

## Annexe No.1

### South Derbyshire Cycling Plan 2016 – 2021

#### Introduction

**“Cycling is not transportation it’s a journey. Next time you cycle think less about getting from A to B but about enjoying the experience. It’s about seeing what’s there. It’s about moving under your own power. It’s about getting faster and stronger as you keep doing it. And many, many more “it’s abouts.” Next time you ride, care less about where you are going and how long it will take to get you there. Care more about having fun”. (Unknown Author 2007)**

With the continued success of the Great Britain Cycling Team at the Olympics, a drive by the Government to reduce obesity in children in as part of their Childhood Obesity Strategy (2016), and the development of health and wellbeing programmes to improve activity levels in adults this is the ideal opportunity to develop a cycling plan. The South Derbyshire plan will support the wider Derbyshire Cycling Plan (2016-2030) with a key aspiration to focus upon changing the behaviour of individuals to recognise the value and importance that cycling can bring.

Within South Derbyshire the Active People Survey 2015 shows that 59.7% of the population 16+ are currently active. However it also shows that 18% of children are obese and 68.4% of adults have excess weight including obesity. The figure for adults in South Derbyshire is higher than the figure for the East Midlands (65.6%) and England (63.8%).

33.6% of adults (16+) participated in sport at least once a week (2014/15). This figure is the second lowest figure recorded since the survey began in 2005/06. When considering adults 14+ this figure rises to 34.3% but shows a decline on figures recorded in 2012/13 and 2013/14. This is a worrying trend in relation to the impact physical activity can have on the health and wellbeing of the population.

Sport England figures for cycling identified that 15.9% of people in the East Midlands cycled at least once per month (2013/14). Yet the proportion of people who cycle once a week was 9.9%, three times a week was 4.5% and five times a week was only 2.5%.

Within South Derbyshire the proportion of residents who cycle for utility purposes was 5.5% once a month, 3.0% once a week, 1.8% three times a week and 1.4% five times a week (2013/14). Those who cycle for recreation purpose showed a stark difference with 12.2% cycling once a month, 8.6% once a week, 1.9% three times a week and 0.8% five times a week. In 2013, the percentage of people cycling to work was recorded as a mid-year estimate at 1.7%. These figures support the anecdotal evidence that people are reluctant to change their behaviour to make cycling part of their daily lives.

Cycling was, however, listed as the third most popular sport participated in within South Derbyshire behind gym sessions and swimming.

The above information, audit and evidence of current cycling provision within South Derbyshire have been instrumental in developing this plan which will outline the key challenges, targets and actions to enhance cycling provision within the District.

Within South Derbyshire, cycling can influence the health and wellbeing of residents, the local economy including the development of tourism, transport, facility development and schooling.

This plan has been produced following consultation with a number of statutory and voluntary agencies and will be supported on an annual basis by an action plan with specified targets for delivery.

### **Why is cycling important for South Derbyshire?**

South Derbyshire is the fastest growing District in Derbyshire (and the 13<sup>th</sup> fastest in England). Between 2012 and 2028 it is predicted that the population will increase by an estimated 36.4% to a population of 130,973. This growth is a consequence of substantial new residential developments and natural growth (including a predicted increase of 13,566 residents over 55 years of age by 2028).

The District includes the urban core with the market town of Swadlincote, surrounded by 50 parishes and rural villages. A third of the 200 square miles of the National Forest lies within South Derbyshire providing a vast network of open spaces for people to enjoy. The mix of urban and rural areas within the District is welcoming for both residents and visitors alike.

The district borders Derbyshire Dales to the north west, Derby City to the north, North West Leicestershire to the east and East Staffordshire to the west, making it a highly accessible location for residents, commuters and visitors.

Health costs due to inactivity for South Derbyshire are calculated at a cost of £1,528,125 per 100,000 population. The Healthier South Derbyshire Partnership has identified physical activity as a core area for development and within this looks at how physical activity can be made part of people's daily life. Cycling and walking is a key activity to support this aim.

