



Lancashire Cycling and Walking Strategy, 2016–2026

Document No. | 4

August 2016



Lancashire Cycling and Walking Strategy

Project No: B2237519
 Document Title: Cycling and Walking Strategy, 2016-2026
 Document No.: 4
 Revision: v1.3
 Date: 02 August 2016
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 Project Manager: John Davies
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 File Name: \\europe.jacobs.com\sale\Projects\Transport\Projects\B2237519 - Lancashire CWS\5. Project Work\A. Reporting\Strategy\Lancashire Cycling and Walking Strategy v1.3.docx

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Document history and status

Revision	Date	Description	By	Review	Approved
V 0.1	21/4/2016	Draft for comment	JD	DW	SQ
V 1.0	5/5/2016	Draft for comment	JD	SQ	SQ
V 1.2	18/07/2016	Revised Document	JD	AC	AC
V 1.3	02/08/2016	Revised Document	JD	AC	JD

Contents

Introduction	1
1. The Case for Investing in Cycling and Walking in Lancashire	2
2. Strategy Themes	3
3. Place	4
4. People	6
5. Promotion	8
6. Policy	10
7. Monitoring, Evaluation and Targets	12
8. Governance	14
9. Funding	15
References	17

Introduction

Lancashire has an enviable range of natural environments including coastal areas, rolling green hills and uplands in the east of the county, in addition to a rich historical and cultural offer. There are already a range of high quality walking and cycling routes which offer excellent access to these stunning environments, historic urban centres and our cultural attractions. Few areas in the UK can match this combined offer of high quality setting and active travel assets.

Centres of Excellence

From recreational trails such as the Bay Cycle Way, everyday urban networks including the Guildwheel and dedicated hubs such as Witton Park, we have many Centres of Excellence. We aim to become the premier walking and cycling location in the UK and key to our approach is developing and maintaining our Centres of Excellence across the County. We aim to develop these into nationally significant beacons of best practice and establish new centres, building on previous successes. These centres of excellence will encourage local residents and visitors alike to walk and cycle, offering the routes, facilities and support for people to travel actively, whatever their journey purpose.

Why Invest?

This strategy is built around four drivers that underpin the need for investment within the County; namely Economy, Health and Wellbeing, Community and Environment. We understand the value these networks bring to the local economy and the strong potential to support further growth across Lancashire Local Enterprise Partnership's 'Arc of Prosperity'. It is also clear that there are significant differences in levels of physical inactivity within Lancashire and as result the health and wellbeing of the local population, with some areas falling significantly below the national and Lancashire average. Communities in these areas also experience issues in accessing education, training and employment due to low incomes and low levels of car ownership. As Lancastrians we are rightly proud of our environment and increased walking and cycling can reduce carbon emissions, improve local air quality and make our public spaces more welcoming and attractive. Walking and cycling will play an important role in meeting these future challenges.

Our Vision

This strategy details an ambitious vision between 2016-2026 to develop our walking and cycling offer over the next 10 years, building on an already strong base position. It recognises the fundamental role that active travel plays in our everyday lives, and the contribution this can make to meeting the key government objectives of economic growth, improving health and wellbeing, and tackling climate change.

Our vision is simple: ***'More people walking and cycling for every day and leisure journeys in Lancashire'***.

The principal targets below present an ambitious and unequivocal statement of intent for long term change in Lancashire:

- Doubling the number of people cycling by 2026;
- Increasing the number of people walking by 10% by 2026 with a focus on increasing the percentage of aged children 5 – 10 usually walking to school; and
- Bring levels of physical activity in all districts to at least the annual national average by 2026.

1. The Case for Investing in Cycling and Walking in Lancashire

Economy

£££ For every £1 invested in the East Lancashire Strategic Cycleway Network project there will be £2.80 gained in benefits¹

£££ The amount spent annually by people on day visits that specifically come to walk and cycle in Lancashire is £39m and £10m respectively^{iv}



Attractive urban areas which encourage walking and cycling can boost local economic activity through a 24% increase in retail sales²



Cycling uses a third of road space compared to driving, helping reducing congestion²

Jobseekers in England and Wales are..... **3x**

.....more likely to live in a no-car household than employed people²



Promoting active travel in the workplace can reduce absenteeism by up to 20%, whilst boosting productivity⁴

Approximately 23,000 people are employed directly in cycle sales, distribution and the maintenance of cycling infrastructure in the UK¹⁰

£11bn

Annual cost of congestion in English urban areas³

The Tour of Britain added £2.1m to the local economy; 25% of the 180,000 spectators came from outside the North West¹¹



Health & Wellbeing

Better walking and cycling routes can improve safety and reduce casualties amongst pedestrians and cyclists

137

Pedestrians killed or seriously injured in Lancashire in 2014⁷

119

Cyclists killed or seriously injured in Lancashire in 2014⁷

Increasing levels of active travel can address health issues caused by physical inactivity. Areas shaded below have levels of physical activity lower than the national average⁶



→ **858**

Estimated preventable deaths resulting from physical inactivity in Lancashire⁵

→

23% of the adult population in Lancashire are obese⁵.

