

# Cycling Strategy Supplementary Planning Guidance (SPG)

## Preface

The Cycling Strategy SPG has been produced by the Council's Policy Plans team. The draft SPG 2003 was presented to the Council's Development Control Committee on the 19<sup>th</sup> June 2003 and they recommended (Minute 103 refers) that the document be subject to a six week public consultation period.

The Consultation was publicised in all the District's local newspapers and on the Council's website. Copies of the draft SPG were made available in the Council's "shops" and in public libraries throughout the District. A total of 18 comments were received from interested parties and these, along with the Council Officer's response, were set out in the report which was presented to the Development Control Committee on the 31<sup>st</sup> October 2003. The Committee recommended (Minute 387 refers) that the Wychavon Cycling Strategy be adopted as Supplementary Planning guidance, to be used in the determination of planning applications. This recommendation was subsequently ratified by the Council's Executive Board on the 25<sup>th</sup> November 2003 (Minute 435 refers).

The Council wishes to thank those who contributed to the process and invites you to contact the Policy Manager, Fred Davies, on 01386 565367 or at [fred.davies@wychavon.gov.uk](mailto:fred.davies@wychavon.gov.uk) if you wish to discuss any aspect of the Cycling Strategy SPG.

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**WYCHAVON DISTRICT COUNCIL**

**CYCLING STRATEGY**

**SUPPLEMENTARY PLANNING GUIDANCE**

**NOVEMBER 2003**

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**Produced and Published:**  
The Policy Plans Team  
Wychavon District Council

# **Wychavon District Council Cycling Strategy Supplementary Planning Guidance**

## **CONTENTS**

### **PART 1 - DEVELOPING A STRATEGY**

1. - The Review Process and Introduction
2. - Aims & Objectives
3. - The context of the Strategy

### **PART 2 - DEVELOPING ROUTES**

4. - The format of the Strategy
5. - A Strategy Droitwich Spa
6. - A Strategy for Evesham
7. - A Strategy for Pershore
8. - The Wider District
9. - Quiet Lanes Initiative
10. - Route Consultation

### **PART 3 - IMPLEMENTING THE STRATEGY**

11. - Implementation, Funding and
12. - Development Initiatives
13. - Required Standards for New Facilities
14. - Travel plans
15. - Public Awareness and Promotion

### **PART 4 - APPENDICES**

1. - Policy Background
2. - Glossary of terms
3. - Useful contacts

### **PART 5 – MAPS**

1. - District Map
2. - Droitwich Spa Map
3. - Evesham Map
4. - Pershore Map

# **PART 1 - DEVELOPING A STRATEGY**

## **THE REVIEW PROCESS**

The National Cycling Strategy (NCS) was published in 1996. It required Local Planning Authorities, through planning guidance and funding mechanisms, to develop viable cycling strategies to increase the percentage of cycling trips. The objectives of having a strategy are to demonstrate what has been implemented to date, summarise relevant planning policy, provide guidelines for prospective developers and provide an indicative programme of future cycling infrastructure development. It is intended to be usable as supporting documentation to the Local Plan, the routes forming an Action Plan under emerging legislation and the implementation elements as a Supplementary Planning Guidance. However, the old strategy is now dated. Therefore, it has been revised to update its contents, include new policies, provide a review of implemented strategy to date and provide a usable guide for assessing planning applications.

### **1. INTRODUCTION**

- 1.1. Cycling is both a practical and environmentally friendly mode of transport, which is increasing in popularity. The Council recognises that cycling has numerous economic, environmental and health benefits. For example, cycling or walking briskly for half an hour a day can halve the risk of heart disease (Health Education Authority 2003).
- 1.2. In adopting this Cycling Strategy Wychavon seeks to establish a framework through which it can continue to promote cycling by creating a comprehensive cycle network of safe and attractive routes and help provide additional cycle parking and other ancillary facilities.
- 1.3. The document sets out the aims and objectives of the strategy and the context within which it was drafted. It also proposes a network of cycle routes for the three main towns of Droitwich Spa, Evesham and Pershore where a series of home to work/leisure/school routes (sometimes referred to as utility routes) have been identified. In the countryside, leisure routes and routes linking the towns of Wychavon and beyond, utilising quiet rural lanes and riverside and canal towpaths are promoted. Included here are routes 41, 45 and 46 of the National Cycling Network (NCN) which also connect Droitwich Spa, Evesham and Pershore with Worcester.
- 1.4. In addition to the provision of a comprehensive network throughout the District, consideration is given to ancillary facilities such as signposting, parking provision etc, together with the need for consultation and safety audits on routes before they are implemented.
- 1.5. The strategy provides the focus for implementation of the cycle network, which will be developed over the current Local Plan Period to 2011. Its successful implementation is heavily dependent on the support of Worcestershire County Council as the Highway Authority, with their funding through the Local Transport Plan. Other potential sources of funding include Highways Agency, the Landfill Tax Credit Scheme (via Welcome to Our Future) Planning Obligations (Section 106), Wychavon Rural Transport Partnership and Local Strategic Partnerships.

## **2. AIMS AND OBJECTIVES**

### **2.1. Aims**

2.1.1. The Cycle Strategy looks to:

- 1) Develop urban utility routes from residential areas to town centres, schools, employment centres and inter urban routes within Wychavon.
- 2) Promote recreational and tourism routes in rural areas and provide links between the towns of Wychavon and neighbouring districts.
- 3) Develop the Council's strategic objectives as set out in its Corporate Plan, Community Plan) Environmental Policy and Local Plan to promote a healthy environment, not only in terms of personal health but also in promoting a sustainable form of transport.
- 4) Reverse the current trend that 'Over the last 20 years, the distances cycled and walked have both fallen by a quarter' (National Trend Survey 2003).

