

ACTIVE TRAVEL



*Solutions for
Changing Cities*

Over the last decade promoting active travel has moved from the fringes of urban transport policy to a much more central role in the planning of cities and their transport networks. This is because the promotion of active travel, and the creation of places and streetscapes where people want to walk and cycle, is such a good fit with where cities that are going places want to be.

Those cities want to be healthier and happier places where the costs of treating diseases associated with inactive lifestyles and poor air quality are being tackled. Cities which are places where good growth happens because they are great places to spend time in and people want to visit, live, work and invest in them. Cities that want to make the most of available road space by prioritising the most space efficient ways of getting about.

The big shift in thinking in the value of investing in, and promoting, active travel is reflected in a new wave of influential city active travel commissioners, in the benevolent arms race between cities on spend per head on active travel and in the re-shaping of streets from cycle superhighways to healthy streets. It can also be seen in the greater number of cyclists and pedestrians where effective infrastructure and programmes are put in place.

Having said that there is a very long way to go before all Britain's cities get close to catching up to counterpart Nordic, Dutch and German cities. Cities which have been working towards these goals for much longer. We have a long cycle path ahead of us and part of the role of the Urban Transport Group is to accelerate the take up of what works on active travel. This report is part of that process.

It shows how and why active travel schemes can work in any urban area – from gritty Northern cities to the heart of the City of London. It shows the potential to go further and faster on active travel solutions for our changing cities.

Author: Dr Tom Ellerton. June 2018.



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CHANGING CITIES FOR THE BETTER THROUGH ACTIVE TRAVEL

Promoting active travel, and creating the places and streets which encourage cycling and walking, is in alignment with many wider goals that forward thinking cities have for their future.

Cities want to be attractive, better connected, healthier, greener, more inclusive and more prosperous.

With rising populations and more jobs moving into our dense urban areas, transport authorities also need to keep people moving in a limited amount of space, whilst creating thriving places.

Active travel offers a solution. Cycling and walking are sustainable, high capacity modes of transport – commonly referred to as “active travel” to emphasise their transport function and to distinguish them from motorised means of transport.

Where high quality active travel schemes such as cycling or walking paths have been developed in cities, it has proved possible to increase the flow of people without requiring more space.

Active travel has become increasingly central in UK transport policy in the last 10 years, culminating in the Government’s Cycling and Walking Investment Strategy (CWIS), published in 2017. The CWIS set a target to double the level of cycling and halt the decline in walking trips by 2025. It also laid out a statutory requirement to set targets for active modes for the first time and requires future governments to monitor and answer against these targets.

WHERE HIGH QUALITY ACTIVE TRAVEL SCHEMES SUCH AS CYCLING OR WALKING PATHS HAVE BEEN DEVELOPED IN CITIES, IT HAS PROVED POSSIBLE TO INCREASE THE FLOW OF PEOPLE WITHOUT REQUIRING MORE SPACE.



However, active travel participation remains relatively low in the UK compared to many other Western European countries, with cycling levels remaining static over the last 10 years and walking trips decreasing. Part of the reason has been relatively low levels of national funding for active travel which has also been subject to peaks and troughs. Where active travel schemes take out space for motorised traffic this can also lead to significant opposition.

However in recent years there has been a big shift in thinking on active travel in cities. More cities are investing in active travel as part of wider strategies to make those cities more attractive, competitive and greener. From London and Manchester, to Sheffield and Leicester, there is a recognition that without high quality urban environments with excellent cycling and walking links, places, businesses and institutions will be left behind.



Increased devolution of funding has the potential to transform the level of investment in active travel, with city regions such as Greater Manchester setting out that they need to spend £1.5 billion on active travel over the next ten years. Commitments like this have the ability to transform active travel across city regions.

Active travel schemes are not only limited to flagship infrastructure schemes in major cities. They are also about ensuring people have the skills and confidence to walk and cycle in our urban areas. This report highlights how real, on the ground, active travel schemes can deliver positive benefits to urban areas of all types.

By showcasing high quality schemes from around the country, and demonstrating the impact that investment can bring, urban transport authorities will be better equipped to make the case for active travel schemes in their changing cities.

The report also forms part of our wider work on active travel, which includes our 2016 report, *The case for active travel*, which set out the economic case for investing in active travel – such as the reduced financial burden on the NHS, improved road safety, and increased economic activity.¹

1. <http://www.urbantransportgroup.org/resources/types/reports/case-active-travel>

MANCHESTER: ACTIVE TRAVEL GETS PRIORITY ON BUSIEST URBAN CORRIDOR

Greater Manchester has experienced an extended period of growth in both its population and its economy. With a particular focus on economic development in the centre of Manchester and the population forecast to grow a by further 300,000 people by 2039², this success has also created challenges in terms of keeping the city moving.

Name: Oxford Road and Wilmslow Road Cycleway

Location: Oxford Road and Wilmslow Road, South Manchester

Type of scheme: Cycle route

Date completed: 2016

Cost: £11.25 million

Background

Despite having an extensive public transport network, Greater Manchester experiences some of the lowest average driving speeds in the country, which have decreased over time.³ Greater Manchester also suffers from high levels of health inequalities, and having just been given devolved control over the health budget, the city is looking towards a more joined up approach to improving travel and health through a focus on active travel.

Demonstrating this commitment, in 2017 the Greater Manchester Combined Authority appointed Chris Boardman as the city's first Cycling and Walking Commissioner, tasked with developing a long term strategy to boost cycling and walking levels in the city.

His report, "*Made to Move*", sets out how Greater Manchester must spend £1.5bn over ten years if it is to significantly increase levels of cycling and walking.

The city aims to increase the number of journeys made by bike across the region from 2% to 10% by 2025, an ambitious aim that is significantly above the national target to double cycle trips over the same period. This will build on existing investment. Greater Manchester's Cycle City vision is for a healthy, safe, sustainable city region where people want to live and work.⁴ Since 2013, over 60km of cycle lanes have been built, cycle hubs have been built at train and metro stops, 9,000 people have attended free bike training, and school children have been targeted.⁵

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2. ONS Population Predictions

3. DfT Statistics Table CGN0201

4. archive.cycling.tfgm.com/.../Greater-Manchester-Cycle-City-Ambition-Grant-Applicat...

