

Draft Active Travel Strategy

Page 1 Vision/Foreword -1 page

Foreword and Vision

At the same time as people's lifestyles are becoming less active, the car is frequently the mode of choice for most journeys, adding to road traffic congestion and the detrimental environmental effects such as noise and air quality impacts that this causes. Many of these are shorter journeys that can easily be undertaken by most people on foot or by bicycle. This strategy therefore seeks to contribute to reducing road traffic congestion and encourage people to use other transport modes, combining walking, cycling and public transport use.

The National Planning Policy Framework identifies a set of core land-use planning principles that should underpin both plan-making and decision-taking which includes the need to:

- actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable;
- take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.

The promotion of cycling and walking for everyday physical activity across our city not only promotes better health for our communities but can also have positive effects on the environment. This strategy seeks to provide an ambitious but deliverable approach to promoting more active lifestyles and specifically to promote walking and cycling as an integral part of people's everyday lives.

The approach, which I whole heartedly to endorse, is practical, addressing the combined objectives of public health and transport together and strongly linking the efforts of the city council and its partners to tackle the health and transport challenges affecting the City's population. The city council's Go Active Strategy acknowledges that there is no quick fix to the problem of inactive lifestyles and rising levels of overweight and obese people. The evidence shows that this issue will need sustained action over the long term and from all partners and sectors, and in particular, the community itself.

Our vision will not be achieved in the short term; this is a 20 year strategy to be engender and embed on going active lifestyles.

A City where active travel modes become the preferred choice, supported by a connected network of high quality and inviting cycle routes and walkways.

Signed

Hugh Porter
Active Travel Champion for Wolverhampton

Page 3 and 4 Introduction -2 pages**What is Active Travel?**

Active travel is movement and transport by physically active means, mainly by walking and cycling. Incorporating these as an integral part of the daily life, for the commute to work, journeys to school and shopping, or simply for leisure, is proven to have great health, environmental and economic benefits.

This document sets out how we will ensure that there is a co-ordinated approach to providing the physical infrastructure, information and support that will generate the necessary behaviour change required to increase the levels of walking and cycling in Wolverhampton, particularly for shorter journeys.

How can Active Travel prove beneficial for Wolverhampton?

We have poor health and increasing levels of obesity, especially the city's children, when compared with other areas of the Country. Wolverhampton also has areas of poor air quality and localised problems of road traffic congestion. The greater take up of walking and cycling will work to help alleviate these issues.

The benefits of active travel include:

Economic

- A more active workforce can lead to reductions in absenteeism and increased productivity
- A low cost and economical method of undertaking journeys
- Increased accessibility to employment and training
- Reduction in congestion allowing a more reliable transfer of goods and resources
- Reducing the annual cost of poor air quality – estimated to be £19 billion nationally¹

Health

- Improvements to physiological and mental well being
- Prevention of chronic diseases such as type II diabetes, stroke and coronary heart disease
- Improvements in local air quality can help those with pre-existing respiratory and cardiac diseases
- Help better manage weight – 70% of adults and 25% of Children at 11 years of age are overweight in Wolverhampton.

Environmental

- Reduction in motorised journeys can have tangible benefits to levels of particulates, NO₂ other harmful emissions
- Improvement to ecosystems, biodiversity and natural habitats
- Improvements to urban settings

¹ Environmental Audit Committee (2011)
<http://www.publications.parliament.uk/pa/cm201012/cmselect/cmenvaud/1024/102402.htm>

Social

- Reduce health inequalities
- Increase social mobility
- Increase independence for vulnerable groups, such as the young, the elderly and those with afflictions which affect mobility.
- Improved community cohesion

Aims

This Active Travel Strategy provides a framework to put the steps in place to:

1. To improve our health by encouraging more active lifestyle choices.
2. Create an inviting, safe and interconnected network of walking and cycling networks.
3. To support and encourage more sustainable travel choices, such as widely providing travel planning, bicycle training and route information.

Outcomes

In delivering this Active Travel Strategy we will:

1. Raise the number of adults undertaking 1 x 30mins exercise per week or more from 45% to 60%.
2. Reduce childhood obesity from 25% to at least the national norm of 19% (as measured at age 11 / year 6).
3. Raise the mode share of cycling from the current levels of 2% to at least 7% by 2023 and 10% by 2033 of all journeys. (This accords with the Centro Cycling Charter that WCC has signed up to).
4. Raise the mode share of walking from the current levels of 10% to at least 15% of all journeys by 2023. (This accords with levels being promoted by national bodies such as Sport England).
5. Increase capital and revenue spending on cycling from the current level £5 per head to £10 per head by 2023 (in accordance with the Centro Cycling Charter that WCC has signed up to).
6. Ensure new developments are designed with active travel in mind.
7. Encourage and support innovation in design.
8. Improve the health outcomes of our children and adults with falling obesity levels and reducing incidences of cardiovascular related diseases.

How We Will Achieve This

1. Targeted and appropriate promotional materials and opportunities to participate in walking and cycling activities.
2. Providing design principles for the delivery of new and upgraded walking and cycling routes.
3. Creating inviting places and routes where people feel safe and secure.
4. Provide appropriate facilities and environment to support active travel such as benches, provide information along the routes and directions destinations, secure cycle parking.

Governance

Strong governance with an integrated approach involving those organisations dealing with public health, transport, sport and education have been proven to be the most effective in delivery. The city council has identified obesity as the main health issue that needs to be addressed locally and this initiative has a strong governance structure with a Councillor Champion and the Director of Public Health taking a strong personal stand and a dedicated team to support the initiative and related behaviour change activities.

Page 5 to 9 Where are we now– 4 pages

The National Context

Central Government has recognised the cross-cutting benefits that increasing active travel has on increasing physical activity, reducing congestion and improving air quality. The **Department for Transport's Active Travel Strategy** aims to:

- Promote better public health and well-being by increasing levels of physical activity, particularly among the most inactive people in our society;
- Increase accessibility and reduce congestion; and
- Improve air quality and reduce carbon emissions.

A healthier, more active workforce means reduced absenteeism and increased productivity, and reduced congestion means better journey time reliability. It can benefit less active groups in particular – walking and cycling are simple, low-cost and effective ways for some of the most inactive people in society to incorporate physical activity into their daily lives.

And it can be good for the environment – journeys made on foot or by bike rather than car will reduce emissions, and can make for a more pleasant local environment. Britain's continuing poor air quality costs the economy over £10 billion per year and can reduce life expectancy by 8 months².

