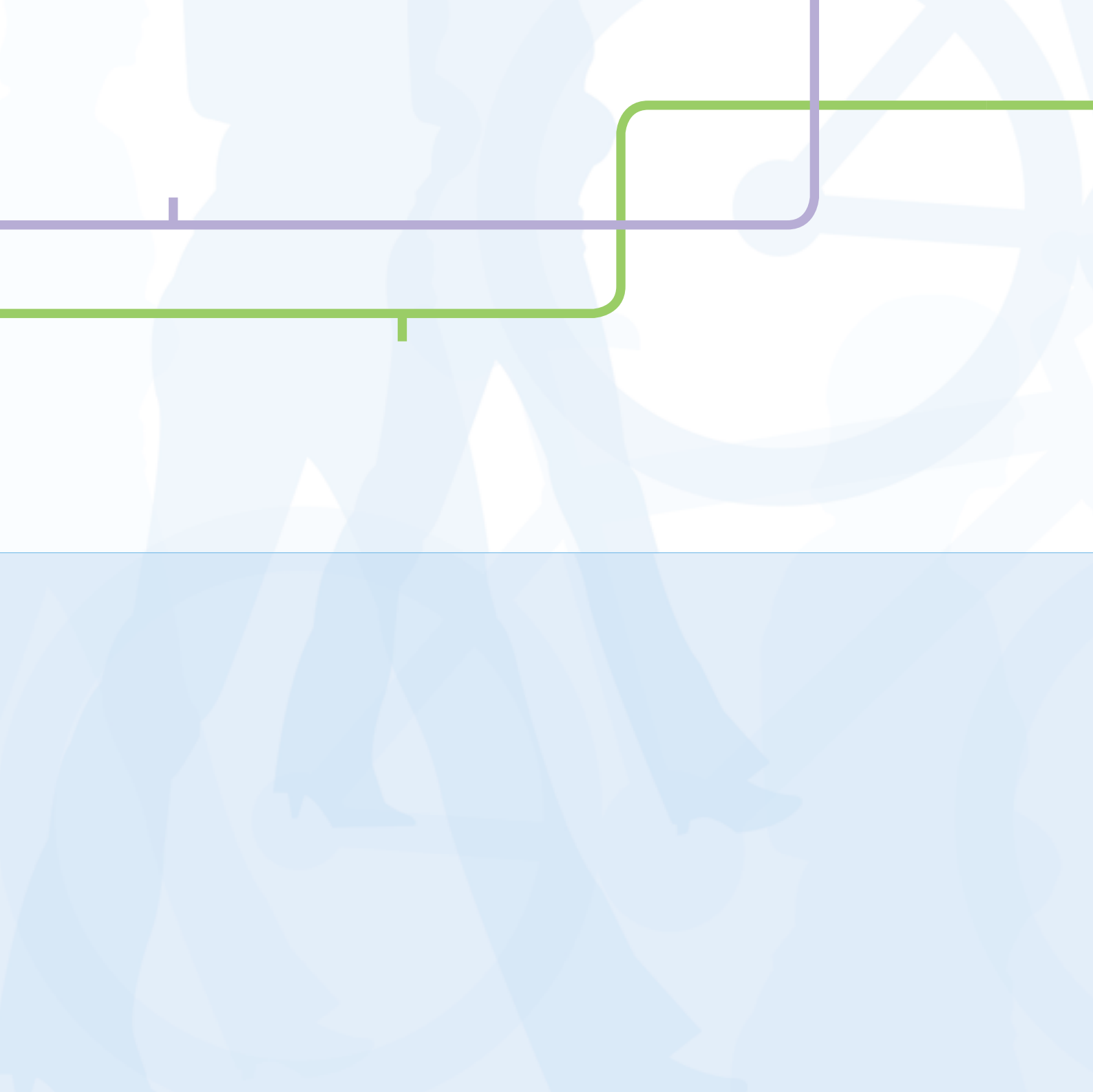




home

Walking and cycling:

an action plan





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Foreword




2

Walking and cycling are good for our health, good for getting us around, good for our public spaces and good for our society. For all of these reasons we need to persuade more people to choose to walk and cycle more often.

Around 60% of men and 70% of women are currently not physically active enough to benefit their health. Walking and cycling offer the opportunity to build moderate, pleasant exercise into people's routines. This kind of exercise can help us to counteract problems of overweight and obesity as well as coronary heart disease, stroke, diabetes and cancer in addition to improving mental wellbeing.

Walking and cycling are also vital means of travel. In themselves, they are viable modes of transport for many of our trips. Nearly a quarter of all our trips are one mile or less – a generally walkable distance. And 42% are within two miles – less than the average length of a cycling trip. But in addition, walking and cycling provide the vital links to our public transport systems and a 'no-emissions' alternative to motor vehicles.



Increasing walking and cycling levels will also improve our public space and the social interactions we have. Both modes allow us to stop and chat or just say ‘hello’ in a way which it is difficult to do when closeted in the car. As such, they improve our sense of community. They also provide for more pleasant and sustainable public spaces and serve to support local facilities.

Nobody in Government would claim that it will be easy to reverse the long-term decline in walking and cycling. But this action plan sets out the shorter-term, practical steps which Government and its partners will now take with the aim of increasing levels of cycling and walking. The plan is the result of a wide-ranging consultation within Government and with cycling and walking groups.

We will continue to work across Government to see these actions through. But we will also pick up later in the year the challenges posed in the ongoing work on the White Paper on Public Health and the response to the *Choosing Activity?* consultation. The barriers to walking and cycling have developed over a long period of time and we want to work towards long-term changes to overcome those barriers. For walking and cycling, this action plan marks a beginning, rather than an end.



Dr Kim Howells MP
Minister of State for Transport

through the park





Introduction

This is the Government's action plan for increasing levels of walking and cycling in England. It is important because walking and cycling have the potential to make a positive contribution to many key public policy priorities, including health, liveability and urban congestion.

While we have been developing this action plan, many parts of Government have been working closely together to raise levels of physical activity, in the context of wider work on public health. The plan is directly relevant to *Choosing Health?*, the Department of Health's wide-ranging consultation exercise on Public Health, and in particular the strand on physical activity. It also reflects the work of the cross-government Activity Co-ordination Team (ACT), which is charged with advising Ministers on increasing levels of physical activity across the board.

Increasing levels of routine physical activity is a key public health intervention. Moderate exercise is known to reduce the risks of heart disease, stroke, obesity, type-II diabetes, osteoporosis, some cancers and hypertension; it also promotes all-round health and well beingⁱ. Walking and cycling are easy and relatively low cost ways to integrate physical activity into the daily routine.



ⁱ World Health Organisation, Regional Office for Europe, *Physical activity through transport as part of daily activities including a special focus on children and older people*. WHO Europe, 2002 (see www.who.dk/transport/modes/20030121_1).

Regular cyclists typically enjoy a level of fitness equivalent to someone 10 years youngerⁱⁱ, and those cycling regularly beyond their mid-thirties could add two years to their life expectancyⁱⁱⁱ

But walking and cycling are about more than improving health, important though this is. They also benefit our transport networks – by taking pressure off the roads and improving access to public transport services – and increase the liveability and vibrancy of our neighbourhoods. This can have economic as well as social benefits. Good walking and cycling facilities can support retail development and encourage tourism – the 2002/2003 Day Visits Survey^{iv} by the Countryside Agency and partner groups revealed that in England 16% of leisure day visits involved walking or rambling and this resulted in expenditure of more than £6 billion.

Many stakeholders from within and outside government have made a valuable contribution to the development of this action plan.

We have also benefited from the results of our 2003 consultation on walking, *On the move: by foot*, and from the advice and support of the National Cycling Strategy Board, which has recently audited the quality of provision for cyclists in every English local authority.



ⁱⁱ Tuxworth W et al, *Health, fitness, physical activity and morbidity of middle aged male factory workers*. British Journal of Industrial Medicine vol 43. pp 733-753, 1986.

ⁱⁱⁱ Paffenbarger R et al, *Physical activity, all-cause mortality and longevity of college alumni*. New England Journal of Medicine, vol. 314(10) pp 605-613, 1986 (for abstract see <http://content.nejm.org/cgi/content/abstract/314/10/605>).

