

# ANNEX 16: Cycling Strategy

## Introduction

The key aim of the strategy is to maximise the role of cycling as a principle mode of transport as well as a leisure activity. It aims to reduce reliance on the car for short journeys. The strategy demonstrates Darlington Borough Council's commitment to cycling.

The potential for cycling is underlined by the appointment of Darlington by Cycling England as a Cycling Demonstration Town in November 2005.

## Background

The Second Local Transport Plan (LTP2) sets the strategic direction and objectives for transport in Darlington for 2006-2011. It establishes the approach to delivery, allocates funding and sets targets. The Cycling Strategy is written to provide additional detail on how the cycling element of the plan will be delivered.

In 1998, Darlington Borough Council introduced its first cycling strategy. During the period of the first Local Transport Plan (LTP1) the number of cycle trips recorded by cordon counts increased slightly.

It is recognised that the potential for increasing levels of cycling is significant and the strategy aims to fulfil this potential.

Current cycling levels in Darlington are low considering the town's compact layout and flat terrain. Only 1% of trips are by cycle, compared to the national average of 3%.

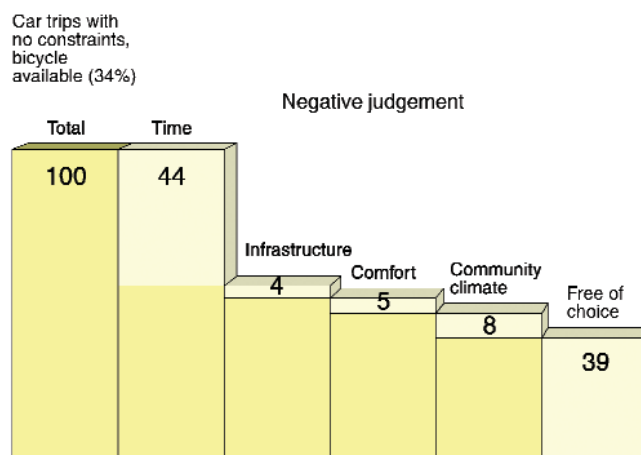
Area	% of trips taken by residents on cycles
Darlington	1
UK	3

However, there is potential to increase these levels, as Socialdata's research<sup>1</sup> shows in **Figure 1**

**Table 1 Shared Priorities**

Shared Priorities	Implication for Cycling
Tackling Congestion	9 cycles can occupy the road space of 1 car, thereby reducing congestion
Accessibility	Cycling is a cheap mode of transport, helping access particularly in deprived areas
Safer Roads	Designing roads for vulnerable road users helps improve safety
Air Quality	Cycles are emission free thereby improving air quality
Quality of Life	Cyclists emit no noise, no air pollution, pose limited threat to other road users and enjoy greater interaction than car drivers

**Figure 1 Potential for the Bicycle**



34% of trips currently made by car by residents of the urban area of Darlington could be made by bike i.e. There were no constraints such as heavy luggage to carry and the person had a bike available to use. Of these trips it can be seen that there are 39% of people who should be targeted first as they have no negative judgements about cycling. 44% quoted time as a constraint to cycling and this is an area that should be addressed. Perception of time is often very different from reality. Car drivers under estimate the time it takes to make a journey by car and over estimate how long the same journey would take by bike. In urban traffic conditions it is often as quick, or quicker, to cycle.

## Context

### National Context

The government has agreed with the Local Government Association a set of shared priorities including Five priorities for transport. Cycling has a role to play in addressing these national shared priorities at a local level, as demonstrated in **Table 1**.

<sup>1</sup> Sustainable Travel Demonstration Town Baseline Travel Behaviour Research; Socialdata and Sustrans; 2004

## Regional Context

The Tees Valley comprises 5 local authorities, namely Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland and Stockton. These authorities work together on transport policy and initiatives, and have submitted a joint regional context chapter in the LTP2. This identified objectives that are relative to cycling, as detailed in Table 2. In addition cycling officers from across the Tees Valley work together to co ordinate and share best practise, culminating in the production of the Tees Valley Cycling Strategy.<sup>2</sup>

**Table 2**

Tees Valley Objective	Implication for Cycling
2- "maximise accessibility opportunities to the revitalising Tees Valley economy and associated services"	Cycling is a cheap mode of transport; travel plans can improve access to work by cycle
4- attract the necessary investment to deliver the required improvements in the local rail network the sub region will look towards more innovative solutions.	Cycling can be integrated with rail transport by improved cycle parking at stations and facilities on trains.
5- "manage the projected growth in demand in a sustainable way that it still allows widespread regeneration"	Cycling is complementary to regeneration, and helps to limit congestion

