Bournemouth, Poole and Dorset Local Transport Plan

April 2011

Supporting Document – 1

Cycling Strategy

Foreword

Local Transport Plans (or LTPs) are comprehensive plans which look at the transport needs of the area and set out a way forward to deliver those needs through short, medium and long term transport solutions. They set out how transport can improve our safety and health, support out local economy, protect our environment and reduce carbon emissions and pollution. They are also how funding for maintenance and improvements are secured from central government. LTPs can consider improvements to all major forms of transport whether under the control of local councils or not.

The main LTP documents comprise a strategy for transport for the whole of Bournemouth, Poole and Dorset for the next 15 years and a separate implementation plan which contains detailed proposals for the next 3 years. A separate summary document has also been prepared. These are all available to view or download at:- dorset4you.com/localtransportplan, along with a full set of supporting strategies and related documents.

This document is one of a number of individual strategies that have helped inform the development of the Local Transport Plan. Each has been led by one of the LTP authorities and has generally followed a common structure and format. In many cases these strategies are live documents and will be further developed during the next few months as the Government further develop its own transport policies or as further analytical work is undertaken.

This document will be kept live and updated on a regular basis. If you wish to make comments on the document then email us at ltp@dorsetcc.gov.uk or alternatively telephone 01202/01305 221000.

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Bournemouth, Poole and Dorset LTP3
2011 - 2026

CYCLING STRATEGY

April 2011

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1. Introduction & background

Introduction

Cycling is a healthy, affordable, environmentally-friendly and convenient means of getting around, particularly for many local journeys. It helps to reduce traffic levels and contributes to a reduction in air and noise pollution, and carbon dioxide emissions which contribute to climate change.

Locally, cycling levels have increased in recent years (particularly in Poole and Bournemouth), yet cycling is still not a mainstream form of transport and only accounts for approximately 3% of all trips. There are a number of real and perceived barriers to cycling, such as safety and the dominance of, and dependence on, the private car. These barriers must be overcome in order to fulfil the significant potential within the LTP area for cycling to become a part of everyday lives, particularly for shorter distance journeys, and to contribute to leading healthy, active lifestyles. Cycling has the potential to be one of the most effective, value for money solutions to contribute to a wide range of national and local priorities and objectives, including:

- Supporting economic growth
- Tackling climate change (reducing carbon emissions)
- Equality of Opportunity
- Better safety, security and health
- Improving quality of life

This Cycling Strategy sets out how the Councils, together with their partners, intend to address the barriers to cycling during the period 2011 to 2026. It is a supporting strategy to the overall Local Transport Plan (LTP3) strategy, and expands upon the cycling references made within it. LTP3 consists of a framework of 7 key strategy measures. Table 1 demonstrates the relevance of the Cycling Strategy to each of these measures.

	LTP3 Key strategy measure	Relevance of Cycling Strategy
1	Minimise the need to travel	✓
2	Manage and maintain the existing network more efficiently	✓
3	Public transport alternatives to the private car	✓
4	Active travel and “greener” travel choice	✓✓✓
5	Travel safety measures	✓
6	Manage demand for car use	-
7	Strategic Network improvements	-

Table 1- Relation of the Cycling Strategy to the LTP3 key strategy measures

In particular, this Cycling Strategy has strong links with LTP3 Strategy Measure 4 – Active Travel and Greener Travel Choices. One of the key principles for this measure is:

“Widening opportunities for healthy lifestyles through integrating active travel into people’s everyday lives and providing supporting infrastructure.”

The LTP is a joint strategy between the three authorities of Bournemouth, Poole and Dorset. The plan area is diverse, comprising expansive rural areas, market towns and the predominantly urban South East Dorset conurbation. The Cycling Strategy considers which areas have the greatest potential for cycling and which approaches are best suited to different areas. This strategy has been developed with reference to the latest relevant policy and guidance (see Appendix 1).

The overall aim of the Cycling Strategy is to increase the amount of cycling through creating improved, quality cycling environments and a strong "cycling culture". In particular, the strategy highlights the desire to make cycling the obvious choice for utility trips undertaken as part of everyday life, such as trips to work or to school. Encouraging recreational cycling can also support this through getting more people involved in cycling.

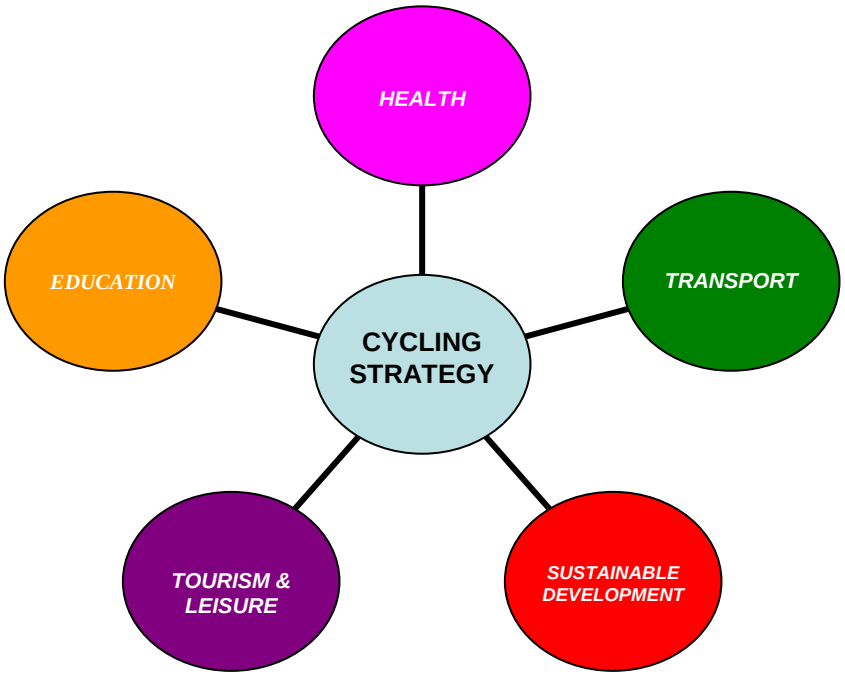
Wider connections of the Cycling Strategy

This strategy should not be considered in isolation and cycling has strong links with other areas of the LTP strategy, and particularly with those demonstrated below:

	Related Strategy
CYCLING STRATEGY	**LTP3 Health Strategy**
	LTP3 Low Carbon Travel Strategy
	LTP3 Accessibility Strategy
	LTP3 Road Safety Strategy

Table 2 - Other LTP supporting strategies particularly related to the Cycling Strategy

Furthermore, cycling is not just an integral part of transport strategy, but also supports and contributes positively to a number of wider policy areas:



The overall vision and aims for these policy areas are set out in Community Strategies.

In addition, the three authorities have a Multi-Area Agreement (MAA) which sets out an approach to delivering economic growth whilst respecting and protecting our unique environmental assets. These links are explained in greater detail in the main LTP Strategy document.

Key themes for local priorities		Impact of Cycling Strategy
Community Strategies	***Multi-Area Agreement***	
Thriving and dynamic economy	Business growth & employment land Transport & Connectivity	Transferring car-borne short distance trips to cycle helps ease traffic congestion and improve reliability Cyclists make more trips to local shops than car drivers, contributing to vibrant local economies
Sustainable Environment	Environment	Cycling does not produce polluting emissions or high levels of noise Cycling is a low carbon mode of travel
Safer & Stronger Communities	Housing	Mode shift to cycle results in a less car dominated environment Cycling can promote social interaction and strengthen community spirit, thus reducing the perceived threat of anti-social behaviour Cycling is an affordable mode of transport, promoting inclusive communities
Health & Wellbeing		Cycling is a form of physically active travel and one of the best ways to incorporate regular exercise into everyday life. Regular cycling can reduce the risk of obesity, heart disease, cancer and diabetes, and increase general wellbeing and happiness
Valuing & supporting the young and old	Skills	Cycling is an affordable option for the young who may not have access to a car Children who cycle to school have been shown to be more active and alert Cycling for older people is a good form of exercise and a means of maintaining independence

Table 3 - The contribution of the Cycling Strategy to wider local priorities

Background

National policy is increasingly recognising the wider benefits of cycling and in particular both transport and health policy promotes cycling as a healthy, active mode of travel through national initiatives such as Change 4 Life and investment in Healthy Towns. Cycling is a key part of the government's Active Travel Strategy (2010), which incorporates a National Cycling Plan and demonstrates how cycling and walking can have a positive impact on physical inactivity and obesity. The key role of cycling is evident through the proposed "decade of cycling".

Planning policy and guidance also recognises the importance of the physical environment in encouraging cycling and promotes the "building in" of cycling into new developments. Design guidance such as Manual for Streets (2007) sets out good practice for the design of residential streets to promote cycling.

Appendix 1 provides a summary of the policy context relevant to cycling, and which provides the framework for this strategy.

The success of the Cycle Demonstration Towns across the UK has shown that cycling activity can be significantly increased with commitment to targeted cycling improvements. Cycling trips in these towns have increased on average by 27% in under three years, and the number of children cycling to school at least once a week by 126%. Typically, European cities such as Copenhagen and Groningen have lead the way with cycling,

achieving mode shares for cycling to work of approximately 40%. Lessons can be learnt from these cities and towns and the Councils can aim to emulate this success.

According to a recent national study of the potential for cycling in towns and metropolitan areas across the country, Bournemouth and Poole ranked 2nd only to Greater London in terms of potential for cycling for the metropolitan areas. (The cycling potential index of UK towns, Tony Duckenfield, Steer, Davies, Gleave, May 2010)

Cycling has formed part of the three authorities' previous LTPs (2001-2006 and 2006-2011). Programmes of infrastructure improvement and promotion of cycling have resulted in an 80% growth in cycling levels in the South East Dorset area, and a 20% growth in the rest of Dorset, from 2003/4 to 2008/9. This strategy will build upon the achievements of previous LTP periods and develop enhanced programmes which support the increased role of cycling in delivering the current LTP strategy and meeting transport and wider goals.

2. Vision and Goals

Cycling Strategy Vision

The desired overall outcome for cycling for the LTP3 period 2011 to 2026 is:

"To create a cycle-friendly culture where residents and visitors of varying ages and abilities cycle regularly as the obvious choice for shorter distance journeys".

This supports the overall LTP3 vision:

"To create a safe, reliable and accessible transport system for Bournemouth, Poole and Dorset that assists in the development of a strong low carbon economy, maximises the opportunities for sustainable transport and respects and protects the area's unique environmental assets".

Cycling Strategy Goals

The following goals have been set to support the achievement of the vision:

- ***A.*** More people cycling, and more often, across Bournemouth, Poole and Dorset
- ***B.*** A safer, more attractive and permeable cycling environment which reduces the real and perceived fear of cyclist safety
- ***C.*** Provide a network of continuous strategic cycle routes which facilitate and prioritise cycle movements
- ***D.*** Improved health and fitness for all age groups by integrating cycling as part of their everyday lives
- ***E.*** Reduced car dependency, and thus reduced carbon emissions, through encouraging modal shift to cycling for shorter distance utility trips
- ***F.*** Creating a cycle-friendly culture and raising the profile of cycling
- ***G.*** People of all ages and abilities equipped with the skills, knowledge and information to cycle safely and confidently
- ***H.*** Community and corporate ownership of the Cycling Strategy

These goals strongly support the overall LTP goals. Figure 1 demonstrates how meeting the Cycling Strategy goals has a significant contribution to meeting the LTP goals.

Figure 1- Contribution of the Cycling Strategy to the LTP3 goals

3. The current situation

Cycling activity

Nationally, cycle use has been in long term decline in the UK and now accounts for less than 2% of all trips. This general trend has also been reflected in the Dorset sub-region, although levels of cycling have begun to rise again in the last 10 years.

According to the 2001 Census (2011 Census data unavailable at time of writing), cycling accounts for between 3 to 4.4% of all journeys to work for the three authorities. For Bournemouth and Poole this is higher than the South West average, but far lower than some of the leading cycling towns.

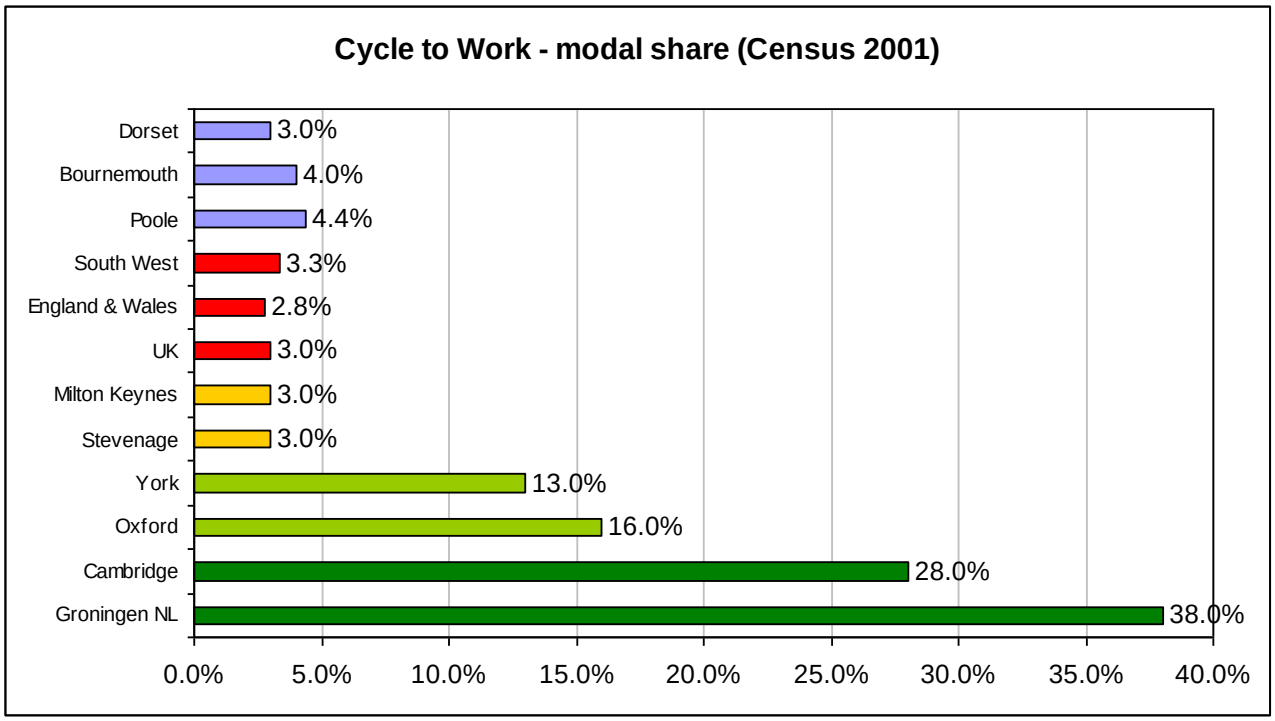


Figure 2 - Cycle to work modal share (Census 2001)

The proportion of journeys to school made by bicycle varies considerably with the type of school and also between the authorities. Cycling levels for Secondary schools are between 8 to 10% for Bournemouth and Poole but are significantly lower for Primary schools. Cycling has a lower mode share for Dorset schools, reflecting its more rural nature and dispersed school locations.

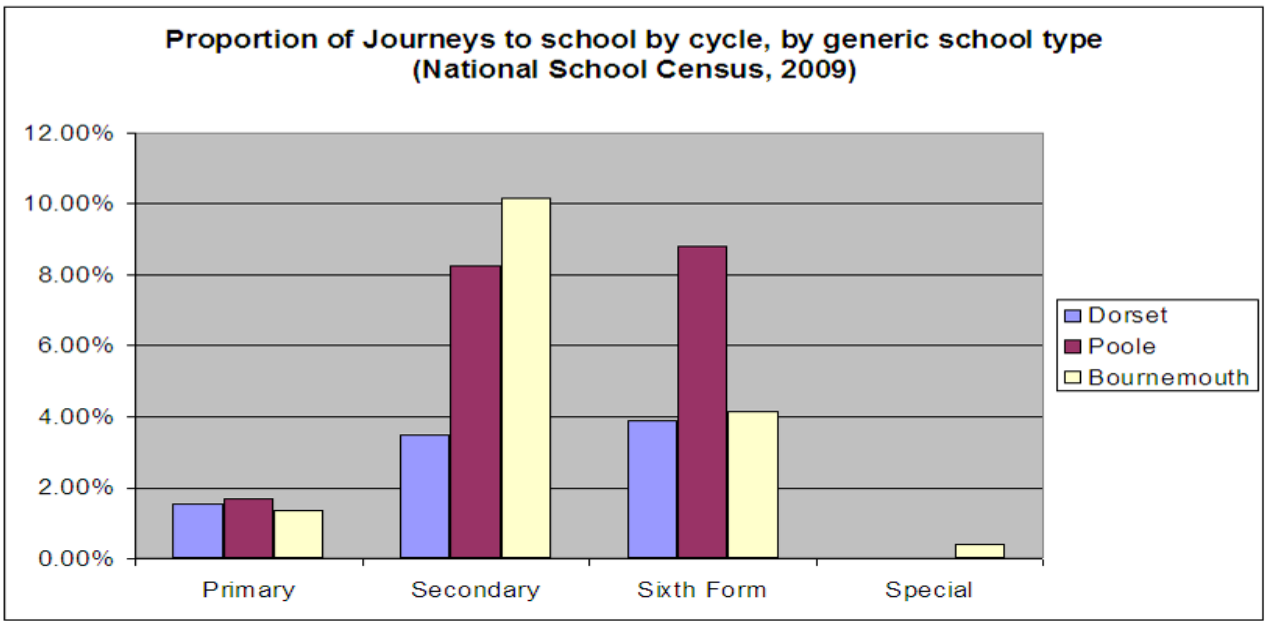


Figure 3 - Proportion of journeys to school by cycle, by school type

In terms of the distribution of cycling trips within the LTP area, the authorities of Bournemouth and Poole accounted for over 50% of all people cycling to work across the LTP area in the 2001 census, a total of 5,626 people. Including Christchurch and Purbeck this percentage increases to over two thirds (67%) of the total, demonstrating the predominance of the South East Dorset area for cycle commuting trips in the LTP area.

