

# BIKE IT!

## The South Norfolk Council **CYCLING STRATEGY**



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June 2005



# SOUTH NORFOLK COUNCIL CYCLING STRATEGY

## (Adopted June 2005)

### 1. INTRODUCTION

#### **Why a Strategy?**

- 1.1 Government policy emphasises the need to reduce the need to travel, to reduce vehicle emissions and air pollution, and to encourage the use of alternatives to the car. It also proposes the greater concentration of new development to allow for shorter trips to essential services and the work place, while proposing the greater integration of all modes of transport. It also seeks to promote healthier lifestyles.
- 1.2 Currently nearly three quarters of all personal trips are under 8km (5miles), nearly half are under 3km (2 miles) and nearly a quarter are under 1.6km (1 mile). As up to one in three adults and half of all households own a bike, cycling could achieve the aims of “sustainable” transportation over the relatively short distances that comprise most trips.
- 1.3 **The benefits** of encouraging cycling are clear. Cycling is a convenient and accessible means of transport that is environmentally friendly, enjoyable, economic and efficient. With improved provisions, cycling could be made safer and help to reduce traffic congestion and air pollution. At a time when many people are not sufficiently physically active, cycling also offers a means of adding pleasant and regular exercise that would benefit personal physical and mental health. It can provide transport to school, work, shops and services and serve social, leisure and tourism purposes.
- 1.4 To achieve such benefits, the Government **National Cycling Strategy (NCS)** (1996) seeks to encourage cycling. Its aims are the doubling of all trips made by cycle between 1996 and 2002 and their further doubling between 2002 and 2012. (The subsequent department for Transport publication “**Walking and Cycling – An action plan**” (2004) also reiterates the Government’s proposed measures to increase the levels of cycling and emphasises its healthy consequences).
- 1.5 **A key output of the NCS is that local authorities should set targets to increase cycle use** and adopt a cycle strategy. Although South Norfolk Council is not a highways and transportation authority, it can do much to provide for and encourage cycling, either alone or in partnership with the County Council and other agencies as shown below. This strategy therefore sets out South Norfolk Council’s contributions towards the encouragement of cycling.

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### 2. COUNCIL ACTIONS AND POLICY CONTEXT

- 2.1 The council already encourages cycling in accordance with government policies to encourage sustainable transport. It has set up the South Norfolk Cycling Forum, implemented development plan policies to provide for cycle routes, promoted leisure cycling, lobbied other agencies to improve cyclists' provisions and provided cycle racks and staff cycling incentives.
- 2.2 The Council also continues to provide for improved cycling facilities through its support for the **South Norfolk Community Strategy** and the Council's spending priorities in **The South Norfolk Corporate Plan**. The former has arisen from extensive public consultation and promotes the protection of the environment and the ability to travel by varied means. The latter (currently covering 2004-2007) highlights the need to reduce congestion and air pollution, encourage cycling through the provision of safe and convenient routes, promote leisure cycling routes, locate development allowing for easy access and to encourage developers and others to improve facilities for cyclists. Council policy therefore provides for the promotion of cycling and a context for this strategy.

### 3. THE MAIN AIMS AND OBJECTIVES

#### The Main Aims

- 3.1 These complement the aims of the NCS and are to:
- (i) encourage cycling in support of the Government's aims
  - (ii) maximise the use of cycling as a convenient, attractive, safe, healthy and secure means of transport and ensure its integration with other modes of transport.
  - (iii) ensure that policies to encourage cycling and to provide for cyclists' needs are integrated with the Community Strategy for South Norfolk, and the council's Corporate Plan and South Norfolk Local Development Framework.

#### The Objectives

- 3.2 The NCS also contains a range of key objectives which are mostly applicable to potential actions in South Norfolk. **The** (summarised) **main priorities** of this strategy therefore are to:
- (i) maximise the provision of convenient, safe and attractive cycle routes.
  - (ii) provide for convenient, safe and secure cycle parking.
  - (iii) integrate provisions for cycles with other forms of transport.
  - (iv) raise public awareness and to encourage and publicise cycling.
  - (v) improve cyclists' safety.
  - (vi) reduce cycle theft.

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- 3.3 The following section sets out the Council's intended actions to achieve the above aims and objectives. Each objective is related to proposed targets, actions, measurable outcomes that can be monitored and the responsibility of particular South Norfolk Council heads of service. (Each action is linked

to a relevant national or local policy or Community Strategy Programme of Action reference as shown in Appendix “A”).

