

DRAFT – CYCLING STRATEGY 2020/30

Foreword by Councillor Richard Davies

DRAFT

Why a Cycling Strategy?

The purpose of this strategy is to explain how Lincolnshire County Council will support cycling in the longer term, to improve cycling provision and increase cycling's modal share. Laying out clearly our goals and intentions allows the county to plan for the future and lay out our direction for how we take cycling forward in our rural county and across our urban spaces.

We want to develop cycling as an activity that is a normal mode of transport, not a niche for a committed few. By driving a universal approach to cycling we can improve our health, reduce traffic congestion, and improve our environment. Cycling can have less obvious benefits; such as improving our public realm, supporting the visitor economy and helping to revitalise our High Streets, preparing them for the future. All these issues are increasingly important on both the local and national stage, Lincolnshire will be at the cutting edge of changing the way we travel.

Vision

Our vision is to make Lincolnshire one of the best rural counties for cycling in the UK, taking advantage of our natural environment to encourage leisure cycling and making cycling the natural and accessible choice for shorter utility trips for all abilities and ages.

Themes

This strategy is broken down into five themes with five goals within each theme. The strategy is not only about building the infrastructure needed to get Lincolnshire cycling but how we tie together all of our services and expertise to maximise the opportunities we have.

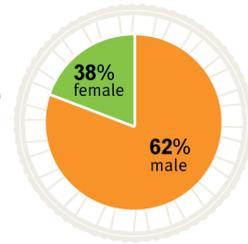
- Infrastructure
- Health
- Leisure, Tourism & Brand Lincolnshire
- Economic Development & Partnerships
- Data

Cycling in Queensland – a snapshot



In 2017

802,100 Queenslanders rode their bike in a typical week.¹



Queenslanders travelled **348 million** kilometres by bicycle in **2015** a **46%** increase compared to the kilometres cycled in **2001**.²



The most common reasons Queensland adults cycle are



exercise and fitness



just for fun



travel to work.³



10,237 kms of Principal Cycle Network was identified and mapped covering **48** local government areas



More than **\$211 million** invested into safe cycling through the Cycling Infrastructure Program, creating

444.6 km of cycleways.



Cycling tourism and events boost the Queensland economy.



226 kms of rail trails have been built.