5. <http://cycling.tfgm.com/pages/Cycle-City.aspx>

6. Manchester City Council, 2017, Wilmslow Road Cycleway Monitoring Report: Post Implementation Review April 2016 to October 2016.

The scheme

Even prior to the development of the Cycleway, the Oxford Road/Wilmslow Road route was Greater Manchester's busiest corridor for both buses and cyclists, carrying 1,800 buses and 1,400 cyclists each day.⁶

The new work on the corridor sought to redesign the route to prioritise travel by sustainable modes (particularly walking, cycling and bus), including a transformational improvement in the quality of the cycle infrastructure over a 7km length between Manchester city centre and Didsbury. With a high proportion of students and commuters in the area, the route was identified as having a large propensity to increase cycling trip rates.

The scheme has two distinct cycling sections: Wilmslow Road – a 5km long cycle scheme funded by £7.75 million of Cycle City Ambition Grant Funding to build predominantly segregated cycle tracks; and Oxford Road – 2km long and delivered as part of TfGM's Cross City Bus Priority package, including £3.5m of local funding for transforming the cycling infrastructure along Oxford Road. The Oxford Road section of the scheme is one of the largest road space transformation schemes in England.

These two sections combine together to create a seamless route into the city centre.



Benefits and highlights

The scheme has sought to reduce traffic, speed up public transport journeys, improve the urban realm, and has added 7km of segregated cycle lanes.

The infrastructure is of a very high quality, providing cyclists with a fast and safe passage along one of the busiest road links into the city centre.

Most of the cycling infrastructure is provided in kerb segregated cycle tracks, which include 26 bus stop bypasses and many bypasses of on-street parking and loading bay provision. 'Early release' green signals for bikes are provided at a number of junctions along the route.



'TOTEM POLE' COUNTERS PROVIDE A VISUAL REMINDER OF HOW MANY CYCLISTS USE THE ROUTE. THESE HAVE PROVED NOT ONLY A HIGHLY EFFECTIVE MONITORING TOOL, BUT ALSO A HIGH PROFILE ADVERTISEMENT FOR THE NEW FACILITIES. IN NOVEMBER 2017, MORE THAN ONE MILLION CYCLE JOURNEYS HAD BEEN MADE ON THE CYCLEWAY.

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'Totem pole' counters provide a visual reminder of how many cyclists use the route. These have proved not only a highly effective monitoring tool, but also a high profile advertisement for the new facilities. In November 2017, more than one million cycle journeys had been made on the Cycleway.⁷ The counters are also able to distinguish between bikes using the segregated cycle track and those cycling in the carriageway, indicating that around 90% of cyclists use the new infrastructure. Live updates can be found online.⁸

Initial monitoring on the Wilmslow Road section showed an increase of 86% in cycle trips between before and after counts.

This has been achieved whilst largely retaining average journey speeds by other modes.⁹ Early indications are that usage is continuing to grow significantly year on year after opening.

The scheme has created a better pedestrian environment, particularly in the Oxford Road section, where it has removed a significant amount of traffic from a very busy road (as only buses and taxis have access during the day). It has also improved the urban realm and helped to connect the University campus which is split by the road.

In addition to the cycling infrastructure, Cycle City Ambition Grant funding (CCAG) has helped to develop skills programmes in Manchester, engaging communities and schools, as well as providing soft infrastructure such as cycle parking at key locations. Work has been undertaken with local communities and schools to ensure that people have the skills and confidence to use the new facilities. As part of the CCAG funding, 11 schools were given cycle parking facilities and training to encourage cycling to school.

Engaging with potential cyclists, both young and old, is a vital step in increasing participation rates and ensuring that people are able to use the infrastructure provided safely.

7. <https://www.tfgm.com/news/cycleway-surpasses-one-million-milestone>

8. <http://eco-public.com/ParcPublic/?id=4586#>

9. Manchester City Council, 2017, Wilmslow Road Cycleway Monitoring Report: Post Implementation Review April 2016 to October 2016.



Conclusion

The Oxford Road/Wilmslow Road corridor in Manchester has been transformed with a high level of priority given to cyclists and an improved environment for pedestrians along large stretches of the road.

The scheme has managed to improve the urban realm, approximately double cycling levels along the corridor whilst having minimal impact on the journey times of other modes.

Greater Manchester has some of the most congested roads in the country, and so schemes such as the Cycleway help to drive modal shift and will be vital in Manchester's attempts to keep the city moving in future years.

LEICESTER: FROM CAR PARK KING TO A NEW URBAN REALM

Leicester has transformed itself into an economic centre and tourist destination over recent years. With a population of just under 350,000, it is one of the largest 15 cities in Great Britain and has experienced population growth of around 70,000 residents since 2000.¹⁰

Name: Connecting Leicester

Location: City-wide

Type of scheme: Multiple schemes

Date completed: Ongoing

Background

In 2011, long-term council Leader Sir Peter Soulsby was elected as the first ever City Mayor. His Connecting Leicester Vision placed the development of public realm improvements, citywide regeneration projects and attracting inward investment at the heart of policy and strategy decision-making. Leicester has put walking and cycling friendly streets at the centre of its new image – alongside opportunities to initiate civic change due to the finding of King Richard III and Leicester City FC winning the Premier League in 2016.

This process has helped to address a significant detrimental legacy of car dependency within the city that for 50 years has prioritised capacity for motorised traffic.

Led by the City Mayor, Leicester City Council has set about reallocating road space in the city centre, addressing road dangers and access barriers, alongside removing gyratory systems and improving the pedestrian environment.

Moves to reduce on-street car parking and traffic space have not always been popular. Yet despite initial fears that the result would be gridlock or loss of economic opportunities – especially for businesses relying on essential deliveries or car-dependent customers – Sir Peter Soulsby was re-elected as City Mayor in 2015, with an increased majority.

Leicester is continuing to prioritise environmental improvements and inward investment into the city centre and projects like the Richard III Visitor Centre have become established tourist destinations for visitors.

In addition, Leicester's Cycle City Action Plan sets out the ambition to become the UK's leading cycling and people-friendly city by 2024.¹¹

LEICESTER HAS PUT WALKING AND CYCLING FRIENDLY STREETS AT THE CENTRE OF ITS NEW IMAGE – ALONGSIDE OPPORTUNITIES TO INITIATE CIVIC CHANGE DUE TO THE FINDING OF KING RICHARD III AND LEICESTER CITY FC WINNING THE PREMIER LEAGUE IN 2016.



