

# **ESCC Cycling Strategy – Draft**

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## **Executive Summary**

This strategy replaces the previous County Council Cycling Strategy produced in 2003, forming part of the wider set of LTP documents. It is not intended to be a delivery or implementation plan, but instead is designed to provide a robust framework to guide future investment in cycling facilities with the explicit aim of achieving maximum benefit from any new facilities implemented in the County.

The revised strategy has been produced in response to the Scrutiny Review of Cycling that took place in 2007, and prompted a shift in emphasis in cycle policy towards utility cycling rather than recreational cycling. The main recommendation of the review was that the Cycling Strategy be revised to reflect this approach.

Cycling levels in East Sussex, especially for utility trips, are highest along the flat and densely populated coastal strip and, therefore, the potential for significantly increasing cycling is considered to be greatest in these and other larger urban areas where cycling can replace many shorter car journeys of less than 5 miles. It is recognised that cycling for recreational purposes is a positive activity that can contribute towards improving health and wellbeing, and also that there is a link between increased levels of recreational cycling and take up of cycling for utility trips. However, County Council transport funding will not be allocated towards implementing such facilities and their future development will be heavily dependant on identifying external funding (e.g. development contributions).

Completion of the National Cycle Network (NCN) in East Sussex remains a priority for the County Council, but must be considered in the overall context of this strategy. Whilst some sections have been completed to a high standard, other lengths exist only as signed routes along busy roads or Rights of Way and will require significant investment to achieve the standard recommended by Sustrans. Many of these incomplete sections are located in rural parts of the County and there is little potential for significant utility cycling in these areas. Therefore, such sections are unlikely to warrant inclusion in the County Council's Integrated Transport Capital Programme and will also be reliant on external funding.

Development of utility cycle routes and facilities in the larger urban areas, linking residential areas with major trip attractors such as schools, shopping centres and major employment centres will have greater potential to achieve modal shift and therefore contribute to achieving the targets contained in the LTP2.

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# 1. Introduction and Background

## General

- 1.1 The County Council recognises the role that cycling can play in reducing congestion and improving access to services by providing greater travel choices. The transfer of journeys from cars to cycles will contribute to achieving the objectives of the second Local Transport Plan (LTP2), specifically those relating to reducing congestion, managing the need to travel by car, improving road safety and improving the environment. Improving cycling will also help to mitigate other issues such as the rising cost of transport that restricts access to those on low incomes, rising car ownership and perceptions of safety for vulnerable road users.
- 1.2 There are numerous health arguments for encouraging cycling and it has been shown that undertaking regular physical exercise such as cycling can reduce the risk of many serious forms of ill health including Coronary Heart Disease, cancer and obesity and so contributes to achieving the Government's health priorities.
- 1.3 The potential for cycling in East Sussex is considered to be greatest in urban areas where utility cycling, for example to work or school, can replace many shorter car journeys of less than 5 miles. This form of cycling will also have the most significant impact on the targets and objectives contained in the LTP2, and therefore this strategy is strongly focussed on increasing cycling for utility purposes.

## Purpose of the Strategy

- 1.4 This strategy replaces the County Council's previous Cycling Strategy produced in 2003, and forms part of the wider set of LTP documents. It is considered to be the framework which informs and co-ordinates all policies and programmes of action which can help to promote cycling in East Sussex. It will provide a coherent overview of existing, proposed and potential provision for cyclists and will inform the statutory planning process as well as contributing to other County Council policies and strategies impacting on health, air quality management, equality, road casualty and traffic reduction and social inclusion.
- 1.5 The strategy is not intended to be a delivery or implementation plan, but instead is designed to provide a robust framework to guide future investment in cycling facilities with the explicit aim of achieving maximum benefit from any new facilities implemented in the County.
- 1.6 In 2007 a Scrutiny Review of cycling took place and its recommendations were approved by Cabinet in January 2008. This review resulted in a number of recommendations and clearly states the council's direction and commitment to promoting cycling. Most notably it also prompted a shift in

emphasis in cycle policy towards utility cycling rather than recreational cycling as it is felt this has the greatest potential to contribute towards LTP2 targets. One of the main recommendations of the Scrutiny Review was that the Cycling Strategy be revised to reflect this approach.