Wolverhampton Today

Wolverhampton has some of the lowest levels of economic activity in the West Midlands. The **West Midlands Local Transport Plan** includes the following key objectives:

1. Economy –to underpin the economic regeneration and growth in the West Midlands
2. Climate change –to contribute towards tackling climate change through achieving a reduction in emissions and ensure resilience of the transport system to any changes
3. Health, personal security and safety –to improve health, personal security and the safety of people travelling in the West Midlands Metropolitan Area
4. Equality of Opportunity –to enhance equality of opportunity and social inclusion by improving access for all to services and other desired destinations within and adjacent to the West Midlands Metropolitan Area
5. Quality of Life and Local Environment –to enhance the quality of life of people in the West Midlands Metropolitan Area and the quality of the local environment

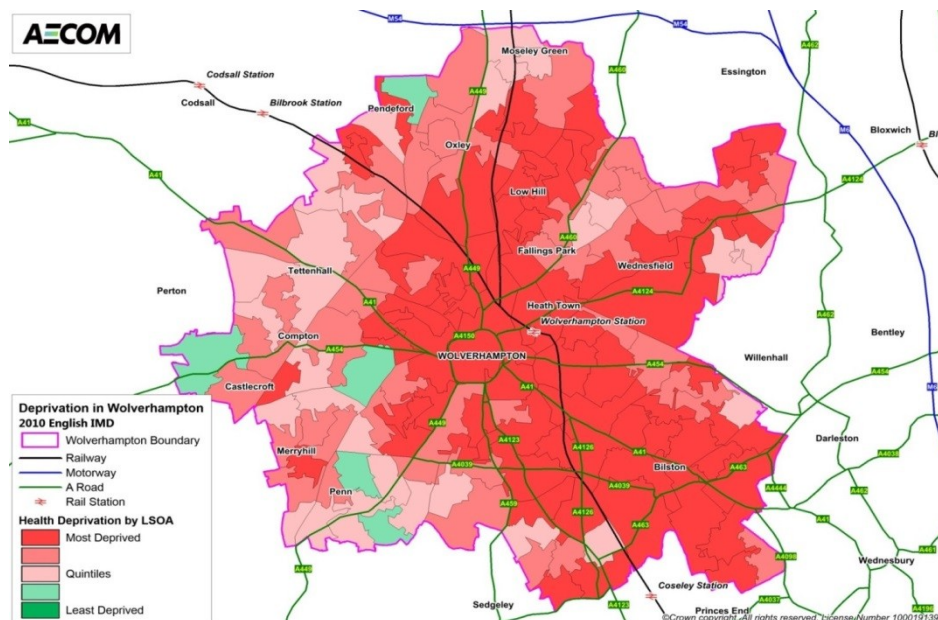
Increasing walking and cycling helps to achieve all of these objectives and have benefits across the West Midlands and Wolverhampton. Such a shift would contribute directly to better health, reduce carbon emissions, and reduce road traffic congestion. It would improve our local environments (e.g. reduce air and noise pollution), help to deliver economic benefits, and create safer, stronger communities as well as a better quality of life.

² Reference to be checked and inserted here

We have a High Proportion of Deprivation and Poor Health Inequality

Over half of our population falls within the 20% most deprived in the country³. The Inner City, North, East and South of the City Centre are suffering from high levels of deprivation.

The majority of Wolverhampton is in the worst 20% for quality of health relative to the rest of the UK



We have High Levels of Obesity

Nearly 70% of adults in Wolverhampton are overweight or obese, which is a greater proportion of adults when compared with the population in the West Midlands or England.

Weight Category by Percentage of Adult Population			
% of Population	England	West Midlands	Wolverhampton
Under Weight	1.2	1.1	1.5
Healthy Weight	35	33.2	28.7
Overweight	40.8	41.2	41.3
Obese	23	24.5	28.5
Total Obese or Overweight	63.8	65.7	69.8

(Source: Active People Survey, Sports England, 2013)

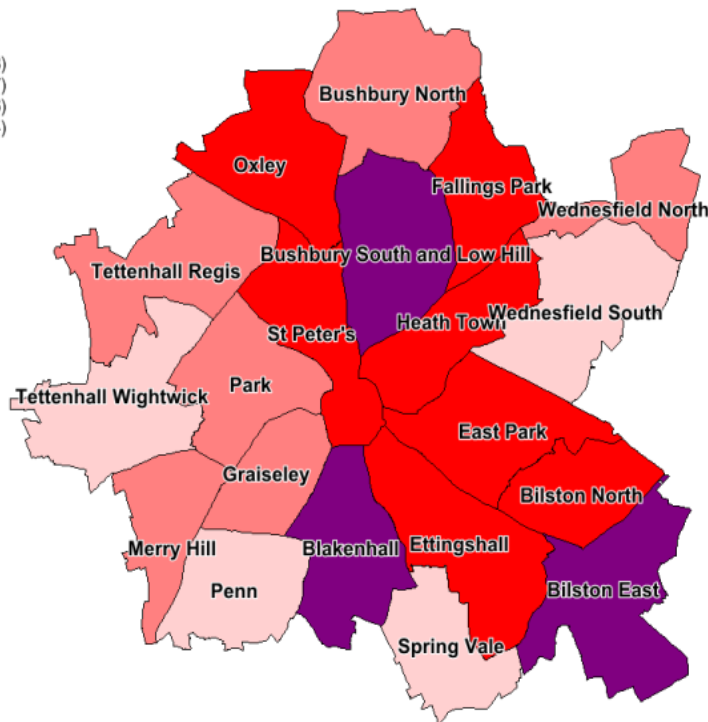
³ Weight? We can't Wait

We have a problem with obesity in young children; nearly 25% of children in Wolverhampton are obese by the time they reach Year 6 (10-11 Years)⁴. Childhood obesity is also higher in areas that are considered to be more deprived.

Year Six Obesity

Percentage

- 27.5 to 29.8 (3)
- 24.4 to 27.4 (7)
- 21.2 to 24.3 (6)
- 18.3 to 21.1 (4)



Source: Wolverhampton City Council, 2015:

Our obesity issue is compounded by a lack of day-to-day exercise with around 40% of children travelling to school by car in the City and only 2% choosing to cycle⁵.

Whilst we do not have empirical data available, the evidence from the Healthy Schools Initiative and Public Health data shows that children in Wolverhampton would benefit from active lifestyles.

⁴ Weight? We can't Wait

⁵ Schools Health Education Unit (2014) Wolverhampton Health Related Behaviour Survey

We have Low Participation in Sport and Recreational Activity

High levels of obesity in our City are compounded by low levels of physical activity. Wolverhampton falls behind regional and national levels with less than a third of adults participating in sport or recreational activity once per week for 30 minutes⁶ and 55% of adults not participating in moderate exercise.

Participation in sport and recreational activity is also linked to socio-economic classification. There is a clear correlation between wealth and exercise with those in our City's poorest socio-economic bracket are 60% of those from the poorest socio-economic group doing less than 30 minutes activity per week. However, even the highest socio-economic groups are relatively inactive with only 50% doing more than 30 minutes activity.

In Wolverhampton, men are more likely to participate in sport and recreation than women. 59% of women do not participate in Sport and Recreation, which is 7% more than across England.

Participation in Sports and Recreation by Gender and Frequency						
	Wolverhampton		West Midlands		England	
	Male	Female	Male	Female	Male	Female
0x30 minutes per week	51%	59%	45%	54%	42%	52%
3x30 minutes per week	28%	15%	27%	20%	28%	21%
5x30 minutes per week	16%	8%	15%	11%	16%	12%

(Source: Active People Survey, Sports England, 2013)

Allowing those with disabilities easy access to sport and recreation is vital if they are to maintain a good level of physical fitness, general health and quality of life.

Participation in Sports and Disability by Recreation						
	Wolverhampton		West Midlands		England	
	Limiting Disability	No Disability	Limiting Disability	No Disability	Limiting Disability	No Disability
0x30 minutes per week	80%	50%	70%	45%	70%	43%

(Source: Active People Survey, Sports England, 2013)

Over 80% of disabled people in our city do not undertake any sport or recreation in any given week, which is 10% higher than across West Midlands and England.