10. ONS mid year population estimates.

11. <https://www.leicester.gov.uk/news/news-story-details/?nid=88045>



Pictured: Cathedral Square and Peacock Lane. Credit: Ian Jaques, Ride Leicester.

The schemes

The Connecting Leicester Programme is not a single major scheme, rather a package of regeneration and transport projects focused initially around the city centre and Waterside Regeneration Corridor.

The programme is focused on *“establishing more attractive and accessible physical connections to join up retail, leisure and entertainment with the city’s heritage via improved pedestrian and cycle ways and bus routes/stops will be crucial to creating a more attractive and joined up city centre.”*¹²

It aims to make the city an *“attractive destination for shoppers, visitors, businesses and investors and a great place to live.”*¹³

The core focus has been on reallocating space from private vehicles to active travel, with traffic-free streets, pedestrian routes and cycle tracks linking the city centre, new public squares and large pedestrianised public realm projects.

In the city centre there is a tree lined High Street which forms part of a 3km pedestrian zone with full access for cyclists creating a pleasant shopping and leisure environment. This has been supplemented through the Connecting Leicester Programme with a wave of smaller projects to improve streets, remove on-street parking and introduce accessible road crossings to the city centre. This work is on-going and includes improving walking routes, adding street trees, seating, cycle racks and junction removals or improvements that reduce circulating traffic.

Work has been undertaken at specific ‘stepping stone’ regeneration sites such as Jubilee Square. Formerly an 80 space surface car park with a park and ride bus terminus, this site was perceived to be on the periphery of the city centre and acted as a barrier for pedestrians and cyclists. A decision was made to transform the site into a public space with seating and large public events.

12. <https://www.leicester.gov.uk/media/182516/economic-action-plan-2012.pdf>

13. <https://www.leicester.gov.uk/your-council/city-mayor-peter-soulsby/my-vision/connecting-leicester/>

The removal of surface level parking has helped to create an attractive public space that now connects heritage and retail centres of the city centre¹⁴. The square hosts a wide range of seasonal events including music festivals, outdoor cinema, part of the annual mass family cycle ride and festive ice rink and ferris wheel. It is now a high-quality people-friendly gateway into the city centre.

A new bus station has also been built, the Haymarket Theatre has been refurbished and initial stages of the Waterside Regeneration Project are underway as part of the second stage £50m redevelopment project.¹⁵

To support residents and workers to make the most of the new facilities, largescale walking and cycle training programmes are being rolled out across the city.

Leicester annually trains over 2,500 people with 6 to 8 hours of Bikeability cycle training.

Bike Parks are provided at major festivals and events, over 1,000 people join weekly public rides, and the annual Ride Leicester Festival attracts over 17,000 active participant cyclists of all ages and abilities.¹⁶

Businesses are also being targeted for help to improve facilities for walking and cycling to work with council behaviour change teams providing advice on route planning, health and active options for major employers across the city.¹⁷

14. <https://www.leicester.gov.uk/your-council/city-mayor-peter-soutsby/my-vision/connecting-leicester/completed-projects/jubilee-square/>

15. <https://www.leicester.gov.uk/your-council/city-mayor-peter-soutsby/my-vision/connecting-leicester/vaughan-way-improvement-works/>

16. <https://www.leicester.gov.uk/media/179027/leicester-cycle-city-action-plan.pdf>

17. <https://www.leicestermercury.co.uk/news/business/leicester-workers-being-helped-bikes-712073>



Credit: Ian Jaques, Ride Leicester.



Benefits

Evidence suggests that the Connecting Leicester approach is having a positive impact. Cycling numbers have grown 10-15% each year since 2006. Commuters are choosing active travel options for short trips.

This recent focus on walking and cycling has started to change the perception of the city. It is helping to attract new businesses, such as IBM, which chose to locate in Leicester City Centre in 2015. Hastings Direct have launched a major business expansion adjacent to the city railway station. Mattioli Woods Investment Company relocated to be adjacent to the pedestrian zone. Furthermore, Hastings Direct and IBM are reporting success in shifting modal choice for employees to active travel options.

The focus on creating public places and connecting streets that enable people to walk and cycle is helping to address health inequalities and city centre traffic levels have been significantly reduced – with space being given back to people¹⁸.

18. <http://www.visitleicester.info/welcome-to-leicester/connecting-leicester/>

Conclusion

Leicester is transforming its fortunes, increasing its population, improving its economy, and developing an urban realm that is now attracting people and investment to the city.

Under the Connecting Leicester vision, active travel has been given priority over cars with a focus on how the city can get more people to share street space to improve capacity, access, and health and wellbeing.

The transformation into a people-friendly city is boosting tourism and business investment across Leicester.

LONDON: ACTIVE TRAVEL PRIORITISED IN THE UK'S NUMBER ONE BUSINESS LOCATION

The City of London is the heart of the UK's financial and legal sector and one of the world's leading business centres. In order to maintain its position the City of London Corporation realises that it must *"continually evolve to meet the needs of the growing community and an increasing number of visitors. Enhancing and unifying the fabric of the City's public realm will continue for many years to come."*

Name: Bank On Safety

Location: City of London

Type of scheme: Multiple schemes

Date completed: Ongoing

Cost: £4-18 million for Bank Junction

Cycling and walking will therefore be vital modes as capacity for active travel can be expanded in less time and at a significantly lower cost than changes to the bus, train or underground network.

The City of London is therefore implementing a wide range of active travel schemes, ranging from small scale urban realm improvements to large scale projects and trials.

Background

If the City of London wishes to remain competitive on the world stage, it needs to continue to provide a world class environment – including transport – for investors, workers, residents and visitors. With over 450,000 jobs in the square mile, this presents a daily challenge.

Transport for London has the long term aim of increasing the mode share of walking, cycling and public transport to 80% in London by 2041. By then, the capital is expected to have a population of 10.1 million, roughly 30% higher than in the 2011 Census. The City of London is playing its part in helping to achieve this, with cyclists accounting for 25% of all road traffic in 2016, up from only 4% in 1999.¹⁹

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19. <https://news.cityoflondon.gov.uk/city-of-london-hosts-day-to-promote-square-mile-cycling-safety/>



The schemes

Whilst there are a number of major schemes, it is the combination of larger projects with smaller schemes that is helping to shape the urban realm and pedestrian environment in the City.

