Merseyside Active Travel Strategy

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Introduction

Introduction & background

1.1 Walking and cycling, known collectively as active travel, are a very simple way of incorporating physical activity into our daily lives. In addition, active travel is also important for increasing access to jobs and services whilst helping to reduce emissions and ease congestion when replacing journeys made by car.

1.2 This document sets out how coordinated measures can be delivered to encourage active travel and forms a part of the third Merseyside Local Transport Plan (LTP3). The Active Travel Strategy will seek to deliver health, economic, low carbon and social benefits through improving the walking and cycling environment, enabling interventions and targeted marketing to incite behaviour change. This is intended to be delivered at the district level and strategically across the city region.

Active Travel Strategy Vision

1.3 Merseyside's second Local Transport Plan (LTP2) contained a target to increase cycling by 10% by 2011, based on 2006 levels. Monitoring shows that this was exceeded by 2010, and a 14% increase on 2006 levels has been recorded. A quarter of all journeys are made on foot and our TTR research[1] suggests that the potential for increasing walking is smaller as these trips are already taking place. Cycling is therefore the bigger opportunity for shifting behaviour on a Merseyside wide level. Both modes are important for increasing physical activity and we will build upon these levels, delivering a low carbon future supported by a mobility culture that contributes to the economy and the health and wellbeing of its citizens. The Active Travel Strategy supports the LTP3 vision which is presented below.

A city region, committed to a low carbon future which has a transport network and mobility culture which positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice

1.4 Active travel is mainly considered within Goal 3 though is referenced throughout LTP3 as it has the potential to bring many benefits to the city region and our strategy will seek to deliver these benefits by providing sustainable options that support economic growth, reduce carbon emissions and promote health.

[1]TravelWise Merseyside: Comparison of Changes in Attitudes to Travel Behaviour Between 2006 and 2010, TTR, October 2010

Aims

1.5 The aims of the Active Travel Strategy are:

(a) Improving the cycling and walking environment by creating a clear route network, infrastructure improvements and facilities that will encourage a greater number of walking and cycling trips;
(b) To support adults and children to be able to choose cycling and walking by providing enabling interventions and information; and
(c) Behaviour change marketing of active travel modes to raise awareness of, encourage and sustain walking and cycling so that they become the mode of choice for short distance trips.

1.6 The Active Travel Strategy is a framework of measures intended to be used by the partners to address the above aims. We acknowledge that for most cases the needs of pedestrians and cyclists are similar; however there are occasions when these can vary. Our measures take this into account and are summarised in section 4.

Why Active Travel is Important in Merseyside

1.7 Increases in obesity, climate change and congestion all present significant challenges for local and national government. With cuts in public spending and greater financial pressures on local authorities and government departments, measures to increase cycling and walking can contribute more than ever to tackling these challenges. Integrated walking and cycling programmes in Local Transport Plans can encourage more active, healthy and sustainable lifestyles, and deliver significant environmental benefits, offering high value for money.

1.8 Active travel can contribute to:

(a) improved health and wellbeing through more active lifestyles, reducing the risk of developing major chronic diseases, such as coronary heart disease, high blood pressure, stroke and type 2 diabetes;
(b) A healthier and more active workforce, which can lead to reduced absenteeism and increased productivity;
(c) reducing harmful emissions and improving local air quality, particularly in congested 'stop-start' conditions associated with peak-hour traffic in towns and cities;
(d) Reducing transport-related carbon emissions and supporting climate change targets;
(e) Supporting the UK's transition to a low-carbon economy;
(f) Reducing congestion and improving journey time reliability;
(g) Providing low cost transport;
(h) Maximising access to employment opportunities and key services without increasing congestion;

(i) Promoting enhanced mobility and independence for vulnerable groups, such as the young, who may not be able to drive, older people and those with disabilities or limiting long-term illness;
(j) improved road safety by providing cycle and pedestrian training;
(k) reducing transport-related social exclusion and improving accessibility for everyone to local services and social activities; and
(l) creating more sustainable, attractive and safer communities

In addition, a '20% increase in cycling by 2015 would result in decreased mortality valued at £107million. Potential savings to the NHS are estimated at £52 million due to reduced illness, with a further £87 million saved by employers through reduced absences from work[2].

1.9 Walking and cycling schemes can make a positive contribution to tackling the health care cost of physical inactivity and obesity, and reducing the economic burden on local health services. The Chief Medical Officer described the potential benefits of physical activity to health care as huge, stating 'If a medication existed which had a similar effect, it would be regarded as a "wonder drug" or "miracle cure".

1.10 Active travel schemes can be much simpler to deliver than other transport schemes and have shorter delivery times, meaning they can be adapted to suit changing circumstances and uncertain levels of funding.

A report by the Chief Medical Officer (CMO) for England has suggested that 30 minutes of moderate intensity physical activity, such as brisk walking or cycling, will only be achieved by helping people to build activity into their daily lives. The CMO's 2004 report on physical activity states that:

"For most people, the easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life. Examples include walking or cycling instead of driving."

Value for Money

1.11 LTP3 strategy outlines the need to demonstrate value for money and it will be important for the Active Travel Strategy to deliver measures that have the capability to address the wider priorities and policies of the Liverpool City Region. Walking and cycling can deliver health, environmental, social and economic benefits, and we will seek to address common aims and goals with other partners and stakeholders to make the most of the resources we have and to maximise the benefits to the people of Merseyside. Emerging evidence has found high benefit cost ratios (BCRs) for active travel interventions and this has been taken into account in the development of this strategy.

[2] Transport and Health Resource: Delivering Healthy Local Transport Plans, Department for Transport/Department of Health, January 2011

Copenhagen, Denmark Case Study

In 2009, Copenhagen publicly set out to become the World's number one Cycling City. The city considers cycling to be a distinct traffic category with its own separate road area, on par with motor and pedestrian traffic. Copenhagen's Bicycle Transportation consists of three parts:

1. **Cycle Policy 2002-2012** – a series of cycling objectives to be met by 2012;
2. **Bicycle Account** – a bi-annual account that measures the progress of the objectives set out in the Cycle Policy; and
3. **City Bikes** – a public-private partnership programme offering bicycles for hire to anyone. The City Bike Foundation of Copenhagen, a non-profit organisation, runs the programme while the City of Copenhagen supplies the bike racks and allows them to be placed throughout the City on public property. The project is financed by sponsorships and advertisements, and provides maintenance repair work for prison inmates and the unemployed.

Bicycle infrastructure in Copenhagen consists of:

- Segregated bicycle tracks along all major roads, amounting to a total cycle track length of approximately 350 km;
- Approximately 15 km of cycle lanes;
- Bicycle parking at train stations and bus terminals;
- Pre-green traffic signals for cyclists; and
- 110 km network of 'green cycle routes'.

Copenhagen plans to:

- Create additional cycle tracks and green cycle routes;
- Improve bicycle parking facilities; and
- Implement public travel behaviour change campaigns to further encourage cycling.

Over a third (36%) of residents of Copenhagen cycle to work everyday and investment in cycling infrastructure continues to grow; now amounting to around £3.8 million per year.

1.12 Findings from the Cycle Demonstration Towns[3] have found that for every £1 invested in cycle measures the value of decreased mortality was £2.59. When considering infrastructure costs alone, it was found that a piece of cycle infrastructure costing £1 million only requires 109 people each year to become regular cyclists for payback when considering the benefits to health, congestion and pollution.

1.13 The Department for Transport (DfT) categorises high value for money schemes as those with a BCR of over 2[4]. Dr Adrian Davis, a public health and transport specialist, compiled BCRs[5] from existing research into value for money of active

[3] Department for Transport, Valuing Increased Cycling in the Demonstration Towns, 2009

[4] Department for Transport, Guidance on Value for Money, 2006

[5] Dr Adrian Davis, A Step Change in Cycling in Liverpool, Appendix A Value for Money Economic Assessment of the Health Benefits of Active Travel, 2009

travel schemes and found that on average the BCR of walking and cycling schemes is 19. To put this figure in context, usually road and public transport schemes' BCRs are less than 3 and it is rare that these values approach 10.

1.14 Copenhagen, in Denmark, publicly set out its vision of becoming the top cycling city in the world in 2009. In order to measure the economic benefits of cycling, the City of Copenhagen devised a cycling assessment procedure and found.

(a) when a person chooses to cycle there is a clear benefit to society of 1.22 Danish Kroner (approx 14p) per kilometre cycled;

(b) society suffers a net loss of 0.69 Danish Kroner (approx 8p) per kilometre driven by car; and

(c) In cost benefit terms the health and life expectancy benefits of cycling are seven times greater than the accident costs.

Appreciation of the issues

2.1 This Strategy has been developed taking into consideration local and national guidance and policies. The following section provides an overview.

Department for Transport Active Travel Strategy

2.2 The Local Transport White Paper, *Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen*, outlines the Coalition Government's commitment to sustainable travel, including Active Travel. The Department of Health's Public Health White Paper[6], Healthily Lives, and Healthy People: Our strategy for public health in England also supports an approach whereby active travel and physical activity become the norm in communities.

2.3 Chapter 5 of the Local Transport White Paper is devoted to Active Travel and outlines the impact of increased local active travel and improved local environment for walking and cycling:

(a) improved local accessibility with benefits for growth and the local economy;
(b) reduced local congestion and carbon emissions; and
(c) improved cognitive performance and academic achievement for school children.

2.4 The Local Transport Paper places great emphasis on the role Active Travel can play as a way for people to incorporate physical activity into their daily lives. In order to encourage more people to cycle and walk more often and more safely, the Local Transport Paper recommends a greater focus on:

(a) improving the walking and cycling environment;
(b) increasing cycling;
(c) electric assisted bikes to make cycling more viable in hilly and more sparsely populated areas;
(d) school Travel. *'Sustainable, active travel journeys to school, when replacing vehicle trips, can reduce local congestion and carbon emissions as well as improving cognitive performance and academic achievement'.* An annual £600 return is made per pupil who shifts from travelling by car to walking and cycling;
(e) helping people make transport choices. This includes promoting walking and cycling, as well as public transport as modes for shorter journeys;
(f) the Local Transport White Paper and the Public Health White paper reinforce how through offering people sustainable transport choices (Smarter Choices) and an improved walking and cycling environment will deliver a shift in travel behaviour (to more active modes).

[6] Healthy Lives, Healthy People, Department of Health, December 2010

2.5 The Local Transport White Paper showcases learning's from the Cycling Demonstration Town initiative. Cycling Demonstration Towns identified key target audiences and focused activities on locations or hubs such as schools, railway stations, large employers and hospitals. Packages of measures including infrastructure and Smarter Choices were then focused around these hubs. These included cycle training for children and adults, Bike It/Go Ride officers in schools, the installation of secure cycle parking, safe well maintained cycle routes, improved signage and maps for cyclists, and targeted marketing messages and promotional activities, The demonstration towns have used health as a lever to get people to consider shifting to more active modes, as health is an important driver for people to change their behaviour.

2.6 This initiative invested the equivalent of £10 per citizen per year on measures to promote cycling, including infrastructure and Smarter Measures.

Southport Cycling Town

Evaluation of the DfT's first 6 Cycling Demonstration Towns has shown that the costs of the programme are outweighed 3 to 1 in terms of public health benefits.

Southport is a "classic coastal resort" with a population of 90,000 but it attracts 4.5 million visitors every year. Cycling is already a popular leisure activity in Southport and the number of people commuting by bike is already higher than in other areas of Merseyside, partly thanks to the flat landscape.

Southport received funding from Cycling England to become a Cycling Town in 2008. This has meant funding levels of £16 per head of population per year being invested in cycling in the town over a 3 year period, similar to many European towns and cities. The project identified its key audiences of tourists, commuters and pupils, focussing activities on where they go and what they need. It is based around three key themes:

Encouraging Tourism & Leisure Cycling – development of a high quality cycle network around the seafront area, access to the Sefton Coast and the development of key linkages to the town centre and all the key leisure attractions for visitors and residents alike.