### **2.2. Objectives**

2.2.1. The following eight objectives have been identified:

- 1) Clarify and establish legal aspects concerning cycle/pedestrian provision
- 2) Identify potential cycle route corridors
- 3) Identify "primary" cycle routes
- 4) Identify and secure external funding
- 5) Identify cycle parking, Bike and Ride and other practical measures
- 6) Promote leisure/tourism activities
- 7) Encourage people to cycle
- 8) Identify inter-district cycle route links.

2.2.2. In carrying these objectives the Council hopes to achieve the following:

- to increase, by 2012, cycling's modal share (quadruple 1996 figure (2%)); and
- to complete the Wychavon sections of the National Cycle Network Routes 41, 45 and 46 by 2005.

## **3. CONTEXT OF THE STRATEGY**

### **3.1. The Growth in importance of Cycling**

Cycling is growing in importance as means of addressing environmental problems, most notably traffic congestion, environmental pollution and promoting healthy lifestyles. The Government's proposals for Local Transport Plans funding has put increased emphasis on reducing commuting to work and school by car.

3.2. Wychavon's Cycling Strategy not only draws together policies currently being pursued by the Council but also builds on regional, national and international initiatives.

#### **3.2.1. International Initiatives**

In 1992, the United Nations Summit on the Environment held in Rio de Janeiro (and subsequent summits held in Kyoto and Johannesburg) set the programme, known as

“Agenda 21” for reconciling the need for development with environmental concerns, and the need for sustainable development. Although adopted by the British Government and 149 other National Governments, the aims of Agenda 21 cannot be achieved without the commitment and co-operation of local government and local communities. Transport and specifically the use of motor vehicles is recognised as increasingly creating environmental problems, not only in terms of air pollution, but also through the cost of congestion and further road building. Within an overall transport policy the use of bicycles is an important environmentally sustainable alternative as it can reduce reliance on the motor car.

### **3.2.2. Government Policy**

The Government has incorporated environmental and sustainable development objectives within policy documents such as “Achieving A Better Quality of Life (2002), which is the Government’s third annual report on sustainable development. It is intended to meet the earlier commitment made in the sustainable development strategy “A Better Quality of Life” which was published in 1999. The ODPM’s Planning Policy Guidance on Transport (PPG13) supports motorised traffic reduction and this support is emphasised in two separate Government initiatives: The Transport White Paper (A New Deal for Transport: Better for Everyone - 1998) sets a target of reducing all types of car journeys and the Road Traffic Reduction Act which requires local authorities to monitor traffic levels and draw up measures to reduce them. The Government’s target is to quadruple the number of trips by cycle (on 1996 figures) by the end of the year 2012.

### **3.2.3. Regional and County Policies**

Cycling initiatives have been endorsed both within the Draft West Midlands Regional Planning Guidance (Policy T9- Walking and Cycling) and the Worcestershire County Structure Plan June 2001 (Policies T.3- Managing Car Use and T.10-Cycling and Walking). The County Council is also developing sustainable transport policies within its Environmental Action Plan, Local Agenda 21 Action Plan and Countryside and Recreation Strategy. Recent LTP statements show a greater importance attached to cycling. The “Travelwise” campaign was launched in Worcestershire in 1995 to make the public aware of alternative forms of transport to the car. Worcestershire County Council has also produced a County Cycling Strategy (Adopted 1998) which includes Urban Area Action Plans for Wychavon.

### **3.2.3. The Council’s Policies**

The Council’s overall aim with regard to transport is “to minimise the need to travel by car, and to improve accessibility to everyday facilities for all”. This aim is reflected in the policies of the Council, which has incorporated cycling policy initiatives within its corporate strategy. The Wychavon District Local Plan Review Revised Deposit June 2003 contains policies to encourage sustainability and Policy SR5 (Minimising Car Dependency) specifically encourages cycling. This Policy received very few objections over the six week statutory public consultation period. The Tourism Action Plan, under Action Point 3, aims to promote a series of cycle routes suitable for family groups (see Appendix). The Council is committed to “A healthy and safe environment now and for the future”, the Community Plan further reinforces this support. This Cycle Strategy seeks to develop, in partnership with Sustrans, Worcestershire County Council, other organisations and landowners, the National Cycle Network (Routes 41, 45 and 46) where they pass through the District.

## PART 2 - DEVELOPING ROUTES

### 4. THE FORMAT OF THE STRATEGY

- 4.1. The Strategy aims to predominantly identify safe, direct and convenient routes along publicly owned land, although there may be instances where negotiations with landowners would be needed to acquire additional land. Where necessary, new cycleways may be provided and existing rights of way widened or upgraded to properly accommodate cyclists, pedestrians, wheelchair users and equestrian users.