Participation in sport and recreation varies by age, with fewer 55+ participants than 16-25 year olds.

⁶ Active People Survey (2013) Sport England

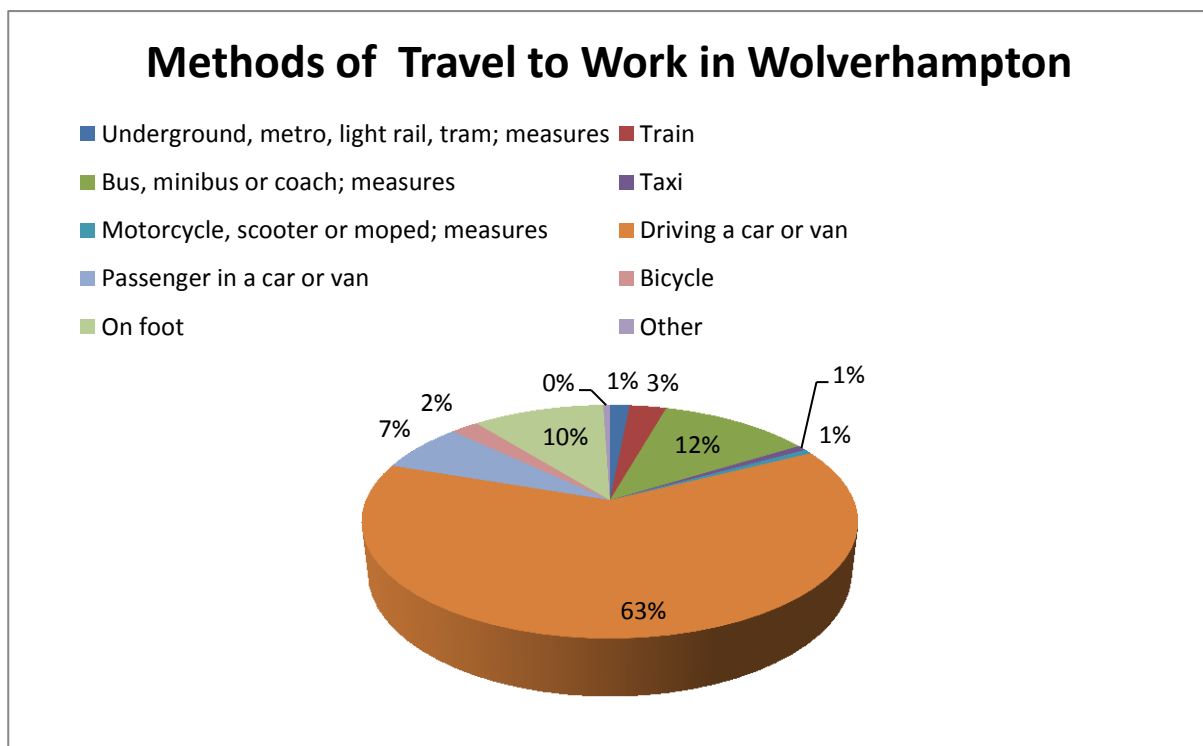
http://archive.sportengland.org/research/active_people_survey/active_people_survey_7.aspx

Participating in Sport and Recreation by Age				
	Wolverhampton			
	16-25	26-34	35-54	55+
0x30 minutes per week	32%	46%	55%	75%
1/2x30 minutes per week	40%	*	21%	13%
3x30 minutes per week	28%	*	24%	12%

(Source: Active People Survey, Sport England (2013) * denotes data suppression due to small sample size)

High levels of travel to Work by Car

63% of Wolverhampton residents travel to work by car. Those on the City's periphery are most likely to travel to work by car with those living in the City Centre least likely to travel to work by car. This is despite 45% of journeys to work being less than 5km in length⁷.



⁷ Census 2011

Wolverhampton Today: The Key Facts

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| <ul style="list-style-type: none">• Participation in sport and recreational exercise continues to fall behind regional and national averages• 40.6% of children travel to school by car and only 2% cycle• Obesity continues to climb, affecting nearly 30% of adults and 25% of children (at age 11).• 65% of all journeys to work are made by car despite 45% of all journeys being less than 5km in length |
|--|

Pages 12 and 13 Our Approach -2 pages

The development of this Active Travel Strategy has been led by our evidence collection and the feedback from consultation. This intelligence has been used to identify discrete target markets and areas of Wolverhampton to tailor our interventions and inform the strategy and implementation plan for the.

Our target markets have been grouped as:

1. **The Near Market** –The near market captures a population of average to higher incomes who have the financial means, time. Evidence shows this group tend to have a greater inclination towards making lifestyle choices to participate in a more active lifestyle. In some cases this near market's commute to work could be undertaken by foot or cycle where these distances are relatively short or where they can combine a walk or cycle with public transport. The strategy and implementation plan will seek to encourage a cultural shift in the behaviour of this 'near market' towards the uptake of a more active lifestyle. The 'near market' area has been defined as a geographical target area in Wolverhampton where infrastructure and marketing and promotional activities would be focused.

2. **Hard to Reach** – For the purposes of this strategy 'hard to reach groups' have been defined as those living in areas suffering from multiple deprivation and encompassing a low-wage and economically inactive population which has very high levels of obesity and being overweight, high incidences of cardiovascular diseases and low levels of physical activity. This market has sizeable barriers to participation in an active lifestyle which generally requires higher levels of intervention to overcome. This strategy and implementation plan will seek to focus resources on providing assistance and support to help people to take up walking or cycling as a regular activity as well as providing the appropriate infrastructure and information and promotion.

The above will have a geographical focus at least in the short term to ensure that the limited resources available have a concentrated impact and where there would be opportunities for specific pilot projects that could then be rolled out elsewhere in the city.

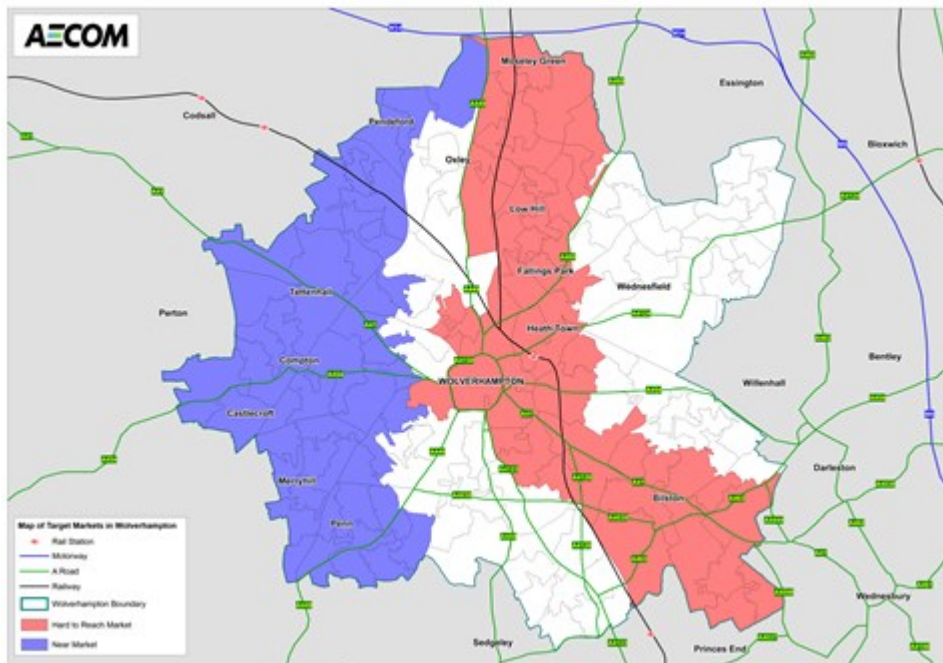
3. **Children and Disabled Persons** – A city-wide approach would be taken that focuses promotion and marketing as well as appropriate infrastructure to give children the skills and confidence to walk and cycle more safely in the local urban environment. These activities will seek to build on the established and successful pedestrian and cycle training in schools, encourage walking and cycling to school, and look to extend the afterschool offer for supported cycle activities. They would be largely school focused but evidence from the cycle cities initiative shows that involving parents and the wider community secures greater benefits.

