



South Derbyshire Cycle Action Plan 2016 – 2021

South Derbyshire Cycling Plan 2016 - 2021

Introduction

“Cycling is not transportation, it’s a journey. Next time you cycle think less about getting from A to B but about enjoying the experience. It’s about seeing what’s there. It’s about moving under your own power. It’s about getting faster and stronger as you keep doing it. And many, many more ‘it’s abouts’. Next time you ride, care less about where you are going and how long it will take to get you there. Care more about having fun”. (Unknown Author 2007)

Within South Derbyshire, the Active People Survey 2015 shows that 59.7% of the population 16+ are currently active. However, it also shows that 18% of children are obese and 68.4% of adults have excess weight including obesity. The figure for adults in South Derbyshire is higher than the figure for the East Midlands (65.6%) and England (63.8%).

A figure of 33.6% of adults (16+) participated in sport at least once a week (2014/15). This is the second lowest figure recorded since the survey began in 2005/06. When considering adults 14+ this figure rises to 34.3% but shows a decline on figures recorded in 2012/13 and 2013/14. This is a worrying trend in relation to the impact physical activity can have on the health and wellbeing of the population.

Sport England figures for cycling identified that 15.9% of people in the East Midlands cycled at least once per month (2013/14). Yet the proportion of people who cycled once a week was 9.9%, three times a week was 4.5% and five times a week only 2.5%.

Within South Derbyshire, the proportion of residents who cycled for utility purposes was 5.5% (once a month), 3.0% (once a week), 1.8% (three times a week) and 1.4% (five times a week) in 2013/14. Those who cycled for recreation purposes showed a stark difference, with 12.2% cycling once a month, 8.6% once a week, 1.9% three times a week and 0.8% five times a week. In 2013, the percentage of people cycling to work was recorded as a mid-year estimate at 1.7%. These figures support the anecdotal evidence that people are reluctant to change their behaviour to make cycling part of their daily lives.

Cycling was, however, listed as the third most popular sport participated in within South Derbyshire, behind gym sessions and swimming.

The above information, audit and evidence of current cycling provision within South Derbyshire have been instrumental in developing this plan which will outline the key challenges, targets and actions to enhance cycling provision within the District.

Within South Derbyshire, as with other Districts, cycling can influence the health and wellbeing of residents, as well as the local economy – including the development of tourism, transport, facility development – and schooling.

This plan has been produced following consultation with a number of statutory and voluntary agencies and will be supported on an annual basis by an action plan with specified targets for delivery.

Why is cycling important for South Derbyshire?

South Derbyshire is the fastest growing District in Derbyshire (and the 13th fastest in England). Between 2012 and 2028 it is predicted that the population will increase by an estimated 36.4% to a population of 130,973. This growth is a consequence of substantial

new residential developments and natural growth (including a predicted increase of 13,566 residents over 55 years of age by 2028).

The District includes the urban core with the market town of Swadlincote, surrounded by 50 parishes and rural villages. A third of the 200 square miles of the National Forest lies within South Derbyshire, providing a vast network of open spaces for people to enjoy. The mix of urban and rural areas within the District is welcoming for both residents and visitors alike.

The district borders Derbyshire Dales to the north west, Derby City to the north, North West Leicestershire to the east and East Staffordshire to the west, making it a highly accessible location for residents, commuters and visitors.

Health costs due to inactivity for South Derbyshire are calculated at £1,528,125 per 100,000 population. The Healthier South Derbyshire Partnership has identified physical activity as a core area for development and within this looks at how physical activity can be made part of people's daily life. Cycling and walking is a key activity to support this aim.

A Department for Transport report by the University of Birmingham in March 2016 looking into the value of cycling not only identified personal benefits but employer benefits, local economic benefits and tourism benefits. The findings provided some interesting statistics which may be of significance within South Derbyshire.

