Cycling Strategy

A vision for the future in **Cheshire East**

2017-2027

Cheshire East
Council

Foreword

I am delighted to launch Cheshire East Council's Cycling Strategy. This document demonstrates how we intend to deliver a high quality cycle network so that users of all abilities will be able to travel around the borough and will help us put cycling on the map in Cheshire East.

I must first thank our local cycling groups for showing such enthusiasm and commitment to cycling and for their assistance in the development of this document. We have consulted widely and almost 1,000 residents responded to our online survey, the majority saying that they strongly support the aims of our strategy. However, we also note that respondents stated their concern about safety on the roads is a barrier to people getting on their bikes.

That is why our strategy sets out an ambitious vision for a network of high quality strategic cycle routes which connect local communities and key growth areas, whilst also giving access to leisure opportunities and Cheshire East's natural environment.

The strategy includes a map of existing, planned and aspirational strategic cycling routes that link the local towns of Cheshire East. Our strategic routes are not exclusive and we aim to work in conjunction with local town and parish councils on developing local routes that connect residents and visitors to jobs, skills, services and leisure opportunities. I would encourage all town and parish councils to think about how best they can incorporate cycling into their local area, possibly as part of their Neighbourhood Plan, as a way of building a sustainable network for cyclists.

Our Local Plan strategy highlights the need to reduce car use and encourage people to adopt more sustainable travel habits. With the significant growth planned for Cheshire East, it is vital that we ensure that new developments are linked to essential services with safe and pleasant routes. Through the commitment outlined in this strategy, we will ensure that new developments must demonstrate that they can create good connectivity and build the infrastructure that will encourage people to adopt sustainable modes of travel.

I must say that summer 2016 was an exceptional year for increasing the profile of cycling and interest in this mode of travel has grown considerably, influenced no

doubt by the hugely successful stage three of the Tour of Britain in Cheshire East, when over 300,000 residents and visitors lined the streets of our towns and villages.

I look forward to seeing cycling grow so that more people can travel safer and with confidence for everyday and leisure journeys.

Councillor David Brown,

Deputy Leader of the Council; Highways & Infrastructure Portfolio Holder

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1   Introduction

1.1   Cheshire East Council continues to invest in cycling and we have produced this ambitious strategy to provide a framework to guide future investment in cycling, working collaboratively with partner organisations and local cycling groups.

1.2   This strategy which covers the period 2017 – 2027 sets out a plan for guiding investment with an ambitious target of doubling the number of people cycling once per week for any journey purpose in Cheshire East by 2027 from a 2014 baseline.

1.3   It must also be acknowledged that the Council cannot achieve a step change in cycling and the objectives of this strategy without significant input from partners, not least in terms of funding for implementing schemes. Funding allocated to Cheshire East from central Government is limited and reducing. In terms of funding to improve cycle routes, the Local Transport Plan budget has reduced by approximately 50% and the main source of potential funds is the Local Growth Fund, accessed through competitive bidding in conjunction with the Cheshire and Warrington Local Enterprise Partnership.

1.4   There are also other funding sources including developer contributions and potentially ad hoc dedicated funding for cycling from the Department for Transport (DfT) through schemes such as the Access Fund.

1.5   Due to the challenging and complex funding climate outlined above, this strategy aims to establish a clear programme of cycle improvements for which funding can be sought from a variety of sources. In addition to providing a long term framework for investment, this Cycling Strategy will assist in the preparation of bids to ad hoc funding sources by demonstrating the Council's commitment to promoting cycling.

1.6   Cheshire East Council hosted a series of seminars to discuss the way forward for cycling across the Borough. The seminars were well attended by cyclists with a significant level of enthusiasm to see the cycling agenda progressed more vigorously within Cheshire East, including in the planning process and 'cycle-proofing' new development proposals.

1.7   This document is relevant to a broad range of Council departments including Strategic Infrastructure & Transport, Highways, Planning, Public Health, Regeneration, Public Rights of Way and Leisure & Tourism. In developing the strategy, there has been a period of engagement with Council officers including interviews, workshops and meetings. This has ensured that a wide range of teams have helped to shape the strategy and understand their role in the delivery.

1.8   External stakeholders including Cheshire Constabulary, Cheshire Fire & Rescue Service and Sustrans also contributed to the strategy development. Local cycle groups have also been actively engaged in the process through

attendance at seminars and stakeholder meetings, which has been extremely valuable.

1.9   A public consultation on the draft strategy was conducted to seek the views of residents both cyclists and non-cyclists on the draft strategy. The public consultation was promoted throughout the Borough. Chapter 4 outlines headline results.

1.10   The benefits of increasing the levels of cycling are well recognised and wide ranging for communities, the public sector and businesses, as outlined in the table below.

Table 1 Benefits of Cycling

Economy	
Cycling has a strategic role to play in enabling local economies to prosper	
Enabling housing and employment development growth through releasing valuable highway capacity to serve growth areas and existing development	A Cabinet Office study in 2009 estimated the annual costs of congestion in English urban areas at £11bn, rising to £34bn in 2025 (1)
A healthy and happy workforce a leads to reduced absenteeism and higher productivity	Actively promoting healthier travel options in the workplace can reduce absenteeism by up to 20% (2)
Cycle tourism represents a growing and valuable market which supports local trade and businesses	British Cycling estimated the national cycle tourism market was worth £1bn in 2012 (3)
Health	
Physical activity through cycling and active travel combats ill health	
Physical activity leads to a wide range of health and wellbeing benefits including reducing the risk of cancer and promoting mental wellbeing	Increased walking and cycling in urban England and Wales could save the NHS approximately £17bn (2010 prices) within 20 years because of its impact on diseases associated with physical inactivity (4)
Environment	
Cycling can address local and national environmental issues	
Replacing motorised vehicle journeys with cycling decreases the impact of transport on local air quality and noise	Motorised vehicles are a contributor to poor air quality which affects health (5)
Cycling can also play a key role in reducing carbon dioxide emissions, a contributory factor to climate change as noted by Intergovernmental Panel on Climate Change	The transport sector was responsible for 20% of the UK's greenhouse gas emissions in 2013 (6)
Quality of life	
Opportunities for leisure and everyday cycling provides good quality of life	
Accessibility to employment and everyday services	Enhanced access to employment opportunities and vital services, especially for those residents who do not own a car
Safe and accessible cycle routes provide valuable leisure opportunities for residents	Availability of routes enables residents to enjoy leisure activities
High quality urban/rural spaces associated with cycling and active travel infrastructure provide enhanced quality of life for residents	A recent study showed business leaders want office locations with good cycling access in order to attract skilled workers (2)

National Policy

1.11   The Department for Transport have published a draft '**Cycling and Walking Investment Strategy**' (20) which 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 delivery of this strategy 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, totalling £580 million (£80 million revenue and £500 million capital).

1.12   The UK Government '**Sporting Future: A New Strategy for an Active Nation'** (21) strategy considers which key measures are needed to encourage greater participation in sport. 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.

1.13   The Public Health England '**Everybody Active, Every Day'** (22) 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. It 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.

Local and Regional Policy

1.14   Cycling in Cheshire East aligns with a number of parallel investment programmes and policies as outlined in local and regional policy documents; including:

- Cheshire East Council Local Transport Plan
- Cheshire East Council Local Plan Strategy
- Cheshire East Council Infrastructure Delivery Plan
- Cheshire and Warrington Strategic Economic Plan
- Joint Health and Wellbeing Strategy for the Population of Cheshire East 2014 - 2017
- Cheshire East Council Rights of Way Improvement Plan
- Wider Peak District Cycle Strategy
- Neighbouring Local Authority Strategies

1.15   Cheshire East's current **Local Transport Plan (LTP)** sets out the policy for cycling which includes (7):

- Policy S8 Cycling: Work with stakeholders to improve facilities for cycling so that it is attractive for shorter journeys, and
- Policy H2 Promotion of Active Travel and Healthy Activities: Work in partnership to promote walking, cycling and horse riding as active travel options and healthy activities

1.16   The LTP is due to be refreshed in 2017 and this Cycling Strategy will act as a supporting document.

1.17   Cheshire East Council has adopted the principles that relate to **Quality of Place** which is a measure that focuses on the connection of environment and place. It deals with the quality of the built and natural environment, its interaction with people living in the area, the ability of individuals to make a life there and the vibrancy of the area and its cultural.

1.18   The **Local Plan Strategy (LPS)** (8) consultation draft states the need to reduce car use and encourage people to adopt more sustainable travel habits. Significant growth is planned for Cheshire East as part of the emerging Local Plan with 36,000 new homes and approximately 31,000 jobs by 2030.

1.19   Policy CO of the LPS outlines the need to improve cyclist facilities so that cycling is attractive for shorter journeys, by;

- Creating safe and pleasant links for cyclists travelling around the Borough
- Providing secure cycle parking facilities at new developments, at public transport hubs, town centres and community facilities;
- Improving route signing
- Working with community groups to develop local cycling initiatives and seek external funding to assist with the development of the local network; and
- Supporting the priority for cyclists over single occupancy vehicles by making sure that in settlements, town centres and residential areas, the public realm environment reflects this priority whenever possible

1.20   Further to the Local Plan Strategy, the **Cheshire and Warrington Strategic Economic Plan** (SEP) (9) outlines an ambitious long term strategy to bring transformational change to Cheshire East's economy. The SEP notes local sustainable transport projects are needed to release space on the highway network to accommodate growth and provide accessibility to employment opportunities and key services.

1.21   The **Northern Gateway Development Zone** and **Science Corridor** are key strategic themes within the SEP which represent significant opportunities for growth. The Northern Gateway Development Zone programme of investment and regeneration would capitalise on the proposed High Speed 2 rail hub in Crewe and the area's strategic road network to deliver new jobs and homes, with the ultimate aim of revitalising the region's economy. The Science Corridor is an internal corridor of science and innovation including Alderley Park which is home to life science businesses. This area was designated as an 'Enterprise Zone' in the November 2015 Comprehensive Spending Review reflecting its strategic economic importance.

1.22 The **Cheshire East Joint Health and Wellbeing Strategy for the Population of Cheshire East 2014 – 2017** (10) sets out priorities for the period which are particularly relevant to this cycle strategy and the need to reduce physical inactivity, including 'targeted prevention interventions to reduce children and young people's obesity and 'reducing the incidence of cardiovascular and cancer disease.

1.23 The **Cheshire East Rights of Way Improvement Plan 2011 – 2026** (11) includes Policy S8 which entails working with stakeholders to improve facilities for cycling so that it is attractive for shorter journeys.

1.24 Some 6% of the Peak District National Park lies within Cheshire East, representing an opportunity to build tourism and leisure cycling within the Borough. This strategy aligns with the **Wider Peak District Cycle Strategy** (12) in terms of aims, objectives and guiding principles.