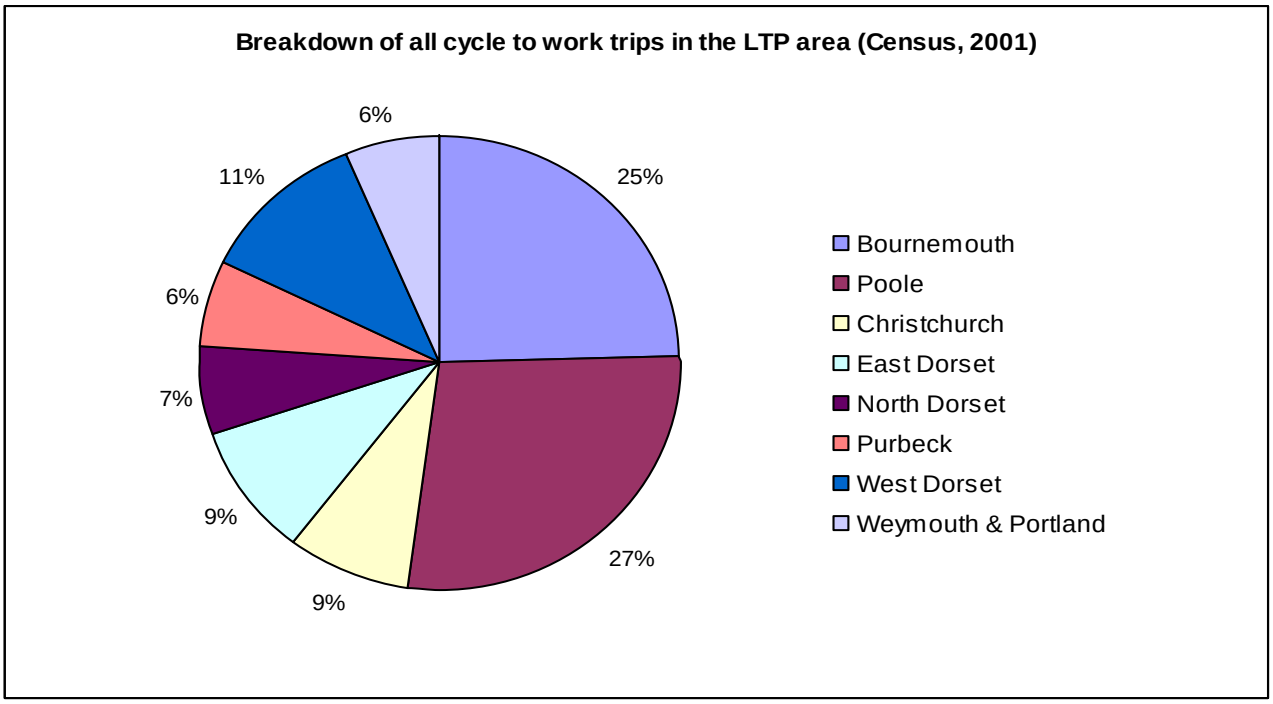


Figure 4 - Distribution of cycle to work trips in the LTP area (Census, 2001)

Monitoring levels of cycling activity accurately is difficult, but recording cyclists at selected automatic and manual count sites can provide an indication of how cycle use is changing. Figure 5 shows performance against the primary cycling indicator in recent years, which is the growth (change) in cycling trips, based upon monitoring selected sites. In South East Dorset, an 80% growth in cycling trips (2003/4 to 2008/9) has far exceeded the final target of 10%. Growth has been strongest in Poole. In the rest of Dorset, the increase in cycling trips has been slightly behind target. Strongest growth has been experienced in Christchurch. Cycling trips in Weymouth declined during this period but have now begun to grow above the base level again.

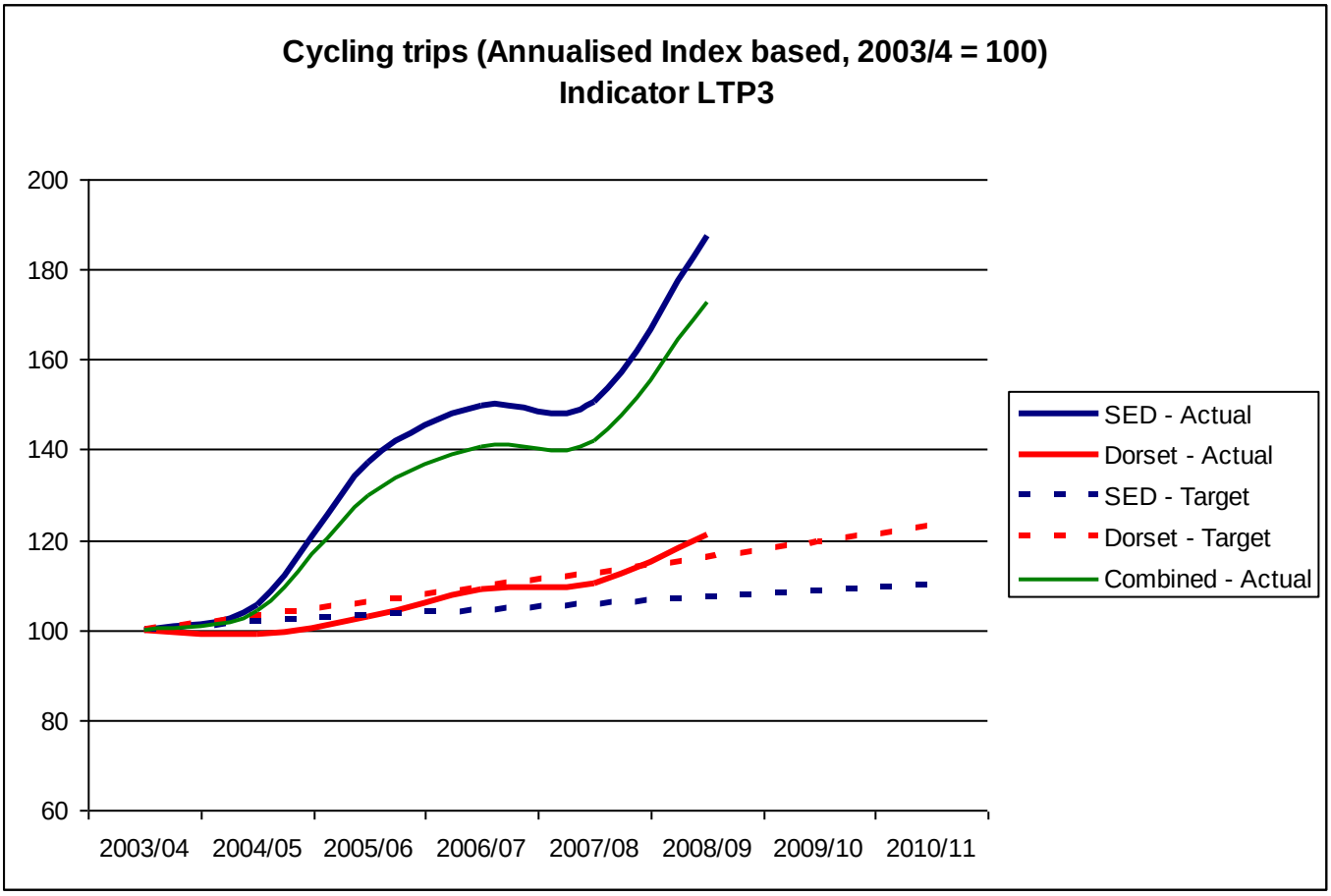


Figure 5 - Change in cycling trips (indicator LTP3)

The pattern of use for cycling for different journey purposes is similar across the authorities and the highest use of cycling as the normal mode of travel is for leisure purposes. The more functional trips have a lower use of cycling as the usual mode of travel, and particularly for travel to education. It will be necessary to increase the level of functional cycling to increase overall cycling levels.

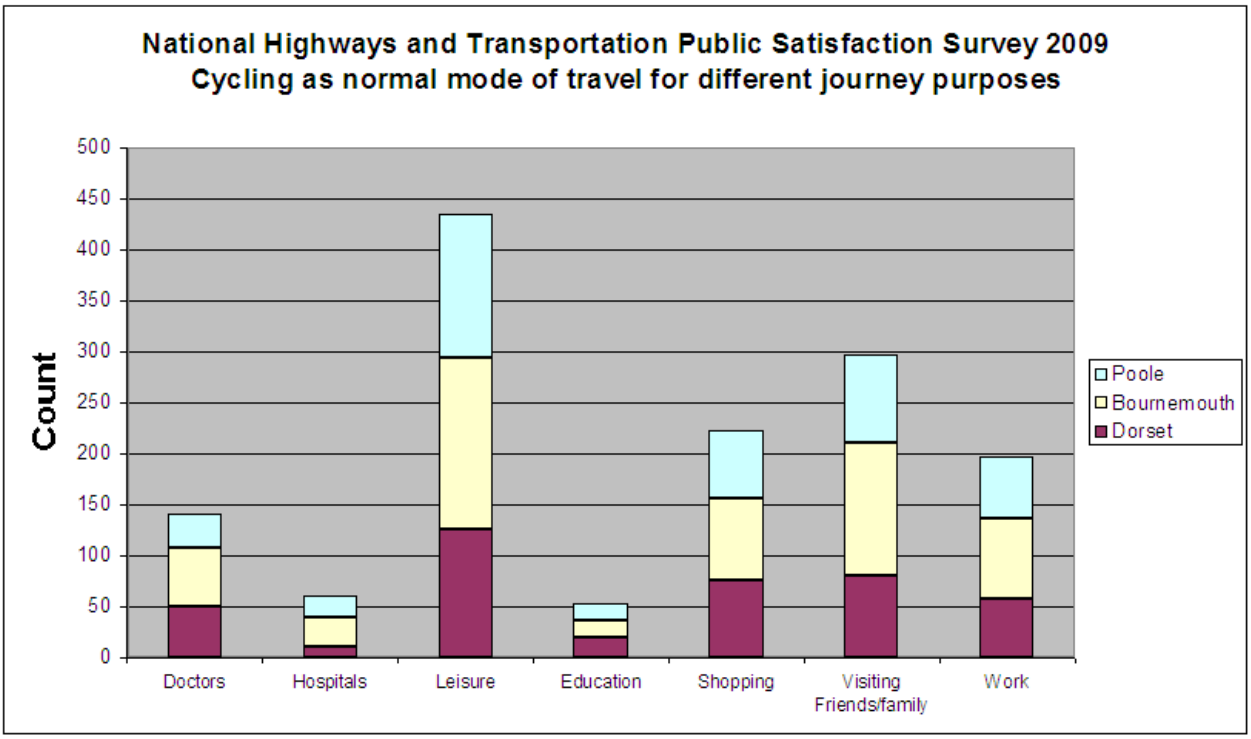


Figure 6 - Journey purposes of cycling (NHT Survey, 2009)

Recent key achievements

There has been a sustained investment in cycling for over 10 years and during the second LTP period the Councils have continued to deliver improved infrastructure and facilities for cyclists. A small selection of the types of things that have been delivered during this period include:

- *Seafront cycling* - Cycling has been permitted on the seafront in Bournemouth and Poole providing a 10 mile long traffic free route. However there are restrictions preventing cyclists using this route at certain times of the year / day, and sand and wind can make it difficult to use. An alternative would therefore be beneficial.
- *Cycle lanes* – Including reallocation of road space to cycles on the B3061 Wimborne Road, Sandbanks Road and Upton Road in Poole through the installation of on-road cycle lanes. On-road cycle lanes have also been implemented along Talbot Avenue and Poole Road in Bournemouth.
- *Rural access and leisure routes* – Such as further enhancements to the North Dorset Trailway, including a new bridge crossing of the River Stour at Fiddleford and providing new sections of continuous trailway.
- *CYCLE project* – Cycling Channel Landscapes Easily: Dorset has obtained funding as part of this project involving Franco-British partnerships that seeks to develop a network of cycle routes that highlight the Channel regions as an environmentally friendly tourist destination. It also aims to promote regional development. This will involve improving links for ferry crossings between Dorset and France.

- *Olympics (Weymouth)*- Implementation of 4 new traffic free cycle routes to support accessing the Olympic Spectator Viewing Sites by bicycle, including a dedicated cycle route between Weymouth and Dorchester as part of the Weymouth Relief Road Project
- *Cycle parking* – The amount of cycle parking has been increased, particularly in town centre locations and at schools. The provision of cycle parking in new residential and office developments has been sought.
- *Cycle training / awareness* – The three authorities have Improved the level of cycle training offered to school children and are involved in a number of cycling initiatives such as Bike IT, Go Ride and Bike Week, and working with Cyclist Liaison Groups. Work is ongoing with Cycling England to include the Dorset area in the Cycle Journey Planner and Active Travel Maps have been produced for Dorset's market towns and urban areas.
- *Travel Plans* – School and Workplace Travel Plans have been implemented to improve cycle access and facilities in new and existing developments.

Existing cycling infrastructure

During a period of continued investment, a network of cycling infrastructure has developed to date, particularly in the urban South East Dorset area, including signed on and off-road cycle routes and cycle parking facilities. Bournemouth and Poole have produced a cycle map showing existing cycling infrastructure, which can be viewed online at http://www.gettingabout.info.

Whilst schemes have been implemented where feasible and where funding is available, this has resulted in discontinuous cycle routes with numerous missing links, which prohibit cycling. There also remain physical barriers in the form of large roundabouts, junctions, rivers and bridges. One of the aims of this strategy will therefore be to address these barriers and to focus on filling in gaps to create continuous cycle routes linking key origins and destinations, in conjunction with area wide measures.

SWOT Analysis

A SWOT analysis of cycling has been undertaken which considers the current *Strengths*, *Weaknesses*, *Opportunities* and *Threats.* It summarises the existing situation with cycling across the LTP area and highlights what is working well and areas of good performance, and also problems and issues which could be improved. This helps in developing what the key challenges are that need to be overcome to achieve the cycling goals (see Chapter 4).

REASONS TO CYCLE

STRENGTHS

- Strong growth in cycling levels in Bournemouth & Poole in recent years
- Densely populated South East Dorset area with multiple centres close to residential areas
- Access to fine natural environments, including the coastline and countryside promotes leisure cycling
- A 10 mile stretch of traffic free cycling route along Bournemouth & Poole promenades / seafront (although seasonal restrictions apply)
- Established cycling groups and forums
- Support of some key partners e.g PCTs, Dorset Police, Bournemouth University
- Relatively flat topography
- Participation in the Sustrans Bike It initiative
- National Cycle Network routes running through the LTP area
- Value for money of cycling schemes

WEAKNESSES

- Gaps in cycle routes / facilities and a lack of continuous strategic routes
- Rural nature of large parts of the LTP area may not facilitate regular commuter cycling
- Poor perception of cycle safety deters potential cyclists
- Small proportion of frequent cyclists
- High traffic flows and vehicle speeds on some key routes
- Cycling not considered to be a priority transport issue by the public
- Large number of highway features such as multi-lane roundabouts, subways and intersections not conducive to cycling
- Lack of integration of cycling with public transport
- Physical barriers such as railway lines and rivers
- Cycle theft / vandalism
- Poor maintenance of some cycle paths and road surfaces
- Lack of integration of cycling in highway schemes

OPPORTUNITIES

- Promotion of cycling as healthy, active travel to produce health benefits
- Link cycling with wider policy objectives and initiatives e.g health, education, tourism
- High proportion of journeys <5km made by car (potential for modal shift to cycle) in SED
- Growing importance of the climate change agenda (promotion of cycling as a low carbon mode of transport)
- Greater integration of cycling in land use planning
- Further partnership working with major employers and public transport operators
- Trialling of more innovative cycle initiatives e.g contra flow cycle lanes, cycle pool schemes
- Alternative sources of funding and grants for cycle schemes
- Olympic Games events in Dorset in 2012 to provide an opportunity for an “Olympic legacy”

THREATS

- Increasing traffic congestion and pollution creates unattractive cycling conditions, particularly in urban centres
- Public unwilling to accept cycling as a realistic alternative to the car
- External factors such as fuel costs and weather conditions
- Anti-social behaviour by a minority of cyclists produces a negative impact on the image of cycling
- Illegal parking of vehicles on cycle lanes
- Lack of funding for cycle initiatives
- A lack of policy coverage in the emerging Local Development Frameworks which promotes cycling
- Public Transport operators unwilling to accommodate cyclists

REASONS NOT TO CYCLE

4. The key challenges to overcome

Summary of key cycling challenges

Despite the wide benefits of cycling, the increase in car dependency and ownership combined with socio-demographic and cultural changes has resulted in a number of barriers to its widespread use. The key strategic challenges identified below summarise the most important barriers that must be overcome in order to achieve the cycling goals.

Physical		**Relevant cycling goal(s)**
1	Health and physical inactivity	A, D
2	High traffic volumes, speeds and busy junctions (road environment)	B
3	Lack of direct, convenient and continuous cycle routes	C
4	Severance and permeability issues	B, C
5	Cycle parking (including cycle theft/ security)	C
6	Remoteness of rural villages in Dorset	A, E
Behavioural / attitudinal		**Relevant cycling goal(s)**
7	Fear / perception of cyclist safety	B, G, A
8	Convenience (perceived) of the car	F, E
9	Low public profile (culture)	F, H
10	Lack of awareness of full cycling benefits (e.g health, climate change, economic)	F, B
11	Lack of skills and information relating to cycling	G
Integration		**Relevant cycling goal(s)**
12	Integration with land use planning / development control	C, B, E
13	Compatibility of cycling with other transport modes	E
14	Lack of employer support	F
Delivery		**Relevant cycling goal(s)**
15	Availability of funding	H
16	Corporate Council priorities	H
17	Staff resources and experience	H

Table 4- Summary of key challenges for cycling

Identification of the key cycling challenges has been informed by a variety of sources of evidence and public opinion.

Public perception of cycling issues

Local cycling surveys indicate that the most significant factors which deter people from cycling are the fear of being involved in a collision and the lack of adequate cycle routes. Cycle security (fear of theft), a lack of cycle parking, poor road surfaces and traffic pollution also rank highly.