- Cyclists visit local shops more regularly, spending more than most users of other modes of transport.
- Per square metre, cycle parking produces five times higher retail spend than the same area of car parking.
- Neighbourhoods with cycle friendly characteristics are more desirable or have higher property prices.
- Residential property values rise by 1% if traffic is reduced by 50%.
- Children who walk and cycle to school tend to be more attentive and achieve better results.
- Cycling to work leads to lower staff turnover.
- Cycling reduces absenteeism and boosts productivity – cyclists on average take one fewer sick day per year.

Sustrans, through work it has undertaken, has estimated that there is a net benefit of 67p for every mile cycled rather than driven.

Cycling not only brings health benefits for residents but helps the local environment by improving air quality, reducing congestion and increases awareness of the environment.

Route Six of the national cycling network passes through the District and provides a safe route for cyclists to use to visit a number of local attractions, including Rosliston Forestry Centre, Calke Abbey, Staunton Harold and Foremark Reservoir.



What does South Derbyshire currently offer?

A review of existing provision identified a wide range of opportunities available for people to participate in cycling. Investment from South Derbyshire District Council in relation to staff expertise, resources, skill and passion has enabled cycling to be established in the District. The School Sports Partnership has also been instrumental in delivering Bikeability programmes to thousands of school aged children and community activities linked to Get Active in the Forest and Rosliston Forestry Centre have all taken place. Detailed below are the current opportunities for residents and visitors.

Infrastructure and Connectivity

- Provision of cycle ways within planning conditions for new developments.
- An open spaces, sports and community strategy detailing a requirement for traffic-free routes and funding for linkage projects.
- Key stakeholder groups in place including South Derbyshire Sport, D2N2 and the National Forest Outdoor Partnership.
- An emerging Greenways Strategy.
- Well maintained cycle routes and paths.

Participation

- A wide range of introductory cycle opportunities ranging from early rider programmes for toddlers and Bikeability sessions in schools through to holiday outreach activities and an over 50s cycling group.
- Investment into leisure facilities to create cycling provision, (spin bikes, watt bikes). This has seen over the past 12 months:
 - An increase in bikes available to use from 24 to 42 within the two leisure centres;
 - An increase of 16 additional classes (moving from 18 to the current 34 classes per week);
 - Attendance levels showing a risk in excess of 150%; and
 - Maximum capacity levels for centre programmes increasing by 73%.
- A cycling hub at Rosliston Forestry Centre with access to bikes for hire, off-road tracks, refreshments and activity delivery.
- A track record of organising, managing and promoting cycling events in conjunction with local partners; e.g. the Midlands Monster.

Communication / Marketing

- Promotion of events via the Tourist Information Centre.

- A “cyclist” friendly scheme in place with businesses.
- Coherent mapping of routes within the District.

Advocacy

- Partnership with National Forest, Sustrans, South Derbyshire District Council and Active Nation.
- D2N2 – Local Enterprise Partnership.
- Derbyshire County Cycling Plan.

Strategic Influences for cycling in South Derbyshire

The Derbyshire Cycling Plan was launched in 2016 with the ambition to be “the most connected cycling county by 2030”. This ambitious target hopes to:

- Double the number of people cycling regularly by 2030.
- Have 50,000 women cycling regularly by 2030.
- Double the percentage of commuters travelling by bicycle as their main transport mode.
- Double the number of children age 5-16 regularly cycling to school.
- Increase the contribution of cycling to the local economy; and
- £10 per head per year investment to get more people cycling.

South Derbyshire has an active role to play not only in supporting and contributing to the targets of the county plan, but to consider local needs and requirements.

The South Derbyshire Open Spaces, Sport and Community Facilities Strategy (draft under consultation 2016) outlines a vision for all villages and urban neighbourhoods to have a basic level of local community provision within easy walking distance. Within this the aim is for everyone who lives in a village or town to be within a 10 minute walking distance (1 km) of leisure provision, including a green corridor for walking and cycling. There is also the vision for all villages and urban neighbourhoods to have a choice of community sport and recreation provision within easy cycling distance, through designated key service villages and neighbourhood hubs. Everyone who lives in a village or town to be within a 10 minute cycle ride or a five minute drive (5 km) of access to, among other things, a choice of green corridors for walking and cycling.