#### A Strategy for the Towns

- 4.2. The Council acknowledges that urban areas offer the greatest potential for encouraging a modal shift toward cycling because trips between 2 and 5 miles long are considered the most attractive and achievable. Therefore, the emphasis will be on improving local access by providing attractive convenient and safe routes to a variety of popular destinations e.g. schools, shops, employment areas, sports centres etc. From an analysis of constraints and opportunities within Wychavon's principal towns of Droitwich Spa, Evesham and Pershore a Strategy has evolved which aims to:
- link the town centres, schools, employment areas, leisure facilities with main residential areas;
  - establish cycle parking facilities at railway/bus stations and focal points within the town centres;
  - maximise the use of the following before constructing new cyclepaths:
    - using existing footways and footpaths of generous widths; or
    - using quieter/safer roads in residential areas.
    - using dismantled railways, riverside paths/canal towpaths where practical and safe;
  - minimise the use of heavily trafficked (particularly HGV) roads; and
  - promote routes on land either owned by the Council, the Highway Authority, Parish/Towns Councils or Housing Associations.
  - establish routes through new development.
- 4.3. An important component is cycle paths within public open spaces as they offer the opportunity of traffic free routes and the potential to connect elements to form a cycle network. Where a shared use is made of paths, there will be a need for comprehensive marking and signing to clearly inform cyclists and pedestrians and in some cases Traffic Regulation Orders will be required.
- 4.4. Primary routes have been identified in Droitwich Spa, Evesham, Pershore and several rural locations. Cost estimates for these routes were initially obtained from Hereford and Worcester County Council. To date approximately £120,000 (31/03/02) has been spent on developing these routes, with an additional £12,000 budgeted for 2002/2003.
- 4.5. The Strategy recognises that there are other routes used by cyclists. However, the purpose of the Strategy is to initially concentrate on establishing a network for the towns where there is greater potential to increase both the number of cycling trips and the cycling modal split

#### 4.6. Safer Routes to School Programme

4.6.1. Safe Routes to Schools is a community approach to:

- encourage more people to walk and cycle to school safely
- improve road safety and reduce child casualties
- improve children's health and development
- reduce traffic congestion and pollution

Whilst the programme is aimed at the whole District its objectives are likely to be more achievable in the three towns of Droitwich, Evesham and Pershore.

4.6.2 Worcestershire County Council is currently implementing a Safer Routes to School Strategy across the County which aims to:

*“Improve the safety of the school journey through development of a range of measures which reduce the need to travel to school by car, and promote walking, cycling and public transport.”*

4.6.3 Safer Routes to School aims to deliver the following objections:

- Reducing the need to travel to school by car
- Improving pupils' independent mobility
- Producing a healthier lifestyle through walking and cycling
- Reducing child casualties and perceived dangers
- Improving local environmental conditions

4.6.4 The objectives can be achieved through a range of measures including:

- Safer road crossing points for pedestrians and cyclists
- New or improved routes for cyclists and pedestrians
- New more direct entrances to schools
- Cycle storage and locking facilities at school
- Parent-child cycle training
- Parental escort rotas (walking bus)
- Traffic calming
- Improved education
- Controlled parking outside schools
- Improved design of highway area close to schools

4.6.5 Further information on the Safer Route to School Programme are available from the Delivery and Operations Unit, Worcestershire County Council on 01905 766706 (Contact Andy Cooke).

#### 5. A STRATEGY FOR DROITWICH

5.1. The built-up area of the town has grown significantly, since the early 1960's mainly to the north-west, west and south. Prior to this the urban area was largely contained by the railway lines and the M5 motorway, and extended southwards along the A38. Travel to work by bike is low (1.8% 1991) in comparison to (3.1% 1991) for England and Wales and (3.7% 1991) within as a whole Wychavon.

- 5.2. For cyclists, the growth of the town has brought about a number of constraints and opportunities including:
- the A38 presently experiences heavy traffic flows for much of the day, with a limited number of safe crossing points;
  - the railway has a limited number of crossing points which also need to be redesigned to cater for cyclists;
  - restricted width of paths and pedestrian routes in some residential areas; and
  - long stretches of the Droitwich Canals towpath.
- 5.3. The opportunities for cycling include:-
- desire lines and other well established cycling/pedestrian routes but where segregation could be beneficial to both;
  - new housing and employment developments and utilisation of planning agreements/conditions.
  - potential canal towpath refurbishment/reinstatement; (for which additional draft Supplementary Planning Guidance has been produced)
  - numerous residential roads experiencing lighter traffic flows, which could provide relatively safe routes for cyclists;
  - a number of footways of generous width, particularly in the west and south west, which may be suitable for shared cycle/pedestrian use; and
  - partnerships with Droitwich Spa Town Council, British Waterways, retailers and landfill operators, and developers.
- 5.4. The Strategy seeks to minimise the use of roads like the A38 with heavy traffic flows and ensure that if they have to be crossed it is at safe locations such as pedestrian crossings and bridges. The network aims to build upon the proposals being promoted by the County Council for a cycle route along the Droitwich Canal.
- 5.5. Cycle parking facilities are available at the Railway Station, Ombersley Street (East) and Salters Square (for further details please refer to the Droitwich plan in the appendix).

#### **Droitwich Spa Primary Route - The “Brine Run”**

- 5.6. This route runs from the north-west to the south-east. The Brine Run provides a safe and convenient cycle route for people living in Westlands, Salwarpe Valley, Chawson, Witton and Primsland enabling them to access schools, Hampton Lovett, Berry Hill Industrial Estates and Salwarpe Sports Centre. (Please refer to Map 2)

### **6. A STRATEGY FOR EVESHAM**

- 6.1. The River Avon on the west, south and east and the London/Worcester railway line on the north contain Evesham town centre. These barriers restrict the number of vehicle access points to the centre from surrounding residential areas. Since the 1970's the growth of the town has primarily been centred on the south up to the by-pass (A46). Travel to work by bike in Evesham is 4% (2001 Census), a decline of 2.1% since 1991.
- 6.2. The main constraints to improving cycling provision are:-
1. limited access across the River Avon and these points experience heavy traffic flows with the junctions being classified as being at full capacity;

2. the Worcester-Paddington railway which only has two road/pedestrian crossing points; and
3. the A44, A46 and B4080 routes are heavily trafficked.