People with disabilities have greater barriers to leading more active lifestyles and the strategy and implementation plan will include a citywide approach to promoting and assisting people with mobility impairment to walk and cycle as appropriate. Attention will be given to making facilities and infrastructure appropriate for wheelchair use and will need to take a balanced approach to catering for the often conflicting requirements of different sectors of the community.

4. **A whole route approach**, that considers all modes, all journeys, communities and key destinations to provide us with the network we require to increase walking the number of trips we make on foot.

5. **Raising Awareness** – This would involve general raising of awareness across the city’s population to demonstrate the health and social impacts of their current lifestyles and the benefits that would be gained from active travel. The messages would also target particular sectors such as women who are less physically active than men and different ethnic groups who evidence shows tend to be less active and have specific barriers to leading more active lifestyles.

The figure below shows Wolverhampton split into the two distinct geographical zones for the near market and hard to reach target areas. This spatial representation will then be used to understand the locations where certain types of initiatives should be focussed to increase engagement in active travel.



Pages 14 and 15 Consultation and Engagement – 2 pages



The strategy and implementation plan has been developed in conjunction with a programme of both stakeholder and public consultation. Our consultation has used a range of methods to ensure there were opportunities for everyone to provide input, the methods included:

Figure 1.

- Stakeholder engagement events at the beginning and draft stages of the strategy development process
- Online/smart phone survey promoted via social media, partners websites, City Council Consultation portal, and links directly emailed to a range of local organisations
- Attendance at the annual City Show with tablet computers to capture survey responses – with competition incentive
- Openly advertised consultation email and phone number
- Using a local cycle instructor, Cycle Forum and Wolves on Wheels members to help assess current infrastructure
- Follow up phone calls to local organisations
- Survey sent to members of the public who have attended local cycling activities previously

Consultation Outcomes

As part of the Active Travel Wolverhampton project 282 residents and visitors of Wolverhampton completed an online travel survey between July and September 2015. A full consultation report can be in the appendix. The main outcomes are presented below.

Respondents were asked to pick from 14 activities which they would welcome further opportunities to participate in. Cycling scored 54%, with a further 39% welcoming further opportunities to walk.

Key messages on cycling:

- Just under two-thirds⁸ of respondents have a bike in working condition. Male respondents are much more likely to have a bike than females and respondents aged over 35 are much more likely to have a bike than the young respondents under 35.
- Despite two-thirds of respondents owing a working bike, only half of those who responded use it.
- The most respondents who cycle do this for the purpose of leisure and recreation (88.4%⁹), followed by commuting (43.2%) and shopping (27.4%). More than a half¹⁰ of respondents do more than one type of cycling.
- The five major barriers to cycling in Wolverhampton are:
 - Inconsiderate drivers / Speed of cars
 - Safety concerns / Don't feel safe
 - Potholes / poor surfaces
 - No segregated paths where I need them
 - Poor weather

⁸ No of respondents =282

⁹ No of respondents =146

¹⁰ No of respondents =146

- The five most popular initiatives that would encourage people to cycle more are:
 - Better off-road routes
 - Better on-road routes
 - Cycle route maps and signage
 - Better cycle parking
 - Organised bike rides

- Female respondents were more likely to choose organised biked rides than male respondents whilst off-road and on-road routes and cycle parking were more likely to be chosen by male respondents.

Key messages on walking:

- The five major barriers to walking in Wolverhampton are:
 - Time constraints
 - I have to travel too far to walk
 - Need to travel with children / carry shopping etc. in car
 - Poor weather
 - Other (particularly related to security)

- The five most popular initiatives that would encourage people to walk more are:
 - More leisure routes
 - More crossing facilities
 - Improved surfacing
 - Improved street lighting
 - Supported walking groups

- Female respondents were most likely to choose these initiatives.

Key messages on walking and cycling facilities in Wolverhampton:

- The best known facilities with the highest proportion of respondents having a good or very good awareness of are:
 - walking routes,
 - multi-modal journey planning,
 - on-road cycle routes,
 - online route mapping,
 - off-road cycle routes.

- The least known walking and cycling facilities for which the majority of respondents have a very poor or poor awareness of are:
 - cycle activities (trainings, led rides),
 - paper and walking and cycle map,
 - cycle parking,
 - not sure where to get more information about active travel.

- The most popular start places for the utility cycling and walking routes are West Park, Wolverhampton City Centre, Penn and Tettenhall. The most popular end place is Wolverhampton City Centre.
- The most popular start places for the leisure cycling and walking routes are Wolverhampton City Centre, Penn, Bilston and Finchfield. The most popular end places are Tettenhall, Wolverhampton City Centre, Wombourne and Birmingham.

Pages 16 to 21 A Strategy for Walking – 6 pages

What does Success Look Like?

In light of the evidence base and consultation, what should the strategy and implementation plan seek to achieve as its key outcomes in Wolverhampton?

Infrastructure and Behaviour successes:

- The city council and its partners willing and able to promote innovation in design for new developments
- High quality public realm created and used as an integral part of the promotion of walking as a mode of travel
- New developments designed and built with the pedestrian in mind
- Key destinations and routes are all well sign-posted for the pedestrian
- 15% of all journeys undertaken on foot by 2023 from a base of 10%
- Thriving local centres with businesses well supported by the local population
- Well used local parks, open spaces and greenways
- The majority of journeys to and from school undertaken on foot
- An extensive, attractive and safe feeling network of walking routes throughout the city
- Walking is seen as an attractive option for all ages and abilities

Health and Transport Outcomes:

- Falling childhood and adult obesity rates to at least the national norm
- Increased physical activity of adults to increase to 3 times 30 minutes per week (seen as the minimum level for a healthy lifestyle)
- Local traffic congestion reduced, especially around schools and during the morning and evening peak periods

Walking in Wolverhampton Today

Over 100,000 people in our city travel to work each day with 17% of journeys being 2km or less however, only 10% of these journeys are made on foot.

We benefit from an extensive network of public Rights of Way in Wolverhampton, but, due to the closure of some alleyways due to safety and security concerns they can often suffer from a lack of continuity and connectivity to our district centres and amenities.

