

Somerset County Council Transport Policies Cycling Strategy

Part of the Active Travel Strategy



August 2012

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CYCLING STRATEGY

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1 Executive Summary

1.1 This cycling strategy has been prepared to support the *Somerset Future Transport Plan* (FTP). Cycling has the potential to support many of the County Council's aims and objectives, not simply transport objectives. The FTP covers the period 2011 – 2026 and will be delivered through implementation plans.

1.2 The strategy will be a reference point clearly stating the County Council's policies, aims and objectives for cycling. It will provide council officers and members of the public with a clear understanding of what we would like to achieve, the approach to achieving it and what we believe success will look like. The aim and the objectives of the cycling strategy are stated below.

The aim of the Cycling Strategy

To contribute to healthier and more sustainable lifestyles by increasing levels of cycling in Somerset for both utility and leisure purposes. This will be achieved by increasing the number of people cycling, the number of cycling trips that are made and the overall distances that are cycled.

Cycling Strategy Objectives

1. To improve the cycle network and make conditions more favourable for cyclists.
2. To promote the benefits of cycling and increase the number of people across the age spectrum travelling by bicycle particularly for short trips and journeys to work.
3. To identify opportunities for, and support the development of, leisure and recreational cycling to support our residents to be healthier and to raise the profile of Somerset as a destination for cycle tourism.

1.3 The aim and the objectives of the cycling strategy are in line with national and local policies. By prioritising and investing in cycling Somerset County Council will support delivery of a wide range of objectives ranging from transport improvements to having a more active, healthier population and generating economic growth.

1.4 We are fortunate in many parts of Somerset to have an excellent environment for cycling e.g. relatively compact towns and large areas of flat topography. The 2001 census showed that 5% of workers in Somerset cycle to work (7 – 9% in urban areas like Taunton and Bridgwater). This high baseline is encouraging and this strategy seeks to build upon this.

1.5 The strategy outlines a number of policies with associated measures to achieve the objectives listed above. The measures have been assessed using Somerset County Council's Modal Strategy Appraisal Tool which assesses the predicted costs and benefits of each measure. Due to the variety of the measures associated with each policy it is likely that policies will help achieve more than one objective.

1.6 The policies developed as part of the cycling strategy and their alignment to the three objectives are listed below.

Policy	Description	Supports Objectives:
CS1	We will improve cycle linkages and networks through-out Somerset taking into account the location.	1, 2, 3
CS2	We will support increased community and stakeholder involvement in the development of the cycle network	1, 2, 3
CS3	We will ensure developers fully consider the needs of cyclists within their development design and any associated improvements	1
CS4	We will support and promote campaigns to increase cycling across all segments of the population within Somerset	2, 3
CS5	We will support the use of, and help to develop, the leisure cycle network to realise its economic potential for Somerset	1, 2, 3

2 Introduction

Developing the Cycling Strategy

2.1 This cycling strategy has been prepared to support the Somerset Future Transport Plan (FTP). Cycling has the potential to support the transport, health and economic aims of the County Council. The purpose of this strategy is to provide a reference point clearly stating the County Council's policies, aims and objectives for cycling.

2.2 The previous cycling strategy was prepared as part of Local Transport Plan 2 and covered the period April 2006 to April 2011. This 2011 to 2026 strategy builds upon objectives, aims and actions from the previous strategy. The goals of the FTP have been derived from the goals set out within the Somerset Sustainable Community Strategy (SCS). The SCS has six core aims for Somerset residents which are:

- Making a positive contribution
- Living sustainably
- Ensuring economic wellbeing
- Enjoying and achieving
- Staying safe
- Being healthy

2.3 In line with the approach used to develop the overarching Future Transport Plan (FTP) this cycling strategy has been developed following the plan development process recommended by the Eddington Transport Study (2006), which is to:

1. Clarify goals for Somerset;
2. Specify the problems or challenges we want to address;
3. Generate options to resolve our challenges;
4. Compare these options with our goals and predict their effects to see which ones will work best;
5. Select options that perform best and decide which priorities are most important; and
6. Deliver the FTP through implementation plans.

2.4 This strategy will consider a range of options for how best to overcome the barriers to increasing cycling levels. The options developed will be appraised using Somerset County Council's Modal Strategy Appraisal Tool (MSAT) to assess their costs and benefits. The tool measures the performance of options against the national priorities and a number of other factors. This is to ensure our strategies provide the best possible value by evaluating all options in a consistent and fair way.

3 Policy Context

3.1 This cycling strategy has been developed in line with national and local policies on transport, health and economic growth.

3.2 This section will describe the alignment of the cycling strategy with national and local transport policies. Table 3-1 outlines the overarching transport challenges for Somerset identified in the FTP and highlights how these challenges are linked to national transport goals and the objectives of the Somerset Sustainable Community Strategy (SCS); the final column indicates how closely aligned the cycling strategy objectives are with these other goals and objectives.

Table 3 -1 Cycling Strategy Alignment with National and Local Goals

Challenge	Link to SCS	Link to National Transport Goals	Cycling Strategy Alignment
To seek innovative ways of making jobs, services and tourism more accessible to, from and for rural areas.	Living Sustainably Enjoying and Achieving	Support Economic Growth Promote Equality of Opportunity	✓ ✓ ✓ ✓ ✓
To minimise the growth of traffic in our more urban settlements to address congestion issues.	Ensuring Economic Wellbeing	Support Economic Growth	✓ ✓ ✓ ✓ ✓
To help to address the negative impacts of transport on health, such as poor air quality and obesity.	Being Healthy	Contribute to Better Safety, Security and Health	✓ ✓ ✓ ✓ ✓
To minimise the adverse impact of transport on quality of life and the natural environment.	Living Sustainably	Improve Quality of Life and a Healthy Natural Environment	✓ ✓ ✓ ✓
To share resources through partnerships and other external sources to achieve our goals.	Making a Positive Contribution	Support Economic Growth Improve Quality of Life and a Healthy Natural Environment	✓ ✓ ✓ ✓

To keep the level of casualties on our road to a minimum and continue towards achieving our long-term road safety targets.	Staying Safe	Contribute to Better Safety, Security and Health	✓ ✓ ✓
To encourage local communities to meet their individual transport needs.	Making a Positive Contribution	Promote Equality of Opportunity	✓ ✓ ✓
To seek opportunities through transport to reduce carbon emissions and strengthen our ability to adapt to climate change, particularly where it supports or enhances the success of the other challenges.	Living Sustainably	Reduce Carbon Emissions	✓ ✓ ✓
To ensure that the transport network is maintained.	Ensuring Economic Wellbeing	Support Economic Growth	✓ ✓

4 Making the Case for Cycling

Why Invest in Cycling?

4.1 Whether it be improving health, encouraging sustainable living, protecting the environment, reducing congestion, reducing CO₂ emissions, creating a better sense of community, improving the urban or rural environment or creating economic opportunities, cycling in all its guises has the potential to help make these aspirations a reality. The benefits can broadly be defined in three areas, health, economic and environmental.