6.3 The main opportunities to improving cycling provision are:

1. a well developed footpath network, south of the town serving several schools;
2. extensive public open spaces, particularly around the River Avon;
3. a number of quieter back streets running parallel to some of the approach roads;
4. a wide approach road from the south (Cheltenham Road) across the River Avon (Abbey Road) to Vine Street/High Street; and
5. existence of some traffic-calmed roads, most recently Davies Road.
6. programmed enhancement and traffic calming in the High Street.

6.4 In terms of leisure routes, river and railway crossing points restrict opportunities for a “circular” route. The riverside has the potential for a bankside leisure route, and this broadly aligns with part of the Sustrans National Cycle Network Route 41, which runs between Stratford-upon-Avon and Bristol. Additionally, operating around Evesham is the ‘Blossom Trail’ (for details please refer to paragraph 8.8.2).

6.5. Cycle parking facilities are available at Port Street, High Street, Bridge Street, Vine Street and the Railway Station (for further details please refer to the Evesham plan in the appendix).

#### **Evesham Primary Routes**

6.6 The primary routes will provide safer, convenient links between new residential areas in the south with the schools on Four Pools Lane, Four Pools Industrial estate, Battleton Brook Park and the Town Centre. (Please refer to Map 3)

### **7. A STRATEGY FOR PERSHORE**

7.1. Three major routeways provide access to Pershore town centre, the Worcester Road/Bridge Street (B4080), Three Springs Road (A4104) and Station Road (A4104). The main growth areas in the town are focused along these routes. Travel to work by bike is 4.7% (2001 Census), a considerable decrease since 1991 (9.2%).

7.2 There are fewer opportunities for providing dedicated cycleways within Pershore compared to Droitwich Spa and Evesham because of the following constraints:

1. the High Street (B4080) experiences heavy traffic flows. Although there is limited street parking, many drivers currently ignore the parking restrictions for short-term shopping trips;
2. many of the through roads also experience heavy traffic flows and are narrow with on-street parking provision eg. Head Street;
3. footways with street furniture and pinch points with insufficient room to widen the footway for shared cycle/pedestrian use;
4. “rat running” in order to avoid busy junctions.

7.3. The opportunities for cycling include:

1. residential roads e.g. Station Road, service roads, Cherry Orchard and King George’s Way have lighter traffic flows;

2. potential Partnerships with Pershore Town Council, Thames Trains, Sustrans, local businesses and developers.
  3. programmed enhancement and traffic calming in High Street following the completion of the Wyre Piddle by-pass.
- 7.4. At present there are cycle parking facilities at Broad Street, the Co-op supermarket, the Civic Centre and Pershore railway station. Additional facilities are currently being reviewed, with security and shelter being important considerations.

### **Pershore Primary Routes**

- 7.5. The linking of Pershore railway station, Pershore Industrial Estate and the town centre was completed in 2003 with some improvements planned for 2004. (Please refer to Map 4)

## **8. STRATEGY FOR THE WIDER DISTRICT**

- 8.1 The topography and variety of Wychavon's countryside make it ideal for leisure cycling. Few places are too steep to make cycling arduous, yet it is diverse and undulating. The network of quiet lanes giving access to the rivers, canals and villages provides many opportunities for circular leisure routes or indeed ways of linking the major settlements. Nevertheless, it is recognised that traffic calming measures and safe road-crossings have to be introduced on some minor roads. Several trunk roads criss-cross the District providing easy access for car-borne cyclists and there are a growing number of small car parks in areas, which could be utilised as a base for leisure cycling.

- 8.2 The strategy underlying the choice of rural and leisure cycle routes is based upon the desire to explore Wychavon by quiet country roads, bridleway, disused railway lines and canal paths and link, wherever possible, towns, villages, visitor attractions and other places of interest so as to provide a stimulating experience for the cyclist and help to sustain the local rural economy. Of course, these routes will also help to increase the number of utility cycling trips.

- 8.3 The routes suggested below fall into two categories, namely circular and linear. Within each of these categories constraints and opportunities have been identified. The five routes below cater for a range of leisure cyclists' demand.

### **8.4. National Cycle Network (NCN)**

- 8.4.1 The 10,400 kilometre (6,500-mile) National Cycle Network (NCN), promoted by Sustrans, was the first nation-wide project to win financial backing from the Millennium Commission.

- 8.4.2 45 Kilometres (28 miles) of Route 41, which runs from Bristol to Leamington Spa, is within Wychavon and the Council is working with Sustrans and Worcestershire County Council to ensure it is a safe high quality route for cyclists. The route enters Wychavon at Beckford and leaves at Long Marston. NCN Route 45, a heritage trail, runs from Salisbury to Chester. The Severn Valley Route runs from Bristol to Shrewsbury and enters the District at Claines and exits at Hartlebury. Regional Route 46 (opened September 2003) links the national routes 41 and 45 - it will run between Worcester and Evesham via Pershore and Hinton-on-the-Green. The target date for completion of NCN Route through Wychavon is September 2005.

### **8.5. '100 Mile Cycle Ride around Worcestershire's Heritage Garden'**

8.5.1. The route is approximately 160 kilometres (100 miles) long, and follows country roads and links villages and towns around the edge of the District. A free, "Around Worcestershire's Heritage Garden", information leaflet, was published in September 1997 (and which is currently under review) and cyclists could also benefit from information panels proposed at some rural car parks and at railway stations.

