to Chichester	Sign completed route from Brighton to Hampshire
20	Brighton to Crawley route completed	Improve signing and links into Crawley.
21	Gatwick Airport to East Grinstead (including Worth Way) completed	Route complete. Maintain high standards and promote the route to increase use.
Area Transport Plan (ATP) Area		
Shoreham & Southwick	Downs Link	Urban network, improve links to Hove and Brighton
Littlehampton	Ferring to Littlehampton	Urban network
Bognor Regis	A29 Route, A259 route. Town centre improvements	Urban network
Chichester District	Urban cycle network, Centurion Way, Canal route to Hunston	Complete the Chichester urban network, and routes in Midhurst and Selsey areas
Crawley	Urban cycle network, Worth Way, improvements to Three Bridges station cycle parking	Urban network, route to Horsham
Downland Area		Bognor to Barnham, Five Villages link, Arundel to Littlehampton route
Horsham District	Urban cycle network, Pedlars Way, Downs Link	Horsham urban network, route to Crawley
North Mid Sussex	Worth Way, Forest Way to county boundary	East Grinstead urban network, possible on-road route to Crawley/Gatwick
Central Mid Sussex	Improvements to Haywards Heath station cycle parking	Haywards Heath urban network, route to Burgess Hill
South Mid Sussex	Hassocks to Burgess Hill, A2300 route to A23	Burgess Hill urban network, route to Haywards Heath, improvements at all stations
Worthing	A259 route to Goring by Sea, South Coast Cycle Route	Complete urban network and improve links to surrounding areas



4.2 Safer Routes to School (SRtS)

Our Safer Routes to School program goes from strength to strength. Many schools across the county have completed School Travel Plans, and we aim to maintain this success over the next 10 years. Once travel plans are complete, we are able to design and implement new cycle routes, footpaths and crossing facilities as demand is made for them. We also take opportunities to introduce traffic calming measures near schools, to enhance conditions for pedestrians and cyclists.

The program remains as one of our main initiatives to encourage a shift towards sustainable travel. Our target is to achieve 80% of pupils travelling by sustainable modes with Travel Mark level 3, i.e. walking, cycling, bus, train and car sharing, by 2010 in all SRtS project areas. We also aim to complete SRtS cluster schemes in all major towns by 2011.

On a wider level, schemes around schools also promote cycling and walking for other residents who may be provided with a route to work or the shops. This complements our work to increase accessibility, and improve Road Safety. Overall, this work is essential to help address social exclusion issues and encourage modal shift for all residents. It also specifically helps to increase the general level of fitness of school children.

4.3 Business Travelwise

As well as promoting Travelwise through School Travel Plans and the Safer Routes to School program, we also operate a similar program focussed on businesses and the journey to work.

We work with businesses to develop Business Travel Plans, which encourage a review of employees travel behaviour and the consideration of steps to increase commuter travel by pedal cycle in all employment sectors. Employers are encouraged to provide secure cycle facilities (cycle parking and lockers essentially) as part of the range of measures available to them. We also encourage large employers to establish a Bicycle User Group (BUG) for staff.

4.4 Cycle Audits

As mentioned in Section 4.1 (above) we will aim to give cyclists greater priority on roads in line with relevant national guidance on all highway schemes. We will be developing a new cycle audit system based on national best practise to evaluate the effect on cyclists of any highway works. We will use this system to maintain or improve facilities for cyclists as part of every scheme within the Works Programme. Reducing attractiveness of the road network for cyclists is to be avoided.

5 Delivering Accessibility

5.1 What is Accessibility?

The shared National and Local Government priority for transport (set in 2002 by the Government and Local Government Association) includes improving accessibility. Accessibility Planning is a process that will improve access to essential services and facilities, support economic regeneration, facilitate the transition from welfare to work, reduce health inequalities and improve participation and attendance in education. In the long-term, it will reduce the possibility of social exclusion and increase an individual's choice and quality of life.