Our canals provide a network of off-street towpaths navigable on bike and foot providing access to key locations in the City. The section of towpaths to the North of the City has been recently upgraded and there are some well paved sections.

However, there are a number of cobbled narrow and steep slopes owing to the number of locks, the routes are largely unlit and therefore their use by pedestrians and cyclists is largely confined to daylight hours.

The northern branch also features links to leisure facilities such as Aldersley Leisure Centre, the Smestow Valley off-road cycleway and employment centres such as the large i54 site.

The Southern section of canal towpath features a tunnelled section underneath the City's rail station, which suffers from a substandard surface, is isolated and poorly lit. The Eastern branch of the City's towpath network is in need of resurfacing but provides good links to the Bentley Bridge Retail Park and New Cross Hospital.

There are large areas of green space in Wolverhampton with East and West Parks both within easy reach of the City Centre and most suburbs serviced by municipal green space.

Wolverhampton has pedestrianised several of its city centre streets, with the main shopping thoroughfare of Dudley Street completely pedestrianised along with large sections of King Street, Queen Street, Bilston Street and Princess Street between Queen Street and Berry Street. A series of one way measures have also been implemented to reduce traffic impacts in the City Centre and to improve the environment and safety for pedestrians and cyclists.

Figure 1 - West Park Wolverhampton



(Source: Wolverhampton West Magazine)

Developing the Network and Public Realm Principles

Walking is an easy, low cost activity, which requires no specialist equipment. Walking can be integrated with any trip to work, school or the shop. By doing just a little bit more can significantly improve your health.

The following are guiding principles for the development of a core walking network for Wolverhampton.

Guiding Principle	Where we want to be	Guiding Principles
Our Routes	Safe, pleasant-to-use route infrastructure	<ul style="list-style-type: none"> • Providing pedestrian footways on all desirable highway routes • Design highway routes with footways throughout their length together with well-located and designed pedestrian facilities • Provide more and well located greenways and off road pedestrian routes to increase walking options where possible.
Network Development	High-quality networks with access from neighbourhoods and transport hubs	<ul style="list-style-type: none"> • Link routes up in coherent, legible networks • Review and improve PROW and alleys / connecting routes to encourage walking to key destinations such as schools and local shopping. • Provide open and easy access by walking to bus and Metro stops and the local bus and railway stations • Improved pedestrian connections to jobs, education and local services • Ensure seamless end-to-end journeys where walking can be easily accommodated
Public Realm	To have an inviting and engaging urban environment	<ul style="list-style-type: none"> • Ensure the design, lighting, landscaping and general environment provides a feeling of safety and security • Have a more 'open' approach that allows people to walk freely along their 'desire lines' – requiring a review of on-street furniture and the use of guard rail. • A high quality design that has the pedestrian as the key user
Disabled Access	Ensuring access for all users	<ul style="list-style-type: none"> • Intelligent use of infrastructure design to balance user needs – e.g. contrast colours in footways; well-located and designed crossing facilities with adaptations for disabled users as appropriate. • Ensure close involvement with disabled user groups to ensure appropriate facilities and assist in addressing conflicting needs.
Shared Space	Rebalancing the environment to make it calm and safe for all	<ul style="list-style-type: none"> • Introduce targeted interventions where traffic levels and space allow • To balance the needs of all users and learn from experience in the design of the spaces

Traffic speeds	Attractive neighbourhood streets and spaces	<ul style="list-style-type: none"> • Vehicle speed reduction measures in residential areas and an accelerated roll-out of 20 mph areas across the city • Community led traffic speed awareness and enforcement initiatives • Speed of traffic on the principle road network to be considered in terms of impact on community severance and connectivity as well as traffic flow and safety
Information	Everyone be able to access information to enable clear way-finding	<ul style="list-style-type: none"> • Provide high quality and frequent on and off highway signage • Keep maps of routes and facilities up to date • Provide information in both paper and online forms • Provide Mile Markers where appropriate on leisure routes to encourage more walking for health. • Make imaginative use of new technology and trends to encourage more active modes of travel e.g. counting steps and walking as a mode of transport

A **targeted approach** is proposed which focuses the limited resources for infrastructure and behavioural change messaging on the defined 'Near Market' areas and 'Hard to Reach' groups as well as a city-wide focus on children and people with disabilities.

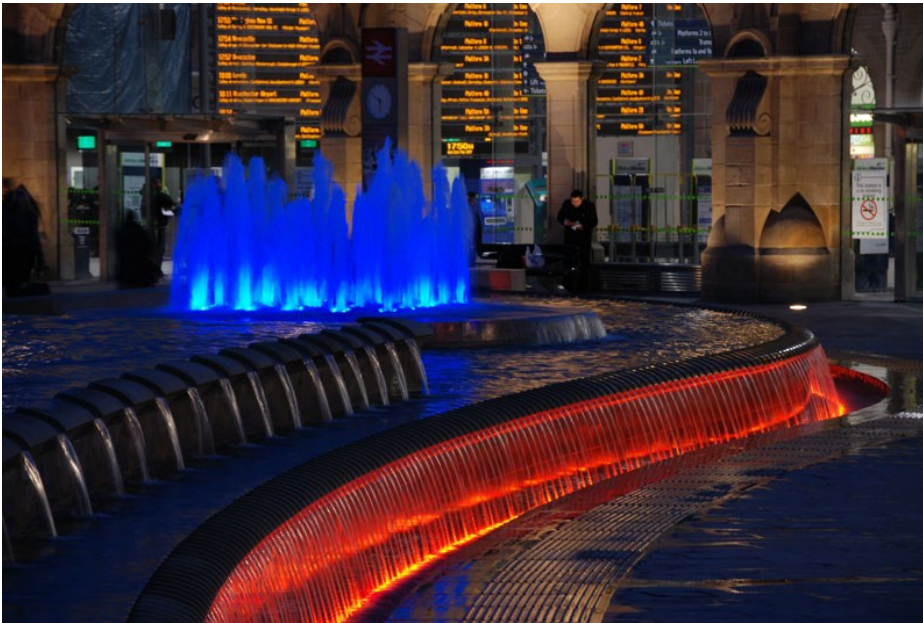
A **whole route approach**, considering all modes, all journeys, communities and key destinations will provide us with the network we require to increase walking the number of trips we make on foot.

Our evidence and consultation responses show that, despite our number of parks, green spaces and increasing number of pedestrianised streets, too often our urban settings are substandard in appearance and functionality, often favouring use of the car and discouraging walking as a feasible mode of travel. Drawing on examples, this section outlines a series of principles proven to have a significant effect on levels of walking.

Public Realm Improvements

Our local area is a key influencing factor over the way we travel. Improvements to the streetscape and enhancing their visual appeal has been shown to deliver vastly improved footfall in urban centres.

In 2008, Sheffield delivered 'The Gold Route', a series of nine spaces and connecting streets, which leads from the City Station, through the main civic and shopping areas to the University. Each were completely overhauled to harbour their own theme and style, featuring the commonalities of flowing water, crafted metal and Pennine Sandstone.



(Source: OCMIS)

Since completion, footfall along the route has increased by 174% (2001 and 2008) and has led the urban and economic renaissance of the City¹¹

More locally Birmingham has had an approach that puts public realm high on the agenda for urban renaissance and key to making the city more walkable and attractive for cyclists. Route finding, lighting and street furniture such as seating and public art are all important features to providing attractive and legible routes for people.

