

SURREY COUNTY COUNCIL

LOCAL COMMITTEE (GUILDFORD)

DATE: 22 JUNE 2016



LEAD OFFICER: MARC WOODALL – SUSTAINABLE TRANSPORT MANAGER

SUBJECT: SURREY CYCLING STRATEGY

DIVISION: ALL DIVISIONS

SUMMARY OF ISSUE:

As part of the Surrey Transport Plan, the Surrey Cycling Strategy was approved by Surrey County Council's Cabinet in December 2013. The Strategy set out a role for Local Committees to oversee the development of Local Cycling Plans.

This report provides members with information about the aim, objectives and content of the Surrey Cycle Strategy and the progress made in delivering it to date

RECOMMENDATIONS:

The Local Committee (Guildford) is asked to note :

- (i) The aim, objectives and content of the Surrey Cycle Strategy

REASONS FOR RECOMMENDATIONS:

As part of the Surrey Cycling Strategy, the County Council and Guildford Local Committee want to encourage more people in Surrey to cycle, more safely. This report provides more detailed information to the committee on the work that Surrey County Council and its partners are currently doing to deliver the strategy

1. INTRODUCTION AND BACKGROUND:

- 1.1 The Surrey Cycling Strategy has been developed to support the development of cycling as a means of transport and to secure economic, health and environmental benefits that can be derived from cycling for Surrey. The strategy also sets out plans to address the increase in cycle casualty rates and the local impacts of the increase in sports cycling and cycling events, particularly in rural parts of Surrey.
- 1.2 The strategy's aim is 'to get more people in Surrey cycling, more safely' and it has a series of objectives to support the achievement of this aim.
- 1.3 It is supported by a new framework for coordinating and approving events on the Surrey's highway, which puts in place robust and transparent mechanisms for processes and decision-making governing events.

- 1.4 A copy of the Surrey Cycle Strategy is available as Annex A. The strategy is reviewed and updated annually via an annual report. The annual report for 2015/16 can be seen at Annex B.

2. ANALYSIS:

- 2.1 The 2012 Olympic Games positioned Surrey as a centre for cycling and presented a once in a lifetime opportunity to realise the economic, health and environmental benefits from this. Through a partnership approach, the Strategy seeks to ensure that the benefits of this legacy result in more Surrey residents cycling for transport and leisure and that all Surrey children have the opportunity to learn to ride a bike safely.
- 2.2 The public consultation that was conducted on the draft Surrey Cycle Strategy received c.3,700 responses, with over 75% of those supporting the Strategy aim and similar numbers supporting our approach to cycle routes and local plans. A link to the detailed consultation analysis of these responses is available in this report's background papers.
- 2.3 The Strategy was also the subject of a public debate, run with BBC Surrey and broadcast live. The debate had a live studio audience and the expert panel discussing the issue included Cllr Helyn Clack – Surrey County Council, Nick Ephgrave – Deputy Chief Constable Surrey Police, David Preedy – Head of Headley Parish Council, Johnny Clay – Cycle sport and membership director, British Cycling.
- 2.4 The Cycle Strategy has 13 key objectives, which are listed below. With each objective information has been provided about, why this objective is a priority, and what action has been taken to delivery objective.
- 2.5 **Work together to deliver improvements for cycling.**
- 2.6 Surrey County is working with partners, both at the strategic level with the Surrey Cycling Board, and at a delivery level with districts, borough and organisations such as Sustrans and CTC. This allows the County Council to demonstrate leadership on this issue and for interested organisations to hear progress and feed in priorities to the Strategy.
- 2.7 **Surrey Local Committees will oversee development of local cycling plans**
- 2.8 These plans provide identify key infrastructure needs and a basis for securing funding. Guildford is the first Borough to complete its Local Cycling Plan which the Guildford Local Committee approved in December 2015, and every borough and district in Surrey will have a completed cycling plan by the end of 2016. The Government's recent Cycling and Walking Investment Strategy suggested all Local Authorities should produce a Cycling and Walking Infrastructure Plan, meaning Surrey will be very well placed to access future funding.
- 2.9 **Develop a comprehensive training offer and ensure cost is not a barrier to learning to ride.**
- 2.10 Surrey County Council provides cycle training to around 15,000 people each year, and the Cycling Strategy continues this commitment into the future. We

currently offer a discount for children eligible for free school meals. Providing young people with the skills to be able to ride confidently and safely helps reduce the number of cyclist casualties on our roads and encourages children to exercise regularly helping reduce levels of obesity.

2.11 Work with partners to ensure that Surrey's economy benefits from more people cycling.

2.12 National and international evidence exists of the economic benefits of cycling. However, there is more that can be done to ensure that Surrey businesses are equipped to realise the benefits, particularly of major events and the increased interest in rural Surrey as a place to cycle.

