



Enterprise and Business Scrutiny Panel

7 January 2014

Time 18.00pm **Public meeting?** YES **Type of meeting** Scrutiny

Venue Civic Centre, St Peter's Square, Wolverhampton WV1 1SH

Room Committee Room 3, 3rd floor

Membership

Chair Cllr John Rowley (Lab)

Vice-chair Cllr Jonathan Yardley (Con)

Labour

Cllr Harbans Singh Bagri
Cllr Phil Bateman
Cllr Payal Bedi
Cllr Ian Brookfield
Cllr Caroline Siarkiewicz
Cllr Jacqueline Sweetman
Cllr Martin Waite

Conservative

Cllr Mrs Mills
Cllr Neville Patten

Liberal Democrat

Cllr Malcolm Gwinnett

Quorum for this meeting is three Councillors.

Information for the Public

If you have any queries about this meeting, please contact the Scrutiny team:

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Some items are discussed in private because of their confidential or commercial nature. These reports are not available to the public.

Agenda

Part 1 – items open to the press and public

Item No. *Title*

MEETING BUSINESS ITEMS

1. **Apologies for absence**
2. **Declarations of interest**
3. **Minutes of the previous meeting (19 November 2013)**
[For approval.]
4. **Matters arising**
[To consider any matters arising from the minutes.]
5. **Scrutiny panel work programme 2014**
[Report to consider suggested topics for inclusion in the annual scrutiny panel work programme.]

DISCUSSION ITEMS

6. **Cycling Strategy**
[To review the current Wolverhaston Cycling Strategy and discuss proposals for possible future schemes.]



Enterprise and Business Scrutiny Panel

Minutes – 19 November 2013

Attendance

Members of the Panel

Cllr John Rowley (chair)
Cllr Harbans Singh Bagri
Cllr Phil Bateman
Cllr Ian Brookfield
Cllr Mrs Mills
Cllr Neville Patten
Cllr Jacqueline Sweetman
Cllr Martin Waite
Cllr Jonathon Yardley
Cllr Caroline Siarkiewicz
Cllr Malcolm Gwinnett

Other Councillors

Cllr John Reynolds (item 6)
Cllr Elias Mattu (item 6)

Staff

Keith Ireland	Strategic Directory Delivery
Tim Johnson	Strategic Director Education and Enterprise
Mark Taylor	Assistant Director Finance
Nick Edwards	Assistant Director Regeneration
Keren Jones	Assistant Director - Partnerships, Economy and Culture
Robert Thorley	Interim Finance Manager
Kevin Moore	Commercial Development Manager
Steve Woodward	Head of Service Public Realm
Heather Clarke	Head of Strategic Projects and Funding
Denise Ecclestone	Parking Services Manager
Alan Johnson	Planned Maintenance Manager
Deb Breedon	Scrutiny Officer
Matthew Vins	Graduate Management Trainee

Apologies

Apologies for absence were received from Councillor Payal Bedi.

Part 1 – items open to the press and public

Item No. *Title*

MEETING BUSINESS ITEMS

2. **Declarations of interest**

Cllr Gwinnett declared a non-pecuniary interest in regard to item 6, saving proposal 0152, due to past business involvement in the area.

Cllr Gwinnett declared a non-pecuniary interest in regard to item 9 as he had been involved in discussions concerning the Sunbeam factory prior to its sale.

3. **Minutes of the previous meeting (24 September 2013)**

Resolved:

That the minutes of the meeting held on 24 September 2013 be approved as a correct record and signed by the Chair.

4. **Matters arising**

There were no matters arising.

5. **Scrutiny Work Programme 2013/14**

Matt Vins presented a report in regard to the Work Programme for Enterprise and Business Scrutiny Panel. He explained the report would be updated regularly to reflect priority items and topics members wished to consider at following meetings.

Resolved:

1. That the report be received and noted.
2. That the work programme is reviewed each meeting to respond to emerging issues and highlight priority items for future agendas.

DISCUSSION ITEMS

6. **Budget Saving Proposals**

Mark Taylor presented a report on the proposed budget savings proposals which had a particular focus on the Enterprise and Business Scrutiny Panel. He explained the full report contained additional savings proposals, but these had been sent to the relevant Scrutiny Panel depending on their remit.

Cllr Brookfield asked for clarification in regard to the savings proposal concerning the West Midlands Integrated Transport Levy (Corp02). He asked where the figures originated from and asked if the rate would change.

Mark Taylor explained the figures came through Centro and would be subject to year on year changes and evaluation. He expressed they were in discussions with Centro Colleagues in regard to the figures for the following year.

Cllr Yardley enquired if the demographic and demand pressures were decreasing in regard to savings proposal PD – E&E01.

Nick Edwards explained the levels were set during the peak development year 2008/09 and as a result of the wider state of the economy, the figures were unrealistic. As a result they were giving up resources now to compensate for a loss of income and further indicated some of the savings

would come from a reduction in service and administrative posts.

Cllr Mills raised concerns in regard to the efficiency savings proposed, most notably the changes to the gritting service (0166) and highways maintenance (0172). She hoped that the effects did not harm businesses and enterprise in the city.