Bank Junction has been a pedestrian and cyclist accident black spot for many years as large numbers of pedestrians (many of them exiting the busy tube station) tried to cross a busy road intersection. Analysis before the trial showed that there were *"18,000 pedestrian crossing movements in the morning peak hour compared to 1,600 cyclists, 220 buses carrying 4,500 passengers and 1,400 other motor vehicles carrying approximately 1,600 passengers, crossing the junction."*²⁰

An ongoing major trial, which started in May 2017, is excluding all traffic except buses and pedal cycles from the junction for 18 months. The main aims of the project are to reduce casualties, reduce pedestrian crowding, improve air quality and improve the perception of place, while also addressing the functioning and efficiency of the junction and surrounding road network.²¹

The strategic objective was to address conflicts within the junction and manage future growth, ensuring that the area can function for all modes of transport (including cycling and walking).

The statistics show that pedestrians are the dominant users of the junction, making up 60% of traffic in the AM peak, despite only being allocated a small amount of the space.

The trial scheme has a budget of £532,000, with permanent options costing between £4 and £18 million, depending on the nature of the scheme selected.²² The trial period will help feed into the decision-making process so that the outcome is optimised for all transport modes

However, the approach in the City is not just about large-scale projects. It is about creating environments that people want to be in, be this through traffic calming, urban realm improvements, or the creation of public spaces.

The City of London has progressed a series of initiatives to seek to remove barriers to cycling and make it safer.

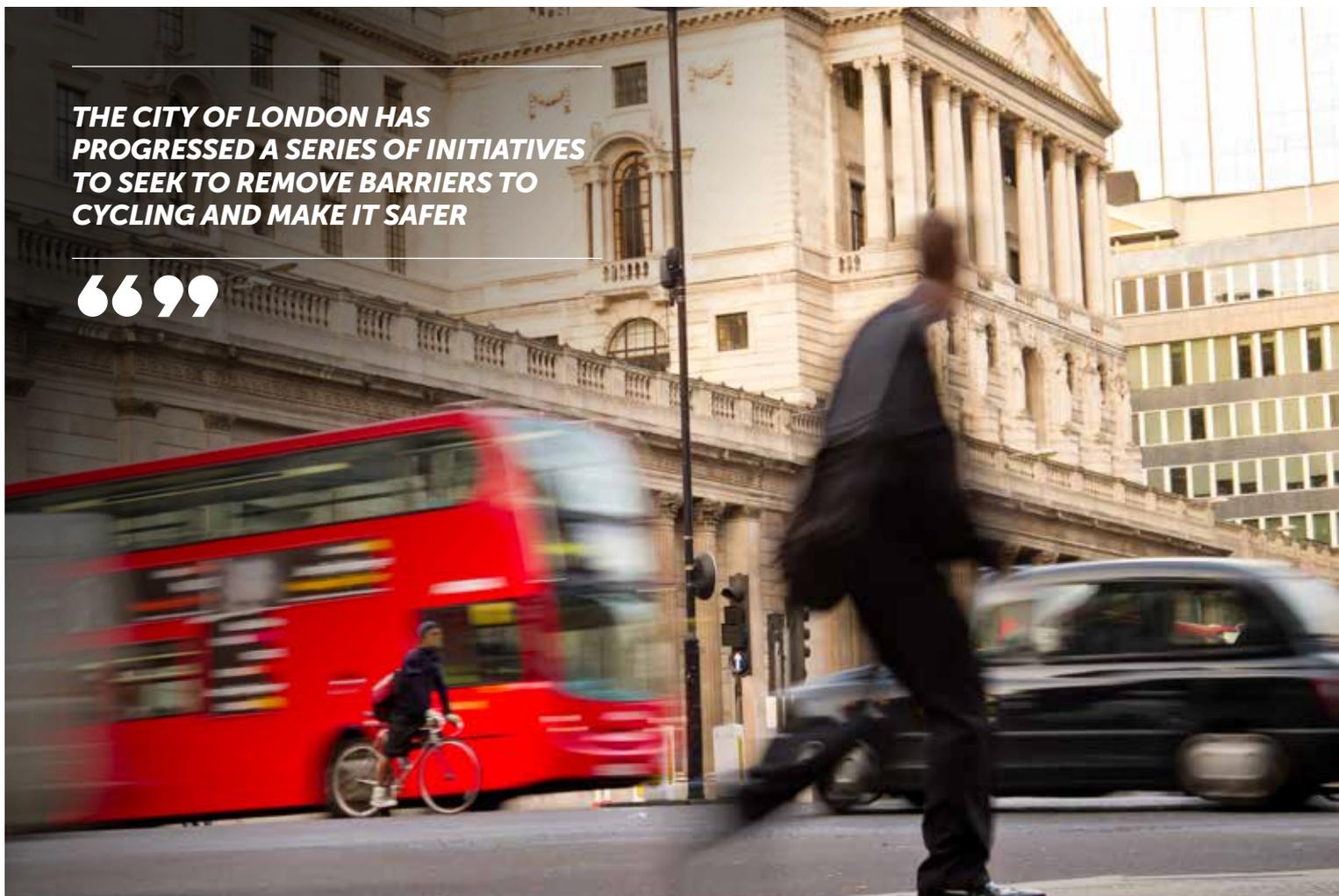
20. <https://www.cityoflondon.gov.uk/services/transport-and-streets/traffic-management/Pages/Bank.aspx>

21. <http://democracy.cityoflondon.gov.uk/documents/s57657/Bank%20Junction%20Final%20version.pdf>

22. <http://democracy.cityoflondon.gov.uk/documents/s57657/Bank%20Junction%20Final%20version.pdf>

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“ ”



This has included bike marking and security advice, skills training (available to anyone who works, studies or lives in the City), road safety events, and cycle safety advice.

Two 'quietways' have been introduced to enable more people to cycle, more safely, more often.²³ Whilst not being segregated routes, they are streets with lower traffic volumes, providing alternative routes where no cycle infrastructure exists that are away from the busiest and most dangerous roads.