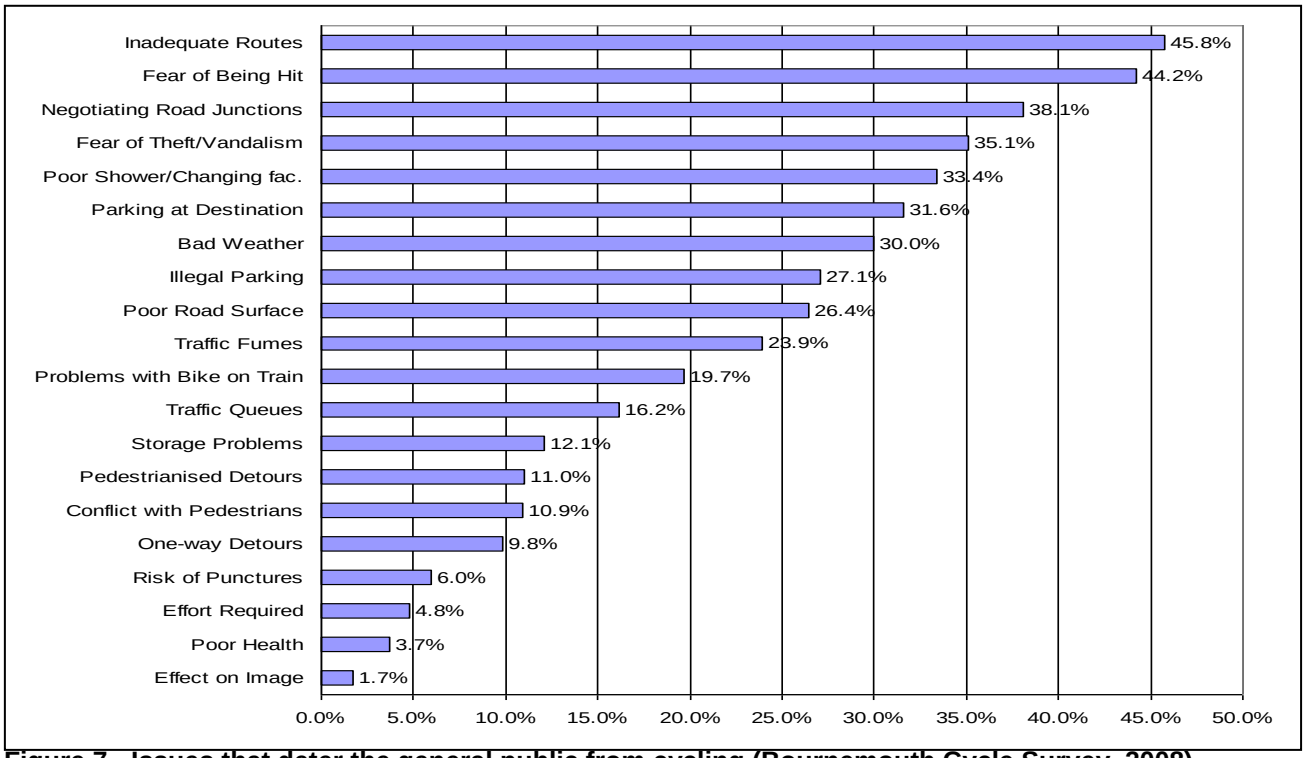


Figure 7 - Issues that deter the general public from cycling (Bournemouth Cycle Survey, 2008)

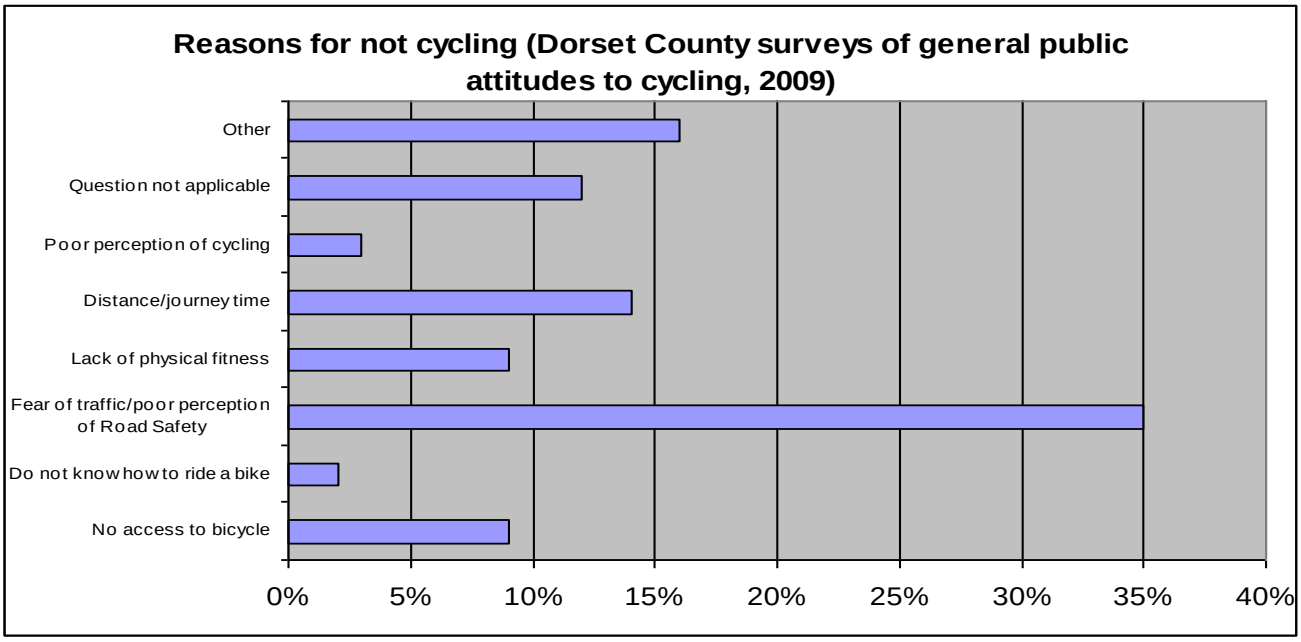


Figure 8 – Dorset County surveys of general public attitudes to cycling, 2009

These issues are reinforced to some degree in public satisfaction surveys. The National Highways and Transport (NHT) Public Satisfaction Survey 2009 ranked Borough of Poole 2nd, Bournemouth BC 38th and Dorset CC 47th in terms of satisfaction with overall cycle provision, across the 76 authorities that participated. Poole's score was 61%. The survey identified public satisfaction with different elements of cycle provision. In general, across the 3 authorities, the survey indicated satisfaction is highest with the condition of cycle routes, and lowest with cycle parking facilities.

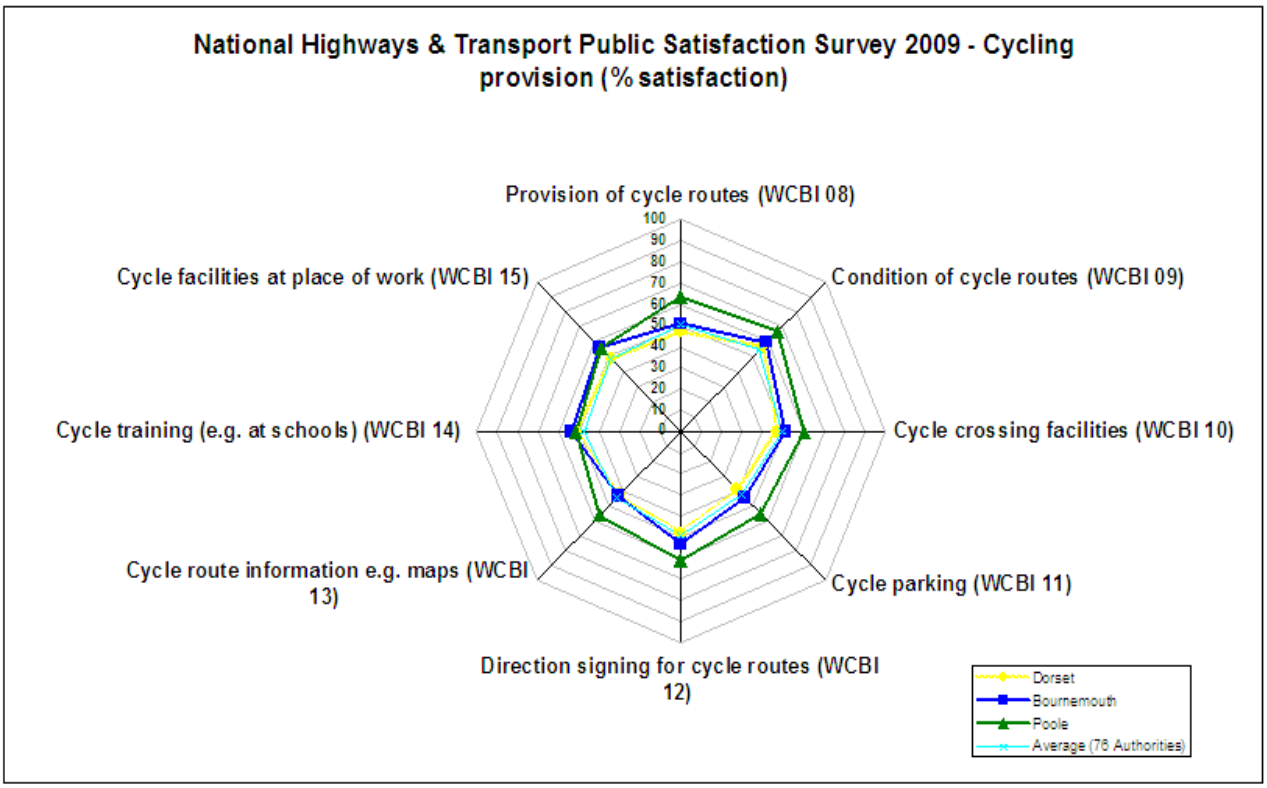


Figure 9 – Public satisfaction with different elements of cycle provision (NHT Survey, 2009)

Public opinion of measures that would encourage more cycling strongly correlates with the most significant issues. Local cycling surveys indicate that the majority of people feel that cycling would be encouraged further through the provision of more, or improved, on and off road cycle lanes, in addition to more cycle parking and improved cycle crossing facilities.

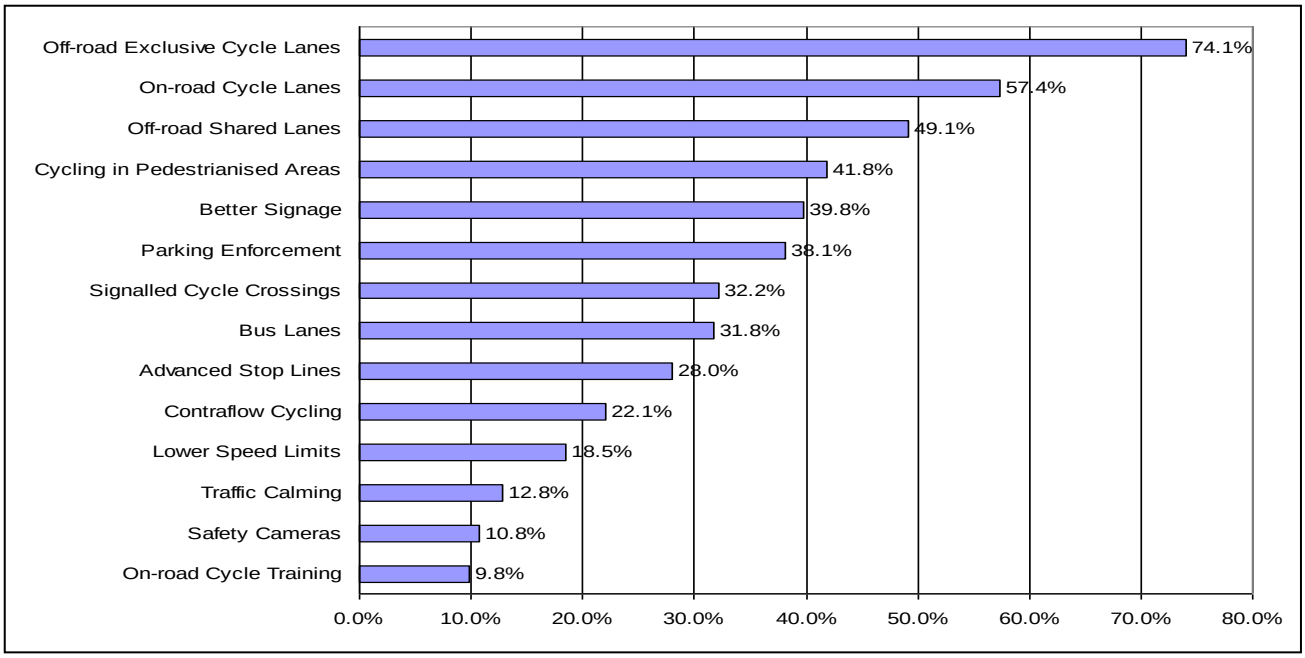


Figure 10 - Issues that would encourage cycling (Bournemouth Cycle Survey, 2008)

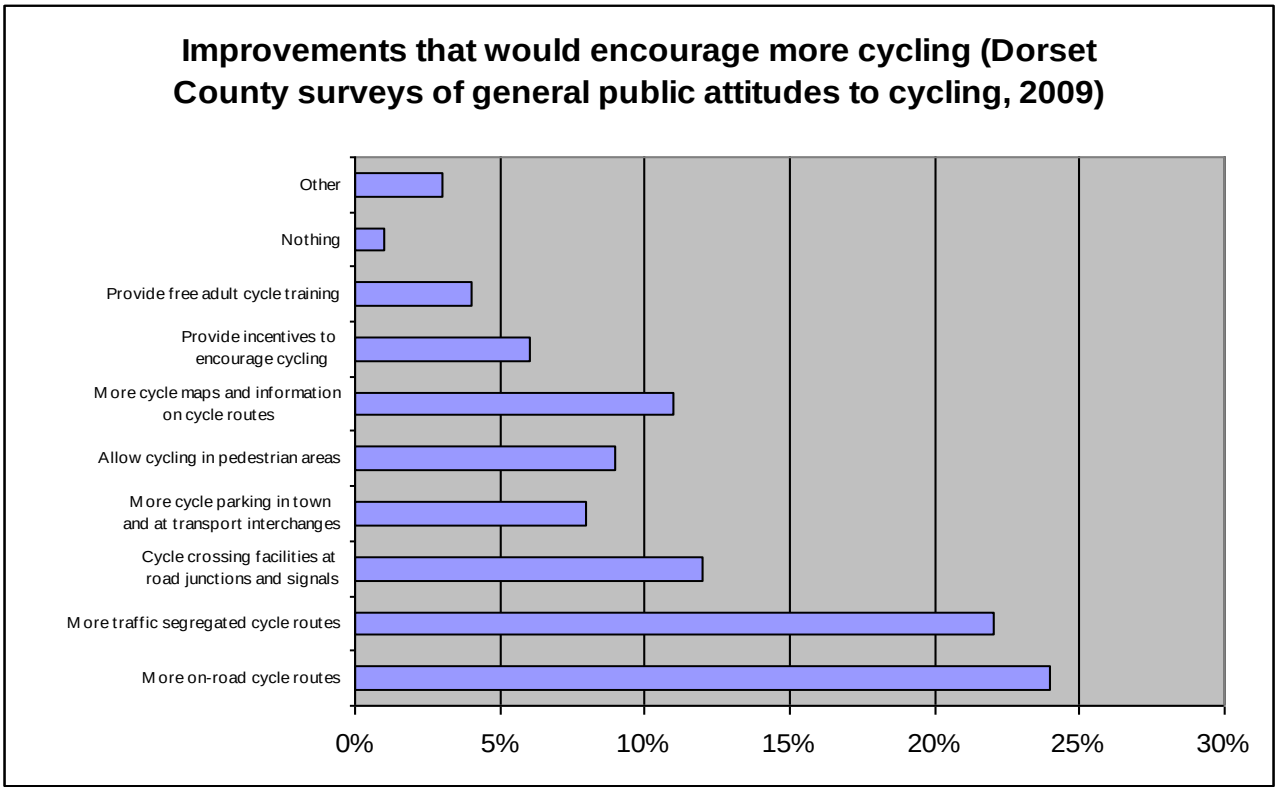


Figure 11 - Improvements that would encourage cycling (Dorset Bike Week Surveys, 2009)

Poor cycling environments

Much of the road infrastructure in the sub-region was built for the motor car and features such as large roundabouts and junctions are often difficult for cyclists to navigate. Increasing traffic

volumes in the sub-region have also resulted in car-dominated environments which do not encourage cycling, and busy roads often cause severance issues. Years of new development and infrastructure design not fully accommodating cyclists has also resulted in a general lack of permeability for cyclists, particularly in the urban areas. Natural physical barriers, such as rivers, also prevent direct cycling routes due to a lack of suitable crossings.

Social attitudes towards cycling

Many people still hold the view that cycling is not a realistic or desirable alternative to the car, even for shorter journeys, and cycling can often be perceived in a negative light. This is fuelled by (often incorrect) perceptions of the convenience of car use over cycling and a lack of awareness of cycling opportunities and its full benefits. Altering these perceptions so that cycling is seen as an obvious and practical alternative to the car is a key challenge that the authorities face. Improving the image of cycling and creating long lasting behavioural changes is needed to achieve a cultural change where cycling is seen as the best way to get around in everyday life. This is the sort of "cycling culture" that is experienced in many European countries.

The relatively low profile of cycling is demonstrated to some extent in the rating of the importance of, and satisfaction with, a number of transport issues. Cycle facilities are considered to be less important by the public than some other transport issues, although satisfaction is also relatively low compared to others. However, there are strong links between cycling and some of those issues considered to be more important, such as congestion and safer roads. This indicates a need to raise the profile of cycling and communicate more effectively the benefits of cycling both directly to the individual and to the wider community.