^{iv} Day Visits Survey 2002/03 (Countryside Agency et al, 2004)

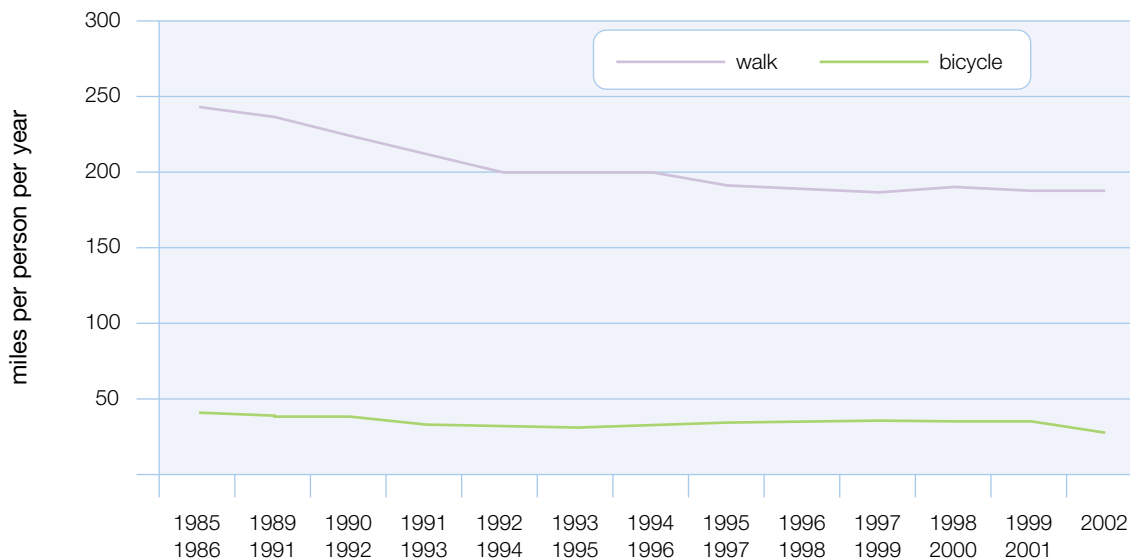
Current progress

The National Cycling Strategy (NCS) has, since 1996, provided a framework for increasing the number of journeys made by bike. It established the target of quadrupling the number of cycling trips between 1996 and 2012^v. Eight years on, we remain strongly committed to the overall goals of the strategy.

^v The National Cycling Strategy includes a target to quadruple cycle use by 2012 from the 1996 baseline of 17 cycle stages per person per year. The Ten Year Transport Plan includes a target to triple the number of cycling stages in England compared to the 2000 baseline of 18 stages per person per year.

But the record of achievement to date has been mixed. Some local authorities – as described in the action plan – *have* been very successful in promoting cycling in their local areas. There has been a marked increase in recreational cycling and cycling remains an important transport mode for many people, with more cycling trips per year than surface rail trips. But, across England as a whole, we have not succeeded in raising cycling levels significantly above the 1996 baseline.

Distance walked and cycled per person per year, GB: 1985/86 to 2002



Walking trips – other than for purely recreational purposes – have been in steady decline over the last 20 years. However, as just under half of all trips are under two miles in length, there is obvious potential for encouraging more walking for short trips and as part of public transport trips. Indeed, it is important not to overstate the challenge: for example, to return to 1975 levels of walking would require people to walk just 65 miles further on average per year, or just over a mile more a week.

Later this summer, in the context of the Spending Review, the review of the Ten Year Plan and the responses to the *Choosing Health? Choosing Activity* consultations, DfT will be reviewing its current suite of targets, including the current target for cycling. In this action plan, our focus is on setting out some practical measures which can be taken now to tackle the negative trends, support walking and cycling, and improve our overall quality of life and health. Further proposals may come forward later in the year.

The action plan

The evidence base for what works suggests that the most effective approach is to combine improvements to the environment and facilities for walkers and cyclists with carefully targeted information about travel choices, health benefits and recreation opportunities.

The chapters of our action plan describe the different ways in which we are aiming to increase walking and cycling.

These are:

- creating places that people want to walk and cycle in
- providing high quality facilities for safe walking and cycling
- influencing travel behaviour, through education, training, marketing and promotion
- building skills and capacity
- monitoring success through better targets and indicators.

In the following chapters, we set out a series of specific actions which we plan to take, either by ourselves, or in partnership with other key stakeholders and delivery agents, especially local authorities and primary care trusts. For each action, we set out the timescale over which it is to be achieved, the accountability for delivering it, and how we will go about monitoring its success.

Across all of these fronts, we also want to use this action plan to celebrate the tremendous accomplishments of those local authorities, individuals and organisations who are ahead of the field, are already successful in supporting higher levels of walking and cycling in a local area and who are showing what can be done. Our action plan therefore illustrates the actions to be taken under each of the headings set out above with powerful case studies from across England.

We will publish details of some 50 case studies on the DfT website to show that, with commitment and modest investment, increasing walking and cycling levels is a reality for many local authorities, health organisations and voluntary groups.



1 Improving the walking and cycling environment

People will only choose to walk and cycle where the facilities they need to get to are within easy reach, and the journey will take them through a pleasant and welcoming street environment.

Our action plan for improving the walking and cycling environment has three elements: using the land use planning system to promote better provision, using transport planning to make it easier for walkers and cyclists to get around, and raising the standard of public spaces.

Land-use planning

Existing planning policies, for example in the Planning Policy Guidance on *General policies and principles*^{vi} and *Housing*^{vii} already make clear that local authorities should create places and spaces with the needs of people in mind, which are attractive, have their own distinct identity and respect and enhance local character.

The changes which the Government is introducing to the land-use planning system, through the new Planning and Compulsory Purchase Act 2004 and revised planning policy guidance, will bring about an improved environment for walkers and cyclists.

^{vi} Planning Policy Guidance note 1 (DoE, 1997).

^{vii} Planning Policy Guidance note 3 (DETR, 2000).

Action

Improving access to town centres

ODPM will publish a new Planning Policy Statement 6 (PPS6) which will advise local authorities to plan their town centres to give priority to pedestrians and cyclists and improve the pedestrian environment.

PPS6 will encourage authorities to take a number of practical measures to make it easier for pedestrians and cyclists to get around town, including: improving pedestrian access from the point of arrival (e.g. bus stop, station or car park) to the main attractions; improving the pedestrian environment in the town centre and improving access by foot and cycle; and encouraging developers to orientate new retail development so that it fronts the street, to provide level access and to locate the entrance closest to the primary shopping area.

ODPM will also publish *Going to Town*, a guide containing practical advice on how to ensure that the key routes from arrival points to the main attractions are attractive and improve first impressions, viability and competitiveness.

Action

Streamlining the planning process

Under reforms in the Planning and Compulsory Purchase Act 2004, local authorities will be able to secure a payment to ameliorate the direct impact of developments. This will supplement the regime of 'section 106' agreements, which provide a means of enabling proposed development to proceed by securing developer contributions. The new contributions may be used to provide routes to, and facilities for, pedestrians and cyclists both around and within the development.

We want to ensure that infrastructure for walking and cycling, including green spaces, are built into new developments and there are good networks for off-road or leisure cycling, to help create a 'culture' for cycling and walking.

ODPM's Sustainable Communities Plan sets out measures and resources to build sustainable communities, improving the quality and wellbeing of every facet of community life.

Action

Walking and cycling in sustainable communities *ODPM and DfT will work closely together to ensure that new development, including that in the housing growth areas identified in the Communities Plan and major town centre schemes, includes good provision for pedestrians and cyclists as key features of good design.*

Transport planning

The Local Transport Plan process enables local authorities to develop transport systems in an integrated, complementary way. This also assists authorities to take account of land use plans and strategies for sustainable development in a more systematic, joined-up way. Local authorities are encouraged to develop effective local transport strategies, including a full strategic consideration of walking and cycling, to inform the development of their Local Transport Plans. Local authorities are able to use the LTP process to identify gaps in infrastructure and set out plans for appropriate improvements, such as pedestrianisation and traffic management schemes.

Action

Better transport planning *DfT will issue updated guidance on Local Transport Plans. Local authorities will be expected to set out in their Plans how their policies and schemes, including their plans to improve walking and cycling, will deliver better outcomes for congestion, pollution and road safety and improve quality of life and health. We will also expect local authorities to explore how walking and cycling policies and schemes can deliver better access to jobs, goods and services. Funding allocations will be related to the performance of authorities against their local targets for better transport.*

Rights of way improvement plans

Many new areas of land have been opened to walkers for the first time as a result of the Countryside and Rights of Way Act. This provides further opportunities for local authorities to promote walking in the countryside.

All local authorities must prepare a Rights of Way Improvement Plan to state how they will provide an integrated network of routes – in both town and country – for walking and cycling. This process includes assessing existing routes; identifying gaps in provision; and setting out how improvements will be made. The Countryside Agency has summarised early lessons learnt at www.prowgpg.org.uk.

Action

Improving rights of way *From 2005, DfT will integrate Rights of Way Improvement Plans in England into the local transport planning process. This will ensure the long-term stability of the rights of way network and at the same time reduce the number of separate planning requirements on local authorities.*

Case study

Camden's Boulevard Project

This project aims to provide cleaner streets, better pavements and a more attractive environment to the benefit of local residents and pedestrians. A substantial investment in the physical streetscape and street cleaning has been made to contribute to Camden's aim of encouraging more walking in the borough.