Environment & Community



Urban environments which are less car dominated are more vibrant and attract people to live, work and shop



There are 2 areas of outstanding natural beauty in Lancashire, covering over 800 sq km, with a variety of stunning walks and cycle routes

Active travel can improve air quality

There are 27 Air Quality Management Areas in which national air quality objectives are not met⁹



Active travel can reduce CO2 emissions

10.1

Million tonnes of CO2 emitted in 2013⁸

2. Strategy Themes

Our framework of **Policy, Place, People** and **Promotion** are mutually reinforcing themes which will provide an integrated plan to achieving our ambitious vision. A key strand which runs through this strategy is developing our '**Centres of Excellence**', demonstrating our commitment to delivering high quality and best practice infrastructure, facilities and support for walking and cycling.

There are many links between strategy themes and coordinated investment is needed to make walking and cycling in Lancashire the natural choice, particularly for shorter journeys. An example of this will be developing high quality walking and cycling networks and promoting this infrastructure alongside providing practical support for people to travel actively. Monitoring and evaluation of investment will enable lessons to be learned and help build a strong business case for future projects.

Major elements of these themes are already in place and this strategy will set out in turn:

- Our approach to developing these priority themes in Lancashire;
- Monitoring, evaluation and targets ;
- Governance; and
- Funding.



3. Place

Developing our Centres of Excellence

Lancashire has a range of impressive natural environments in addition to a rich historical and cultural offer. There are numerous active travel 'Centres of Excellence' across Lancashire including high quality recreational routes, everyday routes walking and cycling networks, hubs and facilities. High quality recreational routes include the Bay Cycle Way and the 137 mile Coast Path, whilst there is a strong base of urban networks for commuting and other everyday walking and cycling journeys in Lancaster, Preston, Blackpool, East Lancashire and Blackburn with Darwen. Key hubs providing support and facilities include Witton Park in Blackburn and the Steven Burke Sports Hub in Pendle. In total there are 10 locations where designated mountain bike trails are available including red and black runs. The Adrenaline Gateway at Rossendale hosts championship cycling events and facilities at Rivington Country Park near Chorley were the venue for the 2002 Commonwealth Games outdoor cycling events.

Connectivity and Supporting Economic Growth

However there are gaps in this network and we need to strengthen, expand and maintain our Centres of Excellence. To achieve a step change in the levels of people walking and cycling, a comprehensive and joined up network which provides connectivity is needed. This network will provide safe routes between homes, schools, workplaces, transport interchanges, services and attractions for leisure and everyday journeys.

The Lancashire Strategic Economic Plan and local authority/district Local Plans outline ambitious levels of growth in housing and jobs across Lancashire, particularly within the 'arc of prosperity' which broadly aligns with the walking and cycling networks in East Lancashire, Blackburn with Darwen, Central Lancashire, Blackpool and Lancaster. New development will be integrated into walking and cycling networks and active travel will play a key role in unlocking growth sites through releasing highway capacity and providing affordable and healthy travel options. On average, a cycle uses only one third of the road space taken up by a car, thereby reducing congestion or providing capacity to accommodate some additional journeys created by new development.

High Quality Networks and Places

The importance of high quality 'Place' is key to developing walking and cycling networks in our historic towns, cities, and inspiring natural environment. Walkers and cyclists will have a sense of belonging and our places will contribute to the overall journey experience whether for commuting, leisure or other everyday journey purposes. Vibrant and attractive spaces provide improved accessibility and permeability for walking and cycling. They also attract people to live, work and shop in our towns and cities, providing a vital boost to the local economy.

Walking and cycling networks will be high quality and consistent with the following principles:

- **Cohesion:** People must be able to get from origins to destinations via routes of consistent quality;
- **Directness:** Connections must be as direct as possible in terms of distance and time;

Centre of Excellence – The Bay Cycle Way

The Bay Cycle Way is a relatively flat 130km cycle route from Glasson Dock in Lancashire, stretching around Morecambe Bay into Cumbria. It is a new high quality National Cycle Network route, all set against some of the country's finest landscape and historical/cultural attractions. The route provides opportunities for families, long distance touring cyclists and commuters (particularly in the Morecambe and Lancaster areas). There are also numerous interchange opportunities with rail at Lancaster, Morecambe, Carnforth, and Silverdale.

