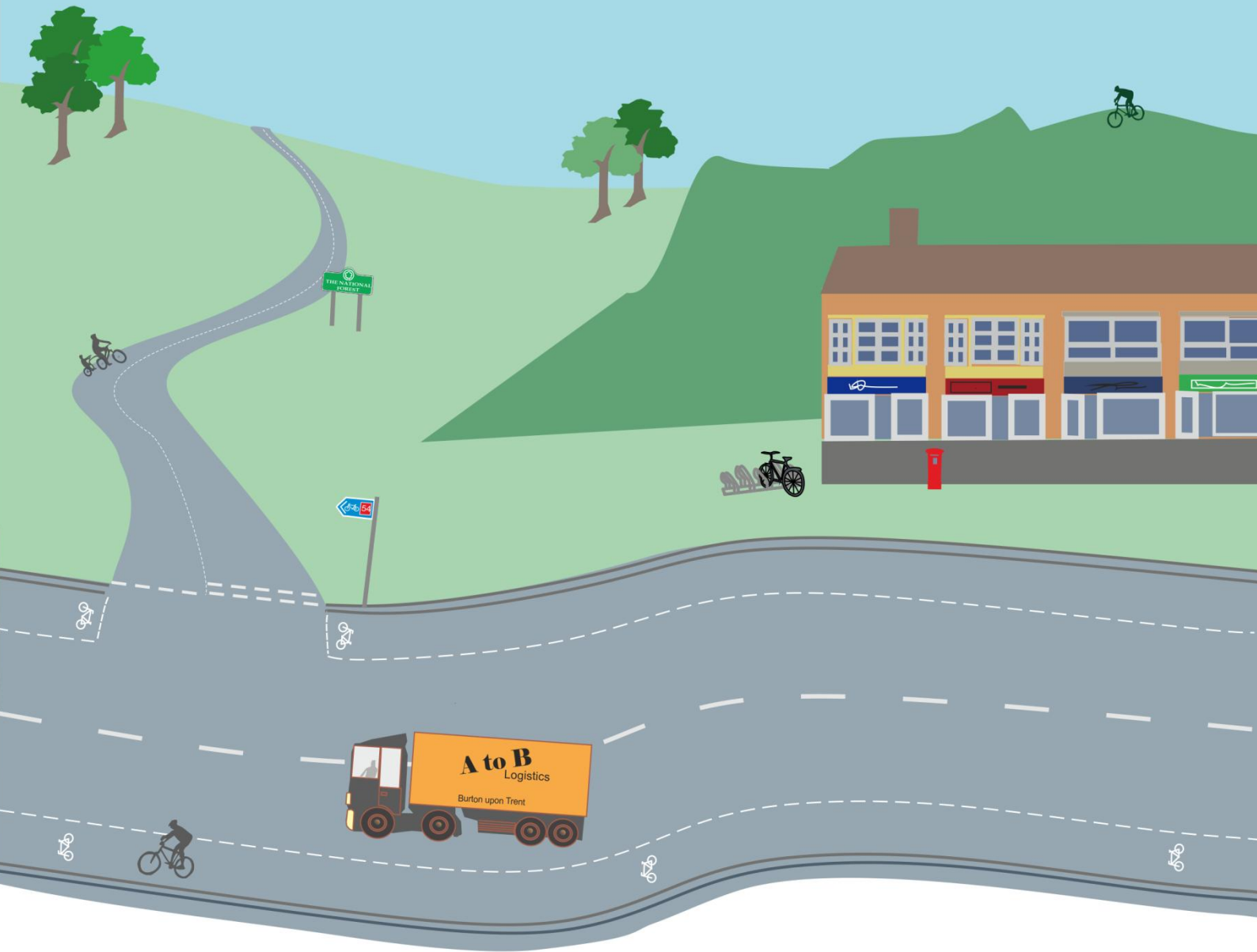


# Cycling Strategy





## Foreword

East Staffordshire is an attractive place to live, work and visit. Cycling provides a low-cost, healthy, pollution free, congestion-busting means of transport contributing to economic growth, tackling the cost of living crisis and promoting well-being.

East Staffordshire, and particularly Burton upon Trent, is the focus of growth in the next few years. It is important that new developments provide facilities to promote cycling both for commuting in the town and for healthy exercise.

We want to make cycling convenient, safe and most important enjoyable. This strategy focuses on how the council can encourage residents to cycle more and so gain from the financial and health benefits cycling offers.

Burton upon Trent has the advantage that most of the town is flat and cycling is easy. Numbers cycling to work are relatively high, but tiny when compared to other flat towns such as Cambridge or Amsterdam in the Netherlands.

Two National cycle routes pass through Burton linking the town with Shobnall, Horninglow and Stretton to the north, Branston, Tatenhill and Barton to the south and Stapenhill and South Derbyshire to the east. These national routes offer a framework to which local routes can connect.

Cycle routes in Uttoxeter are less well advanced but the proposed developments there offer the opportunity for many new cycle routes. Many local villages are close enough to Burton or Uttoxeter to be commutable. Dedicated cycle routes and good lighting are as essential here as in towns.

As a keen cyclist myself, I know that safety is the number one concern for cyclists. It is important that traffic free routes are available and built into every development. These routes must connect to the national cycle routes.

***Vision: "To ensure that cycling is accessible to everyone where it provides economic growth as part of sustainable and healthy communities".***



A handwritten signature in black ink, appearing to read 'Julian Mott', written in a cursive style.

**Councillor Julian Mott**

**Leader of East Staffordshire Borough Council**



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# 1 Introduction – The Purpose of the Cycling Strategy

## Description of the Borough

- 1.1 East Staffordshire Borough has a rich variety of distinctive and attractive settlements and landscapes from market towns to rural villages and it is an attractive place to work and visit. It is important therefore that it is as accessible as possible. The Council encourages sustainable and active travel and recognises that there must be alternatives to private motor vehicles. Cycling is an important part of sustainable travel whether it is for work or recreation.

## Why Cycle?

- 1.2 Cycling provides many obvious benefits that include the following:

- Provides freedom and enjoyment
- Is a healthy activity
- It is a sociable activity and provides social mobility
- Can help create a sporting habit for life through links with cycling clubs and support the development of high level performance for those with talent

## Why does East Staffordshire Borough require a Cycling Strategy?

- 1.3 East Staffordshire requires a cycling strategy in order to achieve social, economic and environment benefits to both urban and rural areas within the Borough. It should also provide guidance to increase participation of cycling, for people to make informed sustainable transport choices and how infrastructure can be improved within the Borough. The benefits of cycling crosses many topic areas and themes from economic growth, sustainable transport, health and wellbeing, reducing carbon and green tourism. Further information on such benefits can be found in Section 3. This Cycling Strategy supports all of the following Corporate Priorities that are contained in the Council's Corporate Plan:

- Tackling the cost of living
- Supporting Economic Growth
- Promoting well being

- 1.4 Cycling has been mainly concerned with road safety and sustainable transport in the past but it covers many other topic areas such as climate change and health and wellbeing. Health issues such as mental health and obesity are key concerns for the Borough and cycling is an important mechanism in assisting with dealing with these issues. Whilst cycling provides effective aerobic exercise, it also provides mental wellbeing through the wellbeing that exercise brings as well as enjoying the environment. Therefore cycling can contribute towards the reduction of health costs.

- 1.5 East Staffordshire Borough Council is a member of the UK Healthy Cities Network and it is considered that the Cycle Strategy should contribute towards the general aims and objectives in providing healthier places as well as sharing best practice with other partner members.

## Aims of the Cycling Strategy

1.6 To follow the overall vision , the Cycling Strategy should consist of the following aims:

- To improve cycle routes and related infrastructure (such as parking and storage)
- To improve health and wellbeing through cycling
- To increase participation
- To enhance sustainable tourism and economy
- To enhance environmental quality including air and noise pollution

1.7 From these aims we can then develop specific themes:

- Transport and Infrastructure
- Health and wellbeing
- Recreation, sporting opportunities, economic and tourism; and
- Environment

## Benefits

1.8 The above aims should contribute to the potential benefits of cycling which relate to the Borough Council's corporate priorities:

### **Economic (Tackling the cost of living crisis by “delivering with less” and Supporting economic growth)**

- Economic benefits of sustainable tourism, recreation and leisure and increase of spend
- Promoting access to jobs and training
- Increase transport choice, savings on fuel and cheap running costs of cycles (servicing and maintenance), less wear and tear on highways
- Economic savings in reducing sickness in the workplace with fewer days sick taken, fewer GP visits/hospital admissions
- Providing good quality cycle infrastructure including cycle storage facilities
- Working with the voluntary sports sector to develop sustainable clubs and opportunities.

### **Health and Wellbeing (Promoting well being)**

- Improved health as part of an active lifestyle
- Improved mental wellbeing through the enjoyment of cycling, including the enjoyment of the Borough's landscape and character
- Economic benefits through less sickness at work
- Improve social cohesion, interaction, behaviour and respect between users
- Cycling as an everyday habit which provides social, environmental and health benefits (positive lifestyle choice)



## **Environmental (Promoting well being)**

- Reduce noise pollution and general noise nuisance
- Reduce carbon dioxide (CO<sub>2</sub>) and nitrogen dioxide (NO<sub>2</sub>) emissions which contributes to climate change
- Improve air quality

1.9 In a lot of cases the benefits should not be strictly categorised where such benefits easily cross over into other categories.

## 2 Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis) of cycling specific to East Staffs Borough

2.1 In order to aid the shaping of the strategy and what may work and not work for East Staffordshire Borough, it is important to undertake a SWOT analysis in order to identify specific issues.