2.13 We are also funding a social media campaign over the summer of 2016 designed to engage with sports cyclists who currently ride in Surrey which will help showcase Surrey businesses to cyclists and encourage them to spend money in them.

2.14 Seek funding to improve infrastructure

2.15 Surrey County Council is working with district and borough councils to access funding via local enterprise partnerships to win funding to be able to investment in better infrastructure for cyclists. In 2015/16 4 new major cycle schemes were delivered throughout the County. In Guildford we are investing £9.6m in improved walking and cycling infrastructure around the town centre as part of the Guildford Town Centre Transport Package, funded in part via the EM3 LEP.

2.16 Providing high quality infrastructure for cyclists, particularly when separated from traffic, will reduce cyclist casualties on the road and help to improve congestion by reducing vehicle traffic.

2.17 Support cycling as healthy, inclusive and affordable

2.18 As part of the Travel SMART programme in Surrey we have promoted the benefits of cycling and encouraged business and communities to promote cycling to their audiences. We also work closely with schools, via the golden boot challenge and by working with expanding schools to write and monitor travel plans. Unfortunately funding for this area has reduced significantly in this financial year, but we will be submitted an application to the Dept for Transport's Access Fund – details of which will be announced later this year. We also provide comprehensive information on the Travel SMART website about cycling. Effective promotion of the benefits of cycling are a key component in encouraging more people to cycle, particularly for utility trips.

2.19 We will work with Surrey Police and other partners to make cycling safer

2.20 Surrey Police have a seat at the Surrey Cycling Board and we have also been working closely with the police via the Drive SMART board. In 2015, the board delivered a communications campaign encouraging cyclists and drivers to use the road. An example of the communications material can be seen in Annex C. We have also jointly produced advice and interventions guidance for police officers to help people understand road users' rights, responsibilities and the best course of action when certain behaviours are witnessed. These measures are designed to encourage greater sharing of the road space and to help

improve road safety. A link to this document can be found in the background papers section below.

2.21 Promote cycling for health and leisure

2.22 We are working closely with Surrey Public Health to ensure that cycling is considered, alongside other interventions, when working to communities to achieve specific health outcomes. For example, working with Surrey's Clinical Commissioning Groups to raise the profile of cycling as a preventative health treatment.

2.23 Encourage off road cycling and manage the impact on Surrey's countryside

2.24 We have worked with groups such as the Surrey Hills Mountain Bike Working Group to develop and maintain dedicated mountain biking routes, attempting to minimise the overall impact. We are also considered where appropriate improvements could be made to the Rights of Way Improvement Plan to encourage considerate cycling.

2.25 Take action to minimise the impact of high levels of sports cycling in some areas of Surrey

2.26 Many of the issues that have arisen with sports cycling, particularly in rural parts of Surrey, are related to the organisation and operation of unregulated sportives. Current legislation does not give local authorities or the police any influence over the holding of these events. However, to encourage more responsible sportive organisation, we have recently published the code of conduct for sportives in Surrey, which provides organisers with advice, and reminds them of their responsibilities when organising these events. This guide can be seen at Annex D of this report.

2.27 The framework for co-ordinating and approving events on the highway was published in 2013 and updated in 2015 and aims to outline how partners and event organisers intend to ensure co-ordination between themselves regarding events, and to provide a new process for the approval of road closures that is consultative and transparent, whilst balancing the impacts versus the benefits. A link to this document can be found in the background papers section of this report.

2.28 The social media campaign mentioned above will build an audience of cyclists and enable organisation such as ourselves and Surrey Police to be able to provide content that gets across key messages around safety, etiquette and community relations.

2.29 A new events calendar called the Sporting Events affecting Surrey's Roads has also been published on the Surrey County Council website providing information for residents and visitors. The calendar gives information about which events have road closures and links to event organisers. A link to this calendar can be found in the background papers section of this report.

2.30 Lobby central government to ensure the regulations governing events on the highway are fit for purpose

2.31 We have been in contact with other local authorities such as the New Forest and Yorkshire to understand the challenges around high levels of sports cycling in these localities, and consolidated these views with the Local Government Association. Unfortunately so far this approach to Government has met with limited success. We are currently working with Guildford's MP, Anne Milton who has agreed to lobby on our behalf to raise these concerns with the responsible minister.

2.32 Support major cycling events where they bring economic benefit and minimise impact on local communities

2.33 The current contract for the delivery of the Ride London programme continues until 2017, and Surrey County Council will work with the event organisers to ensure safe and effective delivery of the events to this date.

2.34 The strategy also commits to ensure that all future decisions regarding major events requiring road closures are carried out in accordance with the framework for co-ordinating and approving events on the highway.

2.35 Use an evidence and data led approach to inform future development of the strategy

2.36 We currently undertake a variety of monitoring to help us understand the levels of cycling we have within the County, including cycle casualty data, automated cycle counters and training data. We are working to being able to make this data publically available to anybody who would wish to use it.