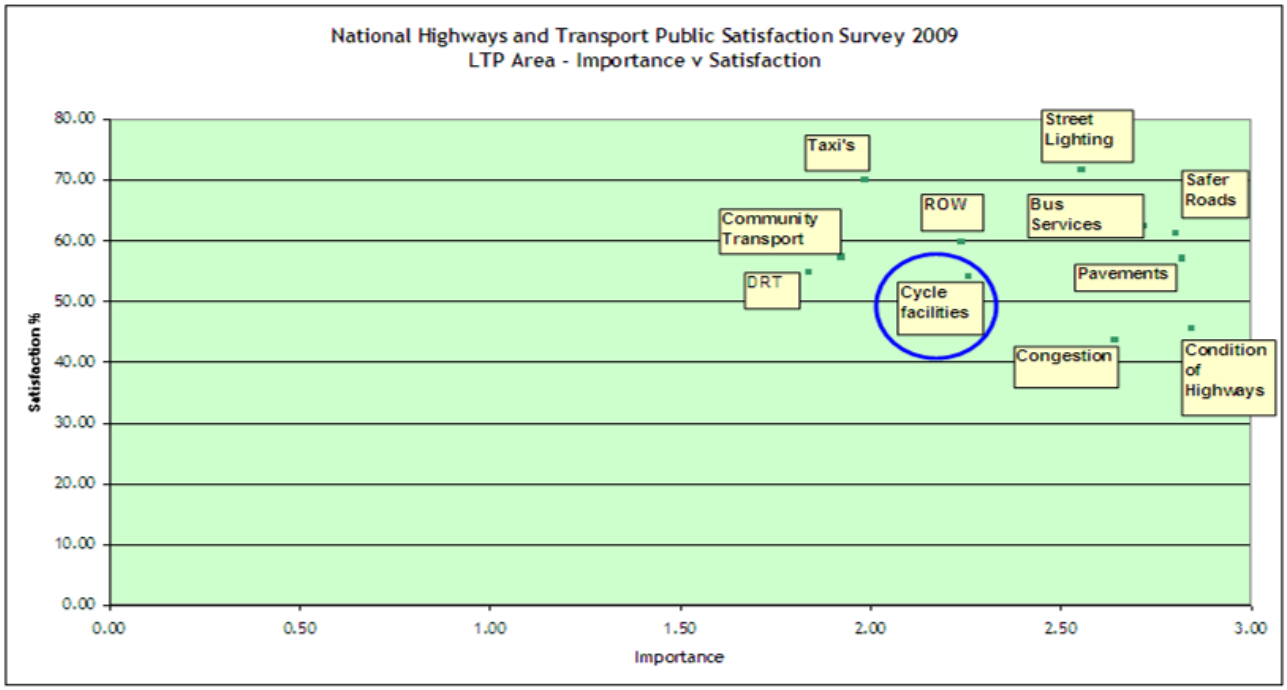


Figure 12 - Perceived importance verses satisfaction of different transport issues (NHT Survey, 2009)

Shorter journeys made by car

Approximately 50% of people across the LTP area travel less than 5km to work and in Bournemouth and Poole approximately 52% of all the people that drive to work, only drive between 2 to 5km - a distance that could easily be made by bicycle.

Over 90% of pupils for Bournemouth and Poole, and over 75% of pupils for Dorset, travel less than 5km to school. However, between 30-36% still travel by car. There is a clear challenge, and opportunity, for a greater proportion of these shorter journeys to school and to work to be transferred from car to bicycle.

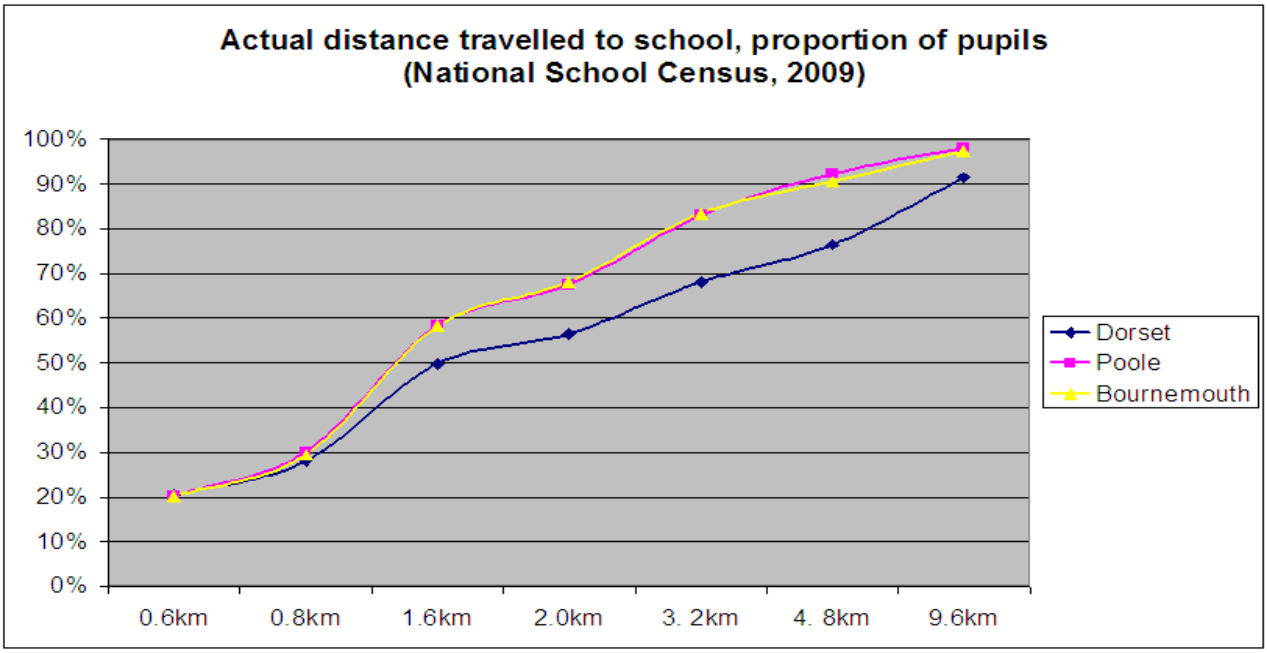


Figure 13 - Distance travelled to school

Cycling rates per small administrative areas demonstrate a clear link between the proportion of journeys to work less than 5km and the proportion of those journeys made by cycle (ie the higher the proportion of journeys less than 5km, the higher the rates of cycling). However, there are some areas that have a higher than average proportion of short trips, but lower than average cycling and walking rates. These represent areas of high potential for a shift to cycling (and walking) and, as demonstrated in Figure 14, these areas tend to be located mainly in the South East Dorset area, where population density is also higher and there are multiple local centres with key trip generators within cycling distance of residential areas.

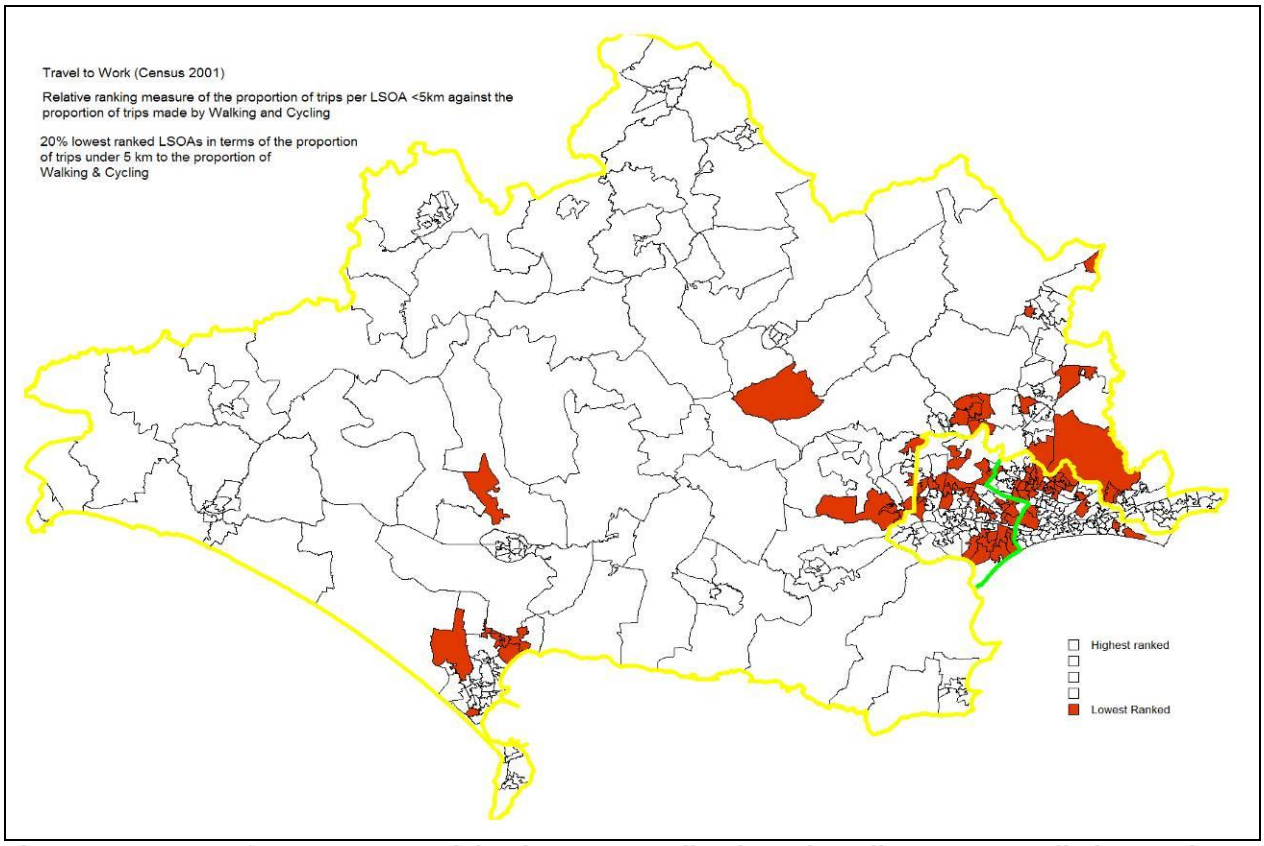


Figure 14 - Areas of greatest potential to increase cycling based on distances travelled to work

Cycling safety (perceived danger of cycling)

There is a common perception that cycling is a dangerous activity. High traffic speeds and poor driving behaviour contribute to cyclist fears of safety and the majority of accidents occur at busy junctions.

Cyclist casualties from road accidents have generally declined in Dorset, although both KSI's and slight casualties have stabilised in recent years, with some exceptions. . Cyclist casualties account for approximately 5% of all road casualties in Dorset.

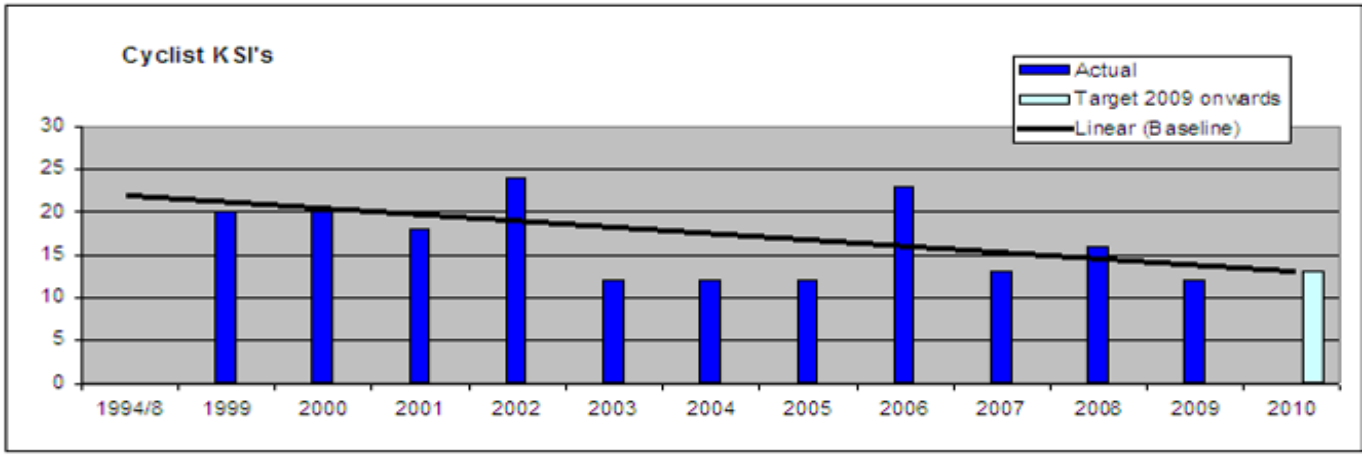


Figure 15 - Cyclist KSI's – Dorset

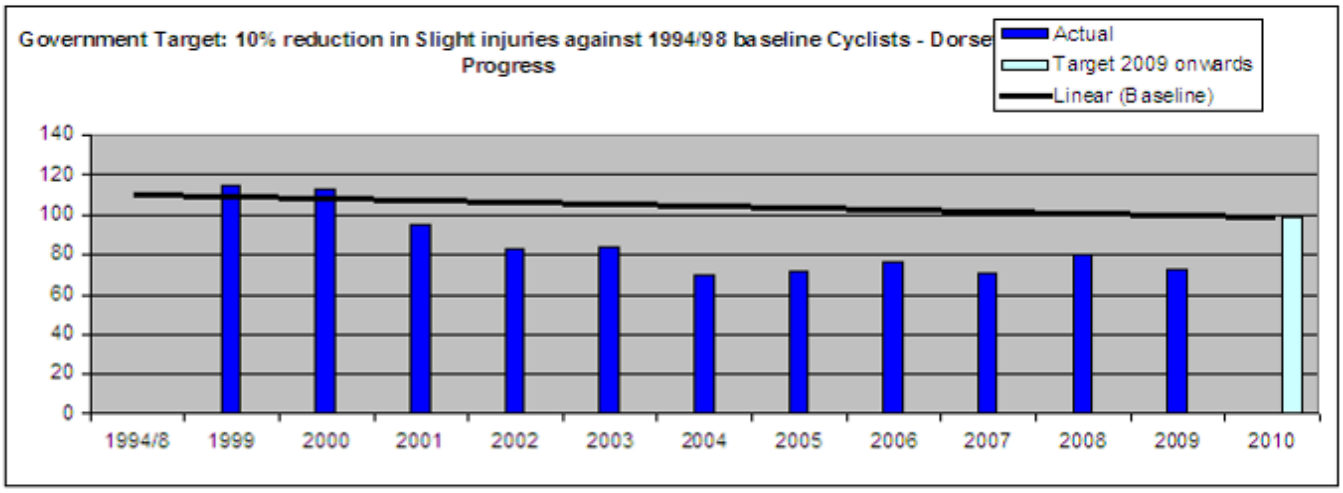


Figure 16 - Cyclist Slight casualties - Dorset

Cyclist KSI's are greatest in Bournemouth and all cyclist casualties have risen in both Bournemouth and Poole in recent years. Any trends in cyclist casualties must also be considered against the background numbers of cyclists compared to all users (which has been increasing in Bournemouth and Poole). Cyclist casualties account for approximately 13% and 16% of all road casualties in Bournemouth and Poole respectively, and this has increased slightly in recent years in both cases. There is therefore a challenge to be met in increasing levels of cycling whilst maintaining, and improving, cyclist safety.

There is however strong evidence to suggest that increasing numbers of cyclists results in improved cyclist safety. It has also been demonstrated that the benefits of cycling (including health benefits) outweigh the risk of accidents.

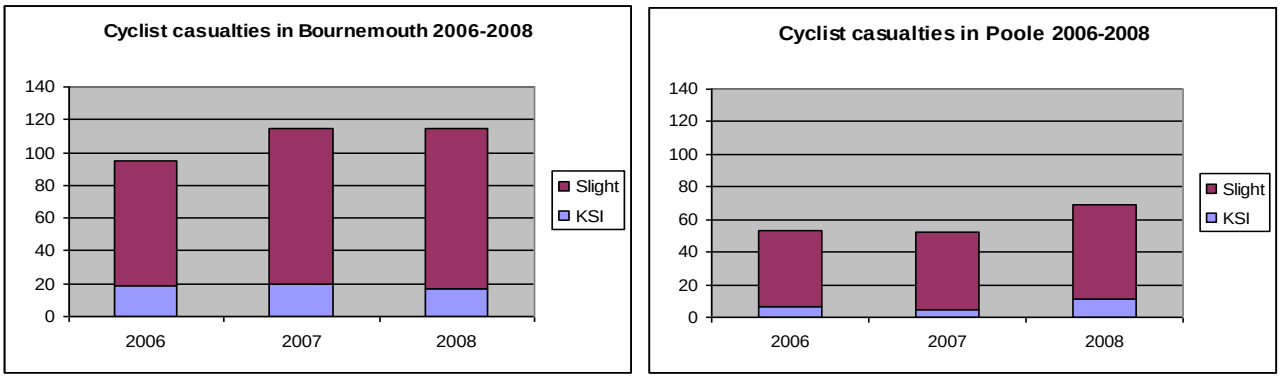


Figure 17 - Cyclist casualties in Bournemouth & Poole (2006-2008)

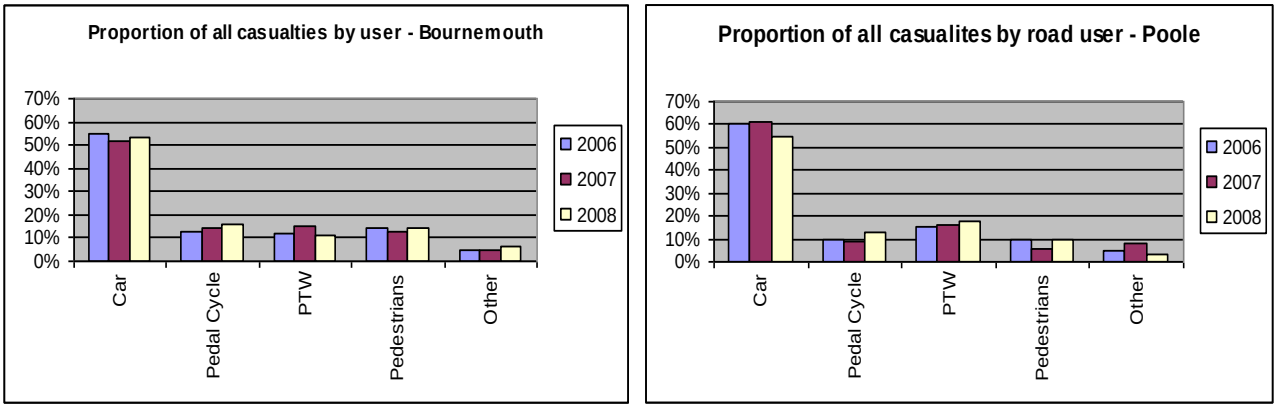


Figure 18 - Cyclist casualties as a proportion of all road casualties, Bournemouth & Poole

Cycling and health

There is now an abundance of evidence to demonstrate that regular cycling contributes to better health and well-being and cycling is one of the easiest and most practical ways to incorporate physical activity into our daily lives. However, the amount of regular cycling taking place across the LTP area is relatively low. According to the NHT survey, only 20% of respondents stated that they cycled at least once a week. Bournemouth BC has the highest daily use of cycling, although this is only 6%. Approximately 65% of people cycle less frequently than once per month.