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>Existing provision, including bridleways, canals such as the Trent and Mersey (Kingfisher Trail) which contributes to local biodiversity</li> <li>Cycling is a cost effective way of getting around which is quicker than walking but more convenient than buses.</li> <li>Cycles do not take up much capacity whether stationary or when they are being used.</li> <li>General levels of cycling participation are higher than the national and regional (West Midlands) figure.</li> <li>There are established cycle routes to adjacent towns and cites adjacent to the Borough including Derby.</li> <li>Promotion of other locations within the Borough than can offer excellent cycling without the need to travel to other locations such as the Peak District.</li> <li>The Borough has actively engaged with British Cycling to develop the Skyride programme- this includes the development of cycling routes.</li> <li>The Borough is developing a track record of delivering inclusive cycling opportunities from Shobnall Leisure Centre.</li> <li>The Boroughs Sports development team deliver a number of training/engagement activity through the Bikeability and Balanceability schemes.</li> <li>Existing cycle clubs</li> </ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>General popularity of cycling is increasing especially after major events and publicity such as the London Olympic &amp; Paralympic Games 2012, Tour de France and the Commonwealth Games which inspires and motivates as well as local events through Skyride Local where it is important to build on that momentum.</li> <li>Benefits of cycling to health, wellbeing and fitness.</li> <li>Education and training opportunities to improve confidence in cycling such as proficiency training in schools, including training for young people.</li> <li>Building on existing promotion of cycling such as Bike Week that is held every June.</li> <li>Utilise modern technology such as improve the use of information such as mapping including map applications on phones (ie Google, Map My Ride and CycleStreets UK) etc.</li> <li>To increase overall use of public transport (rail and bus) through the development of public transport hubs.</li> <li>Strengthen links with and support the future development of cycling clubs.</li> <li>Getting young people into cycling from a young age so that it becomes a lifestyle habit.</li> </ul>
<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>Connectivity with other routes and gaps in the cycling network is poor and in need of enhancement, including linkages with other public transport hubs such as railway and bus stations. This includes linkages with routes outside of the Borough, including Derbyshire and Derby City.</li> <li>Some routes and linkages may not be as safe as they should be, especially with regards to junctions or shared areas where cycle paths have to share with major trunk roads.</li> <li>Not enough incentives to entice people out of motor vehicles (where there is the perceived view that motorised transport is the most convenient) and onto bikes.</li> <li>Not enough promotion in cycling whether it be for everyday use (for work and shopping for example) and recreation.</li> <li>Insufficient locations and facilities for the safe and secure parking and storage of cycles and gear such as by transport hubs or in town centres.</li> <li>Poor, obscured or non-existent signage.</li> <li>Cycling tourism is not connected well enough, ie with the Peak District, National Forest and the Central Rivers Initiative (CRI) and how these locations interrelate with each other</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>There is a perceived perception that cycling is unsafe</li> <li>Poor road behaviour and excessive speed from both motorists and cyclists as well as the condition of roads. This may result in people not having the confidence to cycle due to safety concerns, road behaviour or the preserve of athletes, or barriers to training.</li> <li>Much of the infrastructure priorities motor vehicles over pedestrians and cyclists including the towns of Burton upon Trent and Uttoxeter.</li> <li>Funding is constrained in order to deliver the infrastructure that is required, where existing cycling funding per head per population is still far too low, especially compared with other European countries</li> <li>Perception that cycling is just for athletes and that it is not accessible to all</li> <li>The time and resources required to implement new routes (ie from Travel Plans), such as awaiting Section 106 agreements, landowner consent or other forms of funding etc.</li> <li>Pot holes and worsening road services make cycling more difficult.</li> </ul>



### 3. Cycling Objectives

3.1 Whilst there are specific themes, the objectives stated above may overlap with each other as there may be mutual benefits that cut across other themes, especially the environment and health and wellbeing.

Theme	Corporate Priorities	Objectives
Transport and Infrastructure	<ul style="list-style-type: none"> <li>Tackling the cost of living</li> <li>Supporting economic growth</li> <li>Promoting well being</li> </ul>	<ol style="list-style-type: none"> <li><b>To improve the present capacity of cycle routes and promoting new routes as and where appropriate</b> – to promote the maintenance and repair of existing cycling routes and network as well as promoting new provision such as on new developments and roads. There may be other national or local funding streams that are available to improve cycling infrastructure and improving existing linkages.</li> <li><b>To promote and improve integrated transport</b> – cycle users should be included at railway stations and bus stations and stops stops. New routes should be provided through planning Section 106 agreements where appropriate. Also routes need to be safe and such improvements can be through better signage, surfacing and lighting to make participation more attractive.</li> <li><b>To improve facilities and infrastructure for cyclists</b> – it is important that there is sufficient infrastructure to support and encourage cycle use, such as safe routes, secure parking and changing facilities – <i>May include as a delivery point rather than an objective</i></li> <li><b>To improve the education of safe cycling through appropriate training</b> – safety of cyclists is of concern so it is important that education of cyclists and motorists is provided so that there is mutual respect for when road space has to be shared between users. Education in cycling should commence from an early age so that young people become confident users as well as developing good habits for life.</li> </ol>
Health and Wellbeing	<ul style="list-style-type: none"> <li>Promoting well being</li> </ul>	<ol style="list-style-type: none"> <li><b>To promote cycling as part of physical activity</b> – health is becoming an increasing concern in the Borough, especially obesity, alcohol abuse and male mortality<sup>1</sup>. Cycling would aid in the reduction of these health concerns through effective exercise. As with all exercise it has physical benefits of better general health greater sense of wellbeing.</li> <li><b>To promote cycling as part of mental health and wellbeing</b> – cycling as a way of improving mental wellbeing through enjoyment of the physical environment, including the Borough’s landscape and countryside and general aerobic exercise.</li> <li><b>Cycling as a way of improving social interaction</b> – Interaction is important in terms of sustainable and stable communities as well as mental wellbeing.</li> </ol>
Tourism and Recreation	<ul style="list-style-type: none"> <li>Supporting economic growth</li> <li>Promoting well being</li> </ul>	<ol style="list-style-type: none"> <li><b>To promote and increase participation of cycling for all</b> – cycling should be inclusive and open to people of all ages and abilities. Also to increase general frequency of cycling from occasional use to more regular use.</li> <li><b>To promote East Staffordshire Borough as a destination and improve accessibility to destinations within the Borough such as the National Forest, CRI and the Jinny Nature Trail</b> – there should be good quality cycle routes from urban to rural areas so that residents that live in urban areas can freely access the open countryside as well as access to destinations.</li> <li><b>To enhance the linkages to destinations outside of the Borough</b> – such destinations include the city of Derby and the town of Swadlincote as well as recreational destinations in adjacent Boroughs.</li> <li><b>To enhance safety in cycling</b> – promote safe cycle routes, with good quality signage as well as safe parking and storage.</li> </ol>
Environment (Carbon, pollution and Green Infrastructure)	<ul style="list-style-type: none"> <li>Tackling the cost of living</li> <li>Promoting well being</li> </ul>	<ol style="list-style-type: none"> <li><b>Cycling as part of reducing carbon output and mitigating climate change</b> – Climate change is a concern from international to local level. Cycling can play a part in mitigating against climate change and reducing carbon output. Cycling, such as for commuting can cut the need to make trips by car.</li> <li><b>To encourage greater no. Of cycling trips.</b> In order to reduce traffic congestion, especially in the towns of Burton upon Trent and Uttoxeter – Many trips undertaken by car are under 5 miles and could be made by other means of sustainable transport such as walking, cycling and buses. If there is greater participation of cycling for such short trips then this could have a positive impact upon congestion and improving air quality, particularly in those areas of Burton upon Trent where air quality is of concern.</li> <li><b>Cycling routes should be attractive and safe to use.</b> Cycling routes are not just about tarmac, such routes can positively contribute to the biodiversity and green infrastructure of a locality. Such routes may have served as former uses such as disused railway lines. Such routes have the advantage of being separate from motorised routes, well engineered such being reasonably flat with existing bridges that can be utilised as well as making positive use of previously developed/derelict land.</li> </ol>

<sup>1</sup> These health issues are highlighted and evidenced in the East Staffordshire Health Profile 2014 produced by Public Health England.

## 4 National and Local Context

### National Institutions

- ◆ Department for Transport (DfT)
- NHS England
- ◆ Sport England (Active People)
- ◆ British Cycling

### Local Initiatives

- ◆ Staffordshire Road Safety Unit
- ◆ Skyride Local
  - ◆ Balanceability
  - ◆ Breeze
- ◆ East Staffordshire Borough Council's Sports Development Team
- ◆ East Staffordshire CCG Health
- ◆ Inclusive Cycling facility and 'Bikeability'
- ◆ SASSOT

## Cycling Strategy

### Local Policies & Strategies

- ◆ Staffordshire Local Transport Plan 3 (LTP3)
- “ East Staffordshire Integrated Transport Strategy 2014 (2014-2031)
- “ East Staffordshire Borough Local Plan 2012-2031
- “ Sustainable Community Strategy 2008-2020
- “ Community Safety Plan 2014-2017
- ◆ Strategic Framework for Burton upon Trent Town Centre 2014
- ◆ Infrastructure Delivery Plan
- ◆ Green Infrastructure Study
- ◆ Neighbourhood Plans

### Documents & National

#### Strategies

- ◆ Draft Cycling Delivery Plan 2014
- ◆ Government Briefing Ambition or Cycling 2013
- ◆ Transport White Paper 2011
- ◆ Get Britain Cycling Parliamentary Report 2011
- ◆ British Cycling Annual Reports

## 5 Do You know...?

According to Sport England's Active People survey that was undertaken in 2012/13, 9300 people within East Staffordshire (10.5%) participate in cycling which is greater than the England (8.1%) and West Midlands (7.0%) average.