The emerging ***Greenways Strategy*** for Derbyshire will outline identified routes to create a user-friendly network to link places of interest, urban areas and villages across the county. Within South Derbyshire this will include traffic-free pathways suitable for walking, cycling and horse riding.

The long-term vision for the area is to develop a network of multi-user traffic free Greenways across South Derbyshire to provide long distance, middle distance, and shorter circuits that interconnect with each other and the existing highway network.

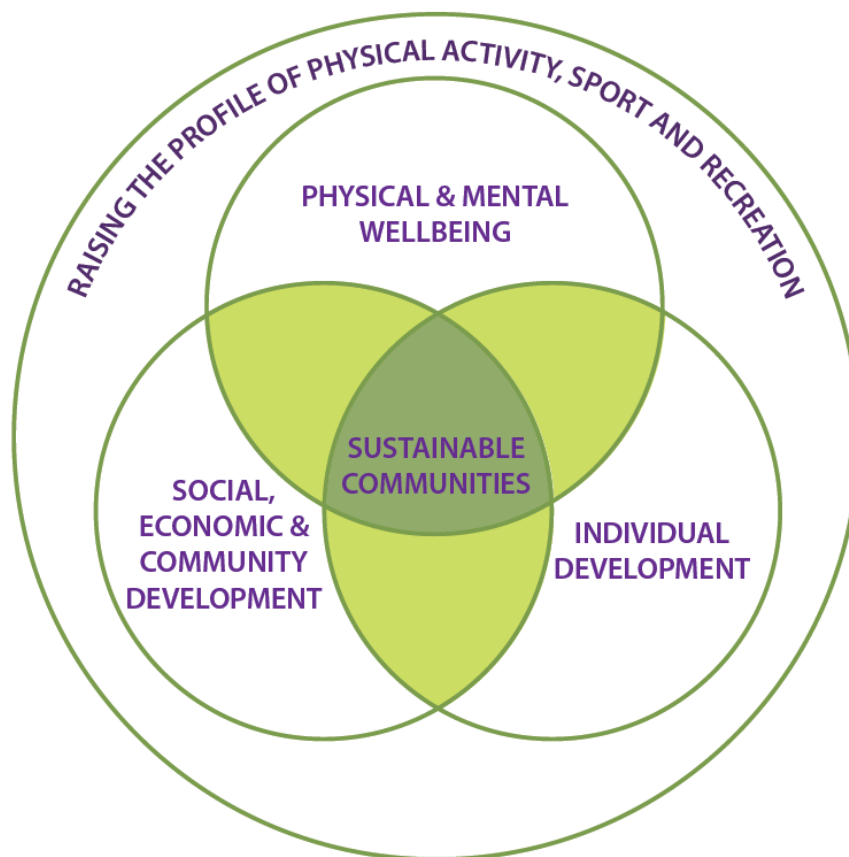
It is anticipated that the update for the Greenways Strategy will be produced during 2016, with the priorities identified being incorporated into the Action Plans for this Strategy.

No dedicated funding has been approved to implement the strategies, but it is hoped that they will provide the basis to safeguard the routes and pursue funding as and when opportunities arise.

South Derbyshire Sport Physical Activity, Sport and Recreation Strategy 2017 - 2022 is currently under development and will be based around key principles that will be explored and developed throughout the process. The diagram below shows the core areas and how

they will interlink to increase physical activity levels in South Derbyshire. The development of the cycling strategy will support these objectives and in particular the strategic aims will contribute to the national key performance indicators and local outcomes.