Improvements include the relaying of 60km of Camden's pavements, regular sweeping and washing of streets, improved street lighting and shop fronts and tree planting.

Enforcement activities have also been reviewed. Streets are selected on the basis of condition, function, demand, the likelihood of



public utilities digging up the road and visual appearance. This has achieved, in the two pilot areas of Kings Cross and Camden Town 15% and 27% improvements in cleanliness and customer satisfaction ratings over 80%.

Improving liveability

Dirty and poorly maintained public spaces can put people off walking and cycling. ODPM's £89m Liveability Fund will support around 75

major projects in 27 pilot areas and show how new investment in public spaces can transform people's relationship with their local areas.

These schemes will help local authorities to reassess the way they deliver their environmental services, in particular clearing litter, removing abandoned vehicles and erasing graffiti. Some of the pilots will specifically promote cycling and walking, including improvements to existing cycle paths and footpaths, and the creation of new safe and secure routes on foot and on bike.

Projects funded include:

- cycle & footpath improvements in Morpeth's Carlisle Park and the adjacent countryside by Castle Morpeth Borough Council
- High Peak Borough Council's upgrading of footpaths to ensure safe access for all, regardless of the level of the user's mobility, at Philip Howard Park and link to the Trans-Pennine Trail
- a major upgrading of the 'Waggonways' – an extensive network of routes that linked former collieries to the River Tyne – by North Tyneside MBC, to create safe routes to work and school, and provide healthy leisure opportunities.

Action

Cleaner streets DEFRA will bring forward a Clean Neighbourhoods Bill which will bring tougher, streamlined, flexible powers to tackle a range of street clutter such as litter, flyposting, flytipping and graffiti.

We know that the poor quality and maintenance of some street lighting is a key issue for people currently deterred from walking by fears about personal security. Improved lighting can be helpful in providing a more comfortable environment for both pedestrians and cyclists. Some studies have shown a reduction in street crime and the fear of crime where a good standard of street lighting has been applied.

Action

Better street lighting *We are encouraging local authorities to consider the option of using the Private Finance Initiative (PFI) to fund improvements to street lighting. To date, nine Local Authority street lighting schemes in England have now been procured through PFI and three more are at an early stage of development.*



Designing streets for people

One of the key messages from our consultation exercise, and from stakeholders like the National Cycling Strategy Board, is that walking and cycling are being compromised by over-designed residential streets. Too often, local authorities are misapplying design guidance which was intended for heavily trafficked national roads, and which does not reflect the fact that local roads have a much wider range of users and purposes.

Action

Manual for Streets *DfT, in partnership with ODPM and local authorities, will launch a 'Manual for Streets' which will aim to raise the standard of design for local roads. This will bring outdated aspects of existing guidance into line with current thinking, with the aim of bringing an end to use of inappropriate design standards.*

Home Zones and Quiet Lanes

We want to encourage local authorities to design and manage their road space with all users in mind. Home Zones are an example of how imaginative street design and management can make residential areas more accessible and enjoyable for a wider range of users.

Home Zones are residential areas designed with streets to be places for people, instead of just thoroughfares for motor traffic.

The aim is to change the way that streets are used in order to improve the quality of life for local residents. In a Home Zone, the streets will become the focus of community life and early experience of completed schemes in existing residential areas suggests that they have often led to a stronger, more vibrant and diverse community.

Through the £30m Home Zones Challenge Fund, the Department for Transport is supporting the introduction of 61 Home Zone schemes in England. As well as creating a substantial increase in the number of Home Zones in England, the Challenge is intended to improve the level of knowledge of what makes a good Home Zone.

The Countryside Agency has pioneered Quiet Lanes, minor rural roads which have been adapted for safer shared use by walkers, cyclists, horse riders and motorised vehicles. Quiet Lanes aim to maintain the character of minor rural roads. The schemes are based on community involvement which encourages a change in user behaviour, an area-wide direction signing strategy to re-route traffic, and Quiet Lane network signing. These are just part of a toolkit of ideas the Countryside Agency has for improving travel choice, the quality of life and more strategic traffic management of rural roads – to the benefit of local residents and businesses as well as visitors.

Action

Encouraging Home Zones and Quiet

Lanes DfT will issue regulations to allow roads to be designated as Quiet Lanes or Home Zones and for use orders and speed orders, and publish guidance about how to do it.

Tackling anti-social behaviour

Good design will not achieve higher levels of walking and cycling if people are put off using the streets because of anti-social behaviour. In April ODPM published a good practice guide, *Safer Places: The Planning System and Crime Prevention*, showing how to provide well-designed, safer public places. It challenges designers to think about the most appropriate crime reduction measures without compromising the quality of the local environment. The guide outlines the importance of providing safe and direct routes on foot and by bike to local services.

The Home Office is working with local Crime and Disorder Partnerships (which include local authorities and the police) to reduce crime and the fear of crime. Crime has fallen by 25% since 1997 and streets and open spaces are safer places.

Action

New powers in the Anti-Social Behaviour

Act enable the police to move on groups of young people who may be causing fear or distress to people in areas where there is a problem with anti-social behaviour.

The purpose of this new measure is to allow people to use public spaces without fear.

on the cycle path



2 Better facilities for walking and cycling

In our 2002 study of public attitudes to walking and cycling, we asked people whether they would be more likely to walk or cycle if the facilities on offer were improved. Around a third of people told us that they would. For walkers, the existence of safe walking routes was identified as a slightly higher priority than better-maintained pavements. For cyclists, on and off-road cycle lanes, and better parking facilities, were all of roughly equal importance.

The purpose of this chapter is to set out a range of actions to improve the specific facilities for pedestrians and cyclists.

Most walking and cycling takes place on or around local road networks that are the responsibility of local authorities. The 2004/2005 Local Transport Capital Settlement allocated £659 million to local authorities to provide for small-scale integrated transport improvements – an 8% increase on the corresponding allocation for the previous year. This capital funding has been used by local authorities to put into place a wide range of schemes such as road safety improvements, cycle lanes and advanced stop signs.

On top of this funding to local authorities, the Department for Transport's Cycling Projects Fund has provided direct support for nearly 300 small-scale schemes (such as cycle racks, lockers and short sections of route) which aim to encourage higher levels of walking and cycling to workplaces, schools and other locations.

Case study

Hillside School, Norwich

DfT provided a £5,000 grant towards a £6,000 project to improve cycle storage facilities and set up a trailer bike loan scheme.

This has led to a 10-fold increase in cycling to school, and over 10% of the school population now cycle to school.

Consultation comments on measures to address the specific needs of older people and disabled people identified, as a priority, improving the conditions of footways by using non-slip paving, repairing potholes, and installing more dropped kerbs. Removal of street clutter, more lighting, clear signage, colour contrasting of objects such as bollards, and shelters were also key factors. The Guide Dogs for the Blind Association have published an *A – Z of Street Clutter* to highlight the real difficulties that lack of thought in the design and positioning of street furniture can present.

DfT has published *Inclusive Mobility*, a guide for local authorities and transport providers to best practice on access to pedestrian and transport infrastructure. That guide is also intended to assist service providers in meeting their duties under the Disability Discrimination Act 1995. Ministers have also given support to the activities of the Disabled Persons Transport Advisory Committee in promoting inclusive design as part of the curriculum for transport and other professionals.

Action

Inclusive design *DfT will continue to promote the importance of inclusive design in the pedestrian environment.*

We know that people can be put off walking if access is blocked by illegally parked vehicles.

Action

Better enforcement *DfT will seek to include, in the Traffic Management Bill, improved powers to tackle obstructions of pedestrian or cycling crossing points, and driving in cycle lanes. We will do so by extending civil powers to enforce traffic law on parking and driving offences to provide for greater pedestrian and cyclist safety.*

We need to ensure that local authorities have comprehensive up to date information on the design of walking and cycling facilities.

Action

Better walking and cycle routes

DfT will provide guidance, in our new Local Transport Notes on the provision of safe, high-quality walking and cycling infrastructure to improve existing routes and to incorporate high-quality design into new routes.



A safer road environment

The three year review of our road safety strategy, *Tomorrow's roads – safer for everyone*, emphasises that safer conditions for pedestrians and cyclists are a vital part of encouraging more journeys on foot and by bike. Key strategy commitments include: ensuring that safety is a main objective in designing, building, operating and maintaining all roads; reducing excessive and inappropriate speed; more effective road traffic law and enforcement; greater emphasis on education and retraining, and maximum use of new technology.

We know that fears about safety can be a significant deterrent against people choosing to make journeys on foot or by bike. Appropriate traffic management measures – such as speed cameras and 20-mph zones – have a major part to play and can have a dramatic impact in improving the safety of pedestrians and cyclists.

