

A stylized, colorful illustration of a city scene. At the top, there are branches with yellow and red leaves. Below, a person in a brown jacket and red pants stands on a yellow path, waving. In the background, two people are riding bicycles on a hill. To the right, there are blue buildings with yellow windows. In the foreground, a red boat with a yellow and blue striped canopy is on a blue body of water. A person in a yellow shirt is standing on the boat, and a person in a red headscarf is sitting on a bicycle inside the boat. A blue bridge with white railings is visible on the left side of the water.

Cycling Strategy

August 2005

for Wolverhampton



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Foreword



Traffic congestion is one of the most problematic issues in Wolverhampton as with many other cities in the UK. Over 60% of all journeys made by car are in fact less than 5 miles, a distance that is largely considered short enough to cycle. As well as being a cheap and convenient mode of travel for short journeys, cycling also provides several health benefits. In a society where people are living more sedentary lifestyles cycling can provide the opportunity for regular exercise, which can help prevent disease and extend life expectancy. Cycling is also a non-polluting mode of travel and encouraging more people to use their bicycle for short journeys could help ease the level of congestion in Wolverhampton and benefit us all.

Currently about one in three people own a bicycle, however, less than 2% of all journeys in the West Midlands are made by bicycle. Evidence suggests a number of reasons why we are reluctant to cycle as part of our daily routine. These include fears about our personal safety, the concern about theft of bicycles and lack of facilities for cyclists and the perception that cyclists are in direct conflict with other road users especially the car.

This strategy provides a framework for us to identify specific problems encountered by cyclists and provides some of the solutions to address these.

The aims of this Cycling Strategy are to encourage cycling by recognising its role as a mode of transport and as part of the solution to tackling congestion as well as contributing to urban regeneration and to improve our environment and health.

We have involved a wide range of people and organisations in the writing of this strategy. However, we would not assume that we have covered all of the relevant issues or got the priorities absolutely right and would welcome your views so that we can continue to improve the strategy and programmes for cycling in the future. Details of where to send your views are included at the end of the document.



Councillor M S Jaspal
Cabinet Member for Transportation

Vision



The vision for transport for the West Midlands as set out in the Local Transport Plan is:

- A thriving, sustainable and vibrant community where people want to live and where businesses can develop and grow
- Town, City and Local Centres will be attractive and vibrant. High quality public transport will be the norm and walking and cycling will be commonplace
- Cleaner air and less congested traffic conditions
- A safer community where there will be fewer accidents and people will feel less at risk and more secure
- Equal opportunities for everyone to gain access to services and facilities and enjoy a better quality of life with travel choices that are attractive, viable and sustainable

Our Cycling Strategy will play an important part of achieving this vision by encouraging cycling as an alternative to car use, especially for local trips, by creating an extensive network of cycle routes and facilities that are safe, convenient and attractive.

Achievement of the Vision

To achieve the Vision the Strategy needs to:

- Create a safe, direct, attractive, and convenient cycle network from home to places of work, shops, public buildings, and leisure facilities. The City Council will work with neighbouring authorities and other agencies to ensure wider and more coherent cycle networks.
- Integrate cycling with public transport to provide 'seamless journeys' and an attractive and convenient alternative to the car.
- Support traffic management and enforcement measures for cyclists and pedestrians and to promote responsible and safe use of the highway by motorists and cyclists.
- Provide secure and conveniently located cycle parking to serve employment commercial, shopping and housing developments as well as Civic premises.
- Further develop safe and convenient and well signposted cycle routes to the countryside and adjacent towns and villages to encourage cycling for leisure. These need to link with other cycle routes to provide for longer journeys.
- Provide the framework for an education and information programme to

encourage more journeys to be undertaken by cycle and provide the opportunity to teach essential road safety skills.



Benefits from Cycling



- Cycling is one of the least polluting forms of transport and an integral part of creating a liveable city and a higher quality of life.
- It is a very convenient and reliable form of transport for trips from home to school, work and the shops and can be faster than cars at peak times
- It can be an environmentally friendly way to travel with reduced vehicle emissions and traffic congestion benefits to all.
- It offers significant health benefits through increasing opportunities to take exercise with consequent proven physical and mental health benefits.

Background

The Council adopted the current Cycling Strategy in 1995 and has made good progress in implementing its proposals. The Government published 'The National Cycling Strategy' in 1996 and the Cycling Strategy for the West Midlands set out in the Local Transport Plan. These provide the framework and targets for this Wolverhampton's Cycling Strategy.