## Local Context

The Cycling Strategy exists alongside other existing documents. The Vision for Darlington, as described in the Darlington Community Strategy (2003), 'Where Quality Comes to Life' is:

**An area creating and sharing prosperity.  
A location for learning, achievement and leisure.  
A place for living safely and well.**

**A high quality environment with excellent communication links.**

These priorities can be further expanded into 8 connecting themes. Cycling has a role to play in delivering all these themes.

- Improving the local economy – cyclists make more visits to local shops than car drivers, spending more money in total per week, which places them second in levels of spend only to pedestrians.<sup>3</sup> It is hoped that further research by Sustrans will support the notion that a town with an active cycling population is an economically vibrant town.
- Promoting inclusive communities – making cycling easier for everyone means more people have an affordable mode of transport to access potential work.
- Raising educational achievement – children who cycle to school are shown to be more active and alert in the classroom.
- Stimulating leisure activities – people with correct training

and access to safe facilities are more likely to cycle for leisure.

- Promoting community safety – cyclists interact with each other, producing a community spirit, and thereby reducing the perceived threat of anti social behaviour. Reduced vehicle flows, owing to increased cycle levels, produce more streets which are safe for communities to reclaim. (It must also be noted that there are several negative safety issues associated with cyclists which should be addressed. These are detailed further on page 16.7).
- Improving health and well being – active travel reduces the need for extra sport activities. Someone who cycles to work or leisure will have less risk of obesity, heart disease and diabetes.
- Enhancing the environment – cyclists do not produce polluting emissions or high noise levels. Cycles are also less obtrusive when parked, thereby improving the appearance of an area.
- Developing an effective transport system – it has been shown that many existing trips could be made by cycle. Increasing the number of trips by sustainable travel modes, tackles congestion and improves traffic flows.

<sup>2</sup> Tees Valley Cycle Strategy, Tees Valley Joint Strategy Unit, 1998

<sup>3</sup> Cycling the Way Ahead in Towns & Cities (DG13 EC) by Claude Bouche, www.europa.eu.int, Office for Official Publications of the European Communities, 1999

Other relevant strategies, which can impact on the cycling strategies' targets, include:

- Darlington Local Development Framework  
[planning.policy@darlington.gov.uk](mailto:planning.policy@darlington.gov.uk)
- Darlington LTP2  
[www.darlington.gov.uk/transport](http://www.darlington.gov.uk/transport)
- A New Deal for Transport: Better for Everyone  
[www.dft.gov.uk](http://www.dft.gov.uk)
- Tomorrows Roads: Safer for Everyone  
[www.dft.gov.uk](http://www.dft.gov.uk)
- Tees Valley Cycle Strategy  
[www.doitbycycle.com](http://www.doitbycycle.com)

### Current Situation

Darlington's cycle network has expanded in recent years. The current network provides some excellent routes, but there are several areas to improve on.

The most common problem with the existing network is that where high quality routes have been created they often do not connect. With this in mind routes created in the future will only be phased so that they connect to other routes and crossings, thereby producing a coherent network.

For the existing cycle map see **Figure 2** below.



Research undertaken by Socialdata<sup>4</sup> during the Autumn of 2004 has highlighted the potential for cycling in Darlington, and barriers to people taking up cycling as an everyday mode of transport.

- Darlington residents make many short trips, 47% of all trips are less than 3.0km (1.9 miles) and 77 % are entirely within the town.
- For 34 % of all trips within Darlington currently undertaken by car there are no constraints against cycling (e.g. age, luggage), a bicycle is available and cycling is a reasonable alternative.
- For the purposes of this analysis it has been assumed it is reasonable to cycle a distance of up to 6 kilometres.
- Travel time is cited as the most important determining factor in deciding not to cycle. For trips of up to 3.0km (1.9 miles) average door-door journey times differ little between a cycling and a car trip.
- Risk of a traffic accident is also cited as a barrier to cycling. 82% of residents felt that there was a high risk of a traffic accident whilst cycling.
- In encouraging more cycling changing these perceptions through marketing and training is as important as improving cycle infrastructure.

