

# ACTIVELY MOVING FORWARD

A ten year strategy for Cycling and Walking



Blackpool Council



Lancashire  
County Council



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Cycling and walking provide opportunities for us to be healthier individuals through exercise, and to develop healthier communities and attractive places to live and work. However, few of us can say that we take the opportunity to cycle and walk whenever we can. We have our reasons, some entirely practical, others more to do with our perception of cycling and walking.

For some journeys, we will think that cycling and walking simply isn't an attractive alternative to the travel time, range, comfort and convenience of going by car. But have we really thought about those journeys? Do we factor in the time and frustration of being delayed in congestion, the expense of our choice of transport, or the inconvenience of searching for a parking space? Do we think about how we could break up our journey to use sustainable, healthier and cleaner modes to reach our destination? For other journeys, those that we know are bikeable or walkable, we might point to a lack of time or the state of the local roads and paths, or perceived danger from other road users, as reasons to take the car.

In all of these instances, do we appreciate the impacts on the local communities we drive through including our own? Or on the wider environment? Do we think about the missed opportunities to improve our personal health and wellbeing, and enjoyment?

For us, the three Lancashire Local Transport Authorities, this is the starting point of our strategy. To make cycling and walking the natural choices for journeys, we need to challenge and improve: the places we can cycle and walk; how people of different backgrounds and abilities feel towards cycling and walking and ensure effective promotion is put in place to help increase participation.

We are proud to be working together to achieve our common goals. We can't do this on our own, and we hope to benefit from, the richness of ideas, the efforts, and the resources, of partners and communities across Lancashire. We know that the changes in this strategy won't be easy; they certainly won't happen overnight or come cheaply, but we see our vision as a simple one, more people cycling and walking for everyday and leisure journeys in Lancashire in ten years' time. To get there, we ask you to be active, to get moving and to be forward thinking. Together, Actively Moving Forward...

# THE CASE FOR INVESTING IN CYCLING AND WALKING

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## ECONOMY



**£30bn**  
The annual cost of congestion to motorists (1)



**3.5m**  
The number of cycles sold (2)



**25%**  
The amount that cycle lanes can increase retail sales by (3)



**137 million**  
The number of working days lost due to sickness or injury (4)

## HEALTH AND WELLBEING



**65%**  
The percentage of the adult population overweight or obese (5)



**28%**  
The percentage of the adult population physically inactive (6)



**202**  
The number of pedestrians killed or seriously injured (7)



**125**  
The number of cyclists killed or seriously injured (8)

## ENVIRONMENT AND COMMUNITY



**£49m**  
The amount spent annually by day visitors coming to walk and cycle (9)



**6.1**  
The number of CO<sub>2</sub> tonnes produced per person (10)



**10,101**  
The number of cycles collected at Household Waste Recycling Centres (11)



**27**  
The number Air Quality Management Areas where national air quality objectives are not met (12)

### Note

Economy data is UK or national  
Health and Wellbeing and Environment and Community data is for Lancashire  
The source is on page 10

## OUR VISION:

### ‘MORE PEOPLE CYCLING AND WALKING FOR EVERYDAY AND LEISURE JOURNEYS IN LANCASHIRE’

Lancashire is a great place to cycle and walk for all ages and for all purposes. It is our ambition that Lancashire will be a place where many more people make cycling and walking part of their everyday lives. A place where cycling and walking is easily accessible, safe to use, attractive, well maintained, and where we actively promote cycling and walking to all our residents and visitors to the county.

To successfully deliver our vision, as partner agencies from the public, private and voluntary sectors, we will work to deliver a sustained, strategic and well maintained programme of investment in cycling and walking. Our strategy contains ambitious targets aimed at increasing the number of people cycling and walking in Lancashire irrespective of their age, ability or background. These targets will be monitored and measured at regular intervals to determine the success of our strategy to ensure we are 'Actively Moving Forward'.

