

Local Transport Plan

Policy Document 2 - Cycle

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Category	Transport Planning
Owner	Gloucestershire County Council
Target Audience	<p>Anyone wanting to find out about how the county council will manage public and community transport within Gloucestershire. This document specifically includes policies on:</p> <ul style="list-style-type: none">• Thinktravel• Community Health & Wellbeing• Gloucestershire's cycle network• Asset Management• Safety, Awareness and Confidence• Increasing levels of health and wellbeing

This strategy acts as guidance for anybody requiring information on how the county council will manage rail infrastructure and rail services in Gloucestershire up to 2041



Contents Amendment Record

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Issue	Revision	Description	Date	Signed

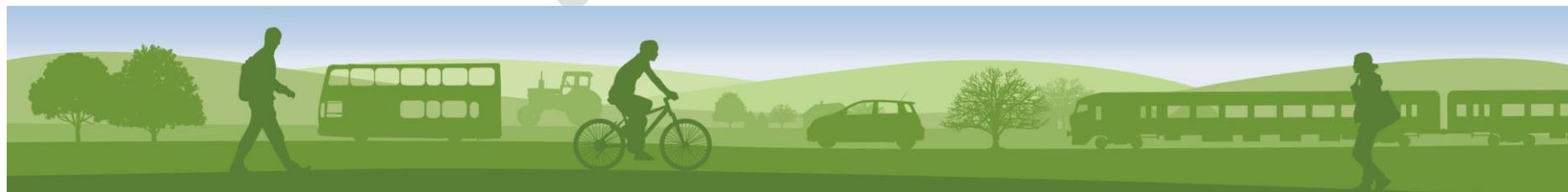
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1.0 Introduction

1.1 Introduction

- 1.1 Cycling supports each of the overarching economic, social, environmental and health objectives of the LTP. It can also provide a highly inclusive mode of transport across all abilities and ages. Economic benefits can be achieved with high benefit: cost ratios, as cycle schemes help meet cost savings through more efficient use of the highway network, and a cascade of knock-on health, environmental and economic benefits.
- 1.2 As part of the Government's National Cycling and Walking Investment Strategy, local authorities are encouraged to develop Local Cycling and Walking Infrastructure Plans (LCWIPs)¹. These plans should set out a prioritised long term investment strategy, which will deliver an increase in the number of cycling and walking journeys, with a particular focus on people who do not currently walk or cycle. GCC intends to produce a number of area-based LCWIPs, the first of which is for the Central Severn Vale area, covering Cheltenham and Gloucester (Figure D).
- 1.3 These LCWIPs will support the delivery of infrastructure supplementing the Countywide cycle desire lines identified in this

chapter. Whilst evidence indicates that dutch-type levels of investment could lead to 20-24% of all commute trips being made by cycle in Gloucestershire, areas targeted for investment will be those which may exhibit good levels of cycling now, but, importantly, which have the potential to harness increased cycle flows due to a high latent demand. The DfT Propensity to Cycle Tool reveals that the potential for cycling to increase mode share is particularly high in parts of Cheltenham and Gloucester and especially under a scenario where dutch levels of investment are applied.

Of course, real increases in cycling cannot be sustained through only investing in parts of the network where potential is high as people's cycle journeys are complex and mix using major cycle corridors with the fine grain of permeable neighbourhood networks. However, evidence shows that creating high quality spinal networks into which other networks mesh can recoup huge increases in cycle flows as a percentage of all modes.

Cycling investment should cater for people of all ages and abilities, including people who do not currently cycle. Gloucestershire's ['Thinktravel'](#) initiative aims to inform, educate and inspire people to make journeys in a smarter, more sustainable way, including cycling. The Overarching Strategy sets out the policy on Influencing Travel Behaviour (PD 0.5).

¹ LCWIP - <https://www.goucestershire.gov.uk/transport/goucestershires-local-transport-plan-2015-2031/local-cycling-and-walking-infrastructure-plans/>



1.5 Land use planning also has a major bearing on both the need to travel and how people choose to travel. As set out in the Overarching Strategy (see **LTP PD 0.2**), integrating new development therefore provides an excellent opportunity to

create better cycling opportunities and travel practices by overcoming barriers and improving connectivity.

Table A outlines the expected outcomes of the Cycling Policy Document and linkages to the overarching LTP objectives.

Table A – Expected outcomes from Cycling Policy Document

Objective	Expected Outcomes
Protect and enhance the natural and built environment	<ul style="list-style-type: none"> Reduced transport derived carbon emissions A reduction in solo car use, and an increased uptake of sustainable transport modes (walking, cycling and public transport) Transport schemes are designed to reduce the adverse impact of transport on Gloucestershire's high quality natural, built and historic environments
Support sustainable economic growth	<ul style="list-style-type: none"> Gloucestershire is a place to do business and attract investment The transport network is reliable, fit for purpose and demonstrates value for money Increased journey time reliability A transport network resilient to extreme weather events A thriving tourist industry which benefits from ease of access to the county's natural, built and historic environmental assets

Enable safe and affordable community connectivity	<ul style="list-style-type: none"> Individuals benefit from economic prosperity and social benefits, such as access to employment, education and training An integrated transport network which provides genuine transport choices for people of all ages and abilities A transport network which provides individuals with the confidence that they are safe
Improve community health and wellbeing and promote equality of opportunity	<ul style="list-style-type: none"> Less car trips resulting in fewer journey delays Increased number of walking and cycling trips Improved air quality A healthy more active population (addressing obesity and associated conditions) Inclusive form of transport



2.0 Summary of Evidence Base

2.1 Research undertaken for the Department for Transport (DfT) into the value of cycling² sought to quantify the health, economic and environmental benefits of cycling. Some of the highlighted benefits are listed below. Furthermore, investment in walking and cycling seems to offer good returns. The low costs and significant benefits of walking and cycling schemes mean that they offer high benefit-cost ratios of up to 19:1³.

- Cycle friendly environments promote more physical activity in later life
- Children who cycle are more attentive and achieve better results in their education
- Well designed infrastructure facilities more cycling by a wide section of the community, including more women and people with disabilities
- A typical cycling city could be worth £377 million in healthcare cost savings
- Cycle parking delivers 5 times higher retail spend than the same area of car parking
- Compact town centres that are optimised for walking and cycling have 2.5 times higher retail spend per unit area than traditional towns



2.2

The 2011 Census records a greater percentage of cycle to work trips in Gloucestershire (5.3%), compared to the national average in England of 2.8%, as illustrated in **Figure A**. The share of cycle trips is particularly high in the Central Severn Vale and Tewkesbury Connecting Places Strategy (CPS) areas, where more cycle infrastructure is available. In Cheltenham cycle to work figures accounts for 7.2% of all journeys taken. Whilst wards, such as Tewkesbury Newtown, exhibit high cycle to work trip levels (over 9%). **Figure B** illustrates the county's cycling hotspots in red.

² Fiona Raje & Andrew Saffrey: The Value of Cycling (2016)

³ A. Davis, Value for Money: An Economic Assessment of Investment in Walking and Cycling (2010)



2.3 Much of the county's population is within reach of facilities, jobs and education by bike from the point of view of distance (up to 5km). Reducing physical or psychological barriers to cycling, and encouraging greater numbers to consider cycling, is fundamental to this policy document. The focus of investment in cycling during the LTP period will be in the more developed areas and especially where new development is to be allocated through local development plans.