British Cycling states that 87% of occasional cyclists will ride their bike more often and become regular/frequent cyclists.

During 2013 15 Sky Ride Local rides took place which consisted of 171 participants. The overall attendance rate was high with some programmes being oversubscribed.

British Cycling in conjunction with Department for Transport data have calculated that for a sample of 32 commuters who now use bikes to commute to work, contribute £15,853 to the economy and saves 7 tonnes of CO2.

According to the London School of Economics (LSE) Report published in 2011, cycling contributes £2.9 billion to the UK economy per year which is an equivalent to £230 per cyclist.

Government funding for cycling is £374m for the period 2011-15 with more funding being committed through the Cycling Delivery Plan (once finalised).

## 6 The Strategy

### Routes and Infrastructure (Objectives 1-4)

- 6.1 The main objective is to improve existing cycle routes and their connectivity. Such connectivity is between town centres and the outer suburbs as well as the rural hinterland beyond as well as a coordinated approach to adjacent local authorities. The relevant cycle route maps (Appendix 1) shows a comprehensive network of routes in the Borough, comprising of the national network such as NCN54 and NCN63 that connect to the local network of routes that pass through Stretton, Shobnall, Anglesey, Horninglow, Stapenhill, Branston, Wetmore and beyond including the villages Tatenhill and Barton under Needwood. It is also important to note that routes that fall just outside of the boundary contribute to the Borough's network, especially the route between Tutbury and Uttoxeter which goes via Hatton, Sudbury and Doveridge along the former A50. Linkages should also be sought to other settlements outside of East Staffordshire Borough such as Derby and Swadlincote as well as a key NCN junction located at Etwall.
- 6.2 Uttoxeter's cycle network is not as well developed as Burton upon Trent's network. The East Staffordshire Local Plan 2012-31 outlines growth for the two towns and therefore it is important that cycle routes are provided in new housing and employment sites as well as ensuring that there are sufficient linkages to other locations within the town and the town centres.
- 6.3 The Borough has three national cycle routes. NCN54 broadly follows the A38 corridor along Lichfield to Derby. NCN549 runs from Hatton to Uttoxeter. Whilst only a small section runs within the Borough, NCN549 is an important link between the Borough's two towns. NCN63 connects Burton upon Trent and Swadlincote, though it is recognised that the linkages between these two towns need to be enhanced.



Figure 1 NCN 54 in Tatenhill

- 6.4 Building capacity for new routes is a key concern in how it could be implemented though more cost effective solutions could be sought such as directing cycle routes along quiet lanes (unclassified roads), canal towpaths and disused railway lines for example which are quieter, safer and generally more attractive, separated from motor traffic.

- 6.5 Improvements to connectivity involve enhancing routes within towns to allow greater accessibility to work as well as leisure destinations, such as leisure centres. For example for Burton upon Trent, it is important to improve linkages to various locations including the Washlands, the town centre, Shobnall Leisure Centre as well as various locations within Burton upon Trent, including Brizlincote and Winshill as well as various tourism attractions beyond such as the National Forest, Central Rivers Initiative (CRI), Jinny Nature Trail (in conjunction with Rolleston on Dove and Stretton Parish Councils) Tutbury Castle, Adventure Farm, St George's Park and the National Memorial Arboretum.
- 6.6 Cycling should be allowed on the Jinny Nature Trail to provide a safe routes between Rolleston on Dove and Stretton/de Ferrers. The council should work with the parish councils to provide a cycle route that does not impinge on walkers.
- 6.7 Good connectivity is dependent on good quality signage. It is acknowledged that some signage may be absent or of poor quality in terms of the content of the signage or in terms of condition. Signage, including for NCN routes should be improved to contain better information in terms of destinations and not just the route itself. This is vital, especially in order to access visitor attractions and promote economic growth.
- 6.8 It is recognised that existing routes need to be enhanced either through the need of better layout or general maintenance concerns:

#### Burton upon Trent

- Review cycle route between Burton upon Trent and Uttoxeter, especially the section along Scropton Road, Hatton, Derbyshire)
- Enhance safety and attractiveness of town centre routes including New Street, Duke Street, Mosley Street and Moor Street, Burton upon Trent
- Enhance linkage (NCN63) between Burton upon Trent and Swadlincote<sup>2</sup>
- Cycle route along Princess Way, Burton upon Trent needs resurfacing works through tree root damage
- Poor layout of cycle route along Wetmore Road to Pirelli Stadium, Burton upon Trent
- Street clutter and conflicts between cyclists and pedestrians along Wellington Road, Burton upon Trent
- Better connectivity around Horninglow which should then link towards Stretton
- Forest Road – should be marked on the plan as a route for improvement as parked cars provide obstacles – or removed as too unsuitable
- Moor Street Railway Bridge – markings need to be better marked, especially going towards the town centre
- Route needs to be marked on the plan for the cycle route that goes around the back of Morrisons
- Saxon Street – steepness and junction at the top of Saxon Street

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<sup>2</sup> Enhancements may be made subject to the signing of a Section 106 Agreement within South Derbyshire District Council



- Wetmore Road – an alternative route could be considered along Wetmore Lane and the footbridge. The present line is marked incorrectly along the new bridge where it should follow Wharf Road then pick up Wetmore Road.
- Ashby Road – no objections as such to having a cycle route along Ashby Road other than the issue of steepness where Scalpcliffe Road and Alexandra road could also be considered.
- Better coverage of cycle routes around the Anglesey ward which has health issues. Burton Road, Branston is a good potential route being flat and wide as well as providing a more direct link from Branston/National Forest route/Centrum to the town centre.
- Linkages around Stapenhill and connecting the new housing site at Drakelow which is within South Derbyshire District. Linkages could follow Ferry Street to Waterside Road. Woods Lane, Brizlincote
- Signage needs to be improved for the National Forest Way with a linkage around The Gate Inn, Branston (adjacent southbound entry onto A38)
- Kingfisher Way (Dallow Lock) there are chicanes along the route which impedes the progress of cyclists as they have to demount to negotiate them. They were probably erected to prevent scrambler motorcycles accessing the route but the question remains on whether they are still required. There is also an issue that these chicanes prevent disabled cyclists from using the route.
- Jinny Nature Trail which is jointly owned by Rolleston Parish Council and Stretton Parish Council – conflict with the use of the route as a pedestrian route and bridleway. Should be wide enough to provide for all users.

#### Other areas in the Borough

- The cycle route along Old Knotty Way (southern section of the A518 Uttoxeter Town Bypass) needs to be marked on the plan. There is also the issue as to how the cycle lane ends at Stafford Road which is currently unsatisfactory.
- Possible reinstatement of the Cauldon Canal/Railway line as a formal cycle route which would connect Uttoxeter and Rocester as well as potential to extend beyond Rocester towards the north of the Borough. Churnet Valley are working on various cycling proposals in the north of the Borough including the village of Wootton.

Further information on the general locations of proposed improvements can be found in Appendices 1A and 1B.

6.9 There are also concerns, especially in Burton upon Trent's town centre that cycle lanes may not be designed or aligned appropriately and may conflict with other street furniture such as bus shelters. This Cycle Strategy therefore promotes appropriate design of such routes as to not conflict with other street furniture which may compromise the safety of other users of the public realm such as pedestrians. Design guidance and best practice should be sought from the [Manual for Streets](#) guidance, as well as the recently published [Street Design for All](#) document.

6.10 It is also important that urban dwellers have access to the open countryside and beyond to different recreational destinations such as parks and gardens to more formal tourist destinations. It is recognised that cycling can form part of longer trips

along with other sustainable public transport modes such as trains and buses. Therefore it is important to create cycling hubs within the town centres of Burton upon Trent and Uttoxeter as well as with railway and bus stations, including the bus hub in Burton upon Trent. This would be beneficial especially to Burton upon Trent where the railway station is relatively far away from the main town centre.

6.11 Bike storage hubs are important in promoting the use of cycling for the safe and secure storage of cycles so that cyclists can use their cycles for longer journeys. East Staffordshire Borough Council has established storage hubs at Meadowside Leisure Centre and is planning one for Uttoxeter Leisure Centre as part of the extensive redevelopment and refurbishment of that site. The Borough's Sports Development team are planning a new hub for Shobnall Leisure Centre in Burton upon Trent. Smaller cycle parking has recently been provided for Market Place, Burton upon Trent but opportunities for the development of hubs should be explored for Burton and Uttoxeter town centres as well as linkages to public transport hubs such as railway and bus stations. The specification and provision of cycle parking should be adequate in terms of overall quantum as well as the quality. For instance the use of Sheffield stands should be sought as part of cycle parking facilities. Location of such stands should be well designed and carefully selected in order for them to work with the existing public realm so as not to cause undue street clutter or cause obstructions for pedestrians.

6.12 Opportunities for improved cycle parking and secure storage should be sought at the following locations:

- Burton upon Trent railway station
- Burton upon Trent Town Hall
- Meadowside Leisure Centre, Burton upon Trent

6.13 There is also the issue of some public transport providers may not be able to carry cycles on buses and trains. This is a potential barrier for cycle use on longer journeys, including those journeys going into and out of the Borough. The Council will liaise with public transport to ensure that cycles are welcome on buses and trains.

## **Funding**

6.14 The national government's aim is to increase general funding for cycling which is generally behind that of other European Union countries such as Belgium and the Netherlands. There is also the issue that cycling has not been adequately funded for several years. It has been recognised that funding cycling is a sound investment in terms of value for money and bringing economic gains. The Department for Transport estimates that the benefit-cost ratio is between 2:5 and 6:1 to 1, or in other words for every £1 spent the return ranges between £2.50 and £6.10. The Get Britain Cycling Parliamentary Report suggests that spend per person should be at least £10.