In particular, the focus is on improving access to:

- Education
- Employment
- Health Facilities
- Shops

Cycling, walking and all forms of public transport are central to improving the access communities have to these services. Separate to the section above demonstrating how we plan to promote cycling as a way of reducing congestion, there are also elements of cycling that can be specifically used to improve accessibility to services.

5.2 Integration with Passenger Transport

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

There are a number of ways we can do this. Firstly, we want to provide safe cycling conditions on road from residential areas, schools and town centres to train and bus stations. As demonstrated in Section 4.1, this will be part of our work on 'networks'. Secondly, we want to increase the amount of safe and secure cycle parking at these stations, and will be

working with Train Operating Companies and Network Rail to ensure this happens, using joint project funding as required. Thirdly, we encourage providers to allow and promote cycle carriage and even increase the provision for doing so if possible, and we will make this view known through local forums and associations as well as in response to national consultations as they arise.

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

5.3 New Developments

We want cyclists to be able to access all new commercial developments safely and conveniently, and be provided with secure cycle parking facilities as a minimum. New developments in West Sussex will incorporate safe and convenient access for cyclists in line with PPG13.

We consider cyclist's needs in all new land-use development through the use of guidance notes. We will ensure that developments do not sever routes or networks currently used by cyclists or pedestrians and wherever possible they should simplify or enhance existing facilities, through the removal of barriers to cycling.

We will endeavour to secure funding from developers (known as Section 106 contributions (1992 Town and Country Planning Act)) to deliver all of our wider Local Transport Plan objectives. Cycle schemes for which developer funding is secured will be progressed as part of the Highways Works Programme. Priority will be given to completion of the county cycle 'network' and to the provision of safe secure conveniently located cycle parking.

Combining increased amounts of new cycle 'network', linking this network to new developments and providing the opportunity for cycling to link properly with public transport for longer journeys, gives cycling the scope to provide increased accessibility to all of the key services set out in the shared transport priority.

6 Safer Roads

6.1 Design

Road safety remains the primary concern in all new cycle design. All new cycle route facilities undergo the same three-stage safety audit as undertaken for highway improvements (including assessments of accident risk). We pay attention to potential areas of conflict, particularly around roundabouts, busy junctions and main roads, and between cyclists and other road users. Innovative methods (based on national best practise) to reduce risks will be used to resolve this conflict, for example advanced stop lines at busy junctions, the implementation of 'magic roundabouts', side road priority for cycle routes, and toucan crossings. As per Sections 4.1 and 4.4 above, when we undertake traffic calming schemes we will consider cyclists so that we do not create new potential safety hazards for them.

Safe roads are vital to treating cycling on the road as a normal behaviour. The road network will always remain the primary cycle network in West Sussex. We will promote cycling and the perception of cycling as a safe way of travelling across the county. We will also produce appropriate publicity as schemes are completed, incorporating cyclist behaviour guidance, to raise the profile of what we have been able to achieve while reminding users that they are using a road vehicle while cycling.

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

6.2 Road Safety Strategy

WSCC continues to place a high priority on road safety and made good progress towards meeting the targets for casualty reduction in the first Local Transport Plan 2000-2005. A Road Safety Strategy has been further developed for the West Sussex (second) Transport Plan 2006-2016.

Casualty reduction targets continue to form one of the central government's PSA objectives. New initiatives in speed management; route safety and safer routes to school have extended the range of measures that combine to achieve improvements in road safety through engineering, education, and enforcement.

Further engagement with the public and other stakeholders, particularly with vulnerable user groups, and with local communities, will encourage better understanding and involvement of all parties affected and concerned about road casualties.