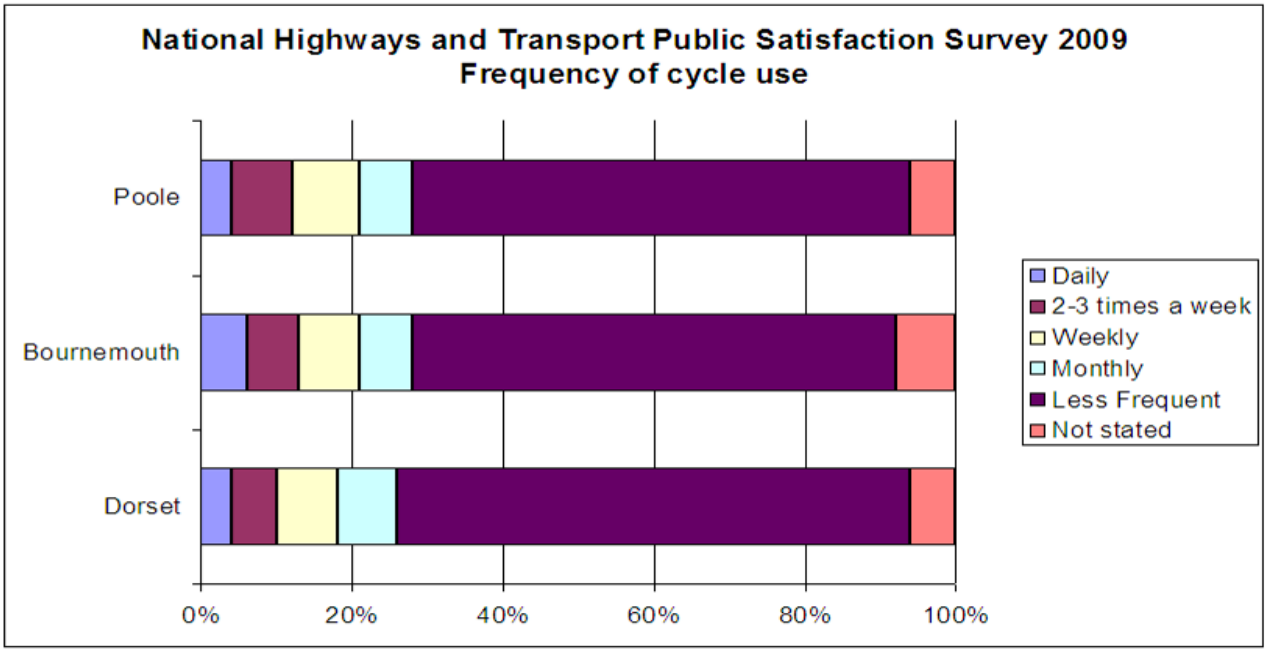


Figure 19 - Frequency of cycle use (NHT Survey, 2009)

Levels of physical activity vary across the LTP area. Figure 20 illustrates the likelihood of no exercise having been undertaken in the past month in Bournemouth and Poole. There are strong links between those areas with low levels of exercise and those most likely to have hospital admissions due to obesity.

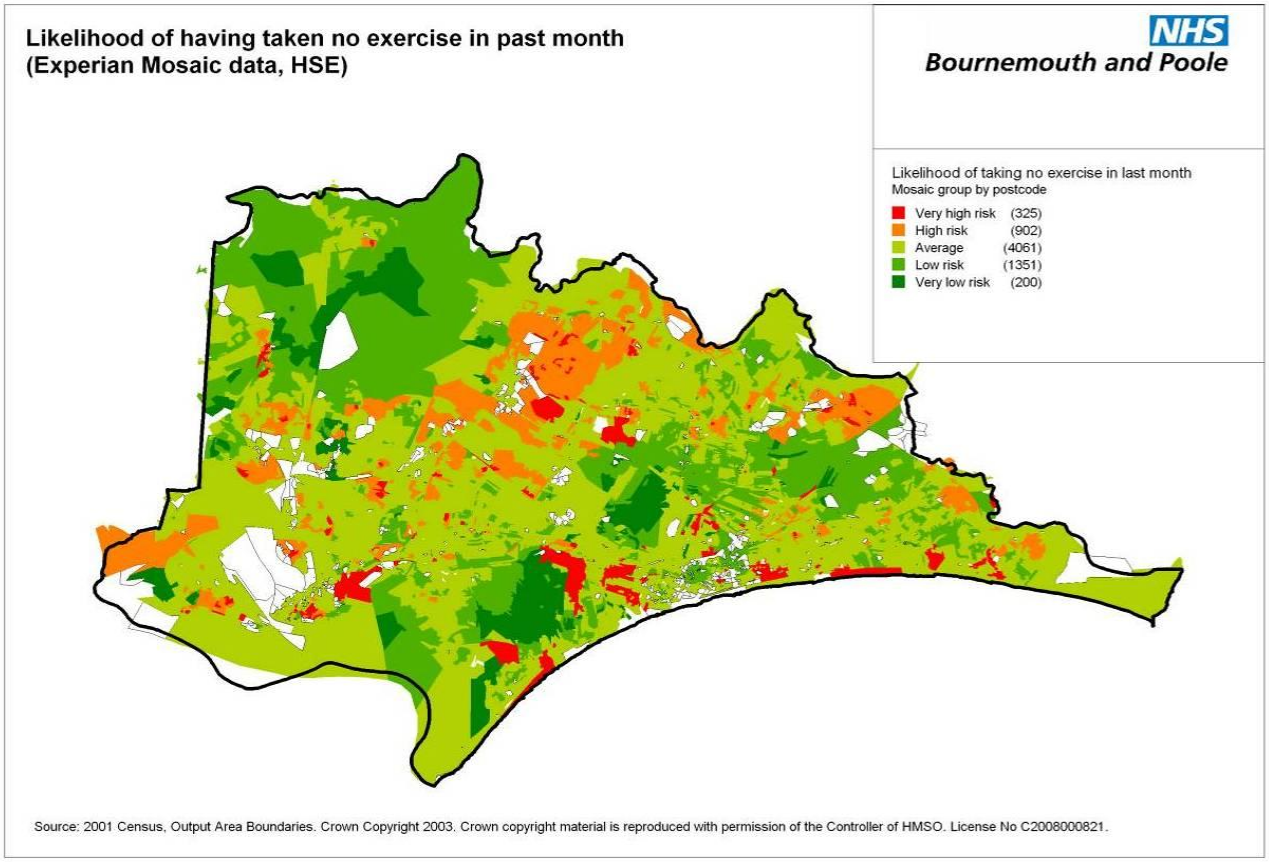


Figure 20 - Likelihood of having taken no exercise in the past month (Bournemouth & Poole)

According to the Association of Public Health Observatories, in 2009 levels of physical activity amongst adults in Bournemouth were below the average for England, and in Poole were equal to it. They scored 8.9 and 10.3 respectively against an average of 10.3, and a top score of 17.1. Dorset was above the England average, scoring 12.8.

Physical activity amongst children in 2009 was above the England average in Poole and Dorset and average for Bournemouth (scoring 94.9, 93.2 and 90 against an England average of 90).

Whilst most health indicators (e.g obesity, heart disease, cancer) in the LTP area are generally above the national average, cycling is a cost effective method of tackling health issues and inequalities at source (see the LTP3 Health Strategy for further detail). Promoting the health benefits of cycling is likely to encourage more people to cycle more often and lead more physically active lifestyles.

Cycle security

Knowing that there is somewhere secure and convenient to store a bicycle at the end of a journey is an important part of someone's decision to make that journey by cycle. The fear of cycle theft is a deterrent to cycling. Secure cycle parking is required in the majority of new developments yet there are many town centre locations, public buildings and public transport interchanges where cycle parking is lacking, or not of an acceptable quality.

Lack of information and awareness

People need the necessary skills to have the confidence to cycle safely and the availability and quality of information may also affect the likelihood of someone choosing to cycle. Whilst the provision of cycle information and training has improved in recent years many people, and particularly those more dependent on the car, are still unaware of the full opportunities for cycling, or the full range of benefits associated with it. People may be unaware of the most suitable cycle routes for their journey, or which cycle facilities are available at the destination. People who are aware of the full environmental, health, and economic benefits of cycling are more likely to factor this into their travel decisions, and particularly the use of a bicycle rather than the car. Awareness of cycling amongst the public also increases with the amount of visible cyclists.

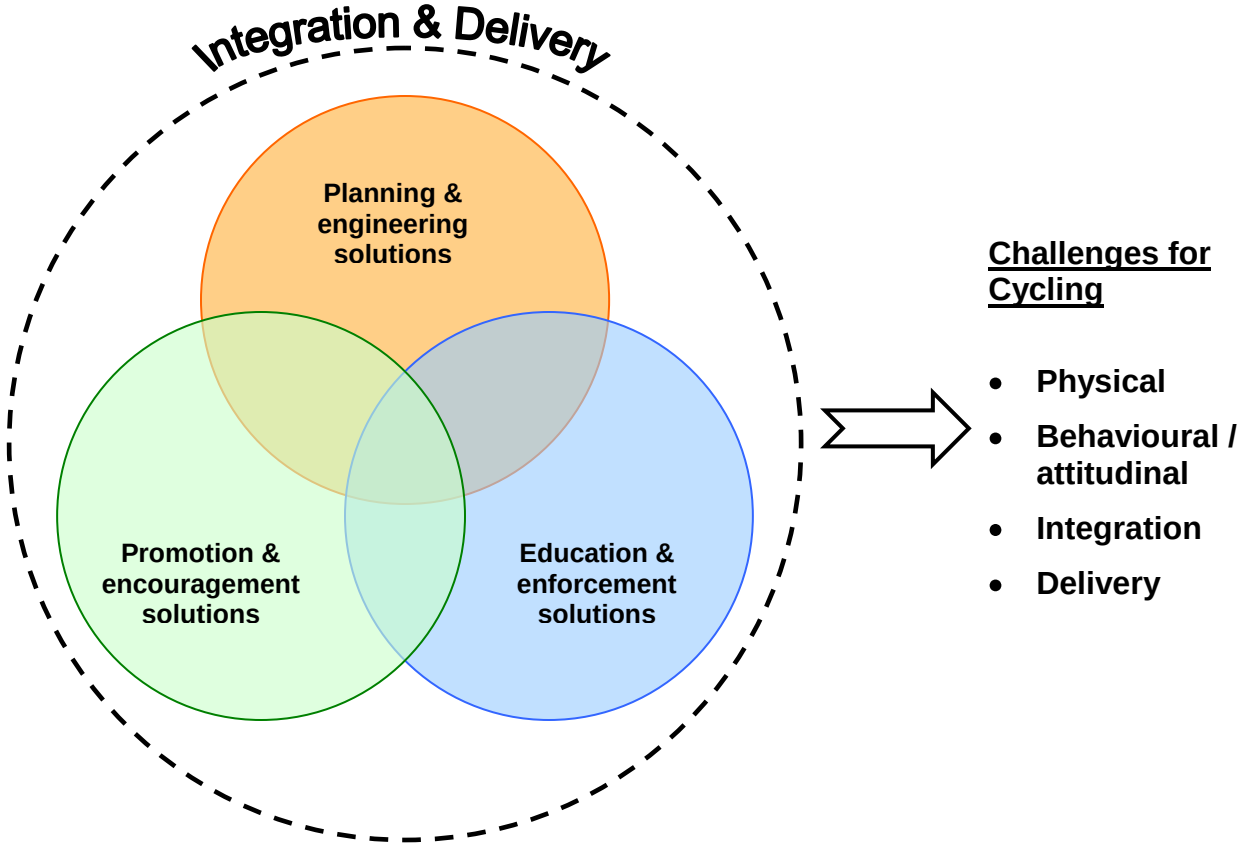
Cycling and longer journeys

Due to increasing car ownership and changes in patterns of development people have become accustomed to making longer journeys. Typical journey lengths in the LTP area are shorter in the more urban areas, and particularly the South East Dorset conurbation, but typically much longer in some of the market towns and rural areas of Dorset (40 – 50% of journeys to work being greater than 10km). Most people are likely to view an acceptable cycling distance to be between 5 to 10 km. However, there is significant potential to incorporate cycling as part of a longer journey, in combination with a bus, train or ferry. This requires greater integration between cycling and these modes to facilitate cyclists to “link” their journeys in this way. There is significant potential to encourage commuters in market towns and surrounding rural settlements to use a cycle / train combination to undertake their commute, particularly for those commuting to the South East Dorset area.

5. The strategy- overcoming the challenges

General strategy approach

To overcome the challenges a balance of solutions is required, which can be broadly grouped under the categories below, and generally reflect the challenges faced. These solutions come together to solve the challenges, supported by better integration of cycling with other transport and policy areas and improved delivery.



Key cycling customers and journey types

The vision includes people of all ages and abilities choosing to cycle. The main customer types that the strategy is aimed at can be summarised as:

Customer	Main focus
Cyclists (existing)	To cycle more often
Unfamiliar cyclists (e.g visitors, foreign students)	To provide confidence and support to cycle in an unfamiliar environment
Potential / future cyclists	To begin cycling through gaining skills / awareness / desire
Returning cyclists	To cycle again through increased confidence

The strategy also considers different types of cycling trips. It is important to understand where there is the greatest potential for increasing cycle use to make effective use of available resources and achieve maximum contribution to the overall LTP goals.

Shorter distance cycle commuting trips will be a particular focus due to the unmet potential demand and the greater potential for people switching from cars, which results in wide benefits to society. All cycling trip types will be supported and encouraged through the strategy and less focus does not imply the strategy will not address these. Recreational cycling for instance has an important role in getting more people involved in cycling and creating a "cycling culture".

Cycle Journey length	
Most focus	**Less than 5km**
	5km to 10km
Less Focus	**More than 10km**

Cycle Journey type	
Most focus	**Commuting / school trips**
	Other functional / utility trips (e.g shopping)
Less Focus	**Leisure & tourism**

Strategy area

The LTP area consists of the whole Dorset sub-region and the LTP recognises its diverse characteristics. It is therefore useful to consider broad areas of similar characteristics. As defined in the LTP3 Strategy, these are:

- South East Dorset (including Bournemouth, Poole and Christchurch)
- Weymouth / Dorchester corridor
- Market towns and rural hinterlands
- Jurassic Coast and gateway towns

Whilst many of the measures proposed will be equally suited to all of these areas consideration has been given to those that may be more or less appropriate to certain areas (the appropriateness of the main strategy measures to each of the areas is demonstrated in Table 4).

Prioritising potential for cycling

There are certain locations within the LTP area that offer greater potential for increasing the amount of cycling. Consideration of cycling potential has been undertaken for selected urban areas in the LTP area based on a range of influencing factors including population, topography, typical journey lengths for key trips, and catchment area for outlying settlements. In considering these areas outlying villages and settlements have been taken into account which may be within a reasonable connection distance. Other factors such as existing and historical levels of cycling and potential visitor / tourist numbers have also been taken into account. The list below

demonstrates those parts of the LTP area where there is a greater likelihood of making more significant contributions towards the Cycling Strategy goals.

Higher potential	Bournemouth
	Poole
	Christchurch
	Weymouth
	Ferndown
	Wimborne Minster
	Dorchester
	Shaftesbury
	Portland
	Blandford Forum
	Swanage
	Wareham
	Bridport
	Sherborne
	Gillingham
	Beaminster
Lower potential	Sturminster Newton
	Lyme Regis

Note – this represents the current position to date; work is ongoing to further refine the analysis and will be incorporated into the final LTP3 Cycling Strategy in March 2011.

Strategic cycle route networks

Beyond the strategic level of prioritisation above, there are also variations in the potential for cycling within these areas, and from surrounding areas into them. These more local factors have been analysed and fed into the development of a set of strategic cycle route networks, including consideration of local population, key destinations, existing routes, desired routes as expressed by the public and potential benefits in terms of health benefits, journey time savings, and carbon emissions. The proposed strategic cycle network for South East Dorset is included in Appendix 2.

Note – this represents current analysis to date; work is ongoing to further refine the strategic cycle route networks, particularly for outside of South East Dorset. Final strategic cycle networks will be incorporated into the final LTP3 Cycling Strategy in March 2011.

Policies

Table 5 below summarises the main policies for the Cycling Strategy and which of the identified challenges they will help to overcome. The table also shows which cycling goal(s) and overall LTP goal(s) they will contribute to most. The detail of each policy follows after Table 5.

	CYCLING STRATEGY POLICIES	Key challenges addressed (see Table 4, page 13)	Contributes to cycling goal(s) (see page 5)	Contributes to LTP goal(s) (see below)	SE Dorset	Weymouth / Dorchester	Market towns / rural hinterlands	Jurassic Coast
CS1	**Improving the road environment**	2, 4, 7	A, B, D, E	3, 5,	✓✓	✓✓	✓	✓
CS2	**Develop strategic cycle route network**	3, 4, 5	A, C, D, E	3, 4, 1	✓✓	✓✓	✓	✓
CS3	**Good practice in planning & design**	2, 4	B, C		✓✓	✓✓	✓✓	✓✓
CS4	**Provide secure and convenient cycle parking**	5	C		✓✓	✓✓	✓	✓
CS5	**Develop working with health services**	1, 10	A, D, G	3	✓✓	✓✓	✓	✓
CS6	**Integration with public transport**	8, 13	A, E	2, 1	✓✓	✓✓	✓✓	✓
CS7	**Provide cycle education and training**	7, 11	G	3	✓✓	✓✓	✓	-
CS8	**Promote cycling and provide information and publicity**	8, 9, 10, 11, 14	F, G, H	4, 3	✓✓	✓✓	✓	✓
CS9	**Cycling and play for children**	1, 10	D	5, 3	✓✓	✓✓	✓✓	✓
CS10	**Integrate cycling into wider policies and with other agencies**	9, 10, 16	F, G, H	3, 2, 4, 5, 1	✓✓	✓✓	✓✓	✓✓
CS11	**Develop workplace and school travel plans & initiatives**	8, 10, 14	A, D, E	2, 1, 4	✓✓	✓✓	✓	-
CS12	**Embed cycling issues in the planning process**	6, 12	B, C	2, 3, 4, 5	✓✓	✓✓	✓✓	✓✓
CS13	**Monitor cycle activity and public perception**	9, 16	F, H	6	✓✓	✓✓	✓	✓
CS14	**Involve the community**	9	F, H	5, 6	✓✓	✓✓	✓✓	✓✓
CS15	**Maintenance of cycle facilities**	3, 5	B, C	6, 3	✓✓	✓✓	✓	✓
CS16	**Maximise funding opportunities**	15	ALL	6	✓✓	✓✓	✓✓	✓✓

Table 5 - The Cycling Strategy Measures

LTP 3 Goals
1. Supporting Economic Growth
2. Tackling Climate Change
3. Better Safety, Security and Health
4. Equality of Opportunity
5. Improve Quality of Life
6. Value for Money

1. Improving the road environment

Cyclists should be able to freely use the wider road network, yet often traffic congestion, air pollution, severance and safety issues act as a deterrent.