Recognising that it is also about the urban realm and creating places that people want to spend time in, the City of London has undertaken a number of urban realm schemes and hosts events such as Sculpture in the City every year.²⁴

It is by linking walking schemes with urban realm improvements that we can create places that people want to spend time in, which in turn are attractive to both employers and workers.

The City of London also has a large skills and training programme focussed on employees working in the area.²⁵ The Active City Network has targeted the area's 450,000 workers, providing free training and incentives for safer, more active journeys to work. Initiatives have included travel strategy consultations, access to networking events and best practice, business road shows and presentations, and cycle skills training. With many of these employees undertaking at least their last mile by active travel, it is important to provide people with the skills and confidence to undertake their journey and encourage further active travel.

23. <https://www.cityoflondon.gov.uk/services/transport-and-streets/road-safety/cycling/Pages/default.aspx>

24. <https://www.cityoflondon.gov.uk/things-to-do/visit-the-city/art-architecture/sculpture-in-the-city/Pages/default.aspx>

25. <https://www.cityoflondon.gov.uk/services/transport-and-streets/road-safety/Pages/safer-commuting.aspx>

Benefits and highlights

The main benefits of the Bank on Safety scheme were helping to ensure that there is adequate pedestrian capacity at the junction, and through this, that the safety of the junction is improved.

The project has also improved the quality of place. The junction and surrounding area houses a number of iconic buildings, such as Mansion House and the Bank of England, which will be enhanced through the lower traffic volumes and improved sense of place. It is hoped that Bank Junction will be transformed from a pedestrian accident hot spot to a place that enables people to travel or dwell safely.

Preliminary results suggest that the trial scheme has achieved an increase in safety and capacity for pedestrian, with little adverse impact on traffic through the area. The results suggest a 40% reduction in casualties on Bank Junction and

a 33% reduction in the wider monitoring area.²⁶ This information will be used to design the final permanent scheme.

But the City's smaller projects are making an impact, helping to ensure that pedestrians and cyclists can travel through the square mile, whilst adding to this sense of place.

In 2016, there were 27.1 million trips in London each day, with 6.6 million of these made by walking and 0.6 million made by cycling. Walking now has the highest mode share whilst cycling still remains a minority, although expanding, mode.²⁷

The City of London itself has experienced a rapid increase in the level of cycling, with a quadrupling of trips over the last twenty years.²⁸



Credit: Living Streets

Conclusion

The City is one of the most competitive economic locations in England, and views promoting active travel and improving urban realm as one of the most important investments if it is to remain in this position.

It is clear from the high profile and successful Bank Junction scheme that the City of London is prepared to take radical steps to ensure that the City is a safe and attractive place to visit, work and invest in because it knows that it has the backing of the banks and business that locate there.

26. <http://democracy.cityoflondon.gov.uk/documents/s93651/04%20-%20BoS%20Monitoring%20Report%202603.pdf>

27. Travel in London Report, <http://content.tfl.gov.uk/travel-in-london-report-10.pdf>

28. <https://news.cityoflondon.gov.uk/city-of-london-hosts-day-to-promote-square-mile-cycling-safety/>

SHEFFIELD GOES FOR ACTIVE TRAVEL GOLD

Sheffield has ambitious plans to transform the fortunes of the city centre retail and jobs market. A key part of this transition has been a focus on developing a high quality urban realm and good walking and cycling routes across the city.

Name: Gold Route extension

Location: Linking Sheffield city centre to the University of Sheffield

Type of scheme: Cycling and walking route

Date completed: Ongoing

Cost: £8.3 million to date

The city region transport strategy identifies active travel as an important means to overcome congestion, improve air quality and social inclusion, and to help grow the economy in an inclusive way.³⁰

As a way of promoting the city as a place to live, work and invest, Sheffield has adopted the image of "The Outdoor City."³¹ The aim is to create a healthy, active city that makes the most of the surrounding countryside and the facilities that the city has to offer.

Background

Sheffield initially focussed on building distinctive and high quality public spaces such as the Peace and Winter Gardens, Barker's Pool and the development of the initial Gold Route, which began in 2001.

The initial route linked the newly refurbished railway station with Sheffield Hallam University and the city centre, providing a high quality walking and cycling route through the heart of Sheffield. The first phase of the scheme delivered large economic benefits for the city. Combining the regeneration of the station and the initial Gold Route up into the city, it is estimated that around £3.4 million in additional GVA was added to the Sheffield economy.²⁹ This has acted as a catalyst for further development around St Paul's Place, creating new places for leisure, business and homes.