## OUR TARGETS:

**TARGET 1:**  
TO DOUBLE THE  
NUMBER OF PEOPLE  
CYCLING BY 2028



**TARGET 2:**  
TO INCREASE THE  
NUMBER OF PEOPLE  
WALKING BY 10% BY  
2028\*



**TARGET 3:**  
TO BRING LEVELS OF  
PHYSICAL INACTIVITY IN  
EVERY DISTRICT BELOW  
THE NATIONAL AVERAGE  
BY 2028



\*with a focus on increasing the percentage of children aged 5-10 usually walking to school.

## ACHIEVING OUR TARGETS:

Travel habits are established at an early age. By making cycling and walking part of everyday life, children will become used to these modes of travel as part of their daily routine. We are committed to delivering cycling and walking skills and safety training and initiatives in schools to support pupils and families, encouraging them to adopt cycling and walking. Regular cycling and walking to work or for recreation not only gives freedom but allows people of all ages and abilities to participate in regular physical activity, improving health and mental wellbeing.

This document is a statement of intent in pursuit of long term cultural and behavioural change in Lancashire, to make a difference in the way we get around. Every day, too many short journeys of less than five miles are still made by car. Continued over-reliance on car travel leads to increased congestion, increased carbon emissions, poor local air quality and inactive lifestyles that contribute to enduring health inequalities and poor health outcomes.

Cycling and walking are healthy, sustainable, accessible, cost effective and environmentally friendly modes of transport. By influencing the active travel choices for individuals, families and communities there will be significant benefits for Lancashire's health and wellbeing and economic prospects. Continued improvements to existing cycling and walking infrastructure, alongside the developments of new fit for purpose high quality cycling and walking networks, will improve connectivity for our communities to the main employment, education, retail, housing and leisure destinations across the county. Effective training and promotion programmes to support infrastructure improvements are required.

# OUR TARGETS BY 2028...

## OUR TARGETS:

WHAT DO WE WANT TO SEE?	WHAT DOES THIS MEAN?	HOW WILL WE MEASURE THIS?
A doubling of the number of people cycling	268,000 adults in Lancashire cycling at least once a week	We'll use the Department for Transport's local area data for walking and cycling in England - proportion of how often and how long adults cycle and walk by local authority
A 10% increase in the number of people walking	873,000 adults walking at least once a week 67,000 primary school aged children usually walking to school	We'll use the Department for Transport's National Travel Survey – usual mode of travel to school by age group; and the Department for Education's school pupils and their characteristics local authority and regional tables
Levels of physical inactivity in every Lancashire district brought below the national average	10,500 fewer adults, active for less than 30 minutes a week*	We'll use Sport England's Active Lives Survey Sport and Physical Activity Levels by local authority; and Office for National Statistics mid-year population estimates by sex and age for local authorities  (*this may change over time with the size of the local population and changes affecting the national average)

Cycling and walking should play a fundamental role in many more people's everyday lives. Lancashire recognises the contribution that active travel can make towards meeting the Government objectives of economic growth, improving health and wellbeing, and tackling climate change.