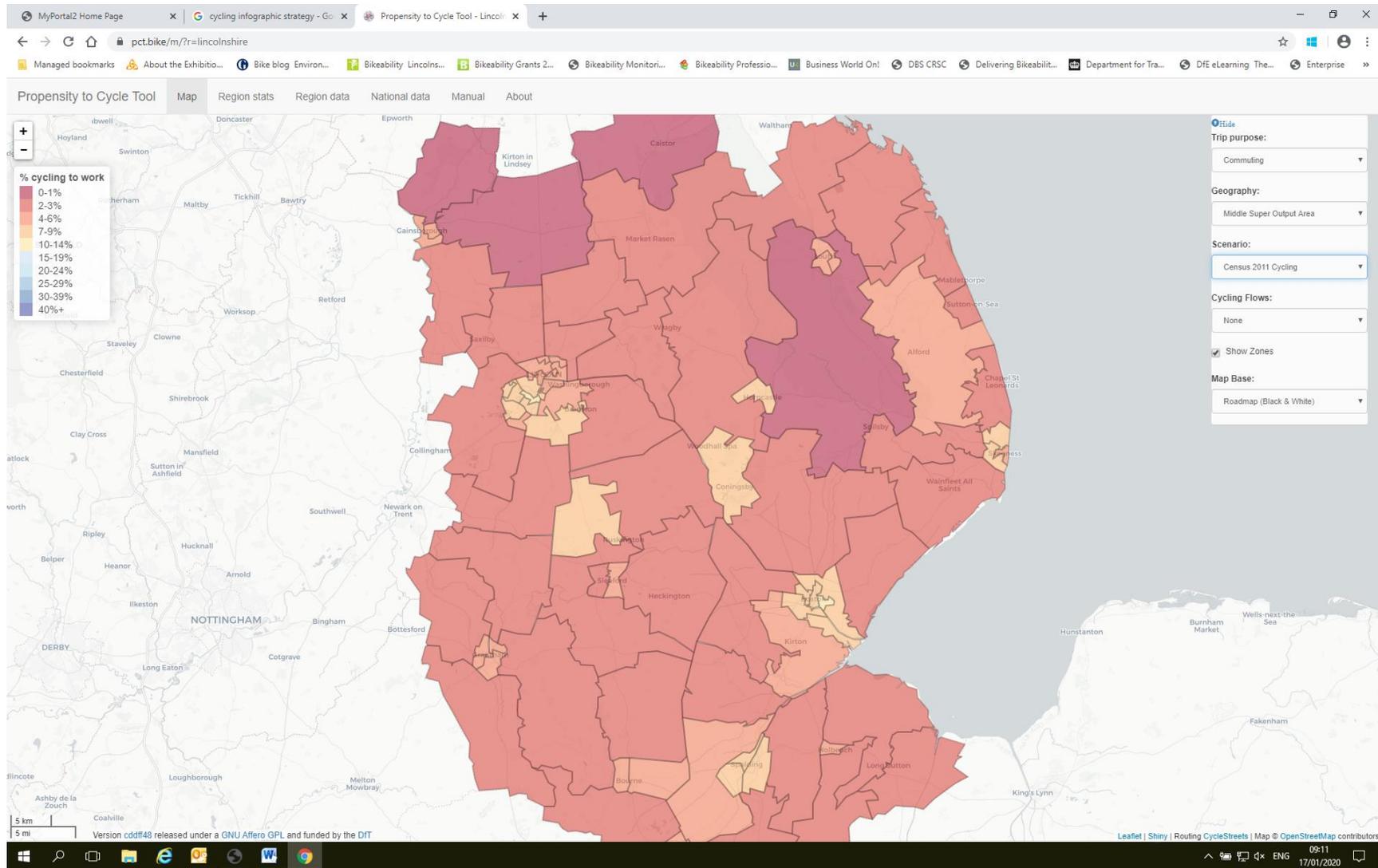


Major cycling events bring **thousands of visitors** to Queensland every year.

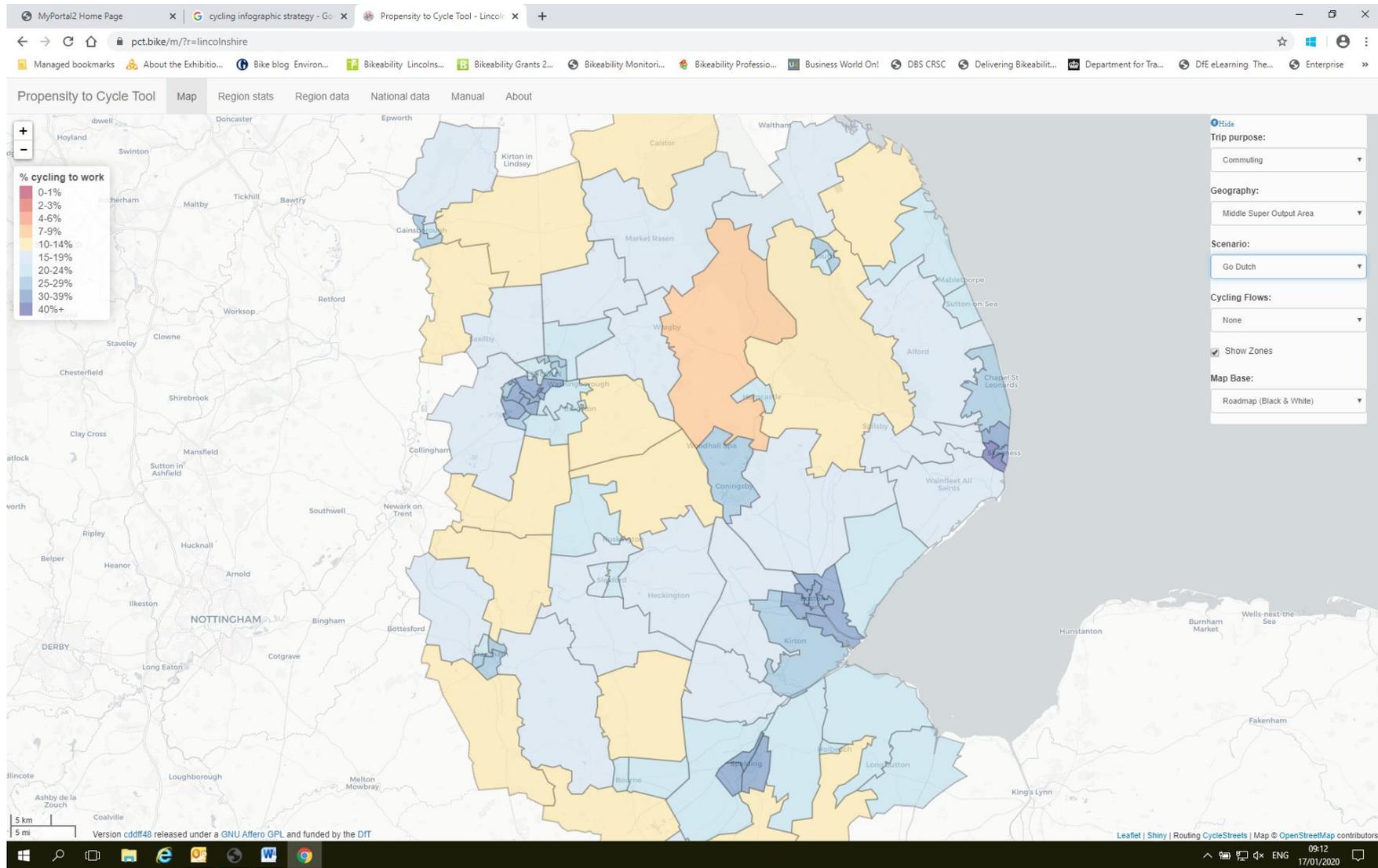
¹ Austroads. 2017. National Cycling Participation Survey: Queensland. Sydney.