2.4 Utility cycling (i.e. cycle trips with a purpose, such as for work or education) in rural areas is less likely to occur than in urban areas, which are more densely populated and where destinations are closer. Nevertheless, utility trips between communities and from rural areas into urban centres contribute to LTP objectives. Recreational cycling can benefit Gloucestershire's local economy especially in rural areas. Where practicable, opportunities will be taken to maximise the benefits of both utility and recreational cycling when delivering inter-urban measures such as elements of the National Cycle Network (NCN).

Figure A - Cycle to Work Levels across Gloucestershire (2011 Census)

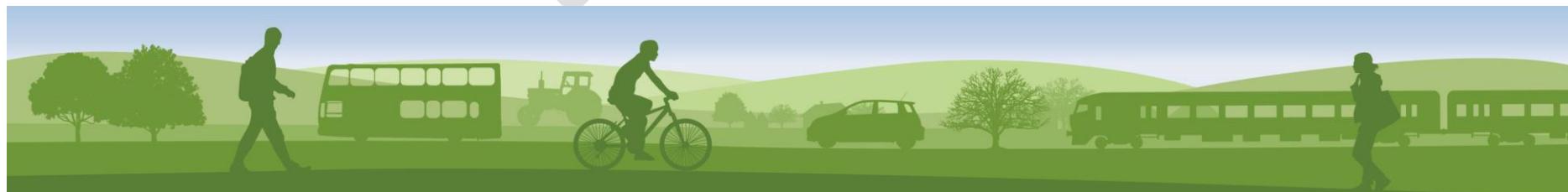
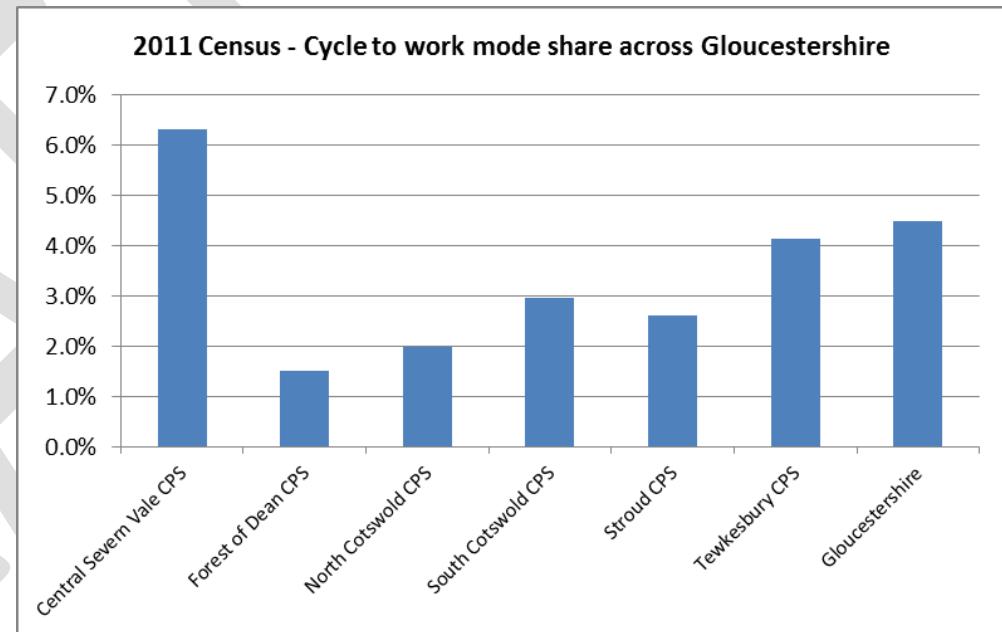
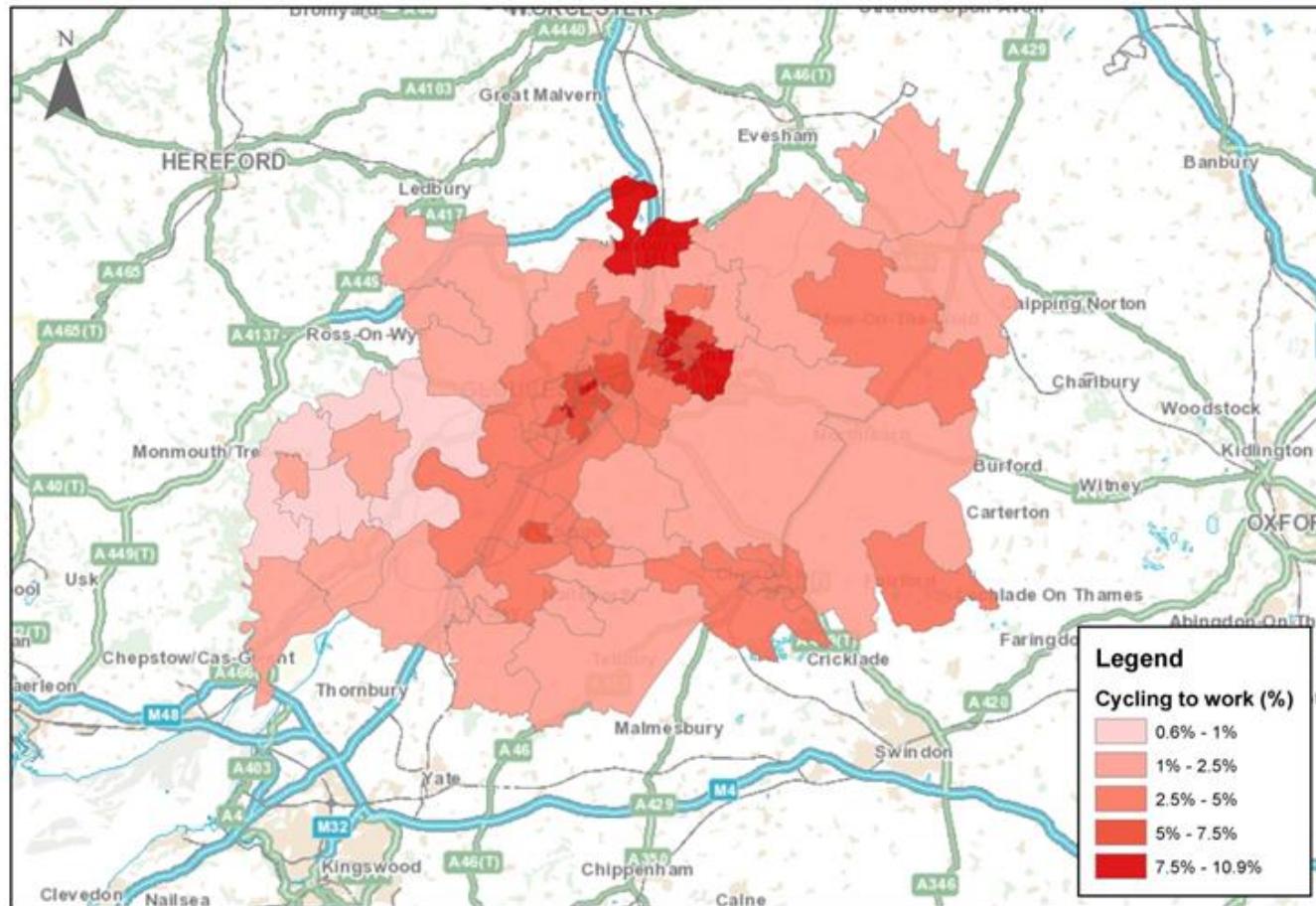


Figure B - Cycle to Work hotspots across Gloucestershire (2011 Census)



2.6 National government pilot programmes have demonstrated that growth in cycling can be achieved through focused investment in both infrastructure and 'soft' measures such as cycle-training. As an example, during the three-year Cycling Demonstration Towns programme⁴ cycling levels across the six towns within the trial showed an overall increase of 27% compared with their 2005 baselines⁵.