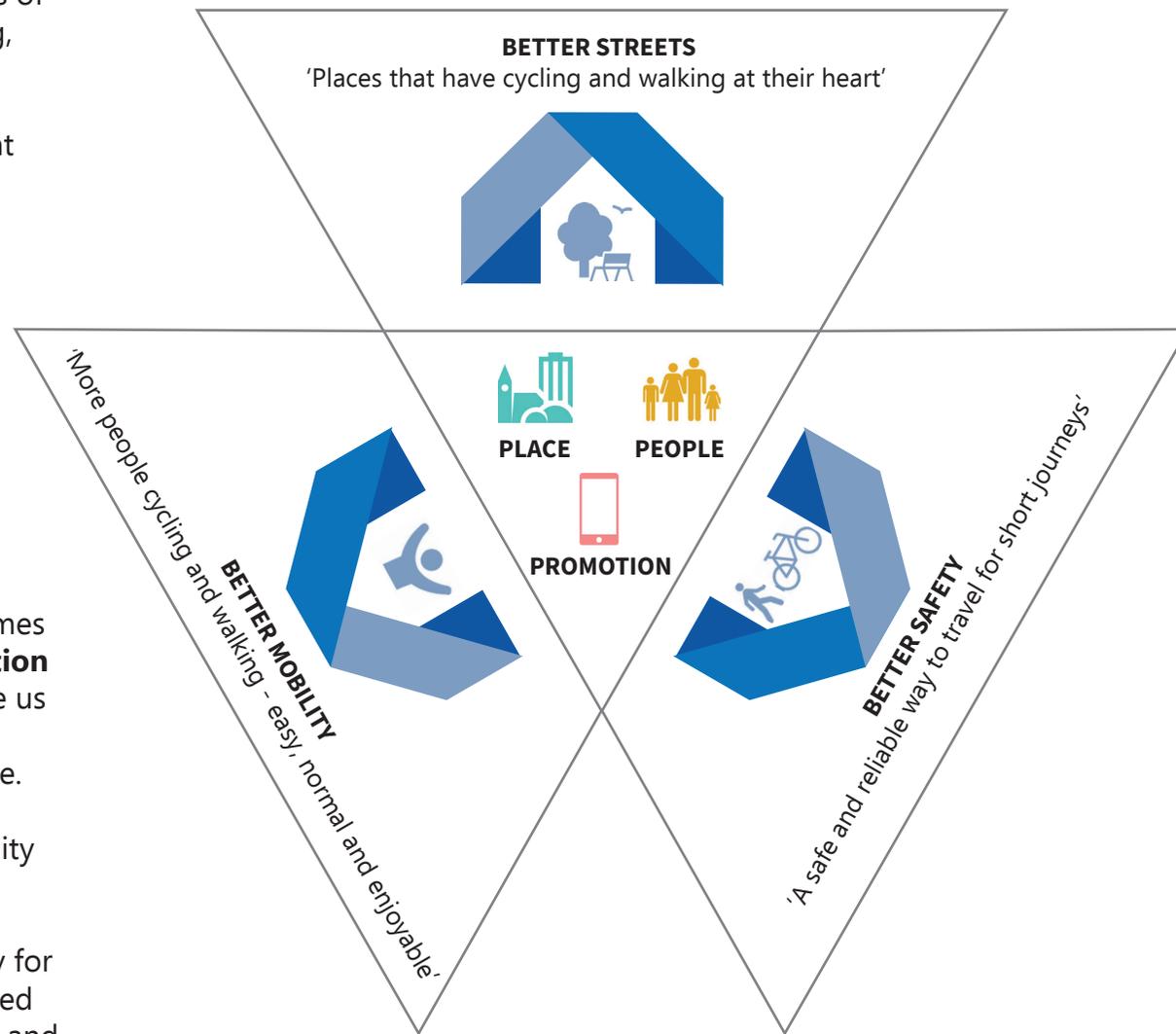
The Government's Cycling and Walking Investment Strategy outlined the Government's ambition to deliver 'Better Safety', 'Better Mobility' and 'Better Streets' by 2040.

To deliver these ambitions in Lancashire, our strategy focuses on the three key themes of:

- PLACE
- PEOPLE
- PROMOTION

These themes will underpin our delivery programmes for the next ten years. **Place, People** and **Promotion** are mutually reinforcing themes which will provide us with an integrated approach to achieving our ambitious cycling and walking vision for Lancashire.

**Place** actions will focus on developing a high quality network with complementary facilities. **People** activities will focus on supporting people to make cycling and walking the natural choice, particularly for shorter journeys. **Promotional** activities will be used to highlight Lancashire's cycling and walking offer and to inspire people to travel actively.



Lancashire is already a truly great place to cycle and walk for both everyday and leisure travel, with its vibrant urban centres, a rich industrial heritage, breath-taking areas of outstanding natural beauty, and a scenic coastline with spectacular views. Highway cycle lanes, off-road cycle paths, seaside promenades, quiet lanes, canal towpaths and byways, and an intricate and growing network of footpaths, provide wide ranging active travel opportunities for education, work, utility and leisure journeys. However, there are gaps in this network and we do need to strengthen, expand and maintain the county's offer in order to achieve a step change in people participating in walking and cycling. The importance of high quality networks and places is key to this and to supporting our ambitions for growth in housing and jobs across Lancashire.

## OUR AIMS

- A safe, high quality and joined up active travel network for everyday travel and leisure activities.
- Convenient and direct access to our network to reduce distance and travel times.
- High quality and vibrant public spaces which attract people to live, work, study and shop in these areas.