- 1.7 This Cycling Strategy is also strongly influenced by the wider funding situation and the LTP2 spending programme. The lack of revenue support from Central Government for capital borrowing allocations to facilitate the implementation of LTP2 continues to be a significant barrier to achieving the stated aims and objectives of the County Council and its partners. The amount of revenue funding available is significantly below the levels required and therefore difficult decisions have to be made and investment priorities established. This strategy therefore aims to identify clear priorities for cycling to ensure the limited funding can be invested to achieve maximum benefit.

### **Cycling – Local Context**

- 1.8 East Sussex lies in the densely populated southeast of England and has a population of approximately 500,000 people. Its landscape is predominantly flat along the coast and in the Low Weald but there are, especially in the High Weald and the South Downs, some hilly areas with the Ditchling Beacon being the highest point at 248m. The majority of the population lives in the coastal strip and the combined population of Hastings, Eastbourne, Bexhill and Seaford accounts for almost half of the total population of East Sussex. However, most areas of the County, especially further north, are of a very rural character with a high number of small settlements; the biggest towns being Crowborough, Hailsham and Uckfield.
- 1.9 Cycling, especially for utility trips, is highest along the flat and densely populated coastal strip. For these reasons, any strategy aimed at increasing the overall level of cycling in East Sussex must predominantly be targeted at the coastal areas. The County Council will, nevertheless, still be looking to maximise the role of cycling across the whole county, through for example, the promotion of School Travel Plans (STP's) which encourage walking and cycling.
- 1.10 There are approximately 70km of dedicated off-road cycle routes in the County, the majority of which form part of the two NCN routes (2 & 21). The longest continuous off-road routes are the Cuckoo Trail, which for approximately 11 miles follows a former railway line between Polegate and Heathfield, and the Forest Way, another former railway line running for 10 miles between Groombridge and East Grinstead (West Sussex). Further off-road routes can be found between Newhaven and Seaford, between Polegate and Pevensey via Eastbourne (NCN Route 2) and along Hastings Promenade.

- 1.11 In addition to the designated routes, a 597 mile network of bridle paths and other Public Rights of Way available to cyclists exists in the County and some places such as the South Downs and Friston Forest near Seaford offer some excellent rides for families as well as the more ambitious mountain biker.
- 1.12 The County Council also offers a popular guided rides programme ('Cycling East Sussex') and has published a number of leaflets describing and promoting recreational cycle routes.
- 1.13 Currently around 1.7% of trips to work and school in East Sussex are undertaken by cycle (Census, 2001). This is below the national average of 2.7%. Cycling is most popular in the Eastbourne area, with 3.5% of trips to school and work undertaken by cycle.
- 1.14 Monitoring undertaken as part of the LTP2 progress reporting procedure shows that cycling levels in East Sussex have fallen by 13% from a 2005/06 baseline. This can partly be attributed to the current monitoring regime and difficulties in gathering accurate usage data from the network of Automatic Cycle Counters, as well as particularly poor weather conditions. Nonetheless, clearly this is a trend that the County Council would like to reverse and it is envisaged that the objectives and policies contained in this policy will assist in achieving this.