2.7 Given their inherent advantages of relatively flat, compact urban areas, Gloucester, Cheltenham and Tewkesbury could potentially achieve similar levels of growth, given sufficient support and funding (although it may be noted that they already exceed the cycling levels of some comparable towns). This would contribute to the capacity of the local transport network and accommodate increased transport demand generated by ambitious growth proposals through the Joint Core Strategy.

2.8 Gloucestershire has a track record for the successful delivery of behaviour change programmes, evidenced by the [Thinktravel](#) programme which, funded through the Government Local Sustainable Transport Fund (LSTF), delivered a range of successful projects between 2012-2017 in education, job centres, training providers, businesses, and in communities to encourage mode shift and reducing air pollution in Gloucestershire. It also made a

major difference to accessing education, employment and training:

- Bike IT Plus (Schools 2012-16) – 64% of pupils engaged in the project for over 2yrs travel actively to school, 5% reduction in pupils travelling to school by car⁶
- Journeys to Jobs (2016-17) – 400 people benefitted from bus & bike vouchers⁷
- Business Engagement (2016-17) – 50% of staff encouraged to cycle to work (West Cheltenham Business Survey)⁸
- [Thinktravel](#) CIC Toolkit (2016) – Legacy online toolkit for business, communities and schools
- [Thinktravel](#) website (ongoing) – Legacy online resource for all sustainable travel options

2.9

The study 'Changing Travel Behaviour Scoping Exercise', produced in 2013 as part of the Local Sustainable Transport Fund (LSTF) programme for Cheltenham and Gloucester, identified scope for increased cycling. In particular, it highlighted educated suburban families and young urbanites without cars as being those with the greatest propensity to change travel behaviour. Transport for London came to similar conclusions⁹.

⁶ Bike IT Plus Gloucestershire Final Report 2015-2016

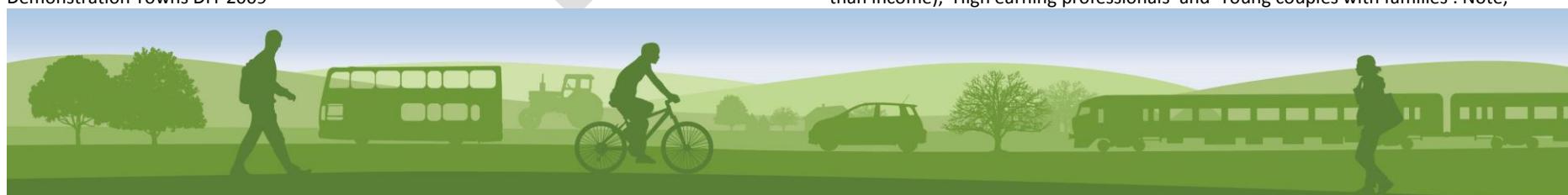
⁷ Gloucestershire's [Thinktravel](#) Smarter Choices Final Report 2017

⁸ Gloucestershire's [Thinktravel](#) Smarter Choices Final Report 2017

⁹ Analysis of Cycling Potential TfL 2010 identifies the segments with the greatest propensity to cycle as being 'Urban Living' (young, professional city dwellers who travel more than average but have low levels of car ownership, driven by lifestyle choice rather than income), 'High earning professionals' and 'Young couples with families'. Note,

⁴ Valuing increased cycling in the Cycling Demonstration Towns DfT and Cycling England 2009

⁵ Analysis and synthesis of evidence on the effects of investment in six Cycling Demonstration Towns DfT 2009



2.10 With cycling (including e-bikes and other low-carbon alternative) becoming more popular, there is an increasing opportunity for cycling to also appeal to harder to reach groups¹⁰. For example, people living in areas of Gloucestershire that are hilly, or those enjoying 'comfortable maturity' that belong to a group which can reap the greatest benefits in terms of health and independent living. Another important group is women; nationally, males are more likely to cycle to work than females (3.9% of male workers compared with 1.6% of female workers)¹¹. Targeting those less inclined to cycle can be as valuable as encouraging those who are more willing to cycle, and can be a key determinant of significant mode shift towards cycling and 'tipping points' (where a modest rise in cycling levels suddenly gathers pace).

2.11 Another approach, advocated by Cycling England, concentrates activities around 'hubs' with a focus on the three Ps: People, Place and Purpose. A hub need not be physical place devoted to cycling; it might be a programme that encourages cycling to school. The People are the students; the Place is their school; and the Purpose is health and more sustainable trips to school. Other

according to this study, young couples have little in common with the two other segments. This demonstrates the need to target interventions according to local needs¹⁰ "Frequent cyclists are typically white, male, between 25 and 44 on a higher than average income" – these groups, and people like them, still have a substantial potential for growth. But "much of the potential comes from women, ethnic minorities, younger and older people, and those on a lower income" TfL 2013

¹¹ Census 2011 – analysis of method of travel to work by gender

hubs could comprise workplaces, public transport interchanges, health programmes or shopping centres. In such ways, not only are the easy wins captured, but also those segments of the market that are more difficult to reach.

2.12 The benefits of cycling contribute to a reduced need for public expenditure directly, in terms of decongestion of the road network, and, indirectly, in terms of the costs to society of poor health and wellbeing due to sedentary lifestyles. This fundamentally supports not just transport demand management, but wider service demand management, especially in relation to social care. Cycling is key to preventative investment.

2.13 It is well recognised that the best opportunities to encourage cycling are at life stage changes, when new habits are formed. These include changing schools or jobs, issues affecting health and mobility, reduced access to a private car or moving to a new house. Travel Plans that frame these junctures in people's lives can aid changes in travel behaviour in favour of more sustainable modes such as cycling.