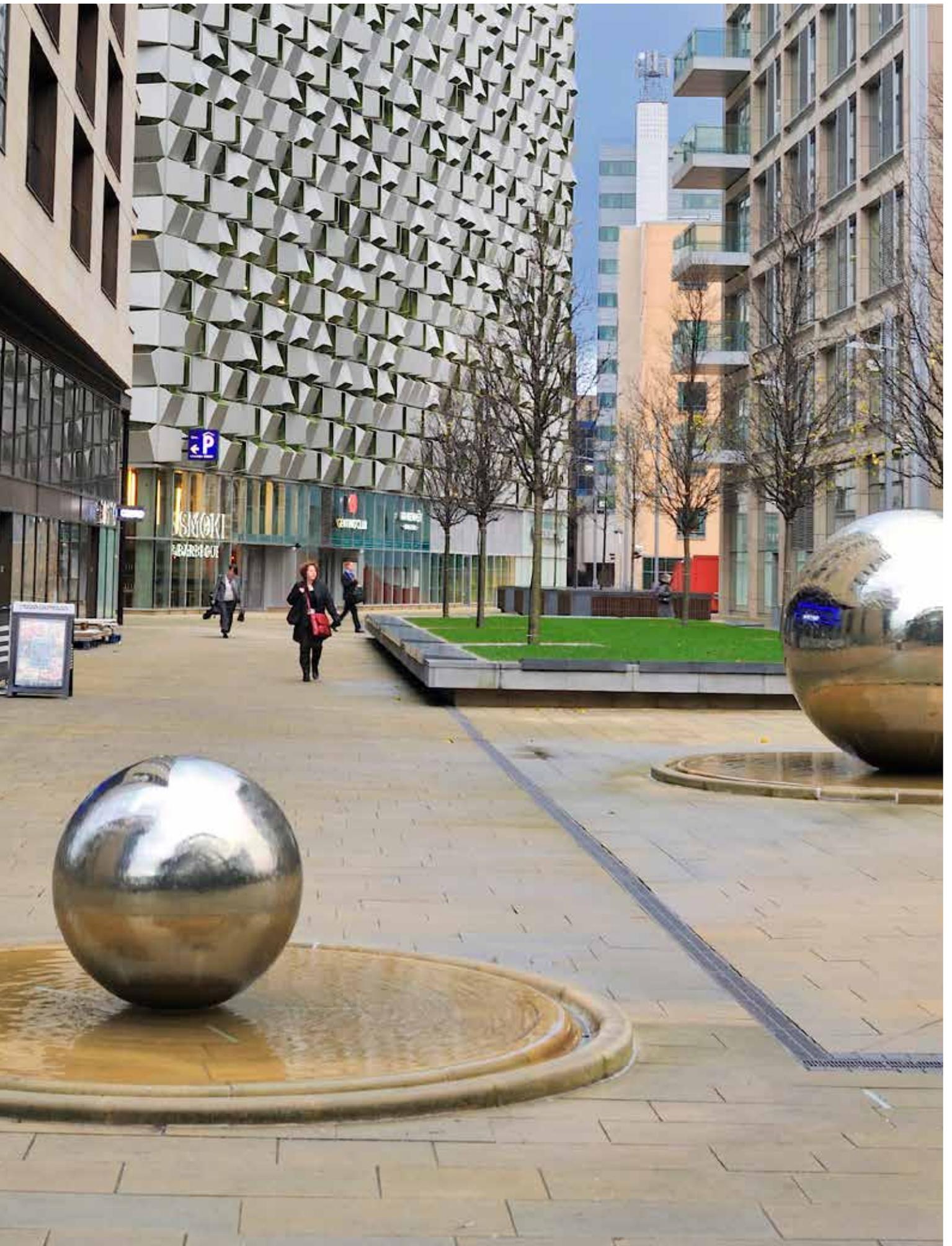
**THE CITY REGION
TRANSPORT STRATEGY
IDENTIFIES ACTIVE
TRAVEL AS AN IMPORTANT
MEANS TO OVERCOME
CONGESTION, IMPROVE
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INCLUSION, AND TO HELP
GROW THE ECONOMY IN
AN INCLUSIVE WAY**

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29. <http://www.transportworks.org/case-studies/Sheffield-Midland-Rail-Station>

30. <http://sheffieldcityregion.org.uk/wp-content/uploads/2018/01/SCR-Transport-Strategy-Consultation-Draft.pdf>

31. <http://theoutdoorcity.co.uk/>





The schemes

Following the success of the initial Gold Route, an £8 million extension from Devonshire Green up to the University of Sheffield and through the campus was announced. This phase of the project involved closing roads and reallocating space for pedestrians and cyclists. The project coincided with the opening of the new flagship £81 million Diamond building at the University of Sheffield. The University is also involved in promoting and active travel and improving the urban realm investing an additional £5.5 million of its own money into improving the campus³² alongside the money invested by local authority. This will see the cycling and walking route continued through the campus as well as urban realm work to create new public space.

The aim of the Gold Route extension is to provide a seamless high quality walking and cycling environment through the heart of the city, linking key economic, transport and education sites and to create an environment that people want to spend time in. With this spine in place through the city, it is then possible to link further sites as they are developed, creating a walkable city centre with high quality access.

There has been a focus on ensuring that the scheme is high quality, helping to add to the wider urban realm benefits of the project.

The scheme is based around high quality paving materials and good design, ensuring that it looks good, provides easy transportation links and creates an inviting environment to spend time in. The materials and colours used along the route are consistent both in the city centre and through the University campus, helping to create a common feel and identity along the route.

When planning and developing the route, emphasis has been placed on ensuring the route provides a quick and convenient travel option. In order to increase the number of people cycling and walking in Sheffield city centre, it was important that the route was direct and provided good journey times as well as creating a more pleasant and safe environment. This was seen as central to making active travel the natural choice for journeys along the route.

32. <http://www.sheffieldtelegraph.co.uk/news/education/first-stage-of-sheffield-university-s-greener-campus-1-7155687>.

Benefits and highlights

The initial phase of the project, linking Sheffield Midland Railway Station with Devonshire Green, created significant economic benefits for the city centre. It is estimated that there was a 44% increase in visitors and a net spending increase of £4.2 million. The city centre retail sector saw an increase in rental values of £1.60/sq ft and the creation of 341-527 new jobs.

A key benefit for the University is connecting the expanding Western Campus to the Eastern and Northern sections of the campus with a high quality pedestrian environment³³. This helps to ensure that students can move freely and safely through the campus, and creates a more harmonious feeling between the different parts of the university estate. With the addition of new park space along the route, it significantly changes the look and feel of the campus.

The University of Sheffield said the project has *“created more spacious and safer crossings on Western Bank and Upper Hanover Street, making it much easier for students, staff and the general public to get around the campus, catch a tram or access the city centre.”*³⁴