Regeneration – providing links to the two key areas of development within the town, the Marine Park area on the Seafront and the area to the east of the town around Kew, including the business park.

Schools – encouraging cycling to schools, particularly high schools and 6th form colleges, with an emphasis on encouraging teenage girls to cycle. The target is to have 15% of secondary school pupils cycling by the end of the project.

The aim is to ensure that however people travel to Southport, once there the preferred way to travel around the town is by bike. The project is developing a high quality network of leisure routes around the seafront linking hotels and leisure attractions, including a 5km long link around the Marine Lake. For residents, a key route between the main development sites cuts straight across

the town centre linking 10% of the population to employment, education, retail and healthcare and leisure destinations. There are 40 further cycle stands around the town centre and Eco centre.

A cycle hire scheme has been developed aimed at tourists and visitors to the town with 100 cycles available from a hire centre and directly from many of the hotels. Following additional funding a further hire and cycle centre has been established at Southport station in partnership with Merseyrail, with secure cycle parking being provided at each of the 4 Merseyrail stations in the town. Extensive work is being carried out in schools, with an extra Bike It officer and Go Ride officers offering intensive support to promote cycling. Work also includes the installation of additional parking with lack of capacity becoming an issue in a number of schools.

2.7 Through the White Paper the Coalition Government make a number of specific national commitments to enhance the sustainability of local transport including:

(a) funding for Bikeability cycle training until 2015, to allow as many children as possible to undertake high quality on-road cycle training;
(b) Sustrans Links to Schools programme in 2011/12;
(c) Cycle journey planner (ready made tool to plan cycle journeys) in 2011/12;
(d) Bike Club, Bike It and Living Streets' Walk to School Campaign; and
(e) Local Sustainable Transport Fund. '£560m capital and revenue funding to enable local authorities to deliver solutions that build strong local economies and address at a local level the urgent challenge of climate change, delivering cleaner environments, improved safety and increased levels of physical activity.

2.8 An additional paper jointly produced by the Department for Transport and Department of Health, Transport and Health Resource: Delivering Healthy Local Transport Plans provides additional resources for *Transport Planners* and *Public Health Departments*.

2.9 Through the jointly commissioned DoH and DfT Transport and Health resource, a commitment has been made to support local health and transport partners working in collaboration to make walking and cycling the preferred modes of local transport for the 21st century. It also states the importance of Local Transport Plans in maximising the benefits that more health conscious transport planning brings, including:

(a) *'measures to improve health invariably help reduce congestion, improve air quality, increase accessibility, reduce illness related absenteeism at work and reduce risk of injury';*
(b) *low levels of physical activity through car use in place of active modes contributes to the burden of disease through higher levels of heart disease, stroke, cancers diabetes and other illnesses including those resulting in obesity;*

(c) *walking and cycling are the easiest ways for most people to increase their physical activity levels. Use of public transport can also increase physical activity due to use of active travel to reach public transport interchanges;*
(d) adults who cycle regularly have a longer life expectancy than those who don't;
(e) *at school age active travel is one of the main contributors to achieving the Chief Medical Officer's recommendations for physical activity and maintaining healthy weight;*
(f) *reducing motor traffic speeds in urban areas to less than 30mph directly reduces casualties and increases opportunities for active travel;*
(g) *infrastructure measures to benefit the active travel modes result in an average of a 13:1 Benefit to Cost Ratio;*
(h) *increased number of trips on foot. This includes creating an environment in which walking is safe, convenient and enjoyable;*
(i) *improving the integration of bike and rail through cycle facilities at stations – cycle storage, cycle hire, retail and repair facilities.*

A New Mobility Culture for Merseyside

2.10 Merseyside's LTP3 sets out the framework and proposals for developing Merseyside's transport system over the next 20 years and sets a number of key priorities for the short term until 2015. The Vision for the transport network is:

"A city region, committed to a low carbon future which has a transport network and mobility culture which positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice"

2.11 In line with Government policy, LTP3 focuses on the need to both support the continuing growth and regeneration of Merseyside alongside the need to address climate change by reducing transport's carbon output. In order to support the vision for the transport network, a set of 6 goals of equal priority has been presented, including:

(a) ensure the transport system supports the priorities of the Liverpool City Region, the proposed Local Enterprise Partnership and the Local Strategic Partnerships;
(b) provide and promote a clean and low carbon transport system;
(c) ensure the transport system promotes and enables improved health, safety and wellbeing;
(d) ensure the transport system supports equality of travel opportunity by enabling people to connect easily with employment, services and social activities;
(e) ensure the transport network supports the economic success of the city region by the efficient movement of people and goods;
(f) maintain our assets to a high standard.

2.12 An underlying aim of LTP3 is to create a new 'mobility culture' – a transport system that:

(a) provides real sustainable options and which supports the continuing regeneration and economic development of the city region; and
(b) ensures people have more equal access to employment opportunities, education and health facilities, and to leisure, cultural and sporting resources.

2.13 Through creating a new Mobility Culture, LTP3 aims to help 'create a healthy city region where all transport options including walking and cycling facilities link to spatial planning and send strong signals in support of high levels of physical activity'.

LTP3 also focuses on a number of polices and deliverables that relate to the promotion of active travel in particular, including:

(a) promoting health and wellbeing – focussing on the promotion of public transport, and active modes in particular, to increase levels of cycling and walking in order to promote physical and mental health, and reduce carbon emissions; and
(b) Smarter Choices – promoting sustainability and supporting behaviour change alongside a programme of targeted improvements that improve the attractiveness, safety and marketability of walking, cycling and public transport networks.

2.14 These improvements will come from coordination of our activities; creating networks based on highways, increasing access to our green spaces and our Rights of Way Improvement Plan (ROWIP).

The ROWIP, which runs until 2018, outline how the five respective highways agencies (Liverpool City Council and the Metropolitan Borough Councils of Knowsley, Sefton, St Helens and Wirral) will work to develop a more attractive, more accessible and inclusive network of Rights of Way based on 12 over-arching objectives in Table 1 below:

Table 1 - ROWIP Objectives

Issue	RoWIP Objective
Definitive Maps and Statements.	To ensure that the legal record of Public Rights of Way is accurately maintained.
Current network inspection, maintenance and enhancement.	To improve the condition of the Public Rights of Way network, through inspection, maintenance and enhancement.
Education, information provision and promotion.	To provide practical, accessible and inclusive information to encourage use and promote the benefits and opportunities Public Rights of Way provide.
Increasing network connectivity and provision.	To seek to improve provision and connectivity with the wider network of access.
Public Rights of Way – tackling Social Exclusion and under represented	Access for all, to increase opportunities for young people, black and minority ethnic groups, people with mobility impairments and those experiencing social exclusion.

Issue	RoWIP Objective
groups.	
Improving opportunities for users.	To improve choice and opportunities for users of the Public Rights of Way network.
Public Rights of Way and Health.	To promote the health benefits associated with using Public Rights of Way network.
Public Rights of Way and Sustainable Transport.	Improving sustainable transport links to the Public Rights of Way network whilst promoting and improving the network as a sustainable means to access education, employment, local services and the countryside.
Public Rights of Way and the Environment.	To ensure that developments and improvements to the Public Rights of Way network enhance the natural environment and he enjoyment of users.
Public Rights of Way and Tourism.	To utilise Public Rights of Way to contribute positively to the local tourist economy.
Establishing greater links between Public Rights of Way and developments, plans and strategies.	To ensure that Public Rights of Way are considered as part of the planning process and integrated with the shared aims and objectives of other plans and strategies.
Public Rights of Way and the potential for crime and antisocial behaviour.	Making the network more secure and seeking to resolve incidences of crime and anti-social behaviour.

2.15 Active Travel plays a fundamental role in the Vision and Goals of LTP3, with a number of cycling and walking interventions proposed, including:

(a) ensuring the road user hierarchy is used to create safe pedestrian and cycle friendly environments in residential areas and centres;
(b) promoting reduced speed and applying appropriate 20mph zones;
(c) ensuring the design for residential areas as safe and friendly environments for people and play rather than cars;
(d) providing connections between cycle and pedestrian friendly areas to create routes for active travellers;
(e) seeking to provide cycle parking at all public buildings and any other trip destinations;
(f) identifying funds to support an innovative free bike or bike recycling scheme for those with most need;
(g) seeking funding to ensure Bikeability level 2 cycle training is offered to all primary school children;
(h) seeking funding to ensure cycle training is available to secondary school children and adults;
(i) seeking funding to ensure cycle maintenance training is available to all;
(j) protecting funding for child pedestrian training;
(k) rolling out pedestrian audits across Merseyside; and
(l) continuing to provide information in the most relevant and accessible format.

Ensuring a Choice of Travel – Supplementary Planning Document for Merseyside

2.16 Ensuring a Choice of Travel, Supplementary Planning Document (SPD) for Merseyside has been produced as a framework at the city region level in order to set out a consistent approach for integrating land use planning and transport. Each Local Authority has taken forward and will adopt the Merseyside SPD separately in line with completion of their Local Development Framework (LDF) timetables. To date, four of the six city region local authorities have adopted the SPD.

2.17 The Merseyside SPD sets out clear and consistent standards for Local Planning Authorities (LPAs) and developers to ensure that a transparent, fair and clearly understood system is in place to improve the integration of land use planning and transport. It also aims to ensure that new developments promote good access by all modes of transport and so encourage choice of travel such that people have the opportunity to make more sustainable choices.

2.18 Cycle and Pedestrian audits carried out on new and existing environments will be used to ensure the principles within our Active Travel Strategy are applied.

Evidence Review

The Active Travel Strategy has been developed following a detailed evidence review and this section summarises the key findings.

Merseyside Evidence Review

3.1 The Merseyside Evidence Base Review[7] examines a wide range of local and national data sources, providing a summary of the pressures, challenges and opportunities facing Merseyside's transport system over the period. It forms part of the LTP development process and provides an evidence base for LTP3. It is available to view at www.TransportMerseyside.org

3.2 The main findings of the review include:

(a) the need to provide low-cost, reliable and accessible transport services, including cycling and walking programmes, to improve access to employment opportunities and further education, particularly for disadvantaged groups and areas;
(b) promoting a better appreciation of how active travel modes can play a significant part in addressing public health issues, such as obesity and coronary heart disease, and reducing the financial burden on local health services;
(c) the need for the transport sector to play a central role in reducing carbon output and to contribute to a low-carbon economy;
(d) addressing the increasing number of Air Quality Management Areas designated on the grounds of transport pollutant concentrations;
(e) ongoing challenges to increase the uptake of sustainable travel choices, particularly for home-to-school travel;
(f) the opportunity to target car journeys that are less than 5 miles for mode switching towards more sustainable and active travel modes. A significant proportion of trips, particularly work-related trips, made by car drivers are less than 5 km, which could easily be made on foot or by bicycle;
(g) improving the coverage and quality of the cycle network and its connectivity to other modes, such as the introduction of cycle hubs at rail stations;
(h) walking is the second most common mode of transport in Merseyside, with nearly a quarter (24%) of all journeys made on foot. Furthermore, walking is used for virtually all journeys as a supporting mode;
(i) data on walking trips is relatively scarce and notoriously hard to collect in a reliable and consistent way, due to it's disaggregated and fragmented nature;
(j) access to information on available walking routes, including the health benefits of walking, is a critical factor in the uptake of walking as a mode of choice;

[7] Merseyside Evidence Base Review, March 2010, Mott MacDonald

(k) Merseyside has very low levels of cycling, with only 1% of all trips being made by bicycle in 2008. LTP2 activity has seen an increase to 1.14% which is positive; however over 10% of trips in Oxford, Cambridge and York are made by bicycle;

(l) monitoring of cycle usage in Merseyside has been significantly enhanced during the LTP2 period through a new cycling monitoring strategy with 44 automatic and manual cycle counters across 40 sites in Merseyside;

(m) local surveys have indicated that around 10% of residents in Merseyside cycle at least once a week. This figure is lower than average values for the North West and the UK, 14% and 15% respectively;

(n) higher levels of children are classified as obese or overweight in Merseyside than in the North West or England; and

(o) Merseyside has significantly higher levels of coronary heart disease and chronic liver disease than England or the North West.