Cllr Reynolds explained the Council had undertaken a route optimisation exercise in regard to its gritting service and as a result had managed to achieve savings without affecting service. He further indicated that the same amount of streets would be gritted, however this could now be completed with nine instead of ten machines. He also explained that one post would be lost during the restructure of the service.

Steve Woodward highlighted the proposal suggested prolonging the period of changing highways lights from three to six years and reassured Councillors that main routes would be made a priority. He suggested that lanterns along many routes needed to be updated to more energy efficient, with a switch to using LED bulbs. He confirmed there would be a loss of four posts, however he noted these would be back office staff so the levels of service would not be affected.

In response to praise from Councillors regarding the existing gritting service provided by the Council, Steve Woodward confirmed that 62% of the network, the same as previous years, would continue to be gritted. He explained the capacity to grit would be the same, however it was acknowledged that the levels of service could suffer if there was a prolonged cold spell. He confirmed the service relied on customer enquiries to replenish gritting bins, however in prolonged cold weather these would be automatically replenished.

A discussion took place in regard to the parking services review (0182). Cllr Rowley suggested Councillors should pay for parking in the Civic Centre rear car park while Cllr Siarkiewicz suggested that parking should be made free across the city centre to encourage growth.

Cllr Patten enquired if charges were raised, would it deter people from visiting the city, while decreasing the charges may reduce the Council's initial income, but benefit the city as a whole.

In response to Councillor queries, Steve Woodward explained car parking opening hours would correspond more accurately with demand, and charges would apply after key work hours. He further indicated the flexibility in regard to car park opening hours would also be influenced by attractions and events held in the city centre and at the civic hall.

Cllr Mills enquired how the savings figures from the income generation review in Education and Enterprise (0160) has been derived.

Tim Johnson explained that this savings delivery is scheduled for 2018/19 and they would be developing proposals to achieve this figure.

Cllr Gwinnet raised concerns about the proposed savings in regard to highways maintenance (0037).

Keith Ireland acknowledged this savings proposal would result in a drop in service, however he hoped that savings achieved through efficiency and the introduction of new ways of working could help lessen the reduction in service.

A discussion took place regarding the shopmobility savings proposal (0169). Councillors praised the schemes introduction and its functionality, noting the benefit the city gained as a result of the service, They expressed concern about the wider ramifications to business and revenue in the city centre if it was cut.

Cllr Bateman suggested a cost analysis needed to be completed to determine the potential benefits businesses felt as a result of the service. He argued that WV1 and the Wulfrun Centre should be providing the service, as opposed to the Council and suggested a lack of publicity had allowed the service to be overlooked.

Cllr Rowley asked what the Council was doing to raise commercial support, and enquired what models other cities followed to provide the service. He suggested some research and dialogue needed to be conducted to determine the financial benefits to the centre and to gain support from the private sector. In response to concerns raised, Cllr Reynolds explained the difficulties in gaining commercial support from WV1 and the Wulfrun centre. He noted that the Council was one of the few authorities in the country that offered the service, as opposed to the shopping centre. He acknowledged if no progress was made by 2016/17 the Council would be faced with a very difficult decision.

Steve Woodward noted savings of nearly £60,000 had already been achieved over the four previous years, however the £30,000 cost to lease the premises was a real burden. He hoped that this could be offset by support from the Wulfrun Centre or from businesses that gained from the service.

In response to concerns raised regarding the review of bedding plants across the city (0177), Cllr Reynolds acknowledged there would be a reduction in spring and summer bedding which would inevitably affect the numbers of colourful plants in the city.

Steve Woodward indicated that bedding plants and floral arrangements were only a small section of the awards on offer for the Britain in Bloom competition. He noted the current scheme needed to be reduced to high maintenance costs, but key locations such as parks and open spaces would be prioritised for resources.

Cllr Gwinnett expressed concern in regard to the Ranger Serview Review (0176). He explained the loss of three posts would result in parks being left open overnight, leading to increased crime and anti-social behaviour. In response, Cllr Reynolds agreed that parks needed to be closed at night to limit crime, however the proposal was put forward for consideration and feedback and was open for comment. He noted that a potential merge with the neighbourhood watch service would help retain the service for less cost, as previously the crematorium staff had been merged with the park ranger service. He further indicated this would save money through efficiency

Cllr Gwinnett sought further details in regard to the reduction in the Christmas budget (0193).

Steve Woodward explained the number of decorations would decrease by 25% and outlying streets would lose their decorations to focus on bringing more into the city centre, but there would continue to be lights in Bilston, Wednesbury and Tettenhall.

Cllr Sweetman enquired what benefits the lights bring to businesses in the city, and if they could help pay for the cost of providing them. Keren Jones explained they were bidding for money to help boost businesses in the city centre, and noted this could generate approximately £3 million.

Cllr Waite expressed concern regarding capacity issues following reductions in staffing and the missed opportunities that could be a result of this. Tim Johnson explained the team would be prioritising activities and responding to businesses and investment would be the top priority. He explained work would be undertaken to analyse what services have the biggest impact and respond accordingly.