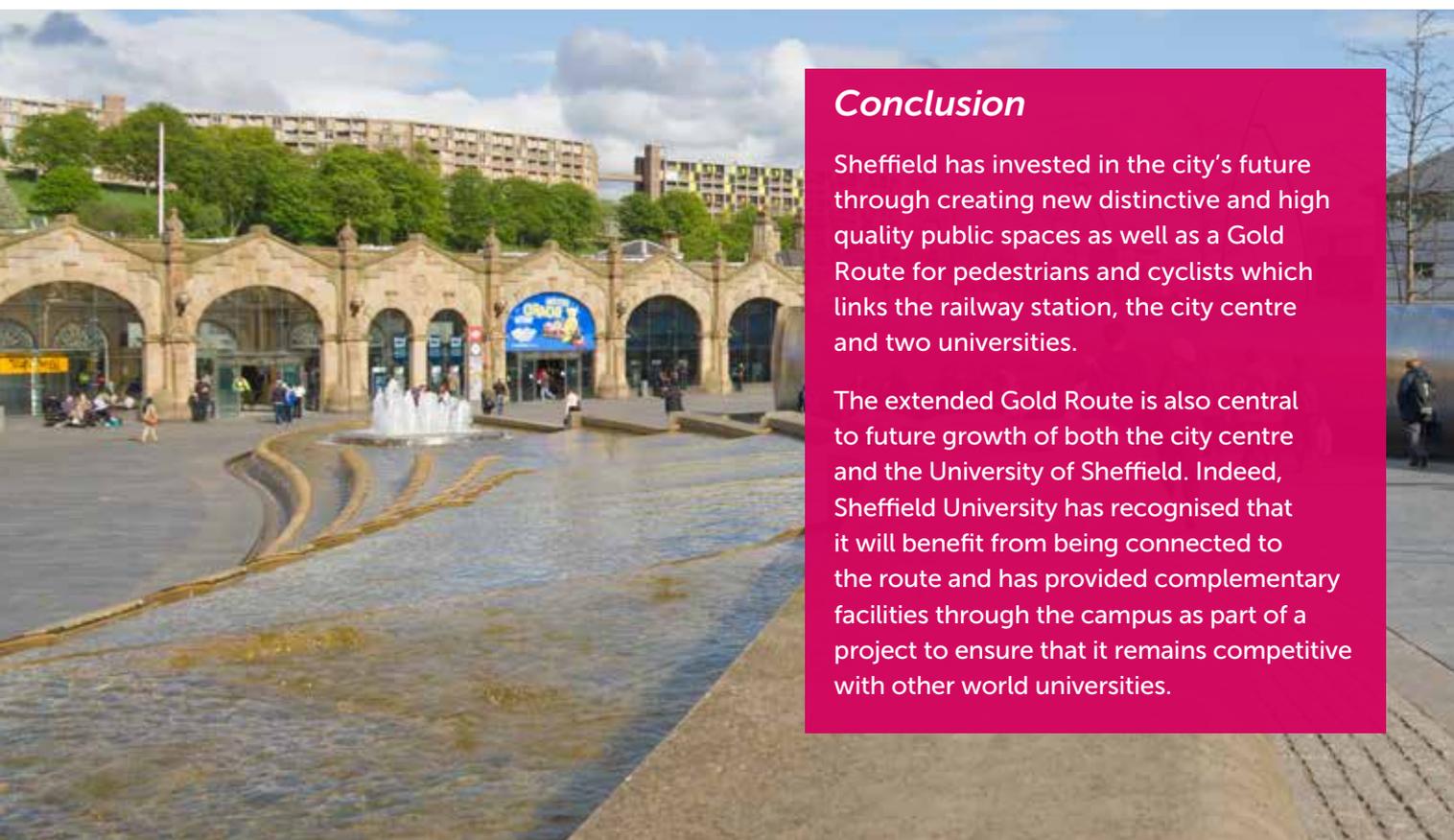
*“We want to encourage the people of Sheffield to enjoy and use our campus whether it’s to have lunch in one of our cafes, cycle through the campus area up to Weston Park, or just enjoy sitting and relaxing in one of the new greener, safer places that has been created through the development.”*³⁵

The Gold Route extension has been used to create a sequence of coherent public spaces. This further acts to enhance the route’s role increasing the number of people walking and cycling in the city centre. The new civic spaces enhance Sheffield city centre as a place to be as well as helping to bring new people into the city.

33. <https://www.sheffield.ac.uk/campusmasterplan/vision/being-part-of-the-city>

34. <https://www.sheffield.ac.uk/news/nr/campus-transformation-celebration-event-1.740394>

35. <https://www.sheffield.ac.uk/news/nr/campus-transformation-celebration-event-1.740394>



Conclusion

Sheffield has invested in the city’s future through creating new distinctive and high quality public spaces as well as a Gold Route for pedestrians and cyclists which links the railway station, the city centre and two universities.

The extended Gold Route is also central to future growth of both the city centre and the University of Sheffield. Indeed, Sheffield University has recognised that it will benefit from being connected to the route and has provided complementary facilities through the campus as part of a project to ensure that it remains competitive with other world universities.

SNAPSHOT CASE STUDIES: WEST YORKSHIRE

The West Yorkshire Combined Authority's vision is to be one of the best regions for cycling and walking in the country. Building on momentum from events such as the Tour de France Grand Depart and the introduction of the Tour de Yorkshire onto the professional cycling calendar, West Yorkshire has recently implemented some of the most ambitious cycle infrastructure in the country.

As part of the £60 million CityConnect programme a 23km fully segregated Cycle Superhighway – the longest continuous route of its kind in the UK – has been developed, using Cycle City Ambition Grant funding. Phase one links the cities of Leeds and Bradford, with phase two linking the city centre out to the east of the city. A final phase of work will then link the two routes and the city centre.

The first segment of this Cycle Superhighway, which is 14km, links deprived areas between Leeds and Bradford that have very poor levels of health and demographics that are traditionally unlikely to participate in active travel.

The route consists largely of busy A roads and dual carriageways, and so it would not previously have been possible for the majority of people to cycle this route into Leeds or Bradford.

Alongside the cycling infrastructure CityConnect also runs a series of engagement initiatives. This includes free adult cycle training and maintenance courses, Bike Friendly Schools and Bike Friendly schemes as well as grants of up to £10,000 for community groups and grassroots initiatives. Support is also given to employers to encourage more staff to build walking into their daily routine and there is also a cycling referral programme for people with health problems as well as year-round cycle challenges.

The scheme has proved hugely successful, with over half a million people using the cycle route in the first 18 months.³⁶ A recent survey also found 30% of people using the superhighway were either new to cycling or had started to cycle again recently.³⁷ As importantly, 61% said their confidence to cycle had increased and 80% used the route between three and five days per week.

The Cycle Superhighway is just one part of a wider programme of investment by the Combined Authority, with an additional £22m of funding being used to deliver cycling infrastructure improvement projects across the region

36. <https://www.yorkshireeveningpost.co.uk/news/half-a-million-trips-on-leeds-bradford-cityconnect-cycle-superhighway-1-9031512>

37. <https://www.yorkshireeveningpost.co.uk/news/half-a-million-trips-on-leeds-bradford-cityconnect-cycle-superhighway-1-9031512>



AS PART OF THE £60 MILLION CITYCONNECT PROGRAMME A 23KM FULLY SEGREGATED CYCLE SUPERHIGHWAY – THE LONGEST CONTINUOUS ROUTE OF ITS KIND IN THE UK – HAS BEEN DEVELOPED, USING CYCLE CITY AMBITION GRANT FUNDING.