1.25 Cheshire East borders a number of other local authorities which have their own strategies and policies in respect of transport and cycling. It will therefore be important to work in partnership to deliver consistent cycle routes between boundaries. Adjacent Local Authorities include Cheshire West and Chester, Stockport, Warrington, Manchester and Staffordshire.

2 Vision and Objectives

2.1 This strategy sets out a vision for cycling within Cheshire East and provides a framework for the period 2017 – 2027 that will be adopted when making policy, planning and design decisions.

> **Our Vision for Cycling in Cheshire East:**
>
> "To enable more people to cycle safer, more often and with confidence for everyday and leisure journeys."

2.2 The aim is to provide a framework that provides cycling principles and a strategy for Council departments and partners to work together to get more people cycling. This strategy serves as a reference and policy document to enable a practical and co-ordinated approach to developing a *cycle-friendly environment* and a *cycle-friendly culture* within Cheshire East.

2.3 The objectives below have been developed through consultation workshops with internal and external partners:

Objective 1	Create and maintain safe, attractive, cohesive, direct and adaptable networks and infrastructure – see Chapter 4
Objective 2	Ensure cycling is integrated with other transport modes, transport networks, the public realm and new developments – see Chapter 4
Objective 3	Ensure high quality facilities are in place to support people who cycle and that will attract people to live and work in the area – see Chapter 4
Objective 4	Use targeted cycle promotion, education and training – see Chapter 5
Objective 5	Integrate and align policies, procedures and practices to encourage cycling – see Chapter 6
Objective 6	Deliver cycle-friendly infrastructure in partnership with the community, officers and organisations of Cheshire East – see Chapter 7

2.7 Each of these objectives are examined in turn and subsequent sections of this document set out baseline evidence, analysis, actions and targets to meet the above objectives and vision. The delivery plan which draws together actions, delivery partners and timescales can be viewed in Appendix A.

3 Setting the Scene – Baseline Position

3.1 Cheshire East has a strong culture of leisure cycling and a well-established network of local cycling groups. The topography of some of the Borough is perfect for cycling, comprising attractive market towns, picturesque countryside and an extensive network of quiet rural roads.

Networks and Routes

3.2 Cheshire East is served by more than 600km of National Cycle Network (NCN) routes and Regional Routes, however the majority of these routes are on-road (see Figure A). The existing cycle network is supplemented by an extensive Public Rights of Way (PROW) network, of which 154km is accessible by cycle (See Figure B)

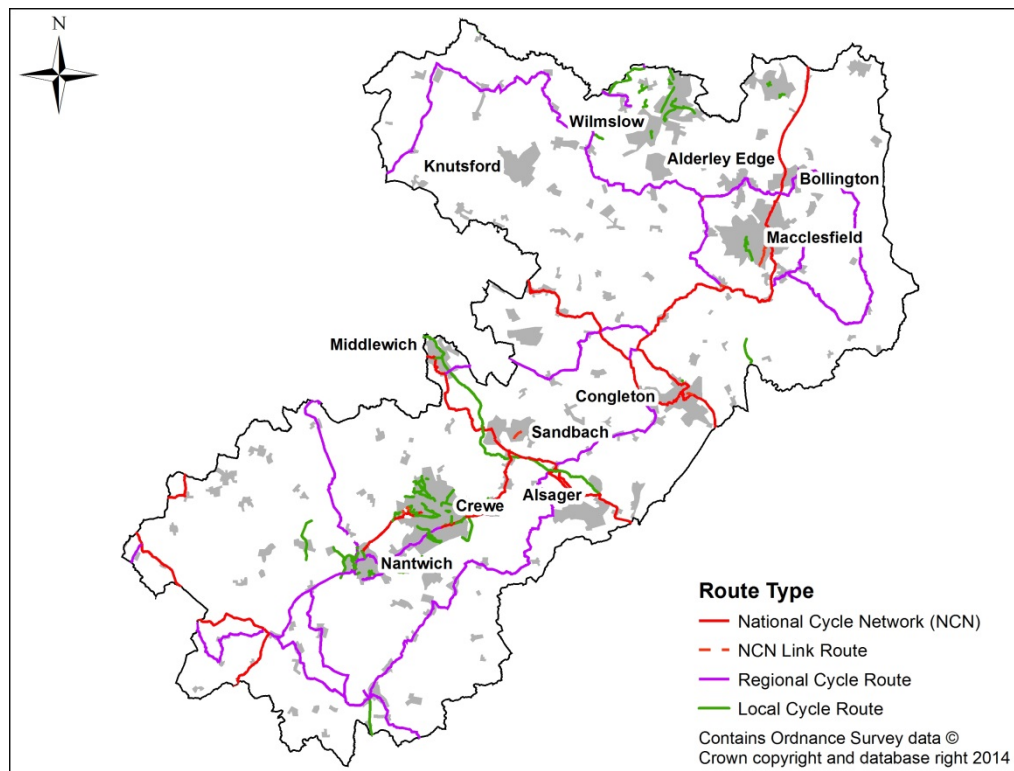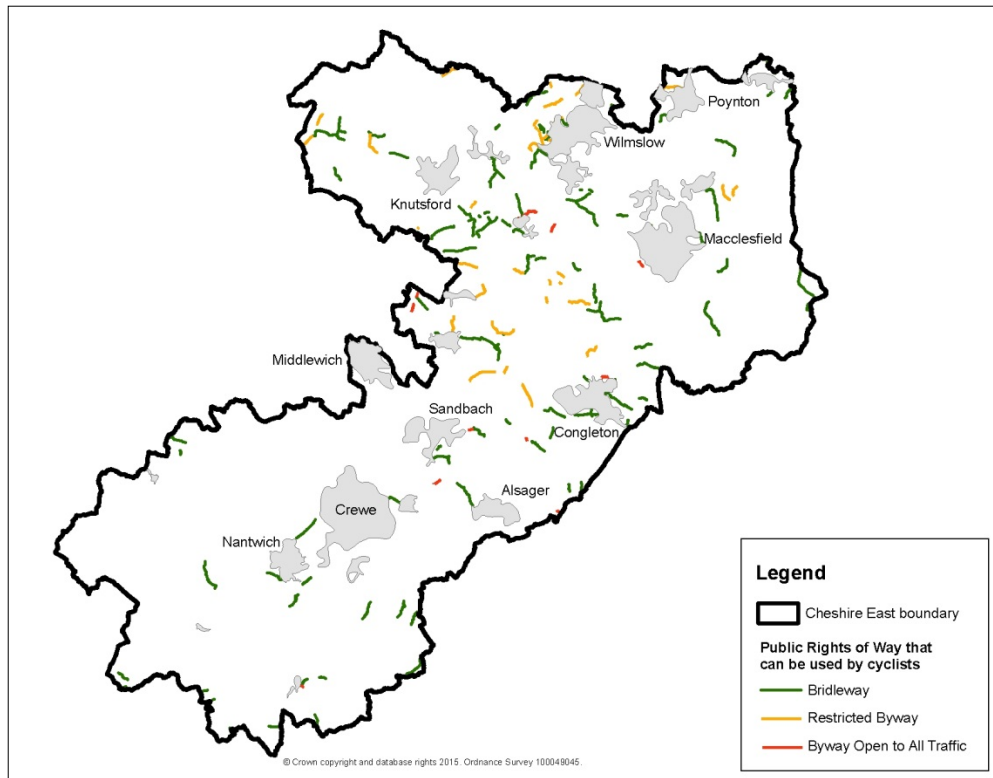**Figure A   Existing Cycle Network**

Figure B   Existing Public Rights of Way Network Accessible to Cyclists

3.3   The principal NCN and promoted routes are listed in below.

> **National Cycle Network Routes**
>
> **The Cheshire Cycleway (RR70)** passes through some of Cheshire's finest scenery, avoids busy roads where possible and takes in various refreshment stops, accommodation and local attractions (282 km / 176 miles)
>
> **Route 451 Wrenbury to Nantwich, Crewe and Sandbach** forms a link between Route 45 and Route 5.
>
> **Route 551 Newcastle to Nantwich and Winsford** forms a ride to/from the Potteries.(26 km / 16 miles)
>
> **Route 552 Market Drayton to Audlem and Nantwich** extends north-south through the southern part of Cheshire (25 km / 15miles).
>
> **Route 75 Market Drayton to Winsford.** Running north-south through Cheshire (38km/ 22miles).
>
> **Route 45 Whitchurch to Chester:** extends north-south via Wrenbury and the Peckforton Hills (56 km / 35 miles).
>
> **Route 5 Chester to Kidsgrove. (**82 km/ 51 miles).
>
> **Route 55 Congleton to Marple: (**40 km/ 25 miles).

> **Route 452 Wettenhall to Tarporley and Brassey Green** links routes 551 and 45. (10 km / 6 miiles)
>
> **Route 573 Congleton to Davenham** forms a link between Route 55 and Route 5. (28 km / 18miles).

3.4 A small number of off-road cycle routes exist within the Borough, such as the Middlewood Way and the Crewe to Nantwich Greenway developed as part of the Connect 2 initiative. Other sections of off-road cycling facilities have been constructed however ongoing work is required to connect sections.

> **Connect 2 Crewe – Nantwich Greenway Cycle Route**
>
> In March 2013 a major cycleway project linking Crewe and Nantwich was officially opened, providing a car -free cycle route between the two towns. The scheme cost £1.6m and was funded by Sustrans' Connect2 programme, delivered by Cheshire East Highways and supported by a Big Lottery Fund grant.
>
> The project directly benefits Reaseheath College, Leighton Hospital and a number of major employers within the local area. Initial monitoring shows a 43% increase in cyclists, using the route, a 60% increase in pedestrians and a benefit to cost ratio of 4.0.

3.5 Part of the Borough also lies within the Peak District National Park, with opportunities for on road and mountain bike trail cycling. In particular, there are challenging and attractive on road routes such as the Cat and Fiddle and Mow Cop which could be promoted, drawing visitors to Macclesfield and Congleton.

Baseline Usage

3.6 Within the Borough cycling currently accounts for 2.6% of journeys to work, slightly below the national average (Table 2). This figure does however hide local variations, including some Census Output Areas such as Crewe where 6.1% of the population currently cycle as their main mode to work.