Health

4.2 The links between even moderate increases in physical activity and improved health have been well documented over the last 50 years. Regular cycling reduces risk of premature disease and ill-health from a range of conditions, not least coronary heart disease, stroke, diabetes and some cancers. Evidence from studies of cyclists shows that regular cycling can decrease the risk of premature death by 40%. This is higher than for almost any other activity that people can readily access.⁽¹⁾

4.3 The Chief Medical Officer recommends that all adults should take 30 minutes moderate exercise at least 5 times per week. Over 80% of the adults in Somerset currently fail to achieve this minimum level of physical activity. A 15 minute cycle ride twice daily meets the recommended activity levels for adults. This level of cycling can easily be built into a daily routine. To give an idea of how far a 15 minute cycle ride is, the average person could comfortably cover two miles in 15 minutes. In Taunton, Bridgwater and Yeovil a 15 minute cycle ride from the centre of town will take you to the edge of town in most directions.

4.4 Considered against the estimate that currently 1 in 5 adults are classed as obese⁽²⁾ and inactivity-related illness costs the UK economy over £9 billion per year, working a moderate amount of activity back into the routines of our daily lives is critical.

4.5 Cycling is inherently safe⁽³⁾. When its health benefits are considered as part of the overall safety equation, cycling is not just a safe activity, it is a potentially lifesaving one. In fact, the British Medical Association has reported that the health benefits of cycling outweigh the injury risk by *twenty to one*. Moreover, evidence from across the world supports the claims for safety in numbers; that is, motorists appear to adjust their behaviour in the presence of people walking and cycling which largely

1 Anderson, L. et al 2000 All-cause mortality associated with physical activity during leisure time, work, sports, and cycling to work, *Archives of Internal Medicine*, 160: 1621-1628

2 Children and Young People's Scrutiny sub-committee, Jan 2009

3 British Medical Association, 1997

controls the likelihood of collisions. Australian researchers concluded that road safety professionals concerned about reducing the likelihood of cycle crashes might consider measures that increase cycling⁽⁴⁾.

Environmental

4.6 The most significant environmental benefit of encouraging more cycling will be the reduction in CO₂ emissions when cycling trips replace car trips. Almost all UK domestic transport emissions (92%) are from road transport, with 58% of total transport emissions coming from passenger cars alone⁽⁵⁾. Traffic congestion increases the level of air pollution in the area and this can lead to an ongoing problem with poor air quality. Increased levels of cycling, when cycle trips replace car trips, can have benefits for air quality in urban areas.

4.7 Within Somerset issues of congestion are predominantly focused around Bridgwater, Taunton and Yeovil with the latter two towns already having identified air quality management areas. With the scale of new development proposed within each of the District Council's Core Strategies it is likely that, even with sustainable travel interventions, congestion is likely to increase across each of the towns. Encouraging cycling will help to minimise this growth and manage air quality issues.

4.8 Reduced noise and a more people friendly built environment have also been recognised as important benefits of increased levels of cycling and creating built environments suitable for cycling⁽⁶⁾.

Economic

4.9 Research shows that investment in cycling can deliver substantial returns on investment: "For UK interventions only the average [cost benefit ratio] figure is higher, at 19:1. It is argued that investment in infrastructure to facilitate increased activity levels amongst local communities through cycling and walking is likely to be a 'best buy' for our health, the NHS at large in terms of cost savings, as well as for the road transport sector".⁽⁷⁾

4.10 In 2007 Cycling England commissioned SQW Consulting⁽⁸⁾ to investigate the economic benefits of encouraging more people to cycle rather than drive for some trips. This report concluded that it was possible to assign a monetary value to the various benefits accrued by an individual cycling regularly.

4 Bonham, J. Cathcart, S., Petkov, J., Lumb, P. 2007 *Safety in numbers: A strategy for cycling?* University of South Australia, Adelaide

5 <http://www.theccc.org.uk/sectors/transport>

6 Appleyard, D. 1981 *Livable Streets*, University of California Press.

7 Davis, A (2010) *Value for Money: An Economic Assessment of Investment in Walking and Cycling*, Research Report 5, NHS Bristol and Bristol City Council.

8 *Planning for Cycling: a report to cycling England*, SQW Consulting (2007)

4.11 Table 4-1 summarises the findings and shows that the annual economic benefits generated by someone cycling regularly, an average of three times per week. The greatest economic benefit is generated by the health benefits of regular cycling.

Table 4-1 Monetised Benefits of Cycling

Annual Benefits (for each additional cyclist)	Urban		Rural	
	On Road	Off Road	On Road	Off Road
Health Benefits				
Value of loss of life	£408.67	£408.67	£408.67	£408.67
NHS Savings	£28.30	£28.30	£28.30	£28.30
Productivity Gains	£47.69	£47.69	£47.69	£47.69
Pollution	£34.57	£34.57	£6.49	£6.49
Congestion	£68.64	£68.64	£34.32	£34.32
Ambience	£13.20	£53.60	£13.20	£53.60
Total Benefits	£601.07	£641.47	£538.67	£579.07
Annual values attributed to each additional cyclist, cycling regularly for one year - the figures assume that 50% of cycle trips replace a car trip				

4.12 Encouraging cycling can also support regeneration of local economies and communities by facilitating development. By investing appropriate resources into encouraging cycling to new housing, retail or business developments it is possible to make a proposal acceptable in planning terms which might otherwise not receive approval.

The Local Context

4.13 Many parts of Somerset have an excellent environment for cycling e.g. relatively compact towns and large areas of flat topography. The 2010 National Highways and Transportation Public Satisfaction (NHT) Survey⁽⁹⁾ showed that 6% of residents cycle daily and that another 8% cycle 2 -3 times per week. That's well over the national average of 3%, showing that it is a viable option for many people in this county; approximately 50% of cycle trips occur within the main urban areas of Somerset.

4.14 In Somerset, cycling trips had been growing steadily by around 0.8% each year until Nov 2009. From November 2009 until the end of March 2011 there was an overall fall in the number of cycle trips; nationally there has been a gradual decline in cycling levels. A note of caution has to be sounded with regard to looking at cycling

9 <http://nhtsurvey.econtrack.co.uk/Default.aspx>

trends countywide or comparisons with national averages. What happens in each of our towns can be quite different and, as such, any strategy to increase cycling must take account of local conditions.

4.15 The amount and quality of cycling facilities also varies across the county with the cycle network in some towns being better developed than in others. The lack of, or poor quality of, cycle lanes is often cited as a barrier to cycling and it is important to continue to strive to improve the necessary infrastructure. It is equally as important to recognise that with confidence, care and attention, most roads are suitable for cycling; often it is the perception of a route being unsafe that prevents people cycling it.

4.16 In a March 2010 survey ⁽¹⁰⁾ of 600 Somerset residents, 59% felt they should take some action personally to reduce their use of the car. A quarter of respondents thought that cycling or walking would be a practical option for them to get to work and nearly half thought it would be practical for taking their children to school.

4.17 Research suggests ⁽¹¹⁾ that it is the individual's perception of cycling that is the most important factor when choosing to cycle, it is not just the number of kilometres of cycle lanes within a town that dictates the levels of cycling but whether the routes people are expected to cycle are perceived as safe. In the 2010 NHT Survey 18% of respondents stated that more off-road cycle routes and safer on-road routes would encourage them to use their car less. Table 4-2 shows that nationally between 1994 and 2008 the number of cyclists killed or seriously injured has fallen significantly. This strongly suggests that the perception of safety is an important factor to be addressed if more people are to be encouraged to cycle.