8.5.2. The route is not exclusive to Wychavon due to the fact that suitable roads and administrative boundaries do not always coincide. Furthermore, the route does occasionally have to follow main roads, but this has been minimised as far as practicable.

8.5.3. The route is helping to define and promote Wychavon. The circular route will create links to other cycle routes and networks, e.g. Stratford Greenway, North Worcestershire/Rea Valley and provide opportunities to develop links with visitor attractions and holiday accommodation.

#### **8.6. Through Wychavon (Linear) Route**

8.6.1 This route is approximately 64 kilometres (40 miles) long and links the principal settlement of Droitwich Spa, Worcester, Pershore, Evesham and Broadway, following quiet roads, bridleways, tracks and cycleways. It is envisaged that the route will be dual purpose by helping to satisfy demand for commuting/utility and leisure cycling with information panels at car parks and railway stations en-route.

8.6.2. Off-road sections on this route are likely to require upgrading and signposting.

8.6.3. The route will help reinforce the identity of Wychavon by linking the main settlements, providing a logical extension of the urban networks into the countryside and could be integrated into the National Cycle Network specifically Route 41. It would also have the potential to appeal to both the leisure and the utility/commuter cyclist.

#### **8.7. The Canal Route**

8.7.1. This Route links Bromsgrove with Worcester via Droitwich Spa. There are potential linear and circular options following the Worcester to Birmingham Canal and the Droitwich Barge and Junction Canals utilising the canal towpaths wherever possible. Elements of these routes also form part of the County Council's cycle route proposal. The route should be signposted with information and interpretation panels, and supported by promotional literature.

8.7.2. The Route is dependent on British Waterways agreement to cycling on towpaths because of potential conflicts with other user groups most notably anglers and to the restoration of the Droitwich Canals. Additionally, towpaths would need to be widened in places and made up to cycling standard.

8.7.3. A canal cycle route could increase the attraction of the canals and offers the potential for an entirely off-road route. It will also appeal to both leisure and utility/commuter cyclists.

#### **8.8. Circular Leisure Routes**

8.8.1. A series of shorter (approximately 24 – 32 km or 15 – 20 miles) circular leisure routes linking visitor attractions and places of interest. Such routes should follow country lanes or surfaced off-road routes as far as possible. These routes should form the basis for a

series of promotional leaflets and be supported by information panels at car parks or other public places.

8.8.2 Perhaps the best example of a route with an accompanying leaflet is the '**Blossom Trail**' which is a circular route within the Vale of Evesham. It is best seen between March and May when, as the name suggests, the blossom is at its best. Further details on this and other promoted routes are available from Wychavon's Tourism Officer, Angela Tidmarsh, 01386 565373 or at [angela.tidmarsh@wychavon.gov.uk](mailto:angela.tidmarsh@wychavon.gov.uk).

8.8.3 Circular routes may involve crossing some heavily trafficked roads, where there are no alternatives but these will be minimised as far as possible and measures taken to safeguard cyclists' safety.

#### 8.10. **Links to Towns beyond the District**

8.10.1. In addition to NCN Routes 41 and 45 the Council, in consultation with neighbouring planning authorities, will explore opportunities to extend the cycle network to neighbouring towns and districts which include:

- **Birmingham – Worcester Canal** - a potentially scenic cycle route linking Droitwich Spa with Bromsgrove and Worcester.
- Stratford-on-Avon District Council has already developed **Stratford-Upon-Avon – Cheltenham (via Honeybourne and Broadway)** - extensive stretches of this route for cycling as part of its Greenway project. This route links Honeybourne with Broadway and Toddington and would be popular with tourists as it runs through the Cotswold area of Outstanding Natural Beauty; it could link to NCN route 41. (This potential route is protected under Local Plan Policy SR6 – Safeguarded Land for Transport Infrastructure)
- **Tewkesbury – Evesham Railway Line (disused)** - if sections of this route near Tewkesbury and Evesham could be developed, a continuous link between the two towns is possible by using relatively flat minor roads connecting the villages of Hinton-on-the-Green, Ashton-Under-Hill and Beckford.
- **Pershore (Via Norton Barracks) - Worcester** - an opportunity exists to link the Norton Barracks housing development situated to the south of Worcester with the City Centre. The initial route proposed is considered suitable, is both flat and short and would link in to an extensive cycle path network being developed by Worcester City Council. The main constraint is the A422, which is heavily trafficked as well as legal problems regarding the adoption of highways on Norton Barracks. A more detailed description of this route is set out at Appendix 1.
- Other routes could be developed utilising dismantled railways. Potential examples could include the disused **Evesham to Alcester** and **Hartlebury to Stourport** railways. (This potential route is protected under Local Plan Policy SR6 – Safeguarded Land for Transport Infrastructure).

#### 9. **QUIET LANES INITIATIVE**

9.1. There are two initiatives, which can be used to aid identification and classification of potential routes. These are two County Council lead initiatives: Quiet Lanes and Safer Routes to Schools. A brief description of each as well as contact details for each follows:

- 9.2. Quiet Lanes is a new initiative to help encourage walking, cycling and horse riding for the benefit of local people. In consultation with Parish Councils, District Councils, Highway Partnership Units, user groups, public transport operators and other community organisations Worcestershire County Council have committed to developing a network of designated quiet lanes- beginning with Inkberrow.
- 9.3. The objective of these lanes is to increase leisure opportunities in the countryside by improving safety, retaining rural character, reduced car speeds and providing increased opportunities for participation in leisure activities including cycling.
- 9.4. Further details relating to participation, or updates on current progress are available from [www.worcestershire.gov.uk/quietlanes](http://www.worcestershire.gov.uk/quietlanes) if local information is required or [www.quiet-roads.gov.uk](http://www.quiet-roads.gov.uk) if national information is required.