Figure C   Travel to Work By Cycle (Output Areas)

Travel to Work By Cycle
Census 2011 (Output Areas)

- 1st Quintile 0.0% - 0.7%
- 2nd Quintile 0.7% - 1.4%
- 3rd Quintile 1.4% - 2.3%
- 4th Quintile 2.3% - 3.7%
- 5th Quintile 3.7% - 18.6%

Contains Ordnance Survey data ©
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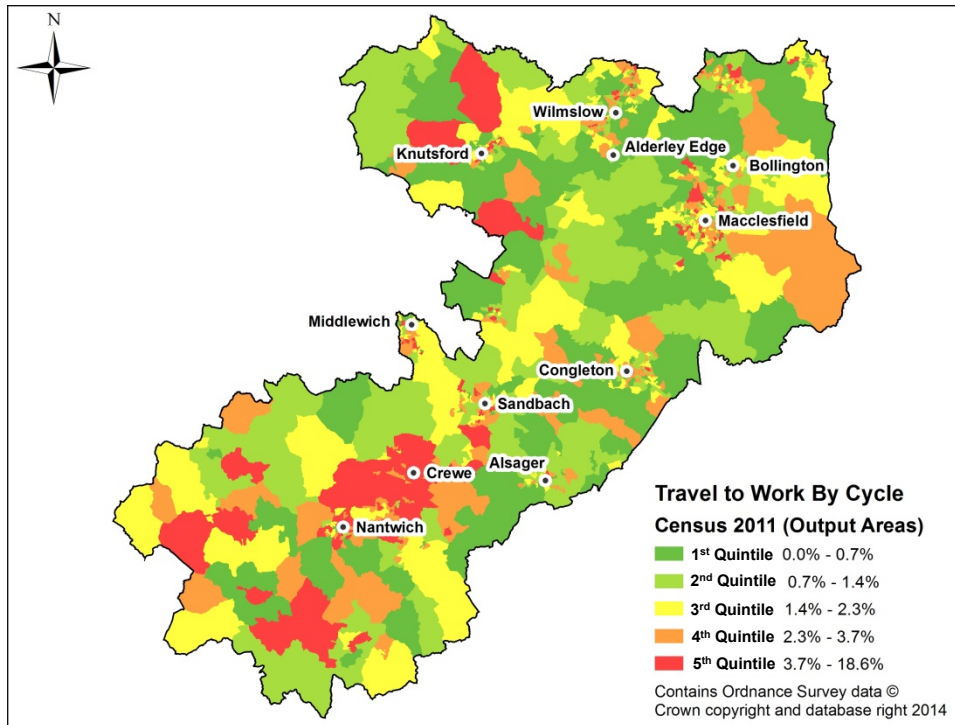
Figure D   Travel to Work By Cycle (Built-Up Areas)

Travel to Work By Cycle
Census 2011 (Built Up Areas)

- 0.0% - 2.0%
- 2.1% - 4.0%
- 4.1% - 6.0%
- 6.1% - 8.0%

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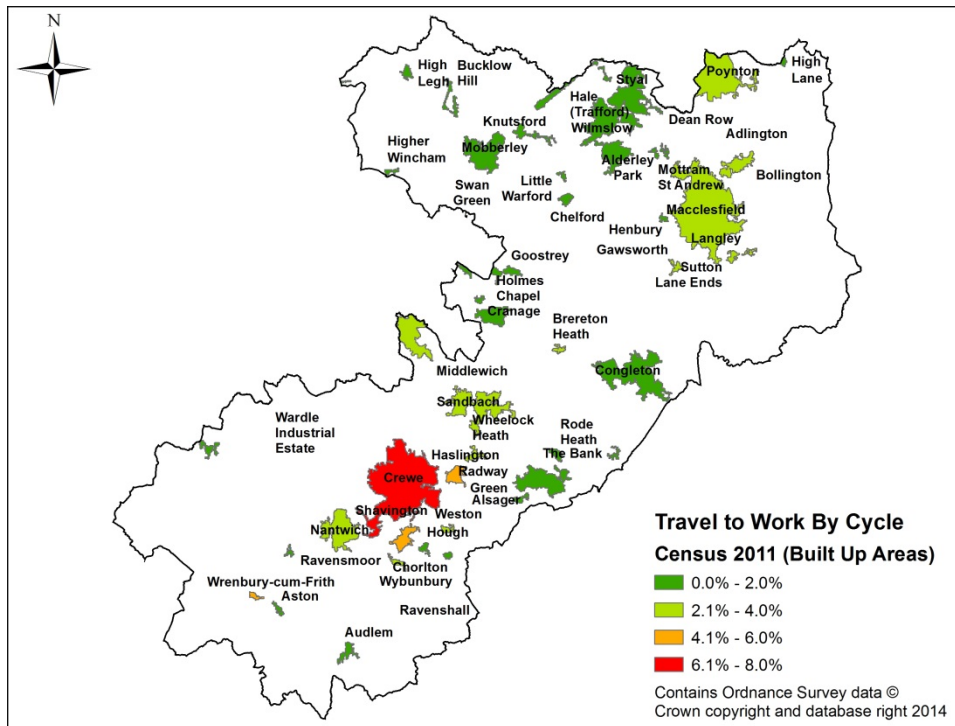
Table 2   **Proportion of Working Population Who Cycle by Settlement**

Selected Settlements	% Cycle
Crewe	6.1%
Shavington	4.1%
Nantwich	3.6%
Sandbach	2.4%
Middlewich	2.3%
Macclesfield	2.2%
Poynton	2.1%
Knutsford	1.9%
Wilmslow	1.6%
Congleton	1.6%
Cheshire East Overall	**2.6%**
England & Wales average	**3.0%**

Source: *Census 2011 (QS701EW by Built Up Area)*

Frequency

3.7   Table 3 shows the proportion of residents who cycle (any length) at a given frequency in 2013/14. Although only 2.6% of Cheshire East residents stated they cycle to work as their main mode of travel, many more people cycle in the Borough when other journey purposes and more infrequent cycling are accounted for. The Active People Survey reported that 13.4% of residents cycle at least once per month for any journey purpose.

Table 3   **Proportion of residents who cycle (any length) at a given frequency 2013/14**

		1 x per month	1 x per week	3 x per week	5 x per week
For any purpose	Cheshire East	13.4	9.4	5.3	3.5
	England	15.0	9.5	4.4	2.5
For utility purposes	Cheshire East	7.3	6.4	2.4	1.4
	England	6.5	4.5	2.6	1.6
For leisure purposes	Cheshire East	9.2	5.5	1.9	0.6
	England	10.3	5.7	1.7	0.7

Source: *Active People Survey 2015*

3.8   In terms of monitoring, permanent counters and video sites have been located across Cheshire East. Table 4 shows the baseline data for 2015/16 with the number of cycle journeys by day through minimum, maximum and mean statistics for each site and in both directions.

Table 4   Baseline monitoring data in 2015/16

Site Number	Route	Min	Max	Average
1 (Permanent)	Connect2 Crewe to Nantwich Greenway, NCN	10	210	74
2 (Video)	A538 Altrincham Road, Wilmslow, NCN	20	65	34
3 (Video)	The Moor, Knutsford	78	139	93
4 (Permanent)	Middlewood Way, Macclesfield, NCN	19	200	104
5 (Video)	Poynton Public Footpath No. 30.	2	10	7
6 (Permanent)	Alderley Edge Bypass	2	83	26
7 (Video)	Sanderson Way, Middlewich	5	7	6
8 (Video)	Hind Heath Road, Sandbach	25	31	29
9 (Video)	Thames Close, Congleton	3	11	9
10 (Permanent)	Macon Way, Crewe	1	61	28
All Sites				41

Consultation

3.9   Between 14th July and 14th September 2015, Cheshire East Council consulted residents, cyclists, and other stakeholders, on the draft version of this Cycling Strategy. The aim was to gain feedback on the draft strategy and understand public perceptions regarding cycling and priorities for investment.

3.10   The draft document was made available online with paper versions also available. Those who wished to could send their comments about the strategy to the Council via an online survey, email, or by letter.

3.11   The consultation was promoted on the Council's webpages, through a social media campaign on the Council's main social media platforms, and via emails sent out to a wide range of stakeholders.

3.12 857 people completed the consultation survey online with 81 submitting via paper format and 10 people submitting a response by email. Survey respondents were more likely to be male than the Cheshire East average (66% for the survey vs 49% Cheshire East) and were more likely to be aged between 35 and 64 (73% survey vs 50% Cheshire East). Respondents were drawn from a wide geographical area across the borough.

3.13 A large majority of respondents (89%) agreed the vision of the strategy is good with just 5% disagreeing. Further findings and how feedback has been incorporated into this strategy are outlined in Table 5. A full summary of consultation feedback is available from the Cheshire East website (13).

Research

3.14 The 2014 National Highways & Transportation (NHT) survey *"collects public perspectives on, and satisfaction with, highways and transportation services in local authority areas".* Data on key transport themes is collected in this survey covering, amongst other things, walking and cycling, accessibility and road safety. The data allows comparison through comparing Cheshire East satisfaction scores for walking & cycling compared with the NHT Survey Unitary Authority Average scores.

3.15 In respect to cycling, the survey includes perceptions on a range of issues (10 in total) including; facilities, cycle training, information and condition. From this data, availability of cycle routes and lanes was identified as an area with potential for improvement when compared with other local authorities. In addition, provision of cycle signage and information (i.e. maps) were also identified issues with potential for improvement.

3.16 In the Cheshire East Council 'Highway Services satisfaction and cycling habits' survey , 57% of respondents stated that they would be more likely to cycle to work if perception of safety and fitness levels were improved

Table 5 Consultation Feedback and Development of the Cycling Strategy

Consultation Feedback	Action
The highest reported barrier to cycling was 'I worry about my safety around traffic' (28%).	The strategy sets out principles of high quality design which should be followed (Chapter 5). Where feasible, cycle routes should aim to be segregated from motorised traffic, with schemes designed on a case by case basis.
A clear preference was stated for cycle routes segregated from motorised vehicles via 'off road paths shared with pedestrians' (29%) and routes which are segregated from motorised vehicles and pedestrians (7%).	
The need for continuous cycle routes was noted which provide access to key destinations such as schools, employment, leisure centres, shopping areas and train stations.	
A number of comments were received about current local routes which should be constructed / improved.	This strategy aims to provide a framework for the development of a strategic and local cycle network. Representatives of community cycling groups have been consulted as part of the development of this strategy to gain options for strategic cycle routes. Individual schemes will be considered as part of future work and support will be provided to local cycling groups to develop cycle network plans for local routes (Paragraph 6.19).
For improving cycle networks the highest priority amongst respondents was 'improve links between towns and villages and improve the rural network' (31%), followed by 'improve the local network and create links between homes and local centres' (21%). Four main priorities for journey purpose emerged from the consultation: adults cycling to work (21%), 'children and young adults cycling to school' (19%), 'adult leisure / health cycling' (19%) and 'adults on everyday cycling trips' (16%).	A balanced approach to urban and rural investment should be followed which recognises the importance of both everyday trips to work, school or the shops and leisure journeys (Chapter 5). Due to the fact funding sources for transport infrastructure are no longer solely controlled by Cheshire East Council, schemes will be developed and matched to specific funding sources as they arise.
'Managing and maintaining the existing network' was noted as an important priority (11% of respondents).	Cheshire East Council use a 'transport asset management plan' approach as recommended by the Department for Transport to prioritise investment in maintaining the existing transport network. This asset management plan describes how Cheshire East Council utilise resources to intervene at the