Concerns about the health, environmental and economic effects of increasing car use and traffic congestion have led to a shift in transport policy and legislation in recent years. This shift has focused attention on the promotion of more environmentally friendly means of travel and on developing a wider choice of travel. Cycling offers a realistic option particularly for shorter, local journeys and improving conditions for cyclists is an important component of the new transport policy agenda.

To illustrate its potential, according to results from the National Travel Survey 02 / 03 shows that the average trip length is 6.9 miles. While there has been a steady increase in trip length over the previous 30 years this statistic does demonstrate that many of our trips are short enough to be undertaken by bicycle. Cycling can cater for most of these journeys. About one in three people own cycles and cycling for leisure has grown in popularity in recent years. On average it has been estimated that



about 3% of journeys to work in Wolverhampton are made by cycle, slightly higher than the National average of 2%, but lower than other European countries such as Sweden (10%), Germany (11%) and Denmark (18%) and other UK cities such as Bristol (8%). So what are the barriers that need to be overcome to increase the number of journeys undertaken by cycle in Wolverhampton?

Potential Barriers to Cycling

Public consultation on the West Midlands Local Transport Plan show the following to be the most significant barriers:

Barrier	Specific Issue
Personal Safety	<ul style="list-style-type: none"> • Conflict between traffic (including parked vehicles) and cyclists • Need to improve cycling skills and confidence • Lack of priority given to cyclists in highway schemes • Safety and security of cyclists on the highway, especially of children • Conflict between pedestrians and cyclists
Theft and security	<ul style="list-style-type: none"> • Theft of cycles • Lack of secure and conveniently sited cycle storage and parking at home and at the destination
Lack of Knowledge	<ul style="list-style-type: none"> • People are not aware of the existing network of cycle routes and parking provision • Need to educate all road users of the need to share road space, to abide by traffic laws and regulations, and encourage mutual respect
Lack of Facilities	<ul style="list-style-type: none"> • There is a need for a more extensive cycle network • Need to link with cycle routes provided outside the City boundary • Need for more secure cycle parking provision

Recent Progress

Following the publication of the Council's first Cycling Strategy in 1995 there has been considerable progress, including:

- Extended and improved the cycle network across the City, including an advisory cycle route along the A41 Tettenhall Road, the Low Hill cycle lane, and the route along the Birmingham Canal which links with the National Cycle Network; Willenhall Road; Stafford Road.
- Published a cycle map of the City. This is available via the City Council's website at www.wolverhampton.gov.uk and more detailed printed leaflets can be found in the tourist information centre and local libraries. Your views on existing and proposed routes along with any suggestions for new routes would be welcomed. See end of document for contact details.
- Established a cycle skills training programme for school children which trains 4000 children per year
- Supported and provided links to the Sustrans National Cycle Network and opening / promotional events
- Provided cycle racks at key locations in the City
- Continued support to a Cycle Forum to assist in developing cycling policy and priorities for the City. This has direct involvement of wider interest groups, Senior Council Officers and Elected Members.



Complementary Policies and Programmes

The Cycle Strategy is complementary to other Council and National strategies and policies, including:

- Wolverhampton's Local Agenda 21 Strategy
- Wolverhampton Unitary Development Plan
- Area Development Briefs for new development sites
- Wolverhampton Regeneration Strategy
- West Midlands Local Transport Plan
- Tourism and Cultural Strategies
- City Centre Strategy and Action Plan
- Walking Strategy
- Wolverhampton Health Action Zone and Health Improvement Programme
- The Crime Reduction and Community Safety Strategy for Wolverhampton
- National Cycling Strategy
- Planning Policy Guidance Notes 6 (Town Centres) and 13 (Transport)
- Regional Planning Guidance for the West Midlands



Useful References

- Cycle Friendly Infrastructure - Guidelines for Planning and Design CTC, DfT, IHT 1996
- Cyclecraft Cycling Techniques for Adults John Franklin
- DfT Traffic Advisory Leaflets 1/97; 6/98
- BikeFrameCyclists Public Affairs Group 1997

Targets

Set out below are selected targets from the National Cycling Strategy and the West Midlands Local Transport Plan. The targets have been designed to be relevant, realistic, measurable and focused.

i) National

The National Cycling Strategy was published in July 1996. This aims to restore cycling as a viable and attractive transport choice. Its overall objective is to increase cycle use through implementation of the National Cycling Strategy.