Table 4-2 National Reported Killed or Seriously Injured Casualties by Road User Type ⁽¹²⁾

Mode of Travel	Number				2009 % Change over	
	94 – 98 Average	2007	2008	2009	2008	94 – 98 average
Pedestrians	11,669	6,924	6,642	6,045	-9	-48
Pedal Cycles	3,732	2,564	2,565	2,710	6	-27
Motorcycle	6,475	6,737	6,049	5,822	-4	-10
Car Users	23,254	12,967	11,968	11,112	-7	-52

10 Somerset County Council (2010) *Moving Forward Tracking Study*

11 Parkin, Ryley & Jones (2007) *Barriers to Cycling: an exploration of quantitative analysis*

12 DfT (2010) Reported Road Casualties Great Britain 2009

Bus / coach users	716	455	432	370	-14	-48
Other	1,810	1,073	916	853	-7	-53
All road users	47,656	30,720	28,572	26,912	-6	-44

4.18 At the local level cycle casualty statistics show that there has been an upward trend in killed and seriously injured casualties in Somerset as shown in Table 4-3. Further analysis is required to understand why this trend is different from the UK trend.

4.19 Table 4-3 Cyclists Reported Killed or Seriously Injured Casualties in Somerset

Year	2006	2007	2008	2009	2010
Total KSI	21	16	18	22	27

5 Strategy Aims and Objectives

Aim

To contribute to healthier and more sustainable lifestyles by increasing levels of cycling in Somerset for both utility and leisure purposes. This Cycling Strategy will help to increase the number of people cycling, the number of cycling trips that are made and the overall distances that are cycled.

5.1 There needs to be a step-change in Somerset in the approaches to encouraging cycling in order to capture the multiple economic benefits arising from significantly increased cycling levels. Future economic benefits are potentially great if the commitment to reaching a low-carbon, sustainable economy comes sooner rather than later. Cycling will need to play its part in the County's transport strategy if we are to meet the County Council's wider objectives. In order to create a cycling environment that is more attractive, safe and accessible and to encourage more people to cycle more frequently in both urban and rural communities a number of barriers must be addressed. These can be categorised as personal, physical and institutional barriers, a summary of the overarching issues are listed in table 2-1 overleaf:

Table 2-1 Barriers and Issues

Personal Barriers
Perception that roads are too dangerous for cycling
Perception that cycling is hard work or it is too far to cycle
Lack of information to enable behaviour change
Perception that cycle lanes and tracks are poor or poorly maintained
Perception that the weather in the UK is too bad to cycle often
Lack of confidence / skills
Physical Barriers
Topography (too hilly)
Not enough cycle lanes / tracks
Incomplete cycle networks
Not enough convenient and secure cycle parking

Not enough high quality trip-end facilities at the workplace or resident parking in new developments

Institutional Barriers

Lack of funding

Historic focus on providing for motorised transport

Reluctance to use legal powers to deliver new infrastructure

5.2 To tackle the barriers to cycling within Somerset a number of issues need to be met. These are:

Issues

- Cycle networks are not as coherent and comprehensive as they could be.
- The accessibility and benefits of cycling are not promoted widely enough to encourage behaviour change.
- New developments and changes to the existing highway network do not always prioritise the needs of sustainable modes.
- Budget constraints mean some areas of the cycle network are not well maintained.
- New developments do not always provide suitable high quality trip end facilities to meet the needs of users
- Cycle links with transport interchange facilities are not as developed as they should be.
- The cycle network and information about the network is not as accessible as it could be.
- There is a perception that cycling is unsafe.
- Leisure and tourism cycling is not as well developed as it could be, missing out on the wider economic benefits.

5.3 To address the challenges above three clear objectives have been identified:

Objectives

1. To improve the cycle network and make conditions more favourable for cyclists.
2. To promote the benefits of cycling and increase the number of people across the age spectrum travelling by bicycle particularly for short trips and journeys to work.
3. To identify opportunities for, and support the development of, leisure and recreational cycling to support our residents to be healthier and to raise the profile of Somerset as a destination for cycle tourism.

5.4 Options to meet these objectives are considered in the following sections. To deliver each of the objectives a set of proposed interventions have been identified; these interventions have been categorised as being ongoing (requiring continual action), short term (delivered within 5 years) or longer term (over 5 years) interventions.

Potential Outcomes

5.5 The outcomes of increased cycling levels will be a Somerset population which is healthier, living more sustainably and, over the longer term, enjoying the social and economic benefits generated by more people cycling more often. By investing in cycling we can realise the various benefits which are outlined in the previous section.

6 Improving the Cycling Network

Objective 1: To improve the cycle network and make conditions more favourable for cyclists

Underlying Principles

6.1 The basic underlying principle is that we must create conditions that make it easier for people to choose to cycle so that cycling becomes a more natural choice for short journeys.

6.2 When planning for cycling we must take as our starting point recognised core principles reflecting design requirements that cyclists value in cycle routes. A cycle route should not be thought of only as a specifically marked cycle lane or cycle track but rather, any route which can reasonably be expected to be regularly used by cyclists.

6.3 The fundamental principles that should be considered when planning for cycling are set out in LTN 2/08 and are listed below⁽¹³⁾.

- Convenience
- Accessibility
- Safety
- Comfort
- Attractiveness

Design Principles

6.4 The starting point for assessing a route is to understand the needs of all users, be they pedestrians, cyclists, disabled users, vehicular traffic or public transport. It is about balancing the needs of each of these users, it is not about prioritising the needs of one group of users above all others. The needs of pedestrians, cyclists and disabled users should be considered first however it is recognised that in some cases the needs of cyclists and pedestrians will outweigh the needs of vehicular traffic.

6.5 The Hierarchy of Provision for cyclists should be considered when developing a cycle scheme or where cycle provision is to be included as part of another scheme. The type of cyclists most expected on a route, e.g. commuter, child, leisure cyclist etc., must also be considered in conjunction with the hierarchy of provision. The purpose of the Hierarchy of Provision⁽¹⁴⁾, as shown in table 6-1, is to ensure sustainable and healthier travel modes are considered fully when improving existing or designing new highway infrastructure; and to ensure the most appropriate solution to encourage travel by sustainable modes is identified and implemented.

13 DfT (2008) LTN 2/08 Cycle Infrastructure Design

14 www.dft.gov.uk/cyclingengland/engineering-planning/design-principles/


When to Consider	Measure	Explanation
First  Last	Traffic reduction	Can traffic volumes be sufficiently reduced to achieve the desired improvements in attractiveness and safety for cyclists? In particular can heavy lorries be restricted or diverted?
	Speed reduction	Can motor vehicle speeds be reduced and driver behaviour modified to achieve the desired improvements?
	Junction and hazard-site treatment and traffic management	Can the problems that cyclists encounter at, particularly large roundabouts and accident locations, be treated by specific junction treatments or other traffic-management solutions such as contra-flow cycle lanes?
	Redistribution of the carriageway	Can the carriageway be redistributed to provide space for cycle lanes, bus and cycle lanes or a widened near side lane?
	Segregated cycle tracks	Having considered and, where possible, implemented the above, can cycle tracks, constructed by reallocation of carriageway space (or cycle tracks away from roads) be provided?
	Shared-use facilities	Conversion of footways/footpaths to unsegregated shared-use cycle tracks alongside the carriageway should be considered only when all other options have been ruled out.