Wallasey Cycle Network

The Wallasey Network is a local district network of cycle routes that has been developed over the last two years in consultation with the Wirral Cycle Forum.

Aimed at encouraging more people to cycle more often for local journeys it has involved a series of new routes and cycle parking facilities to schools, employment, health centres, shopping areas, and green and open space, including National Cycle Network (NCN) Route 56.

It is hoped that the provision of these routes will have wider benefits to the community, as cycling can improve health and fitness of the community, not only through travelling actively but through promoting a form of transport other than the car, which could lead to reduced congestion and cleaner air in the area.

A Step Change in Cycling in Liverpool

3.3 In 2009 the Merseyside Transport Partnership (MTP) commissioned Dr Adrian Davis, a specialist in public health and road transport, to provide support on cycling issues. The task was to draw together the perspectives of key players who could play an important role in the support for cycling within the Liverpool City Region. The task involved identifying potential for joint initiatives which address both health and transport issues.

3.4 Dr Davis' stakeholder consultation revealed that while progress has been made, there was still considerable work required to achieve the potential benefits cycling can generate in terms of health and economic gains. He also found that whilst there has been job creation and economic/physical regeneration in the city, the issues of health and environment have sometimes taken secondary importance. However, the report highlights that the long-term success of the city will be driven by the need for healthy people and a quality environment.

3.5 Dr Davis recognised that cycling can play a major role in supporting established and emerging policy drivers such as contributing towards a low carbon economy, developing an environmentally sustainable and energy secure society, as well as one which is health conscious and inclusive.

3.6 Taking into account the findings from the research, Dr Davis made ten recommendations which can be summarised as:

(a) clear leadership from Chief Executives and senior officers to ensure that managers, officers and contractors recognise the importance of cycling in meeting the accessibility needs of residents and visitors;
(b) incorporate cycling into future economic regeneration models;
(c) promote Liverpool as a cycling city – as in similar 'year' events;
(d) provide dedicated cycle lanes through road space allocation;
(e) ring-fenced budget for cycling needs to be identified with an average spend of at least £10 per citizen in order to reach cycle levels of other major European cities;
(f) long term commitment to promoting cycling with a 10 year strategy;
(g) that health concerns should help shape future transport policies;
(h) a need to articulate the relevance of cycling promotion in the context of the major policy driver's e.g. climate change, health risks;
(i) that some geographical areas of the city are targeted for new infrastructure ahead of other areas; and
(j) that the cycling focus should firstly enable residents and visitors alike to choose cycling for journeys to work, education, and shopping with recreational cycling as a secondary objective.

3.7 These recommendations have been considered in the development of the Active Travel Strategy and will in turn; ensure that consideration is given to them within local implementation plans for walking and cycling.

Merseyside Cycle and Short Trip Evidence Study

3.8 In 2010, the Merseyside LTP Support Unit (LTPSU) commissioned Mott MacDonald MIS to undertake a study into cycling in Merseyside. The agreed approach was to use existing data sources to identify the location of short journeys (under 5 miles) that would be most suitable to be targeted as new cycling trips. The study also set out to identify the location of population types that would be more likely to be interested in cycling. Together this would provide valuable information to help prioritise investment in local cycle infrastructure and promotion and Annexe Eight of the LTP contains a copy of the report.

3.9 An initial document review looked at key local and national documents relating to cycling. The key points that can be identified from the review are that cycling can play a major role in supporting existing and emerging policy drivers for local and national government:

(a) the focus should be on increasing cycling for utility trips (commuting, shopping etc), then for recreational purposes;
(b) economic benefits from increased levels of cycling are substantial;

(c) local child cycling training has led to increased levels of cycling but the increase varies by gender and by social background; and
(d) market segmentation research indicates that specific groups within the population could be more likely to be interested in cycling than others.

3.10 Based on the issues highlighted in the document review concerning the need to focus on utility trips, and how the market for cycling is segmented, the methodology for the study was developed based on a series of key available data sources. This includes:

(a) ACORN geo-demographic market profile data which scores characteristics of the population, helping identify those with a propensity to cycle;
(b) Origin – destination data for the study was taken from the Census travel to work data, Countywide household survey and the Liverpool City Region model - all for trips under 5 miles. This provides a wide range of source data that was cross-referenced against each other to ensure that the data was fit for purpose.

3.11 The analysis identified the key trip destinations under 5 miles (initially targeting existing car driver trips) which, as might be expected, identified the main district centres and key employment sites (such as hospitals and business parks). Once the destinations were found, the origins of the trips were identified and then overlaid with the ACORN propensity to cycle data. Together, this data identified locations that had existing short distance trips that could be targeted for cycling, where the local population showed a propensity to be interested in undertaking such trips by bike.

3.12 The study was able to make initial recommendations on key locations and trips that could be targeted for cycling either through cycling infrastructure, or marketing initiatives, or by a combination of the two methods.

Cycle Speke

Supported by the European Regional Development Fund, Cycle Speke aimed to identify and tackle barriers to cycling in order to encourage local people to cycle more. The project works in partnership with local schools, community groups, workplaces and organisations; and provides activities, improved facilities and information to encourage cycling, particularly short, local trips and leisure journeys. Free Bikeability training and group bike rides were offered to the whole community with local people becoming ambassadors and ride leaders themselves.

Manual cycle counts revealed an average increase of almost 60% in recorded trips from October 2009 to September 2010.

Merseyside Cycle Monitoring

3.13 In 2006 the LTP partners commissioned Mott MacDonald MIS to develop a cycling monitoring regime to consider in detail how to monitor the mandatory LTP2 cycling indicator. Previous difficulties in achieving sufficiently robust monitoring, and available data showing weak performance, meant extra importance was attached to ensuring accurate monitoring with this indicator.

3.14 The result was the instigation of a new monitoring system that allowed the reporting of cycle usage from:

(a) A Merseyside wide network of dedicated Automatic Cycle Count (ACC - induction loop) counters; and
(b) supporting Manual Classified Counts (MCC).

3.15 This system also includes the use of additional pre-existing data from:

(a) modal share central cordons; and
(b) DfT MCC counts.

3.16 The Merseyside network of automatic counters was upgraded to a total of 40 sites in 2006 an again in 2010 to 44, with an additional 10 sites operating on separate Sustrans programmes within Merseyside. New sites were installed to complement existing sites and a central, regular and co-ordinated data collection programme was established. The data from the above data sources is presented in a yearly monitoring report and is then combined into a final indicator figure.

During the LTP2 period of 2005/6 – 2010/11, the Merseyside cycling index has **increased by 14%** exceeding the 2011 target of a 10% increase a year early.

Merseyside Cycle Training programme evaluation

3.17 National standard Bikeability training has been delivered since 2006 and has a high take up in Merseyside with almost 47,000 year 5 and 6 pupils receiving level 2 to date. In 2009, LTPSU commissioned Mott MacDonald MIS to evaluate the effectiveness of training on long term behaviour and family cycling.

3.18 The evaluation involved surveying the parents of children who had undertaken level 2 cycle training. From those surveyed, the research identified the following:

(a) training has led to increased levels of cycling – with an increase of 37% for utility trips and an increase of 63% for leisure trips;
(b) cycle training has a strong positive impact on the perceived safety and enjoyment of trainees with 97% of parents noticing an improvement in their child's safety when cycling;

(c) many trainees are regular cyclists – with 92% cycling at least once a week; and

(d) child cycle training has had a strong impact on their immediate family's attitudes towards cycling and levels of cycling – with parents reporting that they are more willing to allow their child to cycle following the training and that other family members have increased their cycling.

Bikeability

Our cycle training scheme has been jointly funded by Cycling England and the partnership. It has run since 2005 and in total over 53,000 Merseyside school children have been trained at both primary and secondary schools to national standard Bikeability levels. All year 5 and 6 children are offered level 2 on-road cycle training, equipping them with important skills to help them cycle confidently and safely on quiet roads. More advanced level 3 training has been provided for secondary school pupils and covers handling traffic and junctions, preparing young people to make longer and more complex journeys by bike.

3.19 The research has also shown that there remains a bias in the gender of those who cycle. The results from male participants were more likely to be cycling following the training and have a more positive response from their family.

3.20 There was also a social difference with the survey indicating that the participants that were from Disadvantaged Area Fund areas (equivalent to previously defined "Pathway" areas) cycled less following Bikeability training compared to their counterparts from other areas. Addressing equality of travel opportunity remains a key goal and the success of our WorkWise and FreeWheeling schemes, illustrates the demand and demonstrates the benefits these types of schemes can bring to residents in disadvantaged areas. It will be important to learn from these findings how we can encourage a greater number of child cyclists from these areas.

3.21 Overall, survey results recorded an increase in cycling of all types, and that cycling to school was at 20%. Four percent indicated that their child cycled 5 days a week to school (the current Countywide travel survey indicated less than 2%). Barriers to cycling were given as distance (being too far or near) and the level of traffic.

WorkWise Wheels and FreeWheeling

3.22 Both cycling and walking are door-to-door transport modes and enable people to access local goods and services. When used in conjunction with public transport they can greatly expand the geographic scope of travel and at reasonable cost.

3.23 The WorkWise Wheels scheme is aimed at assisting people enter (or re-enter) employment from a period of unemployment by removing transport as a barrier

to accessing their job. More than 349 bikes have been made available to Merseyside job seekers since October 2009, along with equipment and cycle training in order to help them find and remain in employment. A sample of 205 clients who have received bicycles where recently contacted. From this analysis 85% of clients have remained in employment after receiving a bike proving WorkWise Wheels to be sustainable for the individual. For Merseyside, the scheme contributes towards improved health, reducing worklessness and assisting regeneration objectives.

3.24 Using an Area Based Grant, funding was provided over the last 3 years to offer the FreeWheeling scheme to address cycling barriers and aimed at residents in Super Output Areas in Liverpool. Eligible residents were offered a package including a free bike, equipment, Bikeability training, basic maintenance and bike rides. There was massive interest with over 4000 people enquiring, 200 were successful in 2010. From those surveyed, the number cycling over 3-5 miles and over 5 miles had tripled and 56% indicated that they had broadened their travel horizons through cycling, thereby increasing the number of services and opportunities available to them.

TravelWise Merseyside Market Research and Evaluation

3.25 Through our Smarter Choices campaign - TravelWise, Merseyside has a strong reputation in developing innovative behaviour change and marketing programmes to encourage sustainable transport choices. Underlying elements of the LTP2 work has been a powerful research and evaluation study of the local audience which provides a relatively sophisticated insight into the profiles of those who might be open to changing their travel patterns.

3.26 When looking at attitudes towards transport issues, different groups of people and three main market segments were identified:

(a) people who are already using sustainable transport and for whom greater use would not be easy (53%). This group would require campaigns and messages that validate their choice to maintain their behaviour;
(b) people who mainly use private cars and can see no need to change (14%); and
(c) people who are attitudinally susceptible to modal change (30%) (known locally as convertibles).

3.27 The research was used to improve the targeting of sustainable transport messages and interventions to the most suitable audiences. This includes the use of segmentation techniques to identify certain groups of people who are open to take up (or increase levels of) cycling and walking.

3.28 In this original research[8] the following was stated with regard to potential early adopters to cycling:

[8] Phase 1 Report, March 2007, TTR

"Early adopters of cycling are most influenced by reliability and control as well as availability for some. Those that are aware of environmental issues see cycling as a possibility. As well as incorporating the bright and cheerful characteristics into campaigns promoting cycling potential early adopters of cycling are also characterised as being interested in nature and the environment and as risk takers".

3.29 For walking the research states:

"Walking is viewed favourably but is not seen as a practical way of travelling. For early adopters of walking, the target audience tends to peak at 25-34 years. Walking is generally viewed positively and is also seen as a possibility for those aware of environmental issues. This group see themselves as bright and cheerful but are not interested in art and cultural topics."