² Centre for Transport, Energy and Environment. 2016. Queensland Transport Facts 2016. Brisbane.

³ Department of Transport and Main Roads. 2016. Results of Queensland Cycling Strategy community consultation. Brisbane.



Cycling to work levels in 2011



Potential for commuting if Dutch style levels were seen.

National Travel Survey Cycling Statistics (2018/19) – Percentage of people doing any cycling by frequency shows the following data for Lincolnshire

District	Once per month	Once per week	3 X Week	5 X Week
Boston	25.6	19.1	7.7	4.9
South Holland	17.4	13.5	4.7	3.9
North Kesteven	18.8	12.4	7.0	4.5
South Kesteven	18.7	11.6	4.2	2.5
East Lindsey	12.8	9.7	5.1	2.7
West Lindsey	21.2	15.7	7.7	5.6

Comparing City of Lincoln cycling levels against a national picture

	Monthly	weekly	3 x week	5 x week
Cambridge	60.7	54.2	36.9	28.9
Oxford	40.0	36.6	25.4	17.4
Exeter	33.3	29.0	17.6	12.0
Norwich	30.0	24.7	14.9	10.4
York	29.7	25.0	14.3	9.3
Bristol	28.8	20.6	11.4	7.3
Lincoln	22.4	17.1	7.6	5.6
Manchester	18.8	14.4	9.6	5.7
Newcastle upon Tyne	18.0	13.6	5.5	3.8
Leeds	14.0	8.9	4.3	2.5
Birmingham	13.6	9.9	4.6	3.0

Section 1 – Improving Cycle Infrastructure; enabling more people to cycle more often.

An introduction:

Safe cycling infrastructure is vital to ensuring people feel able to cycle. In surveys carried out by cycling groups (Sustrans//DfT) the 'feeling' of safety is most often cited as a barrier to cycling. 62% of adults aged 18+ in England agreed that "it is too dangerous for me to cycle on the roads" (NTS). Although cycling is a safe activity and is more likely to prolong life than shorten it (CYCLING UK) if our residents perceive it as an unsafe activity they're less likely to embrace it.

We have some fantastic cycling routes but these routes are only as strong as the weakest link. As an authority we'll ensure that new routes connect between places people want to go to and from, providing 'total routes' for communities and not cutting out where it proves too difficult.

Many of these routes will target families and those less confident, providing the incentive to cycle that wasn't there before. However, the needs of more confident cyclists, especially commuters, will not be forgotten and opportunities for on-road cycling will be developed.