## Aims and Objectives

### Aim

The overall aim of the strategy is to “maximise cycling as a principle mode of transport”. This will be achieved by an integrated approach comprising 2 elements:

#### Physical Measures

- On Road Lanes
- Off Road Tracks
- Direction Signing
- Work Place Facilities
- Cycle Parking

#### Soft Measures

- Training
- Travel Planning
- Information
- Events
- Marketing

### Objectives

The objectives selected for the Cycle Strategy mirror those for LTP2. These have then been translated to reflect how cycling can help to achieve the objectives, and are demonstrated in **Table 3**.

## Approach

### “Integration of Soft and Physical Measures”

As outlined above, it is crucial that an integrated programme of soft measures is combined with high quality physical infrastructure. Soft measures such as cycle maps, individual travel marketing and information leaflets are important to publicise new facilities, and particularly to encourage new cyclists.

### Audit

It is intended to develop a system for carrying out Cycle Audits on all major proposed highways works. This will include maintenance schemes, local safety schemes, traffic management schemes and major highways projects.

Particular attention will be paid to the impact for cyclists on any reductions of carriageway widths, and likely increases in vehicle speeds.

In the short term the Institute of Highways and Transport (IHT) Guidance will be used. This process will be developed further to produce a simplified set of forms which a non cyclist will be able to use quickly to assess any highway scheme.

### Review

Where a problem is identified with the existing highway or cycle network a review will be carried out, with the intention of producing proposals should a scheme be planned in the area in the future. This may include a highways scheme or proposals brought forward by a private developer. This method of forward planning will ensure that opportunities to link two schemes, with cycling and highways objectives, are not missed. As with audits, the IHT guidance will be used whilst Darlington Borough Council seeks to refine its own system.

### Partnerships

Darlington has a good record of partnership working and this will be built upon to deliver this strategy.

<sup>4</sup> Stratified random sample of 4,269 (net) residents ( minimum of 200 per urban ward) surveyed over the period September - November 2004.  
In depth survey of a sub sample of 406 residents.

Table 3

Strategy Objective	Transport Shared Priority	Community Strategy	Cycle Strategy
<b>A</b> To provide the framework for sustainable development of new and existing businesses, housing and services in Darlington.	Accessibility Quality of Life	Improving the Local Economy Enhancing the Environment	Cycle Audit of new highway schemes Cycle Audit of Planning Applications
<b>B</b> To improve access to employment and education, particularly for those without access to a private car, those with a disability and those that have greatest need.	Accessibility	Promoting inclusive communities Raising Educational Achievement Stimulating Leisure Activities Improving the local economy	School Travel Plans Workplace Travel Plans
<b>C</b> To tackle traffic congestion on key corridors and its potential impact on the economy and environment by making the most effective use of the transport network.	Congestion Air Quality	Develop an effective transport system	Increase Cycling Levels
<b>D</b> To improve travel safety and security for all by addressing the real and perceived risks.	Road Safety	Promoting community safety	Cycle Audit of new highway schemes Policing of the Cycle Network Parking
<b>E</b> To provide and promote travel choices to all, in particular to reduce the proportion of car driver trips.	Congestion Accessibility	Promoting inclusive communities Developing an effective transport system	Marketing and Promotion
<b>F</b> To improve the health of the community through increasing levels of sustainable travel and improving access to health, leisure and fresh food.	Quality of life Accessibility	Improving Health and Well Being	Marketing and Promotion Cycling for Health

## Planning

By the appointment of a Transport Policy Officer in December 2004 to review all planning applications improved infrastructure is secured from all relevant residential and non residential developments.

Transport Policy aim to be more involved in the pre planning and master planning phase of developments, to ensure that cycling is designed for from the early stages, rather than being an afterthought. Central Park is a good example of cycles being considered early in the process, with a partnership between the developers, designers and council staff. This is the ideal scenario as better results are produced, whilst Section 106 Agreements which seek to extract a fixed amount of funding from the developer in order that the council can carry out works, are seen as a last resort.

## Work Place Travel Plans

The same Transport Policy Officer also helps to implement work place travel plans. These can often be specified as a planning condition. The Transport Policy Officer then helps to ensure the plan is of an acceptable standard.

It is hoped that future work place travel plans will learn from current best practice, such as the Argos site at Faverdale. A leaflet will be produced to help developers understand the likely requirements of a travel plan at their particular site, and the options available to them. The aim of this is to make the developers' job easier, and to ensure that quality facilities are always produced. An online travel plan builder website is also to be implemented in the Tees Valley in 2006 using the Tyne & Wear Model.