3.30 TravelWise evaluations of the results of cycle and walking initiatives show that the more an audience is segmented and targeted, the more likely the initiative is to be successful in achieving behaviour change. The evaluation process has indicated that short trips presents an opportunity to encourage cycling and walking which could be a focus for personal travel planning initiatives and workplace travel planning. It is felt that the encouragement of short trips for journeys such as shopping can help support behaviour change of making cycling a daily part of life and move individuals from occasional to committed cyclists.

Enabling Cycling

In summer 2010 the TravelWise Cycle Challenge encouraged more people to cycle more often, for more trips. Delivered in partnership with CTC/Challenge for Change, the package included a web tool and database allowing participants to record their cycling activity, the offer of free cycle training, maintenance skills, information, bike rides and events providing an easy way to participate and a marketing communications plan to ensure messages reached the target audience. The results saw increased cycling from new cyclists, occasional and frequent cyclists.

Amanda Dufresne bought her first bike just over a year ago. She now cycles five miles to work every day and took part in the TravelWise Cycle Challenge this year to log her journeys.

She said: "I got my first bike for my birthday last year and learnt to ride it that afternoon.

"I started to cycle quite regularly and wanted to take part in the TravelWise Cycle Challenge to push myself to cycle further and more often. I can be quite competitive and keeping score of my weekly mileage really motivated me.

"I now cycle to and from work five days a week and use my bike to get to most places. At the weekend, I take the train to places like Chester and the Wirral and enjoy exploring new places on two wheels.

"I love the sense of freedom that cycling gives you and I now feel a lot fitter. It is so much quicker to travel by bike over short distances – I'm so glad I discovered the power of two wheels!"

Summary

3.31 The evidence review has revealed that over the period of LTP2 there has been a steady advance in both the quality and prevalence of our facilities and services in support of active travel across all the districts. Cycling has increased by 14% over the past four years and we believe that success is down to initiatives such as the largest schools cycle training scheme in the country, a greater network of routes linking key trip generators, enhanced facilities on trains and stations, high quality information provision and targeted marketing, major initiatives in Speke and Southport's role as a Cycle Demonstration Town.

3.32 Whilst we have achieved success, we acknowledge that there is still more work to be done in order to deliver our new mobility culture. Opportunities exist to increase walking and cycling as the evidence review revealed that a high proportion of trips made within Merseyside are less than 5 miles. Our findings from the short trips and Bikeability study, accompanied by the TravelWise segmentation research, will enable us to target new audiences for active travel which we believe will lead to more growth in the future helping to achieve our overall Vision.

Active Travel Strategy

Introduction

4.1 The Merseyside Active Travel Strategy comprises of three elements:

(a) improving the walking and cycling environment with infrastructure and facilities creating clear route networks for pedestrians and cyclists;
(b) enabling activities, interventions and information; and
(c) behaviour change marketing to raise awareness of, encourage and sustain walking and cycling.

4.2 The 3 elements together intend to deliver the goals of the LTP, providing benefits such as improved health; increased accessibility to jobs, education, health and leisure; safer neighbourhoods; environmental improvements; and financial savings. They provide the partners with a framework for Merseyside wide activity and district level delivery through local implementation plans.

Improving the Walking and Cycling Environment

Environment and Infrastructure

4.3 A prime consideration of street design is that the needs of pedestrians and cyclists are met as well as accommodating the movement of motor vehicles. Manual for Streets[9] key recommendation is that increased consideration is given to the 'place' function of streets.

4.4 Appropriate infrastructure, tailored to meet the needs of pedestrians and cyclists, will underpin our Strategy. The road user hierarchy will help to deliver safe and welcoming environments and scenic streetscapes that support the aspirations of this Strategy. We are conscious that effective spatial planning and implementation through our SPD and audits will assist in facilitating this.

4.5 LTP3 states that consideration should be given to the non-traffic functions of highways and recognises highways can also be places where people live and work, and where children play. The road user hierarchy give priority to the most vulnerable road users, such as pedestrians and cyclists, on all but arterial and freight routes, and on these, provide appropriate alternatives where possible. We will look to utilise guidance provided within Manual for Streets[6] to ensure that the hierarchy is backed up by clear actions to create streets for people that encourage cycling, walking and play.

[9] Manual for Streets, Department for Transport, March 2007

St Helens Pedestrian Auditing Measures

St Helens Council has developed an auditing process to assess pedestrian footways across the borough.

As a direct result of the audits being undertaken, a series of pedestrian improvements have been implemented. The local centre of Billinge received approximately 40 dropped crossings, associated tactile paving and improvements to redundant access points as a direct result of undertaking these audits. Pedestrian audits are also used to inform the development of future planning proposals. The Earlestown Pedestrian Audit was undertaken in order to inform the Area Action Plan (AAP) for the town centre, to ensure that pedestrian measures are considered within the planning process and future regeneration of the area.

4.6 Our ROWIP aims are to create a more attractive, more accessible, more inclusive rights of way network for leisure and recreational active travel utilisation. Linking this to the wider network will allow greater ease of movement and benefit the physical and mental wellbeing of residents and visitors alike. This aim is supported by the Public Health White Paper, stating Government's approach to improving health and wellbeing as being based on:

(a) strengthening self-esteem, confidence and personal responsibility;
(b) positively promoting 'healthier' behaviours and lifestyles; and
(c) adapting the environment to make healthy choices easier.

Safety

4.7 Improving the environment and increasing the number of people walking and cycling addresses all three points above and also the common perceived barrier to active travel of personal safety risk. The Transport and Health Resource[10] notes how active travel can reduce crime and perceptions of crime and promote social inclusion; more people walking and watching over neighbourhoods can discourage opportunistic crime and anti-social behaviour.

4.8 Excessive motor vehicle speed is a major hazard for both pedestrians and cyclists. The Bikeability research[11] outlined in 3.5 shows the positive impact of training on safety perceptions. However it is recognised that cycling is more attractive and safer if the other vehicles on the road are travelling at a lower speed. There are many areas in Merseyside where the local roads have benefited from traffic calming and are therefore more conducive to cycle use and pedestrian activity. We will look to link together these routes to provide a protected network that would be particularly attractive to newer cyclists.

[10] Transport and Health Resource: Delivering health Local Transport Plans, Department for Transport/Department of Health, January 2011

[11] Cycle Training Evaluation Research, Mott MacDonald, April 2009

4.9 Through the Short Trips research[12], we have examined areas of Merseyside and established those that are most conducive to encouraging walking and cycling; these areas will be targeted at an early stage. Measures to encourage cycling in these areas will be based mainly on speed reduction on routes through appropriate traffic management measures. In some cases this may include 20 mph zones. This will also often require remedial work at junctions and providing crossings, such as Toucans. We believe we can maximise benefits when such measures are also put in place as part of maintenance or other ongoing engineering measures.

4.10 Where speed reduction is successful, it would be accompanied by the introduction of more self-enforcing 20mph zones (to supplement the many that already are in place). Pedestrians will also benefit in these areas, indeed the most successful traffic calming schemes have been found to reduce pedestrian casualty rates by over 60%[13].

4.11 We aim to make the main roads more cycle-friendly accepting that this will be of more interest to the experienced cyclists. We know that cycling injuries tend to cluster at junctions and appropriate measures must be introduced at known hotspots, reinforcing the need to concentrate on junction improvements. These issues highlight the need for an increase in promotion and training designed to bring about attitude and behaviour change for motorists and cyclists to those seen in Europe which reduces the threat of injury.

4.12 We wish to undertake pedestrian audits across Merseyside to identify pedestrian improvements that have the potential to increase the number of journeys made on foot and create safer neighbourhoods. Conducting pedestrian audits will help to identify small scale measures that can be undertaken relatively easily and can also be used to identify the need for more extensive measures, such as traffic calming, bus stop enhancements and street furniture rationalisation.

4.13 All of the above measures are endorsed and recommended in the joint DfT and DoH 'Transport and Health Resource' as ways of mitigating risk of collision. There is also focus on understanding the local circumstances to fully address risk and this is an area that will be reflected more in the individual district level implementation plans.

Networks

4.14 The Health is Wealth Commission recognised[14] that green space can contribute towards people's wellbeing and highlighted the need to improve access to these key areas. Taking this into account, we will provide connections that link cycle and pedestrian friendly areas, to green infrastructure where possible, to offer a network of attractive routes for current and new active travellers. Integrating transport and green infrastructure planning could see walking and cycling routes placed through existing green spaces and tree-lined streets, increasing the

[12] Merseyside Cycle and Short Trip Evidence Study, Mott MacDonald, August 2010

[13] Review of Traffic Calming Schemes in 20mph zones, Transport Research Laboratory (TRL) report no 215, 1996

[14] The Liverpool City Region Health is Wealth Commission, 2008

attractiveness of walking and cycling and resulting in green spaces which are used more frequently and with greater intensity, increasing the perception of safety. Furthermore, incorporating the Rights of Way Improvement Plan into green infrastructure plans will connect facilities such as parks and open space with a network of footpaths providing improved links between people and wildlife.

4.15 It will be important that cycle and walking networks are based around trip generators to optimise use and we will use the findings from the cycle and short journey research to identify key routes. It will be useful to review and revise cycle networks, both at the local and strategic level, setting out our aspirations for future networks. This will ensure that all departments can include cycle and pedestrian interventions and improvements whenever other work is undertaken or when funding opportunities arise. In addition to providing further routes, it will be important to maintain our existing network to provide a high quality environment that is conducive to walking and cycling. LTP3 outlines the importance of maintenance, highlighting it as an essential pre-requisite for all of the LTP3 goals. Taking this into account we will look to sufficiently maintain both footpaths and cycle routes, to address safety issues such as potholes and improve resilience to extreme weather conditions. Highway maintenance works will provide economies of scale when combined with walking and cycling enhancements, and we will look for opportunities to provide additional facilities for pedestrians and cyclists.

4.16 The pedestrian environment and public realm is important to not only active travel users, but to the whole of society. A high quality public realm and attractive, practical street furniture can help improve perceptions of the area, encourage more walking and cycling and improve people's quality of life and wellbeing. Such measures can have a real economic impact on local retail centres, which may see increased footfall due to the high quality pedestrian environment. In other places, high trafficked roads can create a barrier to pedestrians and cyclists wishing to cross the road. This Strategy supports:

(a) the development of high quality street furniture to enhance the public realm;
(b) where possible, reduce street clutter to simplify and reduce obstacles for users;
(c) ensure that uncontrolled crossings are upgraded to include tactile paving and, where appropriate, pedestrian islands; and;
(d) provide controlled crossings (pelicans and toucan crossings) on high speed/high capacity roads where appropriate or where there is a potential safety issue for vulnerable users.

4.17 Ensure that in places where there is potential for high numbers of pedestrians and cyclists - such as adjacent to schools - that appropriate facilities are provided to ensure safety of these users.

4.18 Our cycle network includes signed routes, marked cycle lanes and on and off road routes. However we recognise that a joined up network can be formed by quiet roads, cut throughs and traffic calmed streets which do not need to be

signposted specifically as cycle routes. Our network information highlights all these routes to make Merseyside as accessible as possible to all cyclists. Appendix A outlines our current formal cycle network.

4.19 Local implementation plans will develop formal cycle and walking routes and will be available to view on the website www.TransportMerseyside.org

Plantation Primary School Travel Plan Scheme

As part of their school travel plan, Plantation Primary School has developed a package of school travel measures, including new cycle facilities, which has:

- led to a 10% increase in cycling;
- reduced car use by 5%; and
- introduced pupils to the concept of travel planning and sustainable travel choices.

In addition, funding (part funded by Sustrans) was used to connect the school and the local estate to the Trans-Pennine Trail, which forms part of the National Cycle Network Route 62, also known as the Liverpool Loop Line, providing a traffic free route for pedestrians and cyclists. The scheme has also benefited local people as well as school pupils through:

- connecting an isolated estate to a Merseyrail station, Primary Care Trust facilities and a strategic bus route;
- provision of a safer, well-lit route; and
- further development of an extension of the existing cycle network, supporting a joined up cycle network for Knowsley.