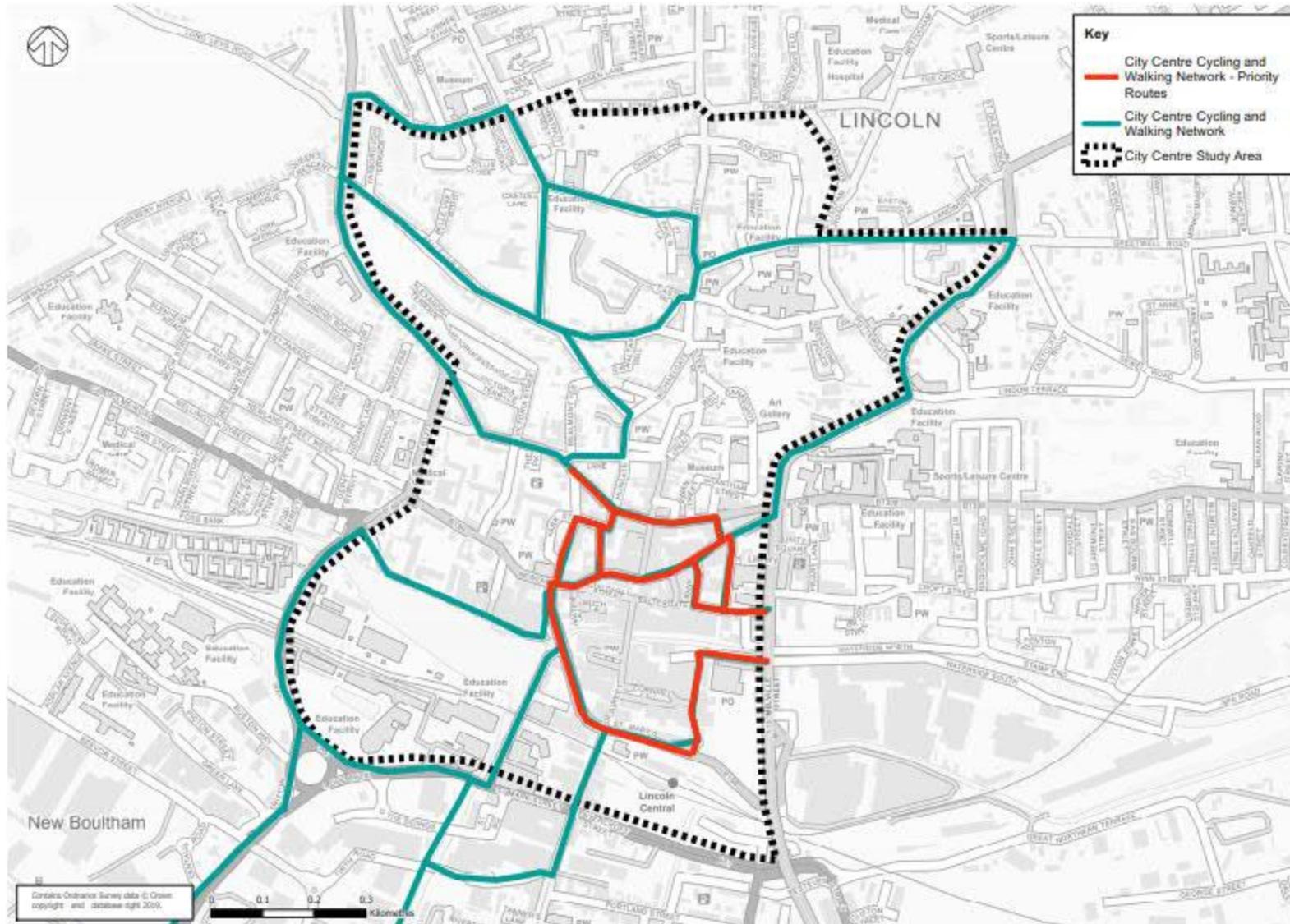
As an authority we are committed to rebalancing our city, towns, and villages away from motor traffic and towards people. Creating an environment for all our residents to cycle (and walk) in safety to the heart of their communities.

Finally, safe cycle through-routes are not enough. We will explore the provision of safe and accessible cycle storage in our towns and villages, encouraging people to dwell, shop, and enjoy their communities sustainably.