GET SOUTH DERBYSHIRE ACTIVE A STRATEGY FOR PHYSICAL ACTIVITY, SPORT AND RECREATION



National Forest – A 1/3rd of the 200 square miles of the National Forest is located within South Derbyshire. The National Forest has a remit to deliver the National Forest Strategy through core areas including: continued creation of the forest, forest management, providing a great experience, building the brand and developing a forest for everyone.

The National Forest Outdoor Activity Partnership is a collaboration of the National Forest Company, the County Sports Partnerships, South Derbyshire District Council and North West Leicestershire District Council. The Partnership's aim is to promote outdoor activities, exercise and sporting opportunities that have a direct link or benefit to the National Forest's landscape.

Within this partnership there are a number of key principles that relate to how outdoor activities will develop. It states that their focus (although not exclusively) will be on walking, running, swimming, cycling, horse riding and fishing as activities. The activities and the development of facilities will also relate to and benefit the forested environment and help people move on to regular activity.

The engagement of volunteers, developing facilities close to where people live and work and embedding activities within the local community will also be key.

The collaboration of the National Forest Company with its extensive partnership, volunteer and landowner network joining forces with the County Sport Partnerships and the district councils is the key opportunity for innovation in developing new routes to market to meet Sport England's aim to increase opportunities and participation in the outdoors.

A particular opportunity offered within the National Forest is that people have a unique extent of access to woodlands and open greenspaces. More than 7,000 hectares of new forest habitats have been created, with 86% of this new woodland having public access. This new woodland has benefited from a raft of new recreational facilities, including 100km of new cycle ways and 60km of Sustrans routes.

There are opportunities to link the cycling plan for South Derbyshire with the Get Active Outdoors project that will be developed through the Outdoor Activity Partnership.

Sustrans is the charity which enables people to travel by foot, bike or public transport for more of the journeys we make every day. The National Cycle Network has played a key role in demonstrating the impact of investing in walking and cycling infrastructure.

Since it was established 20 years ago, the National Cycle Network has saved the UK economy more than £7 billion by improving people's health and reducing congestion, pollution and greenhouse gas emissions. Its research shows that when you make it easier for people to walk and cycle, whether for leisure or for commuting, it has a positive impact on society.

Their research has found:

- Almost 30 million car trips were replaced by people choosing to travel on the Network, meaning less congestion, noise pollution and CO2 emissions.
- People on foot and bike spend almost a third more in local shops than those who travel by car.
- The Network saves businesses almost £33 million each year by reducing staff sick days.
- The Network provides a return on investment that is three times better than some roads schemes.

The Department for Transport's research (2012) shows that 86% of the non-cycling population reject the idea of using a bicycle for transport, but that 66% would consider riding a bicycle for leisure. This shows the challenges that are being faced when trying to create the behavioural changes in individuals.

What do we want to achieve?

The vision for cycling in South Derbyshire is: *To ensure South Derbyshire provides for its residents a cycle friendly environment offering opportunities to enable people of all ages to cycle regularly for leisure, active travel, commuting or sport.*

The Strategic Aims

Aligning to the Derbyshire Cycling Plan (2016-2030), the strategic aims for South Derbyshire are:

- 1) Infrastructure Connectivity – providing high quality connective routes, economic investment and growth.
- 2) Increased Participation – more people cycling more often, developing behavioural changes to make cycling part of everyday life.

- 3) Effective Communication and Marketing – clear, co-ordinated communication for all residents to enable people to cycle more regularly.
- 4) Advocacy – policy implementation and change.

1) Infrastructure Connectivity

What do we want to achieve?

- Connected cycle routes ensuring active travel (walking and cycling) is prioritised over other modes of transport in future facility developments.
- Improved access to cycle hire / cycle storage within the urban core and villages to link residential properties to businesses and shops.
- External funding and resources to enhance cycle ways and the infrastructure in place.
- Ensure cyclists are welcomed and able to access businesses, outdoor spaces and tourist venues within South Derbyshire.
- Ensure cyclists within South Derbyshire can access routes and paths within neighbouring authorities through a co-ordinated network of greenways.
- Invest in community facilities to enable cycling to become a core activity at their site.
- A series of cycle-friendly sites that include cafes and rest venues for all levels of cycling.