Signing and Lining

4.20 For both walking and cycling, it is important that users can interpret the physical environment in an easy and safe way. It is also important that the network information makes routes clear to all other users including motorists where possible. This is particularly important for vulnerable users, such as those with a disability and the elderly. The Active Travel Strategy recognises these issues and therefore supports ways of ensuring pedestrian and public realm spaces are user-friendly for all. This includes safe integrated travel for pedestrians, cyclists and motorists. Therefore, the Active Travel Strategy supports:

(a) the provision of cycle and pedestrian signage for users to find access to key services. This could include the use of variable message signs and school zone/residential home warning lights that alert pedestrians and cyclists to safer and quicker routes. It will also consider the best type of information, e.g. time or distance pointers;

(b) provision of a comprehensive network of active travel routes though Merseyside. This may include work with partner groups, organisations and local communities when they are looking at their own signage to their sites;

(c) the Rights of Way network through the provision of signage and information to raise awareness of these off-road routes within Merseyside;
(d) provision of signage to denote cycle parking spaces;
(e) a pedestrian environment that is accessible to all users.

Facilities

4.21 From street furniture and lighting to cycle storage and showers, facilities can enhance the network to enable walking and cycling.

4.22 Manual for Streets notes the importance to pedestrians of being able to cross streets with ease. The design and placement of facilities that intend to support walking must accommodate the needs of all users. Pedestrian crossing points, islands and railings should minimise diversion from desired paths of travel. Pedestrian audits and adherence to guidance in Manual for Streets (1 and 2) will ensure our streets and facilities are well designed and fit for purpose.

4.23 Appropriate cycle facilities include secure storage, cycle hire, retail and repair hubs and cycle points, and considerations like showers, and lockers. These facilities are the enabling factors for many who would consider cycling for commuting. Travel planning can encourage provision at existing buildings and the planning process will be our most effective tool in ensuring that all new developments adequately provide for cyclists. Effective partnership working with colleagues from the health, education, social, commercial, tourism and leisure sectors will highlight areas where parking is required at existing facilities.

4.24 Cycling parking facilities on the railway network currently covers 62 stations, which represents 79% of all stations within Merseyside. Recently Merseyrail Electrics received funding through Cycling England's 'Cycle Demonstration TOC' (Train Operating Companies) which has resulted in the installation of secure cycle storage on the network at 18 stations. We will continue to work with our railway partners (TOCs and Network Rail) to increase and promote secure cycle storage on the network.

Interventions – Improving the Walking and Cycling Environment

4.25 The table below summarises a package of interventions available for the partners which can be used to support pedestrian and cyclists' networks in order to address the LTP3 goals.

Intervention	Addresses LTP Goal
Review and revise cycle and walking routes and aspirations for future networks so that all departments can include active travel interventions and improvements whenever other work is being undertaken.	2, 3, 4, 5, 6
Ensure the road user hierarchy is used to create safe pedestrian and cycle friendly environments in residential areas and centres.	2, 3, 4, 6

Intervention	Addresses LTP Goal
Promote reduced speed and apply appropriate 20mph zones.	2, 3, 4, 6
Apply the principles from Manual for Streets 1 and 2 to all new streets and ensure that designs for residential streets are safe and friendly environments for people and play rather than for cars.	2, 3, 4, 5, 6
Provide connections between cycle and pedestrian friendly areas to create joined up routes for active travellers.	2, 3, 4, 5, 6
Continue to deliver our Rights of Way Implementation Plan and integrate it into green infrastructure plans	2, 3, 4
Cycle parking at all public buildings & any other trip destinations.	2, 3, 4
Roll out of pedestrian audits across the county.	2, 3, 4

Source: Merseyside 3rd Local Transport Plan

Enabling interventions, activities and information

4.26 In addition to improving the built environment, supporting individuals to overcome barriers to active travel includes providing opportunities, information and the 'know-how' to take up cycling and walking.

Training

4.27 Training will play an important part in increasing confidence by giving people the skills to undertake journeys on foot or by bicycle. The negative perception of road safety is often a major barrier and we will look to continue to provide high quality training schemes as part of a package of interventions. The greater vulnerability of pedestrians and cyclists as road users has led us to particular strategies to reduce their relative risk and improve their awareness of hazards and risks such as child pedestrian training and cycle training.

Cycle Training

4.28 Cycling is a skill for life which can easily be attained through appropriate training. Child cycle training aims to promote the benefits of cycling to future generations whilst adult training can help to improve confidence, or can assist those that have never cycled before, develop new skills. In addition to learning how to ride a bike, cycle maintenance training increases confidence and teaches new skills which can help save money on repairs and increase the lifespan of a bike.

4.29 We currently provide the largest national standard Bikeability primary school cycle training scheme in the country, jointly funded with Cycling England. With

over 47,000 year 5 and 6 pupils trained since 2006, we will seek funding so that we continue to provide training for all school pupils across Merseyside.

4.30 We have trained secondary school pupils to Bikeability level 3 so that advanced and more complex journeys can be made by bike. We have also provided adult cycle training and we will look to secure funding to continue to offer courses designed to increase confidence and skills.

Adult Cycle Training

In January 2010 a TravelWise campaign ran offering free cycle training and maintenance sessions to Merseyside residents. Key messages used in advertising highlighted the benefits of more confident cycling and tapped in to the 'new bike for Christmas' audience. This offer saw 240 sign up and receive on-road training and 225 attended bike maintenance sessions.

One recipient of training was Catherine from Liverpool who said

"It was quite daunting getting back on a bike at first - they were a little different the last time I cycled! But I was really keen to try - cycling is a great way to keep fit and I'm trying to lose a little bit of weight. I only live about three miles from my work and I'd like to be able to cycle there regularly soon. When I heard about a scheme where a more experienced cyclist would come out on the road with me, it sounded ideal. My friends have offered to take me out before, but I didn't want to be an imposition. Since first getting back on my bike last year, my confidence has really improved. I've picked up some great tips and I am now happy to cycle on roads by myself."

Pedestrian Training

4.31 We have highly successful strategies in place to reduce child pedestrian casualties, which in common with other major urban areas have historically been high in Merseyside. The strategy covers every year of a child's life, at the heart of which is child pedestrian training for younger children. This has been subject to continued scrutiny and improvement in recent years with 'well tested' schemes now in action across Merseyside. We are determined to continue with this strategy in LTP3. For older children the issues are different and tactics centre on reducing distractions when negotiating busier roads. A reduction of the speed of traffic on local roads through traffic calming, and on main roads by enforcement can also play an important role in this area. Pedestrians of all ages were found to be at greater risk in disadvantaged areas. Our approach to road safety is outlined in more detail in Goal 3 of the third LTP.

Driver Training

4.32 Driver Training (DT) can also reduce the risk of collision. We are actively promoting improvements to the national driving test, as well as extending the use of remedial training for drivers found to have committed driving offences.

Access to Bikes

4.33 Cycling provides a low cost alternative to driving or using public transport. However we are mindful that the cost of purchasing a bicycle can be prohibitive, particularly for the unemployed or people on low incomes. Evidence shows that access to a bike is low on Merseyside[15]. Our WorkWise Wheels programme has shown that providing free bikes to those with the greatest need, such as the unemployed, will help to increase access to employment, education and leisure opportunities. Low paid workers, students or staff employed on a temporary basis would perhaps benefit the most from cycle recycling schemes, providing a low cost option to purchasing a bicycle; we will look to work with organisations to continue to provide and expand this service across Merseyside. For people within permanent employment and earning above the minimum wage, the Government's Cycle to Work Scheme provides organisations with the opportunity to provide their staff with a tax free incentive for travelling to work by bicycle.

349 bikes have been given out since October 2009 to those in greatest need to allow them to access employment. 205 took part in evaluation which shows 85% remain in employment.

Opportunities and Activities to facilitate Walking and Cycling

4.34 A further part of the 'how to' is providing opportunities for people to 'trial' walking and cycling in a way that demonstrates how active modes can be a mode of travel choice.

4.35 The barriers to, and needs of, people walking and cycling can vary. For some it is important to focus on short, local trips as they, may be the only active travel trips they make. For others, starting with shorter trips is a step to journeys further afield leading to utility trips like commuting. The types of measures that have proven successful include:

(a) led bike rides and walks targeted at particular age groups or sectors;
(b) Walk to School activities;
(c) events like workplace travel fairs and attendance at health/environmental/community events that allow direct access to our target audience and face-to-face discussion of barriers and opportunities;
(d) provision of incentives like pedometers, cycle computers and reflective arm bands to encourage people to take part in walking and cycling activities like workplace pedometer challenges;
(e) free bike and equipment alongside training and maintenance skills;
(f) Dr Bike sessions for people to have their bike problems diagnosed and fixed; and
(g) cycle or walking buddy schemes.

[15] Merseyside Disadvantaged Communities Study, Mott MacDonald, August 2010

4.36 Implementation of these activities is supported by a range of officers across different sectors – Bike It Officers, School Travel Advisors, ride and walk leaders from health and voluntary sectors, travel planning champions/coordinators as well as local authority and Merseytravel Smarter Choices Officers. We will develop and build on partnerships to deliver targeted activities and enhance funding opportunities.

Big Walk to School

Following successful Walk to School Week campaigns and using results of research with teachers and parents, the first annual TravelWise Big Walk to School took place in 2008. Each year during the summer term to follow on from May's Walk to School Week, schools are provided with 5 weeks worth of resources and incentives to keep pupils and their parents walking to school to the end of the school year.

With an average of 200 schools taking part each year, teachers have appreciated the ease of promoting this week with resources including posters, stickers, worksheets and PowerPoint slides for assemblies at their disposal.

"Wonderful idea. Children were eager to be the biggest walkers"

"Brilliant idea, good initiative for the Summer Term"

Information

4.37 High quality information that encourages and facilitates people to walk and cycle is an important part of the overall package. This includes access guides, cycle maps, walking calorie maps, and guides to independent walking and cycling routes. In conjunction with DfT, the online cycle journey planner (www.TransportDirect.info) will sit on the TravelWise website, which also contains pages on 'how to' walk and cycle and lists activities and events. The tourism 'widget' is a TravelWise branded journey planning tool that sits on tourist attraction websites allowing visitors to quickly and easily find their best sustainable method of travel from their home or visitor accommodation. The 'widget' can be developed for workplace and school websites.

4.38 Understanding how different audiences access this information and use it is vital in ensuring our delivery mechanisms are those that yield the greatest impact. We will continue to increase reach by working with partners to ensure key messages and information are included on their websites and printed materials. Alongside the MTP public website, our phone line and direct distribution of materials to the venues and establishments our target audiences will visit will also expand our promotional reach Work with partners, the voluntary sector and community groups will further aid 'word of mouth' promotion about the ways people can be encouraged and helped to walk and cycle more.

Interventions – Enabling Interventions, Activities and Information

4.39 The table below summarises the enabling interventions that are available to support the goals of LTP3. Each intervention aims to reduce road traffic accidents whilst encouraging greater use of walking and cycling.

Interventions	Addresses LTP Goal
Bikeability level 2 cycle training offered to all primary school children	2, 3, 4, 5
Cycle training available to secondary school children and adults	2, 3, 4, 5
Cycle maintenance training available to all	2, 3, 4, 5
Child pedestrian training	3, 4
Measures to increase bike ownership including, free bike/bike recycling schemes, Cycle to Work schemes and low cost loans for bikes	1, 2, 3, 4, 5
In conjunction with the health and other sectors, continue to provide cycle and walking maps, guides and enabling information and have greater emphasis on use of online and digital resources	2, 3, 4, 5

Making Smarter Choices and Behaviour Change - TravelWise

4.40 The third critical strand of our Active Travel Strategy is a behaviour change and marketing programme. Smarter Choices such as travel planning, marketing campaigns and personalised journey planning have been found to be a cost effective method of influencing choice, reducing the need to travel by car and encouraging greater use of cycling and walking.

4.41 The Local Transport White Paper[16] recommends programmes which encourage and enable more sustainable travel choice and 'nudge' people to make the right choices:

"Enabling choice is epitomised by the 'nudge' concept which works with human behavioural tendencies to encourage good choices. To count as a 'nudge' an intervention must be easy and must not forbid choice."