Whilst some of the measures feature in particular themes, they also provide wider benefits across other areas of road safety strategy. The strategy requires action on seven main themes:

- Safer for children and the elderly
- Safer drivers
- Safer motorcyclists
- Safer pedestrians, cyclists and equestrians
- Safer infrastructure
- Safer speeds
- Safer road use promotion

For pedestrians, cyclists and equestrians, the strategy objective is to increase and improve the condition for vulnerable road users and reduce casualties. Actions to reduce the number of vulnerable road users seriously injured will be to:

- Learn from the pilot home zone project in developing new similar schemes and 20 mph zones;
- Continue to provide cycle training schemes;
- Provide more crossings including facilities for the visually impaired and disabled;
- Expand the cycle route network;
- Develop Footsteps – schools training programme for child pedestrian safety;
- Increase the number of walking bus schemes;
- Evaluate pilot scheme for quiet lanes.
- Help drivers become more aware of just how vulnerable these groups can be;
- Reduce vehicle speeds in rural areas.

6.3 Maintenance & Surfacing

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

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

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

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

6.4 Cycle training

More details can be found in Section 9 – Education.

We see cycle training as vital to our work to increase road safety and offer free training to all school children aged between 10 and 12 years as part of the curriculum.

6.5 Helmets & Safety clothing / equipment

While we acknowledge it is a personal safety choice rather than a legal requirement, we will continue to encourage cyclists to wear a correctly fitted and British Standard approved helmet to reduce the risk of head injury.

Cyclists are encouraged to wear light coloured, reflective or fluorescent clothing to increase the chance of them being seen by other road users, particularly at night. Lights, bells and reflectors should be fitted and working in accordance with the law. Cyclists are encouraged to maintain their bikes to ensure they are safe and roadworthy.

6.6 Enforcement

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

6.7 Speed Commitment & Campaigns

Through our Speed Commitment initiative and the Sussex Safety Camera Partnership we will:

- Continue to target poor driver behaviour and make drivers aware of vulnerable road users such as cyclists.
- Target areas most at risk from potential conflict between drivers and cyclists/pedestrians.
- Consider a policy of addressing local speed limits along with cycle enhancements as part of integrated urban corridors to ensure cycling facilities provided are safe, continuous and coherent.

6.8 Poor behaviour of other road users to cyclists

We will:

- Promote cycling on the road as a valid mode of transport with a legal right to use every road in West Sussex other than the M23 and the A27 Southwick Tunnel.
- Raise awareness of other road users towards cyclists through education, including the risks of overtaking cyclists too close, or tailgating.
- Work with Traffic Wardens and Parking Attendants to target illegal and inconsiderate parking.

6.9 Poor behaviour of Cyclists

We will:

- Support campaigns targeting dangerous and inconsiderate cyclists to address the problems caused by poor cycling behaviour.
- Work with the Police to enforce action against those riding at night with no lights.
- Continue to educate cyclists that cycling on the pavement is illegal, and work with the Police to enforce this.

7 Improved Air Quality

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

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

8 Health

We will continue our support of campaigns to promote the associated health benefits of cycling and walking to all road users. It has become more recognised recently that levels of obesity and illness amongst communities can be tied clearly to low levels of exercise. Getting some gentle exercise, such as cycling or walking, even once a week, can reduce the occurrence of illness. Our Travelwise campaign includes this element of the attractiveness of cycling within many of recommendations.

We will become more involved with linking the sustainable transport agenda with the health agenda. The health sector has now been instructed to promote regular exercise as a way of staying healthy. This extra resource can assist with our promotion of cycling.

9 Education, Encouragement & Engagement

Through treating cycling as central to all discussions on congestion, accessibility and road safety, and by implementing new cycle facilities and cycle parking across the county, we will continue to promote cycling at both a national and local level. Our TravelWise campaign, Road Safety initiatives and the Safer Routes to School programme scheme demonstrate our commitment to this, and will be used to promote the sustainable and health benefits of cycling. We want on-road and off-road cycling by all ages to be accepted and treated as a normal behaviour in West Sussex.

9.1 Cycle Training

Cycle training is part of our casualty reduction target. We exceeded our target for reduction of child casualties for 2010 by 2003/2004, and are stretching this target in the West Sussex Transport Plan from 50% to 60% thereby reducing the annual casualty count to 24.