Our Goals:

- Ensure all new infrastructure is developed according to national standards (for example LTN 2/08 and 1/12 and the Manual for Streets) and ensure cycling is considered in new Highways projects. Examine opportunities to retrofit existing infrastructure to a higher quality.
- Work with district councils, parish councils, and other bodies to identify potential non Highways areas for improvement including bridleways and dedicated private land routes.
- Work collaboratively with partners to maximise funding opportunities from every available source, including Section 106 and competitive bidding.
- Develop and review Cycling & Walking Network Plans for every local transport strategy area along the lines of the Department for Transport's LCWIP (Local Cycling and Walking Investment Plan) process.
- Articulate how our ambitions for cycling can be achieved through housing growth through strategic and local planning processes

Example of Lincoln Network Plan Map





Exemplar pedestrian, cyclist, motor traffic segregated route

Section 2 – Cycling for Health; people & planet. An introduction

Our environment – globally and locally is an issue of importance like never before, the way we travel is one of the key ways we can all play our part in reducing our emissions and our carbon footprint. Nationally over 26% of all emissions are produced by motor travel – more than the emissions from power generation (DfT), with 56% of motor trips being less than 5 miles, and almost 20% being less than one mile (NTS 2018). People who drive these trips every day, for work, for school, could reduce their motor emissions by a fifth by choosing cycling as a commute for only one day per week. Cycling can also improve our personal health. Moderate exercise for just 20 minutes per day can reduce the risk of heart disease, type 2 diabetes, and stroke (NHS); 20 minutes of cycling or a 3 mile trip by bike. Potentially over 50% of trips are where residents can achieve this recommended level of exercise into their daily routine, improving our health around our busy lives.

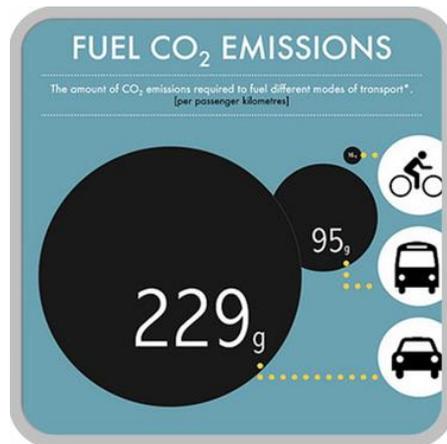
We benefit at work from active travel; physically active employees take 27% fewer sick days than their colleagues (NICE 2012). Those who cycle regularly to work take 1.3 fewer sick days per year on average – saving our NHS £128m annually. If everybody cycled or walked for 20 minutes per day the associated cost to the NHS would reduce by £1.7billion over 25 years. (DoH 2011).

We will also work to embed cycling at an early age by ensuring as many children as possible are able to access Bikeability cycle training. Helping to establish travel habits and confident cycling that can last a lifetime.

The benefits of active travel for both our physical and environmental health are an untapped resource that together we can exploit.

Our Goals:

- Work with the health sector to consider prescription cycling.
- Promote and advocate cycling as a public health benefit, working across teams and with partners to develop cycling campaigns.
- Continue our support of Bikeability in the county to develop confident cyclists at the earliest possible age. Work with the DfT to establish Lincolnshire as a rural 'beacon' authority for Bikeability training.
- Continue to prioritise, softer, behavioural change campaigns by targeting residents at key points in their lives to establish active travel as a natural transport choice.
- Work to lower traffic levels to improve air quality in line with the Green Master Plan.



THE BENEFITS OF CYCLING




BALANCE
Cycling produces the balance between exertion and relaxation which is so important for the body's inner equilibrium.

HEART
All the risk factors that lead to a heart attack are reduced and regular cycling reduces the likelihood of heart attack by more than 50%.

COORDINATION
Moving both feet around in circles while steering with both your hands and your body's own weight is good practice for your coordination skills.

MUSCLES
A week of inactivity reduces the strength of the muscular system by up to 50% and can harm them long-term. During cycling, most of the body's muscles are activated.

MENTAL HEALTH
Cycling has a relaxing effect due to uniform, movement which stabilizes physical and emotional functions. It reduces anxiety, depression and other psychological problems.

BACK PAIN
Cycling posture is optimum, and the cyclic movement of the legs stimulates muscles in the lower back.