POLICY CS1 – Improving the road environment
The authorities will seek to create more cycle-friendly, permeable and safe road environments which balance the needs of all users, but provide suitable priority to cyclists where appropriate.

Full detail of recommended guidelines for improving the road environment are provided in Appendix 3. Typical delivery solutions to be considered will include:

a) Apply traffic management to reduce traffic volumes and speeds, including cycle friendly traffic calming and junction treatment to reduce traffic speeds

b) Create more permeable cycling environments in urban areas, informed by cycle permeability reviews of exemptions for cyclists from general traffic restrictions, cycling on one-way streets, cycling in parks and open spaces, crossing opportunities of busy roads and cycling in pedestrianised areas.

c) Seek to implement more 20 mph zones / Home Zones in residential areas and around schools. Shared space schemes and quiet roads will also be sought.

d) Ensure Road Safety policies recognise that cyclists gain from 'safety in numbers' and aim for more as well as safer cycling by tackling perceived fears that deter people (eg traffic speed, irresponsible driving, hostile roads and junctions and HGV's).

e) Consider changes in junction priority, Advanced Stop Lines, including cycle-priority phases at traffic signals, and introducing more crossings.

2. Develop the strategic cycle route network

POLICY CS2 – Develop the strategic cycle route network
A set of continuous, convenient, and safe cycle routes will be developed and promoted linking significant trip generators and key destinations such as transport hubs, employment and residential areas, retail, education and leisure centres.

In order to cater for key cyclist movements for different trip purposes the principal approach will be to:

a) Define strategic cycle route networks by identifying demand, anticipated benefits and prioritising for implementation those routes that best meet the LTP3 objectives by maximising the volume of cycling trips. Priorities will include developing and expanding the strategic cycle routes defined in Appendix 2.

b) Implement appropriate solutions based on good design principles (see Policy CS3). There will not be a presumption for the need for dedicated infrastructure for routes, and routes

will be formed on the existing road network where possible and appropriate through improving the road environment for cyclists (see Policy CS1 above).

c) Identify and resolve gaps in cycle route provision through incorporating contribution to the strategic cycle route network in cycle scheme prioritisation processes. Overcoming physical barriers such as rivers and junctions on key routes will be a priority.

d) Sign and map strategic cycle routes, utilising methods easily understandable to all cycle users

e) Integrate the development of cycle routes with the Green Infrastructure Strategy, to provide cycle routes through urban areas connecting to the countryside. Opportunities will be taken to develop bridleways, trailways and Rights of Way as routes suitable for cyclists.

f) Work with tourism / leisure partners to develop recreational routes that encourage enjoyment of the sub-region's environmental assets in a sustainable manner.

g) Support development of, and integration with, the National Cycling Network, particularly routes NCN 2, NCN 25, and NCN 26.

h) Seek to provide suitable routes connecting outlying rural settlements to market towns

3. Encourage good practice in planning and design

There are a number of considerations and constraints when implementing new cycle schemes including land, planning permission, traffic regulation orders and funding. Details of cycle design guidelines and principles are included in Appendix 4.

POLICY CS3 – Encourage good practice in planning and design
The authorities will seek to apply best practice cycle design guidelines and principles in the planning and design of all cycle improvement schemes, and consider the needs and safety of cyclists in all highway improvement schemes.

Priorities for achieving improved standards of design in cycle schemes will be to:

a) Always consider and, where possible, adhere to best practice in the design and construction of all cycle and highway improvement schemes through reference to the Cycling England Cycle Design Checklist.

b) Provide cycle-friendly street and highway design in accordance with the 'hierarchy of provision', with measures to tackle traffic volumes and speeds (eg 20mph zones) being the preferred solutions where possible, but acknowledging that there is no single correct solution.

c) Seek to ensure that **cycle audits** are required for all significant land use and highway development schemes to ensure that they provide improvements to, or at least have no adverse impact on, the coherence, directness, safety, attractiveness and comfort of the general road environment used by cyclists.

d) Ensure all planners, designers and developers are familiar with best practice in providing cycle facilities and encourage "mainstreaming" of cycling within the Councils by providing cycle awareness / cycle design training to key officers and decision makers.

e) Investigate the use of more innovative approaches to cycle provision such as specialist satellite navigation technology for cyclists, contra-flow cycle lanes, cycle zebra crossings, road closure bypasses and centre line removal.

4. Provide secure and convenient cycle parking

Introducing cycle facilities and parking at convenient locations helps to encourage more frequent journeys and reduces fears of bikes being stolen. It also helps to reduce concerns that there won't be anywhere to park bicycles.

POLICY CS4 – Provide secure and convenient cycle parking
Ample secure and convenient cycle storage facilities will be provided at key destinations such as town centres, schools, transport interchanges, parks and tourist destinations. Businesses and other land owners will be encouraged to do the same.

To improve the amount and quality of cycle parking the authorities will seek to:

a) Develop an annual programme of prioritised cycle parking implementation at key destinations based on identified need.

b) Encourage provision of adequate cycle parking facilities at new development through the planning process and ensure appropriate cycle parking standards (specifying quantity and quality) are incorporated into Local Development Frameworks (and particularly development control policies).

c) Install cycle lockers / bins and cycle shelters at appropriate locations where more secure, long stay parking is required

d) Increase awareness of cycle security and theft and provide advice on reducing the risk of theft

e) Identify and reduce inappropriately parked cycles

5. Develop working with Health services

POLICY CS5 – Develop working with Health services
Working with the health services the authorities will promote the role of cycling as a means of incorporating physical activity into everyday lives to tackle obesity and other health problems, and improve overall quality of life.

Following the Public Health White Paper (Nov 2010) there are likely to be stronger links between public health and local government. The authorities will seek to maximise the opportunities presented by this to strengthen the role of active travel in tackling health priorities.

a) Promote cycling through Active Travel pages on authority web sites

b) Work with the NHS to understand and promote the full health benefits of cycling. Health Action Areas will be targeted to reduce health inequalities in the sub-region.

c) Seek to jointly implement initiatives with health services which encourage and benefit cycling.

d) Seek to build upon work to date to promote and improve cycle access and facilities at Bournemouth Hospital and ensure the hospital travel plan continues to maximise the uptake of cycling.

6. Integration with public transport

The lack of integration between cycling and public transport is a barrier to cycling being used as a "stage" of a longer journey using public transport. Overcoming this could potentially improve accessibility for those more distant from the public transport network.

POLICY CS6 – Integration with public transport
Working with public transport operators the authorities will seek to improve the integration of cycling with other public transport modes to support seamless sustainable travel.

The types of solutions to be sought to facilitate cycling as part of longer journeys will include:

a) Improve cycle links to, and facilities provided at, rail and bus stations and, where appropriate, bus stops, including provision of secure cycle parking, storage lockers and ramps.

b) Investigate the feasibility of establishing cycle hire / folding bike hire schemes at rail stations. The authorities will encourage the creation of locally run hire schemes.

c) Target cycle access to stations in market towns to encourage longer distance car commuters to swap to cycle / rail alternative.

d) Work with train, bus and ferry operators to encourage cycles to be permitted on services and that appropriate facilities are provided. Investigate options for buses to carry cycles.

e) Where capacity on rail and bus services to carry conventional bikes is constrained, raise awareness of the potential for folding bikes to achieve seamless integration.

7. Provide cycle education and training

Policy CS7 – Provide cycle education and training
Education and training programmes will seek to provide the necessary cycling skills, awareness and confidence for people to cycle regularly and safely, with vulnerable user groups being a priority.

To provide the necessary level of cycle education and training to the appropriate groups the authorities will seek to:

a) Define and operate a programme of targeted cycle education and training to groups of cyclists based on age and ability, including lapsed or returning cycling

b) Make national standard 'Bikeability' training available to all ages in order to give people the confidence to cycle safely. Promote "cycle buddy" schemes.

c) Build on existing practical training courses for adults who are starting or returning to use cycles.

d) Extend free cycle maintenance training at schools and workplaces in conjunction with local cycle shops and volunteer groups.

e) Provide targeted cycle training and education for foreign students in conjunction with the Universities

f) Reduce poor cycling practices such as cycling on the footway through understanding the causes, and working with the police and local communities

8. Promote cycling and provide information and publicity

Policy CS8 – Promote cycling and provide information and publicity
In order to achieve a "cycling culture" the authorities will seek to get more people of all backgrounds cycling by clearly communicating the full benefits of cycling as a sustainable, low carbon, healthy and convenient means of getting about. Targeted information will be provided that makes cycling easier and a more obvious choice of travel.

Ways in which this can be achieved may include seeking to:

a) Promote respect between cyclists and other road users

b) Include cycling as part of a wider branded marketing strategy for Smarter Choices / Active Travel

c) Develop, hold, and participate in, national, regional and local cycle events and festivals such as Bike Week and European Mobility Week. Prepare and make publicly available annual programmes of all cycling events.

d) Integrate cycling into publicity / marketing strategies for wider policy areas such as health, education and leisure

e) Maintain and make widely available up to date cycling maps showing cycle routes, cycle parking, cycle hire, cycle shops and key destinations

f) Include the urban areas of the LTP area in the Cycling England Cycle Journey Planner (at www.transportdirect.info)

g) Investigate the use of guided cycle rides to help familiarise people with local cycle routes

h) Develop and promote a series of cycle rides suitable for people of different ages and abilities

i) Raise awareness of cycling in Personalised Travel Planning schemes

9. Cycling and play for children

The children of today will hopefully become the regular cyclists of the future. Cycling can also be a form of active play as well as active travel.

Policy CS9 – Cycling and play for children
The authorities will take opportunities to encourage and support children to cycle and practice cycling skills, with an emphasis on safety and well-being.

a) Investigate ways of incorporating cycle play into parks and other open spaces.

b) Take opportunities to improve facilities for young cyclists

c) Work closely with schools to develop cycling initiatives, including cycling clubs

d) Seek opportunities to improve access to open spaces and the Rights of Way Network for cyclists as appropriate, and as identified in the Rights of Way Improvement Plans.

10. Integrate cycling into wider policies and other agencies

To achieve the vision for cycling it is vital that cycling interests become firmly integrated into policy areas beyond just transport and the Local Transport Plan, to ensure all policy areas are working towards a common objective for cycling.

Policy CS10 – Integrate cycling into wider policies and other agencies
The priorities and policies set out in the Cycling Strategy will be integrated into relevant local strategies and plans to ensure that they support cycling objectives. The authorities will also seek to ensure that, as far as possible, cycling contributes to wider priorities set out in these plans.

This will be achieved through priorities to:

a) Ensure cycling is at the heart of other relevant strategies and plans such as Local Development Frameworks, Healthy Weight Strategies, Obesity Strategies, Active Travel Strategies, Climate Change Strategies, Sustainable Modes of Travel to School Strategy, AONB Plans, Rights of Way Improvement Plans, Road Safety Strategies, Air Quality Action Plans, and Sustainable Tourism Strategies

b) Raise the profile of cycling through promoting its role in meeting priorities within the Sustainable Community Strategies and the Bournemouth, Poole and Dorset Multi-Area Agreement

c) Work with neighbouring local authorities such as Hampshire, Wiltshire and Somerset, and other Government agencies to promote cycling

11. Embed cycling in the planning process

To ensure that cycling is woven into the fabric of every day life it is particularly important that any future development respects existing cycle facilities and is designed to give cycling a high priority.

Policy CS11 – Embed cycling in the planning process
Through better integrating cycling with land use planning, new development will be expected to consider the needs of cyclists and contribute positively to enhance opportunities for cycling, including the provision of appropriate infrastructure where necessary.

Through contributing to the Local Development Frameworks the authorities will seek to:

a) Safeguard potential cycle routes identified in the Strategic Cycle Route Networks (and required land) from future development

b) Work with developers to secure layouts of new development that encourage cycle accessibility

c) Ensure that new development is well integrated with, and does not compromise, the existing cycle route network

d) Encourage sustainable patterns of development in locations well served by a range of facilities easily accessible by bicycle.

e) Set appropriate cycle parking standards (quantity and quality) for different land use categories and apply these to all new development

f) Make appropriate use of planning obligations to secure the provision of necessary and relevant cycle facilities within the site and to/from strategic destinations

12. Develop workplace and school travel plans and initiatives

Policy CS12 – Develop workplace and school travel plans and initiatives
Opportunities will be sought to maximise the role of cycling for journeys to/from areas of employment and schools in Workplace and School Travel Plans.

In the development of new and existing Travel Plans priorities shall include:

a) Work with major employers and employer groups to develop Travel Plans which reflect the opportunities for cycling and promote integrated measures

b) Encourage the development of Bicycle User Groups at major employers to act as a point of contact and provider of information and promotion for cyclists in the workplace.

c) Encourage participation in employee cycle purchase schemes

d) Further work with schools, colleges and universities to deliver cycle improvements through School Travel Plans and Safer Routes to Schools / Work Outside School programmes.

e) Expand the uptake of Bike IT at schools and seek to "lock in" the benefits

f) Work closely in supporting the role of cycling in delivering the Sustainable Modes of Travel Strategy, which seeks to increase travel to school by sustainable modes.

g) Ensure design for cyclists at school sites adheres to the "First Principles and Design Guidelines"– see Appendix 5

h) Consider the potential for School Bike Loan Schemes where lack of access to a bicycle is a barrier to pupils cycling, supported by a School Cycle Club to encourage a culture of cycling

13. Involve the community

It is only by people changing their perceptions and travel behaviours that the Cycling Strategy will be delivered successfully. The coalition government sees local people as having a greater role in changing society so it will be important for them to be fully engaged. People are also more likely to support cycling if they feel they are involved in creating a cycling culture. It is also important that there is input from the very people that this strategy is aimed at.

Policy CS13 – Involve the community
The authorities will seek to increase the involvement of local communities in identifying and operating local schemes to support cycling.

Local communities will be encouraged to have an active role in improving cycle provision by priorities to:

a) Continue to work with cycling forums and liaison groups as a mechanism to receive feedback and suggestions

b) Create an overarching Cycle Forum for the South East Dorset conurbation, to consider strategic cycling issues

c) Establish an interactive web function to allow the public to provide feedback on cycling issues and suggested measures on the "Getting About" website

d) Involve stakeholders at an early stage in the development and design of new cycle schemes

e) Encourage the establishment of Business User Groups to feed into cycling forums

14. Monitor cycle activity and public perception

Equally important as implementing cycling improvements is undertaking appropriate monitoring so that it is possible to assess what is working well and what is not. This will ensure that best use is being made of limited resources.

Policy CS14 – Monitor cycle activity and public perception
Taking into account available resources, appropriate monitoring will be undertaken of cycling activity, impacts of improvement schemes, and public satisfaction with cycling facilities.

To ensure monitoring provides sufficient feedback the authorities will seek to:

a) Undertake a programme of cycle monitoring and survey collection (Including surveying cycle parking occupancy) to inform the progress of the Cycling Strategy against cycling targets.

b) Work with the NHS to investigate methods of monitoring the health benefits of cycling improvements.

c) Work with the Police to monitor cycle theft and security

d) Carry out cyclist user surveys before and after the implementation of significant measures to facilitate cycling.

e) Continue to develop trend analysis for cycling accidents.

f) Make use of benchmarking information such as the National Highways and Transportation Public Satisfaction Survey to monitor performance against other authorities.

g) Ensure cyclists are recorded in all manual traffic counts and vehicle turning counts.

15. Maintenance of cycle facilities

Poorly maintained cycle facilities will deter existing and potential cyclists and can also present a safety hazard.

Policy CS15 – Maintenance of cycle facilities
The maintenance of cycling infrastructure and facilities will be incorporated in maintenance programmes, subject to appropriate prioritisation processes and the needs of cyclists will be considered in all maintenance schemes.

The following priorities will be sought to ensure that cycle facilities are maintained to a suitable and safe standard:

a) Ensure cycle facility maintenance prioritisation is integrated into the Transport Asset Management Plans (including salting and gritting of cycle routes), based on the Strategic Cycle Route Networks.

b) Ensure that all opportunities for improving cycle facilities are considered in major maintenance programmes

c) Ensure that the needs of cyclists are taken into account during road works and that all cycle facilities are satisfactorily reinstated

d) Take into account maintenance implications when developing cycle schemes

e) Promote an interactive element of the "Getting About" web site to report cycle maintenance issues, including locations of overgrown trees and bushes causing obstructions.

f) Respond to reported issues in a quick and efficient manner.