## 2. Policy Context

### National Policy

- 2.1 The Government's aim is to encourage more people to cycle as cycling helps tackle pollution caused by motor vehicles, congestion and also promotes good health. This is demonstrated in a number of key policy documents as outlined below.
- 2.2 In the Eddington Report (2006), a number of references are made to walking and cycling, most notably:
- *“small-scale interventions such as walking and cycling schemes are often the most cost-effective solutions”*
  - *“walking and cycling schemes can offer some very strong welfare returns with wider Benefit Cost Ratios (BCR's) well in excess of 10”*
  - *“well-targeted small-scale walking and cycling schemes can have a beneficial impact on the environment owing to the mode shift from car to these non-polluting modes”*
  - *“Encouraging cycling, walking and smarter choices has the potential to provide benefits to the economy and welfare through both reduced congestion and the associated likely reduction in greenhouse gas emissions and other pollutants, and improved health.” DfT analysis suggests that with high intensity uptake of smart measures, some 21 percent reduction in urban traffic could be achieved.*
- 2.3 The Government's response to the Eddington study, entitled *‘Towards a Sustainable Transport system’* (2007), acknowledges transport's contribution to economic growth and productivity, and outlines how transport will play its part in delivering the overall level of reductions in carbon emissions recommended by the Stern Review of the Economics of Climate Change. Secondly, it sets out the Department for Transport's ambitious policy and investment plans for the period to 2013-14. The report states that substantial investment will be provided for local and regional transport outside of London between 2009 and 2014. Much of this will be for councils to spend on small local improvements, such as new cycle routes, which often represent particularly good value for money.
- 2.4 The most recent Government white paper on transport; *The Future of Transport (2004)*, acknowledges that walking and cycling offer a healthy and enjoyable alternative, particularly for short trips.
- 2.5 The Government's aim for the next 20 to 30 years is to increase walking and cycling and make it a more convenient, attractive and realistic choice for many

short journeys, especially those to work and school. This will help to reduce car use and help to tackle social inclusion, making towns and cities safer and more pleasant places to live; help to reduce congestion and improve air quality; and increase levels of physical activity and improve public health. Moderate physical activity such as walking and cycling helps reduce obesity, heart disease, stroke, cancer and diabetes.

## **Regional Policy**

2.6 The South East England Regional Assembly's (SEERA) Regional Transport Strategy, published in July 2004, includes a number of policies relating to cycling.

- *Policy T4: Regional Hubs, emphasises the importance of supporting regional hubs by giving priority to measures that increase the level of accessibility by public transport, walking and cycling*
- *Policy T10: Mobility Management, states that LTP's should aim to rebalance the transport system through a package of measures including pedestrian and cycle routes.*

## **Local Policy**

2.7 The 'East Sussex and Brighton & Hove Structure Plan 1991-2011' is concerned with development and conservation and contains a number of transport policies. Under the Planning and Compulsory Purchase Act 2004, Structure Plans are to be replaced by Regional Spatial Strategies (RSS) and Local Development Frameworks (LDFs). However, a number of policies in the Structure Plan were saved by approval of the Secretary of State. Those relating to cycling are listed below:

2.8 Policy TR5 states that improved facilities for cyclists, both for utility and recreational purposes, will be encouraged and supported including:-

- *the provision and maintenance of safe and convenient cycle routes;*
- *the improvement of roads and rights of way to provide for the needs of cyclists, including the provision of priorities for cyclists at junctions and other appropriate locations;*
- *the development of coherent local cycle networks;*
- *the provision of safe, secure cycle parking facilities at appropriate locations, including town centres, schools, places of employment, and transport interchanges; and*
- *ensuring development proposals provide for the needs of cyclists in terms of both access and parking facilities.*

- 2.9 Policy TR6 states that the construction and promotion of a strategic network of cycle routes within the plan area will be supported. As part of this, the development of a South Coast Cycle Route, through the development of cross-boundary initiatives with Kent, West Sussex, Hampshire and other south coast authorities and the realisation of the National Cycle Network will be encouraged and supported.
- 2.10 The *second East Sussex Local Transport Plan (LTP2)* recognises that increasing cycling will help mitigate a number of issues such as the cost of transport that restricts access to those on low incomes, rising car ownership and perceptions of safety for vulnerable road users by managing the demand for travel, reducing congestion and improving access to services by providing greater travel choices.
- 2.11 It is also recognised that the transfer of journeys from cars to cycles helps to achieve the specific LTP2 objectives relating to 'reducing congestion', 'managing the need to travel by car', 'improving road safety' and 'improving the environment'. It is also recognised that the potential for cycling is greatest in urban areas where utility cycling, for example to work or school, can replace many shorter car journeys of less than 5 miles.

### **3. Objectives & Policies**

- 3.1 This section sets out the overarching objectives and policies for cycling in East Sussex. Included within it are three strategic objectives which set the overarching policy direction while the individual policies will assist in achieving the objectives. A brief discussion is also included below to set the overall policy direction.