Public realm is an essential component of any strategy to encourage people to walk and this Active Travel Strategy should therefore be viewed as an integral component of the city's regeneration and investment approach and should be informed and be informed by the 'Connected Places' public realm policies currently being developed by the city council.

Shared Space

Shared Space is a concept initially pioneered in the Netherlands in the Mid 1970s. The physical make up of streets is completely overhauled to rebalance the occupation of carriageways. Kerblines are often removed and replaced with a softer, less obvious road layout which generally brings about a calm and safe environment in which cars, cyclists and pedestrians interact in a more considerate manner.

Shared space must provide equal treatment for all travel modes, while providing appropriate protection for disabled users particularly the visually impaired. The locations and situations appropriate for its introduction need to be very carefully chosen and there will probably be a limited number of opportunities for its introduction. It is anticipated these locations would be ones where the pedestrian flows are generally high and where traffic speeds are low or can readily be made slower. Wolverhampton's city and district centres would naturally lend themselves to this treatment and locations such as within the Bilston Urban Village development and around schools or public buildings may be appropriate and the implementation plan should investigate opportunities for this treatment.

¹¹ Living Streets

([http://www.livingstreets.org.uk/sites/default/files/file_attach/Making%20the%20case%20full%20report%20\(web\).pdf](http://www.livingstreets.org.uk/sites/default/files/file_attach/Making%20the%20case%20full%20report%20(web).pdf))

The town of Poynton in Cheshire is home to the fountains place junction, a busy intersection in the heart of the town centre.



(Source: Greater Manchester Cycling Campaign)

The small town, home to 16,000, had 16 void shops on Park Lane, its main thoroughfare, and was suffering from underinvestment and severe congestion. In 2011, works were undertaken to remodel the Fountains Place and Park Lane into a shared space set up.



Prior to the overhaul, around 4-7 serious incidents occurred per annum, in the three years since its completion, one minor personal injury has been recorded. Despite journey times significantly increasing, average speeds in the area have reduced by around 20mph. This safer, visually appealing urban setting has led to an 80% increase in footfall and local retail turnover, with Park Lane now only having one void shop¹².

¹² <https://www.ice.org.uk/disciplines-and-resources/case-studies/poynton-town-centre>

The similarly sized and West Midlands city of Coventry has recently delivered a series of City-wide public realm improvements. Using the principles of shared space at appropriate junctions and through the de-cluttering and redesign of public spaces, Coventry has been able to overhaul the look and feel of its public places, receiving positive feedback from residents whilst 20mph zones have reduced speeds through some of the City's main thoroughfares.

Pages 22 to 29 A Strategy for Cycling – 7 pages

What does success look like

- 10% of all journeys undertaken by bicycle by 2023
- Extensive, well-connected and signposted cycle routes
- A culture of cycling where bicycles are very visible
- Significant cycle parking facilities at transport interchanges, schools, colleges and other trip attractors which are very well used
- Cycling as a dominant mode of travel for children going to school. All schools offering cycle training and cycle facilities for their students and wider opportunities for their families to also get involved and enthused in cycling

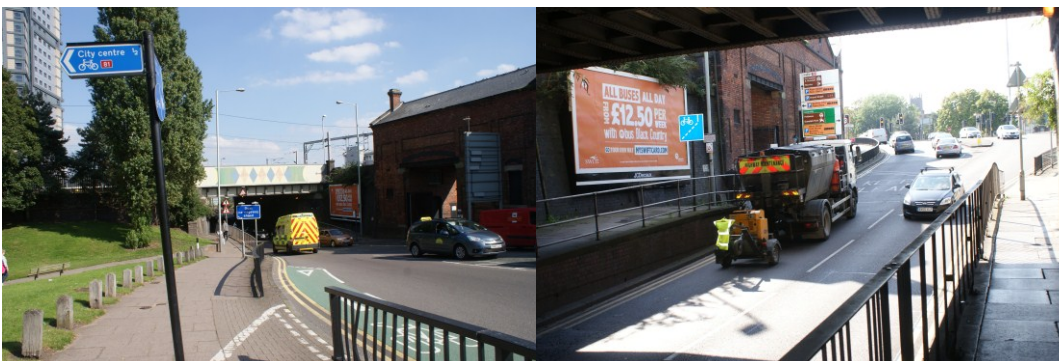
Cycling in Wolverhampton Today

27% of journeys to work in our city are less than 5km but currently only 2% of journeys are undertaken by bicycle.

Wolverhampton is on the National Cycle Network with National Route 81 passing through, connecting the district with West Bromwich, the South East and Aberystwyth via Shrewsbury to the North West.

A key outcome from our consultation was the lack of holistic and continuous cycle lanes and desire for whole routes. The majority of our arterial routes into the City Centre have some provision for cyclists, but these are of varying length, a variety of types of segregation and crucially do not provide a connected network of routes.

Wednesfield Road benefits from some of the best sections of segregated cycleway in the City.



Wednesfield Road

However, prior to joining the City Ring Road, cyclists are required to merge into two lanes of merging traffic and proceed through a heavily trafficked and narrow bridge, providing poor connectivity and unsafe connections into the City Centre.

Developing the Network Principles

We want to get more people cycling more often and to do that we need to normalise cycling as a mode of transport. However, research has identified that the main barrier to getting people cycling is concern over the physical environment, mainly related to safety¹³. If places are well connected and easy to access by bike then there is strong evidence to suggest that levels of cycling will increase.

The following are guiding principles for the development of the Wolverhampton cycle network.

	Where we want to be	Guiding Principles
Routes	Safe, pleasant-to-use cycle route infrastructure	<ul style="list-style-type: none"> The segregation or separation for cyclists, where traffic speeds or volumes require this and where the highway space allows; The upgrading of Advisory on-road Cycle Lanes, which suffer from the intrusion of vehicles and parking to routes supported by Traffic Regulation Orders to prevent inappropriate on-street parking to provide a greater degree of security and safety for users More greenways and off road routes and legible and signposted links to these routes to increase leisure cycling options; Changes in junction layouts with cycle friendly design to tackle the higher profile, difficult locations; All future Highway infrastructure schemes to be designed with cyclists considered as equal users of the highway.
Network Development	High-quality networks with access from neighbourhoods and transport hubs	<ul style="list-style-type: none"> Develop hub and spoke networks across the city – the highway layout and historical travel patterns here support this approach Link routes up in coherent, legible and logical networks Integrate cycling with the wider public transport network and provide secure parking facilities at rail, bus and tram stations Development of the route network to prioritise Improved connectivity to jobs, education and local services
Shared Space	Rebalancing the environment to make it calm and safe for all	<ul style="list-style-type: none"> Introduce targeted interventions where traffic levels and space allow To balance the needs of all users and learn from experience in the design of the spaces
Disabled Users	Ensuring access for all users	<ul style="list-style-type: none"> Intelligent use of infrastructure design to balance user needs – e.g. contrast colours in footways; well-located and designed crossing facilities with adaptations for disabled users as appropriate.