Although most walking and cycling takes place on the local road network, there is scope for improving the safety of pedestrians and cyclists around national roads.

Action

Crossings for pedestrians and cyclists

The Highways Agency is developing a Non-Motorised User Crossing programme to reduce the risks for pedestrians, cyclists and horseriders at 1,200 crossing sites across the major road network.

Case study

20-mph zones in Kingston Upon Hull

In the mid 1990s Hull City Council launched a programme of implementing 20mph zones to tackle casualty rates for child pedestrians and cyclists well above the national average. By the summer of 2003 a total of over 100 zones covered more than 26% of the city.

Across 13 zones installed in 1996/1997 crashes fell by 56% and people killed and seriously injured reduced by 90%.



On average each zone has reduced overall injuries by around 60% and child pedestrian injuries by 75%. Hull's crash reductions saved an estimated £35m by 2002.

Support for small projects

Nationally the Cycling Projects Fund has been a resounding success. It has shown that there is an enormous untapped market at local level for relatively small-scale capital projects at schools, hospitals and workplaces, which can be successful in encouraging people to walk or cycle.

Given the small scale and cost of these projects, and their essentially local impacts, we think that it is now sensible for responsibility for funding and delivering these schemes to pass to individual local authorities. Local authorities are much better placed than national government to make an assessment of their impact and value for money.

We think that a major barrier to funding this kind of scheme in the past has been the sheer management effort involved in handling a large number of very small schemes. Many local authorities tell us that this is a more significant issue than the capital cost of the schemes themselves.

Action

Walking & Cycling Fund Toolkit *DfT will provide local authorities with the toolkit they need to set up local Cycling and Walking Project Funds, using their local transport plan funding, to support small-scale non-highway improvements to facilities for walkers and cyclists.*

Over the last five years, the strongest success story in walking and cycling has been the continued development of the National Cycling Network, co-ordinated by Sustrans. At a time when cycling levels nationally have been no more than steady, and walking in decline, cycling and walking on the Sustrans network has risen steadily, increasing from 60 million journeys in 2000 to 126 million in 2003 – with over half the journeys on traffic-free sections being made on foot. This growth is in part due to the continued expansion of the Network, but mainly comes from year-on-year growth on existing sections: 3% in 2001, despite the impact of Foot and Mouth disease, 10% in 2002 and 10% in 2003.

Case study

Millennium Bridge, York

The Millennium Bridge, built in 2001, links two established traffic-free sections of the National Cycle Network, as well as local walking and cycling routes, on either bank of the River Ouse. Situated about one mile from York city centre and close to the University of York campus, the bridge provides cyclists and walkers with an alternative to Skeldergate Bridge, and a potential 2km detour. Usage of the routes on either bank of the Ouse, by pedestrians and cyclists, grew by 59% after installation.

Between 1999 and 2002:

- total trips increased from 650,000 to over one million
- trips on foot rose by 73%, from 430,000 to 740,000
- cycling trips rose 31%, from 220,000 to 290,000



- utility trips to workplaces, shops and other facilities more than doubled from 160,000 to 390,000 (+141%), largely accounting for the overall increase.

Development of feeder routes, including a path linking the Millennium Bridge to the University, also contributed to the growth in walking and cycling. Combined with additional cycle storage and travel plan advice, the bridge and its associated routes enable 27% of York Steiner School pupils to cycle to school.

We believe that, by making it easier for people to walk and cycle safely for all types of local journey, the National Cycle Network is making a valuable contribution to the creation of a 'walking and cycling culture', where walking and cycling progressively become part of people's day-to-day lives. For that reason we are keen to support the continuing development of the Network, especially where this can provide improved access to schools, jobs, services and leisure.

Action

Extending the National Cycle Network

DfT will enter into negotiations with Sustrans over funding new sections of the National Cycle Network to link existing safer walking and cycling routes to schools.





Access to public transport

Every public transport journey starts or finishes with a walk or a cycle. Improving pedestrian or cyclist access to public transport has the potential to increase public transport patronage and to achieve higher levels of walking and cycling.

Cycling to the station or walking to the bus stop can improve health and fitness. In addition, they can improve accessibility in a way that is almost totally reliable. On the basis of a ten minute journey time, cycling to a rail station means that the catchment area is increased 15 fold over walking. For a Train Operating Company this means that their services can serve a much wider geographical area, with the potential to attract more paying customers and increased revenue.

The Strategic Rail Authority is currently consulting on a cycling policy which includes proposals for bike parking, carriage, and information on bike and rail.

In addition, for short journeys up to 3km the bicycle will almost always achieve shorter journey times than the bus, allowing for waiting and walking time.

In Spring 2004, DfT and partners at CTC carried out a survey of cycle parking at railway stations. This identified 200 stations where inadequate parking for cyclists is currently provided.

Action

Cycle parking at rail stations *In partnership with the rail industry, DfT will look to invest more than £500,000 in upgrading cycle parking facilities at 200 targeted stations, where current demand outstrips supply or where provision is of poor quality.*



Inland waterways

Many people already enjoy walking and cycling along towpaths, but there is scope for integrating these networks more efficiently into other walking and cycling routes.

The Countryside Agency and British Waterways will publish in Summer 2004 good practice guidance for local authorities and other agencies on the role of inland waterways in delivering sustainable transport. It will help local authorities and other agencies make better use of waterways for both visitors and local communities. The guidance will include consideration of the role of towpaths for walking and cycling and links to wider walking and cycling networks.

Action

Inland waterways routes *DfT will work with British Waterways to consider how best to exploit the potential of canal and river towpaths to provide accessible routes for walking and cycling in our towns and cities.*

Government setting the standard

We accept that the credibility of this plan will partly depend on the extent to which the Government is able to lead by example. We are therefore committed to ensuring that all government buildings have the right facilities for pedestrians and cyclists; that pedestrians do not have to navigate car parks to get to the entrance; and that cyclists have safe access and secure parking spaces.

Action

Government setting the standard

DfT and ODPM will produce a standard for Government Departments on pedestrian and cycle access to Government's own buildings – both for visitors and staff. We will then seek to set a target date by which high quality access for pedestrians and cyclists, whether visitors or staff, and secure storage for cycles will be delivered at all buildings.

from the office



3

Influencing travel behaviour

In the earlier chapters of this action plan, we have identified a series of actions aimed at ensuring that the hard infrastructure needed to support walking and cycling is put into place. In this chapter, we set out actions aimed at encouraging the use of those facilities, including initiatives targeted around educational establishments, influencing driver behaviour, and so called 'soft measures'.

Responses to *On the move: by foot* referred to the effectiveness of campaigns such as *Let's Walk* and *Healthy Schools*, and suggested the need for further campaigns conducted along these lines. Walking/cycling 'on prescription' as part of exercise referral schemes led by GP practices was another popular suggestion.

Public perception

There is already a very high level of public support for the encouragement of walking and cycling for health reasons. A recent survey of attitudes^{viii} found that over 90% of respondents agreed that people should be encouraged to walk to help their health (97%), help the environment (94%) and ease congestion (92%). There was a similar pattern, though with slightly lower support, for cycling: 87% thought people should be encouraged to cycle to help their health, 79% to help the environment and 73% to ease congestion. However the same survey found that 88% of respondents said they walk for more than ten minutes at least once a week – so over one in ten walk less than that; 13% of people said they cycle at least once a week, while 60% said they never cycle.

^{viii} www.dft.gov.uk/stellent/group/dft_transstats/documents/page/dft_transstats_023228.hcsp.

The Chief Medical Officer has recently set out evidence which demonstrates the need for regular activity for good health. He recommends that every adult should undertake a total of at least 30 minutes of moderate intensity physical activity on five or more days a week. The recommended activity level can be achieved through a single session of 30 minutes or be accumulated through several shorter bouts of ten minutes or more.

The Government is currently consulting on wider measures to increase physical activity, including the key role played by active travel. Comments on its consultation paper *Choosing Health? Choosing Activity*^{ix} will help to inform a White Paper on improving health later in the summer.



^{ix} www.dh.gov.uk/Consultations/LiveConsultations/LiveConsultationsArticle/fs/en?CONTENT_ID=4081602&chk=Y0DWO7.

Case study

Walsall Groundmiles scheme

Walsall Council and Primary Care Trust's Groundmiles scheme offers rewards to help maintain increased levels of physical activity. Participants in Health Walks and other physical activity events receive stamps, exchangeable for shopping and public transport discounts, free cinema and theatre tickets, and free leisure activities. Groundmiles Gold rewards volunteers who become walk leaders and backmarkers, with quadruple stamps. Additional incentives are under consideration; discounts on social housing rent, council tax and utility bills may target people living in economically disadvantaged areas.