## Department for Transport's Draft Cycling Delivery Plan (2014)

- 6.15 The Draft Cycling Delivery Plan was launched by the Department for Transport on 16<sup>th</sup> October 2014 and is the follow-up to the Get Britain Cycling Parliamentary Report. Once finalised, the plan will consolidate the £374m<sup>3</sup> funding that has been delivered for cycling for 2011-15 and commit funding for another ten years (until 2025). The Draft Cycling Delivery Plan states that current spend is £5 per person<sup>4</sup>, though they have taken the £10 target from the Parliamentary report where £10 per person spend should be in place by 2020/21 or sooner if possible. Annex A (Theme 2) of the [Draft Cycling Delivery Plan](#) states in further detail as to the provision of funding.

## Road Investment Strategy: Investment Plan (2014)

- 6.16 During December 2014, the Government announced the publication of the [Road Investment Strategy](#) which provides the long-term programme of investment for motorways and major trunk roads. The funding for cyclists will be around £100 million to promote safer cycling along such major routes through the provision of segregated cycle lanes as well as safer junctions and crossings. Whilst the Strategy does not outline specific schemes within East Staffordshire Borough, this Strategy supports the provision of safer routes, junctions and crossings along the Borough's trunk road network, such as the NCN54 that runs along the A38 for a short length as well as the junction at Branston which involves safer routes across the A38. This scheme includes the opening of the existing tunnel for the use of cyclists in addition to pedestrians.

## Staffordshire County Council's Integrated Transport Strategy and Local Transport Plan 3 (LTP).

- 6.17 Staffordshire County Council have a specific budget as part of the Local Transport Strategy which includes that of cycling. This funding is prioritised in the Integrated Transport Strategy. The Integrated Transport Strategy makes priorities for improving cycling in Uttoxeter with funding provided through the Department for Transport's Cycle Safety Fund. The Local Transport Plan and the Integrated Transport Plan will inform the delivery and funding of transport for strategic development sites in the emerging Borough Local Plan. Developers are required to submit Travel Plans where they should include details on sustainable transport on strategic sites that would generate significant traffic levels. Such sites include Branston Locks, where NCN54 runs through the site. As part of the delivery of the site, it will be expected that the route will be enhanced through Section 106 funding. To aid the enhancement of cycle routes through strategic sites, the County Council's Accession modelling will also aid the determination of suitable funding provision for cycling as well as other public transport provision such as local bus networks. Section 106

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<sup>3</sup> This figure was quoted by the Department for Transport on their web chat as part of the consultation on the Draft Cycling Delivery Plan (accessed 12<sup>th</sup> November 2014) and the News Story article that was published on 16<sup>th</sup> October 2014: <https://www.gov.uk/government/news/new-plan-to-get-more-people-cycling>.

<sup>4</sup> This is a national figure on average across England. It is made up of funding for Bikeability, the Cycling Ambition Grants, LSTF (cycling share), cycle-rail, Cycle Safety Fund, Highways Agency funding for 'cycle proofing', from DfT and local contributions.

funding should be accessed by Parish Councils who may wish to enhance cycling provision if there are certain priorities contained in their Neighbourhood Plans. Further information on Section 106 funding with recent major planning applications can be found in Appendix 2.

- 6.18 Section 106 agreements may be superseded by the Community Infrastructure Levy (CIL) with support from Staffordshire County Council. CILs tend to pool contributions from developers that contribute towards bigger infrastructure projects that may include cycling provision and cycle infrastructure. East Staffordshire Borough Council are developing a CIL but it is still in its infancy.
- 6.19 The Integrated Transport Strategy also commits to improvements for Burton upon Trent, in particular Stapenhill viaduct and along the A444 corridor in order to improve safety along the NCN63. Improvements for Uttoxeter include improving linkages from the town centre to the A50 connecting with NCN549 that runs eastwards towards Derby. This should also include improved linkages within Uttoxeter town centre as well as other public transport routes including Uttoxeter railway station.
- 6.20 The Integrated Transport Strategy includes the support of capital and revenue investment funding through the Health and Wellbeing Agenda towards sustainable transport, including walking and cycling networks, especially for Uttoxeter and Burton upon Trent. Some of the investment outlined in the Integrated Transport Strategy may be delivered through the Local Growth Fund which is accessed through Local Enterprise Partnerships (LEPs) such as the Stoke on Trent and Staffordshire LEP or the Greater Birmingham and Solihull LEP. The [Draft Cycling Delivery Plan](#) states that £6b has been allocated to the Local Growth Fund which in turn can be accessed by local authorities.
- 6.21 For example; in the Stoke and Staffordshire LEP Strategic Economic Plan (SEP) there was a bid as part of the 'Pinch Point Package' for the St Peter's Bridge Corridor Scheme, Burton upon Trent. This scheme will deliver capacity improvements for St Peter's Bridge alongside improvements for pedestrians and cyclists to Stapenhill Viaduct and Ferry Bridge and links into the surrounding sustainable transport network. Whilst in this instance the government chose to support other parts of the SEP such as a £5m LSTF package, future rounds of funding will be available and preparatory work is ongoing.
- 6.22 There will be other funding opportunities such as through Sustrans who tend to support local projects. Therefore there are opportunities for match funding with other projects and funding streams such as the Local Sustainable Transport Fund (LSTF), Regional Growth Fund, the Local Growth Fund, (funding through the Active Travel Consortium), Locality or other local funding sources.
- 6.23 The government has also launched the [Roads Investment Strategy](#) and whilst the funding is mainly aimed towards the strategic road network, cycle routes that run alongside such routes should be improved and enhanced as part of that funding. This will include opening the present underpass at the A38 at Branston. There will be

a review of cycling along the A38 corridor if the case for further schemes can be made. .

### **Funding through businesses and sponsorship**

- 6.24 This strategy supports the involvement of the private sector to support and fund the provision of cycling and cycling infrastructure such as hubs. This may include supporting individual employees of a company but also providing greater infrastructure provision. Businesses could also be involved as part of the Wheels to Work scheme.
- 6.25 It is acknowledged that public funding is limited and such funding should be supported by other means. Therefore the Cycle Strategy supports opportunities whether national or local for joint working with the private sector as long as it is in accordance with the Borough Council's corporate policies.
- 6.26 The Borough is fortunate in having many businesses which provide local financial support and local cycling initiatives should take advantage of any potential opportunities.

### **Partnership working such as between SASSOT and East Staffordshire Borough Council's Sports Development Team**

The Skyride schemes are delivered by East Staffordshire Borough Council's Sports Development team is now in year 3 and has been very successful. It is anticipated that the Council's Sport Development team is committed to the continuation of this scheme, building on its current success and will be continuing it for the foreseeable future. This funding has amounted to c.£30,000 over this three year period.

### **Funding for education and training.**

- 6.27 Training is given in schools through the [Bikeability scheme](#) which is a Department for Transport funded initiative delivered by Staffordshire County Council through their Cycling Connectivity Officer. The funding is mainly provided to ensure that young people are confident and proficient in the use of cycles. The funding provides for outside practical instruction as well as talks at assemblies and other online material including videos and lesson plans for the classroom.

### **Promotion**

To promote and increase participation of cycling for all groups/sectors of the community – cycling should be inclusive and open to people of all ages and abilities

- 6.28 [The East Staffordshire e-JSNA 2012](#) suggests that participation of cycling (as well as walking) is higher than the national average, but there is of course always scope for improvement. Cycling should be inclusive and open for all and it is recognised that it should not be the preserve of keen cyclists or athletes. It is about progressive cycling where the occasional cyclist becomes a regular cyclist where the use of bikes becomes a regular habit and has part of everyday life where at least one journey a

day is undertaken on a bike. In order to do this then there has to be a mixture of encouragement and education. This can be in the form of financial incentives, support networks through to formal training. British Cycling's target is to get 125,000 more people into cycling by 2017 where people are cycling at least once a week<sup>5</sup>.

- 6.29 Participation of cycling in the UK is generally poor at around 2% whereas many other European countries such as the Netherlands and Germany is well over 10%. The [National Travel Survey England 2013](#) (That was published in 2014) also states that participation fluctuates between 1-2% though the average distance travelled on cycle has gone up. The government promotes cycling through different mediums through the transport and the health and wellbeing agendas. The [Change4Life](#) is a well known national initiative run under the NHS and contains a lot of promotional material to lead healthier lifestyles including healthy eating and exercise through walking, swimming and cycling. The cycling initiative is that of Bike4Life where there is a lot of information on purchasing and maintaining a bike and how to incorporate cycling into everyday lifestyles as well as giving advice on cycle proficiency for example.
- 6.30 Initiatives such as Skyride ([goskyride.com](http://goskyride.com)) is one such initiative to introduce cycling to local people. Skyride is an initiative which is promoted by British Cycling through [Skyride Local](#). As of 2014, the Skyride will be in its third year. It is accessible such as promoting cycling to groups such as young people (Go-Ride) women (SkyBreeze) and for people with disabilities with adapted cycle hire facilities which are available at Shobnall Leisure Centre. GoSkyride also has its own Facebook page. For further information on these initiatives please consult the Sports Development page via the link:  
[www.eaststaffsbc.gov.uk/Services/SportsDevelopment/Sport/Pages/SkyRide.aspx](http://www.eaststaffsbc.gov.uk/Services/SportsDevelopment/Sport/Pages/SkyRide.aspx)
- 6.31 The [GoSkyride Breeze](#) initiative is primarily promoting cycling for women and GB cyclists Lizzie Armitstead and Jess Varnish are ambassadors. The [British Cycling Economy Report](#) states that men make 70% of all cycling trips so there is a need to redress this balance. The SkyBreeze programme is provided by Sports Development for Burton upon Trent but also by Uttoxeter Cycle Centre through Breeze Uttoxeter. Women's cycling is gaining further promotion through the first UK Women's Tour that took place in May 2014. Work is ongoing in order to create further Breeze Champions as part of developing local social networks.
- 6.32 Skyride also provides general promotion of cycling that can form part of formal and informal local groups which are largely self organised. This is good in terms of giving other cyclist motivation and support and contributes to community cohesion. During summer 2013, Skyride Local programmed 15 rides to be undertaken across East Staffordshire Borough. Such rides include 'Swan around the Washlands' in Burton upon Trent that was one of the most popular rides. It was recognised that the success of this programme is due to the summer holidays, effective publicity and from recent events such as the Tour de France which commenced in Yorkshire.