How will we do it?

- Identify funding and resource opportunities to support investment into cycling at all levels.
- Identify opportunities to strengthen and connect Greenways to open space and facility hubs; community venues and local neighbourhoods as identified through the Open Spaces, Sport and Community Facilities Strategy. For example, the Greenway at Overseal would link Swadlincote directly to Rosliston.
- Promote cycling hubs at central points in the urban core and identified rural locations, including access to storage, showers and cycle hire (where possible).
- Work with highways, planning and local parishes on signage to promote awareness of cyclists on the road networks.
- Promote and enhance the “cyclists welcome” campaign as part of the Tourist Information Centre’s programme – increased awareness in local B&Bs, hotels, restaurants and cafés. Create and publicise a menu of cycle friendly café, pub and restaurant stops.
- Engage highways, the police, community safety teams and Healthier South Derbyshire in delivery of initiatives to improve road safety, cyclist awareness etc. Extend the current involvement of partners at events such as the Festival of Leisure.
- Identify opportunities to redevelop underutilised community sites and parks as core cycling venues (e.g. Swadlincote Woodlands).

Who will we involve?

Local Planning Authority, SDDC, The National Forest, Sustrans, Parish Councils, Local Businesses, Schools.

2) Participation

What do we want to achieve?

- A change in behaviour to enable cycling to become part of everyday life.

- Targeted participation programmes for all ages within the community.
- A narrowing of the gap in opportunities between the novice cyclists to club participants.
- A calendar of cycling events and cycling routes / activities which can be promoted.
- A promotional mechanism for social fun rides and establishment of new rides to be communicated.

How will we do this?

Within schools:

- Delivery of 1,500 L1 and L2 Bikeability places within primary schools and Year 7 of secondary schools by 2020 along with 100 L3 places and 2,000 Bikeability balance places.
- Work with secondary partners on the provision of bike storage, access to changing provision, incentives for biking to school.
- Further development of the competitive cycling opportunities within schools linked to School Games programme and school sports association provision.
- Delivery of a schools-based safety and awareness programme in relation to health benefits of cycling and Highway Code.
- Increase cycling provision within schools through use of innovative campaigns and national programmes e.g. #thisgirlcan, Sports Relief, Run a mile etc.

Within the community:

- Establish a clear pathway of opportunities which introduce cycling through to club provision. To include learn to ride schemes, confidence building and group rides, guided rides in parks and guided rides in the community.
- Promote adult introductory sessions and social rides within community groups. Work with individuals who ride to establish a network of locations where people can meet weekly and ride socially together via an informal club network.
- Investigate potential for "Parkrun" style bike provision, recognising need for bike hire, safety, access etc.
- Make it easier for people to start to cycle by working with partners on programmes such as Dr Bike, access to cycle hire (e.g. long term loan), the provision of equipment, guidance and information.
- Investigate the requirement for a cycle hub in the urban core and, if applicable, develop targeted programmes (e.g. Breeze) to increase participation levels.
- Identify provision for disability cycling to take place within the urban core.
- Establish an annual calendar of events within South Derbyshire that include family rides, competitive / challenging rides and access to view high profile events. A minimum of one major event or weekend cycling to be delivered each year.
- Target local businesses to offer cycle to work initiatives and promote workplace challenge offering incentives for inclusion.
- Train a network of volunteer leaders, riders and supporters to enable the delivery of participation programmes including Breeze, Bikeability, Guided Rides.
- Ensure cycling provision is maintained, provided and promoted within health programmes and GP referral schemes.
- Work with leisure providers on ensuring cycling remains within centre programming and is promoted to all levels of participant.