#### **Overall Policy Direction**

- 3.2 The potential for cycling in East Sussex is considered to be greatest in urban areas where utility cycling, for example to work or school, can replace many shorter car journeys of less than 5 miles. This form of cycling will also have the most significant impact on the targets and objectives contained in the LTP2 and therefore the objectives and policies contained in this section are strongly focussed towards maximising the role of utility cycling.
- 3.3 It is recognised that cycling for recreational purposes is a positive activity that can contribute towards improving health and wellbeing, and also that there is a link between increased levels of recreational cycling and take up of cycling for utility trips. However, it is not considered that County Council transport funding should be allocated towards implementing facilities primarily for recreational purposes. The future development of primarily recreational routes will therefore be heavily dependant on securing external funding (e.g. developer contributions).
- 3.4 Completion of the NCN in East Sussex remains a priority for the County Council, but must be considered in the overall context of this strategy. Some sections such as the Cuckoo Trail have been completed to a high standard and attract a reasonable number of utility cyclists as well as very large numbers of recreational cyclists. Other lengths however, exist only as signed routes along busy roads or Rights of Way and will require significant investment to achieve the standard recommended by Sustrans. Many of these incomplete sections are located in rural parts of the County and it is considered that there is little potential for significant utility cycling in these areas. Therefore, such sections are unlikely to warrant inclusion in the County Council's Integrated Transport Capital Programme (ITCP) and instead will be reliant on securing external funding.
- 3.5 Development of utility cycle routes and facilities in the larger urban areas, linking residential areas with major trip attractors such as schools, shopping centres and major employment centres will have greater potential to achieve modal shift and therefore contribute to achieving the targets contained in the LTP2. Therefore, routes satisfying these criteria and also incorporating incomplete sections of the NCN are most likely to be funded through the ITCP.

## Objectives

- 3.6 The following three main objectives comprise the overarching policy framework for increasing cycling in East Sussex and are intended to ensure cycling contributes to achieving the targets and objectives contained in the LTP2. They are each afforded the same level of priority.

### Objective 1

To maximise the role of cycling as a mode of transport for utility trips and everyday journeys thereby reducing car dependence and actively encouraging modal shift from car to bicycle to realise the environmental, health and congestion benefits associated with cycling.

### Objective 2

To develop a safe, convenient, efficient and attractive transport infrastructure that encourages and facilitates the use of walking, cycling and public transport, therefore providing greater travel choice.

### Objective 3

To ensure, through a programme of education and promotion, that cyclists feel safe and comfortable using the Highway and Cycle Route network and are aware of the needs of other road users including both pedestrians and motorists (and vice-versa).

## Policies

- 3.7 These objectives will be achieved by applying the following range of policies that will guide the future development of cycle facilities in East Sussex and ensure that suitable measures are in place to promote cycling as a sustainable form of transport.

**Policy 1** – Potential new cycle routes will be given the following level of priority when being considered for ITCP funding through the Balanced Scorecard process:

Priority 1 – Urban\* utility cycle routes under 5 kilometres, especially:

- the NCN where it serves as a utility route
- safe routes to schools and other educational facilities
- routes from residential areas to places of work, shopping and retail centres, public transport interchanges, hospitals/surgeries, post offices and leisure facilities

Priority 2 - Inter-urban utility links (e.g. between Seaford and Newhaven or Bexhill and Hastings)

Priority 3 - Rural-urban and rural-rural utility links

#### Priority 4 - Recreational routes

*\* For the purposes of this strategy 'urban' is classed as any settlement with a population of at least 5000 people.*

Due to the high number of competing demands on the Integrated Transport Capital Programme (ITCP), only those scheme types identified as Priority 1 or 2 will be considered for ITCP funding through the Balanced Scorecard process (refer to Section 5 for an explanation of the Balanced Scorecard procedure). Scheme types identified as Priorities 3 or 4 will only be progressed if external funding can be identified for the design process and subsequent construction.

**Policy 2** – Cycling schemes under priority 1 or 2 in policy 1 above will be considered for funding on an equal basis with other types of Integrated Transport Scheme through the County Council's Balanced Scorecard assessment process.

**Policy 3** - All highway schemes promoted by the County Council will include a Cycle Audit to ensure that schemes provide improvements to, or at least have no negative impact on, the coherence, directness and comfort of routes and facilities used by cyclists, even if the highway scheme in question is not located on a designated cycle route.