Targeting Behaviour Change

4.42 Communications and behaviour change marketing will sit equally alongside the strategy's physical and engineering measures. Activity will focus on targeted marketing and Smarter Choices measures to key audiences as identified by our behaviour change and short trips research.

4.43 A well informed marketing and communication strategy allows us to target particular stages of change – awareness raising, decision making, trialling and

[16] Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen, Department for Transport, January 2011

walking and cycling and sustaining these behaviours. Our approach will 'nudge' people to make the right choices for them.

4.44 Merseyside's TravelWise campaign is one of the largest and most innovative outside London. It has pioneered a number of initiatives and has carefully monitored the effectiveness of each. As a core part of its programme TravelWise has used market segmentation to facilitate an understanding how best to reach different parts of the community. This understanding means we can target interventions and marketing to particular segments, and consider other factors such as health, social disadvantage and accessibility. The cycle and short trip evidence study provides a greater insight and will ensure creative content of materials resonate with the target audiences so that an appropriate marketing and intervention mix will be chosen that will achieve change in travel behaviours and support the new Mobility Culture. This approached is reinforced in the 'Transport and Health Resource' which describes how personal barriers vary within community groups, how parental perceptions of risk affect school travel and how an appreciation of local circumstances can be achieved through segmentation techniques.

4.45 In addition to our segmentation research, there are major gains to be made by ensuring that cycling and walking interventions are targeted at areas of disadvantage to provide health improvements, environmental enhancements, better mobility and greater access to goods and services. Behaviour change campaigns, including personalised journey planning, will seek to encourage active travel within these areas in order to encourage greater inclusion and address health inequalities

Merseyside's Smarter Choices programme – TravelWise

The Merseyside Transport Partnership's Smarter Choices programme has been delivered under the 'TravelWise' umbrella since 1998. It is one of the largest and most innovative smarter choices programmes outside London. The range of activities delivered through the programme is extensive and includes school travel planning and marketing, business support to increase awareness and use of sustainable travel modes, Walk to School week, initiatives to overcome barriers to cycling, awareness campaigns to encourage and promote sustainable travel choices such as TravelWise week, and neighbourhood projects such as Cycle Speke and Southport Cycle Demonstration Town.

TravelWise is delivered by a central TravelWise team, local authority transport and Merseytravel colleagues, in partnership with colleagues in environment, education, business, visitor economy and the health sector.

Travel Planning

4.46 We will work with organisations to develop workplace and destination based travel plans which support the visitor economy. Both the partners and central TravelWise team are able to offer guidance on effective behavioural change measures and we will continue to provide this support by assisting organisations to develop travel plans that seek to encourage greater walking and cycling.

4.47 We recognise the importance of working with the next generation of commuters to encourage the use of active travel modes from an early age. Currently 93% of schools within Merseyside have adopted a school travel plan[17] and we will continue to provide behaviour change marketing which will support cyclist and pedestrian training, Walk to School campaigns and work with partners like Sustrans.

Merseyside Fire and Rescue Service (MFRS) Travel Plan

MFRS have been implementing a travel plan since 2002 at all of their sites across the county. MFRS recognises the value of healthy, active lifestyles and this has been incorporated into the travel plan as a key objective.

The 2007 travel survey revealed that 15% of their staff use active travel modes (including 10% cycling) for their journey to work and this can be attributed to the wide variety of measures which have been implemented to increase the attractiveness of walking and cycling.

Over 10% of the workforce has purchased a bicycle as part of a salary sacrifice scheme. Pool bikes, cycle training, cyclist breakfasts, social bike rides and regular Dr Bike Clinics have also been implemented. Pedometer challenges are regularly held, encouraging staff to compete against each other to record the most steps over the course of a week.

Key to the success of MFRS's travel plan is the support from senior managers, including the Chief Fire Officer, and cross-departmental working between facilities, communications, human resources and finance.

4.48 In addition to workplace, school and destination travel plans, we will look to encourage the use of active travel modes to access stations through the development of station travel plans. Working in partnership with the train operating companies, we will seek to improve the customer experience by providing greater opportunities to access the station using non car modes, whilst also strengthening the onward journey as measures are provided to address egress from the end point station. Rail passengers are able to take their bikes on all our trains for free as well as on Mersey Ferries. The recent Cycle Demonstration TOC project had objectives that encompass our own which are:

(a) increasing cycle trips to (participating) stations;

[17] Travel to School Initiative Board, 2010

(b) introducing new passengers to cycling; and
(c) providing guidance and best practice for supporting cycling to stations.

4.49 The Active Travel Strategy will look to support the development of station travel plans and physical enhancements, such as secure cycle parking and good pedestrian access. This support, alongside awareness raising and incentive initiatives will increase the attractiveness of walking or cycling to stations.

Personalised Travel Planning (PTP)

4.50 As mentioned earlier, PTP allows us to target audiences directly, the most effective way of overcoming barriers and offering personal alternatives. Evaluation of 3 year's worth of PTP in LTP2 has shown that if there is an amount of certain activity in an area, PTP will increase that mode. Alongside learning from Southport Cycle Demonstration Town and Cycle Speke, there is great potential for applying walking and cycling activities to areas or hubs identified in our short trips research.

Partnership Working

4.51 A key outcome of increased active travel is the improvements in health and wellbeing, which is the focus of our third goal in LTP3. Extending the 2010 Year of Health and Wellbeing to the whole decade highlights the commitment made to addressing the health of Merseyside's citizens and the Active Travel Strategy will look to support this through greater partnership working with health providers. This will allow us to pool expertise and address common aims, reducing duplication and adding value to common messaging. This is advocated by DfT and DoH in their Active Travel Strategy and it is an approach we endorse. Taking this into account, we will aim to build on our existing strong working relationships with the health sector to increase the impact of our Active Travel Strategy, ensuring that benefits are felt across the different sectors.

4.52 We will continue to make links to wider marketing opportunities that enhance our communications and reach, like National Bike Week, Living Streets campaigns and the NHS Change 4 Life campaign which encourages adults and children to 'Move More' by promoting walking and cycling.

Interventions – Marketing Smarter Choices and Behaviour Change

4.53 The table below summarises the interventions available for delivering smarter choices aimed at supporting the Active Travel Strategy.

Interventions	Addresses LTP Goal
Visitor Economy Travel plans and behaviour change marketing targeted at key visitor attractions	1, 2, 3, 4, 5
Business/workplace travel plans and behaviour change marketing targeted on business, commuting and visitor trips	1, 2, 3, 4, 5
Smarter Choices marketing and interventions targeted at disadvantaged communities in conjunction with health,	3, 4, 5

Interventions	Addresses LTP Goal
education and environment sectors	
Smarter Choices marketing targeted at those who are more susceptible to change to sustainable modes. Apply marketing techniques that further separate the audience for more effective targeting	1, 2, 3, 5
Health locations, behaviour change marketing and travel plans	3, 4, 5
Personal travel planning – develop innovative programmes to provide personalised travel planning to a greater amount of people, in particular disadvantaged communities	2, 3, 4, 5
Support rail station travel plans and interventions	2, 3, 4, 5
Education behaviour change marketing and travel plans. Link with health and education sectors to address common objectives	2, 3, 4, 5
Cycling and waking modes promoted and marketed to all. Work with health sector on common objectives	2, 3, 4, 5

Delivery & Monitoring

Introduction

5.1 Evidence suggests that many measures that assist cycling and walking offer extremely good value for money and the Coalition Government have made some commitment to Active Travel Measures through:

(a) funding for Bikeability cycle training until 2015, to allow as many children as possible to undertake high quality on-road cycle training;
(b) Sustrans Links to Schools programme in 2011/12;
(c) Cycle journey planner (ready made tool to plan cycle journeys) in 2011/12;
(d) Bike Club, Bike It and Living Streets' Walk to School Campaign;
(e) Local Sustainable Transport Fund. '£560m capital and revenue funding to enable local authorities to deliver solutions that build strong local economies and address at a local level the urgent challenge of climate change, delivering cleaner environments, improved safety and increased levels of physical activity.

5.2 The Public Health White Paper outlines the changes to the Coalition Government's approach to delivering public health. Devolution of responsibility to local health and wellbeing boards, and the transfer of public health functions from PCT's to Local Authorities provides opportunities for the transport sector to become more involved with public health. This may support greater joint programmes of work and greater access to public health funding as from April 2013, authorities will hold ring fenced public health grants. This presents opportunities to increase dedicated health funding for active travel measures.

5.3 It will be important for us to work with other sectors in order to pool expertise and resources to deliver the interventions contained within the strategy.

Resources

5.4 As previously discussed, it will be important for us to continue to work with health care professionals to address our common aims and goals. Using the NHS Change for Life campaign as an example, clearly there are common aims which could be jointly addressed to increase the overall effectiveness and we will look for opportunities for greater partnership working to pool resources, providing a more cost-effective approach to delivering interventions.

5.5 Encouraging employers, visitor attractions and schools to develop travel plans will be an effective way of delivering interventions to support walking and cycling to key trip generators. We will work with our planning colleagues to ensure that travel plans are continued to be delivered through the planning process in order to maximise opportunities for delivering interventions that look to encourage active travel.

5.6 We will also look for new opportunities to work with the private sector, voluntary and charitable organisations to increase the impact of walking and cycling schemes across the city region and explore new methods of delivering schemes which support our vision. We will work with various 3rd sector partners, charities and other organisations who can bring ideas and suggestions relating to cycling and pedestrian policy and implementation.

The Liverpool City Region Cycle Alliance

The Alliance was launched in October 2009 when Liverpool PCT and Liverpool City Council signed a formal agreement setting out their commitments to increasing cycling levels in the city. The Alliance aims to engage decision makers and strategic leaders from different sectors on how they can work together to improve quality of life and create a healthy, low carbon city region for the future.

The Alliance encourages the Merseyside local authorities and PCTs to work in partnership with the private sector, universities and cultural and sporting agencies to bring renewed commitment to cycling. Affiliated organisations include the University of Liverpool, Shop Direct Group, Liverpool One, Sustrans, Natural England, Merseyside Police, Mersey Forest, Faith4Change, Groundwork Merseyside and many more.

5.7 Funding for and delivery of the active travel strategy will be sought through the:

(a) Local Transport Plan settlement;
(b) Local Authority capital budgets
(c) Local Sustainable Transport Fund
(d) Partnership with Health sector
(e) Partnership with Sports and Leisure sector
(f) Local Enterprise Partnership
(g) Co-ordinated activity with voluntary and charitable organisations/sector
(h) European Funding Opportunities;
(i) Regeneration opportunities;
(j) Planning Obligations from developers to serve particular development proposals

Implementation

5.8 The Active Travel Strategy provides a framework for each of the districts to develop their own individual implementation plans. These plans are tailored to meet the needs of each of the districts and of Merseyside residents, incorporating Merseyside wide and local measures outlined within the previous section. These implementation plans are district specific and contain further detail on funding and local delivery. They will be available at www.transportmerseyside.org as appendices to this Strategy.

5.9 Merseyside Transport Partnership will oversee the delivery of the strategy in a wider partnership with other sectors as outlined earlier. Both the Active Travel

Strategy and LTP3 incorporate health, environment, social and economic agendas and structures which will be developed to include closer ties between Local Authority Active Travel Officers and representatives of the different sectors mentioned above. Building on these relationships, will enhance opportunities to deliver coordinated interventions and enable holistic consideration of new, innovative methods to implement Active Travel measures.

Bike 'n' Ride – Merseyrail a Cycling Train Operating Company

Merseyrail is one of Cycling England's 'finding new solutions' projects and was successful in its bid for a grant of £1 million aimed at introducing friendly, secure cycle parking at stations on the lines leading into Liverpool from Southport and Wirral. A Cycle Point will be installed at Southport station linked to the cycle hire scheme operating as part of the Cycle Demonstration Town project.