## OUR ACTIONS

- Put cycling and walking at the forefront of Local Transport Plans and Highways and Transport Masterplans.
- Publish Local Cycling and Walking Infrastructure Plans (LCWIPs) to provide long term plans for our future cycling and walking networks.
- Focus our efforts on connecting homes and transport interchanges to key employment sites, education and retail and leisure destinations.
- Prioritise active travel measures that can release road capacity and unlock economic growth and development.
- Join up the gaps in our existing network and provide crossing points that offer safe, direct and convenient routes.
- Design new highways with suitable provision for cycling and walking.
- Improve routes and facilities serving transport interchanges and multi-modal journeys.
- Provide comfortable routes with consistent signage, well signed routes and appropriate surfacing for all users.
- Release existing highway capacity where we can, to deliver safe, convenient and direct routes.
- Design routes and facilities to take account of the needs of all users e.g. children, older people and horse riders.
- Deliver a network of short walking routes targeted at areas of highest deprivation and which utilise our existing Public Rights of Way.
- Maximise opportunities for cycling and walking, and connections to our active travel network, when planning new developments.
- Develop pleasant and attractive urban spaces which are not dominated by the motor car.
- Implement the 'Towards Zero' Road Safety Strategy.
- Manage and maintain the highway with the cyclist and pedestrian in mind.

## OUR OUTCOMES

By prioritising our infrastructure improvements and network transport plans, we can create an environment where residents, workers and visitors can participate in more sustainable, active and healthier lifestyle choices whilst attracting more people to live, work, shop and visit our towns and cities.

Lancashire is a culturally rich and diverse county with many groups and individuals who are passionate supporters of more active and sustainable travel. However, for many people in Lancashire active travel is not viewed as the natural choice for daily travel, with the car still the dominant mode of transport. Women, young people, the elderly, people on low incomes and ethnic minority communities, are less likely to cycle or walk. Lancashire faces significant challenges in tackling congestion, physical inactivity, poor health outcomes and lower life expectancy, as well as social isolation and a lack of community cohesion in some areas across the county.

## OUR AIMS

- The maximum number of individuals at all stages of their life and at all levels of physical ability, enjoying cycling and walking.
- People with the skills, confidence and motivation to use our active travel network.
- Cycling and walking as the natural choice for short trips and as part of longer multi-modal journeys.

## OUR ACTIONS

- Offer support and activities by working with partners, communities and businesses in a range of settings including communities, schools and workplaces.
- Target investment to remove key barriers for underrepresented groups, to access employment, skills and learning and benefit from healthier lifestyles.
- Upskill community groups, partners and local champions to develop grassroots engagement, offer support to local people and promote cycling and walking.
- Give people access to practical skills and opportunities to be able to walk and cycle more often.
- Engage with people at key life stages when they are considering their travel choice, such as: starting school, a new job or training, moving home and retiring.
- Support innovative technology and behaviour changes to make walking and cycling more accessible, achievable and enjoyable.
- Engage with local cycling and walking groups to champion this strategy and inform the design and delivery of cycling and walking infrastructure.
- Continue to work with cycling and walking organisations, clubs and groups to deliver and promote cycle training courses.
- Target leisure cyclists and walkers to use active travel for utility and commuting trips.

## OUR OUTCOMES

By investing in targeted community engagement and behaviour change initiatives, we hope to inspire a greater uptake in cycling and walking for everyday and leisure trips. The same is true if we can help inform people's travel choices at times when they are also considering wider lifestyle changes. Technology offers the prospect of opening up cycling and walking as a realistic and attractive choice to a much wider audience through electric bikes, bike hire schemes, gamification and apps. Increasing levels of physical activity through cycling and walking will help to improve people's health and wellbeing and support us in reducing health inequalities across Lancashire.

Investing in places and people alone will not be enough to significantly increase the number of people cycling and walking in Lancashire. Promoting the positive aspects of active travel and where people can safely and conveniently cycle and walk, will build on promotional work already conducted in Lancashire and lead to higher levels of participation.