Cllr Gwinnett asked for more information concerning the Bilston Craft Gallery (0151) savings proposals.

Cllr Mattu explained over the next two years, various models and reviews would be explored. He indicated if no external sources of funding were found, there would be a loss of 4.2 equivalent posts and the service would be delivered by casual staff. Following suggestions from Cllr Sweetman, Cllr Mattu explained JLR already provided money to various events across the city and the Council could not rely on JLR or the voluntary sector due to funding cuts.

Keren Jones explained a lot of the cost is from maintaining the building. She indicated work being undertaken at a Black Country level to secure funding for the creative industries, and noted they would continue to work with partners to explore options and attempt to secure funding.

Cllr Gwinnett asked for more information about the city events programme savings proposals (0152) and expressed concern that the city was going backwards.

Cllr Mattu explained that the significant cuts faced by the Council could no longer be achieved through efficiency savings. He explained the proposals looked at a potential cut of 40% from city events, however they were exploring alternative ways to bring people in from outside the city to provide events.

Cllr Bateman accepted that the level of cuts would bring about a reduction in service, and noted that the cuts had been thrown onto the Council in the summer leaving little room to explore alternative options. He sought assurance that any services that would be cut, work would be undertaken to analyse the long term consequences.

Keith Ireland explained the focus would look at the savings proposals for 2014/15 and that the necessary work to develop cost analysis would be undertaken alongside equality impact assessments to determine how different communities would be affected by the cuts. He noted this was a five year programme of cuts and hoped that various proposals could be removed during that period.

Resolved:

1. That the above observations be reported to Scrutiny Board and Cabinet.

INFORMATION ITEMS

7. **Black Country Bids**

Heather Clark presented a report exploring some of the current Black Country bidding opportunities and key funding opportunities from the EU and the regional development fund. The Black Country LEP are looking to finalise the Black Country European Investment strategy by the end of January 2014. Tim Johnson suggested the major focus of the work was to gain access to resources which currently flow through the Local Enterprise Partnership as opposed to the Council. The city needed to maximise the drawdown of funding for programs. In response to Cllr Sweetmans comments regarding symbiosis between the Black Country bids and derelict sites in the city report, he outlined the Council's progress to identify potential sites and attract the right grants to support the program.

Resolved:

1. That the approach being taken on strategic priorities for the development of investment strategies and future bidding opportunities be endorsed.
2. That an update is provided to the panel on a quarterly basis and this is reflected in the Enterprise and Business Work Programme.

EXCLUSION OF PRESS AND PUBLIC

8. **Exclusion of press and public**

[To pass the following resolution:

That in accordance with Section 100A(4) of the Local Government Act 1972 the press and public be excluded from the meeting for the following items of business as they involve the likely disclosure of exempt information on the grounds shown below.]

<i>Item No.</i>	<i>Title</i>	<i>Applicable Paragraph</i>
9	Regenerating contaminated sites and Empty Buildings	3

Part 2 – exempt items, closed to the press and public

9. **Regenerating contaminated sites and Empty Buildings**

Kevin Moore presented a report that explored bringing forward development on the 20 largest vacant sites in the city. He explained an update will be provided in February to inform members of progress. He confirmed that since the report had been completed, the Sunbeam factory had been sold and the Council is working with the developer to renovate the site into a mixed residential complex.

Cllr Bateman agreed the vast majority of sites were particularly hard to sell to potential investors because of contamination and access issues. He enquired

if it was possible to change the usage of certain sites, notable the crane foundry near the railways station, allowing for a park or open space to be provided.

Tim Johnson agreed sites were being examined to offer alternative functions, especially when they had numerous barriers to developments. He explained that sites along key gateways to the city, notably the railway corridor, were being explored and focused on to try and develop them. He suggested the use of Council assets to provide investment opportunities to unlock sites could be a way to begin the process. He explained the Council was looking at taking a more aggressive approach in regard to attracting developers and acknowledged a conversation with the Government needed to be undertaken to analyse current regulations imposed on the sites.

Resolved:

1. That the update report be noted.
2. That a more detailed report is presented to the panel in February 2014.



Enterprise and Business Scrutiny Panel 7 January 2014

Report title	Enterprise and Business Scrutiny Panel Work Programme for 2014	
Cabinet member with lead responsibility	Councillor Peter Bilson Economic Regeneration and Prosperity	
Wards affected	All	
Accountable director	Tim Johnson, Education and Enterprise	
Originating service	Office of the Chief Executive	
Accountable officer(s)	Matthew Vins	Graduate Management Trainee
	Tel	01902 55(4070)
	Email	matthew.vins@wolverhampton.gov.uk
Report to be/has been considered by	N/A	

Recommendation(s) for action or decision:

The Panel is recommended to:

1. Review the items for inclusion in the work programme for early 2014 and indicate the priority item(s) for the next meeting.
2. Agree to review the work programme at each panel meeting, to respond to emerging issues, and to enable Councillors to debate whether issues are still relevant.