	optimum time to maintain and extend the life of an asset rather than always tackling the 'worst first'. In addition to the transport asset management plan, Cheshire East Council have a policy of addressing safety related defects on footways and shared paths which form part of the highway network. The Code of Practice aligned to the policy specifies intervention levels for identified defects. A lower intervention threshold for defect depths of 25mm applies on footways and shared paths. The equivalent intervention level for carriageways is 50mm. Defects that are found to exceed the intervention levels are urgently rectified.
28% of respondents felt the best way to promote cycling is to 'work with local cycling groups who promote local cycle events and bike rides'. Other prominent responses included 'support and promote 'Bikeability' (cycle training) for young children' (19%) and 'supporting local cycling events' (17%).	Actions regarding supporting Bikeability and local events included within strategy.
A number of respondents requested that high profile elite cycling events are brought to the Borough such as the Tour of Britain, noting the potential to inspire and engage residents in cycling as a result of these events, in addition to showcasing the borough to national and international audiences.	A successful Tour of Britain stage was held in September 2016 bringing a wide range of benefits to the Borough. This cycling strategy alongside other initiatives provides a basis to secure a legacy from this event. Future opportunities for further events will be considered on a case by case basis.
Strategy is too wordy and long.	Reduction and simplification of information in strategy. Key information has been retained to inform future plans and ensure a robust approach is followed. An executive summary has been designed to be more accessible
Too much use of jargon.	Phrasing and terms simplified. Some technical terms have been retained where necessary to inform the strategy.
Include information on the benefits of cycling.	Benefits included within Table 1
Include information on road cycling and growth opportunities, particularly linked to Peak District.	Information included in Paragraph 3.5
Reference Peak District Wider Cycling Strategy.	Strategy referenced in Chapter 1

4   SWOT Analysis & Next Steps

4.1   The strengths, weaknesses, opportunities and threats (SWOT) presented below have been developed through consultation with internal and external partners, and baseline evidence/policy which is outlined in previous chapters.

Table 6 Strengths, Weaknesses, Opportunities, Threats and Next Steps for Cycling in Cheshire East

	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS	NEXT STEPS
OBJECTIVES 1 - 3: CYCLE FRIENDLY ENVIRONMENT	▪ Extensive National Cycle Network ▪ Connect 2 Crewe / Nantwich an example of successful delivery scheme for cycling ▪ Challenging and attractive on road cycle routes in Cheshire East area of the Peak District	▪ Generally signed on-road or shared use routes; little dedicated cycle provision ▪ Existing network has grown organically with gaps that remain in key strategic cycling corridors	▪ Develop strategic urban cycle networks ▪ Develop leisure and tourism routes ▪ Utilise canal towpath network ▪ Maximises opportunities generated by private developments	▪ Urban/rural areas require different approaches ▪ Challenge of rural roads ▪ Maintaining infrastructure	▪ Plan and implement high quality cycling infrastructure that forms cohesive routes on strategic corridors and local routes – see Chapter 5
OBJECTIVE 4: CYCLE FRIENDLY CULTURE	▪ Strong leisure (road) cycling culture ▪ Network of local cycling groups and voluntary organisations	▪ Education and promotion across age groups	▪ Access to tourist attractions (e.g. Tatton Park and Peak District National Park) ▪ Develop cycle tourism ▪ Expand Bikeability training ▪ Promote and market opportunities & benefits	▪ Reaching groups that do not currently cycle ▪ Existing driver behaviour towards cyclists	▪ Work with partners and community to foster a strong and supportive cycling culture – see Chapter 6
OBJECTIVE 5: ORGANISATION & PARTNERSHIP WORKING	▪ Strong & enthusiastic cycling groups and third sector ▪ Cycle Champion position	▪ Responsibility shared across several service areas	▪ Integration of cycling in transport schemes ▪ Improved cooperation between departments ▪ Defined responsibilities ▪ Third Sector and Volunteers ▪ Joint Strategic Needs Assessment chapter on physical activity which includes a focus on walking and cycling	▪ Lack of co-ordination of a strong partnership with partner organisations and local cycling groups	▪ Continue co-ordination and integration of Cheshire East Council and partner delivery of cycling improvements – see Chapter 7
OBJECTIVE 6: DELIVERY	▪ Cycling is built in to existing policy e.g. LTP3, ROWIP and Local Plan Strategy	▪ Shortage of readily-available baseline data	▪ Integration of cycling in transport schemes ▪ Improved cooperation between departments ▪ Defined responsibilities ▪ Third Sector and Volunteers	▪ Limited central government funding ▪ Reducing Local Authority funding	▪ Deliver cycling improvements where possible through Local Transport Plan programme and secure external funding – see Chapter 8

5 Cycle Friendly Environment (Objectives 1 – 3)

5.1 Earlier chapters of this strategy established an evidence base which has informed objectives and principles which should be followed in order to realise the Cheshire East vision for cycling. Through preceding chapters and the SWOT analysis a clear need has been established for high quality cycling infrastructure which provides connectivity in the Borough.

5.2 This section sets out key priorities and actions for creating high quality cycling routes. It is not intended to serve as a design guide, but instead as a framework for the planning and design of new infrastructure and new developments.

High Quality Infrastructure

5.3 A cycle friendly environment provides high quality cycling infrastructure from origin to destination. High quality means that infrastructure addresses the following five main requirements as set out in the Sustrans Design Manual (14):

- **Cohesion**: Cyclists must be able to get from origins to destinations via routes of consistent quality.

- **Directness:** Connections must be as direct as possible. Even more important than physical travel distance is travel time; cyclists may accept a longer distance, if they don't have to slow down or stop so much as they will arrive at their destination sooner.

- **Safety:** Probably the most important requirement is that cyclists will be safe when using the infrastructure. This is not only about the actual chance of being involved in a collision, but also the fact that people *feel* safe when cycling.

- **Comfort:** Cycling has to be comfortable; this is related to the ease of travel. Examples include ease of wayfinding (signage), little hindrance from other road users (car parking) and smoothness of surface.

- **Attractiveness**: The more attractive the provision is the more cyclists may use it. People usually find it more pleasant to cycle through a quiet street with plenty greenery than via a busy road with industries alongside.

5.4 The Department for Transport 'Draft Walking and Cycling Investment Strategy' recommends using an evidence based approach to identifying and designing cycling routes including the use of the 'propensity to cycle tool' and 'cycling level of service tool'. In order to identify and inform cycle route development, available data on current/predicted journey patterns and socio-economic characteristics will be used alongside the tools referenced above.

5.5   Cheshire East Council will implement a cycle audit process through which significant development, infrastructure and highway maintenance schemes will undertake a cycling audit at the design stage. This audit will utilise guidance detailed in the cycle proofing toolkit in Appendix B to identify opportunities for the schemes to provide high quality cycling facilities if these are not already embedded with the design.

Integrating Transport Networks

5.6   Cycle infrastructure needs to be considered as part of the overall transport system and as such will be fully integrated with other networks and modes, most significantly the existing road network. Policy S3 within the Cheshire East Local Transport Plan includes integrating transport modes as a priority.

5.7   Roads, streets and public space should also reflect their *function* within the context of the local economy, environment, society and the transport system. Roads and streets have dual functions; they are both 'places' and 'links' and therefore will be designed or modified to reflect these priorities. This approach is outlined in Manual for Streets (15) and Manual for Streets 2 (16).

Integrating Development

5.8   Significant levels of growth are planned in Cheshire East as set out in the Local Plan strategy. This growth is planned to align with various improvements to transport infrastructure and cycling journey options should be provided to new development, linking in with the wider cycling network in Cheshire East.

5.9   The National Planning Policy Framework (NPPF) (17) states (Paragraph 17) that a core principle of planning is to actively manage patterns of growth and to make the fullest possible use of public transport, walking and cycling.

Cycle Network

5.10   Effective cycle networks are critical to the successful development of a 'cycle-friendly environment'. Cheshire East's cycle network will comprise routes at the Borough and town level. Borough and town networks will be strategically planned to connect key origins (e.g. residential areas, transport interchanges) and destinations (e.g. employment, educational establishments, hospitals, town centres, transport interchanges).

5.11   The network will consist of **primary, secondary and tertiary** routes which integrate to form comprehensive networks with their characteristics defined in Table 7 . Appendix C provides more information on route classification and options for cycle infrastructure design.

Table 7 - Primary, Secondary and Tertiary Route Characteristics

Route Classification	Route Characteristic
Primary Route	Link between strategic locations
	Fast and direct
	High quality and segregated from cars where possible
	Uninterrupted paths, or minimal stops where possible
	Use clear, high quality signage
Secondary Route	Connect primary routes to major destinations including retail centres, employment sites, schools, colleges and university campus
	High quality and segregated from cars where possible
	Use clear, high quality signage
Tertiary Route	Quiet roads
	Link to primary and secondary routes

5.12   Acting on concerns regarding the safety of cycling (and particularly sharing highway space with motorised traffic) amongst consultation respondents, primary and secondary routes should aim for segregation from motorised traffic where feasible, with scheme designs considered on a case by case basis. Where segregation is not feasible other design measures will be considered to address safety concerns.

5.13   The cycle network will be developed to cater for both everyday trips to work, school, services and for leisure journeys. This balanced approach to investing in both utility and leisure cycle routes will secure the range of benefits outlined in Table 1.