A Department of Transport report by Birmingham University in March 2016 looking into the value of cycling, not only identified personal benefits but employer benefits, local economic benefits and tourism benefits. The findings provided some interesting statistics which may be of significance within South Derbyshire.

- Cyclists visit local shops more regularly spending more than most users of other modes of transport.
- Per square meter, cycle parking produces 5 times higher retail spend than the same area of car parking.
- Neighbourhoods with cycle friendly characteristics are more desirable or have higher property prices.
- Residential property values rise by 1% if traffic is reduced by 50%.
- Children who walk and cycle to school tend to be more attentive and achieve better results.
- Cycling to work leads to lower staff turnover.
- Cycling reduces absenteeism, boosts productivity - cyclist on average take one less sick day per year.

Sustrans through work they have undertaken have estimated that there is a net benefit of 67p for every mile cycled rather than driven.

Cycling not only brings health benefits for residents but helps the local environment by improving air quality, reducing congestion and increases awareness of the environment.

Route 6 of the national cycling network passes through the District and provides a safe route for cyclists to use to reach Derby and the attractive villages of Melbourne and Kings Newton and parts of the Trent and Mersey Canal. Route 63 connects Swadlincote to Ashby Woulds and the Heart of the Forest area, including Conkers and will eventually connect to Burton-on-Trent. Route 68 connects Etwell to the Peak District via Ashbourne and Route 549 connects

Etwell to Uttoxeter via Hilton and Hatton. These established routes represent the main links in what will eventually grow to become a district-wide network of cycle and multi-user routes, also connecting to other origins and destinations outside the district.



### **What does South Derbyshire currently offer?**

A review of existing provision identified a wide range of opportunities available for people to participate in cycling. Investment from Derbyshire County Council, South Derbyshire District Council, the National Forest, Sustrans and private developers in relation to staff expertise, resources, physical infrastructure, skill and passion has enabled cycling to be established in the District. The School Sports Partnership has also been instrumental in delivering bikeability programmes to thousands of school aged children and community activities linked to Get Active in the Forest and Rosliston Forestry Centre have also taken place. Detailed below are the current opportunities for residents and visitors.

#### *Infrastructure and Connectivity*

- Securing the provision of cycle ways within new developments through the use of planning conditions.
- An open spaces, sports and community strategy detailing a requirement for traffic free routes and funding for linkage projects.
- Key stakeholder groups in place including South Derbyshire Sport, D2N2, the National Forest Outdoor Partnership and the Heart of the Forest Access and Connectivity Group.
- The implementation by Derbyshire County Council, South Derbyshire District Council, Sustrans, The National Forest and private developers of the network of multi-user routes identified in the Greenways Strategy for South Derbyshire, prepared by the County Council in 2006 and soon to be reviewed.
- Well maintained cycle routes and paths.

#### *Participation*

- A wide range of introductory cycle opportunities ranging from early rider programmes for toddlers and bikeability sessions in schools through to holiday outreach activities and an over 50's group cycling.
- Investment into leisure facilities to create cycling provision, (spin bikes, watt bikes). This has seen over the past 12 months:
  - An increase in bikes available to use from 24 -42 within the two leisure centres;
  - An increase of 16 additional classes (moving from 18 to the current 34 classes per week);
  - Attendance levels showing a rise in excess of 150%; and

- Maximum capacity levels for centre programmes increasing by 73%.
- A cycling hub at Rosliston Forestry Centre with access to bikes for hire, off road tracks, refreshments and activity delivery.
- A track record of organising, managing and promoting cycling events in conjunction with local partners; eg the Midlands Monster.

#### *Communication / Marketing*

- Promotion of events via the Tourist information centre.
- A “cyclist” friendly scheme in place with businesses.
- Coherent mapping of routes within the District.

#### *Advocacy*

- Partnership with National Forest, Sustrans, Derbyshire County Council, South Derbyshire District Council and Active Nation.
- D2N2 – Local enterprise partnership.
- Derbyshire County Cycling Plan.