Table 6-1 Hierarchy of Provision

Design Standards

6.6 Closely linked to the principles outlined above is the need to have clear design standards that can be referred to by scheme designers to help achieve a consistently high standard of cycling facility, whether it is as part of a large new housing development or a small scheme being delivered through FTP funding. Somerset County Council will, over the strategy period, develop cycle design standards which will clearly define the standards which should be aimed for when developing schemes. Until such time as SCC design standards are produced early discussions with SCC and reference to national design guidance are recommended.

Different Approaches for Different Areas

6.7 Somerset is a diverse county with areas ranging from urban settings to open countryside. Different areas will require different approaches. The main categories of cycling areas we must consider in Somerset are:

- Urban Areas
- Market Towns
- Urban and Rural Fringe
- Long Distance Routes

Urban Areas

6.8 Urban areas are densely built up areas with high population density. They have many local shopping centres as well as one recognised central area. The area will have a large number of 'trip attractors' within it which must be linked to the cycle network. Within Somerset the main urban areas are Bridgwater, Taunton and Yeovil. These towns are expected to experience significant housing and employment growth over the period of the Future Transport Plan and as such require particular focus and attention in relation to planning for cycling.

6.9 It has been recognised that a clear vision for the cycle network in each town would help with securing funding and securing improvements through the planning process; Network Development Plans (NDPs) will help to ensure the delivery of these 'visions'.

6.10 A Network Development Plan will contain a range of information about a town including a summary of the existing conditions and provision for cyclists, an analysis of its potential for increased cycling, a vision of how the future cycle network will look and a list of works required to deliver that future network. The NDP will be a 'live' document which will be constantly reviewed and updated to reflect progress and changes on the ground. NDPs would need to be supported by focused smarter choices measures and campaigns to encourage people to change their travel behaviour.

6.11 The funding to deliver these plans will come from developer contributions, applications for external funding (when available) and Future Transport Plan funding.

Market Towns

6.12 Market Towns are relatively small conurbations which act as the main 'trip attractor' to a network of surrounding villages and hamlets. Within the town itself the population will be relatively dense but the total population will be small compared to an urban area. A market town is likely to have a recognised 'town centre' with other employment sites located across the town. Within Somerset the following are some examples of market towns, Chard, Frome, Minehead and Wellington.

6.13 For each of the market towns defined in the FTP a Future Network Map (FNM) will be developed. The purpose of these will be to shape discussions and negotiations with developers and to attract funding when opportunities arise. These FNMs will be developed to assist in the delivery of a coherent and accessible cycle networks primarily based upon existing quiet roads, quiet lanes and paths. They will highlight localised barriers to cycling and where appropriate existing roads could be used to form useful cycle links to the main trip attractors in the town.

Rural / Urban Fringe

6.14 A significant proportion of hamlets and villages will be easily within comfortable cycling distance of the larger urban areas. Up to 5km is generally regarded as a distance easily cycled by most people (depending upon the topography of the area). Urban rural links can take advantage of quiet roads and rights of way as well as the main transport corridor if appropriate cycling conditions can be achieved within or beside the carriageway.

6.15 Cycling has the potential to be a cost effective way to improve access to services and facilities for many people. By identifying cycle friendly routes between small settlements and urban centres and encouraging residents to use them we can improve access to services and enable people to live more active lifestyles. By linking cycle routes and facilities with transport interchanges we can increase opportunities to travel sustainably by increasing the catchment areas for public transport.

6.16 Upgrading and expanding existing rights of way and off-road cycle routes might be one way of delivering these types of links between rural and urban areas. Any proposals should be assessed against the priorities of the Rights of Way Improvement Plan (RoWIP) to identify proposals that support as wide a range of objectives as possible.

6.17 To successfully secure funding for these types of links any proposal will need to support as wide a range of objectives as possible. For example linking with improvements to the rights of way network or with proposals for long distance cycle routes will support the joint aims of getting people living more actively as well as potentially creating economic opportunities through leisure cycling and tourism.

Long Distance Routes

6.18 These routes would generally be considered to be for leisure purposes but may pass through all of the above areas and so contribute to encouraging cycling in these areas. Often questioned on value for money due to the long sections that do not directly serve a population, these routes must be considered differently from other areas.

6.19 Somerset has a number of long-distance cycle routes, the development of these routes often depends on key stakeholders (local councils, Sustrans, etc) and the potential to link to existing Rights of Way. Any proposals should be assessed against the priorities of the Rights of Way Improvement Plan (RoWIP) to identify proposals that support as wide a range of objectives as possible.

Policy CS1: We will improve cycle linkages and networks throughout Somerset taking into account the location.

6.20 Proposed Interventions

Ongoing

- When opportunities arise link cycling provision with other transport interchanges (e.g. rail and bus stations)
- Support future funding bids to improve cycle networks and encourage more cycling.
- When opportunities arise for improving links between the rural and urban fringe these will be explored and feasibility of potential links will be investigated. This will be aligned with the aims and priorities of the RoWIP (Rights of Way Improvement Programme).

Short Term

- Adopt the hierarchy of provision for cyclists, the principles of which will be followed for all new schemes and developments.
- SCC will develop a Non-Motorised Design Review that will be followed by scheme designers.
- SCC will develop a network development plan for each of the large urban areas Bridgwater, Taunton and Yeovil.

Longer Term

- SCC will develop Cycle Design Standards, building upon national guidance.
- Prepare a future network map for the Market Towns to shape discussions with developers, guide FTP investment and attract external funding when opportunities arise.

Stakeholder Engagement

6.21 In order to ensure that the cycle network is developed in a manner that meets the needs of local people, effective engagement is required. Local people and key stakeholders must be engaged from as early a stage as possible.

6.22 In order to ensure that as many ideas and proposals are captured as possible it must be easy for members of the public to put forward their suggestions for improvements in their area. An online facility would enable the public to enter their suggestions and enable SCC to follow a formal process for considering these suggestions and engaging with relevant stakeholders.

6.23 Keeping the public and local cycle groups up to date with what the County Council is doing is important to ensure continued engagement and support from the public and also to consider any concerns that local people might have about proposals

in their area. The Somerset County Council cycling web pages will be used to keep the public up to date with the progress of any schemes that are being progressed as part of the implementation plan.

Policy CS2: We will support increased community and stakeholder involvement in the development of the cycle network

6.24 Proposed Interventions

Ongoing

- Revise and renew SCC website cycling pages to provide up to date information on plans and proposals.
- Support District Councils to meet their aspirations for cycling contained within their Local Development Frameworks.

Short Term

- Establish 'cycle working groups' at district level to ensure that there is a joined up approach to delivery. Somerset County Council will engage with these groups during the development of plans for the future cycle network and for specific schemes within their areas.
- Create an online facility for logging public suggestions for cycling improvements and create a formalised process for considering each proposal and consulting with relevant stakeholders.

Planning for cycling

6.25 Somerset County Council aims to work with developers to achieve high quality cycling access in all new developments. Master planning should ensure that new residential estates conform to standards addressing the following issues:

- Internal cycling permeability;
- Connectivity to external networks;
- Links to public transport; and
- Quality of the infrastructure to be provided.

6.26 It is important that scheme designers are clear from the start about the needs of cyclists and the best way in which to meet these needs and thus encourage more people to cycle. In new developments the sustainability aspirations set out in the vision for a site need to be reflected in the detailed design and this can only be achieved if the needs of cyclists and other sustainable modes are given suitable consideration at all stages of the process.