1.0 Purpose

- 1.1 To present for approval the Enterprise and Business Scrutiny Panel Work Programme for early 2014.

2.0 Background.

- 2.1 The remit of the Enterprise and Business Scrutiny Panel was agreed by Annual Council on 15 May 2013. An extract is attached at Appendix 2.
- 2.2 The panel will retain flexibility to consider issues as they arise. Any changes to the work programme will be brought to the attention of the Chair at each agenda meeting and all Councillors will consider the work programme at the panel meetings.

3.0 Work Programme Planning

- 3.1 The work programme (Appendix 1) is a working document which is reviewed at each panel meeting to determine the timeliness and relevance of items for scrutiny.
- 3.2 Outstanding minutes are shown in the table below:

Subject	Date of meeting	Decision	Comments
The Principles of the Draft Marketing Plan	24.09.13	To refer a paper outlining the principles of the draft marketing plan to support economic development and regeneration activities for both Wolverhampton and the wider Black Country to the Review of First Impressions of the City.	A paper is to be prepared for the February meeting of the Review Group (Ian Bustin)

- 3.3 The Leader's forward plan for period 1 January 2014 – 30 April 2014 identifies the following issues for possible pre-decision scrutiny by this panel:

- Business rates retention scheme
- Discretionary Business rate relief 2014/15
- Open space strategy and action plan
- Options appraisal for the future use of the Parkfields site as office accommodation
- Private Sector Housing Strategy
- Progress on the Black Country Enterprise Zone
- Progress on i54 strategic investment site
- Vine Island highway improvement scheme
- Westside
- Wolverhampton Interchange – commercial gateway

3.4 The Panel will retain flexibility to consider issues as they arise, changes to the work programme will be brought to the attention of the Chair and Vice-Chair at each agenda meeting and all councillors will consider the work programme at the panel meetings.

4.0 Schedule of Meetings

4.1 Remaining scheduled Enterprise and Business Scrutiny panel meetings for the 2014 municipal year:

- 25 February 2014
- 8 April 2014

5.0 Financial implications

5.1 There are no direct financial implications arising from the recommendations in this report. Within the Office of the Chief Executive, there is a scrutiny budget to support the investigation of issues highlighted by Councillors. These can arise from the work programmes of the panels and the reviews and inquiries. [CN/18122013/W]

6.0 Legal implications

6.1 The individual items referred to in the Draft Work Programme attached to this report at Appendix 1 may need separate reports. If any further reports are submitted, further legal advice will be required. [TS/17122013/E]

7.0 Equalities implications

7.1 There are no direct equalities implications arising from this report. However, Councillors are asked to consider equalities, especially when identifying who to consult and who to call to give evidence. The equalities page of the Council intranet provides specific advice in this area.

8.0 Schedule of background papers

8.1 Minutes of the Enterprise and Business Scrutiny panel meeting convened on 30 July 2013.

Enterprise & Business Scrutiny Panel - Draft Work Programme

Meeting Date	Agenda Item	Issue	Method	Lead Officer(s)
07.01.14	Cycling Strategy in line with the Corn Hill Development and transport interchange.	The Panel will be required to review the Council's current Cycling strategy with representatives from the Wolverhampton Cycling Forum and Wolves on Wheels to address the panel. In addition invite Sustrans to attend the session to advise the panel of potential funding for cycling initiatives.	Report	Lydia Barnstable Tom Philpot
25.02.14	The Skills Gap	The report should focus particularly on adult skills, what is planned and how many organisations are involved in developing the right skills in the City.	Report	Paul Doherty Corin Crane Keren Jones
	The Draft Marketing Plan for Wolverhampton and the Black Country	The draft marketing plan to support economic development and regeneration activities for both Wolverhampton and the wider Black Country	Report	Ian Bustin
	Regenerating Contaminated Sites and Empty Buildings	The Cabinet Member for Regeneration will present an update report to focus on the most difficult empty buildings and contaminated sites in the City and what the specific challenges are in each case.	Report	Kevin Moore
	Black Country Bids	A short update report to give an overview of how Wolverhampton and its Black Country Partners are working to prepare funding bids.	Report	Keren Jones
	Open Space Supplementary Planning Document	Pre-decision Scrutiny	Report	Michele Ross

Enterprise & Business Scrutiny Panel - Draft Work Programme

Meeting Date	Agenda Item	Issue	Method	Lead Officer(s)
08.04.14	Promoting High Value Manufacturing – the aerospace sector	Update on the impact of the Paris Air Show 2013, and preparation for Farnborough Air show.	Report	Jay Patel

E: ENTERPRISE AND BUSINESS SCRUTINY PANEL

(i) Specific responsibilities

to be responsible for the overview and scrutiny of policies to attract and retain businesses and employment, matters relating to the built environment, strategic and spatial planning and economic regeneration;

(ii) Policy areas include:

Planning
Transport
Economic Development
Flood and ground water management
Sustainability and Climate Change
Employment Skills