All schools teaching children between 10 and 12 years of age are offered the opportunity to include free cyclist training in their curriculum. We attempt to offer the course on a countywide basis in line with demand and funding, and it is our target that as many children in this age range as possible are trained to national standards.

Schools are encouraged to develop a 'safe cycling policy', particularly those developing School Travel Plans or those providing cycle parking or other facilities. Encouragement will also be given to incorporate cycling as a key part of health, safety and leisure activities within the curriculum.

We have also developed a cycle training course aimed at teenagers. The course includes pre-bike training talks and offers guidance on appropriate clothing and safety equipment. We also promote safer and responsible cycling, alongside an awareness of cyclists' needs, by other road users.

We will also complete and distribute a code of conduct for users of shared paths.

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

9.2 Marketing & Promotion

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

We will continue to promote National and International Walk to School events in association with Road Safety Education, Training and Publicity and in support for the National Travelwise Association (NTWA). Part of the "Walk to School" pack includes promotion of all sustainable means of getting to school and cycling is certainly part of this. We will link this work to the development of School Travel Plans and the Safer Routes to School programme.

West Sussex County Council takes part in the annual Bike Week event and every year the number of employees cycling to work on 'Bike to Work' day increases. The number of WSCC locations organising events is also increasing. These events are central to the work of our designated Travelwise team in promoting alternatives for staff, as we see it is as important to be able to provide a good example to businesses and other authorities.

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

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

9.3 Cycle Forum and other Consultation

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

9.4 Theatre in Education

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

9.5 Road Safety & Travelwise Quiz

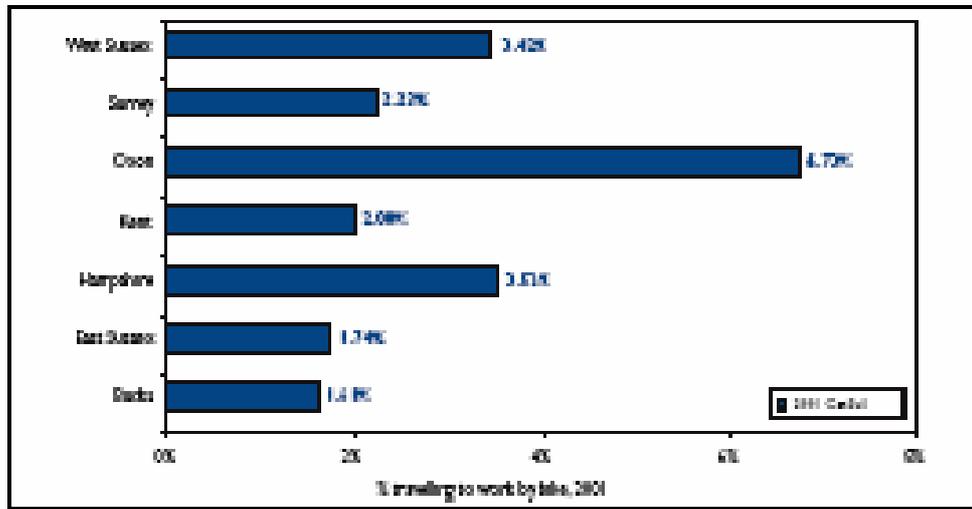
We will continue to run a countywide Road Safety and Travelwise Quiz to support the work undertaken with schools.