WAISTLINE
Cycling is ideal for targeting problem areas. It enables people who can not move easily to exercise. It increases fitness and stimulates the body's fat metabolism.

JOINTS
The circular movement of cycling assists the transport of energy and other metabolic products to the cartilages, reducing the likelihood of arthritis.

Section 3 – Cycling for Tourism & Leisure; building brand "Cycle Lincolnshire" an introduction

Lincolnshire has some of the best cycling country in the United Kingdom. From the big skies and flat roads of our fenlands to the undulating hills of the Lincolnshire Wolds the county has something to offer every type of cyclist.

Nationally the county is renowned for its cycling; from Les Fensom, the Fenland Flyer, to Rebecca Durrell. Lincoln hosts the much respected Lincoln Grand Prix, with its fearsome Michaelgate cobbled climb, and, for those yet to turn professional, over 1,000 people participate in the Lincoln Grand Prix Sportive alone. Our county boasts a proud cycling heritage that we will build upon.

The early success of the Cycle England project with our partners at Visit Lincoln has shown the potential for cycle tourists to visit our county. In 2019 TUI Nederland marketed Lincolnshire routes to their Dutch market. We want to take this forward, building a brand to promote cycling around the county taking advantage of our environment and to access our visitor sites from Gainsborough Old Hall to Ayscoughfee Hall.

We want to encourage our own residents to cycle to enjoy and explore their county. In England, 42% of people aged over 5 own a bicycle. Amongst adults, bike ownership peaks at ages 40-49 with 49% owning or having use of a bicycle (NTS). Cycling UK estimate that over 80% of adults have access to a bicycle, yet the amount of adults cycling in Lincolnshire once per month for leisure is only 14.8% (NTS). The potential is there, we have to harness it.

We will work with our communities to identify leisure cycling routes and overcome obstacles to getting people on their bikes, ensuring your voice is heard in taking the future of cycling in our county forward.

Our Goals:

- Develop (alongside partners) a consistent signage and way finding strategy. Enabling cyclists to easily identify routes.
- Work with partners to develop and promote a 'Cycle Lincolnshire' brand, building on the success of the Cycle England project.
- Revamp our mapping, ensuring digital and paper coverage of maps for all types of cyclists.
- Continue to support cycling events such as Lincoln Grand Prix Sportive and others throughout the year to establish Lincoln as a destination for amateur cyclists.
- Developing community cycling champions around the county and engaging with local cycling groups.

Highlights



The Heart of Lincolnshire - Lincoln
Visit Britain's Best Small City. Take time and discover beautiful, vibrant Lincoln, bursting with heritage, culture and creativity.

Take in the cobbled streets of Lincoln's unique Cathedral Quarter for an experience of culture, cuisine, and history you won't forget. Crowned by the awe inspiring Lincoln Cathedral and its near neighbour Lincoln Castle. Lincoln is home to an abundance of independent retailers, a tempting selection of places to eat, drink and stay.



Lincoln and Surrounding Area
Each daily route takes you on a journey from Lincoln through the beating heart of Lincolnshire. From the historic Brayford waterfront travel west to the picturesque village of Doddington and its fine late Elizabethan Mansion Hall. Travel east and traverse tow paths to reach gems such as Tattershall Castle and the charming village of Woodhall Spa. From world class memorial sites such as International Bomber Command Centre reconisina Lincolnshire's proud

Download the GPX files

© Mapbox © OpenStreetMap Improve this map

Section 4 – Cycling for the Economy; revitalising the High Street & supporting employment.

An introduction

As the High Street changes, the streetscape and road function needs to change with it. Residents and visitors will expect a High Street to be more of an experience with the balance between traditional retail and leisure altering. A pedestrian and cyclist friendly environment will help to encourage those residents into our market towns.

Cycling improvements can play a large part in improving the vitality of our communities. Public realm improvements connected with active travel can increase retail sales up to 30% (Lawlor 2013) whilst Cycle parking delivers 5 times more retail spend per square metre than the same area of car parking. We will make the positive case for cycling provision and underline the positive difference it can make to our local economies.

Employers will benefit from an increased focus on cycling too. Congestion costs the City of Lincoln district alone £127million per year with drivers spending 36 hours annually in stationary traffic (INRIX), as our urban areas grow the associated people movements will increase. We cannot continue to just road build our way out of congestion.