5.14   This strategy sets out an ambitious vision for high quality strategic cycle routes which will provide the spine of a network which connects communities (Figure 6). This network, in conjunction with local routes, will connect residents and visitors alike to jobs, skills, schools, services and leisure opportunities. This aspirational route map has been developed through consultation workshops with local cycling community groups across the Borough. This aspirational map will be reviewed on a regular basis to capture new opportunities to further develop the strategic route network.
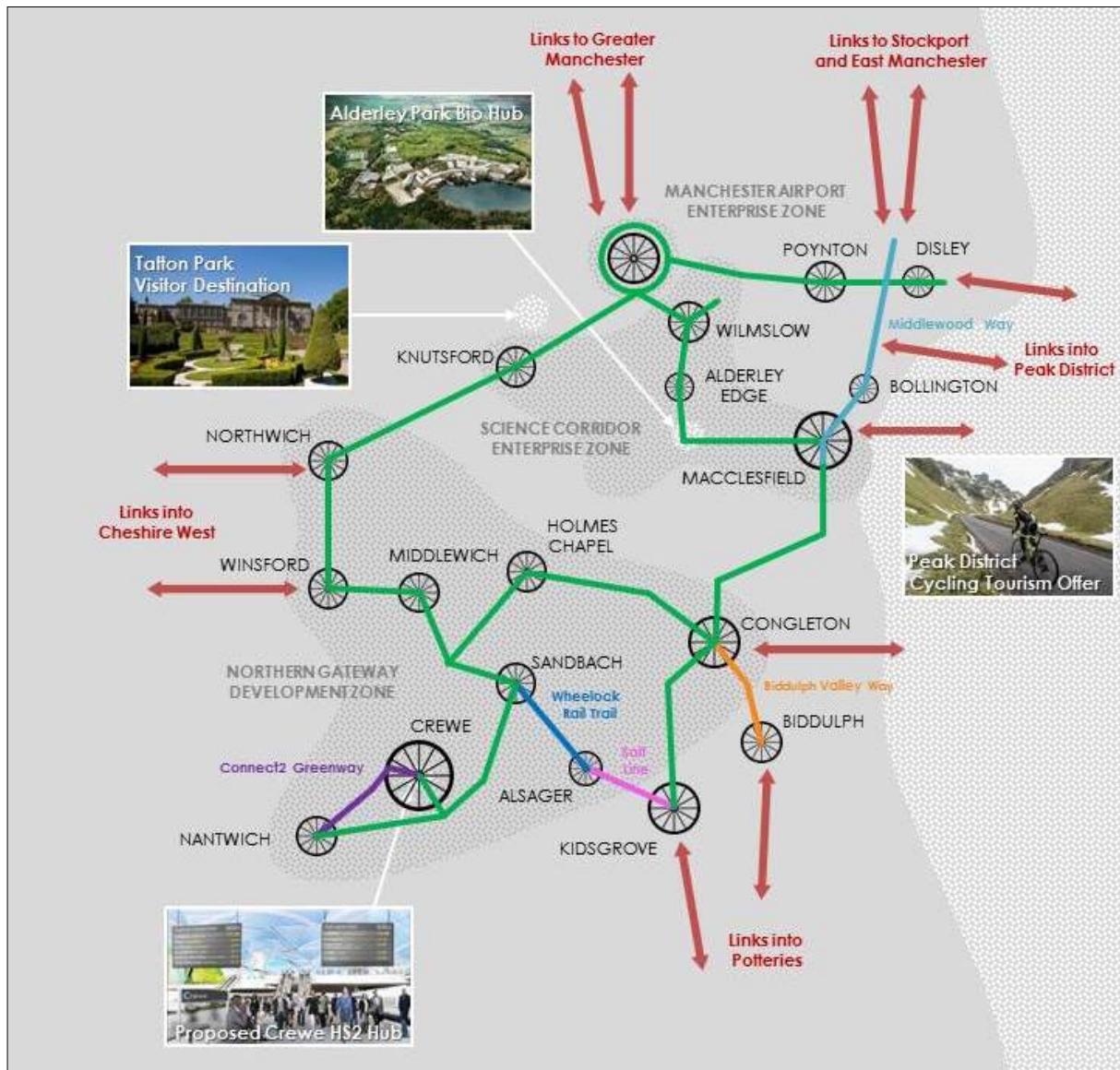
Figure 6 Strategic Cycle Route Network Plan for Cheshire East

5.15 As outlined in Chapter 2 external funding is needed to create a step change in cycling and opportunities will be taken to provide specific sections of routes where external funding opportunities arise e.g. through developer contributions linked to specific sites or central Government funding sources such the Local Growth Fund.

5.16 The process for identifying and delivering cycle route schemes is outlined in Figure 7. This process includes a number of steps which are crucial for scheme development, prioritisation and delivery, including key supporting statutory processes such as applying for Traffic Regulation Orders which enable enforcement of highway or traffic measures.
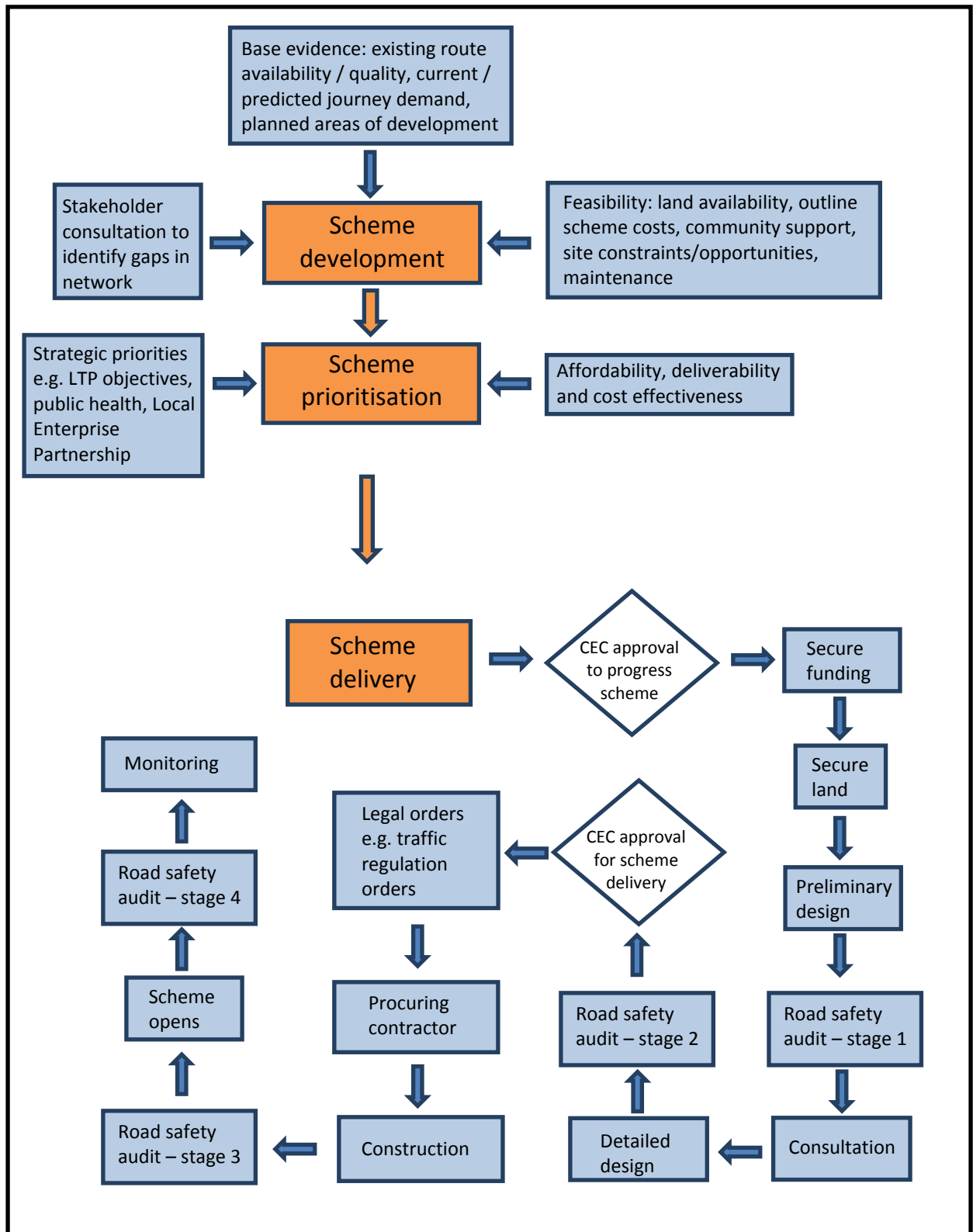
Figure 7 flowchart

Base evidence: existing route availability / quality, current / predicted journey demand, planned areas of development

Stakeholder consultation to identify gaps in network → **Scheme development** ← **Feasibility:** land availability, outline scheme costs, community support, site constraints/opportunities, maintenance

Strategic priorities e.g. LTP objectives, public health, Local Enterprise Partnership → **Scheme prioritisation** ← **Affordability, deliverability and cost effectiveness**

Scheme delivery → CEC approval to progress scheme → Secure funding → Secure land → Preliminary design → Road safety audit – stage 1 → Consultation → Detailed design → Road safety audit – stage 2 → CEC approval for scheme delivery → Legal orders e.g. traffic regulation orders → Procuring contractor → Construction → Road safety audit – stage 3 → Scheme opens → Road safety audit – stage 4 → Monitoring

Figure 7 – Process for Scheme Development, Prioritisation and Delivery

5.17 The development of **Town Cycling Plans** will be undertaken by local cycling groups who have in-depth knowledge and expertise that can only be

achieved by cycling regularly in and around the towns and villages of Cheshire East.

5.18   The Council will offer support and a reviewing function to ensure that the plans are robust and align with wider policies and infrastructure, particularly strategic cycle routes. The network plans will identify:

- Key origins and destinations within the town;
- Straight line connections / desire lines between all origins and destinations;
- The classification of each connection, based on relative importance and to be defined as either primary, secondary or tertiary;
- Existing cycle routes and future/potential proposals such as transport schemes;
- Pinch points and constraints that need to be resolved.

5.19   It is intended that the Town Cycling Plans will be adopted under the Neighbourhood Plan process and form part of the Town Plan (N.B. this will require the plans to be adopted by the relevant Town Councils).   This mechanism is aligned with the Community Infrastructure Levy (CIL) to deliver cycle infrastructure improvements.

6 Cycle Friendly Culture (Objective 4)

6.1 High quality cycling infrastructure is necessary to make people feel comfortable enough to consider changing their behaviour. However, this alone is not enough to achieve the step change in cycling targeted as part of this strategy. Evidence shows that complementing infrastructure with practical support and promotion achieves greater levels of uptake in cycling and ultimately better value for money from investment (18).

Marketing & Promotion

6.2 Marketing and promotion help to raise the profile of cycling and encourage more people to cycle for leisure and everyday journeys – it is a key strand in the development of a cycle friendly culture. Marketing is needed to:

- Make people aware when new infrastructure is available or when existing infrastructure is improved, particularly where journey times/length may be significantly reduced compared to the equivalent door to door journey by car.

- Inspire people to 'think cycling' by promoting the positive aspects of cycling – this is especially important in a situation where cycling forms a small proportion of total trips made.

- Make drivers aware of the vulnerability of cyclists and ensure that there is a courteous sharing of the road network by all road users.

- Make users of shared routes aware of the need to consider other people and their needs.

6.3 Appropriate communication channels should be identified for specific marketing activities, including paper-based and electronic marketing, social media, road signage etc.

6.4 Marketing activities should also be timed to tie in with national programmes and campaigns such as Change4Life and Bike to Work week. The distribution of such material should also be targeted, for example via schools, GPs and health workers etc.

Events

6.5 Cheshire East is seen by sections of the cycling community as a cycle destination and the Borough hosted a hugely successful stage of the Tour of Britain in September 2016; building on this strength, cycle events will be encouraged, including:

- Mass participation events
- Privately organised events
- Led rides
- Bike breakfasts

6.6   Voluntary organisations, such as local cycling groups may be best placed to deliver a number of these events, with the support of the Council.