The Bay Cycle Way won the 'best visitor experience award' in the Lancashire tourism awards in 2015. The project was also highly commended at the 2016 Visit England awards for excellence in tourism.



- **Safety:** Routes should be safe and people must *feel* safe;
- **Comfort:** Routes must be comfortable e.g. ease of wayfinding (signage), little hindrance from other road users (car parking) and surfacing which is appropriate to the facility; and
- **Attractiveness:** Routes and urban spaces should be pleasant and attractive spaces in which people want to spend time; this is particularly important in the context of urban centres.
- **Priority:** Local Transport Plans and Transport Masterplans in Lancashire have established prioritising walking and cycling above motorised modes of travel. We will implement this hierarchy when improving existing infrastructure and guiding new development to make walking and cycling convenient and attractive.

What we will do to develop Centres of Excellence	Why are we doing this?
We will provide connectivity by developing a comprehensive and high quality joined up walking and cycling network for everyday and leisure travel. These networks will connect homes, schools, workplaces, shops, transport interchanges and leisure attractions.	A good base of cycling and walking networks have been developed in Lancaster, Preston, Blackpool, East Lancashire and Blackburn with Darwen. There are however key gaps in these networks which need to be addressed to provide fully joined up routes and connectivity.
Ensure routes are safe and are perceived to be safe.	Academic research and attitudinal surveys report that safety is viewed as a key barrier to cycling. The level of cycle casualties on Lancashire’s roads in 2014 were above targets set and improvements to route quality (in parallel with other measures) are needed to reduce the number of casualties. Lancashire is developing a new ‘Towards Zero’ road safety strategy ⁱⁱ which this walking and cycling strategy will tie in with.
Enable walking and cycling as part of multi-modal longer distance journeys through developing hubs at transport interchanges.	Areas in the south of Lancashire show higher proportions of commuting journeys 20-30km in length. These areas include West Lancashire, Chorley, Blackburn and Rossendale, indicating significant flows of people to Merseyside and Greater Manchester. Developing hubs which provide good quality facilities will enable walking and cycling as a part of longer distance journeys. These hubs could also serve visitors to Lancashire, providing the facilities and support to use leisure walking and cycling routes.
Develop high quality places which are vibrant, attractive, inclusive and which support walking and cycling for everyday and leisure travel.	Increasing walking and cycling accessibility within our towns, cities and public spaces will help build a comprehensive and joined up network of routes. High quality and vibrant public spaces which are not dominated by motorised vehicles can attract people to live, work, study and shop in these areas. We also need to ensure consultation is held with specific user groups to ensure infrastructure supports the needs of older people and people with disabilities.
Develop Cycling and Walking Investment Plans at the Lancashire transport masterplan level which provide long term plans for our future walking/cycling networks.	Having a clear long term plan will enable development of the network in a coordinated and joined up way. Developing a pipeline of schemes will enable us to secure funding from various sources by demonstrating the feasibility and cost effectiveness of schemes.

4. People

Lancashire is a culturally rich and diverse county with a wide range of people and ethnicities. There is already a passion for walking and cycling with an active community, established forums, partnerships and communication channels. There are numerous Centres of Excellence which provide a good range and coverage of activities/events with the support of community and businesses organisations across Lancashire. One such example is the extensive network of 'Wheels for All' centres providing facilities and support to enable people with disabilities to use accessible trails.

However, despite this support and engagement, in many areas of Lancashire active travel is not viewed as the natural choice for daily travel with car the dominant mode. There are also a range of significant challenges in certain areas of Lancashire including physical inactivity, poor health outcomes and lower life expectancy, particularly East Lancashire, Blackburn with Darwen and Blackpool. Physical inactivity in Lancashire is also correlated with deprivation and lack of car ownership, representing barriers to accessing life opportunities including education, skills and employment.

Developing our Centres of Excellence

The existing base offer of support will be further enhanced by developing our Centres of Excellence. We will create a culture in which everyday walking and cycling is seen as the natural choice, particularly for shorter journeys or as a part of longer journeys. Current Centres of Excellence such as Witton Park will be developed further and used as templates for establishing similar facilities in other areas of the county with projects also tailored to local needs. A key principle in this approach will be developing a core offer of support and engagement across the county for people at all stages of their life and for all levels of physical ability. This will be delivered in community, education and workplace settings and provide people with the information, skills and inspiration needed to travel actively.

Supporting Partners and Local Champions

We will support and enable community groups and active travel advocates to develop grassroots engagement, providing a bottom up approach to complement strategic programmes delivered on the Lancashire level. This will involve upskilling community groups, partners and local champions – harnessing the enthusiasm, knowledge and skills of active travel advocates to support local communities to walk and cycle.