The National Target is to double the number of cycle trips between 1996 and 2002 and to increase the number of trips four-fold by the end of 2012.

ii) Local Targets for Wolverhampton

Unless otherwise indicated, the targets listed below are taken from the West Midlands Local Transport Plan. They reflect the National Cycling Strategy targets and the comments received from consultation on the West Midlands Local Transport Plan. These targets will be monitored through automatic counters on new and existing routes and through household and school surveys and cordon counts. These will be undertaken locally but in accordance with practice across the West Midlands as part of the Local transport Plan monitoring process.

Cycling Trips

- To increase the number of cycling trips to 6% of all journeys in Wolverhampton by 2010 and to increase this to 11%, by 2030 (taken from the West Midlands Area Multi-Modal Study)
- To increase the percentage of children walking, cycling or using public transport to school to 70% in primary schools and 85% in secondary schools by 2010.

Secure Storage

- To provide secure cycle parking for staff at all Council buildings employing 50 or more staff by 2012
- To increase the level of secure cycle parking at the railway station to accommodate at least 40 cycles by 2006.
- To contact all business employing more than 50 staff to provide secure cycle parking facilities as part of a Green Travel Plan by 2006 with the target of providing cycle storage facilities in at least 30% of these premises by 2012.

Training

- To offer on-road cycle training to 100% of the City's 10-year olds throughout the life of the Strategy

Strategy Priorities and Policies

The development of a comprehensive cycle network continues to be a priority for the City Council. Our Cycling Strategy will address infrastructure and engineering issues; information, promotion and education aspects; and enforcement. The main focus of the strategy is trips for school, work, shopping, hospitals and links with public transport. A second priority is to provide for leisure by providing access to green spaces, countryside and tourist attractions.



Priorities

1. Provide cycle routes and secure parking to encourage cycling for:
 - School
 - Work
 - Shopping
 - Health Centres
 - Bus Station, Metro Stops and Railway Stations

2. Extend and improve the cycle network to provide:
 - Access to the Countryside
 - Tourism and Heritage
 - Access to Public Open Space
 - Trips for Leisure

This approach is seen as the most effective way of encouraging cycle use, especially for shorter journeys. It would complement improvements in public transport and support and increased transport choice and use of buses, trams and trains.

The City Council has developed a number of policies to achieve these priorities that are numbered C1 - C11 adjacent.

Infrastructure

C1 - The Council will seek to extend its District-wide network of cycle routes using both on and off road traffic routes and special facilities at junctions, segregated cycle / pedestrian facilities as well as routes using quiet roads. The Council will work with neighbouring authorities and other partners, including Sustrans, to improve and extend the cycle network to link with other cycle networks outside the City boundary.

C2 - All highway and major development schemes will be subject to a cycle audit to ensure that schemes provide and improve facilities for cyclists. The IHT Cycle Review guidelines and current best practice will inform this audit.

C3 - New Cycle Routes will be selected on the basis of the following priorities:

- i.** Providing links between homes and public transport, work, school, hospitals and shops. These need to be supported by convenient and secure cycle parking facilities.
- ii.** Those that link local centres and communities with the City and Town Centres. Again secure cycle parking is needed. Improvements to the Ring Road Crossings for cyclists will also be considered.
- iii.** Those that cater for recreational as well as utility purposes, including links to green spaces and the countryside and

links to the National Cycle Network.

- iv.** The preferred order for consideration to make the City's Highways and Infrastructure Cycle Friendly is Traffic Reduction, Traffic Calming, Junction Treatment, and Traffic Management. Redistribution of the carriageway and lastly Cycle Lanes and Cycle Paths will be considered. Short cuts and contraflow lanes for cyclists will only be installed where they are safe for all road users.

C4 - Improving Existing Routes.

Initially this will focus on bridging any gaps in existing routes. A programme will be developed to improve the coherence, safety, attractiveness and comfort of existing routes, including the ongoing maintenance of the routes. This will focus on bridging gaps in the respective routes and improving facilities for cyclists at traffic junctions and roundabouts.

There needs to be a particularly sensitive approach to the development and management of cycle routes where they are shared with pedestrians and where they go through areas of value for wildlife. In areas of wildlife value the construction and maintenance work may need to be timed to avoid sensitive times of the year such as bird nesting times.

Development of the Programme

The Council has a 'rolling' programme for the development of the Cycle Network. Monitoring and annual reviews of the programme of work will continue to be undertaken in collaboration with the Transport and Cycle Forums.