¹³ Understanding Walking and Cycling 2011

		<ul style="list-style-type: none"> • Ensure close involvement with disabled user groups to ensure appropriate facilities and assist in addressing conflicting needs.
Traffic speeds	Attractive neighbourhood streets and spaces	<ul style="list-style-type: none"> • Vehicle speed reduction measures in residential areas and an accelerated roll-out of 20 mph areas across the city • Community led traffic speed awareness and enforcement initiatives • Speed of traffic on the principle road network to be considered in terms of impact on community severance and connectivity as well as traffic flow and safety • Install accident reduction measures at conflict points
Parking	Provision of safe and secure parking	<ul style="list-style-type: none"> • To ensure there is seamless, easy, end-to-end journeys • Extensive provision of safe and secure parking along with other facilities, such as showers at key locations –workplaces, retail areas, transport hubs
Information	Everyone be able to access information to enable clear way-finding	<ul style="list-style-type: none"> • Provide information in both paper and online forms • Provide high quality and frequent on and off highway signage • Keep maps of routes and facilities up to date • Provide information in both paper and online forms • Provide Mile Markers where appropriate on leisure routes to encourage more walking for health. • Make imaginative use of new technology and trends to encourage more active modes of travel e.g. counting steps and walking as a mode of transport

These design principles can be delivered through improvements categorised as the following interventions as follows:

- Junctions
- Cycle ways
- Signage
- Maintenance

Junctions

Toucan Crossings

Cycling infrastructure audits undertaken continually highlight junction crossings, in particular, signalised crossings as not being fit for purpose. Shared crossings which are too narrow and do not provide a clear exit present issues and danger to both cyclists and pedestrians.

A449 Wolverhampton



Advanced Stop Lines

Advanced Stop Lines are two stop lines, one for cyclists which is advanced of the second, which is for motor vehicles; this provides cyclists with a vital head-start on motor traffic.



Priority at Side Roads

There are several interventions which can be implemented to increase the visibility and safety of cyclists at junctions including giving the cyclist priority at side roads which cross cycle paths.



(Source: Making Space for Cycling¹⁴)

Green light phase for cyclists

Using a simultaneous green signal for bicycles in areas of high capacity, allows for cyclists to pass through the junction at the same time – clearing cyclists from any dangers of conflict. This is particularly useful for cyclists looking to turn right at a busy junction.¹⁵



Countdown timers for traffic light controlled junctions & Eye level Cyclist Phasing

Countdown timers give approaching cyclists an understanding of how long is left on the 'green light phase for cyclists', allowing them to adjust their position. Wolverhampton have one count down timer for pedestrians and cyclists at the junction of the Ring Road and A449 Stafford Street, a junction where there has been a recent fatal accident and which users have expressed concerns for safety but which forms a key link between the city centre and the northern campus of the University and a large food retail store. Further use of these timers should be investigated elsewhere on the network where they can provide pedestrians and cyclists with additional certainty that it is safe to cross.

¹⁴ <http://www.makingspaceforcyclling.org/>

¹⁵ <http://www.aviewfromthecyclepath.com/2014/02/why-collisions-dont-occur-between.html>

Segregation

Level of segregation should be reflective of traffic volumes and speeds. For example, fast flowing, high volume roads should have segregation which involves a physical divider such as a kerb or level change. Lighter methods of segregation are to be used where traffic flow and speeds are lower. A very built up city such as Wolverhampton offers more limited opportunities for segregation and here careful design that balances the needs and safety of highway users and all modes. The reallocation of roadspace would need to be considered here.

Full Segregation

Lanes are segregated from highways by using physical divider, usually a kerb or verge along links. Careful design to prevent any detrimental impacts on pedestrians, wheelchair users and people with



sight impairments need to be carefully considered.

(TfL)

Stepped Tracks

Stepped track lanes are vertically separated cycle lanes which lie at an intermediate level in between the highway and pedestrian footway. This approach may be suitable where wider footways allow such separation between users.



(TfL)

Light segregation of cycle lanes

The use of armadillo lane dividers can be a cheaper and more flexible solution to a fully segregated cycle lane. These allow cyclists to move into and out of the cycle lane at any



point¹⁶.

Sustrans

Continuity at Bus Stops

Safe provision for cyclists and pedestrians at bus stops can be provided in the form of Floating Bus Stops. Cyclists are separated from queuing passengers and pedestrians with crossings provided where appropriate.



(A449, Wolverhampton) (Source: Transport Xtra)

Technology

Innovative use of technology will be used on key cycling routes across the City in order to encourage cycling.



(Source: London Cycling Campaign)

Cycle counters, such as the one installed in Hackney in 2011 are a cost effective method of engaging cyclists whilst simultaneously raising the profile of cycling as a viable mode of transport. In addition, cycling counters will provide usage data which will prove vital in the monitoring and evaluation of schemes.

¹⁶ <http://www.sustrans.org.uk/article/inspiring-infrastructure-light-segregation-at-royal-college-street-london>

Page 30 A Go Active Pilot Priority Route -1 page

From the outcomes of the public consultation, infrastructure audit and accident statistics we are proposing a network of 'Go Active Routes' connecting core areas of the city.

As a suggested pilot we propose a coherent route with high levels of segregation for cyclists running alongside the A449 Stafford Road from the City's Ring Road continuing north towards the city boundary at the M54. When the route reaches Vine Island, the route will turn left on Wobaston Road to connect new cycle access points to the i54 site and the canal network. This route encompasses a number of large trip generators including Molineux football ground, Wolverhampton Science Park, a number of primary and secondary schools and a large number of key employment sites for the City. Pedestrian facilities here are already very good with wide footways along the whole route on both sides of the dual carriageway but opportunities for better located crossing points, reduction in guard railing and improvements to routes to bus stops and local shopping facilities would all need to be considered as part of the pilot route upgrade.

It is important for the route to be highly visible and offer a step change in cycle provision in the city in order to increase awareness of the network. High levels of physical segregation is suggested due to the availability of space along the A449 Stafford Road to give people protection from traffic travelling at 40mph and to provide additional safety and security to cyclists. At points where there are space constraints, lighter segregation options could be used until a point is reached to re-introduce the fully segregated path. Options for parallel routes that experience lower volumes of traffic and where safe and secure cycle facilities can be provided to give cyclists some choice should be investigated as part of the pilot route.

Where possible priority should be given at side roads to the cycle route and the suggested best practice design principles used including the implementation of cycle friendly design at roundabouts and cyclist-friendly eye level phase at traffic light controlled junctions. Options would need to be explored for the design and exact location of such a route on the highway, for example, shared pedestrian / cyclist facilities and a two-way cycle lane on the highway on one side of the carriageway. These would need to be properly scoped and designed with the input of local residents, businesses and special interest groups to ensure the optimum solution is found.

This first Go Active pilot will be a statement to show the commitment to increasing cycling and walking by providing a protective, direct and prioritised route, addressing the public's safety concerns.



Marketing and Engagement – 2

We want to get more people walking and cycling more often. This is for work, school, shopping, social and recreational trips. This means normalising walking and cycling so it comes to be seen as the normal, natural thing to do for short trips by:

1. encouraging those who make no trips on foot or by cycle to give it a try
2. encouraging occasional users of active modes to become more regular
3. encouraging regular users of active modes for leisure purposes to travel to work, training and education on foot or by cycle
4. Increasing accessibility to walking and cycling opportunities for children to encourage the establishment of healthier lifestyles into adulthood and for those with physical disabilities and women who the statistics show are less active.