Partnership Working and Best Practice

A key part of implementing the strategy will be to build on existing partnerships and to develop new ones so that the Councils can work with other relevant and interested organisations to improve cycling in a more efficient way whilst making the most of limited resources. All the key partners listed in the table below have an interest in cycling and the benefits from working with the Councils would be received by both parties. The Councils will focus on further developing partnerships with the following groups, establishments, and organisations:

Key cycling partner	Principal role
Health sector (e.g NHS)	• Promoting Active Travel, for patients and as part of area-wide health promotion activities • Developing Travel Plans for patients and staff • Ensuring cycling and transport policy is fully integrated with health policy
Schools / colleges / universities	• Promoting cycling through Travel Plans. • Cycle training • Supporting cycle awareness / promotional activities
Major Employers	• Promoting cycling through workplace Travel Plans. • Supporting and sponsoring cycling promotional events
Public Transport Operators	• Supporting and encouraging improved integration with cycling
Police	• Enforcement of inappropriate motorist / cyclist behaviour
Voluntary groups (Third sector)	• Organising and promoting cycle promotion events • Delivering training programmes • Helping disadvantaged groups to take up cycling
Cycling Forums	• Provide cyclist feedback • Commenting on new cycling proposals • Communication channel for various bodies

Action Plan

Appendix 6 contains the Cycling Action Plan which contains key actions identified to support delivery of this strategy. Actions are classified into short, medium or long term based on a simple prioritisation which considers deliverability. The Action Plan demonstrates which policy each action relates to, and the key goals and challenges it addresses. The Action Plan is a live document which will be regularly reviewed taking into account available resources and changing circumstances. Short term (<3 year) actions are more defined than medium and longer term actions. The latter will be refined and added to as delivery of the strategy progresses

Details of specific cycle infrastructure projects will be included in the investment programmes in the LTP Implementation Plans (revised every 3 years).

Resources and Funding

Funding for potential cycling schemes is considered through inclusion in the Councils' LTP Capital Programmes, alongside the full range of other schemes such as walking, bus priority and safety schemes. The Councils receive an allocated LTP funding amount from central Government to deliver all of these schemes. There is no dedicated budget available for the delivery of cycling schemes, and instead, cycling schemes compete with other types of transport schemes for inclusion in the capital programme (subject to prioritisation processes). Given the increased pressure on LTP funding expected, particularly in the short term, the expected amount to be dedicated to cycling may fall and it is therefore essential that we seek to maximise all opportunities for potential funding for cycling, over and above LTP funding.

The table below summarises the key opportunities for funding:

Funding opportunity	Detail
LTP Capital funding	• Ensure the full benefits of cycling (e.g economic, health, environment) are included in prioritisation processes so that cycling competes equally with other schemes. This ensures the best value for money schemes with the greatest contribution to the LTP goals are progressed, which is a key aim of the LTP3.
Revenue funding	• In order to compete for increasingly pressurised revenue budgets it will be essential to demonstrate the contribution of cycling to achieving corporate priorities
Section 106 / developer contributions	• To meet the objectives of sustainable development, new developments will be expected to provide the necessary infrastructure for cycle access directly to/from and within the site (informed by a cycle audit), in addition to the use of pooled transport contributions to fund selected cycle schemes.

Local Sustainable Transport Fund	• Consider the potential for the development of a bid for a cycling package (or part of a wider sustainable transport based package). • Seek to ensure other bid packages dedicate a proportion of funding to complementary cycling improvements
External grant funding	• Opportunities will be sought for grant funding from sources such as DfT, regional funding, Sustrans, lottery funding, charitable trusts, cycling organisations.
Cross-authority joint funding of strategic cycle schemes	• We will seek to jointly fund cycling schemes of a strategic nature across the relevant authorities. The 3 Councils will work closely in developing strategic cycle schemes and initiatives.
Mobilise other policy area funding streams	• By working closely with other policy areas such as health, education and tourism & leisure, these funding streams can be utilised to deliver cycling schemes which provide mutual benefits. We aim to make cycling an integral part of these wider policy areas.

Organisational Arrangements

To support the delivery of the Cycling Strategy the authorities will seek to nominate “Member Champions” and “Senior Officer Champions”. This will assist in raising the profile of cycling.

The Cycling Officer for each authority will have a significant role in delivering the strategy. However, a key focus will also be to integrate cycling across all officers involved in all aspects of planning, design and implementation. This is one of the most significant ways in which a lasting step change can be achieved in improving provision for cyclists and ensuring that cycling is considered automatically in all local authority operations.

6. Monitoring progress

Methods of monitoring

The Councils currently record levels of cycling activity primarily through the use of Automatic Cycle Counters and Manual Classified Counts where cyclists are recorded.

Public perception of / satisfaction with cycling is monitored through the use of the National Highways and Transportation Public Satisfaction Survey, which is undertaken annually and also provides national comparison of performance against other authorities.

The table below sets out some of the key proposed methods of monitoring which will support the Cycle Strategy during the LTP3 period and monitor its effectiveness. This will be subject to available resources.

Monitoring tool	To measure	Strategy
Automatic cycle counters / Manual counts	Absolute numbers of cyclists at key locations	Seek to increase the number of automatic cycle counters, particularly in the main urban areas and their accuracy / reliability. Ensure all manual traffic counts include cyclists
Station surveys	Cycles parked at stations	Quarterly surveys
Annual school census data	Cycle mode share to schools	Analyse annually and compare year on year. Use to identify target cycle improvements and monitor impact of improvements
NHT survey	Public opinion / satisfaction with various aspects of cycling	Record annually and compare year on year changes
NHT survey	Cycling habits e.g frequency of use	Record annually and compare year on year changes
Census Data	Cycle mode share	Analysis of 2011 Census data when available and comparison to 2001
Accident statistics	Cycle related accidents	Work with Road Safety teams to improve analysis of cycle accident statistics
Workplace Travel Plans	Cycle access to work, including mode share	Monitor changes in cycle mode share
Council Travel Plans	Cycle access to Council offices, including mode share	Monitor changes in cycle mode share

In addition to the monitoring outlined above the Councils will undertake monitoring of specific cycle schemes as appropriate. This helps in understanding how effective certain cycle schemes have been and means that we can identify those solutions that work best and implement them elsewhere.

Indicators and targets

Progress with delivery of the LTP3 strategy will be assessed using a set of performance indicators to be included in the Implementation Plans.

There is no longer any formal requirement for local authorities to report on progress against a set of national indicators. However, the authorities are proposing to continue to monitor performance of the LTP with a concise set of 16 local indicators. The indicators most relevant to monitoring the contribution and effectiveness of cycling initiatives are:

- PI 13 – Growth in cycling trips
- PI 5 – percentage of pupils travelling to school by car
- PI 4 – mode share of peak time trips to urban centres
- PI 1 – change in per capita carbon emissions

Full details of all indicators and targets for LTP3 are included in the LTP3 Implementation Plan.

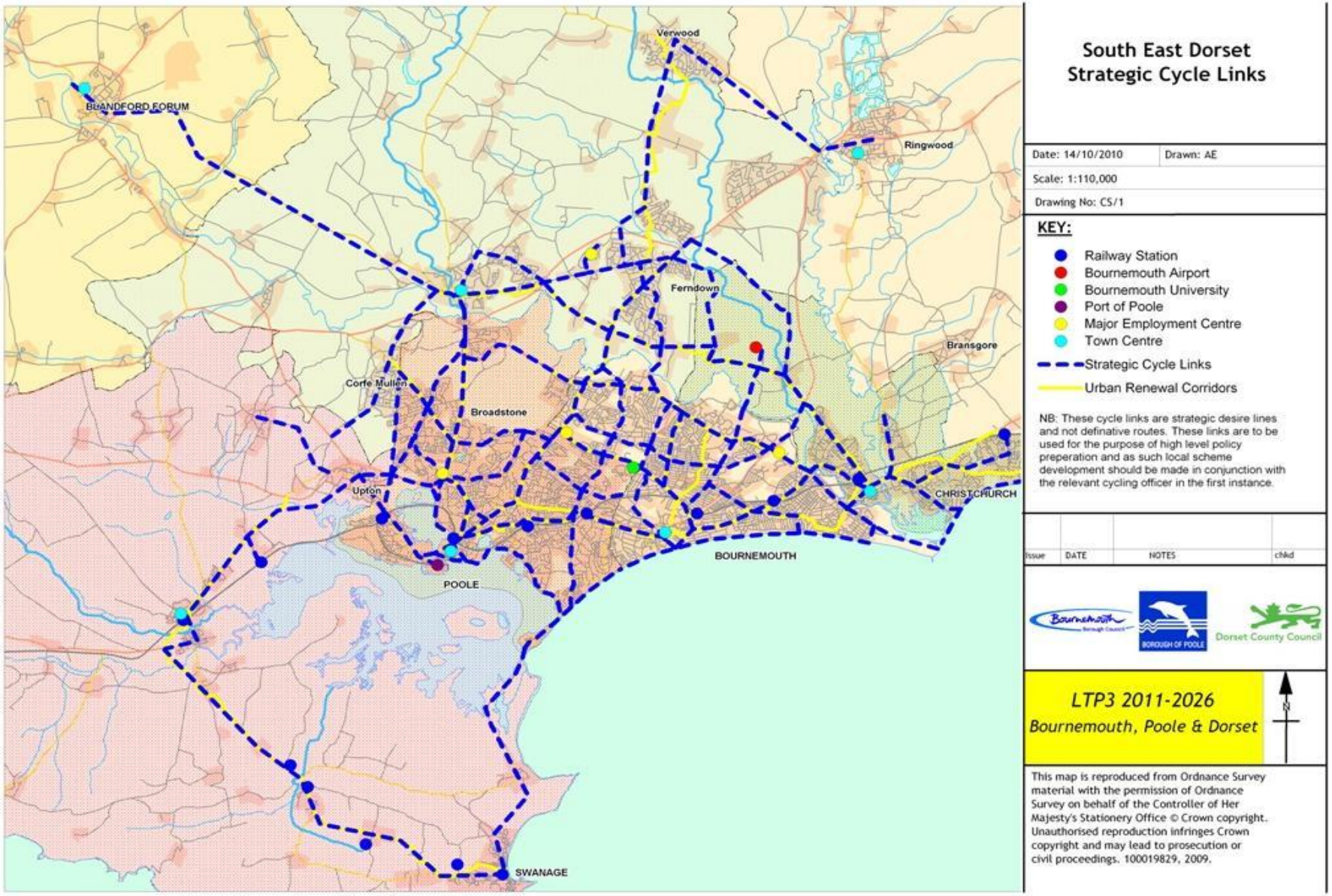
APPENDIX 1

Relevant cycling policy context

NATIONAL	
Delivering a Sustainable Transport System (DfT, 2008)	DaSTS outlines the government's 5 goals for transport (see Section 1 of this strategy) and its approach to tackling longer term challenges. The focus on achieving sustainable transport means that cycling has an important role to play in meeting each of the 5 goals.
Active Travel Strategy (DfT, 2010)	Outlines the approach to getting more people walking and cycling more often and more safely. It emphasises walking and cycling as low cost effective solutions to tackling health issues and physical inactivity, as well as other transport related issues such as congestion and accessibility and climate change. Aims to make walking and cycling the preferred modes of transport for the 21st Century.
A Sustainable Future for Cycling (DfT, 2008)	Sets out the plans for increased funding for Cycling England's programme. Stresses the importance of integrating cycling in all local authority plans.
SUB - REGIONAL	
Bournemouth, Poole and Dorset Multi Area Agreement	The MAA is a voluntary agreement involving partnership across the 3 Local Authority boundaries to jointly address the most significant strategic challenges facing the sub-region. This includes developing a more prosperous economy whilst protecting and respecting the natural environment. Two areas of focus include congestion and access to skills training. Cycling contributes to solving both of these issues.
LOCAL	
Bournemouth, Poole and Dorset Local Transport Plan 3	The Bournemouth, Poole and Dorset LTP3 sets out the plans for transport for the sub region up to 2026 to deliver against the goals and vision. It includes an integrated transport strategy across a number of transport modes, including cycling. The LTP stresses the importance of low cost sustainable modes such as walking and cycling to achieving the goals. It proposed a step change in the provision of these modes. The LTP sets out the wider relationships between transport and other policy areas including education, health, sustainable development and tourism.
Community Strategies	The Community Strategies include local visions and objectives covering all aspects of making our local communities better places to live, work and visit. Typical themes include improving the environment, health and wellbeing and sustainable economic development. Cycling has a key role in achieving many of these.

Local Development Frameworks	The LDFs set out policies for all new development and how planning will be managed. There are strong links between planning and transport and the LDFs include policies based around transport such as promoting more sustainable modes and ensuring that all new development is served by adequate transport infrastructure. Improving cycling, and planning in a way that promotes cycling, is a key part of achieving sustainable development.

APPENDIX 2 - Strategic Cycle Routes Network (South East Dorset)



APPENDIX 3

Planning and designing a cycle – friendly environment

This Appendix outlines the process and measures needed to create a cycle-friendly environment in terms of its on-road and off-road cycle network. It identifies a process which will build on the priorities identified in Policies CS1 and CS2.

Identifying and creating strategic cycle networks are a priority. To clarify, a cycle network:

- should not be thought of as separate from the existing road network – in most cases it will share the same carriageways as general traffic but, because of additional opportunities for cyclists, such as cut-throughs, vehicle restricted areas, road closures, paths in parks and canal towpaths, it will not always be necessary or appropriate to mirror the road network;

- reflects the patterns of existing and potential cycle usage: whereas the busiest roads for motorised traffic are between towns, the busiest routes for cyclists are likely to be quite short and focus on town centres and other major trip generators;

- should be hierarchical and comprehensive, i.e. it will have busy routes and quieter routes, and will connect all origins and destinations within the town. In places providing a 'dual network', for example parallel off-road sections to meet the particular needs of children on their way to a school may be appropriate. Links to recreational routes into parks or the countryside can potentially provide another tier;

- should be used to prioritise spending on the most important elements of the network to achieve best value;

- is essential in assessing the accessibility of new developments and in negotiations with developers in terms of securing planning obligations;

- should make sense to cyclists and potential cyclists by means of signage on the ground and by means of published maps. Well planned and signed networks will allow cyclists to make sensible decisions about routes they should take and alert non-cyclists to cycling opportunities;

- should be maintained in a manner that encourages use.

Five "core principles" for cycle-friendly networks are:

Convenient: Networks should allow cyclists to go where they want. Routes and key destinations should be signed, as should trip-end facilities such as parking. New facilities should offer advantage in terms of directness/permeability and/or journey time with the minimum of detours. There should be minimal delay to cyclists at signalised crossings and junctions and all routes

should be clearly signed. Giving cyclists permeability and advantage not available to other modes will encourage modal shift.

Accessible: Cycle routes should link key origins and destinations and connect naturally with other cycle routes. They should coincide with natural desire lines and be continuous without barriers or gaps and again, where appropriate, provide a positive advantage over motorised traffic.

Safe: Cycle routes should not only be safe they should feel safe, if necessary by reducing the impact of motor traffic through exclusion and speed reducing measures. Users of off-road routes and cycle parking facilities should not feel over-concerned that their personal security is at risk when doing so.

Comfortable: Infrastructure should match current best practice in terms of design, including that for surface quality. Cyclists should not have to undertake complex or unnatural manoeuvres, dismount to go round barriers, or be exposed to poor surfaces or other, avoidable hazards ;

Attractive: Providing advantage over other modes being discouraged will make cycling a more natural choice as transport for short trips. This will be enhanced if the cycling environment is as attractive as possible, is well maintained and free from litter and broken glass. Opportunities for enjoying the 'travelling landscape', innovative design, public art, opening up views etc. on off-road routes will add to the pleasure and enjoyment of cycling;

Cycle Review: Assessing improvements

When the cycle review process leads to improvements to be made to cycle routes along roads, the presumption will be that cyclists will remain on carriageway and that the speed and volume of traffic will be reduced to improve cyclist, pedestrian and all traffic user safety, and by implication, the safety of all road users.
Retaining cyclists on-carriageway is acknowledged as generally the best solution (see also 'hierarchy of solutions' below) for the following reasons:

cyclists on-carriageway retain the priority afforded to motorised traffic and are positioned where drivers expect them – a key element in cyclist safety;

it is generally much easier to meet the criteria of directness and absence of delay on the carriageway;

cyclists on-carriageway usually have better surfaces, and benefit from more regular maintenance (comfort), visibility (comfort) and less conflict with pedestrians (safety);

cyclists on-carriageway in urban areas generally experience fewer problems and less delay turning right into side roads compared with the same manoeuvre from a cycle track;

many cyclists will choose to continue to use the carriageway anyway for a number of valid reasons, including directness and reduced delay. However, in doing so, they may face intimidation from motorists who believe that cyclists should be using the parallel cycle track but fail to understand the shortcomings of the off-road facility;

providing for cyclists on-carriageway encourages a wider expectation for motorists to look out for cyclists in all locations. The presence of cyclists may also reduce traffic speeds with safety benefits for all road users;

cycle tracks which cross side roads and private vehicular access may experience particular problems of safety and delay.

When assessing new routes and determining the best measures to encourage cycling, the following 'hierarchy of provision' should be followed:

Consider first	Traffic reduction – to reduce competition for road space
	Speed reduction – to reduce the speed differential between different modes
	Tackle problem sites – junction treatment, hazard site treatment, traffic management
	Redistribution of the carriageway (bus/cycle lanes, widened nearside lanes etc)
	Segregation of cyclists from other traffic – Cycle lanes, cycle tracks constructed by reallocation of carriageway space, cycle tracks away from roads
Consider last	Conversion of footways/footpaths to unsegregated shared-use cycle tracks alongside the carriageway

.
Examples of measures which meet the first two solutions include:

traffic reduction: closure of road to motorised traffic with cycle gap (e.g. on rat runs), using traffic calming to reduce traffic flows, using signing (e.g. on quiet roads) to direct traffic away from the road, banning certain motorised turning movements, using UTMC, applying parking restraint;

speed reduction: reducing the speed limit, 20 mph zones/limits, traffic calming, self explaining roads, gateway features etc. The hierarchy of provision is cumulative i.e. all the solutions need to be considered. An important overall consideration is whether cyclists should be integrated with (share road space with) or partially/fully segregated from traffic. In making this assessment, the speed/volume of traffic chart should be used (to be found in LTN 1/04)

Particular site-specific circumstances always need to be considered, but as a general guide, cyclists should be:

- integrated where mean traffic speeds are 20 mph or below;
- integrated if daily 2-way traffic volumes are under 2,000 vehicles per day, regardless of speed limit;
- integrated or partial segregation by cycle lanes in urban areas with 85th percentile speeds up to 40 mph (depending on circumstance)
- fully segregated by a cycle track (or bus lane) where 85th percentile speeds exceed 40 mph and traffic flows exceed 2,000 vehicles per day.