### **Strategic Influences for cycling in South Derbyshire**

***The Derbyshire Cycling Plan*** was launched in 2016 with the ambition to be “the most connected cycling county by 2030”. This ambitious target hopes to:

- Double the number of people cycling regularly by 2030.
- Have 50,000 women cycling regularly by 2030.
- Double the percentage of commuters travelling by bicycle as their main transport mode.
- Double the number of children age 5-16 regularly cycling to school.
- Increase the contribution of cycling to the local economy; and
- £10 per head per year investment to get more people cycling.

South Derbyshire has an active role to play not only in supporting and contributing to the targets of the county plan, but to consider the local needs and requirements.

***The South Derbyshire Open Spaces, Sport and Community Facilities Strategy*** (draft under consultation 2016) outlines a vision for all villages and urban neighbourhoods to have a basic level of local community provision within easy walking distance. Within this the aim is for everyone who lives in a village or town to be within a 10 minute walking distance (1 km) of leisure provision including a green corridor for walking and cycling. There is also the vision for all villages and urban neighbourhoods to have a choice of community sport and recreation provision within easy cycling distance, through designated key service villages and neighbourhood hubs. Everyone who lives in a village or town to be within a 10 minute cycle ride or a 5 minute drive time (5 km), and have access to amongst other things a choice of green corridors for walking and cycling.

The ***Greenways Strategy*** for South Derbyshire outlines identified routes to create a user-friendly network to link places of interest, urban areas and villages across Derbyshire. Within South Derbyshire this will include traffic free pathways suitable for walking, cycling and horse riding. The Strategy is soon to be updated. The long-term vision for the area is to develop a network of multi-user traffic free Greenways across South Derbyshire to provide long distance, middle distance, and shorter circuits that interconnect with each other and the existing highway network.

It is anticipated that the update for the Greenways Strategy will be produced during 2016 and 2017, with the priorities identified being incorporated into the Action Plans for this Strategy.

No dedicated funding has been approved to implement the strategies, but it is hoped that they will provide the basis to safeguard the routes, pursue funding and begin implementation as and when opportunities arise.

**South Derbyshire Sport Physical Activity, Sport and Recreation Strategy 2017 - 2022** is currently under development and will be based around key principles that will explore and develop throughout the process. The diagram below shows the core areas and how they will interlink to increase physical activity levels in South Derbyshire. The development of the cycling strategy will support these objectives and in particular the strategic aims will contribute to the national key performance indicators and local outcomes.



**National Forest** – A 1/3<sup>rd</sup> of the 200 square miles of the National Forest are located within South Derbyshire. The National Forest has a remit to deliver the National Forest Strategy through core areas including: continued creation of the forest, forest management, providing a great experience, building the brand and developing a forest for everyone.

The National Forest Outdoor Activity Partnership is a collaboration of the National Forest Company, the County Sports Partnerships, South Derbyshire District Council and North West Leicestershire District Councils. The Partnership's aim is to promote outdoor activities,

exercise and sporting opportunities that have a direct link or benefit to The National Forest's landscape.

Within this partnership there are a number of key principles that relate to how outdoor activities will develop. It states that their focus (although not exclusive) will be on walking, running, swimming, cycling, horse-riding and fishing as activities. The activities and the development of facilities will also relate to and benefit the forested environment and help people move on to regular activity.

The engagement of volunteers, developing facilities close to where people live and work and embedding activities within the local community will also be key.

The collaboration of the County Council Countryside Service, Sustrans, The National Forest Company with its extensive partnership, volunteer and landowner network joining forces with the County Sport Partnerships and the District Council is the key opportunity for innovation in developing new routes and to market cycling to meet Sport England's aim to increase opportunities and participation in the outdoors.

A particular opportunity offered within the National Forest is that people have a unique extent of access to woodlands and open greenspaces. Over 7,000ha of new forest habitats have been created with 86% of this new woodland having public access. This new woodland has benefitted from a raft of new recreational facilities including 100km of new cycle-ways and 60km of Sustrans routes.