Over 700 residents have registered for the scheme. 72% of people registering were below recommended physical activity levels. 54% increased their physical activity levels. The scheme had made exercise more attractive to 72%. 86% thought Groundmiles would encourage them to be more active

Following this success, the scheme is being rolled out to Walsall's New Deal area to link up with other healthy lifestyle activities including quit smoking sessions, exercise classes and weight management sessions.

Travel for education

Nationally, in 2002 during the morning peak period of 8am to 9am, nearly one in ten car trips by residents of urban areas in term time were taking children to school – and at the peak time of 8.50am this number rises to one in five. For both transport and health reasons, we have a strong interest in encouraging children to walk or cycle on their journey to school, so that getting around on foot or by bike is established as part of the daily routine from an early age.

DfT and DfES launched a major new initiative called *Travelling to School* in 2003. This initiative aims to offer pupils and parents a wider range of choices for the school run, by encouraging schools, local authorities, public transport operators and local residents to work together to draw up School Travel Plans. School Travel Plans are packages of actions which make it easier for pupils to walk, cycle or use public transport for the journey to school. These actions can include new road safety facilities for the journey to school, or local initiatives like walking buses.



As part of the *Travelling to School* initiative, DfT and DfES are providing £7.5 million a year for at least the next two years to pay for school travel advisers in local authorities to help schools develop and implement School Travel Plans. In addition, DfES are providing around £20 million a year to give capital grants to schools (£5,000 for a typical primary school and £10,000 for a secondary) which can be used to implement measures identified in their travel plans, such as putting in place bicycle racks and adequate locker spaces.

Action

Supporting cycling and walking to school

DfT and DfES will continue to roll out the Travelling to School initiative, with the aim of ensuring that every school in England has a school travel plan by 2010.

Inspiring examples of good practice already exist around the country, and we need to make sure that schools and local authorities can share in these experiences.

Action

Making school travel plans work *Before the end of 2004, DfT will publish research and good practice to consolidate and build on existing guidance on school travel plans. The project will provide an update of case studies in earlier research to identify success stories and difficulties encountered. This will help to establish which aspects of the school travel plan process would benefit from more guidance or additional resources.*

Case study

Yorkshire CC's five minute walking zones

North Yorkshire have promoted five minute walking zones, measured time 'isochrones' not just circles on a map, at 15 schools across the County. A walking zone is a boundary line set up at five minutes walk from the school gates, measured by the pupils. Within this boundary parents, children and staff are encouraged to walk.

People who live within the zone can no longer use the excuse that walking to school will take too much time. Those living outside can park near the boundary line and walk the last five minutes with their children, though it is stressed they must find a safe and considerate place to park. The County is now exploring an expansion of the walking zone to all its schools.

Training and marketing

We know that many more pupils would prefer to walk and (for older pupils) cycle to school if they had an opportunity to do so safely.

DfT's child pedestrian training manuals *Let's Decide Walk Wise* and *Step Forward* give guidance on practical training techniques. Our teaching resource, *Making Choices*, with accompanying booklets for parents and children, is aimed at the last term of primary school and the first of secondary school.

This is a stage when children typically gain more independence and start to make more complex journeys.

Kerbcraft, a new pedestrian training pilot for young children, was launched after research showed that skills-based training was the most effective way of teaching road safety. Children are taught at the roadside in small groups by trained adult volunteers. Children from the lowest social class are up to five times more likely to die as pedestrians in road accidents compared to those from the highest social class. The Kerbcraft project trains volunteers from disadvantaged communities to teach children aged 5-7 practical roadside skills.

Research in the Drumchapel area of Glasgow has shown that children trained using this approach performed better during roadside tests compared to untrained children. The skills developed there – finding the safest places to cross, crossing between parked cars and at junctions, using an interactive approach in the reality of the day-to-day street environment, form the core of the Kerbcraft manual.

Action

Kerbcraft *As part of our £9 million, five year research project, DfT will continue to explore with our partner local authorities the scope for the Kerbcraft model to be applied to a wider range of local authorities, and how it can be sustained into the long term.*

We also want to support the choice to cycle safely to school, especially for older pupils.



Action

Cycling to school *DfT will continue to support the Bike It initiative by the National Cycling Strategy Board and the cycle industry to comprehensively promote cycling to school. Bike It is being piloted in 40 schools, bringing together cycle parking, cycle training, traffic calming and promotion, with a dedicated co-ordinator. DfT will monitor the results of the pilot with a view to further roll-out and assist in the search for a commercial sponsor.*

Action

Cycle training for children *DfT will also promote the use by local authorities of a new National Standard for Child Cyclist Training, developed with more than 20 road safety and cycling groups.*

Travel to work

Workplaces, like schools, offer the potential for targeted initiatives to promote walking and cycling. Enlightened employers recognise the benefits of a healthy workforce.



Later in 2004, DfT will be rolling out the results of major research into the impact on travel behaviour of a range of so-called 'soft' measures, many of which are particularly relevant to the journey to work.

These include:

- workplace travel plans
- personalised travel planning, employing techniques such as individualised marketing, travel diaries and personalised journey planning, and
- travel awareness campaigns.

The research confirms that these kinds of measures can be very effective in encouraging walking and cycling on the journey to work, and at a comparatively low cost. DfT already offers up to five days of free site-specific consultancy advice to companies which want to develop a travel plan, but we need to work closely with larger employers to ensure that the benefits of travel plans are well understood.



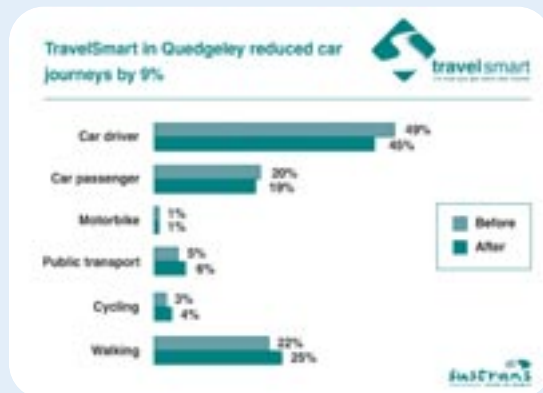
Action

Walking and cycling to work *We will work with large employers and employer organisations to promote the spread of employer-backed schemes, encouraging employees to cycle to their workplace.*

Case study

TravelSmart

TravelSmart offers individuals local information on walking, cycling and public transport to enable them to make informed travel choices. In one of the current projects co-ordinated by Sustrans households, in Quedgeley, Gloucester were contacted and those who expressed an interest were offered a selection of information and advice. Regular walkers, cyclists and public transport users were offered a small reward for their travel behaviour.



There were high levels of community participation. 93% of households responded and 62% actually took part.

We want to build on the early experience of personalised travel planning, and assess its effectiveness when rolled out to a wider population as part of a package of wider sustainable travel measures.

Action

Sustainable travel towns *DfT is investing £10 million over the next five years in three towns in England – Worcester, Darlington and Peterborough – which will build on the conclusions of our soft factors research, and act as ‘models’ for the promotion of sustainable travel. These will showcase best practice for encouraging walking and cycling, primarily through providing improved infrastructure as well as major programmes of personalised travel planning.*

Educating motorists

Drivers have an important role to play in creating a safer and more secure environment for walking and cycling.

The current version of the Highway Code includes a section for drivers on road users, like cyclists, who should be treated with extra care and attention. The practical element of the driving test has also been lengthened, providing scope for drivers to experience more types of road, so that there is greater opportunity to encounter pedestrians and cyclists. The theory test question bank also now contains a much larger volume of questions on this.

Hazard perception skills are also an important part of safe driving and we are encouraging new drivers to acquire these skills quickly. We introduced hazard perception testing as part of the theory test in November 2002. This includes the use of digitised video clips to help test hazard perception.

The *Drive Safe; Cycle Safe* leaflet, which we have published with the Automobile Association and the cyclists' organisation, CTC, is designed to make motorists and cyclists more aware of each other's needs on the road.

The Driving Standards Agency has also produced a series of *What if?* videos which are designed to alert drivers and riders to hazardous situations, including vulnerable road users.

Broader promotional campaigns

In addition to our focus on schools and workplaces, we will continue to communicate the benefits of walking and cycling for a range of other journeys.

We welcome the significant publicity boost for the health benefits of walking given by ITV's *Britain on the Move* campaign. This is a major, nationwide initiative to encourage people to walk their way back to a healthy life. *Britain on the Move* was launched in April on ITV 1 and will be featured across the channel throughout the Summer, culminating in an ITV Day of Walking in September, when walks will be held around all eleven ITV regions.

Action

Promoting physical activity *Sport England will conduct a pilot study on promoting health benefits of routine physical activity. Everyday Sport is being piloted in the North East from June 2004, through a campaign of poster and leaflet advertising. DfT will support the pilot by monitoring the effect on travel behaviour.*

There is also scope for more effective and joined-up marketing of cycling as a healthy, useful and enjoyable means of transport.