Within clubs:

- Identify volunteers to support the development and deliver opportunities for junior cycling within local clubs or identify new club locations as applicable.

- Challenge clubs to review their training and competition schedule to cater for the novice cyclist who wishes to progress to club activities.
- Work with clubs to ensure enhanced promotion of their activities. Use websites and social media outlets to promote opportunities.
- Identify club volunteers and expertise to support the delivery of an annual competition calendar.

Who will we involve?

Clubs, Community Groups, SDDC, Schools, Facilities, the National Forest, Local Businesses, Active Nation.

Effective Communication and Marketing:

What do we want to achieve?

- Awareness of opportunities in relation to cycling for all members of the community.
- A cycle stakeholder group of all partners who can share information, resources and agree actions for delivery.
- An understanding of the needs of different user groups of the greenways, highways and parks, (e.g. cyclists, walkers, horse riders & drivers).
- A high profile for cycling and cycling opportunities within the District.

How will we do this?

- Ensure residents and visitors are aware of cycling opportunities within South Derbyshire through the promotion of facilities, development of maps, routes of different distances / standards and provision of a South Derbyshire cycle information pack for new cyclists.
- Establish a co-ordinated programme of formal and informal cycling activities, including information on what is available in local communities as well as the urban core.
- Work with highways, schools and statutory partners on the development of safety awareness literature for drivers and cyclists.
- Work with local businesses on campaigns to increase awareness of cyclist-friendly locations offering incentives for inclusion.
- Celebrate the success of cycling within the District through media releases and publications and inclusion in annual award submissions.
- Create a series informal rides to promote cycling opportunities for people at an introductory and moderate level, as well as for the family.
- Use activity weekends within leisure centres to promote cycling opportunities.

Who will we involve?

Tourist Information Centre, SDDC, National Forest, Sustrans, clubs, volunteers, Active Nation

Advocacy

What do we want to achieve?

- Cycling to remain high profile within South Derbyshire through officer support, local councillor engagement and inclusion in planning and highways strategies.
- Continued lobbying of planning policy to encourage cycling and walking.
- Public Health to invest into cycling as part of health provision strategies.

- Economic benefits through championing the Tourist Information Centre accommodation friendly cyclist campaign and offering Dr Bike maintenance support.
- Ongoing partnership working with statutory, private and volunteer agencies with the remit to maintain, increase and enhance cycling opportunities.