Generating Behavioural Change

Encouraging individuals to change their travel behaviour can be helped by creating a more attractive physical environment, however marketing and engagement activities are also required to promote the facilities and engage people with the infrastructure. Our programme of marketing and engagement activities will be focussed on the following groups across Wolverhampton:

1. The Near Market –those who are often cycling and walking for health but who could, with additional encouragement and support, make a change towards walking and cycling for their journey to work and school etc.
2. The Hard to Reach Groups –those with high levels of deprivation and poor health inequalities who require more assistance and encouragement to start walking or cycling for leisure and journeys to school and work.
3. Children – Enhance and extend the current programmes of pedestrian and cycle training in schools with a view to substantially increasing numbers, providing ancillary measures for cycle parking and involvement of the wider community of parents and teachers.
4. Providing information, marketing and support to those with physical disabilities working alongside the health sector and support groups to encourage increased levels of physical activity. Promotion of wheelchair routes, ensuring e.g. dropped crossings and facilities for visually impaired are included along all new infrastructure and included in the maintenance regime for existing facilities.
5. Encouraging women to cycle and walk more as part of their daily routine. One area of work that has seen successes elsewhere is cycle training for women from minority ethnic communities and ‘buddying’ schemes for walks and cycle rides.

A well informed marketing programme allows us to target particular stages of change and adapt the interventions accordingly:

Stage		Decision Making
1	Raising Awareness	Gaining visibility of a need to change
2	Understanding of the need to change	Realising it impacts on you
3	Experimenting	Deciding to give it a try
4	Habitual behaviour	The change becomes part of normality

Developing the Principles for Marketing and Engagement

Focus should be placed on promoting new infrastructure and initiatives as well as promoting the health and economic benefits of increased walking and cycling. This should be supported by measures to encourage initial take up, followed by initiatives to embed activities.

	Where we want to be:	Guiding Principles
Promotion	Cycling and walking are recognised as a safe, effective, healthy and enjoyable way to travel	<ul style="list-style-type: none"> • Focussed promotional activities towards key target groups to encourage change

Training	For the whole population to hold the tools to be able to walk and cycle	<ul style="list-style-type: none"> Overcoming barriers by providing the equipment needed to ensure participation, such as walking groups or bikeability Provision of adult cycle training and 'Wheels to Work' schemes Provision of cycle maintenance courses
Support	Gender, age and cost will not be a barrier to walking or cycling	<ul style="list-style-type: none"> Overcoming barriers by providing appropriate support and messages
Activities	Providing more opportunities to give walking and cycling a try	<ul style="list-style-type: none"> Provision of local events, led cycle rides and walks Cycle hire schemes in public places

Measuring Success - 1

10 Year Strategy, Targets

Implementation Plan - 1

Implementation of Strategy

There are many studies and reports that demonstrate that investing in walking and cycling will generate benefits for the whole country not just for the participants. Promoting walking and cycling is good for our transport systems, for local economies, for social inclusion, and for public health. However the approach requires sustained investment. For cycling alone, the All-Party Parliamentary Cycling Inquiry has recommended a minimum of £10 annually per person, rising to £20,

Attracting funding to Wolverhampton, especially at a time of austerity, is a significant challenge. What the city council will do is identify a discrete active travel budget that brings together elements of local transport capital grant, public health monies, Sport England resources, cycle training grants, and contributions from planning obligations and third party funding. The active travel strategy and implementation plan provides a strong framework to support, inform and guide funding bids to government, the European Commission and other organisations. The funding required needs to be a mix of capital and revenue funding to ensure that the investment in hard infrastructure to create the extensive and high quality walking and cycling routes is accompanied by revenue funded activities that market and promote the routes and facilities; provide people with appropriate training and encouragement and reinforces behaviour change through health and transport related campaigns and activities. The programme would integrate activities and investment to ensure that active travel is included as a component of, for example, pedestrian training in schools, the messages given to patients by GPs and hospitals and travel planning activities with employers, developers and education establishments.

All new infrastructure and new or updated public realm should be subject to a design audit that ensures that the optimum solution for walking and cycling is secured as an integral component of the whole scheme, which is far more cost effective than retro-fitting a solution at a later date.

The Implementation plan will distinguish between short (0-5 years), medium (5-10 years) and long term (10 years+) actions.

How will this strategy be delivered?

The successful delivery of this Active Travel Strategy will be determined by effectively:

1. **Staying abreast of guidance and policy frameworks** – to ensure that when schemes or behavioural change programmes are developed they are compliant with latest Government guidance and requirements. The Department for Transport's *Cycling and Walking Investment Strategy* (currently in development) will be important for scheme development and delivery in the next 5 years.
2. **Delivering Active Travel Programmes as part of a wider integrated transport system** – using a 'single budget' approach where, despite the funding often being from single mode budgets or scheme specific budgets, the management of the transport programme is such that the objectives of the **active travel strategy** are progressed as a single integrated transport offer. A flexible approach needs to be pursued to adapt and respond to changing circumstances and opportunities.
3. **Seeking funding opportunities** – scheme delivery requires good knowledge of the range of funding sources available and their respective requirements to ensure a successful application is made. **Having a pipeline of schemes** prepared also means that when funding opportunities are made available a successful submission can be developed and tailored according to the requirements of the fund.
4. **Having a clear governance Structure** – clear governance will help to ensure successful delivery of both infrastructure schemes and behavioural change activities, as roles and responsibilities will be clearly defined. This will make sure that schemes are **delivered to time, budget and with the desired quality of output and outcomes**. The outcomes of the scheme can also be monitored by the governance to ensure the benefits are being realised.
5. **Monitoring and evaluation** – learning from similar schemes being delivered elsewhere is central to ensuring that this **scheme is being delivered in the most optimum way**. Monitoring and evaluating the delivery of the scheme is central to ensuring delivery is obtaining the best value for money. Post scheme implementation, the monitoring and evaluation will also understand if the benefits are being realised from the scheme.
6. **Building on existing frameworks** – utilising existing delivery arrangements will reduce the cost implications and time required to engage with delivery partners and contractors.
7. **Working with Schools and Community Groups** – school and community groups have excellent knowledge of where behavioural change programmes can be most effective. Setting up a delegated fund, allowing community groups to bid for funding to deliver activities, such as led walks can provide opportunities for a targeted delivery.

Technical Appendices

Consultation Appendix

Key Consultation Results

Wider Stakeholder/Engagement Group	Key Stakeholder Representatives
School Sports Partnerships	Wolves on Wheels Campaign
Local Employers & Businesses	Canal & River Trust
Educational Establishments	CTC
General Public	Living Streets
Community groups	Fire Service
Voluntary Sector	West Midlands Police
Wolverhampton Wheelers Cycle Club	Access Forum
Wolves Bug	Centro
Neighbourhood partnerships	Walking for Health
BME Organisations/Charities	British Cycling
Religious Groups	Campaign for Better Transport
Black Country in Motion	Disability Services and Organisations
Housing associations	Public Health
Social Clubs	
Age UK	
Health & Fitness Providers	
Walking Groups	
City Council Employees	