**Policy 4** - The County Council will ensure that cycling is integrated with public transport as far as possible to facilitate cycle use as part of longer journeys. Integration will include establishing links from public transport interchanges to local and national cycle networks, the provision of adequate, secure, covered cycle parking at railway and bus stations, and the promotion of the convenient carriage of cycles on trains and buses. Cyclists will be permitted, wherever safe and practicable, to use all bus lanes and other priority measures implemented by the County Council.

**Policy 5** - The County Council will ensure that the need for appropriate cycle parking and infrastructure is considered in all new land-use developments in accordance with relevant guidelines and standards, as set out in the East Sussex Supplementary Planning Guidance – Parking Standards at Development document.

**Policy 6** - The County Council will make use, wherever possible, of development contributions to improve transport infrastructure to facilitate cycling, walking and the use of public transport. We will also work closely with developers and local planning authorities to ensure facilities for cyclists are considered as an integral part of development proposals.

**Policy 7** - Through the School Travel Plan (STP) initiative the County Council will:

- develop a target to reduce the number of car trips made to schools
- encourage schools to provide adequate, secure, covered cycle parking, and
- provide on-road cycle-training for Year 6 Pupils.

The key aims of a STP are to: reduce the number of journeys made by car; ease congestion and reduce pollution; improve health through increased exercise; develop road safety awareness and skills; promote the use of alternative transport; and reduce the dangers on the journey to and from school.

**Policy 8** – The County Council will support its infrastructure measures with a sustained programme of publicity to promote the cycle network and other facilities, to emphasise the health, financial and environmental benefits of cycling and the need for reduced dependence on private cars. This programme will include the provision of guided cycle rides (utilising volunteer leaders as far as possible) and the promotion of those recreational routes which have already been implemented.

**Policy 9** – The County Council will ensure that a suitable regime is in place to monitor cycle use (as described in the Targets & Monitoring section) and will report on targets contained in this strategy and the LTP2 on a regular basis.

**Policy 10** – The County Council will establish and maintain a Travel Plan for its employees. The Plan will seek to encourage and support other employers in starting or developing their plans. Such plans aim to promote environmentally friendly travel choices including cycling and reduce reliance on the car.

**Policy 11** – The County Council will seek to identify and consider bidding for all possible external funding sources for cycling to meet the targets included in this strategy.

**Policy 12** – The County Council will maintain an accurate record of its cycle facilities at all times to assist with maintenance and to enable identification of any gaps in the network that can be considered for funding as and when opportunities arise.

## **4. Benefits of Cycling**

### **General**

4.1 Increasing the number of people cycling and the number of trips has a direct benefit for the cyclist themselves, the health service, employees, other road users and the environment. There are 3 main areas where cycling can make a contribution, namely:

- increasing health and fitness
- reducing transport congestion, and
- reducing pollution.

4.2 In the last few years Government reports by Stern on the costs of climate change, Eddington on transport, by the Chief Medical Officer on declining levels of physical activity and by the Health Committee on Obesity are all relevant to cycling. An increase in cycling would directly contribute to the objectives set out in each of these reports.

4.3 Research undertaken by Cycling England has shown that cycling investment targeting new cyclists in particular generates substantial additional economic benefit. Where this can be shown to reduce car travel, the combination of health benefits and reduced congestion and pollution represents good value for money.

4.4 The value of increasing cycling is shown to be higher under the following circumstances:

- less active people become active
- older people are encouraged to cycle
- where it replaces car trips, particularly in urban areas, and
- where it is part of a regular journey, i.e. to work or school.

### **Environmental Benefits**

4.5 The increase in carbon emissions is widely accepted as contributing to climate change and one of the major sources of carbon emissions is car traffic. Reducing the number of car trips and distance of trips would reduce levels of pollution and help the UK Government meet its CO<sub>2</sub> reduction targets. Local air pollution in some East Sussex towns caused by traffic is also a serious problem, contributing to poor health. Over half of car trips are less than five

miles in distance and it is argued that cycling could provide a viable alternative if the appropriate facilities and conditions were put in place.