Merseyrail already allows the free carriage of bicycles on trains at any time of the day. However each train has only four cycle spaces which means that the ability for people to leave their bikes securely at the stations is vital to encouraging cycling to/from the station. The project aims were:

- to increase awareness of Merseyrail being a 'cycle friendly' TOC
- to increase the number of cyclists that use the network
- to convert motorists to cycle to stations

A total of 18 stations on the Northern and Wirral lines now have secure, covered cycle facilities; some are bespoke swipe card accessed units, some have made use of and upgraded existing station buildings, whilst others have individual cycle lockers at the station.

When all the work is complete the total number of cycle parking spaces on the network will have doubled and stand at around 1,500 spaces. A survey in December 2010 showed that spaces had been taken up by 242 individuals. Evaluation is currently ongoing.

Monitoring process

5.10 For LTP3 there has been no directive guidance on indicator development and monitoring, beyond that it is a 'local matter' and should be organised at local level. Merseyside has performed well in the past receiving double excellent status and associated funding for LTP2 delivery. We have also seen our LTP2 cycling target met and exceeded a year early. We will continue to monitor walking and cycling closely within the constraints of reduced funding and reduced Government scrutiny as we recognise the value of working within a performance framework.

5.11 The cycling indicator is currently based on a robust data set which, dependant on cost implications will hopefully continue to be collected. Cycling and Active Travel are central to LTP3 and this indicator has a vital role in demonstrating progress in this area. Set as one of our Target Performance Indicators, a numerical target for cycling will be a driver for performance. It has been decided that the target over LTP3 should be split into a short-term target over the first Local Implementation Plan and a flexible longer-term "aspirational" target up to 2024.

5.12 These have been set by analysing past and current trends, taking account of different potential levels of investment and consideration of:

(a) that the current funding settlement is known up to 2014 only;
(b) funding may be influenced dependent on the schemes and winning of the Local Sustainable Transport Fund (LSTF), but securing this funding is not certain;
(c) funding beyond 2014 is uncertain, and could either increase or decrease for cycling;
(d) setting longer-term targets can be hard to predict numbers, particularly with so many variations.

5.13 It is therefore suggested that the target for Cycling is reviewed and set over the next implementation period in 2014/15, to take account of any changes in future funding and rates of cycling due to other factors, such as fuel pricing and the economic climate. If the LSTF bid is successful, there is the option to provide an additional "top-up" target to acknowledge the increased funding levels.

5.14 We will use a range of other data to inform our approach to delivery of the Active Travel Strategy including, Bikeability figures, Physical Activity indicator (Sport England Active People Survey) and Mode Share of Journeys to School. Our Smarter Choices interventions and behaviour change marketing will continue to be evaluated using tools that identify value for money as mentioned earlier in section 1.5.

Baseline/Current Situation

5.15 The target is based on the previous data that has been collected by Mott Macdonald as part of the Cycling monitoring contract since 2006.

5.16 The index is presented in Table 2. The data showed a slight fall in the index, before increasing to the current level.

Table 2 - Present Cycling Index information over LTP2

	Index of Cycling (LTP2)
2006/07	100
2007/08	97
2008/09	104.4
2009/10	114

LTP3 Target

5.17 For LTP3 the index has been reset with a baseline year of 2010/11 and the predicated rise in the index for each of the years of the first implementation plan are noted in the table below.

	Index of Cycling (LTP3)
2010/11	100
2011/12	103
2012/13	106
2013/14	109
2014/15	112

5.18 This effectively translates to a target of a 3% increase per annum so a 12% increase by 2014/15 relative to 2010/11 levels.

5.19 A longer term aspirational index of 202 has been drafted for 2024/25 – the end of the LTP3 period. This reflects a 10% year on year increase from 2015/16, through 2024/25, based on attainment the target index of 112 that has been set for 2014/15. This is an effective doubling of cycling by 2024 based on 2010/11 levels. It should however be stressed that this longer term target is flexible and subject to revision as we progress through the first implementation period.

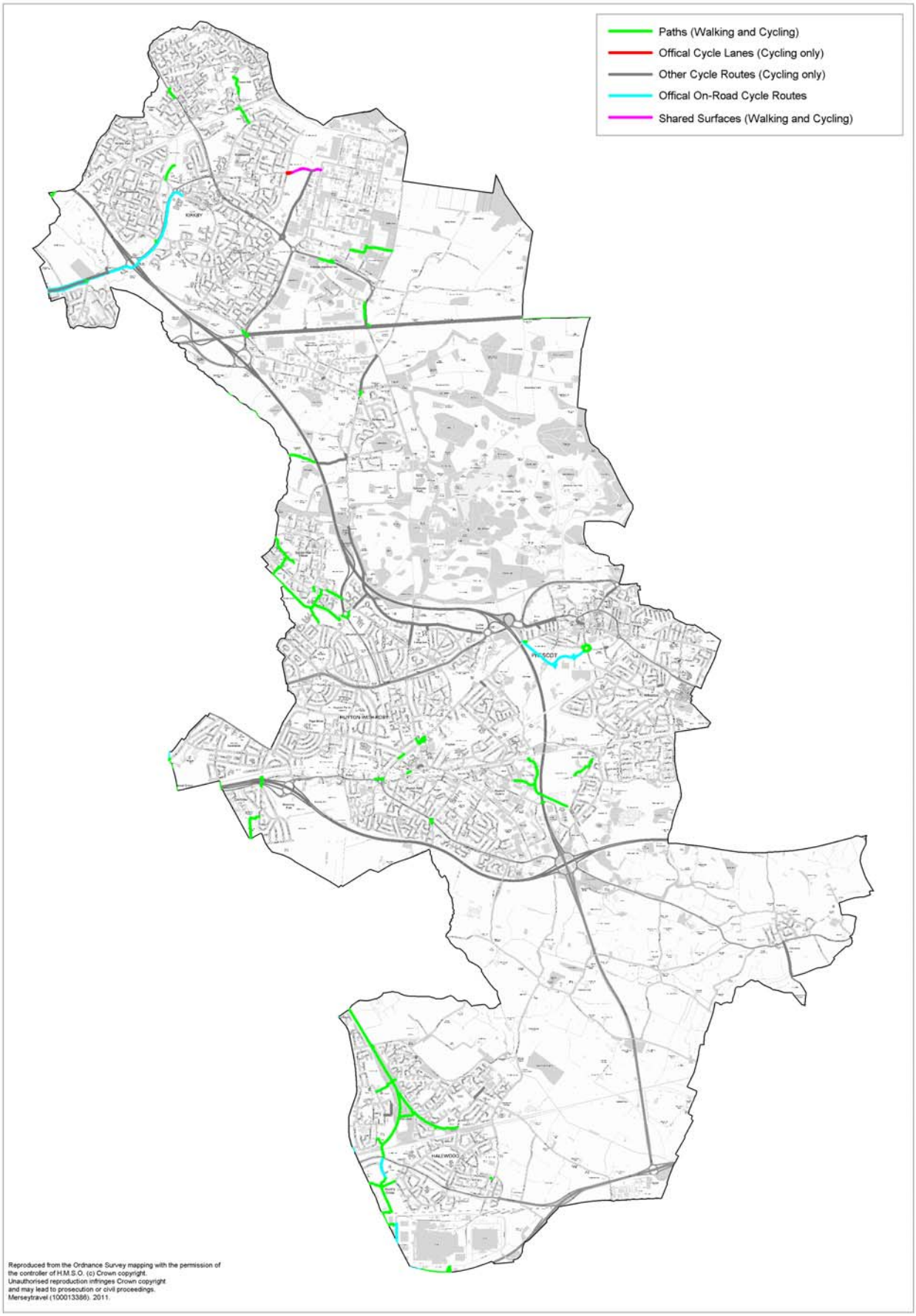
5.20 For LTP2, the index has been made up of the following data sets:

(a) Data from the Mode Share Cordon counts for Local Centres;
(b) Data from DfT AADF traffic counts
(c) The Automatic cycle counter network
(d) Manual Counts undertaken on a regular basis by Mott Macdonald.

5.21 We will review our approach to collection of cycle data to ensure it provides us with the clearest picture of cycle usage across Merseyside.