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<sup>5</sup> British Cycling Annual Report 2013:  
[http://www.britishcycling.org.uk/zuvvi/media/bc\\_files/corporate/BC\\_ANNUAL\\_REPORT\\_2013\\_WEB.pdf](http://www.britishcycling.org.uk/zuvvi/media/bc_files/corporate/BC_ANNUAL_REPORT_2013_WEB.pdf)

There is also potential to extend Skyride schemes further afield including within the National Forest and Central Rivers Initiative areas.

- 6.33 Complementing the Bikeability scheme which is aimed at young people (5-10 year-olds), East Staffordshire Borough Council's Sport Development Team undertakes a Balancability Scheme which is a programme for 3-6 year-olds. This programme is fundamental in positively promoting cycling from a very young age and establishing a good habit for life. It should also contribute to the issue of childhood obesity as reported by NHS England where it is an issue for Year 6 aged children (12-13 year-olds) within the Borough. The [Draft Cycling Delivery Plan](#) states that the Government's vision is that every child who can walk or cycle to school should do so. There is a commitment in the Plan to continue the Bikeability scheme post 2015/16 which will be supported by the Cycling Delivery Plan.
- 6.34 The Cycle Strategy supports the promotion of cycling in schools as part of the National Curriculum via the PE and PSHE curriculum<sup>6</sup>, especially for Key Stages 2 and 3. Such promotion is crucial in addressing safety as well as key health and wellbeing issues in the Borough including of childhood obesity and data from HNS England which states that obesity in Year 6 pupils within the Borough is a significant issue<sup>7</sup>. Cycling should be instilled at a young age so that it becomes a lifestyle habit that develops into teenagehood and adulthood. A lot of material to address the promotion of cycling for young people is through [Bike4Life](#) (Change4Life) and the Bikeability. The BUATMS study aims to increase participation of young people attending sixth form and further education. Therefore liaison with schools and further education establishments should be exploited in order to ensure adequate cycle parking provision. There are opportunities at new establishments such as the new Technical College at the Town Hall annex in Burton upon Trent.
- 6.35 It is acknowledged that young people use cycles to travel to and from school, where this is encouraged, as this contributes to healthy lifestyles and reduces car traffic. The Cycling Strategy supports the provision of improved linkages to and from school as well as safer linkages. This may involve safety schemes that aim to reduce speed of road traffic and to improve safety.
- 6.36 Provision for disabled cycling is provided by East Staffordshire Sports Development through its Inclusive Cycling scheme where there are 19 adapted and 19 non adapted bikes which are available to hire either individually or via groups. Whilst a new scheme it is hoped that this will continue into the future including a wider section of Burton upon Trent including The Washlands.
- 6.37 East Staffordshire Borough Council is committed to all members of the community, including promoting cycling to ethnic minority communities. Such promotions occur on days such as South Asian day. As part of the Borough Council's membership of the Healthy Cities Network, outreach days are also organised as part of the Health Promotion Framework.

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<sup>6</sup> PSHE – Personal, Social, Health and Economic Education. Further information on the PSHE curriculum can be found via the PSHE Association website: <https://www.pshe-association.org.uk/>

<sup>7</sup> East Staffordshire Health and Wellbeing Profile 2012

- 6.38 The Council's Sports Development team have prepared a Plan for Cycling in order to deliver many of these programmes with a timetable set out as to when such programmes will be delivered. This may include bike related infrastructure at Shobnall Leisure Centre which includes the provision of a cycle hoist but also appraising cycle storage areas across the Borough. Further information on the Plan for Cycling can be found in Appendix 3.
- 6.39 British Cycling are key in promoting cycling in terms of using different forms of media to aid Council's such as East Staffordshire's Sports Development department in addition to the Council's own promotional material which is mainly provided on the Council's [website](#) as well as a dedicated [cycling page](#). Such media that British Cycling employ in partnership with Sky is through television advertising. One of the issues is to scope the advertising wider so that non-Sky viewers on freeview can view such advertising, though some advertising is broadcast on ITV. Councils also have access to online toolkits by British Cycling and Sky through their communication and PR teams for other media and promotional type material. The Council's website does host some [YouTube material](#).
- 6.40 Written promotion is also given through national media including the national press which is mainly through electronic media. Locally some promotion is done through the Burton Mail. Links are provided through such media for people to register interest and this seems to be having some success. Participants can receive emails via East Staffordshire Borough Council notifying them of local Goskyride events and activities.
- 6.41 Whilst British Cycling have a firm partnership with the multinational company Sky they also have partnerships with other institutions and organisations including the National Trust and the British Heart Foundation in order to promote cycling.
- 6.42 The Bicycle Association run a Summer of Cycling Campaign during 2012 mainly in response to the Get Britain Cycling Parliamentary report that was published during the previous year. The campaign is very simple where they have a simple message when it comes to promoting cycling. The main aim is to get people who do not cycle into cycle and it is a simple word-by-mouth campaign by getting a friend, family member and neighbours on a bike. Participants are encouraged to make 'pledges' which is a useful form of motivation and by uploading photographs onto the website which can motivate others. Further information can be found on the Summer of Cycling website: [www.summerofcycling.net](http://www.summerofcycling.net) British Cycling also support an annual Cycling festival for the county of Staffordshire that takes place in August.
- 6.43 British Cycling does not just focus on recreational cycling but also cycling as part of access to work. Cycling is important to support economic growth, reduce congestion and promote wellbeing. There are various initiatives that promote cycling as part of accessing employment such as Wheels to Work and Cycle to Work Day.

### **Wheels to Work Scheme**

- 6.44 This initiative is run by [Staffordshire County Council](#) where there is provision for residents to apply for interest free loans to bikes and mopeds so that they can



access employment opportunities. The bicycle loan is for £20 a month over a 6 month period.

### **Cycle to Work Day**

- 6.45 A national scheme to promote cycling for people who generally travel to work by other means such as the private motor car. The scheme takes place for one day every September. The partners involved include that of British Cycling and Sustrans. Employers are encouraged to be involved and offer incentives to their employees such as providing a free hot drink. Also free bike checks, ie a bike MOT is offered by many bike shops as included on the Cycle to Work Day website where participants can find their local participating store. Further information on this initiative can be found via the following link: [www.cycleworkday.org](http://www.cycleworkday.org)
- 6.46 British Cycling aims and objectives are followed by local institutions including Sport Across Staffordshire and Stoke on Trent (SASSOT) and the Sports Development team at East Staffordshire Borough Council.
- 6.47 Successful promotion is dependent on the quality of the information that is available. Accessing and sourcing such information can be challenging but it is becoming easier with the improvements made to technology and utilisation of technology such as smart phones and the availability of applications. Such applications include those such as Google, Map My Ride and CycleStreets UK. Many of these apps are very informative and may provide health information such as the number of calories burnt which in turn provides motivation.

### **Cycling within East Staffordshire Borough**

- 6.48 Cycling as part of recreation is recognised as being significant within the Borough with the National Forest, the Central Rivers Initiative (CRI), Jinny Nature Trail (between Stretton, Burton upon Trent and Rolleston on Dove) which forms that of a disused railway line and the Trent and Mersey Canal which is a designated conservation area. Stretton and Rolleston on Dove Parish Council gained ownership of the Jinny Nature Trail in 1986 and the trail has become a popular pedestrian route as well as encouraging biodiversity. There may be potential to extend this route for cycling purposes should this be supported by the relevant Parish Councils, the local community and relevant walking groups. It is acknowledged that there are existing byelaws which currently prohibit cycling along the Jinny Nature Trail as well as issues of capacity, where the existing route would need to be widened by engineering works. It is important that should any possible widening or works to incorporate cycling provision consider potential biodiversity impacts.
- 6.49 The CRI supports cycling as part of the network of mixed use routes for walking, running, cycling, wheelchair, pushchair and equestrian access with as few barriers as possible providing circuits for people at all levels. There is potential for better connectivity to destinations within the CRI area especially from NCN54. The success of the CRI is dependent on successful partnership working with Staffordshire County Council, East Staffordshire Borough Council, Lichfield District Council, Tamworth Borough Council and the National Forest. The National Forest also promotes cycling

and improved connectivity especially as a sustainable means of transport to access the many visitor destinations in the area.

- 6.50 The Borough has very attractive countryside and distinct landscapes from the lowlands and river valleys in the south to the highlands to the north which have linkages to the Peak District in the north and the Cannock Chase AONB to the south. It is important to highlight these destinations as well as their connectivity as part of wider and sustainable tourism and enjoyment of the countryside. The connectivity is important so as not to 'overload' the more popular destinations such as Barton Marina for example, cycling is therefore important to spread the load and promote the less known sites in between the better known destinations. Therefore cycling has a key role to play in the development of the tourist economy and aiding the rural economy and rural enterprise.
- 6.51 The Cycle Strategy recognises that it is important that greater promotion by public authorities such as the Borough Council, Staffordshire Police and local health authorities where staff should use bikes as part of the job as well as commuting. This in effect should set an example for others to lead in terms of living more active and healthy lifestyles.
- 6.52 Overall it is considered that whilst participation in local schemes has been very encouraging the main issue is to sustain such participation, especially through the seasons and to 'level out' the peaks and troughs in participation. The Skyride schemes seem to encourage the involvement of 'leaders' so that groups can be formed. Once the groups can be formed then participation can be maintained through 'peerage' and organisations can be formed. Websites such as [cyclenation.org](http://cyclenation.org) provide linkages between different local cycling organisations. Cyclenation are also a campaign group that lobbies for cyclists with involvement with the All-Party Parliamentary Cycling Group.