A grant scheme is available for businesses looking to provide facilities, such as the award of £2000 to Exis Technologies Ltd to provide showers and a changing area for staff wishing to walk and cycle long distances to work. Equally smaller funds are available for cycle parking or cycle maps to encourage more staff to cycle to work.

## School Travel Plans

A partnership is being forged with the council's Children's Services to ensure all schools produce a travel plan by 2010/11. We are already on target with 50% of schools writing and implementing travel plans. This joint approach has been recognised in the Local Area Agreement.

It has been seen in recent years that cycling is becoming a more popular mode of transport in schools, with cycling in secondary schools up from 1.6% to 2.4% and primary schools from 0.5% to 1.7% of all trips to school.

The School Travel Plan Strategy is available in **Annex 8** of LTP2.

## Urban Design

The Cycling Officer and Urban Design Officer will share the responsibility for carrying out cycle audits and reviews. These are crucial to ensure that opportunities to improve cycling conditions are not missed, and more importantly to ensure that conditions are not made worse by any schemes.

It is important that the Design Officer is consulted, in order that considerations of safety and producing an attractive streetscape are not neglected.

## Darlington Primary Care Trust (PCT)

It is recognised that the health sector has a key role to play in promoting healthy travel, with cycling being an important part of this.

Currently the PCT is running a Healthy Workplace scheme with AMEC, a major employer in Darlington, which includes promoting trips by cycles as a primary objective. The PCT and two hospital sites<sup>5</sup> in Darlington also have travel plans and promote cycling as part of this work.

## Community Safety

There is a small minority of cyclists who ride irresponsibly and pose a threat to community safety. The most common offences include ignoring traffic signals, riding without lights at night, riding on the pavement and riding in pedestrian areas. Training and promotion have a role to play in reducing the incidence of such offences, but it is noted that there will always be a small percentage of cyclists who ride irresponsibly, just as there are a small percentage of motorists who drive irresponsibly.

By liaising closely with the Community Wardens and Community Police it is hoped that repeat offenders can be encouraged to accept training to help them ride more responsibly. Similar schemes have been used in York, where cyclists not displaying lights are given a 'withheld penalty notice' and have two weeks to prove that lights have been installed before they are fined. This scheme has had great success in reducing accidents caused by cyclists not using lights, or riding on the pavement (due to not having lights).

## Funding

There is specific funding available in the capital programme for cycling. In addition many schemes in the capital programme outside of the Cycling budget also have significant benefits for cyclists, such as workplace travel plans, school travel plans, 20 mph zones, junction improvements and road safety improvements.

Annual revenues spend has been increased by the Town on the Move project with the following allocated to cycling –

2005/06 £100,000 cycling specific, plus additional joint funding sources

2006/07 £100,000 estimated

<sup>5</sup> Memorial Hospital: County Durham and Darlington Acute NHS Hospital Trust  
West Park Hospital: County Durham and Darlington Priority Service NHS Trust

In addition new developments will be required to take responsibility for cycling facilities within their site. These should be of a suitable high quality.

Where a substantial number of cycle trips are likely to be generated by a development, the developers will be asked to donate funds towards improving facilities outside the site.

Other funding sources are also explored through partnerships with Children's Services, Leisure, the Primary Care Trust, Sport England and other groups, both local and national.

Where funding is pooled for cycling in Darlington it can be matched with funds from Cycling England. As a Cycling Demonstration Town, Darlington receives £1.5 million over 3 years, which when matched equates to at least £3 million.

## Creating a Network of Cycle Routes

Darlington is aiming to create a network of safe, coherent, direct and convenient routes for cyclists. **Figure 3** shows the most important routes which are detailed below:

### National Cycle Network

#### National Route 14 goes from Stockton to North Yorkshire.

In Darlington this means sections are needed on both sides of town, to link to Stockton to the East and North Yorkshire to the West.

Part of the Stockton to Darlington railway track bed is a crucial commuter link to Haughton Road.

### Regional Route 52

This route, which is mostly on road, passes to the South of Darlington's urban area through the villages of Neasham and Hurworth. The main portion of the route between the two villages was completed in 2004/05 but there is more signing required to link the off road section at either end, in partnership with Sustrans, North Yorkshire and Durham County Councils.