There are opportunities to link the cycling plan for South Derbyshire with the Get Active Outdoors project that will be developed through the Outdoor Activity Partnership.

**Sustrans** is the charity which enable people to travel by foot, bike or public transport for more of the journeys they make every day. The National Cycle Network has played a key role in demonstrating the impact of investing in walking and cycling infrastructure.

Since it was established 20 years ago, the National Cycle Network has saved the UK economy more than £7billion by improving people's health and reducing congestion, pollution and greenhouse gas emissions. Sustrans research shows that when you make it easier for people to walk and cycle, whether for leisure or for commuting, it has a positive impact on society.

Their research has found:

- Almost 30 million car trips were replaced by people choosing to travel on the National Cycling Network, meaning less congestion, noise pollution and CO2 emissions.
- People on foot and bike spend almost a third more in local shops than those who travel by car.
- The Network saves businesses almost £33 million each year by reducing staff sick days.
- The Network provides a return on investment that is three times better than some roads schemes.

The Department for Transport's research (2012) shows that 86% of the non-cycling population reject the idea of using a bicycle for transport, but that 66% would consider riding a bicycle for leisure. This shows the challenges that are being faced when trying to achieve behavioural change in individuals.

**What do we want to achieve?**

The vision for cycling in South Derbyshire is: *To ensure South Derbyshire provides for its residents and visitors a cycle friendly environment that supports opportunities for people of all ages opportunities to cycle regularly for leisure, active travel, commuting or sport.*

## **The Strategic Aims**

Aligning to the Derbyshire Cycling Plan (2016 – 2030) the strategic aims for South Derbyshire are:

- 1) Infrastructure Connectivity - providing high quality connective routes, economic investment and growth.
- 2) Increased Participation - more people cycling more often, developing behavioural changes to make cycling part of everyday life.
- 3) Effective Communication and Marketing - clear, coordinated communication for all residents to enable people to cycle more regularly.
- 4) Advocacy – policy implementation and change.

### **1) Infrastructure Connectivity**

*What do we want to achieve?*

- Connected cycle routes ensuring Active travel (walking and cycling) is prioritised over other modes of transport in future facility developments.
- Improved access to cycle hire / cycle storage within the urban core and villages to link residential properties to businesses and shops.
- External funding and resources to enhance cycle ways and the infrastructure in place.
- Ensure cyclists are welcomed and able to access businesses, outdoor spaces and tourist venues within South Derbyshire.
- Ensure cyclists within South Derbyshire can access routes and paths within neighbouring authorities through a coordinated network of greenways.
- Invest in community facilities to enable cycling to become a core activity at their site.
- A series of cycle friendly sites that include cafes, rest venues for all levels of cycling.

*How will we do it?*

- Identify funding and resource opportunities to support investment into cycling at all levels.
- Identify opportunities to strengthen and connect Greenways to open space and facility hubs; community venues and local neighbourhoods as identified through the Open Spaces, Sport and Community Facilities Strategy. For example, the Conkers circuit near Overseal would link directly to Rosliston.
- Promote cycling hubs at central points in the urban core and identified rural locations, including access to storage, showers and cycle hire (where possible).
- Work with highways, planning and local parishes on signage to promote awareness of cyclists on the road networks.
- Encourage parish council's, developers and volunteer groups to establish an ongoing maintenance programme for cycle ways to ensure they can continued to be enjoyed by all.
- Promote and enhance the “cyclists welcome” campaign as part of the Tourist Information Centres programme – increase awareness in local B&B, hotels, restaurants and cafés. Create and publicise a menu of cycle friendly café / pub and restaurant stops.
- Engage the highways authority, police, community safety and Healthier South Derbyshire and other bodies in delivery of initiatives to improve road safety, cyclist

awareness etc. Extend the current involvement of partners at events such as Festival of Leisure.