## Safety

- 6.53 One of the key barriers to cycling is perceived lack of safety for cyclists as well as for other vulnerable road users. The government's Draft Cycle Delivery Plan is keen to work on this issue and improve people's perception of cycling and safety and how this should be communicated. The environment is a key factor where favourable conditions are key to encourage cycling and Key actions on how to improve safety is given in Annex A of the Draft Cycle Delivery Plan. The Government has also set up two groups to aid improvements to the perception of safety with the Cycle Safety Group and the Justice for Vulnerable Road Users Group. The Government's Cycle Proofing Working Group are currently agreeing a more detailed definition on 'cycle proofing' in order to explain what it is, though in simple terms it should mean how to incorporate better design solutions for cyclists.

## 7 Review and Monitoring

- 7.1 This strategy will be subject to a more detailed 'Part II Action Plan' setting out what improvements may be delivered to cycling and cycling infrastructure in the short and long term for future years.
- 7.2 The successful of the delivery of the Cycle Strategy depends on working with key internal and external partners, including Sustrans, Staffordshire County Council as well as cross boundary working with Derbyshire County Council. Work should be established with local cycling groups in the delivery of local schemes as well identifying any issues with cycling infrastructure.
- 7.3 It is acknowledged that some of the key issues and objectives may not necessarily receive direct funding though may be delivered as part of a package of other measures such as for overall public transport. As mentioned in Chapter 6, such funding packages may be delivered from other plans and strategies such as the County Council's Local Transport Plan, the Integrated Transport Strategy as well as the Regional Growth Fund provided by Local Enterprise Partnerships. The Part II Action Plan will set out specific funding streams as and when identified.
- 7.4 The Cycle Strategy may be reviewed in order to monitor key outputs from the objectives set out in Chapter 3. Such key outputs vary from quantitative to more qualitative outputs. The quantitative outputs are straightforward to monitor such as % of participation in a Sky Ride scheme for example, but the more qualitative outputs such as monitoring health and wellbeing benefits is much more challenging. Such outputs may need to be monitored against more general health and wellbeing data contained in other plans and strategies such as the Borough Health and Wellbeing profile and the East Staffordshire – Enhanced Joint Strategic Needs Assessment (e-JSNA).
- 7.5 Sports Development will monitor the participation of cycling through its own Plan for Cycling such as the participation of Skyride and Balanceability programmes. The number of participants will be monitored against expected outcomes. Further information on the Plan for Cycling can be found in Appendix 3.
- 7.6 The monitoring of infrastructure may consist of the following:
- Monitor the completion of NCN routes (in conjunction with the Department for Transport, Highways Agency, Sustrans, Canal and Rivers Trust, Staffordshire County Council and Derbyshire County Council)
  - Monitoring of local routes, especially those outlined as needing improvement as outlined in Appendix 1
  - Monitoring of Travel Plans by the private sector for new housing and employment sites
  - Auditing of cycle routes that need enhancement as well as relating signage
  - Audit of broad locations and areas (such as Winshill) that may be deficient in terms of cycle linkages and routes
  - Development of cycle routes to major tourism attractions within the Borough

7.7 Work with other institutions should also include bus and rail companies in order to ensure that cycles can be accommodated on buses and trains as part of an overall integrated and sustainable transport strategy.

## CONTACT DETAILS

For more information about the new system of plan making or about how to make a planning application, some useful contact details are listed below.

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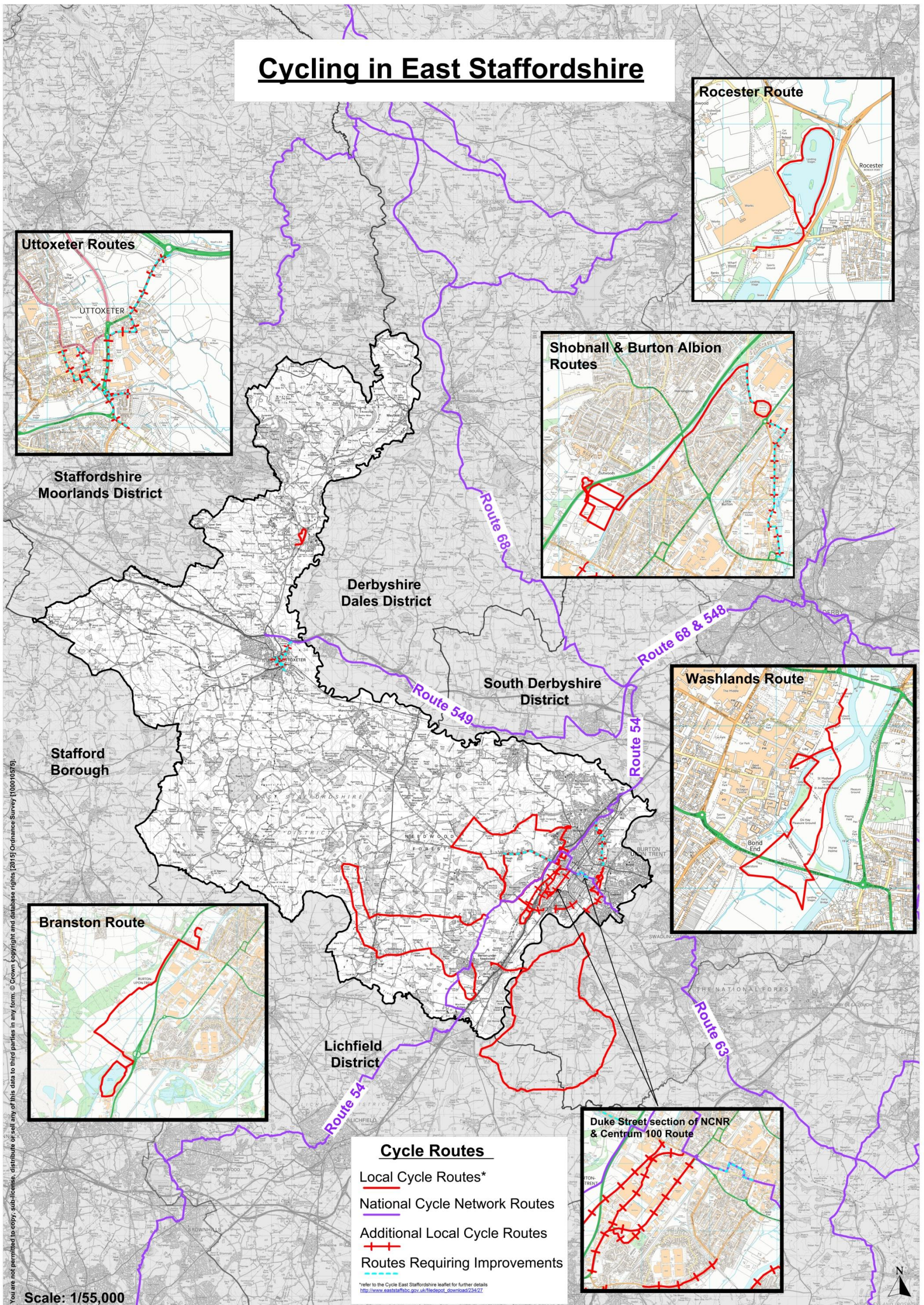
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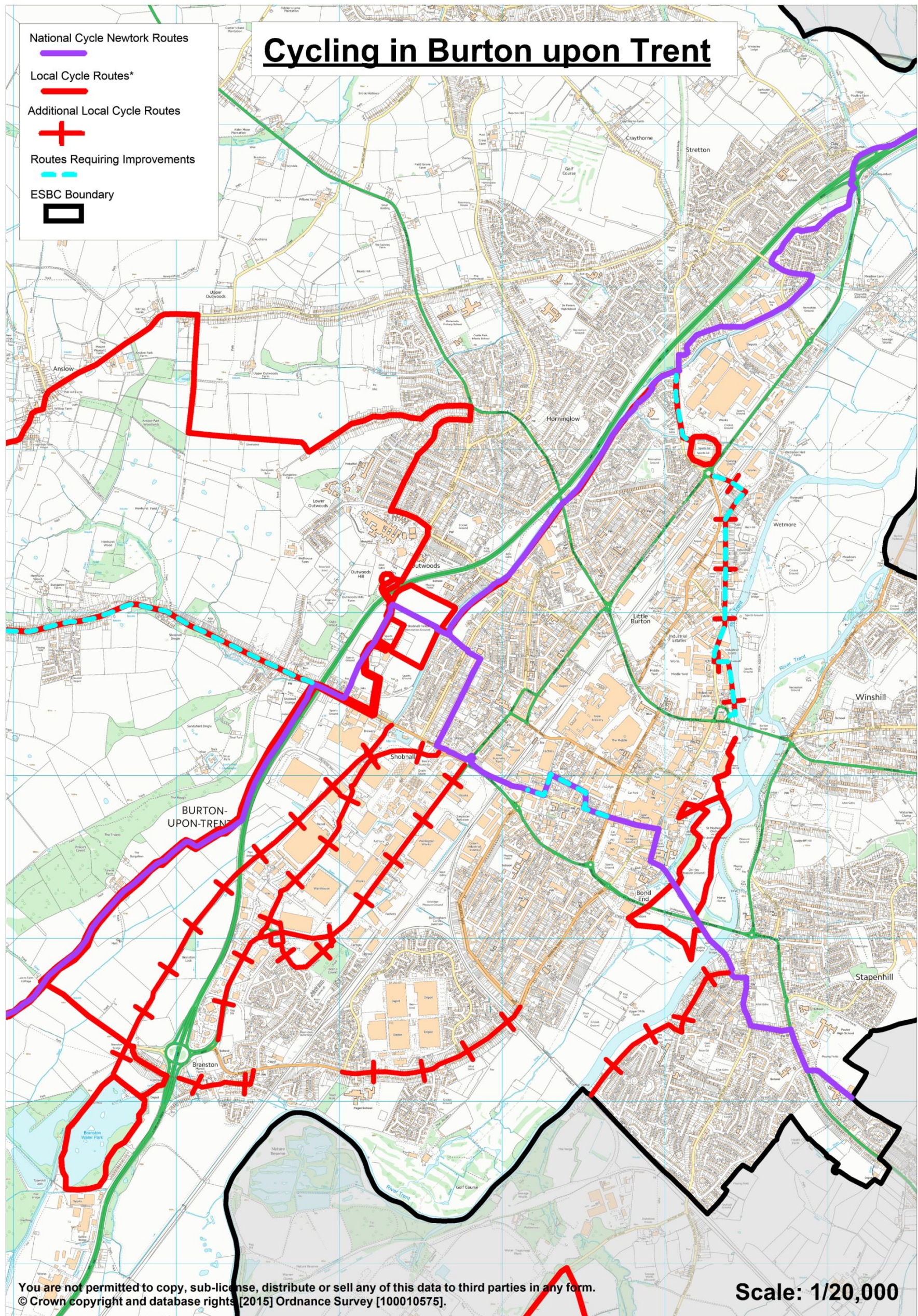
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Appendix 1A: Cycling in East Staffordshire Map