(iii) Related policy framework plans and strategies

Asset Management Plan
Black Country Core Strategy, City Deal and Growth Plans
City Centre Strategy and Action Plan
Strategic Policy Framework, for the West Midlands Metropolitan Area
Unitary Development Plan
Cycling Strategy
Walking Strategy
Economic Growth Plan
Climate Change Strategy
Highway Maintenance and Management Strategy
Local Transport Plan
Creative Economy Strategy
Visitor Economy and Tourism Strategy
Sustainability Strategy

(iv) Principal related Cabinet Member

Cabinet Member for Economic Regeneration and Prosperity

(v) Lead Corporate Officer

Strategic Director Education and Enterprise



Enterprise and Business Scrutiny Panel

7 January 2014

Report title	Review of the Wolverhampton Cycle Strategy	
Cabinet member with lead responsibility	Councillor Peter Bilson Economic Regeneration and Prosperity	
Wards affected	All	
Accountable director	Tim Johnson, Education and Enterprise	
Originating service	Transportation	
Accountable officer(s)	Lydia Barnstable	Head of Transportation
	Tel	01902 55(5684)
	Email	lydia.barnstable@wolverhampton.gov.uk
Report to be/has been considered by	N/A	

Recommendation(s) for action or decision:

The Panel is recommended to:

1. Provide comments and feedback with regard to the review of the cycling strategy for Wolverhampton.

1. Purpose

- 1.1 Wolverhampton City Council's Cycle Strategy was adopted in 2005 and work to review and update the strategy has commenced. This report therefore sets out the key issues contained in the current Wolverhampton Cycle Strategy (2005) and explores more recent issues to help develop an updated strategy.
- 1.2 The views of the Scrutiny Panel are sought on the scope, content and direction that the draft revised Cycle Strategy for Wolverhampton should take.

2. Background

- 2.1 Wolverhampton City Council last produced a specific cycling strategy in 2005. The strategy sought to address a number of issues that are still relevant now, notably the need for coherent infrastructure and effective promotion. However, this strategy is in the process of being reviewed to ensure it accords with the latest thinking on planning for, and investing in, cycling infrastructure, training and promotion.
- 2.2 The Black Country Core Strategy (BCCS), adopted in Feb 2011, forms the basis of the Black Country authorities' local development plans. Policy TRAN 4 of the BCCS, Creating Coherent Networks for Cycling and for Walking, outlines clearly the objectives of the four local authorities to promote sustainable transport, develop a network of cycling infrastructure and provide cycle parking facilities.
- 2.3 Cycling is becoming an increasingly high-profile activity nationally. This has been seen in the:
 - International success of British cyclists at the 2012 London Olympics and Paralympics, Tour de France and Cycling World Championships
 - Pledge from the Prime Minister "to make it easier and safer for people who already cycle as well as encouraging far more people to take it up"
 - Ground-breaking debate in Parliament initiated by the All Party Parliamentary Cycling Group concluding in the report "Get Britain Cycling"
 - Seminal legislation recently enacted in the Welsh parliament to ensure each local authority in Wales has a statutory Active Travel Plan to direct strategy and investment in cycling and walking
 - Groundswell of opinion brought about by The Times "Cities Fit For Cycling" campaign which focuses on safer cycling.
- 2.4 There are other, more local, drivers influencing approaches to cycling, such as:
 - The opportunity to bid for Cycle City Ambition Grants in the Black Country and Birmingham. Ultimately the Black Country bid was not successful but the bid document is seen as strong and the partners in the bid are continuing to explore funding options.
 - Centro's proposed Regional Cycle Charter; and
 - Investment in canal towpaths and other routes by Canals and Rivers Trust (CART) and Sustrans.

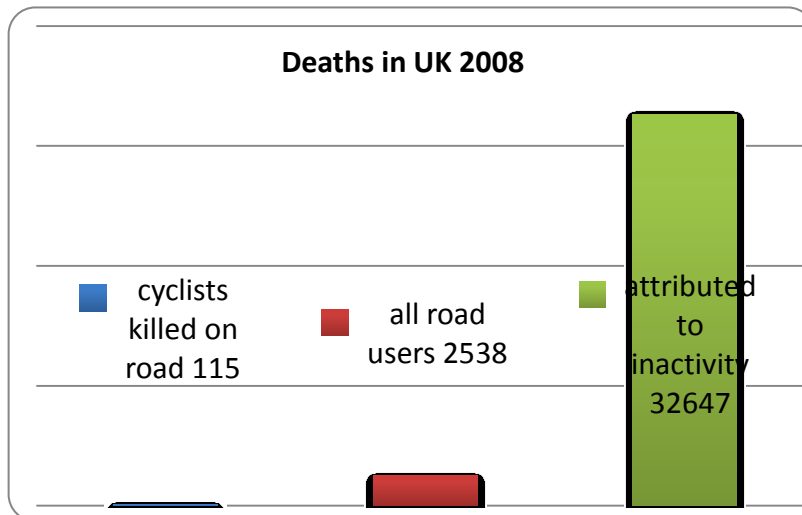
- Continued Local Sustainable Transport Fund (LSTF) investment in cycle promotion and infrastructure.
- Cycling infrastructure is integral to Area Action Plans (AAPs) in Bilston, the city centre and Stafford Road which seek to guide future development in these areas up to 2026.