Action

Marketing cycling *DfT will continue to support the National Cycling Strategy Board's project to extend, and maximise the benefits of, marketing of cycling. It will continue to support the use of the new 'bike for' endorsements by central and local government, cycling groups and the bicycle industry.*

Action

National Bike Week *We shall continue to promote and support Bike Week which help to raise awareness of the opportunities for, and benefits of, cycling to work and for leisure in an annual festival of cycling.*

Responses to *On the move: by foot* strongly favoured the development of a website to spread good practice about initiatives for improving public places and promoting walking journeys. There is also a case for improving web access to information about cycling.



Action

National walking website *DfT will support the establishment and maintenance of a website/portal which provides information on research, training and good practice for walking practitioners, as well as links for the public to find out about walks, and walking groups, in their locality. The website www.walk21.com will provide a special forum for practitioners to share their experiences and discuss difficulties and success stories.*

Action

Cycling portal *DfT, NCS Board and the cycle industry will support development and maintenance of this key resource www.bikeforall.net to provide a focus for questions from potential and existing cyclists about why, how and where to cycle.*

Action

Transport Direct *DfT will make full use of Transport Direct's new website and make links between this and the Cycling and Walking portals to provide people with the best available information to plan their journey. DfT will continue to work with cycling interests to devise a cycling journey planner and to provide comprehensive maps and other locational advice to enhance journeys on foot.*

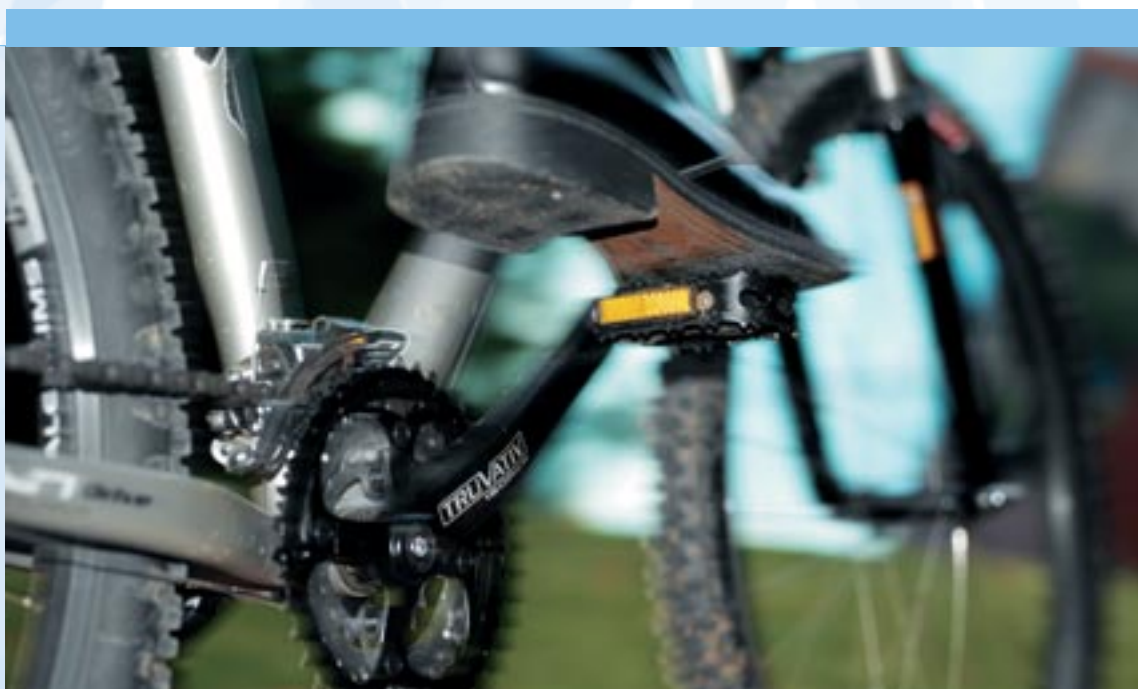
Better mapping for walkers has been the subject of recent useful initiatives and research. This has embraced everything from longer-distance mapping, as developed by Transport for London, to shorter walks around health centres and industrial parks, as provided in the *Urban Walks* series.

Action

Walking maps DfT will bring together those who have produced state-of-the-art walking maps to produce good practice guidance on the benefits of such maps.



along the towpath



4 Skills and capacity

Whilst most people would like to see more walking and cycling, and many are keen in principle to walk or cycle more themselves, inspiring them to put these fine words into action is less straightforward. Transport, health and regeneration professionals need support and assistance to understand how best to persuade more people in their locality to choose to walk and cycle.

Some of this understanding will be acquired through dissemination of research, the sharing of good practice and Government guidance, discussed in preceding chapters. However, this chapter is concerned with the actions which Government can take to ensure that:

- those who are charged with increasing levels of walking and cycling have the right skills to provide for and promote safe cycling and walking
- there are sufficient numbers of people with those skills in the transport and health sector
- their work is supported through the right national framework of training and institutions.

This means ensuring that there is the right training and professional development to ensure a sound knowledge of issues which are core to cycling and walking. But also that knowledge of key issues, such as the relationship between walking and cycling and health and quality of public space, is fully appreciated.

It also means giving the right steer at the national level on how cycling and walking can be increased. This will involve government working together in the way that local institutions are expected to work and ensuring that the right national strategy bodies exist to support local work.

DfT funds the English Regions Cycling Development Team to assist in local initiatives to increase cycling. The Team has been established for three years running to May 2005 and its initial focus has been on assessing local authorities' cycling policies and working with authorities to improve practice.

Since May 2001, DfT has been providing up to five days of free site-specific consultancy advice to employers and schools wanting to develop a school travel plan. From 2004 onwards, in view of the higher levels of direct funding being put into school travel plans, we have restricted the scope of this scheme to workplace travel plans. This represents a major enhancement of resource for employers.

Some local authorities who commented on our consultation paper highlighted the benefits of Patch Walks, where residents, police, community liaison officers and cleansing and maintenance contractors visit local neighbourhoods on foot to discuss how best to tackle problems. *Community Street Audit*, which Living Streets promote and provide training for, has a similar ethos and DfT provides ongoing funding for this work and for development of the National Walking Website. The Living Streets' initiative aims to increase local authority capacity to assess and improve streets to make them more pedestrian-friendly.

Action

Street audits *ODPM and DfT will continue to support Living Streets' work to train local authority professional in carrying out street audits.*

Training in providing for walkers, cyclists and disabled people; walking audit skills; and making better linkages to urban design were suggested in consultation responses as key areas for improvement. The NHS Skills Escalator and Workforce Confederation, which analyses skills shortages and develops strategies on training and recruitment, were mentioned as good models to follow.

We are working with English Heritage on the development of local authority capacity building training in transport and streetscape issues.

Action

Urban design awareness *ODPM will support an Urban Design Alliance/ Commission on Architecture and the Built Environment programme to promote urban design awareness-raising for transport planners; to provide some skills in urban design; and inspire transport planners to develop more skills.*

DfT supported the Transport Planning Skills Initiative (TPSI) to provide a clear focus for a programme of action to increase the number of transport planners. Its aims were to increase the size of the skills pool, as well as the range and level of skills and raise awareness of the profession among the public at large, and among opinion formers. The TPSI reported at the Shifting Perceptions seminar last December. Its work is continuing within the Transport Planning Society.

Our discussion paper, *On the move: by foot*, asked what partnerships to promote walking have been effective at a local level, and how. Safe Routes to Schools and the work of Healthcare Trusts were frequently mentioned. Parish groups had been active in rights of ways access work. Rural partnerships of transport operators, landowners, voluntary groups and tourist boards had also been effective in promoting more walking journeys.

Local Strategic Partnerships, building on the work of Health Action Zones, aim to increase awareness among health professionals of the benefits of walking, especially for tackling obesity in children, for older people and options for health improvement such as *Active Scripts*, *Walk to School*. These have a key part to play in delivering the *Reducing health inequalities* action strand of the National Strategy for Neighbourhood Renewal. The Strategy focuses resources on tackling and overcoming disadvantages in the most deprived communities.

The Government has set targets under its planning and priorities framework for the NHS to ensure that primary care registers and systematic treatment regimes include appropriate advice on physical activity, particularly for those at high-risk of coronary heart disease.

A National Cycling Strategy (NCS) has been in place since 1996. In 2001 we established an NCS Board to take forward its objectives. The NCS contains a headline target to quadruple cycling trips by 2012 and includes many other subsidiary targets. The NCS Board brings together expertise in engineering, health, marketing, national and local government and cycle sport.