Additional Targeted Investment

Targeted investment programmes will be implemented to capitalise on specific opportunities and to address key barriers, particularly for groups currently underrepresented in walking and cycling. These investment programmes will build on the current offer and implement best practice and innovative solutions, using appropriate behaviour

Centre of Excellence – Witton Park

Witton Country Park covers 480 acres of countryside in Blackburn and contains a range of high quality walking and cycling routes, activities and support including: health walks, family friendly cycle routes (including a section of National Cycle Route 6), community cycle centre, mountain bike trails and BMX pump track. The community cycle centre offers a range of activities to engage, support and inspire local residents including: training, instructor led rides, short circuit rides, specifically designed vehicles and bikes for people with low mobility, support for people with learning disabilities, bike maintenance courses and a community cycling club.

This centre of excellence is already used by organisations from across the North West (particularly those requiring adapted bikes, cycle bike hire and accessible off road trails). We plan to further develop this centre, both in terms of facilities on site and routes which link to the wider walking and cycle network.



change models to inform interventions. Key groups requiring targeted support which have been identified include: women, young people, older people, lower income communities and ethnic minority communities. To inform investment programmes further research is needed to identify population segments and understand the support/measures required to enable behaviour change amongst these groups. We will also use best practice behavioural change techniques and theory to design robust and effective projects.

What we will do to develop Centres of Excellence	Why are we doing this?
Further develop our base offer of support, activities and events by working with partner community and business organisations. This support will be offered in a range of settings including communities, schools and workplaces.	We need to give people the skills, confidence and motivation to use active travel routes and networks. Evidence show that providing this support in parallel with improving infrastructure leads to higher levels of walking and cycling ⁱⁱ .
Provide targeted investment to address key barriers for groups currently underrepresented in walking and cycling in Lancashire.	The uptake of walking and cycling in Lancashire is lowest amongst women, young people, older people, lower income communities and ethnic minority communities. We also need to address high levels of physical inactivity and negative health impacts amongst lower income populations, particularly within Blackburn with Darwen, Blackpool, Burnley, Hyndburn, Pendle, Preston and West Lancashire which have lower levels of physical activity than the national average.
Upskill community groups, partners and local champions to support local people and promote walking and cycling.	There are many groups and individuals in Lancashire who are passionate advocates of more active and sustainable travel choices. Harnessing the enthusiasm, knowledge and skills of active travel advocates will enable more effective and wide spread engagement with individuals to promote walking and cycling.
Engage with people at transition points in their lives including starting school/jobs and moving house to support and promote walking and cycling.	People are more open to considering changes to their travel patterns at times when they are also re-evaluating wider lifestyle choices. These are golden opportunities to increase the uptake of walking and cycling in Lancashire for everyday travel.
Use Lancashire’s enviable range of inspiring environments and recreational walking/cycling routes to encourage people to begin (or return to) walking/cycling for leisure, acting as a pathway for more everyday travel.	Research shows that people who do not currently cycle are more open to cycling for leisure purposes. This research also shows that once people do cycle for leisure they are then more open to considering cycling for everyday travel ^{iv} .
Use innovative technology and behaviour changes approaches to engage more people in walking and cycling.	Developing technology such as e-bikes can make walking and cycling a practical and realistic option for many people whom previously considered action travel as beyond them. E-bikes in particular represent a major opportunity to increase cycling in hilly areas (particularly in East Lancashire) and amongst population groups who previously have considered the physical activity of cycling too challenging. Smart technology and behaviour change approaches are continuing to develop and we will seek out new and innovative approaches. Smart technology and the principle of gamification (changing behaviour through fun challenge activities) offers an opportunity to engage more people in walking and cycling.

5. Promotion

Investing in new and improved routes alone will not be enough to achieve a step change in levels of people walking and cycling in Lancashire, with evidence showing that complimentary promotion can provide synergy and lead to higher levels of behaviour changeⁱⁱⁱ. Building on the promotional work already conducted in Lancashire which has established the Cycle Lancashire brand and communication channels, further promotion is needed to create a culture in which walking and cycling is viewed as the natural choice for short journeys and as part of longer journeys.

Across the UK and Lancashire, recreational and road cycling is becoming an increasingly popular pastime, representing an important growth market for leisure and tourism providers. British Cycling estimated the national cycle tourism market in 2012 was worth £1bn^{iv}. Recent research conducted utilising Visit England 2015 survey data has estimated the amount spent annually by people on day visits that specifically come to walk and cycle in Lancashire is £39m and £10m respectively^v.