2.14 A previous LTP consultation revealed significant support for cycling in both urban and rural Gloucestershire. Issues highlighted included:

- Cycling is an important mode in Gloucestershire for existing and potential cyclists, as well as those who do not wish to cycle but understand its value to wider quality of life objectives



- There is significant support for segregated cycling provision. For example, 79% of women would like to see more protected cycle lanes even if this means less space for other road traffic¹². This may be seen as controversial as the presumption is in favour of providing for cyclists on carriageway with other traffic unless traffic volumes and speeds preclude this¹³. However, in the light of this response there needs to be closer consideration of the role of segregated cycling facilities, particularly in the vicinity of schools, colleges and land uses which may generate a high cycle trip demand. Gloucestershire County Council's Walking and Cycling Network Report (2018) highlights the growth in cycle use on segregated routes. For example, a 70% increase has been recorded on the Honeybourne Line in Cheltenham since 2010 and 24% along Metz Way in Gloucester.¹⁴
- Desire to see more integration between cycling and other modes to allow journey versatility and easier 'seamless trips'. This document picks this up with its proposal for local, integrated, interchange hubs contained in the Public & Community Transport Policy Document (PD1) Bike carriage on buses and trains should also be encouraged.

- In rural areas, there is significant potential for leisure and tourism cycling to benefit the local economy whilst having important spin off benefits for utility travel between the smaller settlements as the electric bike market grows. UK cycle retailer has forecast an increase of 30% in e-bike sales in 2020.¹⁵

70% Increase in cycling on key segregated route



3.0 Gloucestershire's Cycle Network

3.1 Summary

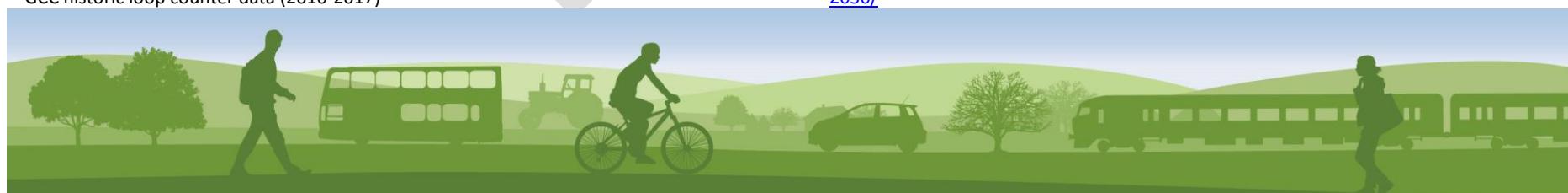
3.1.1 Cyclists are highway users and, when on the carriageway, they are traffic. It is important to recognise that the whole of the highway network, outside of parts of the Strategic Road Network managed by Highways England, is the cycle network. The reality

¹² Sustrans: Bike Life - Women: Reducing the gender gap (2018)

¹³ DfT Local Transport Note no. 2/08

¹⁴ GCC historic loop counter data (2010-2017)

¹⁵ <https://environmentjournal.online/articles/serious-growth-in-e-bike-sales-predicted-by-2050/>



however, is that some roads, junctions or roundabouts create barriers to cycling movement and deter higher levels of cycling. It is for this reason that the LTP seeks to create an established cycling network – not because cyclists should be confined to a network – but so that cycling movement can be enabled and promoted on all key desire lines, and especially where cycling is inhibited on the main transport movement corridors.

3.1.2 **Figure C** shows the county proposed strategic cycleway network of key cycle desire lines across the county. The aim is to link the main urban settlements and areas of housing and jobs growth through a combination of quiet ways and dedicated cycle facilities. Investment in cycle facilities will be targeted at these desire lines, with a view to complete sections of cycleway as opportunities arise and funding becomes available.

3.1.3 The priority section will be the Central Severn Vale from Bishops Cleeve to Gloucester. This serves the main population centres, where cycling levels are highest and links the main growth sites. The route also takes advantage of new links planned between Bishops Cleeve and Cheltenham Racecourse, the Highways England scheme along the A40 corridor and towpath improvements along the Gloucester and Sharpness Canal.

3.1.4 In addition to connecting the strategic county cycleway desire lines, the Local Cycling and Walking Infrastructure Plans (LCWIP) has developed cycle network maps for Cheltenham and Gloucester that set out; the strategic desire lines, the primary and

secondary network (see **Figure D**). This is the starting point of a rolling programme of cycle route assessments for the county. This will help to meet the county's carbon and health objectives.

3.1.5 Barriers to higher levels of cycling can be varied and complex; they may reflect physical barriers on the network or factors around safety, navigability or signing (for example). To understand this better the county council completed the 'Barriers to Cycling Study' (2014/15) identifying barriers across urban and some parts of the rural areas. This captured insights from local cyclists and culminated in a list of prioritised infrastructure investments¹⁶.

3.1.6 The Barriers to Cycling Study also revealed support for segregated (off-carriageway) cycling provision, citing lack of off-road infrastructure as the most prevalent barrier to cycling, and improving provision for cyclists in rural areas. The information has framed cycle network priorities (the key corridors). It helped reveal which strategic gaps should be addressed, in order to create an effective cycle network. Similarly, Sustrans noted busy traffic in Gloucester, indirect routing between Gloucester and Cheltenham and the incomplete route with varying path widths

¹⁶ The study identified priorities for improved cycling infrastructure on six corridors: Cheltenham: Centre to A40 east and to A435 south corridor; Lydney: central area barriers; Stroud: central area barriers; Tewkesbury - A38/A438 junction to A38 south corridor to east of town; Gloucester: Outer ring road network linking Walls roundabout to Cole Avenue; Cirencester: A429 (south west) corridor and A417 (east corridor).



beside the A40 in Cheltenham as part of its National Cycle Network Review in 2018.

3.1.9 As part of the development of the Local Cycling and Walking Infrastructure Plan (LCWIP) for Cheltenham and Gloucester, a number of proposals for improved cycling infrastructure have been identified and assessed, including the proposed cycle improvements either end of the Highways England cycle scheme between GCHQ, Cheltenham and Gloucester city centre. The LCWIP proposals then link the Highways England scheme to the canal towpath adjacent to the A430.

3.1.10 Additional external funding will be sought for the schemes identified in the LCWIP process and strategic cycle schemes, such as the Bishop's Cleeve to Cheltenham cycle route improvements (**Figure C**). Other cycle schemes will be brought forward during the LTP plan period, as more priorities are agreed and opportunities arise through development or through the availability of funding for cycle infrastructure.

3.1.11 In providing new or upgraded cycle infrastructure there are a wide range of approaches which will reflect site and route specific conditions and opportunities. The DfT Cycling 'Hierarchy of Provision' (DfT Local Transport Note 2/08) advises that cyclists, as traffic, should first and foremost be on the highway and that means of slowing or reducing motorised flows should be considered before cyclists are directed to use on or off carriageway facilities. However, in its 2018 Inclusive Transport Strategy¹⁷ the DfT commits to reviewing the Local Transport Note 2/08. In addition, consultation for previous studies undertaken by GCC, reveal a high level of support for high quality shared use facilities where they confer real advantage to the cyclists (as well as removing them from roads shared with motorised traffic). There may be a need for a dual network, particularly in the vicinity of schools, colleges, major employment sites and population centres. This is relevant in the town of Tewkesbury, where cyclists can use both carriageway and segregated facilities for continuous and connected sections of route.

3.1.12 A blanket approach cannot be applied; for example, a key concept is 'invisible infrastructure' where, through careful street space design and management, there is no requirement for heavily engineered cycle-specific infrastructure. Cycle friendly streets, free of cycle specific infrastructure, can be interspersed with route segments which correspond with cycle lanes (on / off road), signage, cyclist priorities at lights, segregated routes, bus lanes, controlled crossing points and grade separated crossings. The end result needs to be a coherent network of good quality routes, which should help to make cycling more convenient and safe, such that it is a more attractive mode, inclusive for all.