Action

National Cycling Strategy review *DfT will review the National Cycling Strategy, including its targets, and the role of the National Cycling Strategy Board and English Regions Cycling Development Team. The review will focus on the effectiveness of the Strategy and its institutions in increasing cycling levels and inform the policy direction for cycling.*

Action

Working with professional institutions *DfT will work with the National Cycling Strategy Board and walking groups to persuade professional institutions and universities to take on the training modules developed for walking and cycling as part of their programmes of undergraduate teaching and continuing professional development.*

Action

Professional training for cycling and walking *DfT will work with the English Regions Cycling Development Team, the National Cycling Strategy Board and walking organisations to develop training modules for transport professionals on design for safe and pleasant walking and cycling journeys.*

Action

Accredited cycle trainers *DfT with CTC, LARSOA and other cycle training interests will continue to work to promote accreditation of cycle trainers to train to the new National Standards for cycle training, and will work with CTC to establish a professional register of those who have gained accreditation.*

towards the tube



5 Monitoring success

We need to be sure that we can measure the effects of the actions which are set out in this plan and those that will follow. The indicators which are used will be a crucial part of the delivery mechanism for more walking and cycling.

The best indicators for walking and cycling would be ones of outcome: the levels of walking and cycling which the kind of actions set out in this document ultimately bring about. Ideally, we would want to be able to measure both the absolute levels of walking and cycling and the trends at national and local level.

However, absolute measurement of cycling and walking is a difficult science. The most comprehensive national measures are to be found in the National Travel Survey (NTS). Yet even there, the level of cycling is thought to be underestimated because of the low response rate of young men and students and the incomplete coverage of off-road cycling.

The NTS is also limited in terms of its coverage of local walking and cycling levels. The sample size means that, as a rule, cycling levels can only be estimated at regional level and walking levels estimated for collections of local authorities at the sub-regional level. Some local authorities have invested in their own surveys, but this is expensive.

Local authorities have instead tended to count walkers and cyclists, either by observation as part of a programme of traffic counts, or using automatic counters. The downside of this is that it provides only a partial picture, but it is undoubtedly useful for monitoring trends.

Responses to *On the move: by foot* acknowledged the difficulty of framing meaningful indicators for walking, given the many variables involved. They called for research into improving the way that walking is measured.

There is a potential middle way: to measure the modal share for particular types of trip. For example, the proportion of trips to school was a popular suggestion in the *On the move: by foot* consultation. The journey to work for the staff of major employers is also feasible. These discrete populations allow accurate assessment by survey at low cost.

Many local authorities have already adopted the school travel indicator and, subject to further work currently being undertaken by DfES on improving data on the journey to school, it may in future be developed into a Best Value Performance Indicator.

If we cannot measure the outcome then we could aim to measure:

- the *outputs*, such as new cycle routes or pedestrianised areas, or the quality of cycle routes or pavements
- the *inputs*, such as spend on cycling and walking per head or personnel devoted to managing these areas for local authorities.

As a point of principle, the government is more inclined to measure the outcome of local work than the inputs or outputs. It is not inclined to pursue the input measures at all, since investment is not necessarily indicative of quality.

It will measure outputs where these are important in themselves, such as Best Value Indicator 187 on the condition of the most heavily used footways, and where outcome measures are hard to come by, as with walking.

The Audit Commission is also modifying the Comprehensive Performance Assessment methodology. The Commission will be consulting on proposals this year for introduction in 2005. The design, maintenance and improvement of street layouts will feature.

Action

Walking and cycling in Local Transport

Plans *Both cycling and walking levels and modal share for the journey to work and school will be key indicators of outcome in the 2005–2010 Local Transport Plan process, subject to the consultation process.*

Action

Reviewing the cycling targets *DfT will review both the quadrupling, by 2012, and trebling, by 2010, targets from the NCS and the Ten Year Plan. This will be in the context of a wider ranging review of the National Cycling Strategy and will consider the local impact of the national targets.*

Action

Automatic cycle counter network *DfT will work in partnership with local authorities to install a network of automatic cycle counters. These will provide regular data direct to DfT and a useful set of trend data to supplement the National Travel Survey and road traffic estimates.*

along the lane



6 Next steps

The actions set out in this plan are summarised in the Annex. We will update the table of actions on the DfT website quarterly to show the progress that is being made and will look to evaluate the overall impact of the action plan in 2009.

Taken together, these actions represent a major programme of work for central and local government, as well as other stakeholders. But they need to be considered in the context of work on the White Paper on Public Health and increasing levels of physical activity being led by the Departments of Health and Culture, Media and Sport. Further work will undoubtedly emerge from the *Choosing Activity* consultation and, indeed, from the actions included in this plan.

The changes in behaviour which this document is seeking ultimately to bring about will only be measured across the population in the longer-term through national trends in walking and cycling. But the Government is committed to paving the way for an increase in walking and cycling by seeing these actions through.

9

Annex

Actions

- 1. Improving access to town centres** ODPM will publish a new Planning Policy Statement 6 (PPS6) which will advise local authorities to plan their town centres to give priority to pedestrians and cyclists and improve the pedestrian environment.
- 2. Streamlining the planning process** Under reforms in the Planning and Compulsory Purchase Act 2004, local authorities will be able to secure a payment to ameliorate the direct impact of developments. This will supplement the regime of 'section 106' agreements, which provide a means of enabling proposed development to proceed by securing developer contributions. The new contributions may be used to provide routes to, and facilities for, pedestrians and cyclists both around and within the development.
- 3. Walking and cycling in sustainable communities** ODPM and DfT will work closely together to ensure that new development, including that in the housing growth areas identified in the Communities Plan and major town centre schemes, includes good provision for pedestrians and cyclists as key features of good design.
- 4. Better transport planning** DfT will issue updated guidance on Local Transport Plans. Local authorities will be expected to set out in their Plans how their policies and schemes, including their plans to improve walking and cycling, will deliver better outcomes for congestion, pollution and road safety and improve quality of life and health. We will also expect local authorities to explore how walking and cycling policies and schemes can deliver better access to jobs, goods and services. Funding allocations will be related to the performance of authorities against their local targets for better transport.
- 5. Improving rights of way** From 2005, DfT will integrate Rights of Way Improvement Plans in England into the local transport planning process. This will ensure the long-term stability of the rights of way network and at the same time reduce the number of separate planning requirements on local authorities.
- 6. Cleaner streets** DEFRA will bring forward a Clean Neighbourhoods Bill which will bring tougher, streamlined, flexible powers to tackle a range of street clutter such as litter, flyposting, flytipping and graffiti.

7. **Better street lighting** We are encouraging local authorities to consider the option of using the Private Finance Initiative (PFI) to fund improvements to street lighting. To date, nine Local Authority street lighting schemes in England have now been procured through PFI and three more are at an early stage of development.
8. **Manual for Streets** DfT, in partnership with ODPM and local authorities, will launch a 'Manual for Streets' which will aim to raise the standard of design for local roads. This will bring outdated aspects of existing guidance into line with current thinking, with the aim of bringing an end to use of inappropriate design standards.
9. **Encouraging Home Zones and Quiet Lanes** DfT will issue regulations to allow roads to be designated as Quiet Lanes or Home Zones and for use orders and speed orders, and publish guidance about how to do it.
10. **New powers in the Anti-Social Behaviour Act**
To enable the police to move on groups of young people who may be causing fear or distress to people in areas where there is a problem with anti-social behaviour. The purpose of this new measure is to allow people to use public spaces without fear.
11. **Inclusive design** DfT will continue to promote the importance of inclusive design in the pedestrian environment.
12. **Better enforcement** DfT will seek to include, in the Traffic Management Bill, improved powers to tackle obstructions of pedestrian or cycling crossing points, and driving in cycle lanes. We will do so by extending civil powers to enforce traffic law on parking and driving offences to provide for greater pedestrian and cyclist safety.
13. **Better walking and cycle routes** DfT will provide guidance, in our new Local Transport Notes on the provision of safe, high-quality walking and cycling infrastructure to improve existing routes and to incorporate high-quality design into new routes.
14. **Crossings for pedestrians and cyclists** The Highways Agency is developing a Non-Motorised User Crossing programme to reduce the risks for pedestrians, cyclists and horseriders at 1,200 crossing sites across the major road network.
15. **Walking & Cycling Fund Toolkit** DfT will provide local authorities with the toolkit they need to set up local Cycling and Walking Project Funds, using their local transport plan funding, to support small-scale non-highway improvements to facilities for walkers and cyclists.
16. **Extending the National Cycle Network** DfT will enter into negotiations with Sustrans over funding new sections of the National Cycle Network to link existing safer walking and cycling routes to schools.
17. **Cycle parking at rail stations** In partnership with the rail industry, DfT will look to invest more than £500,000 in upgrading cycle parking facilities at 200 targeted stations, where current demand outstrips supply or where provision is of poor quality.