### Links to Schools Programme

With Sustrans funding this programme has produced several excellent off road schemes at Red Hall, Cemetery Lane and Haughton Education Village. School children have been identified as particularly vulnerable road users, and will therefore need off road alternatives to particularly busy corridors.

More routes are being identified using accessibility planning and the school travel plan process.

### Radial Routes

Nine radial routes into the town centre have been identified as key to the success of the Cycling England project. These will bring cyclists safely from the surrounding residential areas into the town centre safely, using signal crossings to cross major

roads and junctions.

### Improving the Town Centre for Cyclists

The Pedestrian Heart scheme, when completed, will improve conditions for cyclists in the town centre. Under the new scheme cyclists will be allowed to cycle freely within the Pedestrian Heart whilst vehicles will be excluded during core hours of 10am until 5pm.

It is important that cycle flows are monitored during a 6 month trial period to ensure that cyclists can mix safely with pedestrians, and in particular vulnerable pedestrians such as the visually impaired.

Cordon counts of cyclists around the town are useful for modelling cycle flows around and into the town. These will be continued, with the findings being used to help design new routes linking the town centre across the ring road to surrounding areas.

It is important that any one way street in the town centre has a contra flow facility for cyclists. Whether this is a marked or unmarked lane will depend on individual circumstances. Parking for town centre trips has been partially addressed as part of the Pedestrian Heart scheme, and this programme of new provision will be continued with secure parking around the outskirts of the town for long stay parking, and more parking where a need is highlighted within the town.

The network development is based on all major **GENERATORS** and **ATTRACTORS** of trips, including residential areas, school and colleges, workplaces, leisure and shops etc.

The ultimate aim is for all cycle trips to be made on safe routes. Where obstacles to safe cycling occur, such as large junctions, facilities will be designed to help cyclists.

All cycle trips should be as convenient, or more so, than by car. This means routes must be **DIRECT, CONTINUOUS, HIGH QUALITY and SAFE.**

### Bridges

Sites for new cycle bridges have been identified where current provision is poor. These include 2 bridges over the A66 Ring Road linking the urban area to rural villages, Hurworth and Neasham to the South, plus Middleton St George to the East. The East Coast Main Line at Haughton Road will be crossed with a new bridge alongside the existing road bridge, and the River Skerne as part of National Route 14 will be crossed with a new bridge to replace an existing ford to the South of Darlington.



### Construction Methods and Maintenance

It is recognised that high quality construction is important if the routes are to be safe and attractive.

The construction must be of a standard, equal or superior, to that found on new highway surfaces.

The design standards soon to be published by the Department for Transport, will be followed when developing any new schemes. In the interim, the London Cycling Design Guidance<sup>6</sup> will be used as a guidance document. These standards were published as a draft of the National Standard.

Maintenance is essential to create routes which can be used without risk of damage to persons or their equipment. The type of material used on a path is decided at the design phase, based mainly on how resilient the material will be and therefore how much maintenance will be needed. Ease of access is also a major maintenance consideration, with easily maintained paths being preferred where heavy vehicles cannot access.

To ensure cleansing is of a high standard it is important that the council's call centre and revised website are promoted to the public. When members of the public report problems with the network, these problems can be dealt with quickly and provide additional monitoring and inspection to the routine inspection carried out by Highway Inspectors. When a call is placed a Highway Inspector will be dispatched for larger problems to assess the damage, and a street sweeper to handle smaller jobs such as glass or tree debris on the path. New standards are being agreed, with the aim that all calls are responded to within 24 hours.

### Designing for Safety

There are a range of safety issues to consider with new facilities:

- Safety from traffic accidents
- Safety in shared spaces (preventing collisions)
- Safety for visually impaired pedestrians
- Safety of parked cycles
- Personal safety from anti social behaviour

A file will be kept of best design practise from the UK and abroad, with the aim of always having best practice examples available for any new scheme.

A range of partnerships exist to ensure that vulnerable users are protected when a scheme is being devised:

- Road Safety Team: to analyse accident statistics provided by Durham Constabulary and address areas with high accident levels or to address common causes of accidents.
- Community Police and Community Wardens: to ensure anti

social behaviour is monitored and addressed on cycle routes, in particular illegal motorcycle use which is a major safety threat to cyclists.

- Darlington Association on Disability (DA): to ensure that the needs of disabled persons are addressed in cycle design.