#### **4. OBJECTIVES, TARGETS AND ACTIONS**

##### **OBJECTIVE 1**

**TO MAXIMISE THE PROVISION OF CONVENIENT, SAFE AND ATTRACTIVE CYCLE ROUTES SUITABLE FOR GENERAL NEEDS, COMMUTING, RECREATION, TOURISM AND THE PROMOTION OF GOOD HEALTH.**

**Target (1a): To provide attractive, safe and convenient cycle links within all new developments including their connections to settlement centres, community services and facilities.**

**Action (1a):** To require developer provision of the necessary links

**Measurable Outcome (1a):** The proportion of permitted new dwellings provided with improved cycle links in accordance with South Norfolk Local Plan (SNLP) Policy TRA 3.

**Agent (1a): Head of Planning Services.**

**Target (1b): To seek to extend and to safeguard the County Council’s proposed cycleway network, and to support the County Council’s cycling promotion initiatives.**

**Action (1b):**

- (i)** To refuse planning permission for development on land required for the County Cycleway Network
- (ii)** To propose and support provisions for new cycle ways in response to South Norfolk Council’s consultations on proposed transport schemes and the Norfolk Local Transport Plan
- (iii)** To support the County Council’s “Safe and Healthy Routes to School” initiatives and production of Market Towns Walking and Cycling Strategies

**Measurable Outcome (1b):** Numbers of development proposals refused planning permission in accordance with SNLP Policy TRA 2, provisions for new cycle ways in the County Council Local Transport Plan, numbers of schools in South Norfolk participating in the “Safe and Healthy Routes to School” initiative and numbers of local walking and cycling strategies adopted.

**Agent (1b): Head of Planning Services.**

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**Target (1c): To incorporate safe cycling routes and cycling facilities in all Council-funded environmental improvement schemes.**

**Action (1c):** To include new cycle paths, segregated pedestrian/cycle ways and cycle-friendly facilities such as dropped kerbs and cycle parking where possible

**Measurable Outcome (1c):** Number/proportion of Council schemes completed including cycling provisions.

**Agent (1c):** **Head of Planning Services**

## **OBJECTIVE 2**

### **TO PROVIDE FOR CONVENIENT, SAFE AND SECURE CYCLE PARKING**

**Target (2a):** **To ensure the provision of convenient, secure, accessible, well-lit and sheltered cycle parking with all new developments, public transport interchanges, services and facilities.**

**Action (2a):** **(i)** To require the provision of cycle parking with all new developments in accordance with the County Council standards published in "Standards For Parking In Norfolk" (Norfolk County Council 1998).

**(ii)** To encourage the provision of cycle parking at railway stations and public transport interchanges in accordance with Objective 3, Target "3b".

**Measurable Outcome (2a):** Proportion of new developments making the appropriate provisions. Requests made through community rail partnerships and NCC consultations.

**Agent (2a):** **Head of Planning Services (i) and (ii) and Head of Leisure Services (Community Transport Officer) (ii).**

## **OBJECTIVE 3**

### **TO ENCOURAGE PROVISION FOR CYCLES INTEGRATED WITH OTHER FORMS OF TRANSPORT**

**Target (3a):** **To ensure provision for cycles on all local train services.**

**Action (3a):** To support the lobbying of train operating companies by the Norfolk Rail Policy Group as and when required.

**Measurable Outcome (3a):** Number of train operating companies lobbied and the number agreeing to make provisions.

**Agent (3a):** **Head of Planning Services**

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**Target (3b):** **To ensure improved cycle provisions at all public transport interchanges.**

**Action (3b):** **(i)** To lobby for improved railway station cycle access and cycle parking in general through the Norfolk Rail Policy Group and the Council's membership of Community Rail and other (e.g. town development) partnerships.

(ii) To support cycle provisions at all public transport interchanges through consultations on the County Council's Local Transport Plan, Public Transport Strategy and Norfolk Interchanges Strategy.

**Measurable Outcome (3b):** Numbers of requests made and positive responses received.

**Agent (3b):** **Head of Leisure Services** (Community Transport Officer) (i) and **Head of Planning Services** (i) and (ii).