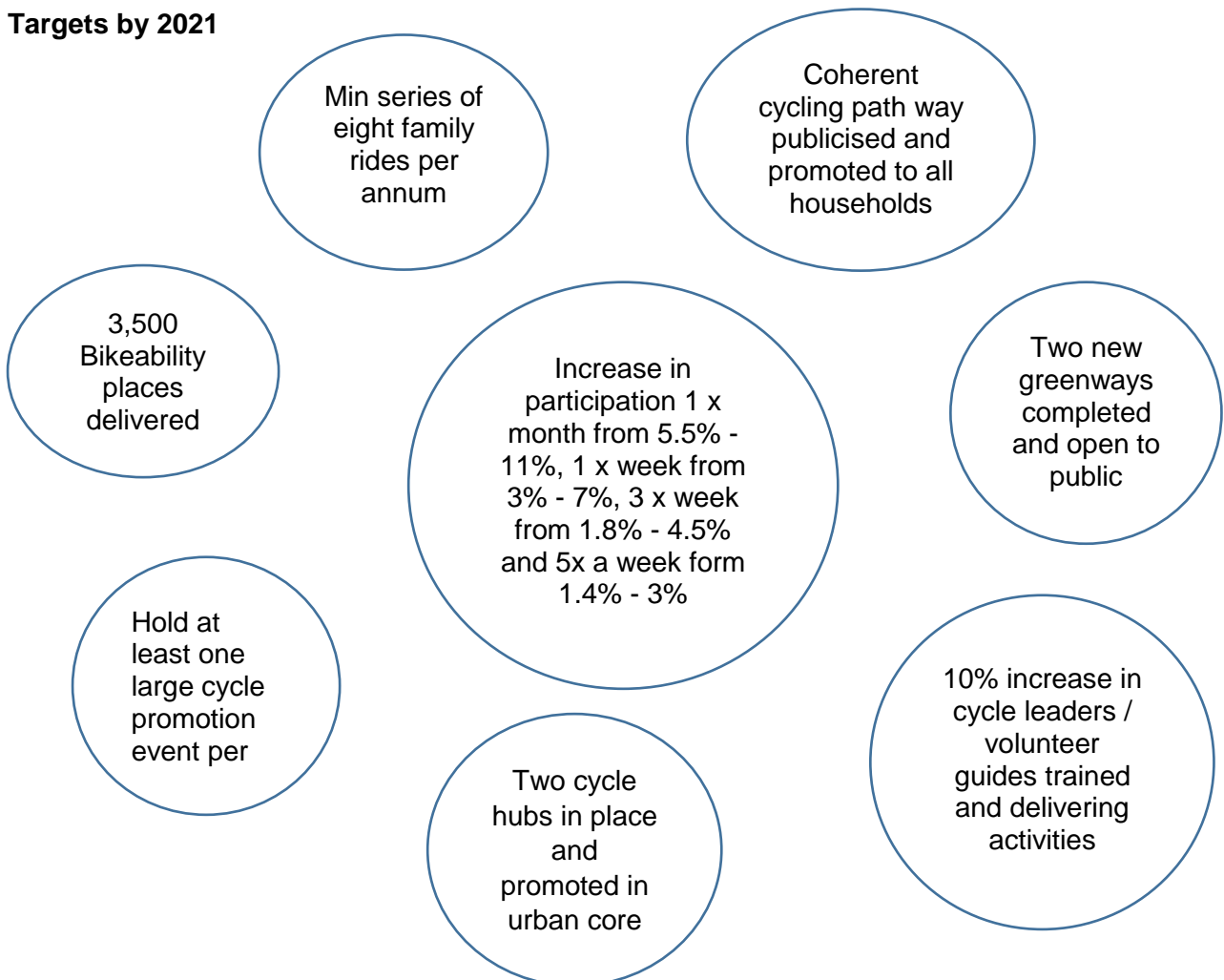
How will we do this?

- Use D2N2, the Local Enterprise Partnership for Derby, Derbyshire, Nottingham and Nottinghamshire, as a vehicle to collectively lobby to create a more prosperous, better connected, and increasingly resilient and competitive economy.
- Work with MP and Councillors to inform and educate them in relation to cycling provision and future requirements.
- Continue to work with Sustrans, the National Forest Outdoor Partnership and voluntary groups on cycling provision and requirements in South Derbyshire.
- Engage with Community Safety and the police to ensure the safety of cyclists and raise awareness of cycling.

Who will we involve?

D2N2, Sustrans, Tourist Information Centre, SDDC, The National Forest, Police

Targets by 2021



The Challenges

For this plan to be delivered it is reliant upon the engagement and commitment of a large number of partner agencies, community organisations and volunteers. The energy, dedication, skills and commitment to the vision will by the partners will be critical to success. Funding and resources will need to be identified to support the vision and aims of the strategy.

Monitoring and Evaluation

The cycling plan and action plans will be evaluated and monitored by the Stakeholder group on an annual basis. Reports will be provided to South Derbyshire District Council will oversee the stakeholder group and support in relation to policy development, the identification of funding and communication.

References

The Derbyshire Cycling Plan 2016 -2030

Sport England Active People Survey (2005 – 2015)

South Derbyshire Open Space, Sport and Community Facilities Strategy

The Value of Cycling, Fiona Rajé and Andrew Saffrey on behalf of University of Birmingham for the Department for Transport (2012)

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