## 10. ROUTE CONSULTATION

As Part of the implementation process, schemes are discussed with Worcestershire County Council's Sustainable Transport Unit and then have to be approved by Wychavon Highways Partnership Unit. The following interested parties are consulted: The Council's Community Partnership Committee; Local Ward Members; Town/Parish Councils; West Mercia Police; User Groups; Worcestershire County Council; Evesham Cycling Groups; and members of the public in cases where there could be a conflict of interest.

**It should be noted that many of the routes identified in the Strategy have not been subject to a detailed safety audit and in cases where highway safety would be compromised, the route will have to change accordingly.**

## **PART 3 - IMPLEMENTING THE STRATEGY**

### **11. IMPLEMENTING AND FUNDING THE STRATEGY**

11.1. The Cycling Strategy document has been prepared with a degree of realism and promotes a series of routes throughout the District many of which are realistically achievable, within the current Local Plan period. It is acknowledged that a comprehensive network will take many years to implement and will require significant resourcing. Between 1997/8 and 2002/3 the 1<sup>st</sup> Adopted Cycle Strategy has enabled the construction of over 5KMs (3.1 miles) of cycleway/footpaths in addition to approximately 220KMs (137 miles) of on-road cycle route. The strategy has also helped to secure developer funded cycling/walking infrastructure on various developments within the District. It is anticipated that NCN routes 41, 45 and 46 will be completed by the September 2005. Cycle parking has been significantly improved (now more than 100) within the town centres and Broadway.

11.2. Cycling schemes can be funded from a variety of sources including:

1. Wychavon District Council's own resources;
2. Grant Aid/Contributions from other organisations in particular landfill operators and the Highways Agency (Sustrans can help the land negotiations);
3. developer contributions; planning conditions; and Section 106 Agreements;
4. through Worcestershire County Council's Local Transport Plan;
5. through Highway Agreements (Section 278 agreements); and
6. Government Cycle Challenge Funding.

11.3. One of the key purposes of producing the Strategy is to provide a focus for implementation and funding. There may be instances where, due to circumstances, be they legal, financial or technical, only part of a route may be established. However, where opportunities arise, they should not be disregarded because it is not possible to provide a complete route immediately. Either part of route should be implemented where it works on its own or pool the funds until a wider, more effective scheme can be carried out.

### **12. CYCLING DEVELOPMENT INITIATIVES**

12.1. New developments are required (please refer to Revised Deposit Local Plan Policy SR5 "Minimising Car Dependency") to maximise cycling potential through the development of new routes and links to existing ones. Wherever possible routes should be designed into the proposal. Where there are adjacent or nearby routes off-site, links should be established. Some development may, through the Transport Assessment process, be required to make a financial contribution to the implementation or improvement of an existing or proposed route from which it will benefit. The level of this contribution will vary according to the nature of the work required. Contributions will be secured through either S106 (Planning Act) or S278 (Highways Act) agreements and will be required to satisfy a cycle and safety audit.

12.2. Adequate cycle parking facilities should be provided in all new, change of use and extensions to non-residential developments although not very small developments. As a guiding threshold one cycle space will be required per eight car parking spaces. However, the minimum number of cycle spaces will be two per development.

12.3. For comparatively large developments a ratio of one cycle space per 16 car spaces will be adequate. For leisure facilities the required number of cycle spaces will be

determined by the results of the Transport Assessment, therefore, it may vary dependant on the individual demand and location. For these facilities, high levels of cycle parking should be encouraged.

- 12.4. Ideally, cycle parking should be provided on site, for employees and visitors, but there will be instances where no suitable space can be identified. Where this is the case a **commuted payment** will be taken to fund the installation of cycle facilities for public use at a suitable nearby location. This will amount to £250 per stand (index linked June 2003) plus the cost of any land which is required.
- 12.5. Proposals for new residential development should incorporate in their design facilities that can be utilised for secure, lockable bike storage. The aim is to introduce bike storage into the design process on a similar standing to that for car parking. This process needs to occur to encourage increased bike use and enable residents to have the option to own and use a bike, which could be, absent at present due to storage and security problems.
- 12.6. **Other initiatives:** Pool bikes, mileage allowances, bike purchase and accessories interest free loans, developing links to outside cycling organisations and introducing initiatives such as puncture repair service can all be considered viable options for organisations seeking to improve the numbers of employees and visitors cycling. For further details on Travel Plans contact- Angie Matthews on 01386 565165.