Basis for Targets & Target-areas	<ul style="list-style-type: none"> The cycling target is based on an assessment of the potential for cycle growth in each of the 10 urban areas and the rural areas of each of the Districts. Potential for cycle growth is based on: <ul style="list-style-type: none"> - no. vehicles predicted car growth (2004-2015) from Tempus; - expected car ownership increase 2001-2015 (2001 Census); - current cycling network density (urban areas only); - percentage of employed 16-74 year olds currently travelling to work by bicycle (2001 Census); and - completion of cycling route networks (as set out in the Cycling Strategy – Chapter 6) in all urban areas – a long term aim. 							
	Urban Area	Daily Peak Hour Count (2003/04)	Potential for more cycling	Expected growth per year	Urban Area	Daily Peak Hour Count (2003/04)	Potential for more cycling	Expected growth per year
	Boggor Regis	730	Medium	2%	Haywards Heath	400	Low	1%
	Burgess Hill	300	Medium	2%	Horsham	830	Low	1%
	Chichester	1700	High	3%	Lidlington	700	Medium	2%
	Crawley	1200	High	3%	Storrham	800	Low	1%
	East Grinstead	330	Medium	2%	Worthing	3200	Medium	2%
	<ul style="list-style-type: none"> LTP2 Target - Applying expected annual growth rates to observed cycling levels in 2003/04, results in an estimated increase in cycling trips in Chichester and Worthing of 12% between 2005/06 (when the new monitoring approach was introduced) and 2010/11. As cycle levels will only be monitored initially in Chichester and Worthing (as below), the LTP2 target relates to these two urban areas only. These two areas also form the focus for cycling infrastructure improvements during LTP2. Long Term Target – During the following 5 years, we aim to complete at least 75% of the cycling networks in the remaining 7 urban areas (Crawley is already largely complete). Applying the annual growth rates to observed 2003/04 cycling levels in each of these urban areas, suggests that cycling trips across the entire County should increase by at least 23% between 2005/06 and 2010/11. 							
Challenging & realistic?	<ul style="list-style-type: none"> Levels of cycling in West Sussex are already high in comparison to many of its neighbouring Counties (see Benchmarking section). Achieving further increases may therefore be difficult. Without any intervention, cycling across the County is expected to increase by just 1% between 2005-2016, and decrease in some areas (TEMPRO predictions). However, the LTP2 strategy proposes significant expansion of the cycle network, accompanied by a strong emphasis on demand management. An exponential increase in cycling is expected once cycling networks are complete. 							
Actions required by WSCC	<ul style="list-style-type: none"> Implementation of cycle network in line with the LTP2 programme. Prioritisation of implementations to ensure most needed routes and those that complete networks are built first; Encourage and promote cycling through Travelwise, Road safety initiatives, and Safer Routes to School schemes. Educate potential cyclists about the environmental and health benefits of cycling; Ensure existing cycle infrastructure remains of a high quality through the Maintenance Strategy. 							
Actions required by partners	<ul style="list-style-type: none"> Input from schools in developing and promoting Safer Routes to School schemes. Schools to work with WSCC to incorporate cycling as a key part of health, safety and leisure initiatives within the curriculum. Passenger transport providers to supply additional cycle carriage and parking at stations and interchanges. Businesses involved in Business Travelwise engagement programme to provide safer and secure access and parking for cyclists, and promote cycling through Travel Plans. Landowners to ensure overhanging branches and brambles are maintained so as not to obstruct or hinder cyclists. Sussex Police to work in partnership with WSCC to support national and local campaigns to improve driver behaviour in relation to speed and awareness of cyclists. 							