As mentioned in a previous section; employees who cycle to work take fewer sick days and when surveyed state that their productivity is raised. We will work with businesses to continue our work on behaviour change and to encourage employees to cycle to work.

Our Goals:

- Continue our support of the Hirebike scheme in Lincoln and examine opportunities for bike share in other areas.
- Work collaboratively with district councils to enable access to non-Highways funding – i.e. Future High Streets Fund
- Engage with businesses and business groups to maximise employee cycling potential
- Ensure parking is considered in network planning to enable residents to dwell and shop via bike.
- Encourage commuter, and low goods 'last mile' delivery cycling, reducing the economic burden and costs of congestion

THE BRITISH CYCLING ECONOMY



CYCLING ACCESSORIES = £853m PER ANNUM



AN EXTRA 12,000 MILES OF CYCLE NETWORKS



VALUE TO THE ECONOMY

FREQUENT: £958m
 REGULAR: £717m
 OCCASIONAL: £801m

INFRASTRUCTURE
200% Expansion of the National Cycle Network

40% OF HOUSEHOLDS OWN A BIKE



MARKET
3.7m bikes sold

- 28 per cent increase in volume of cycle sales
- £51m of which were British-built
- Generating £1.62b



EMPLOYMENT
23,000

Employed directly in cycling economy generating over £500m in wages and £100m in taxes



PARTICIPATION
£1.3m new cyclists

- 22,000 daily journeys
- 200,00 Sky Ride participants

208m CYCLE JOURNEYS TAKEN ACROSS THE UK IN 2010

WORK PERFORMANCE
1 Regular Cyclists take 1 less sick day than non-cyclists

- saving the economy £128m a year in reduced absenteeism
- inactivity costs in the UK = £760m per annum



TOTAL ANNUAL COST OF TREATING OBESITY = £4.2b

GROSS CYCLING PRODUCT
£2.9b = £230 per cyclist annually

MARKET POTENTIAL
£141m

= value of 1m additional Regular Cyclists over next two years



RIISING FUEL COSTS



PREFERENTIAL TRAFFIC SIGNALS



COMMUTING



LEISURE AND RECREATION

OLYMPICS



HEALTH



CARBON NEUTRAL

MOTIVATIONS FOR CYCLING

Section 5 – Evidence, Data, KPIs & Reporting - making the case. (Sponsored by Cllr X)

Robust data gathering and reporting is crucial to making our work a success. Holding sufficient, and suitable, data allows us to spot changes and pinpoint weaknesses. It allows us to see how our actions are changing the way we travel and which of our residents and communities need support.

A solid evidence base is also essential for ensuring Lincolnshire is able to ensure it receives the best possible chance of central government funding. Government funding rounds are very competitive and although the county has seen several successes so far we must have modern and high quality data capture to demonstrate our case.