3. The Rationale for Cycling

3.1 What can the promotion of cycling achieve?

- Getting motorists cycling can help reduce road congestion and so support economic growth
- It can increase people's physical activity levels resulting in improving quality of life and reducing premature death (see Figure 1 comparing deaths while cycling with deaths through inactivity)
- Getting motorists cycling can improve the environment by helping to reduce carbon emissions, air pollution and noise
- It is a relatively low-cost form of transport, so can help to reduce social exclusion caused by a lack of personal wealth
- It can enhance independent mobility in areas of transport poverty
- Leisure cycling is a family-friendly activity that can enhance social cohesion
- Increased presence of cyclists on-road can lead to a general increase in caution by motorists and so enhance road safety.

Figure 1



3.2 Cycling supports the aims of the Wolverhampton City Council Corporate Plan in the following ways:

Aim: **Encouraging Enterprise and Business** – modal shift from private car to bicycle can support businesses by reducing road traffic, so making journey times more reliable, and by creating a healthier work force

Aim: **Empowering People and Communities** – cycle training and promotion can give disadvantaged children and adults the confidence and opportunity to seek new social, educational and work-related challenges

Aim: **Re-Invigorating the City** – new cycle routes can be a catalyst for the creation of more accessible and attractive neighbourhoods

3.3 Broader policy documents such as the Black Country Core Strategy and the statutory West Midlands Local Transport Plan (LTP) aspire to see provided safe, direct, integrated cycle networks to help achieve wider objectives of improved quality of life, physical regeneration and economic prosperity.

3.4 **Investment to date and planned further investment**

Investment in cycling is already supporting regeneration in the city as follows:

Wolverhampton City Centre:

- More cycle parking being investigated at the new rail station
- Cycleway proposed alongside Metro on Railway Drive
- Contra-flow cycle lanes being constructed as part of the Public Realm Improvements in the City Centre

i54 Enterprise Zone:

- Shared path for cyclists and pedestrians being constructed on the north side of Wobaston Road
- Toucan crossings installed on Stafford Road at Vine Island
- Local Pinch Point Fund (LPPF4) bid for Stafford Road area proposes measures to further improve cycle access to Wobaston Road from the Northwood Park area
- Support for cycling from i54 Travel Plan Steering Group has already achieved canal towpath improvements in this area in partnership with CART

Local Sustainable Transport Fund:

As part of the £33.0 million award to the West Midlands Metropolitan Area, LSTF is funding three cycle routes in the Bilston Road corridor, improving cycle access to East Park, Hickman Park and the old Low Level railway line.

3.5 **Partnership Working**

The Council continues to work with partners of many years to deliver cycling infrastructure, training and promotion and to develop policy. These include:

- Local schools (thousands of students trained to up to Level 3 Bikeability training and around 1000 cycle parking stands installed)
- CART / Sustrans (for canal towpath improvements, notably in Smestow Valley with the Tettenhall District Community Council)
- i54 stakeholders (in developing cycling facilities around the Enterprise Zone)
- Cycle Forum and Wolves on Wheels assist in the development of policy issues
- Cycle Training West Midlands provides tuition for trainers for all West Midlands Authorities and further afield
- Cycle Acti-Fit (local training providers for children and adults)

- Centro / Black Country Consortium (on funding, Cycle City Ambition Grant etc.)
- Commercial and residential developers to provide cycle parking and access in relevant planning applications
- Bike purchase for council staff, operated in conjunction with Cycle Scheme, attracted around 80 applicants between January and September 2013

3.6 Partnership working has helped deliver substantial investment in cycling infrastructure in recent years in Wolverhampton. While there are specific lessons to be learned from some of the individual schemes installed, we acknowledge that a more coherent approach to provide a joined-up network is key to increasing the number of cyclists. A framework within which to work, in the form of an up-to-date strategy, will put the Council in a better position to take advantage of cycling opportunities as they arise.

3.7 Cycle Training

Many people recognise the social value of increasing uptake of cycling and the personal benefits it can bring, but perceive it to be difficult, demanding or unsafe. The Council seeks to overcome negative perceptions of cycling through a range of training activities. Much of this activity is focused on children as they offer the opportunity to form good habits early in life.

3.8 Government funded Bikeability training is offered to all schoolchildren aged 7-13 in Wolverhampton. Currently around 1500 pupils annually are trained to Bikeability Level 2 (suitable for quiet roads) and around 200 to Level 3 (suitable for most roads). A small number of adults also enrol for training each year. Organised leisure rides are offered to children during school holidays as resources permit.

3.9 As the lead partner in Cycle Training West Midlands Wolverhampton City Council facilitates training for cycling instructors to enable delivery of on-road, off-road and bike maintenance training. We support the local Community Interest Company *Cycle ActiFit* in promoting the benefits of cycling at community events.