Developing and Promoting our Centres of Excellence

As covered in previous sections, Lancashire has an enviable range of inspiring environments and many walking/cycling centres of excellence. Promotion will highlight these routes and assets, leading to more people walking and cycling for leisure and everyday journeys. Promotion should clearly highlight the positive and aspirational aspects of active travel, and in particular the fun, freedom and enjoyment offered through walking and cycling, in addition to other benefits including health, time and money.

The 'Cycle Lancashire' brand and website has been developed to provide a one stop shop for cycling in the county which promotes the positive aspects of cycling and includes a range of information for both residents and visitors. No specific branding exists for promoting walking in Lancashire. Route information is available on the Visit Lancashire and district / local authority websites.

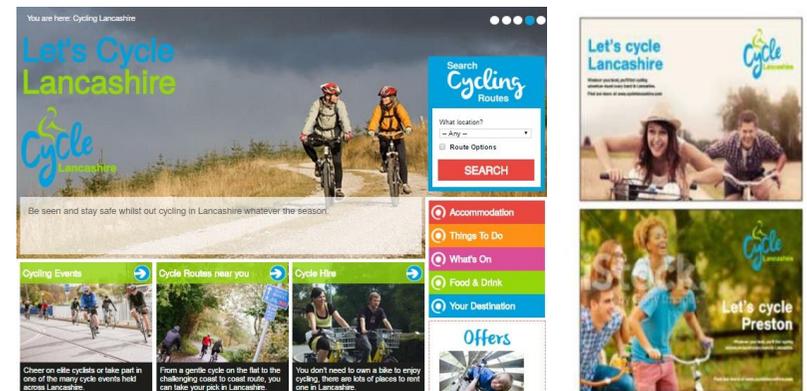
Providing both local and high profile events is a key way to raise the profile of walking and cycling. Numerous events run in Lancashire including walking and cycling festivals, cycling Grand Prix events and previously a stage of the 2015 Tour of Britain, the highest profile competitive cycle race in the UK.

Centre of Excellence – Cycle Lancashire

Lancashire County Council in partnership with district/unitary authorities and Marketing Lancashire have developed the 'Cycle Lancashire' brand and website to provide a one stop shop for cycling which promotes the positive aspects of cycling and includes a range of information for both residents and visitors. During the period December 2015 to February 2016 the website received 25,000 hits, representing a 207% increase on the previous period.

Promotional work has been conducted to market the Lancashire cycling offer to potential visitors. This has included a recent PR and marketing campaign which achieved positive coverage in national media titles. A cycle friendly accommodation accreditation scheme is also offered through Marketing Lancashire with a search function on the Cycling Lancashire website enabling filtering of cycling friendly accommodation.

This brand and promotional activities will be developed further. Future work is also needed to develop strong branding and communication channels to promote the County's excellent walking offer.



How we will develop and promote our Centres of Excellence	Why are we doing this?
Develop an overarching communications plan to promote walking and cycling to local and out of County audiences.	Lancashire is a large and diverse geographical area with many different partners. There are also various aspects of promotion which need to be considered to ensure clear and effective messages and information is delivered regarding walking and cycling.
Deliver and facilitate local and national events/festivals to engage and inspire people regarding walking and cycling.	Local and national events raise the profile of active travel and provide opportunities for people to become involved for leisure purposes. For people who first begin walking/cycling for recreation/leisure journeys evidence shows these people are then subsequently more open to travelling this way for more everyday journeys to school or work ^{vi} . These events also contribute to the local economy.
Active travel success stories will be celebrated and promoted far and wide to inspire people to travel actively.	Highlighting the stories of local people who are travelling actively can inspire others to begin walking and cycling. This will also have a social norming effect – showing people that walking and cycling is a practical and beneficial way to make everyday journeys in Lancashire. Sharing examples of successful active travel projects which are highly cost effective will also build to case for future investment.
Maintaining the current momentum towards creating a step change in the numbers of people walking and cycling will be key. We will appoint an active travel champion(s) to raise the profile of active travel and make the case for continued investment.	To maintain momentum an active travel champion(s) is needed to continue making the case for walking and cycling. There is a need to influence and engage a wide of stakeholders including the general public, politicians, senior decision makers and the Local Enterprise Partnership.

6. Policy

This Lancashire Walking and Cycling Strategy is aligned with the aspirations of key policy documents at a national, sub-regional and local levels. It is underpinned at a national level by the Draft Cycle and Walking Investment Strategy, which will be translated into the local context as a means to inform future transport investment priorities. The 10 year duration of this strategy means that it will support and inform the development of policy at a local level. The key policy documents of relevance to this strategy are summarised below.