**Appendix 2: Cycling Provision through Section 106 Agreements (Travel Plans)**

<b>S106 Ref No.</b>	<b>Planning Application No.</b>	<b>Site Address</b>	<b>Development Description</b>	<b>Date S106 Made</b>	<b>Date S106 Signed</b>	<b>Comments and clauses</b>
LA/2011/002	P/2010/01358/JP M	Unit B Wellington Road Retail Park Wellington Road Burton Upon Trent Staffordshire DE14 2AP	Installation of a mezzanine floor (including the provision of an ancillary cafe) external alterations and other works.	11/02/2011	11/02/2011	The Travel Plan states that it would utilise existing cycle routes that run adjacent the site, which includes NCN54. The Travel Plan states that the following provision will be provided including cycle parking, safe lockers, lighting of the access as well as the setting up of a Bike Users Group (BUG).
LA/2012/010	P/2010/01441/JP M/PO	Land adjoining Plasplugs Limited, Mainline Industrial Estate, Wetmore Road, Burton upon Trent	Outline application to develop land for residential purposes of up to 138 dwellings including details of access (Amended Layout Plan received 27/06/11)	03/08/2011	04/08/2011	The Residential Travel Plan states that a shared footway/cycleway will be provided along the site frontage that should link with the existing cycle route along Wetmore Road. It also states that cycle storage will be provided for each individual dwelling plot.
LA/2012/011	P/2010/00875/MB	Land at Wetmore Road Burton Upon Trent Staffordshire	Erection of one two storey building to form two Class B1 office units and erection of six two storey buildings to form twelve Class B1 and B8 units including formation of two vehicular accesses, car parking and landscaping.	14/09/2011	15/09/2011	Travel Plan states that suitable cycle parking facilities for each unit.
LA/2012/018	P/2011/01093/JP M/PO	Burton Rugby Club and Blockbuster , Lichfield Street Burton Upon Trent, DE14 3RH	Outline application, including means of access, for the construction of 3 detached buildings to form 9,476 sq m of A1 retail space and 626 sq m of A1 (Retail), A2 (Financial and Professional Services), A3 (Restaurants and Cafes) , A4 (Drinking Establishments) and A5 (Hot Food Takeaway) including the demolition of the existing Rugby Club and associated buildings	02/03/2012	02/03/2012	The Framework Travel Plan does not state any specific proposed improvements to the cycle network other than highlighting that the availability of existing national and local cycle routes and there is potential to increase cycling to and from the site, especially given the favourable topography of the area.
LA/2012/026	P/2011/00546/CE H/PO - P/2011/00547/CE H/PO	Land at Burton Road, Ludgate Street Farm, Tutbury	Erection of 212 dwellings and associated garages, erection of 14 commercial units and a community building and the provision of public open space, allotments and a sports pitch, including the formation of two vehicular accesses  Outline planning application for the erection of 12 self build dwellings	09/05/2012	09/05/2012	The Residential Travel Plan states that one secure cycle parking space should be provided per dwelling. The Outline Travel Plan states that the developer would offer £100 per household to purchase a bike and bike equipment at a local bike store. This would be provided within a 'welcome pack' for all new residents. Whilst it acknowledges that there are no official cycle routes around Tutbury, cycling is favourable along local roads that has less motorised traffic.



LA/2014/004	P/2011/01243/JP M/PO	(LSOB) Land South of Lichfield Road Branston, Staffordshire	Outline planning application for a mixed use development scheme comprising demolition of existing buildings and structures, up to 660 dwellings (Use Class C3 Residential), up to 71,533 sq. metres (770,000 sq. ft) of employment floorspace (Use Classes B2 General Industry and B8 Storage and Distribution), a local centre providing up to 600 sq. metres (6,459 sq. ft) of floorspace (Use Classes A1 Shops, A2 Financial and Professional Services, A3 Restaurants and Cafes, A4 Drinking Establishments and A5 Hot Food Takeaway) together with associated access from Main Street and the A38 including link road, car parking, servicing, landscaping, public realm works and works to the highway, public open space, sports and recreation facilities, structural landscaping, re-profiling of the River Trent and Tatenhill Brook and provision of drainage ponds and flood alleviation works, with all matters reserved except means of access - Additional Highway, Ecology and other Supporting Information Received.	16/05/2013	16/05/2013	DUPLICATE - included in this original S106 record, but this application has been superceded by a newer one under P/2013/00432. Which has the same S106 details & figures linked to it under LA/2013/007 - Keep this old record for information only.  Parking provision will be made for employment and residential units where 1 stand will be provided per 300sqm of floorspace including one secure unit per residential unit, especially for units that don't have their own secure garage or garden.
LA/2013/006	P/2013/00406	(Bridge Farm, Stretton) Land North Of Guinevere Avenue, Stretton, Staffordshire, DE13 0FZ	Outline application for the erection of up to 100 dwellings including details of means of access.	15/07/2013	15/07/2013	The plan also states that the topography of the area is generally favourable for cycling. The plan also states that it wishes to establish a cycle user group for residents.
LA/2013/007	P/2013/00432	(LSOB) Land South of Lichfield Road, Branston, Burton upon Trent	Outline planning application for a mixed use development scheme comprising demolition of existing buildings and structures, up to 660 dwellings (Use Class C3 Residential), up to 71,533 sq. metres (770,000 sq. ft) of employment floorspace (Use Classes B2 General Industry and B8 Storage and Distribution), a local centre providing up to 600 sq. metres (6,459 sq. ft) of floorspace (Use Classes A1 Shops, A2 Financial and Professional Services, A3 Restaurants and Cafes, A4 Drinking Establishments and A5 Hot Food Takeaway) together with associated access from Main Street and the A38 including link road, car parking, servicing, landscaping, public realm works and works to the highway, public open space, sports and recreation facilities, structural landscaping, re-profiling of the River Trent and Tatenhill Brook and provision of drainage ponds and flood alleviation works, with all matters reserved except means of access.	17/07/2013	17/07/2013	Travel Plan states that it would make all of the site occupiers aware of Staffordshire County Council's cycle training schemes through marketing, negotiate discounts and loans for the purchasing of cycles and cycling equipment by employees and residents. The provision of pool bikes will also be made available as well as the establishing of cycle buddy groups which will be monitored through focus groups and staff meetings. Cycling and walking maps will be provided for all new occupiers and residents as part of the welcome pack.
LA/2014/012 (removed 12.11.14 and replaced with new agreement) NEW - LA/2014/029	P/2013/00429	Land at Upper Outwoods Farm, Beamhill Road, Burton Upon Trent, DE13 9QW	Outline application for the erection of 950 dwellings, primary school and childrens day nursery, 5,000 square metres retail, health centre and community facilities, associated open space, landscape, drainage, play areas, including the demolition of 92, 94, 142 & 144 Beamhill Road and agricultural buildings at Green Acres and Upper Outwoods Farm.	05/08/2013	05/08/2013	The Framework Travel Plan notes the site's proximity to a local cycle route as well as a nearby linkage to NCN54. The link to the site would be accessed from Green Valley Drive. Whilst the site has advantages of the proximity of cycle routes which consist of mainly on-road and segregated pathways, the topography is not generally favourable for cycling. An audit found that existing signage for cycling is poor and that the S106 would provide funding to improve signage. Also secure and sheltered cycle parking will be provided.  Advisory cycle routes are recommended along Harehedge Lane and Beamhill Road in order to access education institutions, including De Ferrers Technology College, Outwoods Primary School and William Hutson Junior School.