4. A revised Cycle Strategy for Wolverhampton

4.1 New Thinking

A number of studies and schemes have taken forward thinking about cycling in Britain that we can learn from. These include:

Study / scheme	Progressive measures
Cycling Demonstration Towns (DfT / Cycling England)	Continuous routes etc.
Sustrans National Cycle Network	Design standards etc.
Cycling and Health – what’s the evidence? (Cycling England)	Cycling for health promotion
Shared Use Routes for Pedestrians and Cyclists (DfT, Local Transport Note 1/12)	Safer cycling in shared space
Achieving Cycle Friendly Infrastructure (Cycle Craft)	Design principles in Britain

	and abroad
London Barclays Cycle Hire	“Turn Up and Go”

4.2 **Key Concepts and Design Principles**

These ideas should inform the revised Cycle Strategy for Wolverhampton and raise certain questions, in particular:

- How do we encourage current non-cyclists to cycle – for health, environmental and mobility reasons, to meet Cycle Charter and LTP targets etc
- How can short trips be better catered for to encourage mode shift from the private car – 80% of trips under five miles are driven, a distance that can be cycled in 30 minutes
- The best way to link together locations with potential to generate many cycling trips
- How to create a door-to-door journey time advantage for cycling over car use
- What infrastructure investment is required to overcome barriers to cycling
- The need to prioritise utility trips
- Better cycling integration with public transport
- Short and long-term cycle parking to build confidence in security
- Need for a long-term cycling strategy rather than piecemeal scheme installation
- Cross-boundary links to key adjacent sites

4.3 **“Hub and Spoke” Concept**

The physical layout of Wolverhampton lends itself to the development of a radial network of cycle routes joined up in the city centre and linked by an outer orbital route serving significant potential traffic generators such as Bilston, Wednesfield, New Cross Hospital, i54 and Tettenhall. Such a network would provide direct routes into the major destination of the city centre whilst also improving accessibility for trips within the suburbs that public transport finds uneconomic to serve.