#### **OBJECTIVE 4**

#### **TO RAISE PUBLIC AWARENESS AND TO ENCOURAGE AND PUBLICISE CYCLING THROUGH INCENTIVES, EVENTS, INFORMATION AND EDUCATION.**

**Target (4a):** **To encourage South Norfolk Council employees to cycle to work and to use cycles for work purposes within certain defined distances from the main office or where a significant number of sites to be visited are close together.**

**Action (4a):** To provide staff incentives to cycle through the implementation of the Council's Staff Travel Plan (set up under the Council's Local Agenda 21, to be incorporated into the proposed Environment Strategy) including the payment of cycle mileage allowances, cycle purchase loans, the maintenance of the existing cycle racks and the provision of showers and cycle clothing lockers at the Council's main offices (the showers at South Norfolk House to supplement the use of those in the adjacent leisure centre), and the investigation of the need for similar provisions at the Ketteringham Depot.

**Measurable Outcome (4a):** Monitoring of the Staff Travel Plan (as part of the Environment Strategy), take up of cyclist allowances and the provision of facilities.

**Agent (4a):** **Head of Environmental Services** (Direct Services Manager) and **Head of Property and Facilities** (Technical Services Manager).

**Target (4b):** **To encourage major new employers to implement ("green") Travel Plans to encourage the use of cycling by their staff and to their premises.**

**Action (4b):** To request the production of Travel Plans as part of planning applications for major new employment related development.

**Measurable Outcome (4b):** Numbers of Travel Plans agreed and proportion of major new employers adopting Travel Plans.

**Agent (4b):** **Head of Planning Services**

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**Target (4c):** **To encourage cycling for recreation and tourism, to increase its local economic and environmental benefits.**

**Action (4c):** (i) To provide for recreation and tourism-related cycling as part of the South Norfolk Community Strategy and the Council's Tourism Strategy Action Plan, including the production of additional leisure cycle route maps.

(ii) To maintain the “Wherrymans Way” LEADER+ project to promote multi-modal (including cycling) access to the southern Broads.

**Measurable Outcomes (4c):** Number of leisure cycle routes published by South Norfolk Council and number of leaflets distributed annually. Use of Broads-based cycle hire facilities.

**Agent (4c):** **Head of Leisure Services** in consultation with the Regeneration Manager. (NB: Clause (ii) above is to be monitored by Norfolk County Council on behalf of the LEADER+ Action Group).

**Target (4d):** **To include public participation in the dissemination of cycling information, the discussion of cycling related issues and the means of improving facilities for cyclists.**

**Action (4d):** To organise meetings of the South Norfolk Cycling Forum three times per year, to disseminate its views and to report its activities as required to the appropriate Policy Development Panels and The South Norfolk Health Improvement Forum.

**Measurable Outcome (4d):** Number of meetings held and issues debated and/or responded to.

**Agent (4d):** **Head of Planning Services**

## **OBJECTIVE 5**

### **TO IMPROVE CYCLISTS' SAFETY**

**Target (5a):** **To assist reductions in the cyclist casualty rates through support for road safety forums' cycle related road safety activities.**

**Action (5a):** To fund the Hethersett and Loddon Road Safety Forums cycling safety related activities subject to their submission of annual reports to the South Norfolk Health Improvement Forum.

**Measurable Outcome (5a):** The annual monitoring of accident reduction information collated by the South Norfolk Primary Care Trust and accident data collected by Norfolk County Council.

**Agent (5a):** **Head of Environmental Services**

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## **OBJECTIVE 6**

### **TO REDUCE CYCLE THEFT**

**Target (6a):** **To reduce cycle thefts.**

**Action (6a):** To target the theft of cycles in the Crime and Disorder Reduction Partnership Crime Reduction Strategy for 2005-08 and to reduce such thefts by 20% over that period.

**Measurable Outcomes (6a):** The numbers of cycles stolen.

**Agent (6a):** **Head of Corporate Affairs** (Performance and Strategy Manager)

## **5. IMPLEMENTATION AND FUNDING**

5.1 The implementation of the strategy will be in accordance with the Council's corporate commitment to "sustainable" transport issues and the encouraging of cycling. The references in Appendix "A" to the relevant policy and Community Strategy provisions and the responsible heads of service provide for the necessary funding context and ownership of the Council's commitment.

5.2 The Council will also seek legal agreements to obtain developer contributions towards the provision of cycling facilities through the policies of the South Norfolk Local Plan and replacement Local Development Framework. Other significant provisions will be funded by the Norfolk County Council Local Transport Plan, the Highways Agency (in relation to trunk road improvements), Sustrans (in relation to the National Cycle network) and potentially also from other agencies (such as the town and parish councils). South Norfolk Council will also advise other agencies within the context of this strategy on the potential need for and implementation of cycle provisions.