- Identify opportunities to redevelop underutilised community sites and parks as core cycling venues (e.g. Swadlincote Woodlands).

*Who will we involve?*

South Derbyshire District Council Communities and Planning service, Derbyshire County Council Countryside Service, the Highways Authority, the Highways Agency, Network Rail, The National Forest, neighbouring local authorities, Sustrans, Parish Councils, Local Businesses, Schools and private developers.

## **2) Participation**

*What do we want to achieve?*

- A change in behaviour to enable cycling to become part of everyday life.
- Targeted participation programmes within the community for all ages
- A narrowing of the gap in opportunities between the novice cyclists and club participants.
- A calendar of cycling events and cycling routes / activities which can be promoted.
- A promotional mechanism for social fun rides and establishment of new rides to be communicated.

*How will we do this?*

Within schools:

- Delivery of 1500 L1 and L2 bikeability places within primary schools and year 7 of secondary schools by 2020 along with 100 L3 places and 2000 bikeability balance places.
- Work with secondary partners on the provision of bike storage, access to changing provision, incentives for biking to school and bike safety.
- Further development of the competitive cycling opportunities within schools linked to School Games programme and school sports association provision.
- Delivery of a schools based safety and awareness programme in relation to health benefits of cycling and highway code.
- Ensure initiatives are linked to Derbyshire County Council's Sustainable Modes of Travel Strategy.
- Increase cycling provision within schools through use of innovative campaigns and national programmes e.g. #thisgirlcan, Sports Relief, Run a mile etc.

Within the community:

- Establish a clear pathway of opportunities which introduce cycling through to club provision. To include learn to ride schemes, confidence building and group rides, guided rides in parks and guided rides in the community.
- Promote adult introductory sessions and social rides within community groups. Work with individuals who ride to establish a network of locations where people can meet weekly and ride socially together via an informal club network.
- Investigate potential for "parkrun" style bike provision, recognising need for bike hire, safety, access etc.

- Make it easier for people to start to cycle by working with partners on participation programmes, access to cycle hire (e.g. long term loan), the provision of equipment, guidance and information.
- Investigate the requirement for a cycle hub in the urban core and if applicable develop targeted programmes (e.g. Breeze) to reduce any gender gaps in cycling and increase participation levels.
- Identify provision for disability cycling to take place within the urban core.
- Establish an annual calendar of events within South Derbyshire that include family rides, competitive / challenging rides and access to view high profile events. A minimum of 1 major event or weekend cycling to be delivered each year.
- Target local businesses to offer cycle to work initiatives and promote workplace challenge offering incentives for inclusion.
- Train a network of volunteer leaders, riders and supporters to enable the delivery of participation programmes including Breeze, Bikeability, Guided rides.
- Ensure cycling provision is maintained, provided and promoted within Health programmes and GP referral schemes.
- Work with leisure providers on ensuring cycling remains within centre programming and is promoted to all levels of participant.
- Require the production and implementation of Travel Plans for major development schemes through the development control process to include measures to encourage cycling to and from the proposed development

Within clubs:

- Identify volunteers to support the development and deliver opportunities for junior cycling opportunities within local clubs or identify new club locations as applicable.
- Challenge clubs to review their training and competition schedule to cater for the novice cyclist who wishes to progress to club activities.
- Work with clubs to ensure enhanced promotion of their activities. Use websites and social media outlets to promote opportunities.
- Identify club volunteers and expertise to support the delivery of an annual competition calendar.

*Who will we involve?*

Clubs, Community Groups, South Derbyshire District Council Community and Planning Services, Derbyshire County Council, the Highways Authority, Schools, Facilities, The National Forest, Local Businesses, Active Nation.

### **Effective Communication and Marketing:**

*What do we want to achieve?*

- Awareness of opportunities in relation to cycling for all members of the community.
- A cycle stakeholder group of all partners who can share information, resources and agree actions for delivery.
- An understanding of the needs of different user groups of the greenways, highways and parks, (e.g. cyclists, walkers, horse riders & drivers).
- A high profile for cycling and cycling opportunities within the District.