¹⁷https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/728547/inclusive-transport-strategy.pdf

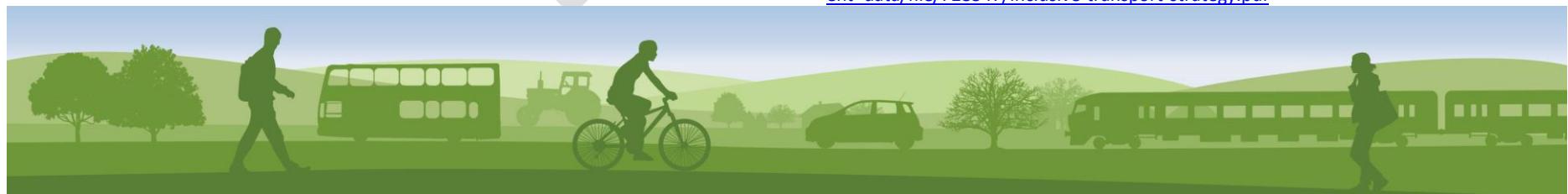


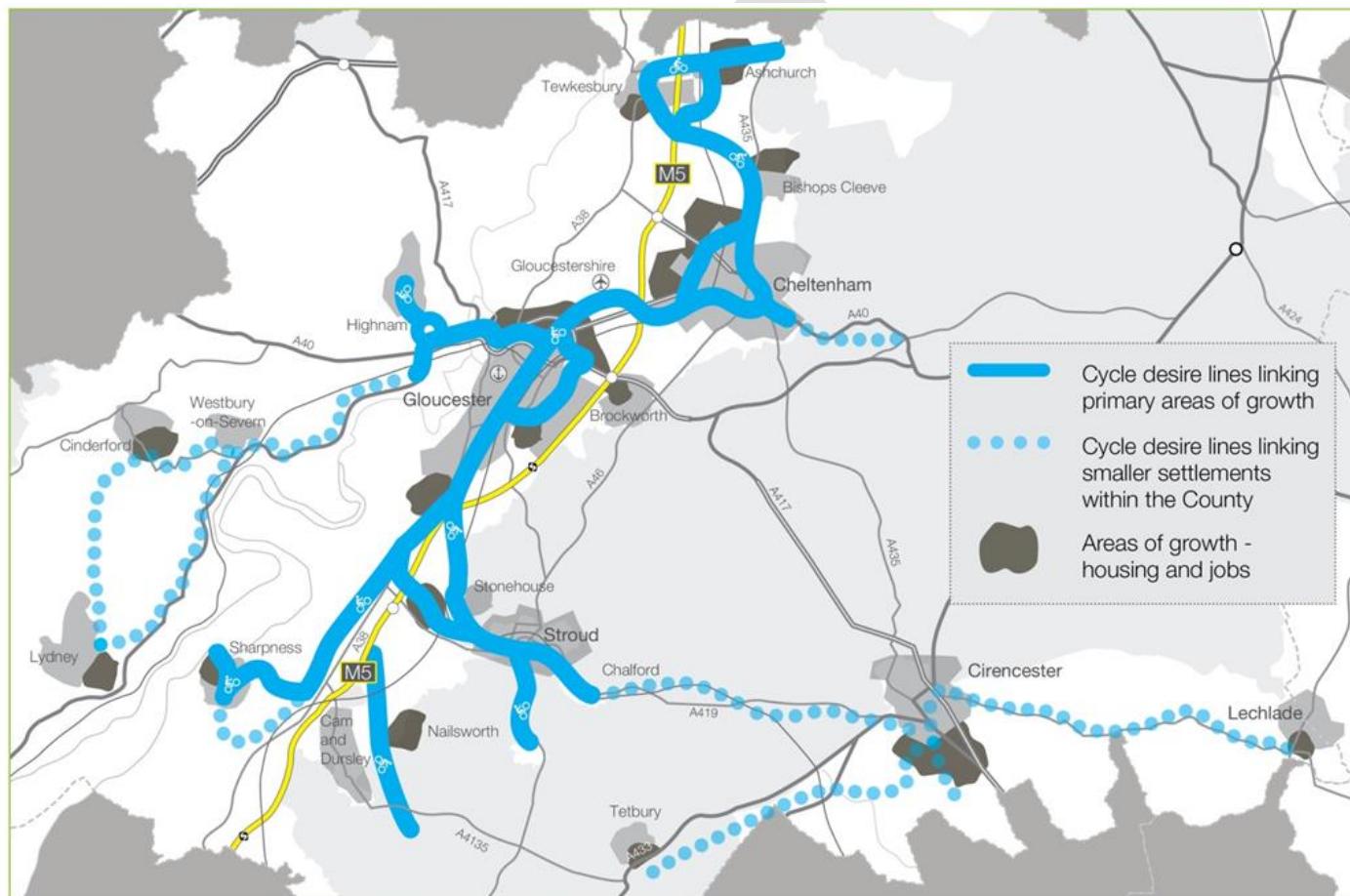
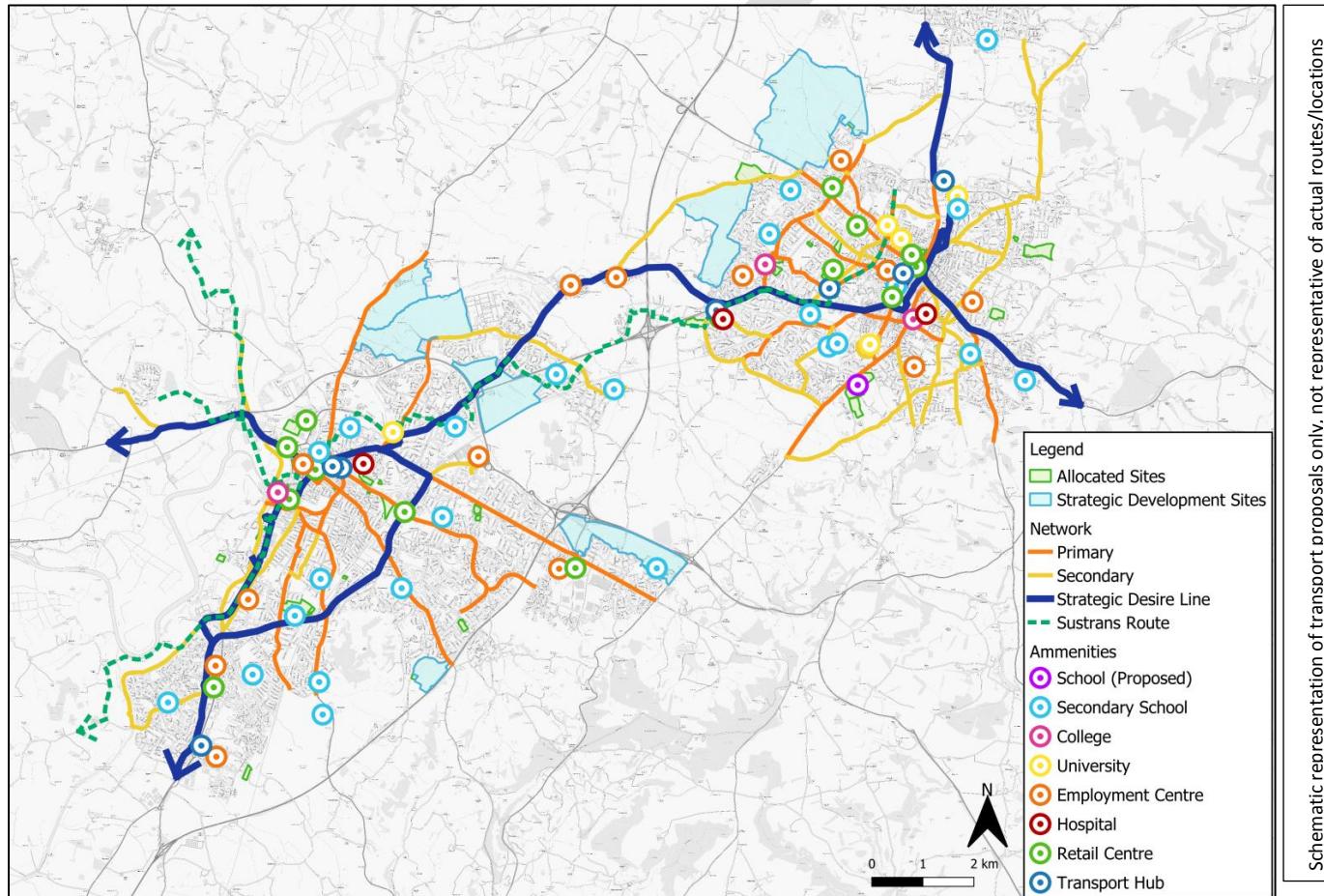
Figure C – Countywide Strategic Cycleway**Network (desire lines)**