Economy

The Lancashire Local Enterprise Partnership, **Strategic Economic Plan**^{vii} sets out the economic growth priorities for Lancashire up to 2025. It identifies the impacts that traffic congestion has on road safety, and the benefits of walking and cycling as a favoured mode, acknowledging that people are less likely to walk or cycle if they have concerns about safety and personal health. It concludes that the delivery of a comprehensive cycle network supports their aims by providing the necessary infrastructure for sustainable travel options between communities and workplaces, as well as education and leisure trips.

The **Lancashire Strategic Transport Prospectus**^{viii} details how transport will support economic growth and major transport infrastructure which will be developed. The document notes Lancashire's main centres for employment, education and training need to be served by convenient and attractive walking and cycling networks to encourage people to participate in more active ways of travel. An **Active Travel Strategy** is also being prepared for the Lancashire Local Enterprise Partnership which details the economic case for developing active travel in Lancashire and the forward strategy for supporting economic growth in the region through walking and cycling.

Planning

The **National Planning Policy Framework**^{ix} is the key statutory planning document for England. The framework places importance on delivering sustainable development and developing sustainable travel options which minimise conflicts between traffic and cyclists or pedestrians. In order to deliver the aims of this framework at a local level, **Local Plans** have been produced by individual districts and local authorities in Lancashire and set out statutory local planning policies which identify how land is used, providing a framework for development. Local Plans will be the key mechanism for guiding and managing growth in housing and employment sites, ensuring that spatial development and travel patterns are sustainable, with walking and cycling key elements of an integrated transport network.

Transport

At the national level, there is currently an aspiration to double the level of cycling and reverse the decline in walking across the UK by 2025. The '**Draft Cycling and Walking Investment Strategy**'^x document sets the strategy for long-term transformational change and aims for a nation in which cycling and walking are the natural choice for all people whatever their background for shorter journeys, or as part of a longer journey. A key funding source for the walking and cycling delivery will be the new 'Access' fund for sustainable travel which builds on the legacy of the Local Sustainable Transport Fund and supports growth in cycling and walking, totaling £580 million (£80million revenue, £500 million capital).

As highways and transport authorities, Lancashire County Council, Blackburn with Darwen Council and Blackpool Council have developed **Local Transport Plans** that set out transport priorities. All three strategies contain a commitment to supporting Lancashire's economy and tackling entrenched inequalities in terms of life chances, thereby revitalising communities and providing safe, high quality neighbourhoods. To complement these LTPs there are five **Highways and Transport Masterplans** which cover all 12 districts of Lancashire and the two unitary authorities (Blackburn with Darwen and Blackpool) which detail plans to invest in highways, public transport, walking and cycling infrastructure which is required to realise objectives established within the LTP. In particular, the masterplans will help to unlock planned housing and employments

developments by creating a transport network which accommodates increased travel demands. The masterplans therefore underpin the Strategic Economic Plan and Lancashire’s role in a revitalised Northern economy.

Health, Wellbeing and Sport

The Public Health England ‘**Everybody Active, Every Day**’^{xi} strategy recognises that walking and cycling are good for our physical and mental health and the many ways the built and natural environment impacts on the choices people are able to make. The strategy emphasises that by developing ‘active environments’, through thoughtful urban design and creating transportation systems that promote walking and cycling, we can help to create active, healthier, and more liveable communities. Public Health England has also published a guide for local authorities which outlines a range of practical actions to get people travelling actively, from overall policy to practical implementation^{xii}.

The **NHS Forward View**^{xiii} sets out a clear five year direction for the NHS, showing why change is needed and what it will look like. A key theme of this strategy is ‘getting serious about prevention’, recognising the importance of preventative measures to reduce the burden of avoidable illness on the NHS. Physical inactivity is noted as a key area for action and the strategy confirms the NHS will support the priorities set out by Public Health England and will work to deliver them.

The ‘**Sporting Future: A New Strategy for an Active Nation**’^{xiv} strategy considers which key measures are needed to encourage a greater level of participation, supporting grassroots investment and drawing upon UK Sport’s knowledge and expertise. The strategy will be delivered alongside the broadening of Sport England’s remit, providing the necessary resources to support activities around cycling and walking which had previously been an area that was restricted.

Districts and local authorities have previously produced **sports and physical activity strategies** to guide investment in order to address physical inactivity at a local level. Although these strategies aim for a general increase in physical activity investment is also targeted at under-represented groups and those with the greatest need.