*How will we do this?*

- Ensure residents and visitors are aware of cycling opportunities within South Derbyshire through the promotion of facilities, development of maps, routes of different distances / standards and provision of a South Derbyshire cycle information pack for new cyclists.
- Promote the regional Sustrans National Cycle Route maps to current and new cyclists.
- Establish a coordinated programme of formal and informal cycling activities including information on what is available in local communities as well as the urban core.
- Work with the highways authority, schools and statutory partners on the development of safety awareness literature for drivers and cyclists.
- Work with local businesses on campaigns to increase awareness of cyclist friendly locations offering incentives for inclusion.
- Celebrate the success of cycling within the District through media releases and publications and inclusion in annual award submissions.
- Create a series informal rides to promote introductory cycling opportunities for people at an introductory and moderate level as well as for the family.
- Use activity weekends within leisure centres to promote cycling opportunities.
- Encourage the inclusion of cycling promotional measures in Travel Plans for major development schemes through the planning process to include measures to encourage cycling to and from the proposed development
- Use South Derbyshire Sport as an advisory panel to oversee the cycling plan, monitor progress and communicate actions through their partner network.

*Who will we involve?*

Tourist Information Centre, South Derbyshire District Council Communities and Planning Service, the Highways Authority, National Forest, Sustrans, Clubs, volunteers, Active Nation

## **Advocacy**

*What do we want to achieve?*

- Cycling to remain high profile within South Derbyshire through officer support, local councillor engagement and inclusion in planning, leisure and transport strategies.
- Implementation of planning policy to facilitate and encourage cycling and walking.
- Public Health to invest into cycling as part of health provision strategies.
- Economic benefits through championing the Tourist Information Centre accommodation friendly cyclist campaign and offering Dr Bike maintenance support.
- Ongoing partnership working with statutory, private and volunteer agencies with the remit to maintain, increase and enhance cycling opportunities.