### 13. **REQUIRED STANDARDS FOR NEW DEVELOPMENT**

- 13.1. All new facilities for cyclists implemented in the District will be required to meet standards set out in "The National Cycle Network Guidelines and Practical Details" (Sustrans 1997). The aim being to provide high quality, safe and secure facilities which will enable the outlined cycling objectives (national, regional and local) to be achieved. Any construction works should be to the Highway Authority's (ie. Worcestershire County Council's) adoptable standards.
- 13.2. The use of **segregated cycle paths** should be utilised where possible in order to reduce the potential for conflict of interests between cyclists and pedestrians as well as improve safety by achieving separation from motorised vehicles. These should be a minimum of 2.5 metres in width. Typical construction of a path should be generally 75mm above ground level with 40mm crossfall or 25mm central camber to eliminate ponding. Access barriers should be sympathetic to cyclists as some forms present difficulties. Where a facility has been converted it should be situated alongside the carriageway with the remainder of the path made available exclusively for pedestrians. Access from the route (to highways, canals, railways etc) will need to be clearly thought out in the interest of user safety.
- 13.3. Using **combined facilities** should only be applied where there is no alternative. These routes should have an optimum width of 3 metres. Sightlines should be good enough for cyclists and pedestrians to have clear warning of each other's approach.
- 13.4. **Signing** is covered by the Department for Transport guidance for road traffic signs. These are applicable to all road users. Smaller direction signs should be used where the message is only intended for cyclists. Signage must be sympathetic to conservation and environmentally sensitive areas. The Council will consult with Parish and Town Councils in order to ensure that the number of signs is kept to a necessary level for the route to operate efficiently.

- 13.5. **Lighting** is required along cycle routes intended for commuter trips. Usually such routes will be associated with urban areas, which will largely be already lit. Lighting should be to adoptable standards. Care should be taken to mitigate the effects of all lighting on adjacent properties as well as the wider environmental effects. Lighting columns should not obstruct the path.
- 13.6. The following minimum standards for **cycle parking** design are based on those set out in the Sustrans NCN Guidelines and Practical Details, Issue 2. These should be adhered to in all new developments or highway works where cycle parking is to be installed.
- Sheffield stands or equivalent for short term parking.
  - The stands should be bolted or embedded into concrete at a minimum depth of 250mm. The stands should be made of 50mm diameter mild steel bars and have a width of 700mm, be approximately 750mm in height (adult) or 650mm (child).
  - A minimum gap of 0.8 metres should be employed between stands to enable two bikes per stand.
  - Parking should be conveniently located, secure, easy to use, adequately lit and signposted.
  - Protection from the rain should be provided for long term parking.
  - In rural areas, conservation areas and adjacent to listed buildings other designs of parking are likely to be more appropriate. This could include specific commissioned designs in sensitive areas.
  - When wall bars are used these should be situated 750mm above ground level with a minimum spacing of 1800mm between bars.
  - Cycle parking should be located as close as possible to the location it serves.

#### 14. **TRAVEL PLANS**

- 14.1. A Travel plan is a package of measures aimed at bringing transport and other business issues together into a co-ordinated strategy, with an emphasis on reducing reliance on single-occupancy car travel. Travel Plans have the potential to aid the implementation and subsequently achieve the objectives of the cycling strategy. Many organisations are introducing travel plans to encourage their staff, students or visitors to travel other than by the private car a large component of which has direct relevance to cycling.
- 14.2. Travel plans are principally designed to increase choice and reduce reliance on the car. They are also implemented to assist in managing the transport needs of an organisation. They involve the introduction of incentives for people to change their mode of transport such as through discounts or interest free loans for alternative transport modes.
- 14.3. The Worcestershire Local Transport Plan specifies a number of targets relating to the take up of travel plans in Worcestershire, including a 10 percent reduction in predicted car journeys for new developments and up to five major employers per year to implement a travel plan within the county.
- 14.4. The most common cycling initiatives include:
- Provision of cycle parking facilities on sites
  - Improved cycle access to the site, often in partnership with local authorities
  - Interest free cycle loans and discount arrangements for employees
  - Showers at work for cyclists, and other facilities such as lockers
  - Cycle repair facilities calling at sites

- “get you home” arrangements for poor weather and emergencies
- Training in cycle safety and maintenance
- Provision of pool cycles/scooters/powered cycles.

14.5. To help interested organisations develop travel plans the Government has published two free documents:

- “Preparing your organisation for transport in the future: The benefits of Green Transport Plans”.
- A Travel Plan Resource Plan for Employers: an Essential Guide to developing, implementing and monitoring a travel management strategy in your organisation.

14.6. These documents are available through the Environment and Energy Helpline on 0800 585794. Alternatively, contact either Worcestershire County Council's Delivery and Operations Unit on 01905 766706 or Wychavon's Travel Plans Officer on 01386 565165 (contact Angie Matthews).

## 15. **PUBLIC AWARENESS AND PROMOTION**

15.1. Awareness raising and education are essential if new cyclists are to be encouraged to use the network.

15.2. There are numerous ways in which the profile of cycling within the District is being raised. First, the provision of secure cycle parking at Civic Offices and town centres. Second, consultation and partnership with Town and Parish Councils, schools, cycling and cycle retailers is helping promote the Strategy. Thirdly, the Council is liaising with the County Council on its Safer Routes of School, Quiet Lanes, Travelwise and Travel Plans initiatives. The Council is also an active participant in Worcestershire Local Agenda 21 Transport Group and promotes cycling particularly during National Bike and Environment Weeks. Finally, cycling issues are often raised in various partnership forums, in particular, the Wychavon Rural Transport Partnership and the Strategic Local Partnership for Droitwich Spa, Evesham and Pershore.

**POLICY BACKGROUND**

The following policies are of relevance to cycling. They start at National level and descend to the local, District level.