#### a. Safety from Traffic Accidents

A clear hierarchy of highway use has been established:

- Pedestrians
  - People with mobility/vision disability
  - Cyclists
  - Public transport users
  - Powered two wheelers
  - Commercial/business users
  - Car borne shoppers and visitors
  - Car borne commuters
- } vulnerable road users

#### b. Safety in Shared Space

To ensure that the 2 categories above cyclists in the hierarchy are protected when designing shared use space, a combination of measures will be used:

- Continued liaison with DAD.
- Appropriate signing and surface textures
- Continued offer of cycle training
- Awareness leaflet to help explain safe cycling and use of shared space in particular

There is continued concern over the risk of conflict between powered vehicles using paths illegally, and legitimate users. It is hoped that barriers, which stop powered vehicles but also slow cycles, wheelchairs, and push chairs, can be removed in all areas within the next 5 years. A new high profile initiative is currently being implemented, with the wardens and police working together to target known areas of illegal motorcycle use.

The Council will seek policing of shared areas, particularly in the Pedestrian Heart, if conflict does occur. It is anticipated that CCTV monitoring may be needed to record any conflicts which do occur and assess why the conflicts happened, as part of the 6 month trial period.

#### c. Safety for Visually Impaired Persons

Guidance on providing safer facilities, either shared or segregated, will be outlined in the National Design Standards. These will be discussed with DAD when the full document is released.

<sup>6</sup> London Cycling Design Standards, Published May 2005, Transport for London

#### d. Safety of Parked Cycles

High quality secure parking will continue to be provided in public space to meet growing demand.

Particular areas to target are schools, with a good recent example being the new secure sheds at Hummersknott School and Abbey Primary School.

On private land the council will offer a standard Parking Design Guide leaflet to allow external groups to provide their own high quality facilities, as was done at the Argos site in 2005.

#### e. Personal Safety from Anti Social Behaviour

An urban design project to review the 'Cycling Environment' will be completed by early 2006. This will outline improvements needed to reduce the likelihood of groups congregating, improve lines of sight, improve lighting, and increase surveillance of the paths.

It is expected that a checklist of features to consider can be produced, in order that each scheme can be assessed quickly to ensure that a pleasant environment is created which will then encourage higher levels of use.

## Training

With Town on the Move funding, all cycle training is currently (2005/06) provided free. This will continue beyond the Town on the Move period using the additional revenue funding provided as part of the integration of Camera Safety funding into the LTP funding system.

Adult training will be promoted, with cycles being offered free on a one month loan scheme, to encourage more adults return to cycling, whilst schools training to level two (a nationally recognised standard set by the Cycle Touring Club, (CTC) for cycling on road) has been delivered to over 2000 children to date. Level 3 training is being delivered in secondary schools with increasing popularity.

In 2005 Darlington Borough Council was made a centre of excellence for training Cycle Trainers, the only centre in the North East and one of only five in the country. This ensures that standards of training are always the most up to date they can be.

Staff training is an important area which must be expanded in the future. Specific areas to focus on are:

- Policy staff training: how to attract funding for cycle schemes, how to develop a cycle network, consultation methods, modelling a network.
- Design Staff: how to better provide for cyclists in highway schemes, design cycle specific schemes for maximum usability, re allocate road space.

Training is offered by a range of providers, including the CTC, which allow staff to keep their skills and knowledge base up to date with current thinking. Monitoring reports as they are released, by CTC, Transport for London (TfL), Transport Research Laboratory and the DfT, in order to disseminate this information to staff where relevant is an important part of the Cycling Officer's role.

In 2005 Darlington Borough Council offered it's own in house training for engineers from across the Tees Valley involved in cycling schemes, which was noted to be a major success. High quality speakers were attracted and it is hoped to repeat this scheme in future years.

## Promotion

With Town on the Move's resources and the start of Individual Travel Marketing, there has been a noticeable rise in the amount of quality promotional material produced in Darlington. It is important that this material is kept up to date and distribution expanded upon.

Areas to be targeted for specific promotion include:

- Cycling for Health – including link to obesity strategy and proposed GP referrals
- Cycle Events Calendar- including specific events for females
- Maps- general area maps, and specific maps for new development areas
- Journey Planner- important resource for new cyclists which allows safe routes between a fixed destination and origin point to be plotted via a website, thereby allowing cyclists to plot routes which are tailored to their varied needs and preferences, such as avoiding major junctions and only using off road paths.
- Cycling England- as part of the Cycle Demonstration Towns project Cycling England have appointed a marketing agency to promote the project on a national level.
- National Projects- Darlington participates in Bike Week each year.