6.27 When completed the Urban Area NDPs and the Market Town FNMs will inform the basis of negotiation with any developer when identifying what cycling infrastructure may be required to encourage people to choose to cycle rather than travel by car.

Developers are expected to prepare a Travel Plan which usually consists of a site audit, an action plan and a monitoring strategy which includes ways of encouraging more people to travel to and from the site by cycle. Developers are expected to refer to Somerset County Council's travel plan guidance when preparing their travel plans.

Site and Infrastructure Review

6.28 In line with DfT Guidance on Transport Assessments (TA) sustainable accessibility should be considered throughout the preparation of the TA. To ensure a high level of sustainable accessibility Travel Plans should also be prepared in conjunction with a Transport Assessment.

6.29 In order to ensure that the needs of cyclists are fully considered as part of new developments an audit of proposed and of existing infrastructure should be undertaken. An audit using Somerset County Council's Manual for Travel Plans Site Audit & Design Guidance for cycling should be undertaken during the preparation of TAs and Travel Plans. This will help to assess whether appropriate measures to switch trips from cars to bicycles have been considered.

6.30 SCC will develop a non-motorised user design review . Once this has been developed it will augment the *Manual for Travel Plans Site Audit and Design Guidance*. They will ensure that in any developer promoted schemes that the principles necessary to encourage cycling are carried forward through to delivery. Once developed the SCC non-motorised user design review will be followed for any developer promoted scheme.

6.31 Somerset County Council must be satisfied that any developer proposed scheme provides adequately for cyclists but does recognise that each solution will vary as every development is different.

Cycle Parking & Destination Facilities

6.32 As well as improvements to the cycle network, high quality, secure cycle parking and other destination facilities are essential. These facilities can be the difference between someone choosing to cycle and not choosing to cycle.

6.33 For new developments high quality facilities are often secured through the Travel Plan Process. Somerset County Council has produced a *Manual for Travel Plans* which outlines the types of measures and facilities required to encourage cycling. All developers should be encouraged to follow this guidance when developing their proposals.

6.34 The level of cycle parking should be consistent with those set out in the the countywide parking strategy which forms part of the FTP.

Policy CS3: We will ensure developers fully consider the needs of cyclists throughout their development proposals and on any improvements associated with the development.

6.35 Proposed Interventions

Ongoing

- Support the development of Travel Plans to ensure that the needs of cyclists are addressed
- Use standards for cycle parking and destination facilities as set out in *Enabling Smarter Travel through Travel Planning in Somerset*.

Short Term

- A review of existing and proposed infrastructure including cycle infrastructure using Somerset County Council's *Manual for Travel Plans Site Audit & Design Guidance* should be scoped, undertaken and submitted as part of the TA for all new developments.

Longer Term

- SCC to develop the non-motorised user design review for developers to follow.

7 Increasing Cycling Levels

Objective 2: Promote the benefits of cycling and increase the number of people across the age spectrum travelling by bicycle particularly for short trips

Smarter Choices

7.1 Smarter Choices is about encouraging people to choose, where possible, alternatives to the private car for travelling. Whilst providing more cycle lanes is often cited as the measure most likely to encourage more people to cycle, the most important thing is to provide them with the information and confidence required for them to use the existing highway infrastructure.

7.2 Smarter Choices concentrates on ‘softer measures’, i.e. non-infrastructure measures, which can be employed to change people’s attitudes to the way they travel. We know from a range of sources, such as the Department for Transport, the National Institute for Health and Clinical Excellence⁽¹⁵⁾ (NICE), Moving Forward Tracking Survey⁽¹⁶⁾ etc., that most people recognise the need to, and are open to, changing the way they travel.

7.3 In order to most effectively use Smarter Choices measures it is important to build upon this information by further analysing the population in order that campaigns and measures have the greatest effect. Smarter Choices can deliver extremely high benefit to cost ratios given their relatively low cost compared to pure infrastructure projects; behavioural programmes such as personalised journey planning increase cycle use by around 10%⁽¹⁷⁾.

7.4 For the past 4 years Somerset County Council has run the successful *Moving Forward* campaign. *Moving Forward* is Somerset County Council’s sustainable travel brand. Under the *Moving Forward* brand SCC has run a range of campaigns and provides a variety of resources to support individuals and businesses to change their travel behaviour.

Schools

7.5 Cycling to school is covered by the Travel to School Strategy as part of the Active Travel Strategy.

15 NICE is an independent organisation responsible for providing national guidance on promoting good health and preventing and treating ill health.

16 Annual survey of Somerset residents monitoring progress of SCC’s Moving Forward sustainable travel campaign

17 Ogilvie, D., Egan, M., Hamilton, V. Petticrew, M., 2004 Promoting walking and cycling as an alternative to using cars: systematic review. British Medical

Adult Cyclists

7.6 In 2009 and 2010, a programme of adult and family cycle training was trialled in partnership with NHS Somerset. The aim was to encourage adults to cycle more often, especially for “utility” trips, where they might otherwise have used a car, and for them to increase their activity levels as a result. While the initial pilot project has been small the results have been excellent, with every participant surveyed 6 months after their training reporting an increase in their cycling levels.

7.7 Another service to promote cycling levels is the Repair and Ride service offered to employers. This is a service whereby a bike mechanic attends the workplace and provides a free or reduced cost bike service to employees. The aim of the service is to encourage people who have not cycled for a while to get their bikes checked over with a view to getting back on them. This service is important for engaging with businesses and could be extended to offer cycle maintenance training as an additional incentive to encourage businesses to take part.

7.8 Feedback from programmes, such as the Somerset Cycle Challenge has indicated that new cyclists would value help in finding and planning routes that are suitable for their current ability levels.

7.9 An online journey planner is being developed to enable cyclists to plan specific journeys based upon factors such as directness, hilliness and traffic volumes; the cyclists will specify what their requirements are and be provided with an easy to follow route. Expanding ways in which this information can be accessed and used such as developing the system for use in different formats, e.g. on mobile phones may help to encourage people to cycle.

Policy CS4: We will support and promote campaigns to increase cycling across all segments of the population within Somerset.

7.10 Proposed Interventions

Ongoing

- In partnership with others seek to continue to offer adult cycling training on a demand led basis.
- Work with partners, to secure funding to deliver the Repair and Ride service.
- Engage with businesses to encourage them to develop a cycle friendly workplace.
- Through the SCC Moving Forward campaign, continue to improve the quality, accessibility and usefulness of travel information related to cycling.
- Promote the use of travel behaviour campaigns to increase cycling levels.
- Use available research and social marketing techniques to deliver the campaigns that have the greatest effect.
- Work with Somerset Road Safety to deliver cycle promotion campaigns and support Bikability delivery

Longer Term

- challenge the perception of cycling as an unsafe mode of travel through education and promotional campaigns

8 Cycling for Leisure and Recreation

Objective 3: To identify opportunities for, and support the development of, leisure and recreational cycling to enable our residents to be healthier and to raise the profile of Somerset as a destination for cycle tourism

8.1 Long distance cycle routes have an extremely important role to play in delivering better outcomes for local communities. Routes that are part of the Sustrans National Cycle Network (NCN) and local long distance routes bring many benefits. Where these routes pass through towns they often form part of the local cycle network but, more importantly, they provide accessible leisure facilities that can be promoted to improve the health and quality of life of local residents.