Appendix A

Knowsley


Paths (Walking and Cycling)
Offical Cycle Lanes (Cycling only)
Other Cycle Routes (Cycling only)
Offical On-Road Cycle Routes
Shared Surfaces (Walking and Cycling)
KIRKBY
PRESCOT
HALEWOOD
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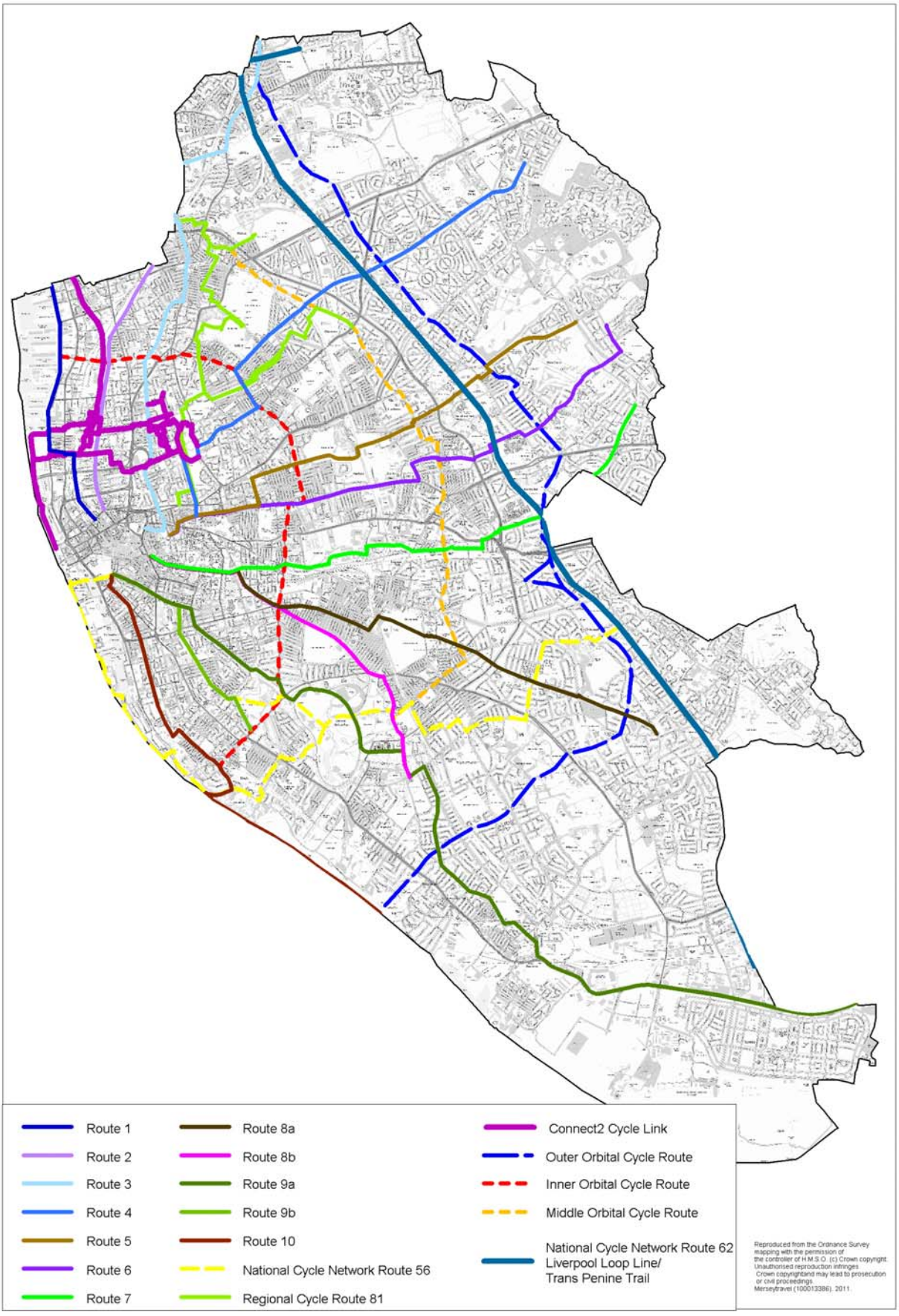
Liverpool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Route 2
Route 3
Route 4
Route 5
Route 6
Route 7
Route 8a
Route 8b
Route 9a
Route 9b
Route 10
National Cycle Network Route 56
Regional Cycle Route 81
Connect2 Cycle Link
Outer Orbital Cycle Route
Inner Orbital Cycle Route
Middle Orbital Cycle Route
National Cycle Network Route 62
Liverpool Loop Line/
Trans Penine Trail
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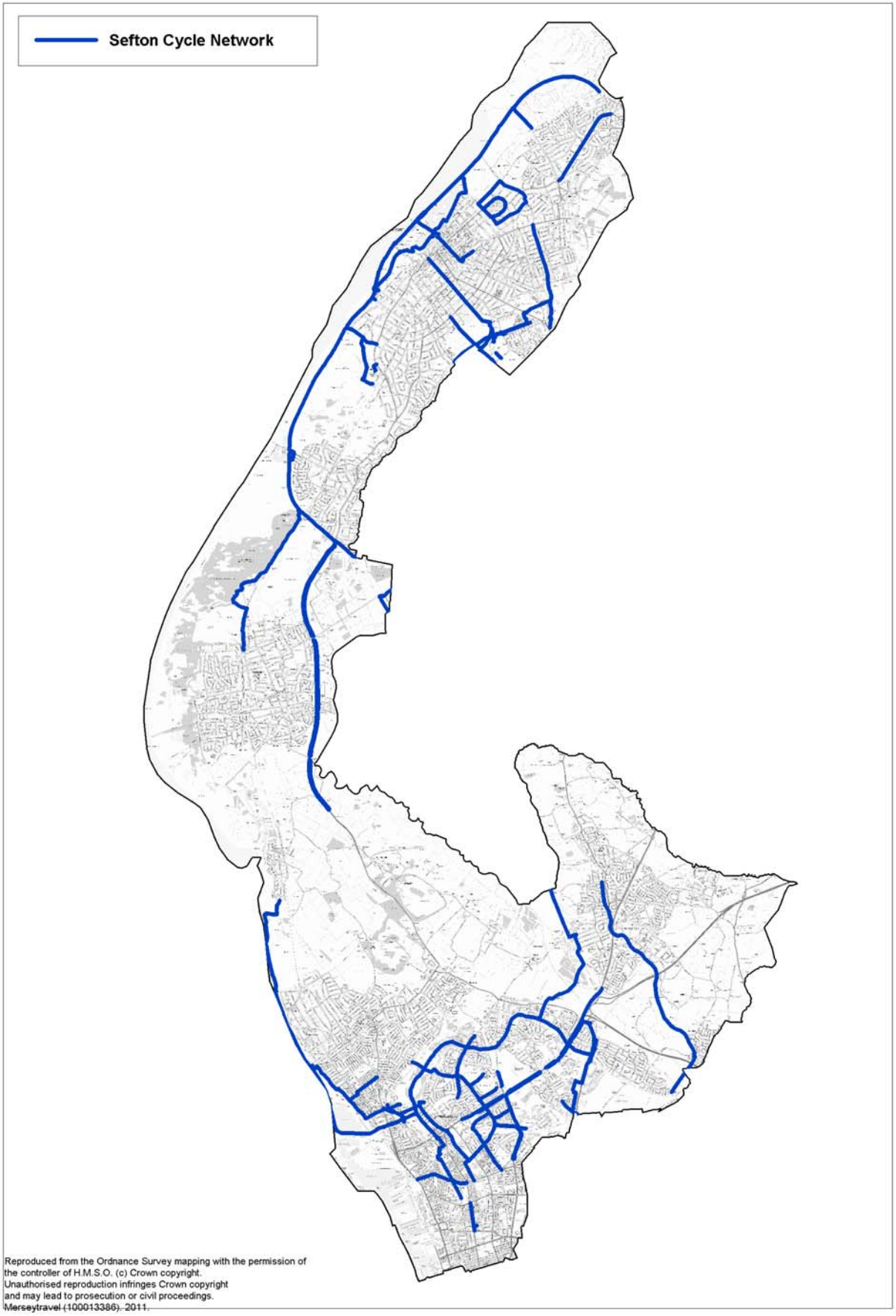
Sefton


Sefton Cycle Network
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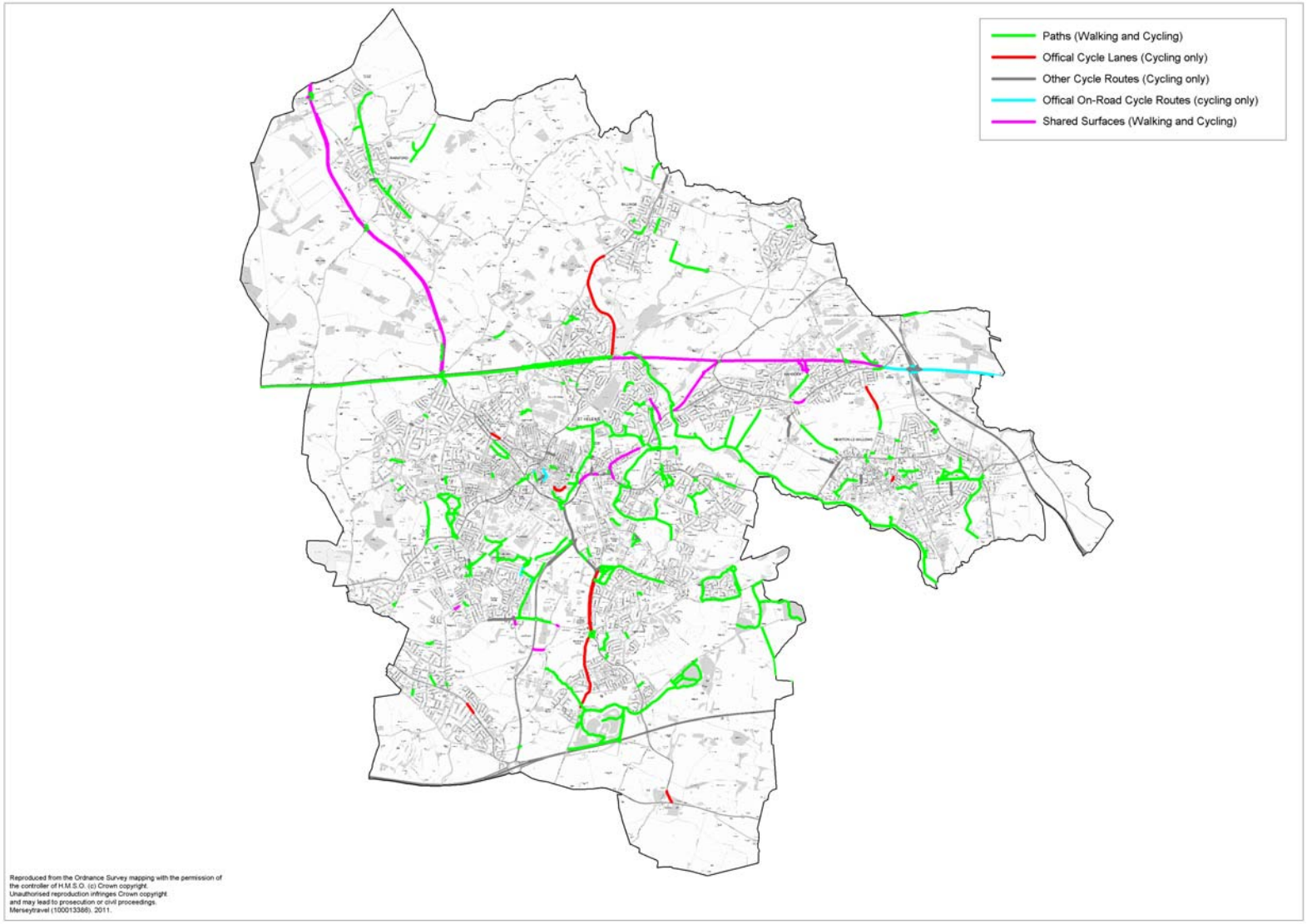
St Helens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Offical On-Road Cycle Routes (cycling only)
Shared Surfaces (Walking and Cycling)
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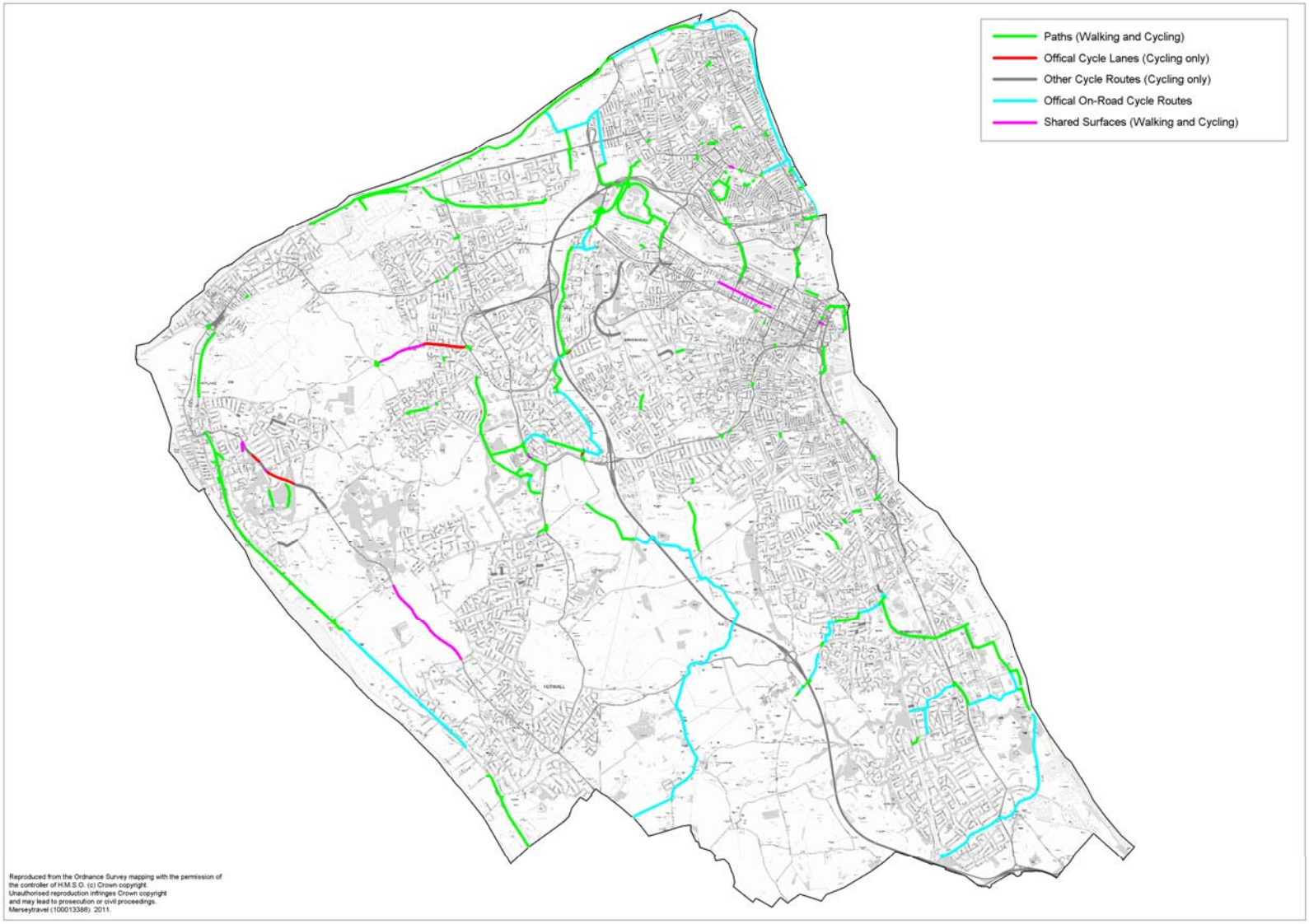
Wirral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