## Programme

**Table 4** illustrates of the Programme for Year 1 of the Cycling England project outlining how the spend will be split between LTP, developer contributions, Cycling England and other funding sources.

**Table 4 Sample of Capital Programme**

Capital Works	Cycling for England Grant	LTP Cycling	LTP	Developer Contributions	None CE	Total for 2005/06
Argos	45000	25000	20000	3000	48000	93000
Council Parking	4000		4000		4000	8000
Nunnery Lane	8000		10000	5000	15000	23000

The priorities to build schemes are based on accessibility targets, awarding high priority to schemes which improve access to education, health, employment and town centre facilities. Particular areas to be focused on are Safe Routes to Schools and Radial Routes to the town centre.

Priority will also be given to schemes which help to reduce likely accidents in areas where accidents currently occur.

The proposed schemes are indicated on **Figure 3**

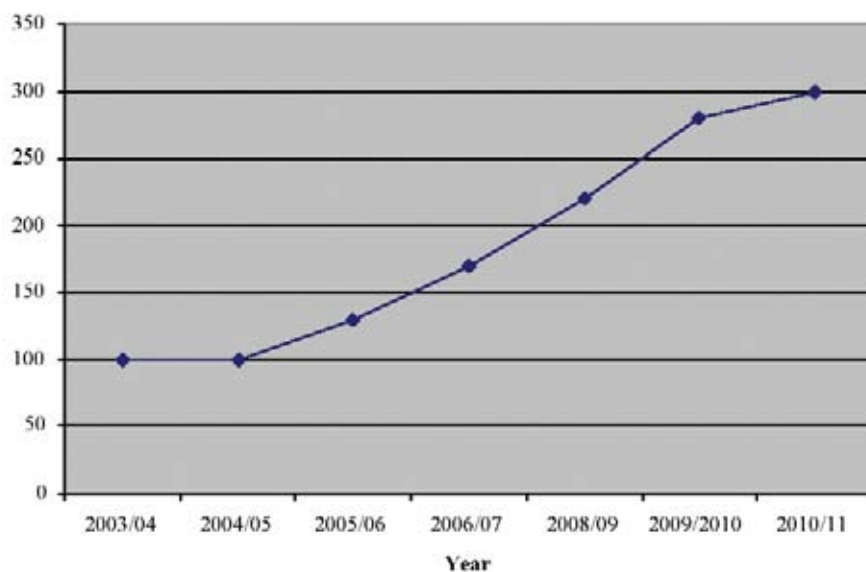


## Targets

Darlington has been the subject of excellent Travel Behaviour Research, providing in depth information on which to base our targets. This research was undertaken by Sustrans and Socialdata in September to November 2004 as part of the Town on the Move project.

Currently only 1% of trips are made by cycle. It is hoped to increase this by 300% to 3% of all trips by 2010/11. This is seen as a realistic target to achieve by a combination of physical infrastructure improvements and promotional activities. See **Figure 4**

**Figure 4 Cycling Trips: Target % Share of Trips (based on Annualised index)**



**Table 5 Targets**

Indicators	Baseline 1994-98 avg.	2005	2006	2007	2008	2009	2010
BVP199 (y) Child Killed and Seriously Injured Casualty	10	8	7	7	6	5	5
BVP199 Child Slight Casualty	67	64	63	62	61	60	60
Number of Schools with Travel Plans	5	18	24	30	35	37	38

## Trips to School

It is recognised that Darlington, as a sustainable travel demonstration town and cycling demonstration town must take a lead in reducing the number of trips by private car and increasing the number of trips by bike, in particular for the trip to school. Currently school trips by cycle account for only 1%, which matches the Borough average for all trips. However 45% of primary and 15% of secondary school pupils state that they would like to cycle to school.

**Table 5** outlines school specific targets for the LTP2 period. These are seen as realistic and achievable targets, though it is anticipated that in schools where staff, parents and children alike are more involved the targets can be bettered. Other data for schools is also collected as a means of monitoring progress in schools, though these do not make up official targets.

After school cycle clubs have been set up and should be extended and continued as they are hugely popular and provide an excellent means of encouraging more children to be involved in cycling.