APPENDIX 4

Cycle Design Guidelines and Best Practice

Design principles – (Checklist for engineers and planners)

This section lists the most common issues that planners, engineers, designers and development control staff will face when making any alterations to the road environment or considering planning obligations arising from new development. It is intended that cycle design guidelines and best practice will be incorporated into relevant Local Development Documents.

The checklist can be used to make an initial assessment of how to make the highway network more **cycle-friendly**, when any changes to the road network are proposed, including those arising from development proposals. This also applies to maintenance schemes.

Where engineers or planners feel unable to adhere to the following guidance, as will inevitably happen from time to time, the decisions taken and their justification will be formally recorded in line with best practice. In reaching these decisions it may be appropriate to make reference to the results of any cycle audit, safety audit, risk assessment (see below) or consultation with the cycling officer, cyclists' representatives and other stakeholders.

Checklist

1. **All highway improvement schemes**, including traffic management measures and those occasioned by new development, will be the subject of a **user audit** that fully considers the needs of cyclists) to ensure that opportunities to provide for cyclists are included and difficulties created are resolved.

2. Where a **safety audit** recommends measures which restrict cyclists' comfort, directness, continuity or advantage, these measures will be subject to a full **cycle audit**.

3. Where a **cycle audit** identifies that the proposed measures do not meet the normal recommendations of the relevant guidelines the scheme will be the subject of a **risk assessment**.

4. **In rural areas**, the development of road improvement schemes and maintenance schemes will refer to the **ROWIP** (rights of way improvement plan) to see how rural cycling can be encouraged/improved by integrating new routes or special facilities into the proposal.

5. **Cycle Parking** (generally in the form of user-friendly Sheffield stands) will be encouraged at all destinations for cyclists and likely stops along the way and also as a consequence of new development. Cycle parking must be well-located, **close to the entrance/destination**, in a **visible** location, covered when appropriate and **linking directly** to the cycle network/carriageway.

6. **All new developments** should be **permeable** for cyclists, for example by the provisions of links between the heads of cul-de-sacs, and have convenient direct connections to the wider

cycle network and other roads. All connecting, traffic-free paths should be designed for shared use and be barrier free. Security for all users (and occupiers of homes and other premises) should be delivered by designs that provide natural surveillance of all off carriageway links by being overlooked by the properties they are intended to serve.

The following best practice should be adhered to on all new schemes and developments **so long as it is both safe and feasible to do so**. Where it is considered that it is not possible to keep to these principles there must be a clear audit trail established that demonstrates how this conclusion was reached.

Where feasible and safe:-

1. **Cyclists will be exempt** from all traffic regulation orders banning turns or closing roads and physical provision will be made for cyclists where necessary as a result.

2. **All one-way streets** will include **contra-flow cycling.**

3. Cyclists will not be excluded from **vehicle restricted areas** (including '**pedestrianised areas**') when introduced to improve the amenity of town centres and other locations.

4. **Advanced stop lines** will be introduced at urban signalised junctions which and will be accompanied by adequate length and width **cycle lead-in lanes.**

5. **Speed reducing schemes**, will accommodate cyclists' needs, particularly where physical measures are introduced as follows:

i. **Horizontal traffic calming measures,** such as build outs, will have low-maintenance **cycle bypasses** included within the design.
ii. Where any **central refuge** or **pedestrian refuge** is introduced the needs of cyclists will be met by providing lane widths in accordance with best practice.
iii. Where possible and appropriate, the use of **central hatched markings** on urban roads will be reviewed in favour of replacing them with wide edge-of-carriageway cycle lanes.
iv. Where possible and appropriate, the use of **carriageway centre lines** on urban roads will be reviewed in favour of replacing them with wide edge-of-carriageway cycle lanes.

6. **Bus lanes**, including contra-flow bus lanes, will be open to cyclists and marked "**Bus and cycle only**". All bus and cycle lanes should be 24 hour operation.

7. Where capacity considerations permit, all new urban **roundabouts** and major adaptations to existing roundabouts will be of **"continental"** style (typically these have approach arms perpendicular to roundabout centre, single entry, exit and circulatory lanes and low speed differentials between cyclists and other traffic).

8. Temporary **roadworks** will make proper provision for cyclists.

9. Where cyclists have to leave or rejoin the carriageway or at links between carriageways and other surfacing, **flush kerbs** will be provided.

10. Urban **cycle tracks** away from the carriageway which cyclists are encouraged to use after dark will have **lighting** to provide both user safety and security. Note: Dutch experience shows that routes remote from natural surveillance will not be used even if lit. Lighting will not generally be required on such routes.

11. **All cycle tracks** will have adequate **maintenance,** good **drainage** and clear **sightlines**.

12. Cycle tracks or road crossings will not have **barriers, chicanes** or other obstructions. Any **barriers**, **bollards** or **posts** which remain within cycle tracks or cycle links will be clearly marked with high visibility **retro-reflective** banding.

13. **Cycle tracks** will not be created through the conversion of footways, without a full assessment by reference to the hierarchy of solutions, a cycle audit and full consultation with all stakeholders.

14. **‘Cyclist Dismount’** signs will not be used unless there is an over-riding reason for doing so e.g. where cyclists are brought to zebra crossings and it would be illegal for them to ride across

APPENDIX 5

First Principles and Design Guidelines for Cycle Access on School Sites

Extract taken from:

" First Principles and Design Guidelines for:

- *Pedestrian, cycle and vehicular access to school sites*
- *Location of new school sites*
- *Route to and layout of new /re-built school sites"*

(Draft - Dorset County Council, 2010)

FIRST PRINCIPLES:

- Establish the hierarchy of users - vulnerable modes (Pedestrians and cyclists) have to be given priority on school sites.

- Pedestrian & cycle desire lines within the site should be identified, mapped and provided for.

- Vehicles should be kept clear of these desire lines.

- Access to the site should reflect the priority for vulnerable modes – again it is good practice to identify and map existing routes and desire lines to the site.

- The test of convenience should be applied for all changes to on (and off) site infrastructure – is the provision 'convenient, accessible, safe, comfortable and attractive' (LTN 1/04)?

- There should be a general presumption against parents driving on to site.

- There should be a presumption that vehicle access to school sites should be controlled – Automatic barrier systems (keypad and intercom entry) are recommended.

ADDITIONAL PRINCIPLES FOR NEW SITES / HOUSING DEVELOPMENTS:

- Desire lines to and from the school site must be identified and mapped.

- Map known postcodes for pupils likely to be relocating to the school.

- Draw an 800 or 2000metre radius around the school - these are the walking threshold distance for Primary and Secondary schools (also see RPG 10) - If pupils live further away than this they are likely to come by car. If necessary re-position the school site to make sure the majority of pupils fall within the appropriate threshold distance.

- Provision for vulnerable modes should follow the desire lines identified

- The 'test of convenience' (LTN 1/04) has to be applied to all proposed provision – if it is not easy to use it will not be used. For example do not force parents and pupils to walk round 'three sides of the square' to access the site or make them wait for excessive lengths of time to cross roads using multi stage button controlled crossings – Zebra crossings are recommended.

NOTE 1: A realistic cycle distance for secondary schools is 3.2km, but only if the highway infrastructure encourages trips by cycle – high quality, continuous and convenient - designed to 'European' standards i.e. 20kph design speeds, priority at minor road junctions etc'
NOTE 2: The realistic cycle distance for Primary is 1.6km – high levels of cycling to primary school are rare and only tend to be seen where there is an extensive network of off highway provision.
NOTE 2: In terms of mapping existing routes and desire lines; School Census holds origin, destination and mode data for every child in state education.

APPENDIX 6 – CYCLING STRATEGY ACTION PLAN

Cycling Policy	short = <3yrs medium = 3-6yrs long = >6yrs		Key Actions required	Organisation / persons responsible (including partnerships)	Funding
Improving the road environment	**Short**	**1.1**	Develop a costed programme of permeability improvements by undertaking reviews of opportunities for retro-fitting: • Contra –flow cycling on one-way streets • Advanced Stop Lines and / or Cycle Priority Phases at signalised junctions • Road closure cycle bypasses	BBC/ BoP/ DCC	
	Short	**1.2**	Review by-laws for cycling in parks and open spaces with relevant departments	BBC/ BoP/ DCC	
	Short	**1.3**	Review policies regarding cycling in pedestrianised areas either all day, or outside the shopping peak period	BBC/ BoP/ DCC	
	Short / medium	**1.4**	Consult Road Safety teams on the type / extent of cycle accident analysis undertaken and remedial action to tackle accident clusters	BBC/ BoP/ DCC	
Good practice in planning & design	**Short**	**2.1**	Hold an LTP3 Briefing for all relevant officers and Members to create ownership and buy-in for the strategy, including the important role of cycling	BBC/ BoP/ DCC	
	Short	**2.2**	Hold a “Cycling Design” event for DC officers and officers involved in design and implementation of cycle and highway improvement schemes	BBC/ BoP/ DCC	
	Short / medium	**2.3**	Arrange vulnerable road user audit training for all relevant officers and ensure all highway schemes are subject to these audits	BBC/ BoP/ DCC	
	Short / medium	**2.4**	Ensure best practice design principles are incorporated into relevant Local Development Documents, and particularly development control policies	BBC/ BoP/ DCC	

	Short	**2.5**	Distribute best practice cycle design guidance to all relevant officers	BBC/ BoP/ DCC	
	Medium	**2.6**	Establish a design group consisting of engineers, planners, road safety, sustainable transport, public realm to jointly review schemes	BoP / DCC	
	Medium	**2.7**	Ensure design brief templates include consideration for impacts on cyclists and potential improvement measures	BBC/ BoP/ DCC	
	Medium	**2.8**	Undertake a review of internal capabilities to determine skill sets relating to cycle design and implementation to provide the best value, cycle friendly infrastructure solutions	DCC	
Develop strategic cycle route networks	**Short**	**3.1**	Complete a strategic level study to determine which towns have the greatest potential for cycle trips by considering factors such as: • Latent Demand • Self-containment • Proportion of trips under 10km • Gradient • Current levels of cycling • Urban form • Demographic factors	DCC	
	Short	**3.2**	Finalise definition of the strategic cycle networks within and between the urban areas. Assess the potential merits of routes according to established principles: • Coherence (i.e. ability to connect people to places) • Directness • Safety • Comfort • Attractiveness • Overall potential / demand for cycling within the urban area • Connectivity to and completing gaps in existing cycle routes	BBC / BoP/ DCC	
	Short	**3.3**	Determine estimated cost and feasibility of necessary improvements for each route to create final prioritised list of cycle routes – develop priority groups of routes for phased approach	BoP/ DCC	
	Short	**3.4**	Implement the CYCLE Project to improve the cross Dorset NCN route 2 and complete NCN route 26 between Dorchester and Weymouth		
	Short	**3.5**	Implement the Connect2 Sustrans scheme – Bournemouth & Hurn, including R.Stour crossing	BBC / DCC	
	Medium	**3.6**	Implement schemes from the prioritised cycle scheme ranking lists as funding is available – focus on Phase 1 cycle networks	BBC/ BoP/ DCC	

	Medium	**3.7**	Audit existing signage on the strategic cycle network and identify and cost necessary improvements	BBC/ BoP/ DCC	
	Medium /long	**3.8**	Update signing and branding of key strategic cycle routes	BBC/ BoP/ DCC	
	Long	**3.9**	Implement schemes from the prioritised cycle scheme ranking lists as funding is available – focus on Phase 2 cycle networks		
Provide secure and convenient cycle parking	**Short**	**4.1**	Audit main urban centres and market towns for existing provision and need for cycle parking / lockers and develop a prioritised costed programme of improvements	BBC/ BoP/ DCC	
	Short / medium	**4.2**	Produce a comprehensive set of cycle parking standards for different land uses in liaison with planners and incorporate in Local Development Documents	BBC/ BoP/ DCC	
	Short / medium	**4.3**	Investigate cycle theft, and cycle security solutions, with the Police e.g bike tagging, bike passport initiative, awareness campaigns	BBC/ BoP/ DCC	
Develop working with health services	**Short**	**5.1**	Identify priority Health Action Areas and agree priority cycling measures	BBC/ BoP/ DCC	
Integration with public transport	**Short**	**6.1**	Through the CYCLE Project, work with Condor Ferries to improve interchange facilities for cyclists at Weymouth Port.	DCC	
	Short	**6.2**	Liaise with bus operators regarding adapting buses to carry cycles	BBC/ BoP/ DCC	
	Short / medium	**6.3**	Work with rail operators to undertake an audit of cycle facilities at rail stations in Dorset and devise a prioritised programme for upgrading: • Cycle parking & lockers • Ramp/lift access • Highway to Platform Access	BBC/ BoP/ DCC	
	Short / medium	**6.4**	Work with bus operators to undertake an audit of cycle facilities at key bus interchanges in Dorset and devise a prioritised programme for upgrading: • Cycle parking & lockers • Highway to Interchange Access	BBC/ BoP/ DCC	
	Medium	**6.5**	Investigate cycle hire / folding bike schemes at rail stations and leisure/ tourist destinations, including working with the private sector	BBC/ BoP/ DCC	

	Medium/ long	**6.6**	Establish a pilot cycle hire scheme at Bournemouth Travel Interchange	BBC	
Provide cycle education and training	**Short**	**7.1**	Extend support for the Sustrans Bike It initiative to secondary schools	BBC/ BoP/ DCC	
	Short	**7.2**	Arrange with schools for information on Bikeability cycle training to be distributed to all parents annually.	BBC/ BoP/ DCC	
	Short / medium	**7.3**	Establish training / cycle maintenance workshops at schools / leisure centres in conjunction with voluntary groups		
	Medium	**7.4**	Work with the health sector to provide low cost adult cycle training with a focus on increasing physical activity	BBC/ BoP/ DCC	
Promote cycling and provide information and publicity	**Short**	**8.1**	Organise and hold a "Commuter Cycle Day", targeted at key employment areas and associated routes, in conjunction with cycling groups and charities	BBC/ BoP/ DCC	
	Short	**8.2**	Organise and hold a regular "guided cycle ride" event to familiarise people with key routes, in conjunction with cycling groups and charities. To include shorter rides for beginners / children	BBC/ BoP/ DCC	
	Short	**8.3**	Widely distribute the Active Travel (walking and cycling) Maps developed for Bridport, Dorchester, Gillingham & Shaftesbury, Sherborne and Weymouth & Portland free of charge to the public	DCC	
	Short	**8.4**	Develop a specific cycling publicity and marketing plan for the 2012 Olympics	DCC	
	Medium	**8.5**	Include local coverage of all Dorset towns in the Cycling England Cycle Journey Planner, and publicise	BBC/ BoP/ DCC	
	Medium	**8.6**	Implement a "Polite Cycling" campaign using the internet, media and cycle accessories to encourage respect for other road users, and to discourage unsafe and anti-social cycling	BBC/ BoP/ DCC	
	Short / medium	**8.7**	Extend the coverage of Active Travel Maps to all market towns	DCC	

	Long	**8.8**	Support the development and use of cycle satellite navigation technology	BBC/ BoP/ DCC	
Embed cycling issues in the planning process	**Short / medium**	**9.1**	Liaise regularly with the planning authorities in the production of Local Development Documents to ensure full integration of cycling issues	BBC/ BoP/ DCC	
	Short / medium	**9.2**	Devise a checklist for Development Control officers of key considerations of cycle provision in new developments and details of cycle infrastructure needs / requirements	BBC/ BoP/ DCC	
	Medium	**9.3**	Review cycle parking standards and incorporate in appropriate Local Development Documents	BBC/ BoP/ DCC	
Develop workplace and school travel plans & initiatives	**Short**	**10.1**	Finalise the "joint Dorset" Sustainable Modes of Travel to School Strategy and integrate the resulting action plans with the Cycling Strategy	BBC/ BoP/ DCC	
	Short / medium	**10.2**	Approach key employers regarding the health / economic benefits of promoting cycling to work amongst the workforce as part of the Cycle to Work Scheme	BBC/ BoP/ DCC	
	Medium	**10.3**	Investigate the support for a School Travel Group which meets regularly to co-ordinate all relevant work, including cycling	BBC/ BoP/ DCC	
Involve the community	**Short**	**11.1**	Add functionality to the "Getting About" and Dorset Explorer web sites for cycling issues / suggestions to be logged and mapped by the public	BBC/ BoP/ DCC	
	Short / medium	**11.2**	Create a single Cycle Forum for the whole of rural Dorset involving representatives from DCN, Sustrans, CTC, Business and relevant officers from DCC to meet twice a year to assess progress in delivering policies and schemes relevant to cycling	DCC	
	Medium	**11.3**	Consider the creation of sub-groups of the Cycle Forum for Weymouth & Portland, West Dorset, North & East Dorset and Christchurch	DCC	
	Medium	**11.4**	Establish a single cycle forum for the South East Dorset conurbation to consider more strategic cycling issues	BBC/ BoP/ DCC	
Monitor cycle activity and public perception	**Short**	**12.1**	Conduct annual cycle parking occupancy surveys at stations and key town centre locations in Bournemouth, Poole, Christchurdh, Weymouth and Dorchester	BBC/ BoP/ DCC	

	Short	**12.2**	Analyse the National Highways and Transport Survey results on cycling each year to identify trends and changes in public satisfaction and benchmark performance against other authorities	BBC / BoP	
	Short	**12.3**	Ensure that all manual traffic counts and vehicle turning counts undertaken or commissioned include cyclists (and pedestrians) by default	BBC/ BoP/ DCC	
	Short / medium	**12.4**	Establish a log of monitoring of schemes before and after implementation.	BBC/ BoP/ DCC	
	Medium	**12.5**	Liaise with the police to investigate the possibility of obtaining data to map instances of cycle theft	BBC/ BoP/ DCC	
	Medium / long	**12.6**	Extend coverage of automatic cycle counters at identified sites		
Maintenance of cycle facilities	**Short**	**13.1**	Ensure that Asset Management teams have an up to date GIS layer of all cycling infrastructure and that processes are in place to keep this under review	BBC/ BoP/ DCC	
	Short	**13.2**	Promote the interactive “Getting About” and “Dorset Explorer” web sites for the public to report cycle maintenance issues	BBC/ BoP/ DCC	
	Short / medium	**13.3**	Ensure Transport Asset Management Plans support the needs of cyclists and prioritise maintenance of key cycle routes and other infrastructure	BBC/ BoP/ DCC	