All cycle routes and other cycle infrastructure will be provided in accordance with current design standards, and best practice.



Site Facilities

C5 - The Council will seek to expand the provision of secure cycle parking provision and other facilities for cyclists in the following locations:

- a) Wolverhampton City Centre Shopping area
- b) Town Centres, local shopping centres and supermarkets
- c) Council Offices
- d) Leisure facilities
- e) Bus Station, Railway Station and Metro stops including new facilities within the Interchange Development and any extensions to Midland Metro
- f) School and College premises
- g) Wolverhampton University
- h) Health Centres

All opportunities to ensure linkages between Cycle use and Public Transport to encourage 'interchange' with the bus, tram or train will be taken. This will include storage facilities at stops and stations and at Park and Ride sites.

Cycle routes and Cycle parking serving new development will be required as an integral

part of new development and secured by planning condition or Legal Agreement on Planning Consents wherever appropriate and in accordance with the policies of the Unitary Development Plan.

Theft and the fear of theft are major obstacles to people when deciding whether or not to cycle. The presence of showers and secure clothes lockers is also factors that influence people's decision to cycle, especially for work trips.



Highway Provision

C6 - The needs of cyclists will be taken into account in all road improvements, traffic management, traffic enforcement and bus priority schemes.

Cyclists will, wherever possible and safe, be exempt from road closures.



Maintenance

C7 - Road maintenance, tree planting and maintenance, cleaning and lighting works will consider the needs of cyclists, particularly with regard to the standards at the edge of the carriageway to reduce the problems of channels and gullies.

The assistance of Sustrans Rangers and members of the Cycle Forum to patrol the local network, report maintenance problems and undertaking cleaning and minor maintenance is acknowledged and welcomed.

The Council operate a Maintenance Hotline for people to report any defects on the Highway - Telephone 01902 555888

Education and Promotion

C8 - The Council will continue to promote cycling as a healthy activity through its cycle training programmes, 'Travelwise' promotion, Leisure Cycle Rides and through the Cycle Route Map and the Council's Web Site. The health, environmental and social benefits of cycling will be emphasised, particularly through work with the health community, schools and as part of Travel Plans.

C9 - The Council will continue to provide and expand its programme of on and off road cycling training to children as part of its 'Travelwise' in schools and 'Safer Routes to School' initiatives.

The benefits of cycling must also be promoted alongside cycle training for school children. Innovative approaches to encourage more children to cycle to school, such as assisted purchase of child carrying equipment, a cycling bus, Cycle Buddy Schemes will also be explored. The City Council will continue to support for National Bike Week activities, Road Safety Campaigns and other appropriate safety and security campaigns for cyclists and motorists.

Partnership

C10 - The Council will work with other agencies, including the Police, neighbouring local authorities, the health community, British Waterways and interest groups to promote and protect cycle routes cycling initiatives. The Council will also continue work with the Cycle Forum to develop advice on policy and priorities.



Enforcement

C11 - The Council will work with the Police and other agencies to:

- Reduce speeds, enforce car park restrictions and regulations
- Ensure cyclists observe highway restrictions, signs and signals
- Address problems of cycle theft



Funding and Resources

Funding for new cycle facilities and existing route improvement and maintenance will be sought through the:

- Local Transport Plan
- European Funding Opportunities
- National and Regional Regeneration Funds
- Sponsorship from local business and commerce
- Planning Obligations from developers to serve particular development proposals.

Monitoring and Review of the Strategy and Programme



The programme for the extension and enhancement of the cycle route network and other facilities for cyclists will be reviewed annually and the priorities and policies will be subject of consultation at regular intervals. The Transport and Cycle Forums will be key to the review and development of the programme.

The targets set within this strategy will be monitored annually as part of the reporting process to City Council elected Members through the Transport Forum and through the Local Transport Plan for the West Midlands monitoring process.

Making Comments on the Cycle Strategy and Programme

Comments on the Cycling Strategy and Programme should be sent to:

Transport Strategy Section

Wolverhampton City Council
Regeneration and Environment
Heantun House
Salop Street
Wolverhampton
WV3 0SQ

Or email to:

transport.strategy@wolverhampton.gov.uk

Notes

Transport Strategy Section

Regeneration & Environment
Wolverhampton City Council
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Telephone: 01902 555684

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Wolverhampton
City Council



TRAVELWISE