> **Case Study   Cycle Knutsford Scout Bike Night**
>
> In 2014 a CycleKnutsford committee member found a novel and exciting way of engaging young people in cycling, with significant success leading to the event being repeated the following year.
>
> As a district Scout leader, the organiser set up a "Bike Night" with a local Scout group involving the police and volunteers. Scouts were asked to bring along their bikes, complete with lights to the meeting. They were divided into groups of about 6 members.
>
> These groups then rotated through planned activities starting with a check of their bikes, which were generally in good order, followed by hands on instruction in simple maintenance.
>
> Each group were given a CycleKnutsford cycle map which has roads colour coded as to the suitability for cyclists. The challenge was to find a safer route to their friends' houses and other local destinations. It was encouraging to discover how many already cycled around the town both individually and with parents.
>
> Then finally, a committee member and Bikeability instructor, accompanied by a scout leader took them on a night ride, suitably kitted out, around a nearby housing estate.

6.7   Events such as those described above are particularly important for encouraging children, women and ethnic minorities to cycle in which participation rates are currently low.

> **Case Study Cheshire Cat 2015**
>
> This high-level event sold out with 3,000 cyclists attending. The 2015 event started in Crewe and took in some of the steepest roads in Cheshire East, including the challenging Mow Cop section. With the support of the Local Sustainable Transport Fund programme Smarter Ways to Travel project, the event also featured free family cycle rides designed to encourage more people to choose cycling as a way of getting around. A number of other activities including Bikeability taster sessions and Dr Bike checks complimented the event.

Education & Training

6.8   Education and training are critical for introducing cycling to a new audience, both through cycling safety and to build new cyclists' confidence, particularly when using the road. Training may range from the basics of how to keep your balance, to how to cycle safely in general traffic.

6.9 The Council is working in partnership with Everybody Sport & Recreation Trust to offer all Year 5, 6, 7, 8 and 9 children across the borough the opportunity to receive free Bikeability training. In 2015/16 5055 young people were trained at Level 1, 2 or 3.

6.10 A range of training courses are also currently available to adults within the Borough, including:

- Bike maintenance;
- Commuter confidence/learn to ride; and
- Cycle ride leader qualification training (see below).

6.11 Cycle leader qualification training is provided by Everybody Sport & Recreation Trust. This training gives volunteers the necessary skills to plan, lead and supervise cycle rides for groups of people, and in particular inexperienced cyclists. By supporting such schemes, this has the potential to facilitate a significant uptake in cycling, requiring little direct investment or on-going costs.

Travel Plans

6.12 A key mechanism for promoting sustainable travel is through Travel Plans which can be developed and adopted by employers, developers, housing associations, stations and schools. Developing and implementing Travel Plans can help organisations increase travel access to their site, thereby assisting with retaining and recruiting staff.

6.13 At present, Travel Plans are generally developed in conjunction with planning applications (where appropriate); although some have been developed voluntarily within the Borough by larger employers. Similarly, programmes such as "Smarter Ways to Travel" provide a template for future area-wide travel planning activities (see Box 7.3).

Smarter Ways to Travel

Smarter Ways to Travel comprised £3.5 million of funding from the Department of Transports Local Sustainable Transport Fund (LSTF). It was a key part of the 'All Change for Crewe' regeneration programme aiming to unlock the growth potential of Crewe in a low carbon way, improving air quality and connectivity across the town. The funding supported the delivery of a range of sustainable transport measures in Crewe. Following the full evaluation of the LSTF programme, the key lessons learnt have been applied to other sustainable transport projects.

Schools

6.14 Schools can identify walking and cycling champions with sufficient senior support to coordinate activities. Champions should liaise with the Council

and other potential partners to address any barriers to walking and cycling to school.

6.15   The Council and partner organisations will support school champions to foster a culture that supports physically active travel for journeys to school. For example:

- Promote the health benefits of cycling and walking and encourage the provision of sufficient, secure cycle parking;
- Encourage schools to develop and implement school travel plans that support children who wish to walk or cycle all or part of the way to school; and
- Work with Everybody Sport & Recreation Trust to ensure all children can take part in 'Bikeability' training.

Health

6.16   In relation to the health sector, Cheshire East will explore ways in which shared objectives can be collaboratively achieved; for example:

- How walking and cycling are considered, alongside other interventions when working to achieve specific health outcomes in relation to the Cheshire East population (such as a reduction in the risk of cardiovascular disease, cancer, obesity and diabetes, or the promotion of mental wellbeing);
- How health commissioners can contribute resources and funding to encourage and support people to walk and cycle;
- The potential to develop programmes to promote walking and cycling for recreation as well as for transport purposes;
- Ways in which information on walking and cycling can be integrated into broader physical activity advice given by health professionals; and
- Ensure cycling is included as part of the physical activity offer to residents of Cheshire East.

Leisure & Tourism

6.17   Marketing can also support the development of leisure cycling and cycle-based tourism, which provides opportunities both for raising levels of cycling but also benefits to the local economy. The number of signed and promoted routes could be increased, as well as materials such as maps and details of supporting facilities (e.g. accommodation, local cycle shops).

Sport Cycling

6.18   Sport cycling provides a key opportunity to engage people in cycling and improve health and wellbeing, particularly following recent publicity associated with the Tour of Britain, London Olympics and the Tour de France.

6.19 The Everybody Sport & Recreation Trust will work with cycling clubs to develop their club and coaching offer through access to training and support. It will also support the development of activities that help increase cycling participation.

7 Organisation (Objective 5)

Introduction

7.1   It is acknowledged that producing a Cycle Strategy does not guarantee a good cycling environment or culture. However, experience has shown that paying permanent, systematic attention to cycling throughout Council departments, in collaboration with partner organisations, is necessary to meet these objectives.

Leadership

7.2   Leadership is particularly important in the success of the strategy in order to provide direction and drive forward actions. Leadership is required at many levels; both politically and at the administration level.

7.3   The Council has appointed a Cycle Champion who is working with the Portfolio Holder for Highways and Infrastructure to raise awareness of the importance of cycling within the Borough and ensuring the development and delivery of this strategy. The Portfolio Holder for Highways and Infrastructure and Cycling Champion are taking lead roles in the development of the cycling agenda in Cheshire East.

Administration Level

7.4   It is recognised that the responsibilities for cycling (both direct and in-direct) fall across many different departments. The Strategic Infrastructure Team are leading on the management and delivery of the strategy.

7.5   A senior member of the Public Health Team will take lead responsibility for co-ordinating the promotion of walking and cycling. They should support coordinated, cross-sector working, for example, by ensuring programmes offered by different sectors complement rather than duplicate each other.

Information for Professionals

7.6   Information sharing will also be promoted amongst planners, designers, and decision makers to ensure that professionals are up-to-date with current debates in the field of cycling, as well as the latest and innovative design approaches.

Monitoring & Evaluation

7.7   It has been identified that there is a lack of existing data in relation to cycling in Cheshire East and that additional monitoring is required. From this data it will be possible to develop more SMART (specific, measurable, attainable, relevant and time bound) targets, against which regular evaluation and monitoring of progress can be undertaken.

7.8   Data will therefore be recorded for Cheshire East from the following sources:

- 10 selected sites on key routes will be identified and cycle counts undertaken as part of Local Transport Plan (LTP) funding; (Figure 4)
- Active People Survey data published by Sport England;
- Data will be analysed regularly from the Cheshire East Council Highway Satisfaction Survey ; and
- Bikeability uptake will continually be recorded.

8   Delivery (Objective 6)

Collaboration & Partnership Working

8.1   A range of initiatives will be delivered through partnerships with external organisations, Government and voluntary bodies. These partnerships will be strengthened where possible through regular consultation and engagement.

Table 8   Key Stakeholders

	Stakeholders
Government	Cheshire East Council (inter-departmental) NHS commissioners and providers Marketing Cheshire Highways England Network Rail HS2 Limited Department for Transport Neighbouring Local Authorities Peak District National Park Town/Parish Councils
Commercial	Major employers / trip generators Train Operating Companies e.g. Cycle hire operators
Third Sector	Sustrans Everybody Sport & Recreational Trust Local Cycling Groups CTC Canal and River Trust National Trust The Ramblers

Funding and Delivery Mechanisms

8.2   A number of potential funding sources have been identified that could support the development of the strategy. As funding sources for transport infrastructure are no longer solely controlled by Cheshire East Council, schemes will be developed and matched to specific funding sources as they arise.

Table 9. Potential Funding and Delivery Mechanisms

Source	Funding / Delivery Mechanism
LTP Capital Programme	▪ The Local Transport Plan (LTP) capital programme will continue to deliver local cycling infrastructure schemes wherever possible
Cross-Departmental Collaboration	▪ Seek support across a wide range of services (e.g. Transport, Planning, Public Health, Environmental Services) through pooling resources, budgets and professional services in order to meet shared objectives ▪ Active participation in master planning and regeneration plans to secure cycling objectives
Infrastructure / Public Realm Schemes	▪ Ensure major infrastructure schemes provide high quality cycle facilities ▪ Ensure public realm improvements / regeneration projects make adequate consideration for cyclists
Developer Led	▪ Community Infrastructure Levy (CIL) ▪ Section 106 Agreements ▪ Section 278 Agreements ▪ Section 38 Highway Adoption Agreements
Ad hoc Government Funding	▪ Department for Transport 'Access Fund' and DEFRA Air Quality Grants ▪ Other sources as these arise
Cheshire East Public Health	▪ Collaboration with NHS commissioners and providers to deliver promotional programmes e.g. change4life.
Tourism	▪ Exploit leisure and marketing opportunities through Discover Cheshire ▪ Sport cycling / event opportunities ▪ Marketing Cheshire
Local Enterprise Partnership	▪ Work with the Cheshire and Warrington Local Enterprise Partnership to seek funding through the Local Growth Fund which addresses barriers to accessing key employment sites

Congleton Sustainable Transport Campaign

In 2015 the Environmental Health Department secured funding from the DEFRA Air Quality Grant to provide cycle facilities in Congleton (an area that currently suffers from poor air quality). The shelters will be underpinned by a web based campaign promoting sustainable transport options including cycling. Additional cycling network signage and online maps will be provided to ensure that cycling becomes a realistic alternative to the private car for many more people.

9   Targets

9.1   Targets need to be measurable and therefore need to be set against existing data. Cycling survey data is limited in Cheshire East and, as part of this strategy, this is something that will be addressed through installing cycle counters at key locations. However, it is possible to set some interim targets that will be reviewed and revised on a regular basis; these are to:

- **Cycle Journeys –** double the number of people cycling once per week for any journey purpose in Cheshire East by 2027 from a 2014 baseline (this data is collected from the Active People Survey referenced earlier in this document).