2.37 In 2015 we also carried out a major cycling survey, asking residents in face to face interviews their views of cycling and what does/would encourage them to cycle. We asked nearly 2,000 people from all Surrey's districts and boroughs a series questions. Key findings from this survey include :

- 46% of Surrey residents have cycled in the last 12 months and 35% of Surrey residents cycle regularly at least once a month
- 7% of Surrey residents cycle to work or school (more than double indicated levels in the 2011 census)
- Of those who cycle regularly, 51% cycle all year round
- Of those who said they didn't cycle at all, 29% said they would be very or quite likely to cycle in the future.
- Separated cycle infrastructure and more space on the roads were the two key influences that affect people making a decision to start cycling or not. (87% and 77% of responses respectively – multiple choice allowing results of more than 100%)

2.38 Further details of the findings of this survey are available on request.

3. OPTIONS:

3.1 This report provides information and analysis on the Surrey Cycling Strategy and as such there are no options to consider.

4. CONSULTATIONS:

- 4.1 The Surrey Cycling Strategy has been the subject of extensive consultation, running from 9 September 2013 to 1 November 2013. The consultation resulted in comments from over 3,700 members of the public and organisations.
- 4.2 Discussions have also been held at a number of meetings, including Local Committees, highways forums, Empowerment Boards and the Transport for Surrey Board. The Strategy was the subject of a public debate, run with BBC Surrey and broadcast live. The consultation responses were carefully analysed to inform the final strategy.
- 4.3 The first Surrey Cycling Forum was held in November 2015, with representative from cycling groups, residents associated and district and borough Council's attending. This forum provided attendees with an opportunity to shape the priorities for the Surrey Cycling Strategy for 2016/17 and challenge the performance of the strategy to date.
- 4.4 The Guildford Local Cycling Plan, which forms part of the Surrey Cycling Strategy, has been consulted on extensively both within Guildford Town and the wider borough. Officers from Surrey County Council have also been in regular dialog with groups such as G-Bug regarding the development and implementation of the local cycling plan.

5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:

- 5.1 There are no direct financial or value for money implications arising from this report, however many of the measures outlined in the report that are being delivered are dependent upon ongoing internal and external funding.

6. EQUALITIES AND DIVERSITY IMPLICATIONS:

- 6.1 There are no direct equality and diversity implications arising from this report. However, emerging analysis from cycle modelling data suggests that men and women and different ethnic groups respond differently to new cycling infrastructure and promotion, and this will need to be taken into consideration when implementing the Surrey Cycling Strategy.

7. LOCALISM:

- 7.1 The Surrey Cycle Strategy and its delivery is based around the principles of partnership working. The Cycle Strategy Board and Forum provide an opportunity for local views to be represented at the ongoing development of the strategy. Local Cycling Plans also provide the local specific content and provide residents, businesses and interested parties to be involved in the development of plans to encourage and manage cycling locally.

8. OTHER IMPLICATIONS:

Area assessed:	Direct Implications:
Crime and Disorder	No significant implications arising from this report
Sustainability (including Climate Change and Carbon Emissions)	Set out below.
Corporate Parenting/Looked After Children	No significant implications arising from this report
Safeguarding responsibilities for vulnerable children and adults	No significant implications arising from this report
Public Health	Set out below.

8.1 Sustainability implications

Increasing levels of cycling, can have a positive impact in congestion reduction and a consequent reduction in carbon emissions. This report highlights the work being undertaken with the Surrey Cycle Strategy to get more people cycling, more safely.

8.2 Public Health implications

Active travel (walking and cycling), particularly for utility trips such as travelling to work, school and shopping, is considered a key deliverable against Public Health priorities such as Obesity and Air Quality. The National Institute for Health and Care Excellence (NICE) Guidance – Physical Activity : Walking and Cycling states that encouraging walking and cycling reduce the risk of heart disease, stroke, cancer, obesity and type 2 diabetes It can help keep the musculoskeletal system healthy and promote mental wellbeing.

9. CONCLUSION AND RECOMMENDATIONS:

The Local Committee (Guildford) is asked to note :

- (i) The aim, objectives and content of the Surrey Cycle Strategy

10. WHAT HAPPENS NEXT:

- 10.1 The Surrey Cycle Strategy is being implemented and an annual report will be published to provide an update on progress on delivering the aim and objectives

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Consulted:

Annexes:

Annex A – Surrey Cycling Strategy 2014

Annex B– Surrey Cycle Strategy Annual Report 2015/16

Annex C – Drive SMART communications example

Annex D – Code of practice for Sportive organisers

Sources/background papers:

- [Surrey Cycling Strategy - consultation analysis](#)
 - [Drive SMART advice and interventions document – available on request](#)
 - [Dept for Transport – Cycling and Walking Investment Strategy](#)
 - [Framework for co-ordinating and approving events on Surrey's Highways](#)
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