## Bike It

Bike It is a Sustrans scheme aimed at encouraging increased cycling levels in schools to a level of 15%. It is hoped that by focussing efforts on a small number of selected schools, it can be shown what could be achieved with greater investment levels.

Heathfield Juniors, Abbey Road Juniors and Hummersknott School and Language College have been selected as the Bike It schools for 2005/06 academic year.

## Trips to Work

In a study conducted by the Energy Saving Trust<sup>7</sup> it was shown that 69% of employees suggested that improved lockers, changing facilities and parking would encourage them to cycle to work.

It is recognised that cyclist specific facilities can help to encourage cycle trips to work, and once at work.

Providing pool bikes for staff who don't cycle to work will help encourage work trips to meetings, and for leisure trips at lunchtime.

## Council Travel Plan

A Council Travel Plan is being produced at the time of writing, with facilities for cyclists being a high priority. It is recognised that parking, changing and shower facilities are currently not of high standard and accepted that this may currently deter people from cycling to work.

## Resources

Funding can be secured from a range of sources.

It is anticipated that the main source of promotional spend will be the Town on the Move project (2004-08), with this level of spend being sustained by Safety Camera revenue funding and LTP scheme specific funding after Town on the Move is completed.

Physical works will mainly be funded by LTP capital funds, matched by Cycling England money. These will be supplemented with funds from a range of other sources:

- Sustrans 'Links to Schools' Programme
- Workplace Travel Plans
- School Travel Plans
- Developer Contributions
- Health Initiatives
- Capital Challenge Bid

## Staff

Staff resources within Transport Policy will continue to support the development of cycling infrastructure, including a specific Cycling Officer.

Town on the Move will continue to provide staff to help promote cycling and cycling related initiatives.

The Road Safety Officer has three members of full time staff working to co ordinate Cycle Training, and several part time Cycle Trainers to help deliver the training programme.

Development and Environment's Traffic Management staff will be available to design new schemes and supervise ongoing works.

As part of the Cycling England project a Cycling Scheme Engineer will be appointed, to bring a new level of expertise to the project in terms of cutting edge design for cyclists. This new member of staff will work under the control of the Traffic Management and Road Safety Manager.

## Monitoring

It is important that an ongoing programme of both qualitative and quantitative monitoring is in place to gauge the success.

High quality qualitative baseline data is available after the Socialdata research, which is backed up by traffic count data from 6 sites.

Data on cycling will be collected by the following methods:

- Automatic cycle counters
- Town centre cordon counts - annually
- Socialdata research – to be repeated in each year until 2008
- Annual school 'Hands Up' surveys – plus student and parent surveys as part of Travel Plans
- Road accident statistics – collected annually
- Traffic count flows – collected at 10 sites in the built area

A Performance Management methodology and processes have been developed to implement and monitor schemes and initiatives (see LTP2 **Annex 14**).

## Health Impact Assessment

A Health Impact Assessment scoping exercise was undertaken on the Provisional Second Local Transport Plan.

It has been decided that the health benefits of two specific initiatives will be assessed:

- Work Place Travel Plans- which will promote cycling through infrastructure, information and incentives.
- 20mph Zones- which reduce the speed of traffic and therefore improve safety for cyclists and may encourage new cyclists

Both of these will be screened to assess the health benefits and this will be reported as part of the Health Impact Assessment (see LTP2 **Annex 18**).

## Public Involvement

A key aim is to increase public involvement in cycling as an activity, but also in the delivery of the strategy. This work builds on good relationships developed by the Cycling Officer.

Key areas to review and continue to develop are:

- Cycle Forum: increase opportunities for input from forum members, particularly on new scheme development
- Cycle Campaign: engage with the campaign to ensure we work towards common objectives. The Cycling Officer will seek to derive constructive feedback from the Campaign, as has been commenced in 2005.
- Public Events: the events calendar will be expanded with the aim of engaging with groups not currently involved, including teenagers, female cyclists and young families.
- Town Centre Events: previous Company of Cyclist's events have been a major success. These will continue to be supported. In addition there will be a public consultation event in 2006, which will include further information on commuting equipment, training and journey planning.
- Community Events: it is hoped to attract sufficient interest from new cyclists to hold Company of Cyclists type events in community centres for utility cycling equipment.
- Youth Cycle Forum: a youth cycle forum is being developed in 2006 to help engage with young people, as part of the Local Area Agreement.
- School Route Audits: school groups are being used to help audit specific routes to ensure that suitable facilities are created which young people are confident using.