- 4.6 Replacing short car trips can have a disproportionate impact on pollution as starting cold engines will release more pollutants than the equivalent distance added to existing journeys.
- 4.7 Cycling can reduce car travel by replacing trips to work, school and for personal business, although there are many factors that will impact on how practical this is.

### **Health Benefits**

- 4.8 There is a strong link between physical activity and health. The current recommendation of 30 minutes exercise, five days a week is being met by only 37% of men and 25% of women. Physical activity reduces the risk of developing major chronic diseases (e.g. coronary heart disease, stroke and type 2 diabetes) by up to 50%, and the risk of premature death by about 20 - 30%.
- 4.9 Physical inactivity costs the economy £8.2 billion a year and obesity a further £3.2 - £3.7 billion. Reducing inactivity and obesity will improve lives, reduce health care costs and improve productivity in East Sussex.
- 4.10 The easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life, which include walking or cycling instead of driving.

### **Congestion Benefits**

- 4.11 Traffic congestion is becoming an increasingly important issue both in East Sussex and nationally. Latest estimates suggest the cost of congestion to the UK economy is around £20 billion.
- 4.12 Cycling is one of the alternative modes of transport which can be used for shorter distance journeys in urban areas where congestion is at its most severe. According to the 2005 National Travel Survey, over half of car trips made in a year are less than five miles in distance and 23% less than 2 miles.
- 4.13 Increasing levels of cycling can contribute towards reducing congestion, particularly in urban areas, thereby benefiting the cyclist directly and other road users indirectly through reduced congestion and therefore improved journey times.
- 4.14 Another important benefit of cycling is that journey times can often be quicker during congested periods when compared to the car. Furthermore, journey times are more reliable as cycles are less likely to be caught in congestion.

## 5. Delivery of the Strategy

### Scheme Funding

- 5.1 Potential cycling schemes are considered for inclusion in the County Council's Integrated Transport Capital Programme (ITCP) alongside other schemes such as walking, bus priority and safety schemes. There is no dedicated budget available for the delivery of cycling schemes, and instead, cycling schemes compete with other types of transport schemes for inclusion in the ITCP.
- 5.2 In addition to the County Councils ITCP, funding can also be secured from the following sources:
- development contributions
  - revenue from parking schemes, and
  - other external grants.
- 5.3 When the ITCP is established for any given year, a timetable of planned works is drawn up. Local Area Transport Strategies (LATS) provide the framework within which Integrated Transport schemes are identified, and we also consider requests for transport schemes from members of the public.
- 5.4 Schemes are then assessed and prioritised using the 'Balanced Scorecard' process. This approach comprises an assessment of the extent to which each transport scheme contributes to the objectives of the LTP2. These are to:
- improve access to services by providing greater travel choices and influencing land use decisions
  - manage demand and reduce the need to travel by private car
  - improve road safety and reduce the fear of crime in communities
  - reduce congestion and improve the efficiency of the transport network
  - protect, promote and enhance the environment, and
  - improve maintenance and management of the transport network.
- 5.5 In addition to the balanced scorecard, the following additional factors are taken into account in the decision about which schemes should be included in the Capital Programme:

- **Value for Money** – A calculation of the Balanced Scorecard score divided by the estimated cost of the scheme
  - **The availability of external (non-LTP) funding** – Schemes that can be part funded by external funding will be afforded a higher level of priority than those that rely entirely on LTP funding;
  - **Geographical coverage of the schemes** – schemes should be spread evenly across the County;
  - **Mix of different scheme types** – there should be a range of different scheme types in the Capital Programme at any one point in time.
- 5.6 After considering the above factors, a draft programme is prepared and discussed internally between officers. The draft programme is then discussed informally at a cross-party Member panel before formal approval at the Transport and Environment Lead Member meeting.
- 5.7 The ITCP operates on a 3 year rolling programme, meaning that any scheme that is successful in entering the programme will usually be subject to a 3 year design and implementation timescale.