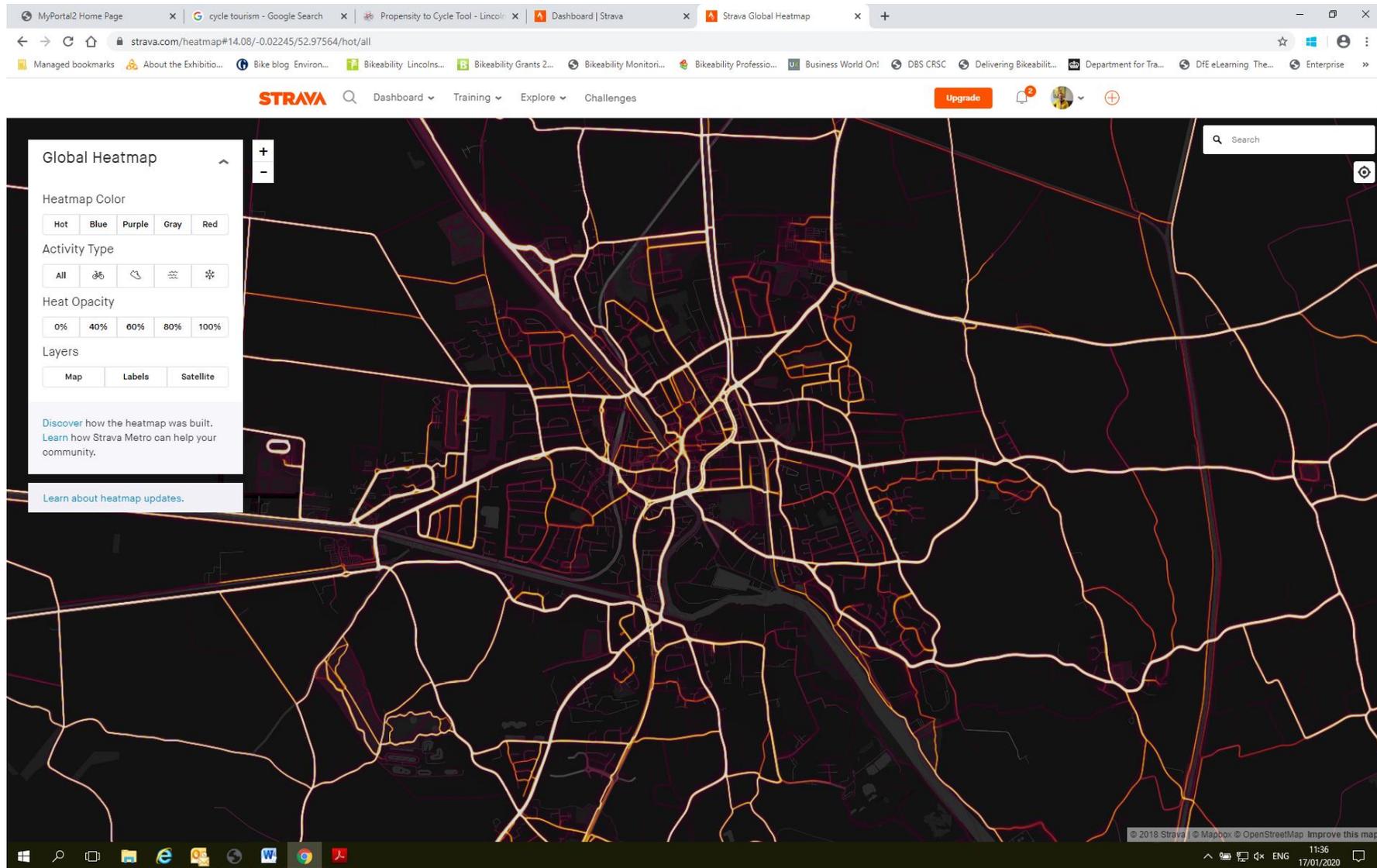
We cannot do this alone; we will work with local cycling groups and support new ones to provide that constructive feedback that shows us how developments affect you. Working with you to capture the evidence to support the developments *you* need to make cycling a viable choice.

Underpinning all this must be recognition that modern technology requires modern data capture. We will work with IT and app providers to access high quality trip data can give us detailed and accurate insights into areas for improvement.

Data and evidence gathering will be one of the key subjects to ensure the success of this strategy as a whole.

Our Goals:

- Make cycling a key part of Lincolnshire's Fifth Local Transport Plan.
- Gather data along with partners to monitor cycle modal share and CO2 reduction around the county. Using this as an evidence base for future funding bids and infrastructure investment
- Develop a 'state of the county' annual cycling report, highlighting new developments over the previous year.
- Arrange district level cycle advocacy groups (or working with existing groups) to provide a forum for cycle advocacy at a local level
- Use modern data capture methods
-



Example of modern data capture – Strava 'Heat Map' of Boston.

Closing Page

We are ambitious in our aims to increase cycling participation rates and improve the quality of cycling provision for our county. This strategy brings together those key themes that will enable us to advance that ambition and ensure we have a whole council approach to taking cycling forward in a positive direction.

This strategy doesn't work in isolation. The Fifth Local Transport Plan is being developed in tandem with this document and it will share its ambitions. We are developing Local Transport Strategies, rebalancing our travel towards active and sustainable travel options. Supporting this vital work are our Cycling & Walking Network Plans, providing a vision for the future of cycling across the county and giving us that foundation for future funding bids.

Lincolnshire can be an example of a rural county leading the way in delivering sustainable travel options across our rural and urban spaces. Through this strategy we hope to realise that example and make Lincolnshire a cycling county for all.

[PICTURE]