						<p>Cycling and walking maps will be provided for all new residents as part of the welcome pack. New residents would also receive a new bicycle with high-visibility clothing, cycle training with a safety check on all bicycles after the first year of occupation and discounts on equipment from local stores.</p>
LA/2014/024	P/2012/01215	Land at Red House Farm, Lower Outwoods Road, Burton upon Trent, DE13 0QX	Outline application for the erection of up to 250 dwellings, associated landscaping, public open space, access, drainage, associated infrastructure, earthworks and other ancillary and enabling works including the demolition of all existing buildings	23/08/2013	23/08/2013	<p>The Final Framework Travel Plan states that NCN54 runs relatively close by with a permissive route that runs from it to the site. It is planned that the permissive route will be upgraded to accommodate cyclists. Topography not ideal, though good proximity to Burton upon Trent town centre.</p> <p>Cycling and walking maps will be provided for all new residents as well as a £100 voucher towards the purchase of a new bicycle as part of the welcome pack as well as relevant information to cycling schemes through contacts/websites.</p>
LA/2014/013	P/2011/01130/JN/PO	Land adjacent to Pirelli Factory, Derby Road, Stretton, Staffordshire, DE13 0BH	Outline application for a mixed use development scheme comprising residential up to a maximum of 300 units, Class B1, B2 and B8 industrial units, hotel, public house and restaurant including demolition of existing buildings, alterations to existing service road and car park, new and revised access points on Beech Avenue, Derby Road and Princess Way, and associated car parking and open space	28/10/2013	28/10/2013	<p>The Framework Travel Plan states that NCN54 runs relatively close by to the site (including the Trent and Mersey Canal footpath) as well as potential to enhance NCN63. The wide nature of Derby Road makes cycle provision ideal.</p> <p>Cycling and walking maps will be provided as part of a Marketing and Communications Strategy. The Framework Travel Plan highlights the availability of the relevant locally based cycle training such as Bikeability as well as negotiating on potential discounts and loans to purchase cycles and cycle equipment from local retailers. A buddy scheme will also be provided to enable the less confident be able to access cycling.</p> <p>Incentives such as cycling mileage allowance schemes may be implemented in order to staff to use cycles for business trips. Infrastructure such as providing shower and changing facilities will be offered as and when feasible.</p>
LA/2014/023	P/2012/00636	Land to the South of Forest School Street, Rolleston on Dove, Burton upon Trent	Outline application for up to 100 residential units and associated open space with all matters reserved (Revised description and additional Highways, Flooding and Ecology information)	06/03/2014	06/03/2014	<p>Bespoke cycle parking will be available as part of the scheme. A bike user group (BUG) will be established which will include cycle buddying which should assist less experienced cyclists as well as cycle training schemes. This shall also include a buddy scheme for children in order to promote more cycle travel to school.</p> <p>Details of cycle lanes will be given in residential welcome packs. Cycling promotion and events will be posted on a noticeboard in the show home.</p>

5	P/2012/00795 (REMOVED S106 under this App - P/2012/00800)	Model Dairy Farm Grafton Road Stapenhill Burton Upon Trent Staffordshire DE15 9BZ	Outline application to develop land by the erection of up to 84 dwellings.	15/05/2014	15/05/2014	<p>The site is adjacent advisory cycle routes. NCN63 runs nearby, though the Travel Plan does not seem to refer to this national; route.</p> <p>The Travel Plan states that promotional material will be provided on the benefits of cycling including the provision of a cycle route map that will include cycle parking facilities. The welcome pack for new residents will also include contact details of local bicycle shops, cycle organisations and details of cycle training centres for both children and adults.</p>
LA/2014/026	P/2013/01530	Waterloo Farm, Uttoxeter Road, Beamhurst, Uttoxeter, ST14 5DY	Erection of a detached factory building together with associated offices, delivery, storage and despatch facilities and associated lorry, visitor car parking, security gatehouse and sprinkler tanks, associated drainage, bunding and structural landscaping - (Additional Highways, Noise, Acoustic Fence and Landscaping details received)	10/07/2014	10/07/2014	<p>The Framework Travel states that there will be cycling provision in the form of a new shared footway and cycleway (which shall be maintained thereafter), covered cycle facilities with parking for both employees and visitors. Such facilities will be supplemented by changing and showering facilities.</p> <p>There will also be a cycle buddying scheme for less experienced cyclists. Loans will also be made available to purchase new bikes and for their maintenance, though safety equipment such as helmets shall be provided free of charge. The Plan also mentions that pool bikes will be made available but also low cost bikes from £10 shall be made available for purchase. Promotion will also be provided in the form of information given on noticeboards as well as information on the JCB website.</p>

## **Appendix 3: East Staffordshire Borough Council Sports Development Plan for Cycling**

### **East Staffordshire Borough Council**

### **Sports Development – Plan for Cycling**

#### **Strategic Context**

In undertaking to deliver a Strategic Plan for Cycling, the Borough Council have actively embarked upon the challenge of increasing the capacity of the cycling infrastructure of the Borough to ensure the sustainability and inclusiveness of cycling: as a sport, as a health driver and participation activity, as a means of transport, and fundamentally as a way of empowering our communities.

Cycling is a diverse activity undertaken by a wide range of users, East Staffordshire Borough Council's Plan for Cycling responds to these differing needs.

The Council recognises that this plan will contribute towards the development of cycling on a local, regional and national level, and will draw on and contribute to the outcomes of a number of relevant strategies and policy documents, namely, British Cycling Development Plan, Sport Across Staffordshire & Stoke on Trent Cycling strategy and local planning documents and applications.

#### **Key Objectives**

By introducing this Plan for Cycling we aim to achieve the following objectives:

- Increase access to cycling for under-represented groups
- Encourage increased participation in utility, recreational and sport cycling for all
- Contribute towards improving health and increasing physical activity
- Develop strong community linkages; including volunteers, membership clubs and cycling related organisations
- Showcase cycling through a high profile events programme
- Optimise the use of current and planned sporting infrastructure for community use
- Encourage a modal shift towards sustainable forms of transport

- Lead to a safer cycling environment via the development of cycle route infrastructure and by pursuing cycle safety campaigns.

## Partnerships

East Staffordshire Borough Council continually works in partnership with a number of key organisations across a number of projects. Key partners for this development plan are:

British Cycling, Sport Across Staffordshire & Stoke on Trent, Staffordshire County Council, Sustrans, Local Schools, Local cycling shops and clubs

## Action plan April 2014 – March 2015

Action	Deliverable	Responsible	Timescale	Outcome Measure
Deliver 'Skyride' local programme	1 ride leader course  20 led rides	Neil Brown	May 2014  April 2014 – November 2014	8 new ride leaders  Increase in attendance compared to 2013.
Provide an Inclusive cycling opportunity at Shobnall Leisure Complex	Family cycling opportunities  6 special schools accessing throughout the year	Neil Brown	April 2014- March 2015	Centre open 4-6pm on weekdays and 10-2 on weekends.
Map booklets identifying Skyride routes available to the public.	Fold out booklets with routes and other adverts for cycling	Neil Brown/ Rebecca Slinn	June 2014	Produced and distributed to skyride participants
Bike Maintenance Course	1 course as part of Adult Learning week	Neil Brown/ BikeBOT	June 2014	4 attended
Host cycling	Dedicated	Neil	July 2014	Pages

pages on ESBC website	webpages for cycling	Brown/Nathan Gallagher		developed
<b>Action</b>	<b>Deliverable</b>	<b>Responsible</b>	<b>Timescale</b>	<b>Outcome Measure</b>
Balanceability Training sessions	2 summer courses	Neil Brown	August 2014	30 attending
	Delivery in 4 schools	Neil Brown	Jan – Mar 2015	X number of participants
Bikeability Training sessions	Level 1 course	Neil Brown	August 2014	30 attending
	Level 2 course			15 attending

### Action Plan Proposals for 2015

<b>Action</b>	<b>Proposed Deliverable</b>	<b>Responsible</b>	<b>Timescale</b>	<b>Outcome Measure</b>
Review the 'Skyride' programme	Reduce number of 'Skyrides' in 2015 to a maximum of 6-8	Neil Brown/ Jackie Brennan	Start April/May 2015	Higher average attendance per ride.
Introduce a 'Family cycle day'	Monthly cycle day based at Shobnall LC to include cycle training, led rides, bike maintenance and learn to ride scheme	Neil Brown/ Nathan Gallagher/ Casual Sports Leaders who are ride leader trained.	May – September 2015	X number of attendees  Increased awareness of cycle routes
Inclusive Cycling Opportunities	6 special schools attending  Families accessing the service	Neil Brown	April 2015- March 2016	All schools attend.  Centre remains at current times.
Install a hoist in the Cycle store	To enable greater access to those with physical disabilities.	Neil Brown	April 2015	Hoist Installed
Balanceability	School delivery	Neil	April – July	4 schools

School sessions		Brown/Casual Sports Coaches	2015	
<b>Action</b>	<b>Proposed Deliverable</b>	<b>Responsible</b>	<b>Timescale</b>	<b>Outcome Measure</b>
Balanceability Summer Holiday sessions	Part of our summer holiday programme	Neil Brown	August 2015	30 children attending
Bikeability Summer Holiday sessions	Part of our summer holiday programme	Neil Brown/ Staffs County Council	August 2015	45 attending
Marketing and Promotion	Continue to market through ESBC website and leaflet distribution	Neil Brown/ Nathan Gallagher	Ongoing	Increased awareness of activities.
Develop a new route from Uttoxeter Leisure Centre	Develop a 'steady' route starting at ULC	Neil Brown/ British Cycling/ Uttoxeter Cycling Club	April 2015	New route developed and mapped.
Appraisal of cycle storage areas across the Borough	A plan identifying need and location of storage	Neil Brown Michael Hovers?	April 2015 – March 2016	Number of new storage areas.

### Long Term Objectives

- Signposting/way marking of existing mapped routes around the Borough.
- Lengthen the path network around Shobnall Leisure Complex to give a full circuit.
- Work with ESBC planning to ensure the routes remain or redirected.