8.2 Well maintained and promoted these routes can also generate significant economic benefits for the communities that the routes pass through. Work undertaken on the Wells to Cheddar Off-Road Path (NCN 26) Feasibility Study looked at potential benefits of completing this path. The report concluded that the route would attract annually an estimated 65,000 visitors and local users in the early years. The estimated total direct spending in the first year was £312,000, rising to £922,000 in year five. The total direct spending for the first five year period was estimated to be just over £3,000,000 at 2004 prices.⁽¹⁸⁾

8.3 Somerset already has several NCN routes and some local long distance cycle routes passing through it. These routes are at various stages of development, they are:

- NCN 26 The Strawberry Line – Portishead to Portland Bill
- NCN 33 The Stop Line Way – Weston-Super-Mare to Seaton
- NCN 3 The West Country Way – Bristol to Padstow
- NCN 24 Colliers Way – Dundas Aqueduct to Southampton
- The Coleridge Way – Bridgwater to Exford
- South Somerset Cycle Route – 100 mile circular route
- The Steam Coast Trail – West Somerset Circular Trail

8.4 In order to develop the routes above as well as identify opportunities for new long distance cycle routes it will be necessary to work with partner organisations and the local community. Sustrans and the Cyclist Touring Club (CTC) have extensive experience of identifying and supporting delivery of cycle routes that have the potential to be successful tourism attractors.

18 *MUP Cheddar to Wells Section Business Plan / Funding Strategy* (2010), CheddarValley Railway Walk Society

8.5 Working more closely with organisations like Sustrans and CTC will help to increase the opportunities to develop long distance and leisure cycle routes. These routes often rely upon disused transport corridors for example a disused rail line. By working together we can pool resources and increase the likelihood of securing the funding necessary to develop these routes. A joint plan for the long term delivery of these routes should be prepared to prioritise action and focus resources.

8.6 By working with Rights of Way officers it will be possible to identify sections of the bridleway network that could be made more accessible, not just for cyclists but for other users as well. Where possible, projects can be set up to identify funding to improve and market new leisure routes that use the bridleway network. Local communities and parish councils could also be engaged to identify and help develop potential leisure routes. Sections of the bridleway network could be used to link longer on-road routes.

8.7 Promotion and marketing is an integral part of making a long distance cycle route a success and generating economic benefits from it. There is currently a lack of easily accessible literature on existing cycle routes in Somerset. A review and updating of existing materials is required along with identifying potential leisure routes that can be promoted locally to encourage people to become more active.

Policy CS5: We will support the use of, and help to develop, the leisure cycle network to realise its economic potential for Somerset.

8.8 Proposed Interventions

Ongoing

- support the protection of disused railway lines, canals and canal towpaths and other disused transport corridors required to deliver the long distance cycle routes identified above.

Short Term

- Formalise our relationship with Sustrans and other relevant cycling bodies to agree a list of priorities, to drive forward shared aspirations and identify funding sources for long distance cycle routes in Somerset.

Longer Term

- Support studies that seek to understand the health and economic benefits of investing in improving long distance cycle routes in Somerset.
- Promote and market existing leisure routes and work with partners to develop and promote new on and off-road routes.
- work with neighbouring authorities to deliver cross border cycle routes with significant tourism potential.

9 Appraisal and Implementation

9.1 In order to deliver the objectives of the cycling strategy a range of proposed interventions have been developed under each of the policies. This section summarises the outcome of the appraisal of these interventions.

The Process

9.2 Somerset County Council has developed a standard appraisal process, the Modal Strategy Appraisal Tool (MSAT), to assess the extent to which Somerset's transport strategies will achieve the objectives of the County Council's Future Transport Plan. In order to assess how well the Cycling Strategy initiatives will achieve the FTP goals, the MSAT process has been used to evaluate each intervention or group of interventions linked to each of the objectives. In some instances it is necessary to score a group of proposals together because there would be little or no impact with individual elements whereas some proposals will be effective if implemented on their own.

9.3 Table 9-1 summarises the highest scoring proposals from the list of proposed interventions under each objective. The proposals are listed from highest to lowest scoring. A more detailed list of the proposals which were scored is provided in Appendix A. A proposal with a higher score suggests that this action will have a greater impact and should be pursued, if possible, as a priority.

9.4 The objectives and their proposed interventions were listed separately in the body of this document but in reality they are very much interlinked and it will be a mixture of interventions and actions by Somerset County Council and partners that will see the greatest impact on cycling levels.

9.5 Table 9.1 shows a short summary of the results of this appraisal process for the Cycling Strategy options. The highest scoring options are listed first. The total score for each intervention is given in the last column. The options have been classified as high priority if the score is 20 or more (green), medium if the score is between 15 and 20 (amber) and low priority if less than 15 (red). These are arbitrary divisions that have been applied to a continuum of scores in order to divide the results into three fairly equal groups. The final implementation programme will take full account of the actual scores and may also require appraisal of individual initiatives in some cases.

9.6 Table 9-1 MSAT Results Summary

Objective 1: Improve the cycle network and make conditions more favourable for cyclists	
Proposed Intervention	Score
Somerset County Council will prepare a specific SCC Cycle Infrastructure Design Guide to be used internally and by developers when designing cycling infrastructure.	35.7
Prepare a 'future network map' for the Market Towns to shape discussions with developers, guide LTP investment and attract funding when opportunities arise	35.3
Prepare a 'network development plan' for each of the main urban areas in consultation with others. This plan will provide a base network and identify the works required to deliver this network. The network plans will be used to ensure cycling facilities are improved in a coherent manner which delivers the strategic objective of increasing cycling levels. The plans will be 'live' documents kept under constant review to reflect local developments	35.3
Travel Plans: Support the development, implementation and monitoring of workplace travel plans according to the Supplementary Planning Document 'Enabling Smarter Travel through Travel Planning in Somerset'.	29.8
Somerset County Council will adopt the hierarchy of users and hierarchy of provision as policy, the principles of which will be followed for all new schemes and developments	28.3
Somerset County Council will support future funding bids for Cycle England Demonstration Town, or similar, funding	24.4
Delivering Improvements Transport Interchanges - B. Carry out a review of existing conditions at primary transport interchanges such as railway stations and bus stations. Investigate costs to bring interchanges up to the desired standard. Prioritise interchange improvements using cost versus benefit analysis Deliver a programme of prioritised improvements in conjunction with transport operators	23.9
Prepare non-motorised user design review procedures to be used when designing schemes which will impact upon cyclists.	21.0
Delivering Improvements - Rural / Urban Fringe. Carry out a review in conjunction with RoW of potential routes which could link the rural and urban fringe. Consult with local communities and stakeholders to establish local demand and need. Prioritise these routes using cost versus benefits analysis. Identify funding sources and apply for funding to deliver the highest priority routes	19.0