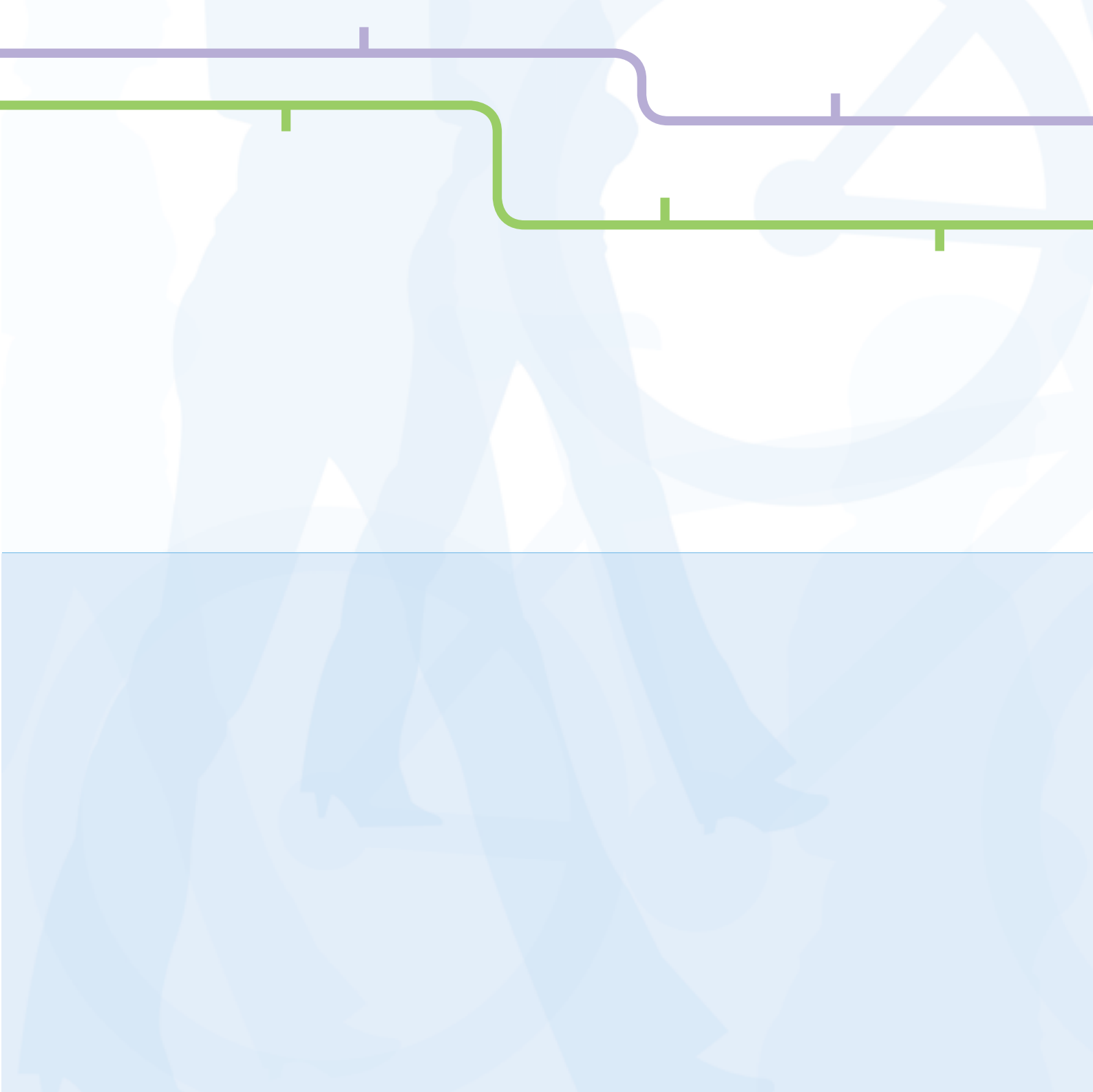
18. **Inland waterways routes** DfT will work with British Waterways to consider how best to exploit the potential of canal and river towpaths to provide accessible routes for walking and cycling in our towns and cities.
19. **Government setting the standard** DfT and ODPM will produce a standard for Government Departments on pedestrian and cycle access to Government's own buildings – both for visitors and staff. We will then seek to set a target date by which high quality access for pedestrians and cyclists, whether visitors or staff, and secure storage for cycles will be delivered at all buildings.
20. **Supporting cycling and walking to school** DfT and DfES will continue to roll out the *Travelling to School* initiative, with the aim of ensuring that every school in England has a school travel plan by 2010.
21. **Making School Travel Plans Work** Before the end of 2004, DfT will publish research and good practice to consolidate and build on existing guidance on school travel plans. The project will provide an update of case studies in earlier research to identify success stories and difficulties encountered. This will help to establish which aspects of the school travel plan process would benefit from more guidance or additional resources.
22. **Kerbcraft** As part of our £9 million, 5-year research project, DfT will continue to explore with our partner local authorities the scope for the Kerbcraft model to be applied to a wider range of local authorities, and how it can be sustained into the long term.
23. **Cycling to school** DfT will continue to support the Bike It initiative by the National Cycling Strategy Board and the cycle industry to comprehensively promote cycling to school. *Bike It* is being piloted in 40 schools, bringing together cycle parking, cycle training, traffic calming and promotion, with a dedicated co-ordinator. DfT will monitor the results of the pilot with a view to further roll-out and assist in the search for a commercial sponsor.
24. **Cycle training for children** DfT will also promote the use by local authorities of a new National Standard for Child Cyclist Training, developed with more than 20 road safety and cycling groups.
25. **Walking and cycling to work** We will work with large employers and employer organisations to promote the spread of employer-backed schemes, encouraging employees to cycle to their workplace.
26. **Sustainable travel towns** DfT is investing £10 million over the next five years in three towns in England which will build on the conclusions of our soft factors research, and act as 'models' for the promotion of sustainable travel. These will showcase best practice for encouraging walking and cycling, primarily through providing improved infrastructure as well as major programmes of personalised travel planning.
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28. **Marketing cycling** DfT will continue to support the National Cycling Strategy Board's project to extend, and maximise the benefits of, marketing of cycling. It will continue to support the use of the new 'bike for' endorsements by central and local government, cycling groups and the bicycle industry.
29. **National Bike Week** We shall continue to promote and support Bike Week which help to raise awareness of the opportunities for, and benefits of, cycling to work and for leisure in an annual festival of cycling.
30. **National walking website** DfT will supporting the establishment and maintenance of a website/portal which provides information on research, training and good practice for walking practitioners, as well as links for the public to find out about walks, and walking groups, in their locality. The website www.walk21.com will provide a special forum for practitioners to share their experiences and discuss difficulties and success stories.
31. **Cycling portal** DfT, NCS Board and the cycle industry will support development and maintenance of this key resource www.bikeforall.net to provide a focus for questions from potential and existing cyclists about why, how and where to cycle.
32. **Transport Direct** DfT will make full use of Transport Direct's new website and make links between this and the Cycling and Walking portals to provide people with the best available information to plan their journey. DfT will continue to work with cycling interests to devise a cycling journey planner and to provide comprehensive maps and other locational advice to enhance journeys on foot.
33. **Walking maps** DfT will bring together those who have produced state-of-the-art walking maps to produce good practice guidance on the benefits of such maps.
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35. **Urban design awareness** ODPM will support an Urban Design Alliance/Commission on Architecture and the Built Environment programme to promote urban design awareness-raising for transport planners; to provide some skills in urban design; and inspire transport planners develop more skills.
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37. **Professional training for cycling and walking** DfT will work with the English Regions Cycling Development Team, the National Cycling Strategy Board and walking organisations to develop training modules for transport professionals on design for safe and pleasant walking and cycling journeys.

- 38. Working with professional institutions** DfT will work with the National Cycling Strategy Board and walking groups to persuade professional institutions and universities to take on the training modules developed for walking and cycling as part of their programmes of undergraduate teaching and continuing professional development.
- 39. Accredited cycle trainers** DfT with CTC, LARSOA and other cycle training interests will continue to work to promote accreditation of cycle trainers to train to the new National Standards for cycle training, and will work with CTC to establish a professional register of those who have gained accreditation.
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- 41. Reviewing the cycling targets** DfT will review both the quadrupling, by 2012, and trebling, by 2010, targets from the NCS and the Ten Year Plan. This will be in the context of a wider ranging review of the National Cycling Strategy and will consider the local impact of the national targets.
- 42. Automatic cycle counter network** DfT will work in partnership with local authorities to install a network of automatic cycle counters. These will provide regular data direct to DfT and a useful set of trend data to supplement the National Travel Survey and road traffic estimates.

Key to organisations

DfT	Department for Transport
ODPM	Office of the Deputy Prime Minister
DEFRA	Department for Environment, Food and Rural Affairs
CTC	UK's national cyclists' organisation
LARSOA	Local Authority Road Safety Officers' Association
DfES	Department for Education and Skills.





destination

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