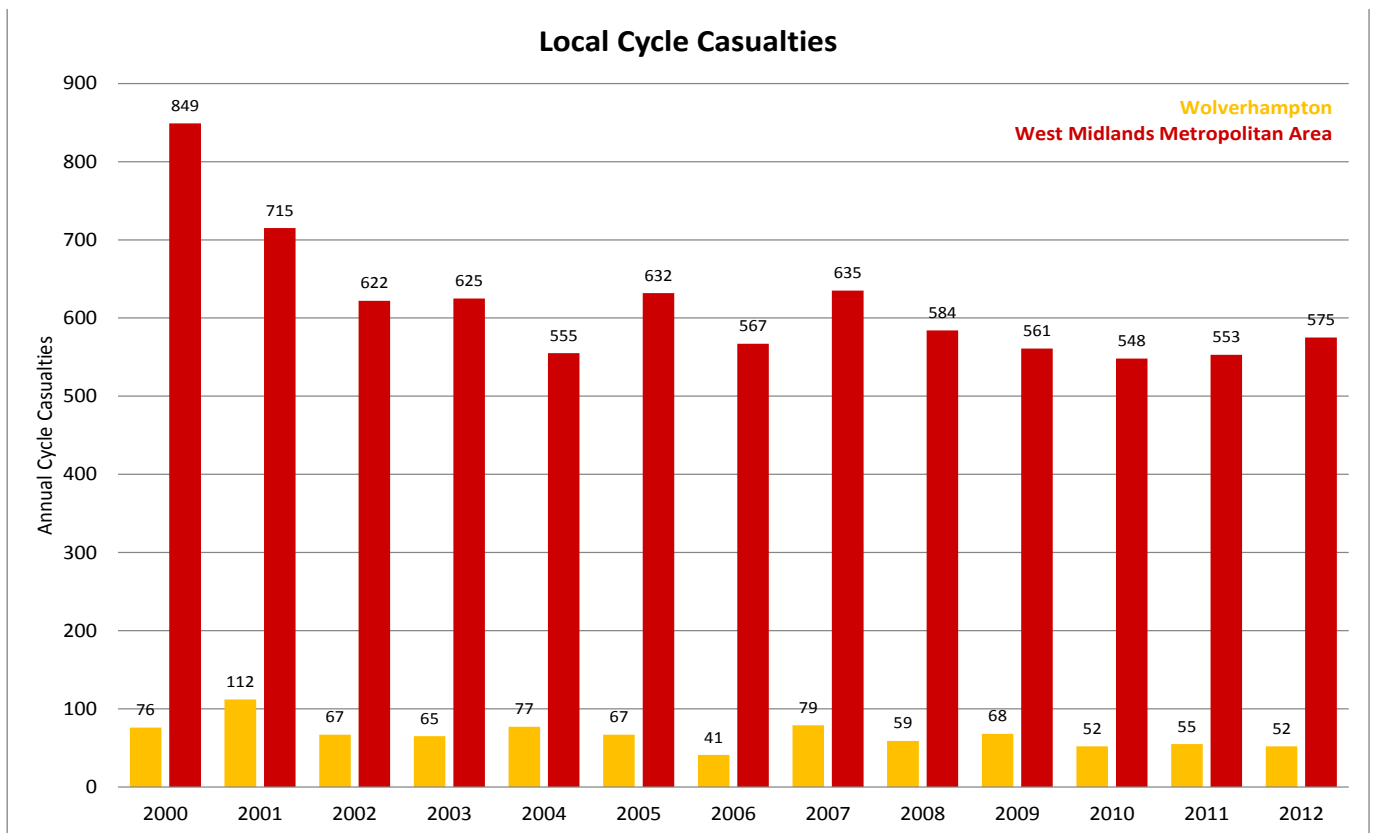
4.4 **Canal Network**

One of the Black Country’s greatest assets, the canal towpath network, offers traffic-free connectivity in Wolverhampton between significant trip generators such as the city centre, i54, Wednesfield / New Cross Hospital, Tettenhall and industry in south Wolverhampton. Indeed the canals were the focus of the Black Country 2013 Cycle City Ambition Grant bid “The Water Cycle” (see 2.4). When some issues of access and surfacing are addressed the towpath network can form an even more useful component of the more comprehensive “Hub and Spoke” concept envisaged.

4.5 **Safe Cycling**

Unfortunately cycling’s media profile has also risen recently as a result of six cycling deaths in a fortnight in London, mostly as a result of incidents involving lorries. Wolverhampton needs to consider the wider evidence on safety and casualties to decide how important this issue is locally and, if necessary, what options there are for its resolution. For reference annual cycle casualties in Wolverhampton are compared with those in the West Midlands Metropolitan Area in Figure 2 below. At the simplest level of analysis casualties in both Wolverhampton and the Metropolitan Area fell by 32% between 2000 and 2012.

Figure 2



4.6 Working through the West Midlands Road Safety Partnership, Wolverhampton participates in publicity campaigns to promote better understanding between cyclists and motorists. This has included lorry stickers advising cyclists not to pass on the nearside, bus-back advertising encouraging motorists to be aware of cyclists approaching from behind, and a poster campaign encouraging both cyclists and motorists to resist distraction.

4.7 Promotion of Cycling

Consideration needs to be given to maintaining and enhancing the scope of cycling promotion activities. This may involve extending cyclist training to potential users of new cycling routes such as staff of businesses and other organisations located nearby. A revised cycle strategy for the city will allow a revision of the existing Wolverhampton cycling and walking map to show up-to-date route information. Digital media including the Council's website can offer opportunities to showcase cycling opportunities as they arise.

4.8 Cycling and Highway Schemes

To support cycling safety and promotion there is the opportunity to state what specific cycle facilities are to be included in individual future highway scheme designs. Alternatively it should be explained why nothing can be done where this is the case.

4.9 Funding Opportunities

The options for funding major cycling infrastructure for the foreseeable future include:

Black Country Strategic Economic Plan – bids for:

- Sustainable Transport & Innovation (£5.0 million annual programme) and
- Short Trips Strategy (creating an attractive Active Travel Network, £10 million bid)

- 4.10 Public Health Transformational Fund – Wolverhampton City Council intends to bid with partners Moseley Park Academy and Cycle Acti-Fit to develop cycle infrastructure, training and promotion for the benefit of pupils and residents in this relatively deprived area of the city. There is possibly up to £500,000 available which would need to be spent over two years.
- 4.11 Funding for small scale cycle improvements and provision of supporting facilities needs to be embedded within all transport improvements and new development proposals. Mechanisms such as planning conditions, financial contributions from new developments and regeneration schemes will be used to secure additional works in line with strategic aims.

5. Financial implications

- 5.1 There are no direct financial implications arising from this report, however the availability of funding is critical to most aspects of delivering improvements in cycling and its supporting infrastructure. Pressure on the Council's Capital Programme increases each year and continued funding for cycling infrastructure from this source will require a clear strategy and strong support while being subject to competing demands at a time of reducing public resources nationally.
- 5.2 Funding opportunities from Central Government and other sources arise periodically, and an up-to-date and robust Cycle Strategy for Wolverhampton is essential to demonstrate an on-going commitment to improvement to support external funding bids.
- 5.3 Currently the Bikeability cycle training programme, amounting to £94,000 in 2013/14, is funded by an annual grant from the Department for Transport. This funding has been secured for 2014/15 but it is unclear whether it will continue beyond then.
[RT/20122013/N]

6. Legal implications

- 6.1 There are no legal implications arising from this report. [RB/19122013/F]

7. Equalities implications

- 7.1 There are no direct equalities implications arising from this report. A full analysis will be undertaken as part of the further development of the Wolverhampton Cycle Strategy and for the planning and delivery of the individual cycle projects.

8. Environmental implications

- 8.1 There are positive implications for the environment in terms of reduced air pollution, greenhouse gas emissions and noise if some modal shift from car use to cycling can be achieved.

9. Human resources implications

- 9.1 There are no direct HR implications arising from this report.

10. Schedule of background papers

- 10.1 Wolverhampton Cycling Strategy 2005
Black Country Core Strategy – Policy Tran 4 extract