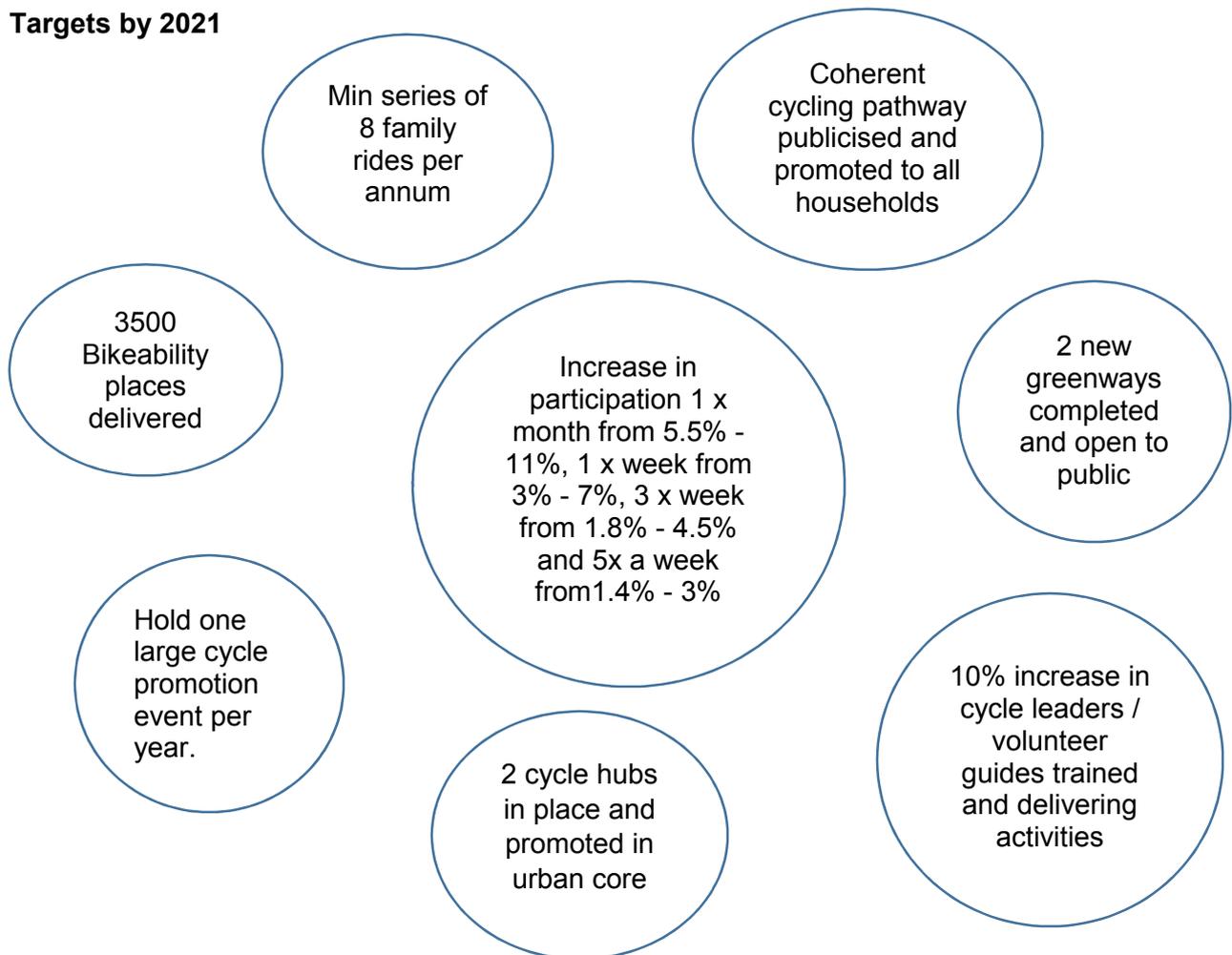
*How will we do this?*

- Use D2N2 the Local Enterprise Partnership for Derby, Derbyshire, Nottingham and Nottinghamshire as a vehicle to collectively lobby to create a more prosperous, better connected, and increasingly resilient and competitive economy.
- Work with MP and Councillors to inform and educate them in relation to cycling provision and future requirements.
- Continue to work with Derbyshire County Council Countryside Service, the Highways Authority, Sustrans, the National Forest Outdoor Partnership and voluntary groups on cycling provision and requirements in South Derbyshire.
- Engage with Community Safety and the police to ensure the safety of cyclists and raise awareness of cycling.

*Who will we involve?*

Derbyshire D2N2, Sustrans, Tourist Information Centre, SDDC, The National Forest, Police

## Targets by 2021



## The Challenges

For this plan to be delivered it is reliant upon the engagement and commitment of a large number of partner agencies, community organisations and volunteers. The energy, dedication, skills and commitment to the vision will by the partners will be critical to success. Funding and resources will need to be identified to support the vision and aims of the strategy.

## Monitoring and Evaluation

The cycling plan and action plans will be evaluated and monitored by South Derbyshire Sport and key partners on an annual basis. Reports will be provided to South Derbyshire District Council, who will and support in relation to policy development, the identification of funding and communication. Monitoring will be aligned to the new systems being developed to monitor Government, Sport England, County and District Strategies.

Specific targets relating to funded delivery will be managed, monitored and reviewed by the individual programme leads (e.g. Bikeability). The biannual health survey completed by South Derbyshire District Council will be used to access participation changes.

## References

*The Derbyshire Cycling Plan 2016 -2030*

*Sport England Active People Survey (2005 – 2015)*

*South Derbyshire Open Space, Sport and Community Facilities Strategy*

*The Value of Cycling, Fiona Rajé and Andrew Saffrey on behalf of University of Birmingham for the Department of Transport (2012)*

*Department for Transport (2014:1), 'Transport Analysis, Guidance Unit 5.1: Active Mode Appraisal'*