<p>Risks</p>	<ul style="list-style-type: none"> ■ Potential lack of political support in some areas - Good consultation and planning of schemes, with problems being identified at an early stage, should enable full delivery of the programme. ■ Delayed implementation due to hold ups relating to land purchase - Improved planning and programming of schemes should enable such delays to be minimised. ■ Completion of the Chichester cycle network is dependent on partnership funding (West Sussex has recently received £350,000 from DfT in connection with the South Coast Multi Modal Study, to develop the Chichester network). ■ About 40% of outstanding cycle routes require signs only to complete them. Putting up new signs is becoming increasingly difficult due to the 'Sign Clutter' Campaign, so it is possible these will never be implemented. If this happens, the total outstanding network will reduce considerably. The majority of the budget will be spent on engineering solutions in specific locations.
<p>Ensuring Value for Money</p>	<ul style="list-style-type: none"> ■ All schemes to be designed to a high standard, reflecting local needs and supported by an appropriate level of publicity: <ul style="list-style-type: none"> - cycling strategies have been developed locally through Area Transport Plans; - an action plan has been developed through partnership working with English Regions Cycling Development Teams; - design standards and schemes development practices to be reviewed against advice in the new Department for Transport (DfT) Local Transport Notes on planning and policy for cycling on adjacent and shared paths, and other national guidance on design standards; - all new cycle route facilities to undergo the same three stage safety audit as undertaken for all highway improvements (including assessment of accident risk); - proper maintenance agreements and regimes to be identified and put in place for all non-highway routes; - allowance to be made within cycle scheme cost estimates for scheme specific publicity. ■ Prioritisation system used to guide the formation of the highway works programme for cycling schemes. Similar prioritisation system for structural maintenance schemes, giving a higher weighting to factors such as the need for provision and maintenance of cycle and pedestrian facilities and the promotion of transport choice. ■ Continued improvement of delivery processes through involvement in benchmarking groups, such as the South East Counties Service Improvement Group (SECSIG). West Sussex have recently improved service delivery in delivery of cycling improvements following a comparison of cycle training by SECSIG members. Improvements include: producing a manual for CT instructors, giving instructors additional training in causes of cycling accidents, giving instructors further first aid training, introducing a voluntary charge for cycle training, and transferring all new materials to other SECSIG members. ■ Before and after studies to be undertaken on all large schemes to ensure increases/decreases are monitored.
<p>Value for Money</p>	<ul style="list-style-type: none"> ■ Nationally, a 10% increase in the number of people cycling regularly would lead to a 4% reduction in the number of people with heart disease, saving the NHS £200 m a year (Going for Green - quoted in West Sussex Cycling Strategy). This equates to £3 million per year in West Sussex.

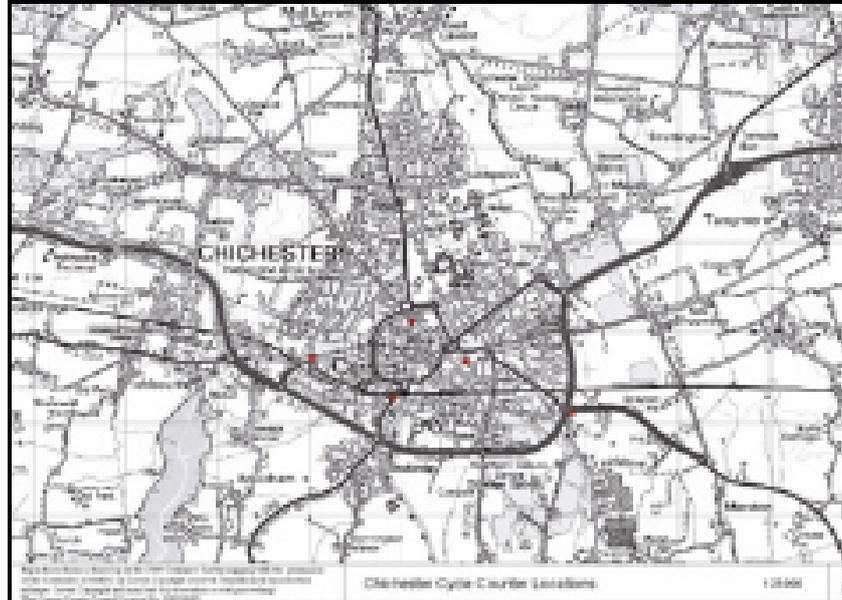
Benchmarking & Best Practice

- **Comparison with other Counties in the South-East:**
In 2001, the proportion of all people aged 16-74 in employment travelling to work by bike in West Sussex was 3.42%. Only Hampshire and Oxfordshire recorded higher levels.