## OUR AIMS

- Informed residents, workers and visitors who understand the benefits of active travel: economic, health and wellbeing, environmental, and community.
- A well-publicised, accessible and inclusive branded web based information resource, for cycling and walking routes and places in Lancashire.
- Lancashire is host to a programme of, national and local, cycling and walking events.

## OUR ACTIONS

- Put in place an overarching marketing and communications plan to ensure clear and effective messages and information to local and national audiences.
- Encourage and support local employers and education establishments to develop active travel plans, work place promotions and journey planning.
- Celebrate and promote successful active travel routes, facilities and experiences, and their health and economic benefits.
- Illustrate the positive and aspirational aspects of active travel, including the fun, freedom and enjoyment offered through cycling and walking.
- Promote Lancashire's enviable range of diverse and inspiring environments as cycling and walking destinations.
- Publicise Lancashire's Public Rights of Way including footpaths, and bridleways; a network of approximately 5,500km.
- Refresh the 'Cycle Lancashire' brand and website with Marketing Lancashire and the Lancashire Enterprise Partnership, to maximise opportunities for the visitor economy and continue the one stop shop for cycling in Lancashire.
- Develop 'Walk Lancashire' as a brand to promote the extensive walking routes available in Lancashire.
- Use online and printed media and digital technology to provide information and deliver bespoke, innovative and effective marketing messages.
- Highlight how mobile apps can be used to plan efficient door to door, short trip and multi-modal travel journeys.
- Host and promote national and local events to raise the profile of active travel and grow the local cycle and walking tourism market.
- Publicise cycle and walking friendly facilities and accommodation.
- Engage and influence stakeholders including the general public, politicians, transport providers and senior decision makers and others placed to secure or dispense investment for cycling and walking.
- Collaborate with active travel providers and disability related groups e.g. Cycling UK, Living Streets, Sustrans, Disability First and Galloways to promote active travel initiatives.

## OUR OUTCOMES

A cohesive approach to our promotional activities will offer easy access to information on routes, alternative travel options travel options, training and other ways to participate in cycling and walking for sport, leisure or exercise reasons. Our consistent messages will actively encourage those who first begin cycling and walking for recreational purposes to extend this to their everyday journeys to school or work.

## INITIAL FOCUS

Our strategy aims and objectives relating to the three themes of **Place, People** and **Promotion**, will be delivered through establishing and implementing Local Cycling and Walking Infrastructure Plans (LCWIPs). We intend to produce a LCWIP for each of the five Highway and Transport Masterplan areas of Central Lancashire, East Lancashire, Fylde Coast, Lancaster and West Lancashire. As a first step two LCWIPs will be completed within the first year of the strategy delivery.

The Government has produced technical guidance to guide the preparation of LCWIPs for a locality. For Lancashire, the LCWIPs will be prepared over a ten year period and will identify potential cycling and walking infrastructure improvements for delivery within short, medium and long term timescales. An LCWIP will consist of a network plan identifying preferred routes and core zones for future activity and a prioritised list of infrastructure improvement, with a supporting evidence base report.

LCWIPs will be prepared using various tools, including the Propensity to Cycle Tool, the Route Selection Tool and the Walking Route Audit Tool, and will also take account of best practice gained from the Transport for London Cycling Design guidance and the Welsh Active Travel Design guide. Engagement and consultation with key stakeholders throughout the LCWIP process will be crucial to ensuring that we plan cycling and walking networks that people will actively use, for everyday journeys from home to education, home to work, home to the station, or home to shops and community facilities.

To complement the infrastructure planning, which will primarily deliver our **Place** theme, we will also develop accompanying action plans for behaviour change interventions to deliver our **People** and **Promotion** themes. The behaviour change activities, are likely to focus on targeted participation programmes to support people to actively travel more often and as the normal option for short journeys, alongside advertising and educational campaigns to promote cycling and walking.

## FURTHER ACTIVITY

On completion of the network management planning for each locality, our focus will move to developing the business case for investment in the proposed infrastructure improvements and behaviour change activities. At this stage we will where necessary, undertake feasibility studies, prepare detailed designs and cost estimates and bid for funding resources. We will also look to integrate the outcomes of the LCWIP process into transport and land-use planning and the preparation of developers transport assessments and travel plans.