Objective 2: To promote the benefits of cycling and increase the number of people across the age spectrum travelling by bicycle, particularly for short trips.	
Proposed Intervention	Score
Social Marketing / PTP - Medium Intensity - medium scale campaigns where SCC administers, promotes and offer support to 'cycle champions' and small incentives	23.3
Through the SCC MF campaign continue to improve the quality, accessibility and usefulness of travel information related to cycling.	20.0
Website - Option 2: Expand MF website and complete stage two roll out and promote once complete. Explore new technologies for delivering travel information and encourage behaviour change.	19.2
Work with partners to seek funding to continue the Repair and Ride service offered to businesses as an incentive to encouraging staff to cycle	16.0
In partnership with others seek funding to deliver adult cycle training on a demand led basis	12.0
Engage with businesses to develop a cycle friendly workplace and create Bicycle User Groups.	5.0
Objective 3: To identify opportunities for, and support the development of, leisure and recreational cycling to support our residents to be healthier and to raise the profile of Somerset as a destination for cycle tourism	
Proposed Intervention	Score
Formalise relationship with Sustrans and other relevant cycling bodies to agree a list of priorities and set up a project team to drive forward shared aspirations and identify funding sources for long distance cycle routes in Somerset	29.9
Support the protection of disused railway lines, canals and canal towpaths and other disused transport corridors required to deliver the long distance cycle routes identified above.	21.7
Support studies that seek to understand the health and economic benefits of investing in improving long distance cycle routes in Somerset.	17.8
With Tourism and District partners develop promotional materials highlighting existing opportunities for leisure cycling in Somerset/	17.3
In association with Economic Development Group develop a cycle tourism strategy which will increase the number of people visiting Somerset for cycling trips.	14.6
Work with Rights of way Group in support of the RoWIP policy of developing long-distance multi-use routes developing the national and regional cycle network.	9.9

9.7 The preferred strategy has been developed with reference to what actions are anticipated to have the greatest impact and offer the best value for money.

10 Preferred Strategy

10.1 The results of the MSAT process have been used to shape a preferred strategy and policies which over time will ensure the delivery of the aim and the objectives of the Cycling Strategy.

10.2 Over the period of this strategy, 2011 - 2026, Somerset County Council will seek to focus available investment in the proposals and measures which scored most highly in the MSAT process. This will endeavour to ensure that investment is focused and the benefits for every pound spent will be maximised. However, there are many potential sources of funding for cycling related projects and the detail and timescale of future funding opportunities cannot be known at this time. It is important to retain the flexibility to deliver lower priority actions as opportunity permits.

10.3 This strategy sets out clear policies and actions that will shape the work of the County Council and set the parameters of the debate in the future when cycling issues are considered.

Monitoring Progress

10.4 Progress will be monitored using a network of automatic cycle counters across the county which constantly count cyclists passing over them. There are currently 25 counters in place.

10.5 Where appropriate, new housing and business developments will be expected to provide cycle counters to monitor progress in meeting their travel plan targets so the network of counters will continue to grow and become more comprehensive.

10.6 In order to control for seasonal variations, and to identify any underlying trend, average numbers of cycle trips across all counter sites and over three year periods will be compared i.e. A monthly average for the most recent three years will be compared with a monthly average for the previous three year period. For example, as more cycle counters are added additional data will become available and included in the monitoring process. It is felt that the gradual process of adding counters will not affect the validity of this method. Counters in individual towns and individual sites will be monitored on an ongoing basis to identify fluctuations which may require further investigation.

10.7 In addition to monitoring general progress across the county we will monitor the levels of cycling at schools. Using the annual schools census results we will be able to assess whether there has been a general increasing in cycling levels and also identify any schools where cycle trips are reducing and could benefit from support to encourage cycling.

Issues and Risks

10.8 What the MSAT process has shown is one potential combination of actions and processes that will increase cycling levels in Somerset. It represents the preferred approach but does not necessarily represent what will be possible immediately.

10.9 Somerset County Council will seek to instigate the policies, actions and processes that are within its control but it cannot guarantee the outcomes of discussions with developers or decisions made by other planning authorities. Working closely with developers and planning authorities can mitigate this issue but cannot remove it completely.

10.10 Access to funding to deliver the various actions cannot be guaranteed. Local government and central government funding is limited and is subject to the demands of many competing priorities. Lack of funding is the greatest risk to the delivery of the strategy. SCC will support funding bids for cycling as and when these are made available.

10.11 Whilst it is recognised that the appropriate use of Highways Act powers can significantly increase the likelihood of successful implementation of a cycle scheme, it can also be expensive and time consuming; the costs must be balanced against the likely outcomes and outputs of the scheme.

10.12 Any change in national government policy can fundamentally affect the ability of Somerset County Council to deliver on its local priorities. Given the long time horizon for this strategy it is inevitable that some changes to national policy will take place.

10.13 The analysis of the available evidence and the results from the MSAT process has provided the basis for the development of the policies within the strategy. These policies will form the basis of decisions taken in relation to the promotion of and investment in cycling in Somerset by Somerset County Council. Each policy has been developed to achieve one of the three objectives of this strategy, however due to the range of proposed interventions under each policy they may also help to deliver other objectives. A policy schedule and their alignment to the three objectives is listed below.

Policy	Description	Supports Objectives:
CS1	We will improve cycle linkages and networks through-out Somerset taking into account the location.	1, 2, 3
CS2	We will support increased community and stakeholder involvement in the development of the cycle network	1, 2, 3
CS3	We will ensure developers fully consider the needs of cyclists within their development design and any associated improvements	1
CS4	We will support and promote campaigns to increase cycling across all segments of the population within Somerset	2, 3
CS5	We will support the use of, and help to develop, the leisure cycle network to realise its economic potential for Somerset	1, 2, 3

Appendix A MSAT Results

Objective 1: Improve the cycle network and make conditions more favourable for cyclists		
ID	Potential Intervention	Score
1.1	Somerset County Council will prepare a specific SCC Cycle Infrastructure Design Guide to be used internally and by developers when designing cycling infrastructure.	35.7
1.2	Prepare a 'future network map' for the Market Towns to shape discussions with developers, guide LTP investment and attract funding when opportunities arise	35.3
1.3	Prepare a 'network development plan' for each of the main urban areas in consultation with others. This plan will provide a base network and identify the works required to deliver this network. The network plans will be used to ensure cycling facilities are improved in a coherent manner which delivers the strategic objective of increasing cycling levels. The plans will be 'live' documents kept under constant review to reflect local developments	35.3
1.4	In the absence of specific SCC Cycle Infrastructure Design Guidance Somerset County Council will aim to meet the design standards as set out in LTN 2 /08 and MfS and MfS2. If these design standards cannot be met a request for departure from standards must be approved.	28.6
1.5	Somerset County Council will adopt the hierarchy or users and hierarchy of provision as policy, the principles of which must be followed for all new schemes and developments	28.3
1.6	Somerset County Council will support future funding bids for Cycle England Demonstration Town, or similar, funding	24.4
1.7	Delivering Improvements Transport Interchanges - B. Carry out a review of existing conditions at primary transport interchanges such as railway stations and bus stations. Investigate costs to bring interchanges up to the desired standard. Prioritise interchange improvements using cost versus benefit analysis Deliver a programme of prioritised improvements in conjunction with transport operators	23.9
1.8	In the urban areas aim to deliver a coherent, easily identifiable and accessible cycle network . Do this by identifying works required as part of the NDP, review the priority corridors and deliver necessary improvements along these corridors. Deliver other improvements as and when possible.	23.8
1.9	Somerset County Council will create an online facility for logging public suggestions for cycling improvements.	22.0