### **Scheme Delivery**

- 5.8 If a scheme is successful in entering the ITCP through the process described above, then delivery of the scheme will be the responsibility of the Transport Strategy West or East teams, depending on the geographic location of the scheme in the County.
- 5.9 The scheme will need to go through a number of stages including feasibility and preliminary design, public consultation, land acquisition, safety audit and detailed design before implementation can begin on-site.

### **Delivery of Non - Capital Measures**

- 5.10 Whilst this Cycling Strategy is focused more toward the delivery of the cycling elements of the ITCP, it is clear that there are other strategy elements that are crucial to the achievement of LTP2 targets. In particular, there is the education element that covers cycling promotion and training. The delivery strategy for this element is currently being developed and will be included in the revised Cycling Strategy that will form part of the next LTP.

## **6. Targets & Monitoring**

### **Targets**

- 6.1 In 2004, the Government abandoned the national targets for cycling in England. Instead, local highway authorities are required to define 'challenging but achievable' core and local cycling targets for inclusion in LTP2. The targets contained in LTP2 are identical to the primary targets contained within this cycling strategy.
- 6.2 The County Council has worked with the English Regional Cycling Development Team (ERCDT) on establishing an appropriate target for the whole of East Sussex using the ERCDT's Cycle Target Setting Methodology set out in the DfT's guidance notes 'Cycling in the second Local Transport Plans (2006/7 – 2010/11).
- 6.3 The methodology takes account of the positive and negative impacts of cycling in relation to a number of criteria including existing levels of cycling in the County, the overall topography of the county, the predicted increase in car ownership, congestion, safety and transport & parking policy restraints included in LTP2. The 2001 Census identified that 1.7% of all trips were undertaken by bike, with the highest proportion in Eastbourne (3.5%) and the lowest in Wealden (1.1%).
- 6.4 The targets included in this cycling strategy have been divided into primary and secondary targets and are outlined below.

### **Primary Targets**

Target 1 - Increase the level of cycling trips in East Sussex by 15% by 2010/11 from a 2005/06 baseline.

Target 2 - Increase the level of cycling trips in Greater Eastbourne/Bexhill and Hastings areas by 30% by 2010/11 from a 2005/06 baseline.

### **Secondary Targets**

Target 3 - To deliver high quality cycling training to at least 50% of Year 6 children in East Sussex schools annually and to expand training to include older children and other groups in line with National Standards training

Target 4 - To ensure that meaningful and effective School Travel Plans have been produced for all of the County's schools by 2009/10, compliant with the government's target

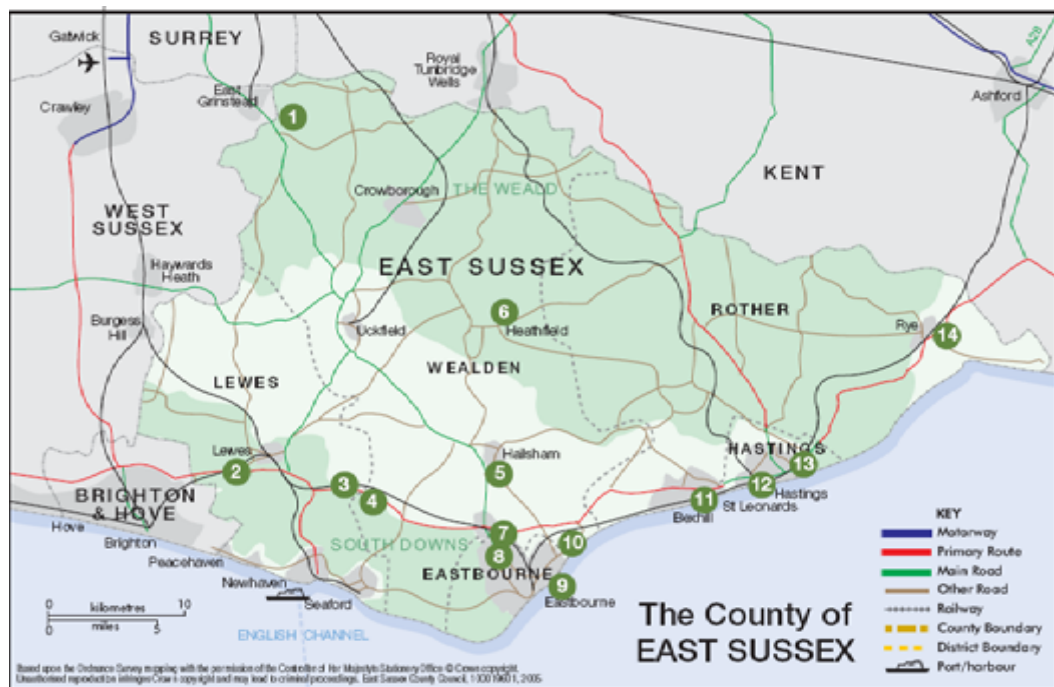
**Target 5** - To reduce the number of journeys to school made by car to 33% by 2010/11 from a 37% baseline (2006/07 levels). This will be achieved by promoting measures at those schools where there is the greatest chance of being able to influence the take-up of cycling as a means of home to school transport.