Figure D – LCWIP Cycle Network Map for Cheltenham & Gloucester

3.1.13 In developing cycle networks and infrastructure the following principles will be adopted (**Figure E**). This is taken from government guidance on developing LCWIPs¹⁸.

Figure E – Principles of Cycle Network & Infrastructure Guidelines (DfT LTN2/08)

Coherent 	The network should be coherent, it must link all the places cyclists want to start and finish their journeys with a route quality that is consistent and easy to navigate. Abrupt changes in the level of provision for cyclists will mean that an otherwise serviceable route becomes disjointed and unusable by the majority of potential users.
Direct 	Routes for cyclists should be direct and fast from origin to destination, at least as direct and preferably more direct than those available for motor vehicles, in order to make cycling preferable to driving.
Safe 	Cycle networks should improve cyclists safety and provide a safe environment to cycle on and through. Consideration should be given to reducing the speeds of motor vehicles to acceptable levels, particularly when cyclists are expected to share the carriageway. The need for cyclists to come into close proximity and conflict with motor traffic should be removed, particularly at junctions where the majority of incidents occur.
Comfortable 	Smooth surfaces, with minimal stopping and starting, without the need to ascend or descend steep gradients and which present few conflicts with other users, creates comfortable conditions that are more conducive to cycling. The presence of high speed, high volume motor traffic affects both the safety and the comfort of the user.
Attractive 	Cyclists are more aware of the environment they are moving through than people in cars or other motor vehicles. The attractiveness of the route itself will affect whether users choose to use it.

¹⁸ www.gov.uk/government/publications/local-cycling-and-walking-infrastructure-plans-technical-guidance-and-tools



3.2 Policy LTP PD 2.1 Gloucestershire's Cycle Network

LTP PD 2.1 – Gloucestershire's Cycle Network

GCC will deliver a high quality coherent, direct, safe, comfortable and attractive cycle network by improving cycle routes and reinforcing quiet highway connectivity.

GCC will do this by implementing the following policy proposals:

- Promote Gloucestershire's cycle network through Thinktravel.
- Work with delivery partners, other agencies, and community stakeholders to identify and remove barriers (physical and psychological) and enhance to cycling.
- Improve cycle links between and within settlements throughout Gloucestershire.
- Focus investment in cycling in more developed areas and especially where new development is planned where the propensity is greatest.
- Recognise the role and function of the existing quiet lane network and seek to expand this where possible to provide safe cycle linkages.
- Ensure developers assess the needs of all pedestrians and cyclists within their development design and any improvements associated with the development.
- Ensure all cycle infrastructure will meet approved design standards; for example Manual for Streets (MfS), LCWIP and emerging DfT cycle design guidance and best practice, e, as well as addressing the needs of those with mobility impairments.

- Ensure cycle routes are safe and form a continuous accessible network accessing town centres, residential areas, employment areas, and routes to schools.
- Ensure all schemes on the local highway network will be subject to appropriate context reports and audits (including the Countywide Cycleway, LCWIPs, green infrastructure pledge, road safety, non-motorised users, walking, cycling and quality audits) before design approval
- Support the development and promotion of the leisure cycle network and Public Rights of Way network in order to encourage greater use, linking both communities and leisure attractions, including findings from the latest National Cycle Network Review.
- Work in partnership with communities in identifying local transport needs and solutions (such as through Parish and Neighbourhood Plans, Travel Plans, JCS, health & wellbeing strategies and plans).
- Work with district and borough councils to ensure that new development is well connected to the existing transport network and walk, cycle and mobility friendly.
- Ensure development sites connect to the strategic and LCWIP desire lines
- Consider all overarching and mode policies need to be taken into account alongside this policy.