How policy will support walking and cycling in Lancashire	Why are we doing this?
Ensure active travel is a key part of sub-regional and local policy over the duration of the 10 year strategy, and provides sufficient influence over future iterations of highways and transport masterplans.	By embedding active travel in sub-regional and local policy will we ensure this important agenda is incorporated within plans and investment for a wide range of initiatives.
Undertake regular reviews of this strategy to ensure it reflects the current policy context at national and sub-regional levels.	National and sub-regional policy shifts and changes over time, particularly when there are changes in national government. To ensure our walking and cycling strategy continues to link effectively with national and sub-regional priorities we will regularly review this strategy.

7. Monitoring, Evaluation and Targets

This strategy is driven by the fact that within Lancashire we can achieve transformational change through collaboratively placing cycling and walking at the forefront of all relevant agendas and empowering organisations and communities to encourage active lifestyles from the grass roots level. This strategy has so far outlined what we are planning to do. The table below outlines specific targets which can be measured to determine the success of the Lancashire Cycling and Walking Strategy.

Objective	Measure	Baseline	Target
Increase the number of people cycling in Lancashire	Active Lives Survey and Automatic Cycle and Pedestrian Counter monitoring	Establish for 2016 once data published	Doubling the number of trips from the 2016 baseline by 2026
Increase the number of people walking in Lancashire	Active Lives Survey Automatic Cycle and Pedestrian Counter monitoring	Establish for 2016 once data published	Increase the number of trips from the baseline by 10% by 2026
Increase the number of children aged 5 – 10 walking to school	School travel surveys	Establish baseline through surveying sample of schools	To be confirmed once baseline has been established
Culture change to normalise cycling and walking as means of 'everyday' transport / active lifestyle	Public attitude surveys	Conduct 2016 survey to provide baseline	Increase year on year a positive attitude towards cycling and walking provision in Lancashire
	Number of 'hits' recorded on the Cycle Lancashire website	25,000 hits (December 2015 – February 2016)	Increase the number hits by 25% on an annual basis
Reduce the number of cyclists and pedestrians Killed or Seriously Injured (KSI) on Lancashire roads	STATS19 Killed and Seriously Injured data	2014 data: Cyclists = 119; Pedestrians = 137	Reduce the number of pedestrians and cyclists killed or seriously injured in line with Lancashire's 'Towards Zero' vision and strategy.
Increasing the number of visitors and tourist travelling actively in Lancashire	Automatic Cycle and Pedestrian Counter monitoring	Establish 2016 baseline from counters on prominent leisure routes e.g. Bay Cycle Route and Blackpool Promenade	Double number of trips by 2026
Increase levels of physical activity.	Active Lives Survey	Establish for 2016 once data published	Increase levels of physical activity on annual basis to 2026.
			Bring levels of physical active in all districts to at least the annual national average by 2026.

Objective	Measure	Baseline	Target
Increase accessibility to jobs, skills and training in areas of no car ownership which is higher than the national average: Blackpool, Burnley, Preston, Blackburn with Darwen, Hyndburn and Pendle.	Survey to be conducted with attendees at Jobcentre Plus sites regarding transport access to jobs, training and skills.	Conduct survey for 2016 to establish baseline	Reduce on an annual basis to 2026 percentage of people noting lack of transport as a barrier to accessing jobs, training and skills.
Monitor progress against strategy objectives and targets.	Produce annual monitoring note		

8. Governance

A clear governance structure is required to ensure coordination of partners, effective implementation of strategy and for setting future strategic priorities.

The Local Enterprise Partnership transport sub group 'Transport for Lancashire' will determine strategic priorities, coordination of projects and approaches to commissioning services. A Lancashire wide **Walking and Cycling Steering Group** has already been established consisting of officers from the county and district councils, Sustrans, Living Streets, Cycling UK and British Cycling. This steering group has planned and scoped the establishment of this strategy. The group will continue to meet on a regular basis to coordinate delivery of strategy objectives. A **Cycling Stakeholder Group**, **Local Cycle Forums** and **Local Access Forum** have been established providing an interface between the districts/local authorities and the cycling/walking community.

What we will do to improve governance	Why are we doing this?
Improve the setting of strategic priorities, coordination of projects and approaches to commissioning services across local authority/district partners.	Recent work to establish various forums and groups as outlined above has created a structure for providing coordination of local authority/district partners. This approach will be maintained and strengthened where necessary which will lead to better provision of infrastructure and services.
Improve coordination of the projects which are implemented by various partners in Lancashire to achieve more people walking and cycling.	Coordination of partners and support will improve delivery of projects by sharing best practice/resources and by removing duplication of work.
A technical review group will be established to review walking and cycling infrastructure schemes.	This will ensure consistency and a high quality approach to designing infrastructure across Lancashire.