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DARLINGTON

Darlington is a large market town and former industrial centre in the North East of England. Having experienced an extended period of decline following the loss of many highly skilled industrial jobs, Darlington has been attempting to regenerate its centre and turn its image around.

An important step in this process was being selected to be part of the Cycle Demonstrations Towns Project (2005-2008 and then extended to 2011). The aim was to begin to change the physical environment and the way that people move around the town, creating a more pleasant environment for all.

Throughout the project, Darlington committed to spend £11 per head of population on cycling, compared to an average of £1.38 outside of London.³⁸ The project was successful, with counters recording a 159% increase in the number of trips compared to baseline data.³⁹ Whilst this was from a very low base it is an impressive figure and demonstrates what can be achieved with a sustained period of investment

Part of the success story is the overlap with the Sustainable Travel Towns Initiative, which provided advice and encouraged behaviour change. This programme ended in 2009, and the largest growth in cycling levels was whilst the two projects overlapped.⁴⁰

The Cycle Demonstrations Towns project also delivered infrastructure improvements on a circular route and six radial routes, providing 11km of new cycle routes.⁴¹

Darlington aims to have a lively pedestrian heart to the town centre, replacing road traffic with pedestrians and bikes. Alongside the infrastructure work, there has been wide spread cycle training delivered in schools and to members of the public, recognising that people need the skills as well as the infrastructure.⁴²

38. This figure was estimated in 2015. <https://www.cyclinguk.org/resources/cycling-uk-cycling-statistics>

39. https://www.sustrans.org.uk/sites/default/files/file_content_type/main_summary_report_cycling_city_and_town_cycling_demonstration_towns.pdf

40. https://www.sustrans.org.uk/sites/default/files/file_content_type/main_summary_report_cycling_city_and_town_cycling_demonstration_towns.pdf

41. https://www.sustrans.org.uk/sites/default/files/file_content_type/cycling_demonstration_towns_darlington.pdf

42. <http://webarchive.nationalarchives.gov.uk/20110407101011/http://www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2009/12/cdts-monitoring-project-report-2006-09.pdf>

INVERNESS

'The capital of the Highlands' has experienced an extended period of economic and population growth. In addition to this growing local population, almost 900,000 tourists visit the city each year.

The Walk Inverness project was developed to ensure that the key economic and leisure destinations in the city centre were easy to find and reach, by walking.⁴³

By making the city centre easier to navigate on foot, the project aims to improve the urban realm, attract more people into the city centre, reduce pollution and increase business takings. Inverness already has a high proportion of journeys undertaken by bike (6%), which is considerably higher than the Scottish average which has fluctuated between 1-2%.⁴⁴

This project was supplemented in 2017, with Inverness receiving funding to develop an Active Travel Network. The aim of the Active Travel Network is to *"create a city fit for the future which will promote active travel, improve community health and reduce congestion."*⁴⁵

The network will better link communities and the city centre, reducing the reliance on the car and improving access to opportunities for all.

The Active Travel Network will be funded by £6.5 million of competition funding and £7 million of match funding. This will help to develop the West Link active travel infrastructure, Inverness Railway Station cycling parking infrastructure, Safer Routes to School interventions and smarter travel promotion.

It is hoped that *"The routes which are developed as part of the Active Travel Network will make it realistic and attractive for families to make trips in and out of the city centre safely."*⁴⁶

43. <http://www.gov.scot/Publications/2016/06/9900/1>

44. <https://www.sustrans.org.uk/sites/default/files/images/files/scotland/policy/Sustrans-Scotland-walking-and-cycling-outcomes-report-September-2014-optimised.pdf>

45. Highland Council, 2017, Inverness City Active Travel Network Engagement Report

46. https://www.highland.gov.uk/news/article/10464/team_behind_multi-million_pound_inverness_active_travel_project_celebrate_funding_competition_success



BRISTOL

Bristol's vision is for the city to grow 'as a happy and healthy city' and that "cycling can play a part in realising this vision."⁴⁷ In Bristol, road transport contributes 500,000 tonnes of CO₂ per year, with getting more journeys made by bike seen as a key way of reducing this by 30% before 2020.

Bristol is committed to investing £16 per head of population every year up to 2020 (£7 million per year), considerably above the Department for Transport target of spending £10 per head. Bristol has over 200 miles of segregated cycle freeways and quiet ways mapped out. Through these, they hope to achieve 20% of commuter trips into the city being undertaken by bike.⁴⁸

Cycling levels in Bristol have already increased by 40% through its participation in the Cycle Demonstrations Town project, and have doubled over the last 10 years, which shows the impact that a concerted period of investment can have.⁴⁹

As well as the physical infrastructure, Bristol has recognised that there are other barriers to cycling that need to be removed if the investment is to be a success. Other investments have included⁵⁰: loan bikes and equipment; accompanied rides with instructors; electric bikes to broaden the appeal to a wider demographic; travel advisors who are available to help plan journeys; adapted accessible bikes ensuring that everyone can enjoy cycling in a safe environment; and street pumps to help people with bike maintenance.

In addition to this, schools have been offered bikeability training as well as sessions focussed on road safety and looking at how children can use active travel to get to school to give them the skills and confidence to cycle.

Work with communities has focused on events to raise the awareness of active travel and grants for communities to bid for.

CYCLING LEVELS IN BRISTOL HAVE INCREASED BY 40% THROUGH ITS PARTICIPATION IN THE CYCLE DEMONSTRATIONS TOWN PROJECT, AND HAVE DOUBLED OVER THE LAST 10 YEARS, WHICH SHOWS THE IMPACT THAT A PERIOD OF INVESTMENT CAN HAVE.



47. <http://betterbybike.info/wp-content/uploads/2015/02/Bristol-Cycle-Strategy-FINAL.pdf>

48. <http://betterbybike.info/wp-content/uploads/2015/02/Bristol-Cycle-Strategy-FINAL.pdf>

49. <http://www.bristolpost.co.uk/news/bristol-news/cycling-bristol-up-40-recent-230217>

50. <http://betterbybike.info/wp-content/uploads/2015/02/Bristol-Cycle-Strategy-FINAL.pdf>