- National: Planning Policy Guidance Note 13- Transport (PPG13) (paragraphs 78 – 80) ([www.odpm.gov.uk](http://www.odpm.gov.uk)).
- Regional: Regional Planning Guidance (RPG) Policy T.9 (Walking and Cycling) (paragraphs 9.75 – 9.77) ([www.wmlga.gov.uk](http://www.wmlga.gov.uk)).
- County: Worcestershire County Structure Plan (CSP) Policies T.3 (Managing Car Use) and T.10 (Cycling and Walking) ([www.worcestershire.gov.uk](http://www.worcestershire.gov.uk)).
- County: Worcestershire County Council, The Local Transport Plan (LTP) (2001-2006) Overall LTP Objectives (page 8) ([www.worcestershire.gov.uk](http://www.worcestershire.gov.uk)).
- County: Worcestershire County Council Cycling Strategy (1998) ([www.worcestershire.gov.uk](http://www.worcestershire.gov.uk)).
- District: Wychavon District Local Plan Revised Deposit (June 2003). Policies SUR1A (Built Design) and SR5 (Minimising Car Dependency). The Local Plan can be viewed at the following locations: Civic Centre Pershore, Evesham Shop, Droitwich Shop, District Libraries and on the Internet at [www.wychavon.gov.uk](http://www.wychavon.gov.uk) then following link to the Local Plan.

## GLOSSARY OF TERMS

**Cycle Route:** these can be either on road (either advisory or mandatory cycle lanes or simply signed) or off road either as a cycle track, bridleway, combined footway/cycling or segregated footway/cycleway.

**Cycle Audit:** The cycle audit is based on the existing procedure of safety audit. It is envisaged as a series of checklists to be used at all stages of schemes from feasibility to post-implementation. Applying the cycle audit procedure, as part of all new highway and land use development will ensure the road network gradually becomes more cycle friendly.

**Greenways:** Network of largely car-free off-road routes shared for use by people of all abilities.

**HGV:** Heavy Goods Vehicles (those over 7.5 tonnes).

**Local Agenda 21:** A process, established by the Earth Summit in 1992, to enhance the working together of the community, including Local Authorities, business, voluntary groups and the public, in identifying their ideas and programmes for improving the local environment.

**Local Plan:** A Plan, which sets out, detailed policies and specific proposals for the development of land. A detailed land-use plan for a local area or specific topic concerned with the detailed implementation of a structure plan (Planning Policy Guidance Note12, paragraph 37).

**Local Transport Plan (LTP):** A document (submitted to the Government), setting out the County Council's aims and objectives in terms of transport; the means by which they will be achieved; and the Government funding required to do so.

**ODPM:** Office of the Deputy Prime Minister (the Government department responsible for planning having superseded the Department for the Environment Transport and the Regions (DETR)).

**Planning Policy Guidance Notes (PPGs):** Documents issued by the Government, setting out policy guidance on different aspects of planning. Local planning authorities must take into account their content in preparing their Development Plans. PPG13 (Transport) has been used in developing this Cycle Strategy.

**Quiet roads:** A Countryside Agency initiative to make minor rural roads safer and more attractive for those not in cars.

**Regional Planning Guidance:** The Governments Planning Policy Guidance for the administrative regions covered by its offices for the UK regions. RPG11 covers the West Midlands and sets out the framework for development plans in the region.

**Road Hierarchy:** A system of classifying roads according to their primary use.

**Routes 41 and 45:** Routes 41 (between Gloucester, Cheltenham and Evesham) and 45 (between Gloucester, Tewkesbury and Beckford). Are due for completion in 2005. Some new sections will be built, but the majority will be on quiet rural and residential roads.

**Safer Routes to Schools:** A recently introduced initiative designed to encourage more children to walk and cycle to school, hence reducing the numbers driven to school in the car. Measures to achieve this include improved safety; training and promotional measures together with traffic calming to reduce vehicle speeds.

**Section 106 Agreement:** Such agreements are used as the legal mechanism to secure highway works, or financial contributions to transport schemes, necessitated by development proposals from developers.

**Section 278 Agreement:** Such agreements are used as the legal mechanism to secure highway works, or financial contributions to transport schemes, necessitated by development proposals from developers.

**Sheffield Bike Stands:** The most common type of bike stands design for short-term parking often used outside shops and public buildings. Other types include cycle lockers more suited for long-term parking.

**SUSTRANS:** the sustainable transport charity - works on practical projects to encourage people to walk, cycle and use public transport in order to reduce motor traffic and its adverse effects.

**The National Cycle Network (NCN):** SUSTRANS' flagship project is the, creation of 10,000 miles of routes throughout the UK. Routes 41, 45 and 46 of the NCN pass through Wychavon District and will be completed by the Autumn of 2005.

**Travelwise:** Travelwise Week is a West Midlands regional campaign aimed at creating greater awareness of the alternatives to single-occupancy car use and promoting sensible car use. By achieving this we will all benefit from a healthier, wealthier region that enjoys less congestion and lower air pollution.

**Worcestershire Cycling and Walking Strategies:** Specific strategies designed to increase the number of journeys made by bicycle and on foot within the County of Worcestershire specifically.

## Consolidated List of Contacts

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- Travel Plans in Wychavon District - Policy Plans (Paul Griffin) 01386 565205 e-mail: [paul.griffin@wychavon.gov.uk](mailto:paul.griffin@wychavon.gov.uk)
- Tourism in Wychavon - Economic Development (Angela Tidmarsh) 01386 565373 e-mail: [angela.tidmarsh@wychavon.gov.uk](mailto:angela.tidmarsh@wychavon.gov.uk)

### Worcestershire County Council

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- Quiet Lanes Initiative (Paul Cooper) 01905 766876 [pcooper@worcestershire.gov.uk](mailto:pcooper@worcestershire.gov.uk)
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