3.3 Expected Policy Outcomes

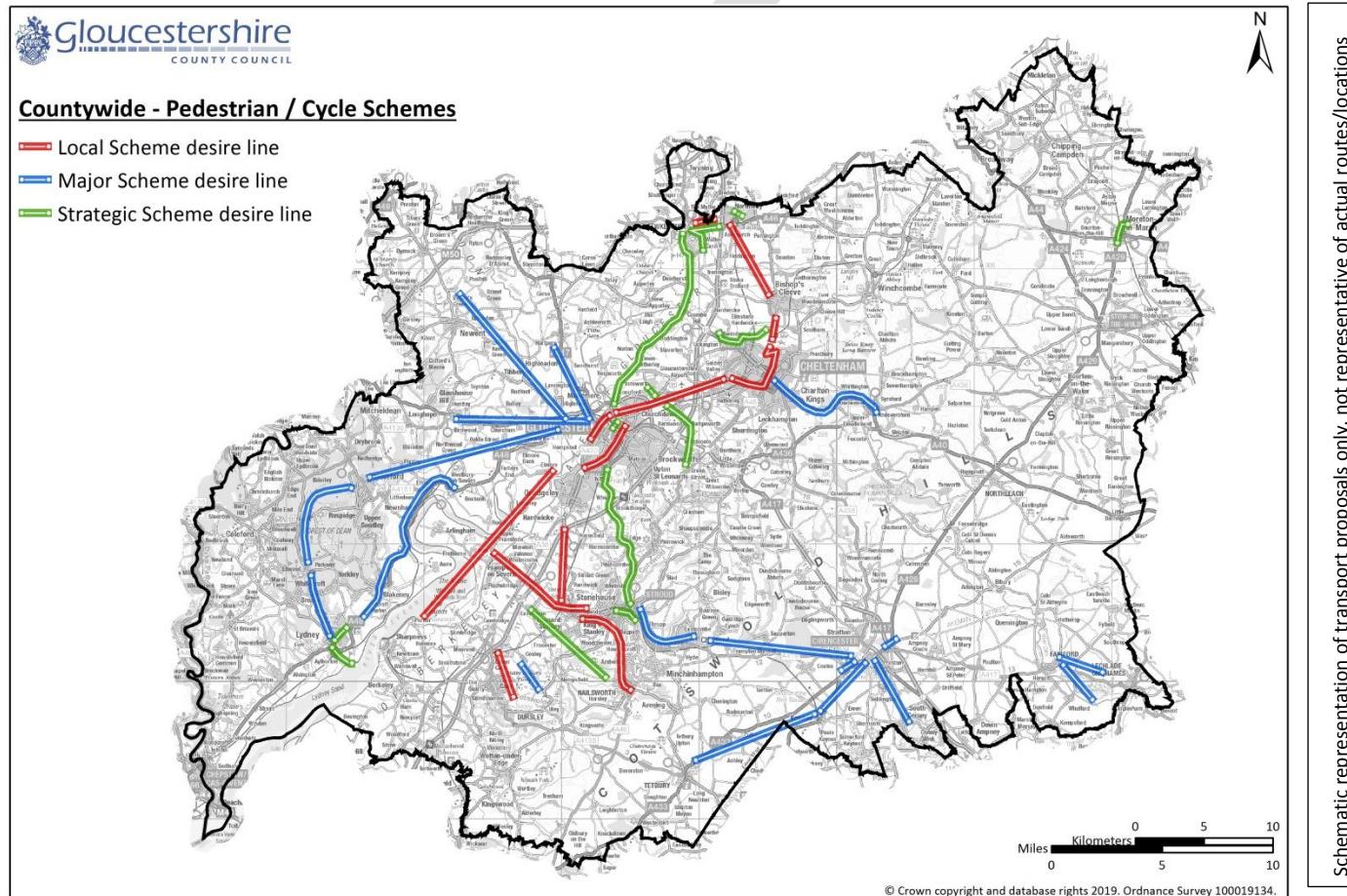
- 3.3.1 This policy will seek to improve the cycle network by
 - Utilising opportunities as they arise
 - Responding to safety requirements
 - Identifying and addressing barriers to cycle movement
- 3.3.2 The implementation of this policy will focus on the delivery of physical infrastructure providing more segregated routes for

cyclists, together with 'soft' measures to promote cycling as a feasible and attractive mode of travel. A key policy outcome will be greater connectivity within and between communities at reduced social and economic cost, including improved access to schools and employers.

- 3.3.3 The priorities for further developing a functioning cycle network are demonstrated in **Figure F** and listed in the **Delivery** chapter



Figure F – Gloucestershire Cycle Scheme Priorities



4.0 Cycle Asset Management

4.1 Summary

4.1.1 The maintenance of the carriageway and segregated cycle routes contributes to cycle safety. Cyclists are disproportionately affected by debris in the gutters, where they may need to take up their road position, and the prevalence of potholes, which can present serious safety risks. Similarly, issues of standing water and surfacing materials all impact directly on cyclists. Not only are cyclists interested in the maintenance of the highway asset, they will be affected by the maintenance schedule that is applied to the main, secondary and tertiary transport networks.

4.1.2 The maintenance of the cycle network is dependent on various factors. As the network consists of highway, shared use footways and bridleways, as well as bespoke cycle routes, it needs a co-ordinated approach to maintenance across all these assets. Developing an asset management plan only for bespoke routes would have little value (although these do need to be maintained and footway and cycle track lifecycle planning needs to be considered). Some of the best and most frequently-used cycle routes do not include much, if any, cycle infrastructure. This is because they offer quiet, direct, cycle-friendly conditions through what is sometimes called 'invisible infrastructure' or simply through traffic-restricted side streets.





4.2 Policy LTP PD 2.2 Cycle Asset Management

LTP PD 2.2 Cycle Asset Management

GCC will manage cycle infrastructure in line with the Highways Asset Management Framework and other guidance or policies such as the Codes of Practice for Well Managed Highway Infrastructure.

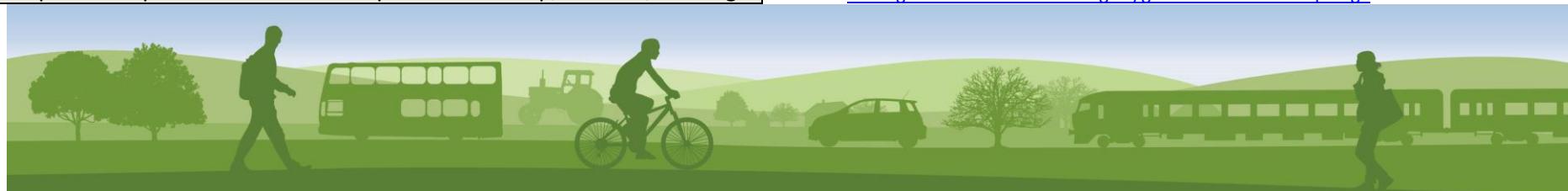
GCC will do this by implementing the following policy proposals:

- Work with the Highways Maintenance supplier to deliver the works and services outlined in the Transport Asset Management Framework.
- Manage the street lighting network to minimise environmental impact without compromising on road safety and personal security.
- Continue to deliver the GCC 'Highways Local Initiative' where local members (county councillors) can prioritise the delivery of highway services that deliver cycle improvements measures for the community.
- Ensure promoters of new transport schemes comply with the Enhanced Materials Policy (MFGS) whereby appropriate materials are specified and the full costs of implementation and future maintenance are factored into the scheme budget.
- Regularly review the winter maintenance and vegetation clearance procedures and policies and in line with the Gloucestershire Highways Biodiversity Guidance or subsequent guidance.
- Work with partners to maximise investment in the county's cycle network as funding opportunities arise. This will include working in partnership with the Local Enterprise Partnership, district / borough

councils, Parish and Town Councils, developers, Sustrans, Gloucestershire Local Nature Partnership, Highways England, and Department for Transport.

- Follow green infrastructure principles in the design, maintenance and operation of cycling infrastructure as set out in the Gloucestershire Green Infrastructure Pledge.¹⁹
- Deliver cycle path maintenance works outlined in the Transport Asset Management Framework.
- Ensure development sites contribute towards the improvement of the strategic and LCWIP desire lines.
- Consider all overarching and mode policies need to be taken into account alongside this policy.

¹⁹ www.glosnature.org.uk/green-infrastructure-pledge



4.3 Expected Policy Outcomes

- 4.3.1 The implementation of this policy will result in well maintained infrastructure, which offers significant and sometimes disproportionate benefit to cyclists. The above policies ensure that the factors affecting cyclist comfort and safety are addressed through LTP policy and the Transport Asset Management Framework.
- 4.3.2 The priorities for maintaining a functioning cycle network and cycle access improvements will be prioritised in line with GCC's highway maintenance programme.

