

Promoting Safe Cycling Action Plan v1.4

Spring / Summer 2012

Update 12-May-12

	Countywide / Route Specific	Action	Lead	Key Milestones	End Date	Funding	Progress / Comments - April 2012
Engagement							
E1	C	2012 Surrey Cycle Challenge to incorporate safe cycling messages	SCC - Sustainability Group	Launch - May 2012 Challenge period - 10 - 23 June	Jul-12	Delivered in-house (£3,000 approx required from LSTF budget)	Annual business focused event
E2	C	2012 Golden Boot Challenge to encourage focus on children cycling safely to school	SCC - Sustainability Group	11th June - 6th July 2012	Jul-12	in-house, SG budget	Annual event targeting primary schools to encourage walking and cycling to school. Schools are currently registering. Schools who increase the number of people cycling on the school journey during the Challenge will receive an Olympic style gold medal.
E3	R	Engage with cycle clubs to disseminate safety messages and discuss assistance with managing route at peak times	SCC - Sustainability Group	Initial discussion with British Cycling Feb 2012 Ongoing	Ongoing	Officer time only	
E4	R	Engage with Surrey Hills / Box Hill residents and users to ascertain nature and extent of problem of anti-social road use	Box Hill Short-life JAG	quarterly meetings with stakeholders	July / August 2012 tbc	Officer time only	
E5	R	Hold 1 or more cycling events at Box Hill to incorporate cycle training, Dr Bike and anti-theft engraving etc	Tbc	tbc	Pre Olympic focused	tbc	tbc
Prevention							
P1	C	Resdesign and market bikeability training for adults	SCC - Sustainability Group	Pilot family course May 2012	ongoing	£5,000 (from Communications Consultation and Engagement Budget)	Ongoing programme to redesign and market cycle training for adults / families. Report produced following research with focus groups on training requirements.
P2	C	Review of child bikeability courses to reflect casualty data analysis	SCC - Sustainability Group		Complete March 2012	Officer time only	Complete - additional Gvt Grant will enable higher ratios for 12/13 academic year
P3	C	Update Bikeability online resources to include guidance and best practice for cyclists	SCC - Sustainability Group	Filming - March 2012 Videos uploaded - April 2012	Apr-12	LSTF budget	Filming complete April 2012
P4	R	Carry out risk assessment and recommendations for improved signage on Olympic route	SCC - local highways	Risk assessment complete 08.02.12		Drive Smart budget provisional allocation (£2000)	AF liaise with local police Local Police to have ongoing role replacing temp signage on route
P5	R	Assess need for temporary speedhumps on zig zag	SCC - Sustainability Group	Risk assessment complete 08.02.12	Completed	Officer time only	
P6	C	Review design standards for cycle facilities at junctions and audit future schemes to these standards	SCC - Road Safety Team	Tbc	ongoing	ongoing	Tbc
Information							
I1	R	Manual cycle count using video surveillance on key Box Hill route x2 sites x3/4 days	SCC (liaison with local police)	Video cycle counts in March and June 2012	Jun-12	Drive SMART (£2500)	Results from March survey now in
I2	C	Review countywide cycle counter locations and data collection frequency to develop long term picture of countywide cycle trends	SCC - Sustainability Group		Mar-12 completed	LSTF funding (£12,000)	Note link to LSTF monitoring and evaluation plan
I3	R	Speed survey - ascertain extent of speed problem in Box Hill area	SCC (liaison with local police)	Speed Survey carried out March 2012	Apr-12	Drive SMART (£133)	Complete - awaiting results
I4	C	Further analysis of the cycle casualty data esp benchmarking against other areas and continue to seek local hospital admissions data	SCC / Surrey Police		May-12	Officer time only	Dependent on information from third parties
Communication							
C1	R/C	Encourage public to report concerns to police / SCC	Surrey Police / SCC		ongoing	No direct financial implications	Box Hill Joint Action Group are key point of contact for feeding back concerns
C2	R	Establish events calendar for Box Hill area to capture info on events / sports	National Trust	pre Olympic period initially	tbc	Officer time only (tbc)	National Trust are managing events in Box Hill area
C3	C	Relaunch Cycle Smart campaign targeting cyclists and other road users	Drive Smart / Communications	27 March -16 June	tbc - possible ongoing campaign in 2012	Drive SMART	Campaign currently underway - Buses running from 27 March - 16 June, radio ran for two weeks over easter and will resume in a couple of weeks time. Train carriage advertising is provisionally booked to run from mid-May. Magazine advertising will be scheduled for June.
C4	R	Produce Box Hill loop leaflet / route map with safe cycling messages and risk points highlighted	SCC - Sustainability Group		Leaflet expected be delivered to Alan Fordham w/c 21 May	Drive SMART - £386.46 for the leaflets, £520 for the design	Distribution of leaflets - w/c 21 May
C5	R	Box Hill loop video - short video of route inc risks to put on website	tbc	tbc		Drive Smart Budget tbc	Requirement to be reviewed following results of the two video surveys
C6	C	Review messages on SCC Go Surrey and Drive Smart website to ensure consistency and quality of information	SCC - Sustainability Group		Apr-12	Officer time only	
C7	C	Produce cycling code of conduct leaflet aimed at cyclists and other road users for wide dissemination	SCC - Sustainability group & Communications		May 2012 - ongoing dissemination	Drive Smart Budget (£200)	Distribution of leaflet expected towards the end of May
C8	R	Produce Box Hill Maps highlighting alternative walks, cycle routes and car parks to take pressure off Olympic route and main car parks	SCC / National Trust		May-12	May-12 tbc	

Notes

- C Countywide Initiative
- R Olympic route specific initiative