# HOW WILL THE STRATEGY BE SUPPORTED?

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EXAMPLE INITIATIVES*	OUTCOME	TARGET	THEME
<b>Adult Cycle Training</b>	Providing and understanding of how to cycle on today's roads.	1 / 3	People / Promotion
<b>Bikeability</b>	Providing skills and confidence boosting activities for adults.	1 / 3	Place / People
<b>East Lancashire Access Fund</b>	Increasing levels physical activity through cycling and walking.	1 / 2 / 3	Place / People / Promotion
<b>Healthy Streets</b>	Encouraging communities to use their outdoor environment.	1 / 3	Place / People / Promotion
<b>HSBC Go-Ride</b>	Introducing young riders to the world of cycling.	1 / 3	People / Promotion
<b>HSBC Let's Ride</b>	Organised, free, friendly cycle rides for various levels of ability.	1 / 3	People / Promotion
<b>Let's Look Out for Each Other</b>	Offering advice and tips on how to stay safe, visible and alert.	1 / 2 / 3	Place / People / Promotion
<b>Local Cycling Groups</b>	Encouraging all ages and ability to access cycling.	1 / 3	People / Promotion
<b>Modeshift STARS</b>	Increasing levels of sustainable and active travel in schools.	1 / 2 / 3	People / Promotion
<b>Park and Stride</b>	Supporting walking at least some of the way to and from school.	2 / 3	People / Promotion
<b>Passport to Safer Cycling</b>	Developing children's understanding of how to use the roads.	1	People / Promotion
<b>Right Start</b>	Providing practical pedestrian training.	2 / 3	People / Promotion
<b>Tots on Tyres</b>	Teaching children how to ride a bike from an early age.	1	People
<b>Trampers</b>	Providing opportunities to experience the countryside.	2 / 3	Place / People
<b>'Walk To'</b>	Making walking to school a natural choice for children.	1 / 2 / 3	Place / People / Promotion
<b>Walking Bus</b>	Alleviating congestion around schools.	2 / 3	Place / People / Promotion
<b>Walking for Health</b>	Encouraging and helping people to lead a more active lifestyle.	2 / 3	Place / People
<b>Walks with Wheelchairs</b>	Providing information on routes suitable for wheelchair users.	2 / 3	People / Promotion
<b>Wheels for All</b>	Cycling activities for people with disabilities and differing needs.	1 / 3	People
<b>Workplace Challenge</b>	Promoting sport, physical activity and health improvement.	1 / 3	People / Promotion

\*This list is not exhaustive and other initiatives will be used to support the delivery of the strategy

## Data Sources

1. INRIX: Global Traffic Scorecard (February 2017)
2. Confederation of the European Bicycle Industry - European Bicycle Industry and Market Profile (2017)
3. Benefits of Investing in Cycling: Dr Rachel Aldred (2015)
4. Office for National Statistics: Sickness absence in the labour market (2016)
5. Public Health Profiles 2015/2016: Indicator 2.12 Percentage of adults (aged 18+) classified as overweight or obese (2015/2016)

6. Active Lives Survey: Table 4 Sport and Physical Activity Levels by Region (2016/2017)
7. Department for Transport: Table RAS30043 Reported KSI casualties by region, local authority and road user type (2015)
8. Department for Transport: Table RAS30043 Reported KSI casualties by region, local authority and road user type (2015)
9. Visit England, 2015
10. Lancashire County Council Insight: Environment / Carbon Dioxide Emissions (2015)
11. Lancashire County Council - Waste Management / Trading Standards and Scientific Services (2016)
12. Department for Environment, Food and Rural Affairs 2017: Air Quality Management Area Map (2015)

# ACTIVELY MOVING FORWARD

A ten year strategy for Cycling and Walking



**For further information please contact:**

Planning and Environment  
Lancashire County Council  
Telephone: 0300 123 6701  
Email: [enquiries@lancashire.gov.uk](mailto:enquiries@lancashire.gov.uk)  
Web: [www.lancashire.gov.uk](http://www.lancashire.gov.uk)