1.10	Prepare non-motorised user design review procedures to be used when designing schemes which will impact upon cyclists.	21.0
1.11	Somerset County Council will instigate a formal process of consultation which must be followed during the development of plans for the future cycle network or for specific schemes.	20.0
1.12	Somerset County Council will establish 'cycle working groups' based upon District Council boundaries to ensure that all aspirations are captured and there is a joined up approach to delivery.	20.0
1.13	In the market towns aim to ultimately deliver a coherent and accessible cycle network based upon existing quiet roads, quiet lanes and paths. Do this by identifying works required as part of the FNM, review the priority corridors and deliver necessary improvements along these corridors. Deliver other improvements as and when possible.	19.9
1.14	Delivering Improvements - Rural / Urban Fringe. Carry out a review in conjunction with RoW of potential routes which could link the rural and urban fringe. Consult with local communities and stakeholders to establish local demand and need. Prioritise these routes using cost versus benefits analysis. Identify funding sources and apply for funding to deliver the highest priority routes	19.0
1.15	Delivering Improvements Transport Interchanges - C - Carry out a review of existing conditions at primary transport interchanges such as railway stations and bus stations. Investigate costs to bring interchanges up to the desired standard. Prioritise interchange improvements using cost versus benefit analysis. Deliver a programme of prioritised improvements funded by SCC	17.9
1.16	In the urban areas aim to deliver a coherent, easily identifiable and accessible cycle network . Do this by identifying works required as part of the NDP and carry out all works to bring the network up to the necessary standard.	17.8
1.17	SCC will revise and review the SCC cycling webpages to provide up to date information on plans and proposals	16.8
1.18	Consultation	16.0
1.19	In the market towns aim to ultimately deliver a coherent and accessible cycle network based upon existing quiet roads, quiet lanes and paths. Do this by identifying works required as part of the FNM and carry out all works to bring the network up to the necessary standard.	15.8
1.20	Option 3 - As option 1 but with dedicated cycleway maintenance team for all on and off-road cycle routes in Somerset.	12.7
1.21	Somerset County Council will subject all cycling schemes to a cost benefit analysis to ensure value for money and that funding is spent where it will have the greatest impact	12.0

122	In the urban areas aim to deliver a coherent, easily identifiable and accessible cycle network . Do this by identifying works required as part of the NDP, identify key barriers to be resolved and minor links required to improve the network and deliver these. Deliver other improvements as and when possible	7.4
123	Option 2 - as option 1 but review maintenance schedule for priority routes and increase the number of maintenance 'sweeps' on these routes	6.2
124	In the market towns aim to ultimately deliver a coherent and accessible cycle network based upon existing quiet roads, quiet lanes and paths. Do this by identifying works required as part of the FNM, identify key barriers to be resolved and minor links required to improve the network and deliver these. Deliver other improvements as and when possible	6.0
125	Delivering Improvements Transport Interchanges -A - Carry out a review of existing conditions at primary transport interchanges such as railway stations and bus stations. Investigate costs to bring interchanges up to the desired standard. Prioritise interchange improvements using cost versus benefit analysis	6.0
126	Option 1 - Implement the Transport Asset Management Plan to improve the quality and efficiency of the highways maintenance programmes; Work jointly with district councils to ensure all parties can carry out their maintenance and cleaning responsibilities efficiently. Take future maintenance into consideration when cycling schemes are designed	3.0
127	In the urban areas aim to deliver a coherent, easily identifiable and accessible cycle network . Do this by identifying works required as part of the NDP. Deliver works required as and when funding / opportunity permits.	0.1
128	In the market towns aim to ultimately deliver a coherent and accessible cycle network based upon existing quiet roads, quiet lanes and paths. Do this by identifying works required as part of the FNM. Deliver works required as and when funding / opportunity permits.	0.0
Objective 2: To promote the benefits of cycling and increase the number of people across the age spectrum travelling by bicycle, particularly for short trips.		
ID	Potential Intervention	Score
2.1	Instigate a Bike-It programme in Somerset Schools	27.3
2.2	Social Marketing & Personal Travel Planning Campaigns- Medium Intensity - medium scale campaigns where SCC administers, promotes and offer support to 'cycle champions' and small incentives	23.3
2.3	Through the SCC MF campaign continue to improve the quality, accessibility and usefulness of travel information related to cycling.	20.0

2.4	Website - Option 2: Expand MF website and complete stage two roll out and promote once complete. Explore new technologies for delivering travel information and encourage behaviour change.	19.2
2.5	Adult Cyclists	17.5
2.6	Social Marketing & Personal Travel Planning Campaigns- High Intensity - large scale campaigns across a wide area where SCC administers, promotes, offers intensive support, and significant incentives	17.5
2.7	Website - Option 3: Completely revamp MF website and promote extensively. Use new technologies to deliver travel information and encourage behaviour change.	17.4
2.8	Adult Cyclists 1. Continue the Repair and Ride service offered to businesses as an incentive to encouraging staff to cycle	16.0
2.9	Run large scale traditional marketing / media campaigns	14.7
2.10	Schools - High Intensity - continue to seek external funding and provider funding to significantly increasing the number of children trained to level 2 of National Standards cycle training. Offer advice and support to schools wishing to implement travel plans. Submit or support school funding applications for new infrastructure to encourage cycling. Provide the Repair and Ride Service to schools actively trying to implement travel plans. Provide FTP funding for on-site infrastructure to encourage cycling.	14.6
2.11	Run medium scale traditional marketing / media campaigns	13.6
2.12	Adult Cyclists 2. In partnership with others seek funding to deliver adult cycle training on a demand led basis	12.0
2.13	Schools - Medium Intensity - continue to seek funding to continue increasing the number of children trained to level 2 of National Standards cycle training. Offer advice to schools wishing to implement travel plans. Submit or support school funding applications for new infrastructure to encourage cycling. Provide the Repair and Ride Service to schools actively trying to implement travel plans.	9.8
2.14	Social Marketing & Personal Travel Planning Campaigns - Low Intensity - small scale campaigns where SCC involvement is limited to administering and promoting the campaign	9.0
2.15	Website - Option 1: Retain MF website and keep information current.	8.0
2.16	Run small scale traditional marketing / media campaigns	6.0
2.17	Schools - Low Intensity - continue to seek funding to continue increasing the number of children trained to level 2 of National Standards cycle training. Offer advice to schools wishing to implement travel plans.	6.0

218	Adult Cyclists 3. Engage with businesses to develop a cycle friendly workplace and create Bicycle User Groups.	5.0
Objective 3: To identify opportunities for, and support the development of, leisure and recreational cycling to support our residents to be healthier and to raise the profile of Somerset as a destination for cycle tourism		
ID	Potential Intervention	Score
3.1	Formalise relationship with Sustrans and other relevant cycling bodies to agree a list of priorities and set up a project team to drive forward shared aspirations and identify funding sources for long distance cycle routes in Somerset	29.9
3.2	support the protection of disused railway lines, canals and canal towpaths and other disused transport corridors required to deliver the long distance cycle routes identified above.	21.7
3.3	support studies that seek to understand the health and economic benefits of investing in improving long distance cycle routes in Somerset.	17.8
3.4	With Tourism and District partners develop promotional materials highlighting existing opportunities for leisure cycling in Somerset/	17.3
3.5	In association with Economic Development Group develop a cycle tourism strategy which will increase the number of people visiting Somerset for cycling trips.	14.6
3.6	Work with Rights of way Group in support of the RoWIP policy of developing long-distance multi-use routes developing the national and regional cycle network.	9.9

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