5.0 Active Travel: Safety, Awareness and Confidence

5.1 Summary

- 5.1.1 Cyclists may use the public highway, designated shared use paths and bridleways. However, due to perceptions, habits and genuine concerns many people are deterred from cycling.
- 5.1.2 About half the households in England own bicycles, but a much smaller proportion of households use them. Less than 2% of commuters (nationally) and 4.5% (in Gloucestershire) cycle to

work²⁰. For cycling to be a credible alternative to other modes, better awareness is needed alongside physical infrastructure improvements. The Marketing Cycling Handbook²¹ makes this point well:

"It's easy to think of persuasive arguments in favour of cycling. The challenge is communicating them effectively to the people who are most likely to try it for themselves. That means thinking, and taking action, at a local level".

- 5.1.3 There is a groundswell of evidence that shows that marketing and promotion increase levels of cycling. The LTP aims to increase the mode share of cycling with carefully targeted marketing and promotion, continuing under the [Thinktravel](#) banner that was established through the LSTF programme.



²⁰ National Census 2011

²¹ Marketing Cycling Handbook, National Cycling Strategy Board, 2004



5.1.4 It is also necessary to address people's safety concerns. Those who already cycle, or who are contemplating cycling for some of their trips, need to both feel safe and be safe. This can be supported through direct cycle and driver training and promotional material which emphasises behaviours and actions to promote safety.

5.1.5 Evidence indicates that there can be safety in numbers. The more cyclists that are present on the network, the more motorists anticipate them and adjust their speed²². Cycling casualties are now around a third less than the 1994-98 average. At the same time, more people are cycling, with an increase of more than 10% since 2007-2008. If a cyclist is trained and behaves assertively their risk of injury reduces further. The LTP supports the provision of cycle training for both children and adults, including school and workplace training.

5.1.6 Children generally want to cycle²³. They are known to prefer to walk and cycle to school than be driven by their parents. Studies have shown that nationally only 2% cycle to school whilst 50% would like to²⁴. It is estimated that by 2050 with current trends,

70% of children will be obese²⁵. Encouraging active travel by walking and cycling to school is one way of tackling this challenge.

5.1.7 Training school children to cycle safely will enable them to gain personal mobility and independence, improve physical and mental health and their social skills. It will help to embed cycling as 'normal' behaviour in later life. Adults too can benefit from cycle training. Offering suitable training as part of a workplace travel plan may encourage employees to cycle to work. Cycle training schemes are available to all primary and secondary schools in the county. They can also be directly booked for any adults or children. Training is provided to the national Bikeability standard.

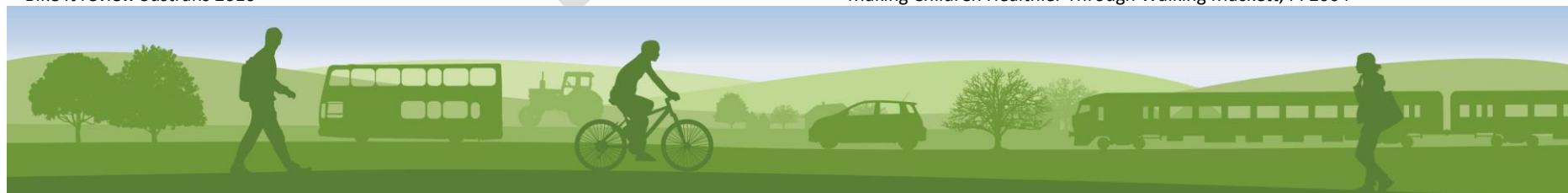
5.1.8 Recent cooperation between Gloucestershire Police and GCC road safety team has included Operation Close Pass (persuading drivers to give cyclists room when passing), and speed awareness and enforcement campaigns.

²² Strategic Environmental Assessment Environmental Report for Gloucestershire's Third Local Transport Plan 2011-26 Appendix D: Effects on Human Health January 2011

²³ Nearly half of children surveyed by Sustrans in 2010 wanted to cycle to school but only 4% were allowed to.

²⁴ Bike It review Sustrans 2010

²⁵ Making Children Healthier Through Walking Mackett, P. 2004



5.2 Policy LTP PD 2.3 Active Travel: Safety, Awareness and Confidence

LTP PD 2.3 Active Travel: Safety, Awareness and Confidence

GCC will contribute towards better safety, security, health and thereby longer life expectancy by reducing the risk of death, injury or illness arising from journeys travelling by bike and other forms of transport. This will be provided by working with partners to improve personal safety perceptions of using the transport network services and promote the use of inclusive public transport and active travel options to contribute to enjoyment and psychological wellbeing.

GCC will do this by implementing the following policy proposals:

- Ensure a co-ordinated approach to road safety with partners that include proactive highway design guidance, delivery of reactive engineering solutions to highway issues, delivery of educational or campaign materials and support to assist in the monitoring and enforcement of traffic regulations.
- Reduce the rate of pedestrian and cycle casualties within Gloucestershire by providing an environment that reduces both actual and perceived risk to personal safety and enable more people to walk, cycle and be mobile everyday. The choice to walk and cycle is strongly influenced by the urban setting, for example in terms of available

inclusive infrastructure, aesthetics and perceived safety.

- Deliver cycle path maintenance works outlined in the Transport Asset Management Framework.
- Developers identify, protect and exploit opportunities for cycle mode use through applying design principles including 'invisible infrastructure' whereby the spatial grain and layout invites slow speeds and direct route priority for active travel over other modes.
- Recommend the use of designated cycle routes where they provide attractive and safe alternatives to routes carrying high volumes of motorised traffic.
- Ensure children, young people and adults are equipped with knowledge, skills and training to become more confident cyclists.
- Work collaboratively with Gloucestershire Police, agencies and campaign groups to target young drivers, motorcyclists, distraction and alcohol and drug related driving in education programmes.
- Support communities to deliver local speed campaigns through the Safer Community Teams.
- Introduce speed limits in accordance with the current national guidelines and prioritise them based on available evidence, including 20mph zones.
- Investigate community based vehicle restriction zones that will benefit communities and protect vulnerable highway users from a safety and health perspective, during peak congestion periods.
- Consider all overarching and mode policies need to be taken into account alongside this policy.



5.3 Expected Policy Outcomes

5.3.1 The outcome of this policy will be to identify and address the factors that improve cycle safety, ranging from the design of hard infrastructure to marketing active travel modes. The use of training, promotions, and information will encourage people to improve their cycling (and driving) skills whilst making an informed choice about risk.

5.3.2 The main opportunities to improve cycle safety include:

- Bikeability in schools
- Workplace Travel Plans
- Station Travel Plans
- Personalised Travel Plans for new developments
- [Thinktravel](#) branded safety campaigns
- Reduced speed limits
- Joint safety campaigns with Gloucestershire Police

The policies set out in this document will be delivered through the implementation of the associated proposals and, subject to funding, the schemes identified in the Connecting Places Strategies. The scheme priorities are also set out in a separate Delivery chapter addressing funding, monitoring, governance and review.

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