- **Public Perception –** Improve public perception of cycling within the district by ensuring that annually measured Cheshire East Council through the Highway satisfaction scores are improving over time on an upward trajectory.

9.2   The measurement of these targets will show how cycling has increased and how perceptions on cycling have changed over the course of the strategy. Further targets should be set once appropriate monitoring mechanisms and baseline data have been established.

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Appendix A   Delivery Plan

This delivery plan draws together the themes, objectives, actions, targets, responsible partners and timescales.

Vision: For more people to cycle in safety, more often and with confidence for everyday and leisure journeys				
Objectives	Actions	Target	Responsible partners	Timescale
Objective 1 Create and maintain safe, attractive cohesive, direct and adaptable networks and infrastructure	By using best practice cycling design guides/principles, scheme cycling audits, high quality cycling infrastructure schemes will be developed and implemented to link more destinations for everyday journeys in the Borough.	Current design guides used by Cheshire East Council including Cycling Infrastructure Design Guidance LTN 02/08 and Shared use routes for pedestrians and cyclists LTN1/12, in addition to more informal guidance developed by various organisations	Cheshire East Highways / Strategic Infrastructure	To be reviewed on 6 monthly basis
	Implement a cycle audit process for significant development, infrastructure and maintenance schemes.	Implement audit process	Cheshire East Highways / Strategic Infrastructure	Implement process within 6 months of publishing this strategy
	Integrate transport networks and modes by providing facilities which enable cycling as a key element of the transport network	Build cycle infrastructure into wider transport infrastructure schemes	Cheshire East Highways / Strategic Infrastructure	On-going
	Integrate new areas of development into the cycle network and secure developer funding contributions to mitigate the effects of	Develop cycle infrastructure schemes which link new areas of development with the	Cheshire East Highways, Strategic Infrastructure and Highways Development	On-going as new development sites come forward

	development by implementing cycle infrastructure	wider network	Control	
Objective 2 Ensure cycling is integrated with other transport modes, transport networks, the public realm and new developments	Adopt and implement Cheshire East's cycle-proofing toolkit during the assessment of all new development proposals to help promote a cycle friendly environment and culture	Toolkit to be approved by Cheshire East cabinet and implemented	Strategic Infrastructure and Highways Development Control	Adopt and implement within 6 months of publishing this strategy
Objective 3 Ensure high quality facilities are in place to support people who cycle and that will attract people to live and work in the area	Encourage local cycling groups to develop Town Cycling Plans to identify existing routes and propose new local routes, with the purpose of them becoming adopted as part of their local Neighbourhood Plan	Deliver training session on cycle planning at CHESHIRE EAST COUNCIL Neighbourhood Planning Conference Plan training event for community cycling groups. Continuing communication and support to community groups.	Strategic Infrastructure / Spatial Planning / Local Cycle Groups	On-going support
Objective 4 Use targeted cycle promotion,	Promote improved cycle infrastructure with the aim of encouraging its use by local communities for everyday and leisure journeys, subject to availability of revenue funding	Ensure that all new schemes are promoted on the web.	Cycle groups	On-going

education and training		Work with local cycling groups to develop cycle maps by town and area.	Everybody Trust	
		New signage installed in areas / towns	Strategic Infrastructure / Cheshire East Highways	
	Develop and roll out an identity/brand for cycling in Cheshire East which promotes the positive aspects of cycling and which is easily recognisable.	Develop and roll out identity/brand as part of cycling strategy launch	Strategic Infrastructure, Public Health, Corporate Communications	By strategy launch
	Support private event providers, leisure providers, voluntary organisations and local groups to deliver events which promote and encourage cycling across a broad range of residents, including those who are currently physically inactive.	Current events diary to be posted on web	Everybody Trust, Public Health, Cheshire Police, Cheshire Fire and Rescue Service, Local Cycling Groups	Updated every 6 months
	Continue to support and promote Bikeability, Cycle Leader and Adult Cycle Training, subject to continued funding from the DfT.	Secure DfT Bikeability funding on yearly basis and deliver training	Everybody Sport & Recreation Trust	To be reviewed each 12 month period
	Continue to require Travel Plans for significant size development as part of the planning process and provide guidance to employers and schools to enable them to implement Travel Plans on a voluntary basis.	All substantial developments to include Travel Plan	Strategic Infrastructure and Highways Development Control	On-going
	Share guidance with accommodation and leisure providers on how to make their sites cycle friendly and capitalise on cycle leisure	Send guidance to providers such as hotels, cafes and restaurants	Strategic Infrastructure, Leisure and Tourism	Complete – review provision in the future

	and tourism opportunities.			
Objective 5 Integrate and align policies, procedures and practices to encourage cycling	Promote the role of the Council's Cycling Champion and continue to share information on officer roles and responsibilities for cycling in Cheshire East.	New Cheshire East Champion has been appointed	Cheshire East Council	On-going
	Ensure that Council officers and partners are kept up to date with the most recent guidance in cycle infrastructure and public realm principles and design.	To be assessed and carried out through CPD (continual professional training) programme	Cheshire East Highways / Strategic Infrastructure	March each year
Objective 6 Deliver cycle-friendly infrastructure in partnership with the community, officers and organisations of Cheshire East	Maintain regular communication and work in partnership to ensure key stakeholders are engaged in the development of cycling across the borough.	Continue proactive engagement with cycling community and partners	Range of stakeholders including local cycle groups / Strategic Infrastructure / Cheshire Road Safety Group / Cheshire Fire and Rescue Service / Public Health / Chamber of Commerce / Skills and Growth Company	On-going
	Continue to deliver local schemes through the Council's Local Transport Plan capital programme wherever possible.	Prioritised schemes to be delivered on annual basis	Strategic Infrastructure & Highways	Rolling programme agreed April each year
	Work with the Local Transport Body, on behalf	Continue discussions	Strategic Infrastructure	On-going

	of the Local Enterprise Partnership, to raise the profile of the cycling agenda and ensure that cycling is considered as part of other transport investment and improvement programmes.	and prepare business cases for schemes where appropriate	& Highways	
	Continue to seek out new funding opportunities for cycling and ensure that all these prospects are maximised by maintaining a cycling improvement programme, based on the strategic cycle network and town cycling plans.	Ensure that officers maintain current information on all potential funding streams and ensure that delivery plans are linked to strategic and local delivery plans to maximise funding opportunities	All stakeholders	On-going
	Ensure that regular local cycling data is collated and information maintained which will enable the setting of effective targets.	Monitor cycle usage at 10 locations around the borough on annual basis	Strategic Infrastructure & Transport Team	Monitoring data to be collected on annual basis and data updated in December of each year

Appendix B   Cycle-Proofing Tool Kit

This document provides an easy reference checklist for developers, consultants and officers involved in the planning, design and auditing of new developments to provide improved environment for cycling. It needs to be read in conjunction with the Cheshire East Cycling Strategy. It is also recommended guidance relating to Crime Prevention through Environmental Design (CPTED) is followed when designing developments and infrastructure.

Pre-Submission

Theme	Sub-Theme	Requirements	Responsibility
Circulation	Site Layout	The site layout should be: • planned and designed in a cycle friendly way; • planned and designed in accordance with Manual for Streets; • permeable for pedestrians and cyclists; • planned and designed to encourage low traffic speeds and low traffic volumes (e.g. filtered permeability)	Applicant
Connections	Local Cycle Network	Existing cycle network 1. Identify nearest cycle routes that connect the site with; town centres; rail stations or other public transport interchanges; local facilities (e.g. Shops etc.); residential area etc. 2. Are they of sufficient quality? 3. Are they **cohesive**, **direct**, **safe**, **comfortable** and **attractive**? 4. Has a suitable cycling 'level of service' tool been used to assess route quality? 5. Identify opportunities to improve these existing routes.	Applicant
Connections		Proposed Cycle Network 1. Review the Council's Strategic Cycle Network Plans 2. Can the proposed development contribute towards the delivery of these strategic networks (e.g. financially, construction etc.)	Applicant
Connections	Local Public Rights of Way	1. Identify local Public Rights of Way 2. Identify PROW that could be connected to; upgraded or created to provide new cycle routes.	Applicant
Parking	Cycle Parking	1. Review Local Cycle Parking Standards, (attached) 2. Proposed cycle parking should be: secure by design and have good natural surveillance; sheltered; conveniently located near to the building entrance.	Applicant

Pre-Submission			
Theme	**Sub-Theme**	**Requirements**	**Responsibility**
Education, Training & Publicity Measures	Travel Plan	The applicant will be required, where appropriate, to submit a Travel Plan as part of the planning application, to include cycle specific measures, including: • on-site/off-site infrastructure • sustainable travel initiatives • monitoring & targets	Applicant
Other	General Advice	Make applicants aware of the Cycling Strategy and that their development will be expected to support the vision and objectives of the strategy.	Cheshire East Council Development Management Officers
		Consider requesting that the applicant provides supplementary information demonstrating that proposals have been developed with specific consideration to pedestrians and cyclists e.g. • Quality Audit (and associated approach) • Non-Motorised User Audit • Cycle Audit	Cheshire East Council Development Management Officers

Submission and Consultation Stage

Theme	Sub-Theme	Requirements	Responsibility
Circulation	Site Layout	Is the site layout pedestrian and cycle friendly? Is the site permeable, both internally and to surrounding areas by non-car modes? Are the routes for pedestrians and cyclists legible, with priority over motor traffic?	Cheshire East Council Development Management Officers
	Internal Road Network	Does the internal road network promote low traffic volumes and appropriate traffic speeds?	Cheshire East Council Development Management Officers
Connections	Local Highway Network	Do the proposed internal cycle routes connect with existing or proposed external cycle routes? Can/should/does the development contribute towards local highway improvements, traffic management measures, public realm improvements; specifically those that directly benefit cyclists? Can the existing highway be reallocated to make provision for cyclists? Are there opportunities to reconfigure the local highway network (e.g. through TROs) to make the network more permeable for pedestrians and cyclists and less so for motor traffic? Have off-site pedestrian and cycling improvements been prioritised over works that benefit motor traffic? Do the proposed site accesses impact on existing cycle routes? If so, has adequate mitigation been provided to reinstate or upgrade the existing provision? Are the proposed pedestrian and cycle connections legible and include signage between the site and local facilities?	Cheshire East Council Development Management Officers
	Local Cycle Network	Have appropriate connections been proposed to the existing cycle network? Does the development contribute to the proposed Strategic Cycle Network?	Cheshire East Council Development Management Officers