## **6. MONITORING AND REVIEW**

6.1 The success of the strategy will require the monitoring of levels of cycling, improved cyclist provisions, reductions in cycle related accidents, reductions in cycle thefts and the improved awareness of the general public. However cycle use data in general has not been collected on a regular basis in Norfolk until recently and has been limited to mainly Norfolk's three largest urban areas.

6.2 The setting up of base line data commencing in 2005 and its regular review will provide for the monitoring of the above elements and the effectiveness of the strategy. The collection of the necessary information in a mainly rural area of dispersed population such as South Norfolk will require the development of new cycle use monitoring mechanisms.

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6.3 The monitoring of this strategy will complement the monitoring of the Community Strategy Programme of Action, Environment Strategy and the cycling related policies of the South Norfolk Local Plan and successor Local Development Framework. The Council will monitor changes in cycle use by using sample surveys of the public, cycling groups and the providers of cycling facilities, while public perceptions of the strategy's achievements will also be obtained from the South Norfolk Cycling Forum. Monitoring will also note the changes in Norfolk as a whole monitored by the County Council.

- 6.4 The monitoring of the overall strategy will be co-ordinated by the Head of Planning Services. The strategy will be monitored annually from mid 2006, and will be reviewed to reflect changes to Council policies and strategies, and the target date of the NCS (currently 2012). Irrespective of the availability of information, the Council's implementation of the strategy will promote cycling and the aims of the NCS in a positive way.

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## **APPENDIX A**

### **South Norfolk Cycling Strategy: Policy context for actions.**

Each action is linked below to the relevant Government planning policy guidance, South Norfolk Local Plan (March 2003) transport policy, other council strategies or Community Strategy Programme of Action 2005/06 references, the latter references coded as follows: Homes and Housing (HSG); Development of the Economy (EC); Transport and getting about (TR); The Environment (ENV); Community Life (COM); Crime and Community Safety (CRI); Health (HTH); Young People (YP). All references will require regular updating when these background documents change.

“Unlocking the Future”, the South Norfolk Council Corporate Plan 2004-2007, also refers under the “Transport” heading to the need to reduce congestion and air pollution to conserve our environment, allied to objectives to improve the means of transport other than the car while reducing the environmental impact of car travel. Specific “keys to success” include to, “encourage cycling and walking with the provision of cycleways and footpaths...” and the implementation of “quiet lanes and cycling routes for leisure”.

#### **OBJECTIVE 1**

**Action (1a):** South Norfolk Local Plan (SNLP) Policy TRA 3 and Community Strategy actions HSG 4, TR 2 and ENV 1.

**Action (1b):** (i) SNLP Policy TRA 2 and Community Strategy action TR 2.  
(ii) Community Strategy actions TR 1, TR 8 and ENV 1.  
(iii) Community Strategy actions HSG 4, TR 8 and TR 9.

**Action (1c):** Community Strategy actions EC 10 and TR 8.

#### **OBJECTIVE 2**

**Action (2a):** (i) SNLP Policies TRA 3 and TRA 19.  
(ii) Community Strategy actions TR 1, TR 3 and TR 8.

#### **OBJECTIVE 3**

**Action (3a):** Community Strategy actions TR 1 and TR 8.  
**Action (3b):** (i) Community Strategy actions TR 1, TR 3 and TR 8.  
(ii) Community Strategy actions TR 1, TR 3 and TR 8.

#### **OBJECTIVE 4**

**Action (4a):** Community Strategy actions TR 1, TR 8 and ENV 1.

**Action (4b):** Government Planning Policy Guidance Note PPG 13 “Transport” (March 2001) and Community Strategy action TR 2. (Also to be addressed by the proposed South Norfolk Local Development Framework).

**Action (4c):** (i) Community Strategy actions EC 2 and TR 8  
(ii) Community Strategy actions EC 9 and HTH 8

**Action (4d):** Community Strategy action TR 8.

#### **OBJECTIVE 5**

**Action (5a):** Part of South Norfolk Council’s contribution to the delivery of “A Strategy for Reducing Accidents in Norfolk”.

#### **OBJECTIVE 6**

**Action (6a):** CDRP Crime Reduction Strategy 2005/08.