Monitoring Arrangements

- Cycle levels will be monitored using continuous automatic cycle counters at 4 approach locations in Chichester and 5 approach locations in Worthing. The number of sites may be expanded at a later date.
- The counters were installed in late 2005, and monitoring commenced in January 2006. Data for several months will be available in Spring 2006.
- Counters will be used to report the number of cycle trips recorded at count locations during normal months.



- **Count Locations**
- In addition, we will also report the frequency of cycling across the County – % cycling at least once a week – as an outcome indicator, using data from the Annual Household Survey

11 The County Council's Commitment – 'Our Travel Plan'

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

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

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

12 Contacts & Further Information

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Road Safety & Travelwise in Schools

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

www.westsussex.gov.uk

13 Facts about Cycling

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

APPENDIX 1 – CTC Cycle Benchmarking Project Evaluations

Report from the visit by neighbouring local authorities to West Sussex on 15th and 16th March 2005. Below is a collation of delegate feedback on their visit, sorted by criteria set within the English Regional Cycling Development Team's annual reviews of all local authorities.

CRITERIA	DO MORE	DO DIFFERENTLY	STOP DOING	START DOING
Policy and Strategy	Cycling level targets (LTP)			
	"Pedalling Ahead" strategy document			
Council Commitment	High level commitment to cycling (councillors & officers)	Increase cycle mileage		Revenue budget for cycling including promotion activities
	Good cycle parking for council staff at main offices (e.g. County Hall, Bognor office)			Increase level of capital expenditure to at least that of neighbouring shire counties
	Pool bikes in lockers (currently at County Hall)			
	Monitoring of pool bike use			
	Balance of investment between utility & leisure cycling			
	Worthing seafront – commitment to build route & complete remaining sections			
Infrastructure	Useful short links (e.g. contraflow) giving advantage to cyclists	Priority crossings of side roads by footway cycle tracks		General provision of Advanced Stop Lines (ASLs)
	Off-peak cycling in pedestrianised areas (Chichester town centre)	Less segregation on off-road routes		More Toucan crossings instead of 'informal' Pelicans
	Chichester – good links & accessibility by bike to centre from outer areas	Buildouts in West Street, Chichester – poor gaps and parking too close		More links into rural areas from coast (especially to South Downs Way)
	Innovation in infrastructure	More direction signing including replacing incorrect/outdated signs		
	"Magic roundabout" at East Grinstead station	Improved direction signing, with more consistency on destinations (especially on NCN)		
	General level of maintenance	Use of granite setts in gateways to Chichester town centre		
	Low number of barriers on off-road routes	Use less coloured surfacing (red)		
Cyclist	Free cycle training		Requiring children to wear helmets for cycle training	

CRITERIA	DO MORE	DO DIFFERENTLY	STOP DOING	START DOING
Training	Cycle training – content (incl. trainer ratio) and high level of coverage			
	Cycle training – documentation for trainers & parents			
	Teenage cycle training pilot			
Cycle Promotion	Standardised cycle route maps, with consistent design	Refer to unfinished routes and future proposals in maps		More general cycle promotion activities
	Design & content of local cycle maps			Develop programme of guided rides
				Produce detailed county-wide cycling leaflet (similar to walking one)
				More web-based cycling material
Stakeholder Engagement	Public engagement in Bognor Home Zone			
Wider Engagement	Partnership working with Southern Railway on cycle parking at stations	Ineffective elements in Bognor 20mph zone – very large area with few features, busy roads		
		Details in Bognor Home Zone – few trees, no landscaping or benches		
Planning for Cycling	Prioritisation system for future programme	Too many crossings of access roads in new developments (e.g. Sainsbury's)	Allowing poor quality routes in large new developments, especially retail	
	Cycling showcase concept (Chichester)			
	Well designed routes in new housing especially for on-road cycling			
Targets and Monitoring	Network completion targets			Develop cycle monitoring strategy, including general use of automatic cycle counters