**Target 6** – To develop an accurate GIS database of all the County Council’s cycle facilities (e.g. cycle routes and cycle parking) by the end of financial year 08/09. Ensuring an accurate record is maintained will assist with future maintenance and development of new routes

6.5 The targets described above will be reviewed and amended accordingly at the end of the LTP2 period in 2011. Revised targets will be considered as part of the development of the County Councils third LTP due in April 2011.

**Monitoring**

6.6 Cycle usage figures from Automatic Cycle Counters (ACC’s) installed at representative sites across the county are used to calculate the indicator for progress against the primary targets identified previously. Data from the months of June and September has historically been used to calculate the number of cyclists passing each monitoring location. The location of the ACC’s is shown in figure 1 below:



**Figure 1 - Location of Automatic Cycle Counters**

- 6.7 Additional counters have been installed since June 2004 and it is planned to increase their number further as new cycle routes are implemented. This will help to derive more robust figures in coming years and to monitor LTP2 targets and trajectories more accurately.
- 6.8 The utilisation figures for years 2006/07 and 2007/08 show a reduction in the number of cycling trips being made across the county compared to the 2005/06 baseline. The figures for the Greater Eastbourne/Bexhill & Hastings areas also show a decline. A combination of poor weather and malfunctioning ACC's has contributed to this decline. This has led to a review of cycle monitoring procedures in conjunction with Sustrans which included an assessment of the suitability of the current monitoring locations, the functionality of the counters, a thorough analysis of the data collected, the effect of weather conditions and benchmarking with national trends.
- 6.9 As a result of this study several issues have become clear:
- there is an extremely close correlation between the number of cycling trips and weather conditions, in particular the amount of rainfall
  - taking data from only two months does not give a sufficiently robust outcome whereas data from the entire twelve month period would present a more reliable picture
  - that in 2004/5 (the baseline year) weather conditions were much better than in the subsequent two years (explaining the significant drop in trip numbers)
  - trends in 2006 and 2007 in East Sussex do not correspond with national trends which increased for the same period, possibly explained by localised weather conditions, and
  - decreased level of automatic counter functioning might be responsible for part of the decline in figures.
- 6.10 In response to these findings the data collection regime has been improved to reduce lack of functionality in the counters and the data from the entire year is now used in the assessment as opposed to June and September only. The revised figures for the countywide target are shown in table 5.1 below:

**Table 5.1 - Countywide cycle usage figures using revised methodology**

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
<b>Actual (%)</b>	100	83	87			
<b>LTP2 Target (%)</b>	n/a	103	106	109	112	115

6.11 Importantly, the data based on the entire year shows an increase in 2007 compared to the 2006 figures when weather conditions were not dissimilar. This would appear to indicate a trend towards the target trajectory based on a real increase in cycling levels.

6.12 The utilisation figures for the Greater Eastbourne/Bexhill and Hastings areas (Primary Target 2) are shown in table 5.2 below:

**Table 5.2: Greater Eastbourne/Bexhill and Hastings cycle usage figures**

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
<b>Actual (%)</b>	100	80	86			
<b>LTP2 Target (%)</b>	n/a	105	111	117	124	130

6.13 Again, the data based on the entire year shows an increase in 2007 compared to the 2006 figures. This also appears to indicate a trend towards the target trajectory based on a real increase in cycling levels in these areas.