9. Funding

Lancashire has been successful in securing external funding, including significant investment in cycling and walking across the county and unitary authorities through the Local Sustainable Transport Fund and Local Growth Fund. Although Lancashire County Council, the districts and local authorities will continue to dedicate resources to active travel, further external funding will be required to deliver transformational change.

To enable a step change in the numbers of people cycling, the ‘All Party Parliamentary Cycling Group’ has recommended a minimum investment of £10 per person per year, rising to £20 per person, more consistent with funding levels in continental Europe^{xv}.

Moving forward a clear approach is required which proactively engages with a number of stakeholders and organisations ensuring long term and consistent funding, thus enabling planning of investment. This strategy outlines the requirement for an increased role of collaboration across sectors, enabling community groups to support residents to live an active lifestyle and overall to ‘relearn’ the fun and enjoyment of active travel and reap the health and wellbeing benefits.

Centre of Excellence – East Lancashire Strategic Cycle Network

A total of £6 million has been secured to deliver four cycle routes in East Lancashire and Blackburn, including £2.6 million awarded by the Lancashire Local Enterprise Partnership in June 2015. The scheme demonstrated ‘high’ value for money with a Benefit Cost Ratio of 2.8, meaning for every £1 invested there will be benefits of £2.80. The routes are due to be delivered by 2018/19 and once complete these will deliver 23km of new and 95km of improved routes including: the Valley of Stone route; a new section of National Cycle Network Route 6 between Helmshore and Accrington; Huncoat Greenway; and sections of the Weavers Wheel.

This example shows a clear strategy for defining routes for development, engaging a number of differing partners and funding sources to facilitate delivery and should be used as best practice for future scheme funding bids.

Securing funding to develop our Centres of Excellence	Why are we doing this?
Develop a strategic and local pipeline of infrastructure schemes which can be matched to specific funding sources as they arise.	This will position Lancashire well for future funding opportunities, particularly those with short bidding time frames.
Develop a pan-Lancashire approach to developer contributions through the planning process (CIL and Section 106, 278).	Securing developer contributions towards strategic walking and cycling schemes will ensure continued investment which complements local authority/district and external funding.
Secure relevant external funding sources to deliver active travel infrastructure and support/promotional measures.	External funding sources such as the Local Growth Fund and the Access Fund will be needed to deliver walking and cycling schemes, in combination with local authority/district funding.

The table below includes for the currently known sources of funding available to Lancashire facilitating the development of its cycling and walking infrastructure network and offer.

Sources of funding

Source	Funding / Delivery Mechanism
Access Fund (Capital) / Local Growth Fund	The Local Growth Fund is administered by Local Enterprise Partnerships and includes £500 million capital funding (to be used to improve infrastructure) as part of the Department for Transport's 'Access Fund'. Walking and cycling projects which support local economic growth can secure funding from this source.
Access Fund (Revenue)	The Department for Transport are making available £80 million revenue funding for measures which support and promote active travel.
Preston, South Ribble and Lancashire City Deal	The City Deal offers infrastructure improvement opportunities for cycling and walking. The City Deal, over a 10-year period will deliver more than 20,000 net new private sector jobs, including 5,000 in the Lancashire Enterprise Zone; nearly £1 billion growth in Gross Value Added (GVA); 17,420 new homes; and £2.3 billion in leveraged commercial investment for the Central Lancashire area. This will be delivered in the main through four main highway infrastructure schemes.
LTP Capital Programme	The Local Transport Plan (LTP) capital programme will continue to deliver local cycling and walking infrastructure schemes where funding is available.
Cross-departmental Collaboration	Pooling of resources, budgets and professional services provided and procured by relevant county/district/unitary council departments (e.g. Transport Planning, Spatial Planning, Highways Maintenance, Public Health, and Environmental Services) in order to meet shared objectives.
Developer contributions	As part of the planning process, the following mechanisms enable contributions from developers to mitigate negative aspects of new developments: Community Infrastructure Levy (CIL); Section 106 Agreements; Section 278 Agreements; and Section 38 Highway Adoption Agreements.
Ad-hoc funding sources	Examples (although not exhaustive) of both ad-hoc government funding which may be secured through collaborative relationships are outlined as follows: Highways England, DEFRA, British Cycling, Sustrans, Living Streets, Cycle Rail Integration (bid in collaboration with Train Operating Companies), Community Rail Partnership, Sport England, Natural England, National Trust, National Parks, Canal & River Trust, National Health Service, and school sports and physical activity budgets.
Private sector	Numerous businesses invest in the improvement and promotion of active travel options for staff, visitors and customers.
Tourism	Marketing and promotion budgets through Marketing Lancashire's 'Visit Lancashire' programme.

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