Submission and Consultation Stage			
Theme	**Sub-Theme**	**Requirements**	**Responsibility**
Parking	Cycle Parking	Does the proposed cycle parking provision meet the Council's minimum standards? Is the development likely to generate more parking demand than the minimum provision (at present or in the future)? Does the proposed cycle parking provision meet the required quality standards (secure by design, sheltered, overlooked etc.)	Cheshire East Council Development Management Officers
Education, Training & Publicity Measures	Travel Plan	Has a Travel Plan been submitted if required? Does it make adequate provision for cycling, including: • on-site/off-site infrastructure • sustainable travel initiatives • monitoring & targets	Cheshire East Council Development Management Officers
Other	Funding	Can the proposed development contribute to local cycle infrastructure improvements or "education, training and promotion initiatives" through Planning Obligations (S106), or off-site Highway Works (e.g. S278)? (Future contributions should be made through the Community Infrastructure Levy (CIL) when available).	Cheshire East Council Development Management Officers

Post-Decision			
Theme	**Sub-Theme**	**Requirements**	**Responsibility**
Other	Detailed Design (S278)	Have the proposed cycle facilities been designed to a standard that is appropriate for cyclists? Consideration should be given to: • Surfacing (smoothness, texture, colour etc.) • Transitions • Markings • Signage • Lighting • Social safety • Vegetation • Other facilities (shelter, places to rest) • Aesthetics What are the maintenance implications of the proposals? Are the proposals suitable for all (a) seasons, (b) times of day etc.? Cycle Parking Are the cycle parking facilities appropriately designed? Suitable for the expected (a)demand, (b) duration of stay? Are the cycle parking facilities accessible? Have you ensured street furniture introduced does not build in crime and disorder? See CPTED for further details.	Cheshire East Council Development Management Officers
	Adoption Process (S38)	Opportunity to ensure that new highways are of suitable standard to be adopted by the Council. Consideration should be given to influencing the palate of materials, layout etc. to promote low traffic speeds and low traffic volumes.	Cheshire East Council Highways
	Road Safety Audit	Road Safety Audits (RSA) Stages 2-4 should be undertaken to ensure that the designed and constructed highway infrastructure is "safe". N.B. RSA's do not consider the suitability of cycle infrastructure against the other four main requirements e.g. cohesion, directness, comfort and attractiveness; therefore other approaches should be adopted e.g. • Quality Audit (and associated approach) • Non-Motorised User Audit • Cycle Audit	Cheshire East Council Highways

Appendix C   Route Function and Design

This appendix contains further cycle infrastructure design principles to provide guidance on the implementation of future schemes. This appendix should be read in conjunction with Chapter 7 of the main document.

Place Making

Provision for cyclists and pedestrians can help create high quality public spaces, and public realm enhancements will in turn deliver improvements for cyclists and pedestrians. Recent guidance provided by Sustrans (14) states that "the making of a good place is achieved at different scales":

At a strategic scale:

- Towns and cities need to be joined-up and connected so that people can access local services and employment opportunities.

- New developments need to integrate and connect with existing communities (not inward looking and closed).

At the streetscape level, the public realm will:

- Bridge the barriers presented by heavily segregated roads and large volumes of traffic.

- Encourage the sharing of space between motorised and non-motorised transport.

- Deliver a cycle and pedestrian-friendly environment through reduced traffic volumes and speeds.

- Provide connectivity and freedom of movement for cyclists and pedestrians.

- Facilitate human activity and social interaction and make a place feel safer by creating more vibrancy and 'eyes on the street'.

The above measures are the same as those that contribute to creating civilised and socially vibrant places.

Link and Place

Roads, streets and public space should reflect their *function* within the context of the local economy, environment, society and the transport system. Roads and streets have dual functions; they are both 'places' and 'links' and therefore will be designed or modified to reflect these priorities. This approach is outlined in Manual for Street and Manual for Streets 2 and summarised in Box C (below).

By conceptualising roads and streets in this way, a framework can be developed that allows priority to be given to specific users over others using a consistent and justifiable mechanism. It can also guide, as appropriate,

the solutions available to planners and designers from the inception of a scheme.

Link & Place

As a 'Link', a street provides through movement for a variety of modes, including private cars, service vehicles, buses, cyclists and pedestrians with minimal disruption. As a 'Place' a street may be a destination in its own right, where people are not passing through a street, but are spending time in the area for example for shopping, working, eating, talking, waiting, resting and playing.

This 'Link & Place' approach balances both the movement and social/townscape functions of streets, helping to mediate between the competing activities and demands.

Figure C.1 - Link and Place
Source: Manual for Streets 2

Route Function

Routes join origins to destinations, enabling door-to-door journeys. Routes will be planned and designed for a specific function, although in some locations they may have dual functions; where this occurs, routes will be designed to

the higher standard. Parallel routes with different functions may be combined for increased cost-effectiveness (adaptability). The primary route functions are:

- Urban Utility routes
- Urban Leisure
- Rural Utility
- Rural Leisure routes

The type of provision on each route section will be determined by:

(a) the function of the cycle route

(b) physical constraints

(c) the priority given to 'place' and 'link' (on-road sections only)

These variables will be known at the inception stage of a scheme and will inform the planning and design of any improvements.

Integrated Design

When developing highway designs (including private developments, traffic management, schemes or public realm improvements) all modes will be considered. Table D sets out the cycle route classification.

Table D   Route Classification

Network	Function	Purpose	General Principles and Main Requirements
National Cycle Network	NCN Routes	Serves important tourism, leisure and utility functions at different levels.	• Connects with key urban centres and tourist destinations both within and beyond the borough boundary. • Requires coordination with neighbouring authorities. • Overlaps the networks below.
Borough Network	Rural Leisure Routes	Routes that promote leisure cycling and tourism, taking in key tourist destinations and scenery.	• On-road routes using quiet rural roads (use rural traffic calming techniques where appropriate) or; • Off-road routes using greenways, bridleways, disused railway lines, canals etc.; routes to be designed for mountain or hybrid bike users, (e.g. sealed or unsealed, unlit). • Supported by ancillary facilities to promote leisure cycling e.g. picnic sites, accommodation for touring cyclists etc. • Public transport connections or car park; facilities.
	Rural Utility Routes	Inter-urban routes between towns that are positioned within 'cyclable distance' of each other	• Generally on-road or high quality segregated routes adjacent to high volume roads. • Generally inter-urban routes designed for commuter cyclists (road-bikes). • Integrated in to village traffic calming schemes. • Could also include short routes located within villages to improve local access to services (shops, schools etc.).

Town Networks	Urban Utility Routes	Routes to serve key origins and destinations within the towns, with the main aim to promote utility (commuter) cycling, encourage modal shift etc.	• Develop a dense network of routes within the urban area. • Routes will be designed based on a two-tier hierarchy (e.g. core routes and local access routes). 　○ Core routes will incorporate high quality provision (e.g. priority for cyclists at side roads, segregation where the speed differential between cyclists and other modes is high etc., routes are direct in time and distance). 　○ Local access routes to utilise low trafficked and low speed streets (assisted by traffic calming where appropriate). • Network will be legible and well signed. • The network will consider beyond the urban boundary to surrounding smaller settlements.
	Urban Leisure Routes	Providing leisure opportunities within the towns and connections to the surrounding rural areas.	• Utilising off-road opportunities and green space e.g. parks, canals, disused railways

Solutions

A broad spectrum of interventions can be adopted, varying in the degree of separation between cyclists and motorised traffic and/or pedestrians, as shown in Tables C.2 and C.3.

Recent guidance on the planning and design of cycle infrastructure is referenced in the attached Bibliography; this list is not exhaustive and reference will be made to new guidance when available.

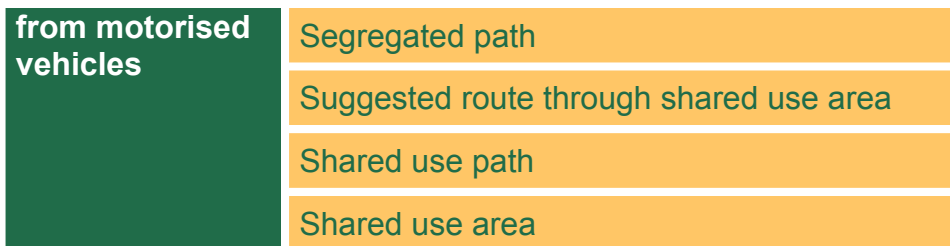### Table C.10 Degrees of Separation from Motorised Traffic

Full separation	Fully segregated lane / track
	Stepped tracks / Hybrid cycle tracks
Dedicated Cycle Lanes	Light segregated lane
	Mandatory cycle lane
Shared lanes	Shared bus lane
	Advisory cycle lane
Integration	Cycle street

Source:　　　　Adapted from LCDS (19)

Table C.10.1 Degrees of Separation from Pedestrians Off-Carriageway

Full separation	Cycle track

from motorised vehicles	Segregated path
	Suggested route through shared use area
	Shared use path
	Shared use area

Source: *Adapted from LCDS (19)*

Junctions

Junctions are critical locations with respect to safety for cyclists. They also create delay and additional physical energy if cyclists are required to stop and the safety of junctions has a significant bearing on the experience as a whole from origin to destination (cohesion).

The objective in the design of junctions will be to:

- Minimise the number of conflict points.

- Manage the speed of various road users when negotiating junctions.

- Providing facilities for cyclists at junctions (including side roads, traffic signal junctions).

- Ensuring that the road layout is legible and that priority is recognisable (e.g. Advanced Cycle Stop Lines).

Parking

Cycle parking is critical to developing a cycle-friendly environment. Cyclists need to be confident that parking will be available at their destination; their bicycle will be in the same condition as they left it and that the parking is conveniently located to their destination (as close to the site/building entrance as possible). Both quantity and quality of parking are also important factors.

Quality of Parking – The quality of parking provision is particularly important, but the nature of parking provision will vary depending on whether the site is a trip generator (e.g. residential) or a trip attractor (e.g. schools, workplace, retail). Note that public transport interchanges are both attractors and generators. In general, cycle parking should be sheltered, secure by design, overlooked and near to site accesses/building entrances (nearer than car parking) and Sheffield stands used as a minimum.

New Developments – The latest cycle parking standards are in Appendix B of the Cheshire East Local PlanStrategy. These apply to new developments and should be considered as minimum requirements with each new developer considering the requirements of their development on a case by case basis.

Additional Features

Other important facilities to create a cycle-friendly environment will be introduced as and where possible and appropriate in connection with future schemes, including:

- Lighting
- Places to rest (e.g. picnic benches)
- Shelters
- Servicing equipment (e.g. pumps).

Further Information

A wide range of detailed design guidance for cycling infrastructure is available with the bibliography of this strategy noting various sources. The Department for Transport have also published a number of Local Transport Notes including:

- Local Transport Note 2/08 Cycle Infrastructure Design
- Local Transport Note 1/12 Share Use Routes for Pedestrians and Cyclists